



**ECONOMIC DEVELOPMENT DEPARTMENT  
MEMORANDUM TO COUNCIL**

**TO: Mayor Jeff Lehman and Members of Council  
EMT**

**FROM: Hany Kirolos, Director of Economic Development**

**NOTED: Jim Sales, Acting Chief Administrative Officer**

**RE: Lifestyle Piece**

**DATE: February 27, 2012**

Please find enclosed a prototype of the new Economic Development "Live Better" lifestyle piece that was produced in-house. The publication is not intended to be a stand-alone publication, but rather to be included as part of a portfolio along with our business and community profile sheets. These portfolios will be sent to business owners, developers and high-net worth individuals we are specifically targeting to invest in Barrie. We also intend to make the publication available to partner organizations such as RVH and Georgian College to use in their recruitment efforts should they wish to do so. For convenience and cost effectiveness an online version will be posted on our website and made available for distribution.

The copy you are receiving is just a prototype and over the next few weeks we will be test marketing it with some of our community partners/prospects for feedback. A finalized copy will be provided to you once available.