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For Immediate Release

Red Deer Downtown Business Association Seeks New Partner for Weekly Farmers' Market

Red Deer, Alberta - The Red Deer Downtown Business Association (DBA) is excited to announce an opportunity for a new partner to take over the operation of the popular Downtown Market, held weekly in the summer on Little Gaetz Avenue.

Objective: The DBA aims to identify a partner who can deliver a unique market experience that supports the needs of our diverse local community, ensuring consistency, longevity, and innovation. With DBA support, the new partner will contribute to the vision of a thriving downtown.

For over 40 years, the Red Deer Downtown Business Association has been dedicated to driving foot traffic into the downtown area to create economic vibrancy through promotion, beautification, placemaking, and events. The DBA supports event organizers and delivers its own calendar of events, including the Downtown Market, Ross Street Patio musical entertainment, North Pole Stroll, and Polar Glow.

The Downtown Market has been a staple in Red Deer for 13 years, offering a diverse range of consumable goods and supporting local vendors. As an Alberta Farmers Market Association (AFMA) accredited market, it provides significant



benefits to vendors, including the flexibility to sell home-prepared food products without the need for a commercial kitchen.

Current State and Future Vision: In recent years, the Downtown Market has faced challenges, including a decrease in vendor participation and attendees due to the pandemic, work-from-home trends, and market saturation. The DBA is now seeking a partner to ensure the market's continued success and growth.

DBA Support: The DBA is committed to providing financial and in-kind resources to support the new partner, including:

- Funding
- Road closure staffing
- Marketing
- Navigation of municipal requirements
- Knowledge transfer
- Collaboration on a transition plan to become an independent operator

Eligibility and Further Considerations:

Interested partners must have or be working towards not-for-profit status, as required by AFMA. They must also identify a market manager to run the event and maintain AFMA accreditation.



If you are interested in managing the Downtown Market, inquiries can be sent to info@downtownreddeer.com or applications can be made online no later than February 28, 2025, at downtownreddeer.com.

We look forward to working with a new partner to continue bringing a vibrant market experience to Downtown Red Deer.

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