



You belong in **BRANDON**



2024

Community Profile

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Introduction

At the very heart of North America lies [Brandon Manitoba](#), a city that has built its reputation on providing the atmosphere in which business can succeed. The city's overall business cost competitiveness is consistently ranked by KPMG in the top 10 of Canadian cities and Brandon has been regularly ranked in the Top 10 Best Places to Live in Canada. Contributing to Brandon's overall cost competitive environment is the fact that there is no additional municipal business tax. The economy's diversification provides an extremely stable and positive environment for businesses to compete within the global economy.

- **A Regional Hub:** Brandon acts as the service centre for some 190,000 people, including the entire Southwest Economic Region which has a total population of over 117,000. The primary trading area includes over 70,000 people within a 30 km radius of the City of Brandon. Included within the trading area is Canadian Forces Base Shilo, located approximately 30 km from Brandon with a population of approximately 1,400 Military and civilian personnel. Located an hour's drive from the Bakken Formation oil field, Brandon's businesses continue adapting to service the oil & gas industry. WestJet offers direct daily passenger flights from Brandon to Calgary International Airport, providing access to global connections, for the entire Southwest Manitoba region.
- **Time is Precious:** Brandon offers a dynamic environment to develop and grow your business. Rather than spending your time in traffic, Brandon's maximum in-city commute of 12 minutes allows you the freedom to choose how you spend your time. More time to grow your business, more time to spend with family and friends or more time for fitness/recreation, the choice is yours in Brandon.
- **Dependable & Educated Workforce:** Brandon's Labour Force is regional in nature and has proven to be an extremely stable, committed and well educated work force. The labour force is drawn from approximately 24 municipalities*, with 21% of the labour force living in rural communities outside the city's boundaries. [Brandon University](#), [Assiniboine Community College](#) and the [Manitoba Emergency Services College](#) provide a well-educated, skilled work force for Brandon's employers year after year. This workforce is a key strength of Brandon with 83% of the population aged 15 years and over that have a high school graduation certificate or higher. *Statistics Canada 2021 census
- **Agriculture is Big Business:** When considering all types and sizes of business, Brandon is home to over 2,000 businesses, of which roughly 350 directly serve the agricultural market place. Brandon's ties to the agricultural sector are strengthened by the presence of an Agriculture Canada Research Station and the Agri-Environment Centre. These two centres bring integrated expertise and innovative environmental solutions to the agriculture and Agri-food sector.



- **A City on a Solid Footing:** Brandon’s emerging reputation on the national and international stage as a city that can do it all was developed through a concerted community effort. Years of sound fiscal management, a growing population, and a shared vision for the city’s future have all played a contributing role. Standard & Poor’s affirmed its issuer credit and senior unsecured debt ratings on the City of Brandon as AA-. The rating reflects the city’s robust economic growth, good operating performance, adequate liquidity, and moderate debt burden. This stable outlook reflects Standard and Poor’s expectation that the city’s economic performance will remain healthy.
- **In Brandon, You Truly Can Have It All:** At the end of the day, one of Brandon’s greatest assets is the balance between profit and personal reward. Though Brandon presents all the diversity and convenience of a much larger centre, the city has remained a close knit community that takes a great deal of pride in its self. A [low crime rate](#), [affordable housing](#), [educational excellence](#) and [abundant recreation](#) and cultural opportunities create a healthy environment to attract and retain employees. We invite you to take a closer look at Brandon, and you too will soon discover that the balance between business success and a fulfilling personal life is truly achievable.

Economic Development Brandon is here to support existing Brandon businesses in their quest for success, as well as to encourage new businesses to explore the opportunities Brandon has to offer in a competent and confidential manner. We offer a comprehensive menu of services including but not limited to:

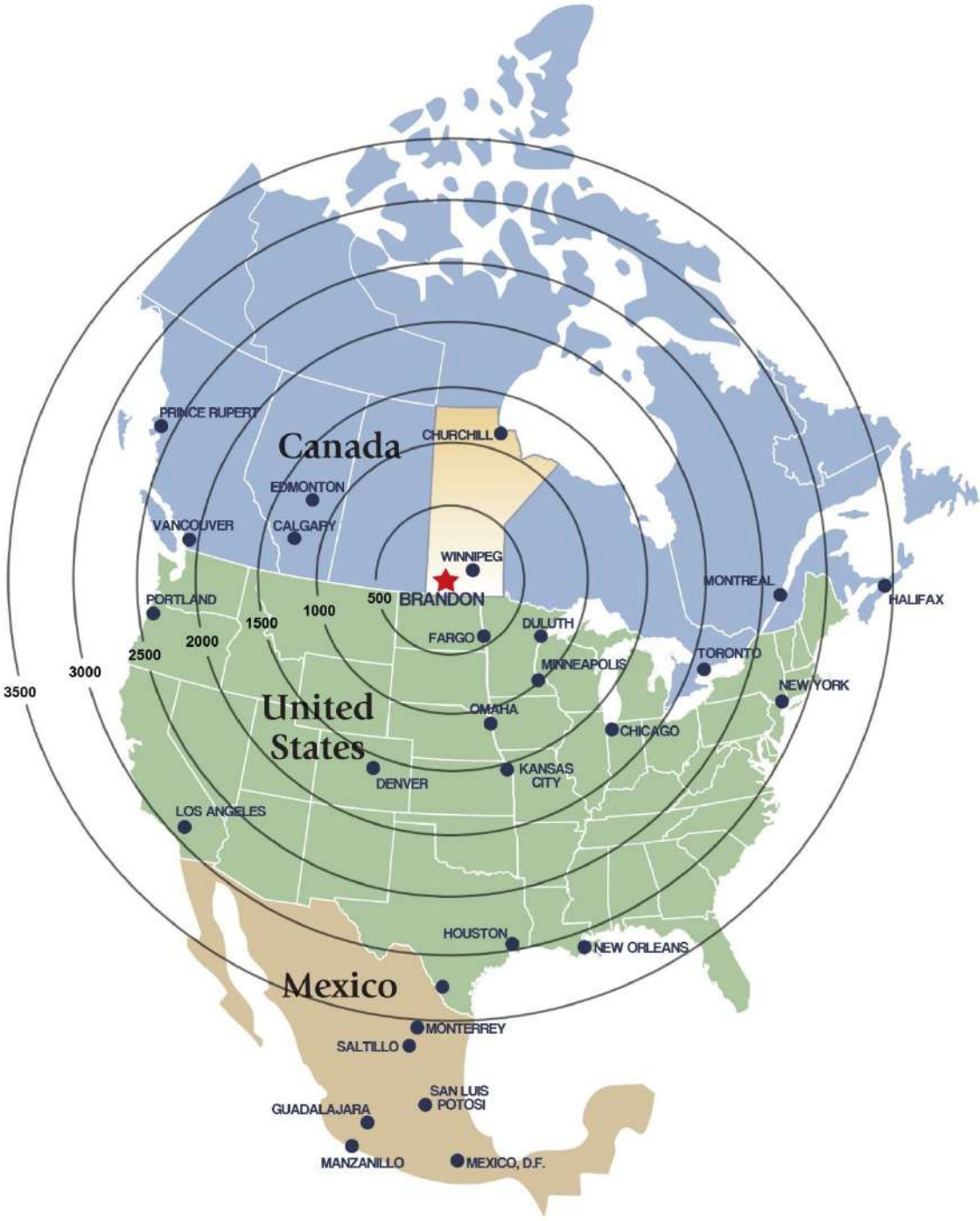
- Site Selections
- Comprehensive Community Information
- Comprehensive Labour Market Information
- Coordination with City of Brandon Development Services Division
- Coordination with Education Allies on Workforce Training Programs
- Custom Demographic Research
- Economic Incentive Coordination with Provincial Agencies
- Employee Recruitment Resources
- Photo Library

Economic Development Brandon

Phone: 1-204-729-2132
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Brandon is centrally located to all major North American Centres

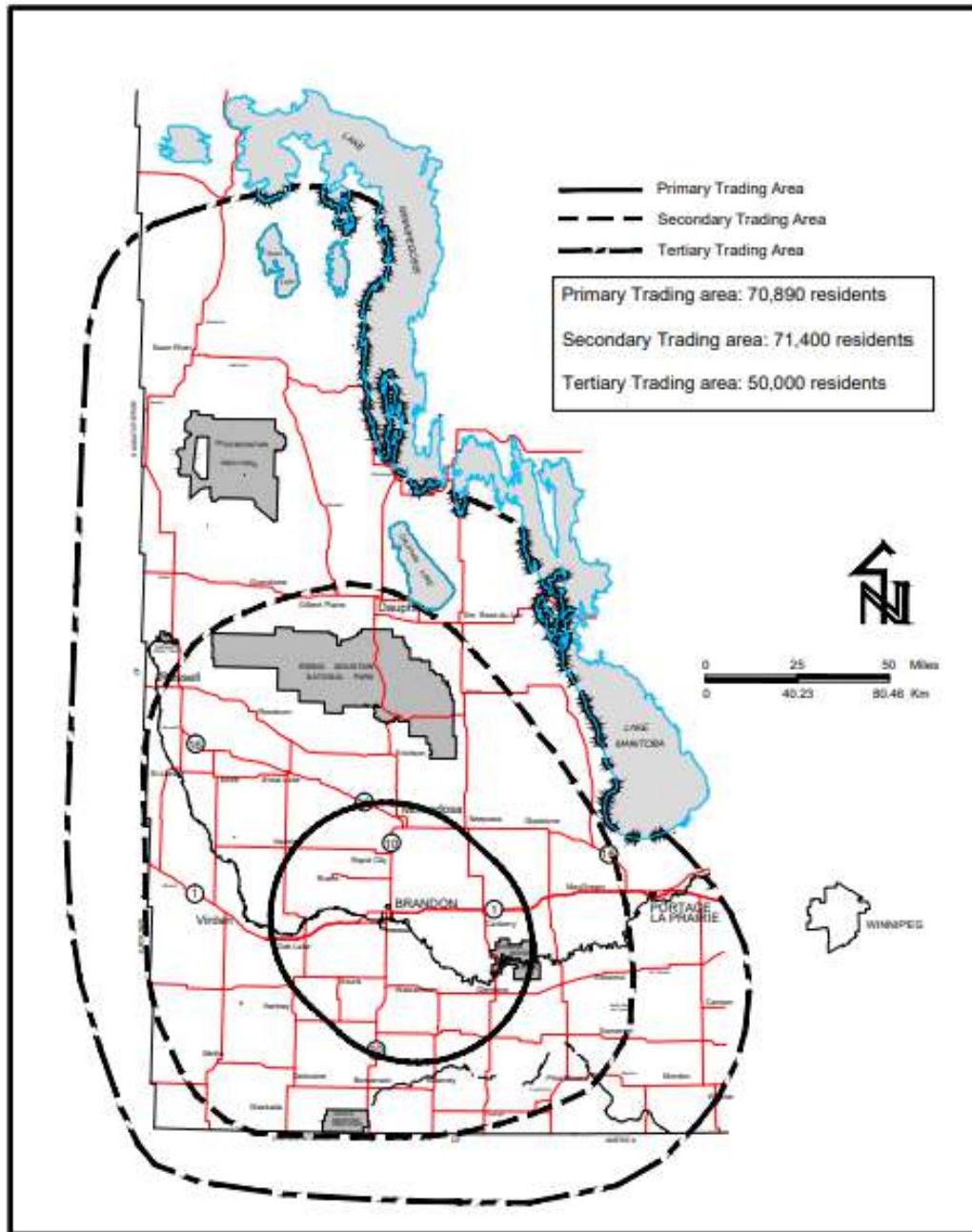


Brandon's Trading Area

Being Manitoba's second largest wholesale & retail centre, Brandon provides goods and services to a wide geographic area with a population of more than 190,000 people. The primary trade area involves 70,800 residents in a concentric zone of approximately 60 km around the City.

The secondary trade zone stretches from the International Border to the south, east to MacGregor, north to Dauphin and west to Elkhorn (approximately 150 km east-west, and 200 km north-south). This area has an additional 71,400 residents.

The tertiary zone stretches north to Swan River, east to Portage la Prairie, south into North Dakota and west into Eastern Saskatchewan. Approximately 50,000 people reside in the tertiary zone.



