

Dear Members,

To say it has been a year, is somewhat of an understatement. Our industry, as with everyone, has had to learn to adapt and cope with the evolving COVID-19 restrictions in our work and personal lives. Although we initially faced major setbacks, our industry was fortunate to be listed as an essential service.

Taking a moment to look back over this past year, I wish to thank our outgoing Chair, Mark Cooper of Shakespeare Homes & Renovations Inc. for his service in a tumultuous time, and welcome our new Chair, Rob Griesdale of Blackfish Homes Ltd. I also thought I would share some highlights and notable achievements of 2020 as a reminder that when faced with challenges, we can still achieve good things.

2020 HIGHLIGHTS*

Membership

- We continue to hold strong at [1,100 members](#)
- [HAVAN Heroes](#) raised just over \$55,000 for Easter Seals, who support children of all abilities get to summer camps, activities and work training programs
- Revised the annual [Coats for Kids](#) coat drive with a \$25 for 25 Years Campaign to raise funds (it's our 25th year) for the Lower Mainland and Surrey Christmas Bureaus. The campaign closes on December 11. If every member company donates \$25, collectively we can raise over \$25,000.00. Now that is power in numbers, and the direct result of working together

Government Relations

- GR staff were invited to participate in the Provincial Government development and implementation of recommendations under their Provincial Development Approval Process Review (DAPR) and Development Financing Review Committee (DFRC)
- GR Participated in Mayor Kennedy Stewart's technical briefing and press conference on a new Making HOME initiative, addressing missing-middle housing in Vancouver, and we also participated in the Mayor's Roundtable on Recovery
- GR created a joint Development Liaison Committee with the City of Delta, enhancing our level of municipal engagement, and we maintain our presence and input on many other DLC's across Metro Vancouver
- GR Produced a 2 page handout '[Are We Building Enough Housing Supply](#)' picked up by multiple media outlets, and quoted/referenced by industry



Education

- Produced a series of [four free COVID online seminars](#) in response to the pandemic
- Has maintained and expanded the CPD-approved Builder Breakfast Series onto a live virtual platform
- Has seen an **83%** uptick of online education students through HAVAN's [eLearn](#) platform
- eLearn offers more than 63 CPD-approved industry courses

Marketing/Events/Communications

- Hosted the first LIVE online HAVAN Awards Gala, Home Edition (check out the [Sizzle Reel](#) on our YouTube channel), noting the awards rebrand to align with the corporate brand was also unveiled this year, with close to 3,000 views
- Transitioned the Homebuyer 101 Forum into the [Home Buying 101 video series](#), featuring 9 industry experts sharing advice for first-time homebuyers
- Launched the new podcast [Measure Twice, Cut Once](#), with over 1,500 downloads to date, to help connect homeowners who normally would meet with industry experts at home and renovation shows, to ensure they build or renovate right, the first time
- Hosted a two-day [Fall Classic Gourmet Golf Tournament](#) for 280 golfers, compliant with COVID-19 regulations

With our sights set on 2021, rest assured that the level of service and support you have come to expect as a member of HAVAN, you will continue to receive in the coming year. The Government Relations department is preparing to communicate with our new Provincial Government, and continue to expand and build on our municipal relationships; a series of online education options are in production to support builders with technical courses including blower door testing videos focused on Step 3 through Step 5; plus new opportunities to connect with members and consumers as we look to enhance our online networking capabilities for the HAVAN Awards, plus other events and social network channels. And, as always, the membership staff is working with our various councils and committees to support and connect with communities and industry stakeholders to push forward association initiatives, on behalf of members at large.

As we navigate the second wave of COVID-19, looking towards 2021, I am confident HAVAN is prepared to support our members through another year of volatility and change. Of course, we have our sights set on the delivery of a vaccine for the health and safety of all, but it would be remiss for us not to plan ahead, and so, we continue to work with the challenge of COVID restrictions, and will leverage and apply the lessons learned in 2020 into 2021 to reinforce our value to members through these unprecedented circumstances.

From the HAVAN Team and myself, we wish you All the Best, to you, your family, and your staff, this holiday season,



Ron Rapp, CEO

*A complete report of the 2019/2020 fiscal year can be accessed at <https://bit.ly/HAVANannualreport2020>

2020 YEAR IN REVIEW

MEMBERSHIP



1,100 MEMBERS

GOVERNMENT RELATIONS



804 GRU READERS
PER WEEK

▲ 9% ANNUAL GROWTH

SOCIAL MEDIA



15,947 FOLLOWERS

ACROSS TWITTER, FACEBOOK,
LINKEDIN, YOUTUBE, HOUZZ,
& INSTAGRAM

▲ 21% ANNUAL GROWTH

WEBSITE




WEBSITE
DOMAIN AUTHORITY OF 61

STATUS: EXCELLENT

IMPROVE YOUR GOOGLE RANKING WITH **HAVAN.CA**
UPDATE YOUR PERSONAL **HAVAN.CA** MEMBER PAGE
LINK BACK TO **HAVAN.CA** FROM YOUR WEBSITE

EDUCATION & TRAINING




8 IN CLASS COURSES
2,309 STUDENTS

▲ 121% ANNUAL GROWTH

63 ONLINE COURSES
680 ONLINE STUDENTS

▲ 83% ANNUAL GROWTH

NETWORKING



70+ MEMBER EVENTS
INCLUDING EDUCATION

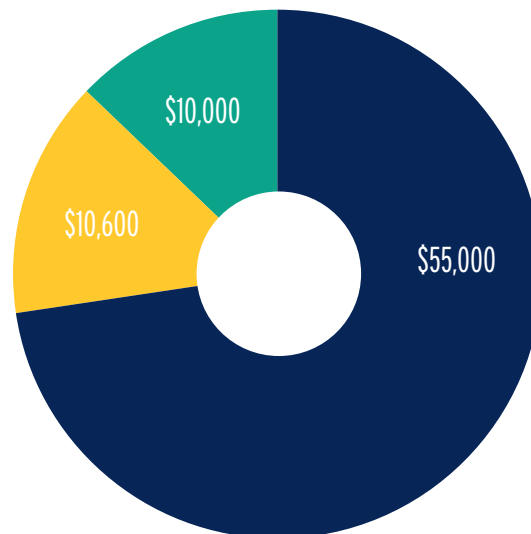
3 CONSUMER EVENTS
60,000+ ATTENDEES

MEDIA



32 MEMBERS FEATURED **240** MEDIA MENTIONS

GIVING



\$75,600 DONATIONS

- \$55,000** RAISED FOR EASTER SEALS
VIA 28 HAVAN HEROES AT THE DROP ZONE IN SUPPORT OF
CHILDREN OF ALL ABILITIES
- \$10,000** RAISED FOR BCIT SCHOLARSHIPS
TO THE SCHOOL OF CONSTRUCTION AND THE ENVIRONMENT
AT THE GOLF TOURNAMENT
- \$10,600** DONATED + **6,000** ITEMS COLLECTED
FOR THE LOWER MAINLAND & SURREY CHRISTMAS BUREAUS
VIA COATS FOR KIDS (2019)