

**DATE:** April 14, 2025

**REPORT NO:** CS-01-2025

**SUBJECT:** **International Plowing Match Support Opportunities**

**CONTACT:** Cynthia Summers, Director of Community and Protective Services

**OVERVIEW:**

- Council requested that Administration prepare a report in regard to the scope of the municipal financial support requested by the International Plowing Match (“IPM”); and to explore potential economic benefits, as well as partnerships with local organizations to encourage attendees to support local businesses. This report provides an overview of both the “in-kind” support and financial support of \$15,000 that has been requested of West Lincoln by the IPM and the associated financial implications, with a recommendation by the administration that Council approve the financial support and “in-kind” services requested in support of this event. Furthermore, this report provides an overview of the efforts to be taken by the administration to assess potential benefits and partnerships with the aim of encouraging attendees to support the West Lincoln community

**RECOMMENDATION:**

1. That, Recommendation Report CS-01-2025 titled “International Plowing Match Support Opportunities” dated April 14, 2025 be received; and,
2. That, Administration be authorized to provide the in-kind supports not exceeding a value of \$40,000, to be funded through a Transfer from the Contingency Reserve as required, as outlined in this report for the IPM 2025 local committee; and,
3. That, Administration continue to investigate potential benefits and partnerships to encourage attendees to support the West Lincoln community; and,
4. That, Council approve a \$15,000 sponsorship donation to the IPM 2025 local committee, to be funded through a Transfer from the Contingency Reserve; and,
5. That, Council hereby declares the 2025 International Plowing Match occurring on September 16th to September 20<sup>th</sup> 2025 At 7402 Mud Street West, Grassie Ontario a Special Event with municipal significance in order to receive a Special Events Permit from the Alcohol and Gaming Commission.

**ALIGNMENT TO STRATEGIC PLAN:**

**Theme #1**

- **BUILD** – a safe, connected, caring and active community.

**Theme #3**

- **ENRICH** – our strong agricultural legacy

**BACKGROUND:**

At the March 17, 2025 Community Services committee meeting, Council passed the following resolution:

That, Administration be directed to prepare a report for the next Growth & Sustainability Committee Meeting, in regards to the scope of the Municipal financial support for the International Plowing Match; and, that, administration explore potential economic benefits, as well as partnerships with local organizations to encourage attendees to support local businesses.”

The 2025 IPM will be held in West Lincoln from September 16, 2025 to September 20, 2025. Events will be held daily from 8:30 am to 5 pm and will accommodate both daily and over-night events with many visitors staying in the RV campground onsite. The IPM is the largest outdoor event of its kind in North America and is estimated to bring 70,000 people to the West Lincoln area.

In order to host such a large event, the IPM organizers have approached the municipalities of West Lincoln, Lincoln and Grimsby to provide in-kind services. This report describes the monetary contribution and in-kind services requested by the IPM of West Lincoln and the estimated costs of providing such services.

**CURRENT SITUATION:**

Based on information currently available, Administration has assessed and calculated the value of the monetary and in-kind requests made by the IPM and has estimated that the combined costs to West Lincoln are approximately \$46,500. However, given some items still remain unknown at this time (as discussed below), Administration recommends approval from Council for the total value of monetary and in-kind requests not exceeding an upward value limit of \$55,000. A breakdown of the estimated and known costs to date are broken down by division below.

**IPM Sponsorship Donation**

<b>Financial donation of \$15,000 from West Lincoln</b>
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\*Note that the Townships of Grimsby and Lincoln have also each committed to contributing \$15,000 as a sponsorship donation.

**IPM In-Kind Services – Operations Department**

<b>IPM Request</b>	<b>Unit</b>	<b>Cost</b>
Install and remove 40' x 15" culvert on SGR 10	Lump sum	\$2200
Other misc. culvert installations/removals on private property for on-site traffic management	Each (currently expected to need one or less culvert)	\$1800
Road Occupancy Permits	One road occupancy permit	\$110
Entrance Permits	One driveway entrance	\$160
Supply and Install barricades/barrels	2 truck drivers plus one pickup for 2 days (regular working hours)	\$2500
To cover West Lincoln's 1/3 share of the cost associated with hiring a 3 <sup>rd</sup> party water system operator to commission the temporary water system and undertake daily water quality samples*	Cost proposal/estimate still to be received (shared equally, 1/3 <sup>rd</sup> each between West Lincoln, Grimsby and Lincoln	\$5,000
	<b>TOTAL ESTIMATED IN-KIND SERVICES (rounded)</b>	<b>\$12,000 (rounded up)</b>

The request for the Operation's Department potential in-kind services related to the International Plow Match, including the installation of culverts, barricades for traffic management, the cost of permit fees, and the provision to commission and sample the temporary private potable water system, is anticipated to be accommodated within the approved 2025 operations budget.

\*The provision of commissioning and sampling the temporary potable water system requires further examination to assess the type of potable water system being used at the event. There is potential risk and liability in having Township staff manage a temporary private water system. As an alternative, the Administration is investigating

the option of engaging a third-party water system operator: a cost that will be shared between West Lincoln, Grimsby, and Lincoln. This alternative has been explored with Grimsby and Lincoln, with all parties expressing interest in this option, which is expected to cost approximately \$15,000 total. The IPM 2025 local committee is now exploring this option. It is anticipated that there are sufficient funds in the annual water operations budget to cover the Township’s \$5,000 portion (estimate) of this service.

