



300 Dufferin Avenue
P.O. Box 5035
London, ON
N6A 4L9

London
CANADA

Friday, October 6, 2017

Chair and Members of the
Strategic Priorities and Policy Committee

Re: Support of Hosting Request – International Plowing Match

The International Plowing Match (IPM) is an annual event held in an Ontario municipality selected and supported by the Ontario Plowmen's Association. This is the largest outdoor agriculture event held in North America, which is intended to promote agricultural products, as well as to advance the interest in agriculture.

There are a number of economic benefits to the host community, and surrounding communities, resulting from hosting the Match. Attached as Appendix "A" is a summary of those benefits. Also attached to this communication are letters of support from London businesses and surrounding municipalities, who would also benefit from this event. Attached as Appendix "B" to this communication, is an email from the Municipal Property Assessment Corporation (MPAC) indicating that there are a total of 39,784 acres of farmland within the City of London.

I believe that London should submit a bid to host the 2020 International Plowing Match, noting that a fee of \$100,000 is required to be included with the bid. In order to ensure that the Match is planned and managed appropriate, an individual needs to be put in place to organize this event.

I therefore respectfully request support of the following recommendation:

"That the following actions be taken with respect to the 2020 International Plowing Match:

- a) the Civic Administration BE DIRECTED to submit a bid to the Ontario Plowmen's Association to host the 2020 International Plowing Match in London, Ontario;
- b) a financial contribution of \$100,000 BE APPROVED for submission with the bid noted in b) above; and,
- c) that Civic Administration BE DIRECTED to report back on as to how the organizing of the event would be carried out."

Respectfully submitted,

Bill Armstrong
Councillor Ward 2

Matt Brown
Mayor

Attachments: Appendix A – Benefits of Hosting an IPM
Appendix B – total farm land in London
Letters of Support

**Appendix A
Benefits of Hosting**

	Host Municipality	IPM
Benefits of IPM	Opportunity to showcase Municipality and All that it has to offer	Pride in Hosting
Report was generated by the Ontario Ministry of Tourism, Culture and Sport TREIM model December 8, 2016 Based on numbers attending 2016 IPM.	<p>Total Visitors' Spending \$ 29,397,171 Gross Domestic Product Total \$ 24,904,718 Labour Income Total \$ 16,841,655 Employment (Jobs) Total 368</p> <p>Private Transportation - Rental \$312,279 Private Transportation - Operation \$4,318,515 Local Transportation \$321,957 Public Transportation \$2,272,903 Accommodation \$5,620,800 Food & Beverage - At Stores \$3,229,293 Food & Beverage - At Restaurants/Bars \$6,811,683 Recreation & Entertainment \$3,162,868 Retail - Clothing \$2,854,655 Retail - Other \$492,218 Total \$29,397,170</p>	<p>Volunteer organization that is working to bring these dollars to the Host Municipality</p> <p>Creating Jobs in the area: Job Creation Partnership</p> <p>Applied for 4 Canada Summer Jobs</p> <p>Ripple affect of bringing an event like this to the area in the form of added employment and economic benefit to many businesses in the area</p> <p>Long term benefits to Host Community (financial legacy and leadership legacy)</p>

Appendix B
Total Farm Land in London

From: Slater, Brenda [mailto:Brenda.Slater@mpac.ca]

Sent: Wednesday, August 30, 2017 9:58 AM

To: Griffiths, Ashleigh <agriffit@london.ca>

Subject: RE: total farmland in London

Good morning,

As of Jan 1, 2017 (Roll delivery for 2017 taxation), our records show a total of 39,784 acres of farmland in the City of London.

Brenda

**Attachment
Letters of Support**

Please see the attached.

ARGYLE

BUSINESS IMPROVEMENT ASSOCIATION

October 3rd, 2017
City of London
300 Dufferin Avenue
London, ON N6B 1Z2

To whom it may concern,

This letter is to inform the City of London that The Argyle Business Improvement Association fully supports Councillor Bill Armstrong's proposal to have the International Plowing Match for the year 2020 in London, Ontario.

As the manager of The Argyle BIA, I strongly believe that the businesses in our area may be positively impacted by the International Plowing Match, as it has the potential to increase visitors, which in turn, will increase profit. Not only will our businesses benefit, but hosting the International Plowing Match also allows people from all over the world to discover what London has to offer.

In conclusion, The Argyle BIA Board of Management fully supports the efforts of Councillor Bill Armstrong as he seeks additional funding to finance the International Plowing Match for the year 2020. The Argyle BIA has committed to a contribution of \$20,000 to the International Plowing Match, subject to the event's approval by the City.

