



MARKHAM SPORT HALL OF FAME

Project Status Update
Presented to Development Services Committee
February 27, 2017

Draft working logo



Table of Contents

▶ Vision	3
▶ Mission & Values	4
▶ Governance	5 - 7
▶ Board of Directors	8
▶ Structure	9
▶ Accomplishments	10 - 21
▶ Community & Stakeholder Outreach	22
▶ Timelines	23 - 25
▶ Operation Assumptions	26
▶ Investment	27
▶ Risks	28
▶ Next Steps	29

MSHOF Vision

The MSHOF will exist so that the residents of Markham and visitors to Markham can value sports and the benefits and contributions sports bring and make to communities, economic development, education and healthy lifestyles.

The MSHOF will be a destination accessible to all who wish to learn and experience the outstanding athletic achievements or outstanding contributions to sport by those individuals and teams who have a connection with, and have brought recognition to, the City of Markham. Designed to be fiscally responsible and self-sustaining it will be an inspiring legacy for future generations of sport participants.

The MSHOF will be located at the Markham Pan Am Centre which in itself is a legacy of the Pan Am Games. The MSHOF will be open to the community and visitors to the centre during building operation hours.

MSHOF Mission & Values

MISSION

- ▶ To honour, celebrate, preserve and share the outstanding achievements and contributions of those who have brought recognition to the City of Markham through sport and to:
- ▶ Select and induct worthy members of the MSHOF;
- ▶ Collect, store and display information and pictures that represent the inductees' participation in and contribution to sport, as well as other worthy sport events and sport activities;
- ▶ Raise funds to support the activities of the MSHOF; and
- ▶ Publicize and share sport history

VALUES

Sportsmanship	Integrity	Education	Excellence
Inclusion	Partnership	Fiscal Responsibility	



MSHOF Governance

MARKHAM SPORT HALL OF FAME - GOVERNANCE

The Hall of Fame will be an incorporated, not-for-profit body, with the members of the corporation ("trustees") being the Councillors of the City of Markham.

Markham Sport Hall of Fame – Board of Directors

- ▶ The City of Markham will seek volunteers to serve on the Board of Directors. In accordance with the City's practice for establishing boards, public notice to call for applications for the Board of Directors will be posted online and in the local newspaper, and an application for interested parties will be available online or can be picked up from the Clerks Department. The City of Markham – Appointment Committee will review all applications per the usual process of appointing citizens to advisory committee.
- ▶ The Board shall consist of between seven (7) and eleven (11) members to be comprised of: **(Update: Board currently consists of Mayor, 3 Councillors, and 12 community members)**
- ▶ Mayor as Ex-Officio; and
- ▶ Up to two (2) Councillors appointed from Council; and
- ▶ Up to nine (9) members appointed who are community members at large.



MSHOF Governance

BOARD OF DIRECTORS – RESPONSIBILITIES

The Board of Directors will have responsibility for all matters related to the Hall of Fame, and be governed by By-laws and Memorandum of Understanding with the City.

Specific responsibilities would include:

- ▶ Creating, managing, updating the strategic and operating plans for the MSHOF vision, mission, values and nomination/induction processes;
- ▶ Ensuring the Markham Sport Hall of Fame operates as a financially sustainable program covering all costs through tickets, sponsorships and other proceeds generated by the Induction Committee. Will not carry a deficit as a result of hosting the Hall of Fame in any given year.
- ▶ Appointing Selection Committee, and overseeing same;
- ▶ Reviewing and approving the recommended selections from the Selection Committee;
- ▶ Appointing Induction Committee, and overseeing same;
- ▶ Recommend to the City design of Hall of Fame and the awards/presentations;
- ▶ Reporting annually to Council, including financial



MSHOF Governance

City Responsibilities

The City of Markham would endorse the Markham Sport Hall of Fame. The City would help define the establishment of the Board's Bylaws and Memorandum of Understanding in keeping with other boards/committees affiliated with the City (e.g., Markham Museum Board, Flato Markham Theatre Board, and Varley Art Gallery Foundation).

