

2019 Annual Report

Presented
November 21, 2019
at the

AGM
Annual General Meeting

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

534-555 Legget Dr.
Kanata, ON K2K 2X3
613-254-8778
www.kanatanorthba.ca

    / [kanatanorthba](https://www.kanatanorthba.ca)

 **KANATA
NORTH**
BUSINESS ASSOCIATION

Agenda

Registration & Networking

4:30-5:30 PM

Opening Remarks

5:30-5:45 PM

AGM

5:45-6:30 PM

Call Meeting to Order

- Approval of the Agenda
- Approval of the 2018 AGM minutes

Chair's Report

- Approval of the 2019 Chair's Report

Executive Director's Report

- Approve the Executive Director's 2019 Report
- Approve the 2020 Strategic Plan

Treasurer's Report

Motions

- Approve 2018 Auditor's Report
- Approve 2019 Financials YTD
- Approve 2020 Budget

Closing Remarks

- Motion to adjourn

Presentation

6:30-7:00 PM

- Stephen Willis General Manager, Planning Infrastructure and Economic Development (City of Ottawa)

Networking

7:00-7:30 PM

Board of Directors/Team

Team

President & Executive Director – Jamie Petten
Outgoing Director of Operations – Veronica Farmer
Executive Assistant – Vanessa Baillie
Marketing & Events Lead – Deborah Lovegrove
Digital Media & Community Coordinator – Alycia Douglass

Directors

Chair, Amy MacLeod – Vice President,
Corporate Affairs & External Communications at Seaspun ULC
Vice Chair, Vicki Coughy – COO, Fidus Systems
Treasurer, Troy Hughes – Director of Finance, Brookstreet Hotel
Patrick Ferris – General Counsel, Corporate Secretary, KRP Properties
Amanda Gordon – Partner, Technology Practice, Boyden
Sam Khatib – Owner, Papa Sam's Restaurant
John Luszczyk – Director, Ericsson
John Wall - SVP, Blackberry QNX
Susan Richards - Managing Partner, Numbercrunch Inc.
Councillor Jenna Sudds - Kanata North
Guy Lévesque – Associate Vice-President Research Support and Infrastructure, University of Ottawa

Outgoing Board Members

Chair, Amy MacLeod - Vice President Corporate Affairs
& External Communications at Seaspun ULC
Daniel Scott – Lawyer, Labarge Weinstein

Incoming Board Members

Tracy King – Vice President Marketing, Martello
Kylie Hurst – Manager, Talent Programs, Youi.TV

Chair's Report

Amy MacLeod

The Kanata North Business Association (KNBA) has accomplished much since its inception in 2013. Backed by compelling data about the significant economic impact of the Kanata North business community, over the past six years KNBA has created a distinct, recognized business brand and voice. Kanata North is now nationally recognized as the home of Canada's largest technology park.

Over the last year, our leadership team has been showcasing the extraordinary pace of continued business and employment growth in our technology community to build advocacy and new relationships.

A year ago, we released the KNBA's benchmark 2018 Economic Impact Assessment report, confirming what those of us who have worked in the park inherently knew - business is booming in Kanata North. Contributing over \$13 Billion to Canada's GDP, up 66% since 2015, a deep and highly-skilled base of 24,000+ employees and 540 companies now call Kanata North home. Our member companies feel particularly proud that real-estate services firm, CBRE recently ranked Canada's capital as No. 1, among North American tech hubs with the most momentum.

An evolving and balanced ecosystem of old and new technology, Kanata North has successfully leveraged its deep base in telecommunications as a springboard into new and emerging tech sectors. Anchored by brand-named multinationals including Ericsson, Mitel and Nokia, in recent years new and fast-growing companies have emerged in key sub sectors including Software and Cloud Services, Cleantech and Life Sciences. Also recognized as a world-class application leader in the global application economy, Kanata North is emerging as a leader in Software-as-a-Service (SaaS), Connected and Autonomous Vehicles (CAV), Artificial Intelligence, Cyber Security, and the Internet-of-Things (IoT).

