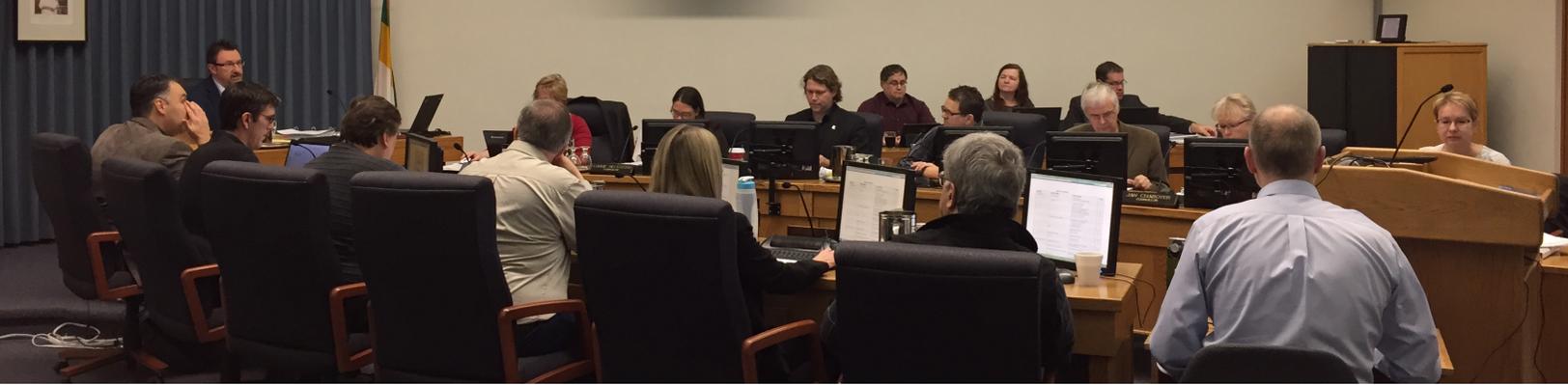


OUR PLAN, OUR CITY

**BRANDON
CITY COUNCIL**

— 2015–2018 —

STRATEGIC PLAN



MESSAGE FROM THE 2014-2018 BRANDON CITY COUNCIL

The City of Brandon's Mission Statement

"To improve safety, health, economic security and quality of life in our community"

➤ The City of Brandon's mission statement is one rooted in dedicated, unwavering service to our community. It pledges leadership by example, service with integrity, prudent use of resources, and places high value on our employees. These are all pledges which are just as important now as when they were first established by the Council and City Administration of the day in the late 1990's.

In 2013, the City of Brandon organization added to the bench strength of its external mission statement by adopting its own internal vision statement of "Serving & Building Community". The vision statement is brought to life by our talented and dedicated staff each and every day, who display core values of professionalism, respect, integrity, diversity and excellence. They, and we, serve our citizens with pride.

This Council is proud to adopt these important philosophies as its own as it embarks on its 2015-2018 Strategic Plan. Developed from Brandon City Council's Strategic Retreat held in the Spring of 2015, our Strategic Plan focuses on 10 key areas to grow our City's infrastructure, both above and below the ground, and to expand Brandon's residential, industrial and commercial economic base. This Plan also sets a strong direction for continued excellence in core municipal service delivery, be it in the area of renewed recreation and greenspace, revitalization in our historic downtown, or the fostering of inclusive, accessible, and socially responsible communities.

Each of this strategy's 10 priority areas will be led by a Councillor-City Administration team to help move the overall strategy along. On an annual basis, we'll report back on the implementation of the Strategic Plan, updating our citizens as progress is being made. Working together with our City Administration, City staff, and you, our residents, we are committed to Serving & Building Community!



KEYSTONE CENTRE

➤ The Keystone Centre is one of Brandon's largest economic catalysts, hosting an array of activities each year that contribute to the social, recreational, cultural, and agricultural fabric of the area.

Since it opened in 1972, the City of Brandon and the Province of Manitoba have contributed equally to the Keystone Centre's annual budget to help finance its operations. As such, the Keystone Centre's capital replacement program has largely been addressed on a project-by-project basis.

Along with the Province of Manitoba and the Provincial Exhibition of Manitoba, the City of Brandon will explore an enhanced governance and long-term funding model that will ensure a sustainable future for this extremely important facility. We are committed to ensuring that the Keystone Centre remains a jewel on the Prairies and the "first choice" as a convention, recreation, agriculture, and entertainment facility in Western Canada.

WATER TREATMENT INFRASTRUCTURE

➤ The City of Brandon's Water Treatment Plant provides high-quality, potable water to over 46,000 residents, processing an average of 21 million litres of water each day. Brandon's source of drinking water is taken from the Assiniboine River and then treated in our plant through a number of processes, including coagulation, softening, filtration, and disinfection.

However, as many portions of the plant date back to the 1940's, much of the existing infrastructure is old and well beyond its design life. Our recently-completed Water Treatment Plant Master Plan itemizes immediate equipment repair or replacement, as well as solutions to resolve a number of code, condition, and operability issues within the facility.

Such an overhaul requires significant financial resources. Council and Senior Administration will be working hard to lobby our partners in Provincial and Federal governments for the necessary funding commitments needed to ensure our Water Treatment Plant can continue to offer a supply of safe and high-quality drinking water to the community.





