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Minutes of Tourism London's Annual General Meeting held on June 18, 2025, at 2:00 PM at the London Children's Museum.

Alon Shatil, President, noted that the business to be conducted at the meeting is the following:

- to receive the financial statements for the year end 2024 and the report of the auditors thereon.
- to appoint auditors for the year 2025 and to authorize the Directors of the Corporation to fix their remuneration.
- to transact such other business as may be properly brought before the meeting or any adjournment thereof.

1. Call to Order

The meeting was called to order at 2:30 PM.

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

MOTION by Kelly Austin, **SECONDED** by Jacky Manuel to approve the minutes of the previous Annual General Meeting held on June 19, 2024. **CARRIED.**

3. Tourism London 2024 Auditor's Report – Ashley Didone, MNP

MOTION by Effie Gurman, **SECONDED** by Ange Vander Hoeven to approve the Financial Statement for Tourism London – Year ended December 31, 2024. **CARRIED.**

MOTION by Dave Bartlam, **SECONDED** by Jen Pastorius to re-appointment of the firm MNP, Chartered Accountants for the year 2025. **CARRIED.**

4. President's Report

Alon Shatil

Thank you, Ashley, to you, Ashley Ratnayake and the whole team at MNP. The careful work, support and advocacy you provide Tourism London every year enables us to maintain the highest standard of transparent professionalism. We also look forward to working with our new financial staff members at the City, Rick, Dylan and Michael.

Trailblazing, diverse, creative and collaborative: four words that surmise Tourism London's 2024 year. Some feature initiatives from the year include:

- Involvement in several significant events and conferences, such as the 2024 Mayoral State of the City Address, UNESCO Cities of Music Annual Meeting, the 2024 City of Music Conference, the grand opening reception of East Park London's newest waterpark expansion, the opening reception of the London 2024 Ontario Summer Games, the premiere screening of Majors League at Hyland Cinema, the UNESCO City of Music Pregame Concert at Labatt Memorial Park and the Forest City Film Festival's inaugural Lifetime Achievement in Entertainment Award awarded to London's very own Victor



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Garber! Of course, I would be remiss to not mention the opening of this beautiful, new space for the London Children's Museum.

- And although not in 2024, the exciting opening of the Hard Rock Hotel, the first in Canada!
- Implementation by the MAT Adjudication Committee of the Legacy Festival Funding initiative in support of London's long-standing and treasured festivals.
- Approval of over \$1.2 million dollars paid to partners through the MAT Adjudication Committee.
- Approval of funding from the Tourism London Trust to important initiatives such as training and development, UNESCO City of Music programming and other events.

Our achievements are a direct result of the passion and effort poured in by an incredible team who turn vision into reality. Every milestone we reach is thanks to the talent and tenacity of those driving the work forward.

To the Tourism London team, Rhonda, Douglas, Abhi, Hadil, Brian, Jeremy, Zanth, Anja, Richard, Cory, Izzy, Sean, Sarah Tubman, Karen and Sarah Caldwell, everything you do is infused with heart, commitment and authenticity. I'm thankful to staff for their insight, support and the sense of community they foster within our industry.

Cheryl, thank you for leading your team with such grace, grit and good humour. Your ability to lead with heart, think three steps ahead through both opportunities and challenges and still crack a great joke is peak performance, exemplified. You make leadership look easy when we all know this isn't always the case.

It has been an honour to serve as Chair of Tourism London's Board of Directors and to work alongside such a dedicated and passionate group. Witnessing and contributing to the tangible, positive social and economic impacts of this organization has been inspiring and fulfilling. I look forward to continuing in my role as President throughout the 2025–2027 term.

I want to take a moment to thank the members of the Tourism London Board of Directors and acknowledge the work of the Executive Committee of the Board as well as the MAT Adjudication Committee for the commitment, time and effort they've put in to making 2024 a successful year for Tourism London and our community.

I would like to recognize outgoing Board member, Mercedes Caxaj. Mercedes, through your work as Treasurer on the Executive Committee and your brilliance and commitment to the MAT Adjudication Committee, there is no denying the positive change you leave on the Board of Directors. Every step of the way, you have encouraged us to do better and be better for the community you clearly love so deeply. In 2024, Sunfest celebrated its 30th anniversary, a staggering feat for one of our cities most beloved festivals! 2025 promises to be just as exciting, and we hope for many more successful years to come. We appreciate everything you have brought to the tourism table.



