



Economic  
Development Regina Inc.

May 1, 2019

200 - 1965 Broad Street  
Regina, SK S4P 1Y1  
economicdevelopmentregina.com  
tourismregina.com

Chris Holden, City Manager  
City of Regina  
Queen Elizabeth II Court  
2476 Victoria Avenue  
Regina, SK S4P 3C8

Dear Mr. Holden:

I am writing to provide the perspective of Economic Development Regina Inc. with regard to the ongoing efforts of the Regina Airport Authority to restore trans-border commercial air service to Regina.

There is a great deal of research evidence indicating that air service is profoundly important to growing an economy and directly connected to corporate investment, tourism, and attraction and retention of employees. It is a fundamental part of destination marketing and impacts efforts to bring visitors to Regina across multiple sectors, including events conventions and tradeshow, and the agriculture and manufacturing industries, among others.

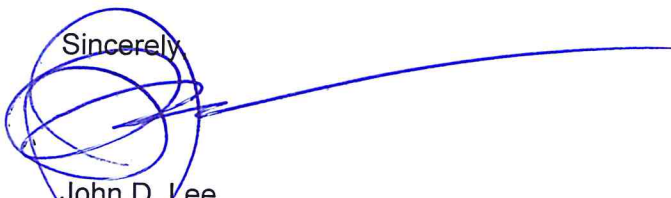
EDR has developed an excellent working relationship with the RAA, leading to collaboration on our shared agenda to create a new and vibrant place brand for our city. We enjoy an open and transparent dialogue with RAA, which includes numerous stakeholders in the community. As a result, we are fully briefed on their efforts to retain existing flight services, and the work they are doing to return U.S. trans-border service to our city.

Our board has endorsed the RAA's initiatives in this regard, and EDR has provided a detailed market analysis to support the business case, and partnered with them on the Regina Advantage campaign, and destination marketing, as well as visitor services. It is important to note that the provincial government has demonstrated a significant commitment to RAA in terms of their willingness to invest in supporting trans-border air service. The airport authority has also committed substantial financial and human resources.

EDR continues to support the trans-border flight and the retention of existing air services to the region, and we believe it would be prudent and appropriate for the City of Regina to invest in the effort, using whatever tools are available.

Thank you.

Sincerely,



John D. Lee  
President & CEO

see further  
grow higher

Tourism  
Regina