

## Frequently Asked Questions: Downtown Business Association (DBA) Update

**1. Is the Downtown Business Association (DBA) dissolving?**

The DBA Board has indicated an *intent* to dissolve; however, the DBA cannot dissolve independently. Under Alberta's Municipal Government Act and the Business Improvement Area (BIA) Regulation, formal disestablishment can only occur through a City Council-led process with required steps and opportunities for taxpayers to provide input. Until that process occurs, the DBA remains legally in place.

**2. What does the DBA's announcement mean for my business right now?**

There will be no immediate changes to the services you receive. The DBA must continue operating within its approved budget and fulfilling its contractual obligations until the legislated disestablishment process is formally completed.

**3. Will downtown services and programming continue?**

Yes. The City expects all services, including downtown programming, marketing, and business support, to continue without interruption unless and until new arrangements are finalized. Maintaining stability for downtown businesses is a City priority.

**4. What is The City of Red Deer doing in response to the announcement?**

The City is:

- Reviewing the information provided by the DBA.
- Working closely with the Board to ensure compliance with legislation, contracts, and governance requirements.
- Planning for stability and continuity throughout any transition.
- Clarifying the steps required if the Board formally requests disestablishment.

**5. What happens if the DBA formally requests disestablishment?**

If a formal request is submitted, the City must follow a legislated process before any decision can be made. This includes:

- Defined steps set out in provincial legislation.
- Opportunities for affected taxpayers to provide input.

No changes will occur until that full process is complete.

**6. Who is responsible for the DBA during this period?**

The DBA Board remains legally responsible for the organization until City Council completes the required formal process. This includes managing finances, meeting governance requirements, and delivering contracted services.

**7. How is The City ensuring stability during this time?**

The City is committed to:

- Continued service delivery.
- A coordinated and orderly transition, if required.

- Clear, timely communication with downtown businesses.

You can expect services to continue as usual for the foreseeable future.

**8. Does this affect The City's commitment to a vibrant downtown?**

No. Red Deer's downtown remains a priority for The City. Regardless of any organizational changes, The City will continue supporting cleanliness, safety, vibrancy, economic health, and community activity in the downtown area.

**9. How can I stay informed?**

Visit [www.reddeer.ca/downtownbusiness](http://www.reddeer.ca/downtownbusiness) to sign up for ongoing email communication. The City will share updates as soon as new information becomes available.