Anchored by Kanata North-based BlackBerry QNX, Ottawa is now globally recognized as Canada's CAV Capital and home to more than 90 start-ups, corporations and post-secondary institutions all contributing to the future of this exploding market. We are also now home to an emerging Cannabis cluster with market leaders Canopy Growth, Tweed and HEXO anchored in the park.



Chair's Report

Amy MacLeod

Meanwhile, our next generation of global tech businesses are actively being incubated at our homegrown L-SPARK Accelerator. L-SPARK's goal is to scale Canadian technology companies to 10 x revenue growth and Series A funding. L-SPARK boasts a portfolio that has grown to more than 50 companies from across Canada, of which an aggregate of \$45.7 million of venture capital investment has been raised to date.

Driving this business growth and expansion is talent -the raw-material of the tech industry – and another critical capability in which Kanata North punches above its weight. In 2019, KNBA was delighted to welcome the University of Ottawa's Kanata-North campus to the Park, offering talent, research and training, all critical to our members ability to innovate and flourish.

There continues to be a complementary and thriving amenities/services/hospitality industry in the Technology Park further aiding in the creation of jobs at the Brookstreet Hotel, the Marshes Golf Club and a growing variety of restaurants, craft breweries and professional services companies.

Evidence of tremendous growth and impact is clearly visible. With office vacancy rates approaching a 10-year low, Kanata North commercial real estate vacancy is in the single digits for the first time in more than a decade.

With high growth expected to continue at a rapid pace over the next decade, we can expect to see more companies, people, cars and congestion – all driving the need for space, mobility and transportation, housing and more amenities such as, retail, entertainment, greenspace, etc. In collaboration with the City of Ottawa, we have an amazing opportunity to foster a vision for the future of this unique economic zone and develop the Kanata North Technology Park into a world-class model for innovation, technology, infrastructure and economic development.

As I wrap up my tenure as Chair of the Board, I am immensely proud to see that momentum continues to build. I could not be prouder of the work of our team, under the extraordinary leadership of Jamie Petten, or more optimistic about Kanata North's continued growth, expansion and success. I want to extend my personal thanks to Jamie, Veronica, Deb, Vanessa and Alycia for the work they do every day on behalf our Association, our member companies and our Board of Directors. We are incredibly well served by this team.

Amy MacLeod,

Vice President, Corporate Affairs & External Communications at Seaspan ULC

Executive Director's Report

Jamie Petten

After several months away on maternity leave, I am thrilled to be returning to Canada's largest technology park.

I am eager to contribute to improving our community and creating an impact that will make my children proud. Over the course of my maternity leave, partners, mentors, board members, teammates and confidantes have gathered to support the Kanata North Business Association (KNBA). These leaders have guided and pushed our community to accomplish great things over the past year. Our organization's achievements are theirs.



Leading the charge have been the dynamic KNBA team; Veronica, Deborah, Vanessa, Alycia and our summer student, Neikko.

Collectively, they've taken several of our flagship events to new heights, increasing opportunities for KNBA members and raising the profile of the park. Some 3,000 attendees and more than 80 exhibitors packed the Brookstreet Hotel earlier this year for the largest-ever Discover TechNATA career and technology expo.

More recently, two events reinforced Kanata North's reputation as Canada's connected car and autonomous vehicle technology hub. In August, some 350 workers from 40 companies in the tech park travelled through the Marshes Golf Course in autonomous pods in a pilot project that could inform Kanata North's transportation infrastructure in the years to come.

That set the stage for the Connected and Autonomous Vehicles Canada conference a few weeks later, which attracted automotive and technology heavyweights including Ford, General Motors and Uber as well as local firms such as Irdeto, Flex and BlackBerry QNX.

All of these major milestones could not have been met without the tremendous leadership of our board led by outgoing chair, Amy MacLeod. Amy's vision and unwavering commitment towards progress have been invaluable and will have a lasting impact on our business community for years to come.