DRAINAGE

➤ One of the realities of a Prairie city such as Brandon is that community growth and expansion must find a way to co-exist with what came before it, that being the natural flow and drainage patterns of storm water across the City's landscape.

While a number of drainage and storm water reviews have been conducted for various portions of the City over the years, the recent wet climate cycle coupled with strong and steady development growth has underscored the need for a Drainage Master Plan for the entire City of Brandon.

Council will work toward the development of a comprehensive storm water management plan which will identify current and future drainage conditions and potential storm water and environmental impacts, and will also lay out immediate, mid-term and long-term capital priorities for drainage in our community.

PLANNED GROWTH

➤ Brandon has kept pace with the fastest-growing cities in Canada and has been presented with both opportunities and challenges relating to how this growth can be funded and serviced. Ideally, this is through a balance of development in both new and existing neighbourhoods and can only be accomplished by solidifying partnerships with our professional community.

The City of Brandon strives to provide timely, professional service that enables development, while keeping with the high standards for urban growth we've established.

We are committed to partnering with our rural neighbours to address urban development as identified in the Fringe Area Growth Strategy adopted by the Brandon and Area Planning District.



DOWNTOWN REVITALIZATION

➤ Brandon’s downtown can be a vibrant place where our residents can work, play, and live. A strong and burgeoning downtown is one that does not shutter its entrances at the end of the business day. Instead, it provides unique residential opportunities and a dynamic nightlife with a broad range of cultural enrichment and entertainment options that keep people coming back for more!

Through a partnership with the Province of Manitoba and Renaissance Brandon, the Upper Storeys Redevelopment Initiative will offer financial incentives to owners of historic, older buildings in the downtown who wish to develop vacant upper floors into residential rental units.

Leveraging the HUB Secondary Plan, we can also ensure that the priorities of businesses are reflected in the collective efforts of the community to breathe continued life into Brandon’s heritage district.

ECONOMIC PROSPERITY

➤ Brandon has been fortunate over time to consistently experience positive economic growth by positioning itself as a North American hub for business and a service centre for a regional population of 180,000-plus people.

Like all growing cities, our success is catching up with us. Our expanding industrial and commercial business population requires new core infrastructure and readily-developable land, and the demand for housing has driven up real estate costs. Due to many economic factors outside of our municipal control, our area’s employers are sometimes struggling to fill job vacancies.

Council will tackle recommendations within the City of Brandon’s 2014-2019 Economic Growth Strategy, Prosperity by Design. This will ensure Brandon moves closer to the vision of being a fiscally sustainable city with a growing and diversified economy, where job prosperity is matched by quality of place. Read our five-year plan for Economic Prosperity [here](#).



WHEAT CITY GOLF COURSE

➤ The Wheat City Golf Course and Recreation Centre are important components of the affordable and accessible public recreation options offered by the City of Brandon. The facility offers the only 18-hole golf course within Brandon City limits, and also provides outdoor recreation amenities like tennis courts, walking trails, a tobogganing hill, and groomed skiing and snowshoe trails.

However, habitual flooding of the golf course from the nearby Assiniboine River and the aging status of the Recreation Centre Building has placed the City of Brandon at a crossroads for this public recreation facility.

A strategic direction must be determined for the Wheat City Golf Course and Recreation Centre. City Council is committed to looking at all options carefully and doing so with the community's best interests in mind.



RECREATION FACILITIES

➤ A vibrant, well-rounded community is one where its residents have room to play! Brandon's recreational facilities are an integral piece of the puzzle that makes up quality of life for our diverse population.

Planning and work is progressing on the restoration of proper outdoor soccer and field sport facilities in Brandon. A refresh of our Recreation Facilities Master Plan will ensure a balance exists between indoor and outdoor water leisure facilities and the undeniable need for field sport facilities. New recreation offerings will also take into account key recommendations from our recently-renewed Greenspace Master Plan, which includes the development of new, high-quality greenspaces, the upgrade of existing parks, and the completion of the current trail system.

We are also partnering with Brandon Riverbank Inc. and its key stakeholders as it works to shape a long-term future for our riverbank corridor that takes into account our community's new reality of high water levels.

COMMUNITY INCLUSION

➤ Brandon is a community of diversity that strongly believes in the fundamental value of helping our neighbour.

Community inclusion and a desire to foster social change has been championed in recent years through Council involvement in collaborative community groups such as the Age Friendly Committee, the Poverty Committee, and the Brandon Urban Aboriginal Peoples' Council.

This Council is committed to focusing dedicated resources on the advancement of important work on affordable housing, food security, citizen engagement, service accessibility, and strengthened community inclusion. Change starts with us!

FINANCIAL STEWARDSHIP

➤ The City of Brandon operates with the philosophy that residents deserve and expect value for the tax dollars we ask of them. Municipal spending and investments must be effective, but, above all, service delivery must be sustainable and provide long-term quality of life for all in our community.

In this ever-increasing climate of financial accountability, Council is committed to working with its administration to seek new revenue generation opportunities wherever possible, to look at ways to enhance our existing non-tax revenues, and to lobby our senior levels of governments for ongoing investments in infrastructure and core municipal services.

This City Council is committed to being responsible stewards of your tax dollar, so that we can ensure long-term financial sustainability for our community for years to come. Our promise to you is best value for tax dollar, while maintaining high-quality service!



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