



Merger Update



New Economic Development and Tourism Agency Launched

Regina Regional Economic Development Authority (RREDA), Tourism Regina and the City of Regina have just launched an exciting new agency that will combine and enhance the strengths of RREDA and Tourism Regina.

The **Regina Regional Opportunities Commission (RROC)** was created through the merging of Tourism Regina and RREDA.

“This is very exciting for Regina. The combination of these two key organizations will result in a stronger, more coordinated approach to building the city’s economy by attracting investment, new businesses, and events and visitors,” said Regina City Councillor, Mike O’Donnell.

The two organizations began considering a merger in 2008, as a result of the growing economic development and tourism opportunities available to the City.

Both organizations decided that to best meet the increasing demand for their services, they required a combined structure.

In January of 2009, the two organizations formed a Transition Team, made up of members from both organizations, to begin the process of merging.

RROC Board of Directors:

- Tracey Bakkeli - Business/Management Consultant
- Leon Brin – Transition Manager; Former Executive Director, Tourism Regina
- Tony Coppola - Sr. VP Finance & Administration, Saskatchewan Gaming Corporation (SGC); **RROC Board Vice-Chair**
- Neil Donnelly - Vice President of Marketing and Events, Evraz Place.
- Harvey Granatier - Business Consultant; Former CEO, Conexus Credit Union; **RROC Board Chair**
- Marty Klyne - Publisher, Regina Leader-Post
- Rick Krieger - Managing Partner, McNally’s Tavern; Partner, Broken Rack Billiards, Midnight Media.
- Greg Maindonald- Vice President and General Manager, EVRAZ Regina Steel
- James Rybchuk Q.C. - Partner, McDougall Gauley
- Lisa Wilson-Sturm- Director, Corporate Communications, CAA Saskatchewan
- His Worship Mayor Pat Fiocco

RROC Vision:

Regina region is a centre of economic prosperity that ensures a vibrant sustainable community.

RROC Mission:

RROC fosters economic prosperity for the Regina region by identifying, developing and selling opportunities for those who live, work, visit and invest in the Regina region

RROC Mandate

- 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.

The Team developed a founding vision and mission, corporate mandate, strategic context, governance model, corporate structure, name and communication plan. It also proposed an inaugural board that would assist the organization through its start-up phase.

The proposed structure, name, and founding vision, mission and mandate were approved by a majority of members at the Tourism Regina Annual General Meeting held in March; and then by the RREDA board.

As a result, at Council's meeting on April 27, 2009, the Team recommended that City Council approve the merger and the resulting dissolution of the two existing economic entities.

Council's approval was received at the April 27th meeting, resulting in the creation of the new organization.

The board has significant work ahead including hiring a CEO and overseeing the physical merging of the two organizations. Larry Hiles, former RREDA CEO, will act as interim CEO for RROC while the search for the new CEO takes place.

Board members plan to begin the process of hiring a CEO for the new organization shortly. It is anticipated the physical merging of the two organizations could take place by the fall of 2009.

Board Committees

Audit and Finance	Human Resources	Governance
Tracey Bakkeli – chair Marty Klyne James Rybchuk Lisa Wilson-Sturm	Leon Brin – chair Neil Donnelly Rick Krieger Greg Maindonald	Harvey Granatier – chair Tracey Bakkeli Leon Brin Tony Coppola Mayor Pat Fiacco

For more information on the merger, please contact:

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