

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



# 2022

## Annual Report



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## MESSAGE FROM THE **Executive Director**

2022 was another challenging year for the downtown but there is much to look forward to as we leave the pandemic in the rear-view mirror.

Despite still working with a reduced budget due to the provincial cuts, the levy of \$254,000 worked harder than ever to enhance our downtown. Your DBA delivered over 169 events throughout the year, this includes performances on the Ross Street Patio, Farmers' Markets, Car Boot Sales, murals, Paradise Plaza placemaking and ice sculptures plus winter entertainment on the patio. Our events are designed to bring people downtown and encourage them to circulate the core. I urge our ground level businesses to take advantage of this and display wares/distribute restaurant samples on the many event days, to drive traffic to your location.

We successfully advocated for the designation of an Entertainment District on the block of Ross Street Patio, this was unanimously and quickly supported and passed by Red Deer City Council – yet another reason to come downtown for longer and take in what we have to offer.

While all the above happened (and more, detailed in this report), we remained focused on our creation of our new visual identity for downtown and are currently collaborating with City of Red Deer to deliver the new identity that can be adopted by everyone, in early summer 2023.

**Amanda Gould**, Executive Director  
Red Deer Downtown Business Association

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## MESSAGE FROM **The Mayor**

On behalf of City Council and the residents of Red Deer that we so proudly serve, thank you to the leadership, staff and membership of the Downtown Business Association for your continued commitment to the success and progress of our downtown businesses. Despite the challenging few years we have faced, our downtown has a renewed momentum that is our community privilege and responsibility to continue to build upon in the coming years. Together, we can work to create an even stronger downtown that not only benefits our local economy but our entire community. We look forward to working with the DBA, downtown businesses, and with all Red Deerians to bring this vision into reality.

**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

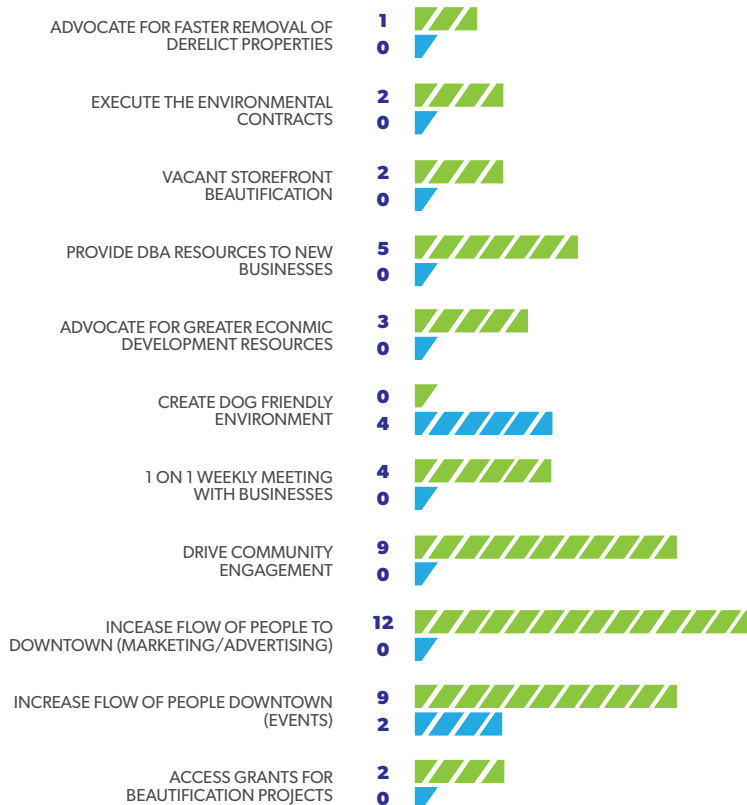
The Red Deer Downtown Business Association serves approximately 450 businesses and property owners in Red Deer's Downtown Core.



