



Report to: General Committee

Report Date: October 30, 2015

SUBJECT: TO2015 Pan Am/Parapan Am Games – Summary Report

PREPARED BY: Brenda Librecz, Commissioner, Community & Fire Services
Laurie Rose, Markham Pan Am Community Activation Team Lead

RECOMMENDATION:

- 1) That the report “TO2015 Pan Am/Parapan Am Games – Summary Report” be received; and
- 2) That Sponsors and Funding Partners for Markham Pan Am/Parapan Community Activation be acknowledged and thanked for enabling the Markham Host Advisory Committee, related subcommittees, and the City of Markham to complete the Markham Community Activation Plan; and
- 3) That Markham Pan Am Host Advisory Committee, Subcommittee Members, Markham Pan Am Volunteers, the Regional Municipality of York, York Regional Police, and other community partners be acknowledged and thanked for contributing to the success of the Markham Pan Am Community Activation Plan; and
- 4) That Staff be recognized for program and service excellence in the City of Markham’s role in the TO2015 Pan Am/Parapan Am Games; and
- 5) That Council appoint Mayor and up to two Council representatives to the Markham Sport Hall of Fame Board of Directors; and
- 6) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of this report is to provide a summary on the Markham Pan Am Project as it pertains to municipal services and community engagement provisions for hosting the 2015 Pan Am/Parapan Am Games in Markham in July and August, and legacy opportunities and outcomes from the Games.

BACKGROUND:

The City of Markham agreed in 2009 to partner in the delivery of the Pan Am/Parapan Am Games to be hosted in the GTHA in July and August 2015. A Memorandum of Understanding was signed in 2011 which outlined the partnership, roles and responsibilities of the TO2015 Organizing Committee, Infrastructure Ontario (IO) and the City of Markham (the City). In 2012, the City signed the Facility Agreement, which outlined roles and responsibilities during pre-

games, games and post games time. Another partner was the Pan/Parapan American Games Secretariat (PPAGS) established by the Government of Ontario to provide strategic direction, inter-ministerial coordination and oversight of the provincial government's participation in the TO2015 Games and to manage the Transfer Payment Agreements for municipalities.

As an Official City for the Games, the City held responsibility for supporting infrastructure and municipal services for five of the sport competitions to take place in our community – badminton, golf, para table tennis, table tennis and water polo, and also to support community engagement and define a legacy of the Games for Markham.

The Pan Am/Parapan Am Games are the world's third largest international multi-sport Games, surpassed in size and scope only by the Olympic Summer Games and the Asian Games. In 2015, there were over 7,000 athletes competing in 51 sports and over 500 events from 41 National Olympic Committees across the Americas. These Games were the largest ever multi-sport event in Canada, and Team Canada achieved record-breaking success, earning a total of 385 Pan and Parapan Am medals. In competitions taking place in the Markham Pan Am Centre, Team Canada earned 14 medals, while Markham athletes and a coach competing across the entire Games footprint earned 12 medals.

Recognizing the magnitude and opportunity, staff was actively involved in planning and delivery of infrastructure, programs and services to ensure Markham supported the Games' mandate for excellence in sport, cultural sharing and appreciation, international camaraderie, and community building.

OPTIONS/ DISCUSSION:

This report will present a summary of the following key areas that were within City of Markham performance and reporting jurisdiction for the 2015 Pan Am/Parapan Games:

- 1. Infrastructure**
- 2. Municipal Services & Municipal Designation Program**
- 3. Community Activation**
- 4. Post-Games Legacy Programs**

More detailed outline on the operating details and outcomes on these areas of accountability may be found in the Post-Games Summary, attached.

