

WHY

BARRE

A full-page photograph of two mountain bikers riding away from the camera on a dirt trail through a forest. The ground is covered in fallen autumn leaves in shades of orange, yellow, and red. The forest is composed of many tall, thin trees with green and yellowing leaves. The biker in the foreground is wearing a blue long-sleeved shirt, red shorts, a blue helmet, and a black backpack. The biker further ahead is wearing a red long-sleeved shirt, black shorts, a red helmet, and a black backpack. The text "THE DAILY GRIND LOOKS DIFFERENT HERE." is overlaid in white, bold, sans-serif font in the bottom left corner.

**THE DAILY GRIND LOOKS
DIFFERENT HERE.**

Here, you can create the type of life you want, with support every step of the way.

Living and working in Barrie means easy access to unforgettable recreation and cultural activities, great education services and childcare, convenient transportation options and high-quality healthcare and social supports.



Stella Gan, Director,
Liberty Hospitality Corporation

Like the outdoors? Barrie has 121 parks and over 300 hectares of public space, including:

- splash pads
- community gardens and dog parks
- five public beaches
- 88 km of walking and hiking trails
- 5 km of waterfront public space with parks, beaches, trails and various recreation and fitness activities

“ I love Barrie because of the people and the place. This is my home and my clients are my friends. A business meeting here is creative and unique, whether we meet on a boat, in a fish hut, at the office or on a bike or a walk around the lake. ”

Sandra Roberts, CEO,
PIE Media Group Inc.





GREATER BARRIE AREA

Enjoy some of the best nature escapes,
right on your doorstep.



Home to some of
the best mountain
& road biking in
North America

Over 1,000 km of
on-road and multi-
use cycling routes



50 golf
courses



4 ski resorts



60 marinas
including many
boat launches



7 Provincial Parks &
1 National Park



100s of km of cross-
country skiing,
snowmobiling,
hiking and mountain
biking trails

DOWNTOWN BARRIE

For a more urban
vibe, try
Barrie's
downtown
creative
hub.

Take a seat at a table.

Between the breweries, bakeries, cafés, restaurants and the farmers' market, there are tons of tasty options.

Picture possibility.

Downtown you'll find Ontario's first private-sector led innovation hub, along with many marketing, communications, digital and design start-ups.

One-of-a-kind shops.

Local boutiques, artisans, studios and florists mean you're only steps away from finding the perfect piece.

Join the crowd.

From live music, dancing and festivals to speakers series, theatre and films, Barrie's downtown nightlife has it all.

Inspired? Imagine what
you might craft here.



**Want a great arts and culture scene?
Be part of Barrie's masterpiece.**



Dear Rouge, performing at Illuminate Barrie

A mix of original venues, promotion companies and producers help bring Barrie's music scene to life.

From festivals to intimate venues, Barrie's reputation as a premiere place for music is growing. Indie and popular music acts perform regularly here, and the city is home to an eclectic mix of talented musicians.

Barrie is Central Ontario's destination for artists and entertainers.

No matter what type of creative you are, there are loads of networking and professional opportunities here. Inspiration seems to spring from the city's distinctive landmarks, including its museums and galleries, heritage buildings and breathtaking Kempenfelt Bay.

“ With the ever-growing landscape of the city, I am also in continuous growth. Barrie has so much to offer and still so much to achieve. We are a community full of starters, artists and givers and that suits my family’s vision for the future. As we continue to move towards a more harmonious work-life balance, Barrie offers what most communities can’t. A fresh new start and a chance to dream. ”

Shelly Skinner, Speaker, Coach and President, UPlift Black



Crave a community that cares?

