



**SANDBOX**

# GROWING OUR ECONOMY

Building Business & Community With The Sandbox

**ECONOMIC GROWTH  
PAYS FOR EVERYTHING.**

**THE OLD WAYS OF GETTING  
BUSINESSES TO RELOCATE NO  
LONGER WORK.**



**So, What Does Work?**

“

**You have to talk about the culture before you can talk about business.**

~PETER LAI



# CULTURE

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# RESOURCES

**GREAT CULTURE**

**ATTRACTS**

**GREAT PEOPLE**

**CREATES**

**CRITICAL MASS**

**ATTRACTS**

**ABUNDANT RESOURCES**

*KNOWLEDGE, FUNDING, ETC.*

AND IGNITES:

**RAPID  
SUSTAINED  
LOCAL  
ORGANIC  
ECONOMIC GROWTH.**



# SANDBOX



IF **ONLY** WE HAD A PLACE IN  
BARRIE TO CREATE THIS  
CULTURE OF ATTRACTION!



**'The Sandbox is central to activating and empowering our local business ecosystem and achieving regional economic and community goals. It is the seed crystal in an exciting reaction that is unfolding right here in Simcoe County.'**

Dr. Jamie Doran  
Executive Director  
*Research, Innovation, and Entrepreneurship*  
Georgian College





## A WORLD CLASS FACILITY THAT IS PUTTING BARRIE ON THE BUSINESS MAP...

Notable Visitors In Nine Months:

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- Four Chief Economists
- Banking Leaders
- A Provincial Premier
- A Well Known 'Dragon'
- A Federal Party Leader



# WHERE STRATEGY CONNECTS

## Council's 2018-2022 Priorities are:



### GROWING OUR ECONOMY

- Make it easier to do [business](#)
- Help [businesses grow](#)
- Support the creation of more stable and diverse jobs
- Support [tourism](#) industry growth



### FOSTERING A SAFE & HEALTHY CITY

- Collaborate to address social issues, especially homelessness and the [opioid crisis](#)
- Get more [affordable housing](#) built
- Promote [recreation](#) opportunities for all ages & abilities
- Build a [greener](#) Barrie while mitigating and adapting to [climate change](#)



### BUILDING STRONG NEIGHBOURHOODS

- Create great [public spaces](#)
- [Build](#) walkable, diverse neighbourhoods that encourage community connections
- [Grow responsibly](#)



### OFFERING INNOVATIVE & CITIZEN DRIVEN SERVICES

- Use technology to [deliver services](#) more effectively
- Achieve [customer service](#) excellence
- Inspire [community participation](#)
- Make [tax dollars](#) go further



### IMPROVING THE ABILITY TO GET AROUND

- Increase [transportation options](#), including [active transportation](#) modes
- Make [connections](#)
- Create [safer streets](#)

# THE VISION



## WAS TO CREATE:

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A Place for the Business Community to create Critical Mass for sharing learning, attracting knowledge and magnetizing the Entrepreneurs, Intrapreneurs and Thought Leaders that create and support new businesses  
Creating and Fostering 'Home Grown' businesses that share our values and are long term partner in our community.



“

**‘Part of my reason for coming to Barrie was the Sandbox...it meant that the region was serious about being innovative and entrepreneurial. I wanted to be a part of that.’**

DR. JAMIE DORAN, EXECUTIVE DIRECTOR  
RESEARCH, INNOVATION, AND ENTREPRENEURSHIP  
GEORGIAN COLLEGE



**‘THE SANDBOX WAS INSTRUMENTAL IN HELPING MAKE VETTA HAPPEN BY PROVIDING A SUPPORTIVE SPACE AND HELPING PROVIDE THE NETWORK AND THE CONNECTIONS THAT PROPELLED VETTA FORWARD.’**

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Eric Harkonen  
Founder / CEO Vetta Spa  
(Opening in Horseshoe Winter 2020/21)



**VETTA SPA WILL BE SPENDING \$12M FOR CONTRACTORS & PROFESSIONAL SERVICES, THE BULK OF WHICH IS BEING SPENT WITH LOCAL, BARRIE COMPANIES:**

VETTA





**'The Sandbox Centre and the Henry Bernick Entrepreneurship Centre collaborated with Georgian Angel Network (GAN) to facilitate the creation of the GAN Xcelerate Fund LP (GXF). Their combined leadership established the foundation upon which GAN was able to raise **\$300,000 to support start-up companies.**'**

