

2024 ANNUAL REPORT

OVG
OAK VIEW GROUP

Tribute communities Centre



INTRODUCTION3

STATEMENT OF PURPOSE3

MESSAGE FROM THE GENERAL MANAGER5

TRIBUTE COMMUNITIES CENTRE TEAM6

ORGANIZATIONAL CHART6

PARTNERS8

YEAR IN REVIEW10

NOTABLE EVENTS10

OSHAWA GENERALS 2024 SCHEDULE12

IN-HOUSE EVENTS14

ICE RENTALS & DCAHL15

2024 ACCOMPLISHMENTS16

FINANCIAL PERFORMANCE17

FACILITY OVERVIEW18

CAPITAL IMPROVEMENTS19

TICKETING & MARKETING20

TICKETING20

PUBLIC RELATIONS21

WEBSITE22

BACKSTAGE PASS CYBER CLUB23

SOCIAL MEDIA25

CUSTOMER & COMMUNITY SERVICE26

CUSTOMER SATISFACTION26

COMMUNITY INVOLVEMENT27

THANK YOUS29

FUTURE OUTLOOK31

STATEMENT
OF
PURPOSE

It is the goal of management and staff of Oak View Group at the Tribute Communities Centre to ensure that everyone, from promoters and artists; to guests who attend our events – are truly amazed. OVG is committed to operate and maintain the Tribute Communities Centre with the highest standards in order to provide a world class sports and entertainment facility that is clean, safe, offers exceptional customer service and products, and offers something for everyone; whether it be world class concerts, sports, theatre or family and/ or community events.

It is our mission to build strong and lasting relationships with all of our guests, partners and our community. We pledge to be good corporate and community partners as well as safeguard the great responsibility for the care and control of the Tribute Communities Centre for which we have been entrusted by the citizens of Oshawa. We will continually strive to raise the bar in all areas and promise to not only meet any expectations, but to exceed them.



LAINY WILSON

MESSAGE FROM THE GENERAL MANAGER



Dear Stephanie;

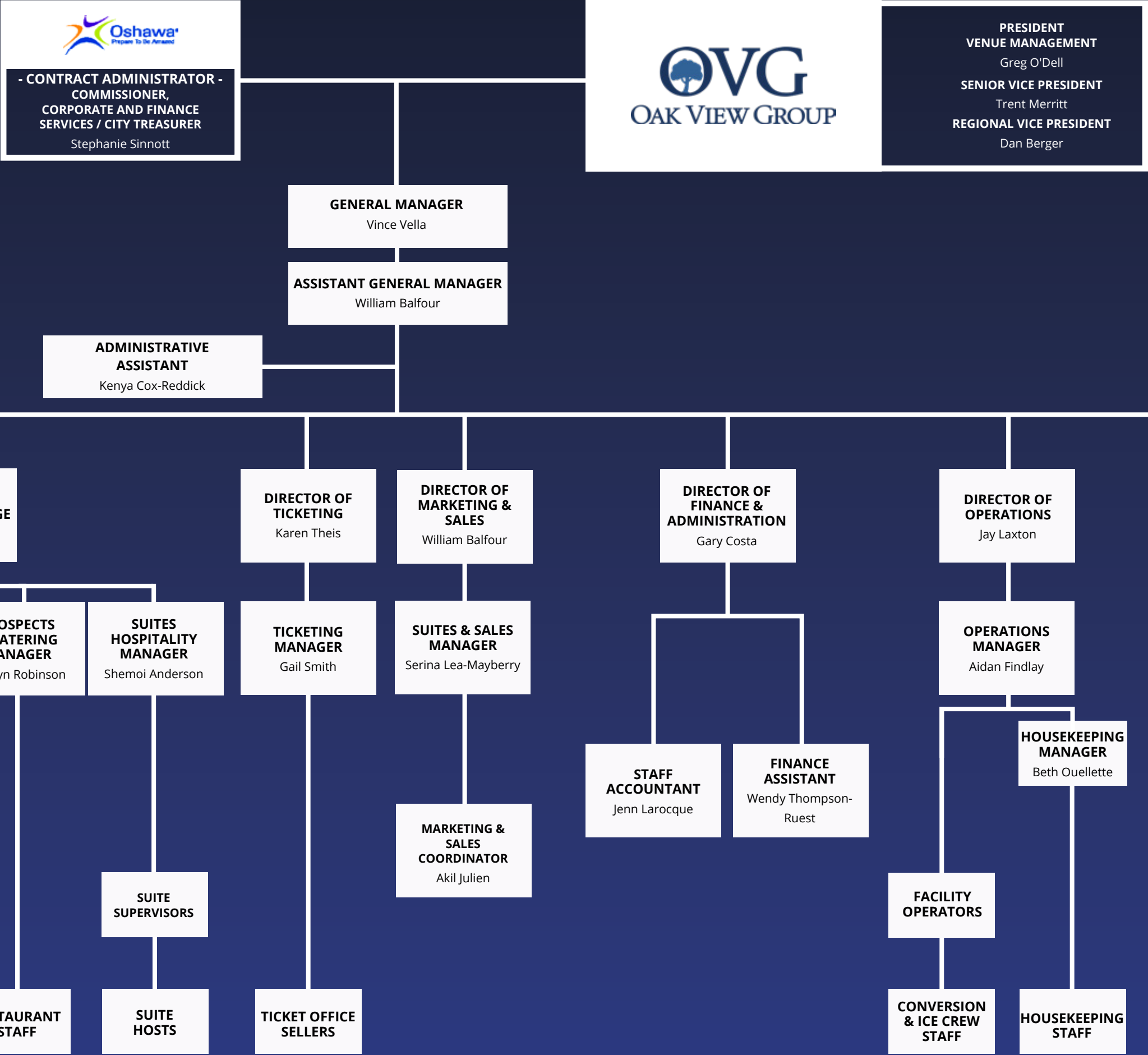
I am happy to report that 2024 will go down as a record year for the Tribute Communities Centre. This year was one of many firsts for both the venue and our market. Things kicked off with a first ever visit from Disney on Ice who performed 8 shows over the course of 4 days. The show was enjoyed by over 22,400 guests and established what I suspect will be a long-standing relationship with Feld Entertainment who produce Disney on Ice globally. The venue was also pleased to host four sold out concerts in 2024 which included City and Colour, Cole Swindell, Lainey Wilson and Blue Rodeo. The Oshawa Generals enjoyed an amazing run throughout the 2023/2024 season as they marched to the OHL finals before falling to the London Knights in the championship round. The team continues to perform at a high level this season and it is hoped that another deep playoff run will be in the cards but hopefully with a more rewarding outcome in the championship series.

In 2024, we will have welcomed 411,350 guests through our doors over 111 events which greatly surpassed our budgeted attendance numbers of 325,592 and 92 events. The number of events and the success of those events contributed to the venue posting a (\$195,708) year-end outcome beating budget by \$584,892. Event Revenues and Other Income greatly offset a negative variance in Expenses. As the venue is now in its 19th season, the greatest area of focus continues to be ensuring a robust preventative maintenance program while continuing to identify and invest in key capital endeavors to ensure the venue continues to look and operate at its very best.

I am also pleased to report that our staff, from our senior leadership group on down to our core management group, have developed into a cohesive, efficient and effective unit who continue to perform at a very high level even during exhaustive consecutive event runs which occurred on several different occasions this year. I am extremely proud of the entire team as they banded together to ensure we always supported each other and continuously operated as a first-class facility.

