



**ECONOMIC AND CREATIVE
DEVELOPMENT
MEMORANDUM**

Page: 1
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TO: MEMBERS OF CITY BUILDING COMMITTEE

FROM: N. GAVARRE, BUSINESS DEVELOPMENT OFFICER EXT 4431

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

RE: CITY OF BARRIE BUSINESS DATA SURVEY 2021 - ALL WARDS

DATE: APRIL 12, 2022

The purpose of this Memorandum is to provide members of City Building Committee with information regarding Barrie's first Business Data Survey. The goal of the survey was to collect 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 sector and industry.

During the months of May to August 2021, a team of four summer students and a Data Specialist Co-op student visited Barrie businesses in the City's employment and commercial areas, collecting key business data utilizing a mobile data collection app developed by the GIS branch. In total, approximately 4310 businesses were visited with a 72% response rate providing a robust data set and baseline measurement.

Many municipalities across Ontario conduct annual Business Data Surveys to monitor economic trends, create a detailed listing of businesses and utilize the data to inform internal policy and decision making. While the City is able to access certain statistics and information from other data sources, often the data is dated, sector/business-size specific, or at too high of a level to be informative for the City's needs. Through the collection of the the City's own data, it strengthens the quality of City data and gives a broad overview of the business and employment landscape of the city.

Since the completion of the data collection, staff in IT and Economic & Creative Development have been working with the data tool to develop a public facing portal that provides summary information from the Data Survey collection in an aggregate form. The portal is available on the City of Barrie's website through the City's GIS platform. The public can explore the data including, number of businesses, industry classifications, business locations, number of businesses per sector, and a downloadable comprehensive business directory along with a variety of other statistics. The community can use this data to better understand the business makeup of Barrie, local supply chains and potential customers.

By having started a business data collection survey in 2021, the City of Barrie now has the building blocks to collect quality data pertaining to the economic landscape of Barrie moving forward. The survey will be conducted again in 2022 and provide the City with its first comparative data set over two years. This data will allow staff to review and compare existing industries, industry classifications, business sectors, business longevity and monitor employment growth trends from year to year. By continuing this data research, indicators of the economic health of the city along with emerging and transitioning industries, and other trending can be identified at the local level.

The 2022 Business Data Survey will be completed in the same manner as 2021 over May to August.