As a business association, we are here to foster an environment of boundless opportunity. An environment where businesses can innovate, scale leading-edge technologies and thrive.

Executive Director's Report

Jamie Petten

It is our time now to decide the vision and path forward. What do we want for our future in Kanata North? For our children, our companies and our community?

So what can we expect in 2020?

A continued focus on TALENT, TECH and IMPACT in Canada's largest technology park. Based on the three key pillars identified by the business association in support of the current strategic vision, the Association remains focused in our commitment that 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.

The KNBA has been actively consulting with our membership and ownership base to gather input for the City of Ottawa's new Official Plan.

In considering the opportunities that a new Official Plan present for Kanata North, we will focus on expressing our needs for further investment in infrastructure and development, specifically to further unleash the potential of the Technology Park over the next 20 years.

To support this effort, the association will formalize a Master Plan Committee to undergo a visioning exercise and develop a 10-year outlook for infrastructure and development outcomes in Kanata North.

In 2020, the association will continue to create strong community engagement that will attract new talent to the area with events such as the Discover TechNATA career fair. Working with the University of Ottawa to support their Kanata North campus and each of the Post-Secondary Institutions in Ottawa as educational partners, as well as others across the country, the Association will strive to advance how the bright minds of the future connect to the opportunities that are abundant in Canada's Largest Technology Park.

Further to this, we plan to pilot a national Discover TechNATA Roadshow in the fall of 2020. To support this effort, the Business Association will formulate a marketing and communications strategy that supports the destination/place brand messaging of "why Kanata" + "why Ottawa".

The Business Association has and will continue to lead technology industry and thought leadership programs. Anchoring this is an aligned focus on reinforcing Ottawa as Canada's Connected Car and Autonomous Vehicle Capital.

Executive Director's Report

Jamie Petten

The Association will continue to spearhead efforts in collaboration with Invest Ottawa, Ottawa L5 and CAVCOE in order to establish coast to coast collaboration and access to partnerships that will strengthen Canada's contribution to Connected Car and Autonomous Vehicle innovation globally.

In an intensely competitive job market, the best talent have multiple options available to them, and are increasingly, considering corporate social values and community impact when making employment decisions. So much so that corporate social responsibility, community-building, and charitable involvement are now inherent to the DNA of our companies.

Leaders in Kanata North are asking themselves; How are we contributing to the broader community? How are our collective corporate resources being leveraged as a force for good?

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.

In 2020, the Association will establish a physical office space that emulates the type of community we want to create. Our KNBA members already have positive stories to tell and over the weeks, months and years to come, the Association will continue to develop our digital and event platforms such as the Kanata Networker publication and TEDx Kanata event, in order to encourage community driven efforts in our business community.

I am focused in this next phase on continued collaboration, improved transit and infrastructure, attracting top level talent to Canada's largest technology park and supporting the needs of our world class companies here in Kanata North.

The team and I look forward to working with our incoming Chair, Vicki Coughy, our board and our members to further Kanata North's agenda for economic growth and continued innovation.

Jamie Petten,

President & Executive Director, Kanata North Business Association

2019- 2021 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 collaboration.	Foster a vibrant social ecosystem that drives purpose and impact for the community at large.
<ul style="list-style-type: none"> Establish, entrench and expand academic partnerships Scale Discover Technata career fair and job board Go where the talent is: Establish Discover Technata Roadshow Maintain and grow HR/CEO/R&D Councils Address infrastructure issues: facilitate local transit initiatives while advocating for better public transit with government Develop the destination/place brand marketing strategy "why Kanata" + "why Ottawa" Board composition: recruit under "next gen" candidate to BOD Establish partnerships with a groundswell of broader community stakeholders 	<ul style="list-style-type: none"> Continue to scale existing AV initiatives (AV Summit/AVIN) Welcome associate members to expand network of technology companies. Thought leadership: Identify next target tech/vertical (model after AV successes) Partner with IO to attract foreign investment Foster entrepreneurship Expand corporate venture, venture capital and other opportunities for Kanata North to have a presence in financial markets 	<ul style="list-style-type: none"> Develop a corporate social responsibility mandate for KNBA Measure and Champion diversity and inclusion efforts in Kanata North Lead by example by engaging the internal team and board in community impact initiatives ie. KNBA Day of Service 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 Establish a physical office space that emulates the type of community we want to create Continue to facilitate HUB/festivals/events Scale Kanata Networker Partner with Kanata Centrum to explore how leverage the hospitality and entertainment district