Michael Badham  
Managing Director  
Georgian Angel Network



# **"The Sandbox Centre Is Now My Professional Home."**



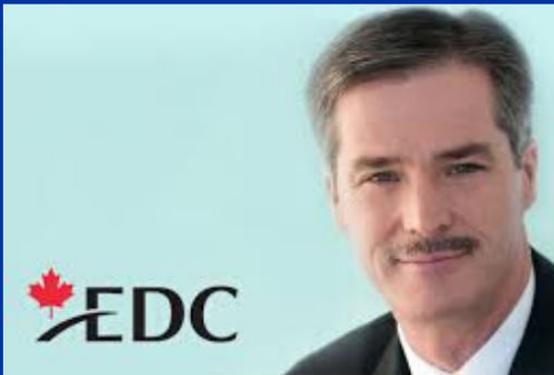
*I've lived in Barrie for 17 years, but working from home and travelling across Canada and internationally on business, I had never really found a lot of business energy here...So my wife and I were starting to consider where to move next, after our Grade Eleven boy's graduation from high school.*

*Then, last year, I found the Sandbox. Low and behold – there really IS a ton of positive energy in this town ... and ground zero is right there on Maple Avenue!*

*With an engaged and professional team staffing it; with successful and high-energy people and companies attending it; and with committed and collaborative individuals and organizations supporting it, the Sandbox Centre is now my professional "home". So much so, that we have decided to stay in Barrie instead of moving somewhere else. We are now doing renovations to our home and property to facilitate being here for the long term, perhaps the duration.*

David M. Archer  
President, MTP Mexico  
TAP - Trade Accelerator Program (World Trade Centre) Lead Facilitator

# CHIEF ECONOMISTS & BUSINESS LEADERS



In March, the Legendary Peter Hall, Chief Economist for the Export Development Corporation will be sharing his knowledge with our Business Leaders.

This is the **fourth** leading Chief Economist to share knowledge at the Sandbox in **less than a year!**

That is two Chief Economists more than have **EVER** come to Barrie prior to the Sandbox.

## CRITICAL MASS ATTRACTS.



**WHAT DO THESE CITIES HAVE IN COMMON?**



## CRITICAL MASS ATTRACTS.

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The TAP Program (Trade Accelerator Program run by the World Trade Centre) has previously only been run in CFL Cities.



**UNTIL NOW.**

**Certified**



**Corporation**

# WHAT IS A B CORP?

**USING BUSINESS AS A FORCE  
FOR GOOD.**

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B Corporations™ are businesses that meet the highest verified standards of social and environmental performance, transparency, and accountability.

# THE BARRIE B CORP CONNECTION

- B Corps are companies that bring more value to their community through Social / Environmental Contributions, including paying a 'Living Wage' for their area.
- BDC (the Business Development Bank of Canada) is a B Corp and they ran a B Corp Information Session early on at the Sandbox.
- Barriston Law recently became the first company in Barrie to receive the B-Corp designation because of attending the sessions at the Sandbox.
- Busch Systems recently became the second B Corp in Barrie.
- Now Barriston, BDC and Busch Systems are teaming up to create a B Corp Accelerator program at the Sandbox with the goal to make Barrie and Simcoe County the B Corp Capital of North America.
- This will be HUGE for the reputation of Barrie and our ability to attract like-minded Entrepreneurs and Businesses.

**THERE IS NO OTHER BUILDING IN BARRIE THAT PROMOTES BUSINESS AND MAGNETIZES THE PEOPLE THAT WE NEED TO GROW OUR ECONOMIC BASE.**

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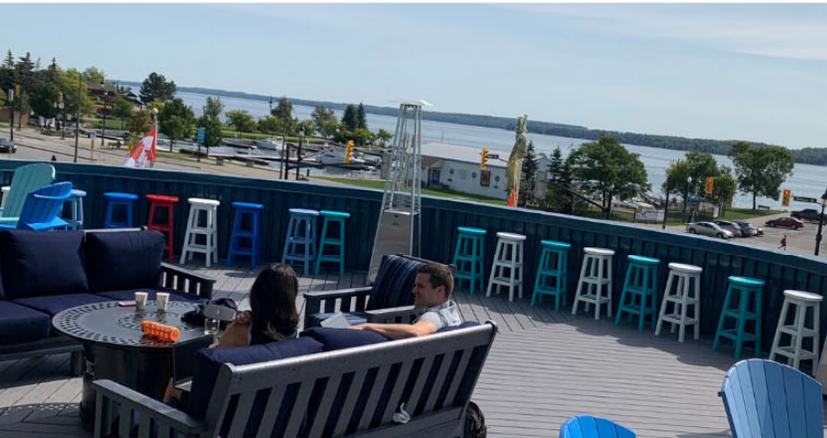
**THE SANDBOX IS A POWERFUL TOOL FOR INVEST BARRIE AND OTHERS TO SHOW THAT BARRIE IS SERIOUS ABOUT BUSINESS.**

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This space cannot just be OK to get the results we all want to see.

