

# ANNUAL REPORT 2025



RBC PLACE  
LONDON

## WE ACKNOWLEDGE...

RBC Place London is located within the traditional territory of the Anishinaabek, Haudenosaunee, Lūnaapéewak and Attawandaron nations; land that is also shared by Métis, Inuit and urban Indigenous community members.

We honour and respect the history, languages and culture of the diverse Indigenous people who call this territory home. The City of London is home to many First Nations, Métis and Inuit today. As representatives of the people of the City of London, we are grateful to have the opportunity to work and live in this territory.

RBC Place London acknowledges the 94 calls to action outlined in the Truth and Reconciliation Commission of Canada and is committed to ensuring Indigenous peoples have equitable access to employment. RBC Place London is also committed to providing educational opportunities on the history of Indigenous peoples, as well as training in equity, diversity, and inclusion.

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*A visible commitment to creating a welcoming and inclusive space for all*

# DEAR COMMUNITY...

## A MESSAGE FROM OUR GM/CEO

Dear Community,

I am proud to share that 2025 was a record year for RBC Place London, with 203 events generating more than \$22.5 million in direct economic impact for our city. We hosted 24 multi-day events, producing over 13,000 hotel room nights and reinforcing the vital role conventions play in supporting London's visitor economy.

Our venue achieved an operational surplus of \$305,199, contributing equally to the City of London's capital reserve and our special operating reserve.

Our culinary team continues to elevate the guest experience while giving back through partnerships with the London Food Bank and 519 Pursuit, providing meals to those in need.

This year, our 107 dedicated associates delivered exceptional service, achieving an outstanding guest satisfaction score of 97%. Their ongoing commitment to excellence defines the experience at RBC Place London.

We also completed several projects to enhance our facility, including elevator refurbishments, new automatic pedway doors connecting to the DoubleTree hotel, improved wayfinding signage, and updated main floor flooring.

In October, we entered an exciting new chapter through our partnership with Holloway Lodging Corporation to operate the King Street Ballroom. This 12,300-square-foot space expands our ability to host large conventions and premier social events. Alongside this, the Encore Terrace continues to offer a unique outdoor setting for events in a vibrant, landscaped environment.

We remain committed to working with Tourism London and our hospitality partners to attract diverse events that bring energy and opportunity to downtown.

Finally, I extend my sincere thanks to our Board of Directors, including Susan Judd for her years of dedicated service, and I look forward to working with Ross de Gannes and the Board in the year ahead.

Respectfully,



Darrin Pollard  
General Manager & CEO



# 2025 BOARD OF DIRECTORS

Susan Judd, Chair

Linda Nicholls, Vice-Chair

Jennifer Diplock (Past Chair)

Ryan Bennett

Sara De Candido

Ross de Gannes

Jeffrey Floyd

Kara Heddle

Mary Lynn Stuckey

Eunju Yi

Mayor Josh Morgan

Councillor Jerry Pribil

Councillor Susan Stevenson

City Manager Sandra Datars Bere

## CORPORATE OFFICERS

Darrin Pollard, CEO & General Manager

Shannon Moxey, Director, Corporate Services & Sustainability

Chris Waugh, Director of Sales & Event Planning

## FROM THE CHAIR OF THE BOARD

Another exceptional year has come to a close at RBC Place London, and as I conclude my term as Chair of RBCPL, I do so with deep pride and appreciation for all that we have accomplished together.

This year stands out not only for our strong performance, but for the meaningful impact we have had across our city. A defining achievement has been the partnership that brought the King Street Ballroom to life—an investment that enhances our capabilities and reflects our shared vision for a vibrant and dynamic downtown London. This milestone is a testament to what can be achieved through collaboration, foresight, and a commitment to community growth.

Throughout the year, RBC Place London has continued to welcome a wide range of events that connect people, inspire ideas, and contribute to our local economy. These successes are driven by the dedication of our exceptional team, the leadership guiding our organization, and the continued support of our partners and stakeholders.

It has been an honour to serve as Chair during such a pivotal time. I am confident that RBCPL is well-positioned for continued success, with a strong foundation and a clear path forward. As I pass the torch, I do so knowing the organization will continue to evolve, innovate, and play a key role in shaping the future of our city.

Thank you for the opportunity to serve this remarkable organization and community. I look forward to seeing RBC Place London continue to thrive in the years ahead.

