



Georgian College Downtown Expansion: Game-Changing Innovation in Action

Creative catalyst for economic and community revitalization

Our shared legacy

- **60-year partnership** with Barrie driving innovation, economic growth, and workforce development.
- **Economic impact:** \$1.7 billion regional GDP contribution

Recent markers:

- **2017:** downtown centre (Ross St., 200 students)
- **2018:** opening of the Peter B. Moore Advanced Technology Centre
- **2025:** strategic expansion to Barrie City Centre



Project overview

- **82,000 sq. ft.** creative learning space (4x current downtown space)
- **1,000+** students by fall 2026 (design, visual arts, digital tech)
- **\$32 million** investment: renovated, sustainable, collaborative spaces

Phased rollout:

- **2025:** design/construction finalization
- **Summer 2026:** facility completion
- **Fall 2026:** full student occupancy
- **Fall 2026:** grand opening





Why downtown Barrie?

- City-building vision: anchor for arts, culture, emerging technologies, and innovation.

Strategic alignment with Barrie's 2022-26 plan for:

- thriving economy
- vibrant downtown activation
- workforce development



Immediate community benefits

Economic revitalization:

- Increased foot traffic for downtown businesses
- Partnerships, vibrancy and a deepened community

Student impact:

- Work-integrated learning opportunities
- Public-facing services (art gallery, retail store, salon)
- Cutting-edge learning environment



Long-term regional impact

- **Talent pipeline:** graduates fueling the digital and creative economy
- **City building:** deepened vibrancy and community
- **Enrolment growth:** expanded programming in high-demand fields

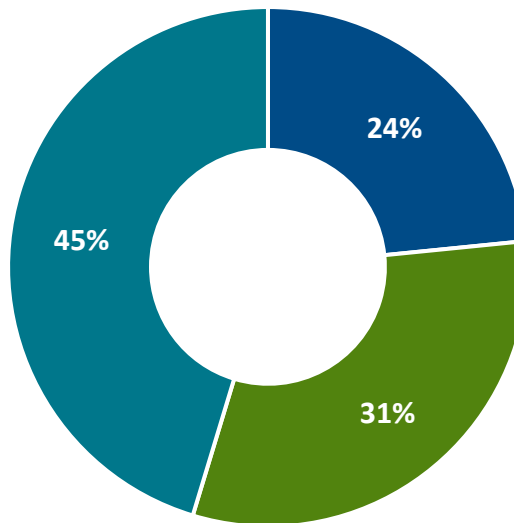


Investment request

- \$7.5 million over 10 years as catalytic funding

Critical for:

- Facility customization (tech-infused creative spaces)
- Initial scale-up of location



Project budget \$32 million

- City contribution \$7.5 million
- Private fundraising \$10 million
- Strategic investment \$14.5 million

Endorsements

“City-making, changemaking.”

– Mayor Alex Nuttall, City of Barrie

“Significant investment in the long-term growth and vibrancy of our city.”

– Paul Markle, Executive Director, Barrie Chamber of Commerce

“The presence of students, studying, working, and living in the area will further enhance the culture and character of the area.”

– Rich Johnston, Chief of Police, Barrie Police Service

“This investment will change our city forever.”

– Jamie Massie, business and community leader

“A powerful investment in Barrie’s future.”

– Craig Stevens, Executive Director, Downtown Barrie BIA



Vision

A partnership to shape the future of the city, the college and the community.

“This is game-changing innovation in action.”

— Kevin Weaver, President and CEO
Georgian College

