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# London Convention Centre 2010 Annual Report

May 2011



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# 2011 LCC Board

## Community at Large Appointments:

- Mr. David Edward (**Chair**)  
CEO, Strategic Initiatives Group
- Mr. Kerry Gerber (**Vice Chair**)  
Partner, PWC
- Ms. Kristina Shaw (**Director at Large**)  
Partner, Miller Thomson LLP
- Mr. Brian Soanes  
District VP, Commercial Banking TD
- Dr. Ted Hewitt  
VP Research and International Relations,  
UWO
- Ms. Jeannine Cookson  
Chair, Fanshawe College School of  
Hospitality & Tourism
- Mr. Mike Seabrook  
Vice President, London International Airport
- Dr. Ron Holliday  
Professor Ermitus, UWO

## Members of Municipal Council:

Mayor Joe Fontana

Councillor Paul Hubert

Councillor Bill Armstrong

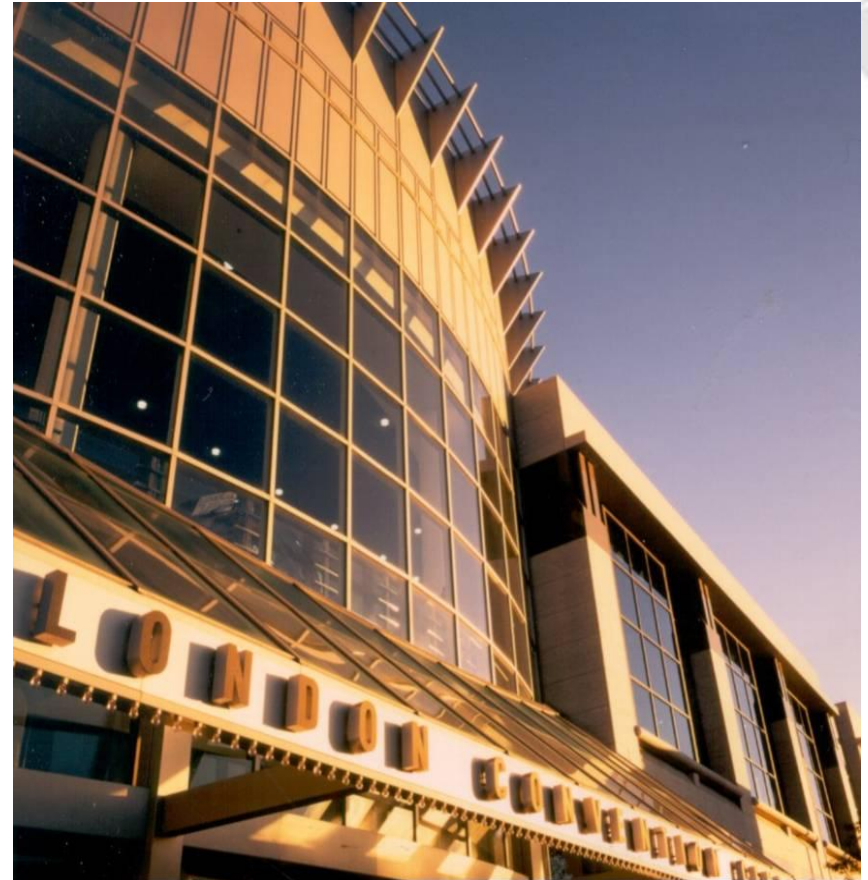
Jeff Fielding, CAO



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# LCC Pledge

**The London Convention Centre will be the preferred venue for customized knowledge transfer and entertainment experience by delighting guests with every act.**



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# LCC Strategic Goals 2010

1. Annually drive in excess of \$15 million in economic benefit for London remaining fiscally responsible
2. Continue to enhance the exceptional guest experience through associate, service and facility development
3. (omitted)
4. Establish a 10 year infrastructure expansion/enhancement plan
5. Take a leadership role in enhancing the LCC location and neighborhood as an important part of downtown London

# 2010 LCC Performance Results

- ✓ 2010 total revenue growth of 14.9% over 2009
- ✓ Economic Impact of \$16.4 million on City funding of \$610,000
- ✓ Achieved operational surplus of \$201,657 or 4.3% of revenue an improvement of 73% over 2009 result
- ✓ Contributed 100% of City funding to City held LCC Capital Reserve
- ✓ Improved guest comment scores by 3.96% (76.4% of all guests surveyed indicated that not only did the LCC meet their expectations but expectations were actually exceeded by 76.4% of all guests)
- ✓ Achieved annual staff survey score 4.18 out of 5 an improvement of 0.6% over 2009

# LCC Economic Impact

- Hosted 385 events
- 117,362 delegate days
- 176 one day meetings
- 126 Food & Beverage events
- 42 conventions, conferences and multi-day meetings
- Driving 13,800 room nights in London
- **\$16.4 million in economic benefit for London**

