

## Report to Corporate Services Committee

**To:** Chair and Members  
Corporate Services Committee

**From:** Anna Lisa Barbon, CPA, CGA,  
Deputy City Manager, Finance Supports

**Subject:** 2023 Annual Update on Budweiser Gardens

**Date:** May 27, 2024

## Recommendation

That, on the recommendation of the Deputy City Manager, Finance Supports, the 2023 Annual Report on Budweiser Gardens attached as 'Appendix B' **BE RECEIVED** for information.

## Executive Summary

The purpose of this report is to present the 2023 annual report for Budweiser Gardens. This report provides an overview of Budweiser Gardens, highlights from events held in 2022-2023, and a snapshot of financial highlights for the last five years.

## Analysis

### 1.0 Background Information

#### 1.1 Previous Reports Related to this Matter

Corporate Services Committee, March 20, 2023, Consent Item 2.4, 2022 Annual Update on Budweiser Gardens

Corporate Services Committee, May 30, 2022, Agenda item 2.2, 2021 Annual Update Budweiser Gardens

#### 1.2 Budweiser Gardens Overview

Budweiser Gardens is a multi-purpose entertainment and sports facility. The facility strives to perform a significant role in meeting the needs of the community in its overall programming.

Budweiser Gardens completed its 21st year of operations in 2023. As a public private partnership (partnership), it is structured as follows:

- a) The City of London owns the land.
- b) The City of London leases a portion of the lands upon which the facility sits (Ground Lease) to London Arena Trust for a nominal base rent for 50 years. During the term of the lease, London Arena Trust owns the building in trust for the City.
- c) London Arena Trust leases the building (Participatory Occupancy Lease) to the London Civic Centre Limited Partnership. The partners in the Partnership are OVG360 (formerly known as Global Spectrum) and EllisDon Construction Ltd.
- d) OVG360 is the manager of the building on behalf of the Partnership. OVG360 is responsible for the sale of naming rights, advertising, attractions, sale of suites and club seats, and the operation of the facility.

Annually, the City receives a share of the net proceeds from operations, noting it is subject to a minimum \$50,000 payment from Budweiser Gardens, as well as a share of the proceeds from ticket sales. The City's share of the net proceeds from operations varies over the life of the lease. In years one to five, the City's share was 20%; years six to ten, 45% and years eleven to fifty, 70%. Note: As a result of the expansion of Budweiser Gardens, this provision will change taking effect in the year after the expansion is complete. The City's share of the net proceeds will change in accordance with the amended Participatory Occupancy Lease Agreement.

## **2.0 Discussion and Considerations**

### **2.1 2022-2023 Budweiser Gardens Activity**

The 2022/2023 season saw a noticeable upturn in events from what was experienced the season prior. As shown in Appendix 'A', the 2022/2023 season certainly saw a rebound in the number of events (148) and paid attendance (697,758). This represented a 41% increase in events, and an 112% increase in paid attendance. Further, in comparison to the last full year (2019), events in 2023 were up by two (148 vs. 146), and paid attendance was up by 92,659 (697,758 vs 605,099). Examples of events included, but not limited to:

- 2023 Tim Hortons Brier,
- Concerts such as Shania Twain, Lee Brice, Zach Bryan, Amanda Marchall, Luke Combs, Sting, Rod Stewart, Bryan Adams,
- Comedians such as John Mulaney, Kevin Hart, Jeff Dunham, Russel Peters,
- Broadway in London with 5 shows; Cats, The Book of Mormon, Dirty Dancing in Concert, Legally Blonde, and the Blue Man Group.
- 47 London Knights games, and
- 21 London Lightning games

For a more fulsome overview of 2022/2023 activities and events, refer to the Budweiser Gardens 2023 Annual Report (Appendix 'B').

### **2.2 Sustainability**

During the 2022/2023, Budweiser Gardens became part of a "Founding Circle member" of the [Green Operations & Advanced Leadership](#) (GOAL) sustainability program.

"The Founding Circle members represent different sports, different geographies, and different building types of varying sizes and ages, ensuring that the input and feedback is worthy of the diversity of the live entertainment and hospitality industry. Some venues are already leading the way when it comes to climate action, and others are just beginning their respective journeys. But in all cases, these venues are action-oriented, climate-minded, and understand the urgency required to address a changing planet."

- Business Wire – A Berkshire Hathaway Company – News Release October 24, 2022.

An example of Budweiser Gardens commitment to sustainability was the implementation to move away from plastic products to products that are biodegradable and/ or compostable.

## **3.0 Financial Impacts/ Considerations**

### **3.1 Financial Highlights**

Appendix 'A' (attached) provides a performance summary for the Budweiser Gardens for the last five years; events, paid attendance, income, expenses, net income before

depreciation along with the City's net proceeds for both ticket fees and share of net operational income.

For 2023, the City will have recognized \$381,283 in proceeds which is comprised of \$218,573 from operations, along with \$162,710 from ticket sales. The City's proceeds from operations, as per the Participatory Occupancy Lease agreement, takes into consideration the maximum amount that Budweiser Gardens can recoup from cashflow to pay down the accumulated loss that they incurred during the years where COVID-19 restrictions were in place. The City is not required to assist in funding the financial loss in the year, however, based on the provisions of the partnership agreement, any losses incurred, are recouped against future profits that are earned by Budweiser Gardens until they are offset.

At the end of 2023 there was \$0 remaining on the outstanding debt for Budweiser Gardens. The final principal payment made was in 2023.

## **Conclusion**

Based on the annual update received by Budweiser Gardens, the 2022-2023 season looks to have turned a corner from what was experienced during the last three seasons due to COVID-19 restrictions.

**Submitted by:** Ian Collins, Director Financial Services, CPA, CMA

**Recommended by:** Anna Lisa Barbon, CPA, CGA  
Deputy City Manager, Finance Supports

## Appendix A – Budweiser Garden Performance Summary

### Budweiser Gardens - Key Statistics – Year Ending June 30th

	2023 Budget	2023 Actual	2022 Actual	2021 Actual	2020 Actual	2019 Actual
Events	131	148	87	2	84	146
Paid Attendance	545,018	697,758	329,586	606	372,119	605,099

### Budweiser Gardens - Operations Summary - Fiscal Year Ending June 30<sup>th</sup> (000's)

	2023 Budget	2023 Actual	2022 Actual	2021 Actual	2020 Actual	2019 Actual
Total Event Income	\$2,991	\$4,420	\$1,731	\$1	\$1,601	\$3,065
Other Income <sup>1</sup>	\$2,717	\$3,647	\$2,232	\$338	\$2,998	\$3,755
Total Income	\$5,708	\$8,067	\$3,963	\$339	\$4,599	\$6,820
Indirect Expenses	\$5,642	\$6,942	\$4,406	\$3,048	\$5,247	\$6,613
Net Income (loss) <sup>2</sup>	\$66	\$1,125	(\$443)	(\$2,709)	(\$648)	\$207

### City's Cash Flow - Fiscal Year Ending December 31<sup>st</sup> (000's)

	2023 Budget	2023 Actual	2022 Actual	2021 Actual	2020 Actual	2019 Actual
City Proceeds from Operations	\$50	\$218 <sup>3</sup>	\$50	\$50	\$50	\$184
City Proceeds from Ticket Sales	\$150	\$163	\$148	\$3	\$17	\$155
Total City Proceeds	\$200	\$381	\$198	\$53	\$67	\$339

<sup>1</sup> Other Income includes items such as Advertising, Naming/Pouring rights, Luxury Suites, etc.