In order to not be just OK, we have to INVEST.

# THE GOOD NEWS



BECAUSE WE INVESTED AND CREATED A **'WOW' SPACE**, WE HAVE MAGNETIZED THE SPONSORS AND MEMBERS NEEDED TO OPERATIONALLY FUND OUR OPTIMAL PROGRAM OFFERINGS.

“

[www.itsabouttravelling.com](http://www.itsabouttravelling.com)

**Cities need to invest in innovation  
communities to promote  
economic development.**

FORBES MAGAZINE, JULY 24TH, 2018

'This Is The Innovative Component Every City Needs', Serenity Gibbons



**Cities looking to overcome financial demands may find that an innovation community is just the thing to reverse their fortunes...**

**By creating an area that caters to cutting-edge thinkers and creatives, cities can fuel growth for entire industries — and themselves.**

FORBES MAGAZINE, JULY 24TH, 2018

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# A STRATEGY FOR **RESPONSIBLE** GROWTH.

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The Sandbox is an Investment in driving growth through growing and attracting the people that create businesses and drive employment, both of which generate tax revenues.



# COMPETITIVE ADVANTAGE

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The Sandbox is a **COMPETITIVE ADVANTAGE** delivered at a scale that could not be created by the City alone and is needed to deliver on Council's Strategic Priority to grow Business.

CONNECTING THE COMMUNITY



LOCAL GRASS ROOTS  
ORGANIZATION

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WORLD CLASS ENTREPRENEURSHIP

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FACILITATES INNOVATION

**THE CITY'S  
CONTRIBUTION  
REPRESENTS 7%.**

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**93%**

OF THE **OPERATING OVERHEAD** IS  
GENERATED BY THE PRIVATE SECTOR.

**INCLUDING THE  
BUILDING AT FAIR  
MARKET\* VALUE:**

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**26%**

IS THE TOTAL CONTRIBUTION FROM  
THE CITY OF BARRIE

\*\$20/sq ft x 8200 sq ft

**INCLUDING  
DONATED  
EXPERTISE &  
MANAGEMENT:**

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**16%**

IS THE TOTAL CONTRIBUTION FROM  
THE CITY OF BARRIE.



**The first private sector-led  
innovation hub in Ontario**

GLOBAL NEWS

**THE CITY'S  
CONTRIBUTION  
REPRESENTS 7%.**

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**93%**

OF THE **OPERATING OVERHEAD** IS  
GENERATED BY THE PRIVATE SECTOR.

**The Best Private / Public Innovation Partnership**

# INVESTMENT OVERVIEW

1.8M

Improvements to a City Building

\$500K

Current City contribution

\$500K

Private Sector contribution

\$500K

Sandbox - Loan From Scotia Bank  
(Guaranteed by Busch Systems)

\$300k SHORTFALL

(Currently funded by Busch Systems)



**5 YEARS**

BUSCH SYSTEMS AND NETGAIN  
ARE INVESTED FOR \$375K +  
\$600K IN GUARANTEES

**\$300K**

CURRENTLY CARRYING  
THE ADDITIONAL SHORTFALL



## SUCCESS IN YEAR ONE

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- Programming beyond our original vision to build community benefits and connection Human Trafficking, Support for Social Enterprises.
- We have improved and added square footage to a City Building.
- With the new patio, we have created an appealing connectivity / corridor to the downtown & Waterfront.
- We have greatly improved the aesthetic of the building from the Waterfront with the picture window and deck.
- We have improved the potential market space.
- Added 5 jobs downtown and business for a number of downtown restaurants.
- Downtown vitality in a targeted area.



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**THERE IS  
CLEAR  
MESSAGING  
TO THE  
BUSINESS  
COMMUNITY  
WITH  
SUPPORT OF  
THIS ASK.**

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# **FUTURE DIRECTIONS**

WILL YOU SUPPORT US?