

REGIONAL MUNICIPALITY OF OTTAWA-CARLETON
MUNICIPALITÉ RÉGIONALE D'OTTAWA-CARLETON

REPORT
RAPPORT

Our File/N/Réf. 10 07 97 0002
Your File/V/Réf.

DATE 3 September 1997

TO/DEST. Co-ordinator
 Corporate Services and Economic Development Committee

FROM/EXP. Councillor Robert van den Ham

SUBJECT/OBJET **2001 INTERNATIONAL PLOWING MATCH**

REPORT RECOMMENDATION

That the Corporate Services and Economic Development Committee recommend Council approve an investment of \$5,000 in the Ottawa-Carleton 2001 International Plowing Match and Farm Machinery Show Bid Submission, with the funds to be provided from the Provision for Unforeseen.

BACKGROUND

The International Plowing Match and Farm Machinery Show is held annually in a different Ontario country or region and attracts more than 150 competitors and over 1,000 exhibitors from across Canada and 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 and organizations interested in supporting Canadian agriculture, economic development and tourism. The members of the OCBC are submitting a bid to the **International Plowing Match Selection Committee** that the 2001 event be held in the Ottawa-Carleton Regional Municipality, specifically in the Township of Cumberland.

The presentation of the Bid Proposal will take place in Kingston, Ontario in February 1998, at the annual convention of the Ontario Plowmen's Association. The OCBC has been preparing the groundwork and working on the presentation material agreements and collaborations for over a year to ensure the Bid's success.

RATIONALE

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. It is planned to have the world-record 50-horse hitch and the Royal Canadian Mounted Police Musical Ride participating.

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. Appendixes A and B of the attached Annex A list the Bid Committee Members and the Support Groups respectively.

The agri-business interests in both Ontario and Québec 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.

As an individual sponsor of this event, I will be attending and meeting the decision makers during the annual meeting of the Plowmen’s Association in February 1998 in Kingston.

*Approved by
Robert van den Ham
Regional Councillor
Cumberland/Osgoode*

FINANCE DEPARTMENT COMMENT

As of September 16, 1997, the uncommitted balance in the 1997 Provision for Unforeseen account is \$103,890.

*Approved by
Kent Kirkpatrick
on behalf of the Finance Commissioner*

Marketing Investment Opportunity

**Bid Submission
for the**

**Ottawa-Carleton 2001 International Plowing Match
and
Farm Machinery Show**

Marketing Investment Opportunity
Bid Submission
**Ottawa-Carleton 2001 International Plowing Match
and Farm Machinery Show**

Executive Summary

This *Marketing Investment Opportunity* document summarizes the opportunity for a limited number of private firms to share in sponsoring the Ottawa-Carleton Plowmen's Association bid to have the *2001 International Plowing Match and Farm Machinery Show* held in Ottawa-Carleton.

The *International Plowing Match and Farm Machinery Show* has been held in Ontario since 1913. It is held annually in a different Ontario county or region and attracts more than 150 competitors. It is estimated that attendance at the 2001 Match will be over 300,000.

The combination of a 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 center of tourism, along with excellent individual and commercial transportation facilities, provides the *Match* with a natural advantage. It is planned to have the world-record 50-horse hitch and the Royal Canadian Mounted Police Musical Ride participating.

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Bid Submission
**Ottawa-Carleton 2001 International Plowing Match
and Farm Machinery Show**

1.0 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.

2.0 Opportunity

The *Ottawa-Carleton 2001 International Plowing Match Bid Committee (OCBC)*, is a locally-based group of individuals and organizations interested in supporting Canadian agriculture, economic development and tourism. The members of the OCBC (Appendix A) are submitting a bid to the **International Plowing Match Selection Committee** that the 2001 event be held in the Ottawa-Carleton Regional Municipality, specifically in the Township of Cumberland.

The Bid Committee feels that Canadian corporations will appreciate the opportunity of financially supporting this internationally-recognized investment, marketing and public relations opportunity.

The presentation of the Bid Proposal will take place in Kingston, Ontario in February 1998, at the annual convention of the Ontario Plowmen's Association. The OCBC has been preparing the groundwork and working on the presentation material agreements and collaborations for over a year to ensure the Bid's success.

A large undertaking such as the *2001 International Plowing Match and Farm Machinery Show* requires a great deal of planning and support through not only professionals and volunteers, but also from business leaders. **Robert van den Ham** is one of a dozen organizations selected and invited to have an opportunity to join the Bid Committee team in submitting the Bid Proposal.

The Members of our Bid Committee are listed as Appendix A and they represent a wide spectrum of knowledge and experience related to Plowing Match requirements.

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3.0 Methodology

The Bid Committee has been addressing various topics of interest to the affiliates of the International Plowing Match and Farm Machinery Show. We will be pleased to present details on any one of these to you if requested.