<sup>2</sup> Net Operating Income before depreciation to align with cash flow calculation to City.

<sup>3</sup> Takes into consideration maximum amount allowable in a year to be recouped by Budweiser Gardens to cover the accumulated deficit realized over during the COVID-19 restriction years.



2023  
ANNUAL REPORT  
Budweiser Gardens



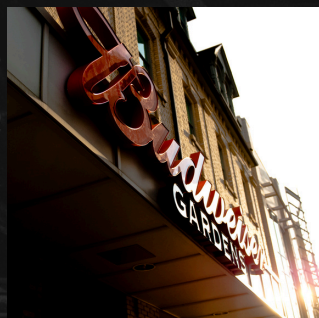


# Table of Contents

17 parts, 365 days

- 3 STATEMENT OF PURPOSE
- 4 MESSAGE FROM THE GENERAL MANAGER
- 5 VENUE TEAM
- 6 MESSAGE FROM THE CITY
- 8 EVENT SUMMARY
- 10 EVENT HIGHLIGHTS
- 12 LONDON KNIGHTS
- 14 LONDON LIGHTNING

- 15 GROUP EXPERIENCES
- 16 FACILITY FLOOR PLANS
- 18 PARTNERSHIPS
- 20 DIGITAL INITIATIVES
- 22 FINANCIAL PERFORMANCE
- 23 SUSTAINABILITY
- 24 IN THE COMMUNITY
- 26 AWARDS
- 27 FUTURE OUTLOOK



# Statement of Purpose

Budweiser Gardens

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Budweiser Gardens opened in October of 2002 with a seating capacity of 9,036 for hockey and ice events and over 10,000 for concerts, family shows, and other events. The venue not only strives to meet the needs of the community through diverse programming, it also stands as a landmark of civic pride and community accessibility, promoting a sense of vibrancy and culture while also providing a wide range of public sports and entertainment.

Constructed in the heart of downtown London, the exterior design of Budweiser Gardens incorporates a replica of the facade of the old Talbot Inn, a 19th Century Inn originally located where the building now stands. With a reputation and standard of excellence in the industry, Budweiser Gardens is a top stop for fans and performers alike.

Managed by OVG360, a division of Oak View Group, which is a full-service venue management and hospitality company that helps client-partners reimagine the sports, live entertainment, and convention industries for the betterment of the venue, employees, artists, athletes, and surrounding communities. With a portfolio of more than 200 client partners spanning arenas, stadiums, convention centers, performing arts centers, cultural institutions, and state fairs around the globe, OVG360 provides a set of services, resources, and expertise designed to elevate every aspect of business that matters to venue operators. Service-oriented and driven by social responsibility, OVG360 helps facilities drive value through excellence and innovation in food services, booking and content development, sustainable operations, public health, public safety, and more.

# Message from the General Manager



The 2022-23 year at Budweiser Gardens was filled with exceptional sporting achievements, incredible concerts and events and the return to business as usual that our team and industry have been waiting for. I am very proud of our OVG360 team at Budweiser Gardens for all they accomplished and their dedication to delivering an exceptional experience to all who visit our venue.

The year was filled with numerous sold-out concerts, including some of the biggest names in music and comedy. London once again showed that it was a must-play stop for country artists with superstars such as Kane Brown, Thomas Rhett, Shania Twain, Chris Stapleton, Lee Brice, Zach Bryan and Luke Combs all playing to sold out crowds. Comedic heavyweights John Mulaney, Jeff Dunham and Kevin Hart brought the laughs while Sting and Bryan Adams brought the memories as they played hit after hit from their vast catalogues of music. These events not only serve to entertain our community but also reinforce our commitment to bringing top-tier entertainment to Southwestern Ontario.

2022-23 also brought the return of the Broadway in London series, featuring a stellar lineup of shows that captivated our audiences. Anchored by the sensational 'Book of Mormon,' the series also included the beloved classic 'Cats,' the mesmerizing 'Blue Man Group,' and the hilarious 'Legally Blonde.' 'Dirty Dancing in Concert' brought a new twist to the iconic film as live singers provided the soundtrack while the movie played on a big screen behind them.

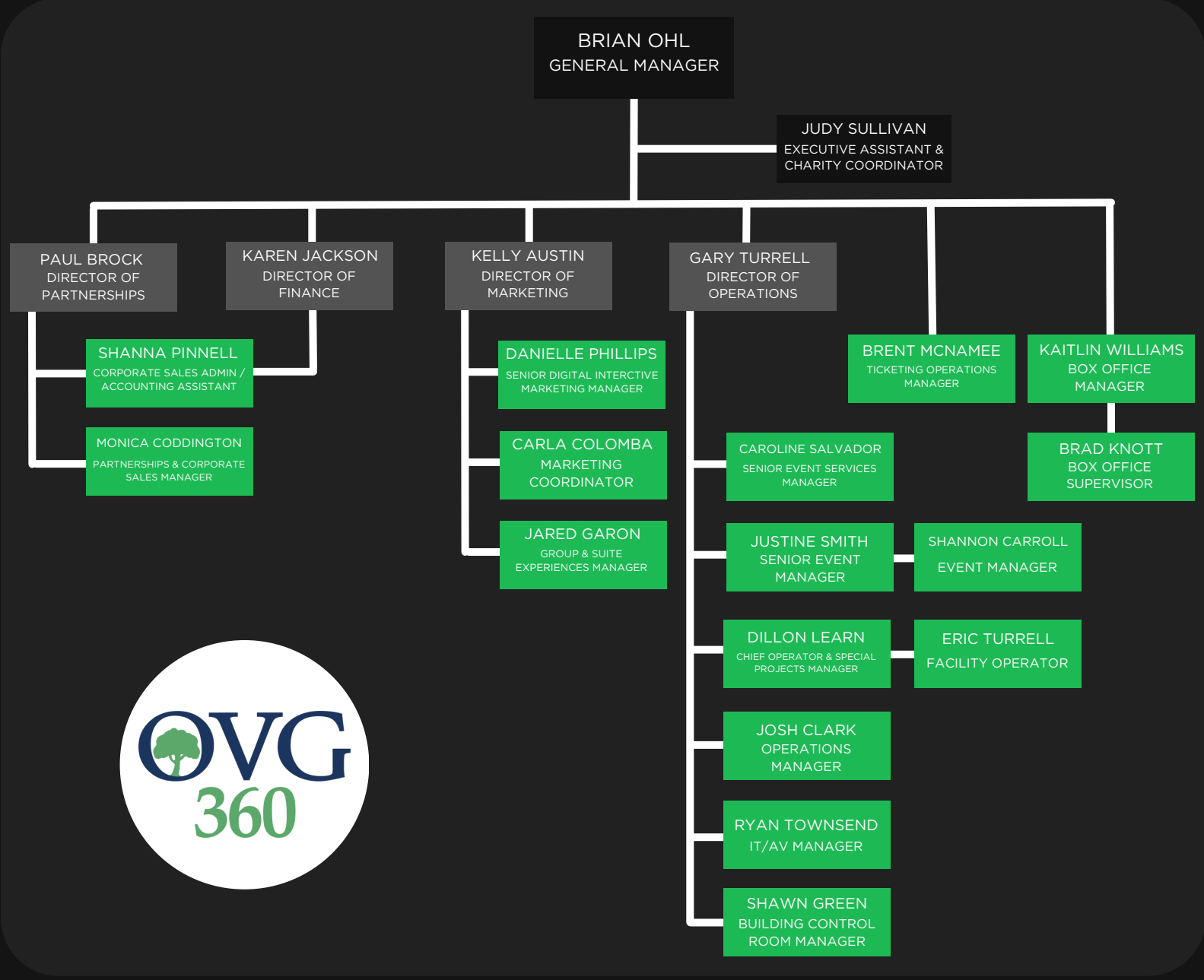
One of the standout moments of the year was our successful hosting of the 2023 Tim Horton's Brier, Canada's premier men's curling championship. The Brier not only brought 10 days of thrilling competition but also an electric atmosphere to Budweiser Gardens. We are proud to have welcomed curling enthusiasts from all over Canada, showcasing our facility as a leading venue for top-tier sporting events. In addition to the economic benefits brought to our city, the Brier also highlighted London as a vibrant hub for sports and entertainment and showcased the collaboration between many of the cities entities.

