A. Recommendations

THAT Council receive Staff Report CSOPS.19.091, entitled “Town of The Blue Mountains Support for the 150th Beaver Valley Fall Fair”;

AND THAT Council direct staff to include an addition to the 2020 budget in the amount of $21,400.00 to support the 150th Beaver Valley Fall Fair.

B. Overview

Town of The Blue Mountains Council recognizes the Beaver Valley Agricultural Society as the oldest organization in our community and has directed staff to work with them to celebrate their 150th Anniversary through the 2020 Beaver Valley Fall Fair.

C. Background

At the October 21st, 2019 meeting of Council, the following resolution was made:

THAT Council acknowledge and celebrate the Beaver Valley Agricultural Society being the oldest organization in our community and the Beaver Valley Fall Fair;

AND THAT the Beaver Valley Agricultural Society will be celebrating its 150th Anniversary in September 2020.

AND THAT Council direct staff to initiate discussions with the Beaver Valley Agricultural Society to consider creating a request for additional support for the 2020 Beaver Valley Fall Fair including additional financial resources from the Town to help mark this milestone:

AND THAT Council direct staff to bring forward a report outlining the request for support to be considered prior to the 2020 budget process, CARRIED.
Staff met with the Beaver Valley Agricultural Society on November 11, 2019 to initiate discussions about the resolution from Council and have since received the attached correspondence.

As noted, the Beaver Valley Agricultural Society has been an integral part of our community since 1869. Not surprisingly the Federal Department of Agriculture was only created 2 years prior in 1867.

**Economic Impact of Canadian Agriculture and Agri-Food**

Contributes over $100 billion annually to Canada’s economy.

- Apples are produced across Canada on over 17,000 hectares of land.
- Canada exports over $37 million worth of apples each year.
- Canada harvests 1,300,000 hectares of corn annually.
- In 2018, Canada produced 1.3 million tonnes of beef and veal, and is the fifth largest global exporter of beef and cattle.
- 1 in 8 jobs: Agriculture and agri-food industry employs 2.3 million Canadians.
- Horticulture, including production of fruits and vegetables, generates on average 12% ($6.7 billion) of Canada’s farm cash receipts.

**Exports**

- Canada is the fifth largest agricultural exporter in the world.
- Canada is the world’s number one producer and exporter of fresh and frozen wild blueberries.
- Canada exports 65% of its flaxseed to 53 countries.

**D. Analysis**

Staff have provided the full amount identified in the Financial Impact section of this report to support the 150th Beaver Valley Fall Fair through the 2020 budget process. Staff have broken out each of the components of the event for Council to consider if they wish to support all, some or none of the programs.

**E. The Blue Mountains Strategic Plan**

<table>
<thead>
<tr>
<th>Goal #1: Create Opportunities for Sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective #1 Retain Existing Business</td>
</tr>
<tr>
<td>Objective #2 Attract New Business</td>
</tr>
<tr>
<td>Objective #3 Promote a Diversified Economy</td>
</tr>
</tbody>
</table>
Objective #4: Support Value-Added Agriculture and Culinary Tourism
Objective #5: Improved Visibility and Local Identity

Goal #2: Engage Our Communities & Partners
Objective #1: Improve External Communication with our Constituents
Objective #3: Strengthen Partnerships

Goal #3: Support Healthy Lifestyles
Objective #1: Promote the Town as a Healthy Community

F. Environmental Impacts

Single use plastics will be considered as directed by Council:

“Phase out the sale of bottled water and the use of single-use plastic cups, straws and stir sticks at all Town-owned facilities and events by December 2019 in order to model good environmental practices;”

G. Financial Impact

- $1,500.00 OPP costs for road closure and parade detail
- $10,000.00 Fireworks
- $2,200 Stage and Sound System
- $4,500.00 Lumberjack Exhibit

For a total of $18,200.00 from Taxation

- $3,200.00 (in kind) Set-up and use of the Beaver Valley Community Centre

Total budget impact is $21,400.00.

H. In consultation with

Beaver Valley Agricultural Society

I. Public Engagement

The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. Comments regarding this report should be submitted to Ryan Gibbons, directorcs@thebluemountains.ca.
J. Attached

1. Fall Fair Request for Support Letter

Respectfully submitted,

__________________________________________
Ryan Gibbons
Director of Community Services

For more information, please contact:
Ryan Gibbons
directorcs@thebluemountains.ca
519-599-3131 extension 281
November 25, 2019

Town of The Blue Mountains
32 Mill Street  Thornbury, ON N0H 2P0
Attention: Ryan Gibbons, Director of Community Services

Re: Request for Funding

The local Beaver Valley Fall Fair is organized by the Beaver Valley Agricultural Society and is the longest running community event in The Blue Mountains. In September 2020, the Beaver Valley Fall Fair will be celebrating its 150th anniversary. To mark this historic milestone, we would like the 2020 Beaver Valley Fall Fair to include a parade, a firework display and a number of other exhibits and activities that would compliment the existing event.

The municipality of the Town of The Blue Mountains has been a generous, long time supporter of the Fall Fair, providing financial assistance, complimentary facilities rentals and staff resources. We are hoping that this support can be extended to assist the Beaver Valley Agricultural Society with the following expenses for the 2020 Beaver Valley Fall Fair:

1. Beaver Valley Community Centre Rentals
   - February 20, 2020 Fundraising Event (Large Hall + Kitchen)
   - March 26, 2020 Fundraising Event (Large Hall + Kitchen)
   - April 11, 2020 Fundraising Event (Small Hall + Kitchen)
   - September 2020 Fall Fair Event (Grounds + Full Facility)

2. OPP Policing Costs = $1,500
   - Saturday Road Closure (section of Victoria Street South)
   - Parade Escort and Traffic Control Services

3. Firework Display = $10,000

4. Stage and Sound System Rental Costs = $2,200

5. Lumberjack Exhibit = $4,500

We are extremely grateful for the support received by The Blue Mountains and we look forward to continuing to work together to make the upcoming 150th Anniversary celebrations an event to remember.

Theresa Dawn
President