



MEDIA RELEASE

Friday, November 29, 2024

FOR IMMEDIATE RELEASE

Barrie's top innovators celebrated at 6th Mayor's Innovation Awards ceremony

(Barrie, ON) – The winners of the 6th Mayor's Innovation Awards were announced last night at an awards ceremony at the Sandbox Centre. The Mayor's Innovation Awards is an initiative that recognizes and honours the year's most innovative solutions from Barrie businesses, individuals and community groups.

"Innovation is a driving force behind Barrie's future growth. Over the past year, I've been inspired by the bold ideas and creative solutions our businesses, individuals, and community groups have brought to life," said Mayor Alex Nuttall. "As a Council, we are committed to fostering a city where innovation thrives, including creating more employment lands to help businesses grow and succeed right here in Barrie. This year's nominees, runners-up, and winners showcase the innovation that drives Barrie forward. Congratulations to all and thank you for your contributions to our city's growth and success."

Local innovators were recognized in six categories:

- **Pivot Point** – this award recognizes a company or organization that has discovered and pursued opportunities to grow in unexpected directions when faced with market or operational challenges.
- **Creative Collaboration** – this award recognizes two or more companies or organizations that have forged a partnership and reached new heights or achievements that they couldn't have alone.
- **Research & Innovation Contribution** – this award recognizes industry and academic researchers as well as entrepreneurs whose innovative research and development activities have had high impact on their individual business or sector, engaging knowledge users throughout the process.
- **Youth Innovator** – this award recognizes youth who are challenging the status quo and showcases some of the incredible learning that comes through entrepreneurship.
- **Shift Disturber** – this award recognizes an individual who has championed innovation in their organization or community. Where others see opposition, they see opportunity. This individual is a powerhouse of creative problem solving, shaking up norms and spearheading strategic solutions amid uncertainty.
- **Municipal Innovation** – this award recognizes the individuals, teams, and departments in the City of Barrie that have gone above and beyond to drive innovation, streamline processes, and deliver more effective and efficient services to the community.

The winners and runners-up of the 6th Mayor's Innovation Awards, by category are:

Pivot Point

- Winner: Royal Victoria Regional Health Centre (RVH) Emergency Department (ED)
- First Runner-up: Purchs
- Second Runner-up (TIE): Girls Confidence Club
- Second Runner-up (TIE): Tyger Shark/ Ghost Retail



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Creative Collaboration

- Winner: YMCA of Simcoe-Muskoka and Georgian College's Department of Social Innovation
- First Runner-up: Making Change & MacLaren Art Centre
- Second Runner-up: Henry Bernick Entrepreneurship Centre and Camphill Communities Ontario

Research & Innovation Contribution

- Winner (TIE): Georgian College's Department of Research and Innovation
- Winner (TIE): metricHEALTH Solutions Inc.
- First Runner-up: Georgian College's Department of Research & Innovation and White Tuque
- Second Runner-up: Beaver Rock Roastery Inc.

Youth Innovator

- Winner: Cristhian Cruz – HeatPro
- First Runner-up: Jake Agema – Addimin
- Second Runner-up: Mitch Graszat – Juicebox Studios

Shift Disturber

- Winner: Jesse Kerr – Sandbox Centre
- First Runner-up: Craig Busch – Sandbox Centre
- Second Runner-up: Tyler Murray & Jimmy Furlano – Tyger Shark

Municipal Innovation

- Winner: In-Sourcing Property Maintenance – Corporate Facilities
- First Runner-up: Online RecPASS Membership Sales – Recreation & Culture Services
- Second Runner-up: Bus Exchange with Durham Region Transit – Transit & Parking

The City received over 60 nominations, which were evaluated by 18 judges from various industries and business backgrounds on criteria like creativity, innovation and the nominee's wider contributions to Barrie's development. The Mayor's Innovation Awards are sponsored by Adams Hamilton, Meridian Business Banking, Innovative Automation and Ain Whitehead LLP.

Learn more at investbarrie.ca/InnovationAwards

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For more information, please contact:

Emma Sharpe
Communications Advisor
emma.sharpe@barrie.ca
705-794-0416



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