The Tim Horton's Brier wasn't the only sporting highlight of the 2022-23 year at Budweiser Gardens. The London Knights and London Lightning both enjoyed tremendous success with the Lightning winning back-to-back championships and the Knights winning their 7th Western Conference championship. The Knights coaches and players showed incredible resiliency as they overcame the tragic death of Abakar Kazbekov to go on their incredible playoff run. The outpouring of love and support from Knight's fans and the London community was truly touching and showed once again how sports can bring us all together.

On behalf of the OVG360 team at Budweiser Gardens, I would like to express our heartfelt gratitude to our dedicated event staff, community and corporate partners and all those who have supported us throughout the year. Together, we have achieved remarkable success, and we are excited about the opportunities that lie ahead.



# Venue Team



# Message from the City of London



On behalf of London City Council, I would like to take a moment to applaud you for your continued commitment to the preservation and promotion of live entertainment in our city.

With the recent approval of the expansion and renovation of this iconic venue, we eagerly look forward to what is sure to be an exciting year. Since its establishment, Budweiser Gardens has stood as a landmark of civic pride, community, tourism, and culture in our city. It is our hope that this recent investment will enable the venue to continue to do so for years to come.

Budweiser Gardens has long been a staple for entertainment in London, drawing hundreds of thousands of fans for over two decades. Londoners and visitors gather behind Budweiser Gardens' gates to cheer on their favourite teams, revel in the performances of their favourite artists, and bear witness to the talents of incredible athletes. Live entertainment has an ability to create community like nothing else, and when it comes to sporting events, concerts and award shows, there is no better venue than Budweiser Gardens.

City Council is proud to have a remarkable venue like Budweiser Gardens in London. Thank you for the years of incredible memories and opportunities. Your unwavering dedication to the city has helped us build a stronger, more vibrant community.

As we look ahead to the coming year, we look forward to the events, performances, and gatherings that will grace the halls of Budweiser Gardens. With renovations on the horizon, the future holds incredible opportunities, and we are excited for what's to come.

Josh Morgan  
Mayor  
City of London





## Message from the City of London

I am pleased to congratulate OVG360 on a successful year at Budweiser Gardens.

This past year saw the return to a full year of live events once again, where Budweiser Gardens was able to continuously welcome people through the gates with world class entertainment. The City also welcomed back with excitement the full regular season of the London Knights with fans eager to cheer them on.

Events were provided that held appeal for everyone, from musical concerts by artists such as Rod Stewart, Sting, Bryan Adams, Luke Combs, Shania Twain and more. The Broadway Theater events resumed with shows such as Cats, Dirty Dancing in Concert and the always popular Blue Man Group. We also saw special events hosted such as Stars on Ice, Professional Bull Riders and many special Family Shows.

London also welcomed back the return of the hugely successful 2023 Tim Hortons Brier, one of the most famous national men's curling championships. This event was a tremendous success and created a very positive economic impact for our City.

The dedication and professionalism of the OVG360 Management Team is evident as Budweiser Gardens returned to pre-pandemic levels of entertainment with great success. We thank you for your resiliency, dedication and ability to adapt over the last few years and look forward to the many new memories and opportunities that Budweiser Gardens will continue to draw to the City of London.

Anna Lisa Barbon  
Deputy City Manager  
Finance Supports  
City of London

A handwritten signature in black ink that reads "A. Barbon".



## EVENT SUMMARY

## JULY



Event	Genre	Date
Russel Peters	Comedy	JULY 9
3ICE	Sports	JULY 16
Bachman Cummings	Concert	JULY 20
Rod Stewart	Concert	JULY 23

## AUGUST



RuPaul's Drag Race	Drag Show	AUGUST 20
WWE Sunday Stunner	Sports	AUGUST 21
Sting	Concert	AUGUST 25

## SEPTEMBER



Chris Stapleton	Concert	SEPTEMBER 10
The Price is Right Live!	Game Show	SEPTEMBER 22

## OCTOBER



Tequila Expo	Exhibition	OCTOBER 1
Rumours of Fleetwood Mac	Concert	OCTOBER 8
Bryan Adams	Concert	OCTOBER 15
Showdown in the Downtown	Charity Event	OCTOBER 22

## NOVEMBER



Dirty Dancing in Concert	Concert	NOVEMBER 1
John Mulaney	Comedy	NOVEMBER 6
Jeff Dunham	Comedy	NOVEMBER 17
Luke Combs	Concert	NOVEMBER 21-22
Three Days Grace	Concert	NOVEMBER 23
FMX World Tour	Sports	NOVEMBER 26
Cats	Theatre	NOV. 30 - DEC. 1

## DECEMBER



Kane Brown	Concert	DECEMBER 3
Stars on Ice	Sports	DECEMBER 11
Open House Skate & Toy Drive	Charity	DECEMBER 19

# EVENT SUMMARY

09

## JANUARY



### Event

Blue Man Group

Disney on Ice

Old Dominion

### Genre

Theatre

Family Show

Concert

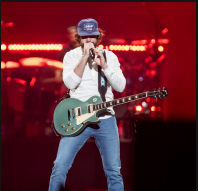
### Date

JANUARY 2

JANUARY 26-29

JANUARY 30

## FEBRUARY



Thomas Rhett

Concert

FEBRUARY 21

## MARCH



2023 Tim Hortons Brier

Blippi

The Book of Mormon

Sports

Family Show

Theatre

MARCH 3-12

MARCH 14

MARCH 20-22

## APRIL



The Harlem Globetrotters

Kevin Hart

Chris de Burgh & Band

Lee Brice

Sports

Comedy

Concert

Concert

APRIL 5

APRIL 15

APRIL 24

APRIL 29

## MAY



Legally Blonde: The Musical

Monster Madness

Zach Bryan

Professional Bull Riders

Theatre

Family Show

Concert

Sports

MAY 7

MAY 27

MAY 28

MAY 31

## JUNE



Paw Patrol Live

Amanda Marshall

Shania Twain

Family Show

Concert

Concert

JUNE 10-11

JUNE 18

JUNE 21

# Event Highlights



**BROADWAY IN LONDON  
SERIES 2022/23**

Broadway in London had an amazing lineup for the 2022-2023 season with a total of 5 shows. The series included one of the most successful shows in Broadway history, *The Book of Mormon*, which had the audience in stitches with the production's raunchy, clever, and infectious humour. The Broadway series also included the hit phenomenon that is *Blue Man Group*, and the truly one-of-a-kind *Cats!* The classic *Dirty Dancing in Concert* and *Legally Blonde: The Musical* also offered a feel-good and timeless experience for subscribers and fans alike.



