

December 11th, 2025

Via email to:

Bobby-Jo Stannard
Manager, Safe & Healthy Communities
City of Red Deer

Subject: *Board of Directors Request to Initiate Disestablishment Proceedings*

Dear Bobby Jo

On behalf of the Red Deer Downtown Business Association (DBA) Board of Directors, I am providing formal notice of the DBA Board's request to initiate Business Improvement Area (BIA) disestablishment proceedings.

The following motion was passed unanimously on December 10th, 2025:

"That the Board of Directors, pursuant to its authority under the BIA bylaw, hereby directs the Chief Executive Officer to formally request that Red Deer City Council initiate, without undue delay, all actions necessary to disestablish the Business Improvement Area in accordance with Section 26 of the Municipal Government Act – Business Improvement Area Regulation, with the objective of completing disestablishment by February 5, 2026."

Motion: Brandon Bouchard, Chair

Second: Pete Swales, Vice Chair

PASSED (Andrea Tucker-Hatch, Matthew Buck, Alisha McManus, Jeff Gauthier, Katrina Sharpe, Todd Lawrence, Councillor Brisbois)

As highlighted in previous correspondence, this decision was not made lightly and comes with a very heavy heart.

To reiterate previous communication, the DBA's decision to move forward in this direction is not an act by the DBA to be difficult or leverage a different outcome. We have been communicating with our municipal colleagues for some years regarding the financial instability of the DBA and regrettably, we have reached this point. The DBA has carried out the identified Downtown Governance Pillars' work for 40 years without municipal funding but now cannot continue on levy funding alone.



The DBA Board has expressed reluctance to submit a revised budget for 2026 that would necessitate a substantial increase to the proposed levy. This restraint stems from a desire to acknowledge and respect the difficulties posed by the current operating environment, as well as to respond to City Council's interest in exploring the possibility of a zero levy for 2026.

Given these circumstances, the organization cannot continue to operate with the proposed funding model of a \$125,000 levy combined with a \$100,000 contribution from The City. Such limited financial resources would force the cancellation of existing programs and result in further staff redundancies. At that point, it becomes necessary to critically evaluate the value being provided under these constraints.

Sadly, this is the most responsible course of action and more so, it is respectful of taxpayer funds - both levy payers and community.

Although we cannot explicitly disestablish the BIA, we can request the initiation of proceedings to disestablish as per the enclosed motion. Winding down DBA operations is separate to the BIA, is a responsible decision made by the DBA Board, and without an approved budget for 2026, there are no services to be offered as of January 1st, 2026. The Board will remain in existence as per legislation until disestablishment is complete, which we respectfully request, takes place as soon as possible, with the intent to complete by or around February 5th, 2026.

Also, I would like to take this opportunity to restate the DBA's commitment to maintaining relationships, meeting contract requirements, and above all, respectfully interacting with those we collaborate with and serve, regardless of this difficult and uncomfortable transition. The DBA is a long-standing professional organization with a great deal of integrity and is committed to winding down the DBA transparently and doing what it can to ensure historical knowledge is not lost.

I look forward to working together in this manner.

If you require any further information, please contact me at 403 340 8696 or email amanda.gould@downtownreddeer.com.

Sincerely,



Amanda Gould
CEO

CC:

DBA Board of Directors
City Council
City Manager



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