

# 2018 Annual Report



Presented  
December 6th, 2018  
at the

## **Annual General Meeting**

The Marshes Golf Club, 320 Terry Fox Dr.  
4:30 PM-7:30PM

**Success  
Happens  
Here.**

## AGENDA

### Registration & Networking

4:30pm – 6:00 pm

### Opening Remarks

6:00pm – 6:15pm

### AGM

6:15pm – 7:30pm

Call Meeting to Order:

- Approval of the Agenda
- Approval of the 2017 AGM Minutes

Chair's Report

Executive Director's Report

- Approve the 2019 Strategic Plan

Treasurer's Report

Motions:

- Approve 2017 Auditors Report
- Approve 2018 Financials YTD
- Approve 2019 Budget

Closing Remarks:

- Motion to adjourn

Kanata North 2018 Economic Impact Analysis

### Networking

7:30pm – 8:00pm

## BOARD OF DIRECTORS

### EXECUTIVE

Chair	Amy MacLeod, Mitel
Treasurer	Troy Hughes, The Brookstreet Hotel
Vice Chair	Vicki Coughney, Fidus Systems

### DIRECTORS

J. Patrick Ferris, KRP Properties  
Amanda Gordon, Stratford Managers  
Sam Khatib, Papa Sam's Restaurant  
Guy Lévesque, University of Ottawa  
John Luszczek, Ericsson  
Susan Richards, Numbercrunch  
Daniel Scott, Labarge Weinstein  
Jenna Sudds, Kanata North Councillor  
John Wall, BlackBerry QNX

### OUTGOING BOARD MEMBERS

George Chamberlain, Pleora Technologies  
Peter Dooher, Merkburn Holdings Ltd  
Cyril McKelvie, Jabil  
Marianne Wilkinson, Kanata North Councillor

## CHAIR'S REPORT

Amy MacLeod

Welcome to the Kanata North Business Association's 7th Annual General Meeting.

2018 has been dynamic for KNBA – a year defined by growth, talent, transition, and traffic!

Data from our latest Economic Impact Study, announced in conjunction with our AGM, shows that businesses in Kanata North continue to create significant numbers of new jobs, economic productivity and public prosperity that benefit our community, city, and country.



In 2018, the Kanata North business community contributed \$13 billion to Canada's GDP compared to \$7.8 billion in 2015, a 66% increase in just three years. That is a remarkable economic impact, driven by world class business efficiency, productivity and growth. I want to acknowledge the contribution of the more than 540 companies in Kanata North who have created an enviable ecosystem of both export-oriented and local businesses. These results reflect their ambition, hard work and success.

The data also reinforces what those who work in the park already know. #SeriousTechLivesHere. We are incredibly fortunate to be home to so many companies working on ground-breaking innovation - from disrupting the television experience, to reimaging customer experience management, to connecting autonomous vehicles, to contributing to Canada's space mission, to enabling global digital transformation and to advancing 5G networks. Innovation and vision is the DNA that continues to propel Kanata North forward.

Our role as a business association is to create the conditions that support that business success, and strong leadership is critical to our mission. In 2018, we welcomed KNBA's new Executive Director Jamie Petten, a big-picture thinker and next-generation leader with a track record of driving strategic engagement, awareness and results. In her first 100 days, Jamie put in place the strategy that will guide KNBA through our next phase of growth.

A central pillar in that strategy is the persistent need to continue to engage, attract and retain tech talent.

## CHAIR'S REPORT (cont.)

**Amy MacLeod**

In March, KNBA hosted our third annual TechNata job fair, attracting more than 2,800 job seekers and employers in a single day. In November, the University of Ottawa made the exciting announcement that they will officially become part of the Kanata North Business Park with the opening of their new facility early in 2019. Their partnership and presence will be invaluable in helping Kanata North meet the talent needs of the future as well as the broader and life-long training needs of businesses dealing with rapid technology and market changes.

