



be entertained  
westernfairdistrict.com

## Who We Are

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- 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.

Agriculture • Racing • Gaming • Shows • Sports <sup>3</sup>

Helping put  
London on the  
map



## 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



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- Agricultural Food Campus
- Standardbred Racing Alliance
- Trackside Music Festival Partnership



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## 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



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## 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



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# Our Future

