

DOWNTOWN RED DEER
**IS A VIBRANT,
DIVERSE, ENGAGED
& HEALTHY COMMUNITY**



2021

Annual Report



MESSAGE FROM THE **Executive Director**

2021 has been another challenging year for our downtown business community. The second year of the pandemic has taken its toll on all of us, and businesses have had to work harder than ever before to stay afloat. Downtown itself experienced its own challenges as it continued to battle against a negative rhetoric. This rhetoric has been key in directing your Downtown Business Association (DBA) in its activities and continues to do so as we deliver outcomes that repeatedly rebuke this out of date and inaccurate opinion.

This year, the DBA worked with the smallest levy-based budget it ever has - due to the elimination of levies on the many provincial buildings downtown. It reduced the Business Improvement Area (BIA) levy by over 40% (from \$419,900 to \$252,000). This provincial decision resulted in the elimination of the DBA marketing coordinator position, while reducing the hours of the remaining 2.5 staff by 20%, in order to remain able to deliver the activities the downtown community has rightly come to expect from their DBA.

Despite a reduced budget and provincial health restrictions, your DBA delivered over 60 performances on the Ross Street Patio, 18 Farmers' Markets, 2 Car Boot Sales, 2 murals, an ice sculpture, a restaurant focused marketing campaign and winter entertainment on the Ross Street Patio. All this was in addition to 653 business interactions!

While all the above happened (and more, detailed in this report), we remained focused on our creation of our new brand for downtown and are currently collaborating with City of Red Deer to enhance our research that will inform the brand outcome, scheduled for 2022.

Here's to a healthier 2022 for everyone!

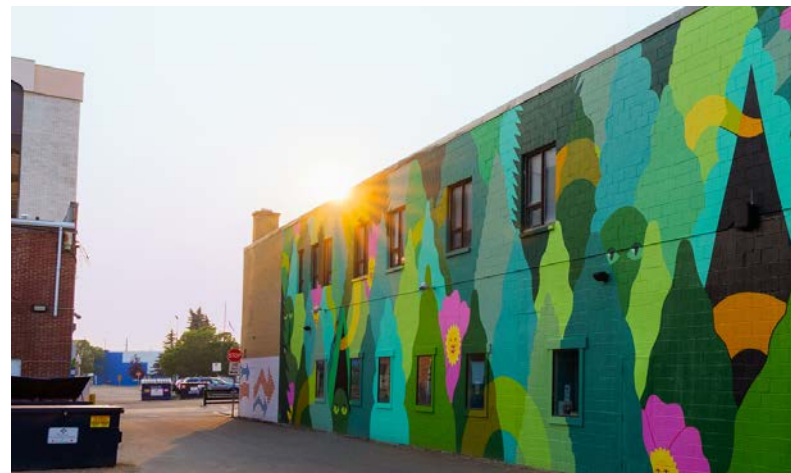
Amanda Gould, Executive Director
Red Deer Downtown Business Association

MESSAGE FROM **The Mayor**

On behalf of City Council and the residents of Red Deer that we so proudly serve, we would like to extend our thanks to the leadership, staff, and membership of the Downtown Business Association for your many efforts now, and throughout the incredibly challenging few years we have faced. Your Council is committed to continue to build on the potential of our downtown. We aim to foster a safe, well-invested downtown where residents and visitors participate in unique, engaging, diverse and positive activities and experiences, year round. We look forward to working with the DBA, downtown businesses, and with all Red Deerians to bring this vision into reality, and we know we can get there, together.

Mayor Ken Johnston

The City of Red Deer



Mission

The Downtown Business Association will:

- 1 Build an engaged Downtown Community
- 2 Develop a Downtown Brand
- 3 Enhance the Downtown Experience

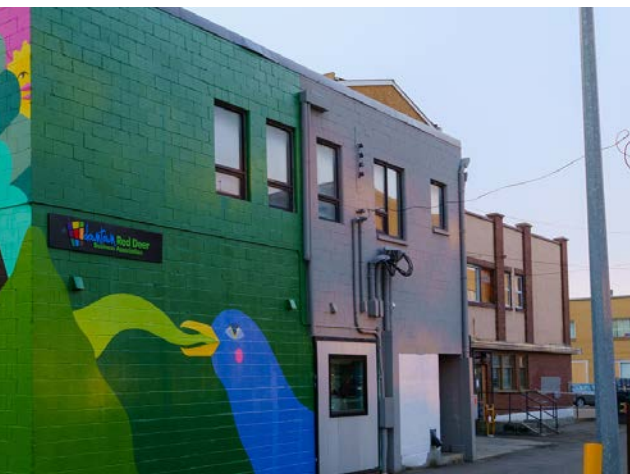
Vision

Downtown Red Deer is a vibrant, diverse, engaged & healthy community.

