



**DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE**

**Minutes of Tourism London's Annual General Meeting held on June 19, 2024, at 2:00 PM at Boler Mountain.**

Jen Pastorius, President, noted that the business to be conducted at the meeting is the following:

- to receive the financial statements for the year end 2023 and the report of the auditors thereon;
- to appoint auditors for the year 2024 and to authorize the Directors of the Corporation to fix their remuneration;
- to transact such other business as may be properly brought before the meeting or any adjournment thereof.

**1. Call to Order**

The meeting was called to order at 2:32 PM.

**2. Approval of the Minutes of the Previous Annual General Meeting**

**MOTION** by Christine Stapleton, **SECONDED** by Alon Shatil to approve the minutes of the previous Annual General Meeting held on June 27, 2023. **CARRIED.**

**3. Tourism London 2023 Auditor's Report – Ashley Ratnayake, MNP**

**MOTION** by Mercedes Caxaj, **SECONDED** by Gerry Champagne to approve the Financial Statement for Tourism London – Year ended December 31, 2023. **CARRIED.**

**MOTION** by Kelly Austin, **SECONDED** by Janice Griffith to re-appointment of the firm MNP, Chartered Accountants for the year 2024. **CARRIED.**

**4. President's Report – Jen Pastorius**

Thank you, Ashley, for the thorough work you and your team provide our organization year over year. With MNP's ongoing assistance in making our financial operations run smoothly, Tourism London can help bring the city to life through support of great programming, partners, and initiatives. Thank you as well to the City of London Finance team, John, Nathan, and Yale, for all the efforts they've made on behalf of Tourism London, particularly as they worked through the City's 2024-2027 Multi-Year Budget.

2023 was truly a year of trailblazing, diverse, creative, and collaborative initiatives for Tourism's London's staff and Board of Directors! Some highlights from the year include:

- Elimination of membership fees for better support of Tourism London partners.
- Involvement in several major events and conferences that brought an economic boon to the city.
- And the creation and development by the MAT Adjudication Committee of the Legacy Festival Funding initiative in support of London's long-standing and treasured festivals.



**DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE**

None of this effort would have come to fruition without the people behind the projects. The Tourism London team, Rhonda, Douglas, Abhi, Lav, Brian, Hadil, Jeremy, Zanth, Anja, Richard, Cory, Lillian, Sean, Natalie, Sarah Tubman, Karen, and Sarah Caldwell, demonstrate commitment, passion, and sincerity in all they do. I'm grateful to staff for their guidance, knowledge, resources, and fellowship in our industry.

As we all know, a great team doesn't happen without a great leader. Cheryl, I want to express my heartfelt gratitude for your outstanding leadership. Your remarkable ability to inspire, innovate, and steer your team through challenges is truly inspirational. Thank you for being exceptional.

It has been a real honour to Chair Tourism London's Board of Directors and work alongside you folks. The thriving social and economic impacts that come from the work of this organization are incredibly rewarding to witness and have a hand in. With Alon Shatil stepping in as President, I look forward to continuing to work with Tourism London as I move into the role of Past President of the Board for the 2024-2026 term.

I want to take a moment to thank the members of the Tourism London Board of Directors and acknowledge the work of the Executive Committee of the Board as well as the MAT Adjudication Committee for the commitment, time, and effort they've put in to making 2023 a successful year for Tourism London and our community.

I would like to recognize outgoing Board members, Gerry Champagne, Jan Griffith, Irma Joeveer, Bryan Lavery, Luca Monti, and Amy Shackleton. Gerry and Jan, the work you've done as members of Tourism London's Committees has been transformational for the organization and our city. Because of your dedication to, and trust in, these spaces, Tourism London has been able to provide contributions to 39 partners and initiatives through the MAT fund, investing over \$5.7 million dollars back into the community. The legacy you leave is irreplaceable. Irma and Bryan, you are innovators in the culinary field. I can't wait to see what you cook up next! Luca and Amy, you are both leaders at venues that have massive footprints in the tourism industry in London. The courageous endeavors undertaken by both 100 Kellogg Lane and the Covent Garden Market will keep London on the map as a premiere tourist destination for years to come. To all of you: we appreciate everything you have brought to the tourism table, and you will be missed.