As you know, with my upcoming retirement this June, this will be my final season and Year End Report. I leave feeling proud of all we have accomplished over these many years, and I feel that I am leaving the venue positioned strongly to continue to achieve success and be among the leaders within the sports and entertainment industries. I can't stress enough how blessed and appreciative I feel to have always had the guidance and support of so many of the city team, the mayor and council. Lastly, I want to sincerely thank you Stephanie for everything you have done as Contract Administrator for both me personally and the venue. You have been instrumental in our growth , the many achievements of this venue, and the importance of your wisdom, patience, friendship, and support over these past 17 years has been invaluable. I wish you and the city all the best for the future.


Sincerely,
Vince Vella
General Manager for Oak View Group



	<p>CITY OF OSHAWA</p> <p>The City of Oshawa is the largest municipality in Durham Region, expanding North from Lake Ontario to rural farmlands. The city is alive with its ever emerging arts and music scene; home to a number of annual cultural events, galleries, five museums, three live theatres and the Ontario Philharmonic, a world-class symphony. The freshly named Tribute Communities Centre naturally fits in, located in the heart of Downtown.</p>
	<p>OAK VIEW GROUP</p> <p>Oak View Group (OVG) is the global leader in live experience venue development, management, premium hospitality services, and 360-degree solutions for a collection of world-class owned venues and a client roster of arenas, convention centers, music festivals, performing arts centers, and cultural institutions. Founded by Tim Leiweke and Irving Azoff in 2015, OVG is the leading developer of major new venues either open or under development across four continents.</p>
	<p>TRIBUTE COMMUNITIES</p> <p>Tribute Communities is a Builder/Developer with over 30 years experience who has built more than 35,000 homes across Southern Ontario. The company's reputation has been earned through their architecturally distinct and exquisitely designed homes that incorporate unique features, classic finishes and the very finest streetscapes and communities. We were excited to announce that Tribute Communities extended their Naming Rights Partnership to 2031 which added five years to the pre-existing 10-year agreement which began on November 1, 2016 when the venue transitioned to the Tribute Communities Centre.</p>
	<p>Oshawa Generals, five-time winners of the Memorial Cup and one of the most recognizable hockey organizations of the OHL. The hockey club can boast about being the starting point for names like Bobby Orr, Eric Lindros, Albert 'Red' Tilson and the first overall pick in the 2009 entry draft John Tavares.</p>

MAJOR IN-VENUE PARTNERS

At the Tribute Communities Centre, we have strategically aligned ourselves with leading food and beverage organizations to come on board as our major in-venue partners.

  	<p>Labatt is one of Canada's founding businesses and its leading beverage company. Our roots go back to a single small brewery founded by John Kinder Labatt in London, Ontario in 1847 – where our hometown brewery still stands. Today we are truly a national brewer with over 3,600 employees, a portfolio of more than 60 quality beers, and 10 breweries from coast-to-coast. We're also a major part of Canada's ready-to-drink beverage segment, with brands like Palm Bay, Mike's Hard Lemonade, Okanagan Cider, and NÜTRLVodka Soda.</p> <p>Coca-Cola offers a wide variety of beverage brands, many of which come in no-calorie and low-calorie options. These beverages include sparkling soft drinks, still waters, juices and fruit beverages, sports drinks, energy drinks and ready-to-drink teas.</p> <p>Pizza Pizza offers a diverse and premium menu to Canadians of all ages and tastes. They have become a leader in the quick service segment of the Canadian food service industry and one of the top restaurant chains in the country.</p>
---	--

PARTNER TESTIMONIALS

"At Labatt Breweries we value our long-standing partnership with Vince and the Team at Oak View Group. We have worked collaboratively for 9+ years building our brands together, maximizing revenues while prioritizing a fan first mentality and providing a best-in-class beverage experience. A testament of this is the new Michelob Ultra Lounge recently built to upgrade an under-utilized space at the TCC. This was an innovative opportunity brought forward to us by Vince and Team and we couldn't have been more pleased with the final product and how much of a pleasure it was to work together on a long-lasting asset that will further enhance the value of our partnership. We look forward to another great year working with OVG and for many more years to come."

**Michael Gaber - Regional Trade Marketing Manager
Labatt Breweries of Canada**

"Please accept this letter as an acknowledgement of Oak View Group's ability to manage world-class sports and entertainment facilities. Feld Entertainment, Inc. enjoys a close working relationship with Oak View Group venues around the world. As an organization, Feld Entertainment has experienced great success in the venues managed by Oak View Group, which includes the Tirbute Communities Centre, which is attributable in large part to Oak View Group's enthusiasm and efforts towards maximizing each show's potential in their operation of every venue."

**Chad Ballard - Booking Director for North American Tours
Feld Entertainment, Inc.**

NOTABLE EVENTS

JANUARY 11: Carriage Cup

FEBRUARY 15-18: Disney On Ice - Into the Magic

FEBRUARY 20: City and Colour

FEBRUARY 24: Canadian Cheer Winterfest

FEBRUARY 28: JA World of Choices

MARCH 1-3: Oshawa Home Show

MARCH 15: Harlem Globetrotters

MARCH 19: Durham Region Polar Plunge

APRIL 4: Skills Ontario Regional Competition

APRIL 6-7: OHL Combine

APRIL 8: Queens of the Stone Age

APRIL 16: Father Leo J. Austin vs All Saints Rivalry Hockey

APRIL 20: Gerry Dee

MAY 4-5: Ontario Open International Jiu-Jitsu Championships

MAY 9: Ice Cube

MAY 17: Cole Swindell

MAY 25: Monster Trucks All Out

NOTABLE EVENTS

JUNE 14: Trent University Convocation

JUNE 15: Oshawa Sports Hall of Fame

JUNE 17-20: Durham College Convocation

JUNE 26: Sinclair Secondary Graduation Ceremony

JUNE 26: Anderson CVI Graduation Ceremony

JUNE 26: St. Stephen Graduation Ceremony

JUNE 27: Maxwell Heights Graduation Ceremony

JUNE 27: R.S. McLaughlin CVI Graduation Ceremony

JUNE 27: Pickering High School Graduation Ceremony

JUNE 28: O'Neill CVI Graduation Ceremony

AUGUST 17: BINlverse

OCTOBER 19: Blippi

OCTOBER 22-24: Level Up!

OCTOBER 25: Lainey Wilson

OCTOBER 29-30: Durham College Fall Convocation

NOVEMBER 23: Oshawa Tequila Expo

NOVEMBER 27: CHL/USA Prospects Challenge

NOVEMBER 28: Arkells

DECEMBER 6-8: Cheer for the Cure

DECEMBER 28: Blue Rodeo

2023/2024 HOME SCHEDULE

JANUARY

1 vs Kitchener
3 vs Sault St. Marie
14 vs Kingston
19 vs Peterborough
21 vs Windsor
26 vs Erie
28 vs Ottawa
30 - Season Ticket Holder Skate

FEBRUARY

4 vs Brantford
6 vs Kingston
9 vs Flint
11 vs London
19 vs Niagara
25 vs Barrie

MARCH

5 vs Ottawa
10 vs Barrie
17 vs Sarnia
24 vs Sudbury
29 vs Barrie*
31 vs Barrie*

APRIL

5 vs Barrie*
12 vs Ottawa*
14 vs Ottawa*
26 vs North Bay*
28 vs North Bay*

MAY

3 vs North Bay*
6 vs North Bay*
11-12 - Spring Orientation Camp
13 vs London*
15 vs London*

2024/2025 HOME SCHEDULE

AUGUST

26-29 Training Camp

SEPTEMBER

8 vs Kitchener**
29 vs Ottawa

OCTOBER

4 vs Niagara
6 vs Barrie
18 vs Peterborough
20 vs Saginaw
27 vs Peterborough

NOVEMBER

1 vs Sarnia
3 vs Brantford
10 vs Kitchener
17 vs Kingston
24 vs Sudbury
29 vs Brantford

DECEMBER

1 vs Kingston
4 vs Ottawa
13 vs North Bay
15 vs Mississauga
20 vs Brantford
29 vs Kingston