Brandon Advantages

Brandon is centrally located in the midst of a large trading area, has access to major transportation networks, a dependable labour supply, low utility rates, and no additional municipal business tax. There are numerous comparative advantages to locating your business in Brandon:

Competitive Business Costs

- [Ranked #1 for lowest overall business costs of 36 North American Mid-West cities studied - KPMG 2016](#)
- [Among the Lowest electricity rates in North America](#)
- [Ranked in the top 10 for lowest overall business costs across Canada – KPMG 2016](#)
- [Diversified Manufacturing Sector](#)
- No Additional Municipal Business Tax

Location & Infrastructure

- [Bakken Formation Oil Field](#)
- [Direct air service to Calgary, AB via WestJet](#)
- [190,000 Customers in Trading Area](#)
- [Mid Continent Location](#)
- [Industrial Waste Water Reclamation Facility](#) State of the Art facility with available capacity
- [Multimodal Trans-continental Transportation Network](#)
- [Home to Brandon University and Assiniboine Community College](#)

Support for Business

- [Brandon Chamber of Commerce](#)
- [Entrepreneurship Manitoba](#)
 - [Product Commercialization Support Program](#)
- [Brandon Downtown Development Corporation Redevelopment Programs](#)
- [Established Research & Development Institutions](#)
- [Generous Research and Development tax credits](#)
- [Strategic Tax Incentives](#)
- [Futurpreneur Canada](#)

Lifestyle & Business Balance

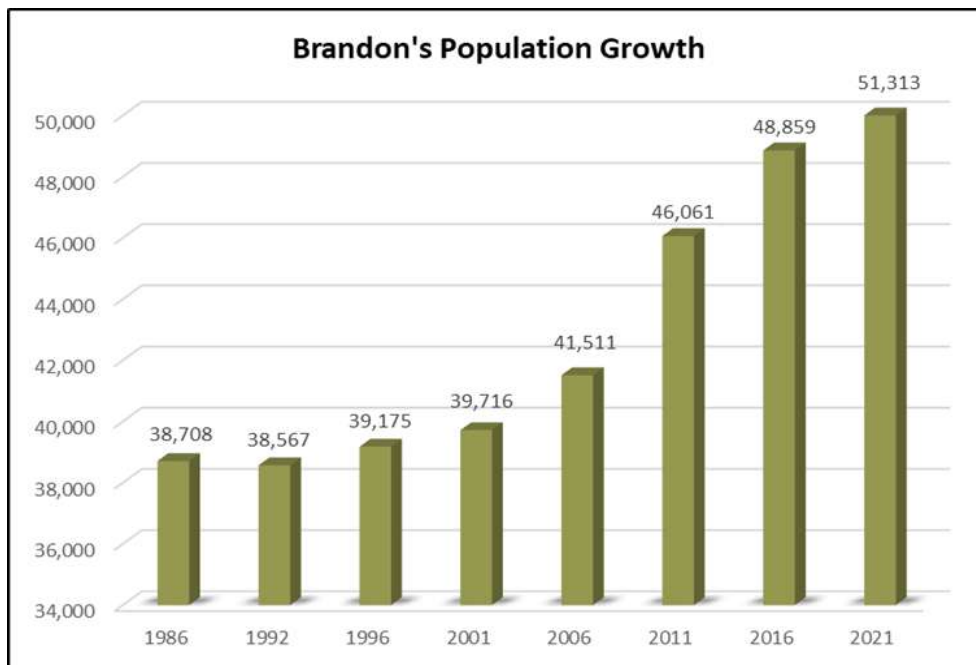
- [Affordable Cost of Living](#)
- [Endless Recreation Opportunities](#)
- Commuting Time, less than 12 minutes from anywhere in the City of Brandon
- An Attractive Natural Environment - 20 minutes to Cottage Country
- 1 National and 3 Provincial Parks within 1 hour of Brandon

The People

- [Over 70,000 people within a 30 minute drive](#)
- [Growing Multi-cultural Community](#)
- [Unprecedented Population Growth](#)
- [Rural Commuting Patterns](#)
- [Diverse Labour Pool](#)

Population Statistics

The City of Brandon's population in the 2021 Census was **51,313**, an increase of **5%** from the 2016 Census. Brandon's growth has kept pace with growing cities in Canada and demonstrates the opportunities available for individuals, families and businesses to grow and succeed. For more detailed information on Brandon's demographics see the [statistics section](#) of Economic Development Brandon's web site and at [Statistics Canada's Summary of Brandon](#) web page. Total population for the Southwest Economic Region in 2021 was 117,432 a 3.4% increase from 2016.



Statistics Canada 2021 Census of Population

Brandon Census 2021 Population and Dwelling Counts	
Population in 2021	51,313
Population in 2016	48,883
2016-2021 population change (%)	5%
Total private dwellings	22,526
Population density per square kilometer	649.2
Land area (square km)	79.04

Statistics Canada 2021 Census of Population

Brandon Population Age Structure

Characteristics	Brandon 2021		
	Total	Male	Female
Age characteristics of the population			
Total - All persons	51,315	25,150	26,160
Age 0-4	2,975	1,525	1,445
Age 5-9	3,345	1,736	1,610
Age 10-14	3,080	1,605	1,470
Age 15-19	3,160	1,600	1,560
Age 20-24	3,950	2,015	1,930
Age 25-29	3,755	1,955	1,805
Age 30-34	3,850	1,905	1,950
Age 35-39	3,810	1,935	1,875
Age 40-44	3,535	1,755	1,780
Age 45-49	3,100	1,570	1,535
Age 50-54	2,665	1,325	1,345
Age 55-59	2,925	1,380	1,545
Age 60-64	2,755	1,300	1,460
Age 65-69	2,410	1,150	1,260
Age 70-74	2,095	910	1,190
Age 75-79	1,400	575	830
Age 80-84	1,205	485	720
Age 85 years and over	1,290	440	850
Average age of the population	39.0	37.5	40.5
% of the population ages 15 and over	81.7%	80.6%	82.7%

Statistics Canada 2021 Census - May not add due to rounding



Brandon Family and Household Characteristics

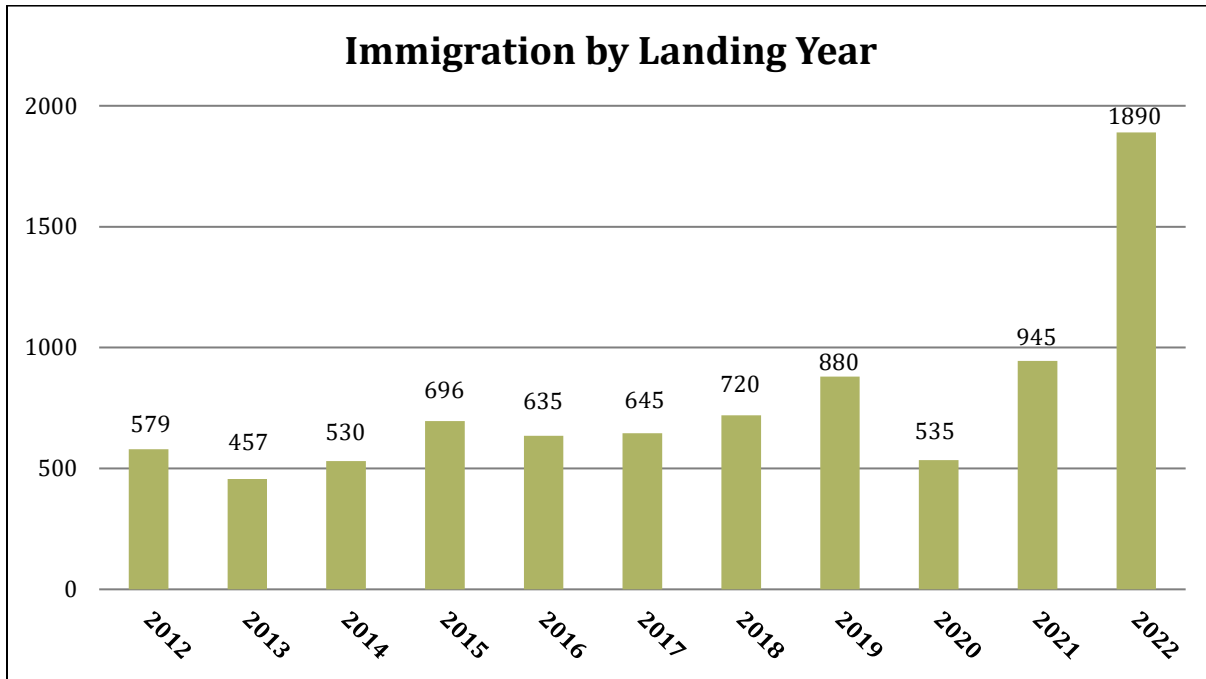
Characteristics	Brandon 2021
Selected family characteristics	
Total number of census families	13,515
Number of married-couple families	8,930
Number of common-law-couple families	2,120
Number of lone-parent families	2,456
Number of female lone-parent families	1,960
Number of male lone-parent families	500
Average number of persons per family	2.9
Number of 2 person families	6,930
Number of 3 person in families	2,850
Number of 4 person families	2,555
Number of 5 or more person families	1,190
Selected household characteristics	
Total private households	21,205
Households containing a couple (married or common-law) with children	5,070
Households containing a couple (married or common-law) without children	5,120
One-person households	6,595
Other household types	4,405
Average household size	2.3

Statistics Canada, Census profile 2021 - May not add due to rounding



Immigration Growth

Historically Brandon experienced minimal immigration, however a growing economy, coupled with a national labour shortage and highly successful [Provincial Immigration Programs](#) coordinated locally resulted in notable immigration growth in recent years. Brandon's average has continued to climb upward peaking in 2010 at 1,433 and then again in 2022 at 1890. The majority of immigrant growth in Brandon since 2011 has been in 3 language groups; Gujarati, Mandarin and Cantonese.



Source: Citizenship and Immigration Canada preliminary data

Economic Base

Brandon is fortunate to have a varied economic base of the over 2,000 businesses operating in Brandon, Agri-food products and related services represent the area's largest industrial cluster, the manufacturing of metals, chemicals and pharmaceuticals account for the bulk of the remaining industrial jobs. Oil drilling and production continues in the area, employing a number of people and supporting business growth.

While Agriculture and Agri-food production are the largest sectors of our local economy; advanced manufacturing, oilfield services, regional retail, and event tourism sectors provide diversity to our economy and historically proven economic stability despite peaks and valleys in the farm economy.

Significant economic generators in Brandon include:

- Agri-Food processing
- Metal fabrication
- Industrial chemical production
- Farm fertilizer production
- Trucking & Rail Transportation
- Regional Health Care Centre
- Event hosting
- Regional retail and service provision
- Canadian Forces Base Shilo
- Bakken Formation oil field services
- Regional centre for recreation and entertainment
- Higher education
 - Brandon University
 - Assiniboine Community College
 - Manitoba Emergency Services College
- Federal and provincial government service centres

Largest Employers

Brandon has a significant, diverse portfolio of economic contributors, Brandon's largest employers include:

Manufacturing Companies Over 50 Employees			
	Total Employees		
<u>Maple Leaf Consumer Foods</u>	2000		
<u>Behlen Industries</u>	300		
<u>Koch Industries</u>	300		
<u>Saputo Dairy Products</u>	140		
<u>Atom Jet Group</u>	100		
<u>Chemtrade Logistics Inc.</u>	81		
<u>Pfiser</u>	80		
<u>Greenstone Building Products</u>	60		
<u>Leech Printing</u>	56		
<u>Modern Industrial Structures</u>	50		

Public Sector over 100	
	Total Employees
<u>Prairie Mountain Health</u>	2,680
<u>Canadian Forces Base Shilo</u>	1,750
<u>Brandon School Division</u>	1,150
<u>Province of Manitoba</u>	688
<u>City of Brandon</u>	500+
<u>Assiniboine Community College</u>	500
<u>Brandon University</u>	447
<u>Manitoba Hydro</u>	338
<u>Government of Canada</u>	225
<u>Child & Family Services Westman</u>	150

Non-Manufacturing Companies over 100 *	
	Total Employees
<u>Paul's Hauling</u>	450+
<u>Mazer Group</u>	375
<u>BellMTS</u>	175
<u>Westman Communications Group</u>	150
<u>Westman Laboratory</u>	135
<u>Westoba Credit Union</u>	130

Head Offices with National Scope			
	Total Employees	Local Employees	National Employees
<u>Cando Rail Services</u>	360	80	280
<u>Murray Chevrolet Cadillac Buick GMC</u>	1,000	90	910
<u>Genesis Hospitality</u>	1,015	325	690

Markets

Located near the geographic centre of North America, Brandon industries have ready access to the major mid-western markets of the United States, as well as Western Canada. Major centres such as Calgary, Minneapolis-St. Paul, Chicago, Kansas City and Denver are 1 - 2 days by truck. Access to the 5 million residents of the three Prairie Provinces can be accessed by next day delivery.

Intersection with major east-west freeways that traverse the United States is facilitated through major north-south highways in Manitoba. This opens up all of North America to trade. Through the Central North American, Red River and Mid-Continent Trade Corridors, trade flows from Canada's north to Mexico.

From Brandon	Truck	Rail	Inter-Modal	Air
TO:	Day(s)	Day (s)	Day (s)	Hours
Vancouver	2.5	2.5	3	3
Toronto	3	2	2	3.25
Montreal	3	2	3	3.75
Los Angeles	5	6	10	6
Kansas City	2	2.5	6	3.25
Houston	3	4	8	5
Denver	2	2.5	5	4
Minneapolis	1	1	3	1.5
Chicago	2	2	7	2
New York	3	3	8	4.25

Oil Field Services Centre

Located an hour's drive from the Bakken Oil Field, exploration and production continue to drive growth throughout Brandon's economy. Employing thousands of people, drilling activity and production investments continue throughout the region.

The Oilfield Services sector benefits greatly from direct daily passenger air service to Calgary with [WestJet](#).

A Sampling of Companies Directly Servicing the Oil Sector

[Apex Distribution](#)

[Atom Jet Group](#)

[Centec Electric & Controls](#)

[Modern Industrial Structures Brandon](#)

[Assiniboine Industrial Services](#)

[Cancade Company](#)

[Evolve Surface Strategies](#)

[Kansteel Manufacturing, a Division of Fre-Flo Oil](#)

.... and many more

Canadian Forces Base Shilo

Employing approximately 1,800 people, CFB Shilo is located 30 kilometres east of Brandon and covers approximately 40,000 hectares. Canadian Forces Base Shilo has been the site of military activity in the region since 1910 and has a significant influence on Brandon's economy contributing \$105 million annually in payroll and local purchasing.