Treasurer's Report

Troy Hughes

The financial standing of your business association is strong thanks to the contributions from members and funds raised by the impressive programming produced by the Kanata North Business Association.

Program spending has been focused on the strategic priorities of the board of Talent, Tech and Impact. The contributions from the KNBA team in executing these many events and activities is impressive.



2019 Highlights

- Net member levies after remissions and rebates are forecasted to exceed budget at \$449,000 vs a net budget after remissions, rebates, and supplementary assessments of \$401,500. The primary reason for this is \$24,000 received in supplemental assessments and virtually no remissions vs a budget of \$20,000.
- The KNBA collected other revenues of approximately \$70,000 vs a budget of \$146,000 during the year. These revenues come from some of the KNBA's marquis events, such as the Technata Career Fair, and Kanata Networker advertising revenues. Overall, events contributed \$16,600 net to the Business Association in 2019 vs a budget of \$25,000.
- Administration costs are expected to come in at \$337,240 vs a budget of \$332,000 mostly due to higher than anticipated bookkeeping and other costs.
- The Business Association is forecasted to have retained member contributions of \$198,000 at the end of 2019. These funds will only be used for direct programming in the future as the board has taken up a policy not to use these funds for day to day administrative purposes.
- For comparative purposes, ending 2018, the Business Association had reserves totalling 43% of current annual member assessments for a total of \$184,000, while the BIA community of Ottawa at large held reserves totalling 58% of the 2018 annual member assessments.

Treasurer's Report

Troy Hughes

When we look ahead to 2020, the KNBA budget proposes an increase in member assessments of \$25,000, representing an increase of 5.8%. In 2019 many member companies would have experienced a small decrease of approximately 5% of the KNBA levy portion of your property tax bill due to a 10% increase in overall assessed property value within the KNBA area.

Property tax assessments have increased from \$760M within the KNBA in 2016 to \$900M in 2019. The member assessment portion of the budget of the Business Association has grown \$52,000 since 2016.

This year's budget proposes an increase in Administrative costs of \$30,000 for fit-up of the new KNBA. The budget also proposes an increase in Marketing Costs of \$30,000 to develop the corporate KNBA marketing and communications strategy. Both of these one-time expenses are planned to be paid for from reserves.

While the Business Association matures and continues to scale to support the increasing needs of our members and technology park so must the internal resources, and as such, the budget proposes an increase in human resources of 10% to support meeting the objectives of the Business Association.

Troy Hughes

Director of Finance, Brookstreet Hotel

2019 Financials 2020 Proposed Budget

Revenue	Budget 2020	FYE 2019	Budget 2019
Member Levy (property tax levy)	\$451,500	\$451,428	\$426,500
Net Member Levy after Rebates & Remissions	\$450,500	\$450,610	\$401,500
Grants	\$20,000	\$19,650	\$23,000
Other Sales/Sponsorship	\$108,000	\$78,381	\$159,000
Total revenue	\$578,500	\$548,641	\$583,500

Expenses	Budget 2020	FYE 2019	Budget 2019
Administration	\$403,100	\$337,421	\$332,000
Promotions & Marketing	\$235,400	\$196,869	\$276,500
Total Expenses	\$638,500	\$534,290	\$608,500
Annual surplus (deficit)	-\$60,000	\$14,351	-\$25,000
Accumulated surplus beginning of year	198,430	\$184,079	\$184,079
Accumulated surplus, end of year	\$138,430	\$198,430	\$159,079

