Present were: Chair T. Galloway, L. Armstrong, K. Seiling and J. Wideman

Members absent: D. Craig and S. Strickland

DECLARATIONS OF PECUNIARY INTEREST UNDER THE MUNICIPAL CONFLICT OF INTEREST ACT

None declared.

DELEGATIONS

a) David Pyper and Kate Cressman, Waterloo Region International Plowing Match appeared before Committee to request financial assistance for the 2012 event. A copy of the presentation is appended to the original minutes. D. Pyper thanked the Committee for the $100,000 loan last year and highlighted their request. He outlined what was provided for the 1995 International Plowing Match (IPM), the Regional support needed in 2012, facts and figures, 2012 mission, partnership and support, location of the IPM, elements of the IPM, benefits to Waterloo Region, community leadership and the keys to their success. K. Cressman provided an overview of the banquet, noting they expect 700-800 people. The event will be held in the new North Dumfries Community complex.

In response to questions from the Committee, D. Pyper provided a breakdown of the requested in-kind services. It was further noted they fully intend to repay the loan that was given in 2010. There was an additional question regarding Provincial funds available for roadwork and it was stated the municipality needs to apply for that funding for upgrading roads surrounding the IPM site.

REPORTS - Finance

a) F-11-070, Financial Assistance for the 2012 Waterloo Region International Plowing Match

It was confirmed there is capacity in the Capital Levy Reserve Fund to accommodate this request.
MOVED by J. Wideman
SECONDED by L. Armstrong

THAT the Regional Municipality of Waterloo approve an Economic Development and Promotion grant in the amount of $150,000 for the 2012 Waterloo Region International Plowing Match to be funded from the Capital Levy Reserve Fund.

CARRIED

ADJOURN

MOVED by L. Armstrong
SECONDED by J. Wideman

THAT the meeting adjourn at 4:00 p.m.

CARRIED

COMMITTEE CHAIR, T. Galloway

COMMITTEE CLERK, L. Wetzel
2012 Waterloo Region
International Plowing Match

Grant Application
Presentation to the
Economic Development
Committee – Oct. 18, 2012
With Us Today............

- Kate Cressman: Director
  - Education
  - Regional Display

- Gord Taylor: Director
  - Traffic
  - Tent City

- Ray Dedman: Vice President of the Ontario Plowmen’s Association
First thing

- THANK YOU to the
- ECONOMIC DEVELOPMENT & PROMOTION COMMITTEE for
- Loan of $100 000.00 in 2010
- It has helped to get the 2012 IPM rolling.
WHY ARE WE BACK?

- Previous presentation lacked full picture
- IPM 2012 is major event attracting over 100,000
- Regional services are needed for success
- IPM 2012 is a region wide event
- Region provide grant to the 1995 Waterloo IPM
Third thing.............

- **What is the request?**
  - $130,000 for in-kind service support including access ramps, police and EMS.
  - $20,000 cash - Banquet

- **1995 Regional Grant**
  - $100,000 exhibit support
  - $10,000 for promotion
  - $28,000 for Awards Banquet
Why Region Support is Needed

- Support services managed by Region
  - Police traffic support
  - Road department for access
  - Traffic dept for flow management
  - Police security on site
  - EMS support on site
  - Access to landfill and water treatment
  - Sanitation support
  - Commitment of Local Government
Facts & Figures

- 165 000 visitors in 1995
- $400 000 to local charities in 1995
  - Groups $140 000
  - KW Foundation $260 000
- 2008 Prov. Gov’t report estimated a 26 million dollar area boost
- $100 000 current loan
- 150 000 expected ‘12
Details for 2012

- Estimated full attendance: 150,000
- Estimated outside attendance: 60,000
- Estimated student attendance: 30,000
- Barn raising on site is iconic for Waterloo R.
- $500,000 target to be raised for charity
  - 50% to support charitable groups volunteering
  - 50% to support region-wide charities by donations
- Provincial funds exist to support roads
- Any deficit covered solely by OPA
- Media plan will encompass Ontario & beyond
- Partnership with Oktoberfest will bring return visits
4 Pillars of 2012 Mission

- Promote agricultural industry and heritage
- Promote characteristics and heritage of Region
- Promote the technology industries of the Region
- Bridge the Urban & Rural populations
Partnerships & Support

- Nationally recognized corporations
- Provincial utilities
- Provincial, national and local governments
- National & area corporations, businesses & media
Partners with the 2012 IPM

- **Established**
  - Hydro 1
  - Bank of Montreal
  - Ontario Mutuals
  - Home Hardware, Sobeys, Dodge, Cooperators

- **Underdevelopment**
  - KW Oktoberfest
  - Cambridge & KW Chambers of Commerce
Where We Are (Will be!)

- Roseville in North Dumfries
- Bounded by Fischer-Hallman, Roseville Rd., New Dundee Rd. & Trussler Rd.
- Includes some Oxford
- September 18-22, 2012
- 10 min. to Kitchener
- 12 min. to Cambridge
What We Are!

- Plowing competition
- Rural festival & expo
- Agricultural & business trade show
- Educational event
- Community promotion
- Business promotion
- Entertainment event
- RV city
- Urban & Rural link
- Major outdoor show & event
Elements of the IPM

- 800 acres of land
- 100 acre tent city trade show & exhibits
  - 1800 site RV park
- 150,000 plus visitors
- 5 day event
- Political leaders attend
- National media covered
- 30,000 plus students

Events Include:
- Major plowing activities
- Dodge Rodeo
- Education tent
- Antique machinery/show
- Food demonstrations
- Lifestyles demonstrations
- Non-stop entertainment
- Local Artisans
- Regional trade show
- Barn & cabin building
Benefits to Waterloo Reg.

- Targeting $500,000 in local *charitable funds*
- *Commercial injection* of about 30 million
- Province and nation wide *promotion of area*
- *Connection* of urban and rural populations
- Business & commercial trade and promotion *opportunities*
- Mutual promotion with *Regional icons*
- *Tourism boost* – est. 60,000 new to the region
- Development of *regional leadership* & partnerships – building the community
- *Student* engagement and awareness
Tourism in the Region
Regional Promotion
Community Involvement
Business Promotions
Business Opportunities
Community Leadership

- 2000 volunteers
- 35 committee chairs
- Supporting groups
  - Service clubs
  - Churches
  - Student groups
  - Sports groups
  - Charitable agencies
  - 4 H clubs
  - Urban and Rural
Keys to Our Success

- GOOD WEATHER!!
- Strong partnerships
- Effective organization
- A century of success
- Commercial sponsors
- Government support
- Media engagement
- Dedicated volunteers
- Regional support
Thanks for your interest

www.ipm2012.ca