



# WESLEY CLOVER QUARTERLY UPDATE

MAY 2016

## Platforms and Partnerships

Welcome to another issue of **Q**, the **Wesley Clover Quarterly Update**. This issue includes some new and updated plans for expansion within the real estate portfolio, as well as some financing developments on the technology company side of the house.

This issue also highlights some of the value that is gained by creating an 'ecosystem' of complementary technologies and start-up companies. Technologies that serve as platforms for outsourced or enhanced development by others, creating new or additional value for customers and channel partners. Start-up companies around the world that partner with existing, larger entities and leverage their platforms to jump-start their own business and product plans. They

create specialized new products or versions of the original product that can then be licensed back to the platform provider and return increased value by opening up new markets and global territories that would not otherwise be exploited as quickly.

We continue to promote a "Go Global Fast" culture in our ecosystem, with the development of new technology companies in different parts of the world. And the model works! Many partnership opportunities result, and the development of the added value technology is done on the income statement of the partner — not the platform owner! A clear win-win for both companies.

Working together to create more powerful, globally applicable solutions.



This is the objective behind the ecosystem of companies and technologies we found and fund at Wesley Clover. And as you will read, several real-world examples are emerging which can be used for existing and future start-ups to learn from and take advantage of.

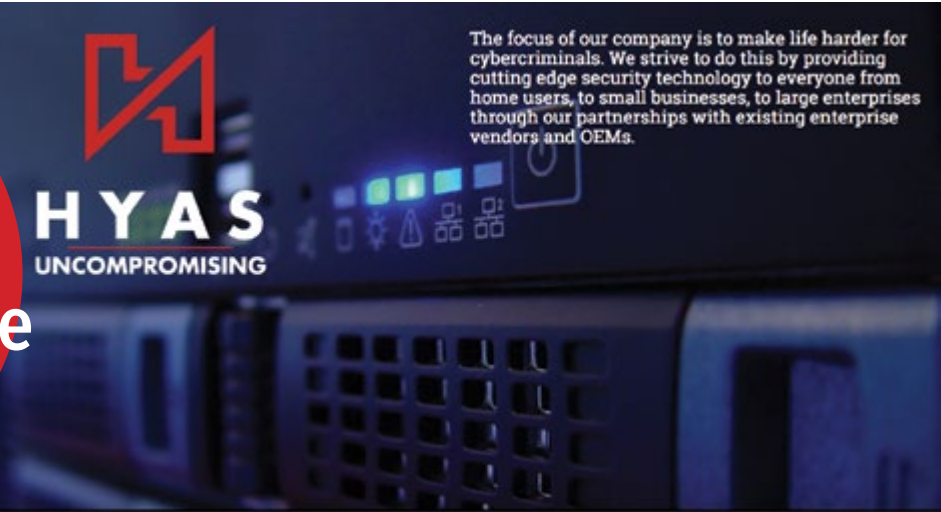
So do read on. From technology platforms and partnerships, to real estate and philanthropy, as usual there is a lot to share this Quarter and as always, I trust you will enjoy hearing about it.

Kind Regards,  
**Terry Matthews, Chairman**

*Q is a quarterly publication of Wesley Clover, highlighting some of the latest accomplishments from the wide range of businesses in our portfolio. Visit [wesleyclover.com](http://wesleyclover.com) for more information.*



Continuing to add to the portfolio



**T**HIS issue of Q begins by introducing the latest company to be brought into the Wesley Clover technology portfolio over the last Quarter. Based in Victoria, Canada, HYAS is a skilled information security firm focused on developing valuable new technology for the enterprise, SMB and consumer markets.

HYAS was founded by a team of experienced security researchers, analysts and entrepreneurs. Building on their considerable expertise in cyber threat analysis, the team has developed unique software to assess, in real time, how safe or malicious Internet domains are likely to be.

This accurate, reliable software tool enables customers to detect malicious DNS domains before those sites can direct attacks their way. HYAS clients receive protection against

malware, ransomware, phishing, botnets and other common cyber threats as much as 27 days faster than they would receive using competitive products. Current customers already include some of the largest information security firms and Fortune 500 companies, as well as thousands of consumer users.