In terms of operating the MSHOF, the City's responsibilities would include:

- ▶ House the MSHOF within the Markham Pan Am Centre for a minimum of 5 year.
- ▶ Provide supervision, security and maintenance of the area involved.
- ▶ House the online version of the MSHOF on markham.ca.
- ▶ Promote and celebrate the existence of the Hall in the City's various communication channels.
- ▶ Provide staff liaison support to the Board of Directors by the Director of Recreation
(Update: Director of Culture and Economic Development is now the staff liaison).
- ▶ Provide staff resources to the Selection Committee via receipt and processing of the nominations.
- ▶ The Finance Department will maintain a set of accounts, operate the bank account, comply with Income Tax Act regulations, etc. on behalf of the Board of Directors.
- ▶ Host annual meeting of the Board as members of the Corporation.
- ▶ Selection and approval of Board Members.
- ▶ Approve the design of the awards to be permanently placed in the Markham Pan Am Centre and the selection of the location within the Markham Pan Am Centre.



MSHOF Board of Directors

COMMUNITY MEMBERS

- ▶ Meg Stokes – Chair (2017)
- ▶ Ron Anderson – Vice Chair (2017)
- ▶ Bruce Barnett (2017)
- ▶ Paul Cicchini (2018)
- ▶ John Collie (2018)
- ▶ Rila Levine (2018)
- ▶ Cathy McKnight (2018)
- ▶ Anderson Mendcona (2017)
- ▶ Rukshan Para (2017)
- ▶ Kelly O'Hanlon (2018)
- ▶ Mark Saito (2018)
- ▶ Jason Sheldon (2017)

COUNCIL MEMBERS

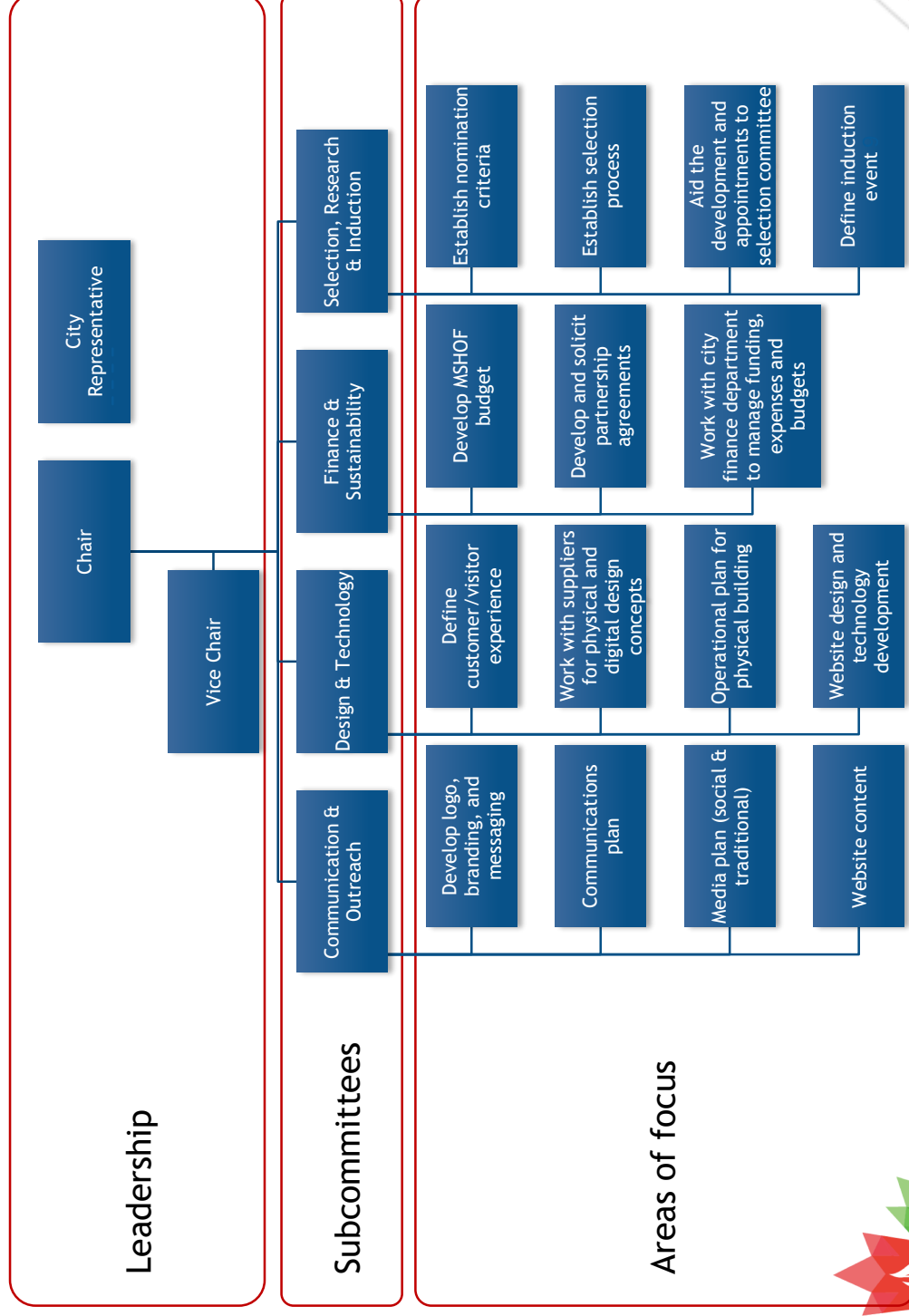
- ▶ Mayor Scarpitti
- ▶ Regional Councillor Armstrong
- ▶ Councillor Campbell
- ▶ Councillor Hamilton