PROFESSIONAL DEVELOPMENT

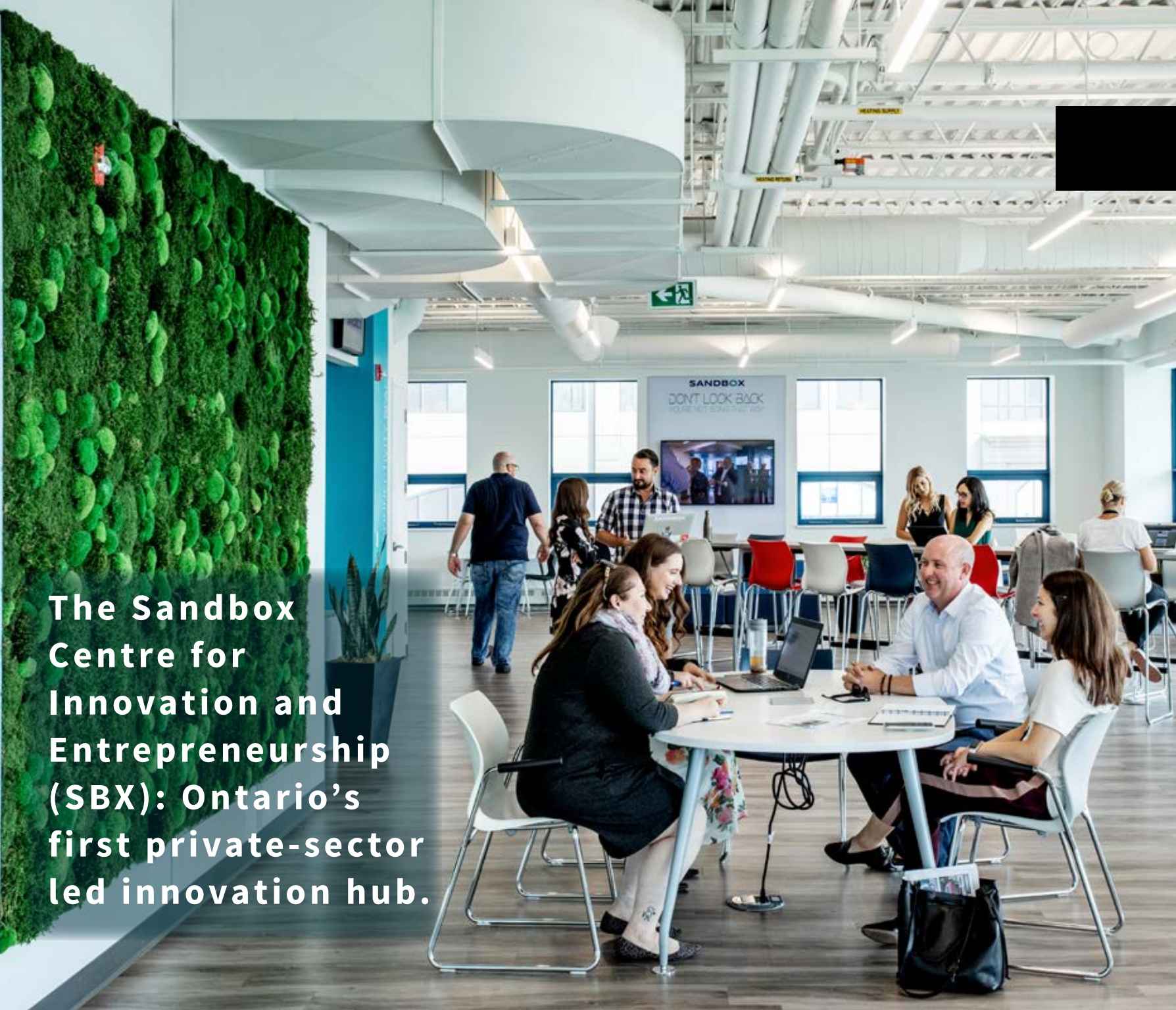
Grow your career with companies that are invested in your future.

Barrie businesses believe in team building, mentorship, community involvement and work-life harmony. Local teams here have global and progressive mindsets and offer limitless opportunities.

Build a network of mentors, colleagues and neighbours.

Whatever your calling, whatever your cause, feel welcomed by active professionals who support diverse local projects. It's easy to find motivation in our engaged communities.





**The Sandbox
Centre for
Innovation and
Entrepreneurship
(SBX): Ontario's
first private-sector
led innovation hub.**

INNOVATION

Meet Canadian leaders in innovation and business.

Barrie's connected community and active professional associations offer shared learning and networking. Pursue creativity, professional development and excellence in any field, with inspiring and approachable leaders.

Discover one of Canada's fastest growing cities.

With a forecast 70% population growth by 2041, Barrie is diversifying and opportunities abound. Shape the future of expanding local enterprises in manufacturing and technology, arts and recreation, food and beverage, professional services and other leading sectors.

**Excited?
In Barrie,
innovation
is a way
of life.**

QUALITY HOUSING



The average detached single family home in Barrie is 50% less than in the GTA.