Minutes from AGM 2018

1. Opening Remarks and Welcome

- Veronica Farmer, Interim Executive Director of the Kanata North BA, welcomed all members to the 6th Annual General Meeting of the KNBA and thanked everyone for attending.
- Veronica Farmer introduced the current Board Members attending: Chair Amy MacLeod, Vice-Chair Vicki Coughy, Treasurer Troy Hughes, George Chamberlain, Peter Dooher, Pat Ferris, Amanda Gordon, Sam Khatib, Marianne Wilkinson, John Luszczek, Cyril McKelvie and Daniel Scott.
- On behalf of the Board, Veronica Farmer thanked George Chamberlain, Peter Dooher, Cyril McKelvie and Marianne Wilkinson who are stepping down in 2018. Offering a big thank you both from herself, and the rest of the Board for their hours of service and dedication to the organization.
- Veronica Farmer introduced and welcomed new Board Members, Guy Levesque, Susan Richards, Jenna Sudds and John Wall, who joined the Board this year.

2. Call Meeting to Order

- Chairperson, Amy MacLeod opened the meeting at 6:14 p.m.

3. Tabling of Notice of Meeting

- Amy MacLeod tabled a letter from the Interim Executive Director, Veronica Farmer, 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 8th, 2018.
- 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.

4. Formal Business Section

- a) Declaration of Quorum
 - Amy MacLeod stated that she has been advised by the Interim Executive Director that a quorum of not less than 10% of members, or minimum of 12, is present in person or represented by proxy.
 - Total approximate membership for November 2018 is 540. She declared the meeting to be regularly called and properly constituted for the transaction of business.

Minutes from AGM 2018

b) Approval of Agenda

MOTION CARRIED

Member card #53, Daniel Scott, moved that the Agenda be accepted as presented. Member card #50, Sam Khatib, 2nd the motion.

c) Approval of Last AGM Minutes

MOTION CARRIED

Member card #96, Peter Dooher, moved that the minutes of the AGM of the members held December 7th, 2017 is accepted. Member card #53, Daniel Scott, 2nd the motion.

5. Chair's Report

MOTION CARRIED

Amy MacLeod presented her report moved that the Chair's 2018 Report is accepted as read. Member card #17, Troy Hughes, 2nd the motion.

6. Executive Director's Report

2018 Activities Report

MOTION CARRIED

Veronica Farmer presented her report on 2018 Activities and moved its acceptance. Member card #88, Steve Cain, moved that the 2018 Activities Report be accepted as presented. Member card #92, John Luszczek, 2nd the motion.

Draft 2019 Strategic Plan

MOTION CARRIED

Veronica Farmer presented her Draft 2019 Strategic Plan and moved its acceptance. Member card #96, Peter Dooher, moved that the Draft 2019 Strategic Plan be accepted as presented. Member card #50, Sam Khatib, 2nd the motion.

Minutes from AGM 2018

7. Treasurer's Report/Financial Overview

MOTION CARRIED

- Troy Hughes presented the 2017 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 2017 Audited Financial Statements were received and approved by the Board of Directors July 2018. Troy Hughes opened the floor to questions. There were no questions.
- Troy Hughes moved that the 2017 Audited Financial Statements be accepted as presented. Member card #53, Daniel Scott, 2nd the motion.
- Troy Hughes presented the 2018 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 2018 Forecast Year End Financial Statements be accepted as presented. Member card #32, Marianne Wilkinson, 2nd the motion.
- Troy Hughes also moved that the 2019 budget of Kanata North Business Association for the 12-month period ending December 31, 2019 be accepted as presented. Member card #96, Peter Dooher, 2nd the motion.

8. Other Business

Other

- Amy MacLeod declared the formal matters as having been dispensed and opened the floor to questions. There were no questions.
- Amy MacLeod declared the Meeting adjourned at 6:37 p.m.

Approval of AGM Minutes

Chair: Amy MacLeod

Date:

Recording Secretary: Vanessa Baillie

Date:
