



Invest Barrie

City Council Presentation

September 21, 2022



“Economic development is the intentional practice of improving a community’s economic well-being and quality of life. It includes a broad range of activities to attract, create, and retain jobs, and to foster a resilient, pro-growth tax base and an inclusive economy. The practice of economic development comprises of a collaborative effort involving industry, government and myriad community stakeholders.

Source: IEDC (International Economic Development Council - [What is Economic Development Brochure](#))



Business Retention
& Expansion



Marketing &
Attraction



Entrepreneur
& Small Business
Support



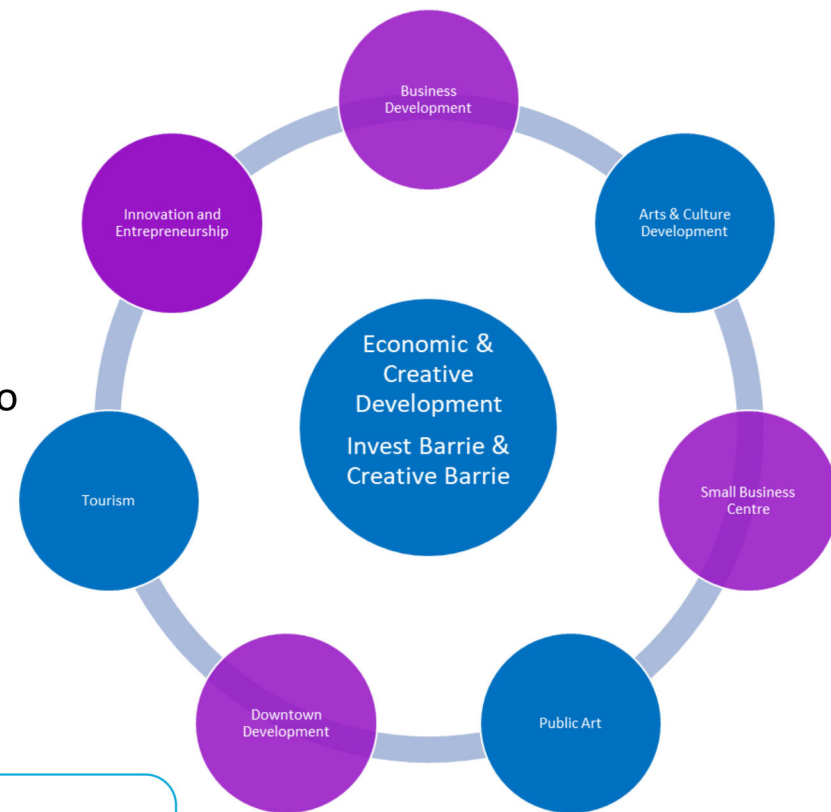
Arts & Culture
Development

Economic & Creative Development

- **2019** Business Development + Small Business Centre + Tourism Development + Creative Development combined to one department:

Economic & Creative Development (ECD)

- Externally we are Invest Barrie and Creative Barrie



Departmental Purpose:

To unite and collaborate within the community to deliver supports, programs and services that ignite economic growth and promote diversification, innovation and resilience in business, arts and culture.

Our Goals



Position Barrie as a
premiere business
investment destination



Develop a robust
entrepreneurial and
small business
ecosystem



Cultivate a dynamic
workforce and
pipeline of talent



Foster a vibrant
Downtown Economic
Corridor



Promote growth of a
diverse and sustainable
arts and cultural sector



Implement strategies
to strengthen
development of key
sectors

Each goal has a series of **objectives and actions** to drive progress across these goals.

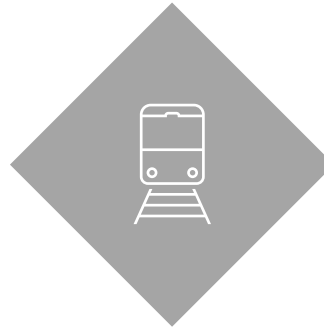
Our Strategic Initiatives & Partnerships



Performing Arts Centre



Market Precinct



Rail (BCRY)



Airport (LSRA)



BIA/Meridian Place



Georgian College –
Henry Bernick
Entrepreneurship Centre



The Sandbox
Centre



Chamber of
Commerce



Tourism Barrie



County of Simcoe



More Information: Performing Arts Centre: Staff Report ECD017-20 December 7th, 2020, Task Force Presentation and Direction – January 24th, 2022
Market Precinct: Task Force Presentation – February 7th, 2022, Staff Memo A2 220404, April 4th, 2022
Tourism Barrie: MAT Collection Agreement Renewal – Staff Report ECD008-21, September 13, 2021
Sandbox Centre: Report Back and Lease Extension – Staff Report ECD005-22, May 9, 2022