CFB Shilo is home to the First Regiment Royal Canadian Horse Artillery (1RCHA), and the Second Battalion Princess Patricia's Canadian Light Infantry (2PPCLI). Both of these units are part of 1st Canadian Mechanized Brigade Group. The base is also home to a component of the 3rd Canadian Division Training Centre, the 3rd Canadian Division Signals Squadron, and the 11th Canadian Forces Health Services Centre, as well as being the "Home Station" of the Royal Canadian Artillery. Other supported units include 26th Field Regiment, Royal Canadian Artillery, Brandon's own Army Reserve Unit and the 38th Canadian Brigade Group Headquarters, located in Winnipeg.

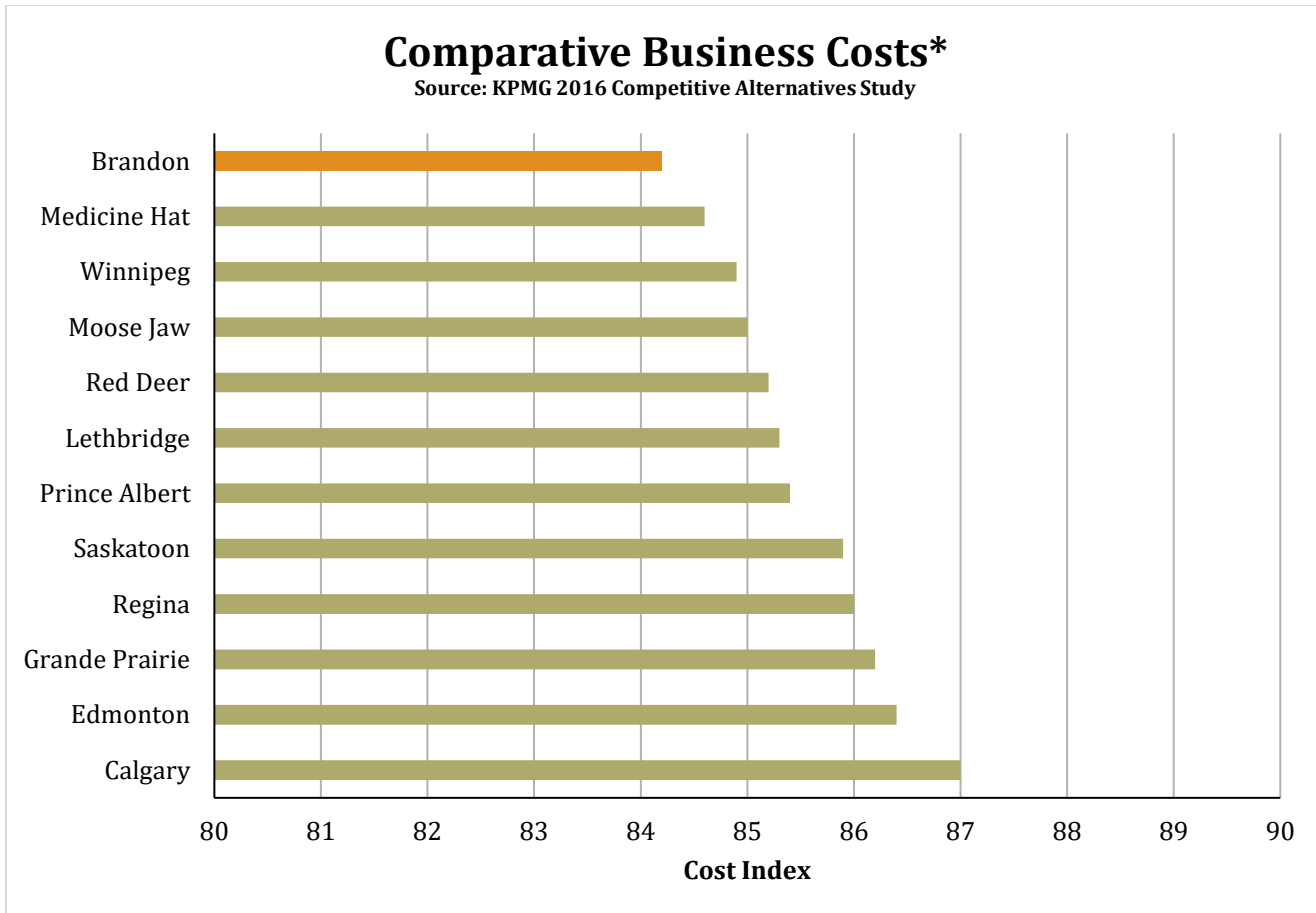
CFB Shilo also provides training facilities for a number of other organizations including the Royal Canadian Mounted Police, many local cadet units and Manitoba Corrections. In addition to the Canadian soldiers who train at CFB Shilo troops from several foreign countries, including Germany, France, Denmark and the United States, have trained at the base.

Additionally, CFB Shilo supports domestic operations as required with a current population of approximately 1,400 people. The base has approximately 600 residential housing units, operates its own sewer and water system and provides fire and ambulance services to base residents and neighboring communities.



Operating Costs

Continuing a multi-year trend, Brandon has once again appeared at the top of the charts as a very cost effective city in which to do business. According to the Competitive Alternatives 2016 report released by international accounting firm KPMG, Brandon is ranked 1st for overall cost competitiveness of the 36 Midwestern North American cities studied. The study compared more than 110 cities around the world, 31 in Canada, and examined both business costs and other non-cost factors that influence investment decisions.

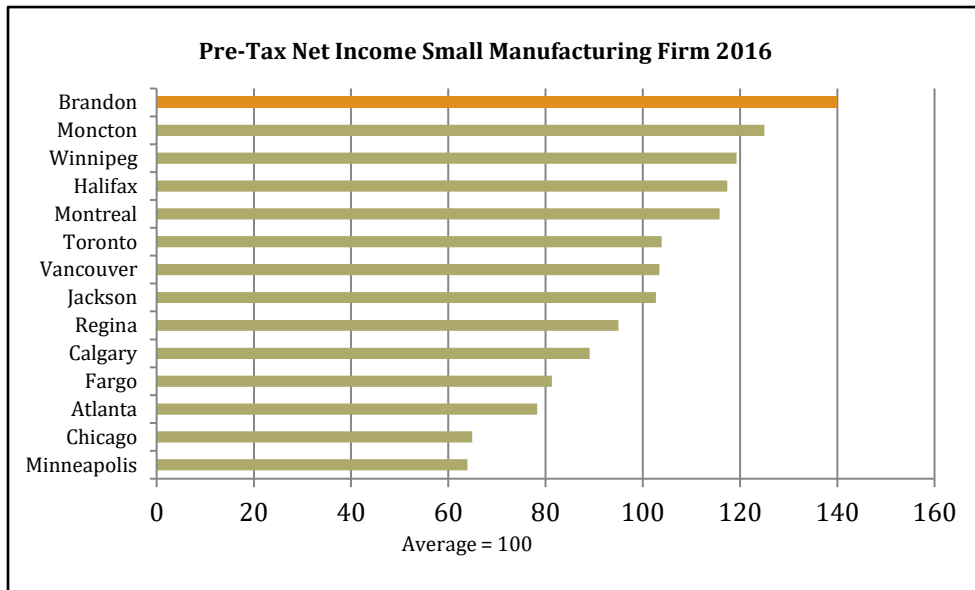


Source: Competitive Alternatives 2016 (Discontinued after 2016)

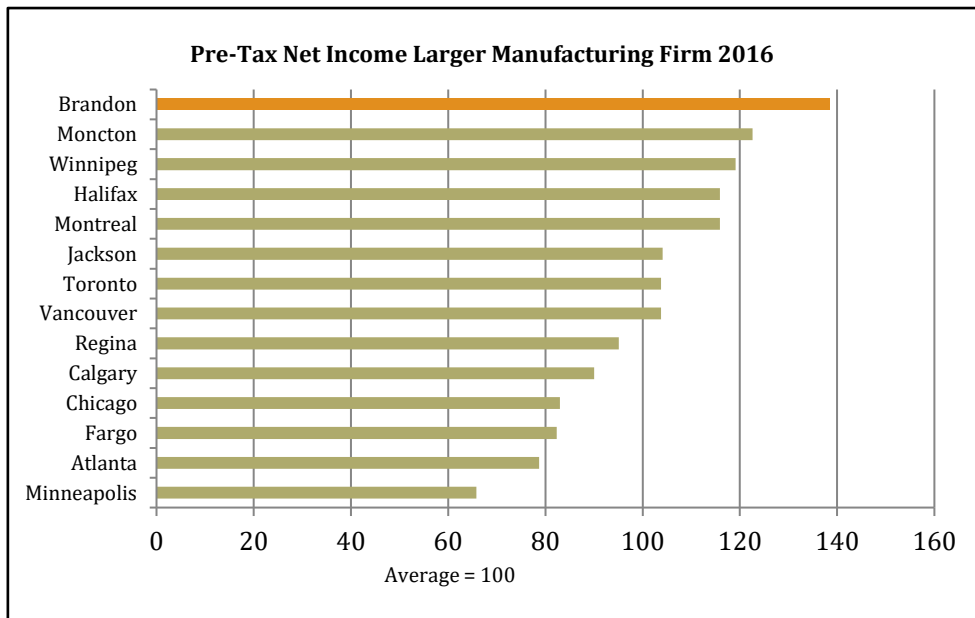


Greater Profitability

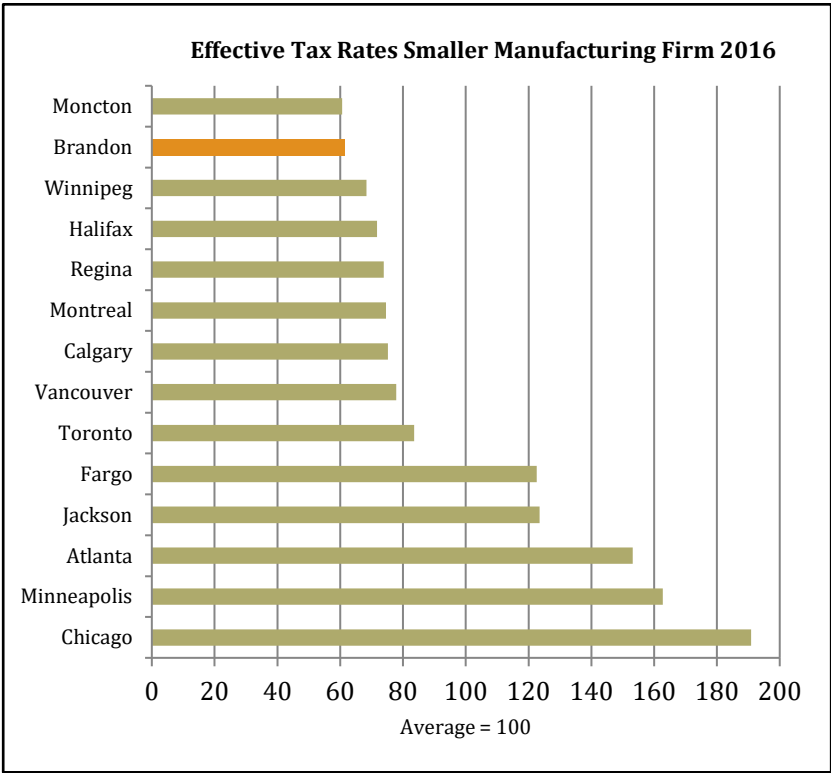
Brandon has the highest pre-tax net income for both small and large **manufacturing firms**. A talented, well-educated and productive labour force, low utility costs and lower than average start-up costs contribute to the cost advantages of operating a manufacturing plant in Brandon. Overall competitiveness is measured by comparing internal rates of return and other factors. The following charts illustrate the combined effect of taxes and costs on the internal rates of return for the representative small and large manufacturing corporations in the selected jurisdictions.



