
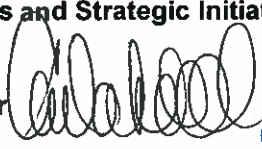



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**TO:** GENERAL COMMITTEE

**SUBJECT:** Ideas in Motion Action Plan

**PREPARED BY AND KEY CONTACT:** R. James-Reid   
Director of Communications and Strategic Initiatives (ext. 4462)

**SUBMITTED BY:** C. Ladd   
Chief Administrative Officer

**NOTED:** H. Kirolas, Director of Economic Development 

**CHIEF ADMINISTRATIVE OFFICER APPROVAL:** C. Ladd, Chief Administrative Officer 

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**RECOMMENDED MOTION**

1. That the report entitled "Ideas in Motion An Action Plan: Moving Barrie's Economy Forward October 2012" as attached as Schedule A to CAO001-12 be endorsed in principle;
2. That the business community who volunteered their time to develop ideas which formed this action plan be formally thanked for their incredible input and commitment to the continued growth of Barrie's Economy;
3. That staff from the CAO's Division provide regular updates to Council and the business community as to the progress of the implementation of the Ideas in Motion Action Plan.

**PURPOSE & BACKGROUND**

4. The purpose of this Staff Report is to seek Council's endorsement of the "Ideas in Motion Action Plan: Moving Barrie's Economy Forward, October 2012", attached as Schedule A to this report.
5. The City of Barrie held the first Ideas in Motion interactive business engagement on June 14, 2012 which attracted approximately 200 local business and community leaders for the purpose of engaging the business community to assist in co-designing key economic priorities and solutions for the City over the next 3-4 years.
6. This Action Plan supports and is consistent with the 5-year Economic Development Strategy and Action Plan 2009-2014 developed by MillierDickinsonBlais Inc. in 2009.

**ANALYSIS**

7. Five questions were posed during the Business event:
  - a) What is/are Barrie's biggest opportunities to grow and diversify our economy?
  - b) Surprisingly, Barrie's labour market doesn't match our local business needs, how might we change this?
  - c) How might Barrie operate in this era of uncertain economic climate? What can the City do to rise above our competitors?

- d) How might we engage our strongest advocates and partners to build a strong economic future?
  - e) How can Barrie be more "Open for Business"?
8. The engagement from the Business community was significant and extremely valuable ideas and solutions were developed by the business leaders around main economic themes.
9. Drawn from a multitude of individual ideas and discussions, **5 key priorities** were developed each with subsequent ideas and high level action plans. These ideas have been further grouped into five key actions: Open for Business, Alignment, Business Ambassadors, University Ready and Identity.
- a) Open for Business: ideas that represent ways that Barrie can become the best place to do business.
  - b) Alignment: ideas to create a strong business eco-system by aligning and connecting Barrie's business support infrastructure and services to enhance economic development.
  - c) Business Ambassadors: ideas for harnessing the talent of those who can best achieve solid economic vitality for Barrie.
  - d) University Ready: ideas to create capacity in education and to better meet the skills training and labour needs of businesses in Barrie and area.
  - e) Our Identity: ideas for promoting and presenting Barrie to businesses, workers and families around the world.
10. High level action plans and associated timelines have been developed for each of these main ideas and are contained in the report attached as Schedule A. Many of the actions require further detailed planning and actions before full program implementation. Involvement of the business community will be ongoing through implementation.

### **IMPLEMENTATION**

11. In addition to the five key areas identified in the plan, the Economic Development office will also focus their actions based on current strategic priorities that are achievable and consistent with the existing Economic Development Strategy and current resourcing. These include:
- a) Clusters: Manufacturing (support and maintenance), SME's (support and maintenance), Health and Wellness (research and development), Data Warehousing (research and development)
  - b) Land Sales: Review and amend current land sales policies to streamline the process and develop a more strategic approach.
  - c) Foreign Direct Investment: Refine program to determine future opportunities for focused investment based on experience from China trade mission.
  - d) Corporate Visitation: Review program to set clear objectives and outcomes based on existing and potential clusters to ensure continued growth and prosperity.

- e) Marketing: develop a collaborative strategy between Economic Development and Communications to refine and focus advertising and marketing mediums in support of business development.
- 12. The implementation of this plan is anticipated to occur over the next 3-4 years and is critical to the growth of our local economy.
- 13. Staff in the CAO's Division will be providing regular reporting to Council and the business community on the progress of this plan.
- 14. To move Barrie's economy forward will require action by many organizations working together to produce results as well as the support of our partners and business leaders to effect change and generate results, however, the work has to start with City Hall leadership and a supportive culture for business and economic growth.
- 15. The City has received an outpouring of support from the business community in terms of assisting the City in putting these ideas into motion. A formal thank you has been prepared to send to the business community. The key to implementation will be continued support and assistance from the business community who clearly share the goal of a strong, local economy in Barrie.
- 16. Following Council endorsement of this report and high level Action Plan, a final copy of the "Ideas in Motion Action Plan: Moving Barrie's Economy Forward, October 2012" will be posted on the City's website and hard copies will be produced and available for distribution to the business community who assisted in the development of the ideas contained within.

#### **ENVIRONMENTAL MATTERS**

- 17. There are no environmental matters related to the recommendation.

#### **ALTERNATIVES**

- 18. There are two alternatives available for consideration by General Committee:

##### **Alternative #1**

General Committee could choose not to endorse the "Ideas in Motion Action Plan: Moving Barrie's Economy Forward, October 2012".

This alternative is not recommended as the plan was developed with significant input from the Business Community and provides concrete ideas and high level actions to improve Economic Development efforts.

##### **Alternative #2**

General Committee could alter the "Ideas in Motion Action Plan: Moving Barrie's Economy Forward, October 2012".

Although this alternative is available, this may result in further time to amend the action plans.

#### **FINANCIAL**

- 19. There are no direct financial implications associated with the recommended motions. Indirectly, costs associated with the initial implementation of the Action Plan will be funded by existing, approved funds included in the 2012 and 2013 Business Plans. Where additional expenditures are identified that require Council approval, staff will produce a report requesting the approval and recommending a funding source prior to incurring the expenditure.

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**LINKAGE TO 2010-2014 COUNCIL STRATEGIC PLAN**

20. The recommendation(s) included in this Staff Report support the following goals identified in the 2010-2014 City Council Strategic Plan:
- ☒ Direct and Manage Economic Development
  - ☒ Create a Vibrant and Healthy City Centre
  - ☒ Improve and Expand Community Involvement and City Interactions

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**SCHEDULE "A"**

**Ideas in Motion Action Plan Moving Barrie's Economy Forward, October 2012**