In the most recent Quarter, HYAS introduced a new consumer DNS product, called Borderless Internet. This software service provides customers with anti-malware, anti-phishing and ad blocking protection, as well as geo-location options. Borderless Internet attracted more than ten thousand users in its first month of availability!

To drive user adoption even more aggressively, HYAS also initiated a partnership during the Quarter with another of the Western

**HYAS has partnered with portfolio company Pretio Interactive to drive added user growth.**

Canada portfolio companies, Pretio Interactive. This partnership will leverage the expertise in and channels for consumer performance marketing provided by Pretio Interactive to build on the impressive market debut of Borderless Internet.

This is another example of the Wesley Clover entrepreneurship model in action — creating an ecosystem with valuable technology platforms, market expertise and network synergies for portfolio companies to exploit and give their young businesses a better-than-average chance to compete, grow and succeed. [hyas.com](http://hyas.com)



# Shining Light into the Dark Side of Social Media

There is no denying that Social Media has had a major cultural impact globally, redefining the way we communicate, and giving a voice to people from places all over the world that may not otherwise have had one. In the vast majority of cases this is a good voice, but not always.

That is the reason law enforcement, security, intelligence and other professionals are increasingly turning to the social media search and analysis technology offered by another of the Western Canada companies, Echosec. Over the most recent Quarter, the company reached a four-fold increase in the number of users of its application, surpassing 2000 users in more than 35 countries.

News of the company continued to spread internationally over the Quarter thanks to coverage in publications such as NextGov in the U.S. and WalesOnline in the U.K. Subsequent to the opening of a European headquarters in the UK as mentioned in the previous issue of Q, the company made the prized ‘Digital Dozen’ at the recent Digital 2016 Conference in Wales. And initial results from a new software trial program rolled out in the Quarter are quite encouraging, more than tripling earlier sign-up rates.

Over the coming Quarter, Echosec will launch an integration with Esri, world leading Geographic Information System (GIS) mapping software that will enhance the abilities of Echosec

customers to visualize, question, analyze, and interpret social media location data to better understand relationships, patterns and trends, and identify actionable events. They will also continue to broaden the social media feed support and filtering capabilities within the product, in turn enabling customers to unearth more critical data to act upon, faster and more easily. [echosec.net](http://echosec.net)



# PRONTOFORMS ACHIEVES 20<sup>TH</sup> CONSECUTIVE QUARTER OF GROWTH



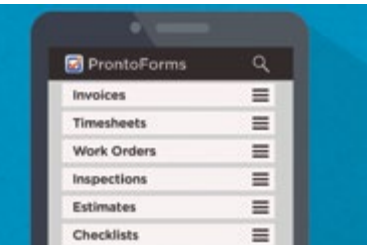
ProntoForms makes a platform that allows users to gather and analyze data on smartphones and other mobile devices. As of the latest Quarter, the software-as-a-service product now has 55,000 subscribers at more than 4,000 businesses around the world. The solid rise of the company over the past few years led analysts Frost & Sullivan in 2015 to declare ProntoForms an industry leader that “recognized the potential of mobile forms before anyone else.”

That leadership position has been evidenced on the balance sheet, where the company has now achieved

20 consecutive Quarters of revenue growth. The publicly-traded firm boasts an impressive multinational client list that includes major corporations such as Unilever, and also enjoys partnerships with some of the biggest names in communications technology, including Apple and AT&T who resell the products.