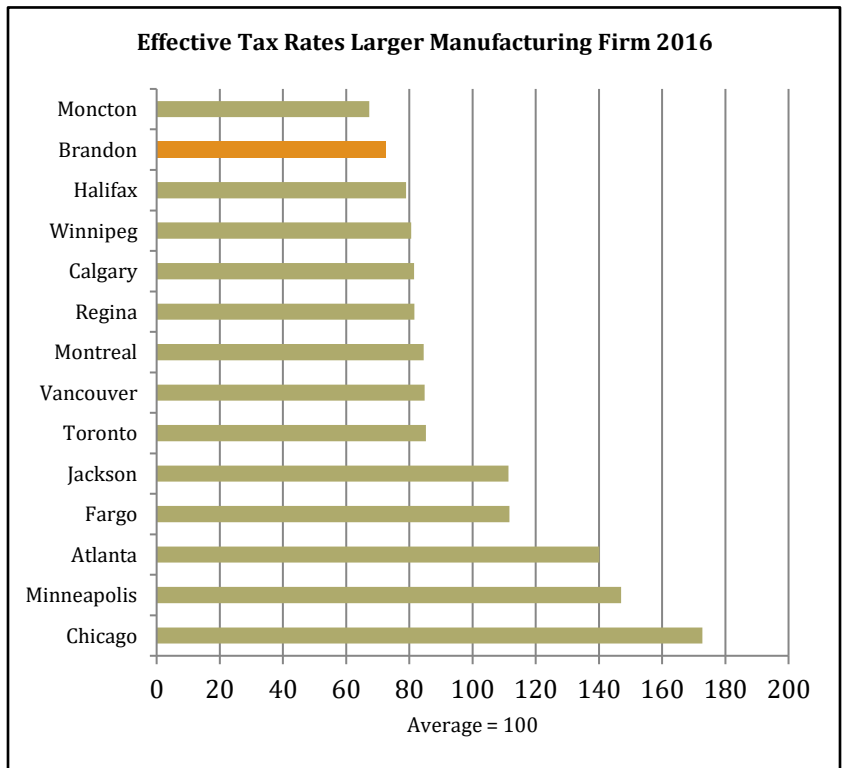
Source: Manitoba Advantage 2016 (Discontinued after 2016)



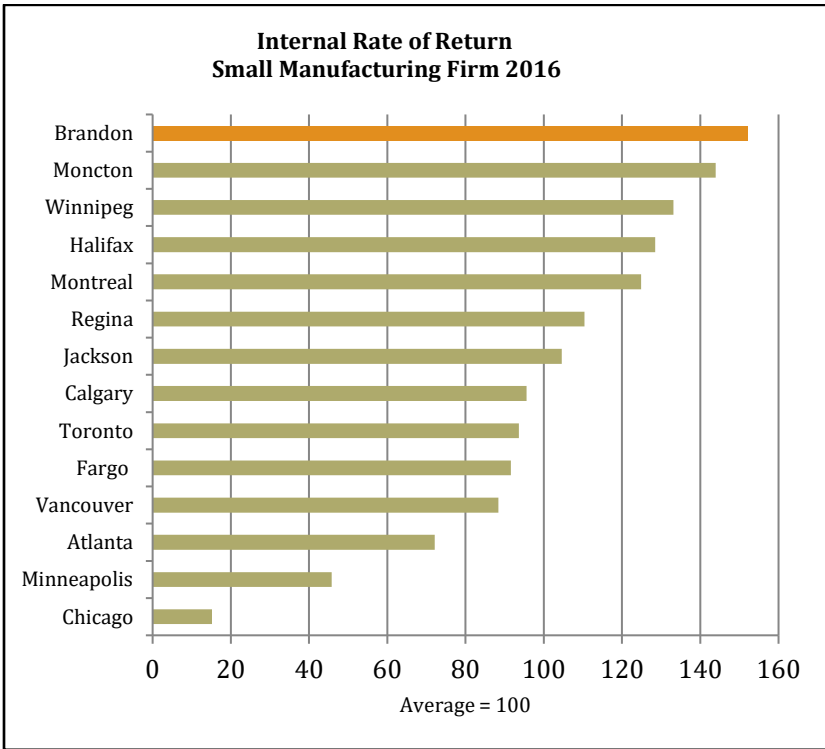
Source: Manitoba Advantage 2016 (Discontinued after 2016)



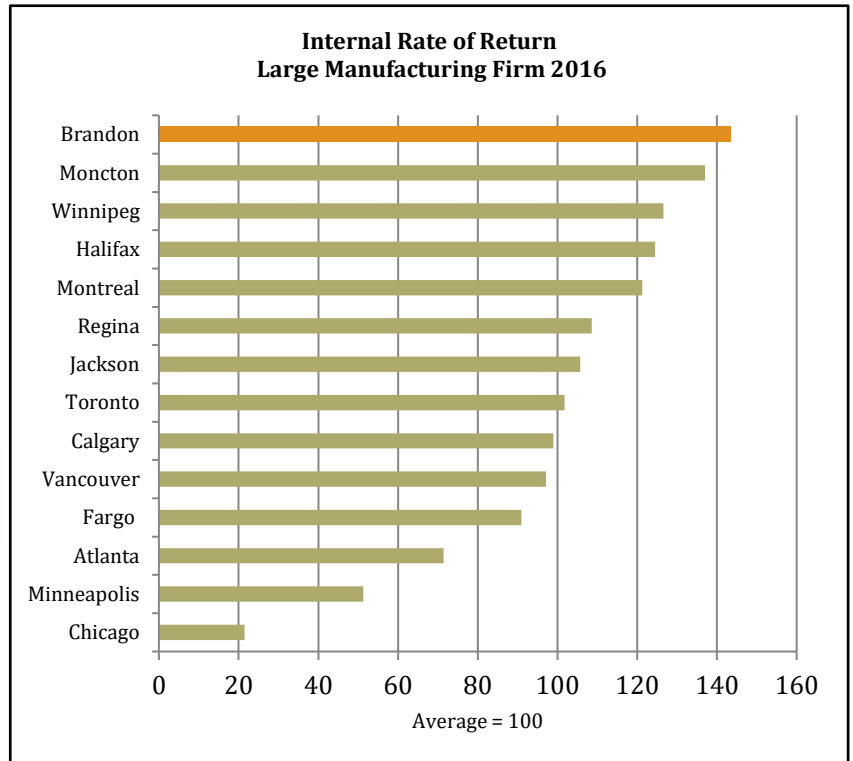
Source: Manitoba Advantage 2016 (Discontinued after 2016)



Source: Manitoba Advantage 2016 (Discontinued after 2016)



Source: Manitoba Advantage 2016 (Discontinued after 2016)



Source: Manitoba Advantage 2016 (Discontinued after 2016)

Education & Training Levels

The 2021 Census showed an estimated 50% of those aged 15 years and over in Brandon reported a university or college certificate, diploma or degree and 83% of the population aged 15 years and over have a high school graduation certificate or higher.

The percentage of citizens with an advanced education as well as the level of education achieved, is a great advantage to those interested in developing a business in Brandon. Our well-educated work force can be attributed to access to our post-secondary institutions like Brandon University, Assiniboine Community College, and Manitoba Emergency Services College as well as Brandon Regional Health Centre being a teaching hospital.

Please visit Brandon's major post-secondary institutions in person or online for more detailed information:

[Brandon University](#) [Assiniboine Community College](#) [Manitoba Emergency Services College](#)

Highest Certificate, Diploma or Degree of Brandon (CY) 2021 (population aged 15 years and over)		
	Total Number	%
No certificate, diploma or degree	6,985	17%
High school certificate or equivalent	13,330	33%
Apprenticeship or trades certificate or diploma	2,805	7%
College, CEGEP or other non-university certificate or diploma	7,920	20%
University certificate, diploma or degree	9,410	23%
Total population 25 to 64	40,450	100%

Statistics Canada, Census 2021

Canadian Comparison Highest Certificate, Diploma or Degree 2021 (population aged 15 years and over)			
	Brandon	Manitoba	Canada
No certificate, diploma or degree	17%	19%	16%
High school certificate or equivalent	33%	31%	27%
Apprenticeship or trades certificate or diploma	7%	7%	9%
College, CEGEP or other non-university certificate or diploma	20%	18%	19%
University certificate, diploma or degree	23%	26%	30%
Total Post-secondary Graduates	50%	51%	58%

Statistics Canada, Census 2021

Education and Training Institutions

Brandon School Division No. 40

Brandon School Division (BSD) has 25 schools serving Brandon, and Area. There are over 8,900 students and approximately 1,500 staff members working towards a common vision of being a centre of educational excellence, built on community partnerships, effective leadership and exemplary practices.

The Division offers a wide range of educational and student support services, including French Immersion, Vocational Training, Athletics, Learning with the Arts, Artist in Residence, Advanced Placement, International Baccalaureate, Spanish and Music programs. The Division benefits from numerous community partnerships that enhance the opportunities available to students.

French Immersion

In this division, there are three dual-track schools that offer French Immersion: École O'Kelly (K-4), École New Era (K-8) and École Secondaire Neelin (Grades 9-12). The dual track French immersion schools have an English Program and a French Immersion Program headed by a single administration. Some members of the administrative and support staff, as well as the teaching assistants and specialists for the French Immersion Program, are fluent in French and English and ensure that services are administered in French. Creating a French environment in a dual track setting is of great importance and requires active support and fostering of the use of French inside and outside the classroom.

Kindergarten to Grade 8 Single Track French Immersion is offered at École Harrison. The single track French immersion school is located in a building of its own where a French language environment is fostered. This environment results in the use of French as the language of administration and internal communication, as well as the language of education between teachers and students. The entire staff is fluent in French and English, thus assuring that all support services are offered in French with bi-lingual availability. The immersion school provides students with the opportunity to communicate in French inside and outside the classroom, a factor that favours the acquisition of a high degree of proficiency in French.

Advanced Placement Program

The Advanced Placement program is a collaborative effort between motivated students, dedicated teachers and committed high schools and universities. The AP Program allows students to take university level courses, write exams and earn university credit or placement while still in high school. By challenging students, the AP Program provides access to high quality education, accelerates learning, rewards achievement and enhances both high school and the post-secondary experience. AP courses are designed to reflect the material offered in a first-year university course. The Advanced Placement Program is available at Crocus Plains Regional Secondary School and Vincent Massey High School.

Youth Revolution Program

The Brandon School Division has a very strong youth-based program that places emphasis on positive lifestyle choices to prevent harm from the use of drugs and alcohol. The "Youth Revolution" program involves students in Grades 5-12 from 19 schools. Students in the program participate in educational, lifestyle wellness activities, as well as community outreach and charitable humanitarian endeavors.

The Brandon School Division prides itself on providing equitable access to quality personalized learning opportunities and has a heavy focus on academic preparedness, global citizenship and health and wellbeing.

Brandon University

As Canada's finest regional university, Brandon University serves the community by creating and sharing knowledge with the country and the world, through research and teaching.

Founded in 1899, BU now boasts an average enrolment of 3,500 students in the faculties of Arts, Education, Health Studies and Science, as well as the School of Music. The university offers a full slate of undergraduate programs, master's degrees in five areas, and a graduate diploma option. Brandon University is a catalyst for economic growth in Western Manitoba, with locally focused research and graduates who contribute to an engaged and highly educated workforce.

Brandon University is an innovator in education. Programs such as Applied Disaster and Emergency Studies, Native Studies, the Master of Psychiatric Nursing program, and the IshKaabatens Waasa Gaa Inaabateg Department of Visual Art were among the first of their kind in Canada. Brandon University has a renowned Business Administration program and an extensive Co-operative Education Program where students make meaningful contributions to their employers during their work terms and gain career experience to complement their degrees.

Brandon University faculty members have received national awards, with Canada Research Chairs from BU studying topics such as cancer detection, quantum information theory and mental health. Research centres like the Rural Development Institute and the Critical Centre for Rural Mental Health tackle issues of direct relevance to the region that are also applicable worldwide, while BU maintains labs dedicated to purposes such as geological analysis, disease research and soil biology, as well as the largest publicly accessible telescope between Kenora, Ont. and Calgary.

Brandon University continues to have a strong commitment to providing access for rural and remote students. Brandon University has collaborated with other universities to form Campus Manitoba, an internet-based program of distributed learning with the head office at BU, while the university is well known for training teachers from Indigenous communities.

The success of BU's approach is shown in its alumni, with graduates playing important leadership roles in their communities. A graduate survey shows that 98 per cent of them recommend Brandon University, while 93 per cent that BU fully prepared them to excel in the workforce.



Assiniboine Community College

Assiniboine offers more than 60 certificate, diploma and post-graduate programs across a variety of disciplines including culinary arts and hospitality, business, agriculture and environment, health and human services, and trades and technology. The college also delivers apprenticeship programming in a range of skilled trades disciplines.

The college welcomed more than 3,700 full-time and 6,000 part-time students last year. Of those students, 500 were international students from over 20 countries. With campuses in Brandon, Dauphin, Winnipeg and Portage la Prairie, Assiniboine

provides comprehensive educational opportunities throughout Manitoba. The college also partners with many communities and organizations across the province to deliver customized education and training.

The college employs more than 650 part and full-time employees and Assiniboine's annual provincial economic impact is \$612 million. In the most recent survey of graduates, nine months after graduation, 94 percent of graduates were employed, and 92 percent remained in Manitoba. With 86 per cent of graduates originating in the province, that's a net population gain for Manitoba as a result of students studying at Assiniboine. Our most recent graduates, nine months after graduation are making an average of \$46,800, exceeding the average income of Canadian college diploma grads after two years, which is \$38,200 according to the National Graduates Survey [[The State of Post Secondary Education in Canada 2022](#) (Usher, 2022)].

Assiniboine Community College campuses are located on the traditional territories of Treaty No. 1 and Treaty No. 2, the shared traditional lands of Cree, Oji-Cree, Dakota, Dene and Anishinabek/Ojibwe peoples, and the homeland of the Red River Métis. We acknowledge their welcome to the students who seek knowledge here.

The college has been providing exceptional learning experiences for more than 60 years, offering unparalleled learning environments and responding to the demands and requirements of the Manitoba labour market. Following the philosophy of "learn by doing," programs combine theory with hands-on learning inside classrooms, labs, kitchens, shops, fields and the college's Sustainable Greenhouse.

Assiniboine Community College Adult Learning & Upgrading

Assiniboine Community College's Adult Learning programs offer programming at our Victoria Avenue East campus in Brandon. The college has day and evening classes throughout the academic year (September to June). These programs are designed for anyone who would like to achieve a high school diploma, improve their skills, increase their marks in a course(s), and/or obtain prerequisites to enter college or university. You can take individual courses or work towards your high school diploma.

The integrated programs allow you to accelerate your education and graduate with both a Mature Student High School diploma and a college certificate in less time than it would take to do them separately. These dual credit programs allow you to earn both high school and college credits at the same time.



Research and Development

Brandon Research Centre

The Brandon Research & Development Centre (BRDC) is one of Agriculture and Agri-Food Canada's national network of 19 research centers. The Research Centre here in Brandon is one of the original five experimental farms established by the Federal Government in 1886 under The Experimental Farm Station Act.

The BRDC conducts research on crop production, including fertilization requirements of crops, ecology and control of weeds, biology and management of crop diseases, genetics and breeding of barley, management of pastures and cattle, land resource management, and impacts of agriculture on the environment.