SUPPORT STAFF:

- ▶ Director of Culture and Economic Development
- ▶ Clerk



Current MSHOF Structure



MSHOF Structure will change over time as we transition from planning into execution and operations.

MSHOF Accomplishments

1. Nomination Criteria & Categories
2. Brand Attributes, Visual Identity & Key Messages
3. Initial physical design concepts
4. Digital technology investigation

MSHOF Nomination

CRITERIA

Successful candidates must have a widely recognized direct connection to the City of Markham such as, but not limited to:

- ▶ born in Markham; or
- ▶ grew up in Markham; or
- ▶ Resided, employed, or trained in Markham at time of achievement(s); or
- ▶ long-time resident of Markham; or
- ▶ A member of a team competing for Markham.

MSHOF Nomination

CATEGORIES:

1. **Athlete:** Current/ Legend (Open to Male or Female, Able Body or Para)
2. **Team:** Current/ Legend (Open to Male, Female, or Mixed, Able Body or Para)
3. **Builder:** Current/ Legend (includes: Founders, Financial contributors, Media, Coaches/ Managers)
 - ▶ **Legend:** Defined as inductees sport accomplishment or contribution completed 10 or more years.
 - ▶ **Current:** Defined as inductees sport accomplishment or contribution completed within the past 10 years.

MSHOF Brand Attributes

BRAND ATTRIBUTES

- ▶ Diversity - in sport, gender, age, culture, ability (including able-body athletes and para-athletes, special needs, etc.) - colourful
- ▶ Reflects Canadian Identity
- ▶ Simplicity of Sport & Movement
- ▶ Pursuit of Excellence
- ▶ Highest Level of Achievement
- ▶ Old and New - the MSHOF will honour both retired and currently active athletes, reflects youthfulness to inspire the next generation as well as honouring our past.

MSHOF Visual Identity

LOGO

- ▶ The multicolours in the Maple Leaf represent the diversity of Markham, sport, age, gender, ability, and culture.
- ▶ Triangles represent dynamic tension, action, power, strength, and are a universal symbol for 'play'. Triangles of different sizes and transparencies are also ideal for eye-catching large scale wall graphics.
- ▶ The Maple Leaf is an undeniable emblem of Canada and everything that Canadians stand for; integrity, inclusion, excellence.
- ▶ Triangles in this design help to add depth to a familiar shape while representing the harmony of Canada's most diverse community.
- ▶ The triangles in each section of the Maple Leaf form subtle M's to reinforce the Markham identity throughout the design.
- ▶ The flame represents the eternal flame of competition and is a symbol of international excellence in sport. Also a nod to legacy of hosting events at the 2015 Pan American Games.
- ▶ The flame when digitized can "flicker" to represent movement.
- ▶ The logo can be used in multiple applications from building signage and way signs to merchandise, plaques and awards, online and social media, communications materials and can be produced in a black & white or one colour application when required.



