



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

London
CANADA

January 22, 2018

Chair and Members of
Strategic Priorities and Policy Committee

Re: International Plowing Match

As you are aware, there is an opportunity for the City of London to host the International Plowing Match in 2020.

Municipal Council, at the meeting held on October 17, 2017, resolved:

- "a) the Ontario Plowmen's Association BE ADVISED that the City of London is interested in the potential for the City of London hosting an International Plowing Match in London, Ontario, subject to the City of London undertaking the necessary due diligence in order to determine whether or not it wishes to submit a formal bid to host the event;" and
- b) the City Manager, in liaison with the appropriate City staff and partners, BE REQUESTED to determine what financial or other resources would be required in connection with the event and where those resources would be sourced, and report back with the information so that the Municipal Council can make an informed decision with respect to whether or not the City Of London wishes to commit to hosting the event;"

At the December 12, 2017 meeting of Municipal Council, the staff report entitled "Financial and Other Resources Required to Host the International Plowing Match 2020" submitted in response to b) above, was received.

Subsequent to that meeting, I have pulled together the following attached additional information that I would like to bring to your attention for consideration:

Appendix "A" – a letter from the Chamber of Commerce, dated December 21, 2017

Appendix "B" - historical information pertaining to the International Plowing Match

Appendix "C" - information on the benefits of hosting the International Plowing Match

Appendix "D" - a list of letters of support received in support of hosting the International Plowing Match

Appendix "E" - Bidding Guidelines

I am therefore respectfully requesting that you consider the material noted above and support the following recommendation:

"That the Civic Administration BE DIRECTED to facilitate forming a bid committee and that the bid committee submit a bid for the 2020 International Plowing Match on behalf of the City of London."

Respectfully submitted,

Bill Armstrong,
Councillor, Ward 2



December, 21, 2017

His Worship Mayor Matt Brown and Members of City Council
The City of London, 300 Dufferin Avenue
London, Ontario, N6A 4L9

Dear Mayor Brown and Members of Council:

Re: Consideration for future bid to host the ***Ontario International Plowing Match and Rural Expo***

The London Chamber of Commerce has long advocated for the economic contributions the agricultural sector brings to our local and regional economies. Through the Chamber's Agri-Business Committee, our annual Agri-Net event and the celebration of our annual Agriculture Award (as part of our Business Achievement Award Gala) both lend credence to the importance of this vital sector.

While considerable progress has been made in bringing the rural business players a little closer to their urban counterparts, there nevertheless remains a considerable divide between the two. We can and should be able to do better.

For over 100 years the ***Ontario International Plowing Match and Rural Expo*** has done its part in helping to close that gap. In fact one of the objects of their constitution reads:

To advance the interest of rural economic development through a focus on agriculture, conservation, and management of rural resources building on the volunteer effort for community betterment.

During its hundred year history, the Plowing Match has customarily been held on huge tracts of agricultural land in rural parts of the province. Having said that, we are reminded that there exists nearly 40,000 acres of agricultural farmland within the boundaries of the City of London so in fact we are already advancing the interest of rural economic development right here in our own backyard.

If after carefully evaluating the needed requirements as set out by the ***Ontario International Plowing Match and Rural Expo*** that are a prerequisite to hosting a future match, and, if those needs can be reasonably satisfied, then the Chamber would encourage the development of a business case to enable the City to move forward on a future bid to host the ***Ontario International Plowing Match and Rural Expo***. Obviously any effort to formulate a bid can only succeed if it is done in the context of a joint effort with our rural partners. Additionally, the business case should take into account how this event has been trending over the past number of years to ensure that its economic impact provides true return on investment.

The specific year of such a bid to be determined and mutually agreed upon by the London/Region Host Bid Committee and the Ontario Plowmen's Association.

Sincerely,



Gerry Macartney, CEO

On behalf of the Board of Directors of the London Chamber of Commerce

APPENDIX "B"

