

Introducing a new look for Brandon Downtown BIZ

by Michael Maendel
Brandon Downtown BIZ

The Brandon Downtown Biz is pleased to announce that we have completed a branding exercise, along with the development of a new logo for our association, which we are proudly launching this month. This exercise included the development of a Downtown brand and logo that represents the more than 200 businesses located in Downtown Brandon. We invite you to **Re-discover**

Downtown Brandon, where you can Shop, Work, Play, Live and Learn!

We are also excited to announce that we will be launching our new website in the fall of 2014 to support the members of our association and to assist the citizens of Westman to re-discover the many unique shops and businesses that are located in Downtown Brandon!

Come and join our association. We would love to welcome you to the Brandon Downtown BIZ.

Our new logo, explained...

Downtown Brandon is a destination for shopping, work, leisure activities, and learning, **both day and night**, represented by the light colours for the word "DOWN", and black for the word "TOWN".



Downtown Brandon is a place for all seasons, represented by the four colours in the word "DOWN":

Light Green for **SPRING**
Teal for **SUMMER**
Orange for **AUTUMN**
Blue for **WINTER**

The "T" in TOWN is in the shape of one of Downtown's iconic lampposts, while the "Reesor's Clock" at 9th Street and Rosser Avenue, another recognizable Downtown landmark, is inset into the "N".

business briefs

YMCA Pocket Park

Demolition of the old YMCA was largely completed this spring and the construction of the new YMCA Pocket Park is scheduled to begin soon! Look for the construction of this beautiful addition to Downtown Brandon over the summer of 2014!

SKIN — New Downtown Business!

SKIN is western Manitoba's first full-service medical and cosmetic dermatology clinic and is proud to offer one of Manitoba's most comprehensive list of services using state-of-the-art equipment. They are temporarily located at the Brandon Medical Arts Clinic at 330 Princess Ave. Once construction is complete their permanent office will be located in the historic Chrest / Fraser Block in downtown Brandon (1031 Rosser Ave.), just west of Scotia Towers.

Big Bear Relocates

Big Bear Custom Cresting Ltd. has relocated from 1321 Rosser Ave. to their new Location at 636 Rosser Ave.

Have News to Share?

If you have any exciting news about Downtown Brandon that you would like to share, please contact our association. We would be happy to get the word out for you!

info@brandondowntown.biz

Our Mission: To Promote and Enhance Business in Downtown Brandon

Downtown Brandon is defined as the area from 1st Street to 18th Street and from Pacific Avenue to Victoria Avenue.

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Re-discover downtown Brandon.
brandondowntown.biz

Local Business is the Backbone of Our City

We likely have all heard friends, family or neighbors say something like, "Why should I support local business?" Here are some answers to that question:

To keep money in the neighborhood. Studies show that locally owned and operated businesses put up to 70% more money back into the local community than chain stores per square foot occupied.

To embrace what makes us different. Locally owned businesses make us a city of neighborhoods. Shopping, eating and hanging out in these neighborhoods makes this home. Chain businesses change the character of our neighborhood and make us look like everywhere else.

To get better service. You know the person behind the counter in a locally owned business and they know you. They have hands-on knowledge of the products they sell and take time to explain their products to their customers.

To create and keep good jobs. Local businesses are one of the largest employers nationally and account for the vast majority of job growth. They are less likely to move operations to another city or country, taking jobs with them.

To promote competition and diversity. Neighborhoods of locally owned businesses, each selecting products geared to the needs of their local customers and not a nationally-imposed sales plan, will guarantee a much broader range of product choices.

Environmental Benefits. Locally owned businesses make more local purchases and require less transportation. Usually



they are set up in commercial corridors rather than developing on the fringe. Fringe development creates sprawl, congestion, habitat loss and pollution.

To support community groups. Non-profit organizations receive an average of 300% more support from local business owners than they do from non locally owned businesses.

To put your taxes to good use. Locally owned businesses require less infrastructure investment and make more efficient use of public services as compared to nationally owned stores entering the community

To vote with your dollars. Studies show that if each household redirected just \$100 of planned holiday spending from chain stores to locally owned merchants, the local economic impact would be in the millions of dollars

To invest in the community. Local businesses are owned by people who live here, work here, and invest in the community with much more than just dollars.

You have nothing to lose by supporting local business, but so much to gain!

How Can You Get Involved with Brandon Downtown BIZ?

We would love to have any downtown business owners attend one of our meetings. Meetings are held the second Monday of every month at 5:45 p.m. Locations have been revolving amongst member businesses, so please contact either Michael Maendel (204-728-7364) or Arnie Guist (204-729-4808), or check our website, to find out where the next meeting will be held.

The ultimate way to become involved in our Association is to become a member. Membership dues are a very reasonable \$100 per year.

Upcoming Events

Brandon Farmers' Market
Fridays, 9:30 a.m. - 4:00 p.m.
The Town Centre, 800 Rosser Ave.

"Make it, Bake it, Grow it" is the theme for this weekly farmers' market—a downtown tradition. Vendors feature fresh produce, homemade preserves, baking, and food, crafts, and more.

Cruisin' the Dub
May 15, June 5, July 3, August 7 and September 4, 2014; Rosser Avenue between 6th Street and 13th Street; 6:00 p.m. - 9:00 p.m.

Brandon & Area Car Enthusiasts (BACE) hosts this monthly meet-up featuring custom, vintage, and antique cars, trucks, and motorcycles. Enjoy street vendors and entertainment, weather permitting.

Live Music at The Decker
Friday and Saturday evenings

Check doubledeckertavern.com for the latest updates.

Elsbeth Reid Family Resource Centre (FRC) Regular Programs

The FRC offers "information, practical support and the chance for parents to share with others the joys and challenges of parenting." Check cfswestern.mb.ca for the latest programs and program descriptions.

Send your event listings to info@brandondowntown.biz

New Website

Launching Fall 2014

Our new website will be your link news about Downtown Brandon events and promotions. Be sure to let your customers know about this important Downtown initiative.
» brandondowntown.biz