



**MARKETING AND
COMMUNICATIONS
ACCESS BARRIE MEMORANDUM**

Page: 1
File:
Pending #:

TO: MAYOR, A. NUTTALL AND MEMBERS OF COUNCIL

FROM: C. HARRIS, MANAGER OF MARKETING AND COMMUNICATIONS

NOTED: R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: ACCESS BARRIE RECEIVES GOLD MARCOM AWARD FOR WEBSITE REDESIGN

DATE: NOVEMBER 23, 2022

The purpose of this Memorandum is to inform members of Council of a MarCom Award the City of Barrie's new website has received. The City's new website, a collaborative project involving Access Barrie's Marketing and Communications and Information Technology (IT) departments, was recently awarded a **Gold MarCom Award** in the **Website –Redesign** category for the City's redesigned [Barrie.ca](https://barrie.ca).

The new [Barrie.ca](https://barrie.ca) officially launched on September 29, 2022. It was last redesigned in 2011. The City, with our contracted partner Upanup, worked to finalize the design and shift to a new content management system. The new website has a fresh, modern look. The user experience has been greatly improved, with new features and functionality. Features of the new site include:

- A fresh, modern look to enhance the user experience;
- Cleaner navigation that was informed by analytics and feedback, and filtering options throughout the site that allow visitors to sort the information they're looking for; and
- Site-wide alert messages, so the City can draw the public's attention to emergency-related info when needed.

Being the online hub for information related to all City services, programs, facilities, events, and governance, the City's website hosts a substantial amount of information. In 2021, [Barrie.ca](https://barrie.ca) had over 2 million visits and over 4.9 million pageviews.

Input from the public and staff was a key component of the website redevelopment project. The City received over 1,200 responses by way of four feedback initiatives that helped inform the new site's navigation and content placement.

The [MarCom Awards](#) recognize outstanding achievement in marketing and communications materials and programs and judged by industry professionals. MarCom is one of the oldest, largest, and most-respected creative competitions in the world.

MarCom is administered by the Association of Marketing and Communication Professionals (AMCP). AMCP is the industry's preeminent third-party evaluator of creative work. The organization has judged over 300,000 entries since its formation in 1994.

The Awards have received 6,000 entries from Canada, the United States, and 43 other countries for 2022, and we were honoured to be recognized.