



REGIONAL MUNICIPALITY OF WATERLOO ECONOMIC DEVELOPMENT AND PROMOTION COMMITTEE AGENDA

October 18, 2011
Immediately following Planning & Works Committee
(approximately 3:00 p.m.)
Council Chambers
150 Frederick Street, Kitchener, ON

- 1. DECLARATIONS OF PECUNIARY INTEREST UNDER THE MUNICIPAL CONFLICT OF INTEREST ACT**
- 2. DELEGATIONS**
 - a) David Pyper & Kate Cressman,
Waterloo Region International Plowing Match
- 3. REPORTS - Finance**
 - a) [F-11-070](#), Financial Assistance for the 2012 Waterloo Region International Plowing Match 1
- 4. INFORMATION/CORRESPONDENCE**
- 5. OTHER BUSINESS**
- 6. NEXT MEETING**
- 7. MOTION TO GO INTO CLOSED SESSION (if required)**
- 8. ADJOURN**



REGION OF WATERLOO
FINANCE DEPARTMENT
Treasury Services Division

TO: Chair T. Galloway and Members of the Economic Development and Promotion Committee

DATE: October 18, 2011 **FILE CODE:** F25-20

SUBJECT: FINANCIAL ASSISTANCE FOR THE 2012 WATERLOO REGION INTERNATIONAL PLOWING MATCH

RECOMMENDATION:

For Discussion

SUMMARY:

This report addresses the International Plowing Match Committee's request for one time financial assistance (cash and in-kind) totaling \$150,000 to support the 2012 International Plowing Match (IPM).

REPORT:

Background

The Ontario Plowmen's Association, sponsored locally by the North Dumfries Plowmen's Association, is hosting the 2012 International Plowing Match in North Dumfries Township from September 18th to 22nd, 2012. The general purpose of the annual IPM is to promote and highlight the agricultural industry in Ontario, educate the general public regarding sources of food and to promote general awareness of farming, farm life and rural living in Ontario. This event rotates throughout the province on an annual basis. This is only the third time in over 55 years that it will be held in the Region of Waterloo. The local organization has established four pillars that support their mission and purpose:

- a) Raise \$500,000 legacy funds for local charities within Waterloo Region
- b) Promote the characteristics and heritage of Waterloo Region
- c) Promote the linkage of technology and agriculture in the Region and Province
- d) Raise awareness of the linkage and relation of urban and rural living

According to the application, the event is expected to attract approximately 165,000 visitors and provide economic benefits in excess of \$30 million. Surplus funds from the IPM will be shared between the Ontario Plowmen's Association and Waterloo Regional charities and foundations.

The IPM was previously held in the Region of Waterloo (Ayr) in 1995 and was supported by a \$138,000 grant from Regional Council. The grant was comprised of \$10,000 for promotion, \$28,000 for sponsorship of the Plowmen's Banquet, and \$100,000 for the Regional exhibit. Nearly 2,000 residents of the Region volunteered their time to support the IPM in some manner and about 150,000 visitors attended the event. According to the application, the 1995 IPM contributed over \$100,000 to participating charities and donated \$260,000 to the K-W Foundation.

2012 IPM Request

The IPM Committee has requested total financial assistance (cash and in-kind) of \$150,000 from the Region to support the 2012 IPM. The request, detailed in Appendix 1, includes the cost of Health Inspections, signage, construction of field entrances, sewage disposal, water testing, EMS and Police coverage and a cash grant of \$20,000. In developing these estimates, IPM representatives were encouraged to speak to Regional staff in these particular program areas. According to the IPM Committee, the financial assistance will help to make physical preparations for this event, ensure the safety and security of the event and perhaps provide a direct sponsorship of the Celebration of Excellence Awards Banquet, which the Region funded and sponsored in 1995. A copy of the grant application, including operating budget details and background information, is presented in Appendix 2.

This request is in addition to the previously approved (June 2010) one-time financial assistance in the amount of \$100,000 for the 2012 IPM to be repaid to the Region from the excess proceeds of the event. This loan alleviated up-front cash flow issues for the IPM Committee. Provision for the repayment of the loan has been made in the budget for the 2012 IPM.

The IPM Committee has also requested financial assistance from all of the Region's Area Municipalities and two municipalities outside of the Region, as detailed in Appendix 3.

Regional Policy

In 2003, Regional Council approved a policy on Financial Assistance for Events Providing an Economic Benefit to the Region. The policy is attached as Appendix 4.

Section 1 of the policy lays out the criteria that will be considered in reviewing requests for financial assistance for such events. The criteria include:

- ❖ events are to be one-time events or special events being held in the Region;
- ❖ objectives and values of the event are to be consistent with those of the Region;
- ❖ events are to be non religious / non-denominational;
- ❖ events should provide a quantifiable economic benefit to the region;
- ❖ sponsorship of the event by charitable or non-profit organizations which does not in-turn provide grants to other organizations;
- ❖ use of the proceeds from the event;
- ❖ planned use of financial assistance requested from the Region (assistance not provided to cover deficits);
- ❖ the appeal of the event to a broad sector of persons;
- ❖ the accessibility of the event for spectators;
- ❖ the ability of the event to bring people into the Region;
- ❖ the ability of the event to result in repeat visits by those attending;
- ❖ the ability of the event to enhance the Region's image;
- ❖ the ability of the event to promote the Region within and beyond its boundaries;
- ❖ media coverage for the event (including television, newspaper and radio);
- ❖ how the Region's support would be recognized;
- ❖ the heritage, cultural or recreational significance of the event;
- ❖ overlap with other Regionally funded programs (e.g. Grants to Arts, Culture and Community Organizations);
- ❖ other sources of funding for the event.