MSHOF Visual Identity

LOGO USAGE

- ▶ Signage - building, waysigns, etc.
- ▶ merchandise
- ▶ plaques, trophies, awards
- ▶ Web, social media, digital
- ▶ Comm. materials
- ▶ etc.



MSHOF Key Messages

- ▶ The objective of the Markham Sport Hall of Fame (MSHOF) is to honour, celebrate, preserve and share the outstanding achievements and contributions of those members of the Markham Sport Community. MSHOF will collaboratively work with Markham community sport partners and residents to nominate, select, and recognize outstanding athletes, teams and contributors to sport to the hall of fame
- ▶ The MSHOF will be a place for inspiration, reflection, and admiration for residents and visitors to the City of Markham. Through its messaging and displays, it will articulate stories of outstanding accomplishments by those who have competed and achieved the highest level of success in their respective sport and contributed to the development of sport excellence in our City. MSHOF will be located at the Markham Pan Am Centre for a minimum of 5 years.
- ▶ MSHOF is a legacy program from the Toronto Pan Am / Parapan Am Games in 2015 and was developed by the Markham Pan Am / Parapan Am Sport Development committee and endorsed by Council in June 2015.
- ▶ The Markham Sport Hall of Fame Board of Directors is comprised of 12 volunteer community members and 4 members of Council. The Committee is a multi-sectoral, leadership team representing members from the community, whom will work with the City of Markham staff and Council to leverage resources, build partnerships and develop the MSHOF