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While Mercedes will be sincerely missed, we are excited to have new representation incoming for the 2025-2027 Board of Directors term.

5. Nominations of the 2025-2027 Board of Directors, Recommended by the Nominating Committee.

MOTION by Mercedes Caxaj, **SECONDED** by Christine Stapleton to approve the following nominations to the Tourism London Board of Directors for a two-year term:

- Farah Benni, Yasmine's Restaurant

MOTION CARRIED.

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

- Kelly Austin, Canada Life Place
- Dave Bartlam, Innvest Hotels
- Effie Gurman, Idlewyld Inn & Spa
- Michael Kim, Don Wright Faculty of Music, Western University
- Kate Ledgley, London Children's Museum
- Jacky Manuel, London Music Hall
- Jen Pastorius, Clayworx: Ceramic Arts Learning Centre
- Alon Shatil, East Park
- Christine Stapleton, Western University Sports & Recreation Services
- Scott McFadzean, London International Airport
- Ange Vander Hoeven, 100 Kellogg Lane
- Deputy Mayor Shawn Lewis, City of London
- Councillor Elizabeth Peloza, City of London
- Mayor Josh Morgan, City of London (ex-officio, non-voting)

6. Tourism London Staff Reports (Appendix A)

- Zanth Jarvis, Sport Tourism
- Brian Brennan, Visitor Engagement & Membership Services
- Karen Dowhan, Meetings & Conventions
- Cory Crossman, London Music Office
- Natalie Wakabayashi, Culture & Entertainment Tourism

7. MAT Adjudication Committee Report
Jen Pastorius, Chair

Congratulations to all Tourism London staff! What a phenomenal year 2024 was and I can't wait to see what the rest of 2025 brings!

For those of you who might not know, in my role as Past President of the Board, I also Chair the Tourism London Municipal Accommodation Tax Adjudication Committee, or MAT Committee.



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The MAT Committee is comprised of four members of Tourism London's Board of Directors in addition to me, with two members who are representatives of the city's accommodations providers. The Committee vets and approves proposals from event organizers looking to bring new and exciting initiatives to the London that bolster the tourism economy by attracting overnight visitations and spending.

Proposals are funded through the MAT, a tax paid by visitors on hotel, motel and short-term accommodation stays. City Council and civic administration are responsible for the division of the MAT fund, with 50% of funds going to the City of London to fund municipal tourism related capital infrastructure projects, and the remaining 50% of MAT revenue is assigned to Tourism London's MAT Committee.

As of December 31, 2024, 40 initiatives have been funded through Tourism London's portion of the MAT since its inception in 2018, with 2024 being the biggest year yet! 18 proposals were carefully reviewed, considered, approved and funded, totaling \$1,296,975.90 dollars in support. Due in part to assistance from MAT funding, new initiatives such as East Park's Annual Fit4Less Fairway Fest, the Forest City Playground Mural Project, and the Art of Banksy: Without Limits were enjoyed by visitors and locals alike. Enhancements to tried-and-true events such as the Forest City Film Festival's Lifetime Achievement in Entertainment Award, Stereo Caliente's always popular food festivals, and the Magic of Lights were all made possible with funding through the MAT.

2024 also saw the inception of Legacy Festival Funding, an on-going initiative that provides continued financial support to London's largest legacy festivals as part of our commitment to promoting tourism and cultural heritage in our community. Legacy festivals are defined by the MAT Committee as a festival with a longstanding tradition that holds cultural, historical, social, economic or other significant value within London, Ontario while increasing London's profile as a festival tourism destination. Qualifying festivals must have been held for a total of 20 years or more (cumulatively) and must quantitatively demonstrate overnight visitations.

Legacy festivals contribute significantly to the local economy by attracting tourists, boosting hospitality revenues and showcasing the city's cultural richness. Sustaining these events ensures continued economic stimulation, job creation and enhanced community engagement, reinforcing London's position as a vibrant and appealing destination. By providing funding, we aim to ensure that these festivals continue to thrive and evolve, offering unique experiences for both locals and visitors alike. Ongoing support helps contribute to the development of innovative programming, enhanced marketing efforts and improved infrastructure to further elevate profile and reach. We are confident that these investments not only benefit the festival itself but also the local businesses, artisans and community members who contribute to their success.