**CHRIS STAPLETON  
SEPTEMBER 10, 2022**

No one does it quite like Chris Stapleton, one of country music's most beloved artists. His return to Budweiser Gardens on Saturday, September 10th, was highly anticipated by fans from all over. Stapleton's sold-out show left the crowd speechless with his incredible performance. Some would say his voice was as smooth as "Tennessee Whiskey," like his number one hit song, giving goosebumps to everyone around. He sang this song to his wife Morgane Stapleton on stage and it was as sweet as strawberry wine! What a magical moment to witness, the profound love of a couple captured through just one song. With Stapleton's classic country sounds and thoughtful lyrics, what more could you want? Along with his top song, he also several others including "You Should Probably Leave," "Broken Halos," "Starting Over" and "Parachute." Aside from his voice, he really knows how to captivate a crowd and make it a special night no one will forget.



**LUKE COMBS  
NOVEMBER 21-22, 2022**

Luke Combs rocked Budweiser Garden with two back-to-back sold-out shows, delivering a high-energy performance that left the crowd cheering for more. The county superstar's talent and charisma, and down-to-earth personality shone through his impressive vocals and genuine connection with the audience. The show featured a mix of Combs' biggest hits, including "Beer Never Broke My Heart," "When It Rains it Pours," and "Beautiful Crazy," as well as new songs from his latest album, "What You See Ain't Always What You Get." Combs' band was on fire throughout the night, providing a perfect accompaniment to his powerful vocals. Combs' stage presence was electric, engaging the audience from start to finish with his infectious smile, humorous anecdotes, and heartfelt messages. His genuine appreciation for his fans was evident as he took time to interact with them, signing autographs and taking selfies during the show. Overall, Luke Combs' two sold-out shows were a massive success, showcasing the superstar's impressive talent, showmanship, and heartfelt connection with his fans. It's no surprise that he has become one of today's most beloved and successful country artists and we can't wait to welcome him back in the future.

# Event Highlights



**TIM HORTONS BRIER**  
MARCH 3-12, 2023

The world's most famous national men's curling championship made its return to Budweiser Gardens on March 3-12, 2023. The 2023 Tim Hortons Brier was the third Canadian men's championship contested in London and is among many other significant curling events that elevate the city's rich history with the sport. The anticipation for this week-long event was palpable. The excitement was not only felt throughout the city, but it extended nationwide. This was seen through thousands of fans in the stands, waving their teams' flags and dressed from head-to-toe in spirit wear. More than 95,000 people attended the tournament in its entirety and many of those traveled across the country to get here. Any spectator would attest to how incomparable the atmosphere was. The crowd made this event as special as it was; it was loud, busy, and phenomenal to witness. After a long, hard-fought week, the 2023 Tim Hortons Brier final was upon us between Team Canada's Brad Gushue and Manitoba's Matt Dunstone. Upwards of 6,500 fans watched the finals at Budweiser Gardens and brought the energy to match the occasion. In a packed house, Team Gushue beat Team Dunstone 7-5 winning the 2023 Tim Hortons Brier. This championship marked Gushue's fifth Brier title in seven years, and a record for skips. Altogether, it was a successful and memorable event for all who attended.



**ZACH BRYAN**  
MAY 28, 2023

On Sunday, May 28th Budweiser Gardens welcomed country superstar, Zach Bryan and his 'Burn, Burn, Burn' tour for the first time to the venue. Utilizing the 360° set-up, Zach Bryan led the 10,000+ fans in attendance in one of the loudest sing-alongs ever heard in the building. Although relatively new to the country music scene, Bryan's rise to stardom has been nothing short of meteoric, however, he still has his humble roots as evidenced by his constant words of gratitude to the crowd in-between songs. With a setlist that included twenty of his biggest hits, the crowd matched his energy from the first chord of 'Open the Gate' until the last note of 'Burn, Burn, Burn', however, it was the 10+ minute rendition of his infamous encore song, Revival, that really brought the house down. As an artist who has bucked the traditional way of releasing music and instead shares clips with his fans on social media, his concert experience is also tailored to his fans. With the stage set-up in the round, he enters and exits the stage through his fans and works all four sides of the stage to ensure everyone has the chance to feel a connection to him. Whether standing in the first row on the floor or the last of the upper bowl, every fan came away from the show with a hoarse voice and a big smile and we can only hope that we will have the chance to sing along with him again soon.



**SHANIA TWAIN**  
JUNE 21, 2023

On Wednesday, June 21st, the best-selling female artist in country music history, Shania Twain, took her Queen of Me Tour to Budweiser Gardens. This wasn't her first rodeo here at the venue, as Shania has played Budweiser Gardens four times since the building opened in 2002. So, after nearly a five-year break, it was time to finally have the queen back in London, Ontario. The wait was well worth it though, as she put on a rockin' performance to a sold-out crowd! The energy in the building was immaculate as almost 9,000 fans sang and danced along to her number one hit "Man! I Feel Like a Woman!" Opening for Shania was Canadian singer and songwriter Lindsay Ell, who hosted the 2021 Canadian Country Music Association (CCMA) Awards in the building. Returning to the stage just a few years later, but as a performer, she did not disappoint! Playing her hit singles, "Want Me Back," "Criminal," and "Right on Time," she got the crowd pumped up and ready for the queen. This was a summer night everyone who attended will look back on for years to come. It's true what they say, Shania will make it feel like summer forever, like only she can.



# LONDON KNIGHTS

The 2022-2023 London Knights season was a year that came with some of the team's greatest and most tragic moments in franchise history. The loss of a teammate and friend, Abakar Kazbekov shook the organization and the hockey community. The players, coaches and staff came together to go on to one of the most memorable runs in recent memory playing for #15, Abakar Kazbekov.

## Season Highlights



Although the team had a slow start to their regular season the addition of London born and former London Junior Knight, George Diaco added a spark to a young Knights team. Diaco brought a leadership quality and offense from a 2022 OHL Championship team and was named Co-Captain alongside fellow overager, Sean McGurn. Sean was named OHL player of the month during November, the first time a Knight held the honour since Mitch Marner.



Veteran defenseman Logan Mailloux had an impressive season leading all d-men in the OHL in scoring with 25 regular season goals and voted as the hardest shot in the western conference in the annual OHL coaches poll.



Goaltending was a highlight of the Knights this season with returning OHL goalie of the year Brett Brochu becoming second all-time in London Knights history for wins. Rookie Zach Bowen also made history as he broke the record for most wins by a rookie goaltender.