Funding of Grant Request

The IPM has requested financial assistance in the amount of \$150,000 (cash and in-kind) for the 2012 Match. In-kind services will generally be at a cost to the Region. If approved, sufficient funds are available within the Capital Levy Reserve Fund to provide one time funding.

CORPORATE STRATEGIC PLAN:

Economic Development and Promotion grants support the Growth Management and Prosperity Focus Area of the Strategic Plan and the objective of supporting a diverse, innovative and globally competitive economy.

FINANCIAL IMPLICATIONS:

The Capital Levy Reserve Fund has the capacity to fund the \$150,000 request. The majority of the funds requested would be used to offset costs related to Regional Services (for example Police and EMS) that would be used to support the IPM.

OTHER DEPARTMENT CONSULTATIONS/CONCURRENCE: Nil

ATTACHMENTS:

Appendix 1 – Projected In-Kind Donations Request/Sponsorship from Region of Waterloo

Appendix 2 – IPM Grant Application

Appendix 3 – Projected In-Kind Donations Request/Sponsorship from Other Municipalities

Appendix 4 – Policy on Financial Assistance for Events Having an Economic Benefit to the Region

PREPARED BY: *J. Bradey*, Financial Analyst

APPROVED BY: *A. Hinchberger*, Acting Chief Financial Officer

2012 INTERNATIONAL PLOWING MATCH AND RURAL EXPO

PROJECTED 'IN-KIND' DONATIONS REQUEST / SPONSORSHIP FROM WATERLOO REGION

<u>Support Requested</u>	<u>Est. Cost</u>	<u>Details</u>
Health Inspection	no charge	for vendor set up and random inspections
Web site link	no charge	est link and promotion on Region web-site
Signage	5000	cost of installing directional & ad signs
Field Entrance Construction	25000	culvert, gravel and instatllation 11 exits
Sewage	5000	cost to dispose of 72000 gallons
Water testing	5000	potable water testing and record keeping
EMS	20000	10 hours per day
Police	70000	traffic & security
Cash grant	20000	
TOTAL IN KIND REQUEST	150000	Seeking a total of 150 000 from Region

RECEIVED

OCT 07 2011

FINANCE DEPARTMENT



To: Larry Ryan, Chief Financial Officer Waterloo Region
c/o Angela Hinchberger
From: David Pyper – Chair & CEO, 2012 Waterloo Region IPM
Re: Regional Grant Application for 2012
Date: October 1, 2012

Dear Mr. Ryan,

Please accept this package as our application for Regional support in the form of an ‘in-kind’ and cash grant for the 2012 Waterloo Region International Plowing Match and Rural Expo. As you know, this is a major event in Ontario and it is returning to Waterloo Region for the first time in 17 years. When this event was last held in Waterloo Region in 1995 it attracted an attendance of 165 000 visitors.

As we have discussed previously, our focus for this event is four-fold:

- a) promote the unique nature and characteristics of this region
- b) promote and incorporate the technological industry of the region into this event
- c) promote the agricultural industry of the region
- d) bridge the urban and rural populations and understanding within the region

This grant will help us to make physical preparations for this event, ensure the safety and security of the event and perhaps provide a direct sponsorship of the Celebration of Excellence Awards Banquet, which the Region funded and sponsored in 1995.

We look forward to hearing from you regarding our opportunity to present this proposal and application to the Economic Development Committee at their convenience.

Sincere thanks for your assistance,

David Pyper

Chair & CEO : 2012 Waterloo Region IPM & RE

APPLICATION FOR A 2011 REGION OF WATERLOO GRANT

Events Having an Economic Benefit to the Region of Waterloo

DATE DUE: October 6, 2011

(Please Type This Form)

NOTE: The application will not be processed unless **ALL** documents are attached

DATE: October 1, 2012

1. NAME OF ORGANIZATION: 2012 Waterloo Region International Plowing Match and Rural Expo
c/o 1606 Spragues Rd., RR 4, Cambridge Ontario, N1R 5S5 519-621-0446
(Street Address) (City/Township) (Postal Code) (Telephone)

CHARITABLE NUMBER: _____

DATE OF INCORPORATION: April 13, 2011

NOT INCORPORATED: _____

NAME OF EVENT: 2012 Waterloo Region International Plowing Match & Rural Expo

2. PRIMARY CONTACT PERSON:

David Pyper Chair & CEO 519-621-0446
(Name) (Position) (Telephone)

3. PLEASE SUPPLY THE FOLLOWING WITH THIS APPLICATION: Check List

- a) Organization's most recent annual report/audited Financial Statement (Revenue, Expense and Balance Sheet) [x]
- b) Interim financial statement for your Organization's current fiscal year [x]
- c) Organization's budget for year in which grant is requested [x]
- d) A completed Appendix One: Revenue (Form One) & Expense (Form Two) Summaries [x]
for the Event
- e) A complete list of Board Members including their positions on the Board [x]
- f) A one to two page summary of your Organization and the Event plus any other information which you feel would support your grant application. [x]

4. AMOUNT OF GRANT REQUESTED: \$ \$ 150 000. (in-kind & cash grant) - see attached

Please note: unless otherwise approved, \$5,000 is the maximum financial assistance to be provided as either cash or services in-kind for events having an economic benefit.

5. WHAT IS THE PURPOSE OR MISSION OF YOUR ORGANIZATION AND THE EVENT?

The general purpose of the annual International Plowing Match is to promote and highlight the agricultural industry in Ontario, educate the general public regarding sources of food and to promote general awareness of farming, farm life and rural living in Ontario. This annual event rotates throughout the province on an annual basis. This is only the third time in over 55 years that it will be held in the Region of Waterloo. The parent body for this event is the Ontario Plowmen's Association which works in partnership with local Plowmen's Associations. The 2012 event is being sponsored locally by the North Dumfries Plowmen's Association

Our local organization has established 4 pillars that support our mission and purpose:

- a) Raise \$ 500 000.00 legacy funds for local charities within Waterloo Region
- b) Promote the characteristics and heritage of Waterloo Region
- c) Promote the linkage of technology and agriculture in the Region and Province
- d) Raise awareness of the linkage and relation of urban and rural living.