“Because of the ecosystem we have built, we now have a lot of credibility in the market,” explains company CFO Dave Croucher. “That is enabling the continued sales momentum we are experiencing.” With industry estimates now pegging the number of mobile

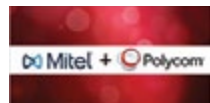
workers in North America alone at more than 42 million, ProntoForms executives believe there are still plenty of untapped market opportunities and see no reason why the growth of the past should slow down any time soon. [Look for more progress updates from ProntoForms in future issues of Q. prontoforms.com](http://prontoforms.com)





# The Growth Continues ...

The latest Quarter proved to be yet another impressive one for Mitel® (Nasdaq:MITL) (TSX:MNW), a global leader in real-time business, cloud and mobile communications. The company achieved record Quarterly cloud revenues growth of 32%, increased mobile division revenues by 55%, and posted non-GAAP revenues of more than \$275 million overall, up 3% year-over-year in constant currency.



"The solid results in the first Quarter showed continued momentum in our Cloud and Mobile divisions," said Richard McBee, Chief Executive Officer. "The Cloud business set a new Quarterly record with revenue of \$45.8 million, as we continue to gain market traction globally. Year-over-year growth of 55% in Mobile was fueled by new footprint wins as well as the transition of existing footprints into network-wide roll-outs."

Additional highlights from the past Quarter included:

- [Mitel announced a definitive agreement to acquire Polycom](#). Upon successful completion of the transaction, Mitel aims to create a new \$2.4 billion revenue company with scale and a differentiated portfolio to expand in the evolving enterprise communications market. Completion of the transaction is subject to regulatory and shareholder approvals and is expected to close in the third Quarter of 2016.
- The company surpassed the two-million-seat mark for cloud business communications subscribers, further advancing its industry lead and ending the Quarter with a total of 2,194,000 seats, an increase of 59% year-over-year. Recurring cloud seats grew by 18,000 during the Quarter and now total 420,000 installed.
- Mitel Mobile added two new technology deployments with major carrier customers, bringing the

**"The combined company will have the talent and technology to truly deliver integrated solutions to businesses and service providers across enterprise, mobile and cloud environments."**

— Richard McBee, Chief Executive Officer.



total of such wins to 35. Eleven global carrier customers are now rolling out Mitel Mobile solutions.

- The company also took the opportunity to make \$40 million in voluntary debt prepayments during the Quarter.

Further to the definitive agreement for Mitel to acquire Polycom, the combined company will be headquartered in Ottawa, Canada, and will operate under the Mitel name while still maintaining the strong, global Polycom brand. Mitel CEO Richard McBee will lead the combined organization. Steve Spooner, Mitel Chief Financial Officer, will continue in that role. On the closing of the proposed transaction, the combined company will have a global workforce of approximately 7,700 employees.

"Polycom is one of the most respected brands in the world and is synonymous with the high quality and innovative conference and video capabilities that are now the norm of everyday collaboration," said Mr. McBee. "Together with industry-leading voice communications from Mitel, the combined company will have the talent and technology to truly deliver integrated solutions to businesses and service providers across enterprise, mobile and cloud environments."

***We will monitor this story as it develops and provide a further update in the next issue of Q. [mitel.com](#)***

# Martello Soars Thanks to Mitel Partnership

**INNOVATIVE** solutions that solve customer problems — that is what is powering the successful partnership between Mitel and Martello Technologies. Mitel leads the industry in real-time business, cloud and mobile communications. Martello MarWatch<sup>SM</sup> software keeps that technology performing reliably. MarWatch software-as-a-service (SaaS) monitors and manages the performance of increasingly complex business communications networks, with a special focus on voice quality for Mitel solutions.

During the most recent Quarter, Mitel introduced a new offering to their channels and customers based exclusively around MarWatch, calling it Mitel Performance Analytics (MPA). Demand for the Martello software, which has now been deployed in more than 2,000 networks in 20 countries around the world, has already led the company to triple digit revenue growth. This heightened Mitel focus should only add to that growth going forward.

Recognizing the business potential of Martello, the latest Quarter also saw the Canadian Government put its support behind the company in the form of a

\$750,000 program investment. This capital injection will be used to add an additional nine new skilled positions to the team.

Growing from less than ten employees initially to almost forty with those new hires, the company has also taken considerable care to maintain a unique and positive culture. The result — earlier this year, the company was recognized with a 2016 Employees' Choice Award sponsored by local media and submitted into the competition by the employees themselves. It is always satisfying to know that the team is motivated and pleased when they come to the office.

