

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 members of the BRZ 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 primarily by a business tax levy on the net annual rental value of the area occupied by a business located within the BRZ.

Businesses within the BRZ are automatically members of the DBA through this annual BRZ tax levy. 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.

2008 Board of Directors

Paul Harris - President
Sunworks and Swerve Living

Laura Cadrin - Vice-President
La Petite Jaune Fleur

Philip Boivin - Treasurer
Prairie Office Plus

Duane Smethurst - Executive Committee
Peak Chiropractic

Candace Dunning
The Bistro on Gaetz and Hot Pot Studio

Shauna Fisher
La Casa Pergola

Al Gamble
BECA International

Terry Krause
Alberta Tourism Parks Recreation & Culture

Matthew Park
Warren Sinclair

Richard Roth
CanWest Travel Company

Buck Buchanan
City of Red Deer Council

Staff

Laura Turner - Executive Director

Dorothy McLachlan - Executive Assistant

Sandy Cressman - Environmental Coordinator

Red Deer Downtown Business Association
5024 Ross Street, Second Floor Red Deer T4N 1Y3
403.340.8696 info@downtownreddeer.com
www.downtownreddeer.com

Strategic Plan 2008 - 2010



The Red Deer Downtown Business Association is a not-for-profit organization representing more than 500 businesses in the heart of Red Deer.

January 2008

Advocacy & Influence

The DBA acts as a representative, liaison and resource to members and, on their behalf, 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 the Greater Downtown Action Plan update process
- Explore the feasibility of including social service agencies and residents in the association
- Develop/strengthen strategic partnerships
- Become involved with and/or provide input to downtown-related groups and initiatives
- Encourage residential development above commercial main floors
- Be a primary source of information regarding downtown; be recognized as an “authority” on downtown issues
- Conduct research and collect data
- Improve communications

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 as well as the seasonal graffiti abatement program.

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

Actions

- Be actively involved in enhancement of the sidewalk patio program
- Support the provision of adequate and appropriate parking
- Encourage a pedestrian-friendly environment
- Work to eliminate vacant or derelict properties
- Encourage crime prevention through environmental design (CPTED) initiatives
- Strengthen strategic partnerships to develop innovative approaches to street issues
- Enhance graffiti abatement initiatives, including graffiti hotline program
- Maintain/enhance streetscape maintenance and beautification programs and services

Image & Awareness

The DBA develops and/or is a partner in 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 DBA members
- 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 members
- Conduct research and collect data
- Improve communications

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.