IPM	Year of IPM	Closest Munic/County	# of People in Attendance	City/County Contribution	# of Hours to Arrange Match by Staff	# of City Staff	Land Use	Surplus	Where did Surplus go?	Notes
Walton, Huron County	2017	Morris-Turnberry	75,000+ Emailed Huron County, Report yet TBA	Morris-Turnberry contributed 21001.3 (Total)	The man hours for the traffic control was 131 hours. The staff hours for the ticket gates was 56 hours The Barn hours were approx 72 hours+ set up and take down. The Council time was volunteer.	The Municipality of Morris-Turnberry participated in the Huron County showcase, Ticket gate, Traffic control and Accessibility for the 2017 IPM. The event was a great success and a tribute to the area.	1,000 acres	Showcase made 23,000 Finances yet to be released.	The executive was pleased to make a cheque presentation of the amount of \$100,000 to Warden Jim Ginn representing Huron County as a repayment for the start up loan. Thanks to the generosity of the congregation at the IPM Community Worship Service, the offertory was passed onto three worthwhile causes. Jessica's House - Huron County and Huron Residential Hospice each received \$2888. Each hospice also received an IPM bench that was presented by the Bench Committee and a donation of \$500 was made to the Terry Fox Foundation.	http://www.morristurnberry.ca/media/PDF/agenda-oct102017.pdf
Harriston, Wellington County	2016	Town of Minto Wellington County	96,315+ Emailed Wellington County	Minto contributed: 30000 Wellington County: 100,000 loan	IPM's involve a considerable amount of support from the local municipality that hosts the site. Aside from the volunteers as mentioned, the following are some other "in-kind" services already being provided: ☐ Meeting rooms no charge Town office, Palmerston Community Centre, Harriston Fire Hall, Launchit, Harriston Minto Community Complex, Clifford Community Hall etc. ☐ Photocopies, office supplies and computer usage ☐ Staff time (advisors at meetings) and labour (sign installation and landscape set up).	10 Staff on Committee All Staff Volunteered	400 acres		Hospitals in Wellington County	https://mintopublishing.escrimetings.com/FileStream.ashx?DocumentId=2037 https://mintopublishing.escrimetings.com/filestream.ashx?DocumentId=1935 https://www.wellington.ca/en/government/resources/Credit-Review-Presentation-July-2017-FINAL---Public-Version.pdf https://mintopublishing.escrimetings.com/filestream.ashx?DocumentId=1978
Finch United Counties of Stormont, Dundas & Glengarry	2015	United Counties of Stormont, Dundas and Glengarry Cornwall	84000	The United Counties of SDG have committed \$100,000 in the form of a loan to help the IPM Organizing Committee prepare for the 2015 event. Cornwall: City sponsorship is estimated to be \$50,000			700 acres	\$870,000. It was split between the Ontario Plowman's Association (\$385,000) and the Legacy Fund Recipients (\$385,000).		http://www.cornwallnewswatch.com/2016/06/18/ipm-hands-out-385k-to-charity-groups-sdg-hospitals/
Ivy Simcoe County	2014	Barrie Simcoe County	73,000	The County of Simcoe supplied the IPM 2014 Organizing Committee with a loan of \$100,000. An additional \$200,000 was spent to cover the costs associated with the County Display area as well as overtime costs relating to the provision of paramedic and waste management services. In-kind contributions were absorbed through existing departmental budgets. The City of Barrie offered in-kind contributions of transit service and wastewater processing in addition to a \$15,000 financial sponsorship.	it is estimated that 200 staff provided approximately 9,000 hours of support	The staffing hours were paid and treated as an in-kind contribution from the County. Part of our rationale for paying staff and not seeking 'volunteers' linked to potential WSIB / liability issues.	150 acres			The County was a sponsor / partner for the IPM. We did not take on the leadership role. That role was assumed by the local Simcoe County Plowman's Association. As far as we are aware the Executive was established by their association which worked closely with the Ontario Plowman's Association. We are of the understanding that members of the Executive or their various committees were volunteers but the Ontario Plowman's Association can likely verify how this is usually handled. The local Association has estimated that 700 volunteers (in addition to County support) was required to organize this event.
Mitchell Perth County	2013						100 acres			
Roseville Region of Waterloo	2012 planning started in 2010	Region of Waterloo	75,000	Region of Waterloo: Loan of 100,000 Loan of 150,000 (for in-kind/banquet)			800 acres	350000 Legacy Fund	Local Charities Cambridge & North Dumfries Community Foundation	https://calendar.northdumfries.ca/council/Detail/2012-11-19-1900-Regular-Council-Meeting/Nov19-2012-Regular%20Council%20Minutes.pdf_(pg_56)

