



MEDIA RELEASE

Wednesday, April 13, 2022

FOR IMMEDIATE RELEASE

City's new interactive directory provides insight into Barrie's economy

(Barrie, ON) The City of Barrie has launched an online Business and Employer Data Directory that provides key information collected from Barrie businesses in industrial and commercial zones that will help inform the community and guide municipal policy direction. Using the interactive directory, residents and businesses can search for businesses in their neighbourhoods and learn about top employers and key sectors across Barrie.

"This is the City of Barrie's first comprehensive Business and Employer Data Directory and I'm excited to share it with our community. Residents can explore the directory to find businesses and support local, while businesses and community organizations can use the directory to learn about key sectors, employment trends and grow their business relationships," said Stephannie Schlichter, Director of Invest Barrie. "Ultimately, this data will help the City make informed decisions that better support our businesses and residents."

The Business and Employer Data Directory was built using data collected from the City's first comprehensive survey of Barrie employers conducted in 2021. The survey will be conducted annually, and the data will be used to update the site each year. Collecting this data annually allows the City to monitor industry trends and levels of employment, inform City initiatives, such as infrastructure and servicing requirements and transit planning and to maintain a current directory of local businesses. The City will begin contacting employers in May to update the data for 2022. Participation in the survey is voluntary.

Check out the [Business and Employer Data Directory](#) and visit investbarrie.ca/data/business-data-survey to learn more about the project.

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