

Economic & Creative Development

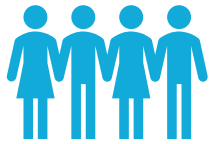
Department Overview

Heritage Barrie Committee

December 8th, 2021

Economic & Creative Development

What Is Our Purpose:



To unite and collaborate within the community to deliver supports, programs and services that ignite economic growth and promote diversification, innovation and resilience in business, arts and culture.

#InvestBarrie #CreativeBarrie

Our Goals



**Position Barrie as a
premiere business
investment destination**



**Develop a robust
entrepreneurial and small
business ecosystem**



**Cultivate a dynamic
workforce and pipeline of
talent**



**Foster a vibrant
Downtown Economic
Corridor**

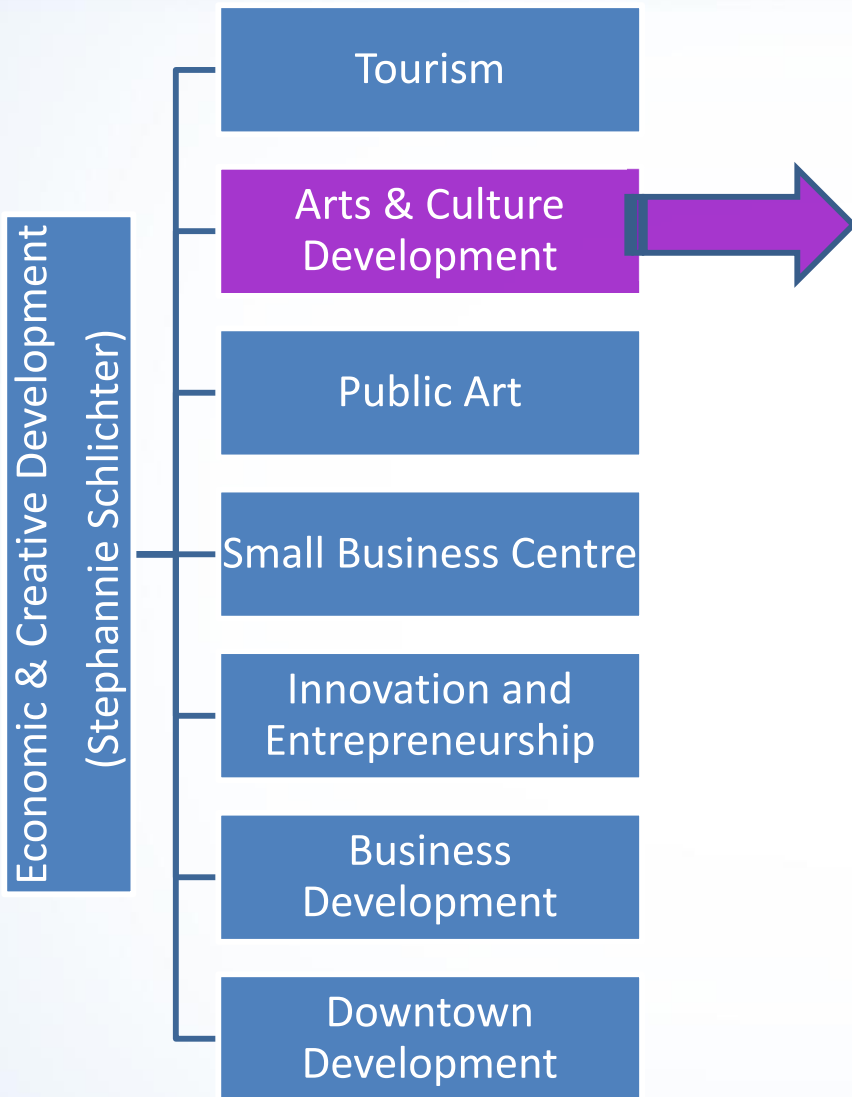


**Promote growth of a
diverse and sustainable
arts and cultural sector**



**Implement strategies to
strengthen development
of key sectors**

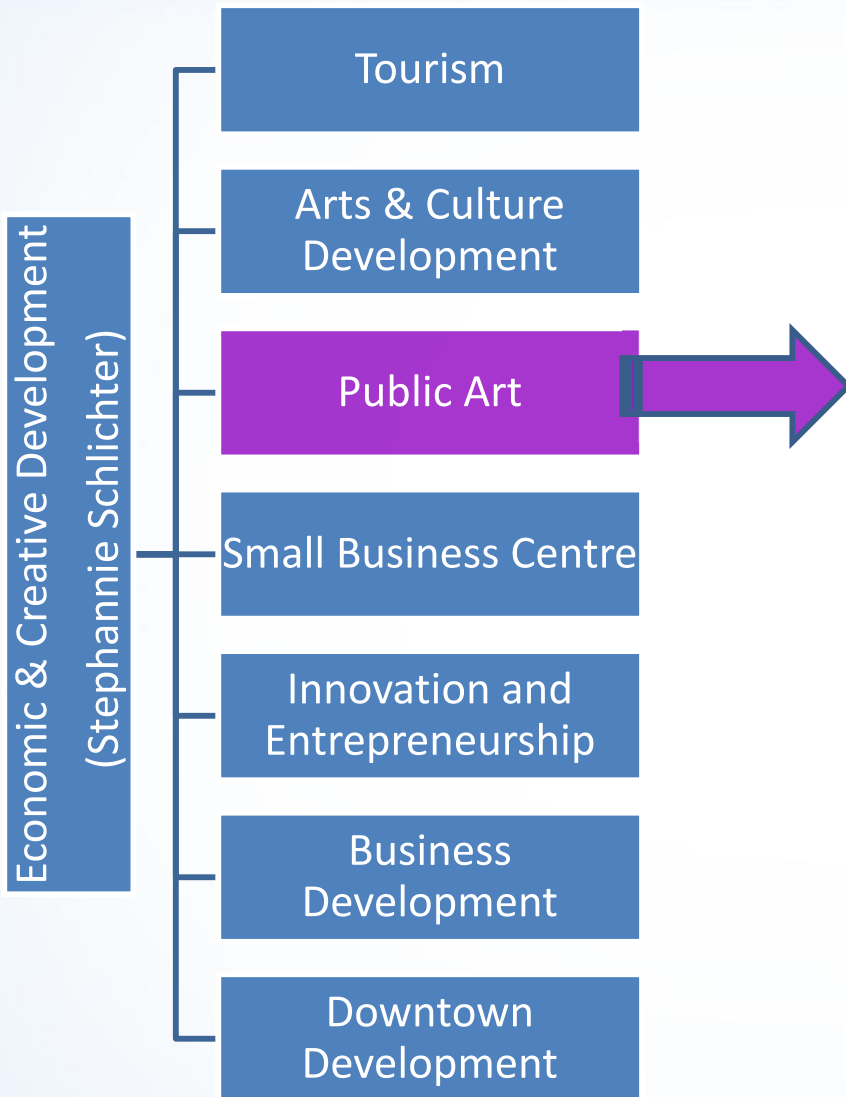
Economic & Creative Development



Cultural Development Officer Amanda Dyke

- Provides support to Culture Sector stakeholders in order to grow and maintain capacity in the City of Barrie's Cultural Sector, in keeping with Council's strategic objective to nurture culture as a key economic driver.
- Implements and administers the cultural grants program.
- Manages a variety of arts and culture related-events such as the Barrie Arts Awards designed to celebrate excellence in the arts in Barrie.

Economic & Creative Development



Public Art Coordinator Carol-Ann Ryan

- Coordinates all aspects of the City's Public Art Program, in accordance with the Barrie Public Art Policy
- Key liaison with the Barrie Public Art Committee (BPAC), a volunteer working group
- Leads the implementation of public art projects initiated by City, Staff, Council and BPAC
- Brings a public art lens to City initiatives/developments /strategies/plans to identify opportunities for placemaking and integration of culture