IPM	Year of IPM	Closest Munic/County	# of People in Attendance	City/County Contribution	# of Hours to Arrange Match by Staff	# of City Staff	Land Use	Surplus	Where did Surplus go?	Notes
St. Thomas Elgin County	2010	Municipality of Central Elgin	Emailed Elgin County	St. Thomas contributed \$25,000	For the City's role, we coordinated an IPM Steering Committee comprised of various City stakeholders, Our local Homebuilders Association played a significant role in this effort.	Various staff / departments supported the IPM but this did not become an overwhelming deflection from other duties.	800 acres	550,000	county created a \$50,000 scholarship fund to be distributed over 10 years.	
Teeswater Bruce County	2008	South Bruce	90,000	Bruce County contributed \$100K seed money (in kind I believe, not sure) Bruce County Plowmen's contributed \$20-30K which was repaid afterwards		No staff hours were provided	For land, there was about 100 acres for tented city, 100 acres for rv park, 300 acres for plowing, 200 acres for parking. Apx. The plowing was spread around the town of Teeswater in smaller parcels of 30-100 acres. Usually, the land is next to the tented city or within 2km.	900,000	Bruce's share went to purchase an MRI machine for Walkerton Hospital and some other scholarships and charitable donations.	\$20 million was the economic impact

APPENDIX "C"

	Host Municipality	IPM
Benefits of IPM	Opportunity to showcase Municipality and All that it has to offer	Pride in Hosting
<p>Report was generated by the Ontario Ministry of Tourism, Culture and Sport TREIM model December 8, 2016 Based on numbers attending 2016 IPM.</p>	<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>

International Plowing Match

Letters of Support Received

Date Received	Sender
September 29, 2017	427 (London) Wing
October 3, 2017	Argyle BIA
October 3, 2017	Argyle BIA (Revised)
September 29, 2017	Bell Canada Store
September 29, 2017	Best Western London Airport Inn & Suites
November 2, 2017	Chippewas of the Thames First Nation
October 3, 2017	Covent Garden Market
October 1, 2017	Crumlin Homeowners Association
October 10, 2017	Fanshawe Pioneer Village
November 14, 2017	Fanshawe Student Union
October 2, 2017	Huron Tractor
October 5, 2017	Jeff Yurek, MPP
September 27, 2017	Jet Aircraft Museum
December 21, 2017	London Chamber of Commerce
October 3, 2017	London City Chrysler
October 17, 2017	London Convention Centre
October 11, 2017	London International Airport
September 29, 2017	Monika Chestnut
October 11, 2017	Museum of Ontario Archaeology
September 29, 2017	Staples Argyle
October 4, 2017	Teresa Armstrong, MPP
October 10, 2017	Thames Valley District School Board
September 30, 2017	The Secrets of Radar Museum
October 3, 2017	Tourism London
September 2017	University Students' Council
December 6, 2017	Voyageur Transportation
October 6, 2017	Western Fair



INTERNATIONAL PLOWING MATCH and RURAL EXPO

BIDDING GUIDELINES

Updated 2015

Bidding

The IPM event is owned by the Ontario Plowmen's Association (OPA) and as such OPA assumes ultimate liability for the event.

The primary purpose of the IPM is to assist in fulfilling the objectives of the OPA as mandated both through its Constitution and the Agricultural and Horticultural Organizations Act of Ontario.

OBJECTIVES

- To promote the development, sale and export of agricultural products
- To provide educational opportunities related to agriculture and rural life
- To advance the interest in agriculture by emphasizing the importance of proper cultivation and to encourage modern soil and water conservation practices
- To co-operate in conducting demonstrations and experiments in plowing and in other methods of soil cultivation and crop production
- To conduct annually the "International Plowing Match & Rural Expo"

In addition, the IPM shall strive to accomplish these objectives:

- To showcase the County/Region/District, its businesses and contributions to society by its citizens
- To generate economic development in the County/Region/District
- To build community spirit and pride of citizenship among members of the County/Region/District
- To leave a community-oriented legacy to the County/Region/District

ELEMENTS ASSOCIATED WITH THE IPM

The following are mandatory elements of the IPM:

- The International Plowing Competition of qualifying finalists from Branch Association Matches, competitors across Canada and North America
- An awards presentation for IPM competitors
- Opening and Closing Ceremonies
- The Ontario Queen of the Furrow Competition
- An awards presentation for Ontario Queen of the Furrow competitors
- A Tented City to showcase exhibitors of products and services related to agriculture, food production and rural living
- An educational program of agriculture and food production designed to compliment provincial school curriculums

The following are recommended elements of the IPM, although they are not mandatory:

- An historical exhibit to showcase rural life and agriculture indigenous to the area
- A family living exhibit with Tented City
- A County/Region/District exhibit within Tented City
- A souvenir program
- An accommodation service and RV Park for out of town visitors
- Multidenominational Church Worship Service
- Property beautification competition among real estate property within the County/Region/District
- Special events, entertainment by artists residing or native to the area
- Demonstrations area of machinery equipment, crops, production, processing
- Licensed lounge for exhibitors, guests and visitors

GUIDELINES FOR IPM SITE SELECTION

The following are guidelines for selecting a site for the International Plowing Match and Rural Expo. All Counties/Regions/Districts should be aware of the guidelines before bidding for the IPM.

