



TOWNSHIP OF NORTH HURON

REPORT

Item No.

REPORT TO: Reeve Vincent and Members of Council
PREPARED BY: Connie Goodall, Economic Development Officer
Pat Newson, Director of Recreation and Facilities
DATE: 04/07/2017
SUBJECT: International Plowing Match North Huron Update
ATTACHMENTS:

RECOMMENDATION:

THAT the Council of the Township of North Huron hereby approves 20 days of staff time as in-kind support to the IPM being held September 19-23, 2017.

EXECUTIVE SUMMARY

The International Plowing Match (IPM) is being held between September 19-23, in Walton. Huron County has coordinated municipal involvement in the Expo and has reached out requesting municipal support for the event. This report is an update on North Huron's plan for the Expo and summary of support requested.

DISCUSSION

There are three categories of requests from Huron County as part of the IPM. Support at the front gate, support for Public Works services, and North Huron's Expo as part of the Huron County tent at the IPM.

Front Gate Support

Huron County requires competent volunteers to work the front gates. They have requested that each municipality provide one person for each day of the event to work at the front gate. These staff will be competent in cash handling procedures. Total request of 5 days of in-kind staff support.

Public Works Support

There is a separate report submitted by Public Works.

North Huron Expo

Huron County has organized a space for each of the lower tier municipalities to be part of the Huron County Expo Tent. Each municipality will be housed in their own barn inside a large tent; an opportunity to feature their municipality. A committee of staff have been working on the plan for the past three months, and interacting with Huron County organizers. On June 27 staff visited Clinton to view a sample barn to further visualize the plan.

Each municipality is encouraged to feature three themes: a local character, the natural environment, and Arts and Culture. North Huron's focus will be: Alice Munro Country, the trails and rivers in North Huron, and the Blyth Festival as our three themes. Inside the barn, staff are planning an interactive activity that will draw patrons to our barn for a memorable experience at the North Huron barn. There are giveaways and handouts planned from North Huron. The County

had suggested that 25,000 would be required to hand out each visitor an item. This number is not possible given the budget, so staff have selected to supply some give-aways each day, and by participating in the interactive activity patrons a chance to win a prize. The inside of the barn will be decorated in the themes, and celebrating North Huron, while creating a unique and memorable experience for visitors.

Huron County is recommending that the Expo have 3 staff dedicated to manning the barn each day, for a total of 15 staff days of in-kind support.

FINANCIAL IMPACT

In the Economic Development Budget, \$5,000 was set aside for the IPM budget for the Expo. The following are approximate cost breakdowns:

Item	Budget Cost
Staff Parking Passes	\$300
Giveaways and Prizes	\$1,030
Interactive Activity	\$700
Staff T-shirts	\$350
Handouts (paper brochure)	\$2,000
Theme decorations for barn	\$600
Total	\$4,980

FUTURE CONSIDERATIONS

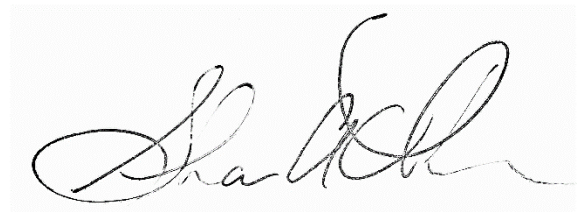
Council will need to consider and discuss their role at the IPM North Huron Expo. Do they wish to be part of the volunteer work schedule (a full day) or visit if available during the event? Feedback to the committee is requested.

RELATIONSHIP TO STRATEGIC PLAN

Our community is attractive and welcoming to new businesses and Residents.



Pat Newson, Director of Recreation and Facilities



Sharon Chambers, CAO

Connie Goodall

Connie Goodall, Economic Development Officer