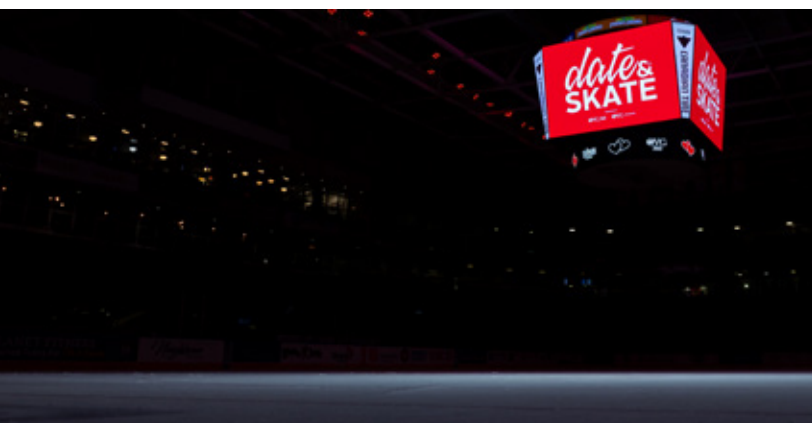
*Playoff Game

**Exhibition Game



ZAMBONI EXPERIENCE

Launched during the pandemic, the Tribute Communities Centre Zamboni Experience continued to be a fan favourite in 2024. Each year, OVG releases a limited number of sessions that allow fans to take a crash course in all things Zamboni, which includes an opportunity to take one for a spin on the ice. Sessions sold out again in 2024 and more sessions have already been released for 2025.



DATE & SKATE

OVG launched our first Date & Skate on February 10, 2024 which was a Valentine's Day inspired event. Guests began their night at our in-house restaurant, Prospects Bar & Grill, with meals inspired by our Executive Chef with wine or beer pairings with our partners Labatt and E.J. Gallo Wine. After dinner, guests were able to skate under the dimmed lights and soft music on the main rink.



SWIFTIE SKATE

OVG created a Taylor Swift inspired skating event that celebrated the Queen of catchy tunes. Fans of all ages dressed up and skated under the dazzling lights as they listened to their favourite songs for two sessions on April 13, 2024 and a third session on July 13, 2024.



TOUCH-A-TRUCK

OVG launched the 10th annual Touch-a-Truck presented by Oshawa Power with the largest turnout yet as 58 vehicles were on site with an estimated attendance of 4,500 guests on August 23. Through donations from attendees as well as vehicle partners, vendors, and our BBQ, OVG was able to generate \$5,152.33 for Big Brothers Big Sisters of South West Durham and Northumberland for a 10-year total of \$36,387.25!



ICE RENTALS

The Tribute Communities Centre boasts two NHL sized ice surfaces with year-round availability for practices, games, tournaments, as well as private or corporate events. The pride of the Tribute Communities Centre is Rink 1, which is home for Oshawa Generals games and our major events.

Users of all ages find tremendous joy having the opportunity to skate in such a fantastic setting with hockey being the main sport using our facilities. The Tribute Communities Centre is also home to the Durham Speed Skating Club who regularly skates on Rink 2.

Rink 1 - 1,315.75 hours - \$ 591,535.82

Rink 2 - 2,029.75 hours - \$1,225,740.66

Leisure Room - 192.5 hours - \$3,695.00



DURHAM CENTRAL ADULT HOCKEY LEAGUE

Oak View Group organizes the Durham Central Adult Hockey League (DCAHL) to provide the best recreational adult hockey league available in the Durham Region, with an emphasis on team satisfaction and safety. Playing out of the Tribute Communities Centre in Oshawa, the DCAHL utilizes both ice pads at the facility to conduct a multi-divisional league for 3-5 nights of play options. With three divisional levels and designated women's divisions, the DCAHL is committed to providing a safe and exciting experience for all levels of play.

DCAHL Winter 2023/24 - 40 Teams - 20 hours/week

DCAHL Summer 2024 - 28 Teams - 14 hours/week

DCAHL Winter 2024/25 - 43 Teams - 21 hours/week



Oak View Group continues to deliver quality programming to the residents of Oshawa and the Durham Region as we created memories for more than 411,350 guests throughout 2024.

The Tribute Communities Centre welcomed Disney on Ice to Oshawa for the first time in February. Multiple performances were sold out from the eight scheduled shows and the crowds left in amazement. City and Colour and Lainey Wilson performed at the venue welcoming sold out crowds for their first-time on our stage while Monster Trucks All Out Tour's return visit earned them a sold out ticket in Oshawa as well.

The venue hosted a list of world-class performers and entertainment throughout the year which contributed to our success. There were numerous events that returned such as the Harlem Globetrotters, Queens of the Stone Age, Gerry Dee, Cole Swindell, Blippi, and Arkells.

New event genres were also welcomed to the venue including BINI which was the first P-Pop act to visit the Tribute Communities Centre. The Filipino girl group show was relocated from a sold out Toronto venue to ours, and the crowd followed for what resulted in a spectacular performance. Oshawa also welcomed Ice Cube with local special guest Peter Jackson to the Tribute Communities Centre for the first rap concert in its history. The CHL also hosted the new CHL/USA Prospects Challenge at the venue which showcased many of the best prospects set to be chosen at the 2025 NHL Draft.

The Tribute Communities Centre continues to increase the number of community style events including graduation and commencement ceremonies as they welcomed seven high schools from across Durham Region, Trent University, and Durham College throughout the month of June along with Durham College's Fall Convocation in October.

2024 finished on another high as Blue Rodeo returned to the venue after a seven year hiatus and performed in front of a sold out crowd.



	ACTUAL	BUDGET	VARIANCE FAV / (UNFAV)
Number of Events	111	92	19
Paid Attendance	411,350	325,592	85,758
Direct Event Income	\$ 895,616	\$ 755,900	\$ 139,716
Surcharge/Ticketing Revenue	\$ 475,013	\$ 410,900	\$ 64,113
Ancillary Income	\$1,895,518	\$1,197,600	\$ 697,918
Suite Leases and Rental Revenue	\$ 493,061	\$ 338,500	\$ 154,561
Total Event Income	\$3,759,208	\$2,702,900	\$1,056,308
Interest & Dividends	\$ 139,844	\$ 50,000	\$ 89,844
Venue Advertising & Shared Marketing	\$ 251,705	\$ 203,000	\$ 48,705
Rentals, Non-Event F&B and Other	\$1,644,704	\$1,588,100	\$ 56,604
Total Other Income	\$2,036,253	\$1,841,100	\$ 195,153
Indirect & Extraordinary Expenses	(\$5,991,169)	(\$5,324,600)	(\$ 666,569)
Income (Loss) From Operations	(\$ 195,708)	(\$ 780,600)	\$ 584,892

Surplus Income to Budget	2024 \$584,892	2023 \$427,836	VARIANCE \$157,056
---------------------------------	--------------------------	--------------------------	------------------------------

MICHELOB ULTRA
MEDALLION LOUNGE

Introduced in September 2024, the east end (307-310) of our Suites Level was refreshed and introduced as the Michelob ULTRA Medallion Lounge in partnership with Labatt. The space received a full makeover with new drink rail counter, furniture, paint, and branding which has received praise from clients and their customers who can rent the space for events.



LOADING BAY

The Tribute Communities Centre has two standard sized loading docks with dock levelers and one drive-in loading bay with a 14' bay door, with ample show vehicle parking and show power available upon request. The back of house is spacious with a short push to our west end stage location and approximately 140 feet or 43 metres to our Half Mode location.

SHOW POWER

The Tribute Communities Centre has 1,600 total amps of camlock show power. 600A lighting panel, 400A audio panel and 600A show power panel.

