



BUDWEISER GARDENS

LONDON, ONTARIO, CANADA

Challenge

The city of London, Ontario planned to build a multi-purpose sports and entertainment venue, hoping to revitalize downtown London. Budweiser Gardens (formerly John Labatt Centre) opened in 2002 as the future cornerstone of this Downtown London revitalization project and the showpiece for the city as an entertainment and sports market.

Solution

- Designed an aggressive pro forma, which included substantial investments to increase onsite dining, integrated ticketing, and interactive marketing
- Created strategic partnerships with Tourism London and the London Knights Hockey Club to establish a strong reputation for the venue in the marketplace
- Launched a comprehensive booking strategy and partnerships, which included community events as well as national events such as over 10 NHL and NBA preseason games, the Memorial Cup, and a World Figure Skating Championship

Result

- Delivered \$4 million to the city of London since opening in 2002 and spurred a 61% increase in taxable assessment (2004-2013)
- Increased gross tickets revenue from \$10.5 M in 2003 to \$22.2 M in 2014
- Generated over \$3.7 million in revenue annually, including \$1.7 million through ticket service fees since 2002
- Ran luxury suites and premium seating at 100% capacity since 2002 with a 97% renewal rate
- Increased suite level food and beverage sales by 17% and group suite food and beverage sales by 20% in 2014
- Generated \$59,500 in rebates by reducing energy consumption
- Increased event-operating income from \$1.7 million to \$3.3 million and attendance from 383,000 to 669,500 over last 10 years