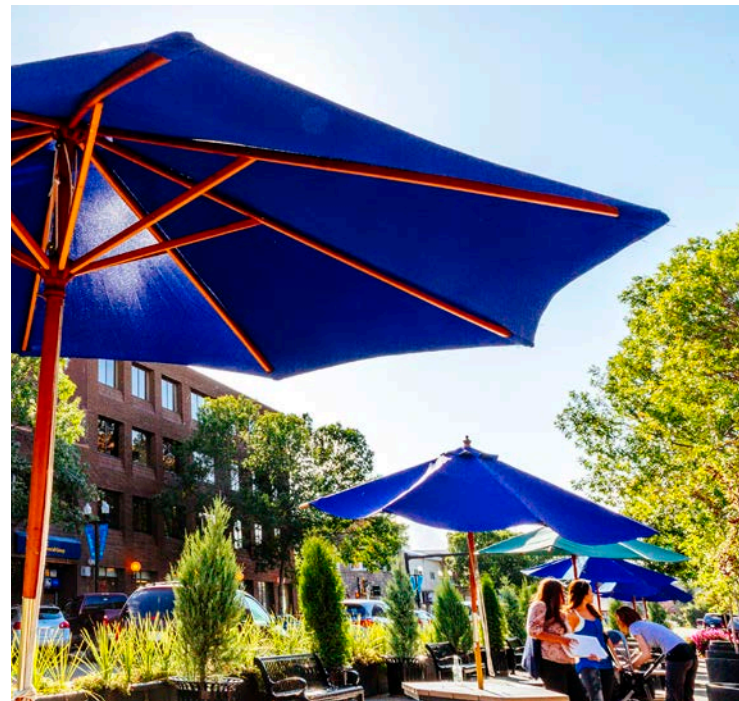
# Strategic Plan

## 2020-2022

### AN ENGAGED DOWNTOWN COMMUNITY



### DEVELOP AND PROMOTE A DOWNTOWN BRAND



# LEGEND

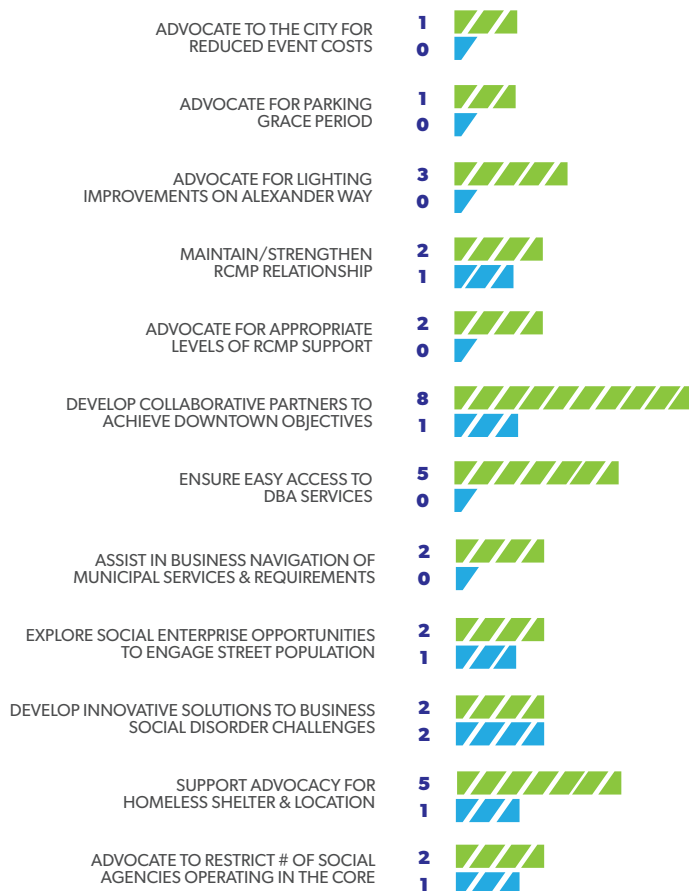


TASKS COMPLETED



TASKS TO BE COMPLETED

## ENHANCE THE DOWNTOWN EXPERIENCE



# Member Communi

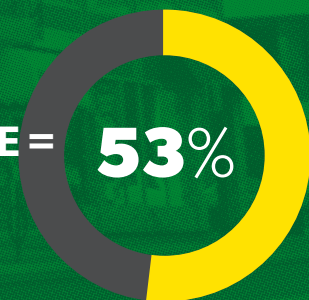
## How does the DBA connect with you?



**OVER 982 BUSINESS VISITATIONS AND INTERACTIONS**



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



Industry  
average =  
15%



# cations



**TOTAL EXPENDITURES + CAPITAL COSTS**  
\$547,476 \$5,000

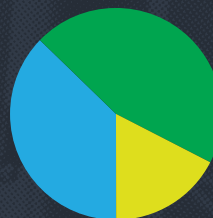


## Where Does Your Levy Go?

**TOTAL REVENUE**  
\$542,000



Amount raised  
through BIA levy:  
\$252,000

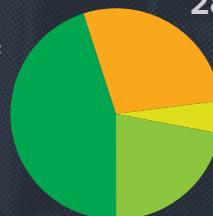


Environmental Contract

Remainder (Sponsorship,  
grants and reimbursements)

Enhance the Downtown Experience  
28%

Environmental Contract  
45%



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.