6. WHY DO YOU NEED A REGIONAL GRANT FOR THIS EVENT? WHAT SPECIFIC EXPENSES OF THE EVENT WILL THE GRANT BE APPLIED TO?

A Regional grant is required to support the infrastructure of this major outdoor event. As this event will attract in the neighbourhood of 160 000 visitors to a site using 800 acres outside of Roseville, there are infrastructure and safety needs that only the region can supply to enable this event to take place. In addition, this grant from the Region will ensure that it is included as a major sponsor of the event which will enhance the Region's visibility across the province and beyond.

Specifically the following expenses will require Regional support in the form of a one time, in-kind grant:

- Installation of 11 separate entrance ramps to site
- Police traffic management and on site presence
- Road side signage
- Tables
- Sewage disposal fees
- EMS services
- Snow fencing
- Golf cart usage
- Water testing

Preliminary discussions have already taken place with the various Regional departments to establish the estimated costs of the needs listed above.

7. HOW WILL THE PROCEEDS OF THE EVENT BE USED?

All proceeds of the events are dedicated to the following three items:

- a) Annual operational costs of the Ontario Plowmen's Association – 50%
- b) Waterloo Regional charities/foundation donations – 50%

8. PLEASE DESCRIBE THE ABILITY OF THE EVENT TO:
(A) BRING PEOPLE INTO THE REGION

The International Plowing Match as an annual event is well known across the province. On average this event attracts 80 to 100 000 people in remote rural locations across the province. In 1995, when this event was last held in Waterloo Region it attracted 150 000 people. The province and region have grown significantly since that time and as result we are conservatively estimating that the 2012 event will attract 165 000.

On a yearly average about 40 000 attendees are out of area when held in rural locations. Given the close proximity of Waterloo Region to major urban areas such as Hamilton, London and even Toronto, we estimate out of town attendance at about 80 000 at least. This includes the annual trek of at least 4000 recreational vehicle visitors that stay on site for the entire week, not to mention at least 500 vendors and exhibitors, many from across the province.

The provincial government, historically, is a strong supporter of the IPM and annually the legislature is shut down for 2 days to allow MPs, cabinet ministers and the Premier to attend the event. The Premier and Minister of Agriculture attend the opening on an annual basis, drawing provincial and national media coverage.

(B) RESULT IN REPEAT VISITS BY THOSE ATTENDING

It is difficult to estimate the impact on repeat visitors but out of 80 000 non-resident visitors it should be expected that many will return to the Region for other events.

To foster that area of tourism and economic growth, the following elements should be considered:

- The local IPM organization is developing a partnership with KW Oktoberfest to help promote ongoing and future tourism to that annual event
- The local IPM organization has partnered with the Waterloo Regional Tourism and Marketing Corporation to promote Waterloo Region as an ongoing destination for people across the province and beyond.
- We are working with Regional hotels to provide attractive packages to the thousands of out of town visitors attending the 2012 IPM.
- We are working with a local tourism operator interested in developing and offering travel packages to KW and the match

(C) ENHANCE THE REGION'S IMAGE

The Region of Waterloo is well known as the site of technology development in Canada. It is also well known for the quaintness of local Mennonite farm operations and its small centres of tourism such as St. Jacobs.

The 2012 IPM will help to enhance the Region's image in at least two ways:

- a) Focusing attention on the growing agricultural industry sector in this area. It is one of the few areas in Ontario where industrial/commercial business and agricultural industries are both growing
- b) Expose rural based family visitors to the urban attractions, shopping and events/attractions within the

Region which may not be well known within the socio-economic sector.

(D) PROMOTE THE REGION WITHIN AND BEYOND ITS BOUNDARIES

The 2012 IPM is working in partnership with area radio, newspaper and television companies to develop an advertising package that will attract visitors to the region from both within and across the province. A month long media campaign in August and September 2012 will be the focus which is a timely lead up to specific other fall events such as Oktoberfest.

Currently we are advertising through;

- our web-site
- in the Waterloo Regional Tourism and Marketing Corp. province wide brochure,
- have distributed hundreds of invitations to businesses across the province to be exhibitors
- contacting area businesses to generate sponsorship support and interest
- information booths at the Paris Fair in Brant County, other Regional Fall Fairs, participating in the Oktoberfest Parade, promoting at the 2011 IPM near Ottawa this fall, participating at the Royal Winter Fair in Toronto as well as the London, Toronto and Ottawa Farm shows.

9. PLEASE DESCRIBE THE HERITAGE, CULTURAL OR RECREATIONAL SIGNIFICANCE OF THE EVENT.

The 2012 IPM is a cultural and heritage event in the province of Ontario. The 2012 match will be the 99th anniversary of the founding of the event and is an annual trek for thousands across the province. It promotes a variety of heritage and cultural/recreational elements through the following:

- demonstrations of traditional and modern agricultural practices
- exhibits of antique and modern equipment to demonstrate changes over time
- educational programs for school children to raise awareness of agricultural heritage & practices
- exhibits of local area artisans and quilters
- exhibits and demonstrations of local area food sources, restaurants and cooking techniques
- development and sale of locally generated cook book of area heritage recipes
- local and area music and dance performances on a daily basis for 5 days on 3 stages
- a regular stop on the Dodge Rodeo series
- Mennonite barn raising to be held on site
- Local art poster for the event being created by area artist Alex Krejewski
- On-site RV park holding over 1800 sites for recreational vehicles and visitors

10. HOW DOES THE EVENT APPEAL TO A BROAD SECTOR OF PERSONS?

This event appeals first and foremost to farmers and rural families from across the province. It also appeals to educators seeking to enhance the curricular requirements of agricultural instruction in many grades. In addition, it appeals to those who have environmental concerns, those concerned about the sources of food and those interested in local food development. It appeals to those who seek to experience an alternative to urban events and to urban residents wanting to know more about the rural living experience. It very much appeals to those interested in historical and heritage events. The event being held in Waterloo Region will also appeal to those who have interests in technology based on our focus on agricultural, communications and green technology at this event. It will also appeal to those for whom RV experiences are important.

