Brandon
Brandon MB

• Major urban centres in Manitoba
  – Winnipeg pop 500,000
  – Brandon pop 46,000
  – Thompson pop 10,000

• Everitt & Ramsey 2002 writing about reviving inner city Brandon
Some media

• Leaving Brandon
Brandon MB

- A small, regional prairie city
- 46,000 pop with a 180,000 pop shopping area
- Built on agricultural servicing, rail facilities, food processing
- Economic growth has slowed
  - Farming declining in employment, east-west rail traffic in decline
  - City is distant from metropolitan heartlands at the core of the New Economy
Suburban Brandon

- Post 1960 growth moves to the suburbs
- Shift of middle-class residential to suburbs
- Development of suburban malls, plazas, big box campuses
- Hotels with indoor pools
  - Great way to allow rural folks to have winter getaways
Figure 1
Improvement districts in Brandon
Inner Brandon

- Decline of traditional urban core of Rosser Ward
  - Still has 5500 people and 500 (mostly local) businesses
  - Some gentrifiers
  - Significant poverty, with a strong Aboriginal dimension
The Gallery

• Bulldoze 2 city blocks to build the Gallery, 1980.
• Inward-facing retail bubble with no street presence
  – Vacuumed the remaining businesses off the downtown streets
• Fails to halt inner city decline
• In economic trouble by the 1990s
Figure 2
Entrance to the Town Centre in downtown Brandon. Clock is original from Reesor’s store, 1882. Also an example of BIA improvements.
Figure 3
View of Town Centre from East End. The remains of the Eaton's signage is hidden under street light and among trees.
Gallery/Town Centre

- Closure of Eaton’s 1999, occupancy crashes to 50%
- Mall changes hands 4 times, renamed and reflagged as Town Centre, renovated
- Becomes a medical-based service mall, with library and art gallery
- Regional Health Authority becomes a key tenant
  - Close to its inner city clients
Other Initiatives

• Business Improvement Association
  – Promotes $3m makeover of downtown streetscape
  – Promotes parades, festivals
• Brandon MHAC
  – Promotes heritage conservation
• Riverbank Inc
  – Promotes potential of nearby natural heritage
• Neighbourhood Renewal Corp
  – Promoting family settlement/housing in inner city
  – May lead to ‘dehousing’ of welfare-dependent folk
DENSE NESTING COVER - MIXED GRASS PRAIRIE
RESTORATION

Dense Nesting Cover (DNC) which provides cover and protection for waterfowl
and other animals, is a mix of several varieties of native grasses.
Native species are used because they have evolved to survive, with little
maintenance, the extremes of our frigid prairie winters and the heat of summer.

Green Needle Grass
Switch Grass
Western, Slender
Big, Little & Sand Bluestem
Prairie Sand Reed
& Northern Wheat
Indian Grass
Canada Wild Rye
Grass
Sideoats Grama
Purple Prairie Clover

As you stand here, imagine what the prairie looked like when all that could be
seen for miles was grass like this! This small stand of native grasses
approximates the appearance of those miles of prairie prior to European
settlement.

This stand of DNC was established with
the generous financial help of
Monsanto Canada Inc.
Brandon MB

• Suburbs gain a Canada Games sports complex
• Most of the city’s big cultural events and festivals happen at a suburban arena near the Shopper’s Mall
  – The Keystone Centre
Corral Centre