



London  
CANADA

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

Monday December 4, 2017

Chair and Members  
Strategic Priorities and Policy Committee

**RE: International Plowing Match (IPM) Letters of Support**

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I would like to bring to your attention to the letters of support that have been received from various community groups, businesses, organizations, and individuals.

During the October 16, 2017 SPPC meeting, the following letters of support were received and presented on the agenda.

1. 427 London Wing
2. Argyle BIA
3. Bell Canada Store
4. Best Western London
5. Covent Garden Market
6. Fanshawe Pioneer Village
7. Huron Tractor
8. Jeff Yurek
9. Jet Air Craft Museum
10. London City Chrysler
11. London International AirPort
12. Monica chesnut
13. Staples, Argyle
14. MPP Teresa Armstrong
15. Tourism London
16. TVDSB
17. University Students' Council
18. Western Fair District

Since the October 16, 2017 meeting, additional letters of support have been received from community groups, businesses, organizations, and individuals. These letters are also **attached** for your review.

Thank you for your consideration.

Bill Armstrong  
Councillor Ward 2



October 3<sup>rd</sup>, 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.

As an addendum to the letter of support for an IPM held in Greater London/Middlesex County area, the offer of \$20,000.00 is tied to the event being held in the eastern reaches of the city including but not limited to farmland east of Crumlin Side road.

Sincerely,

A handwritten signature in blue ink, appearing to be "H. Currie", written in a cursive style.

Heidi Currie, *Manager of The Argyle BIA*

October 17, 2017

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

To whom it may concern,

The London Convention Centre is thrilled that London is being considered as host city for the 2020 International Plowing Match. The Agri-business sector is an important business driver for the London Convention Centre. Therefore, having an event of this scale in our city would help raise the profile of London to an international audience. As a result, we fully support Councillor Bill Armstrong in his effort to secure additional funding in order to win this bid for London.

Respectfully,



Lori Da Silva  
General Manager & CEO  
London Convention Centre  
519-661-6386



# CHIPPEWAS OF THE THAMES FIRST NATION



November 2, 2017

Dear Friends,

The Chippewas of the Thames First Nation is a First Nation located twenty kms s/w of London Ontario, between Lake Huron and Lake Erie. We are Ojibway people of the Great Lakes. Our community sits directly next to the Thames river and we are neighbors with the Oneida and Muncee-Delaware First Nation communities.

Chippewas of the Thames First Nation support the opportunity for the City of London to host the 2020 International Plowing match. Our proximity to London makes this a great chance to collaborate with events in our communities.

We feel that a First Nations perspective at this event could aide in reconciliation under the TRC calls to action by establishing an Indigenous educational component that examines First Nation farming practices.

Chippewas of the Thames First Nation and the City of London have been building great partnerships recently and will continue to collaborate on events like this.

Please look favourable on this great event.

Sincerely,

A handwritten signature in black ink that reads 'Myeengun'.

Myeengun Henry  
Ogimaa (Chief) Chippewas of the Thames First Nation

**Administration Office**

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**CRUMLIN HOMEOWNERS ASSOCIATION**  
**2342 TRAFALGAR STREET LONDON, ONTARIO N5V 4Z6**

October 1, 2017

Dear Mr. Armstrong,

Thank you for taking the time with me to discuss your proposal that London host the 2020 International Plowing Match. I agree that there could be no better way to showcase the London Region and the ever increasing economic importance of its agri-food sector.

It is my belief that the community of Crumlin, now part of the City of London, would be an ideal host for this event. If seriously considered as a possible venue for the 2020 Match I will do everything possible to garner the support of my fellow neighbours and to assist in whatever way possible to ensure a premier event.

This is a huge opportunity for our City that should be pursued with every available resource. Please let me know what the Community of Crumlin can do to ensure that it is seriously considered in a bid for the 2020 International Plowing Match.

Sincerely,

Drew Jolliffe, President

November 14th, 2017

STUDENTS SERVING STUDENTS

To whom this may concern,

I write on behalf of the Fanshawe Student Union in support of the City of London's bid to host the 2020 International Plowing Match in London, Ontario. Our council cannot commit to future councils decisions, however the council of the 2017-2018 year strongly supports London's bid to host this world class event.

This event will boost employment opportunities in the city of London and will be of special interest to many Fanshawe students, including those in programs with connections to the agriculture and horticulture community.

This would be an excellent opportunity for our aspiring agriculture professionals to have hands on experience through volunteering or working in a renowned international event.

If we can be of further assistance please contact me to discuss further.

Sincerely,



**Morganna Sampson**  
**President**  
Fanshawe Student Union  
1001 Fanshawe College Blvd  
London, ON N5Y 5R6

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Museum of Ontario  
Archaeology  
*History In Your Hands*

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E: info@archaeologymuseum.ca  
Charitable Registration: 119049641RR0001

Date: 11 Oct 2017

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

To whom it may concern,

I, Rhonda Bathurst, strongly believe that the Museum of Ontario Archaeology 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.

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Signed Rhonda Bathurst, Executive Director, Museum of Ontario Archaeology

RHONDA BATHURST

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Print Name



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

September 30, 2017

To Whom It May Concern,

I am writing to voice my support for Councillor Bill Armstrong's efforts in support of the International Plowing Match, 2020.

I strongly believe that the International Plowing Match could have a great impact on the Secrets of Radar Museum, and other local culture and heritage museums. The spin-off effect of the International Plowing Match has the potential to increase visitor numbers, which in turn, would result in increased profits to the Museum. More generally, hosting the International Plowing Match also allows people from all over the world to discover the unique venues London has to offer.

London's culture and heritage includes not only museums and galleries, but sports, military, music, festivals, agriculture, and more. These are all facets of the same city, and while they can appear disparate, together they make our city a diverse and interesting hub. I, and the Board of Directors of the Secrets of Radar Museum, firmly believe that collaborations and partnerships across sectors and communities raises everyone's profile. This is why I support Councillor Bill Armstrong's effort to bring in additional funding for London's bid to host the International Plowing Match in 2020.

Sincerely,

Maya Hirschman, MA  
Manager / Curator  
Secrets of Radar Museum

**Imagine saving the world... and keeping it a secret for 50 years.**

2155B Crumlin Side Road, London Ontario  
Mailing address: P.O. Box 24033, London, ON, N6H 5C4  
T: 519.691.5922 [www.secretsofradar.com](http://www.secretsofradar.com)