Staff Memorandum

To	Mayor A. Nuttall and Members of Council
Subject	CanExport Community Investments Grant
Date	June 11, 2025
Ward	All
From	S. Schlichter Director of Economic and Creative Development
Executive Member Approval	B. Araniyasundaran GM of Infrastructure and Growth Management
CAO Approval	M. Prowse, Chief Administrative Officer

The purpose of this memorandum is to provide members of Council with an update concerning the approval of a grant application submitted by the Economic and Creative Development Department (Invest Barrie) to the CanExport Community Investments Program of Global Affairs Canada.

CanExport Community Investments is a grant funding program designed to help communities attract foreign direct investment (FDI) and drive economic growth and is administered by the Canadian Trade Commissioner Service.Through this cost-share program, Invest Barrie has secured $32,750 in grant funding, covering 50% of the approved expenses related to FDI attraction initiatives. All approved activities must be completed between now and March 31, 2026.

Invest Barrie applied for this grant as it aligns directly with the ongoing economic development priorities of Invest Barrie related to investment attraction and addresses several strategic goals:

- Interest in a Foreign Direct Investment Strategy:
  There is a need to formalize and strengthen Invest Barrie's approach to foreign direct investment (FDI) by creating a strategy that guides and enhances our efforts to target key countries in our priority sectors.
- Participation in Trade Missions and International Trade Shows:
  Invest Barrie seeks to actively participate in relevant trade missions. The lead generation mission will focus on fostering relationships with potential investors, exploring new business opportunities, and promoting Barrie's competitive advantages in priority sectors.
- Development of Effective Marketing Materials:
  The grant will support the creation of professional marketing materials that are internationally directed to investment attraction efforts, enhancing visibility and credibility to international investors.

Specifically, this matching funding will support the completion of an FDI strategy for Invest Barrie targeting European markets and key sectors and support costs for in-market travel to pursue and develop leads including marketing materials and lead generation services. The CanExport Community Investments funding leverages the existing operational budget of Invest Barrie to grow the fiscal capacity for projects dedicated to investment attraction.

The project aims to enhance our community's capacity to attract, retain, and grow foreign investment, ultimately strengthening the local economy. Performance will be measured through detailed activity reporting and stakeholder feedback, in line with the funding agreement. This initiative is expected to deliver lasting benefits by positioning our community as a competitive and attractive destination for international investment and trade.

Memo Author:

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