**IPM In-Kind Services – Growth and Sustainability Department**

IPM Request		Cost
Permit and Inspection Fees	Estimated total value of Building and Septic Permit Fees	<b>\$5000 to \$8000</b>  (depending on volume of tents and their locations)
	<b>TOTAL ESTIMATED IN-KIND SERVICES</b>	<b>\$8000</b>

Administration is awaiting further details from the IPM to appropriately assess the value of permit and inspection fees. For the purposes of this analysis, Administration used the upward limit of \$8,000 in assessing the in-kind costs

**IPM In-Kind Services – Fire and Emergency Services**

IPM Request		Cost
Free prevention inspections for all tents erected		\$302
Review of Safety Plan for the West Niagara Agricultural Society		\$152
Four on-site fire personnel for four days subject to availability of volunteer Firefighters to provide on-site first response for fire response or first aid	Cost per Firefighter - \$30.86 x 8 hr x 4 days = \$987.52 Cost per Lieutenant - \$37.44 x 8 hr x 4 days = \$1198.08 Cost per Captain - \$38.63 x 8 hr x 4 days = \$1236.16	\$4944.64 (based on highest value – 4 captains)
Staffing in-town to respond to routine emergency calls during the IPM	1 Captain and 2 Firefighters on station duty for 8 hr per day for 4 days	\$3211.20
Equipment and Apparatus Deployment	Squad truck @ 1 hr for travel/day Current MTO rates \$559.86 x 4hr.* This rate is used to be	\$2239.44

	consistent with Grimsby and Lincoln	
	Portable extinguishers, rescue equipment, automatic external defibrillators, and medical supplies	\$500.00
<b>TOTAL ESTIMATED IN-KIND SERVICES</b>		<b>\$11,500 (rounded up)</b>

**IPM In-Kind Total Request for West Lincoln**

**TOTAL ESTIMATED VALUE OF IN-KIND REQUESTS BY THE IPM FOR WEST LINCOLN IS \$31,500**

All staff compensation for time spent on the IPM will be covered within the existing Township departmental operating budgets and will not represent an additional or unbudgeted cost.

**International Ploughing Match and Potential Benefits and Partnerships to encourage support of the West Lincoln community**

Administration is committed to investigating potential opportunities for the IPM to develop partnerships and encourage support of the West Lincoln community. The Community and Protective Services division, through the Recreation Division will be hosting a few events at the West Lincoln Community Centre to encourage visitors to tour our facility and become acquainted with our resources. Recreation will be hosting a series of line dances, corn roasts, pickle ball drop ins and a public skating opportunities with a farm/country theme. Administration will also be investigating the possibility of partnering with a local farmer(s) to provide corn, with refreshments provided by a local vendor. During these events, the administration will collect donations for a local West Lincoln charity.

Administration is also proposing to connect further with the West Lincoln agricultural community and other community members to investigate further potential partnerships and opportunities to enhance potential economic outcomes and to increase the profile of the Township of West Lincoln.

**POTENTIAL ECONOMIC BENEFITS**

The potential economic benefits of the IPM to West Lincoln is unknown at this time however the influx of 70,000 people into West Lincoln will benefit local business with transportation linkages between the Agricultural Society lands and Smithville. It also represents an opportunity to help showcase West Lincoln’s agricultural roots and practices.

**FINANCIAL IPMLICATIONS:**

Based on information currently available, Administration has assessed the value of the monetary and in-kind requests made by the IPM and has estimated that the combined

costs, known as of date, to the Township are \$46,500. However, given some details and costs still remain unknown at this time, Administration is requesting approval from Council for the total value of monetary and in-kind requests not exceeding an upward limit of \$55,000. This consists of in-kind supports not to exceed a value of \$40,000 and a \$15,000 sponsorship donation to the IPM 2025 local committee. If Council wishes to approve the request, these Township contributions to the IPM would be funded through a transfer from the Contingency Reserve, as required.

The Contingency Reserve was established to fund tax revenue shortfalls and one-time operating expenditures. Given the IPM request is considered to be a one-time expenditure, this Reserve is the appropriate funding source for this request.

Administration anticipates the majority of costs associated with the in-kind requests will be covered within existing departmental operating budgets. However, in the event that the costs exceed the available budget, there will be an opportunity to offset these costs by funding through the Contingency Reserve.

**INTER-DEPARTMENTAL COMMENTS:**

This report has been reviewed by the Director of Corporate Services/Chief Financial Officer, the Director of Infrastructure, the Director of Growth and Sustainability, the Director of Legal and Legislative Services and the Chief Administrative Officer.

**CONCLUSION:**

Administration recommends Council approve the provision of a monetary contribution for the IPM of \$15,000 and in-kind requests valued at an upward limit of \$40,000, for a total maximum contribution valued at \$55,000.

Having worked closely with the IPM committee and the townships of Grimsby and Lincoln this appears to be an accurate reflection of costs. That said as the local IPM committee continues to develop its programming for the event there may be some variations in the amounts cited in this report. Going forward, should the value of in-kind costs exceed the upward limit of \$40,000, Administration will bring a report to Council to seek guidance and further approval as required. Administration also seeks approval of Council to continue to explore potential benefits and partnerships to encourage support of the West Lincoln community. The Director of Community and Protective Services will provide updates to Council on future progress.

**Prepared & Submitted by:**

**Approved by:**

**Cynthia Summers  
Director of Community and**

**Truper McBride  
CAO**

## **Protective Services**