



AN ACTION PLAN: **MOVING BARRIE'S ECONOMY FORWARD**

OCTOBER 2012

Imagine a platform for Barrie's business minds that would nurture community involvement, promote **creative problem solving** and ultimately help **move the city's economy forward.**



June 14, 2012, **Ideas in Motion**
interactive business event

The ideas were **bold** and **innovative**.
The strategies and action plans were
insightful, realistic and shared the
threads of a **common vision**.

5 key priorities were developed



FIVE KEY PRIORITIES

01 OPEN FOR BUSINESS

02 ALIGNMENT

03 BUSINESS AMBASSADORS

04 UNIVERSITY READY

05 OUR IDENTITY



01 OPEN FOR BUSINESS

Ideas that represent ways that Barrie can become the best place to do business

MAIN IDEAS

1. Establish “Open for Business Team” to improve processes and reduce barriers to make Barrie the easiest place to do business.



02 ALIGNMENT

Ideas to align and connect Barrie's business support infrastructure and services to enhance economic development

MAIN IDEAS

1. Increase internal capacity through economic development service alignment in order to capitalize on all economic opportunities for the city.
2. Provide one window service delivery for economic development business services to increase investor and community confidence in doing business in Barrie.



03 BUSINESS AMBASSADORS

Ideas for harnessing the talent of those who can best improve and change Barrie for solid economic vitality

MAIN IDEAS

1. Engage leaders from key business sectors to promote economic opportunities within Barrie.
2. Build and implement a sustainable business ambassador model with ongoing support from the city.



04 UNIVERSITY READY

Ideas to create capacity in education and to better meet the skills training and labour needs of businesses in Barrie

MAIN IDEAS

1. Advocacy for a University in Barrie to address local labour market shortages and provide opportunities for local students.
2. Joint RFEI and RFP for developing partners for the Centre of Excellence in Education.



05 OUR IDENTITY

Ideas for promoting and presenting Barrie to businesses, workers and families around the world.

MAIN IDEAS

1. Create a brand strategy that will become the single rallying point for our business community.
2. Identify what Barrie is and define the economic vision and mission.
3. Develop a brand strategy implementation plan.



In addition to the 5 key priorities, the Economic Development Office will be focusing on these strategic and operational priorities to grow our economy:

- **CLUSTERS**

- **LAND SALES**

- **FOREIGN DIRECT INVESTMENT**

- **CORPORATE VISITATION**

- **MARKETING**



To move Barrie's economy forward will require City Hall leadership and a supportive culture for business and economic growth.

A sincere Thank you to the business community for the insightful comments and ideas.

**Together, we will put your
ideas into motion.**