# LONDON KNIGHTS

In a long and impressive playoff run the Knights captured their seventh western conference championship defeating the Attack, Rangers and Sting before playing the Peterborough Petes for the OHL title. Forward Ryan Winterton led all OHL players in playoff scoring and the energy of the loyal Knights fans was second to none. The Knights came up short losing to Peterborough in game six of the finals but many returning players look forward to the 2023-2024 season.

## Community Involvement



Off the ice, the London Knights through the Alumni Foundation 50/50 program hit a new high in their support of London charitable organizations. The Foundation proudly presented their largest donation to date of \$75,000 to the Children's Health Foundation. In addition, the Knights participated in more than 40 different community based events and programs throughout the year.

## NHL Draft



In the 2023 NHL entry draft London heard four names called, starting with first round pick Oliver Bonk to Philadelphia followed by the Leafs first round selection in Easton Cowan. Denver Barkey joined Bonk in Philadelphia as a third round selection and London born and raised Jacob Julien was picked by the Winnipeg Jets.

The Knights look forward to the 2023-2024 season with high expectations to once again compete for an OHL Championship.

# LONDON LIGHTNING

## Season Highlights



Coming off a historic 2022 campaign which saw the Lightning set multiple league records and earn their fifth championship in franchise history, their first since 2018, the Lightning looked to defend their title in 2023 and earn their third set of back-to-back championships.

Bolts faithful were treated to a healthy mix of returning favourites, including reigning Canadian Player of the Year and Finals MVP Terry Thomas Jr, Canadian Marcus Ottey and late 2022 addition, Jordan Burns, alongside newcomers like big man Cameron Lard and Canadian Mike Nuga.

After setting an NBL Canada record and going undefeated at home during the 2022 campaign, the Lightning would start off the 2023 season with a home loss on Banner Night. Fortunately for the Bolts faithful, the team would right the ship under Head Coach Doug Plumb and his staff, winning 13 of their next 14 games and regaining the top spot in the league.

Despite a mid-season slump that saw them lose their seat atop the NBL Canada standings, the team would rely heavily on their defense down the stretch to close out the season as the league's top seed. While they didn't have the record breaking season they had prior, London still put up historic numbers, holding opponents to 95.5 points per game, a league record lowest allowed of all-time.

The Lightning set a number of other defensive records during the season including the lowest amount of points allowed in a quarter (six to the Jamestown Jackals), lowest amount of points allowed in an overtime period (zero to the Newfoundland Rogues), as well as lowest total points allowed in a playoff game (69 to the KW Titans).

Culminating in their third set of back-to-back championships and their sixth overall, the London Lightning would defeat Kitchener-Waterloo and long-time rival, the Windsor Express, on their way to the 2023 crown, all while missing their leading MVP candidate, Jordan Burns, who led the team in scoring, assists, three-point field goals and steals.

A number of Bolts earned all-league honours at the end of the season. Head Coach Doug Plumb took away Coach of the Year honours while Mike Nuga was named the Canadian Player of the Year. Despite missing the final month of the season, Jordan Burns was named First Team All-NBLC with Terry Thomas Jr, Mike Nuga, Marcus Ottey, and Cameron Lard all bringing home regular season all-league honours.

The Lightning will return for a 2023-2024 season.



PLAYLIST

# GROUP EXPERIENCES

Several shows to experience. Cover: Harlem Globetrotters.

[Play](#)[Follow](#)

In many ways, 2022-23 was the Group Experiences Department's first year back to business as usual following the uncertainty of COVID-19. Therefore, it was important to continue providing the same quality products and customer service the department has been known for when crafting unforgettable experiences for our groups. As we reflect on the fiscal year, the Group Experiences Department at Budweiser Gardens has much to celebrate.

Family shows (e.g., Disney on Ice: Find Your Hero, Paw Patrol Live! Heroes Unite, Price is Right) and group sporting/thrill events (e.g., Harlem Globetrotters, Monster Madness, Professional Bull Riders, WWE Sunday Stunner) returned in a big way. In January 2023, we had the pleasure of hosting an eight-show run of Disney on Ice: Find Your Hero, spanning four days. Hosting a show like this, whose following spans generations, allowed us to reconnect with several school, scout, and nonprofit groups we had worked with in the past as well as reintroduce our Super Group/Employee Benefits Program to our corporate partners. In total, the Department sold 1,904 group tickets resulting in just under \$36,000 in overall revenue, making Disney on Ice the most profitable show of the year for the Group Experiences Department.

The Group Experiences Department has also begun prioritizing packaging to create the ultimate guest experience for our events. The first show we tried this with was Monster Madness, where customers could purchase the Horsepower Package, which included a group ticket, food voucher, merchandise, and VIP Meet & Greet with the drivers. In a limited release, 82 total packages were purchased, totaling almost \$4,000 in overall revenue. Packaging remains a sales incentive we look to continue implementing moving forward.

Dinner and show packages at the Talbot Bar & Grille continued to be in high demand and a revenue generator much like they were prior to the pandemic. A total of five dinner packages were offered in 2022-23, each selling out and being met with rave reviews for the quality of food and all-in-one night out. Nearly 500 dinner packages were sold throughout the year for Randy Bachman & Burton Cummings, Rod Stewart, Sting, Bryan Adams, and Kane Brown, generating \$83,000 in total package revenue.

We look forward to another successful season of group experiences and customer service in 2023-24.