1. Infrastructure

The City's commitment to the Games was to develop a 147,000 sq ft facility with an Olympic size 50 metre, 10 lane swimming pool and field house, in which four of the competitions were hosted (badminton, table tennis, para table tennis, water polo). This was a shared cost project between the City and TO2015 supported by the Government of Canada and Province of Ontario. Infrastructure Ontario led the construction bid process. The total construction cost was \$78.51M (\$7.3M under the original budget), with TO2015 contributing \$31.92M (40.66%) and the City contributing \$46.59M (59.34%). The ground breaking occurred on October 9, 2012. The official opening took place on November 23, 2014, and was Markham's largest ever official opening with wait-line for entrance and at-capacity crowd seeing first-hand this new world-class centre built to LEED certification and international competition standards. Final negotiations on the construction contract, including discussions with I.O. on deficiencies, and the post-Games planned site work is being completed. The Markham Pan Am Centre was completed well in advance of the Games and will remain on, or under, budget. This major infrastructure project is an outstanding addition to the City's assets and an outstanding legacy of the Games.

2. Municipal Services & Municipal Designation Program

Markham was required to provide certain municipal services in support of the Games, with the agreement that the City would provide regular operating service levels, while any services or costs outside of normal operating costs would be covered by PPAGS through the Facility Agreement, Municipal Services Agreement (MSA) or Incremental Services Agreement (ISA).

Markham has submitted two MSA/ISAs for Fire Services and Operations (largely transportation signage), while staff and operating costs for the Markham Pan Am Centre are covered under the Facility Agreement. Also, staff has finalized discussions with TO2015 concerning post-Games remediation work within the building as a result of hosting the Games, all of which has been completed. Reimbursement is underway. Municipal services costs above the City's regular operating costs during the Games will covered by TO2015/PPAGs.

Also included in the City's MOU for being a Games partner was the Municipal Designation Program, of which Markham Council agreed to a Gold Level. The Municipal Designation Program included expectation to install "look of the Games", visual identifiers as an official city, across the community. This was achieved through street banners on major thoroughfares, rebranding the two city entrance carpet beds with "VIVA PAN AM", adding Pan Am information to city entrance signs, and magnetized decals on 35 City fleet vehicles. Further details on these Games-related services and the Municipal Designation Program are included in the Post-Games Summary, see Appendix.

3. Community Activation

Markham was also expected to support the T02015 Organizing Committee by developing and implementing a community activation strategy to raise resident awareness and engagement of the Games, to embrace the sport and cultures of the Games, to showcase our community, and to celebrate and create lasting legacies for sport and culture within our community.

With Council approval, the City hosted a community engagement workshop on April 13, 2013 entitled "Catch the Pan Am Spirit: Create the Markham Experience". Close to 100 participants

from community, sport, culture, agency and business organizations provided ideas, input and recommendations, and staff prepared a summary report.

In September 2013, Council approved the formation of a community-driven advisory committee, the Markham Pan Am Host Advisory Committee to define and deliver the community activation strategy. This multi-sector leadership team consisted of City representatives (Mayor, two Councillors, CAO, Commissioner for Community and Fire Services responsible for Pan Am Project, with supporting staff) working with 20 business and community leaders.

The Markham Pan Am Host Advisory Committee set the activation plan mission, vision, deliverables and success factors, which received Council approval on June 24, 2014.

Vision:

To inspire and engage our community by celebrating our diversity a shared passion of sport and culture.

Mission:

As a 2015 Pan Am/Parapan Am Games Official City, we will:

1. Provide Canadians and our international guests with a once-in-a-lifetime opportunity to experience why these Pan Am competitions are truly “the Peoples Games”
2. Showcase the strength of Markham’s rich and diverse cultural communities to all participants and audiences, generating a sense of pride and accomplishment in this shared experience.
3. Ensure the event highlights Markham’s high quality of life, the strength of its businesses, the economic opportunities in our region and our steadfast commitment to protecting and improving our natural environment.
4. Create and sustain a social, economic and sport legacy through:
 - community engagement
 - arts and culture activities
 - life long active living and sport participation
 - world-class sporting venues for all abilities
 - supporting local businesses through sport tourism
 - leave a Games legacy of sustainable excellence

Five Key Success Factors:

- Raise awareness of the Games by residents
- Build community involvement for Markham Pan Am ticketed events and associated community events across all residents, businesses, youth as well as visitors
- Increase numbers of volunteers in Markham
- Enhance reputation as a sport destination city, evidenced through bookings and media coverage
- Raise the international profile of Markham

The Markham Pan Am Host Advisory Committee met 14 times from December 2013 to September 2015. In addition, there were 50 other community representatives volunteering on eight subcommittees:

1. Strategy Activation

2. Cultural Development/Legacy
3. Events
4. Marketing, Tourism and Business Development
5. School Activation
6. Sponsorship
7. Sports Development/Legacy
8. Volunteers

With the support of staff, the committees delivered over 120 community outreach events and various projects related to volunteer engagement, student/youth engagement, community outreach, business development; Games awareness, sports celebration, cultural appreciation and legacy planning.