RIGGING

The Tribute Communities Centre has a full life line system with 117,000 lbs rigging capacity in Full Modes and a 124,000 lbs rigging capacity in the centre (Half Mode), which can be fully accessible via our catwalk, with a low steel height of 43'. The installed, centre hung score clock, fully nests into the steel for an unobstructed and clean look.

CONFIGURATION
CAPACITIES

Hockey Mode	6,158
Basketball Mode	6,418
360 Mode	6,847
270 Full Mode	5,366
180 Full Mode	4,884
Three Quarter Mode	4,061
Half Mode	3,387
One Third Mode	2,813
One Quarter Mode	1,506



RINK 1 RINK BOARD SYSTEM

\$218,988 Annual financing payment to Athletica for Rink 1 rink board system.

ZAMBONI ROOM TANKLESS HOT WATER SYSTEM

\$169,791 Installation of a separate water line to Zamboni Room to ensure hot water requirements in all areas of the venue.

ICE PLANT UPGRADES

\$156,281 Replacement and upgrades of ice plant components such as compressor, chiller, and micro processor.

INFORMATION TECHNOLOGY (IT)

\$145,470 Purchase of two servers, laptops and new Wi-Fi access points.

CARPET

\$93,615 Replacement of the carpet in 23 private suites, ticket office and restaurant.

EVENT DECK

\$55,992 Replacement of event deck for Rink 1 ice conversions. 2 of 5 Year Term.

FOOD AND BEVERAGE

\$36,770 Replacement of freezer, ice machine and fridges.

FLEET RESERVE

\$22,752 Contribution to the reserve for replacing city vehicles including ice resurfacers.

GENERATOR

\$18,978 Replacement of generator's radiator.

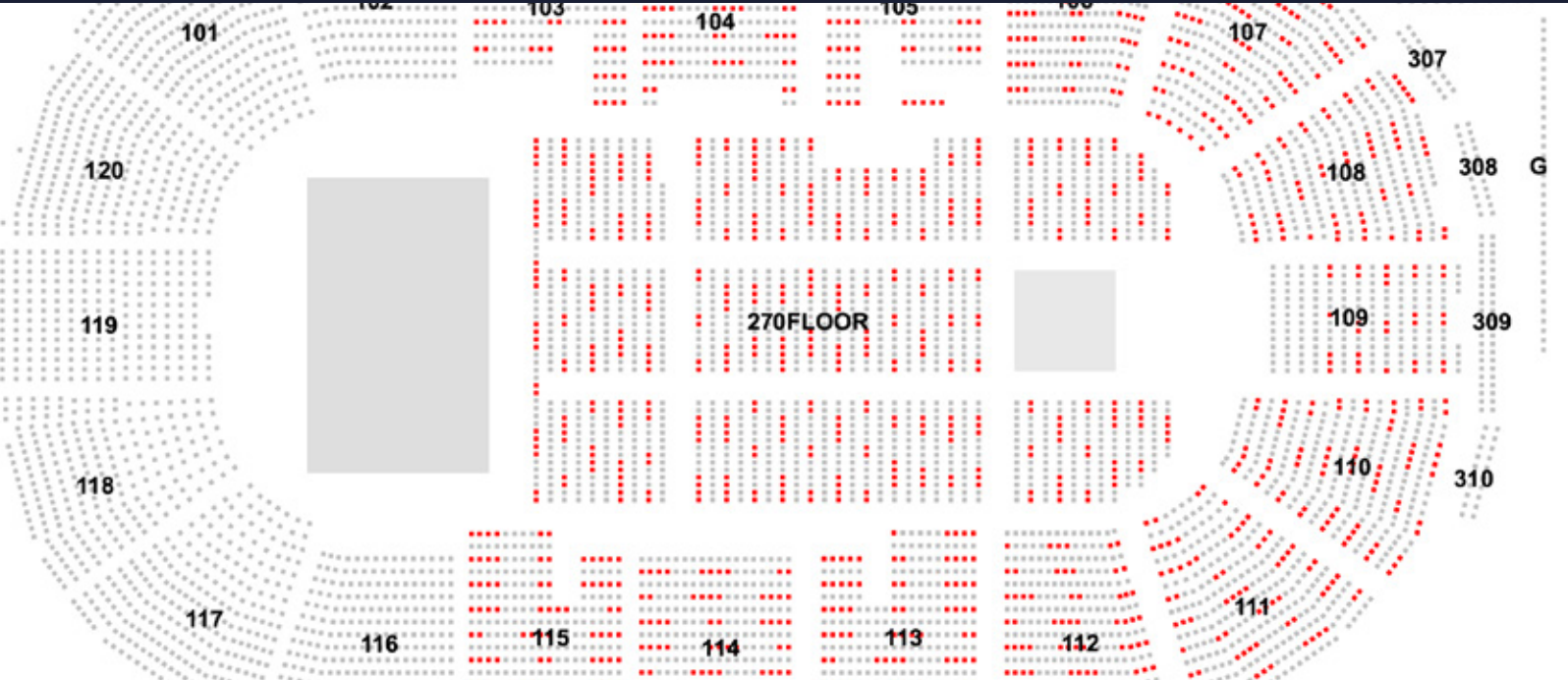
GARBAGE AND RECYCLING

\$12,474 Purchase of new recycling and garbage receptacles to enhance our sustainability program.

BIKE RACK

\$5,688 Purchase of 30 pieces of bike rack.





TICKETING OUTLETS

Fans are able to purchase tickets to events at the Tribute Communities Centre Ticket Office as well as online at www.tributecommunitiescentre.com. Online sales continue to widen the gap between the other outlets as the primary outlet to purchase tickets and we continue looking at ways to enhance the customer purchase experience through the features available with Paciolan.

