



Committee of the Whole Report

Report Number:	ED2025-004
Meeting Date:	April 8, 2025
Title:	2024 International Plowing Match and Rural Expo Municipal Summary Report
Description:	Summary of municipal support and activities related to the 2024 International Plowing Match and Rural Expo
Author and Title:	Kelly Maloney, Economic Development Officer - Agriculture

Recommendations:

That Report ED2025-004, **2024 International Plowing Match and Rural Expo Municipal Summary Report**, be received; and

That the following fees charged per By-Law 2018-234, being a By-law to Establish and Require Payment of Fees for Information, Services, Activities and Use of City Property in The City of Kawartha Lakes (known as the Consolidated Fees By-law), relating to the International Plowing Match and Rural Expo, be waived:

- \$432.25 of water/wastewater consumption (per By-Law 2021-162 - Being a By-law to Regulate Water and Wastewater Services in the City of Kawartha Lakes);
- \$1,235.25 charged for waste removal and \$187.96 charged for septic removal (per By-Law 2024-235 - A By-Law for Collection and Management of Waste and Recyclables Within the City of Kawartha Lakes); and

That this recommendation be brought forward to Council for consideration at the next Regular Council Meeting.

Department Head: _____

Financial/Legal/HR/Other: _____

Chief Administrative Officer: _____

Background:

The International Plowing Match and Rural Expo (IPM) is an annual event of the Ontario Plowman's Association (OPA). It moves amongst counties and is hosted in partnership with an organization of local volunteers. Kawartha Lakes was selected to host the 2020 IPM.

At the Council Meeting of November 26, 2019, Council adopted the following resolution:

CR2019-671

Moved By Councillor O'Reilly

Seconded By Councillor Ashmore

That Decision Unit Identifier Number 201, 2020 International Plowing Match in the amount of \$100,000.00, be added to the 2020 Special Projects Budget, and requests confirmation of requirements from the organizers.

Carried

The pandemic postponed the 2020 event, and in April 2023 the OPA announced the 2024 IPM be held from October 1 to October 5, 2024 at the Lindsay fairgrounds.

The OPA and local volunteers presented the event plans and requested in-kind support at the May 9, 2023 Committee of the Whole meeting. Additionally, an interest free loan was requested to allow for start-up promotional activities. The Committee recommended the following to Council:

CW2023-146

Moved By Councillor Smeaton

Seconded By Councillor Ashmore

That the presentation by Bob Armstrong, Local Chair for the 2024 International Plowing Match, and Cathy Lasby, Executive Director for the Ontario Plowmen's Association, regarding the 2024 International Plowing Match and Rural Expo, be received; and

That this recommendation be brought forward to Council for consideration at the next Regular Council Meeting.

Carried

At the meeting of May 23, 2023 Council adopted the above-noted recommendations.

Local volunteers of the 2024 IPM formed a not-for-profit corporation, the 2024 International Plowing Match & Rural Expo Local Committee Inc. (2024 IPM Local Committee). In August 2023, an interest free loan from the municipality of \$35,000 was requested and provided, and subsequently fully repaid in March 2025.

This report provides an overview of the 2024 International Plowing Match and the municipal contribution.

Rationale:

The 2024 International Plowing Match and Rural Expo was held from October 1 to 5, 2024 at the Lindsay fairgrounds. The event attracted over 51,000 attendees from the region, across Ontario and beyond.

Staff supported the OPA in planning and executing the 2024 IPM. The long-lasting reputation of the City of Kawartha Lakes (CKL) as a host municipality will be a positive one.

The CKL contributed to the event in two ways:

- In-kind event support, and
- Delivery of a municipal display: the Showcase Kawartha Lakes.

The May 9, 2023 presentation to the Committee of the Whole by the OPA included several in-kind requests to support the planning and execution of the 2024 IPM (Appendix A). The following outlines the request and resulting support provided.

Personnel:

Councillor members and staff attended several IPM planning meetings and events. The Economic Development Officer - Agriculture acted as the official staff Liaison with the OPA and IPM Local Committee. Connections were made by the Liaison with the departments and service organizations noted in this report. Communications and meetings were facilitated between the organizers and the departments to determine the required event support and how to deliver on the in-kind support. The Economic Development Officer – Agriculture was appointed to coordinate the municipal display. A contract position was created as backfill support to cover the duties of the Economic Development – Agriculture for thirteen weeks.

