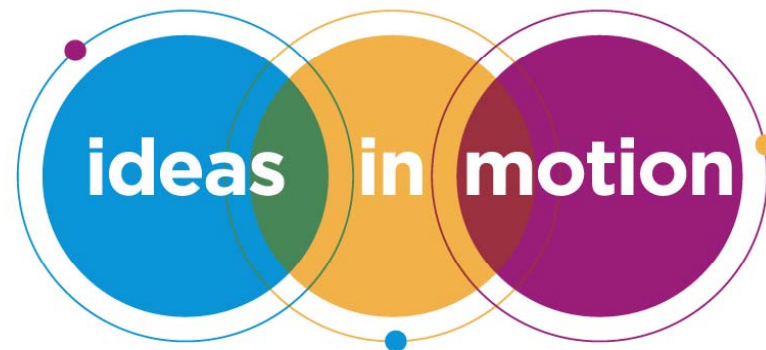


# INVEST BARRIE: **AN INTEGRATED PLAN**

Carla Ladd, Presentation to City Council

APRIL 7, 2014



On June 14, 2012, the City hosted our first **Ideas in Motion** interactive business event

The ideas were **bold** and **innovative**.  
The strategies and action plans were **insightful**, **realistic** and shared the threads of a **common vision**.

**5 key priorities** were developed



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## IDEAS IN MOTION | FIVE KEY PRIORITIES

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### 01 **OPEN FOR BUSINESS**

Improve processes and reduce barriers to make Barrie the easiest place to do business

### 02 **ALIGNMENT**

Connect business support infrastructure & services to enhance economic development

### 03 **BUSINESS AMBASSADORS**

Engage leaders from key business sectors to promote economic opportunities in Barrie

### 04 **UNIVERSITY READY**

Advocacy for a University in Barrie to address local labour market shortages for students

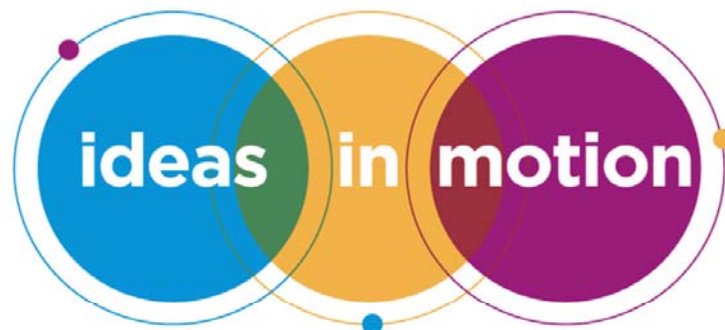
### 05 **OUR IDENTITY**

Create a unique & compelling brand that will become the single rallying point for Barrie



# INVEST BARRIE

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The key priorities from **Ideas in Motion** have been included in an *integrated plan* for Invest Barrie so we can continue to move Barrie's **economy forward**



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# INVEST BARRIE | An Integrated Plan

## The Framework



# INVEST BARRIE | An Integrated Plan

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## VISION

To create compelling opportunities to inspire investment and attract competitive talent.

## MISSION

To drive investment for a prosperous Barrie.



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## Guiding Principles

**EXCELLENCE** – high goals, standards, effective service

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**INTEGRATION** – working as a team; communicating with one voice

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**OPPORTUNITY DRIVEN** – agile, creative, innovative, responsive

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**PARTNERSHIP BASED** - collaborative

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## Goals

1. To diversify our local economy
2. To have an effective, well-articulated & promoted brand
3. To position culture as a key driver of the creative economy
4. Downtown Barrie is the vibrant & creative heart of the City
5. Enhanced leadership, service alignment & delivery





# INVEST BARRIE | An Integrated Plan

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## **Goal – *Diversify our local economy***

- Foster a strong business start-up environment
- Grow emerging and support existing business clusters
- Advance a focused Foreign Direct Investment program
- Maximize and leverage the value of the Lake Simcoe Regional Airport to support economic growth
- Strategically use lands for economic growth



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## **Goal – *Effective brand***

- Create a unique and compelling brand to be the single rallying point for our community
- Successfully market the City

## **Goal – *Culture as an economic driver***

- Cultivate new creative opportunities



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## **Goal – *Downtown Barrie***

- Strengthen the City Centre profile
- Promote and support the development of the waterfront
- Increase downtown assets to achieve a vibrant City Centre
- Promote a safe and socially enriched downtown experience
- Continue to pursue a visionary redevelopment for the Barrie Central site



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## ***Goal – Enhanced leadership & service alignment***

- Improve processes and reduce barriers to support new and existing business and build confidence among investors
- Engage business and community leaders to promote investment



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# And we are making progress!

1. Creation of Strategic Portfolio: Invest Barrie
2. Alignment of resources with GBBEC
3. University satellite campus provincial process and strong advocacy
4. Action Plan for Open for Business Completed
5. Launch of the new Business Ambassadors
6. Barrie Entrepreneurs Connect- virtual portal under development

Together, we will continue to put **ideas into motion** with an **integrated plan** for **Invest Barrie**



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