



JOINT NEWS RELEASE

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JEDI Launches Next Phase of Regional Tourism Strategy

Wetaskiwin, AB - The Joint Economic Development Initiatives (JEDI), in partnership with the City and County of Wetaskiwin, is launching the next phase of its Joint Regional Tourism Strategy, focused on developing a unified regional brand and creating high-quality photo and video assets to promote the region.

With support from the Government of Alberta's Northern and Regional Economic Development (NRED) Program, this project marks a key step in implementing the strategy completed in 2025.

"Through the NRED program, Alberta's government is giving communities across the province the tools they need to attract investment, grow local economies and create jobs for hard-working Albertans," said Joseph Schow, Minister of Jobs, Economy, Trade and Immigration. "We look forward to seeing how the Joint Economic Development Initiatives uses this funding to unlock new opportunities for economic development and employment."

The initiative includes two components:

- Regional tourism brand development
- Promotional video and photography production

Together, these efforts will establish a consistent identity for the region and provide professional marketing tools to better showcase local attractions, events, and experiences.

"Tourism plays an important role in supporting local businesses and strengthening our rural economy," said Reeve Josh Bishop. "By investing in how we present and promote our region, we're creating more opportunities to attract visitors, encourage longer stays, and showcase everything the Wetaskiwin region has to offer."

The Wetaskiwin region offers a diverse range of experiences, from lakes and outdoor recreation to agriculture, events, and cultural attractions. This project will help position the region more clearly in the tourism marketplace while supporting long-term economic growth and collaboration amongst local operators.

Contact:
Naomi Finseth, Manager of Communications and Strategic Initiatives 780-361-6220

nfinseth@county10.ca



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A Request for Proposals (RFP) has been issued to engage qualified firms, creatives, and collaborative teams. Proponents may submit proposals for one or both phases of the project.

The completed brand and media assets will support regional tourism marketing efforts and help bring the Wetaskiwin region's story to a broader audience.

For more information and to view the full RFP, visit: www.jedialberta.com