Bus Transportation:

To reduce traffic impacts by Lindsay residents travelling to the IPM, the OPA requested a Lindsay Transit Bus Stop be created to the Tented City entrance. The Lindsay Red Transit Route was extended to stop at the Lindsay Fairgrounds. This route extension was positively received, and plans are active to permanently extend the Red Route to include a stop at the Lindsay fairgrounds. Five hundred transit passes were provided to RV Park residents to encourage use of transit. Transit service extensions were made from 7:00am to 10:00pm for the event.

Building Permits for Tents & Bleachers:

The OPA requested that permits required for tents and bleachers be placed under one Building Permit. This request was accommodated. The OPA collected the required details for the tents and for exhibitors. 20 large tents triggered the requirement for permitting. Some improvements in communications to exhibitors by the OPA regarding the tent types requiring a permitting application will help reduce the filings and save time for the municipality. Building and Fire Inspectors conducted on-site inspections of the structures prior to opening the event as per normal permitting activities.

Emergency Services:

Local emergency services including Kawartha Lakes Fire Services, Kawartha Lakes Police Service, Kawartha Lakes Paramedic Services and the Kawartha Lakes Detachment of the Ontario Provincial Police (OPP) were engaged through event planning meetings, together with representatives from the IPM Local Emergency, Medical, Parking and Traffic Committees.

Fire Services:

Due to the proximity of Tented City to local Fire Stations, the OPA noted that they would not require Fire Services to be stationed on site. Fire Prevention Officers were on-site conducting inspections for building permits and refreshment vehicle permits prior to opening and during the event for follow-up and general monitoring.

Paramedic Services:

The same proximity notation was initially made by the OPA for Paramedic Services at the outset of planning, the Paramedic Services were stationed in a tent within the outdoor exhibitor area. Specialized off-road equipment was rented from the County of Peterborough to be prepared for service needs in fields and event areas where full size equipment would not be as useful. An event IPM Emergency Plan was adapted by the

CKL Fire Services from existing plans at the Lindsay fairgrounds. An Emergency Medical Plan was adapted by the CKL Paramedic Services to the 2024 event needs.

Transportation Management:

A Transportation Management Plan was created through efforts between the IPM Local Committee through the City's IPM Liaison and representation from the supporting emergency services, Public Works, and with Ministry of Transportation (MTO) representatives.

Kawartha Lakes Detachment of the Ontario Provincial Police:

As per the Ministry of Transportation approved Transportation Management Plan, the Kawartha Lakes Detachment of the OPP provided traffic control at two locations along Highway 7 including at Lindsay Street South and Angeline Street South. In addition, a Rapid Response team was available to address any road incidents and keeping the lanes free for good traffic flow, as well as to provide relief for breaks at the traffic control points.

Kawartha Lakes Police Services:

As per the Transportation Management Plan, the Kawartha Lakes Police Service (KLPS) provided traffic control at three points along Angeline Street South: at the exhibitor entrance to the Lindsay fairgrounds, the RV park entrance and to the parking lots. KLPS worked with the IPM Local Traffic Committee to provide smooth entry and exit to the Tented City for personal vehicles, RV's and tractor and wagon shuttles to and from the entry gates from Parking.

Security:

The IPM Local Committee hired private security to provide service to the Tented City. On Opening Day, when the Premier and several Members of Provincial Parliament were in attendance, the Premier's dedicated OPP team provided additional security surrounding their participation.

Public Works - Lindsay Area Roads:

Roads Operations provided support in the development of the Traffic Management Plan and Road Signage Placement Plan. MTO Contractors placed directional signs on provincial highways, while Roads staff placed required signs on municipal roads.

Municipal 911 Signs:

The OPA requested temporary 911 numbers be created for the entrances used in public promotion of and directions to the event. A CKL Farm911 program was launched to coincide with the IPM event, and a number created for the farm field entrance to parking.

Fencing:

The IPM typically occurs in vacant farm fields, therefore, the OPA originally requested municipal assistance in erecting snow fences around entry areas and to contain the Tented City and RV park areas. With this fencing at the Lindsay fairgrounds, the Local Committee withdrew the request as the fencing tasks were insignificant to warrant the need for assistance.

Field Entrances and Culverts:

The OPA requested assistance with the upgrading of up to 10 field entrances and culverts to accommodate the various needs for those points of access. However, the planning committees determined that only one entrance upgrade was required. It was completed by PW-Roads staff.

Signage:

The OPA requested the waiving of signage permit fees, however no sign permit applications were made. A small handful of signs were placed by the OPA and IPM Local Committee on private lands where permits were not required. The directional road signs were managed through Roads Operations.