Looking forward, 2025 is shaping up to be a sensational and successful year. Just last month on May 1, City Council approved an amendment to the Municipal Accommodation Tax By-Law to



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reflect a revised taxation amount to visitors of 5%. While London is not the first city to increase its MAT percentage, we certainly remain one of the most competitive. When other mid-size and large cities are increasing their rates to 6%, 8.5%, and even in some cases exceeding 12%, London's 5% rate positions us as a desirable destination while keeping our rates affordable and attractive to visitors, enabling us to do more with more.

To date in 2025, \$1,699,210.52 has already been approved by the MAT Committee for programming in our community. Get excited: initiatives like the 2025 Grand Slam of Curling, Rock the Runway, the London Music Hall's 20th Anniversary Celebration, Home County Music & Art Festival 2025 and so much more are all still to come in 2025! We can't wait for what the remainder of the year holds.

8. Tourism Industry Statistics: 2024 (Appendix B)

Sarah Caldwell, Administrative Assistant

9. Closing Remarks

Cheryl Finn, General Manager

Good afternoon, everyone. Special thanks to Kate from the London Children's Museum for hosting us in your new space. Huge congratulations to you and your team for the incredible work done here. As I look around, I can't help but be inspired. I want to take a moment to recognize the transformational work here at 100 Kellogg Lane. What was once an old cereal factory is now a vibrant hub of creativity, culture and community. It is a paramount attraction for visitors and Londoners alike. The Cribbage Group, the team behind this transformation, has poured their heart and imagination into every detail, creating this space that both celebrates our city's history while building something truly spectacular. It's much more than redevelopment – it's a bold vision brought to life, and it's making a real difference in how people experience London.

As we conclude our AGM, I want to sincerely thank all of you – our board members, partners, tourism operators, community leaders and the TL Team for all of the incredible work that has been done this year. Your attendance here is not only appreciated – but it is vital. It reminds us of that tourism in London is not just an industry, it's a collective effort, and a shared passion. I would like to take this opportunity to thank Mercedes Caxaj for her contributions to our Board, our Executive Committee and to our MAT Committee. Through her leadership, we have strengthened our governance to better reflect inclusion, diversity and equity through the work that we do. I am very grateful for her contributions and know that she is only a phone call away should we need her valuable input. We look forward to continuing to work with you and the Sunfest team in the future. Thank you, Mercedes.

I'd like to wish our good friend, Orest Katolyk a happy and deserving retirement. Orest will be moving on from his position as the Director of Municipal Compliance where he has helped Tourism London on many, many fronts through the years. Although he may be leaving the City, we know that he will always be ready to help when we need his coaching, experience and



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support as someone who not only loves our local music scene but is a champion of the work that we do. Congratulations Orest.

As Canada's City of Music, London is a member of the largest cultural network on earth with 350 members across 7 Creative fields. As a member of the UNESCO Creative Cities Network, we are committed to using music as a tool for positive change for people, and the world.

The Sustainable Development Goals are a call for action for all countries to promote prosperity while protecting our planet. Tourism London has integrated SDG's into our day-to-day work. We aim to support all SDG's across all departments. Equitable wages, diversity in voices, gender parity on our team and on our Board and response to climate action are only a few examples of how the work we do is contributing to a sustainable city. Tourism London continues to respond to the calls to action and are committed to upholding these global responsibilities.

This past year has been both exciting and challenging. A great combination to keep us motivated and working towards our strategic vision. We've navigated a dynamic and competitive landscape, continued to rebuild from disruptions and found new ways to position London as a destination of choice – not just for travelers, but for investors, performers, event organizers and content creators alike. Through it all, we've remained rooted in our mission and dedicated to our strategy. We work to elevate London as a vibrant, welcoming and exciting city.

