



## **MEDIA RELEASE**

**Friday, October 22, 2021**

**FOR IMMEDIATE RELEASE**

### **Feedback wanted to plan for Barrie's permanent market**

(Barrie, ON) – The City of Barrie's Market Precinct Task Force is asking for feedback from residents to help inform the planning process for a new permanent market in the west end of downtown Barrie.

"We are looking for feedback from Barrie and area residents about what they would like to see in a market at the site of the current Barrie Transit Terminal, in conjunction with Barrie's century-old farmers' market, which could move from its current location at City Hall," said Deputy Mayor Barry Ward, Chair of the Market Precinct Task Force. "This project has the potential to bring new life to the west end of Barrie's downtown, boost the sale of local produce and goods, draw tourists and give people another place to gather and meet, creating a sense of community."

The Market Precinct Task Force was created in March 2021 in response to City Council making the revitalization of the downtown's west end a strategic priority. In December 2020, City Council approved, in principle, the report of the *Barrie Market Precinct Initial Site Analysis and Considerations*, which called for the establishment of a permanent market in the current site of the Barrie Transit Terminal when that facility moves to the Allandale GO station area in late 2022. The Market Precinct Task Force is mandated to report to General Committee by the end of 2021 with a plan for investments in the economy and in public spaces in the west end of Downtown Barrie.

The Task Force is made up of Councillors Barry Ward (Chair), Sergio Morales and Keenan Aylwin along with representatives from the Downtown Barrie BIA, Barrie Farmers' Market and local businesses who have generously donated their time.

Residents are encouraged to provide feedback through an online survey, which closes **Sunday, November 21**.

The survey is available via [barrie.ca/PermanentMarket](https://barrie.ca/PermanentMarket).

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