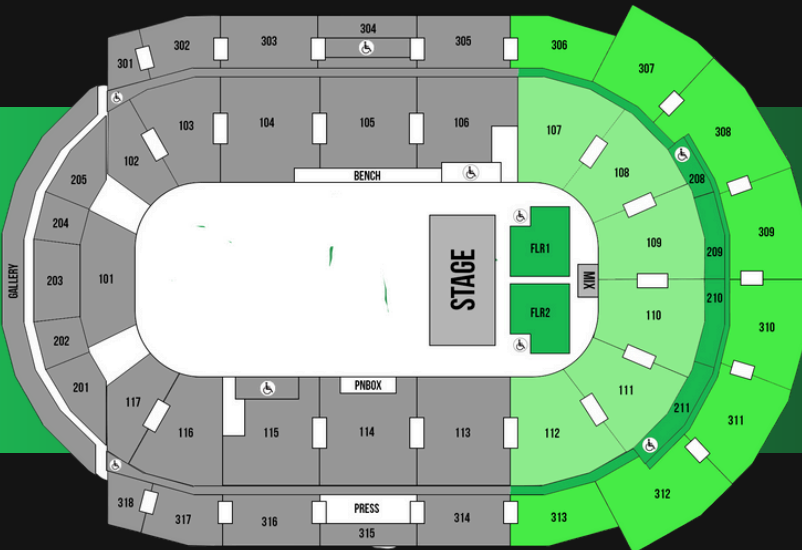
# FACILITY FLOOR PLANS



END STAGE  
CAPACITY: 8,000



HYBRID  
CAPACITY: 6,654



SMALL CONCERT  
CAPACITY: 3,933

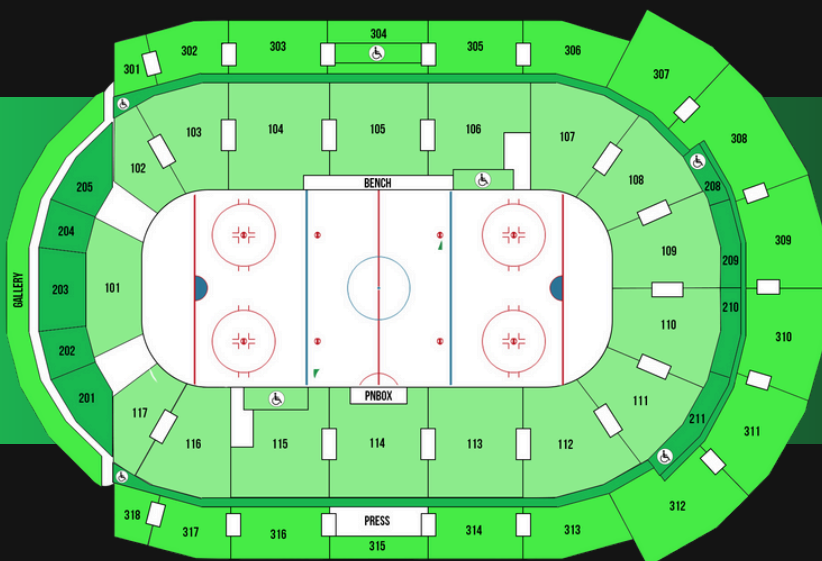
start.ca  
PERFORMANCE *Stage*

# FACILITY FLOOR PLANS

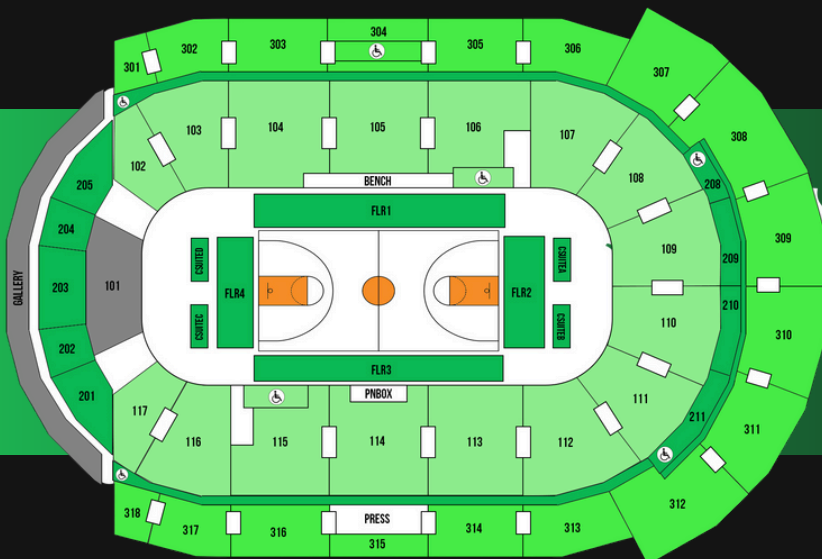


THEATRE  
CAPACITY: 2,613

start.ca  
PERFORMANCE *Stage*



HOCKEY  
CAPACITY: 9,090



BASKETBALL  
CAPACITY: 8,910

# Partnerships



## OVG HOSPITALITY

OVG Hospitality's award-winning culinarians and food services & hospitality teams strive to deliver the best accommodations, highest-quality amenities, and premium food and beverages to guests across North America. We know that exciting, memorable experiences lead visitors to return time and time again. Our senior leadership, whose combined experience spans over a century, has been responsible for managing events like the Olympics, World Series, NCAA Championships, and catering for the President of the United States.

Directed by general manager, Doug Kinsella, and Executive Chef, Ryan Lerch, our team has the background and experience to successfully manage events of any size or complexity as well as creating unique experiences for our fans.

From the patron attending that evening's show, to the fan at the hockey game, to individuals or acts who perform at Budweiser Gardens, OVG Hospitality creates a memorable experience for each customer through attention to detail and unsurpassed quality.

## TALBOT BAR & GRILLE

From dining in the Talbot Bar & Grille to booking a private function in the Cambria Lounge or King Club, OVG Hospitality offers you the opportunity to dine where the action is. Head Chef, Ryan Lerch, continues to make delicious improvements to the menus available throughout Budweiser Gardens. OVG Hospitality is committed to giving guests an exceptional experience each time they walk through the doors and continue to exceed expectations.



## JOHNSON CONTROLS SYSTEMS

Johnson Controls Incorporated provides a widespread Service Plan Agreement which is part of a 25-year term. The agreement is founded on an extensive and comprehensive service plan which includes a full time operator at Budweiser Gardens. Johnson Controls Incorporated is charged with many tasks crucial to the day-to-day building operations, including a comprehensive operation and maintenance program for all Heating Ventilation and Air Conditioning (HVAC) equipment.

## I.A.T.S.E

I.A.T.S.E. Local 105 provides skilled labour necessary to undertake those functions associated with the arrival, performance, and departure of concerts, speaking engagements and/or theatrical performances. Such skilled labour includes the movement and set up of lighting and sound equipment, set up of props, sets, wardrobe, and rigging of all show-related material/equipment. Labour force requirements are governed by the size and/or specifications associated with the event. The cost of this service is dependent on the staffing requirements for each event and the number of hours employed. OVG360 is extremely pleased with the relationship, effort, and quality of work provided by I.A.T.S.E.



## BEE CLEAN

Janitorial Services throughout Budweiser Gardens are provided by Bee Clean Building Maintenance. Bee Clean provides three major components which comprise the cleaning requirements of the facility. The team is comprised of two full-time weekday cleaners who address the day-to-day and preparatory cleaning requirements of the venue. Event cleaning involves a cleaning crew which, dependent on the capacity, type and demographic of the event, addresses all ongoing cleaning requirements to ensure a hygienic and safe event environment. Post-Event cleaning involves a crew which cleans the venue in its entirety upon the completion of an event. The final component is Periodic Cleaning which will clean specific items in need of attention due to ongoing (i.e., cup holders in premium seating; bowl seats after a dirt event).

## RPS & STAR SECURITY

Royal Protective Services provides licensed uniformed contracted security for the venue and its events. Security needs will vary depending on the nature of the event and may include a presence in the following positions: barricade, wings, dressing rooms/back of house, parking lot, moat, mix, roamer, smoking areas, and/or other static positions in the venue.

STAR security provides staffing for the venue's gates for pat downs. For the safety and security of our fans, entertainers, players, and staff, Budweiser Gardens employs the use of walkthrough metal detectors for all public events taking place at the venue. Qualified designated security personnel will be onsite to facilitate the screening as well as any secondary searches that may be required.



20



\$72,921

In revenue from social media



67,906

Facebook followers



33,365

Instagram followers



46,155

Twitter followers



\$4,859,629

In revenue from our website



\$1,141,149

In revenue from emails to the Bud Insider database

# DIGITAL INITIATIVES

## SPOTIFY ARTIST PLAYLISTS



# Spotify®

As new and more established artists alike were announced in 2023, Budweiser Gardens started creating curated playlists based on previous setlists on Spotify for each of the shows announced.

