



**ECONOMIC AND CREATIVE  
DEVELOPMENT  
MEMORANDUM**

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**TO: DEPUTY MAYOR, B. WARD AND MEMBERS OF COUNCIL**

**FROM: M. BALOGUN, BUSINESS DEVELOPMENT OFFICER**

**NOTED: D. BROOKE-BISSCHOP, MANAGER OF BUSINESS DEVELOPMENT**

**S. SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT**

**B. ARANIYASUNDARAN, P.ENG., PMP, GENERAL MANAGER OF  
INFRASTRUCTURE AND GROWTH MANAGEMENT**

**M. PROWSE, CHIEF ADMINISTRATIVE OFFICER**

**RE: CITY OF BARRIE BUSINESS & EMPLOYER DATA SURVEY – ALL WARDS**

**DATE: MAY 9, 2022**

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The purpose of this Memorandum is to provide members of Council with information regarding the City of Barrie's second Business and Employer Data Survey. The City of Barrie's Business and Employer Data Survey will be conducted from May through August of this year. The goal of the survey is to collect business and employer data and create a comprehensive list of the City's workplaces that are operating in the employment and commercial areas. The benefits to the City's workplaces participating in the survey include strengthening the local economy, having a free business listing on the survey website, and gaining access to information on local suppliers.

The data that was collected in 2021 serves as the baseline year. As future surveys are done, the City will monitor economic trends, support business retention, inform planning data, forecast infrastructure needs and assist with transportation planning. Externally, select data will provide the public and our stakeholders (e.g., Chamber of Commerce, BIA, Tourism Barrie), with a business directory and valuable supply chain information.

Similar to 2021, the 2022 survey will focus on employment and commercial locations and will not include home-based establishments. Participation is voluntary. Strategies to include home-based businesses will be explored in the future.

This year, the Economic and Creative Development Department will have a team of trained summer students going door-to-door to conduct the surveys. All information received from businesses will be entered into the ArcGIS Field Maps application, which is supported by the City's IT Department. If necessary, the summer students will gather information through additional online research, and over-the-phone interviews. A link will be shared across social media platforms and shared with community partners for businesses that may want to self-supply their information, as well. Students will then follow-up with those businesses to fill in any missing data.

Businesses may refuse to participate, or they may choose to only answer some of the questions. Any public information (business name, location, and general contact information) will be used to create a business directory and remaining information will be released in an aggregate form, where appropriate.