



**Corporation of the Municipality of Temagami**

**Memorandum to Council**

**Memo No.**  
2019- M-121

☒ **Staff**

☒ **Committee**

**Subject:** International Plowing Match

**Agenda Date:** July 25, 2019

**Attachments:**

**RECOMMENDATION**

BE IT RESOLVED THAT Council receive Memo No. 2019-M-121 and correspondence dated July 8, 2019 from Northeastern Ontario Tourism regarding the 2019 International Plowing Match.

AND FURTHER THAT council direct staff to purchase the “Gold Partner” option at a cost of \$5,000 through Northeastern Ontario Tourism for a space in the Tourism Pavilion at the 2019 International Plowing Match.

AND FURTHER THAT Council direct staff to develop a team of 3 to create a plan for promoting our area at the plowing match.

**INFORMATION**

The 2019 edition of the International Plowing Match (IPM) is being hosted in Verner Ontario September 17-21, 2019. It is anticipated that upwards of 70,000 visitors will attend the IPM over the 5 days of the event, thus providing great, targeted exposure for our community.

Northeastern Ontario tourism partners are coordinating a significant presence at the event where they will host a Northeastern Ontario Regional Display in the form of a tourism pavilion. The members of the organizing committee have agreed that instead of promoting individual communities they would bring forth products and experiences to help elevate the Northeastern Ontario tourism brand: Outdoors, nature, attractions, dark skies, northern lights, hiking, canoeing, kayaking, motorsports, Canadian / Ontario Signature Experiences, etc.

The sole source of funding for the Regional Display is contributions from community partners. The partner contributions page is attached for more information.

The least expensive option while still being able to have display space available is \$5,000 or “the gold partner”. I believe it would be beneficial to have a presence at the event, to answer questions and promote the area.

It may also be of benefit to develop a local team to come up with a game plan to promote Temagami. What message do we want to get across, what kind of promo items would resonate with the visitors and innovative ways to interest people in the area.

**Respectfully Submitted,**  
**Sabrina Pandolfo,**  
**Deputy Treasurer**