Sincerely,



Heidi Currie
Manager of The Argyle BIA



Wednesday, September 27, 2017

Councillor Bill Armstrong
300 Dufferin Ave Suite 314
PO Box 5035
London ON
N6A 4L9

Dear Mr. Armstrong:

I am writing this letter on behalf of the Board of Directors, members and volunteers at the Jet Aircraft Museum. We would like to extend our support to Councillor Bill Armstrong's bid for the 2020 Plowing Match to be held in London Ontario. Our museum is located just north of the entrance to the London International Airport and just minutes from the proposed site for this venue on Crumlin Side Road.

As a place of Canadian heritage and pride, the Jet Aircraft Museum represents a fantastic example of grassroots support for non-profit education. We would be honored to be a part of this project to help educate our youth and the community on the history of Canadian aviation.

The Jet Aircraft Museum offers an education program that teaches students about the properties of flight and structures. Our Museum pledges its support to provide an exhibit or education classes, tours, and experiments during the Plowing Match. We aim to share the joy of flight and would be honoured to support programs within our community.

Should you have any additional questions related to this support, I am happy to provide greater detail. Please do not hesitate to contact me at the number or email listed.

Regards,

Cathy Cassin
Fundraising Director



Join Us...
WHERE OLD PLANES COME TO FLY





Councillor Bill Armstrong
314-300 Dufferin Ave.
London, Ontario N6B 1Z2

Tuesday, October 3, 2017

Dear Councillor Armstrong:

Re: 2020 International Plowing Match and Rural Expo

It is with much excitement that I write this letter to you with respect to 2020 International Plowing Match and Rural Expo.

We wish you much success and hope the City of London gets behind this event and you are successful.

On behalf of the Management and Board of Covent Garden I send you this letter to show our support.

We hope you, we and the City of London are the successful in your bid attempt for 2020 Plowing Match.

Yours truly,

A handwritten signature in blue ink that reads 'Robert T. Usher'. The signature is written in a cursive style and is positioned above the printed name of the signatory.

Robert T. (Bob) Usher
CEO/General Manager
Covent Garden Market

CC: Covent Garden Market Board of Directors



267 Dundas Street,
Suite 201,
London, Ontario, N6A 1H2
(519) 661-5000

Discover our Spirit!

October 3, 2017

Councillor Bill Armstrong
314-300 Dufferin Ave
London, ON N6B 1Z2

Dear Councillor Armstrong,

Thank you for contacting Tourism London regarding your proposal to have the City of London host the 2020 International Plowing Match and Rural Expo.

The Plowing Match has been a long standing icon of rural Ontario and has continued to be a great event for exhibitors to connect with the farming community to share the latest advancements in agriculture technology.

Tourism London commends your efforts to explore the potential for Canada's 15th largest city to host this event. If your bid team determines that London has the necessary agrarian infrastructure and financial resources in place to meet both technical and organizational bid requirements, and is the successful bidder, Tourism London would, as it has always done, promote and capitalize upon any tourism benefits that may accrue from hosting such an event.

We appreciate you making Tourism London aware of your efforts regarding the International Plowing Match and Rural Expo.

Sincerely,

A handwritten signature in blue ink, appearing to read "John Winston", with a long, sweeping flourish extending upwards and to the right.

John Winston
General Manager
Tourism London



1345 Driver Lane, London , On N5V 0B4
Telephone: 519-659-2489 Fax: 519-451-8210
Toll Free Line: 1 800 668 2489

Oct. 3, 17

City of London
300 Dufferin Avenue
London, ON N6B 1Z2

To whom it may concern,

I strongly believe that London City Chrysler and many other East London area business, would benefit significantly, if London were to successfully bid for the International Plowing Match.

Hosting the International Plowing Match will bring thousands of visitors to London and will showcase, on a world stage, all that our city has to offer.

I fully support the efforts of Councillor Bill Armstrong as he seeks additional funding to support the International Plowing Match for the year 2020.

Jeff McHardy

General Manager

London City Chrysler

Date: October 2 / 2017

City of London
300 Dufferin Avenue
London, ON N6B 1Z2

To whom it may concern,

Huron Tractor fully supports Councillor Bill Armstrong's proposal to have 2020's International Plowing Match right here in London, Ontario.

As a multi branch John Deere dealer in Southwestern Ontario we have always been strong supporters of the International Plowing Match & have had many of the IPM's run in our trade area over the years including this year's event in Walton which was 15 minutes away from our Blyth location.

Overall, hosting the International Plowing Match also allows people from all over the world to discover what London has to offer.