Brandon University

Over the past number of years, the landscape of research activities at Brandon University has changed and grown. Five Canada Research Chairs have been recruited and new appointments in a variety of departments have brought new research agendas to the campus. The University's commitment to building research capacity has also led to the establishment of a number of new research laboratories created to enhance the research experiences of both faculty and students. These include: Environment Sciences Laboratory, Cell Biology and Neuroscience Laboratory, Functional Genomics Laboratory, Mycology Research Laboratory and the Archaeological Residue Analysis Laboratory.

Laboratory for Applied Research in Resource Geology (L.A.R.G.)

The L.A.R.G., overseen by Dr. Hamid Mumin and Dr. Simon Pattison, is a state-of-the-art petrographic and analytical research facility that provides a focal point for Geoscience Research at Brandon University, and for university, government and industry collaborations. Research is conducted on the geology, mineralogy and chemistry of mineral and energy resources in various locations across Canada and internationally.

Assiniboine Community College Applied Research Office

The diversity of Assiniboine's faculty and commitment to undertaking practical research activities uniquely positions the Applied Research Office to help solve technical and operational issues for business while at the same time adding invaluable experience to the student's academic career. The college's applied research activities provide particular benefits, such as:

- Program curricula that is current and relevant to business.
- Faculty and students that are more effectively engaged with industry.
- Enhanced educational outcomes as students become involved in projects aimed at solving issues faced by industry and organizations.
- Businesses, organizations, and communities that benefit from the expertise and problem solving capacity found at Assiniboine.
- Faculty and students of Assiniboine that gain access to and experience with advanced equipment and processes.
- Businesses and organizations increasingly recognize ACC's contribution and value, which translates to increased industry support for capital and program development and projects.

Additional Manitoba Research Centres

Many of the research resources within Manitoba, are already leveraged by Brandon based companies demonstrating the ease of accessibility to any or all of the following facilities.

Agriculture and Agri-Food Canada's Research	agriculture.canada.ca/en/science
Canadian Centre for Agri-Food Research in Medicine	www.sbrc.ca
Canadian International Grain Institute	cerealscanada.ca
Canada-Manitoba Crop Diversification Centre	mbdiversificationcentres.ca
Food Development Centre	www.gov.mb.ca/MAFRD/ Food Development Centre
Richardson Centre for Functional Foods and Nutraceuticals	umanitoba.ca/centres/rcffn

Manitoba Emergency Services College

Manitoba Emergency Services College is an educational institution unique to Brandon. The Emergency Services College is committed to providing superior emergency response training programs that meet the needs of emergency services and industry. The College offers a full time program for persons interested in a career in the Emergency Services field.

Program areas include: Fire and Rescue, Emergency Medical, Law Enforcement, Hazardous Materials Response, Building and Fire Code Use and Application, Fire Inspector, Fire Officer, Investigations, Emergency Services Management, Industrial Fire and Rescue, Industrial Response to Hazardous Materials, Emergency Medical and Public Safety.



Labour Force

Brandon's labour force is regional in nature and has proven to be extremely stable, committed and well educated. Totalling over 58,000 and growing, the labour force is drawn from not only the city but the surrounding municipalities with as much as 21% of the labour force living in rural communities outside the city's boundaries. The combination of a well-educated and rural rooted workforce is a key strength of Brandon, as evidenced by the 83% of the population aged 15 years and over who have a high school graduation certificate or higher and 50% of residents aged 15 years and over graduating from post-secondary education institutions. Brandon University, Assiniboine Community College and the Manitoba Emergency Services College provide highly skilled people to Brandon's employers year after year.

Unemployment Rates

Unemployment Rates by Month % Brandon (CA)							
	2023	2022	2021	2020	2019	2018	2017
January	4.1	7.1	5.8	5.8	3.2	4.2	6.3
February	4.0	7.3	5.4	4.9	3.5	4.5	6.2
March	4.2	6.5	5.6	5.8	3.0	5.1	6.3
April	4.7	5.0	4.8	9.6	3.9	5.7	6.4
May	5.1	4.9	5.4	11.2	4.4	6.3	6.1
June	5.0	4.6	5.5	12.9	4.7	5.4	6.4
July	5.3	4.5	5.8	9.7	5.6	5.1	5.8
August	5.6	5.1	5.6	9.6	6.5	4.8	6.0
September	6.0	4.0	5.6	7.4	6.7	5.0	5.4
October	6.3	4.1	6.4	6.7	6.5	4.1	5.2
November	5.9	2.7	6.1	5.6	6.8	2.6	4.9
December	6.3	3.3	7.1	5.3	6.8	3.2	4.5
Annualized Rate %	5.5	4.7	5.9	7.8	5.3	4.5	5.8

Source: Statistics Canada Labour Force Survey *Unadjusted Rates (%),
3 month moving average, due to an extremely small sample size, the numbers are estimates only.

Monthly data for 2024 can be found at economicdevelopmentbrandon.com/unemployment-rate



Labour Force Activity

The more detailed 2023 employment participation data indicates that Brandon had 34,300 citizens employed and 2,000 unemployed residents, aged 15 years and older, in the labour force. An unemployment rate of 5.5% was evident in 2023. Based on the Stats Can Labour Force figures below, the City of Brandon has a 70.5% participation rate of employment for all persons 15 years of age and over.

City of Brandon Labour Force age 15 years and older - 2023	
	Total
Total Population 15 years and older	51,500
Total Labour Force	36,300
Total Employed	34,300
Participation rate (%)	70.5%
Unemployed	2,000
Unemployment rate (%)	5.5%

Statistics Canada Table: [14-10-0391-01](#) Labour Force characteristics, annual

The Southwest region of Manitoba, of which Brandon is the hub, is a notable contributor to the local labour pool. In total, an estimated 65.3% of people 15 years and older participated in the labour force in the Southwest Manitoba Economic Region. The unemployment rate in this region for 2023 was 5.1% based on the Stats Can Labour Force Survey.

Southwest Manitoba Economic Region Labour Force - 2023	
	Total
Total Population 15 years and older	92,400
Total Labour Force	60,300
Total Employed	57,300
Participation rate (%)	65.3%
Unemployed	3,100
Unemployment rate (%)	5.1%

Statistics Canada Table: [14-10-0393-01](#) Labour Force characteristics, annual

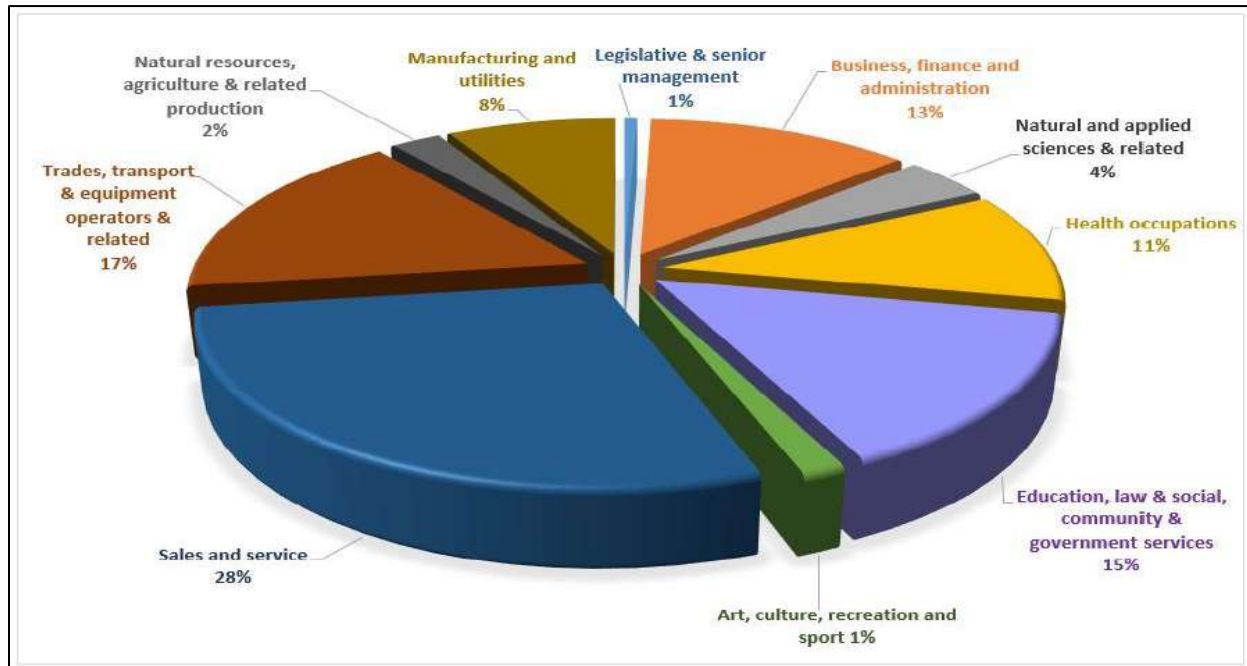
Note: The Participation rate measures what percentage of the population 15 years and over were employed or unemployed (i.e. actively seeking employment, on temporary leave or about to start a new job).



Industry Employment

Brandon's diverse and reliable workforce provides companies with the talent they need to develop and produce a wide range of products. This diverse business economy also creates overlapping opportunities for companies to supply or source goods and services across multiple sectors of industry.

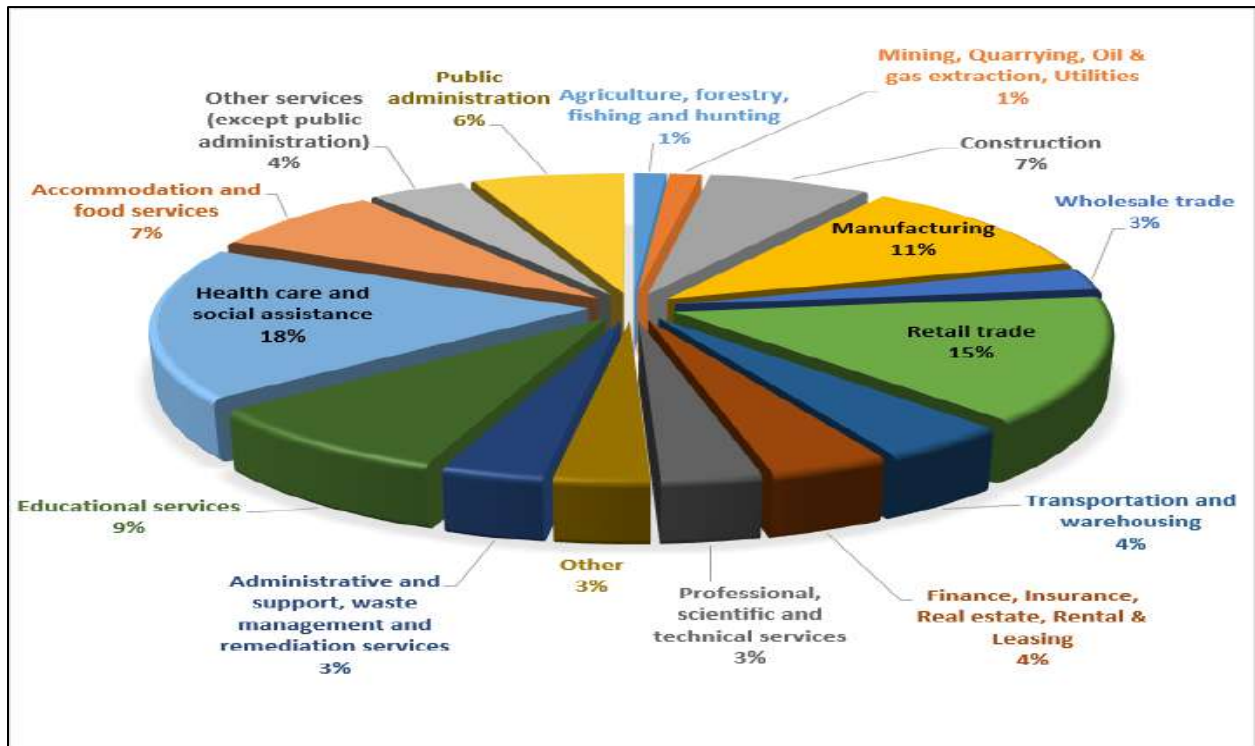
**Brandon – Employment by Industry Sector 2021 Moving Average
15 years and over, Brandon (CY)**



Industry	Male	Female	Brandon Total	Canada
Total - Experienced labour force	14,250	13,160	27,405	19,310,340
Sales and service occupations	3,305	4,300	7,610	28% 24%
Trades, transport and equipment operators and related occupations	4,240	225	4,460	16% 17%
Education, law and social, community and government services	1,635	2,360	3,990	15% 12%
Business, finance and administration occupations	1,010	2,420	3,435	13% 17%
Health occupations	635	2,205	2,845	10% 8%
Occupations in manufacturing and utilities	1,515	675	2,195	8% 4%
Natural and applied sciences and related occupations	885	225	1,110	4% 8%
Natural resources, agriculture and related production occupations	520	125	640	2% 3%
Occupations in art, culture, recreation and sport	195	215	405	1% 3%
Legislative and senior management occupations	90	75	165	.5% 1%
Occupation - not applicable	225	340	565	2.5% 2.5%

Statistics Canada, Census 2021

**Brandon – Employment by Occupation 2021 Moving Average
15 years and older, Brandon (CY)**



Occupation	Male	Female	Brandon Total		Canada
Total - Experienced labour force	14,250	13,160	27,405		19,310,340
Health care and social assistance	1,025	3,700	4,725	17%	13%
Retail trade	1,935	1,965	3,905	14%	11%
Manufacturing	2,145	875	3,020	11%	8%
Educational services	835	1,505	2,340	9%	7%
Accommodation and food services	830	1,170	2,005	7%	6%
Construction	1,625	190	1,815	7%	8%
Public administration	1,120	595	1,715	6%	6%
Transportation and warehousing	1,005	145	1,150	4%	5%
Other services (except public administration)	565	500	1,065	4%	4%
Finance, Insurance, Real estate, Rental & Leasing	420	640	1,060	4%	6%
Wholesale trade	535	150	685	3%	3%
Administrative & support, waste mgmt & remediation services	480	430	910	3%	4%
Professional, scientific and technical services	445	440	890	3%	8%
Agriculture, forestry, fishing and hunting	270	100	365	1%	2%
Mining, Quarrying, Oil & gas extraction, Utilities	325	25	350	1%	2%
Other	465	385	850	3%	4%
Occupation - not applicable	225	340	565	2%	2%

Statistics Canada, Census 2021

Income Overview

Salaries and wages often constitute the major expenditure of an enterprise. Brandon and the Province of Manitoba are very competitive in average hourly earnings by employees, ranking eighth lowest out of thirty-two Canadian cities in average hourly wages in industrial aggregate hourly wage. Employees may earn less than their counterparts elsewhere, but still have a higher standard of living.