Some of these topics of interest are:

- **Ecology** All precautions are being taken to ensure that property is left in the same or better condition than before the Match and all operational requirements (power, water and sewage) have been addressed.
- **Experience** Committee members have applied experience in the farming and plowing areas and have an excellent understanding of the Match. These individuals "speak" the same language.
- **Knowledge** Committee members have attended many International Plowing Matches and have come to recognize the standards, expectations and requirements of the Match.
- **Technology** As technology become a greater factor in the successful operation of a farm, the operators are searching for technologically advanced machinery to meet their needs.
- **Support** The Bid Committee has the full and formal support of many local organizations. A sample listing is attached as Appendix B and includes the Ottawa-Carleton Plowmen's Association, the Municipality of Cumberland, the Regional Municipality of Ottawa-Carleton, the Cumberland Chamber of Commerce, volunteer groups, service groups, etc.

The individuals from these groups will form the basis of our "volunteers" which we expect to number approximately 1,200.

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4.0 Plowing Match Market

This area has in excess of 90,000,000 people within a day's drive, which along with preceding *Match* attendance allows us to anticipate that approximately 300,000 people will attend the Match. We expect there will be approximately 1,000 exhibitors while competitors will number about 150.

The 1,000-acre *Match* site will be a hub of activity including a tented city (which itself is in excess of 100 acres), antique display area, various parking areas, transportation areas, camping (motorhomes) as well as the provided plowing match farm land, tractor parking and stables.

Demographically and psychographically this event is accepted by all age, cultural and business groups. We are currently studying data from our recent matches to establish more exact figures on the preferences of attendees and participants.

5.0 Bid Evaluation

The bid will be evaluated using various criteria, such as:

Technical Feasibility	The Township of Cumberland site exceeds all requirements with in excess of 1,000 acres of land available for plowing, three-phase power, veterinary and medical assistance, etc.
Support Team & Management	The Bid Committee is very enthusiastic and knowledgeable with a great deal of local and regional support.
Added Value	The Ottawa-Carleton region offers a wealth of tourism attractions. The proximity to a large population and to the Québec agri-business market is extremely attractive.
Attitude	The Bid Committee and groups listed in Appendix A are all extremely enthusiastic. This fact cannot be undervalued as the dedication, experience, and heart, as well as the cohesive and keen teamwork of the volunteers will bring a polish to the goodwill of all participants and attendees.

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Attitude (Continued)

It is also felt that not only do we have the appropriate location and capabilities, but that the timing for such an event is ideal. Having the first *Match* of the millennium will be of marketing value. There is interest in the environment and there is a movement towards combining tradition and technology that can be nicely demonstrated to everyone's advantage. We will be incorporating this into our *Match* logo.

It is anticipated that we will again present the world-record holding 50-horse hitch and will have the RCMP Musical Ride at the Match. As part of the Navan Fair in August 1995, the 50-horse hitch alone drew in excess of 50,000 people for the record-setting event which was a one-hour happening.

Presentation

The planning and effort put into the bid submission is felt to be of a professional level to ensure our success. We are working towards a quality, content-rich, practical presentation accompanied by enthusiastic, courteous and knowledgeable individuals.

Our bid presentation professional handout will be accompanied by a continuous-loop video. An overhead presentation will colourfully delineate our capabilities. Regional talent will entertain the individuals at the meeting and locally produced gifts are being donated or produced.

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6.0 Marketing Investment Advantages

The many qualities and benefits of an International Plowing Match are very much appreciated by participants and supporters. Additional business aspects are considered to have added-value by a number of groups such as machinery sales, farmers, investors, etc.

With your financial support in the bid process for the *Ottawa-Carleton 2001 International Plowing Match and Farm Machinery Show*, the Bid Committee sees many direct and indirect benefits accruing to your organization.

- Promotion
 - logo on promotional bid material
 - designation of a particular bid presentation aspect
 - business relations

- Marketing
 - business opportunities
 - goodwill of agricultural and government decision makers
 - international business opportunities
 - expanded accounts and clients

- Public Relations
 - opportunity to promote your support of the agricultural sector
 - opportunity to promote your support of the regional effort
 - press and media coverage
 - photo opportunities

- Management
 - networking opportunities
 - collaborative and partnership opportunities
 - better knowledge of the agricultural marketing area
 - prestige of being an international partner

We invite our selected sponsors to participate in the bid process itself in order to be informed of the possibilities and allow you to be recognized as our partners.

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7.0 Bid Presentation

The Bid Presentation will take place in Kingston, Ontario, during the Annual General Meeting of the Ontario Plowmen's Association on 15-16 February, 1998. Supporters will be invited to participate fully and meet with the approximate 400 decision makers, including 51 voting directors, attending this Conference.

When Ottawa-Carleton is chosen as the 2001 Match site, our Bid Committee will immediately start promoting the event to ensure maximum momentum by the event date in September 2001.

It is estimated that the bid presentation will cost \$15,000.00. An outline of these expenditures is listed as Appendix C. We wish to involve sponsors from the very beginning so that by understanding the 2001 Match goals and requirements they will be able to plan their participation.

Marketing Investment Opportunity documents are suggested to be in the \$1,000 to \$4,000 range.