RED DEER'S BUSINESS IMPROVEMENT AREA (BIA):

BIA

The Red Deer Downtown Business Association serves approximately 450 businesses and property owners in Red Deer's Downtown Core.



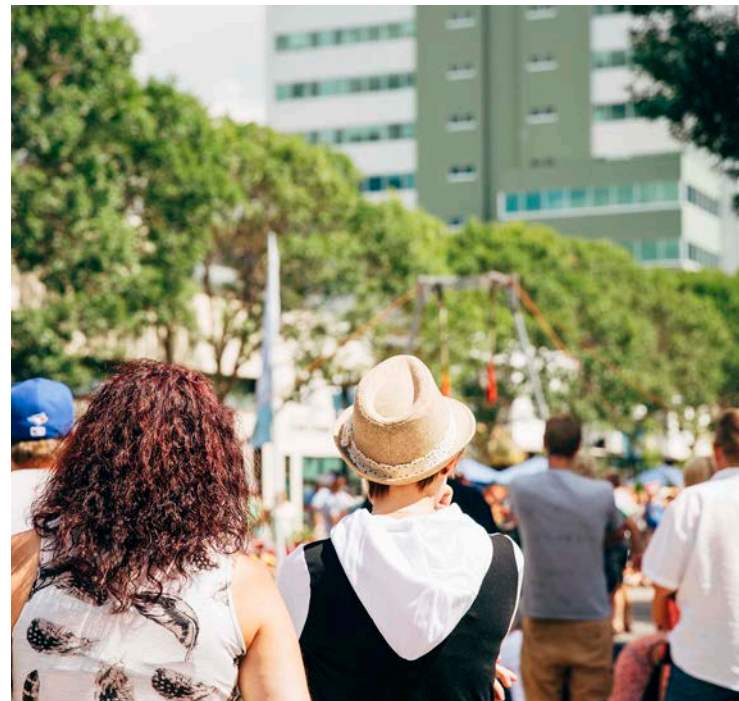
Strategic Plan

2020-2022

AN ENGAGED DOWNTOWN COMMUNITY



DEVELOP AND PROMOTE A DOWNTOWN BRAND



LEGEND



TASKS COMPLETED



TASKS TO BE COMPLETED

ENHANCE THE DOWNTOWN EXPERIENCE

ADVOCATE TO THE CITY FOR
REDUCED EVENT COSTS



ADVOCATE FOR PARKING
GRACE PERIOD



ADVOCATE FOR LIGHTING
IMPROVEMENTS ON ALEXANDER WAY



MAINTAIN/STRENGTHEN
RCMP RELATIONSHIP



ADVOCATE FOR APPROPRIATE
LEVELS OF RCMP SUPPORT



DEVELOP COLLABORATIVE PARTNERS TO
ACHIEVE DOWNTOWN OBJECTIVES



ENSURE EASY ACCESS TO
DBA SERVICES



ASSIST IN BUSINESS NAVIGATION OF
MUNICIPAL SERVICES & REQUIREMENTS



EXPLORE SOCIAL ENTERPRISE OPPORTUNITIES
TO ENGAGE STREET POPULATION



DEVELOP INNOVATIVE SOLUTIONS TO BUSINESS
SOCIAL DISORDER CHALLENGES



SUPPORT ADVOCACY FOR
HOMELESS SHELTER & LOCATION



ADVOCATE TO RESTRICT # OF SOCIAL
AGENCIES OPERATING IN THE CORE



Member Communi

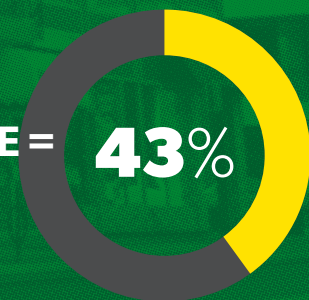
How does the DBA connect with you?