MSHOF Key Messages

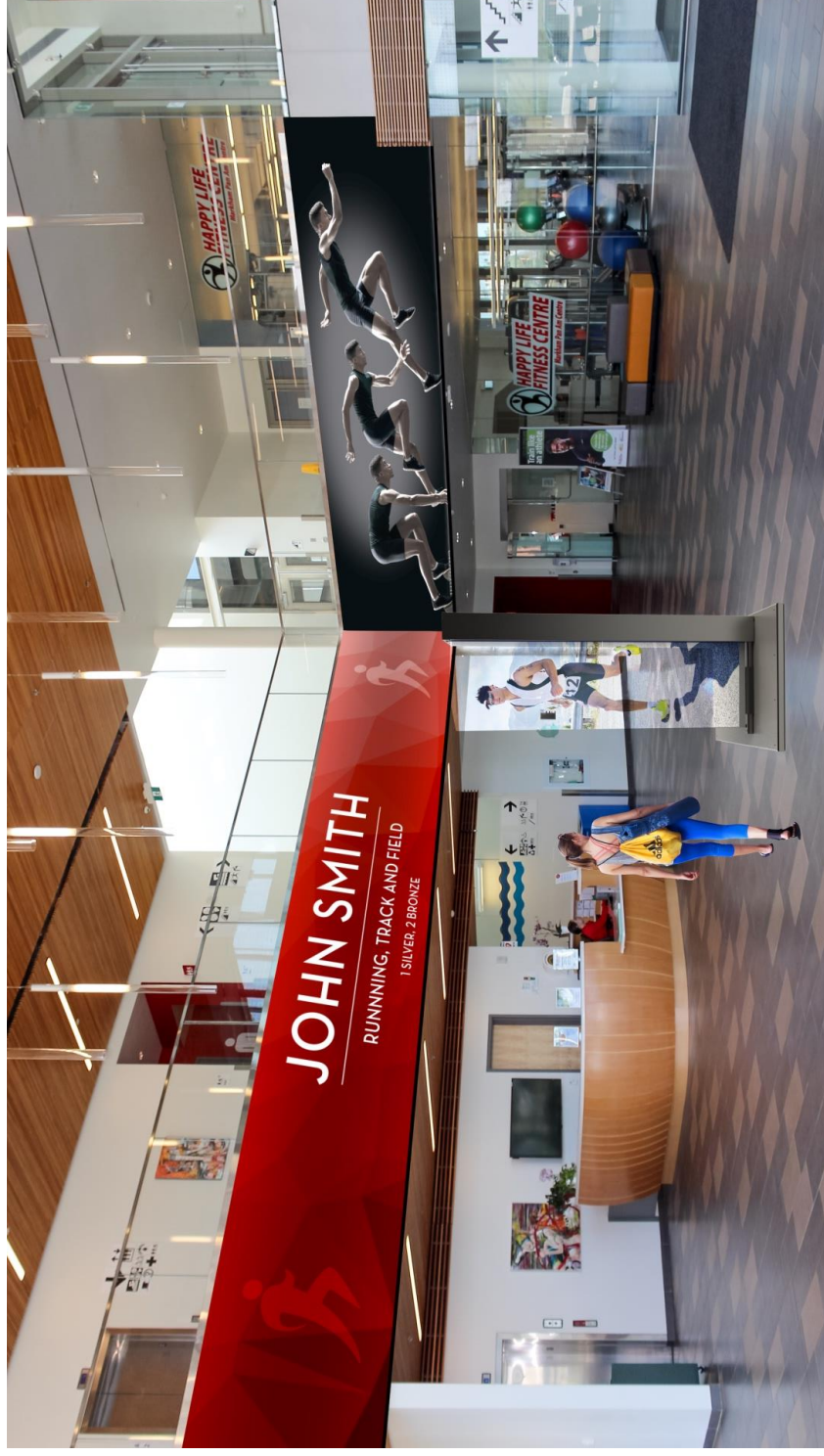
PROPOSED TAGLINES

"Celebrating our past, Inspiring our Future..."

Variations:

- ▶ Celebrating our achievements, Inspiring our future
- ▶ Celebrating our sport achievements, Inspiring our sport future
- ▶ Celebrating the best in sport, inspiring the next generation of athletes