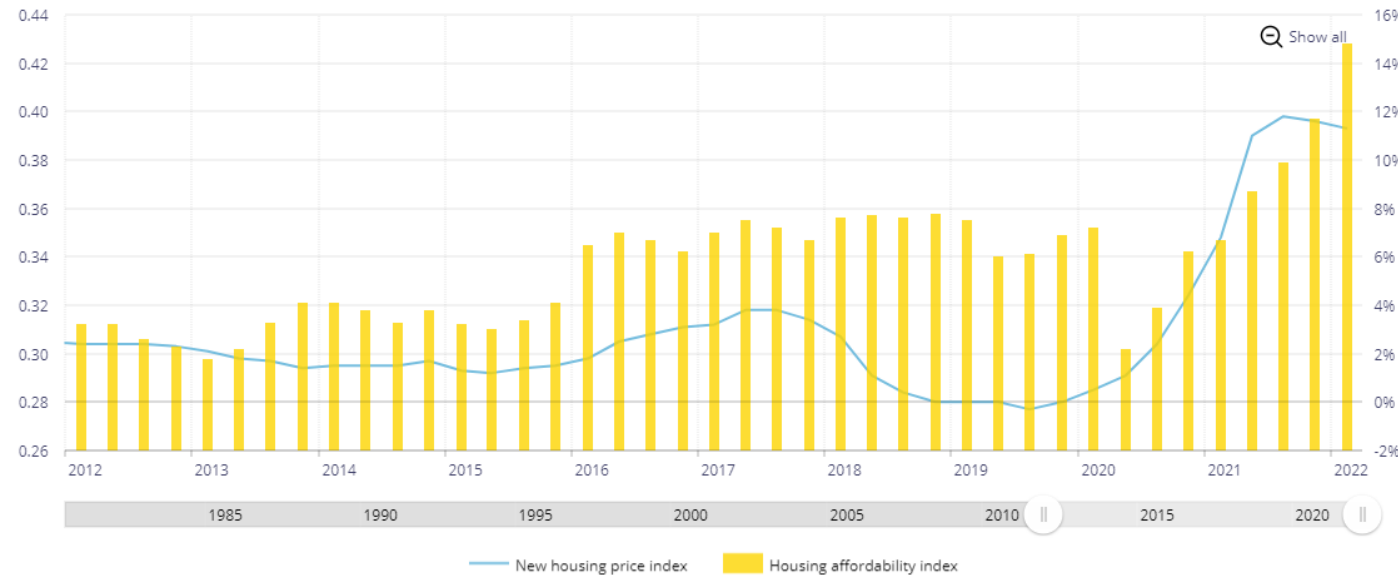
Economic Growth and Housing Affordability

Macro-Economic Conditions



House prices and affordability

The new housing price index and the housing affordability index



Source: Bank of Canada:

<https://www.bankofcanada.ca/rates/indicators/capacity-and-inflation-presures/real-estate-market-definitions/>

“The biggest issue affecting housing affordability in Canada is that supply simply isn’t keeping pace with demand,”

[Housing Supply Report - May 2022 \(cmhc-schl.gc.ca\)](https://www.cmhc-schl.gc.ca/housing-supply-report-may-2022)

‘The Bank expects Canada’s economy to grow by 3½% in 2022, 1¾% in 2023, and 2½% in 2024. Economic activity will slow as global growth moderates and tighter monetary policy works its way through the economy.’

[Bank of Canada – July, 2022](https://www.bankofcanada.ca/2022/07/)

Housing in the City of Barrie

CREA Stats: May 2022 Barrie & District Home Sales

Barrie & District Association of REALTORS® Inc.

Barrie & District Association of REALTORS®

Housing Market Update by Property Type for August 2022*

*Based on residential MLS® System data from Barrie & District Association of REALTORS® jurisdictional boundaries.
All percentage changes are year-over-year comparisons.



OVERALL

Units Sold	Benchmark Price
316	\$830,000
-21.6%	5.6%



SINGLE FAMILY

Units Sold	Benchmark Price
229	\$869,700
-23.9%	5.6%



TOWNHOUSE

Units Sold	Benchmark Price
36	\$581,700
-2.7%	6.5%



APARTMENT

Units Sold	Benchmark Price
33	\$570,900
-13.2%	12.1%



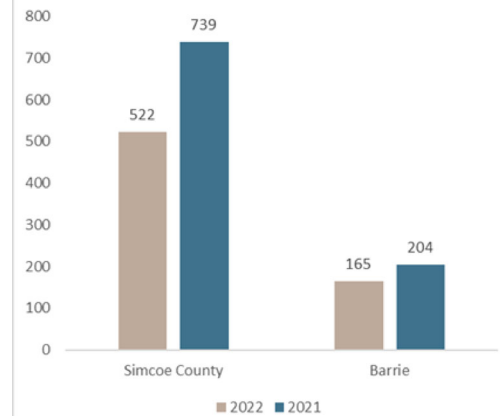
CREA  ACI
THE CANADIAN REAL ESTATE ASSOCIATION
L'ASSOCIATION CANADIENNE DES IMMOBILIERS