This created an opportunity to listen and to get to know the artist and gave fans a chance to discover a new song.

The playlists were shared via the Bud Insider Emails that featured the pre-sale for that artist.

1,758 followers have liked and followed our playlists from artists like Chris de Burgh to Amanda Marshall, Zach Bryan and Shania Twain.

Profile  
**Budweiser Gardens**  
25 Public Playlists • 51 Followers • 3 Following

Public Playlists

- Cole Swindell: Win... 11 Followers
- Queens of the Ston... 2 Followers
- Jon Pardi: Mr. Satu... 78 Followers
- Cody Johnson: The... 50 Followers
- Lainey Wilson: Cou... 73 Followers
- Jordan Davis: Dam... 25 Followers
- Noah Kahan: We'll... 89 Followers
- Morgan Wallen: O... 137 Followers

## 12 DAYS OF GIVEAWAYS



In December, Budweiser Gardens launched the 12 Days of Giveaways campaign during the holiday season. This year the marketing team chose to run the campaign on Facebook as this platform was easier to share the posts to increase overall reach and participation.

The campaign saw 19,236 entries collected over the twelve-day period with 282,687 in organic reach, 39,406 engagements and 12,815 of the contest entries opting in to the Bud Insider email database.

The 2022 version of 12 Days of Giveaways saw a substantial increase in reach, engagements, entries and opt-ins with a 569% increase in reach and 670% increase in entries.



# DIGITAL INITIATIVES

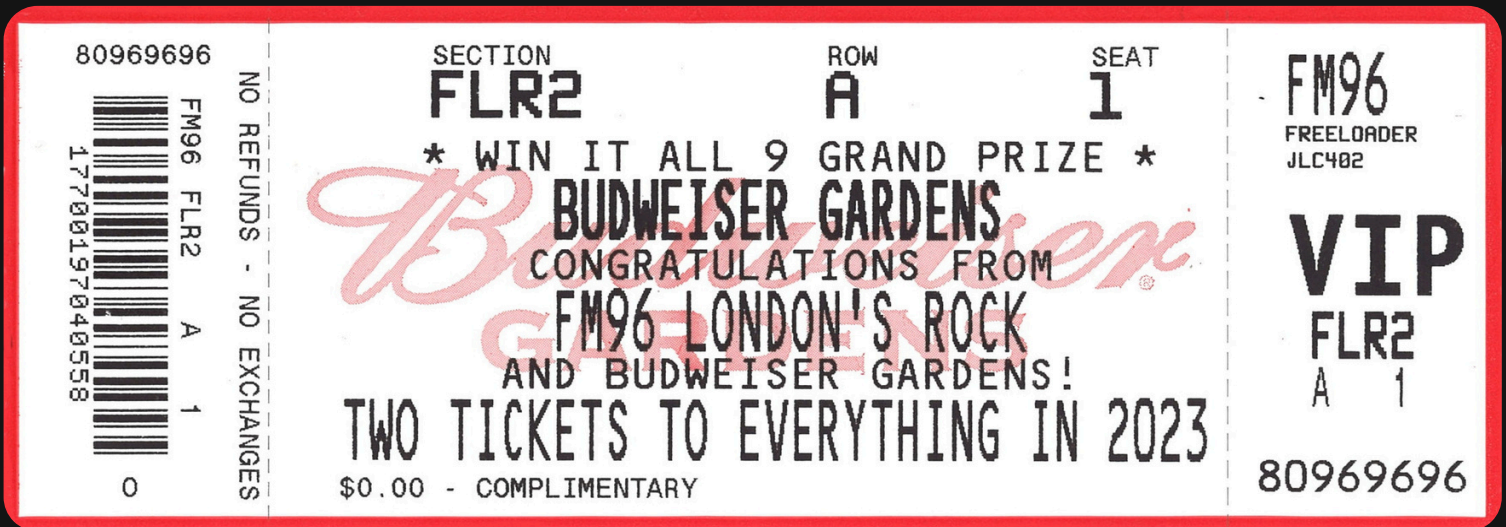
## WIN IT ALL with FM96 & Budweiser Gardens



WIN IT ALL made it's return with FM96 where the winner would receive two tickets to every show at Budweiser Gardens for a year. This annual promotion helps celebrate past performers at the venue and allows a fan to experience the upcoming performers.

Each day, from September 26 until November 11, FM96 played songs from the Budweiser Gardens Artist of the Day. Any time that artist was played, listeners were invited to call in. If they were the 96th caller, they would qualify for the contest. In addition, a Bud Insider opt-in form was available online at FM96.com, where fans could sign up to get future information on upcoming events and promotions.

Sarah Atkinson was the lucky winner and will enjoy every 2023 show.



The WIN IT ALL promotion helped to further promote Budweiser Gardens with over \$222,000.00 in added promotions including:

- On-Air Announcements
- Contesting
- Custom Contest Page
- Home Page Rotator
- Social Media Inclusions
- E-Newsletter Inclusions

# Financial Performance

	NUMBER OF EVENTS	EVENT INCOME	% OF TOTAL EVENT INCOME
LONDON KNIGHTS	47	\$1,108,112	25.1%
LONDON LIGHTNING	21	\$34,986	0.8%
CONCERTS	19	\$1,990,452	45%
FAMILY SHOWS	13	\$210,990	4.8%
BROADWAY IN LONDON	8	\$172,274	3.9%
MISC. SPORTS	26	\$397,254	9%
OTHER	14	\$505,804	11.4%
	<b>148</b>	<b>\$4,419,872</b>	

## LONDON KNIGHTS

The London Knights played 47 games accounting for 31.8% of the total events.

## LONDON LIGHTNING

The London Lightning appeared in 21 games making up for 14.2% of the total events.

## CONCERTS

Budweiser Gardens hosted 19 concerts at the venue for 12.8% of the total.

## FAMILY SHOWS

There were 13 family show events during the fiscal year for 8.8% of the total events.

\*Family shows typically occupy the facility for multiple dates with anywhere from one to eight shows during that time. If there were three performances of the same show in one day, then this figure is calculated as three events.

## BROADWAY IN LONDON

Broadway in London shows accounted for 5.4% with 8 shows.

## MISC. SPORTS

Misc. sporting events accounted for 17.5% with 26 events.

## OTHER

Other events accounted for 9.5% of the total events at Budweiser Gardens.

**BUDWEISER GARDENS HOSTED A TOTAL OF 148 EVENTS DURING THE 2022-2023 FISCAL YEAR**

## Market Segment Results



# Sustainability



Throughout the 2022-23 season, there was a conscious effort by the OVG360 and OVG Hospitality Teams at Budweiser Gardens to evaluate environmental practices and procedures in all aspects of the venue's operation. With this, numerous changes were made that have had a positive impact on the environment and facility.

Budweiser Gardens became a founding member of Green Operations & Advanced Leadership (GOAL) sustainability program in 2022. The GOAL sustainability program, founded by Oak View Group (OVG), the Atlanta Hawks & State Farm Arena, Fenway Sports Group, and green building expert Jason F. McLennan, includes a collective of major venues from across the globe who have joined the fight for social impact, climate action, and responsible change. As a member of GOAL, we are committed to leading, learning, collaborating, and, in all cases, making a positive impact on our community and for the planet. Budweiser Gardens is also a current member of the Green Sports Alliance and are actively participating in an energy reduction program through EnerNOC for demand response in Ontario.