Detailed Strategic managerial and operation data are available from the Chair of the *Ottawa-Carleton 2001 International Plowing Match Bid Committee*.

8.0 Summary

The *Ottawa-Carleton 2001 International Plowing Match Bid Committee*, individually and as a whole, believe most sincerely in the value of our proposal and in the success of this venture. Our affiliates believe in our future success and have opted to support this venture through property use, professional services or financial support.

We are therefore searching for investors who can *share our dream* and can appreciate our efforts and wish to benefit from our association.

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APPENDIX A

Ottawa-Carleton 2001 International Plowing Match Bid Committee

- | | | |
|------------|---|--|
| Chair | Mr. Sam Dagg
3620 Trim Road
Navan, ON K4B 1M6
<i>Director, Ottawa-Carleton Plowmen's Association</i> | Tel: (613) 835-2729
Fax: (613) 835-2689
E-mail: vmjames@vivianne.com |
| Vice-Chair | Mr. Richard McWilliams
3782 Trim Road
Navan, ON K4B 1H8
<i>Director, Ottawa-Carleton Plowmen's Association
Representing Cumberland</i> | Tel: (613) 835-2496 |
| Vice-Chair | Mr. Denvil Brown
1613 Devine Road
Vars, ON K0A 3H0
<i>Member, Horse Committee, Navan Fair</i> | Tel: (613) 738-0352
Fax: (613) 736-9329
Bus: (613) 736-9377 |
| Member | Mrs. Vivianne James
1340 Frank Kenny Road
Cumberland, ON K4C 1N8
URL: http://www.vivianne.com
<i>President, Cumberland Communication Concepts</i> | Office: (613) 833-3553
Fax: (613) 833-3516
Res: (613) 833-2624
E-mail: vmjames@vivianne.com |
| Member | Mr. Gib Patterson
8481 Parkway Road, R.R. #2
Metcalfe, ON K0A 2P0
<i>Ontario Plowmen's Association, Director for Ottawa-Carleton</i> | Tel: (613) 821-2018
Fax: (613) 822-7801
Bus: (613) 822-6353 |

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APPENDIX A
(Continued)

- Member Mr. Gordon Kelly Tel: (613) 821-2959
1547 Highway 31 E-mail: akelly@easyinternet.net
Greely, ON K4P 1B4
Treasurer, Ottawa-Carleton Plowmen's Association
- Member Mr. Allen Hills Bus: (613) 258-8336 Ext. 346
R. R. #1 Fax: (613) 258-8438
Ashton, ON K0A 1B0 E-mail: ahills@magi.com
President, Ottawa-Carleton Plowmen's Association
- Member Mr. Ivan Tanner Tel: (613) 835-2467
1679 Devine Road, Box 64
Vars, ON K0A 3H0
Member, Cumberland Fire Department, Emergency Planning Div.
- Member Mr. Daniel Champagne
Economic Development Officer
Township of Cumberland Office: (613) 830-6205
255 Centrum Boulevard Fax: (613) 830-6255
Cumberland, ON K1E 3V8 E-mail: danc@municipality.cumberland.on.ca
- Ex-Officio* Mr. Brian Coburn, *Mayor*
Township of Cumberland Office: (613) 830-6209
255 Centrum Boulevard Fax: (613) 830-5611
Cumberland, ON K1E 3V8 Re: (613) 835-2602
E-mail: mayor@municipality.cumberland.on.ca

Bid Committee Web Site: <http://www.vivianne.com/IPM2001>

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APPENDIX B

Support Groups and Associations
(To date)

Ontario Plowmen's Association
Ottawa-Carleton Plowmen's Association
Municipality of Cumberland
City of Gloucester
Regional Municipality of Ottawa-Carleton
Cumberland Chamber of Commerce
Concerts Cumberland
Eastern Region Women's Network
United Church Women (Navan & Cumberland)
Women's Institute (Navan & Cumberland)

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APPENDIX C

**Estimated Expenditures
Bid Presentation**

Transportation

- Buses (3 x 42 passengers) \$1,000
- Transportation (Gas/mileage) \$ 125

Miscellaneous

(Bid Committee / Supporters)

- Accommodation: 12 rooms x 2 nights \$1,750
- Meals (Bid Committee & Sponsors) \$1,000
- Banquet Tickets (Bid Committee & Sponsors) \$1,200
- Ball caps, T-shirts, etc. (150) \$3,000
- 1997 Navan Fair - Directors' Visit \$ 186

Entertainment for OPA

- Banquet Room \$ 300
- Refreshments, liquid \$ 900
- Refreshments, food \$ 300
- Regional Souvenir Sampler \$2,500
- Entertainment gratuitous

Presentation

- Video \$ 900
- Overheads \$ 100
- Report \$ 200
- Buttons, pens, etc. \$ 500
- Aerial photos \$ 857

Total

\$14,818

Marketing Investment Opportunity

Bid Submission

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Rough Draft of Bid Site Map

INTERNATIONAL PLOWING MATCH SITE AND OWNERSHIP MAP