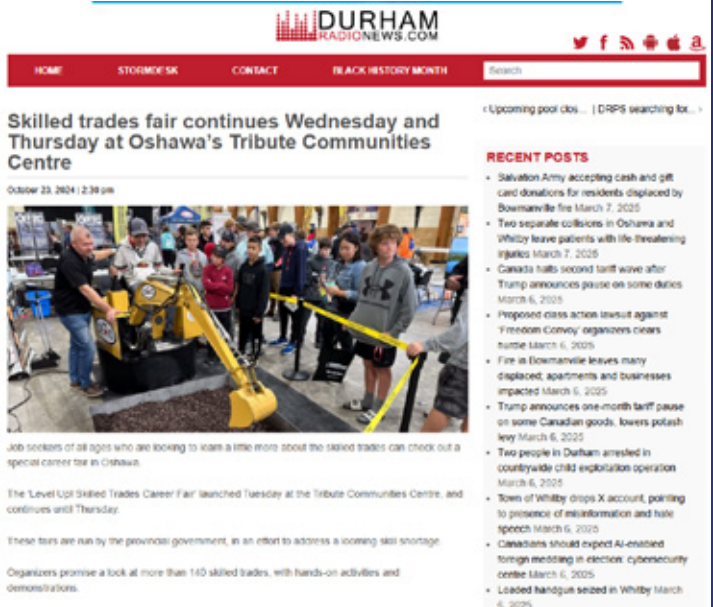
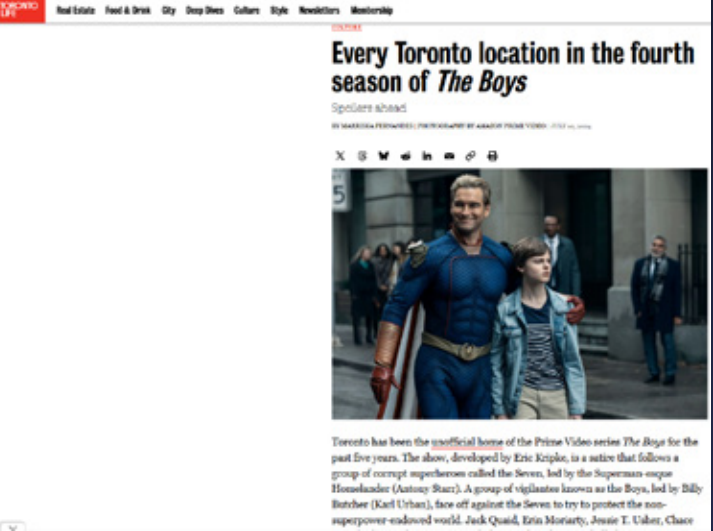
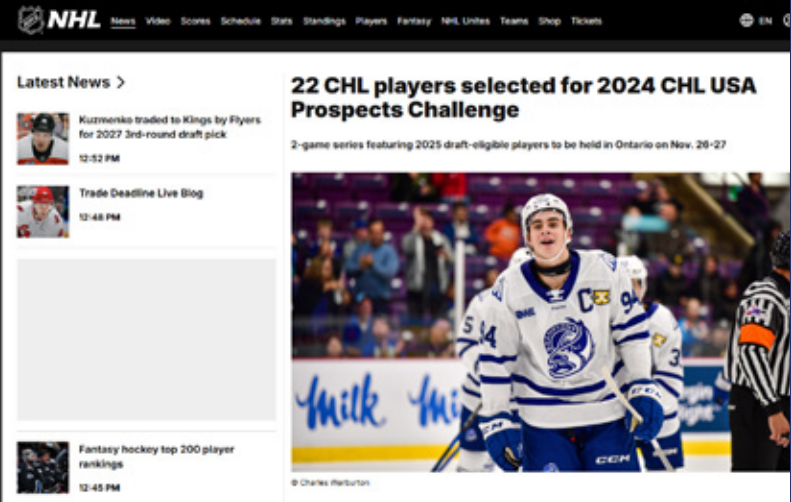
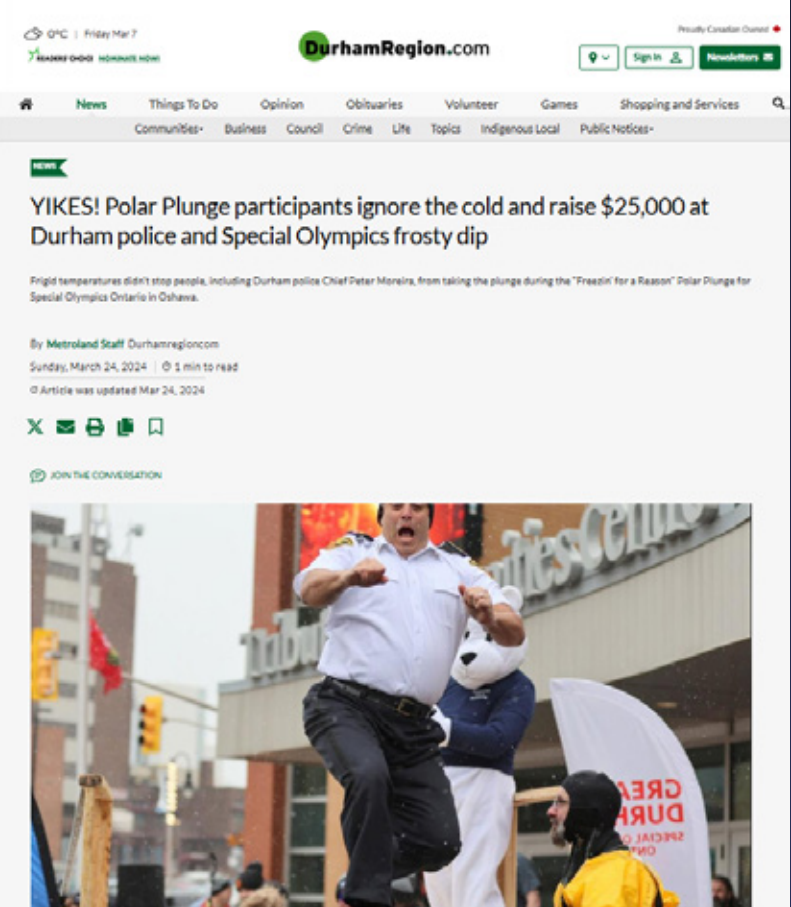
TICKET PURCHASING

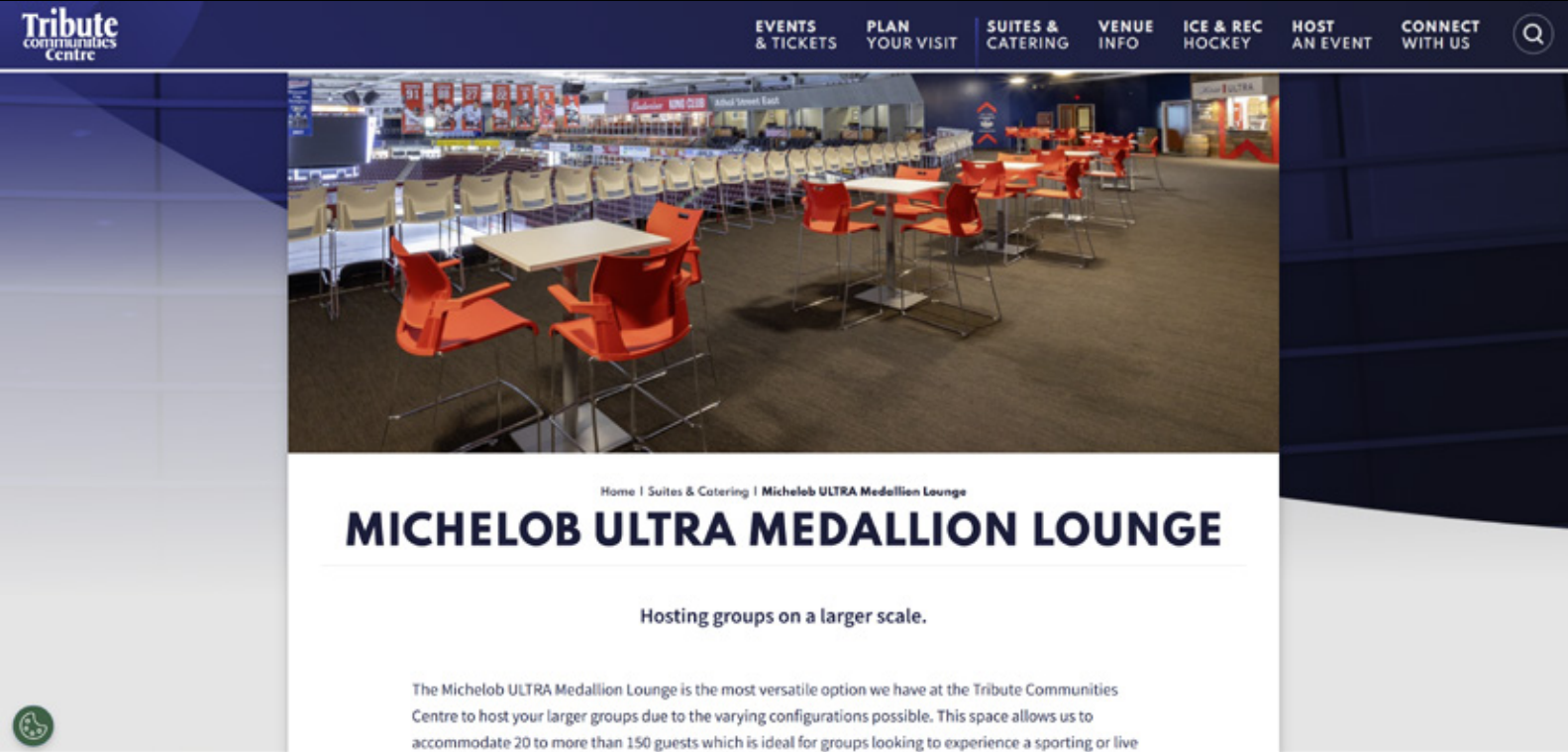
INTERNET	61,740	\$3,915,950.30	73%
TICKET OFFICE	20,863	\$ 669,897.55	25%
PHONE	1,377	\$ 109,669.40	2%
TOTAL	83,980	\$4,695,517.00	

*Includes tickets for live events only and does not include comps or team tickets sold between January 1, 2024 and December 31, 2024.
Figures above do not reflect refunds due to postponed or cancelled events.