11. HOW ACCESSIBLE IS THE EVENT FOR SPECTATORS?

The IPM event is spectator based. As a result it must be very accessible to spectators. While parking is mostly off-site, transportation is provided to ensure that all visitors are transported to and from the match in a safe and convenient manner. On site we will have access to golf carts to ensure that those in need have access to all sectors of the site. As expected, being an outdoor event there will be challenges with weather related matters but we are aware of these and seeking to address any issues that may arise.

12. PLEASE CHECK THE MUNICIPALITIES IN WHICH THE EVENT PROVIDES AN ECONOMIC BENEFIT:

Kitchener - Yes Waterloo - Yes Cambridge - Yes

Twp of Wilmot - Yes Twp of Woolwich - Yes Twp of Wellesley - Yes

Twp of North Dumfries - Yes External - Blandford Blenheim & Brant County
(Please list all municipalities outside the Region of Waterloo)

***All of the above have recognized the importance of the event by their donation of staff time to assist in setting up the event – including the municipalities outside of the Region of Waterloo**

13. PLEASE QUANTIFY THE ECONOMIC BENEFIT OF THE EVENT TO THE REGION OF WATERLOO.

The 2012 IPM is a major driver of economic benefits to the Region of Waterloo. The Provincial Government conducted an economic assessment of the IPM held in New Liskard in 2009. The report concluded that the economic benefit to that remote northern region was in the neighbourhood of 26 million dollars into the economy. This was a match that attracted 80 000 visitors. Given the attendance projections for the 2012 Waterloo Region IPM we would expect that the economic benefits would be well over 30 million.

Specific economic impacts include the following:

- Promoting the linkage of local area technology and agriculture will enhance future commercial opportunities in the region
- Local industries and businesses will be exhibiting at the trade show which will attract business interests from across the province for future business opportunities
- Partnership with Oktoberfest and other area events will enhance market visibility and attendance
- Local area farm gate businesses will showcase their products and visibility
- Local area food businesses and restaurants will enhance their marketing
- Local hotels have set aside hundred of rooms in anticipation of visitor use
- Area business sponsors will be promoted across the province for a year or more

14. PLEASE DESCRIBE THE EVENT'S USE OF VOLUNTEERS.

Volunteers are the back bone of this event. At this point all those working on the event are volunteers, including committee chairs, directors and the CEO. Currently about 200 volunteers are working with the planning of this event from all across the Region.

During the event there is a major need for large scale volunteer assistance. Volunteers will assist with money handling, tickets sales and gates, parking, transportation from parking lots and internally on site, assisting with child care, entertainment as well as food, liquor sales, souvenir, cookbook and raffle sales. In total there will be a need for up to 2000 volunteers to operate this event successfully. Many of these are positions which require the development of leadership and organizational skills which will support future community events for many years.

Volunteers are coordinated by a volunteer committee and screened as required where needed. Charitable groups are invited to volunteer as an organization and are compensated based on their hours and the funds raised for the charitable portion of the proceeds. This supports dozens of local charities in a direct and practical manner.

Total Number of Volunteers Used: up to 2000
Number of Volunteer Hours: 10 000 + hours

15. DOES YOUR ORGANIZATION PROVIDE GRANTS, DONATIONS OR CONTRIBUTIONS TO OTHER ORGANIZATIONS OR INDIVIDUALS? IF SO, PLEASE DESCRIBE.

Yes, the 2012 International Plowing Match is a non-profit organization raising funds to support the operation of the Ontario Plowmen's Association and the balance of the proceeds raised being given to participating charitable organizations. Residual funds after that (representing 25% of all proceeds) will be designated to further regional charities or foundations by the organizations Legacy Committee. In 1995 the IPM contributed over \$ 100,000.00 to participating charities and donated the remaining \$260 000.00 to the KW Foundation. That foundation has used the grant to provide \$160 000.00 in donations to about 80 charities, over the passed 16 years.

16. IS IT ANTICIPATED THAT THE EVENT FOR WHICH THIS ASSISTANCE IS BEING REQUESTED WOULD BECOME SELF-SUPPORTING THROUGH PRIVATE OR OTHER SOURCES?

Yes [X] The 2012 Waterloo Region International Plowing Match is a one time event. As such it will not become self sustaining over time. It is self sustaining on an annual basis given the support of local and provincial grants as well as a large element of sponsorship from private sector businesses. Given the nature of an outdoor event is it always susceptible to weather related concerns which annually affect the financial self sufficiency of the event. To that end, the Ontario Plowmen's Association carries a reserve fund to cover any and all shortfalls within a specific calendar year.

No [] (why not?)

No, there is no 'significant' debt for this organization. Annually the IPM has a surplus that is donated back to the community and used to fund OPA operations. The OPA carries a fund to off-set any shortfall that may occur on a specific year due to unusually inclement weather.