The cost for over 120 community activation events and projects was \$600k. The budget included the following: One Year Countdown Celebration, full day Torch Relay, 9-day Globalfest, and the Parapan Am Welcome Party, each supported with marketing and low-cost outreach (including give-aways like postcards, programs, stickers, tattoos), and also legacy projects such as the Markham Sport Hall of Fame and the Pan Am GRELFIE community mosaic art piece.

Funds to deliver the \$600k community activation plan were provided by 21 generous sponsors, donors, grants and tourism partnership funding providers. An outline of the Host Advisory Committee membership and activation plan is available in the Post-Games Summary, per Appendix.

The Markham Pan Am Host Advisory Committee and subcommittee members contributed significant time and talent on a volunteer basis to define and deliver the community activation plan, and many generous sponsors financially enabled the plan. A recognition and appreciation letter from Mayor Scarpitti on behalf of Council has been arranged for these contributors.

4. Post-Games Legacy Programs

The Games will carry a lasting impact on the City particularly in the areas of sport, culture, volunteerism and enhanced economic opportunities for years ahead.

i. Sport Excellence and Sport Tourism

Sport tourism is a \$3.8 billion industry, and a growing industry in Canada. The new Markham Pan Am Centre creates extraordinary opportunities for local sport clubs in achieving sport excellence and for advancing Markham's reputation as a sport destination. The Markham Pan Am Centre has already hosted several provincial, national and international events that the City could not have accommodated without this venue. The venue is now the home of Table Tennis Canada's National Training Centre, and staff continues to work with other provincial and national sport bodies for elite athlete sport event and training opportunities, with over 70 events booked in the next 52 weeks including an Olympic Qualifier for Table Tennis in May 2016.

ii. Markham Sport Hall of Fame Legacy

Launching a Markham Sport Hall of Fame (MSHOF) will be another major legacy of the Games taking place in Markham. Markham residents have achieved incredible outcomes as athletes,

sport officials and sport contributors on the national and international stage. Establishing this in the Markham Pan Am Centre will provide a venue to recognize their contributions, while also providing a learning and attraction centre for visitors and residents. An open call for volunteers to serve on the MSHOF Board of Directors has been completed, and the selection process is underway for nine community members to serve with two Council representatives on the Board.

iii. Cultural / Public Art Legacy

Through Pan Am, the City found new talent sources and delivered new public art at low cost that engaged youth and the community and will be on display for years to come. Projects included Pan Am traffic box wraps, street stencils, the Grelfie composition and a new mural being planned for inside the centre. We also advanced cultural expression and appreciation through the Youth Drumming Project, the Powwow at Torch Relay, the performances at Globalfest, the new exhibits, performances and programs at the City's cultural venues (Markham Museum, Flato Markham Theatre, Varley Art Gallery) and Markham Public Library. The series of Pan Am themed cultural programs and services offered through 2014-2015 are contained in the Post-Games Summary.

iv. City-wide Volunteer Program Legacy

The processes, policies and procedures developed for the Markham Pan Am Volunteer Program delivered Markham's largest ever intake of volunteers for a single event. Over 1,400+ people expressed interest to be involved in Markham Pan Am community events, and 460 active participants provided 8,700 hours of community volunteerism service. Throughout the program, staff undertook focus groups and satisfaction surveys. Based on very positive engagement and input from the City's Pan Am volunteer program, staff is advancing this successful model for city-wide application to support other departments and future corporate events and to provide more efficiency and consistent experience for Markham volunteers.

