

ANNUAL REPORT 2024



RBC PLACE
LONDON

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WE ACKNOWLEDGE...

RBC Place London is located within the traditional territory of the Anishinaabek (Uh-nish-in-ah-bek), Haudenosaunee (Ho-den-no-show-nee), Lunaapéewak (Len-ah-pay-wuk) and Attawandaron (Add-a-won-da-run) nations; land that is also shared by Metis, 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 currently 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 positions at RBC Place London. 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 for all employees.

DEAR COMMUNITY...

A MESSAGE FROM OUR NEW CEO

2024 was another strong year for RBC Place London. We hosted 187 events which generated over \$20 million in direct economic impact for London. Multiday events are key to our success, and they produced over 11,000 hotel room nights. We achieved an operational surplus of \$217,644 which was transferred in equal parts to the capital reserve held by the City of London and to our special operating reserve.

Our culinary team continues to make a difference, not only by providing exceptional culinary experiences for our guests but also providing meals to the homeless in partnership with the London Food Bank and 519Pursuit.

Our team of 114 dedicated and talented associates continues to deliver outstanding service achieving an exceptional overall guest satisfaction score of 94%. This result was truly a team effort across all departments and is a big reason why we have so many returning clients.

Behind the scenes several significant projects were completed including escalator refurbishment, new LED lighting on the 2nd floor, as well as launching a new and improved website.

Collaboration is key to our success. We continue to build meaningful relationships with our loyal clients and with our tourism and hospitality partners especially Tourism London. We are committed to adding vitality to downtown London, showcasing local artists, and celebrating London's UNESCO City of Music designation with local musicians integrated into conferences and special events throughout the year.

For me personally, 2024 was a very rewarding year as I completed my first six months as General Manager. The support of our Board of Directors has been much appreciated. I look forward to leading the team to new heights in 2025!

Respectfully,



Darrin Pollard
General Manager & CEO



2024 BOARD OF DIRECTORS

Susan Judd, Chair

Linda Nicholls, Vice-Chair

Jennifer Diplock, Past-Chair

Sara De Candido

Ross de Gannes

Jeffrey Floyd

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 remarkable year has come to an end at RBC Place London. It is with immense pride and gratitude that I have stepped into the role of Chair, following in the footsteps of an exceptional leader.

This year has been marked by change, innovation, and excellence. We welcomed a new CEO for the first time in over 18 years for RBCPL, Darrin Pollard. An RBCPL veteran, Darrin has taken on the challenge of this new role with enthusiasm and grace. It has been a pleasure to watch him grow over the past five years and look forward to seeing him challenge himself and the team in the year ahead.

We've been privileged to host a diverse array of events—from large-scale conferences to intimate gatherings—that have had a lasting impact on those who attended. These achievements are not merely a testament to our dedicated staff, but to the collective efforts of our partners, stakeholders, and the community here in London that we serve.

As we look to the future, we remain committed to delivering excellence in every event we host. We will continue to enhance our space, our services, and our offerings to meet the evolving needs of the industry and ensure that RBCPL remains a premier destination. At the heart of our work is our commitment to creating a space that brings people together, fosters collaboration, and sparks new ideas.

I eagerly await the opportunities that lie ahead. Together, we will continue to build on the legacy of RBCPL and further our mission to foster a vibrant and thriving city of London.

-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.

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.



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"We love doing events in your building – the meeting space is spectacular and your staff's level of service is exemplary. The rooms were always laid out as planned and the team was quick to take care of any last minute changes. We can't wait to come back to London."

*-Janice Fendley, Ont. Association of Chiefs of Police
2024 OACP Annual Conference*

STRATEGIC PRIORITIES 2024

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.



GROWING ECONOMIC IMPACT FOR LONDON

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



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.



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.



HOW DID WE DO?

\$20.2 MILLION
DIRECT ECONOMIC IMPACT

55 PERCENT
BUILDING UTILIZATION RATE

98,028
DELEGATE DAYS

43 PERCENT
SPACE UTILIZATION RATE

11,000
HOTEL ROOM NIGHTS FROM CONVENTIONS



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"Thank you for all of your effort to ensure that we would have a successful event. The culinary staff were very well-prepared, on time and friendly. The lunch buffet was wonderful and a good choice! The front desk person was also very helpful and accommodated any extra requests very quickly."

*-Tina Krulc, London Health Sciences Centre
Orthopaedic Surgery Residents' Research Day*

2024 EVENT CALENDAR HIGHLIGHTS

From January to December, we hosted 187 events which produced a total of 98,028 delegate days. From galas to graduations, conferences, annual general meetings and more, we welcomed tens of thousands of attendees, delegates, clients, and guests from more than 70 countries to our facility in 2024.