653+ BUSINESS VISITATIONS AND INTERACTIONS



20 ELECTRONIC NEWSLETTERS —————> **OPEN RATE =**



Industry
average =
15%



cations



TOTAL EXPENDITURES + CAPITAL COSTS
\$674,754 \$8,500

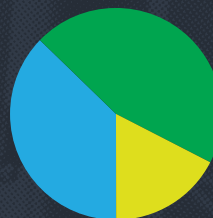


Where Does Your Levy Go?

TOTAL REVENUE
\$676,754



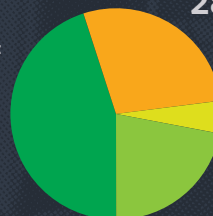
Amount raised
through BIA levy:
\$252,000



Environmental Contract
\$306,211

Remainder (Sponsorship,
grants and reimbursements)
\$118,543

Environmental Contract
45%



Enhance the Downtown Experience
28%

Build a Downtown Brand
5%

Build an engaged community
22%

Advocacy

How does the DBA represent you?

As a member of the Business Improvement Area (BIA) in the Downtown core, you are being represented on a daily basis by your Downtown Business Association in many different areas. Your DBA understands that every day you are focused on running your business, ensuring sustainability and promoting growth. It is our responsibility to ensure the external environment is attractive, your concerns are addressed, and that Downtown is promoted as a destination at every opportunity. We're responsible for retaining and recruiting business wherever possible, pushing for solutions to safety, and collaborating with partners who can help us achieve all of the above on your behalf – every day.

67 MEETINGS WITH THE CITY OF RED DEER Directly associated to downtown improvement.
10 MEDIA INTERVIEWS

Business Attraction & Retention

Downtown Red Deer continues to be promoted to non-Red Deer businesses through a collaborative effort between the DBA and a City of Red Deer Economic Development Officer.

- Opportunities exist for accommodation services (hotels and motels), repair and maintenance (machinery, auto and equipment repair), food and beverage (specialty delis, ethnic food stores and combined drinking establishment with a brewery/distillery), administrative and support services (employment placement, business support, call centres, janitorial maintenance).

Safety

Safety is a key objective of your Downtown Business Association. A dedicated downtown RCMP Unit continues to meet with businesses and patrol the downtown. The officers patrol Downtown streets on bicycles, on foot and in vehicles. Safety continues to be one of the primary concerns from the business community, and the DBA anticipates that the Downtown Patrol Unit will continue to have a positive impact on the people who live, work and visit Downtown. The DBA will continue to work with the RCMP to address safety at street level and with The City of Red Deer from a strategic perspective.

Parking

According to the DBA & City of Red Deer's Investment Attraction Plan:

PARKING BY THE NUMBERS:

- **Upgraded parking infrastructure coming in 2023, including new parking meters**
- Peak weekday on-street parking demand: 322 of 595 stalls
- Peak weekday off-street parking demand: 554 of 980 stalls
- The overall supply in the Greater Downtown is sufficient to accommodate the current parking demand. The overall peak parking demand occurs mid-day on weekdays, which is to be expected considering the current mix of land uses in the Downtown area being primarily employee based.
- The current inventory could support additional developments without the need to develop additional parking spaces. There are opportunities to introduce land uses that would utilize existing parking inventory during evenings and weekends.

(Source: MDB Insight: Downtown Red Deer's Investment Attraction Plan 2016)



Programs

How does the DBA support you?

The Downtown Business Association offers several programs to assist downtown businesses in being successful. All programs have been created based on business feedback and research.

CPTED (CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN)

CPTED includes the use of internationally recognized building and landscape designs to proactively deter criminal acts and unsociable activity from taking place. This program was developed to help Downtown businesses reduce the impact of negative social behaviour occurring near your location.

Subsidies are available to improve anything from lighting to the installation of gates to restrict access to alcoves.

2 CPTED applications were received in 2021 from OK Tailor and Vellner Leaseholds for a total of \$2100

(reduction from previous years due to COVID).

FAÇADE AND SHOPFRONT IMPROVEMENT

The DBA encourages business owners withing the BIA to invest in façade renovations and store front upgrades by offering a grant program to cover a portion of renovation costs.

The program is intended to:

Make our Downtown streets a more inviting and interesting place to walk and shop by enhancing curb appeal.

