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Immediate Release

Regina to Benefit from Merger of Two Economic Pillars

The Regina Regional Economic Development Authority (RREDA) and Tourism Regina today announced an historic decision to merge.

Regina is currently seeing unprecedented growth and development. The organizations believe that to meet the resulting demand for their services, they require a combined organizational structure.

Both organizations play critical roles in making Regina and area stronger and more competitive. Both contribute to growing the city, the economy and resident pride, by attracting investment, business development, events and visitors.

The organizations have decided that together they can provide a stronger more coordinated approach to attracting visitors, events, organizations and investors to the city, and facilitating further economic growth and development in Regina.

“Regina’s economy has taken off over the last couple of years. As key players in Regina’s economy, our organizations need to be better positioned to encourage the continuation of that growth into the future,” said Rick Krieger, chair of the Tourism Regina board.

The two organizations are currently in the process of creating the new entity.

The new organization will take an integrated and coordinated approach to economic development and tourism strategies. The new entity will also help to capitalize on the city’s economic growth, and position Regina and surrounding area, as a prime location for business development, investment and destination development, both today and into the future.

“I am very excited about the benefits this new organization will be able to provide to the city and its residents,” said Harvey Granatier, vice chair of the RREDA board.

“The new organization will assist us in leveraging the growing interest in Regina and use it to position the city for ongoing economic growth opportunities,” he said.

RREDA and Tourism Regina are in the early stages of creating the new organization. Working together they are developing a plan that will bring the two organizations together. They are also working on a governance structure for the organization, and will begin putting a process in place to select the inaugural Board of Directors.

The organizations have established a joint transition team to assist with the merging of the organizations and the creation of the new entity. The team includes designated board members from both organizations as well as representatives from the City of Regina. The transition team is assisted by the CEOs of RREDA and Tourism Regina.

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Media Backgrounder

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."**

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.