

WHAT HAPPENS NEXT?

- Results of the vote will be announced on voting day and will determine whether City Council proceeds with the process.
- The City will not collect a BIA levy in 2026.
- The City is working diligently to ensure a seamless transition where services and events continue without disruption.
- A report will be presented to City Council in the coming months outlining recommendations for future downtown governance and funding, informed by the Downtown Governance Collaboration Committee Final Report.

STAY INFORMED

reddeer.ca/downtownbusiness

- Learn more about the vote, including eligibility and ID requirements
- Stay up to date on timelines and decisions
- Sign up for email updates

QUESTIONS OR CONCERNS?

Legislative Services
403-342-8132
info@reddeer.ca



HISTORY WHAT DOES THE DBA DO?

The Downtown Business Association (DBA) delivers services funded through a business tax, or levy, paid by businesses located within the BIA.

BACKGROUND HOW DID WE GET HERE?

In late 2025, the DBA's Board decided to wind down operations, concluding that its current funding model (primarily the BIA levy) could no longer sustainably support meaningful services. On December 11, 2025, the DBA submitted a formal request to Red Deer City Council via The City of Red Deer to initiate disestablishment of the Business Improvement Area (BIA). On January 13, 2026, City Council gave first reading to a bylaw to disestablish the Downtown BIA. This decision initiates a legislated process that requires input from affected taxpayers.

DOWNTOWN BUSINESS IMPROVEMENT AREA

VOTE

A vote by BIA taxpayers is required before the downtown Business Improvement Area can be disestablished.

Your vote matters.

ADVANCE
VOTING

MAR

14

10 AM-4 PM

VOTING
DAY

MAR

16

10 AM-8 PM



WHAT IS HAPPENING?

In December, the Downtown Business Association (DBA) formally requested that The City of Red Deer begin the legislated process to disestablish the Business Improvement Area (BIA). In response, The City is following the required provincial process, which includes opportunities for BIA taxpayers to participate in a vote. A final decision will not be made until the vote is complete.

VOTING DETAILS

An in-person vote will be held in March at Servus Arena. Eligible voters are asked to indicate their support or opposition to the downtown BIA disestablishment.

ADVANCE VOTING

MAR
14
10 AM-4 PM

VOTING DAY

MAR
16
10 AM-8 PM

LOCATION



**Board Room,
Servus Arena,**
4725 43 Street,
Red Deer, AB
T4N 6Z3

All eligible voters are encouraged to make a plan to vote. The results of the vote will determine whether the BIA is disestablished or continues.

WHAT DOES THIS VOTE DECIDE?

THIS VOTE DECIDES:

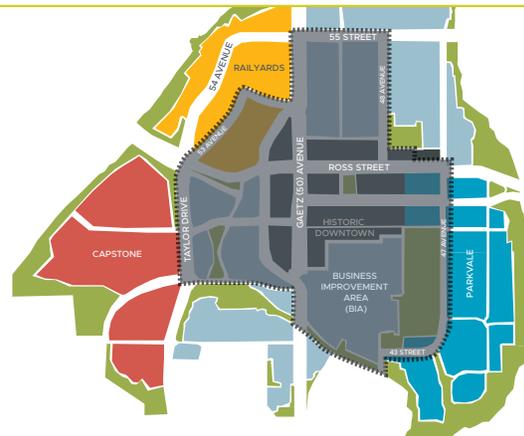
Whether the Downtown BIA will be disestablished.

- If a majority of votes support disestablishment, Council must proceed within a legislated timeline.
- If a majority of votes oppose disestablishment, Council cannot proceed and the DBA and BIA remain legally in place.

THIS VOTE DOES NOT DECIDE:

- The future governance or funding model for downtown
- Which services continue or change in the long term

There is no minimum number of votes needed. The outcome is decided by the majority of votes received, so every vote matters.



WHO CAN VOTE?

Each BIA business tax account is eligible for ONE vote. The business chooses its representative, who is required to provide identification and must sign a declaration confirming they have the authority to vote on behalf of the business.

The BIA levy is a business tax, not a property tax - property owners who do not pay the BIA business tax are not eligible to vote.

TIMELINE

January 13, 2026

First reading of disestablishment bylaw

March 14, 2026

BIA taxpayer advance voting day

March 16, 2026

BIA taxpayer voting day & results announced

April 14, 2026

Second and third reading of disestablishment bylaw, if a majority of BIA taxpayer votes support disestablishment

May 27, 2026

Disestablishment effective date, if approved by City Council

If the BIA taxpayer vote does not support disestablishment, the process cannot proceed.