

Our File/N/Réf.  
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DATE 2 February 1998

TO/DEST. Co-Ordinator  
 Corporate Services and Economic Development

FROM/EXP. Chief Administrative Officer

SUBJECT/OBJET **2001 INTERNATIONAL PLOWING MATCH**

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**REPORT RECOMMENDATION**

**That the Corporate Services and Economic Development Committee recommend Council:**

- **support the Ottawa-Carleton Plowmen's Association bid submission for the 2001 International Plowing Match and Farm Machinery Show to be held in Ottawa-Carleton**
- **ensure the Region's participation through the co-ordination and development of a Regional exhibit valued at \$50,000 to showcase the RMOC and promote this international event**
- **approve a \$50,000 repayable grant to the International Plowing Match Organizing Committee on a graduated basis over the next three years as follows:**
  - **\$5,000 payable in 1998**
  - **\$15,000 payable in 1999**
  - **\$30,000 payable in 2000**

**BACKGROUND**

The International Plowing Match and Farm Machinery Show is held annually in a different Ontario county or region and attracts more than 150 competitors and over 1,000 exhibitors from across Canada and the United States. The match has been sponsored by the Ontario Plowmen's Association (OPA) in cooperation with the many county plowmen's associations in Ontario since 1913. It is estimated that attendance at the 2001 match will be over 300,000.

The Ottawa-Carleton 2001 International Plowing Match Bid Committee (OCBC) is a locally based group of individuals associated with the Ottawa-Carleton Plowmen's Association interested in supporting Canadian agriculture, economic development and tourism. The members of the OCBC will be presenting their bid submission to the International Plowing Match Selection Committee in Kingston, Ontario on Monday, February 16, 1998. On September 24, 1997 Regional Council approved a \$5,000 grant to assist in the preparation of the bid submission.

## DISCUSSION

We have received a request from the OCPA for financial assistance and participation by the RMOC in the 2001 International Plowing Match. A copy of this request is attached at Annex A. A letter of support has been received from the Ottawa Tourism and Convention Authority and is attached at Annex B.

The combination of plowing competition, the sale and demonstrations of farm machinery and the entertainment of a "country fair", combine to underscore the agri-business and bring business opportunities to the region. The particular attraction of Ottawa-Carleton as a centre of tourism, along with excellent individual and commercial transportation facilities, provides the Match with a natural advantage.

The Bid Committee has already secured 1,000 acres adjacent to Navan in the Township of Cumberland and all technical requirements for the Match have been met or exceeded.

The Region's overall support is essential for the acceptance of the invitation to hold the Plowing Match in the area. The OCBC needs financial security and a commitment that the RMOC will be a strong participant as the host municipality to encourage other exhibitors and visitors.

Besides the economic and tourism benefits, this event also provides an excellent opportunity for the urban community and our youth to become more familiar with the many aspects of the agriculture industry and our heritage here in Ottawa-Carleton.

The agri-business interests in both Ontario and Quebec are very strong. With American and some European participation in the Plowing Match, this event provides an excellent international networking opportunity.

The successful bid for the 2001 International Plowing Match and Farm Machinery Show will bring business opportunities, prestige and goodwill to all sponsors and participants.

Based on previous financial records this annual event traditionally generates a surplus every year under normal weather conditions. The OPA contributes up to a maximum of \$50,000 to this historic event conditional upon matched funding being secured. Recognizing the tradition and economic benefits, and provided the bid submission is successful, it is recommended that the financial request for \$50,000 to support the Organizing Committee be approved on a graduated basis over three years in the form of a repayable grant and that Regional Council participate and show a strong presence at the event by coordinating the development of an exhibit.

FINANCE DEPARTMENT COMMENTS

Approval of a \$5,000 grant in 1998, \$15,000 in 1999 and \$30,000 in 2000, would represent a pre-commitment of the Budget for each of those respective years.

It is recommended that if CS&EDC and Council approve the 1998 grant request, that funding be provided from the 1998 Corporate Provision for Unforeseen. Funds in the amount of \$200,000 have been provided in the 1998 draft operating estimates.

Repayment of the grant would be conditional upon sufficient surplus funds being available following the completion of the event. A separate agreement between the Region and the Association would be required.

*Approved By:*  
*J.C. LeBelle*  
*Finance Commissioner*

Respectfully submitted,

*Original signed by C.M. Beckstead*

C.M. Beckstead