



TOWN OF MINTO

DATE: May 20, 2016

REPORT TO: Mayor and Council

FROM: Annilene McRobb, Deputy Clerk

SUBJECT: 2016 International Plowing Match and Rural Expo

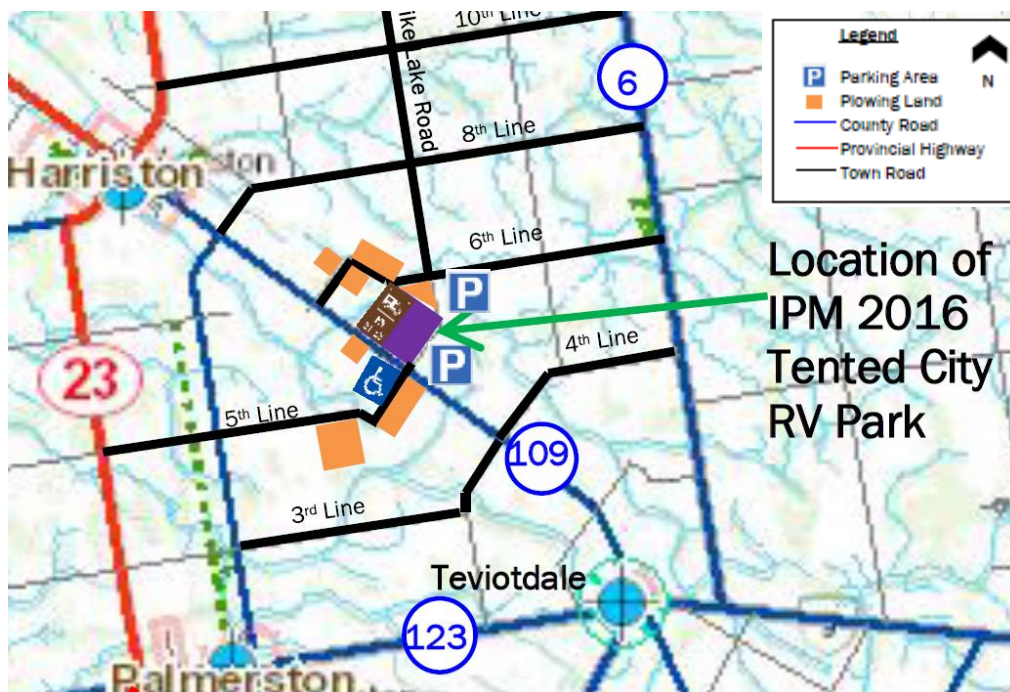
STRATEGIC PLAN:

8.2 Promote businesses or groups offering agri-tourism products geared toward educating children and families about agriculture such as farm Bed and Breakfasts, pick-your-own produce, country family courses (ie. making preserves, holiday ornaments), and other appealing tourist offerings.

8.4 Facilitate private business or non-profit groups bringing small, medium and large sized events to Town facilities and spaces that attract visitors, develop local talent and culture, fundraise for local groups and enhance local business.

BACKGROUND

IPM 2016 is the Ontario Plowman's Association signature event with over 100 years of history in the Province. About four years ago the Wellington County Plowman's Association submitted a successful bid to host the match, and the Schneider farms at the corner of Gillespie Lane and County Road 109 were selected as the site.



The Ontario Plowman's Association then appointed Ron Faulkner as Chair of IPM 2016, which is a non-profit organization set up exclusively to run the event. Chair Faulkner, Vice Chair Walter Traschel and six volunteer executive members are responsible for IPM 2016. Proceeds from the event will be distributed to local charity.