For more information visit www.creastats.crea.ca/board/BARR

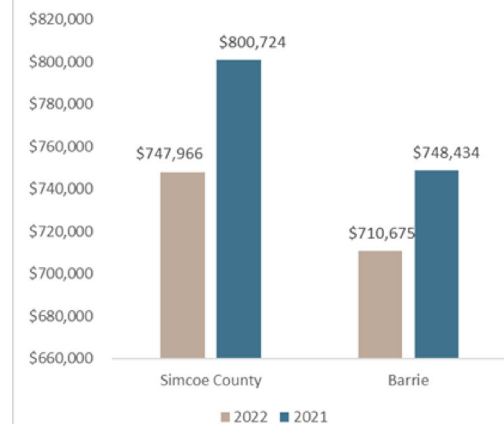
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BDAR

August 2022 vs. August 2021
Number of Units Sold



August 2022 vs. August 2021
Average Sale Price



Source::

[BDAR Stats: August 2022 Residential Sales Report](#)



Business Attraction & Retention

Overall Approach



Business Attraction

Economic developers develop and execute marketing & attraction strategies and campaigns to market their community to existing and potential businesses.

(Ref: IEDC

https://www.iedconline.org/clientuploads/Downloads/championing/IEDC_What_is_Economic_Development.pdf)

Majority of Job Growth within a Community comes from its existing business base.



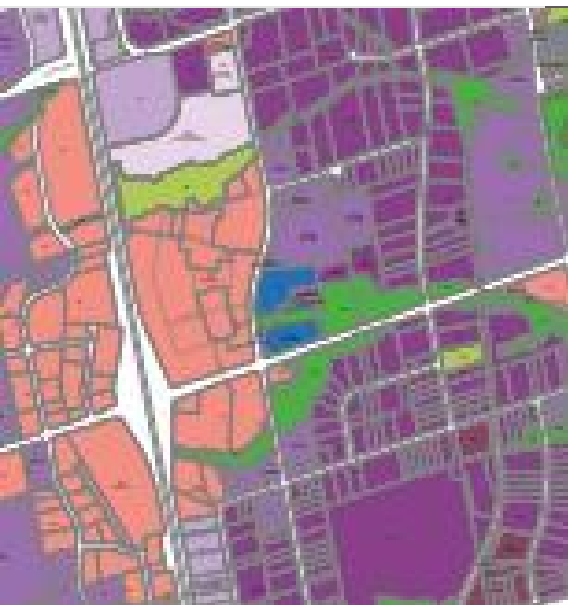
Business Retention and Expansion (BRE)

is a core component of economic development. BRE programs help existing businesses survive economic difficulties and assist with expansions that create new jobs.

Ref: IEDC

https://www.iedconline.org/clientuploads/Downloads/championing/IEDC_What_is_Economic_Development.pdf)

With the onset of the pandemic in March, 2020, the efforts of Invest Barrie have been focused on business retention and supporting our existing businesses and supporting their needs



Business Attraction - Activity

Employment Land Strategy (Council Approved April 26/21)

Ensuring that the City has available serviced, shovel-ready parcels of employment land that are ready for development and meet the needs and timelines of prospective businesses is fundamental to attracting investment.

Entrepreneur Marketing Program

Digital marketing campaign focused on GTA promoting Barrie as a destination for entrepreneurs to start, grow and scale their businesses.

Fostering Locally Grown Small Business

In 2021, our Small Business Centre assisted in the opening of 60 businesses supporting the creation of 167 jobs and hosted 1155 current and aspiring business owners at workshops.

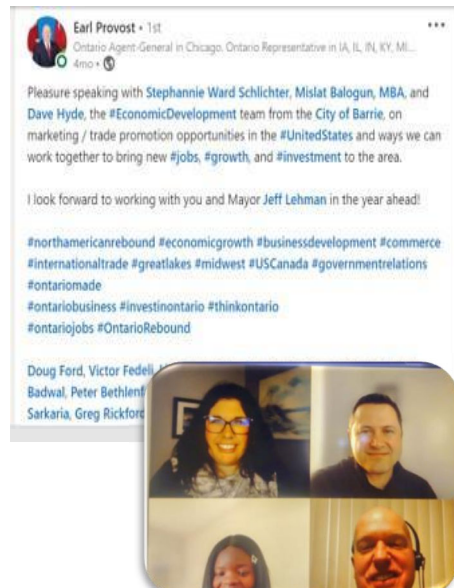
Summer Company: 2019 – 2022, 32 successful youth participants, \$96,000 in provincially-funded grants.

