



July 1, 2011

Canmore Economic Development Authority and Tourism Canmore Kananaskis Integrate Operations

Town of Canmore council approved a plan to amalgamate operations of Tourism Canmore Kananaskis and the Canmore Economic Development Authority for a trial period. The proposal was jointly initiated by TCK and CEDA after both organizations had completed a review of their structure and operations.

The goal is to take advantage of opportunities for integrated operations that would deliver long term economic development for the community in addition to tourism development and tourism marketing. "The benefits of this amalgamation are significant. In the past there has been some duplication of efforts and potential confusion regarding which organization does what. Now the implementation of our programs and initiatives can be streamlined and delivered more efficiently, saving both time and money." says Lawrence Hill, Chair of the Canmore Economic Development Authority.

With the integration approved, the economic development function for the Town of Canmore has been moved from CEDA to TCK for the remainder of 2011, along with CEDA staff, budget and business plan. Representatives from the CEDA board will join the board of TCK as well as a newly created Economic Development and Diversification Advisory Committee.

Teresa Mullen, Executive Director the Canmore Economic Development Authority confirms, "The resulting reduction in administration means I will be able to focus on innovation, economic development and diversification opportunities as well as providing support to the local business community."

Existing tourism marketing and other services provided to Tourism Canmore Kananaskis members will be unchanged, while new networking opportunities with Business Registry members will be created.

"The result will be an efficient cohesive organization that is able to strengthen the Canmore brand providing a stronger platform for business growth while maximizing marketing opportunities" adds Andrew Nickerson, President and CEO of Tourism Canmore Kananaskis.

In September 2011, a business plan will be presented for 2012 including an economic development plan and budget to the Town of Canmore. If approved, the plan would move the current trial to a permanent and new organization.

We are pleased to present the new tourism and economic development staff:

President and CEO, Tourism Canmore Kananaskis
Andrew Nickerson

Innovation & Product Development
Teresa Mullen

Sales & Marketing
Patrick Twomey

Member Services & Media
Tulene Steiestol

Executive Assistant
Beth Vandervoort

Marketing Coordinator
Heather Kallio

Contracted Supports:
Paul Thompson - Social Media & Web Strategy
Teresa J. Groehdahl - Health & Wellness