



2014 ANNUAL REPORT



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STATEMENT OF PURPOSE

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 shall also be a landmark of city civic pride and community accessibility, promoting a sense of vibrancy and culture while also providing a wide range of public sports and entertainment.



“ What a year it was for Global Spectrum Facility Management and Budweiser Gardens in London!

This season was highly-anticipated as we prepared for the 2014 MasterCard Memorial Cup, and we saw record-breaking attendance numbers, exclusive performances, and prestigious awards throughout the busy year. I would like to congratulate our tenant teams London Knights Hockey Club and London Lightning Basketball Club for advancing to the postseason once again.

The season opened with a show that contends as one of the best concerts ever at the venue. Renowned rock band Pearl Jam arrived in London for four days of rehearsals for only two summer shows – one here at Budweiser Gardens, and the second at Chicago’s Wrigley Field – before their fall North American tour. The two and a half hour set list brought 9,700 fans to their feet and created an electric atmosphere in the whole downtown.

We were excited to welcome the Philadelphia Flyers back to their ‘home away from home’ to play the Toronto Maple Leafs in NHL Preseason action after taking a season off. An annual block party filled Talbot Street beforehand, and we raised over \$9,000 for Memorial Boys and Girls Club through the 50/50 draw. Former London Knight Nazem Kadri scored the opening goal in an exciting game in his hometown, where the Leafs won a tight 4-3 victory.

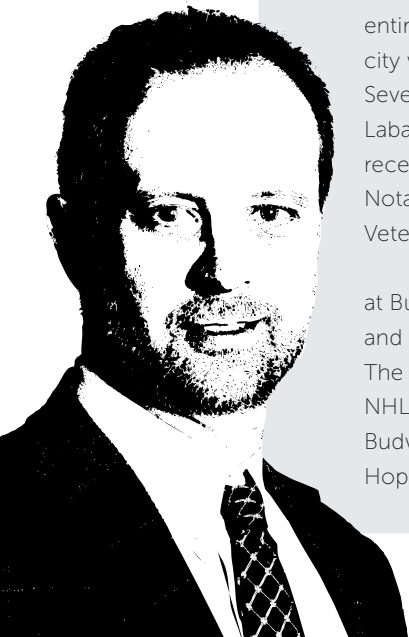
London became ‘Nashville of the North’ this season with a stretch of A-list country shows including Brad Paisley, the Dixie Chicks, Keith Urban, Jason Aldean, and Lady Antebellum. Budweiser Gardens also saw the best of classic rock with KISS and Black Sabbath, as well as 90s pop with the Backstreet Boys. Returning family favourites WWE, Disney on Ice, and Varekai by Cirque du Soleil entertained audiences of all ages. Sir Elton John returned to amaze a sold out crowd on the piano, and Canadian crooner Michael Buble closed out the year with his stellar showmanship. Twelve sold out events made for a record-breaking year as Budweiser Gardens was ranked the highest grossing venue of its size in North America (#8 in the world) according to Billboard Magazine.

Affirming London as a country music hotbed helped us assist the City of London in pursuing a successful campaign for 2016 Country Music Week and Canadian Country Music Awards. Three Global Spectrum employees sit on the Host Organizing Committee leading up to the event.

We are proud to be members of the London Chamber of Commerce, and were thrilled to be recognized at the Business Achievement Awards, winning Large Business of the Year. The trophy was a huge honour and highlights our commitment to making a difference in the community, as well as providing great recognition for our hard-working staff.

The time and effort that went into the planning of the 2014 MasterCard Memorial Cup throughout the entire season was well worth it as the event was a tremendous success. Budweiser Gardens and the entire city welcomed the best of Canadian junior hockey, complete with nightly entertainment and Fanfest activities. Seven Global Spectrum employees were represented on the Host Organizing Committee, and worked with Labatt and Budweiser to bring the Budweiser Clydesdales to Canada for only the second time. London received high praise from the Canadian Hockey League and throughout the hockey world on the tournament. Notably, the organizers exceeded their goal to assist veterans, raising over \$100,000 for Parkwood Hospital Veterans Care.

I am very proud to reflect on 2013-2014 season and look forward to more amazing talent and events at Budweiser Gardens. Looking ahead to next year, we have Lionel Richie set to perform in the summer, and Broadway in London announced its largest lineup including the London premiere of Jersey Boys. The Philadelphia Flyers will also return for a fourth matchup against the Toronto Maple Leafs during the NHL preseason. We are committed to top-notch entertainment and great memories for Londoners at Budweiser Gardens, and cannot thank the entire Southwestern community enough for your support. Hope to see you at an event here soon!



Brian E. Ohi | General Manager



As Mayor, and on behalf of Londoners, **I am pleased to congratulate Global Spectrum Facility Management on another outstanding year.**

This past year saw London receive international acclaim as we welcomed headliners like Elton John, Brad Paisley, and Keith Urban. London also hosted a very successful MasterCard Memorial Cup where we welcomed thousands of fans from all over the Country and many more saw us live on broadcasts.

The Global Spectrum team continues to bring home winning combinations with top-notch concert performers, hockey and basketball, and community outreach. Budweiser Gardens has proven itself time and again to be an outstanding investment in our community where partners work together to enhance our quality of life and economic development. Having met budget every year since the venue opened, Global Spectrum consistently demonstrates tremendous corporate and social responsibility.

To Global Spectrum, I commend you for your dedicated work, attention to detail, and excellent customer service. You are most deserving of being this year's recipient of the Chamber of Commerce Business Achievement Award for Business of the Year (Large Category).

Congratulations to an exceptional team on another spectacular year. Best wishes for continued success as you prepare to host Country Music Week in 2016.



Joni Baechler | Mayor, City of London



To Our Friends at Global Spectrum Facility Management:

It was another successful year at Budweiser Gardens, as the venue was ranked in the upper echelon in gross sales for all of North America. This is a direct tribute to the high level of professionalism and dedication shown by Brian Ohl and his entire staff. It was an action packed 10 days in May, hosting the 2014 MasterCard Memorial Cup, while also hosting multiple sold out events throughout the year. Also, congratulations go out on being named the host for Country Music Week in 2016, which includes the Canadian Country Music Association Awards show.



Mike Turner | Deputy City Treasurer, City of London

Calendar of Events



JULY

- 11 Alice in Chains ◀
- 16 Pearl Jam
- 27 KISS ▶

AUGUST

- 25 Matchbox 20 & Goo Goo Dolls

SEPTEMBER

- 5-8 Rookie Tournament
- 14 WWE Live!
- 15 Flyers Preseason ◀
NHL Block Party

OCTOBER

- 12 Duck Dynasty ▶
- 19 Brad Paisley ◀
- 26 Reba

NOVEMBER

- 5 Hello Dolly
- 6 ZZ Top ▶
- 10 Dixie Chicks ▶

DECEMBER

- 14 Johnny Reid

JANUARY

- 11-12 Stomp
- 23 Keith Urban ◀
- 30-31 Disney on Ice





FEBRUARY

- 1-2 Disney on Ice
- 3 **Elton John** >
- 4 Barenaked Ladies
- 8 **Jason Aldean** <
- 15 Blue Rodeo
- 23 Kings of Leon
- 27 **Chicago** >

MARCH

- 1 Lady Antebellum
- 3 American Idiot
- 8-10 Monster Jam
- 16 Disney Live
- 25 **Hedley** <

APRIL

- 2 Beauty and the Beast
- 5 R5
- 7 Brit Floyd
- 9 **Black Sabbath** <
- 17 Globetrotters
- 23 Midtown Men