Manitoba's minimum wage is \$15.30 per hour. Median Individual Income in 2021 was \$39,850 and Median Economic Families income was \$97,000.

Detailed reports including unemployment rates, wage reports, employment by industry and education, union information and income levels can be found at

www.economicdevelopmentbrandon.ca/labour-force.

Distribution of Income for the Population 15 Years and Over			
	Brandon (CY)	Manitoba	Canada
Population 15 years and older	39,135	1,023,160	29,241,815
Less than \$10,000	8%	10%	8%
\$10,000 to \$ 19,999	11%	12%	12%
\$20,000 to \$29,999	15%	16%	16%
\$30,000 to \$39,999	14%	14%	13%
\$40,000 to \$49,999	13%	12%	11%
\$50,000 to \$59,999	11%	10%	9%
\$60,000 to \$79,000	8%	7%	7%
\$80,000 to \$99,999	4%	4%	4%
\$100,000 and over	7%	8%	11%
\$100,000 to \$149,999	5%	6%	7%
\$150,000 and over	2%	2%	4%

Statistics Canada, 2021 Census Profile



2022 Provincial Median Hourly Wage							
	British Columbia	Alberta	Saskatchewan	Manitoba	Ontario	Québec	Nova Scotia
Total employees, all industries	\$32.57	\$33.60	\$30.59	\$28.23	\$32.94	\$30.96	\$27.44
Wholesale & Retail Trade	\$25.89	\$25.86	\$23.68	\$22.77	\$25.37	\$23.91	\$20.02
Construction	\$34.28	\$35.86	\$32.30	\$29.58	\$33.95	\$34.26	\$27.49
Manufacturing	\$34.26	\$34.80	\$32.85	\$26.69	\$30.83	\$30.30	\$26.73
Finance, Real Estate, Insurance	\$37.55	\$38.60	\$35.49	\$33.47	\$41.08	\$37.15	\$30.36
Health care & social assistance	\$31.73	\$32.45	\$31.17	\$28.20	\$31.25	\$29.46	\$28.30
Public administration	\$41.29	\$43.31	\$38.66	\$37.44	\$42.25	\$37.50	\$38.02
Accommodation & food services	\$20.15	\$18.36	\$15.82	\$15.51	\$18.86	\$18.14	\$16.28
Transportation & warehousing	\$32.99	\$32.03	\$30.97	\$29.49	\$29.89	\$29.42	\$27.79
Utilities	\$44.69	\$51.47	\$43.31	\$41.57	\$49.23	\$48.44	\$40.61
Agriculture	\$23.61	\$22.57	\$23.63	\$20.69	\$21.61	\$20.78	\$18.97
Professional, scientific and technical services	\$43.37	\$41.83	\$37.21	\$34.53	\$43.57	\$38.39	\$37.03

Source: Statistics Canada. Table 14-10-0064-01 Employee wages by industry, annual

Commuting Patterns

As a regional business hub, the City of Brandon has access to a significant labour pool to draw on from the Southwest region of Manitoba. This means, Brandon businesses have a sizable labour pool of over 34,000 workers. At present approximately 21% of workers in the Southwest region of Manitoba commute to Brandon for employment. More detail on regional commuting patterns is available at economicdevelopmentbrandon.com/commuting-pattern.



Language Abilities

In addition to a core population of English speakers, the City of Brandon has significant numbers of residents whose mother tongue is Spanish, Chinese, Gujarati, Mandarin, German and Ukrainian as well as a wide variety of other non-official languages. In addition to those languages specified in the following chart, a wide variety of other non-official languages were reported by smaller numbers of people in Brandon.

The largest percentage of language growth in Brandon since 2016 has been in 3 language groups, Punjabi, Gujarati and Arabic.

Knowledge of Official Languages and Mother Tongue Languages in Brandon (CY)		
Official Languages	Brandon (CY) 2021	Brandon (CY) 2016
English only	46,705	44,235
English and French	1,440	2,525
French only	15	15
Neither English nor French	1,095	1,165
Mother Tongue Languages		
English	39,020	38,480
Spanish	1,970	2,175
Chinese; n.o.s.	1,385	1,545
German	580	565
Ukrainian	505	620
French	485	620
Mandarin	990	1,130
Tagalog (Filipino, Pilipino)	470	310
Amharic	305	225
Korean	140	155
Creoles	80	95
Russian	165	175
Ojibway	60	75
Polish	55	85
Gujarati	1240	585
Dutch	55	80
Punjabi	455	200
Cree; n.o.s.	100	55
Arabic	150	85
Afrikans	85	95
Cantonese	355	345
Urdu	110	105

Source: Statistics Canada, 2021 Census

"Knowledge of Official languages" refers to the ability to conduct a conversation in one or both of the two official languages. "Mother Tongue" refers to the first language learned at home in childhood and still understood by the individual at the time of the census.

Relocation and Expansion

Workforce Development

Partnering with business, industry and labour to enhance workforce skills and knowledge, [Economic Development, Investment, Trade and Natural Resources](#) promotes business and industry-related human resource development to create a highly skilled, knowledgeable and adaptable workforce in Manitoba. This focus recognizes that a high-performance workplace is directly linked to meeting business goals and improving bottom-line results. From training strategies and human resource needs assessment to supporting corporate investment in skills training, IWD is committed to partnering with key stakeholders in business, industry, labour, education and government to ensure Manitoba's workforce is equipped for success — now and in the future.

Skilled Worker Immigration

Many of Brandon's existing businesses have increased their skilled workforce through the [Manitoba Provincial Nominee Program](#) (MPNP). The Province of Manitoba selects experienced workers from around the world based on the needs of Manitoba employers and provides assistance in recruiting these workers. Many employers take advantage of Manitoba's international recruitment agreements to hire temporary foreign workers. These agreements can ease your recruitment process by assisting you in the identifying and recruiting foreign workers in a safe and ethical manner. Manitoba has recruitment agreements in place with France, Germany, Mexico and Iceland. Government agencies in each of these countries help Manitoba employers to develop accurate job descriptions of your company's employment opportunities. These agencies check their regularly-updated pool of candidates interested in working abroad and they can also advertise your positions on their website and other print media. Following that, pre-screened workers' applications are sent to you for your consideration. For more recruitment and selection strategies, see the [Recruitment Steps](#) section of the Immigrate Manitoba website.

Land and Building Development

The City of Brandon Planning & Building Safety Department is responsible for community planning and building inspection for the City of Brandon. The Building Safety section reviews and issues building permits focusing primarily on life safety issues. Planning staff review all building permit applications for compliance with the Development Plans, the City of Brandon Zoning By-law, the Manitoba Building Code, and the City of Brandon Building By-law. In addition, planning staff will coordinate the review of your project by related agencies and departments.

Applications within the City of Brandon for Variation Orders, Conditional Use Orders, Subdivisions, Zoning By-law Amendments and Development Plan Amendments are all received and processed through this single window service center. We encourage all potential builders and developers to meet with the Planning Department team in the early stages of their project to discuss any issues and questions they have pertaining to development within the City of Brandon.

Building permit and land development fees are competitive with other cities of similar size across the country. A copy of the fee schedule is available from the [City of Brandon's website](#).

Availability of Land

Brandon offers an abundance of available developed and undeveloped properties for the establishment of businesses and industries. The Economic Development Office maintains close contact with property owners and is available to discuss your property needs.

For more information and access to our interactive map, Please visit our website pages [Industrial Development Opportunities](#) , [Commercial Development Opportunities](#) or contact: Economic Development Brandon at 204-729-2133 or 1-866-729-2132 or email j.andersen@brandon.ca



Construction Costs

Construction costs are dependent upon the needs of individual industries and businesses. The Economic Development Brandon Office, the [Construction Association of Rural Manitoba Inc.](#) and individual contractors can assist in the processing of individual requests for information.

Below are the 2022 estimated averages for various types of buildings. These figures provide rough guidelines for “building from scratch” a turn-key facility.

Commercial/Industrial Construction costs

- Warehousing \$90 - \$200 / sq. ft.
- Industrial \$120 - \$450 / sq. ft.
- Retail space \$150 - \$300 / sq. ft.
- Office space \$230 - \$300 / sq. ft.
- Restaurant \$325 - \$400 / sq. ft.

Residential construction costs

- Multi-family Residential \$210 - \$300 / sq. ft.
- Single Detached Dwelling \$210 - \$375 / sq. ft.

Source: Horizon Builders, Crane Steel Structures & Sutton Harrison Realty, Brandon Manitoba

Commercial Rental Rates Brandon	
	Cost/Sq. Ft.
Retail & Office	
Downtown	\$7 - \$10*
Arterial Commercial Areas	\$10 - \$20*
Shopping Centres	\$35 - \$70*
Mall Food Court	\$120 - \$200*
Industrial/Warehousing	
East End Industrial Area	\$8 - \$10

Source: Sutton Harrison Realty Brandon Manitoba

*Rents may be Triple Net or have additional Common Area Maintenance fees.

Building Permits

Brandon continues to experience positive growth patterns throughout all sectors of the local economy. Annual building permits remain strong compared to long term historical numbers.

Building Permits 2023		
	# of Permits	Dollar Value
Residential	265	\$53,644,020
Commercial	116	\$14,772,884
Industrial	23	\$104,773,885
Educational/Institutional	14	\$102,268,043
Other	6	\$79,624
Total	424	\$275,538,457

Source: [City of Brandon Development Services](#)

For Historical Building Permit Data visit:

economicdevelopmentbrandon.com/building-permits

For current monthly permit data visit the City of Brandon Planning & Building Safety website.

brandon.ca/information-happenings/permit-statistics

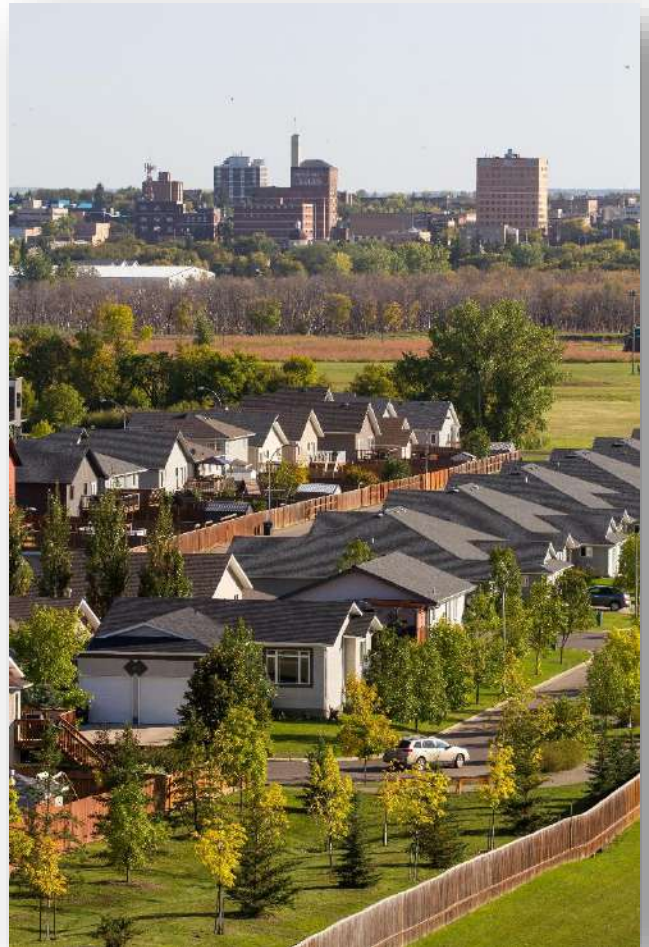


Residential Construction

As one would expect in a growing community, 5% population growth reported between the 2016 and 2021 census, Brandon has recorded a steady increase in the number and dollar volume of building permits across all sectors of the economy.

Residential construction continues to be strong, with over 2,600 new units constructed in the last decade. Of these newly constructed units, approximately half were multiple family units. From 2014 to 2023 Brandon averaged 266 new dwelling units per year. Despite strong residential growth, Brandon continues to exhibit signs of a community in which the housing demand continues to exceed supply. Brandon’s rental vacancy rate continues to be extremely low, currently hovering around 2.5 percent. Brandon’s average housing price continues to grow and remain strong.

