



ECONOMIC AND CREATIVE DEVELOPMENT MEMORANDUM

Page: 1
File:
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TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: N. GAVARRE, BUSINESS DEVELOPMENT OFFICER

NOTED: S. SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT

A. MILLER, GENERAL MANAGER OF INFRASTRUCTURE, AND GROWTH MANAGEMENT

M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: CITY OF BARRIE BUSINESS DATA SURVEY -ALL WARDS

DATE: MAY 10, 2021

The purpose of this Memorandum is to provide Members of Council with information regarding Barrie's first Business Data Survey. Barrie's Business Data Survey will be conducted May through August of this year. The goal of the survey is to collect business data and create a comprehensive list of all Barrie businesses operating in the City's employment and commercial areas that can be broken down by sector and industry.

Many municipalities across Ontario conduct annual Business Data Survey's to monitor economic trends, create a detailed listing of businesses and utilize the data to inform internal policy and decision making. While the City is able to access certain statistics and information from other data sources, the data can be dated or at a higher level that is less informative for the City's needs.

Internally, this type of data has been utilized to monitor economic trends, support business retention, inform Municipal Comprehensive Reviews, forecast infrastructure needs and support transportation planning. Externally, select data will provide the public and our stakeholders (Chamber, BIA, Tourism Barrie), with a business directory and valuable supply chain information.

By starting a business data collection survey in 2021, it will give the City of Barrie the building blocks of developing good data concerning the economic landscape of Barrie. This data will allow the City of Barrie to better monitor existing industry, industry classifications, business sectors, business longevity and employment growth trends.

The survey is currently focused on employment and commercial locations and will not include home-based. Once the survey process has been established on annual basis, strategies to include home-based businesses will be explored.

Given the current health restrictions, the Economic and Creative Development team have taken a modified approach to the survey. Normally, surveys would be conducted door-to-door in key employment areas by a team of summer students. This year, the team will focus on building out the baseline data remotely using GIS technology and the ArcGIS Field Maps application supported by the City's IT Team. Students will gather information through research, over the phone interviews and using online surveys.

The benefits to Businesses participating will include; strengthening the local economy, having a free business listing, access to the public data once completed and information on local supply chains. Participation is voluntary. Businesses may refuse to participate or they may choose to only answer some of the questions. Any public information (business name, location, and contact information) will be used to create a business directory and all other information will be released in an aggregate form.