

Ontario Plowmen's Association & The 2025 International Plowing Match and Rural Expo

Welcoming the World
Supporting our Communities



Ontario Plowmen's Association

- * The Ontario Plowmen's Association was formed in 1911 and the first International Plowing Match & Rural Expo (IPM) was held in 1913 at Sunnybrook Farms, Toronto
- * Since then, the IPM has travelled to host communities throughout Ontario
- * IPM 2025 will be the 106th IPM.



IPM 2025 is coming to Grassie, Niagara September 16 to 20, 2025



West Niagara Fairgrounds and surrounding farmers fields



The IPM has taken place in Niagara only once before – in 1926, in Niagara Falls.

The International Plowing Match and Rural Expo

- * The International Plowing Match and Rural Expo is the largest show of its kind in North America



IPM's Tented City

- * The Tented City full of enthusiastic visitors
- * In 2025, Tented City will be on the fairgrounds



IPM RV Park

- * In addition to Tented City, the IPM includes a full serviced RV Park with a minimum of 500 sites
- * A special tent provides evening entertainment for RV Park guests
- * Negotiations for land adjacent to Tented City are underway



Sights and Sounds of the IPM



Sights and Sounds of the IPM

- * approximately 500 vendors and exhibitors
- * musical and non-musical entertainment
- * rural living displays
- * lifestyles exhibits (including quilting demonstrations)
- * local artisan exhibitors
- * antique & historical displays
- * educational program focusing on agriculture and food



IPM Education Programme

- * The IPM Education Programme follows the Ontario Curriculum
- * Traditionally, we welcome 8,000-10,000 students over the first four days



Ceremony & Tradition

- * The IPM is built on tradition
- * The Parade and Opening Ceremonies are a yearly must see for many visitors
- * The IPM is the only event in the Province of Ontario whereby the legislature adjourns for the day in order that the Premier, Leaders of the Opposition Parties and all MPPs can attend Opening Day



Ceremony & Tradition

- * The Queen of the Furrow program has been a cornerstone of the IPM since 1960
- * Congratulations to the 2023-2024 Ontario Queen of the Furrow – Mel Karpenko of Peel-Dufferin



Plowing Competition

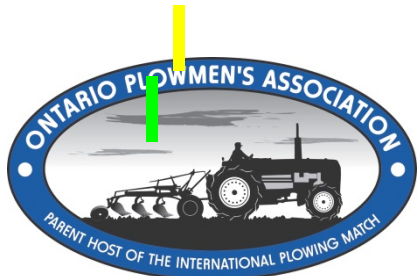


A main feature of the IPM is the plowing competitions. Plowmen come from across Canada and even the United States & Europe to showcase their plowing skills and vie for prizes in a number of different classes.

2023 International Plowing Match and Rural Expo

IPM 2023 – Highlights

- *68,366 total attendance over 5 days
(included over 6,000 students in organized school groups)
- *Many visiting dignitaries, including Premier Doug Ford, Leaders of the Provincial Opposition Parties, MPPs, MPs and Senators
- *Performance by the Mudmen, tribute bands and local talent
- *Performances by the Canadian Cowgirls
- *RAM RODEO with Amber Marshall, star of CBC’s “Heartland”
- *Auctioneers’ Challenge and Speed Plowing



IPM – Positive Economic Impact

- * Each year an independent survey is conducted to determine the economic impact of the IPM to the host community. Also, data is calculated using the Government of Ontario's TREIM model.
- * Not only does the IPM thrill visitors, the studies' results clearly demonstrate it has a positive economic impact for the host community.



IPM – Economic Impact Study Results

- * Significant economic activity generated
 - * Studies show up to \$25 million in positive economic impact by tourists and event operations
 - * The IPM generates regional tourism

IPM 2023 - Total Visits	68,366
Percentage local (up to 40km within Ontario)	28%
Percentage non-local (beyond 40km or outside Ontario)	72%





**NO
VACANCY!**



* When the IPM comes to town,
accommodations are quickly sold out
*We always promote accommodations
within the host community first



IPM – Economic Impact Study Results

- * The buying power of IPM 2023 visitors was significant
- * Farm & Rural visitors intended to spend in the following 12 months:
 - * \$291 million on farm supplies and inputs
 - * \$252 million on tractors and farm equipment
 - * \$243 million on building and renovation supplies
 - * \$89 million on animal-related supplies
 - * \$38 million on lawn tractors, ATVs, UTVs, snowblowers