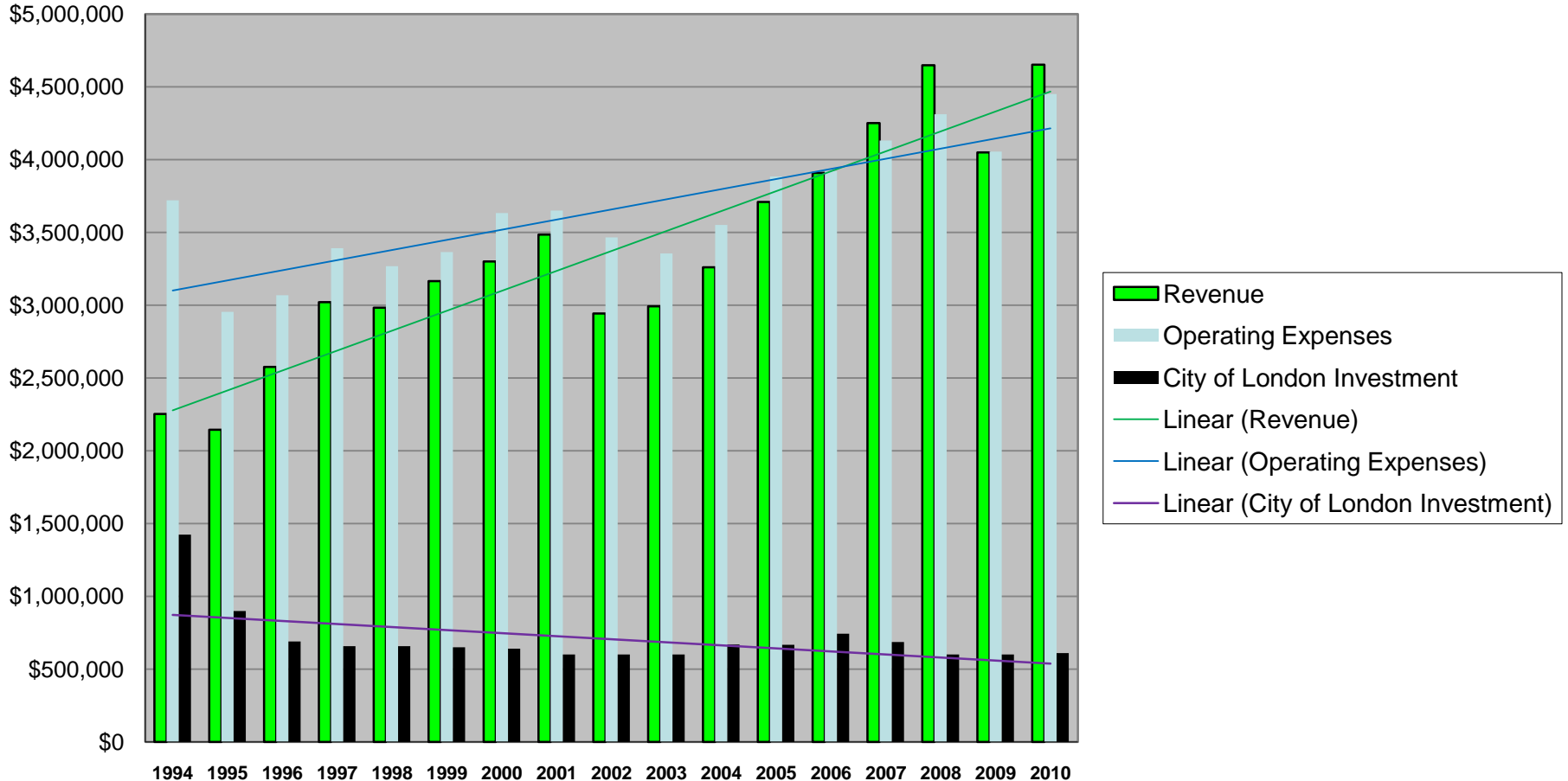


# 2010 Conferences – Top 5

- Co-Operative Housing Federation of Canada
- Ontario Music Educators Association
- Rotary International Zone 24/32 Institute
- Canadian Mental Health Association Conference
- Ontario Medical Association Conference

# LCC Financial Review

LCC Financial Performance 1994 - 2010



# Client Satisfaction Quotes

*“Just a note of thanks for another great 2 days with the Convention Centre. Your teams were amazing and it is so great to work in a centre that is so **focused on customer service**.*

*Rebecca, Alicia and Nina went **over and above our expectations** – I can’t thank you enough!”*

*Holly Doty, President & CEO,  
Clear Concept Events*

*I wanted to thank you, Jane and Alicia for all your help in the planning and execution of our event. As always, you and your team **go above and beyond** to ensure everything is to our satisfaction. We are very impressed with the **level of professionalism** and customer service that we received. We look forward to hosting our event at the LCC again next spring!*

*Melissa Beilhartz  
Communications Consultant  
Lawson Health Research Institute*

*This note is to thank you for running a **world class facility** with top event staff and catering talent. We had a phenomenal evening at the Selectpath event on Friday and the LCC team was absolutely central to making it so. The **high quality of service**, management of the finest details, and the extravagant, palate-delighting food helped set the tone for what will surely now be a signature annual event for this client.*

*London should thank you for being such an **impressive gateway to our community for visitors from around the world and in our own backyard...***

*Lindsay Sage  
Marketing Consultant*



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# Hospitality Update

According to Smith Travel Research and Hospitality Valuation Services:

- Ontario hotel occupancy declined from 60% in 2008 to 55.5% in 2009 with the average hotel rate declining from \$120.84 to \$114.89 (5.2%).
- Toronto occupancy was down 3.8 points with the average hotel rate dropping \$20.82 to \$147.93 in 2009 (14.1%).
- The London/Kitchener area is tracked as one segment with occupancy dropping from 55.5% in 2008 to 52.6% in 2009 with average rate was down from \$104.79 to \$100.17 (4.6%)



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# LCC 2011 Strategic Goals

1. Grow the business by redefining the LCC Experience.
2. Evolve and build the business mix by addressing barriers to sales.
3. Establish LCC as the Southwest Ontario 21<sup>st</sup> Century gathering place to ensure regional success.

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