Solid Waste - Garbage and Recycling:

The OPA requested the waiving of tipping fees for solid waste and septage from portable toilets and RVs at the Tented City, RV park, parking fields and plowing field. There were 9,150 kg of waste and 8,280 kg of septage delivered by the contractors servicing the event.

Refreshment Vehicle Licencing & Fees:

The OPA requested that an exception be made for Refreshment Vehicle Licencing and Fees. The Manager of Municipal Law Enforcement and Licencing (MLEL) exercised provisions within By-Law 2021-158 a By-law to licence, regulate and govern Refreshment Vehicle Businesses in CKL, to designate the 2024 IPM as a Special Community Event and waived the Temporary Licence Fee.

A Temporary Licence was required for the 'food truck' operators. The MLEL office processed 17 applications for Temporary Refreshment Vehicle Licences.

Transient Trader Licences & Fees:

The OPA requested that Transient Trader Licencing requirements be waived for exhibitors. The Kawartha Lakes By-law 2016-210, a By-Law to Licence, Regulate and Govern Transient Trader Businesses in Kawartha Lakes allows for a non-profit agricultural society or organization to not require a Licence as a Transient Trader. The OPA and the 2024 IPM Local Committee are not-for-profit organizations and were not required to obtain licences.

Variance for Antiques Building on Fairgrounds:

A request was made to seek a temporary public occupancy use of the Quonset style Antiques building at the Lindsay fairgrounds. However, the organizers determined that the building would not be used.

Water and Wastewater:

The OPA requested to waive the costs of extra water usage in the Tented City and RV park. The RV Park was connected to a municipal water supply from a nearby hydrant. The Lindsay fairgrounds have an existing municipal water supply. A bill of credit for water and sewer was applied for water at the Lindsay fairgrounds as estimated usage during the event.

Wood Chips/Mulch:

A supply of wood chips and mulch was requested by the OPA in case of weather issues and for landscaping within the Tented City and the RV park. It was determined that the Lindsay fairgrounds had sufficient wood chips and mulch.

Communications:

The municipality provided expertise in sharing of public notices and calls to action from the IPM Local Committee and OPA. These included invitations to volunteers, exhibitors, sponsor, and various activities, as well as to the event itself. Press releases, social media and newsletter posts were used to spread the word about the event. Due to vacancies within both the OPA and the IPM Local Committee for the Director of Communications, the municipal Communications team provided additional communications supports.

Financial Partnership Request - Celebration of Excellence:

The IPM Local Committee requested and received, sponsorship from CKL for the Celebration of Excellence banquet. This appreciation and awards event at the Lindsay Armoury was well attended.

Municipal Display – Showcase Kawartha Lakes:

Traditionally, the host municipality provides a display within the tented city to aid attendees to become familiar with the region they are visiting, or for the residents, to get to know more about their home. Economic Development led the municipal display, Showcase Kawartha Lakes (Appendix B), within the Tented City. A tourism survey, conducted within the Showcase, of 455 attendees identified that 31% of attendees were local, and 97% were from Canada. Forty-two percent of visitors would stay overnight averaging five nights.

The Showcase included a variety of components to give attendees a sense of Kawartha Lakes from a community, business, social, and environmental perspective. Multiple community partners, businesses, not-for-profit organizations and individuals were engaged to bring the Showcase to life with a central water feature, trees and vegetation, visual displays, interactive activities, entertainment, food sampling and other experiences.

The Economic Development team, Communications staff, and staff from the Kawartha Region Conservation Authority (KRCA) partnered in planning and delivering the Showcase. Fifty percent funding for design of the Showcase layout was provided by the Partnership Allocation Program offered by the Regional Tourism Organization 8.

Beyond the natural environments surrounding the water, the showcase also represented forests, agricultural lands, culture and heritage spaces, a 'main street', manufacturing, innovation and business zone, and an entertainment stage. To deliver a 'fiscally responsible wow' many of the items within the Showcase were borrowed or donated where possible.

With an accessible layout, attendees flowed throughout the exhibit with ease and engaged with representatives from staff, programs and communities across Kawartha Lakes. It was an inviting space where visitors a multi-sensory experience of the many vignettes throughout the space. Visitors left with a sense of what Kawartha Lakes offers to visit and experience.

With strong partnerships and participation by 30 organizations and businesses including five Chambers of Commerce and BIA organizations, many developed new materials, displays, and refreshed tourism attraction collaborations. Key strengths of the collaboration were recognised in the ability to reach visitors and support them in exploring across the community.

At a wrap-up meeting of the Showcase Kawartha Lakes planning team, the team noted the growth of strong partnerships, and new and lasting relationships between organizations. It was an undertaking that involved people and organizations coming together as a community to show off our community.