IPM - Partners in Success

We are very pleased to introduce our Presenting Sponsors:



IPM – Partners in Success

- * Community Leaders
- * Local Volunteers
- * Local Businesses and Organizations
- * Local Sponsors
- * **The Region and Municipalities**
- * Provincial Volunteers (members of Ontario Plowmen's Association)
- * Provincial Businesses and Organizations
- * Additional Provincial Sponsors
- * Plowing Competitors



Event Partners

2024 International Plowing Match & Rural Expo

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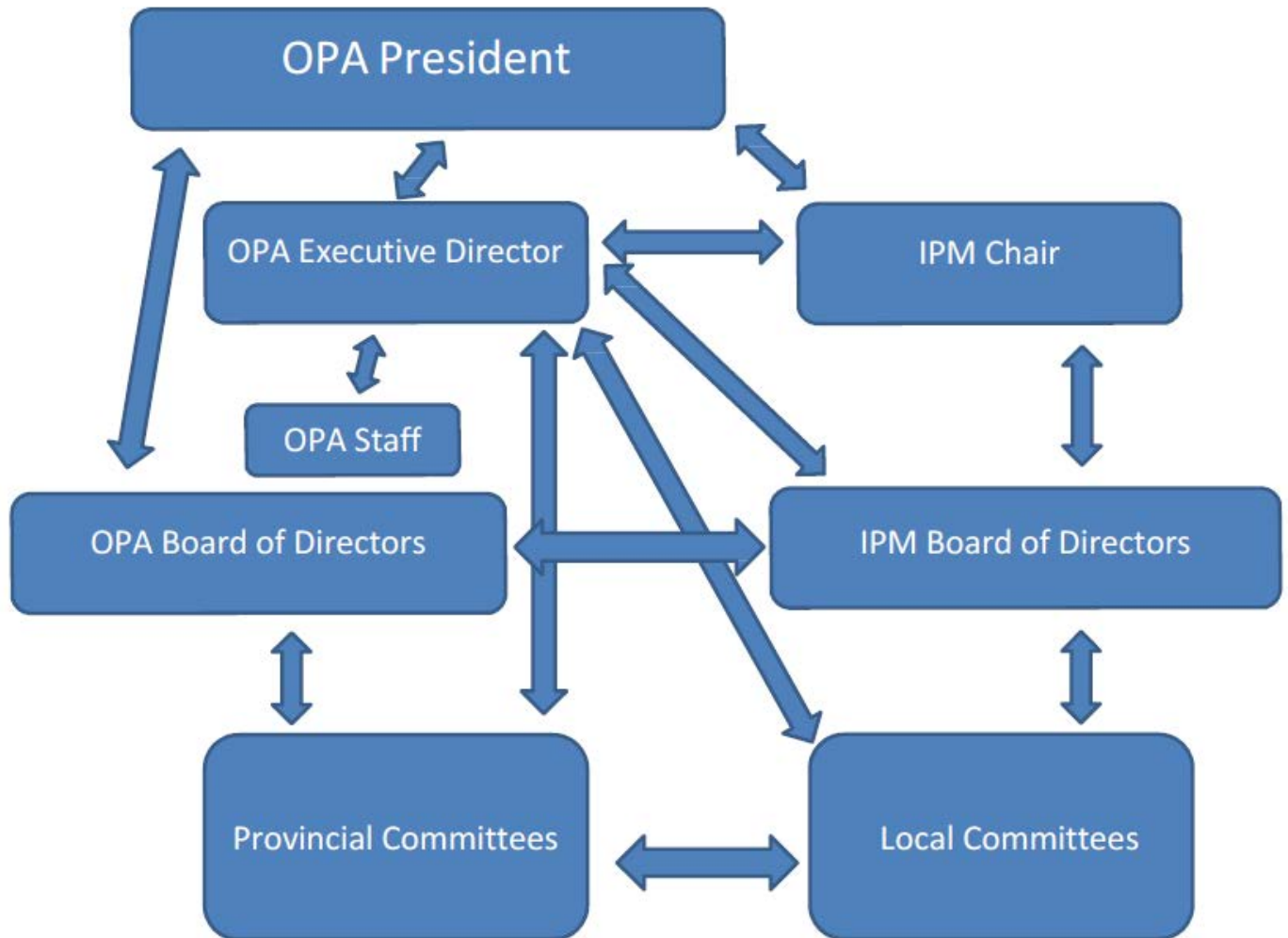
Local Committee (Volunteers & Staff)

+

Provincial Committee (Volunteers & Staff)



Structure



The Hosting Agreement

- * A legal document called “The Hosting Agreement” fully defines the responsibilities of both the Local Organizing Committee and the Ontario Plowmen’s Association (Provincial Committee).
- * It also states the terms for the division of the event profits. The Local Organizing Committee will receive a minimum of 50% of the profits which will be donated to charities and not-for-profit organizations within their community.