MSHOF Design Concepts



Main Foyer Digital Display and Free Standing Interactive Boards

Draft Conceptual Ideas Only – Not Final Designs

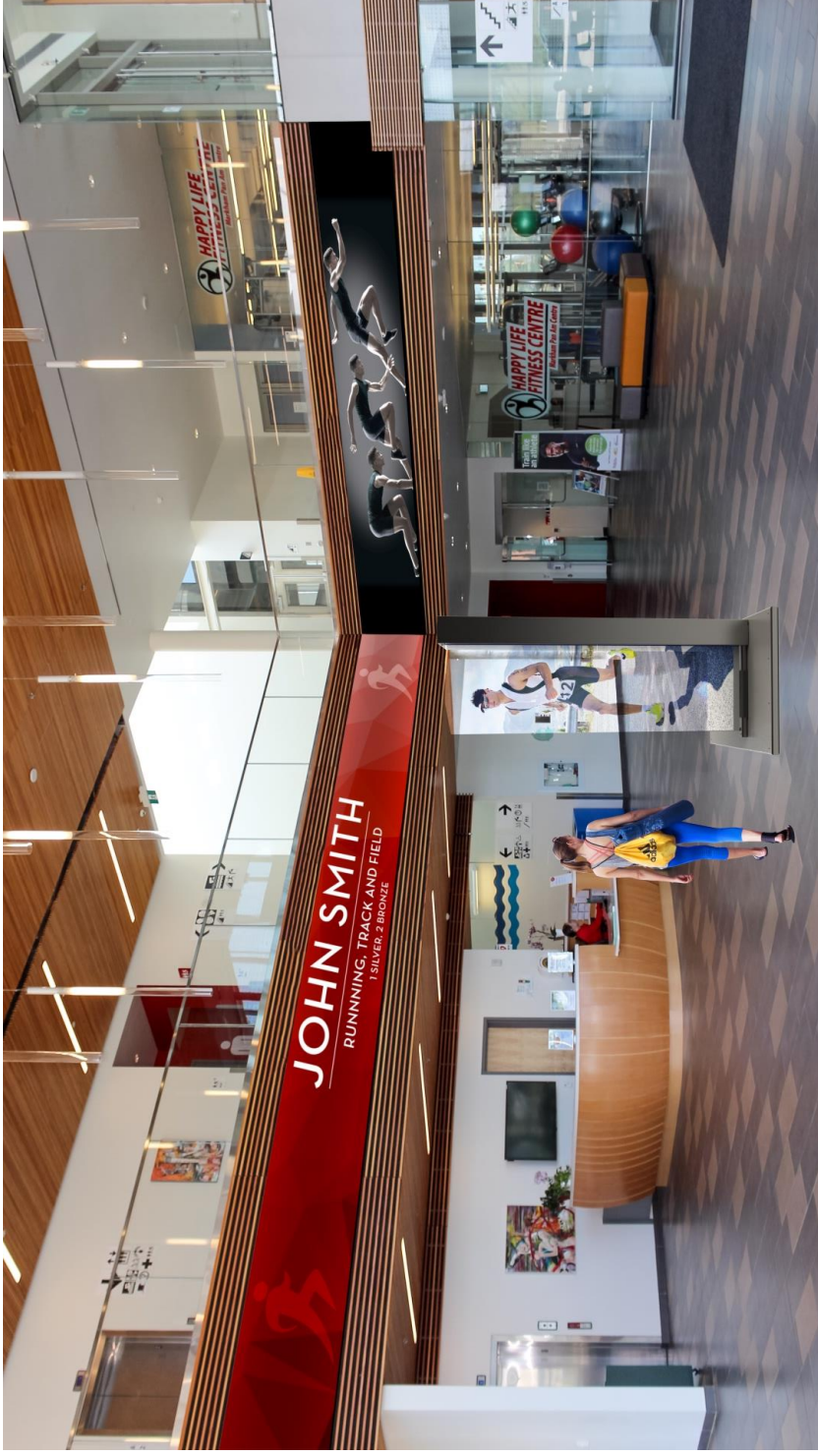
18



MARKHAM
SPORT
HALL OF FAME

The contents of this presentation are draft only and subject to revisions.

MSHOF Design Concepts



Main Foyer Digital Display and Free Standing Interactive Boards

Draft Conceptual Ideas Only – Not Final Designs

19



MARKHAM
SPORT
HALL OF FAME

The contents of this presentation are draft only and subject to revisions.