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
# of New Residential Units Added	348	192	251	274	167	249	470	208	259	187



Utilities

The City of Brandon is a modern City with availability to all modern utilities for industrial, commercial and residential development. Potable water, Sanitary sewers, Storm sewers and transportation routes are regulated by the City of Brandon. Electricity and Natural Gas are available and connections/consumption coordinated with Manitoba Hydro. Communication infrastructure is available from a number of utility companies offering a variety of solid state, fiber optic or wireless options as well.

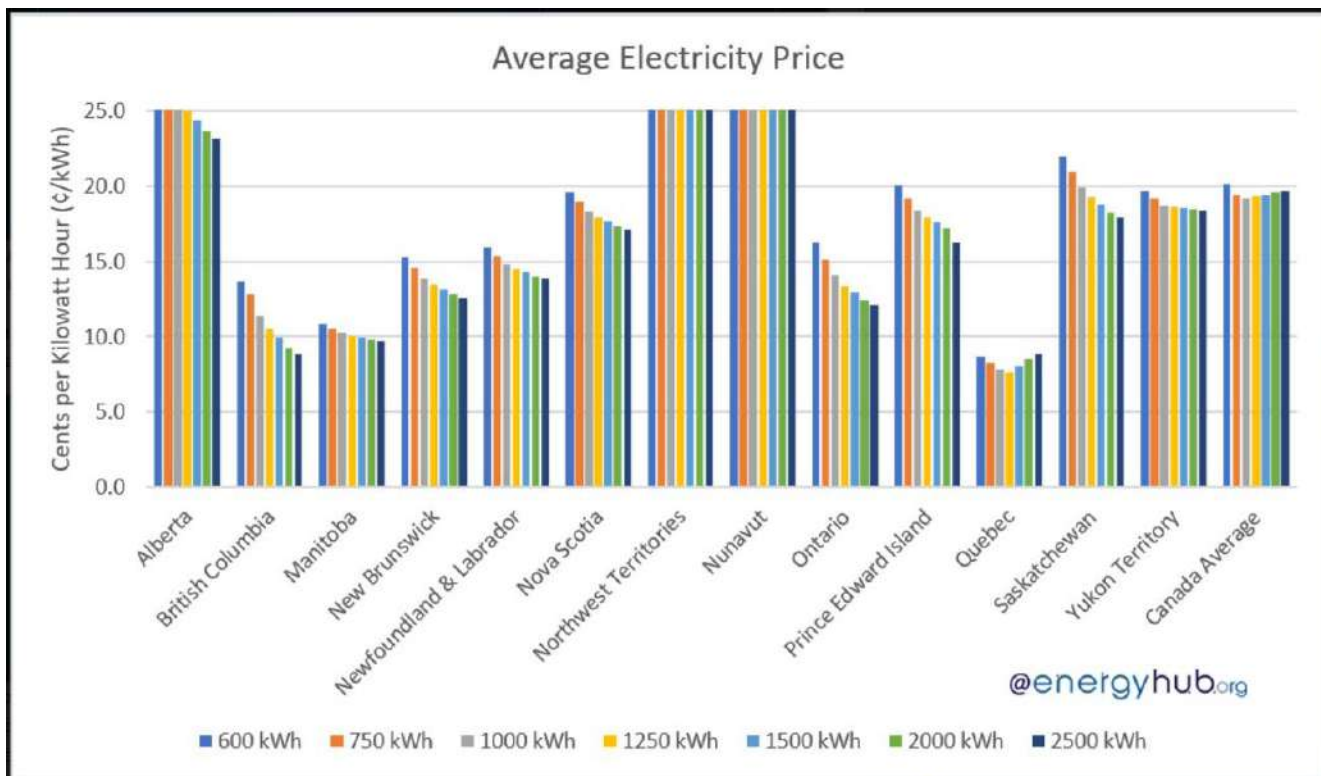
Electrical Power

One of the biggest advantages the City of Brandon boasts is access to an abundance of affordable and reliable electricity generated by the publicly owned utility, Manitoba Hydro. Nearly all of Manitoba Hydro's electricity is generated from self-renewing hydro power, with over 99% of total production generated by 15 hydroelectric generating stations, primarily on the Winnipeg, Saskatchewan, and Nelson rivers. Manitoba Hydro also operates two natural gas thermal generating stations in Brandon and Selkirk for system reliability purposes and it purchases power generated from two independent wind farms located in St. Leon and St. Joseph, Manitoba.

Manitoba Hydro provides electricity to over 573,000 customers throughout the province and natural gas service to over 279,000 customers in various communities—primarily in the southern region of the province. In addition to providing residential and commercial customers with electricity and natural gas, Manitoba Hydro promotes energy conservation through energy efficiency programs. The utility is known nationally for its quality of service and reliability.

The following chart demonstrates the potential savings to [Electricity Customers in Manitoba](#). Data through www.energyhub.org show that Manitoba remains 2nd lowest in Canada.

Electricity Prices in Canada 2023



Source: www.energyhub.org/electricity-prices

Natural Gas

Manitoba Hydro, through its subsidiary, [Natural Gas](#), provides natural gas service throughout the City of Brandon and surrounding region. Their rates are determined using a 12-month forecast that is reviewed and adjusted on a regular basis. Rates vary with volumes purchased and the nature of your purchasing agreement.

Water & Waste Water

Brandon has an excellent supply of potable water and access to an independent water supply is available in select locations. The City of Brandon's [Water Treatment Plant](#) provides a water supply capacity of 40 million litres per day and operates between 45% and 65% capacity, depending on demand. The Assiniboine River, which runs through the city, is the sole source of water during normal operation. There is a limited 90-day supply of water provided by wells. The river flows are augmented during low flow periods by the release of water from the Shellmouth Reservoir.

The [City of Brandon Water Reclamation Facility](#) has treated effluent, for use as industrial process water in the range of 20-25 ML per day. The City of Brandon is willing to partner with industry with regards to providing the effluent as industrial use water, a partnership that could provide substantial economic and environment benefits to industry. Supplying the effluent as industrial use water does not impact the environment and lies within the purview of the City's existing Environment Act Licence; this alone may significantly shorten project timelines and eliminates licensing uncertainty.

Additional information on Brandon water can be found in the [Brandon Water Supply Annual Report](#).

Water Consumption Costs 2024			
	Water	Wastewater	Total
First 150 CU. M per Quarter	\$2.46	\$2.35	\$4.81
Next 2,850 CU. M per Quarter	\$2.46	\$2.35	\$4.81
All over 3,000 CU. M per Quarter	\$2.46	\$2.35	\$4.81

*Rates per cubic metre
Industrial users are subject to site-specific rates.
Quarterly Service Charge (per water meter) \$19.17*



Telecommunications

Brandon is a highly wired city serviced by an excellent telecommunications network and a full range of service providers.

Bell MTS

Bell MTS is Manitoba's leading communications company, providing a comprehensive and innovative suite of broadband communications and content services to consumers, businesses, not-for-profit organizations and governments. Supported by Bell's industry-leading investments in advanced networks and media content, Bell MTS provides TV, high-speed internet services, 4G LTE wireless, home phone, security systems and business services including unified cloud and managed services.

Westman Communications Group

Westman Communications Group was established as a co-op in 1977. To this day, Westman invests each customer's equity back into its operations, which enables Westman to add new services. They are dedicated to providing their customers with state-of-the-art technology and services in cable TV, fibre optics, internet, telephone, advertising and broadcasting for residential and business clients in Brandon and many rural Manitoba communities. Westman Communications Group owns and operates CKLQ 880 AM, Q-Country 91.5 FM and Star FM 94.7 radio stations and WCGtv.

Xplornet

A business partner who understands the importance of connectivity, regardless of location or business size. Delivering business Internet through reliable networks to urban, rural, and remote businesses across Canada.

Starlink

Starlink's high-speed, low-latency service is made possible via the world's largest constellation of highly advanced satellites operating in a low orbit around the Earth.

Media and Communications Providers		
Cellular Telephone	Bell MTS Rogers Telus Mobility	Fido Koodo Virgin Plus
Daily Newspaper	Brandon Sun	
Local Internet Service	Bell MTS Westman Communications Group <u>Xplornet</u>	
Radio Coverage	CBC Radio 1 – 97.9 FM CBC Radio 2 – 92.7 FM Q-COUNTRY – 91.5FM STAR FM – 94.7 FM BOB FM – 96.1 FM PURE COUNTRY – 101.1 FM NCI RADIO – 107.5 FM	News Radio News Radio Country Alternative Classic Rock Country Country

Business Taxation

Brandon's municipal taxes for business are very competitive with cities across Canada. In 2016 KPMG's International Guide to Business Location survey, Competitive Alternatives, ranked Brandon 1st for overall cost competitiveness of the 36 Midwestern North American cities studied. Among other Manitoba communities, Brandon has the third lowest commercial mill rate behind Winnipeg and Steinbach. It must also be noted that Brandon does not levy a separate additional business tax.

City of Brandon Property Tax Mill Rates, 2023				
	Municipal	Local Education	Foundation	Total
Residential	15.553	13.747	0	29.300
Commercial	15.553	13.747	8.140	37.440

Residential & Commercial Mill Rate Comparison (Education & Municipal)			
Community	Residential Mill Rate	Commercial Mill Rate	Business Tax
Brandon (2023)	29.300	37.440	0
Dauphin (2023)	31.807	39.947	0
Portage la Prairie (2023)	32.563	40.703	0
Steinbach (2023)	25.686	33.826	0
Thompson (2023)	46.287	54.427	0
** Winnipeg (2023)	26.439	34.852	4.84 % of Annual Rental Value

**Winnipeg, local education based on Winnipeg School Division.

See the [Manitoba Assessment Branch](#) website for more detail on property tax assessments.

Corporate Taxes (Canada & Manitoba) and Payroll Costs (Manitoba) 2023			
Canada & Manitoba	Federal	Provincial	Total
Total Federal & Provincial Corporate Income Tax Rate	15%	12%	27%
Total Federal & Provincial Small Business Income Tax Rate	9%	0%	9%
Manitoba			
Provincial Sales Tax		7.0%	
Federal Goods & Services Tax (GST)		5.0%	
Major Payroll Costs (Canada)			
Employment Insurance	1.63%, maximum \$1403.43		
Canada Pension Plan	5.95%, maximum \$3,754.45		
Payroll Tax (Manitoba) (Health and Post-Secondary Education Tax Levy)			
Payroll under \$2 million	Exempt		
Payroll between \$2 million and \$4 million	4.3% on amount over \$2 mill		
Payroll above \$4 million	2.15% of the total payroll		

Source: [Manitoba Finance](#) & [Canada Revenue Agency](#) & [Provincial Payroll Tax](#)

Transportation

Brandon lies at the crossroads of two major highway systems and two Class 1 Railroads. The Trans-Canada Highway (#1) passes east-west through the city while Highway #10 passes north-south. An added advantage is the Eastern Access Route: a two-lane highway that avoids downtown traffic, is designed for truck traffic, and leads directly to the industrial district that lies on the eastern edge of the city. Brandon's location in the centre of North America combined with the multimodal transportation network provides multiple logistics efficiencies.

Daily passenger air service to Calgary, Alberta.

Transportation Data Overview	
Railroads (by Rail Carrier)	
Name	CN Rail
Main or Branch Line	Branch - access to Main line 20KM
Short line or National	Class 1 - International
Nearest Switching Yard (miles)	local
CP Rail	
Name	CP Rail
Main or Branch Line	Main
Short line or National	Class 1 - International
Nearest Switching Yard (miles)	local
Commercial Airport	
Name	McGill Field (YBR)
Distance from the Community in Miles	3.2 km north via #10 Highway
Runways	08/26 6500 Feet
Carriers Serving Airport	WestJet & Perimeter Airlines
Full Instrument Landing Capabilities	Yes
Hours of Operation	24 hours
Approved Capital Expansion Plan	Yes
Distance to the nearest International Airport	
Name	James Richardson International (YWG)
Location/City	Winnipeg, MB
Driving Distance from the Community	220 km via #1 Highway
Runway	13/31 8,701 feet
Runway	18/36 11,000 feet
Full Instrument Landing Capabilities	Yes
Hours of Operation	24 Hours
Customs Port of Entry in the Area	
Name	Boissevain Port of Entry
Location	100 km South of Brandon on #10 Highway
Hours of Operation	24 Hours
International Overnight Express Service Availability	
Fed-Ex, UPS and Purolator	
Latest Pick-Up Time	4:15 PM Purolator, 3:00 PM UPS, Fed EX N/A.
Next Day Delivery Guarantee	Yes
Saturday Delivery	No

Roads

Provincial Highway #10 is the main north-south route in western Manitoba, connecting the mining and forestry centers of northern Manitoba (Flin Flon, The Pas, and Swan River) with a 24-hour border crossing at the International Peace Garden to the south. (See [Government of Manitoba Official Highway Map](#)). This crossing connects with U.S. Highway #2, a major east-west route across the northern States. Highway #10 intersects the Yellowhead Route (#16) just 50 kilometers north of Brandon, providing a major route to Yorkton, Saskatoon and Edmonton.

Both Highways #1 and #10 allow connection to Highway #83, a main north-south route that runs from northern Manitoba to northern Mexico.





Rail

Two class one railroads run through Brandon, each with several miles of undeveloped sidings in Brandon's industrial area. Both [Canadian Pacific Railway](#) (CP) and [Canadian National Railway](#) (CN) maintain modern yards in Brandon with ready access to their mainline tracks.



Canadian Pacific (CP) has a network of 24 intermodal terminals in Canada and the U.S. The railway also has eight border crossings between Canada and the U.S., offering ready access to markets in both countries. CP operates container terminals and additional handling facilities to serve Midwest U.S. centers, including Chicago, Minneapolis and Milwaukee.