20. IF APPROVED, HOW DOES YOUR ORGANIZATION ACKNOWLEDGE (OR PLAN TO ACKNOWLEDGE) THE RECEIPT OF A REGIONAL GRANT FOR THE EVENT? (Please include any examples of acknowledgement in written materials)

Waterloo Region will be listed and promoted as a top level partner sponsor with this event. This will include being recognized on all signage, print materials, web site, promotional materials and advertisements across the region and province for a full year. In addition there are a multiple of perks that are available which include:

- Special event tickets
- Package of tickets to the IPM event
- Parking passes
- Right to use IPM logo
- Potential naming rights
- Others to be determined

21. WHAT MEDIA COVERAGE (IE; TELEVISION, NEWSPAPER, RADIO) IS THERE (OR IS PLANNED) FOR THE EVENT?

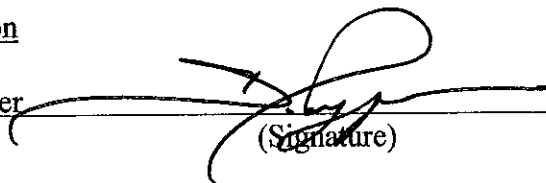
Our media plan is currently under development. Preliminary work with area and provincial media outlets point to the following:

- Ongoing monthly coverage in local newspapers
- Special events throughout the year which generate coverage
- Ongoing on-line updates through website, Facebook and Twitter
- Concentrated media campaign involving local and provincial radio and television for 4 weeks prior to the event
- Concentrated local and area newspaper campaign for two weeks prior to the event
- Promotion through Oktoberfest partnership agency
- Media coverage at the 2011 IPM event near Ottawa

22. The applicant certifies that the information provided in this application for an Economic Development and Promotion (EDP) Grant is accurate and complete and is endorsed/approved by the Board of Directors. In submitting this application, the Applicant agrees to the following conditions:
- (a) the obligation to allow the Region to conduct an audit of the Applicant in regard to how the Region of Waterloo EDP Grant was expended should the Region choose to do so; and
- (b) the condition that the Applicant repay the Region of Waterloo EDP Grant if it is not used for the purposes stated in the application and approved by Regional Council.

(Signatures of the Chairperson, Treasurer and Executive Director are required. If your organization does not have these three positions, please have three Board Members sign.


Chairperson

David Pyper  Oct 1/11 519-621-0446
(Name) (Signature) (Date) (Telephone)

Treasurer

John Guishelaar  Oct 1/11 519-745-8742
(Name) (Signature) (Date) (Telephone)

Executive Director

Gordon Taylor  Oct 1/11 519 621 - 1858
(Name) (Signature) (Date) (Telephone)

This completed application form (no additional copies) with attached documentation should be forwarded to:

**Chief Financial Officer
Regional Municipality of Waterloo
Regional Administration Headquarters
150 Frederick Street, 4th Floor
Kitchener, Ontario N2G 4J3**

** Please note that approved Grants are normally paid at mid year **

APPLICATION FOR A REGION OF WATERLOO GRANT
 APPENDIX ONE-FORM 1
 REVENUE SUMMARY

Organization: 2012 Waterloo Region International Plowing Match

Event: 2012 Waterloo Region International Plowing Match

Source of Revenue	Event		
	Current Year Budget Jan 1-Dec 31	Current Year Est. Actual Jan 1 - Dec 31	Coming Year Proposed Budget Jan 1/12-Dec 31
Revenue:			
Regional Loan	100000	100000	0
Regional Grant	0	0	150000
Fund Raiser Dinner	0	9000	11000
Souvenir Sales	0	5000	25000
Cook Book Sales	0	8000	37000
Raffle Tickets	0	10000	40000
RV registration fees	200000	240000	300000
Sponsorship cash	100000	40000	950000
Ticket sales	0	0	1000000
Government grants	0	0	300000
Entry fees	0	0	50000
Lounge & Beer tent	0	0	75000
Events	0	0	50000
Exhibitor Fees	0	0	500000
Miscellaneous	0	0	120000
Total Revenue	400000	412000	3608000
TO FORM 2			

APPLICATION FOR A REGION OF WATERLOO GRANT
 APPENDIX ONE-FORM 2
 EXPENSE SUMMARY

Organization: 2012 Waterloo Region International Plowming Match
 Event: 2012 Waterloo Region International Plowming Match

	Event		
	Current Year Budget Jan1/11-Dec 31	Current Year Est. Actual Jan 1-Dec 312	Coming Year Proposed Budget Jan 1/12-Dec 31
Revenue: (From Form 1)	400000	412000	3608000
Expenditures:			
Signage	10000	15000	15000
Printing	5000	10000	10000
Promotions/raffle	0	1000	16000
Media/marketing	1000	1000	119000
Souvenirs	10000	12000	28000
See Attached for detailed outline of expenses for 2012 event year.			
Regional Loan payback	0	0	100000
Balance of expenses	0	0	2227000
Total Expenditures	26000	39000	2515000
Surplus/(Deficit)	374000	373000	1093000

2012 Waterloo Region IPM Committee
Balance Sheet
As of 31 July 2011

31 Jul 11

ASSETS

Current Assets

Chequing/Savings

1000 · TD-CT General Account

98,415.12

Total Chequing/Savings

98,415.12

Accounts Receivable

1200 · Accounts Receivable

448.66

Total Accounts Receivable

448.66

Total Current Assets

98,863.78

TOTAL ASSETS

98,863.78

LIABILITIES & EQUITY

Liabilities

Long Term Liabilities

2360 · Loan Payable - Total

2370 · Loan Payable - Region

100,000.00

2375 · Loans - Others (loan to pay administrator)

50.00

2380 · Loan Payable - Plowman

10,000.00

Total 2360 · Loan Payable - Total

110,050.00

Total Long Term Liabilities

110,050.00

Total Liabilities

110,050.00

Equity

3900 · Retained Earnings

3,764.13

Net Income

(14,950.35)

Total Equity

(11,186.22)

