

## What is a BRZ?

A Business Revitalization Zone (BRZ) is a program by which businesses in a specific area can raise and administer funds to improve and promote their downtown.

BRZs are administered by a volunteer Board who are elected by BRZ ratepayers and/or appointed by City Council.

## Red Deer Downtown Business Association

In response to a petition by downtown businesses, in late 1983, Red Deer City Council passed a by-law establishing the Red Deer Downtown Business Association (DBA) as a Business Revitalization Zone under the Municipal Government Act.

The association is funded in part by an annual business tax levy collected by The City of Red Deer based on the net annual rental value of the area occupied by a business located within the BRZ. Everyone benefits, so everyone pays.

## Our Vision for Downtown

A pedestrian-friendly people place, our downtown is a thriving neighbourhood alive with culture and entertainment, unique shops and eateries. It is a clean, safe, attractive and engaging residential and commercial district that is the preferred location for retail, professional and service businesses. Our downtown is a source of civic pride and a desired destination for residents and visitors.

## Mission

Through partnerships and leadership in advocacy and promotion, the DBA is the catalyst for a vibrant and prosperous downtown that is *the* place to live, work, play and do business.

## 2010 Board of Directors

Al Gamble - President  
BECA International and Executive Place

Jennifer Powell - Vice-President  
Alberta Employment & Immigration

Philip Boivin - Treasurer  
Red Deer Co-op

Katherine Bouchard  
Crop Hair Boutique

Laura Cadrin  
La Petite Jaune Fleur

Shauna Fisher  
La Casa Pergola

Davin Kemshead  
Advantage Commercial and Records to the Rafters

Terry Krause  
Alberta Tourism Parks and Recreation

John Mytz  
Red Deer Lodge

Mark Poty  
Venture Tax & Accounting

Tara Veer  
City of Red Deer Council

## Staff

Laura Turner - Executive Director

Janice Shimek - Promotions Director

Randy Butler - Communications & Events

Sandy Cressman - Clean Team Lead

Jeff Cunningham - Clean Team

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# Strategic Plan 2010 - 2012

The Red Deer Downtown Business Association is a voice for downtown, representing more than 500 businesses in the heart of Red Deer.

February 2010

# Advocacy & Influence

The DBA acts as a representative, liaison and resource to downtown businesses and undertakes initiatives that support and promote downtown by taking an active role and being an influential voice on matters that affect downtown.

## Strategic Directions

- Maximize opportunities to be a resource to groups and committees
- Actively influence policy development
- Pursue/influence real property development
- Support groups and initiatives where mandates reinforce the DBA's goals

## Actions

- Be actively involved with implementation of the Greater Downtown Action Plan
- Explore the feasibility of including social service agencies, not-for-profit associations and residents in the association
- Develop/strengthen strategic partnerships
- Become involved with and/or provide input to downtown-related groups and initiatives
- Pursue professional development opportunities
- Be a primary source of information regarding downtown; be recognized as an “authority” on downtown issues
- Improve communications with and between stakeholders

# Spaces & Places

The DBA works to make downtown clean, safe and attractive. Under agreement with The City, the DBA provides litter control and streetscape maintenance services in the BRZ.

## Strategic Directions

- Ensure downtown is welcoming and attractive
- Take a lead role in making downtown a cleaner and safer place
- Build relationships amongst members and support business-to-business initiatives to cultivate a greater sense of ‘neighbourhood’ and ‘ownership of community’

## Actions

- Be actively involved in working towards a more vibrant and SAFE (sustainable, active, friendly, and economically-viable) downtown
- Support the provision of adequate and appropriate parking
- Encourage a pedestrian-friendly environment
- Work to eliminate vacant or derelict properties
- Encourage crime prevention and policing
- Strengthen strategic partnerships to develop innovative approaches to street issues
- Enhance and support graffiti abatement initiatives, including graffiti hotline program
- Maintain/enhance streetscape maintenance and beautification programs and services

# Image & Awareness

The DBA develops and/or facilitates a variety of special events and marketing projects that attract and retain visitors, positively reinforce the downtown experience and promote downtown as a great place to live, work and play.

## Strategic Directions

- Build and promote a positive downtown image
- Strengthen relationship with and amongst downtown businesses
- Increase our visibility and enhance communication vehicles
- Create an ‘event-friendly’ downtown

## Actions

- Take every opportunity to communicate ‘good news’ stories and promote downtown events and happenings
- Facilitate the development and enhancement of events and festivals
- Support the development of arts and culture
- Explore and encourage initiatives that attract and circulate visitors throughout downtown, including business-to-business support
- Strengthen/develop strategic partnerships
- Develop innovative and effective marketing tools for downtown businesses
- Improve communications and enhance communication tools and mediums

**Operational Principles:** The DBA will strive to be efficient, effective, relevant and responsible. The organization will foster good Board work and increased participation of Board members. The DBA will have a positive, quantifiable impact on downtown.