

Report to Council

Report Title:	International Plowing Match – Preliminary Planning		
Prepared By:	Christine Brandt, Community Development Coordinator, and Sonya Watson, Chief Administrative Officer		
Department:	Economic Development		
Date:	May 13, 2025		
Report Number:	ED2025-06	File Number:	C11EC
Attachments:	IPM Communication Process		

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number ED2025-06 – International Plowing Match – Preliminary Planning, prepared by Christine Brandt, Community Development Coordinator, and Sonya Watson, Chief Administrative Officer and in doing so supports the advancement of the proposed cross-functional planning team, and Joint Steering Committee and authorizes a Terms of Reference being brought forward.

Report:

Background:

Brockton is set to welcome one of the largest agricultural events in North America—the 2026 International Plowing Match (IPM) and Rural Expo—from September 22 to 26, 2026. The event will take place at Lang Farms, located approximately five kilometers west of Walkerton. This will mark the fourth time Bruce County has hosted the IPM, following previous events in 1976, 1993, and 2008.

Organized by the Ontario Plowmen’s Association in collaboration with the Bruce County Plowmen’s Association and a Local IPM Committee, the IPM is a celebration of agriculture, agri-business, agricultural education, and rural life. Hosted annually in a different location across Ontario, the event is a significant showcase of the province’s agricultural heritage and economic contributions. With nearly 500 exhibitors, an expansive vendor marketplace, live entertainment, and a serviced RV park, the IPM draws tens of thousands of visitors and is said to generate considerable economic impact—estimated at \$30 million in host communities. In 2025, the IPM will be held in the Niagara Region, specifically in West Lincoln.

Analysis:

Hosting the 2026 IPM is a major undertaking for the Municipality of Brockton, expected to attract up to 80,000 visitors over five days. To ensure effective and efficient coordination and preparedness, Brockton is working in

close collaboration with the County of Bruce and will be working with the local IPM organizing committee, led by Gord Lang.

Key planning actions now underway include:

- Consultation with past host communities to gather insights and lessons learned.

Formation of a cross-functional municipal planning team that will include the following staff:

- Chief Administrative Officer
- Director of Operations
- Building and Planning Manager/Chief Building Official
- Recreation Programming Supervisor
- Director of Fire and Emergency Services
- Director of Legislative and Legal Services (Clerk)
- Community Development Coordinator
- Municipal Executive Coordinator

Further, a joint Steering Committee is planned between the County of Bruce, The Municipality of Brockton and the Local IPM Committee. It is proposed that Mayor Peabody, the CAO, and CDC will represent Brockton on the Joint Executive Committee alongside Bruce County staff and local IPM organizers to foster strong collaboration and transparent communication throughout the planning process. A Terms of Reference is currently being prepared for this Committee. A flow chart on the IPM Communication Channel is attached.

Financial planning and 2026 budget considerations will be a major focus of the Brockton cross-functional team. The municipal team will strive to minimize direct and in-kind costs while ensuring a high-quality experience for visitors and participants. Staff will report back regularly with updates and detailed budget information will be part of the 2026 budget planning. We are planning a joint staff delegation from Brockton and Bruce County for attendance at the 2025 IPM in Niagara Region to observe operations and gather insights that can be applied to the 2026 event.

Brockton will actively contribute to a Bruce County Showcase Area, celebrating all eight lower-tier municipalities. This exhibit will serve as a platform to promote the region’s agricultural heritage, local businesses, and rural identity.

Brockton is honoured to host this prestigious event and is committed to delivering a safe, inclusive, and memorable International Plowing Match. The municipality looks forward to showcasing its agricultural legacy and rural charm while contributing to Ontario’s vibrant agricultural future.

Strategic Action Plan Checklist:

What aspect of the Brockton Strategic Action Plan does the content/recommendations in this report help advance?		
• Recommendations help move the Municipality closer to its Vision		Yes
• Recommendations contribute to achieving Heritage, Culture, and Community		Yes
• Recommendations contribute to achieving Quality of Life		Yes
• Recommendations contribute to achieving Land Use Planning and the Natural Environment		Yes
• Recommendations contribute to achieving Economic Development		Yes

- Recommendations contribute to achieving Municipal Governance

Yes

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Christine Brandt, Community Development Coordinator



Sonya Watson, Chief Administrative Officer