



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

City receives Excellence in Economic Development Awards

(Barrie, ON) – The City of Barrie has been recognized by the International Economic Development Council (IEDC) for two economic development initiatives. The City has won a *Silver Rank* for its *Support Local Campaign/Recovery Kits* and a *Bronze Rank* for its *Invest Barrie Website*. The awards were presented during the IEDC Annual Conference.

“I am thrilled to congratulate the City’s Invest Barrie team on being recognized internationally for their efforts to support Barrie’s business community,” said Mayor Jeff Lehman. “Never has supporting our local businesses been more important, and I know staff will continue to provide the information, connections and support that Barrie businesses need.”

IEDC's Excellence in Economic Development Awards recognize the world's best economic development programs and partnerships, marketing materials, and the year's most influential leaders. 25 award categories honour organizations and individuals for their efforts in creating positive change in urban, suburban, and rural communities. Awards are judged by a diverse panel of economic and community developers, following a nomination process held earlier this year. IEDC received over 500 submissions from 4 countries.

About Support Local Campaign/Recovery Kits

In response to the impact of COVID-19 on local businesses, The City’s Invest Barrie and Communications teams sourced local companies to provide the materials to create Barrie Together Recovery Kits for local businesses, all part of a larger scale Support Local Campaign. Invest Barrie delivered hand sanitizer, face shields and floor and window decals – providing local businesses with practical materials featuring easy to use graphics and encouraging a safe reopening through mask wearing and social distancing, as well as through curb-side pick-up options. 550 Recovery Kits were delivered to local businesses. The Support Local campaign included COVID-19 Recovery Kits, print ads, a video series featuring local businesses, social media promotion and a series of blog posts.

About the Invest Barrie website

In 2020, the City of Barrie launched the new Invest Barrie website to further its business and talent attraction efforts. Designed as a marketing and attraction tool for businesses and area employers, the website serves as a visually compelling introduction to Barrie’s wider business advantages and opportunities. The website also gives businesses, entrepreneurs, and economic leaders a centralized, easy-to-navigate entryway into the programs and services offered by Invest Barrie. Visit investbarrie.ca.

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