Starter Company Plus: 2019 – 2021, \$180,000 in provincially-funded grants to 36 local businesses.

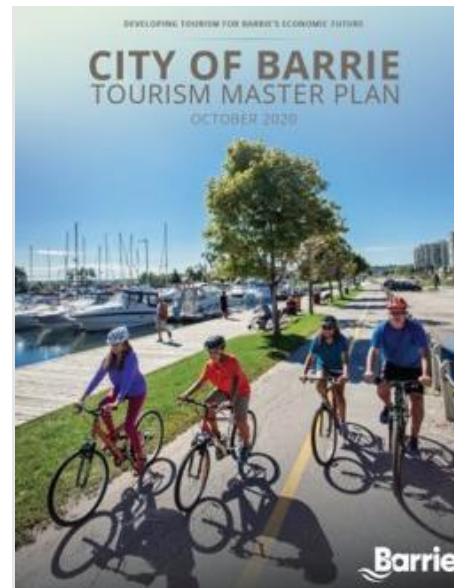
Business Attraction – Activity



Global Investment Attraction



Ontario Trade Offices



Tourism Master Plan & Sport Tourism Strategy



Regional Collaboration & Sector Profiles



More Information:
Tourism: Staff Report ECD009-21 – Implementation Program, September 13, 2021

Business Prospecting

Site Selection & Development Assistance

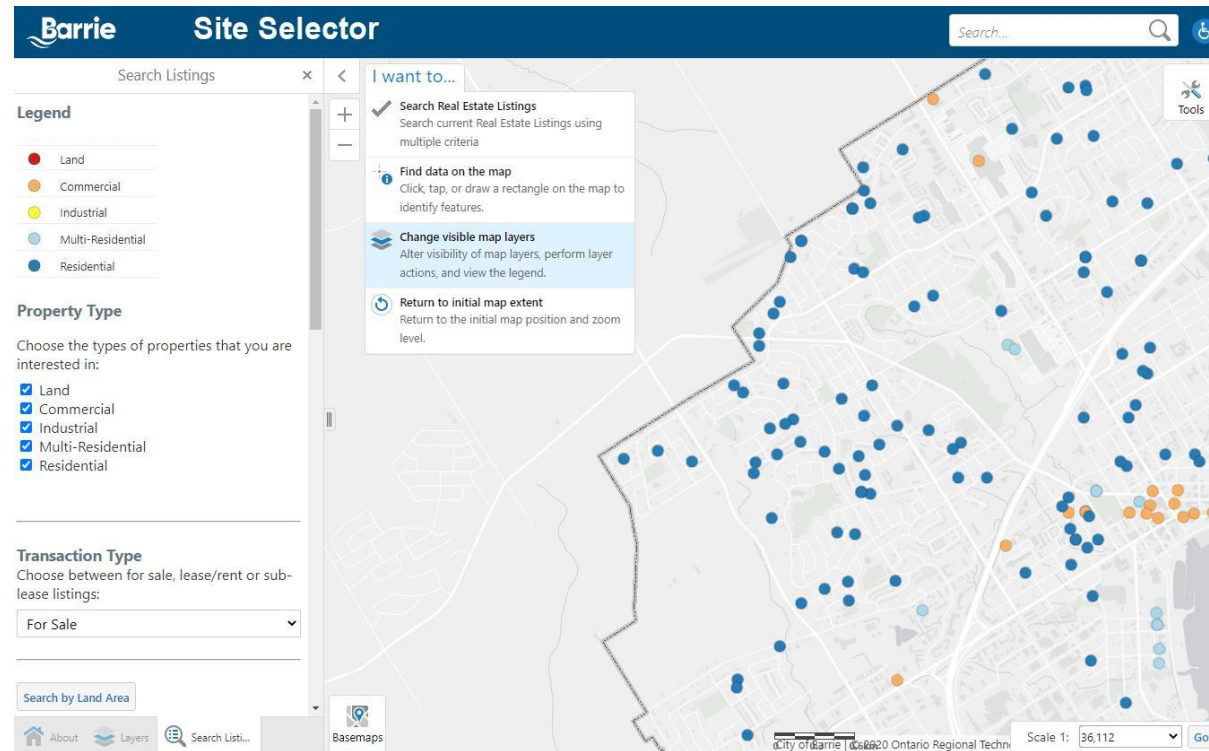
Support businesses through the site selection and development processes. Providing information and connection to property, developers and the City's development processes.