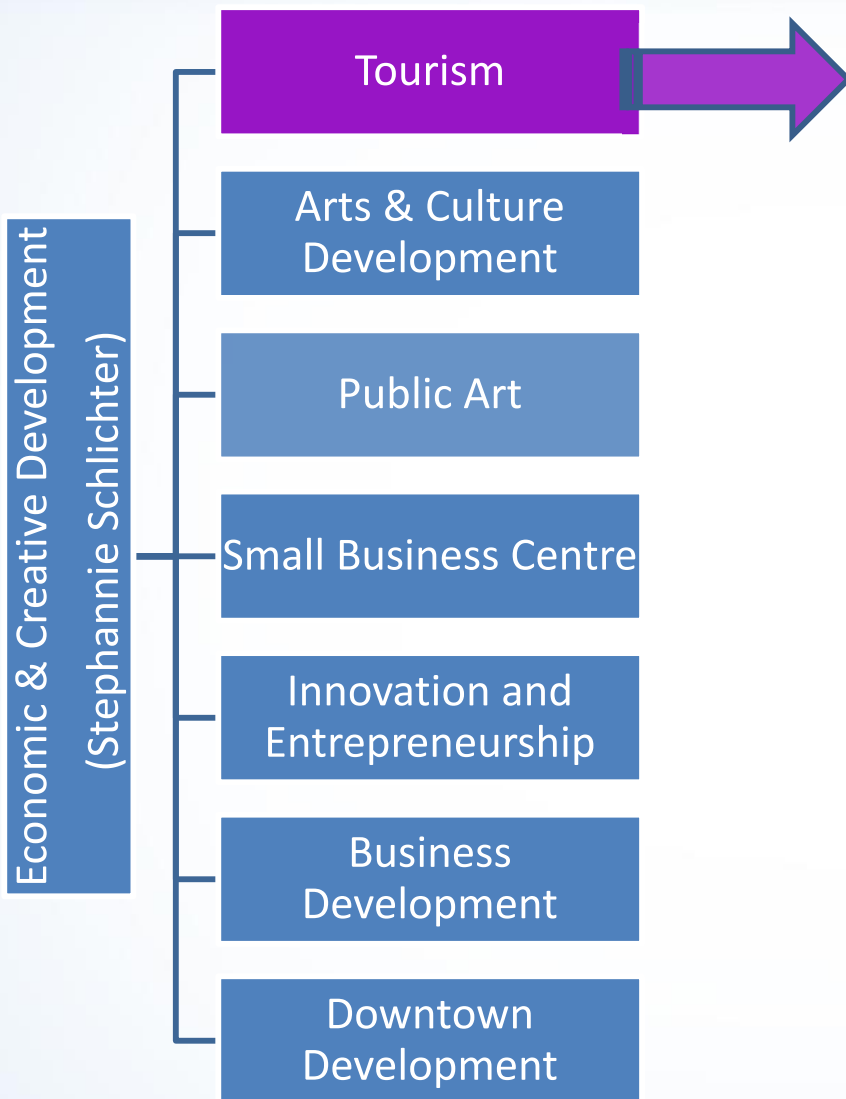
Current and future projects:

- *Eastview Arena Mural*
- *Allandale GO Station Mural*
- *Hello Winter Projection Program*
- *The Horn and the Heart – Meridian Place*
- *Brightening Barriers 2022*

Public Art Priorities - 2022

- Championing opportunities to integrate public art into planning and development at a policy level (ie: art on construction hoarding); supporting the consideration of public art for master plans in Parks, on the Waterfront, and at Facilities (ie: Heritage Park Master Plan) across the City of Barrie
- Laying the groundwork for a Public Art Master Plan
- Create an inventory of works in the City of Barrie public art collection
- Brightening Barriers 2022 – repeat and grow a successful program for the purposes of continuity in programming, awareness of and support for public art & BPAC, employment for more artists, partnership building with key stakeholders downtown

Economic & Creative Development



Tourism Development Coordinator Robb MacDonald

Responsible for the development and execution of the implementation program for the Tourism Master Plan, linking partners and stakeholders in alignment with the strategic priorities of the organization.

Ensure and demonstrate economic growth in visitor economy using a variety of metrics.