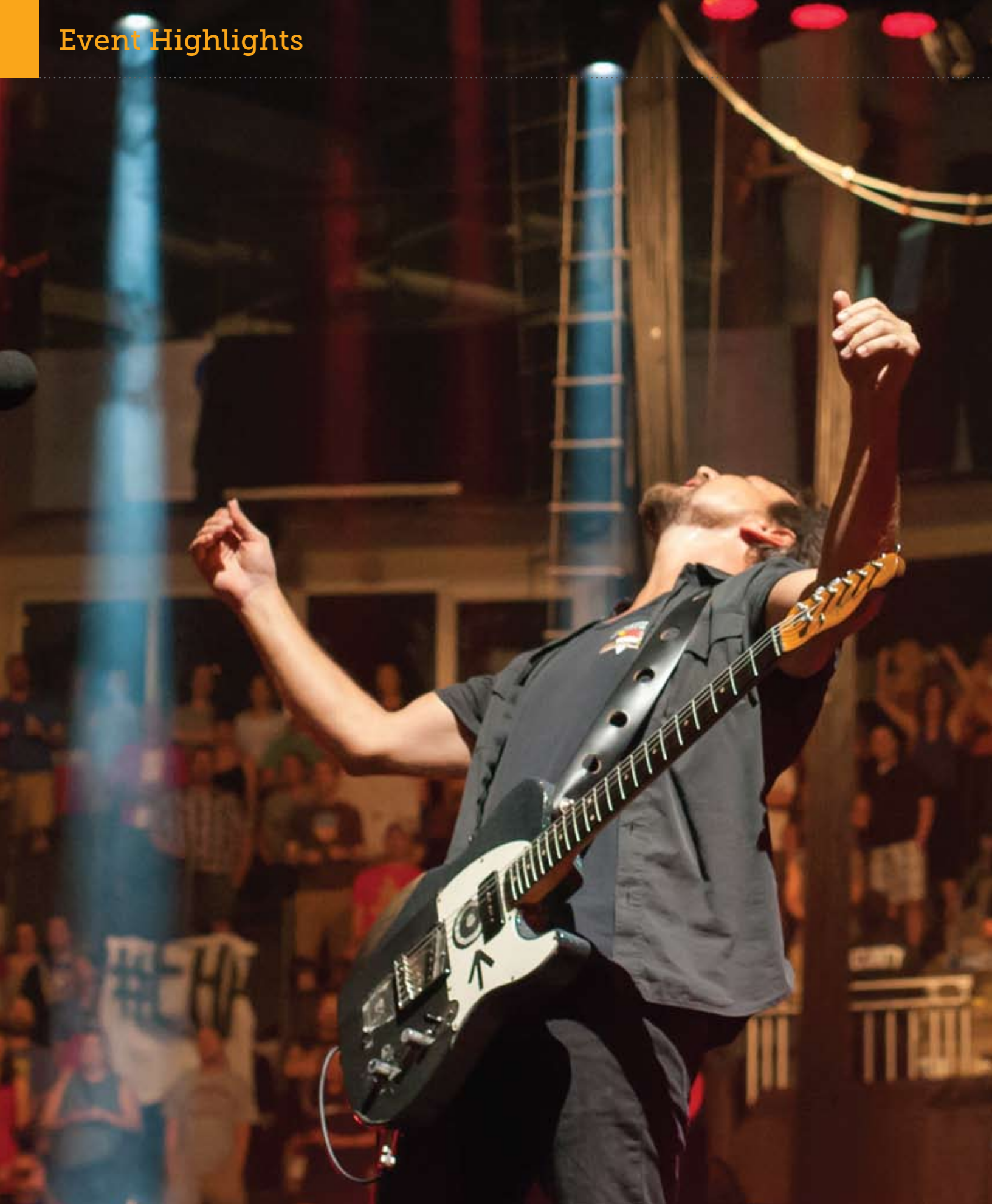
MAY

- 4 **Stars On Ice** >
- 7 Backstreet Boys
- 10 Gordon Lightfoot
- 16-25 MasterCard Memorial Cup
- 28-31 **Varekai by Cirque du Soleil** >

JUNE

- 1 **Varekai by Cirque du Soleil** >
- 30 **Michael Buble** <





PEARL JAM



Band Plays Sole 2013 Summer Canadian Date at Budweiser Gardens

Global Spectrum was proud to welcome Pearl Jam this past July for their sole Canadian date in the summer of 2013. Budweiser Gardens played host to the infamous band for a sold out show on July 16, 2013, as well as rehearsals for their 2013-2014 North American tour. The band only made two stops in the summer of 2013 – Budweiser Gardens in London, ON and Wrigley Field in Chicago, IL (July 19, 2013).



Budweiser Gardens staff present Eddie Vedder with a custom baseball bat before Pearl Jam's sold out show on July 16, 2013.



The Philadelphia Flyers and Toronto Maple Leafs face off in front of a sold out crowd of 8,727 fans.



Flyers Scott Hartnell and Leafs Dave Bolland join the Boys & Girls Club in a ceremonial Faceoff.

LEAFS vs. FLYERS



For the ninth year, Budweiser Gardens hosted its "hometown" Philadelphia Flyers in NHL preseason action. The Flyers faced off against Eastern Conference opponent, the Toronto Maple Leafs on Sunday, September 15, 2013. This was the third time the Leafs have made an appearance at Budweiser Gardens and Global Spectrum Facility Management was thrilled to welcome both teams with spirit and enthusiasm by expanding the event outside the facility walls.

A huge pre-game block party was held outside Budweiser Gardens to help get fans pumped up for the big game. Fun for all ages, the block party included entertainment by Sweet Leaf Garret & Reverend Freddie and The Distillers in the licensed beer garden, player appearances from The London Knights Hockey Club and London Lighting Basketball Club, face painting and more. As a special addition to the block party, the Toronto Maple Leafs brought their Leafs Mobile Fan Zone. The zone is a Leafs dressing room replica that offers fans a chance to live the dream and feel as though they have just been added to the Toronto Maple Leafs roster.

The game itself featured four former and two current London Knights returning to Budweiser Gardens; Nazem Kadri and Dave Bolland for the Leafs, and Steve Mason and Zac Rinaldo with the Flyers. Current players included Knights forward Ryan Rupert for the Leafs and Anthony Stolarz in goal for the Flyers. Ultimately the Toronto Maple Leafs ended up winning by a score of 4-3, in front of a sold out crowd of 8,727 fans.

Global Spectrum Facility Management was pleased to announce a donation of \$9,085 to the Boys & Girls Club of London, as part of its fundraising efforts during the game. Fundraising efforts included a 50/50 draw and the collection of voluntary donations during the game in a 'battle of the sections' promotion.



LONDON GOES COUNTRY



Global Spectrum & Budweiser Gardens to Host 2016 Canadian Country Music Awards Broadcast

On March 5, 2014, the Canadian Country Music Association (CCMA) announced the selection of London, Ontario to host the 2016 Country Music Week and CCMA Awards Broadcast from September 8-11, 2016, after a lengthy bid process. This exciting announcement was made at a press conference by CCMA President Don Green and Chair of the CCMA Board of Directors Ron Kitchener at the London Music Hall.

Ontario country sensation Tim Hicks and local rising star Genevieve Fisher followed up the reveal with special guest performances.