Our new partnership with uOttawa reflects the maturity of our business association, and our understanding that the whole is greater than the sum of its parts. No one can do it alone, and our strategy recognizes and embraces the need to collaborate and cooperate with stakeholders across the City to strengthen and expand our impact, in Kanata North, and across the region. We look forward to leveraging those linkages and to working with Kanata North's newly elected Councilor and KNBA's founding President, Jenna Sudds, her colleagues on City Council and in the Mayor's Office, and our partners at Invest Ottawa, Ottawa Tourism, and the Ottawa Sports and Entertainment Group.

On behalf of the KNBA Board of Directors and staff, I want to conclude by extending our heart-felt thanks to Marianne Wilkinson who dedicated more than half a century to building Kanata. Marianne was one of the first champions of the Kanata North tech and business community, and a founding member of the Kanata North Business Association. She is among a very small handful of pioneers who shaped what has grown into Canada's Largest Tech Park, and she has earned the respect and gratitude of our team, and our entire community.

In closing, the Kanata North Business Association, has never been stronger. Our opportunity and our challenge is to keep pace with our members, and to continue to meet their everyday needs - from traffic to talent - while building the community infrastructure and economic environment for the future.

*Amy MacLeod*

*Corporate Diversity Officer & Vice President Strategic Communications, Mitel*

## EXECUTIVE DIRECTOR'S REPORT

**Jamie Petten**

I am thrilled to share my first report as President and Executive Director of the Kanata North Business Association. It was with an immense amount of pride and excitement that I stepped into the role in May 2018.



Our past President, Jenna Sudds, alongside our dynamic team, set in place an incredible foundation for our Kanata North community to thrive. Deborah Lovegrove and Vanessa Baillie are the backbone to our success as a business association. As our association has scaled in the level of support provided to our members, so have their efforts to keep the momentum going. As a result, KNBA has added to its team. New Digital Media and Community Coordinator, Alycia Douglass, joined the team in October and Veronica Farmer recently stepped into the role of Director of Operations to support KNBA's members, board and team as the organization scales to new heights.

Before beginning my maternity leave at the end of October, I enjoyed over 100+ days in my new role and I had the pleasure of getting to know many fearless leaders in Kanata North, all of whom make up the unique DNA and collective identity of our business community. There are also encouraging signs of continued economic growth and business strength everywhere in the Kanata North.

The results of our *2018 Economic Impact Analysis* report, completed by Doyletech, a local leading technology research firm, are impressive and solidify Kanata North as an integral part of the economic growth and innovation agenda of the economies of Ottawa, Ontario and Canada. Growth has exceeded all expectations and continues at an accelerated rate. As Canada's largest technology cluster, Kanata North Tech Park is now home to more companies and more people working in and around the park every day.

We also completed a benchmark talent and diversity study to better understand the current composition of roles and functions in our Kanata North community and to evaluate future needs. Our HR leadership council participated in numerous interviews and we look forward to sharing the first round of results in a report that will be shared with the community in the Spring of 2019!

With the pace of economic growth and innovation picking up, we can all see the impacts of our community's growth. Traffic congestion and a lack of accessible parking is at an all-time high. A sign of economic growth and business strength in our community but also a signal to our government leaders of the required investment and essential transformation required to our roads and city infrastructure.



I have had the pleasure of discussing at great lengths the needs of our business community in Kanata North. From meeting with Mayor Watson as well as working with outgoing Councillor Marianne Wilkinson, we are excited to work with newly sworn in, Councillor Jenna Sudds, and Kanata South Councillor Allan Hubley. Over these past few months, I have also met with provincial MPP, Merrilee Fullerton and federal MP, Karen McCrimmon. From talent attraction to infrastructure support, our government leaders have made clear commitments towards continued improvement of our ecosystem.

KNBA and Invest Ottawa have, over the past several years, established a strong working relationship, centered on the unified goal of attracting business, talent and investment to Ottawa in order to generate economic growth and opportunity for our city. Anchoring this collaboration is an aligned focus on reinforcing Ottawa as Canada's Autonomous Vehicle Capital. We are proud to be spearheading efforts in collaboration with Invest Ottawa and CAVCOE in order to establish a Connected and Autonomous Vehicles (CAV) Canada Conference in September in 2019 and launch a Connected and Autonomous Vehicles Institute (CAVI).

