

*Downtown Red Deer is a  
vibrant, diverse, engaged  
and healthy community*

**STRATEGIC** 2023  
**PLAN** 2025



---

## OUR VISION

**Downtown Red Deer is a vibrant, thriving, unique local experience for commerce and community.**

---

## OUR MISSION

The Red Deer Downtown Business Association:

- 1 Showcases a rewarding downtown experience.**
- 2 Creates and supports an inviting environment for thriving commerce.**
- 3 Acts as a champion and advocates for the downtown business community.**

---

# TARGET AUDIENCES



**Unique, eclectic businesses, such as arts, culture, makers and independents, who seek community and offer experiences.**

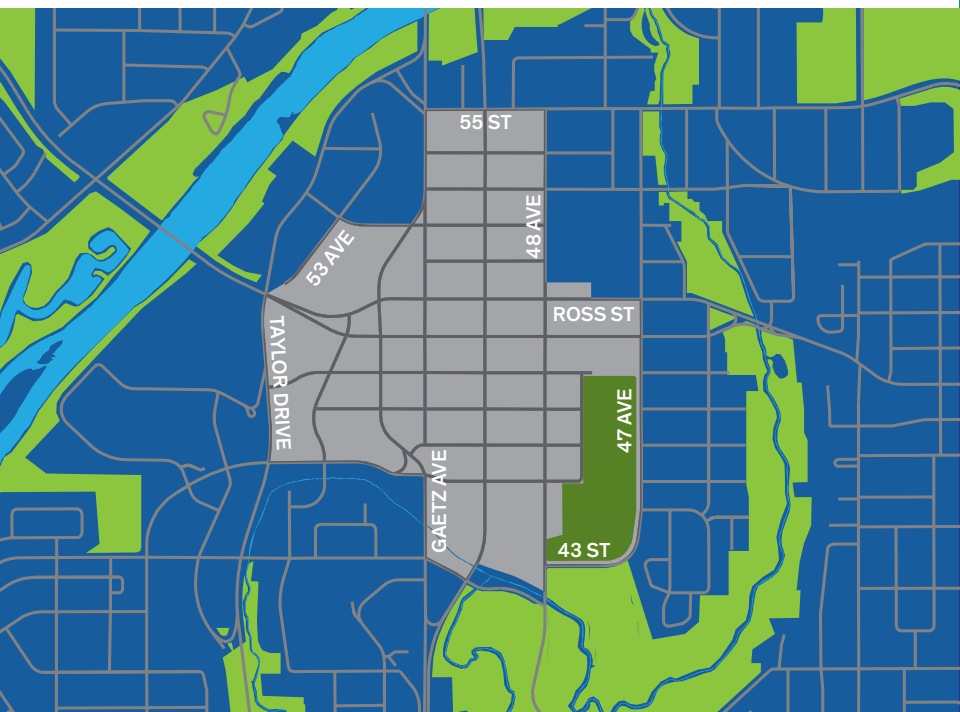


**Professional services and non-retail businesses**

(who take upper floor leased spaces).



**Shoppers and experience seekers looking for unique, authentic culture, and goods and services in a walkable area.**







## PILLAR 1 OBJECTIVE

**A rewarding downtown Red Deer experience is effectively showcased.**

### GOALS →

1. Create and implement a robust marketing strategy, built and executed by and for downtown businesses that includes:
  - a. Stories of positive experiences
  - b. Expansion of social media platforms and presence
  - c. Spotlights of businesses, people and experiences
2. Secure funding to create, install, and maintain a digital directory for downtown businesses and services.
3. Create and implement an events and experiences plan, using innovative technology such as artificial intelligence and Near-Field Communication (NFCs) that considers event life cycles, includes members in the planning and execution process, and may include:
  - a. Historical tours
  - b. Themes (neighbourhood or street or season or event)
  - c. Business tours



## PILLAR 2 OBJECTIVE

**An inviting environment for thriving commerce is created and supported.**

### GOALS →

1. RDDBA Board and staff proactively connect with and engage businesses in the downtown to share knowledge and generate awareness of RDDBA services and supports.
2. Create and implement a business attraction strategy focused on gaps and RDDBA target audiences, leveraging relationships with business support organizations.
3. Support 250 four-season events days per year.
4. Have a presence at markets, tradeshow and other community events to foster downtown business awareness.
5. Explore collaborative opportunities and projects with synergistic organizations to attract investment and strengthen the local economy.



## PILLAR 3 OBJECTIVE

**The Red Deer Downtown Business Association is a champion and advocate for the downtown business community.**

### GOALS →

1. Advocate to all levels of government to remove barriers to downtown business vibrancy and user experience, including:
  - a. Improved transportation access for events.
  - b. Reduced parking fees for events.
  - c. Reduced other levies.
  - d. Promotion of the scooter program.
  - e. Building beautification and transformation.
  - f. Social needs and challenges.
2. Set the culture and tone for downtown Red Deer by having intentional, positive interactions, acting as champions, creating awareness, and inspiring action and engagement.
3. Advocate for the expansion of the Clean Team Program and funding to increase safety and beautification.

## BOARD OF DIRECTORS

**Brandon Bouchard**  
TRIBE RESTAURANT

**Gary Osterhoff**  
CENTURY CENTRE

**Brett Mauthe**  
SERVUS CREDIT UNION

**Vicki Finlay**  
JUNKTIQUES HOME DÉCOR & THE PRIDE SHOP

**Matthew Mowbrey**  
WOODBINE LEGAL SERVICES

**Paige Koster**  
PAIGE KOSTER PHOTOGRAPHY & GRACEFULLY BIRTHED

**Shawn Frank**  
CHAPMAN RIEBEEK

**Donna Hall**  
ACADEMIC EXPRESS

**Jean Cadorette**  
BISTRO ON GAETZ

**Victor Doerksen**  
CITY OF RED DEER COUNCILLOR

## STAFF

**Amanda Gould**  
DBA EXECUTIVE DIRECTOR

**Sandy Dempsey**  
DBA ENVIRONMENTAL CONTRACT & PROGRAM COORDINATOR

**Chelsey Ward**  
DBA SPECIAL EVENT COORDINATOR

**Kelly Andres**  
CITY OF RED DEER COMMUNITY FACILITATOR

**Peter McGee**  
CITY OF RED DEER ECONOMIC DEVELOPMENT OFFICER

403•340•8696

info@downtownreddeer.com

#120, 5009 50 AVENUE, RED DEER, ALBERTA T4N 4B2

**downtownreddeer.com**

