



Dear Downtown Business Owner,

The City of Red Deer is aware that the Downtown Business Association (DBA) has signaled its intention to dissolve and to discontinue services effective February 1, 2026. We also understand this announcement may raise questions about what this means for your business, for downtown programming, and for the continuity of services you rely on.

We are therefore reaching out to offer some clarity on the current situation and outline next steps as clearly as possible.

**The DBA cannot dissolve independently**

While the DBA Board has informally expressed its intent, the Business Improvement Area (BIA) and its Board remain legally in place until City Council completes a formal disestablishment process, as required under Alberta's Municipal Government Act and the Business Improvement Area Regulation. This process includes defined steps and opportunities for affected taxpayers to provide input.

Until that statutory process is completed, the DBA Board continues to exist and remains responsible for operating within its approved budget and fulfilling contractual obligations.

**Services will continue, and The City is committed to stability**

The City expects services, such as downtown programming, marketing, and business support, to continue until formal arrangements are made. We know that predictable service delivery is essential for downtown businesses, and we are committed to ensuring continuity throughout any transition.

You can expect:

- No immediate changes to services as a result of the DBA's announcement.
- A coordinated and orderly approach to any future transitions.
- Ongoing communication from The City as more information becomes available.

**Working closely with the DBA and planning next steps**

The City is reviewing the information provided by the DBA and is engaging with the Board to ensure:

- Compliance with legislation, contracts, and governance requirements.
- Stability and continuity for downtown businesses.
- Clarity around the steps required should a formal request for disestablishment be submitted.

If the DBA Board formally requests disestablishment, the legislated process, including opportunities for involvement from affected taxpayers, must take place before any decision is finalized.

**Our commitment to a vibrant downtown**

Red Deer's downtown remains a priority for The City. Regardless of organizational changes, we will continue to support the health, cleanliness, safety, and vibrancy of the downtown area. We know

downtown is the heart of our community, and business owners and residents can expect services to continue and communication to remain open and timely.

### **More information**

We will share updates as soon as they become available. In the meantime, if you have questions, please visit [www.reddeer.ca/downtownbusiness](http://www.reddeer.ca/downtownbusiness) to sign up for ongoing communication via email. Thank you for your continued commitment to Red Deer's downtown.  
Sincerely,

### **Bobby Jo Stannard**

Manager, Safe and Healthy Communities  
The City of Red Deer  
403-342-8111

