

MEDIA RELEASE

For Immediate Release

Renaissance Brandon's 2012 Annual Report

February 4th, 2013- Renaissance Brandon releases its 2012 Annual Report.

The annual report provides an overview of the 2012 highlights, assess the current state of our downtown and outlines strategic initiatives for 2013.

Renaissance Brandon's financial and human investment made the projects below a reality.

- The Downtown HUB secondary land use plan was adopted by city council.
- The Downtown HUB zoning by-law began the formal adoption process.
- A Downtown HUB Parking Assessment was completed.
- An inventory of downtown properties with vacant upper floor space was developed.
- The Brandon Real Estate Board and the Brandon Inn parking lot were acquired as part of the strategic assembly of land to facilitate redevelopment of a destination venue.
- A total tax assessment and revenue report was completed for the downtown to identify increased property tax revenue to the city and the province over the past 5 years.
- The second edition of the Downtown HUB flyer was distributed to the Westman region promoting downtown businesses.
- A monthly summary of Renaissance Brandon activities was made available to the public on the renaissancebrandon.ca website; called HUB at a Glance.
- A new agreement with the Brandon Folk Music and Arts Society was crafted, so the development of a Performance Art Theatre could complete their federal funding application.
- A downtown HUB landing and dining page project to further promote downtown assets began development.
- The wireless HUB network attracted approximately 4,500 users.
- The downtown HUB seasonal concert series attracted approximately 4,500 visitors to Wednesdays by the Fountain and Caroler's in the Park.
- Abby Rose and the Wildflower Café opened their doors in the Arts and Entertainment District.
- The Downtown Brandon Global Market was launched on the same day as Cruise Night creating an environment with vendors, beautiful cars, live entertainment and lots and lots of people enjoying downtown Brandon.
- Renaissance Brandon continued their support of Rock the Block, the summer multi-cultural festival and Earth Day.

"We are proud of our revitalization accomplishments and the progress downtown Brandon has made over the past five years", states Shaun Cameron, Renaissance Brandon's chairman. "Looking back over the past five years, there is no question that 2012 was the HUB's most successful year to date."

“Renaissance Brandon investments in the downtown and the development of strategic framework is stimulating economic activity and giving investors’ confidence in the area”, explains Braden Pilling, Downtown Development Specialist for Renaissance Brandon. “Since 2008 property tax revenue has increased by \$253,000 per year, commercial vacancies have been reduced by 50% and we have seen a population increase of 259 people (approximately 20%) in the downtown.”

Now that the vision and strategic framework is almost complete, Renaissance Brandon is shifting its focus and resources to “driving” the development of the 9th Street land assemblage, development of the Arts and Entertainment district, stimulating vacant, upper floor, residential development, implementing parking assessment strategies, continuing to assist significant downtown development projects through our incentive programs and enhancing our marketing and communication strategies.

“We are right in the middle of a strategic plan that is producing results and we see no reason why 2013 should not continue the forward momentum we have worked so hard to generate to change”, states Mr. Cameron.

This forward momentum and renewed investor confidence set the stage for the projects listed below to proceed without financial assistance from Renaissance Brandon.

- The Massey Harris building was completed, which is comprised of 58 low income and affordable rental units.
- Rolling Spoke moved into the former Radics Dealership
- Lighting was added to the Kristopher Campbell Skateboard Plaza
- Foxy’z Bistro, The Dock, and Maluga’s Sports Memorabilia Store opened in the HUB.
- Construction began on the new Robins Doughnuts and 2-for-1 Pizza location.

The entire annual report can be viewed at <http://renaissancebrandon.ca>

-30-

For More Information, Contact:

Shaun Cameron
204-724-0334

Braden Pilling
Downtown Development Specialist – Renaissance Brandon
renaissancebrandon@brandon.ca
Phone: 204.578.7827