MOBILE TICKETING

Since the launch of mobile tickets in 2021, this form of delivery continues to grow in popularity and preference as more guests become accustomed to the process. In 2024, 58% of the total barcode quantity for live events were for digital passes in comparison to 2023 where only 45% of the total barcodes were digital. We have seen a similar trend with the the Oshawa Generals fan base as they have reached almost 26% for the 2024/2025 season in comparison to the 13.7% from 2023/20024.



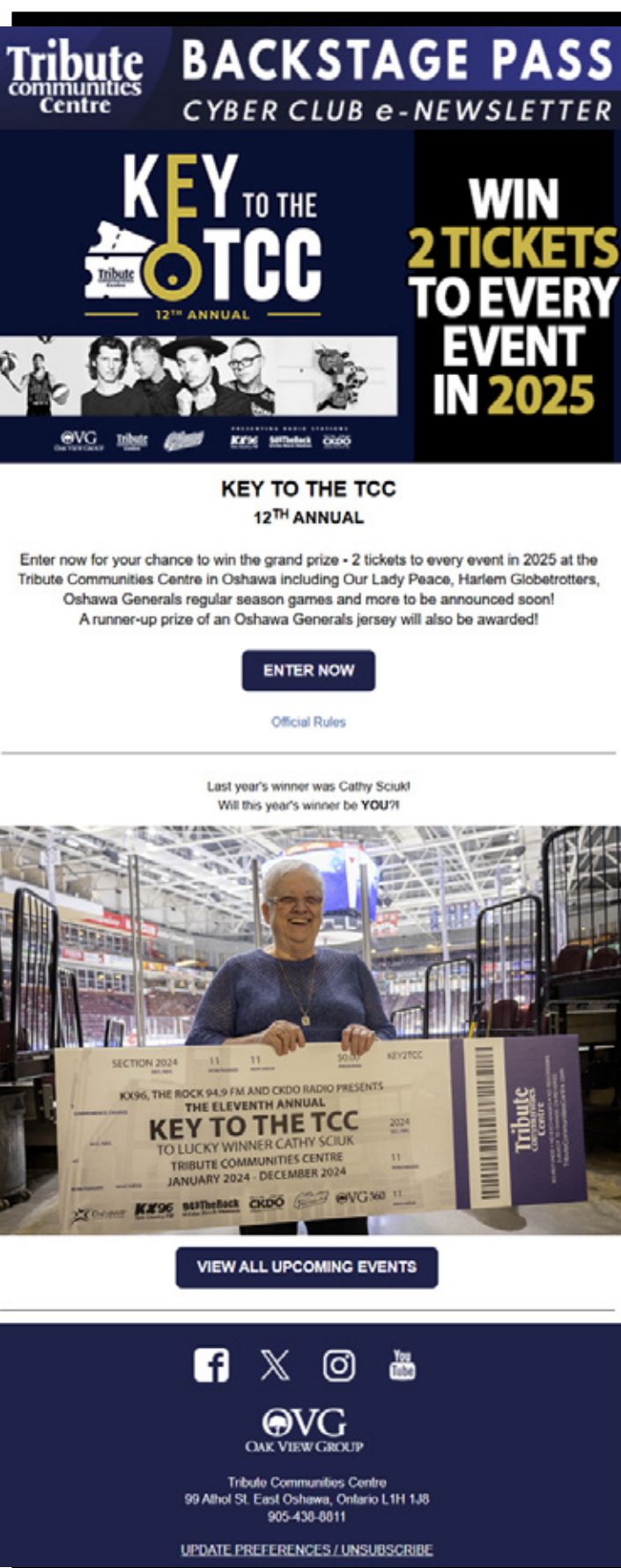


Oak View Group continues to push new content and imagery through the Tribute Communities Centre website that was launched in October 2020 in partnership with Carbonhouse. The site continues proving to be more user-friendly for our marketing department when building event announcements but also for lead generation for select areas of business such as suite rentals, group sales, ice rentals, and venue rentals.

Oak View Group worked with OneTrust and Carbonhouse to implement Cookie Consent Management to ensure privacy compliance. CCM is a tool used to obtain and store cookie consent from our website users to process their personal data.

ANALYTICS

753,396	727,267	159,432	1,236,306	769,974	\$2,437,163 / 56,134 TICKETS
TOTAL USERS	NEW USERS	RET. USERS	SESSIONS	ENG. SESSIONS	MAIN VENUE WEBSITE SOLD (ONLINE TICKET SALE LINKS ONLY)
4.59 PAGES PER VISIT	1 MIN 25 SECONDS				
PAGES	AVERAGE ENGAGEMENT TIME / ACTIVE USER				
3,446,125	MOBILE + TABLET + TV: 604,314		DESKTOP: 148,316		
TOTAL PAGEVIEWS	ACTIVE USERS		ACTIVE USERS		
USERS BY TRAFFIC ACQUISITION	TOP 5 PAGES OF CONTENT		TOP 5 CITY VISITS		
DIRECT	234,309	HOME	238,243	TORONTO	248,915
ORGANIC SEARCH	175,580	EVENTS	138,522	OSHAWA	79,844
REFERRAL	171,056	OSHAWA GENERALS	42,688	WHITBY	35,339
PAID SOCIAL	94,065	MY ACCOUNT	38,521	MONTREAL	18,740
ORGANIC SOCIAL	62,620	MONSTER TRUCKS	25,016	AJAX	18,283



The Backstage Pass Cyber Club continues to be one of our most successful marketing and information tools at the venue. It allows us to communicate with our members and customers quickly and easily while providing them various types of information.

The change to the Oracle Eloqua platform in June 2024 has been beneficial for multiple reasons including enhanced automation processes. The platform also allows us to separate the various types of consent we must adhere to under Canada's Anti-Spam Legislation in order to continue communications to ticket purchasers who have not provided their express consent which increased our membership drastically this year. We have also created workflows to capture explicit consent from customers who are only marked as implicit consent currently.

ANALYTICS

58,844	109,894
JANUARY 1, 2024	DECEMBER 31, 2024
+51,050 MEMBERS	
0.10% AVERAGE OPT OUTS	
2,757,793	EMAILS DELIVERED SINCE JUNE 18, 2024
479,930 // 17.40%	57,767 // 2.09%
REAL OPENS	REAL UNIQUE OPENS
86,040// 3.12%	28,328 // 1.03%
TOTAL CLICKS	UNIQUE CLICK RATE
6,489 TICKETS	\$318,239.87
TOTAL SOLD THROUGH BSP EBLASTS IN 2024	

We launched new branding for our 12th annual Key to the TCC Giveaway which generated 22,947 entries which has been the most entries in the history of the contest. This annual contest highlighted our event calendar during the holiday shopping season while it generated 1,787 new unique emails for our database and 5,147 emails were provided to the Oshawa Generals Cyber Club.



ICE CUBE

FACEBOOK

37,465 LIKES JANUARY 1, 2024	38,012 LIKES DECEMBER 31, 2024	+ 547 LIKES
<ul style="list-style-type: none">• Generated over 1,308 tickets sold and \$48,426 in revenue• Post organic reach of 1,361,516 and paid reach of 958,053• 43,234 content interactions such as reactions, shares, and comments with a 16d 7h watch time• 555 messaging conversations started		

TWITTER

9,848 FOLLOWERS JANUARY 1, 2024	9,629 FOLLOWERS DECEMBER 31, 2024	- 219 FOLLOWERS
<ul style="list-style-type: none">• This channel did not generate any trackable sales throughout 2024		

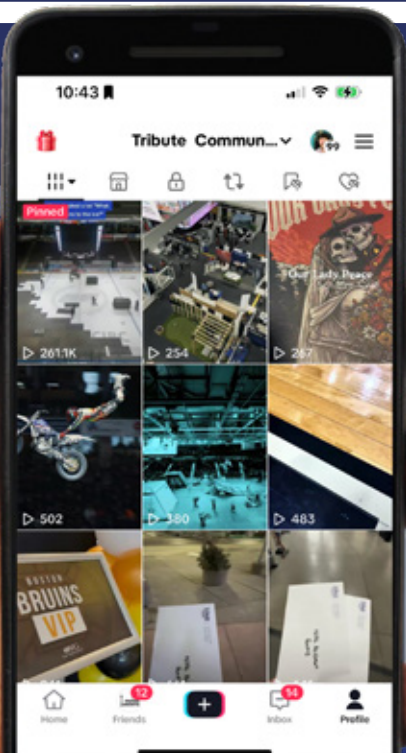
INSTAGRAM

14,016 FOLLOWERS JANUARY 1, 2024	15,584 FOLLOWERS DECEMBER 31, 2024	+1,568 FOLLOWERS
<ul style="list-style-type: none">• Generated over 131 tickets sold and \$6,729 in revenue• Post organic reach of 352,736 and paid reach of 480,213		

YOUTUBE

454,906 VIEWS JANUARY 1, 2024	503,458 VIEWS DECEMBER 31, 2024	+ 48,552 VIEWS	610 TOTAL SUBS 202 TOTAL VIDEOS
---	---	-----------------------	---

*Tracking direct online ticket link sales only for revenue figures.



TIKTOK

We continue integrating more video into our campaigns when possible including artist provided content, contesting and event recaps which are shared across all platforms now including TikTok. We also began trialing TikTok advertising for a few campaigns including Tequila Expo and Key to the TCC.

269 FOLLOWERS JANUARY 1, 2024	656 FOLLOWERS DECEMBER 31, 2024	+387 FOLLOWERS
---	---	-----------------------

GOING VIRAL

One of the conversion videos made in 2022, continues to generate ongoing interest as it now has over 261k views and 4.4k likes. One of our Disney on Ice posts also generated 64.9k views organically while also reaching 1.1M views and 21.5k likes on Instagram.

At the Tribute Communities Centre, customer satisfaction is our number one priority. Through post-show surveys, Oak View Group was able to gather vital information regarding the average fan satisfaction rate from the live events in 2024.

The results to the right are based on the responses from 2,090 ticket purchasers surveyed, rating specific aspects of our services using the system listed below:

- 1 - Did not meet expectations
- 2 - Met expectations
- 3 - Exceeded expectations

*Non food and beverage employees only.

	Rating Average
Website	2.21
Ticketing	2.18
Communications	2.21
Cleanliness	2.28
Prospects Bar & Grill	2.17
Concession Stands	1.63
Enjoyment of Entertainment	2.29
Staff*	2.33
Parking	2.05
Total Response Count	2,090

CUSTOMER COMMENTS

"This is a great venue for concerts! Close and convenient to get to, with lots of parking. Nice bar inside with great food."

- Teri B. on Google -

"My first visit and experience was amazing. Staff are friendly and cooperative. 2nd floor with personal rooms are mind blowing."

- Anup G. Google -

"Beautiful facility! Well maintained and it has everything! Ice, beer, food, great seating and most of all it doesn't cost NHL prices to attend!"

- Baller on Google -

"Many events and many memorable experiences. I've been there many times, and everything has always been great. The facilities are nice and the atmosphere is home town mixed with an incredible venue."

- Ian M. on Google -

"Small intimate venue, great for concerts, friendly staff. Been to a few different concerts, no bad seats as it is a smaller venue. Which is nice."

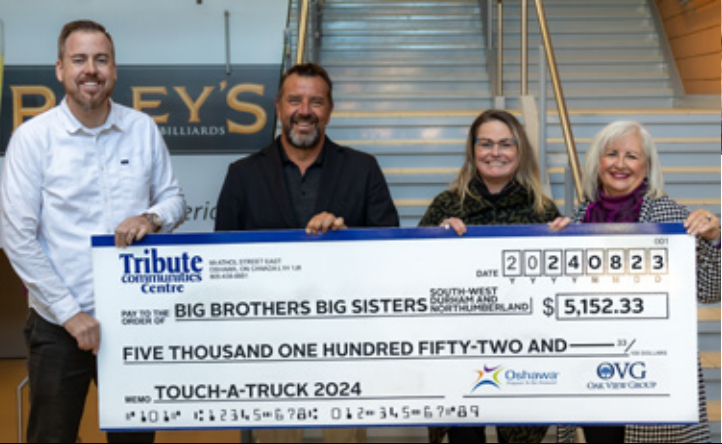
- Stephanie C. on Google -

"Great concert venue. Building is older but well kept. Plenty of parking and access is easy. Concessions reasonable and acoustics are great. Worth the drive to Oshawa to see concerts at the Tribute Communities Centre.."

- Dan B. on Google -

TOUCH-A-TRUCK

OVG launched the largest Touch-a-Truck in the 10 year history with 58 vehicles and more than 4,500 guests in attendance. Through donations from attendees as well as vehicle partners, vendors, and BBQ, OVG was able to generate \$5,152.33 for Big Brothers Big Sisters of South West Durham and Northumberland for a 10 year total of \$36,387.25!



DURHAM REGION POLAR PLUNGE

More than 60 plungers braved the cold at the annual Polar Plunge for Special Olympics which was hosted outside Gate 1 at the Tribute Communities Centre on March 19, 2024. The event raised more than \$25k.

TICKET DONATION

OVG assists numerous non-profit organizations in conjunction with upcoming events through regularly donating tickets as silent auction prizing. In 2024, OVG donated over \$7,500 in sporting and live event tickets to assist with these groups' fundraising efforts and helped raise \$1,195 for the Ignite Durham Learning Foundation .