Help building owners attract and retain tenants.

Contribute to a positive quality of life for residents, business owners, employees and visitors.

Be a catalyst for larger scale building improvements and Downtown investments.

3 façade applications were received in 2021 from Bagsy, Canwest Travel and Alberta Art & Drafting for a total of \$3333

(reduction from previous years due to COVID).

KIOSK ADVERTISING

Each of the seven kiosks located throughout Downtown Red Deer offers four affordable rental spaces to promote your business that are seen every day by drivers and pedestrians. Kiosk advertising is available exclusively to businesses within the BIA at a reduced cost.

ADOPT-A-PLANTER

17 businesses participated in this downtown beautification program in 2021 that allows you to adopt a planter for a three-year period to ensure the entrance to your business is attractive and welcoming.

GRAFFITI REMOVAL

Graffiti removal kits are available, free of charge, to businesses located within the BIA. These kits contain everything you need to remove graffiti from your property. In addition to providing kits, the DBA funds several Downtown Graffiti Clean Up events facilitated by The Central Alberta Crime Prevention Centre.

HOST IT! EVENT SUPPORT

The Host It! Event Support program was developed to encourage event organizers to host events Downtown by providing an opportunity for both in-kind and financial support from the DBA.

3 events supported in 2021 for a total of \$600 in cash and in-kind support.

Examples of events and initiatives supported in 2021

(reduced due to COVID): Car Pride Parade, 8 Days in November (Canadian Finals Rodeo attraction promotion to increase visitors to core), Vin L Den's Block Party (indoor market)

PERPENDICULAR SIGNAGE

Promoted by Downtown experts as a key ingredient for a successful Downtown, perpendicular signage provides increased visibility to visitors and residents while improving the quality of a place. With perpendicular signage, visitors no longer need to be immediately outside your storefront looking up at your sign before they can see what delights you have available. The DBA offers a subsidized program to assist you in adding perpendicular signage to increase the visibility of your business on a long-term basis.

INFO / APPLICATION

For more information or to apply for any of these programs, contact the Downtown Business Association office at 403.340.8696, info@downtownreddeer.com or visit our website, www.downtownreddeer.com.

The Clean team

Through rain, wind, snow and shine you'll see members of The Clean Team on the streets, keeping the Downtown clean by emptying garbage cans, sidewalk cleaning and litter picking. You might also see them pressure washing street furniture or sidewalks or even removing graffiti. Always ready with a smile, a wave and a helping hand, they know many of our business owners personally and are available to pitch in if you need it!

SNOW REMOVAL

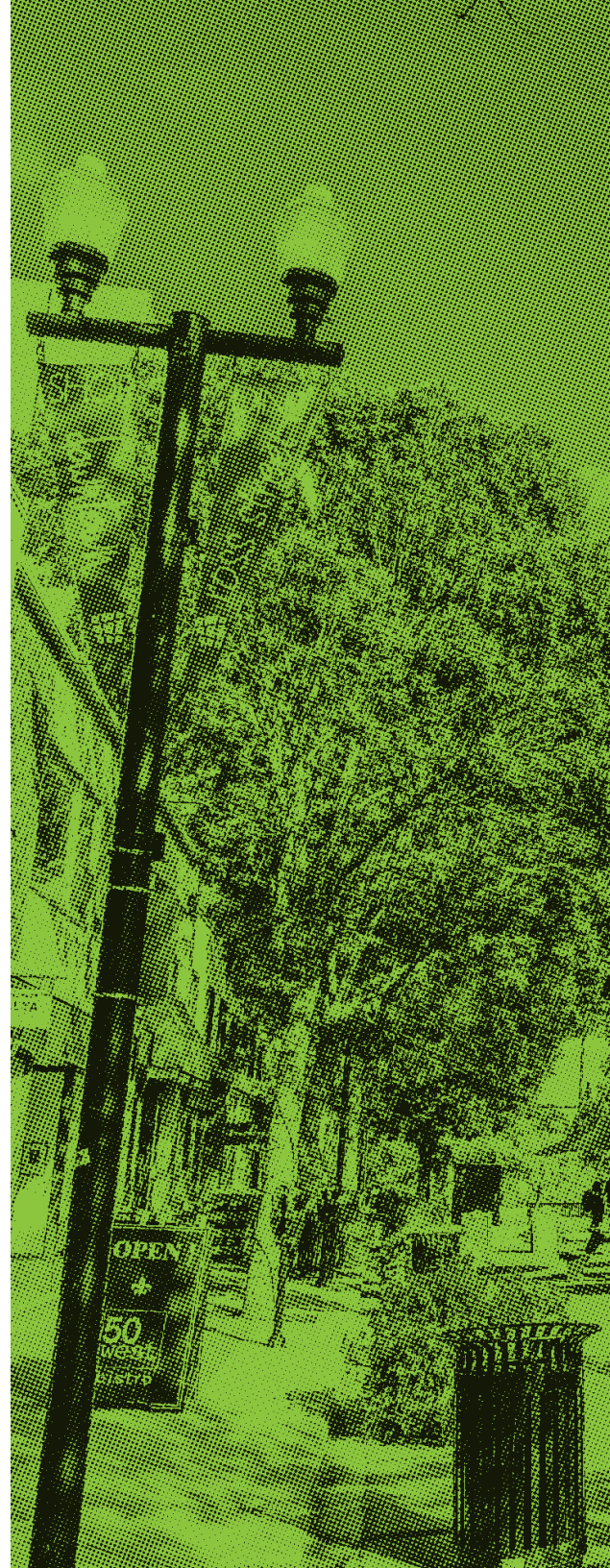
The Clean Team provides snow removal to areas not covered by The City of Red Deer. Throughout the winter you'll find them clearing snow and ice from alley exits to ensure walkability through the Downtown core.