MSHOF Design Concepts

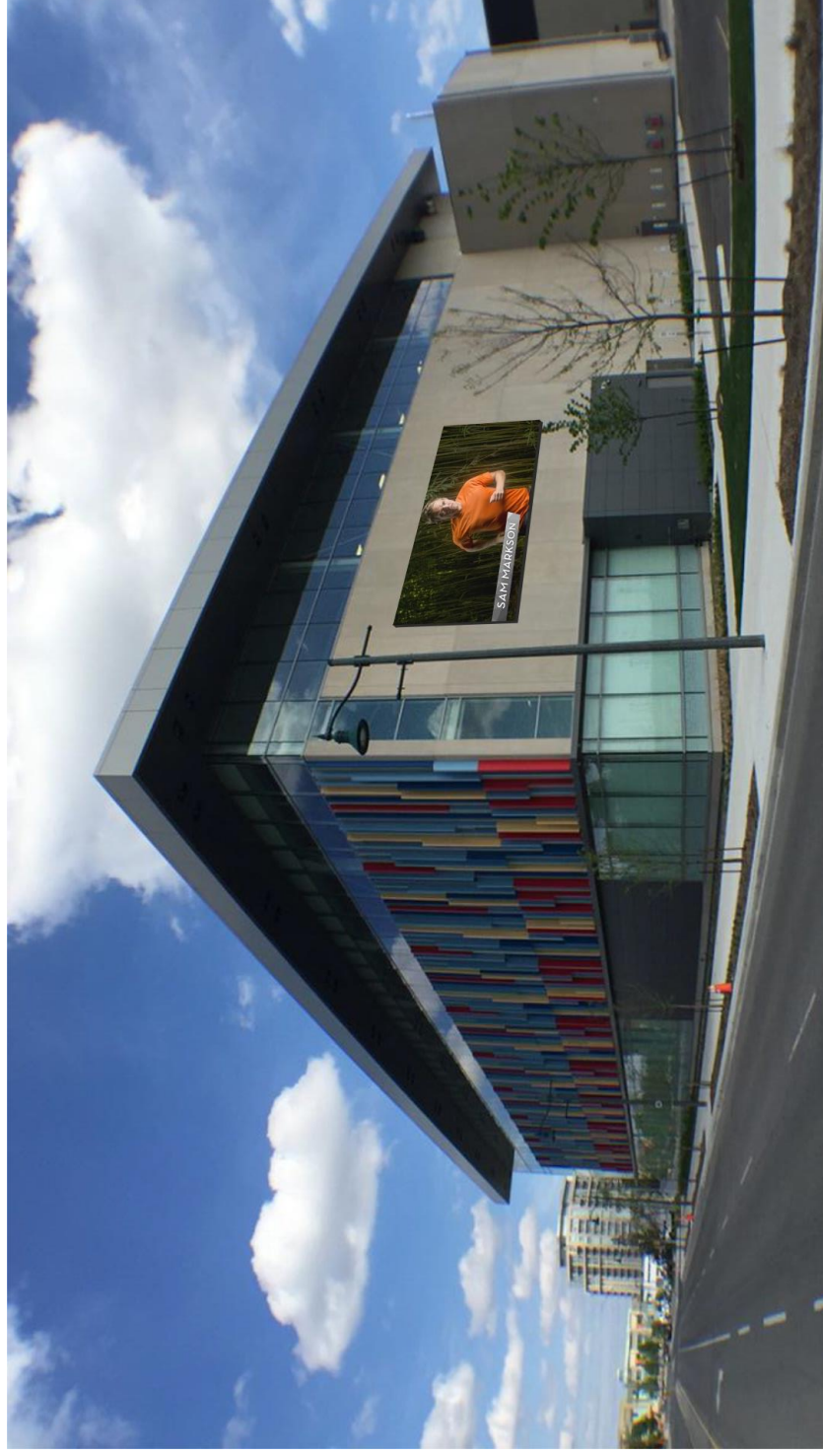


Upper Hall Banners and Pole Wraps

Draft Conceptual Ideas Only – Not Final Designs

20

MSHOF Design Concepts



Exterior Digital or Static Display Board

Draft Conceptual Ideas Only – Not Final Designs

21



MARKHAM
SPORT
HALL OF FAME

The contents of this presentation are draft only and subject to revisions.

MSHOF Community & Stakeholder Outreach

- ▶ Support and engagement from the sports community and stakeholders in Markham
 - ▶ MSHOF Sport Advisory Committee – breakfast – March 2017
 - ▶ 10 - 12 elite sports organizations in Markham and/or existing high performance Pan Am user clubs
- ▶ Educational outreach with Bill Crothers SS, YRDSB, YCDSB, elementary & secondary schools, students, volunteers, coaches, etc. (long term vision)
- ▶ Engagement with the Markham Business Community in partnership with Finance and Sustainability subcommittee (potential MBOT engagement)
- ▶ Potential Strategic Partner Development – i.e. Ryerson's Sport Marketing program, York/Seneca, other Sport Hall of Fames i.e. Ontario Sport Hall of Fame, Canadian Sport Hall of Fame

MSHOF Timeline: Past

- ▶ Pan/ParaPan Am Sport Development subcommittee presents concept to General Committee (April 2015)
- ▶ Approved by Council (June 2015)
- ▶ Call for Board members (September 2015)
- ▶ Interviews & Selection process (November 2015)
- ▶ Board selected and Council approval (January 2016)
- ▶ First meeting (February 2016)
- ▶ Chair & Vice Chair elected & subcommittees developed (March 2016)
- ▶ Nomination Categories finalized (Apr. 2016)
- ▶ Key Messaging & Branding development (May 2016)
- ▶ MSHOF physical design concepts (Sept. 2016)

