



City of
Peterborough

To: **Members of the Committee of the Whole**

From: **Ken Doherty, Director of Community Services**

Meeting Date: **April 18, 2016**

Subject: **Report CSD16-008
Review of Draft Agricultural Society Strategic Plan**

Purpose

A report to receive a presentation from the project consultant on the Agricultural Society Draft Strategic Plan.

Recommendations

That Council approve the recommendations outlined in Report CSD16-008, dated April 18, 2016, of the Director of Community Services, as follows:

- a) That the presentation by Rob Hannam and Bronwynne Wilton from Synthesis Agri-Food Network on the Agricultural Society's Draft Strategic Plan be received for information;
- b) That the Peterborough Agricultural Society's Draft Strategic Plan be received for information;
- c) That Staff be authorized to provide up to \$30,000 in additional one-time funding in support of the partial or full elimination of motorized events in 2016, with the funds to be drawn from the Morrow Park Capital Project, and with the understanding that the total City contribution to the 2016 Exhibition not exceed 50 percent of the total gross revenues.

- d) That, in accordance with the Interim Agreement between the Corporation of the City of Peterborough and the Peterborough Agricultural Society, dated April 27, 2015, City staff be directed to resume negotiations for a new Transfer Agreement to be completed and approved on or before October 31, 2016.
- e) That the Mayor and Clerk be authorized to sign the Interim Agreement as amended.

Budget and Financial Implications

In keeping with the terms and conditions of the Interim Agreement, the City has provided \$50,000 to the Agricultural Society for the 2016 Exhibition. The draw of up to an additional \$30,000 from the Morrow Park Capital Project will result in an uncommitted balance of \$437,680.

In accordance with the Interim Agreement in 2015, the City provided the Agricultural Society with an \$80,000 conditional grant comprised of the following allocations; \$17,260.32 for outstanding 2014 prize money; \$4,405.52 for 2014 outstanding liabilities; a grant of \$29,167.08 conditional upon delivery of a 2015 plan of activities planned by the Society and identified third party operators and provision of copies of certified insurance; and a grant of \$29,167.08 upon receipt of the Society's Financial statements for the fiscal year ending October 31, 2015. The City has also provided a Special Grant to a maximum of \$25,000 for the development of this Strategic Plan.

Background

On January 25th, 2016, as a result of Report CSD16-004, Council received an introductory presentation from Synthesis representatives, Rob Hannam, Harry Stoddart, and Bronwynne Wilton, as an overview of their strategic planning process, timetable, and initial findings.

Representatives from the consulting team will attend the April 18 meeting to share the final draft of the Agricultural Society Strategic Plan (Appendix A). Once approved by the Agricultural Society, it shall serve as the basis for development of a new agreement between the parties.

The development of the Strategic Plan is one of the final requirements of the Terms and Conditions of the Interim Agreement approved as a result of Report CAO15-013, dated April 27th, 2015 (Appendix B).

In keeping with the direction outlined the draft Strategic Plan, the Society is currently planning for a partial if not full elimination of motorized events at the 2016 Exhibition, a

year ahead of the City's deadline. Staff is recommending one-time additional funding during this transitional year. This will help offset the potential financial risk to the Agricultural Society in moving from motorized events to other forms of major attractions.

While several of the deadlines have been pushed out to accommodate its development, City staff is confident that a new Transfer Agreement can be developed. It was originally agreed that the Strategic Plan would be completed by the end of February 2016 and that the parties would negotiate a New Agreement on or before May 31st, 2016. By mutual agreement, both parties will work towards the finalization of the Transfer Agreement on or before October 31st, 2016. Any on-going future funding to the Society will be negotiated through this process. If the Transfer Agreement is not negotiated by then, both parties will resume the arbitration process, but subject to the binding provisions of the Interim Agreement.

Submitted by,

Ken Doherty, Director
Community Services Department

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Attachments:

Appendix A
Peterborough Agricultural Society Strategic Plan Executive Summary and Peterborough Agricultural Society Strategic Plan 2016

Appendix B
Report CAO15-013, dated April 27th, 2015 (including Interim Agreement)

