



Merger Update



Regina Region to Benefit from Merger of Two Economic Pillars

The Regina Regional Economic Development Authority (RREDA) and Tourism Regina have made an historic announcement.

The two organizations have recently announced a decision to merge. Both organizations play key roles in relation to economic growth and development in Regina and area.

“We have realized that together we could be much stronger than we are separately,” said Harvey Granatier, Vice-chair, RREDA board.

The two organizations have operated independently for many years. Tourism Regina evolved out of a committee of the Regina Chamber of Commerce in the 1970’s, while RREDA was created by the City in 1989 to encourage economic growth and diversification in the Regina region.

While their independent structures have worked well in the past, Regina’s economic climate has changed significantly in the last few years.

The Regina region is currently seeing unprecedented growth and development. To meet the resulting demand for their services the organizations require a combined structure.

“We have realized that to best leverage the wealth of opportunities available, we need to alter our structures. We need to be much more strategic in our development and attraction efforts, and we need to be more coordinated in our strategies and our marketing efforts,” said Rick Krieger, Tourism Regina board chair.

The merger will provide the organizations with a greater ability to retain talented staff and to attract additional expertise required to address the growing demand within the city in relation to investment, development and tourism. Having an increased ability to attract and retain talent is critical in a competitive human resource environment.

The decision to merge was not made lightly. Both organizations spent much time analyzing how this merger would affect their stakeholders and city residents.

“Our current separate structures don’t allow us to make the best of the current economic climate. Merging will provide great benefits to the city and our stakeholders as the organization will have more ability to influence the growth of all sectors that contribute to economic development in Regina, including tourism,” said Krieger.

A transition team made up of board members and leaders from both entities and representatives from the City of Regina has been created to guide the merger. The transition team is supported by the CEO of RREDA and the Executive Director of Tourism Regina.

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The team is in the early stages of creating the new organization. Members will develop a plan that will bring the two organizations together. They will also develop a governance structure for the organization, and will begin putting a process in place to select the inaugural Board of Directors.

The Committee hopes to have the new organization in place by mid 2009, but does not have a deadline it must meet.

"We are proceeding at the pace that will enable us to create a successful organization, and will assist us in continuing to build the Regina region's economic base," said Granatier.

In the meantime both organizations will continue to provide services to their stakeholders and city residents.

"I am very excited about the benefits this new organization will be able to provide to the city and its residents," said Harvey Granatier.

"The new organization will assist us in leveraging the growing interest in Regina and surrounding area and use it to position the region for ongoing economic growth opportunities," he said.

Regina Regional Economic Development Authority (RREDA)

The Regina Regional Economic Development Authority (RREDA) was founded in 1989, originally under the name Regina Economic Development Authority. It was created with a mandate to encourage economic growth and diversification in the Regina region.

RREDA brings together business ideas and opportunities that promote the Regina region as an attractive place to live, to work, and to do business. It also actively promotes economic initiatives to help create investment opportunities and employment in the Regina region by supporting existing businesses and encouraging new companies to become resident here.

In fulfilling this mandate, the Authority develops, maintains and implements an economic development strategy for the Regina region; provides market information for business, industry and investors; undertakes research; provides site location assistance; participates in trade missions; liaises with federal and provincial economic development and trade offices; and, liaises with local municipal departments affecting business.

Tourism Regina

The Regina Convention and Visitors Bureau (Tourism Regina) was established as a non-profit corporation in 1972. It evolved out of a committee of the Regina Chamber of Commerce that until the 1970's, was responsible for operating "tourist booths" and attracting conventions to Regina.

Except for a brief period of reorganization during 1976-77 when the business of the Bureau reverted to the Chamber of Commerce, Tourism Regina has operated as a stand-alone member-based organization since its inception.

The mandate of Tourism Regina has undergone a number of revisions through its history, but the foundation has remained consistent: "...to increase the economic impact upon the City of Regina from visitors and thus enhance the business and lifestyle benefits to its residents; and to this end, to promote, foster, improve and develop tourism and convention business within the city of Regina."

For more information on the merger, please contact:

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