Looking forward, that company is focused on creating new analytics to leverage the 'big' performance data now being collected by the Mitel MPA version of the product, to enable even better business decision making. This will be in addition to successfully growing the team, and meeting demand for added product features and device support from the ever-expanding reseller and customer community. These are all good demands to have.

[martellotech.com](#)

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MARTELLO TECHNOLOGIES

## SOLINK INTEGRATES WITH BENBRIA LOOP® SOFTWARE FOR DEEPER CLIENT VALUE

**SOLINK CORPORATION** is a data-analytics software company that provides clients the unique ability to turn their surveillance video into a source of valuable business insight. Solink focuses on security applications that combat fraud proactively, targeting customers in the retail, financial and quick service industries primarily. Going forward, the company sees an evolution to serve many more customers and departments who will use video to make data-driven decisions, including marketing, operations, HR and others.

The reason — surveillance cameras are ever-more ubiquitous today. But video is traditionally treated as a post-event necessity, somewhat the same as an insurance policy. When a suspicious or unwanted incident occurs, the appropriate surveillance footage is found (hopefully) and passed to security personnel or law-enforcement for investigation and resolution. The other 99% of video from dozens, even hundreds of cameras, and the business insight therein, is ignored.

Solink is changing that. In the same way Google caters online content based on users' interests, geolocations, content history and more, Solink filters the information from endless hours of video down to a prioritized, consumable subset that customers use to answer their own important questions.

This transformative thought has the company growing aggressively. The following is a client example from the latest Quarter to add more context. In it, you will also see further reinforcement of our model whereby technology portfolio companies partner to create unique, integrated solutions that provide clients with deeper value and provide the companies with stronger market traction.



[solinkcorp.com](http://solinkcorp.com)

Solink is working with the Corporate offices of another major quick-service franchise company to prove in their solution and promote it to the broader chain. This organization has also embraced customer engagement technology from another of our companies, Benbria and their Loop software.

Using their cloud-API, Solink was able to provide the customer with rapid, deep integration between the Solink analytics software and the onsite Point of Sale (PoS), surveillance camera and **Benbria** systems. The resulting data set was particularly compelling for the client. More than 90% of the end-customer experiences in the test store were confirmed to be positive using defined client metrics. Solink even tested to ensure none of the customers were 'gaming' the feedback loops, but that was not an issue. This franchise appears to have very loyal customers!

When looking into the few negative engagements, the video data augmented the financial and other data in a unique and powerful manner. For example, several young customers waited only three minutes to receive their

order, but deceptively, they complained of slow service through the engagement kiosk. The integrated POS data showed the order to be of a low-value (only \$2.00, relative to an average sale of roughly \$8.00), but it was confirmed that the staff provided excellent service regardless.

In another case, management was able to assess employee productivity at various times of the day. During one high traffic period, they found two kitchen employees appropriately busy preparing customer orders while another was engrossed in a computer screen. Not the right choice. But without integrated video data and simple, tailored analytics, this level of insight is not easily available to a business owner. ●

*We look forward to bringing you further updates as Solink continues to pioneer this powerful new 'very big data' application and win more customer traction as a result.*

**SOLINK**

## Solace Aims to Accelerate Growth with Significant Investment

Solace Systems applies proven IP networking tools and techniques to the considerable challenge of routing real-time information intelligently between applications. Tapping into the demands of the financial services and telecommunications sectors for cutting-edge data distribution capabilities of just that sort, Solace has become a profitable and rapidly growing business of nearly 200 people.

A broader opportunity for Solace still lies ahead of them, however. The founding vision of the company to solve the largest data movement problems set the table perfectly for the arrival of new technologies like big data, cloud, the Internet of Things and ubiquitous mobility — all of which have made the rapid, efficient movement of an increasing amount of information a priority for all industries.