GARBAGE PICK-UP

There are 120 garbage receptacles within the BIA. Each one is emptied daily, generating over 1200 pounds of garbage per week. That's over 80,000 pounds per year, just from the Downtown!

NEEDLE DEBRIS

Your DBA is available to help with the collection and disposal of needle debris. The Clean Team is always on hand to assist with cleaning up around your place of business. If you are comfortable collecting the debris on your own, the DBA will provide you with a free needle collection kit. Kits are available directly from The Clean Team or by contacting the DBA office.





Marketing

Events & Destination

As the second year of COVID hit, most events that are annual to the DBA were either postponed, cancelled or changed to meet provincial health restrictions.

DOWNTOWN RED DEER MARKET

Located on Little Gaetz Avenue in the heart of Downtown Red Deer, the Downtown Red Deer Market runs every Wednesday from May until October between 3:30 and 6:30 p.m. It is Red Deer's only Alberta Farmers' Market Association (AFMA) approved market! It offers locally produced goods including fresh produce. The Downtown Red Deer Market started on May 26 and ran until October 6th 2021.

CAR BOOT SALE

In 2021, the DBA held two Downtown Red Deer Car Boot Sales! A Car Boot Sale is like a garage sale but without the garage! People who applied had the chance to load up their vehicles with any items from their household that they wish to sell (or that would normally be put out in a garage sale) and bring them to Little Gaetz Avenue. 18 vendors participated in 2021. These events were held on Wednesdays as an extension of the Downtown Red Deer Market.

ROSS STREET PATIO

A partnership between The City of Red Deer and the Downtown Business Association (DBA), the patio features free, live music all summer. The DBA provides entertainment every Tuesday & Thursday from 11:30 a.m. to 1:00 p.m. and Wednesday evenings during the Downtown Red Deer Market. Over 50 performances were held on the Ross Street Patio in 2021.

We proudly feature talented local musicians and bands that contribute to the amazing atmosphere you'll find on the Patio. All of the performances are free and open to the public.

2021 was the first year of winter events and initiatives being held on the patio, although reduced due to COVID and frigid temperatures, your DBA delivered several events in November and December.

TRAVEL ALBERTA GRANT DOWNTOWN DINING PROMOTION

February 5 – March 15, 2021

A \$12,000 (matching funds not required) multimedia campaign designed to support businesses during COVID. It promoted Downtown Red Deer to the larger audience of Central Alberta, Calgary and Edmonton. Your DBA promoted the unique eateries and encouraged visitors to explore the downtown for the entire month of February.



DINE DOWNTOWN

May – October, 2021

A weekly promotion on Big 105 where the radio station gave away a \$25 gift certificate every week for a downtown eatery. Businesses were not required to match the DBA \$25 purchase as per previous years, due to COVID.