- There must be a general neighbourhood agreement to hosting the International Plowing Match and Rural Expo by the land owners as well as their neighbours
- The County/Region/District must be unanimous in their support financially,

Land required for Tented City:

- Approximately 85-100 acres
- At least 2nd year sod, level, no wet spots
- Must lend itself to traditional Tented City rectangular layout approximately 2,000' x 2,000'
- Good road access on at least two sides (4 sides is optimum)
- Tented City land should be in the centre of the land to be used for parking and plowing
- Perimeter parking around Tented City (2000'x2,000') should be 4 sides of 500'

Land required for Parking

- Approximately 250 to 300 acres (80-100 cars per acre)
- Preferable sod but stubble accepted
- Most should be adjacent to Tented City

Land required for Plowing

- 300 acres stubble or sod
- As close to Tented City as possible
- Level and well drained

Hydro

- Three phased power immediately adjacent to Tented City site

Telephone and Internet

- Phone lines available for Service Area in Tented City and Emergency Services area.
- Cell phone service to meet the needs of Volunteers, Exhibitors and Visitors (booster transmission towers are sometimes needed)
- Internet service for Volunteers, Exhibitors and Visitors

Roads

- a location which will allow good access to at least two sides (4 Sides is optimum) of the Tented City
- reasonable distance to main highways
- local municipalities must accept financial responsibility for costs
- local municipalities must accept financial responsibility for costs of new or rebuilt roads if required

Soil

- Preferably a soil type capable of accepting reasonable amounts of rain without becoming mired
- Preferably tile drained

Restoration

- The site will be returned as near as possible to its original state with regard to replacing fences, repairing tile drains, etc.

Dates

- Work in Tented City begins about mid-July; Hydro One begins work in early August and tents are erected starting about August 20th. Staking of the exhibitor lots is done at approximately August 20th also.
- Some Exhibitors may set up about four –(4) weeks before the opening day; major activities occur from then on
- Site normally cleared by Thanksgiving Weekend or shortly thereafter.

- Plowing land and parking land required about two (2) weeks in advance for staking
- Exact fields should be designated by the local committee in consultation with OPA in fall of previous year to facilitate map printing, etc.

Compensation

- Compensation rates are decided by the OPA Board of Directors.
- The rental rate for Tented City is not to exceed \$150/acre; Parking and plow lands is not to exceed \$50/acre; RV Park is not to exceed \$150/acre. All rates are plus HST.
- Lands that are Optioned to Lease are compensated at a rate not to exceed \$5/acre
- A normal payment (usually \$5/acre) to bind the agreement as soon as possible after the site is selected will be made with the balance due within 30 days following the event
- The advance payment will be provided by OPA
- Final selection of the site will be made by the Board of Directors of the OPA in co-operation with the Local Committee Board of Directors

Additional Site Selection Factors

- Local committees must ensure that the standard OPA Option to Lease and Lease forms are used for all land required for the IPM. All leases are to be signed and registered by at least 24 months before the IPM. A representative of the OPA must sign these leases.
- Cropping programs will be the responsibility of the individual land owners and the local committee
- Adequate water would be an asset, but it is not a major factor in selecting a site
- Accommodations – adequate accommodations is a must in the immediate area and within a 50 mile radius. Reasonable prices are also a major consideration.
- Several alternative sites should be available within a County/Region/District that places a bid for the International Plowing Match & Rural Expo

Contents of a Bid Presentation

- General Summary
- Features of the chosen site
 - Number of acres available
 - Land, terrain, soil
- Location, road access
- Volunteer / Service Club Network (i.e. People interested and available to accomplish the goals of the IPM)
- Facilities (i.e. Horse stabling)
- Protection Services
 - Police
 - Fire
 - Hospital / Ambulance

- Services
 - Telephone
 - Internet
 - Hydro
 - Water
 - Sewage
 - Garbage
- Transportation
 - Bus, airplane
- Accommodations ** this is an important feature
 - Campsites
 - Bed & Breakfasts
 - Hotels / Motels
- Banquet / Catering / Restaurant
- Support From Local Businesses
- Support from Local and County / Regional District Governments

If at any time any items in the guidelines confuse you, be sure to contact your OPA Committee Chairman or the OPA Office for clarification.