



Merger Update



Tourism Regina and RREDA Members Support Merger

Members of Tourism Regina and RREDA have approved resolutions enabling the two organizations to merge.

On March 20th, an overwhelming majority of members in attendance at Tourism Regina's annual general meeting, voted in favour of a resolution that will dissolve Tourism Regina once the new merged organization is operational.

"I want to thank Tourism Regina's membership for their support of this new direction recommended by our Board of Directors. We're very excited about the role this new merged organization will play in fostering economic prosperity in the Regina region," said Rick Krieger, Board Chair, Tourism Regina.

Earlier this month the Regina Regional Economic Development Authority (RREDA) board approved a similar resolution, which paves the way for the dissolution of RREDA once the new merged organization has been formed.

"This is truly an historic decision for Regina and region. As a result of this merger both organizations will be stronger and better able to leverage tourism and economic development opportunities for those who live, work, visit and invest here," said Harvey Granatier Vice-Chair RREDA board.

The decision means that the two agencies will continue to operate as single entities until the new organization is formed. This means all work currently underway will continue, thus preventing any loss of momentum within either organization.

The new organization will provide a stronger, more coordinated approach to attracting visitors, events, companies and investors to the city, facilitating further economic growth and development within Regina.

"This new organization will take an integrated approach to economic development and tourism strategies and will help to capitalize on the city's economic growth. It will position Regina and surrounding area as a prime location for business development, investment and destination development, both today and into the future," said Krieger.

"We are very excited about the added benefits the two organizations will see as a result of this merger. While we are working to ensure the transition is done carefully to ensure success, we are also looking forward to merging the two organizations as quickly as possible," said Granatier.

RREDA and Tourism Regina project that the new organization will:

- create and implement an economic development strategy to grow and sustain prosperity in the Regina region;
- encourage the retention, development, attraction and growth of the business and tourism products & services for those who live, work, visit and invest in the Regina region; and
- market and promote the Regina region for business and tourism.

A joint transition team made up of Tourism Regina, RREDA and City of Regina representatives played an instrumental role in the development of the proposed structure, vision, mission, mandate and direction of the new organization.

A report from the joint Transition Team outlining a proposed name, organizational mandate, vision, mission and structure, will go before City Council for its approval and direction in April. It is anticipated the merged organization could be fully functional by the fall of 2009.