Top Land/Space Inquiries:

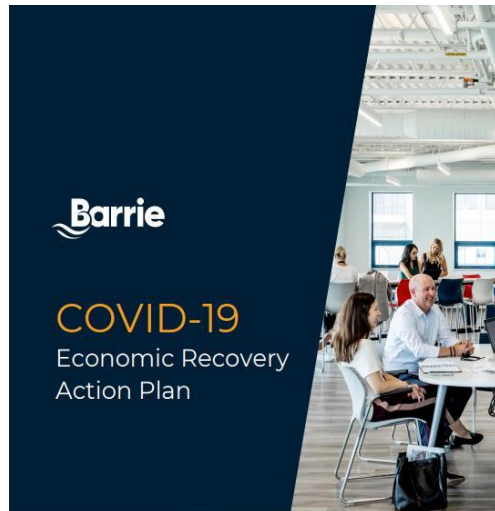
2021: Warehousing

2022 to date: Manufacturing

Top 3 Uses: Warehousing, Manufacturing and General Commercial/Office



Business Retention COVID RECOVERY ACTION PLAN



Barrie Together Recovery Kits and handout to local businesses



Business in the Parks Meridian Place & Kiwanis Pavilion at South Shore Park

DIGITAL
MAIN ST.™

More Information:
COVID Recovery Plan and Update: Staff Reports: ECD010-20, ECD015-20, ECD002-21, ECD001-22, Memo A3 210201
Skills Development Fund: ECD012-21
Digital Mainstreet: Memo A1 210614

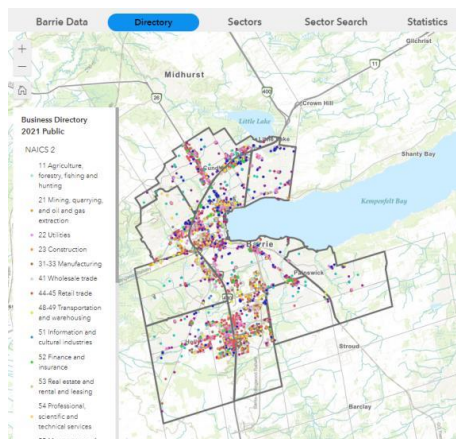


Business Retention - Activity



One-to-one Business Visitation Program

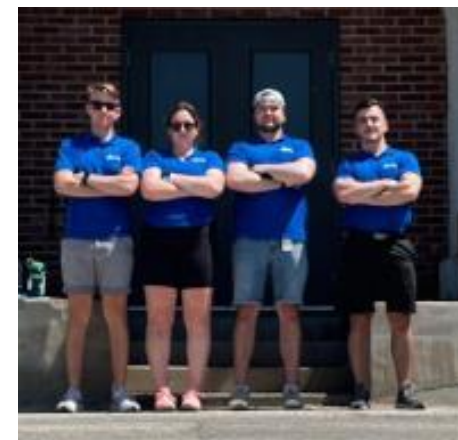
Regular outreach to discuss barriers to growth and make resource connections and identify opportunities for storytelling. As of June 2022, 50 one-to-one business visits/calls completed focused on manufacturing and mid-sized businesses, in addition to those identified by the business data survey students as needing assistance.



Site Selection Assistance & Issue Resolution

Support businesses (new and existing) through the site selection process, development processes and collaborate internally on business issue resolution while identifying opportunities to improve customer service and internal processes.

72% response rate in 2021, with 4310 businesses visited



Business Data Survey & Directory

Conduct door to door interviews with bricks-and-mortar businesses to collect key data on business location, type of business and employment. The data is collected to monitor economic trends, support business retention, and expansion, forecast infrastructure needs, and assist with transportation planning.



Business Retention

Sector Support

Innovation Programming

Support a culture of innovation by celebrating community innovators and building content to position the City as an innovative community through delivery of the Manufacturing Innovation Summit (October 19th, 2022) and Mayor's Innovation Awards.