I look forward to working with each of the educational partners, and others in our community advancing how the bright minds of the future connect to the opportunities that are abundant in the Technology Park. Among the exciting talent initiatives for KNBA, the recent announcement of the close partnership with the uOttawa creates a stronger connection between academia and industry in the Kanata North community. We look forward to the opening of their new presence in February 2019.

***Diversity, inclusion, youth, mentorship, mental health, workplace wellness, grassroots entrepreneurship.*** These are all defining attributes of the social ecosystem that we are developing in Kanata North. Our KNBA members already have positive stories to tell and over the weeks, months and years to come, we look forward to developing a strong corporate social responsibility mandate to support these community driven efforts in our business community.

What's next for Kanata North Business Association in 2019?

Our KNBA Board undertook a strategic planning effort over the summer to establish a set of strategic priorities that will reinforce the organization's mission in "phase two" of Kanata North's evolution and inform KNBA's work plans for the next 3-5 years.

The future is bright for Kanata North and I am honoured to work with an active board, passionate team and engaged group of partners to cultivate further opportunities for businesses in Kanata North. Together, we will strengthen existing pride, build national and international recognition of this thriving tech hub and attract diverse talent to the region as a part of phase two of Kanata's North Business Association's next chapter!

*Jamie Petten*  
*President and Executive Director, Kanata North Business Association*

## 2019 STRATEGIC PLAN

### STATEMENT

By 2022, Kanata North will be recognized as the destination of choice for technical and business talent seeking world class work with world class companies.

### PILLARS (3 YEAR GOALS)

TALENT	TECH	IMPACT
Engage, attract and retain the best technical and business talent in Canada.	Nurture a thriving technology community through thought leadership and collaborative partnerships.	Foster a vibrant social ecosystem that drives purpose and impact for the community at large.
<ul style="list-style-type: none"> <li>Establish, entrench and expand academic partnerships</li> <li>Scale Discover TechNata career fair and job board</li> <li>Go where the talent is: Establish Discover TechNata Roadshow</li> <li>Launch Workforce 2.0 thought leadership series</li> <li>Maintain and grow HR/CEO Councils</li> <li>Address infrastructure issues: facilitate local transit initiatives while advocating for better public transit with government</li> <li>Develop the destination/place branding “why Kanata” + “why Ottawa”</li> <li>Establish partnerships with a groundswell of broader community stakeholders (Invest Ottawa, Ottawa Tourism, Ottawa Sports and Entertainment Group, Arts/Culture, etc.).</li> <li>Board composition: recruit under 30 candidate to BOD</li> </ul>	<ul style="list-style-type: none"> <li>Welcome associate members to expand network of technology companies.</li> <li>Continue to scale existing AV initiatives (AV Summit/AVIN)</li> <li>Thought leadership: Identify next target tech/vertical (model after AV successes)</li> <li>Partner with IO to attract foreign investment</li> <li>Foster entrepreneurship</li> <li>Expand corporate venture, venture capital and other opportunities for Kanata North to have a presence in financial markets</li> </ul>	<ul style="list-style-type: none"> <li>Develop a corporate social responsibility mandate for KNBA</li> <li>Measure and Champion diversity and inclusion efforts in Kanata North</li> <li>Lead by example by engaging the internal team and board in community impact initiatives i.e. KNBA Day of Service</li> <li>Create a community impact campaign to depict the sum of the parts in terms of contributions from Kanata North technology businesses to the broader community</li> <li>Establish a physical office space that emulates the type of community we want to create</li> <li>Continue to facilitate HUB/festivals/events</li> <li>Scale Kanata Networker publication with events and greater digital presence</li> <li>Partner with Kanata Centrum to explore how leverage their hospitality and entertainment district</li> </ul>



## TREASURER'S REPORT

**Troy Hughes**



2018 was a year of transition for your KNBA. In spite of the short-term flux as we searched for a new ED, the BA was still able to achieve many initiatives as outlined in the report from our Interim Executive Director and Director of Operations, Veronica Farmer. Financially, Your BA is on a good footing due to the financial support of its members and the greater community's embracement of KNBA events.