MSHOF Timeline: 2017 - 18

- ▶ Finalize MSHOF year one review (January 2017)
- ▶ Present to Development Services Committee (February 2017)
- ▶ Outreach to Markham Sport Community – MSHOF Sport Advisory Committee Breakfast (March 2017)
- ▶ Press Event (tbc – May 2017)
- ▶ Sponsorship / Partnership development
- ▶ Selection Committee appointments by MSHOF
- ▶ MSHOF Press Event
- ▶ Call for nominations
- ▶ Event planning
- ▶ Construction of MSHOF (physical and digital presence)
- ▶ Half of Board's term completed (November 2017)
- ▶ Call for New Board members (Timing?)
- ▶ Inaugural MSHOF Induction ceremony (2018)

MSHOF Timeline: 2018 & beyond

- ▶ Develop community educational partnerships
- ▶ MSHOF traveling / rotational exhibits with City sport and educational facilities and corporate partners
- ▶ Expansion of physical Markham Sport Hall of Fame – potential separate facility with York/Seneca expansion, new sports facilities, private partner facility

MSHOF Operation Assumptions

- ▶ Finance & Sustainability sub-committee responsible for financial administration: budgeting, oversight and audit, etc. for BOD in conjunction with City – presented annually
- ▶ Tech & Content: **third party** for tech, content dev/maintenance, etc.
- ▶ Day-to-day care/admin: **City** making sure screens are turned on, dusted, advises third party of technical issues, etc.
- ▶ Legal/supplier and partner contracts: **City**
- ▶ Finances: **BOD** manages and directs, **City** receipt and administers of issuing of funds
- ▶ Letters for direction of Payments: Chair + one other designated committee member + BOD councillor
- ▶ Events: **BOD/City** manages and arranges, **City** administers payment
- ▶ **See Risks**



MSHOF Investment

- ▶ As a legacy project from the Pan/ParaPan Am Games, the City of Markham has allocated \$25,000 to be used for initial development of the MSHOF.
- ▶ MSHOF Induction events will be a self sustaining through partnerships, event tickets, and granting opportunities.
- ▶ Development of a multi-tiered customized partnership plan (i.e. A, B, C tiers and product/service specific). Large scale naming rights and title partners will need coordination with City of Markham existing partners and potential partners.
- ▶ Working with the Markham sports organizations, development of a cooperative partnership plan that recognizes existing partners to sports organizations in addition to Markham Sport Hall of Fame sponsors * see MSHOF Community and Stakeholder Outreach
- ▶ Additional partnership opportunities through:
 - Donation of goods, services, and products for MSHOF and/or event specific
 - Links to all the sport clubs; profile athletes “athlete of the month” – partnership opportunity;
 - “Who to watch” in Markham sport – partnership opportunity



MSHOF Risks

- ▶ Initial capital expenditures vs development set up costs, will limit launch of physical Hall of Fame for a minimum of 1 – 2 years.
- ▶ Conflicts with other City activities – partnership rights conflicts with Pan Am Ctr.
- ▶ Turnover of appointments; have all appointments extended by year – propose to extend all members' terms by 2 years (existing members terms expiring in 2017, moved to 2019 and members terms expiring in 2018, moved to 2020.)
- ▶ Management, operations and ongoing building costs of MSHOF – a memorandum of understanding must be developed between the MSHOF Board and City (and/or third party partners) defining roles, responsibilities, and accountabilities for ongoing operations of the MSHOF.

MSHOF Next steps

- ▶ Present to Development Services Committee
- ▶ MSHOF Sport Advisory Committee Breakfast
- ▶ Action plan for:
 - ▶ Acquiring tech
 - ▶ Partnership
 - ▶ Communications plan
 - ▶ Selection Committee
 - ▶ Call for Nominations
 - ▶ Business Plan completion Q1 2018
 - ▶ Event planning (2018)