Also boosting the appeal of Solace Systems to more diverse markets is the open protocols that simplify and standardize the fundamentals of how companies capture and distribute information today. Solace technology is unique in its ability to provide a single, shared data movement backbone that connects the closed legacy systems that still run the core of many, if not most companies, with the next generation of open applications that are the future for these companies.

Thanks to this compelling product/market alignment, the latest Quarter saw Solace wrap up one of the largest rounds of private financing the tech sector in Ottawa has seen. The total value of the deal was in the multiple nine-figures, and was led by growth-oriented private equity firm **Bridge Growth Partners** out of New York city.



The proceeds from this deal, in addition to the already very healthy profitability from company operations, puts Solace in a position to "step on the gas" and go after sizeable new market opportunities much more aggressively. To do this, the company is actively increasing investment in product

development, marketing and channel development, all of which will reinforce their position as the established market leader. ●

[solacesystems.com](http://solacesystems.com)

### L-SPARK ACCELERATOR GRADUATE

## 800 Customers and Growing for Better Software Company

The Better Software Company provides a revolutionary, all-in-one business management solution, named BPro, targeted at small- and medium-sized businesses (SMBs). Cloud-based and device-agnostic, BPro helps both established and growing new businesses to become more organized and efficient, and to improve their core operational processes.

During the latest Quarter, the 18-month old company rolled

out the second generation of the software, introducing an updated look, better usability and a more responsive design. The new release helped the company continue to increase customers, revenues and staff aggressively. Total customers exceeded 800 and head count reached 87 over the period.

As a result of this impressive growth, the company also completed another \$1.6M in funding during that time. This

latest round was led by **Mistral Venture Partners** of Ottawa, and included Wesley Clover, **FF Ventures** from New York city, and the MaRS **Investment Accelerator Fund** (IAF) out of Toronto.

The capital injection will fuel expansion of the development team, which is now being led by the former head of IBM's Watson Analytics group, Kevin Haaland. The team is developing a new health and predictive analytics

tool called Sherlock that will make advanced operations management features available to the small business owner.

Looking forward, the company already expects to complete another round of VC funding, and to continue scaling the team in step with an ever-growing customer base. This is consistent with an unwavering vision to build better software that enables small businesses to grow and thrive. ●



[thebettersoftwarecompany.com](http://thebettersoftwarecompany.com)



# Alacrity UK

## Helping Change the Digital Landscape of Wales

The **Alacrity Foundation (Alacrity)** in Newport, Wales is a charitable technology company incubator initiated by Wesley Clover and several of its key executives. Having produced a number of viable start-ups to date, the team was delighted to host a recent visit from Matthew Hancock, MP, Minister for the Cabinet Office and Paymaster General with the United Kingdom Government.

**A**MONG other duties, U.K. MP Matthew Hancock is responsible for official government statistics as well as the digital transformation of government. His visit to the Alacrity UK offices was to announce an agreement between Alacrity and the Office for National Statistics (ONS).

The ONS is the largest independent producer of official statistics in the UK, and is responsible for collecting and publishing statistics related to population, society and the economy at national, regional and local levels. The nature of the partnership is to bring the digital expertise of Alacrity to the ONS as it develops and modernizes the key economic statistics for the UK.

Commenting on his visit, Minister Hancock said "Digital technology has the potential to revitalize government and business, supporting the economy and the UK overall. The potential to revolutionize



and build businesses through high-quality digital skills should not be underestimated, and organizations such as Alacrity are changing the digital landscape through the training and development of those skills."

Simon Gibson, Trustee and Mentor with Alacrity, added "I am delighted Alacrity and the ONS are collaborating to accelerate the growth of the digital economies of Wales and the United Kingdom. We are proud of our unique status as a charitable technology incubator, providing access to seasoned, world-class mentors and creating the next generation of British technology companies in Wales. For this reason it seems entirely appropriate that we should forge a relationship with a world-class body such as the ONS."

While at the Foundation, Minister Hancock also presented graduation certificates to the members of start-up companies **CulturVate** and **Talkative** as

both firms successfully exited the Alacrity program.