### 2018 Highlights

- ✓ Net member Levy's after remissions and rebates are forecasted to exceed budget at \$430,000 vs a net budget after remissions, rebates, and supplementary assessments of \$401,500.
- ✓ The KNBA collected other revenues of approximately \$119,000 vs a budget of \$90,000 during the year. These revenues come from some of the KNBA's marquis events, such as Technata, Ottawa AV Summit, Career Fair, and Kanata Networker advertising revenues. Overall, events contributed \$26,000 net to the BIA in 2018.
- ✓ For comparative purposes, in 2018 KNBA was the 8th largest member funded by levy BIA out of 20, with an assessment of \$426,500 and other revenue of approximately \$140,000. Only the Sparks Street BIA raised more in additional revenue with the Byward market about the same as the KNBA.
- ✓ Administration costs are forecasted for the year at \$248,000, vs a budget of \$282,500 mostly due to lower than anticipated salaries which accrued during our search for a new ED.
- ✓ Promotions and Marketing costs are anticipated to finish \$24,000 over budget due to higher than anticipated costs from the AV summit.

All expenses over \$2,500 are carefully considered by the board and authorized by the Chair and the Treasurer prior to payment. Payments within \$2,500 are at the discretion of the ED and reported monthly back to the board during regular board meetings. Funds of the KNBA are spent with board oversight and for the sole purpose of achieving the objectives and mission of your association.

Looking forward to 2019 the budget proposes no increase in total Member Levy of \$426,500. Individual Members are most likely to see a small decrease of the BIA assessment on your tax bill, as the increase in our assessment base has grown over the past year.

*Troy Hughes  
Director of Finance, Brookstreet Hotel*

## 2018 Financials

## 2019 Proposed Budget

Revenue:	Budget 2019	FYE 2018	Budget 2018
Member Levy (property tax levy)	\$ 426,500	\$ 423,880	\$ 426,500
Net Member Levy after Rebates & Remissions	\$ 401,500	\$ 430,486	\$ 401,500
Grants	23,000	21,297	22,000
Other Sales/Sponsorships	159,000	118,914	90,000
<b>Total Revenue</b>	<b>\$ 583,500</b>	<b>\$ 570,697</b>	<b>\$ 513,500</b>
<b>Expenses:</b>			
Administration	\$ 332,000	\$ 248,452	\$ 282,500
Promotions & Marketing	\$ 276,500	\$ 255,207	\$ 231,000
<b>Total Expenses</b>	<b>\$ 608,500</b>	<b>\$ 503,659</b>	<b>\$ 513,500</b>
<b>Annual Surplus (defecit)</b>	<b>-\$ 25,000</b>	<b>\$ 67,038</b>	<b>\$ -</b>
Accumulated surplus beginning of year	182,689	115,651	115,651
Accumulated surplus, end of year	\$ 157,689	\$ 182,689	\$ 115,651