Other Alternatives Considered:

No other alternatives were considered.

Alignment to Strategic Priorities

This report addresses the Good Government pillar in Goal 3 to Build a collaborative, supportive, inclusive and equitable community by enhancing communications, public education and engagement opportunities, and by collaborating with other community builders, partners and institutions.

Within the Vibrant and Growing Economy pillar, this event addresses Goal 1, to build economic development initiatives to support and expand existing businesses, attract new businesses and expand local employment opportunities, by promoting Kawartha Lakes as a Tourism destination. Additionally, the event attracted hundreds of agri-businesses and thousands of agricultural sector attendees to our community for a chance to see first-hand how they could find a good fit in Kawartha Lakes.

Goals of a Healthy Environment were directly addressed within the Showcase Kawartha Lakes with numerous displays and activities focus on educating the attendees of ways to be more environmentally sustainable.

Financial/Operation Impacts:

In 2020 Council approved a Special Project (921203701) be created for the International Plowing Match (IPM) with an estimated budget of \$100,000.

An additional \$35,000 was transferred to the IPM committee for start-up costs in 2023 with the understanding that this was a loan from the City. This is illustrated below with the original budget and the \$35,000 from the IPM committee. Total expenses of \$210,279 were incurred in the IPM Special Project, which resulted in a deficit of \$75,279, (after recovery of the \$35,000 loan from the IPM Committee). This special project was closed in CORP2025-007 Q4 Capital Close and the deficit was financed by the Special Project Reserve, as approved by Council on March 18, 2025. (CR2025-079).

Special Project Description (921203701)	Original Project Budget	Total Expenses	Recovery from IPM Committee for Start- up Loan	Project Balance
International Plowing Match(IPM)	\$ 100,000	\$ (210,279)	\$ 35,000	\$ (75,279)

The \$210,279 included the Evening of Excellence banquet sponsorship, the initial loan to the IPM, the Showcase Kawartha Lakes, as well as some in-kind requests allocated to the project. The in-kind expenses represent KLPS and OPP paid duty, paramedic services and other City supports.

In addition to the above Special Project, there were also costs incorporated into various 2024 Department operating budgets. In-Kind work by departments was completed within existing programming and/or operating budgets and involved Roads Operations, Water and Wastewater, Solid Waste, Lindsay Transit, Municipal Law Enforcement and Licencing, Building and Septic, Fire Prevention, Parks, Communications and Economic Development.

Fees Waived and Credited:

CKL provided relief for the Water and Sewer billing at the Lindsay fairgrounds. A credit of \$432.25 was provided for the estimated usage related to the event.

The landfill tipping fees of \$1,235.25 for 9150kg of waste and \$187.96 for 8280kg of septage were waived.

Refreshment Vehicle Temporary License fees were waived for 17 food trucks licences with a value of \$8,092.

Staff Time:

Staff time towards the Showcase Kawartha Lakes municipal display (set up, take down, and during the event) = 1,428 hours.

Staff time towards the in-kind IPM event support = 239 hours.

A dedicated staff liaison, Economic Development Officer – Agriculture, was assigned to support the IPM event and lead the Showcase Kawartha Lakes municipal display. An additional contract Staff support was hired for 13 weeks to backfill the EDO-Agriculture role.

Consultations:

Chief Administrative Officer
Director of Corporate Services
Treasurer
Chief and Deputy Chief Fire Service
District Chief Mariposa Fire Service
Fire Prevention Officer
Public Educator, Fire Service
Chief of Paramedic Service
Deputy Chief, Operations, Paramedic Service
Manager, Fleet Services
Supervisor, Transit Services
Chief Building Official
Detachment Commander Ontario Provincial Police
Chief and Deputy Chief Kawartha Lakes Police Services
Manager, Roads Operations Lindsay
Manager, Waste Management
Waste Reduction Coordinator
Deputy Mayor
Director, Development Services
Manager, Municipal Law Enforcement and Licensing
Municipal Law and Licensing Clerk
Manager and Supervisor, Water and Wastewater Operations
Manager, Communications, Advertising and Marketing
Manager, Parks, Recreation and Culture
Supervisor, Forestry and Horticulture Operations

Attachments:

Appendix A – 2024 International Plowing Match and Rural Expo In-Kind Requests



ED2025-004
Appendix A

Appendix B – Showcase Kawartha Lakes Report



ED2025-004
Appendix B

Department Head email: ibarrie@kawarthalakes.ca

Department Head: Leah Barrie, Director of Development Services