Country Music Week reaches beyond Budweiser Gardens as the venue is held for the week's duration to prepare for the CCMA Awards Broadcast. Global Spectrum, however, took the lead in the bid process to secure the event, collaborating with Tourism London and the London Convention Centre to coordinate logistics and funding requirements. Tourism London disclosed a \$100,000 contribution to Country Music Week at the announcement press conference, showing its passion towards the event and significance of successful business partnerships in the city – a persuasive factor in securing a successful bid.

Global Spectrum's Director of Marketing at Budweiser Gardens Chris Campbell undertook a lead role in organizing the bid and was named Chair of 2016 Country Music Week Host Committee. "The level of enthusiasm and community collaboration experienced throughout the bid process was overwhelming and we look forward to planning for September 2016," he said. "Hosting one of the largest music events in the country and certainly the largest non-sporting event that London has ever hosted will be tremendous for local tourism and allow us to showcase our venue, talent, and community to the entire industry."

Two other Global Spectrum employees will sit on the local Host Committee for the event: Senior Event Manager Stephanie Starchuck and Marketing Coordinator Bethany Wood.

Budweiser Gardens has established an excellent track record for hosting country performances in London. In the 2013-2014 season alone, the venue has hosted sold-out concerts for many A-list artists including Brad Paisley, the Dixie Chicks, Jason Aldean, and Lady Antebellum. Keith Urban has performed for sellout crowds in London seven times, most recently in January 2014.

In 2016, Country Music Week is projected to draw \$6-8 million dollars of local economic impact, comprised of hotel room nights, local employment for production, printing, transportation, venues, food and beverage, décor, and entertainment expenses. We look forward to anticipating the arrival of the largest non-sporting event the city has ever hosted in September 2016!

CCMA President Don Green announces London will host Country Music Week in September 2016.



Ontario country sensation Tim Hicks and local rising star Genevieve Fisher followed up the reveal with special guest performances.



Country Music Week Committee members stop and pose for a selfie to commemorate the occasion.



Event Highlights



A strong 'Memorial' presence highlights the trophy's value: honouring former players who died during war and dedicated to all Canadian soldiers.

Budweiser Clydesdales make their second appearance in Canada to help open the tournament.





96TH MASTERCARD MEMORIAL CUP

The prestigious 96th MasterCard Memorial Cup left its mark on London, Ontario in May 2014. For ten days from May 15-25, host team London Knights set the stage at Budweiser Gardens for the best of CHL Hockey as the final four teams Knights, Guelph Storm, Edmonton Oil Kings, and Val-d'Or Foreurs faced off for one of Canadian hockey's most challenging trophies.

The Edmonton Oil Kings were resilient in London and outstood a record-setting, 102 minute and 42 second game in the tournament semi-final, beating Val-d'Or Foreurs in triple overtime 4-3 to advance to the championship. There, the Oil Kings met Guelph Storm – who advanced straight to the final with a perfect 3-0 record after preliminary round play. Ultimately in front of 8,863 fans, the Oil Kings pursued a 6-3 win over the Storm to hoist the Memorial Cup, bringing the trophy to Edmonton and back to the WHL.

Tournament organizers and visitors praised London as an exceptional host city. Seven Global Spectrum employees and their departments were on the Host Organizing Committee and contributed months in advance to the event's success.

"On behalf of the Canadian Hockey League and commissioners Ron Robison and Gilles Courteau, it's an honour to have the opportunity to congratulate and thank the unbelievable hosting of this event by the city of London and the London Knights hockey club," CHL President David Branch said in a statement. "To the event chairman Trevor Whiffen, event manager Gary Curgin, to the hundreds of volunteers, you outdid yourself from 2005."

Underlying the on-ice action, this year's 96th MasterCard Memorial Cup had an exceptional 'Memorial' presence, reminding players, coaches, and fans alike of the trophy's value: honouring former players who died during war and dedicated to all Canadian soldiers. The Host Organizing Committee raised over \$100,000 for Parkwood Veterans Care Facility in London with record-breaking 50/50 draws and the Captain's Pancake Breakfast.

The Memorial Cup arrived in impressive fashion from a military helicopter, and was escorted through downtown London with military G-wagons, complete with bagpipers and presentation at the Victoria Park cenotaph. The military respect surrounding the event continued the entire ten days. Notably, 101-year-old Sid 'The Kid' Daley – the oldest living OPP Officer and resident of Parkwood Hospital – received an extensive standing ovation for dropping the puck prior to the final preliminary round game.

Over 400 volunteers ensured the event was a resounding success. Downtown London FanFest was complete with the Budweiser Clydesdales from May 15-18 to open the tournament, arriving for only their second time ever in Canada. Volunteers also staffed the Budweiser Beer Garden that featured live entertainment from Juno winner Brett Kissel, who packed over 1000 fans for a 'Jeans and Jerseys' celebratory night between the semi-final and final game.

Ovations Food Services provided over 8,000 meals for players, media, scouts, family, sponsors and staff, in addition to restaurant and concession sales during the event. Over 75 truckloads of food came through Budweiser Gardens over the ten-day stretch, and 400 dedicated employees – all of whom are local residents – worked 12,000 plus hours to complete the tournament's food and beverage demands. Global Spectrum Chief Operator Art Johnston and his ice crew maintained excellent conditions for the highly regarded 96th MasterCard Memorial Cup.

The 96th MasterCard Memorial Cup was the second in London in the last nine years, and an event for the record books. The city's leaders in police, tourism, and throughout its private and public sectors came together to contribute to a successful experience on and off the ice.

Legends of Hockey in the Hall of Fame tent.



2014 Host Organizing Committee.



"Junior Hockey Junkies" attend the game as their best Elvis.





KNIGHTS SEASON RECAP

Following back-to-back OHL Championships, the London Knights headed into the 2013-2014 season with high expectations. The 2013 NHL Entry Draft proved very successful during the offseason as four players were selected in the first round – centreman Bo Horvat went ninth to the Vancouver Canucks, forward Max Domi 12th to the Phoenix Coyotes, defenseman Nikita Zadorov 16th to the Buffalo Sabres, and Michael McCarron 25th to the Montreal Canadiens. A record 17 players remained at NHL training camps at the start of the season, showing impressive depth and talent within the organization.

With high anticipation as the 2014 MasterCard Memorial Cup hosts, the London Knights faced increased attention throughout the country during the regular season, notably as the featured team in “Quest for the Cup”. This documentary – produced by Sportsnet – showed an inside look at the players and coaching staff as they battled through the season in an eight-part series that aired throughout the year.

As the season got underway, the Knights welcomed Peterborough native Brady Austin from the Belleville Bulls to the roster as an asset on the blue line. Forwards Josh Anderson, Max Domi, Bo Horvat, Chris Tierney, and Ryan Rupert were soon selected to play for team OHL at the Subway Super Series, coached by the Knights’ own Dale Hunter. Teammate Zadorov joined Team Russia’s roster and competed in the same high-profile event. Zadorov was then returned to the Knights in November for the remainder of the season, after playing seven games with the Buffalo Sabres.

The Pittsburgh Penguins also announced that 19-year-old defenseman Olli Maatta would remain in Pittsburgh for the 2013-14 season. Maatta was a key component to the Knights’ back-to-back championships, and in only two years proved his work ethic and dedication worthy to stay in the NHL – even while eligible to continue to play junior hockey. Maatta went on to earn 33 points with the Penguins throughout the season and represented his home country Finland at the Sochi 2014 Olympics, taking home a bronze medal. Five other Knights alumni competed in the Sochi Olympics including Rick Nash, Corey Perry and John Tavares of the gold medal-winning Team Canada.



