

A Vision for Downtown Brandon

For Immediate Release – October 21, 2011

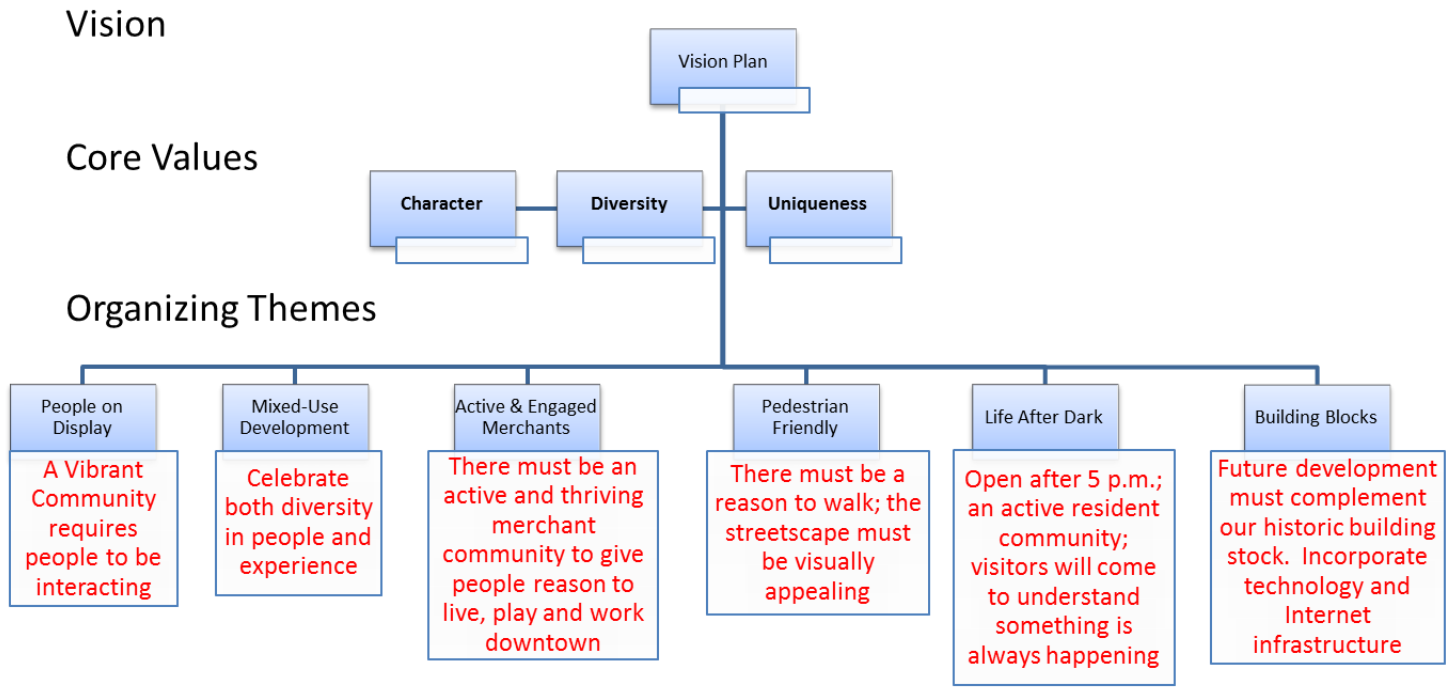
Renaissance Brandon is proud to release a Vision Plan for the Downtown **HUB**.

Developing a Vision is the first step towards creating a community that is future-seeking. A vision plan brings focus to the leadership effort: to the process that brings people together to think about the future, to create a shared vision and to make the future happen.

Our Vision Plan is a broad blueprint for positive change that defines a vision and key outcomes that must occur to obtain this vision.

Vision Statement

The Downtown HUB will flourish and grow into a vibrant and dynamic place, the preferred destination neighbourhood in the region, by offering a wide range of unique and diverse experiences and stimulating economic opportunities.



Strategies, Tactics, Projects & Initiatives

Decisions made to take actions, to positively change specifics in our downtown come in the form of strategies, tactics, projects and initiatives and must align with the vision plan components.

Projects in progress and/or completed that reflect our downtown transformation is underway include:

1. **The branding of the Renaissance District to the Downtown HUB.** Signifies a new image, attitude and confidence that will fuel positive change.
2. **An extensive background report.** This background report analyzed items such as safety, urban design, parking, transportation, building inventory, etc. as well as evaluating similar sized cities revitalization efforts.
3. **The secondary land use plan.** The framework for guiding redevelopment of our future downtown. The secondary land use plan links **all organizing themes** into its policies and structure.
4. **Implementation of new, quality and visual appealing street and park elements.** This project ties into the organizing themes of **People on Display** and **Pedestrian Friendly**.
5. **Downtown Wireless Network.** This is a significant **Building Block** for downtown that connects people to the online World and creates a network that can be built upon, for example, mobile phone applications.
6. **Assisting the Development of the Downtown Biz.** An organized group of **Active and Engaged Downtown Merchants**.
7. **Funding the seasonal concert series and providing grants to privately operated Arts and Culture events.** Is the beginning of something is always happening downtown and is linked to **People on Display** and **Life After Dark**.
8. **Providing grants and incentives to attract and re-locate business and real estate investment into the HUB.** Projects such as Steppin Time Dance Studio, The Brandon School of Dance, The Kitchen Gallery, Hao Bedding and Drapery, MECCA Productions, the Skate Park, the YMCA expansion, and a few more to be announced soon....These projects are all selected based on their ability to positively enhance our organizational themes.

“As you can see there has been a tremendous amount of work being conducted downtown over the past few years,” states Corey Roberts, Chairman of Renaissance Brandon. “Everything we do has a specific purpose and every piece we add to the puzzle brings us that much closer to realizing the vision for the HUB.”

“The release of our vision plan is just the first step in a broader communication plan,” explains Braden Pilling, Downtown Development Specialist for Renaissance Brandon. “We have spent the last year or so researching, planning, strategizing and conducting stakeholder focus groups and steering committee meetings. Now we are ready to invite the public into the discussions before we move on to taking further action in 2012.”

The public is invited to see the Vision and Secondary Plans, discuss and provide feedback on October 25th at City Hall on 9th Street between 11:00 a.m. to 1:00 p.m. and from 5:00 p.m. to 8:00 p.m.

You can get a copy of the Vision Plan and Secondary Land Use Plan (Draft Versions) at www.downtownhub.ca.

--30--

For More Information Contact:

Corey Roberts
Chairman Renaissance Brandon
204.720.8480

Braden Pilling
Downtown Development Specialist
204.720.2583