- London Bridal Expo
- CARFAX Team Meeting & Appreciation Party
- State of the City Mayoral Address
- CARFAX Canada Meeting



- Breakfast for YOU
- Brescia Ball
- London Seafood Festival
- Lewis Coray Trailblazer Awards
- 132nd AGM of the Association of Ontario Land Surveyors
- Community Living London Night of Heroes



- GFO 2024 March Classic
- All Women L.E.A.D. Achieve!
- I ♥ BEER & Taco Festival
- Western Neighbourhood Formals
- Ivey HBA Banquets
- London Muslim Mosque Dinner
- 24th Annual International Women's Day Breakfast



- Green Leader Awards
- The Original Cakerie Annual Training
- 33rd Canadian Conference on HIV / AIDS Research
- Ontario Association of Optometrists Annual Symposium & Info Mart
- Canadian Association of Spiritual Care National Conference



- London Pickle Fiesta
- SJHCF Breakfast of Champions
- CM&E Scholarship Awards & Recognition Night
- LHSF Donor of Distinction Societies President's Dinner
- Schulich School of Medicine & Dentistry Awards of Excellence



- ORCA Spring Roadshow
- Western Law Convocation Lunch
- Ontario Association of Chiefs of Police Annual Conference
- Southwestern Ontario Real Estate Forum (SWOREF)
- Law Society of Ontario: Call to the Bar Ceremony

2024 EVENT CALENDAR HIGHLIGHTS



- Tunes on the Patio
- London Police Services Swearing-In Ceremony
- Libro Credit Union Courage in Action Roadshow
- Thames Valley District School Board Systems Leaders' Meeting
- London Comic Con
- Ontario Liberal Party Convention
- Western Mustangs Sports Hall of Fame Dinner
- London Chamber of Commerce Business Achievement Awards
- Ontario Buildings Officials Association Annual Meeting & Training
- SJHCF Tribute Dinner
- Knock Out Kidney Disease
- Best Defence Conference
- Manufacturing Matters Conference
- Wounds Canada Fall Conference
- JA Southwestern Business Hall of Fame Gala
- Taylor Awards & Dinner
- Fight to End Homelessness
- Business Cares Food Drive
- Make-a-Wish Canada Trees of Joy
- Made in London Holiday Open House
- Ontario Music Educators Association "Roots" Conference
- Children's Magical Ball
- City of London Retirement Banquet
- London Police Services Leadership Meeting
- Christmas at our Place

BE
CONFIDENT.

"I would not hesitate to host another event here in the future. Every single person we interacted with throughout this event was fabulous. It's clear this is a team who work well together, for the good of the client. The customer service we received from start to finish was impeccable. We felt very confident in RBC Place London as a venue for this event. I cannot say enough good things."

*-Kathy LeBlanc, London Police Services
LPS Media Conference*

TUNES ON THE PATIO: SHOWCASING CULTURE AND COMMUNITY

On August 13, RBC Place London welcomed the community to our King Street Patio for the first-ever Tunes on the Patio—a vibrant midday celebration of local food, music, and art.

Developed in partnership with Downtown London, the London Music Office, and the London Arts Council, this free public event was designed to showcase our exceptional outdoor event space and highlight the incredible talent and businesses in our downtown core.

The event brought together downtown employees, residents, and music lovers to enjoy live performances by London-based artists, curated by the London Music Office as part of our shared commitment to supporting London's UNESCO City of Music designation. Guests also enjoyed interactive games, art tours, and delicious food from local vendors, all members of the Downtown London BIA.

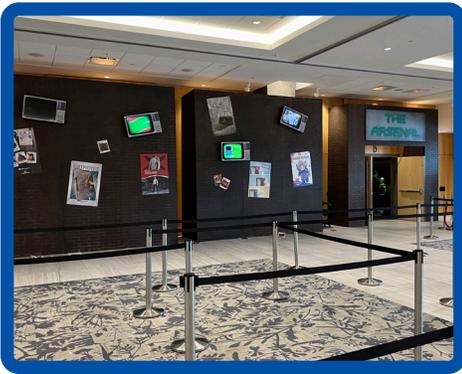
Tunes on the Patio exemplified our ongoing commitment to building strong community partnerships, supporting local culture, and creating welcoming, inclusive spaces where people can connect and celebrate in the heart of downtown London.



TENNOCON 2024: A GLOBAL EVENT, MADE IN LONDON



In July, RBC Place London was once again proud to host TennoCon, a sold-out fan convention that brought over 6,000 Warframe players from more than 65 countries to downtown London. Produced by local game developer Digital Extremes, this multi-day experience is one of the most immersive and transformative events held at our venue—and in 2024, it was bigger than ever.



This year's convention expanded into a two-day format, including a VIP '1999'-themed tented event, indoor panels, outdoor food truck plaza, and a bustling market on our King Street Patio. Our team worked closely with Digital Extremes, the City of London, and community partners to support every detail—inside and out—including the debut of our digital concession cart customized for the event.