TOTAL LIABILITIES & EQUITY

98,863.78

2012 Waterloo Region IPM Committee

Profit & Loss

January through July 2011
Jan - Jul 11

Income

4000 · Administration & Executive	
4003 · Other Income	500.00
	500.00
Total 4000 · Administration & Executive	

4084 · Donations- Individuals	20.00
4200 · Lifestyles	
4610 · Quilts	163.72
	163.72
Total 4200 · Lifestyles	

4700 · Souvenirs	2,849.55
4900 · Miscellaneous Income	28.25
	3,561.52

Total Income

Expense

5003 · Administration	
5005 · Office expense (Internet, service contracts, etc)	622.99
	622.99
Total 5003 · Administration	

5025 · Bank Charges	6.50
5111 · Lifestyles Expense	119.40
5129 · Marketing and Promotion	
5130 · Media - Banners (Advertising)	339.30
5135 · Media - Brochure's	2,621.50
5141 · Promotions Exp. Other 100%	13,431.41
5129 · Marketing and Promotion - Other	30.00
	16,422.21
Total 5129 · Marketing and Promotion	

5144 · Media	
5145 · Media - Newspaper	545.00
	545.00
Total 5144 · Media	

5170 · Meeting expense	50.00
5175 · Miscellaneous Expense	200.00
5240 · Postage	145.77
5255 · Queen of the Furrow Exp	400.00
	18,511.87

Total Expense

Net Income

(14,950.35)

2012 Waterloo Region International Plowing Match & Rural Expo

Background : 1995 Waterloo Region International Plowing Match

- a) **History** – The International Plowing Match was initiated in Ontario in 1913. It is a major event in each area in which it is held and is rotated throughout the province yearly. As a result the IPM is generally held once in a generation in any specific location. The IPM was hosted in Waterloo region in 1954 and again in 1995. It was also held just outside Paris in the 1980s. The 1995 IPM was held in Ayr and is considered one of the most successful in the history of the IPM. Nearly 2000 residents of the region volunteered their time to support the event in some manner. During that match about 160 000 visitors attended the event. That IPM was so successful that when a need arose to host the 99th IPM in 2012, Waterloo Region was specifically asked to once again host after only 17 years. A major tribute to both the quality of the planning and the financial support of the region and its business community.

In 2012, the International Plowing Match and Rural Expo will celebrate its 99th Anniversary year and be held outside the village of Roseville.

Initially the Plowing Match showcased the top level of the plowing art in the province of Ontario. It also developed over the years into a showcase for the agricultural industry in both Ontario and Canada. It is nationally and internationally recognized as one of the premier agricultural events and is held yearly in various communities across the province.

The International Plowing Match is an essentially a non-profit venture which should raise nearly \$ 500 000.00 for local charity groups and funds. It is this feature which makes this event unique and so popular with local volunteers.

The International Plowing Match has now developed further into a Rural Expo which highlights rural living, the connections between urban and rural populations, student education and trade demonstrations/promotions. It is a well known brand name and attracts about a hundred thousand visitors each year.

The education of students throughout this part of Ontario is a key focal point for this event. Thousands of elementary and high school students attend to enhance and extend their knowledge related to specific curriculum objectives. Curricular support programs are prepared and provided to all teachers who have students who attend the match.

In addition, the match hosts a park for recreational vehicles which attracts at least 1600 vehicles/families each year that make the annual IPM event a week long holiday. The RV park is a mini town that includes most amenities and a

week long entertainment program. People line up each year just to register their site for the following year's event.

Financial Impact – The IPM annually injects over 25 million dollars into the host community in the form of new business and repeat business in both the trades and tourism/hospitality industries. In addition, surplus funds are dedicated to supporting community groups throughout the local area in the amount of 250 000 to 500 000 dollars annually.

Support – Support is derived from several sources:

- a) government loans and grants – local, provincial and federal
- b) exhibitor fees
- c) ticket and gate receipts
- d) souvenir and fund raising sales
- e) corporate sponsorships/partnerships to market their products

Current Plans: 2012 Waterloo Region International Plowing Match

- a) **Plans to date** – The 2012 Waterloo Region International Plowing Match will be held from Sept 18 to the 22 on nearly 1000 acres around the village of Roseville. Roseville is about 10 minutes south of Kitchener, 15 minutes west of Cambridge, 20 minutes north of Paris, 50 minutes from Hamilton, London and Mississauga. A total population of about 2.5 million residents live within an hour drive of this event

Plans are underway to secure community business support up to 1 million dollars. Area service clubs and groups are already coming forward to offer their time and support as volunteers.

The 2012 IPM is beginning its communication campaign and has been in contact with local print media which have already or will shortly be printing articles on the event. A local, provincial and national media plan will be developed and we hope to include in this event several high profile Canadians to help attract those who might not normally attend. Our web site is up and running to attract both interest and volunteers to the event.

www.ipm2012.ca

Our local goals focus on the following:

- a) **highlighting the features and heritage of our local area**
- b) **promoting and highlighting technology as a feature of agriculture and rural living**
- c) **connecting the urban and rural populations and developing greater understanding**

- b) Features of the 2012 IPM and Rural Expo.
- a) modern and heritage plowing competitions
 - b) trade exhibits and displays
 - c) education curriculum and events
 - d) rodeo
 - e) barn raising demonstration
 - f) antique & modern equipment display & demonstration
 - g) technology park
 - h) 100 mile agriculture focus and display
 - i) RV park for 1600 vehicles (about 4000 campers)
 - j) animal viewing and displays
 - k) Queen of the Furrow – 52 anniversary competition
 - l) IPM annual banquet
 - k) quilt show
 - m) rural life style exhibits
 - n) many other displays and event

Major Provincial Sponsors: Many companies are annual provincial sponsors to this event. Some of these include:

Hydro One, Ontario Mutual Insurance Companies, Home Hardware, Dodge and Sobeys

– to name just a few.