Susan Judd, Chair of the Board (2024/25)



# VISION

RBC Place London is nationally recognized as a community connector, adding vibrancy to London’s downtown, and supporting the City of London as an economic driver.



*Youth participating in a London Police community program, reflecting meaningful connections and future community engagement*

# MISSION

RBC Place London attracts and hosts meaningful experiences, which connects communities, adds vibrancy, and generates an economic benefit for London in a fiscally responsible and sustainable way.



*The Grand Ballroom transformed for the Rock n Gem Show, welcoming guests to explore a unique and engaging event experience*

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“Your warm hospitality, thoughtful planning, and professional coordination created a memorable evening...”

-Skål International London

# STRATEGIC PRIORITIES

## OPERATING WITH EXCELLENCE

Building on a solid foundation and reputation for exceptional event hosting, RBCPL will strengthen our very capable team, with more diverse professionals across departments, on our continuous improvement journey becoming London's hospitality employer of choice.



*Our culinary team prepares exceptional dining experiences with precision and care*

## GROWING ECONOMIC IMPACT FOR LONDON

Executing a leveraged marketing plan and relationship building through direct sales with new partnerships, securing more booked events.



*The Grand Ballroom adapts to accommodate complex, large-scale convention needs*

## CONTRIBUTING TO LONDON'S PROFILE AS A DESTINATION OF CHOICE

Hosting exceptional events that attract community participation and drive positive word of mouth messaging about the appeal of downtown London hosted events, raising community willingness to become event ambassadors.



*Welcoming community-driven events that foster connection and celebrate leadership*

## ADDING VALUE TO LONDON

Operate with the highest level of integrity and fiscal responsibility with a focus on increasing the asset value through effective, proactive capital improvements and advocacy for funding support.



*Guests gathered for a festive celebration in the King Street Ballroom*



*Conference learning and knowledge-sharing in action*

# HOW DID WE DO IN 2025?

**\$22.5 MILLION**  
DIRECT ECONOMIC IMPACT

**57 PERCENT**  
BUILDING UTILIZATION RATE

**106,415**  
DELEGATE DAYS

**46 PERCENT**  
SPACE UTILIZATION RATE

**13,271**  
HOTEL ROOM NIGHTS

**97 PERCENT**  
CLIENT RATING OF  
"EXCEEDED EXPECTATIONS"



*A full ballroom during an awards gala, reflecting the scale and impact of events hosted at RBC Place London*



*A London Police Service promotion ceremony bringing the community together to recognize service and achievement*

**BE**  
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**FUL.**

“The venue more than met our needs—in fact, it was the best laid out exhibit hall we’ve seen in recent memory.”

-Canadian Organization of Medical Physicists  
2025 Annual Scientific Meeting

# 2025 EVENT CALENDAR HIGHLIGHTS

Over the course of the year, we hosted 203 events generating a total of 106,415 delegate days.

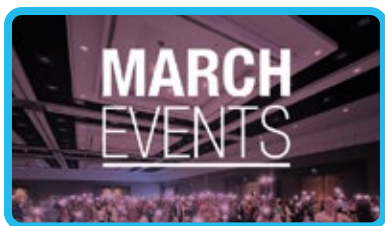
We welcomed tens of thousands of attendees from around the world to a diverse mix of events, including galas, graduations, conferences, and annual general meetings. Among these were several large-scale, complex, and high-impact events that highlight the versatility and strength of RBC Place London.



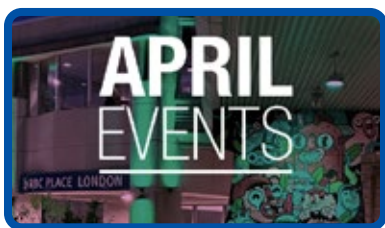
- London Bridal Expo
- LPS Chief's Gala & Appreciation Night
- CARFAX Team Meeting & Appreciation Party
- State of the City Mayoral Address
- CARFAX Canada Meeting



- Breakfast for YOU
- Red Dress Gala
- CPEG Scientific Meeting
- Lewis Coray Trailblazer Awards
- Canadian Consortium for Children's Bone Health Annual Meeting
- Community Living London Night of Heroes



- GFO 2025 March Classic
- All Women L.E.A.D. "It's Time!"
- I ♥ BEER & Taco Festival
- London Seafood Festival
- Ivey HBA Banquets
- Hands-on Chiropractic Roadshow
- 24th Annual International Women's Day Breakfast