From fully wrapped walls to themed lighting and tech, TennoCon showcases the versatility of our space and the dedication of our team to help bring our clients' visions to life. As a major tourism driver and international spotlight on London, the event is a powerful example of how RBC Place London helps shape unforgettable experiences—and we look forward to welcoming TennoCon back in 2025, with even more city-wide events planned.



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"RBC Place London went above and beyond to ensure the success of TennoCon, and the team worked exceptionally hard to make everything run smoothly. Every staff member on that floor did an incredible job and had incredibly positive attitudes throughout. This was the best run event of TennoCon and your team rolled with the punches that came our way and executed the event flawlessly. All the leadership at RBC Place London did an incredible job and we felt so supported by all of you. I'm grateful to get to work with RBC Place London on this event."

*Meaghan Holder, Connect Dot Management
TennoCon 2024*

OUR PEOPLE: THE HEART OF RBC PLACE LONDON

At RBC Place London, our success is driven by the dedication, expertise, and passion of our people. In 2024, we continued to strengthen our exceptional team by welcoming new talent, celebrating long-serving staff, and supporting professional growth.

With a leadership transition and a commitment to fostering an inclusive and engaged workplace, we remain focused on building a workplace where hospitality professionals thrive.

LEADERSHIP TRANSITION: A NEW CHAPTER



After 18 years of dedicated leadership, we bid farewell to our long-standing CEO and General Manager, Lori Da Silva, as she retired in June.

We were proud to promote from within, welcoming Darrin Pollard, former Director of Business Development, into the role. Darrin's deep understanding of our organization, combined with his strategic vision, ensured a seamless transition as we continue to elevate the guest experience.

Additionally, Chris Waugh, our Director of Event Planning, took on an expanded role as Director of Sales & Event Planning, further strengthening our leadership team.



A TEAM COMMITTED TO EXCELLENCE

The strength of RBC Place London lies in its people. With 29 of our associates celebrating a decade or more with us—and contributing a remarkable 500 years combined—our team’s dedication sets us apart, earning consistent praise from clients and guests.

In 2024, we invested in our staff’s growth and sought out diverse talent by attending various job fairs, further strengthening our skilled workforce. We showed our commitment to equity and inclusion by marching with RBC in the London Pride Parade. As a team, we supported community initiatives like the Business Cares Food Drive and 519Pursuit’s Pledge for Socks. Our team’s passion, kindness, and expertise make RBC Place London a great place to work.

48 PERCENT

IDENTIFY AS FEMALE

21 PERCENT

ARE A VISIBLE MINORITY

3 PERCENT

ARE INDIGENOUS

16 LANGUAGES

SPOKEN BY TEAM MEMBERS

905 HOURS

PROFESSIONAL DEVELOPMENT TRAINING

25.4 PERCENT

EMPLOYED FOR 10+ YEARS

\$900 & 172 KILOGRAMS

FOOD ITEMS DONATED BY TEAM



**BE
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"You have a remarkable team that works well together and always with the client at top-of-mind. Throughout the entire process from site visit, to the details needed for AV, space, decor, menu options and food selections, and the front-of-house staff we worked with, the service. . . all of it, every interaction - has never been better."

*-JoAnne Korten, Women's Brain Health Initiative
Healthy Bodies, Healthy Minds*

WEBSITE MODERNIZATION

In 2024, RBC Place London launched a fully refreshed website that showcases the modern, flexible venue that RBCPL is today, with a look and feel that aligns with our commitment to delivering remarkable experiences.

Over several months, we collaborated with the team at rTraction to design a sleek site that is better tailored to meet the needs of our visitors.



The site was built with the user in mind, offering an enhanced experience for clients, partners, and visitors alike. Our new look captures the energy and adaptability that RBC Place London brings to every event, from small meetings to large conventions and galas.

To see all the improved featured, visit our website at www.rbcplacelondon.com.

INVESTING IN OUR FACILITY AND FUTURE

In 2024, we continued to reinvest in our building with a series of strategic upgrades designed to improve energy efficiency, enhance guest experience, and ensure our facility remains a premier destination for events of all sizes.

2024 UPGRADES

- Refurbished escalator steps
- Replaced air conditioning units in the pedway, computer data room, and main electrical room
- Replaced the lights in the kitchen, stairwells and bathrooms to LED (completing our switchover to 100% LED lighting in the building.)
- Replaced lighting bollards outside of the loading dock door on Wellington Street
- Upgraded parking garage door to fast retracting rubber door
- Upgraded our power distribution system and electrical panel
- Replaced all of the windows in the pedway to double-paned bronze tempered glass
- Replaced 6 hollow metal doors on exits
- Upgraded AV equipment in all salons and the Grand Ballroom
- Replaced all of the digital screens outside of the salons
- Refurbished our concession cart
- Purchased event tents for the patio

From sustainability-focused improvements like LED lighting and upgraded HVAC systems, to client-facing enhancements such as improved AV equipment and refreshed digital signage, every update supports our commitment to operational excellence and long-term value for our clients, guests, and community.