While our departing friends will be greatly missed, we are thrilled to have a powerhouse slate of incoming members for the 2024-2026 Board of Directors term.



**DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE**

**5. Nominations of the 2024 Board of Directors, Recommended by the Nominating Committee.**

**MOTION** by Amy Shackleton, **SECONDED** by Luca Monti to approve the following nominations to the Tourism London Board of Directors for a two-year term:

- Dave Bartlam, Delta Hotels by Marriott London Armouries
- Effie Gurman, Idlewyld Inn & Spa
- Michael Kim, Don Wright Faculty of Music, Western University
- Kate Ledgley, London Children's Museum
- Jacky Manuel, London Music Hall
- Angela Rivard, 100 Kellogg Lane

**MOTION CARRIED.**

The following individuals will continue with their existing term on the Board of Directors:

- Kelly Austin, Budweiser Gardens
- Mercedes Caxaj, Sunfest (1 year term)
- Jen Pastorius, Clayworx: Ceramic Arts Learning Centre
- Alon Shatil, East Park Golf Gardens
- Christine Stapleton, Western University Sports & Recreation Services
- Scott McFadzean, London International Airport
- Councillor Shawn Lewis, City of London
- Councillor Elizabeth Peloza, City of London
- Mayor Josh Morgan, City of London (ex-officio, non-voting)

**6. Tourism London Staff Reports (Appendix A)**

- Zanth Jarvis, Sport Tourism
- Brian Brennan, Communications, Research & Membership
- Karen Dowhan, Meetings and Conventions
- Cory Crossman, London Music Office
- Natalie Wakabayashi, Culture and Entertainment Tourism

**7. 2023 Current State of Tourism – Sarah Caldwell, Administrative Assistant (Appendix B)**

**8. Closing Remarks – Cheryl Finn, General Manager**

Thank you, Sarah. These are incredible statistics that tell a very important story for us here at Tourism London. We are tracking at rates that are inline with the best of the best in our country. Our guiding principles of diversity, creativity, collaboration and trailblazing strengthen our position in a very competitive market. The work being done through our team is imperative to a vibrant community that is economically robust. Recognizing these contributions enhance the creativity of partners, the force that are our local attractions and the possibilities that arise when we support each other. Thank you to you, our partners, for all you do. Without your courage, creativity, your investments, and belief in our city, and without your positivity, we wouldn't be where we are today.



## **DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE**

Positivity can be difficult to maintain, can't it? I think that most of us want to see the glass as half full but what do we do if there's a bull in the china shop? Sometimes it feels impossible to fill the glass, let alone keep it from shattering. During these times of what sometimes feels like overwhelming negativity, the importance of positivity cannot be overstated. Positivity becomes a beacon of hope, providing strength and resilience needed to navigate these challenging periods. It fosters a constructive mindset, encourages perseverance, and clears the way for us to seek opportunities for growth, collaboration, and improvement even in adversity (and sometimes, in spite of it). By cultivating positivity and approaching our work this way, we not only uplift ourselves but it is my hope that we also inspire those around us, creating a ripple effect that can transform our community and pave the way for growth, opportunity and a brighter, more optimistic future.

We wake in the morning and are faced with choice everyday: we get to choose our attitudes, our responses, and our actions. We can choose to move down into the mud, or we can decide to foster joy, to help, to uplift and bring people together, to create a more harmonious existence. That is true privilege. That's not to say that there won't be disagreement, but if we come together with honesty and mutual respect, we can reach a place of understanding. It is hard, but worth the effort.

As evidenced in today's presentations, perseverance pays off. I would like to give credit to Tourism London's MAT Adjudication Committee, Executive Committee, and Board of Directors, for their constructive, optimistic, and progressive guidance. I would like to extend my gratitude to outgoing Board members, Gerry, Jan, Irma, Bryan, Luca, and Amy for your invaluable service on our Board. Thank you for the support, generosity, commitment, trust, friendship, and the incredible work that you have offered Tourism London in your roles. The examples you all set as leaders in our industry is inspiring. Thank you for all that you do for our city.

