



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

City receives Silver Economic Development Award for *Seeds to Sow* public art exhibition

(Barrie, ON) – The City of Barrie won a [2025 Silver Economic Development Award](#) for its [Seeds to Sow public art exhibition](#), awarded by the International Economic Development Council (IEDC). The award was given for Barrie's work in the "Neighbourhood Development" category.

IEDC's annual [Excellence Awards](#) honour economic development organizations, government entities, initiatives, and programs that demonstrate consistent and exemplary performance.

"Barrie's recognition in this award category speaks to the power of art as a tool for tourist attraction and economic vibrancy," noted Mayor Alex Nuttall. "The *Seeds to Sow* exhibition was an example of how public art can spark conversation, enhance neighbourhoods, and celebrate the uniqueness of our city."

IEDC's Excellence in Economic Development Awards recognize the world's best economic development programs and partnerships, marketing materials, and the year's most influential leaders. These awards honour organizations and individuals for their efforts in creating positive change in urban, suburban, and rural communities. Winners are recognized at IEDC's Annual Conference.

The [IEDC](#) is a non-profit, non-partisan membership organization serving economic developers. With over 4,500 members, IEDC is the largest organization of its kind.

About *Seeds to Sow*

[Seeds to Sow](#) was Barrie's first largescale temporary public art exhibition. It ran from September 27 to November 8, 2024. *Seeds to Sow* featured six installations of site-specific artwork that transformed Barrie's landscape. Designed to amplify Barrie's public art scene—particularly in the downtown core and on the waterfront—the exhibition brought bold artistic expression and storytelling into public spaces. Free to the public, the exhibition featured artwork by artists Amy Bagshaw, Adrian Blackwell, Ted Fullerton, Lisa Hirmer, Native Art Department International, and Lou Sheppard. Artworks included sculpture, textile art, text-based art, sound and new media art, and mural art.

Learn more about the City's public art at barrie.ca/PublicArt.

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