Barrie Housing Stats

Average Residential
Sale Price: \$643,748

Average Condo
Sale Price: \$420,873

Source: BDAR, Aug. 2020

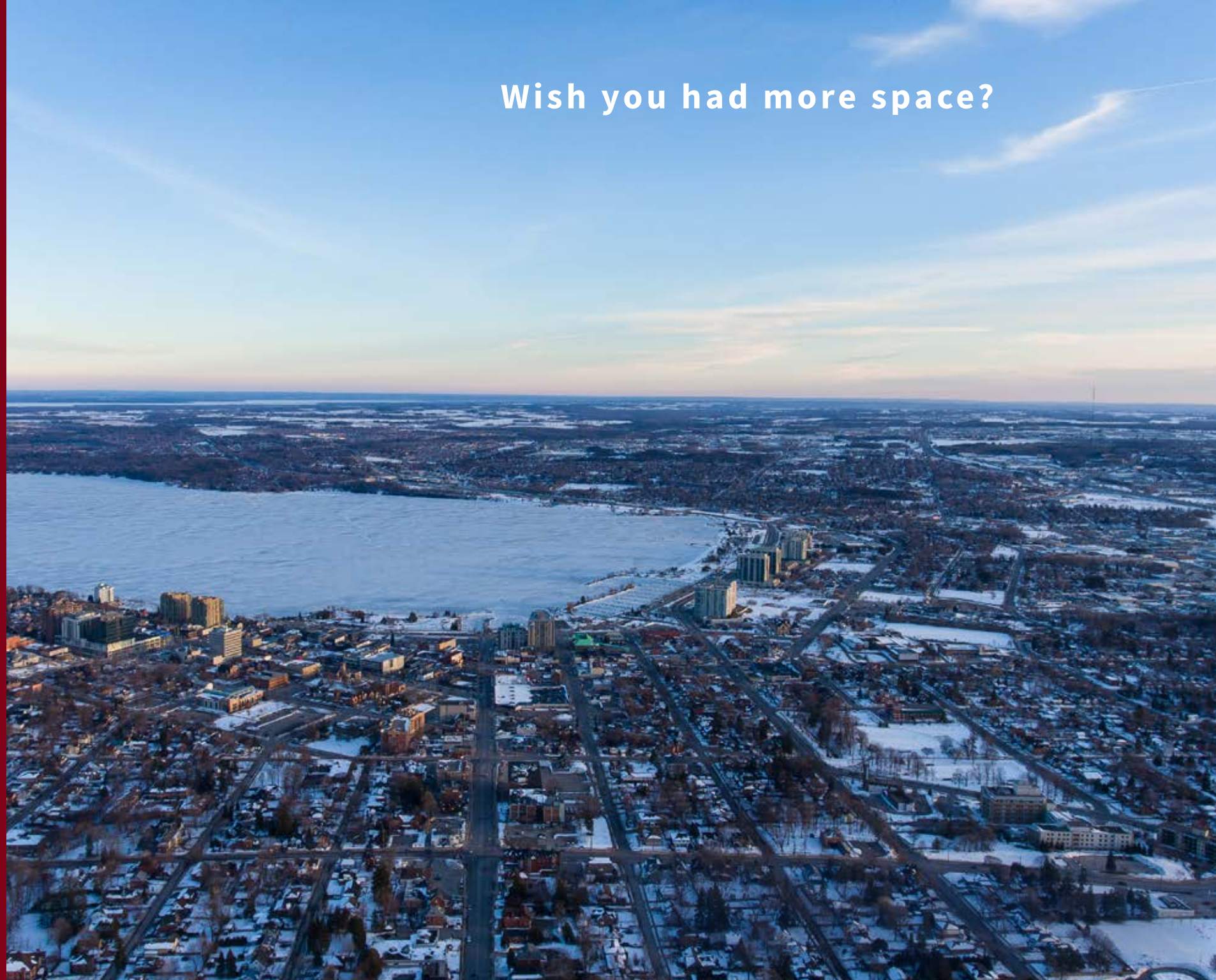
Residential - For Rent:

1-Bedroom
Apartment \$1,480.00
(Median Cost/Month)

2-Bedroom
Apartment \$1,700
(Median Cost/Month)

Source: PadMapper, Sept. 2020

Wish you had more space?



TRANSPORTATION

We make travel easy for you with a range of transportation options, including a growing network of bike lanes, bus service, commuter train access to Toronto, and a local airport that can accommodate international passengers and freight.