- Green Leader Awards
- Libro Annual General Meeting
- Rock n' Gem Show
- Geriatric Medicine Refresher Day
- Water Environment Association of Ontario Annual Conference
- Engage Western President's Address



- View Dance Challenge
- SJHCF Breakfast of Champions
- Interprofessional Eye Forum
- Business Achievement Awards
- Festival 51 Canadian Croatian Folklore Festival
- Canadian Organization of Medical Physicists Annual Scientific Mtg



- Tunes on the Encore Terrace
- Canada Life Actuarial Conference
- General Synod of the Anglican Church of Canada
- Southwestern Ontario Real Estate Forum (SWOREF)
- Law Society of Ontario: Call to the Bar Ceremony

# 2025 EVENT CALENDAR HIGHLIGHTS



- Murals in Motion
- London Police Services Swearing-In Ceremony
- W.E.A.N. Community Centre Black Business Symposium
- Ivey HBA Class of 2027 Opening Gala
- London Comic Con
- Western Mustangs Sports Hall of Fame Dinner
- Community Living Ontario AGM and Conference
- Ontario Association of Paramedic Chiefs Fall Symposium and AGM
- SJHCF Tribute Dinner
- Canadian Society for Exercise Physiology Conference
- London Open Brazilian Jiu Jitsu Tournament
- Ontario Screen Creators' Conference
- Canada Life Snowflake Serenade
- Made in London Open House
- Ark Aid Mission Holiday Big Give Gala
- Municipal Engineers Association Conference
- Children's Magical Ball
- Christmas at the King Street Ballroom & Christmas at our Place
- Conservation Authority Engagement Session
- International Test Pilot School Canada Graduation & Holiday Party
- TennoCon
- Rangtali Wish by Aishwarya Majudar
- Manufacturing Matters Conference
- Make-A-Wish Trees of Joy
- Youth for Christ Fundraiser
- GDLS Canada Holiday Party

**BE**  
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MARK  
ABLE.

“This was the best run event of TennoCon and your team executed it flawlessly.”

-Meaghan Holder, CMP, DES  
Connect Dot Management Inc.

# OUR PEOPLE: AT THE HEART OF EVERY EXPERIENCE

Our people are the foundation of our success.

In 2025, Team RBC Place London continued to grow as a diverse, dedicated, and community-minded workforce, delivering exceptional service while giving back in meaningful ways. Through a culture rooted in collaboration, generosity, and continuous improvement, our team plays a vital role in shaping the experiences we create and the impact we have across London.



*Event Services Team*



*Celebrating the World Series with a ballpark-themed feast*

## 2025 TEAM SNAPSHOT OUT OF 107 ASSOCIATES...

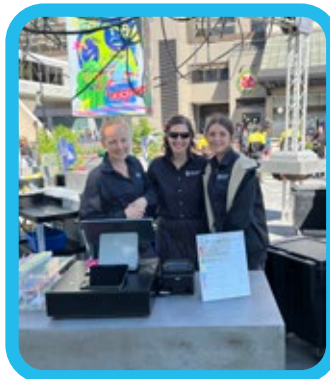
**48 PERCENT**  
IDENTIFY AS FEMALE

**23 PERCENT**  
ARE A VISIBLE MINORITY

**28 PERCENT**  
EMPLOYED FOR 10+ YEARS

**40 PERCENT**  
SPEAK TWO OR MORE LANGUAGES

**2 PERCENT**  
ARE INDIGENOUS



*Clockwise from Top-Left:*

*Event Services team working together on setup for a gala reception • Our GM Darrin Pollard speaking at the Long Service Awards • Team members smile for the camera at the RBCPL Long Service Awards Reception • Core bartenders prepping for the TennoCon VIP Party • Associates listen to a guest speaker at the annual RBC Place London staff meeting*

# GIVING BACK TO OUR COMMUNITY

Giving back is a core part of who we are at RBC Place London.

Through our ongoing partnerships with the London Food Bank, 519Pursuit and other charitable organizations, our team continued to support those in need across the community.