Related news from the Quarter comes from another Alacrity alumnus, **Learnium**, who have developed a cloud-based social teaching and learning platform. If you can be judged by the company you keep, Learnium earned a privileged position alongside OneDrive for Business, Dropbox and Egnyte by being included in the latest cloud-services update distributed by Microsoft for, initially, their Office on iPhones and iPads software platforms. Millions of people now have the ability to connect from within Word, PowerPoint and Excel directly to the Learnium application. This is in addition to already being included in the Apple App Store and Google Play. **Quite a result for the Learnium team!**

🔴 [alacrityfoundation.co.uk](http://alacrityfoundation.co.uk)

# Pisano Triples Revenues and Expands Globally



Pisano produces a user-friendly mobile application for collecting real-time customer feedback in a range of business environments. Engagement using mobile devices is becoming the fastest and easiest way for companies to gather and act upon input from their customers. The Pisano software platform enables brand-customer



engagement using real-time messaging, giving customers an immediate voice into the organization and providing Pisano clients with data on customer interactions, issue resolution, requirements definition and more. The objective is to help maximize customer loyalty through a customer environment that is as easy and efficient as possible to do business with.

Over the latest Quarter, the company was focussed on serving the local (Turkey) needs of international brands such as McDonald's, BP, Tesco Kipa, BNP Paribas, Hilton and others, as well as beginning globalization plans with several of those clients.

Additional highlights from the Quarter included:

- More than 100 clients engaged, representing 12 different industry sectors.
- More than 200K customer feedback data points collected on behalf of clients.
- Revenue tripled as a result of this successful increase in business.

In terms of the next Quarter, the company is focused on expanding key client engagements to include global market deployments (e.g., North America, UK, UAE), and on continuing to enhance the platform. 🔴

[pisano.co](http://pisano.co)

## US-BASED COMPANY

### NEW BUSINESS MODEL SHOWS GREAT POTENTIAL IN HOLLYWOOD

Originally founded in Ottawa more than a decade ago by President and CEO Trevor Matthews, Brookstreet Pictures is a film production and financing company now based in Hollywood, California. The company began with a focus on low-budget, independent horror films, producing three feature films over a span of five years. However, since moving operations to the epicenter of the entertainment industry — Southern California — the company has shifted its focus to artistic, commercially viable, star-driven independent films.

The business model behind this shift calls for the pre-selling of screen runs of all new projects in foreign locales first, helping validate the key elements of the film (script, director, cast) in global markets while also offsetting some of the up-front financing costs. This is proving to be the best method for quantifying project risk and determining appropriate budgets.



In the most recent Quarter, Brookstreet Pictures executives attended the Cannes Film Festival and met with foreign sales agents, international distributors, producers and filmmakers to continue growing the industry network for the company. Trevor and Chief Operating Officer Nick Gordon engaged in a number of project negotiations, and came away with a set of actions required to give the green-light to at least one new production this calendar year.

Looking forward, the company continues on its plan to produce one or two new films a year, keeping with the thriller, crime drama and grounded science fiction genres and working within the \$5-\$20M budget range. The company now has a dozen or so projects under consideration, and is using their foreign pre-sales business model to refine the project roadmap for 2017 and beyond. **We will keep you apprised of the progress in future issues of Q.**

🔴 [brookstreetpictures.com](http://brookstreetpictures.com)





## International Convention Centre to be Built at Celtic Manor

*The good news keeps on coming from the Celtic Manor, and we are pleased to continue sharing it.*  
[celticmanor.com](http://celticmanor.com)



**I**n the fourth Quarter of 2016, construction will begin on a new International Convention Centre at the **Celtic Manor Resort**, after a joint partnership was agreed to with the Government of Wales.

The £80M development will accommodate up to 5,000 delegates in a total floor space of more than 20,000 square metres, making it the largest facility of its kind in the west of the U.K. It is expected that the new convention centre will be ready by 2019.

The centre will have an auditorium with seating for 1,500 and a separate exhibition hall with 4,000 square metres of pillar-free space, making it the largest ballroom in Europe. It will also house 12 flexible meeting rooms, indoor and outdoor break-out areas, fully serviced client offices, green rooms and production facilities.

