



**ECONOMIC AND CREATIVE
DEVELOPMENT
MEMORANDUM**

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TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: C. POLLARD, BUSINESS DEVELOPMENT OFFICER 4619

NOTED: D. BROOKE-BISSCHOP, MANAGER OF BUSINESS DEVELOPMENT
S. SCHLICHTER, DIRECTOR OF ECONOMIC & CREATIVE DEVELOPMENT
B. ARANIYASUNDARAN, GENERAL MANAGER, INFRASTRUCTURE & GROWTH MANAGEMENT
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: CITY OF BARRIE BUSINESS & EMPLOYER DATA SURVEY 2023

DATE: MAY 8TH, 2024

The purpose of this Memorandum is to provide members of Council with information regarding the City of Barrie's annual Business and Employer Data Survey that is conducted by Invest Barrie; the City's Economic and Creative Development Department. The third year of the Business and Employer Data Survey was conducted from May through August of 2023. The goal of the survey is to collect up-to-date business data and create a comprehensive list of all Barrie businesses operating in the City's employment and commercial areas that can be broken down by industry.

Having started the Business and Employer Data Survey in 2021, the City now has three years of information available and is establishing a solid foundation to collect quality data about the economic landscape of Barrie moving forward. The survey will be conducted again in the summer of 2024, providing the city with additional points of comparison over four years. This data will allow Invest Barrie to review and compare the make-up of Barrie businesses, and industry sectors and monitor employment growth trends from year to year.

The data for 2023 is now available publicly in an aggregate form. Data can be explored by using the directory, navigating the comprehensive list of Barrie business sectors, viewing sectors by location, and through additional general statistics. A fully downloadable business directory is available through Discover Barrie and on the Invest Barrie website at investbarrie.ca.

The 2023 survey had a strong response rate of 78.6%, with the data collection students visiting 4,998 business locations and speaking with 3,442 businesses. The businesses interviewed accounted for a total of 58,424 jobs. While this reflects a slight decline from 2022, encouragingly, 137 new data points were added and visited in 2023. Additionally, through this project, 101 businesses were identified as Future Business, with signage at the locations indicating that a new business was coming soon. 316 businesses self-reported that manufacturing activities occur on site and 180 indicated they are exporting from their location. Among the sectors that make up the greatest number of jobs in the City of Barrie include health care and social assistance, retail trade, manufacturing, accommodation and food service, and educational services. Approximately 80.5% of businesses surveyed have <20 employees and service-producing sectors continue to make up the majority of businesses at 85.4%.



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The project has allowed the business development team to identify opportunities to engage with businesses from sharing information about the available business supports, to making strategic introductions based on individual business needs. The team of summer students also had the opportunity to try their hand at creative writing for the Invest Barrie blog to highlight the interesting companies and stories they uncovered over the course of the summer. This exercise led to one of the data collection students being offered a future summer co-op position, created specifically for the student, by a local manufacturing company that was impressed by their professionalism and knowledge.

The 2024 Business and Employer Data Survey will be launched the week of May 6, 2024. The data collection students will visit the nearly 5000 brick-and-mortar business locations across the city between May and August 2024 to conduct the survey. The survey will also be available for businesses who wish to participate online through Building Barrie or www.investbarrie.ca/beds.