The Knights exhibit a strong commitment to the community.



The Hockeytown Winter Festival was a highlight of the winter season as the Knights played the Plymouth Whalers at Comerica Park in Detroit in what was the OHL's first ever outdoor doubleheader. The Knights played a competitive game in front of a crowd of over 26,000 spectators, coming up short in a 2-1 shootout loss to the Whalers.

At the season midway point, the Knights elected forward Chris Tierney as team captain. Tierney led the Knights to a fourth place regular season finish at 49 wins, 14 losses, and five overtime/shootout losses totaling 103 points. London retained home ice advantage for the first round of the playoffs versus Windsor Spitfires and swept the series in four games. In the second round, the Knights put up a tough fight to Guelph Storm but found themselves down a 3-1 deficit, and with a depleted team, in a must-win situation. The team left everything they had on the ice, but exited the 2014 playoffs in the second round 4-1 to Guelph Storm, who went on to become the 2014 OHL Champions.

This season was a special one for overagers Alex Basso, Brady Austin, and Zach Bell, who were recognized in a pregame ceremony that celebrated their time in the OHL. Head coach Dale Hunter was also honoured during the season by the Sudbury Wolves as the team retired his #15 jersey to the rafters. Hunter recorded over 100 points in his first season with the Wolves in 1978-79 and a part of his hockey story today goes back to his time in Sudbury.

Hunter and his brother – London Knights General Manager Mark Hunter – were awarded as London's Sportspersons of the Year at the London Sports Celebrity Dinner. This prestigious recognition is a well-deserving testament to their hard work and dedication in establishing the successful franchise.

The London Knights continue to contribute both on and off the ice, renowned in London for their commitment to the community. The club was awarded the Jack Burghardt Award of Excellence this season for exhibiting spirit of generosity for the Salvation Army. The Knights organized a local hat and mitts drive collecting 2923 winter items for children during cold months. The 14th annual Teddy Bear Toss presented by Sun Life Financial was also a great success this season, gathering 9,819 bears after Ryan Rupert scored against the Sault Ste Marie Greyhounds. At the 5th Annual March Breakaway Scavenger Hunt and Autograph Session at White Oaks Mall, Mark and Dale Hunter donated an outstanding \$100,000 to the local Children's Health Foundation. This foundation has been close to the heart of many Knights players as many visit the patients on a regular basis.

The Knights battled through multiple injury troubles this season with resilience and showed loyal fans their tremendous passion for the game. The 2013-2014 season was one for the books and fans can certainly look forward to more excitement again next year!



2013-14 SEASON

The London Lightning had another impressive year finishing third in the NBL Central division with a 23-17 record and for the third straight year led all teams in league attendance.

The Lightning started the 2014 playoffs on the road against rivals the Brampton A's. After falling behind 2-0 in the series the Lightning started to storm back in game 3 in front of their home crowd at Budweiser Gardens with a thrilling 105-85 win. They didn't stop there, eventually winning the series in seven games. In the second round of the playoffs, the Lightning faced the Windsor Express and had a hard fought back and forth series, with the Lightning leading the series 2-0 to start, but falling to 2-3 on the road. In a must-win game six the Lightning once again impressed their home crowd with a 84-79 win to force game seven. It was a hard fought final game, with both teams leading at different points throughout the night. Windsor eventually won game seven, eliminating the Lightning from the playoffs for the first time in the team's history.

Individual accolades went to London Lightning Guard Garret Williamson who was named the Canadian Player of the Year by NBL Canada for the 2013-2014 season. Garret averaged 18 points a game and ended the season with a team-leading 938 points. Global Spectrum Facility Management is proud of the London Lightning accomplishments and would like to congratulate the Lightning on another great season.



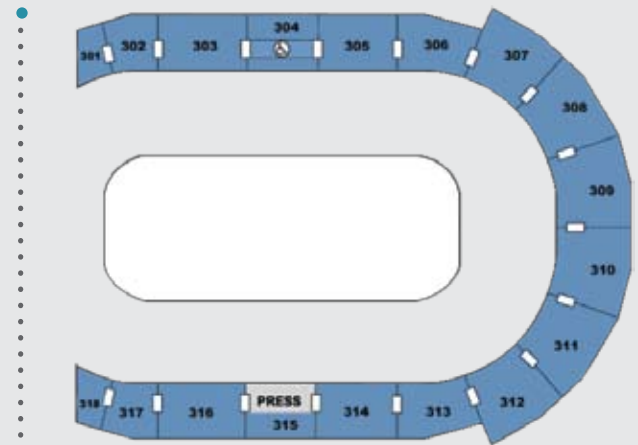
ABOUT BUDWEISER GARDENS

Budweiser Gardens is a multi-purpose facility whose focus is on both entertainment and sports. The facility is an arena, which was opened October 11, 2002. The centre is a "flagship" located in downtown London, Ontario and a significant catalyst in the redevelopment of London's downtown. On October 11, 2012, the centre celebrated its tenth anniversary.

The facility seats 9,000 for hockey and ice events and up to 10,000 for concerts, family shows and other events. The facility has 1,100 premium club seats, 38 private luxury suites and 5 Group Sales Suites.

The building has several unique qualities:

- It is located in the heart of downtown London and its exterior design incorporates a replica of the façade of the old Talbot Inn, a 19th Century Inn with that of a "state-of-the-art" entertainment and sports facility.
- In addition to having the ability to accommodate both End and Centre-Stage productions, the facility was designed to accommodate touring Broadway shows. The theatre setting has the ability to seat 2,800 people and is complete with a 30 line fly grid.
- Its design reflects many of the features found in larger facilities.
- The facility has been designed to exceed the Ontario Building Code requirements for accessibility.
- The facility more closely meets AODA requirements. There is accessible seating on every level.
- The facility exceeds the Ontario Building Code requirements for washrooms by approximately 55%.
- Budweiser Gardens is the home of Junior "A" hockey team, the London Knights of the Ontario Hockey League and the London Lightning Basketball club of the National Basketball League of Canada.



Concerts and Events

Configuration capacity: 10,000



Theatre Events

Configuration capacity: 2,800



Hockey and Ice Events

Configuration capacity: 9,000



Basketball

Configuration capacity: 5,200



360 POWER RING

Global Spectrum and London Knights partner on Digital Power Ring

Global Spectrum Facility Management and the London Knights Hockey Club unveiled their new LED 360 Power Ring at Budweiser Gardens during the Toronto Maple Leafs vs. Philadelphia Flyers preseason game on Sunday September 15, 2013.