**65 MEETINGS WITH THE CITY OF RED DEER** Directly associated to downtown improvement.

**14 MEDIA INTERVIEWS**

**2 PRESENTATIONS TO RED DEER CITY COUNCIL**

**1 MEETING WITH MLA**

### 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 DBA 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.

**1 CPTED application was received in 2022 from Wei's Western Wear for a total of \$1,500**

### 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.

**6 façade applications were received in 2022 from Copies Now, Paige Koster Photography, Gracefully Birthed, Can West, Century Centre, Victorious Beauty for a total of \$8,200**

## 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

**20 businesses participated in this downtown beautification program in 2022** 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. 20 graffiti removal buckets were provided to requesting businesses.

## 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.

**29 events supported in 2022 for a total of \$4,500 in cash (excludes in-kind support)**

**Examples of events and initiatives supported in 2022:**

- **Battle of the Bands**
- **Meet the Street/Centrefest**
- **Magic Fest**

## 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](mailto:info@downtownreddeer.com) or visit our website, [www.downtownreddeer.com](http://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!

## 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

**The DBA delivered 169 events in 2022 through partnerships, the Host It! program and DBA-led events. Here is a small selection of some of the activities and events.**

### 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 6, 2022.

### CAR BOOT SALE

In 2022, 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 2022. 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 Wednesday from 4.30pm to coincide with the Farmers's Market and Thurs/Fri from 11.30am. Over 50 performances were held on the Ross Street Patio in 2022.

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.

2022 was the second year of winter events and initiatives being held on the patio, your DBA delivered several events in November and December including the installation of ice sculptures.

### ART AND CULTURE GRANT

This grant was for a total of \$12,000 and allowed your DBA to fund the installation of 2 more murals, plus the many installed by The City over the same summer period.

### PARADISE PLAZA

A unique placemaking program to draw people to the businesses on 49th street while extensive construction was underway. This initiative included business interaction and live music Saturdays in the alley by Delmar College.



## ENTERTAINMENT DISTRICT

Your DBA successfully advocated to City Hall to turn the entire Ross Street Patio block into an Entertainment District. This meant that alcohol could now be served on the public portion of the patio by the attached businesses. The result of this designation was increased foot traffic to the patio along with increased number of people exploring the downtown on event days. We hosted 2 Beer Tasting events with local brewers and even launched our own Ross Street Patio beer for the summer with Sawback Brewery!

## DINE DOWNTOWN

**May – October, 2022**

A weekly promotion on Big 105 where the radio station gave away a \$25 gift certificate every week for a downtown eatery plus it was matched by participating businesses.

## CANADIAN FINALS RODEO

**8 Days in November** with the Canadian Finals Rodeo including live screenings of the rodeo activities from Westerner grounds on the Ross Street Patio.

## NORTH POLE STROLL

**November 11 – December 24, 2022**

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. Frost Street Patio parties including Frozen stars Ana and Elsa.

**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. Twenty-four businesses participated in this initiative in 2022.

**Shop Downtown** is a partnership with Kaze 101.3 radio station. For 2022, 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.

**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 2022, 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

Activities included:

- Winter Market in the Millennium Centre
- Winter Wonderland Window Decorating contest which 14 businesses participated in.
- 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



**4,304 LIKES** (DOWNTOWN RED DEER) INCREASE OF 13% SINCE 2021  
**2,866 LIKES** (DOWNTOWN MARKET) INCREASE OF 7% SINCE 2021



**2,928 FOLLOWERS** INCREASE OF 14% SINCE 2021

## RADIO

### 850 COMMERCIALS

In 2022 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.



# 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, CHELSEY WARD**

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.

## **SPECIAL EVENT SUPPORT, ASHLEY CHEVERIE**





# 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.

## 2022 BOARD OF DIRECTORS

Brandon Bouchard – Tribe Restaurant – Chair of the Board

Brette Mauthe – Servus Credit Union – Vice Chair

Gary Oosterhoff – Century Centre

Jean Cadorette – Bistro on Gaetz - Treasurer

Vicki Finlay – Junktiques

Paige Koster – Paige Koster Photography, Gracefully Birthed

Donna Hall – Academic Express

Matthew Mowbrey – Woodbine Legal Services

Shawn Frank – Chapman Riebeek

Victor Doerksen – City Council Representative, City of Red Deer

Dwayne Hanusich – RCMP (non voting)

Kelly Andres – City of Red Deer (non voting)



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