I would like to take this opportunity to specifically acknowledge Jen Pastorius for her leadership as Tourism London's Board of Director's President. Jen, you are such a genuine bright light. Your compassion, knowledge, and understanding has been crucial as we navigated a post-pandemic industry. You embody advocacy for our city and never back down from a challenge. It has been an absolute pleasure having you Chair our Board. I look forward to what you bring to your new role as Past President, alongside Alon as our new President.

I want to recognize Lynne Livingstone, City Manager, Lori Da Silva, CEO & General Manager of RBC Place London, and Brian Ohl, General Manager of Budweiser Gardens, on their well-earned retirements. The legacies these individuals leave behind are profound and I have learned so much from each of you. I wish you all the best as you move into this new chapter. I would like to congratulate and welcome Sandra Datars Bere into the role of City Manager. I look forward to working with Sandra, with Mayor Josh Morgan, with our City Councillors, and with Deputy City Manager, Scott Mathers, and all our colleagues in Planning and Economic Development. Congratulations go out to Darrin Pollard and Kelly Austin as well, as Darrin and Kelly take on the roles of General Manager at RBC Place London and Budweiser Gardens, respectively. I know



## **DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE**

that these changes in leadership will usher in even more productive and exciting collaboration between our teams.

During the pandemic, Tourism London powerfully shifted to supporting our local businesses. We aggressively pushed the messaging of 'supporting local' – driving our community to support community until it was safe for us to travel again. We have now aggressively pivoted back to our role as a Destination Marketing Organization focused on driving overnight visitations and investment from external dollars. We have incredibly talented, intelligent, and dedicated people at the helm of our city's esteemed organizations. By working together, we can help create compelling experiences, marketing campaigns, win bids to host large events, enhance our attractions, implement sustainable tourism practices, leverage technology and grow community involvement. We can elevate our city for visitors and Londoners alike.

On the topic of wonderful people, I also need to voice my profound appreciation and admiration for my team. Through your empathy, connections, development of new ideas, forward-thinking, consistency, and responsibility to our organization, each one of you show up every day to enrich, enhance, and grow our city, and in doing so, you bring purpose to me and to all that we do. Thank you for being the bright, brilliant, positive rockstars that you all are.

Today, I've chosen positivity. I've chosen to celebrate the wins of my team and our community. Through the work of each one of you here today, millions of dollars in economic impact were circulated throughout our city, our region, our province and our country. Invaluable social footprints were left along the way. Our community makes positivity an easy choice for me. It's a damn good perspective to hold and I hope you all will join me.

### **9. Adjournment**

**MOTION** by Jen Pastorius to adjourn the meeting at 4:00 PM. **CARRIED.**

DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE

2024 Tourism London Annual General Meeting  
APPENDIX A

# SPORT TOURISM

**Zanth Jarvis**  
Director, Sport Tourism

**Jeremy Hick**  
Assistant, Sport Tourism



## 2023 TIM HORTONS BRIER

- March 3-12, 2023 at Budweiser Gardens / RBC Place London
- \$10-15 million in Economic Impact (STEAM)
- 10 days, 23 draws, 95,000+ tickets sold





DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE

## 2024 Tourism London Annual General Meeting APPENDIX A CONTINUED

London

### "Brier boom" helps downtown London businesses score big

Curling fans and visitors are boosting sales in downtown shops

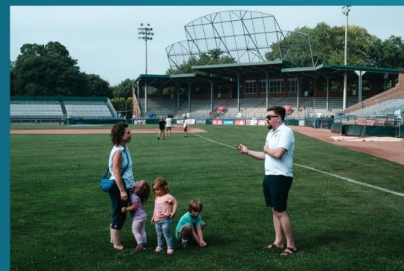
CBC News - Posted: Mar 09, 2023 5:00 AM EST | Last Updated: March 9, 2023



Downtown businesses near Budweiser Gardens where the Brier is underway are seeing more customers come in between matches. (Mike Lacasse)

## LABATT PARK TOURS

- In 2023, we surpassed **1,000** guests that have taken a tour of the Park
- Approximately **43%** of guests were from outside of London, with guests from as far as **New York City** and **Newark, Delaware**
- Honoured with **Local History Award** at 2023 London Heritage Awards
- **London Heritage Council** Partnership in 2024



DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE

2024 Tourism London Annual General Meeting  
APPENDIX A CONTINUED

# OTHER EVENTS AND INITIATIVES

Successful Bids in 2023



2023 Canadian Slo-Pitch Championships



2024 OFSAA Track and Field Championships



2024/2025 Athletics Canada Cross Country Championships (ACXC)

Sport Tourism Canada Board of Directors



# LOOKING FORWARD

London 2024 Ontario Summer Games presented by London Hydro



Major Rowing Events

Continued growth as a golf destination





DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE

2024 Tourism London Annual General Meeting  
APPENDIX A CONTINUED

# COMMUNICATIONS, RESEARCH & MEMBERSHIP

**Brian Brennan**

Coordinator, Communications, Research  
and Membership

**Rhonda Cowderoy**

Senior Tourist Counsellor

**Douglas Craig**

Senior Tourist Counsellor

**Hadil Mashali**

Assistant, Membership



# PARTNER SUPPORT IN 2023

Membership no cost to  
partners



DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE

2024 Tourism London Annual General Meeting  
APPENDIX A CONTINUED

# WELCOME, VISITORS!

Visitor Interactions at Our Welcome Centres and Online



Counter: 8,800



Events Gathered: 2,040



Phone: 900



Email: 1,800



Trade Shows: 887

**TOTAL: 12,500**

# 2023 FAM TOUR

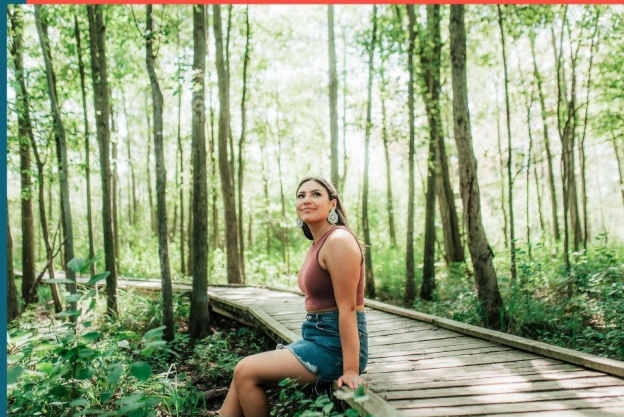


DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE

**2024 Tourism London Annual General Meeting  
APPENDIX A CONTINUED**

## WHAT'S NEXT

- Investment - BRT / Welcome Centres
- Member Profiles
- Fam Tour
- Highlights of Partners



## MEETINGS & CONVENTIONS

**Karen Dowhan, CMP**  
Director, Conventions

**Sarah Tubman**  
Assistant, Conventions





DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE

2024 Tourism London Annual General Meeting  
APPENDIX A CONTINUED

---

## ASSOCIATION OF MUNICIPALITIES OF ONTARIO (AMO)

August 20 - 23, 2023

Record breaking attendance of **2,400+** delegates (1,200 was expected number)



---

## AMERICAN ORNITHOLOGICAL SOCIETY (AOS)

August 8 - 12, 2023

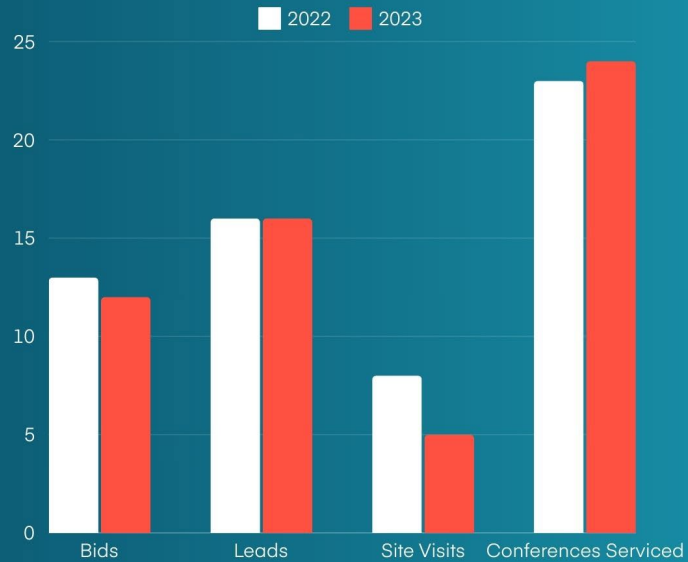
**800** delegates



DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE

2024 Tourism London Annual General Meeting  
APPENDIX A CONTINUED

# BUSINESS TRENDS & ACTIVITIES



# NEW INITIATIVES IN 2023

- Show Your Badge Program; Phase 1 – Pilot with Folk Music Ontario Conference
- Convention Alerts





DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE

2024 Tourism London Annual General Meeting  
APPENDIX A CONTINUED

# LOOKING FORWARD



Show Your  
Badge Program

Full launch with new  
website in early 2024



Canadian  
Association for  
HIV Research

Canadian Association for  
HIV Research (CAHR)

600 delegates  
April 23-28, 2024  
RBC Place London



INTERNATIONAL  
ACAC  
INTERNATIONAL ASSOCIATION FOR  
COLLEGE ADMISSION COUNSELING

International Association for  
College Admission Counseling

1,500 delegates  
July 8 - 12, 2024  
Western University

## LONDON MUSIC OFFICE

**Cory Crossman**

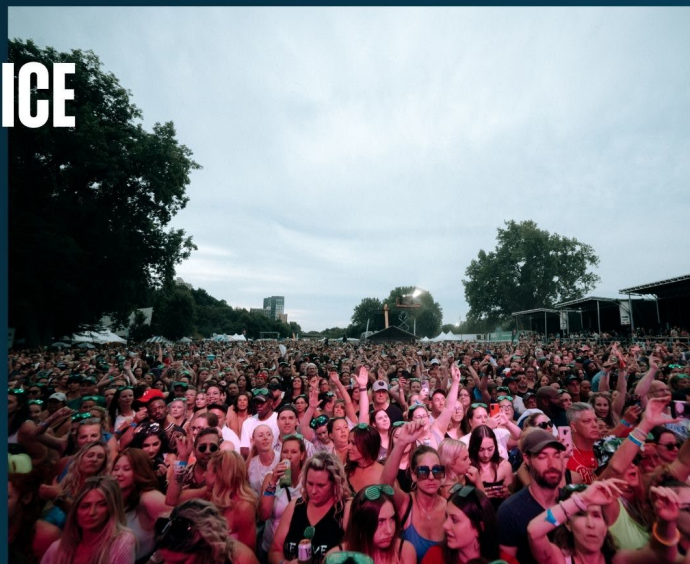
Director, London Music Office

**Anja Kniffen**

Assistant, London Music Office

**Richard Gracious**

Senior Coordinator, Music Industry  
Development Officer



DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE

2024 Tourism London Annual General Meeting  
APPENDIX A CONTINUED

# LIVE MUSIC



# UNESCO CITY OF MUSIC



Artist Exports



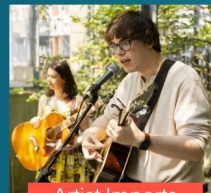
Virtual Programs



Murals



International Presentations



Artist Imports



Songwriting Exchanges

DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE

2024 Tourism London Annual General Meeting  
APPENDIX A CONTINUED

INCUBATION &  
MENTORSHIP



LOOKING  
FORWARD



VENUExVENUE



Summer Programming



Sunfest



Music Strategy



DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE

2024 Tourism London Annual General Meeting  
APPENDIX A CONTINUED

# CULTURE, ENTERTAINMENT & MARKETING

**Natalie Wakabayashi**

Director, Culture & Entertainment Tourism

**Sean Murray**

Assistant, Culture, Entertainment & Marketing



# DIGITAL DARLINGS: SOCIAL MEDIA & WEBSITE



We Grew Our  
Audience

**5,381**

New Followers

