

**SANDBOX**

**REIMAGINE  
THE WAY  
YOU DO  
BUSINESS**

# NOTABLE HIGHLIGHTS

## PARTNERSHIPS:

6 PROVINCIAL  
2 NATIONAL  
4 INTERNATIONAL

ACTIVE COLLABORATIONS WITH BUSINESS & ECOSYSTEM PARTNERS  
**45**

4 DEDICATED PROGRAMS  
DESIGNED TO HELP COMPANIES DIVERSIFY, NURTURE INNOVATION, AND INVEST IN RESEARCH AND DEVELOPMENT

OVER 1370 HOURS OF BUSINESS GROWTH THROUGH CONNECTING WITH THE SANDBOX

3,000 + CONNECTIONS MADE

MEMBERSHIP: 43 COMPANIES  
575 EMPLOYEES ENGAGED

## TRADE ACCELERATOR PROGRAM (TAP)

OWNED/LED BY UNDER REPRESENTED GROUPS



REVENUE GROWTH AFTER ONE YEAR



JOBS CREATED/ MAINTAINED



**100+ COMPANIES HAVE BENEFITTED FROM SANDBOX INVOLVEMENT**

**470 HOURS OF LEARNING TO DATE!**

**OVER 900 HOURS OF PEER GROUP CONNECTING!**

VISITORS YTD  
**50,950**

SESSION PARTICIPANTS RESIDE OUTSIDE OF BARRIE  
**33%**

TOP LOCATIONS  
TORONTO  
BRACEBRIDGE  
COLLINGWOOD  
HAMILTON

ACTIVELY ENGAGED IN PROGRAMS:

**70% GENERAL PUBLIC - 30% SBX MEMBERS**

# STRATEGIC PRIORITIES

**RAISING  
VISIBILITY &  
GENERATING  
INVESTMENT**



**Raising the visibility and profile of the City of Barrie and generating activity and investment in the downtown to support growth and intensification of a dynamic creative hub.**

**Showcasing 50 business community success stories.**

**Providing access and linkages to over 200 local and international thought leaders.**

# STRATEGIC PRIORITIES

## ACTIVATING THE REGIONAL INNOVATION CLUSTER



Activating the Regional Innovation Cluster to better serve the established businesses, intrapreneurs, innovators, and SMEs seeking to scale.

Deliver strategic programs by joining forces with 30 ecosystem partners and thought leaders.

Deliver 3 accelerator programs with cluster partners.

## RICCO RESEARCH & INNOVATION CLUSTER OF CENTRAL ONTARIO RICCO



**TOGETHER, WE ARE CREATING A HIGHLY NETWORKED, RESOURCE-RICH, EMPOWERED BUSINESS & INNOVATION ECOSYSTEM IN CENTRAL ONTARIO**

# STRATEGIC PRIORITIES

**ENHANCING  
CONNECTIVITY  
AMONG OUR  
BUSINESS  
COMMUNITY**



**Engaging businesses through networking opportunities, business programming, professional development & access to talent, partnership resources, and a modern business hub and collision space through SBX.**

**10,000 Life enhancing connections.**

**250 Member companies invested and benefitted from professional development.**

SCALE **HUSTLE** WOMEN IN BUSINESS ENTREPRENEUR  
RISING TIDE FLOATS ALL BOATS **MENTORSHIP**  
**LEADERSHIP** **INNOVATE** CREATE ADVISE  
ENGAGE **MEMBERS** **SBX** SOCIAL PROGRAMS  
GROWTH **CNNX** DOT-CONNECTER  
GOOD VIBES **PARTNERS**  
COLLABORATE **BUSINESS** KNOWLEDGE

**NETWORK**  
**COMMUNITY IMPACT**

# KEY MILESTONES & OBJECTIVES

## Launch SBX: 2018-2019

- Pre-launch construction and planning
- Membership & sponsorship campaign
- 10,000+ visitors
- 1800+ connections made
- 80+ educational workshops
- 77 private sector members and sponsors
- SBX secured 5-year partnership with World Trade Organization

## 2020-2021 Pandemic Operations

- Digital pivot launching online platform and app
- 4200+ active individual participants and partners
- 3000+ connections made
- 900 hours peer learning
- 470 hours pandemic recovery program assistance
- 45 active collaborating business ecosystem partners
- 6 Provincial, 2 National and 4 international partnerships
- 4 programs designed to accelerate innovation
- TAP national program delivery partner

## 2022 and Beyond!

- Accelerate the Regional Innovation Cluster
- Joining forces with 30 ecosystem partners
- Delivering 3 new accelerator programs
- Raising the visibility and profile of the City of Barrie
- Showcasing 50 business community success stories
- Providing access and linkages to over 200 local and international thought leaders
- Enhancing connectivity among business community
- 250 member companies
- 10,000 life enhancing connections



**2022**  
**HERE WE  
COME!**



**SBX**



STRONGER TOGETHER.