The Local Committee

- * One of the first steps will be to incorporate the “2025 International Plowing Match and Rural Expo Local Committee”
- * The 2025 Local Committee Board of Directors will consist of Co-Chairs, nine (9) Directors and a non-voting Secretary and Treasurer
- * Niagara Region agricultural leaders and members of local Plowmen’s Associations will be recruited.



The Local Committee

- * Directors will be responsible for a series of organizational committees (40 to 50)
- * Volunteer recruitment events will be held throughout the Region and will welcome residents of all ages and interests. Approximately 100 people attended our 1st Volunteer Recruitment Day in January.
- * Committees will work from well-defined guidelines, have an opportunity to attend IPM 2024 in Lindsay and be able to participate in workshops led by past local & provincial committee members



Local Plowmen's Association

- * The Niagara North Lincoln and Niagara North Caistor Plowmen's Associations are part of a provincial network of six zones with 44 Branches
- * Plowmen's Association members will be leaders in the fundamental planning of the Plowing Competition, as well as volunteering for other committees



Volunteers – the Life of the IPM



Volunteers – the Life of the IPM

- * Volunteers are the key to the success of each IPM
 - * Co-Chairs, Ron Murre and Renate McGillivray, have been planning and building a strong foundation for the 2024 IPM
 - * The Board of Directors has started meeting and is developing a group of committees that will work closely with OPA
 - * OPA Past President Melvin Switzer has provided important information and guidance and has agreed to continue this mentoring role



Legacy

In addition to the financial legacy outlined hosting agreement:

- * Volunteers who take the opportunity to be involved in the IPM will be rewarded with lasting friendships, community pride and perhaps most of all, a leadership legacy.
- * IPM volunteers have opportunities to further develop leadership skills which after the IPM enhance their roles in community volunteerism, their chosen careers and government.



IPM and Host Municipalities and the Region

- * There are two distinct components to this partnership
 - * 1) In-kind sponsorships and perhaps cash sponsorship (or start up loan)
 - * 2) Showcase Display



1) In-kind Sponsorship

Public Works - Region and/or Municipalities

- * Possible access into fields --- culverts
- * Assistance in installing & removing event-owned snow fence
- * Disposal of grey water and black water
- * Assistance in securing disposal services for garbage & recycling

Health Unit

- * Confirm requirements & provide necessary forms
- * Inspections prior to opening and periodic inspections during event



1) In-kind Sponsorship

Building Department

- * Confirm requirements and provide necessary forms
- * Permits
- * Inspections prior to opening and periodic inspections during event

Fire Department

- * Inspections
- * Emergency Calls

Paramedics

- * To be determined based on based on availability of services



1) In-kind Sponsorship

Site Protection

- * Paid duty officers on the event sites (private security companies are traditionally hired as well)

Signage

- * Permission to erect site signs on the farm properties
- * Permission to erect directional signs immediately prior to the event
- * Invitation to the Region and Municipalities to erect IPM welcome signs throughout the area



1) Cash Sponsorship

- * Traditionally, the Host Municipality offers a loan to the Local Committee of an IPM
- * These funds are used as start-up funds, and in particular for items like the printing of the souvenir cookbook and establishing inventory of IPM promotional items
- * It is always recommended that any loan be paid to the Local Committee in installments



2) Showcase Display

- * As large or small as you choose
- * IPM encourages you to keep it simple and reasonably priced (some previous IPMs have spent too much in dollars and staff manpower)
- * This host community has much to showcase and will experience a significant return on investment for years to come
- * You need not repeat what other Regions/Counties have done --- in fact, we urge you to 'right size' the County Showcase



Remember, it is “Five Days in a Farmer’s Field”

The IPM Does Not Need

- * Road re-construction
- * Extra grass cutting on roads surrounding the IPM Site
- * Engineering services for water lines, etc.
- * Excessive Staff time



What we're asking for today

- * A motion in support of hosting the 2025 IPM
- * Commitment to in-kind sponsorship
- * If desired, participation through a County Showcase display



Hosting The IPM: An Opportunity To Showcase Your Community