David Pyper
Chair & CEO – 2012 Waterloo Region IPM & RE



**2012 Waterloo Region
International Plowing Match & Rural Expo
PO Box 1061 Ayr, Ontario, N0B 1E0**

**Website: www.ipm2012.ca
Email: celebrate@ipm2012.ca**

2012 Waterloo Region IPM Executive Committee Contacts

Dave Pyper - Chairman of the 2012 Waterloo Region IPM Local Committee 519-621-0446 davidpyper@ipm2012.ca
Corporate Partners – Sponsorship (fundraising)... solicit financial and in kind support from businesses and potential sponsors

Heidi Greb - Secretary of the 2012 Local Committee 519-632-7131 heidigreb@ipm2012.ca
Lifestyles Committee - organize the IPM 2012 Cookbook and Quilt Show, Quilt Competitions
Health and Safety Committee - interact with local police, fire and EMS to ensure the safety of our event

John Guichelaar - Treasurer of the 2012 Local Committee 519-745-8742 johnguichelaar@ipm2012.ca
Gates and Tickets Committee - manage the sale of tickets and revenue from admission to the tented city

Kate Cressman – Director 519-632-7347 katecressman@ipm2012.ca
Celebration of Excellence - Awards Banquet for the competitors and participants of the 2012 IPM
Church Service Committee - organize the Sunday, Sept 16th 2012 interdenominational church service
Regional Display Committee - plan to showcase Region of Waterloo attractions to IPM visitors
Education - make local school boards aware of the event and organize educational programs and exhibits
Bands and Parades Committee - organize and manage the opening and closing day, tented city parades.

Carol Sararus - Director 519-696-3087 carolsararus@ipm2012.ca
Lunch Committee - prepare and deliver lunches to volunteers working outside the tented city
Queen of the Furrow Committee - develop the program and manage the annual Queen of the Furrow Competition
Special Events & Entertainment Committee - plan the VIP Tent, Stage Entertainment, and VIP plowing competition

Ron Sage – Director 519-623-2463 ronsage@ipm2012.ca
Horticultural Committee - oversee landscaping/gardens on the match grounds
Antiques and Historical Committee - plan exhibits of historical tractors, farm equipment and local artefacts
Recreation Vehicle Park - layout, organize, and manage the RV Park of approx. 1500 sites

Mark Gerber - Director 519-632-7653 markgerber@ipm2012.ca
Lands Committee - secure lands for plowing, tented city, RV Park, parking etc.
Horse Plowing Committee - ensure stables and accommodations for horse plowing competitors
Communications Committee - implement necessary communications infrastructure for the IPM site
Artisans Committee - co-ordinate exhibits of crafts produced by local artisans
Lounge and Hospitality Committee - operate and manage a licensed facility for IPM visitors, exhibitors and volunteers

Gord Taylor – Director 519-621-1858 gordtaylor@ipm2012.ca
Tented City Committee - organize and supply needed services for the 100 acre tented city
Traffic Committee - In cooperation with local police, plan an appropriate traffic flow plan
Wagon Tours - ensure safe and reliable transportation of guests, to and from parking to tented city and plowing competitions
Security Committee - plan on-site security measures

Rick Dunnett - Director 519-622-4853 rickdunnett@ipm2012.ca
Advertising and Promotions Committee - promote our 2012 Waterloo Region IPM throughout Ontario
Parking Committee - organize and assist the parking of vehicles outside the tented city
Sanitation and Water Committee - ensure delivery of potable water to the tented city and RV Park
Tractor Park Committee - organize a secure area for competitors and wagon tour tractors and provide maintenance assistance.

Ray Dedman – OPA Liaison 519-696-3086 raydedman@ipm2012.ca
Liaison between the OPA (Ontario Plowmen's Association) and the local Executive Committee

2012 INTERNATIONAL PLOWING MATCH AND RURAL EXPO

PROJECTED 'IN-KIND' DONATIONS REQUEST /SPONSORSHIP FROM WATERLOO REGION

<u>Municipality</u>	<u>Support Offered</u>	<u>Est. Value</u>	<u>Details</u>
North Dumfries	Fire services	25000	firefighters on site for 5 days
	Roseville Hall	1800	weekly meetings for 2 years
	Roseville Hall	3000	head office location for 1 year
	Sign installations	1000	various locations and needs
	Snow fence	4500	use and installation of 9000 ft
	Equipment	4000	various locations and needs
	Access road	5000	assistance with installation
	Current total	44300	Estimated total value
Wilmot	Community Centre	1000	3 day use for Quilt Show
	Snow Fence	2000	use and installation
City of Waterloo	Snow Fence	2000	use and installation
Wellesley			request has been made
Woolwich			request has been made
City of Cambridge			request has been made
City of Kitchener			request has been made
Blandford-Blenheim	Snow Fence	2000	use and installation
Brant County	Snow Fence	2000	use and installation

THE REGIONAL MUNICIPALITY OF WATERLOO

POLICY ON FINANCIAL ASSISTANCE FOR EVENTS PROVIDING AN ECONOMIC BENEFIT TO THE REGION

POLICY OBJECTIVE

The Regional Municipality of Waterloo recognizes that certain events held in the Region of Waterloo may provide an economic benefit to Region and the area municipalities. As such, Regional Council has adopted a policy, as recommended by the Economic Development and Promotion Committee, with respect to providing financial assistance for these events. Financial assistance provided under this policy may be in the form of cash grants, transit services or other in-kind services.

The objective of the policy is to ensure that funding assistance is provided in accordance with an established set of criteria and processes. In addition, the policy recognizes that the economic benefits to the community may change over time and the financial assistance provided to events should reflect the changes.