The OVG Hospitality team at Budweiser Gardens has also taken recent measures to reduce its footprint within the venue. One big initiative the team has implemented is making the switch from plastic products to products that are biodegradable and/or compostable. Some of these include agave and cocktail straws, pizza trays, wooden forks, food trays, cup holders, and napkins. As part of our commitment to learn and have a positive impact on the environment, the Hospitality team is continuing to search for more biodegradable and compostable products to make the switch from our remaining plastic items.

# IN THE COMMUNITY



Throughout the 2022-2023 fiscal year, the OVG360 team participated in several community initiatives that included the donation of time and tickets as well as other fundraising efforts. Donations, goods, and services went to numerous charities and community initiatives throughout Southwestern Ontario. Including tickets which allowed members of the community to experience hockey, basketball, and live entertainment at Budweiser Gardens.



Some highlights of the season include participation in numerous community initiatives such as National Reconciliation Day and Orange Shirt Day, Pride Month, our Annual Open House Skate and Toy Drive, Black History Month, Tourism Week and more.



OVG 360 staff spent Earth Day taking part in two City of London initiatives which included a park cleanup day at West Lions Park. Since 2017, we have been committed to help take care of the park which includes an annual cleanup day. Another initiative, was the '20-Minute London Makeover' which had participants take 20 minutes of their day to clean up and help create safer spaces in and around London.

# IN THE COMMUNITY



## Top highlights in 2022/23



**OPEN HOUSE SKATE**



**BUD'S BUDDIES**



**TOY DRIVE**

The Annual Downtown Candy Crawl took place on Saturday, October 30th where families were able to participate in traditional trick-or-treating. The event was a collaboration with Budweiser Gardens, London Comic-Con, Dundas Place, Covent Garden Market, and Downtown London. The Candy Crawl is an annual event giving participants an opportunity to explore the city's core and businesses while collecting some sweet treats.

Each month, we have spent time with the Humane Society of London & Middlesex to highlight our 'Bud's Buddy' - this initiative has us feature a dog, cat, rabbit, or other critter that has called the Humane Society home and showcase the animals that are up for adoption or looking for a foster home. This feature has helped the Humane Society in spreading information on animals that are available for adoption as well as projects of their own including fundraising for a new home that will allow the Humane Society to grow their services in the community.

The OVG360 team at Budweiser Gardens are look forward to continuing connecting with the community within the next fiscal year!



# AWARDS



## Corporate Icon Award

Budweiser Gardens was honored to be a recipient of the London Chamber of Commerce Corporate Icon Award at the 39th annual Business Achievement Awards on September 27, 2022.

On October 11, 2002, the team at Budweiser Gardens officially opened the doors to the 10,000 seat sport and entertainment venue constructed in the heart of downtown London, fulfilling a vision that began in the late 90's and establishing a legacy of world-class entertainment and sports that continues twenty years later.

Throughout the last twenty years, Budweiser Gardens has welcomed over 11.5 million fans to over 2,500 events including Metallica, David Bowie, Justin Bieber, Elton John, Prince, Pearl Jam, The Tragically Hip, Bon Jovi, Foo Fighters, Jay Z, Ed Sheeran, Shania Twain, numerous Cirque du Soleil performances, and many more. In addition, the venue has played host to several prestigious national and international events such as World Figure Skating Championships, two Memorial Cups, the Tim Hortons Brier and Scott Tournament of Hearts, multiple Canadian Country Music Awards and in 2019 The Juno Awards.

The relationships that Brian Ohl and the OVG360 team have cultivated and established throughout the last twenty years, as well as the commitment to ensuring every artist, tour manager, roadie, athlete and coach feels at home when they enter the venue, has helped Budweiser Gardens to garner a reputation as a world-class venue within the entertainment industry. Nowhere is this better reflected than in the accolades that the venue has earned since opening in 2002. Throughout the last 20 years, Budweiser Gardens has consistently ranked in the top 10 amongst Canadian venues of all sizes and was twice recognized by the Canadian Music and Broadcast Industry Association as the Canadian 'Major Facility of the Year'. Additional honours were also bestowed upon the venue when Venues Today, a top entertainment industry publication, named Budweiser Gardens Canada's 'Top Stop of the Decade' in 2012 and the #3 International 'Top Stop' for the same time period. Budweiser Gardens has also been recognized locally for its success. In 2014, the venue won the prestigious 'Large Business of the Year' award at the Business Achievement Awards hosted by the London Chamber of Commerce, and in 2018 was a finalist for the 'Environmental Leadership Award'.

Budweiser Gardens is proud to be a catalyst of London's ever-growing entertainment sector and with London's recent designation as a UNESCO City of Music, we look forward to continuing our commitment to the important role music, sports, and the arts play in enhancing the quality of life and economic development of the city.



## Budweiser Gardens

20 years  
& many more to come

**Follow Along**

Matching the success of 2022-2023 will be a hard act to follow, however, the OVG360 team at Budweiser Gardens are embracing the challenge and are excited for what is to come!

As we look ahead it is clear that country music will once again be prominent on the calendar. In August, the venue will welcome country legends Alabama as they bring their Roll on 2 North America Tour to Budweiser Gardens. September promises to be electric as country royalty, The Chicks, play the venue on September 16 followed by the biggest name in country music, Morgan Wallen, on September 18th. Both shows are already sold out with the latter breaking records for the fastest sell-out and highest grossing show in venue history. Up and coming country star, Jon Pardi rounds out the fall country shows when he plays in November.

Although popular, country isn't the only genre scheduled for 2023-24. Broadway in London has announced an outstanding line-up that includes Jesus Christ Superstar, Annie and Little Women and is anchored by the award winning and critically acclaimed, Come From Away. This will be the first time that Come From Away has played Budweiser Gardens and the buzz around the show is already massive.

The London Knights will hit the ice for the 2023-24 season with high expectations following their deep playoff run this past spring. The team will rely on the leadership of Oliver Bonk, Easton Cowan and Denver Barkey as they chase their third Memorial Cup championship.

The 2023/24 fiscal year will hopefully bring with it the approval of the proposed renovation and expansion project of Budweiser Gardens by city council. The project includes renovating the existing concession stands to enhance the patron experience at events, refreshing our luxury suites and adding additional premium seating options. Also included as part of the project is expanding our current back-of-house space to allow the venue to continue hosting larger events such as the Junos, National and World Figure Skating Championships, the Memorial Cup and more. Our team is very excited about the opportunities that this project would open for the venue in the short- and long-term future.



### Top Artists

- 1 Luke Combs - Nov. 21-22, 2022
- 2 Zach Bryan - May 28, 2023
- 3 Shania Twain - June 21, 2023
- 4 Chris Stapleton - Sep. 10, 2022
- 5 Lee Brice - April 29, 2023

### Attendance

- 1 18,186
- 2 10,406
- 3 9,183
- 4 8,778
- 5 8,589

### Top Genre

**Country**

### Minutes Listened

**11.5 Million**

*Budweiser*  
**GARDENS**



**OVG**360