NORTH POLE STROLL

November 11 – December 24, 2021

North Pole Stroll is Downtown Red Deer's annual Christmas marketing campaign. Originally launched as a one day event in 2012, it has now grown to a month-long celebration of the holiday season.

The Christmas Pickle "Find a pickle, win a prize!" That's the goal of this contest, which brings Christmas pickle ornaments to participating businesses throughout the Downtown. Customers lucky enough to spot them are eligible to win a prize from that business, such as a discount or raffle prize. Eleven businesses participated in this initiative in 2021.

Shop Downtown is a partnership with Kaze 101.3 radio station. For 2021, five gift baskets worth \$500 were given out over the course of a week in November to listeners of the Ride Home with JR show. Twenty-Five businesses participated in this promotion and the DBA purchased gift cards to create the prize packs. Businesses were not required to donate gift cards as per previous years, due to COVID.

Late Night Shopping For one night during the holiday season, many Downtown businesses remain open until 8:00 p.m. or later to help Red Deerians with their Christmas shopping, and to encourage them to shop locally owned businesses. For 2021, Late Night Shopping took place in late November and coincided with other DBA lead activities happening downtown. Eight businesses participated.

RED DEER LIGHTS THE NIGHT

Red Deer Lights the Night looked a little different this year due to the ongoing COVID-19 pandemic. Activities included:

- The Block Market that was an indoor Christmas market in collaboration with the Vin L Den and other business located in the same building.
- Winter Wonderland Window Decorating contest which 14 businesses participated in.
- And family friendly take home winter activities which were available to pick up at downtown businesses.



Advertising Mediums

It's all in the numbers!

SOCIAL MEDIA



6,642 FOLLOWERS INCREASE OF 0.2% SINCE 2020



4,250 LIKES (DOWNTOWN RED DEER) INCREASE OF 11% SINCE 2020
2,780 LIKES (DOWNTOWN MARKET) INCREASE OF 6% SINCE 2020



2,513 FOLLOWERS INCREASE OF 15% SINCE 2020

RADIO

850 COMMERCIALS

In 2021 the DBA broadcasted almost 850 commercials on Big 105.5 and Kraze 101.3, in addition to the Dine Downtown (Big 105.5) and Shop Downtown (Kraze 101.3) contest partnerships. Commercials typically promote events such as the Downtown Red Deer Market, Ross Street Patio entertainment, Red Deer Lights the Night, North Pole Stroll, and our Host It! Program supported events.



Coming Soon!

Tonight!

Meet Our Team

EXECUTIVE DIRECTOR, AMANDA GOULD

A key leadership and management role responsible for reporting to the Chair of the DBA Board of Directors. Responsible to carry out actions, policies and strategies that support the DBA's goals and objectives. The Executive Director is accountable for the management of revenues and expenditures of the organization, ensuring they are in line with the approved budget and strategic direction. Responsible for all areas of Advocacy and is the primary liaison with The City of Red Deer.

ENVIRONMENTAL & PROGRAM COORDINATOR SANDY DEMPSEY

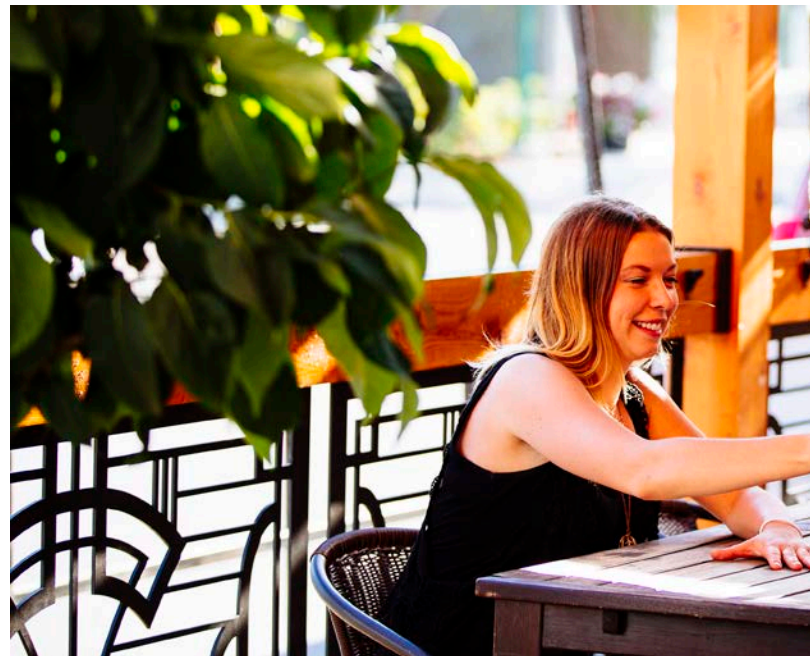
Responsible for managing The Clean Team and ensuring delivery of the Environmental Contract with the City of Red Deer. Responsible for ensuring all health and safety practices and accreditations are current. This position is the liaison between the DBA and The City of Red Deer for all street furniture repairs and for managing the Kiosk Advertising and Adopt-a-Planter programs. In an administrative capacity, this position coordinates with the bookkeeper and Executive Director to ensure all financial administration is recorded and stored, including managing accounts receivable, accounts payable, and petty cash.