In 2025, these efforts included:

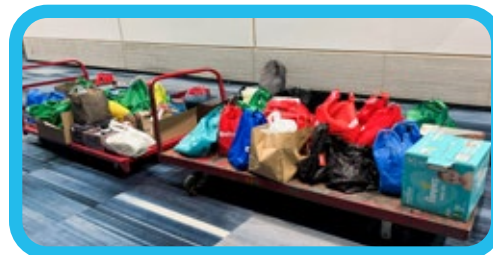
- Celebrating **5 years of partnership** supporting local food security initiatives
- Filling a **Big Yellow Box** with clothing, toiletries, food, and camping supplies
- Donating **118 pairs of socks** through the 519 Pledge for Socks
- Collecting **\$490, 142kg of food and other necessities** at our annual staff holiday party



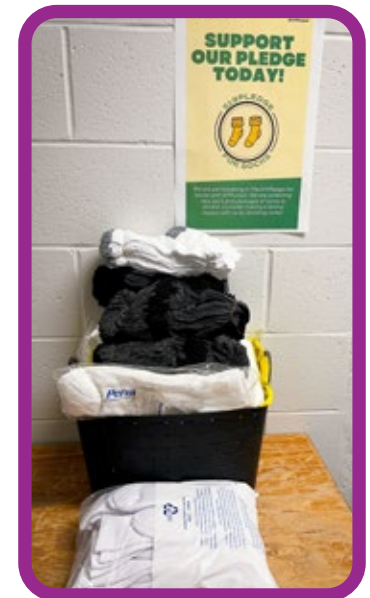
*Big Yellow Box of donations ready for delivery to Londoners in need*



*Our culinary team supporting community meal programs*



*Holiday Party Food Drive Contributions*

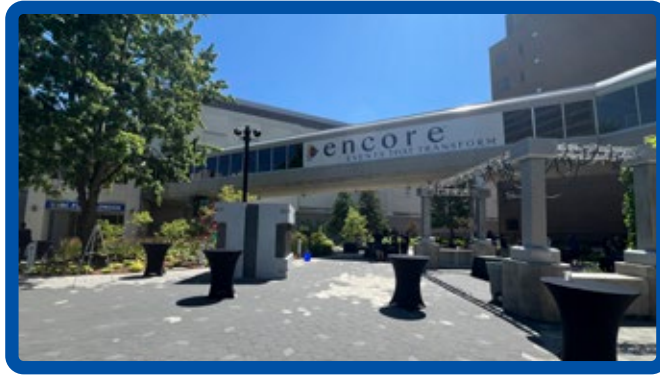


*Supporting the 519 Pledge for Socks*

**BE**  
**CONFIDENT.**

"Your staff were available whenever we needed anything... helpful with a smile on their face with each request."

-RBC Royal Bank  
RBC Invest in Yourself Conference 2025



From Left to Right:

Live painting in progress during *Murals in Motion* • The Encore Terrace set for a VIP reception • Guests enjoying local food and vendors during *Tunes on the Encore Terrace*

# THE ENCORE TERRACE: A PLACE FOR CONNECTION AND COMMUNITY

In 2025, RBC Place London expanded its role as a community connector through dynamic outdoor programming, strategic partnerships, and artistic expression.

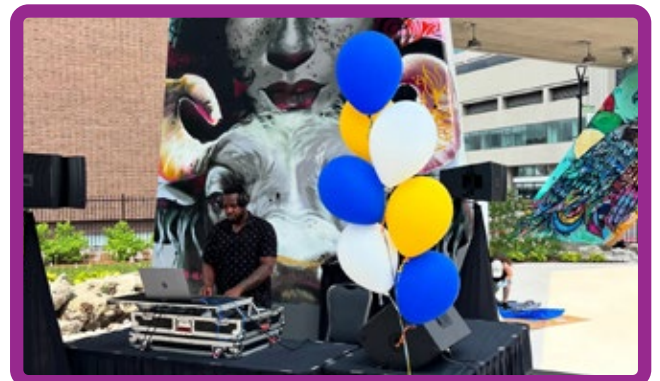
The continued evolution of the terrace reflects our commitment to creating flexible, engaging event spaces that bring people together. In 2025, this space entered a new chapter through a sponsorship with Encore, resulting in its official naming as the Encore Terrace. This partnership aligns two leaders in event delivery and enhances the visibility and positioning of the space within our offering.

## ENCORE TERRACE SUMMER SERIES

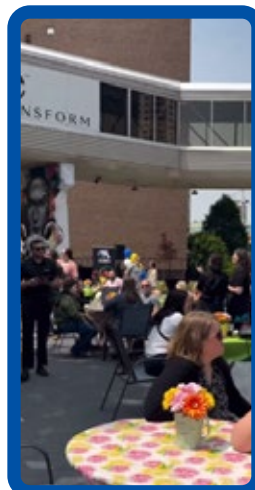
Following the success of 2024's *Tunes on the Patio* community event, RBC Place London expanded the concept into a multi-event Summer Series on the newly named Encore Terrace. This evolution allowed us to further activate the space and create more opportunities for the community to gather, connect, and experience the venue in new ways.