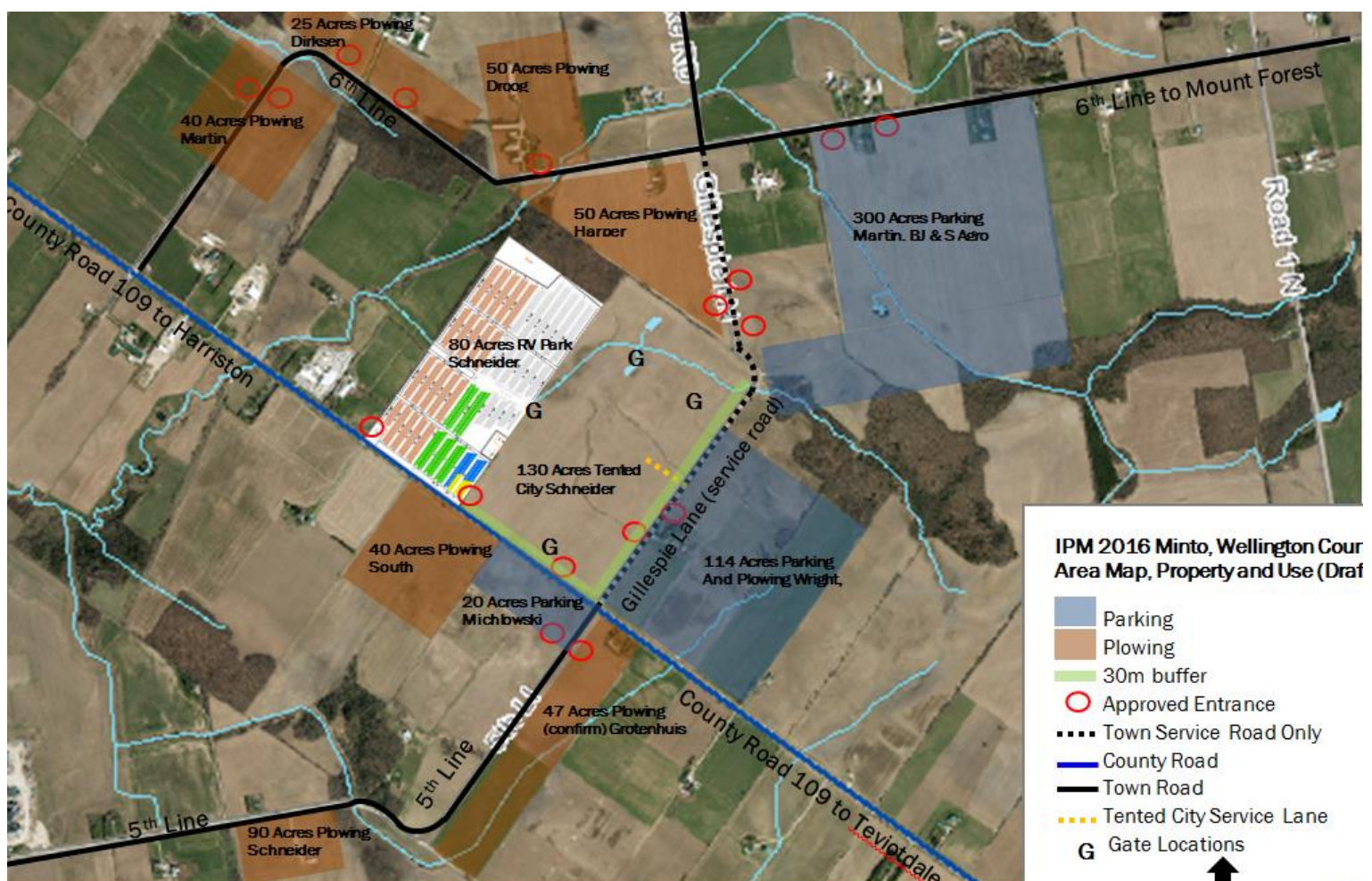
There are over to ten Town employees or Council members with executive, chair or similar key positions with IPM 2016. Adding in volunteers, spouses and former employees the

number of people from the Town of Minto family volunteering is into the dozens. Many chairs and Minto residents and businesses also volunteer with IPM in key positions; as well more and more volunteers are being recruited from communities outside Minto.

IPM 2016 is expected to attract over 80,000 visitors during the five days from September 20 to 24. The site of the Plowing Match and Rural Expo includes the following:

- 100 acre Tented City (education venue, antique farm equipment, venders, entertainment, displays, RCMP Musical Ride, Jousting)
- 1200 RV Park sites beside Tented City
- 350 acres of plowing competition
- 400 plus acres of parking
- Potable water, hydro, solid waste and sanitation services

A by-law to “close” Gillespie Lane to all but IPM service traffic will be presented for approval at a later date.



Leading up to IPM events include a Community Wide Beautification Program, Quilt competition and Church service. During IPM there is music on stages in Tented City and RV Park, an auction competition, lounge, rodeo, outdoor displays, parades, lifestyle, food and the Wellington County Showcase Tent. The Showcase Tent includes local municipal and partner displays, a “zip line”, entertainment stage and exciting attractions and activities.

IPM Lounge Committee Chair Doug King requires a letter from the Town declaring IPM 2016 as an event of “municipal significance”. The letter is required in order for a Special Occasions’ Permit to be obtained to serve alcohol in the lounge area at the match site. A declaration letter accompanies this report.

The IPM Chair and Vice Chair have appeared at almost all the local municipalities in Wellington. They speak about how IPM 2016 is progressing and options for municipal participation in the event. Huge roles have been taken on locally to secure sponsorship, headed by Ross Wilkie, and to market IPM through Callise Foerter and Committee. IPM 2016 will rely on revenue from souvenir sales, sponsorship, ticket sales, sale of RV Park campsites and exhibitor locations in Tented City, and “in-kind” work. Council’s first exposure to sponsorship was the “bench” challenge issued by Ross at a previous meeting.

