

Staff Memorandum



To	Mayor A. Nuttall and Members of Council
Subject	2025 Business and Employer Data Survey
Date	April 30, 2025
Ward	All
From	S. Schlichter, Director of Economic and Creative Development
Executive Member Approval	B. Araniyasundaran, General Manager, 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 City of Barrie's 2025 Business and Employer Data Survey, scheduled to begin the week of May 5th. Since its launch four years ago, the survey has consistently provided valuable insights into Barrie's economic landscape, supporting the City in monitoring local economic trends, employment growth, and industry sector changes.

The Economic and Creative Development Department will have a team of four (4) Data Collection Assistants to conduct door-to-door interviews across Barrie's commercial and industrial areas, surveying over 5,000 business locations from May through August. With support from the City's IT Department, data collected by the survey team will be entered into the ArcGIS Field Maps application. Businesses can also self-submit their information through a survey link available on the City's website. This link will be shared with community partners and promoted through social media.

The survey will focus on employers located in commercial and employment areas. Home-based businesses are not surveyed. By participating, employers will receive a free listing in the annual Business Directory and can gain access to valuable local market insights through the data published at the conclusion of the survey each year. Participation is voluntary.

To learn more about the Business and Employer Data Survey, visit investbarrie.ca/BEDS.

Appendix:

Not applicable

Memo Author:

S. Candrasa, Business Development Analyst, Economic and Creative Development

File #:

Ref C11

Pending # (if applicable):

Not applicable