In conclusion, Huron Tractor fully supports the efforts of Councillor Bill Armstrong as he seeks additional funding to support the International Plowing Match for the year 2020.



Signed

Print Name

Huron Tractor

NOTE: This letter will be of public record.

29 September 2017

City of London
300 Dufferin Avenue
London, ON N6B 1Z2

To whom it may concern,

I, Monika Chestnut of London, Ontario fully support Councillor Bill Armstrong's proposal to have 2020's International Plowing Match right here in London, Ontario.

I strongly believe that London, Ontario could greatly and positively be impacted by the International Plowing Match, as it has the potential to increase visitors, which in turn, could increase profit not only of the event but of the local London businesses in and around our area. The International Plowing Match brings with it many visitors who will eat, sleep, shop throughout our great city not only over the days of the event but in the coming months and years as they will no doubt fall in love with our great city and its charm. Overall, hosting the International Plowing Match also allows people from all over the world to discover what London has to offer.

In conclusion, I support the efforts of Councillor Bill Armstrong as he seeks additional funding to support the International Plowing Match for the year 2020.

Be well,



Monika Chestnut
London, On

NOTE: This letter will be of public record.

Date: September 29th, 2017

City of London
300 Dufferin Avenue
London, ON N6B 1Z2

To whom it may concern,

The 427 (LONDON) WINE fully supports Councillor Bill Armstrong's proposal to have 2020's International Plowing Match right here in London, Ontario.

I, RENE MCKINNON, strongly believe that 427 (LONDON) WINE could be greatly impacted by the International Plowing Match, as it has the potential to increase visitors, which in turn, could increase profit. Overall, hosting the International Plowing Match also allows people from all over the world to discover what London has to offer.

In conclusion, I fully support the efforts of Councillor Bill Armstrong as he seeks additional funding to support the International Plowing Match for the year 2020.



Signed

RENE MCKINNON

Print Name

NOTE: This letter will be of public record.

Date: September 29th, 2017

City of London
300 Dufferin Avenue
London, ON N6B 1Z2

To whom it may concern,

The Best Western London Airport Inn @ Suites fully supports Councillor Bill Armstrong's proposal to have 2020's International Plowing Match right here in London, Ontario.

I, George Thomas, strongly believe that Best Western could be greatly impacted by the International Plowing Match, as it has the potential to increase visitors, which in turn, could increase profit. Overall, hosting the International Plowing Match also allows people from all over the world to discover what London has to offer.

In conclusion, I fully support the efforts of Councillor Bill Armstrong as he seeks additional funding to support the International Plowing Match for the year 2020.

Signed



GEORGE THOMAS

Print Name

NOTE: This letter will be of public record.

Date: September 29th, 2017

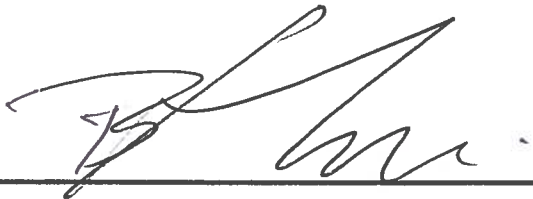
City of London
300 Dufferin Avenue
London, ON N6B 1Z2

To whom it may concern,

The Staples Aryle fully supports Councillor Bill Armstrong's proposal to have 2020's International Plowing Match right here in London, Ontario.

I, Brock Merrifield, strongly believe that Staples could be greatly impacted by the International Plowing Match, as it has the potential to increase visitors, which in turn, could increase profit. Overall, hosting the International Plowing Match also allows people from all over the world to discover what London has to offer.

In conclusion, I fully support the efforts of Councillor Bill Armstrong as he seeks additional funding to support the International Plowing Match for the year 2020.



Signed

Brock Merrifield

Print Name

NOTE: This letter will be of public record.

Date: September 29th, 2017

City of London
300 Dufferin Avenue
London, ON N6B 1Z2

To whom it may concern,

The Bell Canada Store fully supports Councillor Bill Armstrong's proposal to have 2020's International Plowing Match right here in London, Ontario.

I, Chantal Pearce strongly believe that Bell could be greatly impacted by the International Plowing Match, as it has the potential to increase visitors, which in turn, could increase profit. Overall, hosting the International Plowing Match also allows people from all over the world to discover what London has to offer.

In conclusion, I fully support the efforts of Councillor Bill Armstrong as he seeks additional funding to support the International Plowing Match for the year 2020.

Chantal Pearce
Signed

Chantal Pearce
Print Name

NOTE: This letter will be of public record.