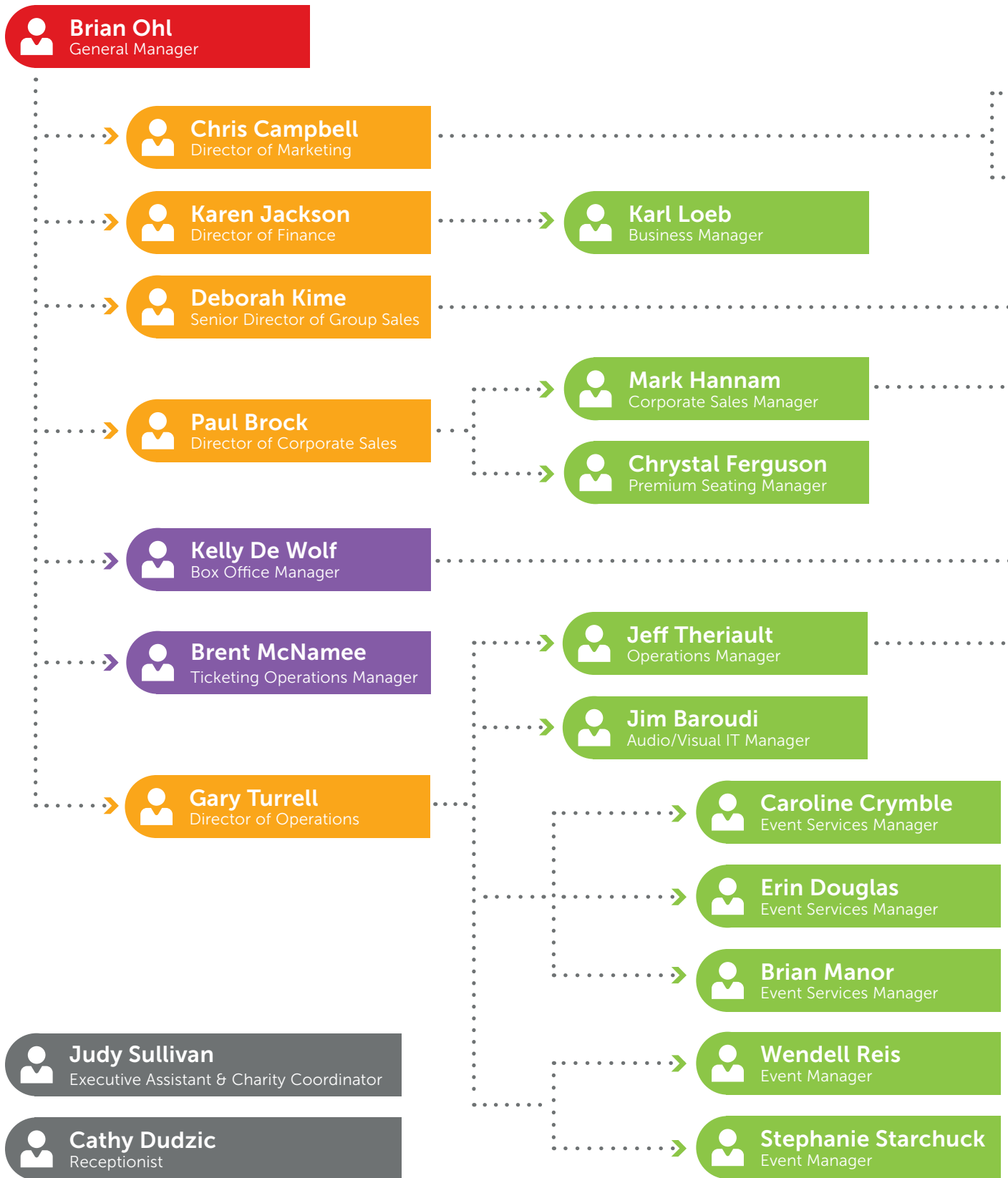
The new LED 360 Power Ring will not only enhance the fan experience, it will encourage fans to 'get into the game' in a variety of interactive ways. The 360 degree digital signage measures about 790 feet in circumference and is approximately 2 feet high with many features and capabilities including animation, advertising, and allows for live score updates from across the league.

The Power Ring makes the London Knights Hockey Club the only OHL team to have a 360 degree Power Ring in their home arena. The Power Ring was installed by Daktronics, an industry leader in designing and manufacturing electronic scoreboards – stationed in Brookings, South Dakota.

GOING GREEN

Global Spectrum is proud to have a Green Committee at Budweiser Gardens to help ensure that the venue is always finding new ways to be environmentally friendly and go green. One major highlight for the Green Committee over the past year was the installation of a cardboard bailer at Budweiser Gardens. The cardboard bailer reduces the amount of times the building needs to call in its waste management company to haul away cardboard. This not only helps reduce pollution, because of the amount of trips avoided, but has now turned in to a profit driver, as the waste company now pays the venue for its cardboard! Other recycling initiatives yielded 175 batteries, 270 lights and 45 ballasts.

Organizational Chart



 **Bethany Wood**
Marketing Coordinator

 **Marcy Redmond**
Marketing Coordinator

 **Claudia Chen**
Group Sales Coordinator

 **Shanna Pinnell**
Corporate Sales Administrator

 **Danielle Phillips**
Box Office Supervisor

 **Bob Burry**
Assistant Operations Manager

HOW YOU DOIN'?

The "How YOU Doin'?" program is one of the key standards that staff of Global Spectrum Facility Management prides itself in following at Budweiser Gardens. The philosophy is more than a greeting; it is a benchmark for measuring the satisfaction of our guests during each event. Every member of our staff, from concession staff to security, make sure that our guests are greeted at every turn with a welcoming smile and the question, "How YOU Doin'?"

The philosophy is simple yet effective and is based on 10 common-sense practices which are easy to follow

1 CUSTOMER FIRST! Use all resources available to serve internal and external customer interactions

2 GOLDEN RULE Treat co-workers and customers with complete respect, fairness and courtesy

3 LISTEN Ask open-ended questions, be attentive and clarify understanding to improve accuracy of responses

4 THINK "YES" Consistently demonstrate a can-do approach in thoughts and actions

5 BE PROFESSIONAL Represent Global Spectrum Facility Management in an ethical and positive manner with all interactions

6 POSITIVE ATTITUDE Solve problems creatively by making decisions that positively impact the entire organization

7 24-HOUR RULE Act with an appropriate sense of urgency when responding to any and all requests

8 EVERYBODY SELLS Suggest and implement new ways to drive and improve our business

9 ENTHUSIASM Work with a passion towards achieving individual, team and organizational growth and success and encourage others to do the same

10 DO IT NOW! Deliver on the things you have committed to doing and/or are accountable for producing

GLOBAL SPECTRUM PARTNERSHIPS

To ensure the success of Budweiser Gardens, Global Spectrum Facility Management utilizes several partnerships which support and assist staff to maximize the care, control and safe and efficient operation of the facility. These partnerships are made up of both long-term and short-term commitments which are governed by collective agreements or service agreements.



OVATIONS

In keeping with their adage "Performances not Promises", Ovations Food Services continues to provide world class service to the thousands of patrons who visit Budweiser Gardens. Ovations focuses on many areas of service, from the patron attending that evening's show, to the fan at the hockey game, to the performers who play at Budweiser Gardens. Ovations creates a memorable experience for each customer through attention to detail and unsurpassed quality.

Ovations also provides opportunities for groups and organizations such as school groups, dance clubs, minor sports teams and private clubs in the community to grow and expand their fundraising efforts.

Monies raised from concession sales go directly to these organizations to assist them in their goals.

One of the goals within the Ovations family is to "think green". Ovations has committed to bringing in eco-friendly products, reducing waste and going local with as many purchases as possible. By partnering with industry-leading companies, Ovations has helped transform Budweiser Gardens into a true "House of Green".

With concentrated efforts on guest satisfaction, Ovations stays ahead of the industry standard in terms of food quality, presentation and customer service. By staying true to the values of the "How You Doin'?" program, Ovations ensures that all guests enjoy each and every visit to Budweiser Gardens.

The continued advancement of Ovations Food Services as a company has allowed many of its employees at Budweiser Gardens the opportunity to expand their knowledge by traveling and assisting other venues throughout North America. This, along with many other reasons, is why in 2014 the City of London approved a contract extension between Budweiser Gardens and Ovations Food Services.



JOHNSON CONTROLS

Johnson Controls Incorporated provides an extensive Service Plan Agreement which is part of a 25-year term. The agreement is founded on an extensive and comprehensive service plan which provides a full-time operator to 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.

BEE CLEAN BUILDING MAINTENANCE

Janitorial Services throughout Budweiser Gardens are provided by Bee Clean.

Bee Clean provides four major components which comprise the cleaning requirements for the facility.

Non-Event Cleaning is comprised of two full-time weekday cleaners who address the day-to-day and preparatory cleaning requirements of the venue.

Event Cleaning involves an event cleaning crew which, number dependent on the size, type and demographic of the event, addresses all ongoing cleaning requirements during an event to ensure a clean and safe event environment.

Post-Event Cleaning involves a crew which, number dependent on the size, type and demographic of the event, cleans the venue in its entirety upon the completion of an event.

The final component is Periodic Cleaning which, number dependent on tasks at hand, will clean specific item(s) in need of attention due to ongoing use and/or as a result of an event (i.e. cup holders in premium seating; bowl seats after a dirt event).



I.A.T.S.E. Local 105

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. Global Spectrum Facility Management is extremely pleased with the relationship, effort and quality of work provided by I.A.T.S.E.



ISM

Innovative Security Management (1998) Inc. 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, gates for pat down, smoking areas, and/or other static positions in the venue.





BUSINESS ACHIEVEMENT AWARDS

2014 WINNER



BUSINESS OF THE YEAR

Global Spectrum Wins Large Business of the Year at 2014 London Business Achievement Awards

Following a record-breaking year in 2013 – ranked the top-grossing venue of its size in North America according to Billboard Magazine with over 690,000 in total attendance – Global Spectrum at Budweiser Gardens was named the city’s Large Business of the Year, awarded on March 19, 2014 at the Business Achievement Awards, sponsored by the London Chamber of Commerce. The Chamber’s annual gala at the London Convention Centre is the largest of its kind in Canada and celebrates some of the outstanding businesses in the city.

Global Spectrum at Budweiser Gardens was named a finalist for the prestigious award in December 2013. Business of the Year Awards for Small and Medium companies, as well as Corporate Social Responsibility, Environmental Leadership, Excellence in Human Resources, and Innovation were among other awards presented at the event.

The venue has been a member of the London Chamber of Commerce for ten years, and this is the company’s first major win at the Business Achievement Awards. The success of the facility in London is often called upon by other municipalities that are either looking to build a new facility or are interested in the London model.



This award is a true testament to Brian Ohl and his hard-



“Global Spectrum prides itself on being active members of the business community,” said Global Spectrum President John Page. “This award is a true testament to Brian Ohl and his hard-working staff who make it a priority to provide top-notch entertainment in the most comfortable environment as possible. They do an incredible job of working closely with the business community to maximize opportunities for their partners, as well as their guests.”

Established in 1982, the Business of the Year Award acknowledges and celebrates high achievement in London’s business community, judged on numerous criteria including business achievements, innovations in service, employee relations, training, contribution to employment base in London, commitment to the community, and environment. Receiving this prestigious award is an affirmation that Budweiser Gardens makes a difference in our community and is committed to providing world class entertainment in Southwestern Ontario. The Global Spectrum staff is motivated by this recognition and grateful for the opportunity to represent the live entertainment industry in London.



Brian Ohl accepts the award on behalf of Global Spectrum at Budweiser Gardens.

-working staff...



John Page
Global Spectrum President

GLOBAL SPECTRUM CELEBRATES A TREMENDOUS YEAR AT BUDWEISER GARDENS

Top Rankings in North America for Both Ticket Sales and Social Media Marketing Indicate that 2013 was Remarkable

Global Spectrum, operator of Budweiser Gardens has much to celebrate and be grateful for in 2013. Venues Today Magazine's Year-end December issue ranked Budweiser Gardens #7 worldwide, placing the facility as the top venue in North America for gross ticket sales (October 16, 2012 to October 15, 2013) among venues its size. Earlier this fall the same publication's "Social Media Power 100 Chart" ranked Budweiser Gardens in the #10 position based on its social media marketing.

Billboard Magazine, calculates their Year End rankings from gross sales (Nov. 14, 2012 to Nov. 12, 2013) and placed Budweiser Gardens in the #8 spot in the world and #2 in North America. Both Venues Today and Billboard Magazine rankings do not include any sales from the London Knights Hockey Club.

"Budweiser Gardens is clearly one of the most spectacular venues in all of North America," said Global Spectrum Chief Operating Officer John Page. "With outstanding support from the region and the dedicated staff, Budweiser Gardens is a destination for many top acts on the road today and home to a fantastic junior hockey club. We are extremely proud of what Budweiser Gardens continues to do for the City of London."

"The tremendous successes of the London Knights have continually been major factor in the overall success of the facility. In a year that included Canada's sole summer Pearl Jam and Tom Petty dates, we have many reasons to be grateful," said Brian Ohl, Global Spectrum's Regional Vice President and General Manager of Budweiser Gardens.

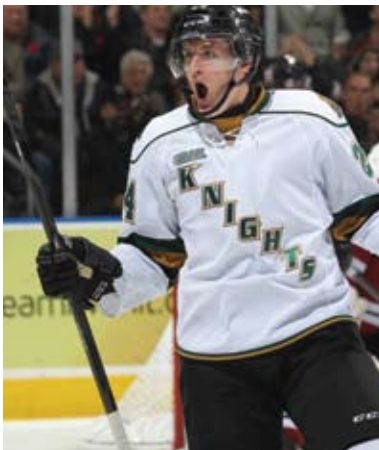
"Budweiser Gardens continues to play a key role in attracting major sporting and entertainment events to the city of London. It has contributed significantly to branding London as one of Canada's leading sport tourism destinations and positions our city as a serious contender for future national and international events," said John Winston, General Manager of Tourism London.

"Over the past few years, we have been very focused on building our online community, developing unique ways to engage and share content in new and creative ways. Global Spectrum has been tremendously supportive, continually developing and investing in its marketers to be industry leaders in terms of interactive and social marketing," said Chris Campbell, Global Spectrum's Director of Marketing at Budweiser Gardens.

The most recent results mark the third in a row that Budweiser Gardens has improved its position in the social media ranking, growing from the #14 position in the fall of 2012 to #10 in the fall of 2013. Venues Today's "Social Media Power 100" ranks all North American Venues social media assets, influence and clout using metrics such as Facebook likes, Twitter followers, fan reach, engagement and community size.

“ Budweiser Gardens is a destination for many top acts... ..and home to a fantastic junior hockey club. ”

John Page
Global Spectrum President



VENUES TODAY

2013 Worldwide Year-end Ranking

10,001 - 15,000 capacity

	VENUE	CAPACITY
1	Brisbane Entertainment Centre (Australia)	13,500
2	Hallenstadion (Zürich, Switzerland)	13,000
3	Sydney Entertainment Centre (Australia)	12,500
4	O2 World Hamburg (Germany)	15,000
5	Metro Radio Arena Newcastle (England)	11,500
6	Vector Arena (Auckland, New Zealand)	12,200
7	Budweiser Gardens (London, Ontario)	10,200
8	Valley View Casino Center (San Diego, California)	14,000
9	Baltimore Arena (Maryland)	14,829
10	Intrust Bank Arena (Wichita, Kansas)	15,000

Based on Gross Sales reported from October 16, 2012 to October 15, 2013

POLLSTAR

2013 Worldwide Year-end Ranking

Top 200 Venues (all capacities)