Conclusion:

Markham can take great pride in contributing to Canada's largest ever international multi-sport event. During these Games, Canadian athletes achieved medal records - 217 Pan Am medals (second only to the USA), and 168 Parapan Am medals (second only to Brazil), both significantly larger countries by population (Canada-35 million, Brazil-203 million; USA-318 million). Games organizers, the athletes and media have commented that Team Canada success, including Canadian athlete performance in the Markham Pan Am Centre and Markham athletes competing in other venues can, in part, be attributed to home field of play and home crowd support.

Beyond the medal success, operationally, the Games ran very smoothly, and the City of Markham's contributions in municipal services, community activation and legacy programs have been recognized for excellence by the TO2015 Organizing Committee. All City of Markham program and service delivery for the five competitions taking place in the City were delivered on time and on/under budget.

The Markham Pan Am Host Advisory Committee, at their final meeting on September 22, 2015, felt that Team Markham overwhelmingly met the five success factors:

- Awareness of Games by local residents – high based on participate rates at events and Games
- Ticketed events – good results
- Volunteer recruiting and engagement – Markham Pan Am program delivered the highest ever numbers
- Enhance reputation as a sports destination – achieved with events booked at the Markham Pan Am Centre
- International profile – raised during Games with visitors from across PASO nations, as well as media and broadcast opportunities of the Games

Overall, participating in the Games achieved the programs goals and objectives, while advancing Markham’s strategic priorities on Integrated Leisure Master Plan, Sustainability, Economic Development and Diversity/Everyone Welcome.

Major next steps include recognizing Markham contributors to Games success; completing the selection process for the Markham Sport Hall of Fame Board of Directors; completing the remaining public art projects (Pan Am Centre mural/wall art and Grelfie composition); finalizing the MSA/ISAs transfer payments; and continuing to advance Markham’s sport excellence programming for legacy wellness, sport tourism and economic development opportunities.

FINANCIAL CONSIDERATIONS AND TEMPLATE:

PROJECT	CITY CONTRIBUTION		DETAILS
	Funding Source	Budget	
Markham Pan Am Centre construction project	<ul style="list-style-type: none"> • Capital • Approved Nov 2012 	<ul style="list-style-type: none"> • \$46.59M 	<ul style="list-style-type: none"> • Shared cost for 147,000 sq ft facility • Total construction cost: \$78.51M • TO2015: \$31.92M • City: \$46.59M
Municipal Designation Program	<ul style="list-style-type: none"> • Capital • Approved May 2013 	<ul style="list-style-type: none"> • \$100k 	Install City initiatives and infrastructure <ul style="list-style-type: none"> • TO2015 Municipal Designation Program at GOLD Level for “look of the Games” • Street banners, population signs, decals • Other hardware and infrastructure with legacy/repeat use – eg, light standards hardware, community centre plexi-poster frames
Community Activation	<ul style="list-style-type: none"> • From Celebrate Markham for Globalfest • Approved 	<ul style="list-style-type: none"> • \$5k 	\$600k community activation plan <ul style="list-style-type: none"> • \$5k from Celebrate Markham • \$152k from federal and provincial grants, and tourism partnership agreement • \$480k funding from sponsors • Cover all costs for 2014/2015 events, outreach, sport, culture, volunteer activations, and 2016 legacy projects, as outlined in the Host Advisory Committee’s Strategic Plan for Community Activation

ALIGNMENT WITH STRATEGIC PRIORITIES:

This project is in line with the City's strategic focus on the Integrated Leisure Master Plan, Greenprint, Diversity Plan, and Culture Plan.

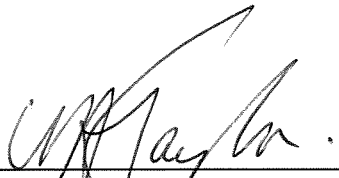
BUSINESS UNITS CONSULTED AND AFFECTED:

Recreation Services, Operations, Asset Management, Fire Services, Emergency Operations Centre, Culture Department, Library, Corporate Communications

**RECOMMENDED
BY:**



Brenda Librecz
**Commissioner, Community
And Fire Services**



Andy Taylor
Chief Administrative Officer

ATTACHMENTS:

- Attachment A – Post-Games Summary, October 18, 2015