GO Transit Service (to and from downtown Toronto)

2 GO Train Stations (commute by train in Barrie)



Current GO Transit service includes:

- Train service 7 days a week
- All-day two way bus service 7 days a week



Barrie connects to 5 major highways including Highway 400, Hwy 90, 27, 26, & 11



City-wide public transit system

- When connecting to or from the GO train, your Barrie Transit ride is free



Lake Simcoe Regional Airport (LSRA)

- One way flight to Toronto = 19 minutes

EDUCATION

Pre-school, public, private, French or post-secondary, Barrie has all of your education needs covered. Whether you want to upgrade your own skills or have a child just starting out, Barrie is home to a wide variety of education opportunities.

Georgian College

Georgian is the #1 co-op college, with 6,200 employer partners.

Barrie is home to the largest of Georgian's seven campuses and includes the Henry Bernick Entrepreneurship Centre and the Peter B. Moore Advanced Technology Centre. Georgian has 13,000 full-time students in 130+ programs.

Georgian's University Partnership Centre

The college has a partnership with Lakehead University where students can earn a diploma and a degree in just four years.

Georgian – Arch and Helen Brown Design and Digital Arts Centre

Located in downtown Barrie, it's home to 250 students focused on graphic design and production, and photography.

Lakehead University

Lakehead is ranked as one of Canada's top undergraduate research universities.

Lakehead University's Orillia campus is 20 minutes from Barrie and offers degrees in business, social sciences and humanities, science and environmental studies, education, and social work. The university also partners with Georgian College to offer degree programs in science, engineering, technology and mathematics (STEM).

Barrie has a young population and various education and childcare options for families.

- Publicly funded schools in both English & French
- Private and non-profit schools and programs
- Forest schools

Want great schools?



HEALTH & WELLBEING

You will be well taken care of in Barrie, home to the largest health centre in North Simcoe Muskoka: the Royal Victoria Regional Health Centre (RVH). The state-of-the-art facility is the regional location for cancer care, heart, renal, and child and youth programs. It is part of a growing network of healthcare and well-being supports throughout Barrie and the surrounding communities.

Simcoe Muskoka Regional Cancer Centre (SMRCC)

The SMRCC has grown to be a provincially recognized regional cancer program consistently ranked as one of the top five in the province. The Simcoe Muskoka Regional Cancer Centre is a 75,000 square-foot comprehensive cancer centre employing more than 200 professional staff.

RVH State-Of-The-Art Cardiac Intervention Unit

RVH's cardiovascular program offers service to heart patients in the region. The program now provides 24/7 cardiology on-call coverage, regional access to Cardiac Care Unit (CCU) beds and access to cardiologists in its Urgent Cardiology Care Clinic.

LifeCentre by LifeLabs™

Located in Barrie, LifeCentre by LifeLabs™ is the first of its kind and will serve as LifeLabs' focal point for innovation. Services include: expert clinical guidance, advanced diagnostic tests, full service laboratory, virtual genetic counselling and lifestyle coaching.



Royal Victoria Regional Health Centre



“ Barrie has been my home since I was five. I enjoyed a fun and active upbringing – playing hockey, skiing, golfing, rugby, and many more outdoor activities.

Now, my family loves living in the Barrie area for the same reasons – lots of activities for families. I enjoy being close to Toronto for business and entertainment, and at the same time being close to the Muskoka area.

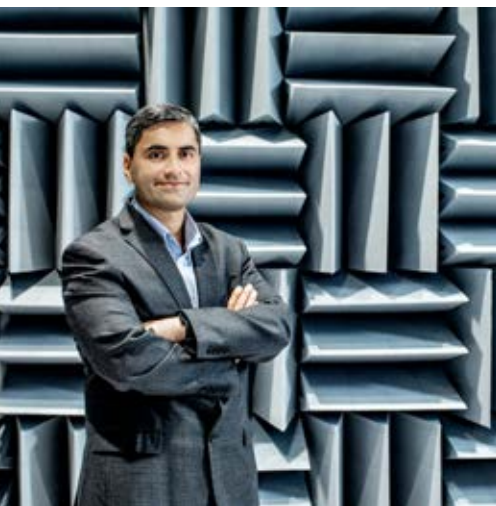
The people here are great, down to earth, and like-minded. We are all looking for the balance I have just described. With its growing business sector, there are plenty of opportunities to have a career right here at home.

Barrie provides my family and me with a balanced quality of life. ”

Adam McNamara, Vice-President, North American Freight Group Inc.



DISCOVER WHY BARRIE.



Discover Why Barrie

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