Queen's Park

Room 159, Main Legislative Building
Queen's Park, Toronto, On., M7A 1A5
Tel: 416.325.1872 | Fax: 416.325.1912
email: tarmstrong-qp@ndp.on.ca

**Community Office**

155 Clark e Road
London, On., N5W 5C9
Tel: 519.668.1104 | Fax:
519.668.1941
email: tarmstrong-co@ndp.on.ca

Teresa Armstrong

MPP/Députée
London – Fanshawe

October 4, 2017

To whom it may concern,

It is my honour to provide a letter of support for the City of London's bid to host the 2020 International Plowing Match.

I believe London is an ideal option for the International Plowing Match. Our city is known for our unique mix of urban and rural areas and we take great pride in our agricultural roots.

London has a rich agricultural history. From the individual family farms that have surrounded the city since its founding, to icons like William Saunders, a Canadian pioneer in crop hybridization who started his research on a small farm in London in 1869, Londoners have an immense sense of pride and connection to rural life. These legacies continue on today as Canadian farmers and agricultural researchers work together to ensure the sustainability and security of our farming industries locally and around the world.

London's connection to farming and agriculture also has a historical connection and current incarnation in our annual Western Fair. Originally a fall fair, started in 1868, the fair was a traditional means for livestock shows. The Western Fair has since expanded to include rides, concerts and various other exhibitions, but the agricultural roots remain the heart of the fair and every year Londoners flock to see the farming displays, animals and livestock.

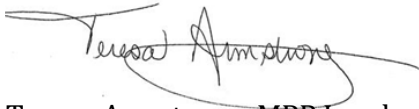
It is always an honour when our city can host prestigious events and welcome international visitors. London is well suited to host such events and has the capacity to do so effectively and successfully.

London's size and location make it an ideal place for a variety of different events. Located between Windsor and Toronto our city is a convenient option for people across southern Ontario. London offers amenities close to the proposed location of the plowing match that would ensure a comfortable and accessible experience for all participants and visitors. London also offers the International Plowing Match the opportunity to expand urban patronage and promote greater education on rural life,

agriculture, and farming to people who may not have an opportunity to encounter it any other way.

Events such as this raise the profile of our city as a destination for participants and visitors alike. The 2020 International Plowing Match will be a welcome addition to our community's reputation for hosting successful high-profile events. The benefit to our community and local economy will be strongly felt, and I know our city will take great pride in being a welcoming host. It is my honour to support this proposal and I thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Teresa Armstrong". The signature is written in a cursive style with a long horizontal line extending to the left and a large loop at the bottom.

Teresa Armstrong, MPP London-Fanshawe



University Students' Council

Western University, Room 340, UCC Building • London, Ontario N6A 3K7 • Tel: (519) 661-3574
Fax: (519) 661 - 2094

To whom it may concern,

I, Tobi Solebo, strongly believe that London, Ontario could be greatly impacted by the International Plowing Match, as it has the potential to increase visitors, which in turn, could increase profit. Overall, hosting the International Plowing Match also allows people from all over the world to discover what London has to offer. In conclusion, I fully support the efforts of Councillor Bill Armstrong as he seeks additional funding to support the International Plowing Match for the year 2020.

Sincerely,

Tobi Solebo



Jeff Yurek, MPP

Elgin-Middlesex-London

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Toronto, Ontario M7A1A8
Tel. (416) 325-3965
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E-mail: jeff.yurek@pc.ola.org

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750 Talbot St., Suite 201, West Wing
St. Thomas, Ontario N5P 1E2
Tel. (519) 631-0666
Toll Free 1-800-265-7638
Fax (519) 631-9478
E-mail: jeff.yurekco@pc.ola.org

October 5, 2017

Strategic Priorities and Policy Committee, City of London
300 Dufferin Avenue
London, ON N6B 1Z2

To: Members of the Strategic Priorities and Policy Committee:

I am writing today in support of the application submitted by Councillor Bill Armstrong to host the International Plowing Match in the City of London in 2020.

As a Member of Provincial Parliament I have had the privilege of attending for the past few years. This event showcases Ontario's thriving agricultural sector. It would be wonderful to see the City of London host the International Plowing Match as it would have a positive economic impact on local businesses, and local tourism in our community. As you know, tourism plays a critical role in every community as it brings people together, builds on the local economy, and creates jobs. Hosting this important event would provide an opportunity for people from all over the world to discover what London has to offer.

Therefore, I fully support Councillor Bill Armstrong's efforts to have the City of London host the 2020 International Plowing Match.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jeff Yurek', written over the printed name.

Jeff Yurek, MPP
Elgin-Middlesex-London