Announcing the joint venture partnership, Welsh Government Minister for the Economy, Science and Transport Edwina Hart said: "The new convention centre will provide a considerable economic boost to the area. The 2014 NATO Summit and the 2010 Ryder Cup demonstrated that Wales and the Celtic Manor Resort have the ability to host events on a global scale. We need a world-class convention centre in order to capitalise on our growing reputation in this area, to host international events and


conferences on a regular basis." More information on this announcement is available on the Celtic Manor website.

### Coldra Court Now Open

As advised in the previous issue of **Q**, the Celtic Manor Resort added the neighbouring, former Hilton Newport hotel to the properties recently. The facility was re-branded and reopened as the Coldra Court Hotel by Celtic Manor in April.

A £2 Million improvement program has now begun at Coldra Court, with the initial emphasis placed on refurbishing the 148 bedrooms and restaurants. The hotel also boasts the newly rebranded Springs Health Club with swimming pool, spa bath and gym, the Court Bar and nine conference and meeting rooms, including the Severn Suite which can seat up to 220 people for a celebration dinner.

### Restaurants recognized with awards

Lastly for this Quarter, the new restaurants at the Celtic Manor have just been recognised with coveted Rosette awards from the AA (Automobile Association). Steak on Six secured two AA Rosettes within five months of opening, and The Epicure Experience by Richard Davies has retained the three AA Rosettes held under its previous incarnation before the rebrand. 

## A STRONG Q1 FOR BROOKSTREET HOTEL


The latest Quarter was another strong one for the **Brookstreet Hotel**. Key among the results, revenues outpaced those of Q1 2015. Brookstreet hosted many top tier entertainers and NHL hockey teams during the Quarter, continuing the strong partnership with the Ottawa Senators Hockey Club and the Canadian Tire Centre arena. Group and Conference business also outperformed relative to the same Quarter last year, hosting companies and organizations from small to very large in the meeting and dining facilities.

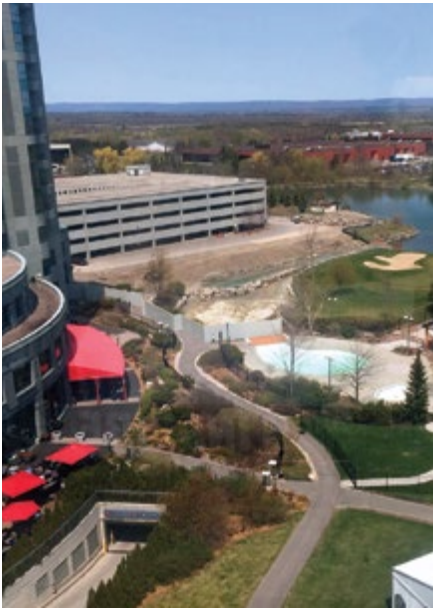
The big highlight at the property continues to be the development of the 10,000 square foot meeting room and ballroom expansion announced previously. Construction has started now, and is expected to be completed by the fall of 2017. The hotel will be documenting the entire process using a strategically positioned Go-Pro time lapse camera linked to their website.

On the hospitality side of the house, Mother's Day brunch was sold out again this year, with more than 800 guests enjoying fine fare through four separate seatings. The patios have opened, with new barbecue menus and an expanded license that enables food and alcohol to be served in the recently expanded pool area. The hotel and the Marshes Golf Club have also worked out attractive new stay-and-play packages for 2016, and bookings are now rolling in.

This Quarter also featured two significant fundraising events hosted by the hotel on behalf of the Wesley Clover Foundation. "Gourmet Perspectives", to assist the local hospital, was a sold out, fine-dining success on all levels. Also, planning and execution have begun for the 14<sup>th</sup> annual "Lumiere Gala", a world-class event held each September at the hotel to support the Ottawa Regional Cancer Foundation. This year the gala will be held on September 22<sup>nd</sup>, and tickets are now on sale through the hotel website.