I'm proud to say, we've made meaningful progress. From the growth in overnight visitations and the extraordinary investments made by our partners, to expansive media coverage and increased community engagement – our story is gaining momentum and yet, there is so much more to tell. It's not just about numbers (although important), it's about building pride for Londoners. It's about celebrating, supporting small businesses, showcasing culture and creating unforgettable memories for visitors we are now seeing from across the globe.

We know that success doesn't come from standing still. We are focused on looking ahead to new innovations, new inclusions, new tools and long-term sustainability. We will continue to invest in our storytelling, building stronger data and market intelligence and working closely with our partners across sectors, the region, province, country and the world because we know, tourism impacts everything from economic development to quality of life.

To our partners, thank you for believing in a better London and for always dreaming big. Your adaptability, passion and vision keep us moving forward. Together, we are not only growing tourism – we are helping to shape the identity and future of our city. To our TL team, thank you for your relentless creativity, professionalism and humor. You are the heart of everything we do.

In closing, I would like to leave you with this: now, more than ever, London has momentum. We are no longer just a stop along the way – we ARE the destination. With every campaign, with every event and every visitor we welcome, we are redefining what it means to experience this



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city. That does not happen by accident – it happens because of all of you. Let's tell exceptional stories, let's keep pushing boundaries, challenging assumptions and showing the world the best London we can – not just as a place to visit, but more importantly and through all we do – a place to belong.

10. Adjournment

MOTION by Alon Shatil to adjourn the meeting at 3:57 PM. **CARRIED.**

2025 Tourism London Annual General Meeting
APPENDIX A

SPORT TOURISM

Zanth Jarvis

Director, Sport Tourism

Jeremy Hick

Assistant, Sport Tourism



LONDON 2024 ONTARIO SUMMER GAMES PRESENTED BY LONDON HYDRO

- Aug. 1 - 4, 2024
- 3500 participants
- 18 sports, 20+ venues
- \$5 million in economic impact



2025 Tourism London Annual General Meeting
APPENDIX A CONTINUED

2024 CANADIAN CROSS COUNTRY CHAMPIONSHIPS (ACXC)

- Nov. 30 – Dec. 1 at Fanshawe Golf Course
- 1467 registered runners - largest ever!



2024 OFSAA TRACK AND FIELD CHAMPIONSHIPS

- June 6 - 8, 2024
- Western University
- 2500+ participants



LABATT PARK GUIDED TOURS

- Transitioned management to London Heritage Council
- 53% of attendees from outside London



**2025 Tourism London Annual General Meeting
APPENDIX A CONTINUED**

**GOLF IN ONTARIO
PARTNERSHIP**

- Partnered to offer full packaged golf trips to London
- 2024: 70 travellers, 43k in revenue
- 2025 (June 1st): 220 travellers, 142k in revenue



LOOKING AHEAD



2025 Canada
Cup: Aug. 15-17,
2025



Grand Slam
of Curling:
Sept. 23-28, 2025



2025 ACXC:
Nov. 29-30,
2025



Sustainable
Events
Toolkit

2025 Tourism London Annual General Meeting
APPENDIX A CONTINUED

VISITOR ENGAGEMENT & MEMBERSHIP SERVICES

Brian Brennan

Coordinator, Visitor Engagement & Membership Services

Rhonda Cowderoy

Senior Tourist Counsellor

Douglas Craig

Senior Tourist Counsellor

Abhi Singh

Senior Tourist Counsellor

Hadil Mashali

Assistant, Membership



THE POWER OF PARTNERSHIP

IN SHAPING LONDON'S STORY



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2025 Tourism London Annual General Meeting
APPENDIX A CONTINUED

WELCOME, VISITORS!

Visitor Interactions at Our Welcome Centres and Online



Counter: 8,965



Events Gathered: 1,068



Phone: 1354



Email: 1,514



Trade Shows: 1,258



Online Chat: 324

TOTAL: 14,483

2024 FAM TOURS

SHOWCASING LONDON TO
THOSE WHO REPRESENT IT



2025 Tourism London Annual General Meeting
APPENDIX A CONTINUED

WHAT'S NEXT

- Investment – BRT / Welcome Centres
- Highlights of Partners
- Ontario Motor Coach Association
- FAM Tour



MEETINGS & CONVENTIONS

Karen Dowhan, CMP
Director, Conventions

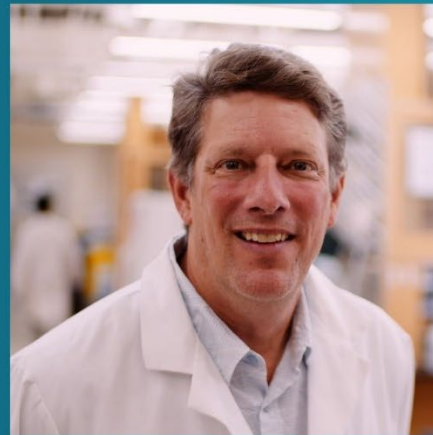
Sarah Tubman
Assistant, Convention Tourism



2025 Tourism London Annual General Meeting
APPENDIX A CONTINUED

CANADIAN ASSOCIATION FOR HIV RESEARCH (CAHR)

- 600 delegates
- April 23-28, 2024
- RBC Place London



Canadian
Association for
HIV Research

INTERNATIONAL ASSOCIATION FOR COLLEGE ADMISSION COUNSELING

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



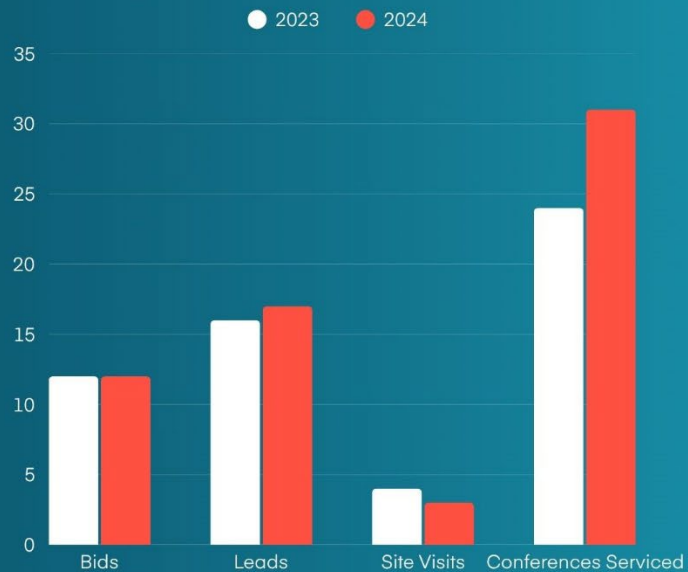
INTERNATIONAL
ACAC

INTERNATIONAL ASSOCIATION FOR
COLLEGE ADMISSION COUNSELING

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2025 Tourism London Annual General Meeting APPENDIX A CONTINUED

BUSINESS TRENDS & ACTIVITIES



INDUSTRY EVENTS WITH PARTNERS

- Destination Direct
- CSAE Tête-à-Tête Tradeshow
- CSAE Summer Summit
- Canadian Meetings & Events Expo (CMEE)



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2025 Tourism London Annual General Meeting
APPENDIX A CONTINUED

SHOW YOUR BADGE PROGRAM

- Jan. 2024 launch
- 28 conferences participated
- 9,855 delegates



HOMETOWN HOST PROGRAM

- New video creation
- Website updates



[LONDONTOURISM.CA/HOMETOWNHOSTS](https://londontourism.ca/hometownhosts)

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2025 Tourism London Annual General Meeting APPENDIX A CONTINUED

LOOKING FORWARD



Upcoming
Conferences



Marketing
Initiatives



Signature Engagement
Initiatives

LONDON MUSIC OFFICE

Cory Crossman
Director, London Music Office

Anja Kniffen
Assistant, London Music Office

Richard Gracious
Senior Coord. Music Industry Development



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2025 Tourism London Annual General Meeting
APPENDIX A CONTINUED

EVENTS & PARTNERS



6480
followers



2938
followers



14.8K
views

- 166 events
- 292 partners
- 109 techs
- 40 equipment rentals



UNESCO CITIES OF MUSIC ANNUAL MEETING



31 UCCN Cities



68 Industry Hired



14 Venues



43 Partners

2025 Tourism London Annual General Meeting
APPENDIX A CONTINUED

ARTISTS

- 385 artists
- 27 web bookings
- 9 exchanges



LEGACY



CLMA Award



UCoM + Award



Sunfest Stage



Sound Policy

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2025 Tourism London Annual General Meeting
APPENDIX A CONTINUED

LOOKING FORWARD



**Celestia
Installation**



**Summer
Programming**



**London Music Hall
20th Anniversary**



**Festivals
& More**

CULTURE, ENTERTAINMENT & MARKETING

Sean Murray

Director, Culture & Entertainment Tourism

Izzy Siebert

Assistant, Culture, Entertainment & Marketing



2025 Tourism London Annual General Meeting
APPENDIX A CONTINUED

CULTURE & ENTERTAINMENT



VIA Rail
Partnership



Western
Partnership



Grand Theatre
Mural



Grant Writing
Workshop

CONTENT THAT CONNECTS

- 18 blogs
- Monthly festival coverage
- Top content each month



2025 Tourism London Annual General Meeting
APPENDIX A CONTINUED

WEBSITE GROWTH



SOCIAL MEDIA

- Twitter/X phased out
- IG & FB growth
- LinkedIn B2B impact



We Grew

11,761
New Followers

84,480
Total Followers



We Engaged

6.4M
Impressions

106K
Interactions

26K
Shares

2025 Tourism London Annual General Meeting
APPENDIX A CONTINUED

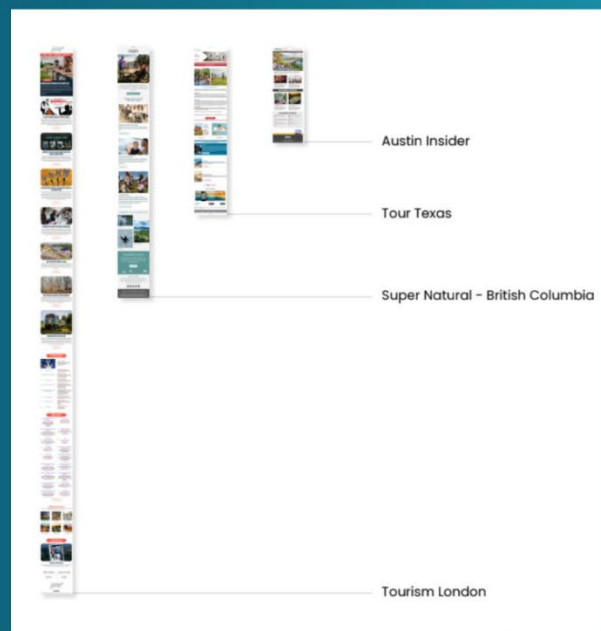
INFLUENCER SUCCESS

- Campaign with Destination + Leisure
- Most successful post in account history
- 380,000+ views



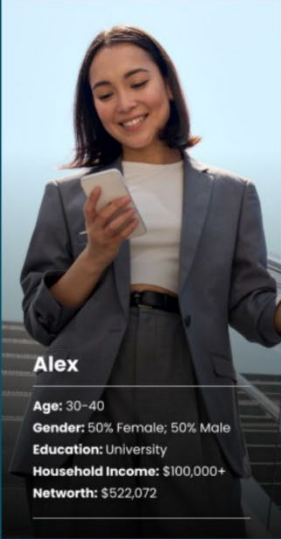
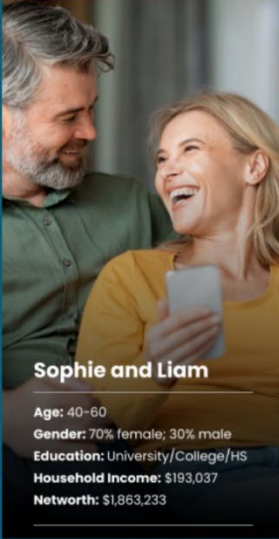
NEWSLETTER OVERHAUL

- Strategy audit with GIANT
- Evaluated audience + content
- 3 target personas identified

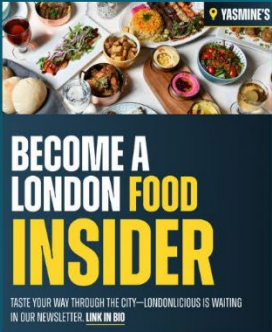
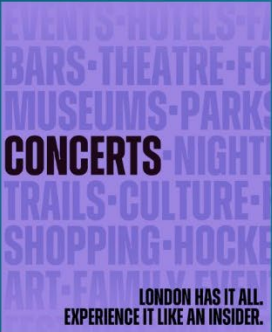


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2025 Tourism London Annual General Meeting APPENDIX A CONTINUED

Urbanites	Family Planners	Students & Young Professionals
 Alex Age: 30-40 Gender: 50% Female; 50% Male Education: University Household Income: \$100,000+ Networth: \$522,072	 Sophie and Liam Age: 40-60 Gender: 70% female; 30% male Education: University/College/HS Household Income: \$193,037 Networth: \$1,863,233	 Jordan Thompson Age: 18-30 Gender: 50% Female, 50% Male Household Income: \$55,000+ Networth: \$300,052

LOOKING FORWARD

 LONDON INSIDER EXPERIENCE —YOUR WAY.	 BECOME A LONDON FOOD INSIDER TASTE YOUR WAY THROUGH THE CITY—LONDONICIOUS IS WAITING IN OUR NEWSLETTER. LINK IN BIO	 LONDON HAS IT ALL. EXPERIENCE IT LIKE AN INSIDER.	 London ONTARIO-CANADA NEXT STOP: LONDON, ONTARIO Discover delicious dining, local sounds and bright lights STEALING THE SHOW London's first ever 3D light festival and the new place to see the city at night
Segmented Newsletter	Year-Long Marketing Push	US Summer Campaign	2025 Visitor Guide

2025 Tourism London Annual General Meeting
APPENDIX A CONTINUED

Building a more connected and Welcoming London.

WORK

LIVE

PLAY



 WelcomePlatform



MyLondon App

Connecting Londoners & visitors
with everything the city has to
offer.

- Make living, playing, and working in London more accessible and convenient.
- Using technology to personalize better experiences.
- Leverage data acquisition and analysts to inform better strategy.
- To further position London Ontario as a leader in quality of life and innovation.



2025 Tourism London Annual General Meeting
APPENDIX B

TOURISM INDUSTRY STATISTICS: 2024

Sarah Caldwell
Administrative Assistant



TOURISM'S ECONOMIC IMPACT & EMPLOYMENT IN LONDON

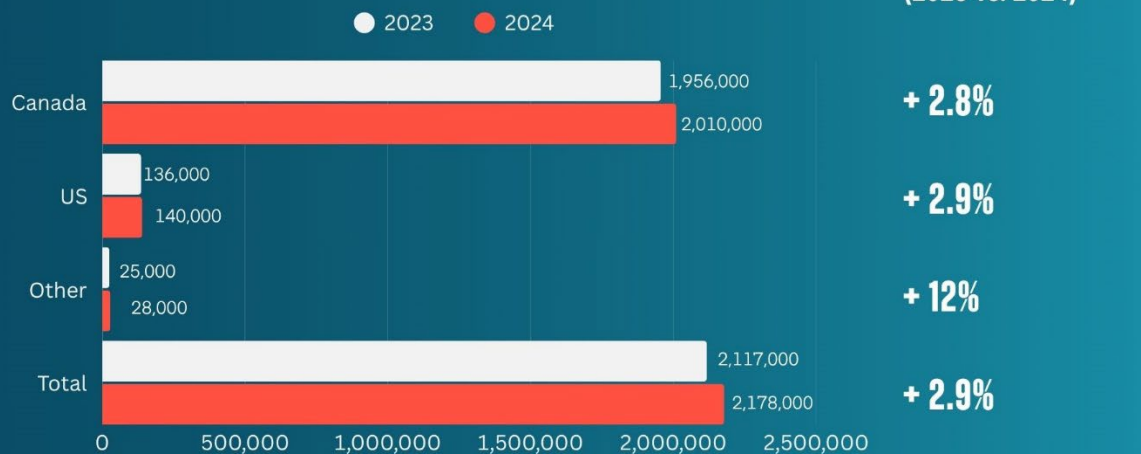


\$1B+



2025 Tourism London Annual General Meeting
APPENDIX B CONTINUED

2024 OVERNIGHT VISITATIONS



2024 TOURISM SPENDING IN LONDON (000s)