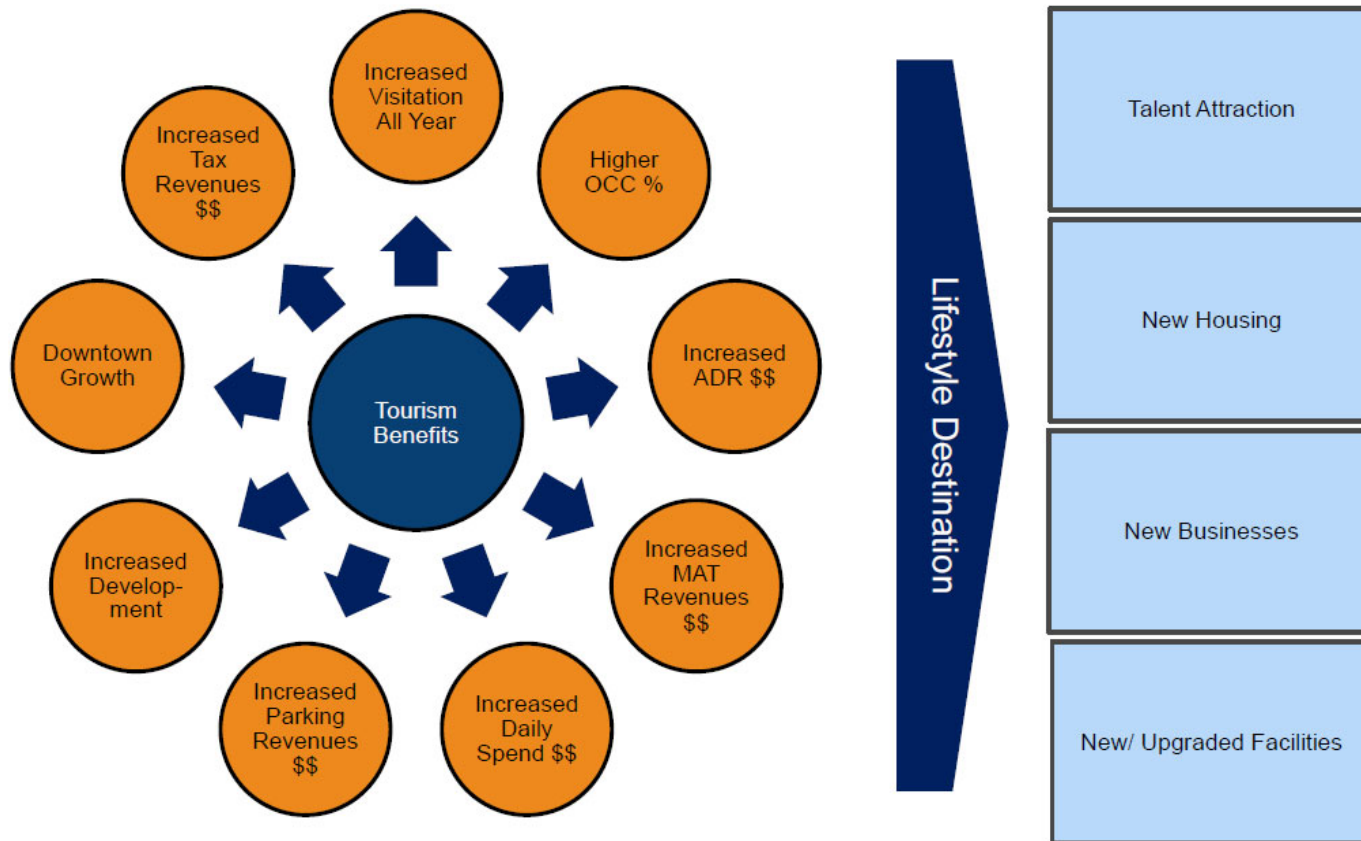
Act as a liaison and facilitator, working in tandem with other stakeholders and in alignment with various city and/or community plans and strategies to grow the visitor economy and investments.

Current and future projects:

- *COVID Recovery*
- *Wayfinding Strategy*
- *Sport Tourism*
- *Waterfront Strategy*

Tourism in Barrie

Direct Benefits of Growing the Visitor Economy



TMP– 10 Priority Recommendations

1. Adopt tourism as a priority economic sector for Barrie
2. Establish a tourism position within the City to work with Tourism Barrie
3. Incorporate a tourism point of view when considering new development, wayfinding, parking and downtown revitalization
4. Ensure 100% of MAT revenue goes to tourism
5. Develop sport tourism strategy

TMP– Priority Recommendations

6. Invest in and/or facilitate development of year-round assets
7. Support and invest in visitor-focused arts, cultural and live events
8. Build a coalition of partners
9. Develop brand promise and USP
10. Engage citizens of Barrie to help tell tourism story

Tourism Priorities - 2022

- Wayfinding Strategy & Sign Design
- Sport Tourism Strategy
- Tourism Unique Selling Proposition
- Impact of Tourism as a Key Economic Sector for the City & Recovery
 - Labour market
 - Film Sector