Combined, the expectations are to exit Q2 ahead of budget, and to continue that trend for the remainder of 2016. *We will be watching closely.* [brookstreethotel.com](http://brookstreethotel.com) 



### PHILANTHROPIC INITIATIVE

## Wesley Clover Parks off to Second Year of Impressive Growth

**W**ESLEY Clover Parks, the not-for-profit community hub launched last year, continued preparations this Quarter for the second summer of programming. With one year of operating experience behind them, the management team and staff have a full plate of new activities and events lining up. Highlights from the individual Parks include the following:

### FARM

- The hay fields that support the animals on-site have been seeded now and will be harvested in July. The crop this year is expected to be the best to date, and will help feed the more than 55 horses and one donkey that call the Parks home.



- The team is anxious to receive six beehives from partner company Gees Bees, to help with the pollination of many of the plants on-site, and in several months, to provide a supply of natural honey to be made available for sale to the public.

### LEARN

- The Forest School movement is continuing to expand around the world, taking kids out of structured classrooms and back into nature. As evidence, the Child and Nature Alliance Forest School located at the Wesley Clover Parks Campground is pleased to announce that all weeks of their Summer 2016 Day Camps are already sold out.

### RIDE

- After the success of the 2015 Summer Horseback Riding Camps, the program was increased to seven weeks for 2016 and was still completely sold out by the end of March.







- Almost 300 riding lessons are now being taught weekly through the Ian Millar School of Horsemanship at the site, making Wesley Clover Parks one of the largest riding schools in Canada in only the second year of operation.
- More than 35 students will be participating in local, provincial and national competitions as part of the WCP Equestrian Team that has been created on-site.
- The Ottawa Dressage Festival welcomed more than 150 athletes and their horses to the Parks over four days of competition in April. This successful event is one of several national and international dressage championships that serve as qualifying events for the Summer Olympic Games.
- On June 4th, Wesley Clover Parks will be hosting Ottawa Horse Day, an annual family event designed to give people of all ages the opportunity to get up close to horses. The event is expected to draw more than 4,000 spectators, a doubling from the 2,000 attendees who came out in 2015. The event will boast an extensive Kids Zone, parades, demonstrations by many different equine disciples and groups, as well as the ever-popular pony and wagon rides.

- Wesley Clover Parks looks forward to welcoming the world to the 2016 Ottawa Equestrian Tournaments this July. Combining the Ottawa National Horse Show and the Ottawa International Horse Show, the event takes place over two weeks and is expected to attract more than 600 competitors and no less than 15,000 spectators in total.
- And lastly, later in the summer, Polo in the Parks Ottawa returns to the site. This charity polo event will take place on August 27th and will benefit the Wabano Centre for Aboriginal Health and TROtt, the Therapeutic Riding Association of Ottawa-Carleton.

#### CAMP

- Based on strong demand last season, six more 'glamping' cabins were installed over the winter, and the 12 units combined are already booking up fast for 2016. It is clear this is a hot trend in the camping world.
- Bookings overall for May were ahead of last year, and are even locking in fast for Canada Day in July. Revenue expectations are strong as a result, and again, all profits will be directed back into the Parks in the form of upkeep and enhancements.

#### PLAY

- Plans to build additional soccer fields around the FIFA turf pitch at the Parks continue in partnership with the West Ottawa Soccer Club (WOSC), the largest soccer club in the National Capital region and the second largest in Canada. Details of those developments are expected soon.
- A new partnership with the Ottawa Sports and Social Club (OSSC) is also in the works, and could see several volleyball pitches added to the Parks. Again, details will be forthcoming.
- The Color Run 5K, which benefits the Boys and Girls Club of Ottawa, will return to Wesley Clover Parks for the third time on August 6th. The 2015 event brought out more than 9,000 runners, and early interest is suggesting even greater participation this year.
- In assessing the combined PLAY activities planned for the 2016 season, the expectation is to host a total of more than 23,000 athletes overall. 🍎

[wesleycloverparks.com](http://wesleycloverparks.com)

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