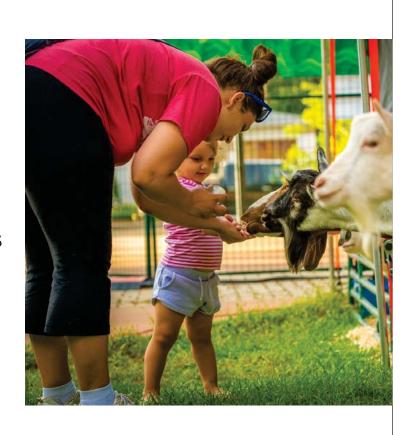
Who We Are

- Our Vision: Creating unique experiences that build positive memories.
- Our Mission: The Western Fair Association is an Agricultural Society that, through its people, activities and facilities, excels in creating unique experiences that fulfill the evolving entertainment/recreational and educational interests of our customers.



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Who We Are

Principles

- As a progressive AGRICULTURAL SOCIETY, the Western Fair Association supports the on-going development of the agricultural industry and promotes its value to the urban community.
- As a unique and diverse EVENT CENTRE, the Western Fair Association strives to be an innovative leader, delivering the highest standards of customer experience in its event planning, development and operation.
- As a responsible, respectful and inclusive **EMPLOYER**, the Western Fair Association undertakes human resource policies and practices within a safe work environment that are equitable, support the development of the individual and encourage employee input.
- As a vibrant COMMUNITY-BASED ORGANIZATION, the Western Fair Association resolves to be a valued and inclusive corporate citizen in the communities it serves.
- As an established BUSINESS, the Western Fair Association manages its resources and affairs with integrity and financial responsibility to ensure the autonomy and the long-term viability of the organization.





Key Accomplishments

- New ground lease with City of London
 - Lease Oversight Committee
 - Arts Building restoration
 - Dedicated rapid transit land
- 2015 World Clydesdale Show
- London's own Oktoberfest
- London Dairy Congress
- Trackside Music Festival Partnership









Collaborative Partnerships

- 45-year jointly held ground lease
- Sports Centre
- Queens Park Redevelopment
- Tourism London
- Old East BIA
- Provincial collaboration on gaming and racing contributes
 ~\$4.5M to the City annually

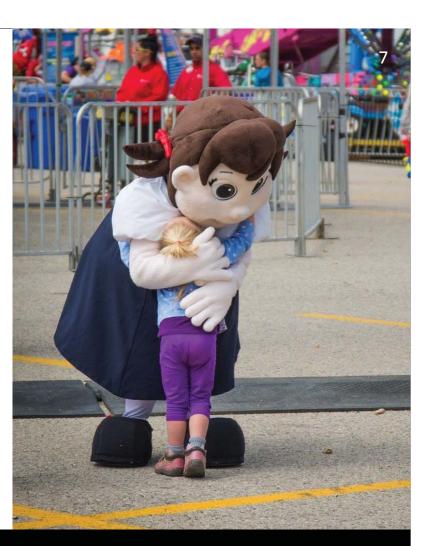






Strengthening Our Community

- Unique culture and recreational experiences
- Bridging rural and urban communities
- Caring and compassionate services:
 - Day of Dreams
 - Community Access Program
 - Employee Days of Caring
- Living Wage London commitment



Building a Sustainable City

- Responsible site stewardship
- Ongoing investments in infrastructure
 - Over \$90M in the District and local community since 2000
- Heritage conservation
 - Arts building renovation
 - Victorian industrial theme
- Creating a vibrant entertainment district in the City of London





be entertained

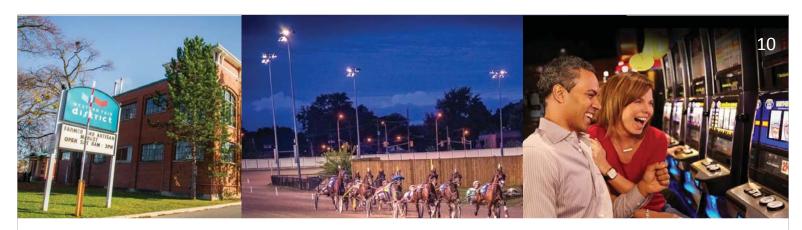
Local Food Sustainability

- Supporting emerging technologies in food production
- Community gardens
- Education and promotion of agriculture
 - Secondary school Agriculture Career Days
 - Elementary school Fair tours
 - Growing Chefs! Ontario
- WFD food procurement plan









Our Future