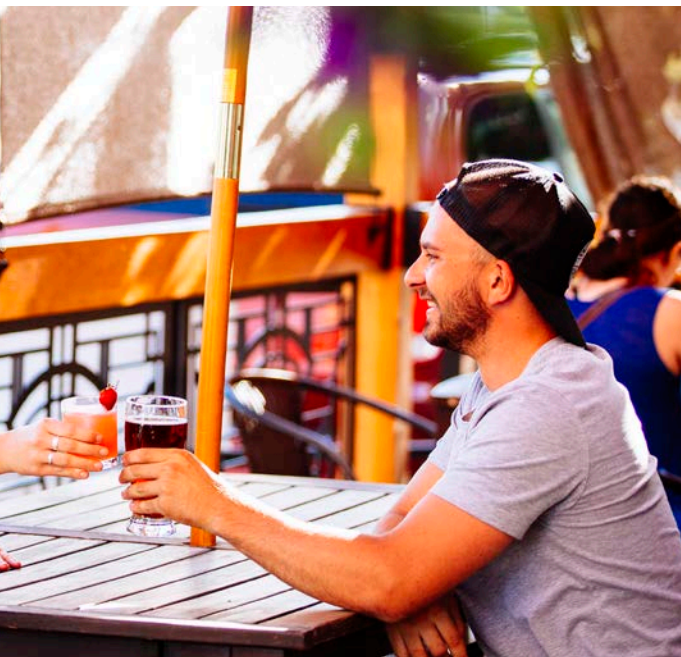
THE CLEAN TEAM ON-STREET LEAD, SHAWISH ABDELSALAM

This is an on-street position responsible for clearing litter and needle debris throughout the BIA.

SPECIAL EVENTS COORDINATOR, RAVEN CHENEY

A vital role in the organization, this position is responsible for ensuring all DBA events are successfully planned and executed. In addition to managing various budget lines, this position is responsible for managing the Host It! event support program and liaising with all community groups that host events in the core. This ensures access to adequate support from the DBA and The City of Red Deer to deliver successful events along with ensuring any business collaborations are executed to mutual benefit. This position is also responsible for the management of the Downtown Red Deer Farmers Market.





Board of Directors

The DBA succeeds due to the involvement and direction we receive from our volunteer Board of Directors. The Board operates under a governance model by ensuring the organization supports its objectives and fulfills its fiduciary (legal) obligations. The main purposes of the Board are to:

- Improve, beautify and maintain property in the BIA
- Develop, improve and maintain public parking
- Promote the BIA as a business or shopping area

Each of these Directors works at, owns or operates a business in the BIA and, collectively, are responsible for setting the strategic direction of the association which is achieved through the leadership of the Executive Director and her team.

2021 BOARD OF DIRECTORS

Vicki Finlay – Junktiques – Chair

Kathryn Harris – Sunworks Living - Vice Chair

Julie Oliver – MNP LLP – Treasurer

Donna Hall – Academic Express

Brette Mauthe – Servus Credit Union

Matthew Mowbrey – Vesta Law

Jean Cadorette – Bistro on Gaetz

Shawn Frank – Chapman Riebeek

Ken Johnston – City Council Representative, City of Red Deer

Dwayne Hanusich – RCMP (non voting)

Kelly Andres – City of Red Deer (non voting)



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