Arts and Culture Sector

Supporting the retention and growth of this sector occurs through the City's investment in the annual Arts & Culture Investment Fund, which supported \$424,000 across 24 recipients in 2022. Artists have also been directly supported through programming that includes Brightening Barriers. Community Art Projects, Culture Days

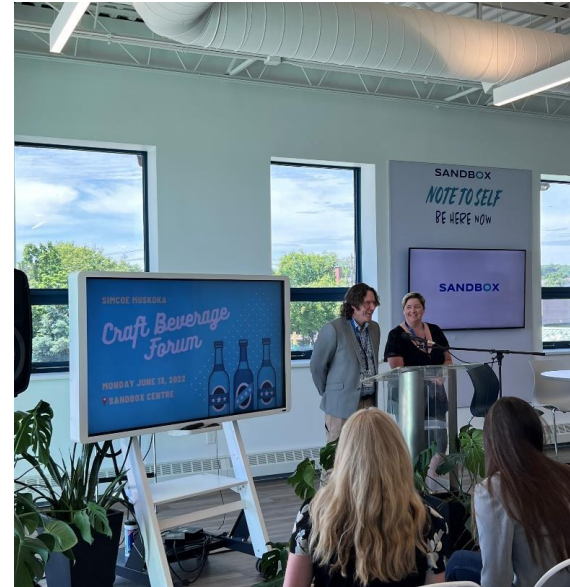
Business Support

We continuously seek opportunities to support businesses and sectors through education events and seminars, trade shows, trade missions and other programming, including Xcelerate Summit. Some is led by Invest Barrie and others is through our partnership network.

More Information:

Arts & Culture Investment Fund: Staff Report ECD010-31, June 7, 2022

Brightening Barriers: Staff Report ECD002-22 – City Building , March 8, 2022



Top Business Assistance Requests

➤ Talent Attraction & Retention

Top business challenge across many sectors is recruiting and retaining employees.

➤ Expansion Assistance & Investment Servicing

A number of major employers are physically expanding or need to find a new space in which to expand. Requests to provide development process assistance has increased due to high volume of development activity.

➤ COVID Recovery

Two rounds of COVID business consultation by sector, combined with targeted calls and connections, provided direct outreach to over 500 businesses. Top focus assistance areas from the consultation feedback: Getting businesses online, helping businesses connect to government grants and funding, mental health, advocacy for business challenges, downtown Barrie support, Arts & Culture sector support, supporting restaurants.

➤ Small Business Centre

Main requests for assistance: How to register a business; selecting the right form of business (sole prop, corporation, etc.); Access to sources of funding; Business plan writing; Developing a marketing strategy; Professional referrals (legal, accounting, etc.); Access to additional resources and programs.





Responding to Business Issues - Talent

Talent/Workforce Attraction Initiatives

Collaborated on 6 workforce events with over 200 participating employers in 2021. Partner with the County of Simcoe on many workforce attraction projects including; job fairs, Work in Simcoe job aggregator site, Skilled Trade Promotion, Edge Factor Information Portal and funding applications to further labour market support. Upcoming Job Fair September 28th.

Skills Development Fund

Received \$1M+ grant from the Province of Ontario to deliver a project with Georgian College to address manufacturing skills development and labour shortages by delivering program training and services to support labour market skills development

Building a Vibrant Arts & Culture Community

Placemaking through public art and supporting arts and culture organizations and activations.

What Our Businesses Say

Local business feedback



Advantages

Lifestyle: Recreation, waterfront community; creativity & downtown cultural vibe, work-life balance and big city activities with small town feel

Growth potential & budding demographics: Talent attraction & building a customer base.

Supportive & connected business community: Ecosystem of partner supports to help businesses thrive.

Tourism Destination: Increases customer potential



Challenges

Logistics & Traffic Congestion: Investments in infrastructure (Harvie Road bridge, Big Bay Point Road Improvements, etc.) help improve movement in the City.

Transit for Shift Workers: Employers with operations that are off-hour or multiple daily shifts in certain areas of the city in terms of getting people efficiently to and from work.

Internet connectivity: Certain industrial areas struggle with highspeed internet connections.

Availability of Employment Land and Costs: Lack of vacant land supply for sale combined with increase in land values and overall cost of development makes ownership and growth more challenging for end-users looking to expand.

Building Investor Confidence

Telling the 'Barrie Story'

With support of Access Barrie, developed robust marketing plan developed to support programming and social channel development, increased engagement with key audiences and build up Barrie's brand perception. New *Meet Barrie* positioning and focus on *Why* businesses choose Barrie through initiatives like the downtown videos.

Website & Community Data

Investbarrie.ca marketing website provides community profile and information to encourage businesses to choose Barrie as their investment location.

Using Investbarrie.ca website, e-newsletter, blogs, and social media to provide regular communication that showcases businesses and initiatives to tell the 'Barrie Story'. Provide local business promotion and position Barrie as a desirable location destination.