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, Launchlt, 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).

As a result of the support to date the Town is a bronze sponsor for the event with positioning in all the major marketing material for IPM 2016.

The Town widened Gillespie Lane in 2015 at a cost of about \$40,000. Half the 6th Line was re-paved in 2015 at a cost of \$280,000; the rest of the roadway will be re-paved at a similar cost this summer before the match. While this work was needed regardless of IPM, it was timed to ensure it was completed to correspond with the event. Council budgeted \$30,000 for extra IPM initiatives this year. This funding will be used for the Town display in the County Showcase, and also may in part be used for improvements at the Palmerston Museum although not confirmed. Town staff is in the process of setting up an IPM display for the Town office lands.

COMMENTS:

It is very important to appreciate the difference between IPM 2016 and the Town of Minto. IPM 2016 is an independent non-profit organization operating this year’s plowing match and rural expo under the Ontario Plowman Association’s umbrella. Staff and Council with positions with IPM 2016 volunteer their time.

While IPM work can sometimes “migrate” into daily work, staff as a priority must ensure they complete all Town employment responsibilities first according to their Supervisor’s expectations. There is no overtime or expenses paid or claimed for attending IPM meetings. It’s a challenge our Management Team and staff have done very well to meet.

Given the Town is not IPM 2016 (and vice versa), Council’s direction is needed to extend Town resources in direct support and “in-kind” to the plowing match and rural expo in the following areas:

- 1) Crews and equipment as available from Public Works and Facilities to assist with site preparation (parking, fencing, water lines, waste pick up, set up, landscaping etc.)

- 2) Payment of volunteer firefighter hourly rate and equipment from September 20 to 24 from 7:00am to 7:00pm, with time beyond that paid by IPM 2016, as well as covering the cost for trucks to be stationed on site and utilized when necessary
- 4) Help with traffic control, road closures and entrances to Gillespie Lane and the 6th Line
- 5) Building Permit and Fire Inspection fees for all tents and structures related to IPM 2016 considered paid.
- 6) Cross promotion and marketing as recommended and supported by the Economic Development Manager.
- 7) Expertise and advice where requested and required.

It should be noted that Wellington County is also a huge supporter of IPM 2016 providing “seed money” so that planning could begin. They have offered assistance with waste management services (garbage and recycling pick up, sorting, transporting and tipping), traffic control (turn lanes, temporary traffic lights), equipment (as available from existing locations – salt sheds etc.), and marketing and promotion. The County Showcase is expected to be one of the best ever.

The Special Occasions Permit for the IPM lounge will be in the name of the Ontario Plowman’s Association. The AGCO may issue a permit if the event is of provincial, national or international significance. The International Plowing Match brings an average number of between 75,000 to 100,000 visitors per year to the host area and certainly qualifies.

FINANCIAL CONSIDERATIONS:

The Ontario Plowman Association studies have shown as high as \$20 million in local economic impact through tourism and event operations.

RECOMMENDATION:

THAT Council receives the staff report dated May 20, 2016 2016 International Plowing Match and Rural Expo and supports the declaring the International Plowing Match and Rural Expo as a provincially significant event for the purposes of obtaining any and all licensing through the A.G.C.O, and that Council supports the “in-kind” services for IPM 2016 as outlined in the report.

Annilene McRobb, CMO
Deputy Clerk

Belinda Wick Graham
Economic Development Manager

Terry Kuipers
Chief Building Official

Chris Harrow
Fire Chief

Matt Lubbers
Recreation Manager

Allan Carr
Facilities Manager

Gordon Duff
Treasurer

Brian Hansen
Public Works Director

Bill White
C.A.O. Clerk

June 8, 2016

International Plowing Match and Rural Expo 2016 (IPM)
Attention: Doug King, Lounge Chair

RE: IPM declaration as a Municipally Significant Event

Dear Mr. King:

Please be advised that the Council of the Town of Minto met on June 7th, 2016 and approved the following:

THAT Council of the Town of Minto approve the request from the "International Plowing Match and Rural Expo 2016" to be held on Sept 20-24 of 2016 in the Town of Minto to be declared as one of "Municipal Significance";

AND THAT Council does hereby declare the above event as a "Municipally Significant Event" for the purpose of a Special Occasion Permit (SOP) required by the Alcohol & Gaming Commission of Ontario (AGCO).

The International Plowing Match brings an average number of between 75,000 to 100,000 visitors per year to the host area.

If you have any question in this regard, please do not hesitate to contact me.

Yours truly,

Annilene McRobb, CMO
Deputy Clerk