		TICKETS SOLD
1	The O2 Arena (London, UK)	2,123,646
2	Phones 4u Arena (Manchester, UK)	1,186,557
3	Barclays Center (Brooklyn, New York)	991,752
4	Palais Omnisports de Paris-Bercy (Paris, France)	900,289
5	Staples Centre (Los Angeles, California)	898,469
13	Air Canada Center (Toronto, Ontario)	612,179
117	Budweiser Gardens (London, Ontario)	113,392
186	General Motors Centre (Oshawa, Ontario)	59,509

Based on tickets sold worldwide as reported to Pollstar for shows played between January 1, 2013 and December 31, 2013

BILLBOARD




Top 10 Venues (10,001 - 15,000 capacity)

		TOTAL GROSS	CAPACITY	ATTENDANCE	TOTAL CAPACITY	NO. OF SHOWS	NO. OF SELLOUTS
1	Brisbane Entertainment Centre (Australia)	\$62,264,985	13,500	523,369	579,661	72	12
2	Perth Arena (Perth, Australia)	\$56,677,622	15,000	551,036	663,080	64	17
3	Hallenstadion (Zürich, Switzerland)	\$50,455,246	14,000	549,748	707,782	76	14
4	Sydney Entertainment Centre (Australia)	\$36,808,792	13,250	345,731	393,194	47	11
5	O2 World Berlin (Germany)	\$32,689,834	15,000	509,166	609,831	59	11
6	O2 World Hamburg (Germany)	\$31,279,785	15,000	554,400	693,109	73	8
7	MGM Grand Garden (Las Vegas, Nevada)	\$20,643,685	14,500	122,724	127,998	10	7
8	Budweiser Gardens (London, Ontario)	\$16,901,984	10,500	256,304	337,635	64	9
9	LG Arena (Birmingham, UK)	\$13,744,965	12,500	168,539	173,722	17	7
10	Vector Arena (Auckland, New Zealand)	\$13,499,770	12,000	124,523	137,627	17	3

Compiled from Boxscores November 14, 2012 to November 12, 2013

VENUES TODAY

Social Media Power 100 (10,001 - 15,000 capacity)

		 LIKES	 TALKING	 FOLLOWERS	SENTIMENT SCORE	SMP SCORE
1	Red Rocks Amphitheatre (Denver, Colorado)	331,709	5,354	16,362	71	425
2	Radio City Music Hall (New York, New York)	69,013	2,838	14,427	85	105
3	Millennium Park (Chicago, Illinois)	68,093	4,060	6,137	65	95
4	Greek Theatre (Los Angeles, California)	41,426	3,871	20,536	66	80
5	Nokia Theatre L.A Live (Los Angeles, California)	42,363	783	19,658	64	76
6	Tyson Events Center (Sioux City, Iowa)	52,632	878	3,244	53	69
7	DTE Energy Music Theatre (Clarkston, Michigan)	33,248	8,638	7,311	69	60
8	Intrust Bank Arena (Wichita, Kansas)	35,351	1,371	6,793	74	53
9	Bethel Woods Center for the Arts (Bethel, New York)	32,961	4,875	2,629	63	49
10	Budweiser Gardens (London, Ontario)	25,248	407	13306	73	48

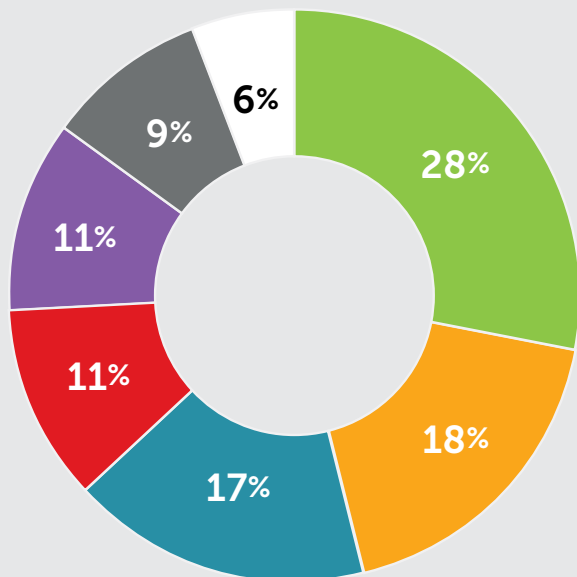
FINANCIAL PERFORMANCE

Year Ending June 30, 2014

	ACTUAL	BUDGET	VARIANCE
Events	155	135	20
Paid Attendance	669,499	613,345	56,154
Direct Event Income	1,887,450	1,325,593	561,857
Ancillary Income	1,422,923	1,031,403	391,520
Total Event Income	3,310,373	2,356,996	953,377
Other Income	3,590,991	3,432,940	158,051
Total Income	6,901,364	5,789,936	1,111,428
Indirect Expenses	6,472,864	5,672,737	-800,127
Net Income	428,500	117,199	311,301

MARKET SEGMENT RESULTS

Budweiser Gardens hosted a total of 145 events in the 2013-2014 fiscal year.



- **London Knights**
 The London Knights played 40 games (2 preseason, 34 regular season, 4 playoffs) accounting for 28% of the results.
- **London Lightning**
 The London Lightning appeared in 26 games, making up 18%.
- **Concerts**
 There were 24 concerts held at the venue or 17%.
- **Family Shows**
 Family shows held 16* events during the fiscal year or 11%.
- **Miscellaneous Sporting Events**
 Miscellaneous Sporting Events accounted for 11% of the total events reported in the last fiscal year including the 2014 MasterCard Memorial Cup.
- **Performing Arts**
 The performing arts accounted for 9% of the total events which included Broadway shows and Cirque Du Soleil's Varekai.
- **Other Events**
 Other events accounted for 6% of the total events at Budweiser Gardens including community events such as Variety is and the United Way Harvest Lunch.

*Family shows typically occupy the facility for multiple days 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 counted as three events.



IN THE COMMUNITY

The Global Spectrum and Ovations staff at Budweiser Gardens were very involved in the community this year in donations of time and fundraising efforts. Approximately \$100,000 worth of donations, goods and services went to a large number of local charities and community campaigns. This amount had a tremendous impact in the London Community as in many cases premium tickets to events including luxury suite donations were able to generate significantly more dollars than the actual value.

Other Charitable and community events supported included the third annual Yoga Shack Gives Back and multiple community clean ups. We take great pleasure in working with many wonderful charitable organizations including the Ronald McDonald House, Make a Wish Foundation, Canadian Cancer Society and countless others.

OPEN SKATE AND TOY DRIVE

On Sunday, December 1, 2013 the Premium Seating Department at Budweiser Gardens held its annual Open Skate in support of the Children's Aid Society. This year raised \$7,000 worth of toys. The Children's Aid Society was very grateful to receive such a large donation and Budweiser Gardens was thrilled to make the holiday season better for many children. In addition to this, thousands of dollars in food donations were collected and donated to the London Food Bank. This annual event organized by Premium Seating included the support of Ovations Food Service and Global Spectrum employees from every area of the building who donated their time. A great time was had by all and important local charities benefited during the holiday season.



Ronald McDonald House - Hope Rocks This House

Dear Chris, Judy & Friends of Ronald McDonald House,

Our 2nd annual Hope Rocks This House was a rockin' success, and the guest families, staff and volunteers at Ronald McDonald House Southwestern Ontario would like to shout out a huge thank you for your help in making it all happen! We hope you had the opportunity to join us for the live music party held on March 28th at Hideaway Records & Bar; even if you were unable to attend, your donation of concert tickets made a huge impact in helping us raise over \$21,000 for sick kids and their families!