Canadian National (CN) spans Canada and mid-America, from the Atlantic and Pacific Oceans to the Gulf of Mexico, serving the ports of Vancouver, Prince Rupert, Montreal, Halifax, New Orleans and Mobile and the key metropolitan areas of Toronto, Buffalo, Chicago, Detroit, Duluth, Superior, Green Bay, Minneapolis/St. Paul, Memphis, St. Louis and Jackson with connections to all points in North America.

Trucking and Courier Services

There are a number of Brandon Trucking Companies serving the region. Brandon’s strategic location in the heart of the country and situated along the Trans-Canada Highway means that we have great access to trucking services. Virtually all commodities are trans-shippable to and from Brandon. The truck transportation capital of Western Canada, Manitoba has an estimated 400 for-hire motor carriers, of which over 90% operate either inter-provincially or internationally. Four of Canada’s 25 largest employers in for-hire trucking are headquartered in Manitoba. On average, over 1,000 trucks cross the Manitoba-U.S. border every day.

We also have many Brandon based couriers that are ready and willing to serve your local shipping needs.

Ports

Even though we are located in the middle of the prairies, Brandon has ready access to all major ports in Canada via the mainline railroads. Access to both Class one railways in Brandon makes these ports easily accessible. Churchill, Manitoba’s ocean port on Hudson Bay, is only 3,380 nautical miles from Liverpool, U.K. Extended shipping seasons on Hudson Bay are encouraging use of the northern port, as are public and private sector investments in the port and rail line. The port has four deep-sea berths, able to accommodate Panamax class vessels.

Port	KM	Miles
Churchill, Manitoba (Hudson Bay) - via Railway only	1608	964.8
Minneapolis, Minnesota (Mississippi River)	773	463.8
Thunder Bay, Ontario (St. Lawrence Seaway)	763	457.8
Vancouver, British Columbia (Pacific Ocean)	2180	1308
Prince Rupert, British Colombia (Pacific Ocean)	2686	1669



Air Service

Regional passenger air service is provided daily to and from Calgary, AB by [WestJet](#). [Brandon Municipal Airport](#) is regularly used by private jets and commercial charters. Both Av Gas and Jet A are available as is a De-Icing service. Customs service is available with prior arrangements. The Winnipeg International Airport is approximately 2.5 hours east by road, and 40 minutes by air. *(Currently 2 flights per week due to COVID-19 Pandemic)*

Airport Data (YBR)

ILS capable	Runways: 2
Latitude: N 49°54'35" (49.910000)	Longest: 6500 × 150 ft (1981 × 45.5 m), paved
Longitude: W 99°57'03" (-99.951943)	Canada Customs Available
Elevation: 1343 ft (409m)	NavCanada Flight Services Station

More maps of Brandon, Manitoba are available on our website menu. www.economicdevelopmentbrandon.com

Customs

A major customs broker, [Border Brokers](#), has an office in Brandon, and at the major 24-hour border crossings at Emerson and Boissevain. They provide clearance services at any point in Canada.

Useful links include:

- [Canadian Society of Customs Brokers \(C.S.C.B.\)](#)
- [Canada Border Services Agency \(C.B.S.A.\)](#)
- [U.S. Customs](#)
- [Canadian Food Inspection Agency](#)
- [Automated Import Reference System \(AIRS\)](#)
- [Registrar of Imported Vehicles](#)

Traffic

The City of Brandon is big enough to have all the business and personal amenities you need, but you will not have to contend with big city traffic. The City of Brandon Traffic Section can provide detailed information on traffic flows, truck routes, parking, road closures, permits, traffic by-laws and other traffic related information. Please visit the [City of Brandon Traffic Information](#).

Traffic Counts are available for various roadways within the city. Please contact the Property & Traffic Section of the City of Brandon at Phone: 204-729-2110 or planning@brandon.ca. The [University of Manitoba Civil Engineering](#) department manages and operates the Manitoba Highway Traffic Information System (MHTIS), Manitoba's traffic monitoring program. [Manitoba Traffic Counts](#).

Living in Brandon

Maintaining a Canadian top ten ranking for lifestyle, low municipal taxes and affordable labour costs combined with among the lowest electricity rates in North America, an extensive transportation network and supportive community leadership. Brandon offers a dynamic environment to develop and grow your business. Rather than spending your time in traffic, Brandon's maximum in-city commute of 12 minutes allows you the freedom to choose how you spend your time. More time to grow your business, more time to spend with family and friends or more time for fitness/recreation, the choice is yours in Brandon. Comprehensive community and relocation information can be found online at economicdevelopmentbrandon.com/relocation-guide.

Manitoba remains one of the most affordable provinces to live in Canada. The Manitoba Advantage includes moderate overall taxation levels, affordable housing, and low child-care, electricity and automobile insurance costs. Detailed provincial cost of living comparisons are available on our website at economicdevelopmentbrandon.ca/cost-of-living.

Housing

Manitoba's housing costs are amongst the lowest in the country. The local housing market is stable, predictable and not prone to the ups and downs that can be found in other parts of the country. Brandon offers a variety of housing options in all price ranges and types. Strong residential construction ensures a constant infusion of new housing stock into the market. Additional housing information can be found on our [Housing Resources](#) webpage.

Brandon Area REALTORS® – Duplexes, Single Family & Detached Family Homes								
	2016	2017	2018	2019	2020	2021	2022	2023
Avg. House Price	\$274,351	\$284,956	\$271,621	\$281,599	\$292,024	\$303,431	\$306,535	\$310,242
Number of Sales	581	510	498	512	579	673	496	486

In city only, inclusive of duplexes, single family and detached family homes

For current residential listings in Brandon, please visit [Brandon Area REALTORS®](#).

Climate

Brandon is one of the driest and sunniest cities in Canada. Climatic averages can be viewed at [Environment Canada](#).

Temperature												
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Daily Average (°C)	-14	-20	-3	5	10	17	19	18	14	7	-2	-10
Daily High (°C)	-9	-13	2	12	18	24	26	26	22	13	3	-4
Daily Low(°C)	-19	-21	-9	-2	2	10	12	10	6	0	-7	-15
Canada Daily Avg. Low (°C)	-24	-8	-3	4	11	15	18	17	12	6	-1	-8
Precipitation												
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Rainfall (mm)	0	0	6	3	48	37	65	50	39	49	11	2
Snowfall (mm)	29	21	20	5	0.2	0	0	0	0	0	5	22
Precipitation(mm)	17	16	24	7	49	37	65	50	39	49	15	20

Source: Environment Canada/Canadian Climate Normals.

Emergency Services

Brandon Policing

The [Brandon Police Service](#) has an authorized compliment of over 126 sworn and civilian staff. The police service is also assisted by citizen volunteers. The Royal Canadian Mounted Police serves rural areas surrounding the city.

Brandon Fire & Emergency Services

[Brandon Fire & Emergency Services](#) provides fire, rescue and emergency medical response to the City of Brandon and the RM's of Cornwallis, Elton and Oakland. This area is serviced by two fire stations and a staff complement of over 72. The department has 2 Training Officers, 4 Inspectors, 60 Firefighter / Paramedics, 3 management staff, and 3 administrative staff. All Firefighter/Paramedics are cross-trained as both Level II Firefighters and Primary Care Paramedics upon hiring and later licensed to Technician Paramedics.

Brandon Public-Safety Communications Centre (E911)

The [Brandon Public-Safety Communications Centre](#) on a 24/7 basis provides fire and police dispatch for the City of Brandon. Additionally, the department provides 911 and fire dispatch service for all 911 capable communities (including Provincial and National Parks) outside of Winnipeg, answering the calls for police for four rural police services and dispatching for the Dakota Ojibway Police Service as well as Manitoba Conservation Officer Services. The population serviced by the Public-Safety Communications Centre exceeds 466,000 people. The Department has a complement of 24 permanent dispatchers, 66 Quality Assurance personnel and 2 management positions. It is located on the second floor of the #1 Fire Hall and maintains a fully capable E911 fire dispatch back up site at an alternate location.

Brandon Emergency Support Team

The [Brandon Emergency Support Team \(B.E.S.T.\)](#) is a partnership between Business, Industry, and the City of Brandon to provide effective community education so the general public knows what to do in an emergency. B.E.S.T. is dedicated to increasing emergency preparedness in Brandon and surrounding area. The team was created in 1999 and continues to support both the community and team members in their emergency preparedness activities. B.E.S.T. is a great example of the city and business working collaboratively towards a common goal.



Event & Recreation Facilities

Brandon is a city of volunteers and leaders with vision. As such, it has become internationally known as a host community that not only supports and organizes major events, but does it very well. To do this the City has developed outstanding public and private facilities, and can accommodate thousands of visitors. The citizens of Brandon take great pride in hosting major events. For more information on event hosting in Brandon, please visit the [Brandon First](#) website.

[The Keystone Centre](#) is one of the largest consolidated convention, entertainment, recreation and agricultural complexes in Canada. It plays host to some of the largest events held in Manitoba every year, with approximately 540,000 square feet (almost 10 acres) of event space under one roof. It encompasses several arenas, a curling club, convention space, the 100,000 square foot Agricultural Centre of Excellence, 90 acres of parking, landscaped grounds and an adjoining 160 room full service hotel with waterpark.

[The Western Manitoba Centennial Auditorium](#) is a jewel in the crown of Manitoba's arts and cultural scene. The WMCA houses a modern theatre, convention centre, banquet room and dance halls. The auditorium plays host to the ballet, the symphony, theatrical performances, musicals, concerts, recitals, and national musical competitions.

[Hotel and Motel Rooms](#): The Brandon marketplace has approximately 1,400 hotel / motel rooms. Many of Brandon's hotels offer full convention/banquet services for meetings of all sizes. Brandon's hotel occupancy rate averages 61% annually.

[Brandon's Canada Games Sportsplex](#) is utilized by a number of community groups for various athletic programs. It provides services for all ages. The complex contains a 50-meter competition swimming pool with a waterslide, one meter & three meter diving boards; regulation size ice arena, three racquetball courts, meeting rooms and an outdoor track and field facility.

[Dood Cristal Family YMCA](#): The YMCA has served the Citizens of Brandon since 1886. The current facility's construction was completed in 2013 and features a state of the art fitness centre, aquatic centre and a child day care centre. The YMCA is family oriented with modern change rooms, a play structure, teen area, larger babysitting area, and a variety of family programming. The downtown daycare has its own separate entrance for convenient drop-off and pickup apart from the entrance of the fitness Centre. Please visit www.ymcabrandon.ca for more information about programming and schedules.

[Kristopher Campbell Skateboard Plaza](#) was designed to serve as an innovative, accessible, and challenging place for skateboarders and BMX bikers to recreate, as well as a gathering place for youth that offers seating areas, and landscaping, that welcomes spectators and promotes healthy living by encouraging an active lifestyle in a park like setting.

Public Transportation

The City of Brandon offers ten fixed City bus routes that operate throughout the City, Monday to Sunday. Bus schedules and routes are available in a variety of languages with additional information found at [Brandon Transit](#). Brandon Transit also offers a Handi-Transit system for people with limited mobility. Brandon Transit is committed to collaborating with new and expanding industry to alter or add new routes as required by employment patterns. For example, Brandon Transit operates an industrial route Mondays to Fridays with a service schedule (available online) that corresponds with the shift changes at Maple Leaf Foods, one of Brandon's largest employers.

The city is also served by a wide variety of Taxi Services.

Banking & Retail

Brandon is serviced by all of the major chartered banks and four local credit unions offering a full complement of products and expertise to meet the needs of individuals, small business and agricultural and commercial clients.

Most Brands associated with traditional consumer retail can be found in Brandon Manitoba. The Brandon "Shoppers Mall" has 367,300 sq. ft. of lease space in an indoor shopping centre, Brandon's "Corral Centre" is a 440,000 sq. ft. retail power centre, and many, other regional and national retailers are located along the major routes through the City providing for ease of access to shopping. As the regional economic centre of South Western Manitoba, Brandon also offers a complete complement of professional services, a variety of grocery stores, health food outlets, florists and home style bakeries. [Historic Downtown Brandon](#) is a hub of independent merchants and restaurateurs providing unique shopping and dining experiences.



Health Care

The fully accredited [Prairie Mountain Health Authority](#) offers a wide range of health services and programs to the citizens of Brandon and the municipalities of Cornwallis, Elton and Whitehead; and serves as a regional referral centre for the South West Manitoba area.

The Brandon Regional Health Centre (BRHC) has affiliations with numerous educational facilities including the University of Manitoba, Brandon University, Assiniboine Community College and the Manitoba Emergency Services College.

There are over 100 physicians and specialists with admitting privileges at the Brandon Regional Health Centre as well as numerous medical clinics located throughout the City to meet the needs of residents.

BRHC has over 300 beds with state of the art surgical suites, maternity unit, and emergency department along with diagnostic services including MRI and CT. The Westman Lab facility operated by Diagnostic Services of Manitoba is also connected to BRHC.



Western Manitoba Cancer Centre

The [Western Manitoba Cancer Centre](#) provides radiation therapy, chemotherapy and outpatient care.

The facility also offers:

- a supportive care area including offices for a pharmacist and a dietician as well as support services for emotional, social and spiritual health for patients and their families;
- the introduction of effective and efficient practices to help patients and families navigate the cancer journey;
- an outpatient clinic with work areas and exam rooms; and
- a quiet area for patients and family members



A complete list of services provided by Prairie Mountain Health Authority is provided at this link: prairiemountainhealth.ca/programs-and-services