



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

City receives Excellence in Economic Development Award

(Barrie, ON) – The City of Barrie has won a Bronze Excellence in Economic Development Award from the International Economic Development Council (IEDC) in the category of Talent Development & Retention for two sector specific job fairs hosted earlier this year—Commercial Trucking & Driver Job Fair and a Construction Industry Job Fair.

“I’m thrilled to congratulate the City’s Invest Barrie team and our community partners on being recognized internationally for their collaborative efforts to address skills development in the manufacturing sector, growth of Barrie’s entrepreneur community and support for the region’s growing craft beverage industry,” said Mayor Alex Nuttall. “In Barrie, we’re fortunate to have a network of community partners and businesses dedicated to strengthening our local economy.”

IEDC’s Excellence in Economic Development Awards recognize the world’s best economic development programs and partnerships, marketing materials, and the year’s most influential leaders. These awards honour organizations and individuals for their efforts in creating positive change in urban, suburban, and rural communities. Winners are recognized at IEDC’s Annual Conference.

About the Job Fairs

In response to ongoing shortages of AZ and DZ truck drivers and construction trade workers being experienced by businesses in Barrie, Invest Barrie and area partners organized two separate industry-specific job fairs to highlight available career opportunities and connect jobseekers with employers in the commercial trucking sector and the construction industry.

The Commercial Trucking & Driver Job Fair included companies that were actively hiring drivers and was used to bring attention to these well-paying careers and the truck driver training options available. A community business partner, Drivewise, brought in a training simulator so that the public could experience truck driving firsthand.

The Construction Job Fair materialized through Invest Barrie’s relationship with the Barrie Construction Association (BCA). The BCA was interested in partnering on a job fair specifically targeting the construction industry to highlight the many different careers and specialties in the industry, and the work available for all skill levels.

Both Job Fairs were at exhibitor capacity, with 20 companies in attendance at each event. Combined, the two events saw over 630 jobseekers provided with valuable opportunities to engage directly with employers, learn about their companies, and explore the various job opportunities that they had available.

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For more information, please contact:

Scott LaMantia
Manager of Marketing & Communications
scott.lamantia@barrie.ca
705-794-0517