Here at Ronald McDonald House, we provide comfort and support to families travelling far from home to receive vital medical treatment for their ill or injured children. When families are asked to pay only \$10 a night to stay at the House, and no one is ever turned away due to the inability to pay, fundraising events such as Hope Rocks truly make all the difference in keeping our 34 bedrooms available to welcome families in need of a home-away-from-home.

As a fresh addition to our annual fundraising lineup, Hope Rocks This House stole the stage and its success has made, and will continue to make, a significant impact on our House and the sick kids who find security in knowing mom and dad are close by. In our eyes, you are a Rock Star and we thank you for helping to give sick kids what they need most... their families!

Sincerely,

Margaret Anderson | Executive Director - Southwestern Ontario Childrens Care Inc.



London Food Bank

Dear Judy:

On behalf of the City of London Business Cares Food Drive Committee, I would like to thank you for your generosity in reaching out in such a tangible way to our 2013 campaign. Your kind donation of the two Barenaked Ladies concert tickets helped make our employee on-line auction a huge success.

The Corporation of the City of London was successful in fundraising over \$20,000 for the London and Area Food Bank. This would not have been possible without your support! Food Bank usage continues to increase, with an additional 5% increase in visits year over year and record usage this past November and December.

Thank you, again, for caring and for making a difference in people's lives and in our community. We wish you the very best in 2014!!

Sincerely,

Tina Tewkesbury | 2013 City of London - Business Cares Food Drive Committee

London Humane Society - Fashion Paw-tay

Dear Ms. Sullivan:

On April 23, 2014, the first Fashion Paw-tay in support of the London Humane Society was held on at the London Music Hall. Sixteen local dogs, along with their humans, strutted the catwalk in the latest fashions provided by local retailers. The pups were thoughtfully styled by Pet Valu while the people were chic and trendy in clothing from Archie's Surf Shop, Buragina's Men's Fashions and Norma Peterson Fashions! The crowd was incredibly welcoming as all of our models appeared on stage for their debut! This was an incredible start to what we hope will be a yearly tradition in raising funds to help save someone's future best friend from abandonment or cruelty and through re-homing.

Your thoughtful contribution for our silent auction was greatly appreciated and we hope you will consider us again for the next PAWsome event!

With thanks!
Melina Buragina

Breast Cancer Society of Canada

Thank you Global Spectrum for supporting the Pink Wave Fundraiser Dinner and your generous donation towards The Breast Cancer Society of Canada

MS Society of Canada - Curl for a Cure

We would like to extend a very BIG THANK YOU to you for supporting our first MS BONSPIEL!!! Your generosity has been very much appreciated!!

When we decided to host this bonspiel we had just few goals. We hoped to register 16 teams, raise between four and five thousand dollars and most importantly we wanted all of our participants to enjoy their day of curling.

We are proud to say that we succeeded!!! We registered 2 full draws (16 teams, 64 curlers) and we raised \$5246.55. And everyone had a great day of curling, food and fun. We had received such a great community response that we were able to have a prize for everyone. And our silent auction table was a huge success.

This money raised will be combined with our fundraising for the Woodstock MS Walk slated for May 4, 2014. Proceeds from our bonspiel and the MS Walk will benefit all people living with Multiple Sclerosis.

Our wish was to make our first MS Curling Bonspiel a success, 'to pave the way for it to become an annual event' and we feel that this has been accomplished.

We were very pleasantly surprised at how well everything came together for this event!

Without your donation of prizes and sponsorship this would not have been possible.

Again, our very sincere and heartfelt thanks go to all of the individuals and companies who helped make this a very special day for us!

Sincerely,
Bruce and Darlene Wood

London Abused Women's Centre

Dear Judy Sullivan,

Thank you so much for your ongoing support of the London Abused Women's Centre! We sincerely appreciate your generous donation of two tickets to Midtown Men! With your help, the 14th Annual International Women's Day Breakfast and Auction was the agency's most successful breakfast auction event to date! Proceeds from the event will go directly to providing front-line services to abused women.

We truly appreciate your continued generosity.

All the best,

Christy Hoyd
Special Events Coordinator

The Heart & Stroke Foundation

Thank you for your very generous silent auction donation. Heartburn Day would not be a success without it. Thanks to you, we had a fantastic event that raised an amazing \$29,000. We look forward to working with you next year. Thank you again!

Sincerely;

Katherine Prospero & Rachel Smith
The Heart & Stroke Foundation - Stratford Office

Emily Stowe P.S.

Thank you for helping our school!

The Second Annual Emily Stowe Public School Dinner and Dinner Auction was a huge success. We wish to extend our sincere gratitude.



Community Living London - Night of Heores

Dear Paul,

On behalf of the 2014 Night of Heroes committee and Community Living London, I would like to thank you for your generous support of this year's event through your donation to the silent auction. I am thrilled to report that this year's event set a record by raising \$70,000!

More than 50 models and local heroes gathered on stage at the Best Western Lamplighter Inn on February 2nd to strut their stuff and to honour their achievements. The heroes included Evan Spindler, Ashleigh Beacham, Kendra Vasiloff, London Police Officers and EMS personnel, and other Londoners who are making a difference in our community.

As you may already be aware, the funds raised will go towards funding the many essential services that Community Living London provides to people with an intellectual disability. Some of these services include residential support, employment supports and respite. Ultimately, your support will help people with intellectual disabilities and their families live fulfilled lives.

Once again, thank you very much for your generous support; we hope you will be able to partner with us again in 2015.

Yours truly,

Norma Sharpe | *Silent Auction Chair - Night of Heroes*

Kris Usher | *Manager, Development & Communications 2014 - Community Living London*



COMING SOON

Global Spectrum and Budweiser Gardens have established an exceptional reputation of hosting world-class artists and performances. This upcoming season is no different: Country singer Eric Church will bring his highly anticipated The Outsiders World Tour to the venue in November. Hailed as a top entertainer by The New York Times, Rolling Stone, SPIN Magazine, and more, this concert promises to be a night not to missed. Another highlight will be the Broadway in London Series, which will return with a stellar line up of 9 shows, including: Jersey Boys, Mamma Mia, Mythbusters and Chicago. This season, Budweiser Gardens will continue to drive downtown development to attract thousands of travelers to London’s hotels and restaurants.

Once again we look forward to the Philadelphia Flyers’ returning to Budweiser Gardens for their annual preseason game on September 22, 2014. The Flyers call the venue their ‘home away from home’ – operated by Global Spectrum’s parent company Comcast-Spectacor – and is the tenth time the team will make the trip, this time playing the Toronto Maple Leafs. This marks the fourth preseason game between the two teams and is always a highly anticipated city event known as ‘Hockey Day in London’, kicked off by an outdoor block party.

The list of upcoming shows is impressive so far this season, with Lionel Richie, Jann Arden, and Sarah McLachlan among some of the A-list names returning to the venue. In addition to our high-demand performances, Global Spectrum will continue to give back and maintain its strong presence in the London community. So far, the venue is sponsoring Yoga Shack Gives Back, Showdown in the Downtown 2014, and several other goodwill initiatives.

Budweiser Gardens is a top-ranked venue for its size according to Venues Today. We plan to continue touring the facility to representatives of future markets that are looking to emulate our venue for a future downtown facility. Global Spectrum will also strive to maintain our social media prowess and engage fans beyond our event dates inside the venue, for a well-rounded entertainment experience in a local facility.



Budweiser Gardens is proud to be a part of the
Global Spectrum Facility Management family.