



MEDIA RELEASE

Wednesday, May 11, 2022

FOR IMMEDIATE RELEASE

City conducting 2nd annual Business & Employer Data Survey

(Barrie, ON) The City of Barrie is conducting its 2nd annual Business & Employer Data Survey. Starting this week, City employees will begin door-to-door outreach to workplaces located in industrial and commercial zones across Barrie. The data collected will be used to update the City's online Business & Employer Data Directory, which includes a comprehensive listing of current Barrie workplaces and information about key sectors and employment in Barrie.

Data received via online survey submissions will be verified by City of Barrie employees for accuracy. Participation is voluntary. By participating, businesses will become part of the City's online business directory. Information collected through the Business and Employer Data Survey is used for municipal analysis purposes and to maintain a list of organizations across the city. Information not published, will be used for internal analysis only.

Collecting this data annually allows the City to monitor industry trends, levels of employment, business sector growth and inform City infrastructure and servicing requirements such as transit service and road improvements.

Businesses can also self-supply their data through an online form at buildingbarrie.ca/BusinessDataSurvey

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For more information, please contact:

Scott LaMantia

Senior Communications Advisor

scott.lamantia@barrie.ca

705-794-0517