March 4, 2022 – April 22, 2022

 @InvestBarrie  Invest Barrie

Impressions

18,262  165.1%

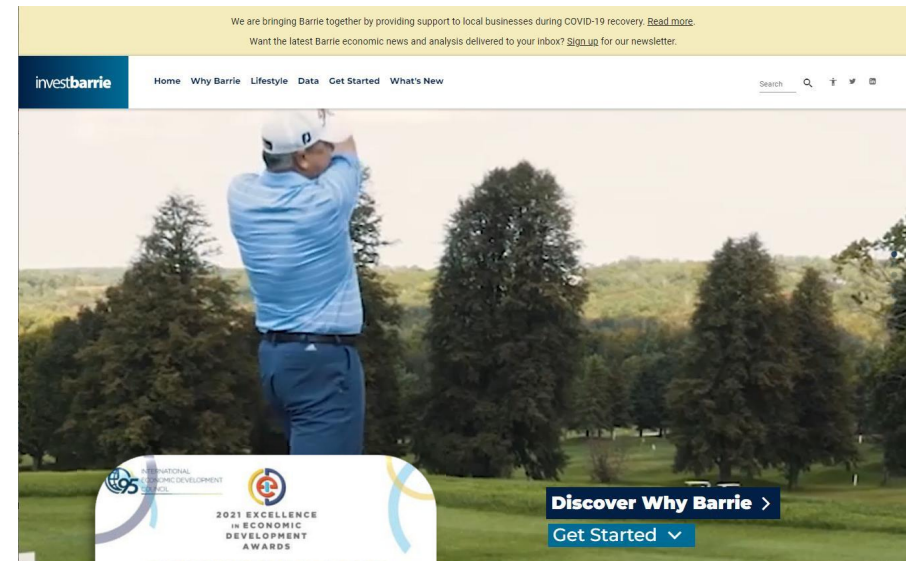
Engagements

966  345.2%

Post Link Clicks

405  321.9%

Strategy to increase content development and social channel activity is building engagement with target audiences.



IEDC Award - Washington, DC – Invest Barrie won a Bronze Rank for its Investbarrie.ca Website from the International Economic Development Council (IEDC).



Building Investor Confidence



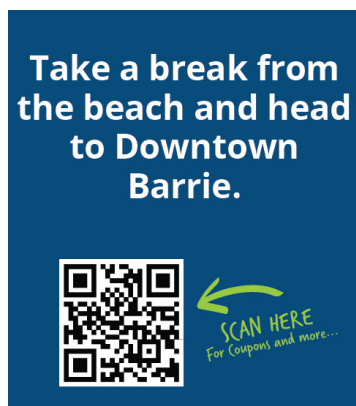
“The Barrie Difference” video series.

Building Investor Confidence



Partnership Ecosystem

A united and collaborative ecosystem of local and regional partners delivering tailored resources/programming in response to local needs.



www.tourismbarrie.ca

www.downtownbarrie.ca

www.barrie.ca

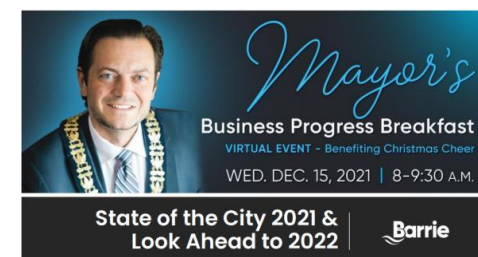


Fostering a Vibrant Downtown

Positioning the downtown as a **creative and employment hub** and a showcase for the city's historical, architectural, artistic and cultural assets.

Foster the activation of projects and assets, such as the Sandbox Centre, Meridian Place, a permanent market, that support a vibrant downtown.

Continue strategic partnership with the Downtown BIA to address business needs, promote the downtown as an investment destination, and cultivate programming and initiatives that continue support for the downtown and downtown businesses.



Political Leadership

Work closely with Mayor and Council to ensure a united and collaborative approach to business support and messaging

- Mayor's Business Progress Breakfast
- Mayor's Innovation Awards.



Remainder of 2022

Continue to drive actions and objectives across the department. Highlights include:

- Entrepreneur program development for growth segments (Health Service, Craft Beverage). Pilot mental health focused program to support small businesses and their employees
- Upcoming Events:
 - Manufacturing Innovation Summit – October 19th
 - Xcelerate Summit – October 25th – 27th
 - Arts Awards – November 16th
- Results of 2022 Business data survey
- Continued support on employment land strategy, developer outreach and investment servicing
- Delivering on funded programming:
 - Tourism Master Plan
 - Skills Development Fund
 - Digital Mainstreet

+\$35k

Program
Sponsorship

+\$1.4M

2021-2022
Secured Grant
Funding

As of 2020: More than 19,000 residential units in the “pipeline”

As of 2021: More than 26,000 residential units in the “pipeline”

As of 2021: More than 11,000 residential units approved, which haven’t seen any action yet in terms of an issued building permit

Residential Units in the Pipeline

Reporting on all active development applications received between 2015 to 2021, the number of units in the pipeline is 26,683. The increase in the 2021 number is in part due to the following:

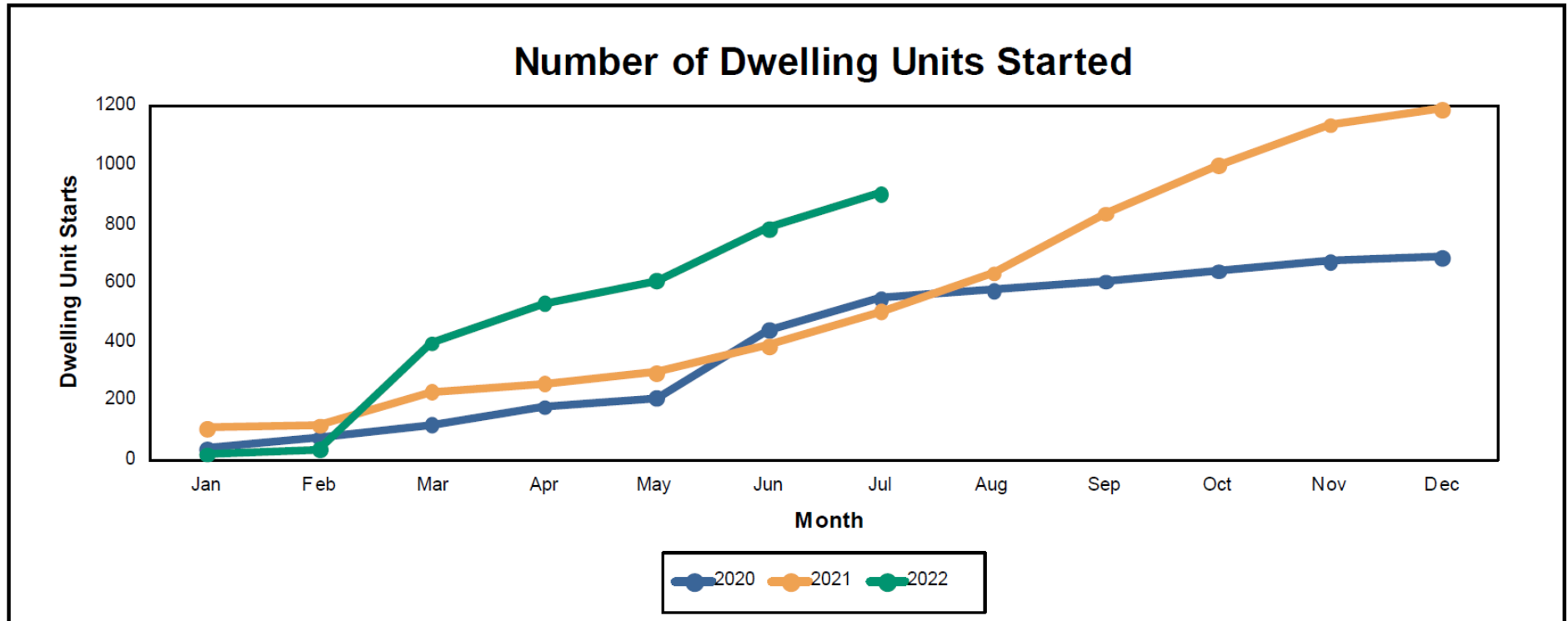
- Units tied to rezoning applications have now been included, in addition to units tied to site plans and plans of subdivision (*though we’ve taken out any duplication between application types*)
- Retirement units have now also been included (*these are homes for people, too*)
- There are sometimes variations (*more or less*) from the initial approvals and the final approvals, and/or we don’t know the exact unit count of townhouse blocks in bigger plans of subdivision
- We’ve seen more applications in the past year

Looking Closer

If we want to focus **only** on residential units tied to **approved** applications and are **eligible to obtain a building permit**, that number is: **17,985** units as of September 12th.

And if we subtract those units that already have building permits issued (4,983), we’re left with **13,002** units, **which are approved, but haven’t seen any action yet**.

Dwelling Unit Starts





Market Conditions

- Large, complex applications take time for full approvals to get projects “shovel ready”
- Approvals required from several layers of government and partner agencies (conservation authorities, Metrolinx, Ministry of Transportation – most common)
- Staggered approvals for multi-unit buildings compared to single detached homes
- Business decisions of the organization beyond what is happening in the City of Barrie
- Infrastructure required to service the proposed development – a factor in the secondary plan area to build new infrastructure to the built boundary needing infrastructure improvements
- Brownfield development complexities surrounding sites with possible contamination
- More recently, labour and material shortages as well as escalating budgets – which sometimes involve revisions to the approved projects



Questions

