

Barrie Business 
AMBASSADORS

*local business leaders focusing on
advancing growth in the greater Barrie area*

MONDAY, MARCH 21, 2016

Barrie Business Ambassadors

- 1) Introduction
- 2) Steering committee members and sector
- 3) Mandate
- 3) Accomplishments so far
- 4) Actions going forward.
- 5) Q&A

Business Ambassador Program

How this program came about

- Successful Former Ambassador Program
- Ideas in Motion Public Consultation-Public wanted it to be revived

Steering Committee

- Before the first meeting the City interviewed former business ambassador members and researched best practices
- A new steering committee was put together representing 5 sectors including; Manufacturing, Finance & Business Services, Life Sciences, Technology , Tourism/ Creative

Steering committee members

1. **Manufacturing** -Steve Blanchet/ *CSR cosmetics*
2. **Manufacturing**-Stephen Loftus/*Innovative Automation*
3. **Financial**-Frank Berdan/*RBC*
4. **Financial**-Open Spot
5. **Technology**-Chris Adams/*gShift*
6. **Technology**-Lesley DeRepentigny/*Drivewise*
7. **Life Sciences**-Open Spot
8. **Life Sciences**-Vern Soloman/*Environmental Systems*
9. **Tourism/Creative**-Stella Gan/*Liberty Hospitality*
10. **Tourism/Creative**-Angela Baldwin/*Baldwin Planning and Development Consultants*
11. **Mayor** (Ex-officio)
12. **Chair of Infrastructure, Investment and Development Services** (Ex-officio)

Ambassadors

- In addition to the Steering Committee, there are currently 35 additional ambassadors onboard
- All Ambassadors went through a selection process
- Ambassador representation from many successful Barrie businesses
- Regular meetings are held to provide updates on leads and initiatives

Business Ambassadors Mandate

Program Strategic Mandate

- Increase investment
- Promote the City of Barrie as a great place to do business
- Support local business development and growth
- City Hall-business liaison
- Alignment and Collaboration

Accomplishments to Date

- Content Strategy, regular positive articles being produced
- The role of each ambassador will then be to socialize the content on twitter, facebook and linkedin/linkedin group
- Inquiries/Complaints Feed-Back Loop
- Lead Generation from the Ambassadors

of Leads Received = 8

of Active Leads = 4

of Long Term Leads = 2

of Closed Leads = 2

Actions Moving Forward

- Increase the amount of content about Barrie being produced and shared on social media
- Secure new business for the City of Barrie
- Work with the City of Barrie on different areas of attraction
- Increase the amount of leads generated
- Increase investment to the City of Barrie

Barrie Business Ambassadors

- **Questions & Answers**



Barrie Business

AMBASSADORS

We look forward to working with you