In 2025, the series featured two *Tunes on the Encore Terrace* events, held in June and August, alongside *Murals in Motion*, a live art experience that brought creativity to life in a dynamic outdoor setting. Together, these events welcomed guests for live music, local talent, and interactive programming in a relaxed and inviting atmosphere.

The Summer Series not only showcased the versatility of the Encore Terrace but also strengthened our connection to the community by creating accessible, engaging experiences that extended beyond traditional event formats.



A DJ sets the tone with live music during a Summer Series event



From Left to Right:

Guests enjoying summer programming on the terrace • Live art activation during *Murals in Motion* • Live music at *Tunes on the Encore Terrace*

# THE GALLERY AT RBC PLACE LONDON

Just inside the King Street doors from the Encore Terrace, *The Gallery at RBC Place London* continues to shine a light on the city's vibrant arts community.

Developed in collaboration with the London Arts Council and the City of London Culture Services as part of the London Arts Live program, The Gallery provides local and First Nations artists with a highly visible space to exhibit and sell original work within this municipally owned facility.

## CHRIS ALLAWAY | THREADS OF THE EARTH



Chris Allaway is a London-based, self-taught textile artist whose work draws inspiration from the Canadian landscape.

Using fabric as her primary medium, she creates richly layered pieces influenced by time spent exploring natural environments across Georgian Bay, Banff National Park, and British Columbia. Her work has been featured in local galleries and at Stratford's Art in the Park festival.

## ANI SARIAN | TRACES OF TIME



Ani Sarian is a visual artist whose work reflects a deeply personal and expressive journey. Born in Damascus and of Armenian descent, she has used painting as a means of processing and understanding the world around her. After relocating to Canada in 2016, Sarian reconnected with her artistic practice, creating work that reflects resilience, reflection, and lived experience.

## KAY OJO | JAZZ RESONANCE: NOTES FROM THE THAMES



Olukayode (Kay) Ojo is a Nigerian-born Canadian artist whose work blends contemporary and traditional African influences through bold, abstract expression. A graduate of the University of Benin, his paintings are characterized by expressive brushwork and emotive storytelling. His work has been exhibited in venues including Toronto's Legislative Building and is held in collections such as Museum London.

**BE**  
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**ED.**

"Collaborating with RBC Place London felt like being part of a conversation about what art can be—and who it's for. I felt seen not just as an artist, but as a storyteller."

-Ani Sarian, Exhibiting Artist

# INVESTING IN GROWTH AND GUEST EXPERIENCE

2025 marked a significant year of growth for RBC Place London, with strategic expansions and facility enhancements designed to elevate the guest experience and support future opportunities.



*The King Street Ballroom expands event possibilities*

## KING STREET BALLROOM

In October, RBC Place London entered an exciting new chapter through a partnership with Holloway Lodging Corporation to operate the King Street Ballroom. This 12,000-square-foot addition expands our capacity to host large-scale conventions and premier social events.

## GUEST-FACING UPGRADES

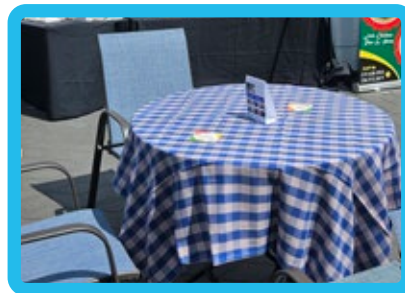
Throughout the year, we also completed several upgrades to enhance both guest experience and operational efficiency. These included refreshed main floor carpeting, guest and staff elevator refurbishments, new automatic entrance doors, and an updated guest services desk at the second-floor pedway entrance.



*Updated elevators and interiors enhance the guest experience*



*Refreshed event furnishings elevate our venue inside and out*



*New automatic doors improve access to the building*

## OPERATIONAL IMPROVEMENTS

Additional improvements included a refreshed pedway interior, new patio furnishings and event infrastructure for the Encore Terrace, and equipment upgrades to support our culinary operations.

We also enhanced our digital experience with an updated virtual tour, allowing users to explore our spaces and preview different event setups, supporting more confident and informed event planning.

These investments position RBC Place London for continued growth while enhancing the experience for every guest we welcome.