This policy is specific to financial assistance for events having an economic benefit to the Region. Grants for voluntary organizations; capital grants for hospitals; grants for disaster relief activities; and grants for events taking place at the invitation of Regional Council are covered under separate policies of Regional Council.

LEGISLATIVE AUTHORITY

Section 107(1) of the Municipal Act:

Despite any provision of this or any other Act relating to the giving of grants or aid by a municipality, subject to section 106, a municipality may make grants, on such terms as to security and otherwise as the council considers appropriate, to any person, group or body of any kind, including a fund, within or outside the boundaries of the municipality for any purpose that council considers to be in the interest of the municipality.

APPROVAL

This policy was approved by Regional Council on September 24th, 2003.

1) CRITERIA

The following criteria will be considered when reviewing requests for financial assistance for events having an economic benefit:

- events are to be one-time events or special events being held in the Region;
- objectives and values of the event are to be consistent with those of the Region;
- events are to be non religious / non–denominational;
- events should provide a quantifiable economic benefit to the region;
- sponsorship of the event by charitable or non-profit organizations which does not in-turn provide grants to other organizations;
- use of the proceeds from the event;
- planned use of financial assistance requested from the Region (assistance not provided to cover deficits);
- the appeal of the event to a broad sector of persons;
- the accessibility of the event for spectators;
- the ability of the event to bring people into the Region;
- the ability of the event to result in repeat visits by those attending;
- the ability of the event to enhance the Region’s image;
- the ability of the event to promote the Region within and beyond its boundaries;
- media coverage for the event (including television, newspaper and radio);
- how the Region’s support would be recognized;
- the heritage, cultural or recreational significance of the event;
- overlap with other Regionally funded programs (e.g. Grants to Voluntary Organizations);
- other sources of funding for the event;

It is recognized that some of the above criteria will be difficult to quantify or measure and there will need to be some reliance on the organization making the request to provide such information.

For specific requests for Transit Services or for opportunities to provide transit services in lieu of a cash grant, consideration will also be given to the ability of the event to create additional riders for Grand River Transit.

2) AMOUNT OF FINANCIAL / IN-KIND ASSISTANCE

Unless otherwise approved, \$5,000 is the maximum financial assistance to be provided as either cash or services in-kind for events having an economic benefit.

In-kind assistance in the form of advertising on the Region’s buses may be available subject to certain limitations. Use of exterior space for advertising is a contracted service and while the contractor has the exclusive right to handle the lease of exterior space for advertising, some advertising space may be available at discounted rates. In addition, the Region will provide some of its own exterior advertising space, if available, to a maximum of one community event per area municipality per year. The Region has some rights over the use of interior space for advertising and may provide the use of such space as an in-kind service subject to availability.

3) LOCAL / COMMUNITY REQUESTS FOR TRANSIT SERVICES

Grand River Transit will accommodate “smaller” local or community requests for service or charters within the Transit budget. Generally such requests are from charitable, non-profit and community organizations linked to a fund raising campaign or community event.

In reviewing these requests, consideration will be given to the following:

- the nature of the organization as a registered local charitable or non-profit organization;
- the nature of the event as a charitable fund raiser with all funds raised donated to the local organization or a subsidized or “no fee” community event;
- the marketing value of the event;
- the extent of Regional involvement and Regional presence at the event;
- other Regional funding for the group or the event; particularly funding provided through the Grants to Voluntary Organizations program.

Grand River Transit will accommodate “smaller” local and community requests subject to the following limitations:

- for charitable fund raising events, up to 5 hours free service; services in excess of 5 hours provided at 50% of the full charter rate;
- for non-profit community events, services provided at 50% of the full charter rate for a maximum of 5 hours per event;
- existing annual subsidized services for Oktoberfest, New Years Eve and Seniors Christmas Lights Tour will continue to be provided as per previous arrangements.

Requests for such services under Section 3 are to be provided at least 30 days in advance and the provision of services is subject to the availability of resources (including funds within the transit budget) and shall not impact on the delivery of regularly scheduled service.

4) PROCESS FOR REQUESTING FINANCIAL ASSISTANCE

- a) Requests for financial assistance for events are to be submitted to the Chief Financial Officer by March 1st in the year in which the event is to be held. Finance staff will prepare a report on the requests for consideration by the Economic Development and Promotion Committee with recommendations going forward to Regional Council. Requests for financial assistance received after March 1st will be considered at the discretion of the Committee. In either case, requests for financial assistance must be submitted no later than 60 days prior to the event. Committee will not consider requests for financial assistance that are received after the event has occurred.

- b) Requests for transit services for local or community events (per Section 3) are to be submitted to the Director of Transit Services. Requests for services received by Grand River Transit that do not fall under Section 3 will be forwarded to the Chief Financial Officer for review by the Economic Development and Promotion Committee per Section 4 a) above.

5) PAYMENT OF FUNDS

Cash grants may be provided prior to the event or at the completion of the event as recommended by the Economic Development and Promotion Committee and approved by Regional Council and payment is subject to any reporting conditions established by Regional Council.

6) GRANTS IN-KIND

The awarding of a grant in-kind is subject to any conditions that Regional Council may impose such as insurance, safety of regional employees and participants in the activity and indemnification of the Regional Municipality of Waterloo.

In-kind services will be accounted for once the event has been completed and the final costs for the in-kind services are known.

7) USE OF FUNDS

Any financial assistance provided by the Region of Waterloo must be used for the purposes approved by Regional Council unless subsequent approval is given by Regional Council to change the purpose of the assistance.

8) RECOGNITION OF THE REGION'S CONTRIBUTION

Organizations receiving financial assistance for an event from the Region of Waterloo will recognize the Region's contribution in promotional literature prepared for the event or other agreeable advertising. Use of the Region's logo in advertising and promotional literature will be coordinated through the Region's Communications Department.