



COMMUNITY DEVELOPMENT & TOURISM COMMITTEE ADDENDUM

Thursday, January 26, 2023 at 3:00 p.m.

By video conference – The meeting will be live streamed on YouTube at the following link: <https://www.youtube.com/channel/UCCx9vXkywflJr0LUVkKnYWQ>

DELEGATION

1. COMMUNITY DEVELOPMENT & TOURISM – January 26, 2023 – ITEM #1
Ontario Plowmen's Association

Not Listed
on Agenda

A delegation from representatives of the Ontario Plowmen's Association regarding the upcoming International Plowing Match.

Intro:

It has been recently announced that the International Plowing Match and Rural Expo (IPM) will be held between Orangeville and Grand Valley in the hamlet of Bowling Green [September 19-23/23](#). , It is the first time in [the IPM's 110 years history](#) that this event will be held in the County of Dufferin [and we are very excited to be able to bring this huge event to Dufferin](#).

Fun Fact: The IPM is the only event in Ontario when the Ontario legislature closes for the day so ALL provincial politicians can attend. Additionally, federal and local politicians are invited to participate in special events.

The IPM event is owned by the Ontario Plowman's Association (OPA). 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.

i) **These objectives include:**

-To promote the development, sale, and export of agricultural products---locally, provincially, nationally and internationally

-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 Competition.

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

-To Showcase the Municipalities and County, its businesses, and contributions to society by its citizens;

-To generate economic development in the Municipalities/County/Region/District

-To build community spirit and pride of citizenship amongst members of the Municipalities and County;

-To leave a community-oriented legacy to the Municipalities/County/Region/District

[So you can see the purpose is three fold:](#)

First -to promote agriculture,

Second -to host the plowing match event, which really mostly about supporting and promoting rural lifestyles, hence the Rural Expo part of the name

And thirdly – to be a host community booster, economically, and socially.

There is an Agriculture Education tent that is set up to satisfy the requirements of the grade 3 curriculum and visited by about 10,000 school children.

Typically the host municipality will use the show to highlight its industry and agriculture, as well as the attractiveness of living here through the availability and quality of recreation, culture, social and other lifestyle amenities. It all about local economic development!!

IPM is a not for profit incorporated company and is managed and run by volunteers, there will thousands of volunteer hours in this event.

Benefits to Dufferin County

The IPM has the support of over 150 volunteers signed up to date. Some volunteers have already been hard at work quietly for over a year already. 8 local farmers have provided almost 700 acres of land for the tented city, RV park (1100 units), plowing and parking

The IPM will attract between **70,000-90,000 visitors**, and over time will generate **25 million dollars** of economic activity in the surrounding area (based on Ontario Tourism calculations). The budget for supplies and services alone is **\$1.5 to \$2 million**.

Local service clubs and other non-profit groups will be invited to participate through such activities as being a food vendor, or assisting to man the gates in exchange for a club honorarium.

Profit made from the IPM 2023 will come back to the community. In the past the IPMs have donated their profits to service clubs, 4H clubs, churches and local hospital etc.

ASK #1

The IPM would like a motion at County Council expressing support for this event.

Specifically, we are asking for in-kind support with:

Community safety (local police and Paramedic presence)

2 or 3 road entrance support from County Rd 10

Waiving of fees for items such as entrance permits, building (tent) inspections, etc.

The County are welcome to have a “County Tent” to inform visitors about Dufferin at county expense. Space provided free, county provides everything else required for their exhibit.

The local IPM committee will be showcasing agriculture and community spirit in Dufferin County by having a display of all the crops and commodities produces in Dufferin corn, wool, potatoes, apples, honey etc., as well as showcasing 4-H and running a dairy, beef, and sheep show in the “Agriculture Showcase” tent. We will also be showcasing the advanced agricultural technology used in modern agricultural production techniques.

ASK #2

Agriculture is still Dufferin’s largest economic driver.

We would like the County to be the sponsor for the [Agricultural Showcase of agricultural products and livestock](#) with a donation of \$50,000. Dufferin would of course be recognized for their support of the exhibit.

Ask # 3

On signs at the borders of the county indicating drivers are entering Dufferin County, we ask that the county install signs that say ‘Site of 2023 International Plowing Match’. Signs supplied by IPM committee.

Respectfully submitted,

Bill McCutcheon & Dawn Van Kampen

co-chairs IPM 2023 planning committee