**88,256**

Total Followers



We Engaged  
a Lot

**1.8M**

Impressions

**59K**

Interactions

**21K**

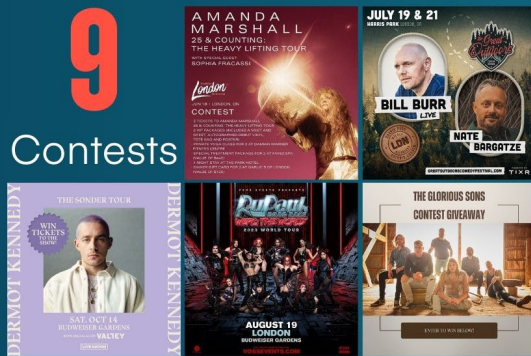
Link Clicks

DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE

2024 Tourism London Annual General Meeting  
APPENDIX A CONTINUED

WE LOVE CONTESTS & INFLUENCERS

9  
Contests

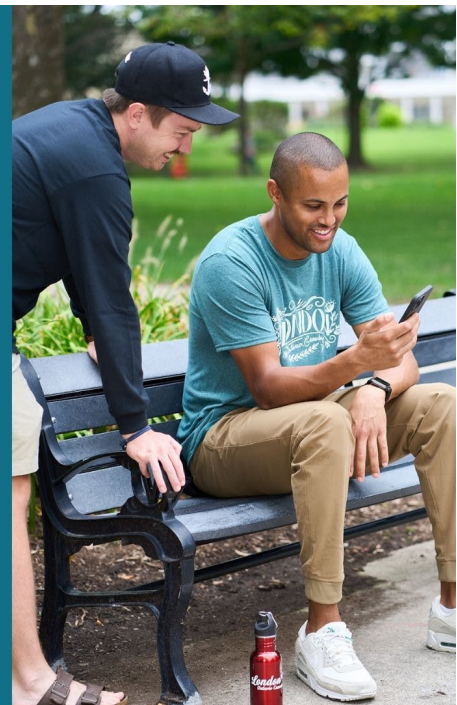


7  
Influencers



WE'RE SEEN BY MANY ONLINE

-  **1.9M** Page Views **170K** Increase
-  **912K** Unique Visitors **84K** Increase
-  **71%** Outside London **82%** Organic Searches
-  **2 MIN 51 SEC** Avg Visit Duration





DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE

2024 Tourism London Annual General Meeting  
APPENDIX A CONTINUED

# WE LOVE TO TELL A STORY



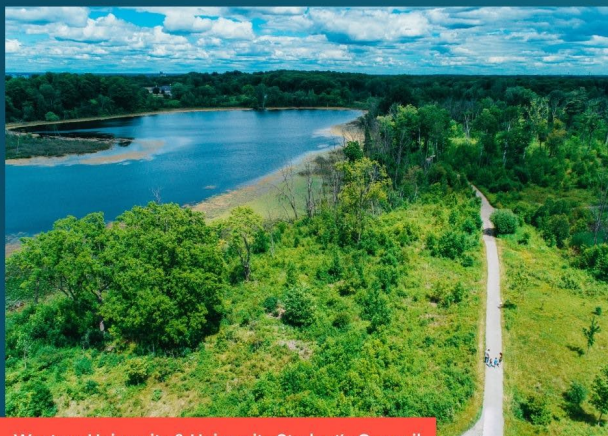
Globe & Mail Print  
& Digital Feature

New Seasonal Road  
Tripping Blog Series

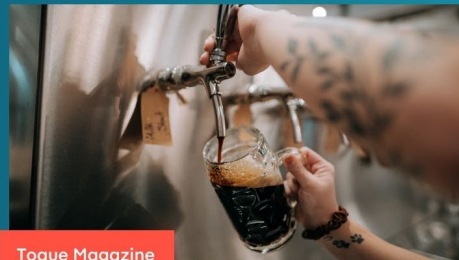


New Summer  
Festival Newsletter

# WE LOVE TO PARTNER



Western University & University Student's Council



Toque Magazine



Destination Ontario

DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE

2024 Tourism London Annual General Meeting  
APPENDIX A CONTINUED

# WE LOVE A NEW CAMPAIGN



# WE LOVE TO PAINT THE TOWN



DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE

**2024 Tourism London Annual General Meeting  
APPENDIX A CONTINUED**

# WHAT'S NEXT





DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE

2024 Tourism London Annual General Meeting  
APPENDIX B

# TOURISM INDUSTRY STATISTICS: 2023

Sarah Caldwell  
Administrative Assistant



# TOURISM'S ECONOMIC IMPACT & EMPLOYMENT IN LONDON



**\$1B+**

DIVERSE | TRAILBLAZING | CREATIVE | COLLABORATIVE

**2024 Tourism London Annual General Meeting  
APPENDIX B CONTINUED**

