



Meet BARRIE



GROWTH

- Population to nearly double to 298K by 2051
- 150K jobs by 2051
- Industrial and office land/space available for development
- Home of Ontario's newest Regional Innovation Centre investment
- \$664M building permit values in 2023
- Over 1,800 housing starts in 2023
- Over \$31M in federal and provincial funding to fast-track housing development

KEY SECTORS



**Advanced
Manufacturing**



**Health & Life
Sciences**



**Tourism
Economy**



STRATEGIC, CONVENIENT LOCATION

Barrie is located in the Greater Golden Horseshoe, one of North America's fastest growing regions.



TRANSPORTATION ACCESS NETWORK

By Road



4 major highways facilitating transportation across Canada and to US markets.

Only 85 kms to Toronto Pearson International Airport (YYZ).

By Air



Lake Simcoe Regional Airport (CYLS) **operating 24/7** with full customs and immigration services, and a **6,001 ft extended runway**.

By Rail



Short line rail service

CPR Intermodal Terminal in Vaughan and CN Rail International Terminal in Brampton.

GO Train service

connecting to Toronto's Union Station **7 days a week**.

INFRASTRUCTURE



Over the next 10 years, the City of Barrie has forecasted capital spending of approx. **\$1B on Infrastructure projects**



2 national fibre optic lines

connected to Canada's primary data interconnection hub in Toronto.

LABOUR



Regional labour pool:

- 5.8M within a 100km radius
- 438K within Simcoe County region
- Median age: 40.8
- 10 Universities and colleges within a commutable distance



Georgian College is the first and only Ashoka U designated Changemaker College.



Lakehead University is one of Canada's top undergraduate research universities



RESEARCH, INNOVATION AND ENTREPRENEURSHIP

Small Business Centre:

- ✓ The Small Business Centre of Barrie, Orillia & Simcoe County is the front door to start your entrepreneurial journey.

Sandbox:

- ✓ The Sandbox Centre is Ontario's first private sector-led innovation hub.

Georgian College:

- ✓ \$30M investment to support industry-academic collaboration (Peter B. Moore Advanced Technology Centre).
- ✓ Nearly over \$1M in funding supporting 297 projects through the department of Research and Innovation (2023-2024).

Lakehead University:

- ✓ #1 in Not-for-Profit Research income in Canada in their peer category.
- ✓ 116 industry and not-for-profit partners around the world.



FAMILY MEDICINE RESIDENCY PROGRAM

Royal Victoria Regional Health Centre (RVH), a **state-of-the-art** health facility, is home to the Family Medicine Residency Program, affiliated with the University of Toronto's Faculty of Medicine and the RVH Research Institute



ARTS, CULTURE AND LIFESTYLE



- ✓ **2** Marinas, **4** public beaches, **121** public parks, **10 km** of shoreline
- ✓ **Vibrant downtown** with public art, cultural events and exciting entertainment
- ✓ Over **\$230K invested** annually through the Arts & Culture Investment Fund
- ✓ **400+** restaurants
- ✓ Kempenfest and Winterfest among top **100 Festivals in Ontario**



VISITOR ECONOMY



In 2023, Barrie welcomed **7.7M visitors** who contributed over **\$634M** to the local economy.



Over **7M day trip visitors** contributed over **\$571M** and over **582K overnight visitors** contributed over **\$62M** to the local economy.

(Source: Tourism Barrie)



4-season lifestyle = high quality of life

investbarrie



Get in Touch

Invest Barrie can introduce you to the resources you need to achieve your business goals.

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