

News Release

For immediate release

July 13, 2023

REAL releases independent review report of Experience Regina brand launch

REAL outlines key priorities based on recommendations and findings outlined in the independent review report

Regina, Saskatchewan – The Regina Exhibition Association Limited (REAL) Board of Directors has announced its next steps following the independent review of the Experience Regina brand launch.

The board engaged George Cuff, an independent consultant with George B Cuff & Associates Ltd., to conduct the review. A report following the independent review was recently provided to the board, outlining findings and recommendations for a path forward.

“Recognizing the mistakes made in the Experience Regina brand launch, the REAL Board of Directors is committed to a constructive path forward that best represents our City and our citizens,” said Wayne Morsky, Chair, REAL Board of Directors. “The completion of the independent review is a critical step in this process, and we want to be transparent with our stakeholders and community members as we move forward.”

The board is still in the early stages of reviewing the report and is considering its findings and recommendations in a pragmatic and meaningful way. While more time is required for a detailed review, the board has determined its initial priorities, based on the report’s recommendations.

The board will:

- Review board policies and procedures related to governance with the lens of the observations of the report, including committee charters, procurement policies and risk priorities;
- Define what information is required to be shared with, or presented to, the board as part of committee and board meetings to allow the board to effectively carry out its responsibilities;
- Direct management to review operational procedures related to internal project management process, external communications and decision-making authority;
- Review the organizational structure, including capacity and capability, of REAL and Tourism Regina and ensure appropriate mentorship, supervision and accountability; and
- Establish a tourism advisory committee to ensure Tourism Regina is reflective and inclusive of the citizens of our community.

In alignment with the independent review’s recommendations, Tim Reid will maintain his position as the President and CEO of REAL. Additionally, the Board of Directors, as delegated by City Council, is committed to working within our current agreement with the City of Regina to fulfill our obligations over Tourism Regina.

The REAL Board of Directors looks forward to continuing to engage with the community and its stakeholders. The full third-party report is available at: <https://www.realdistrict.ca/about-real/documents/>.

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About Regina Exhibition Association Limited (REAL)

Owned by the City of Regina and situated in the heart of Regina, Regina Exhibition Association Limited (REAL) is the largest interconnected event complex in Canada. It is the home of the REAL District and is the centre of sport and rec, business, entertainment, and agriculture for the community. REAL is a not-for-profit corporation that operates the 100-acre property. The REAL District hosts most of Regina's major events, including Canada's Farm Show presented by Viterra, Queen City Ex presented by SaskTel, and Canadian Western Agribition. It is also home to the Saskatchewan Roughriders, Regina Pats, Regina Soccer Association, many minor and recreational sports, concerts, trade shows, and conventions. Visit www.real1884.ca.

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