## MINUTES from December 7<sup>th</sup>, 2017 AGM

<b>1. Opening Remarks and Welcome</b>	
<ul style="list-style-type: none"> <li>Jenna Sudds, Executive Director of the Kanata North BIA, welcomed all members to the 6<sup>th</sup> Annual General Meeting of the KNBIA and thanked everyone for attending.</li> <li>Jenna Sudds introduced the current Board Members attending: Outgoing Chair George Chamberlain and Outgoing Vice-Chair Amy MacLeod, Peter Dooher, Vicki Coughy, Kevin Ford, Pat Ferris, Troy Hughes, Sam Khatib, Marianne Wilkinson, John Luszczek, Cyril McKelvie and Daniel Scott.</li> <li>On behalf of the Board, Jenna Sudds thanked Kevin Ford who has served on the Board since 2012 and stepped down in 2017. Offering a big thank you both from herself, and the rest of the Board for his hours of service and dedication to the organization.</li> <li>Jenna Sudds introduced and welcomed new Board Member, Amanda Gordon, who joined the Board this year.</li> </ul>	
<b>2. Call Meeting to Order</b>	
Chairperson, George Chamberlain opened the meeting at 6:24 p.m.	
<b>3. Tabling of Notice of Meeting</b>	
<ul style="list-style-type: none"> <li>George Chamberlain tabled a letter from the Outgoing Executive Director, Jenna Sudds, stating that notice had been duly served to all members and that official notices were distributed to all members in good standing by hand or mail by 5:00 p.m. November 8<sup>th</sup>, 2017.</li> <li>The Recording Secretary, Vanessa Baillie, read the letter out loud and had paper copies of the letter available for anyone who would like a copy.</li> </ul>	
<b>4. Formal Business Section</b>	
<b>a) Declaration of Quorum</b>	
<ul style="list-style-type: none"> <li>George Chamberlain stated that he has been advised by the Executive Director that a quorum of not less than 10% of members, or minimum of 12, is present in person or represented by proxy.</li> <li>Total approximate membership for November 2017 is 550. He declared the meeting to be regularly called and properly constituted for the transaction of business.</li> </ul>	
<b>b) Approval of Agenda</b>	<b>MOTION CARRIED</b>
Member card #85, Peter Dooher, moved that the Agenda be accepted as presented. Member card #84, Sandra Ide, 2 <sup>nd</sup> the motion.	
<b>c) Approval of Last AGM Minutes</b>	<b>MOTION CARRIED</b>
Member card #81, Marianne Wilkinson, moved that the minutes of the AGM of the members held December 15 <sup>th</sup> , 2016 is accepted. Member card #89, Sam Khatib, 2 <sup>nd</sup> the motion.	
<b>5. Chair's Report</b>	<b>MOTION CARRIED</b>
George Chamberlain presented his report moved that the Chair's 2017 Report is accepted as read. Member card #96, John Luszczek, 2 <sup>nd</sup> the motion.	

## 6. Executive Director's Report

### 2017 Activities Report

Jenna Suds presented her report on 2017 Activities and moved its acceptance. Member card #83, Cyril McKelvie moved that the 2017 Activities Report be accepted as presented. Member card #98, Amy MacLeod, 2<sup>nd</sup> the motion.

**MOTION CARRIED**

### Draft 2018 Work Plan

Jenna Suds presented her Draft 2018 Work Plan and moved its acceptance. Member card #84, Sandra Ide, moved that the Draft 2018 Work Plan be accepted as presented. Member card #88, Steve Cain, 2<sup>nd</sup> the motion.

**MOTION CARRIED**

## 7. Treasurer's Report/Financial Overview

**MOTION CARRIED**

- Troy Hughes presented the 2016 Auditors Report his report noting that a copy of the financial report was available at the registration desk, and in summary form, on the screen at the front. Troy reported that there were no concerns unveiled in the audit and all matters have been accounted for. The 2016 Audited Financial Statements were received and approved by the Board of Directors July 2017. Troy Hughes opened the floor to questions. There were no questions.
- Troy Hughes moved that the 2016 Audited Financial Statements be accepted as presented. Member card #92, Kevin Ford, 2<sup>nd</sup> the motion.
- Troy Hughes presented the 2017 Treasurer's Report noting that a copy of the report was distributed in the packages handed out today and on the screen at the front. Troy Hughes opened the floor to questions. There were no questions.
- Troy Hughes moved that the 2017 Forecast Yearend Financial Statements be accepted as presented. Member card #85, Peter Dooher, 2<sup>nd</sup> the motion.
- Troy Hughes also moved that the 2018 budget of Kanata North Business Association for the 12-month period ending December 31, 2018 be accepted as presented. Member card #71, Cigdem Gulen, 2<sup>nd</sup> the motion.

## 8. Other Business

### Other

- George Chamberlain declared the formal matters as having been dispensed and opened the floor to questions. There were no questions.

## 9. Adjournment of Meeting

**MOTION CARRIED**

- George Chamberlain, having established that there was no other business, asked for a motion to adjourn the meeting. Member card #84, Sandra Ide, moved that the meeting be adjourned. Member card #95, Amanda Gordon, 2<sup>nd</sup> the motion.
- George Chamberlain declared the Meeting adjourned at 6:50 p.m.

**Board of Directors Approval of the AGM Minutes**

**Chair:** George Chamberlain

**Date:**

**Recording Secretary:** Vanessa Baillie

**Date:**