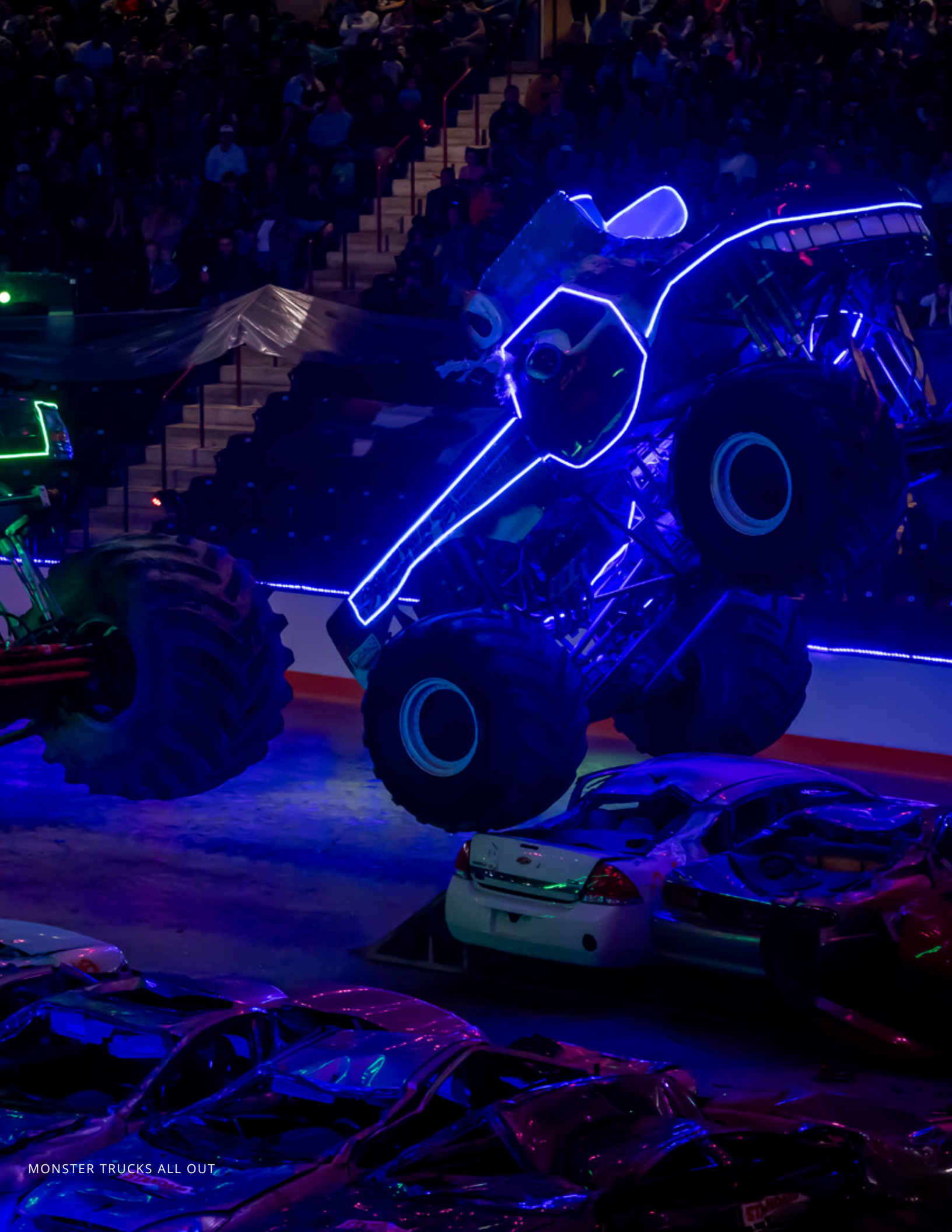
OVG HELPS CLEAN UP OSHAWA

Members of the OVG team worked together to help clean up Downtown Oshawa in May. Their focus was a section of the Joseph Kolodzie Oshawa Creek Bike Path.

FEED THE NEED FOOD DRIVE WITH COCA-COLA

OVG hosted their annual food drive which benefitted Feed the Need Durham and had some help from the Coca-Cola Holiday Caravan this year. Teams of the DCAHL, Oshawa Generals fans, and the community rallied together to donate 620lbs of food and \$358.50 which will help serve 1,234 meals to support those in need in our community. Fans were able to take photos with Santa in front of the Tribute Communities Centre on December 15, 2024.





MONSTER TRUCKS ALL OUT

THANK YOU

Dear William,

On behalf of the entire team at The Denise House, we wanted to extend our deepest gratitude for your generous support of our recent event - 'A Celebration of Courage'. Your Gift-In-Kind of 2 tickets to an Oshawa Generals Game played a crucial role in making the event a resounding success, and we are incredibly grateful for your commitment to our cause.

Thanks to your generosity, we were able to create a memorable and impactful experience for our attendees. Your contribution helped us provide essential resources, support services, and empowerment programs to women and families in our community who are experiencing violence and abuse. Your belief in our mission not only helped us raise vital funds but also raised awareness about the importance of supporting survivors and creating a safer, more compassionate community for all.

We are excited to announce that we will be hosting "A Celebration of Courage" as an annual event, as we would be honoured to have your continued support in 2025. Our team will be reaching out to you this fall to discuss sponsorship opportunities for next year's event. We hope that we can count on your partnership once again as we work together to make a difference in the lives of those in need.

Once again, thank you for your generosity, your partnership, and your unwavering commitment to make a difference in the lives of others. We look forward to continuing our collaboration and creating positive change together in the future.

Sincerely,
Sandra McCormack Dena Sicard
Executive Director Fund Development & Community Connector

Dear Mr. Vella,

Thank you very much again for supporting Lakeridge Health Foundation's Golf Classic.

With Tribute Communities Centre's generous contribution of two tickets to Lainey Wilson to our auction, we were able to raise over \$200,000! It was our Foundation's pleasure to host 120 golfers at the picturesque Coppinwood Golf Club on July 15th, as they navigated the weather and the challenging design of one of Ontario's top courses. We even had a hole-in-one prize winner to celebrate!

Together, we will help fund resources and advanced technologies for the expert staff in our Oshawa and Whitby Hospitals. With your support, our teams can provide the skilled and compassionate care we have come to know and expect at Lakeridge Health.

Thank you very much for Tribute Communities Centre's commitment to exceptional health care in our community.

Sincerely,
Helen Knelsen Rebekah McMillan
Manager, Community Giving Officer, Community Giving
Lakeridge Health Foundation Lakeridge Health Foundation

Rob, Jay and Vince, I want to sincerely thank you and the Tribute Communities Centre for hosting our Public Safety Unit on May 22, 2024. Your support by allowing our unit to train in your facility was extraordinary. The training accomplished at your venue was very important to the unit as we begin to prepare for the upcoming FIFA games being held in Toronto during the summer of 2026.

It is not often that a facility is so accommodating and grant us access for this type of training. Your employees were very accommodating and friendly during our entire training day. It goes without saying that the Tribute Communities Centre truly assisted in the enhancement of Public Safety that day. Your facility allowed us the opportunity to conduct building searches, building clearing and suspicious package detection. All of these will be vital to our roll during FIFA Games as they were during the previous Pan AM Games.

On behalf of the Durham Regional Police, I want to thank you for your support and dedication to public safety.

Sincerely,

Inspector Mike Brown
Public Safety Unit
Durham Regional Police



QUEENS OF THE STONE AGE

FUTURE OUTLOOK



Building on what was a record year in 2024, Oak View Group at the Tribute Communities Centre look to continue our current event momentum in a number of areas. The Oshawa Generals have continued their success from the 2023/24 season with another strong season which has had them in or close to first place in the Eastern Conference for most of this season. Attendance has been stronger than that of last season and it is hoped that this trend will continue during what will hopefully be a deep run into the playoffs and perhaps a trip back to the OHL Championship series. Although the first two quarters of 2025 are relatively light in live event content; the last two quarters have been populating well with Lynyrd Skynyrd and Terri Clark & Paul Brandt already on sale with a number of other event announcements upcoming.

As the venue continues to age and is now in its 19th season, our OVG team will be laser focused on ensuring that we continue to foster a robust repairs and maintenance program, and capital replacement plan to continue to address aging mechanical assets to ensure the optimal operation of the facility.

This has been and continues to be a challenge as needs often outweigh available resources and funding to keep up. It is hoped that with consistent annual financial success it will be possible to continue to build capital reserves to better position ourselves to address the financial needs of the venue.

The city, the Oshawa Generals, and Oak View Group have all been diligently working together to find mutually agreeable contract extensions that will ensure the stability and operation of the venue for many years to come. I have no doubt that with all parties working reasonably together that this important foundational piece can be accomplished to everyone's mutual satisfaction.

Our community continues to grow and flourish and the support this facility has received for both Oshawa Generals hockey and our live events has been second to none. With the Oak View Group care and control of the venue, the continued support of the city and our community, the Tribute Communities Centre has a very bright future ahead.

Tribute communities Centre

99 Athol Street East
Oshawa, Ontario, Canada L1H 1J8
t. 905-438-8881

www.tributecommunitiescentre.com

