

Entertainment and Shopping District Attracts 2 New Businesses

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Renaissance Brandon is proud to announce the opening of two, unique businesses (side by side) in the Downtown **HUB**, specifically, in the Entertainment and Shopping District, Abby Rose and Wildflower Cafe. Both businesses are owned and managed by Lady of the Lake, a well-established, popular retail store and restaurant that has built a solid reputation by providing shoppers and diners with unique offerings for the past 14 years.

Abby Rose located at 912 Rosser Avenue, fills the space vacated by the Marquis Project. The business specializes in gifts, art, books, clothing, both new and old. They will also feature an art, jewellery and dance studio.

Wildflower Café, located next door to Abby Rose at 908 Rosser Avenue will provide sweet and savoury dine in and takeout for breakfast and lunch. The menu will include fresh, local, organic and homemade food, desserts and baking, as well as a specialty coffee and a juice bar.

“These two businesses are the perfect fit for our Entertainment and Shopping District”, explains Shaun Cameron, Chairman of Renaissance Brandon. “To have Lady of the Lake open a restaurant and a boutique style retail store in the heart of the HUB is exactly what we wanted to see in these two previously unoccupied properties.”

The businesses benefited from approximately \$32,000 in Renaissance Brandon incentives by tapping into Renaissance Brandon’s rent abatement and redevelopment programs.

The redevelopment work to accommodate the new businesses provided one additional opportunity long desired by Renaissance Brandon and that was the removal of the sheet metal from the exterior of 912 Rosser Avenue. By providing approximately \$4,000 in additional funding assistance to the building owner, the sheet metal was removed to expose the underlying windows and to restore the character of the original building. To date the sheet metal has been removed and new windows installed. The remainder of the restoration work will be completed in 2013.

“We have always been interested in having a store downtown”, explains Bridget Shaw, owner of Lady of the Lake. “Given the progress we are seeing downtown and the vision for our two, unique businesses, the timing was perfect to become part of the HUB.”

With these two additions to the heart of the Shopping and Entertainment District only one remaining vacant property exists on the main floor between 9th and 10th Street on Rosser Avenue.

We have worked hard to develop a solid foundation for the revitalization of Downtown through the creation of a Downtown HUB vision plan, the development and adoption of a secondary land use plan, and we are in the midst of introducing amended zoning for the HUB. With this work complete, our priority is to facilitate the re-development of underutilized property and fill empty storefronts with businesses that enhance the Entertainment and Shopping District”, explains Braden Pilling, Downtown Development Specialist for Renaissance Brandon. “The vision and secondary plan make it much easier to identify and attract businesses that will further the vision for the area.”

You can follow all Downtown **HUB** announcements at www.downtownhub.ca.