



Markham Pan Am Update

General Committee | January 12, 2015

Markham Pan Am Centre – official opening



Atos Markham
Pan Am/Parapan Am Centre
Grand Opening Celebration

Everyone Welcome!

Sunday, November 23 • 2 - 6 p.m.

Bring your bathing suit and join **MARKHAM'S BIGGEST POOL PARTY!**

Prizes • Sports Demos • Activities • Entertainment

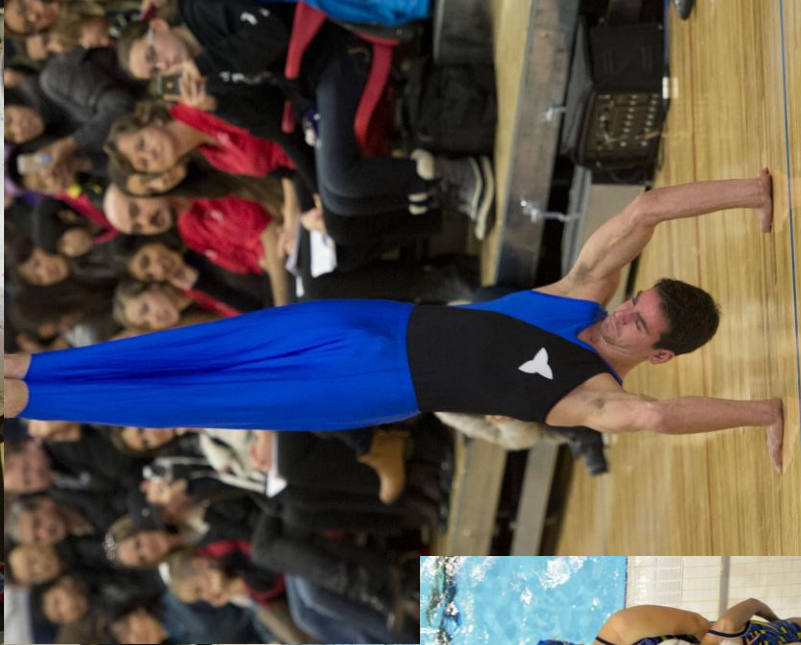
The first 1,000 attendees will receive a **FREE PACHI** plush souvenir!



16 Main Street Unionville • 905.475.4730

Official Opening – Nov 23

- CTV News
- CITY TV
- Global
- Urban Toronto
- YRMG
- SNAP



Markham Pan Am Centre – bookings & use

Nov 23/14 - May 15/15	May 15 - Sept 15	Sept 15/15 – onwards
6 months	4 months <i>Exclusive Use Period</i> <i>Bump-in, Games, Bump-out</i>	Full operations
City Operates	TO2015 Leads with City Staff Supporting as per signed Venue Use Agreement	City Operates

Virtually every weekend from now until May 2015 (*when we turn over the centre to TO2105*) is booked with a sport event

Local engagements include:

- 2 Markham swim clubs (Mallards & MAC) training sessions and swim meets
- 3 Gymnastics & Rhythmic Gymnastics Groups training w/ Commonwealth Gold Medal Coach
- Corporate team building sessions
- Local Badminton league regular schedule training and games
- High Performance Premier Badminton League games and finals
- Local Seniors Groups Drop-in Pickleball & Badminton sessions
- Advanced Adult Volleyball League

Markham Pan Am Centre – bookings & use

International Pan Am Test Events

- Badminton – Oct 2014
- World Water Polo Qualifier – Jan 28-Feb 2, 2015
- Table Tennis Test Event – May 2015

Other International and National Sport Events

- With **Water Polo Canada and Ontario Water Polo** → Partnership Agreement to develop MARKHAM WATER POLO CLUB and first ever NATIONAL WATER POLO LEAGUE
- With **Badminton Canada** → Partnership to conduct National Team Training Camps
- Multiple opportunities for Canadian high-performance athletes training sessions and obtain home field advantage for badminton, water polo, table tennis, para table tennis → Contribute to more **Canadian medals** during TO2015 Pan/Parapan Games

Provincial Sport Events

- Softball Ontario – Indoor Regional Training Sessions
- Coaching Association of Ontario – Conference / social event – Feb 2015
- OFSAA – 2015 Provincial Badminton Championships – April 30-May 2

Markham Pan Am Centre – Games-time

Tues July 7 to Thurs July 9

- water polo
- 8am to 10pm

Sat July 11 to Thurs July 16

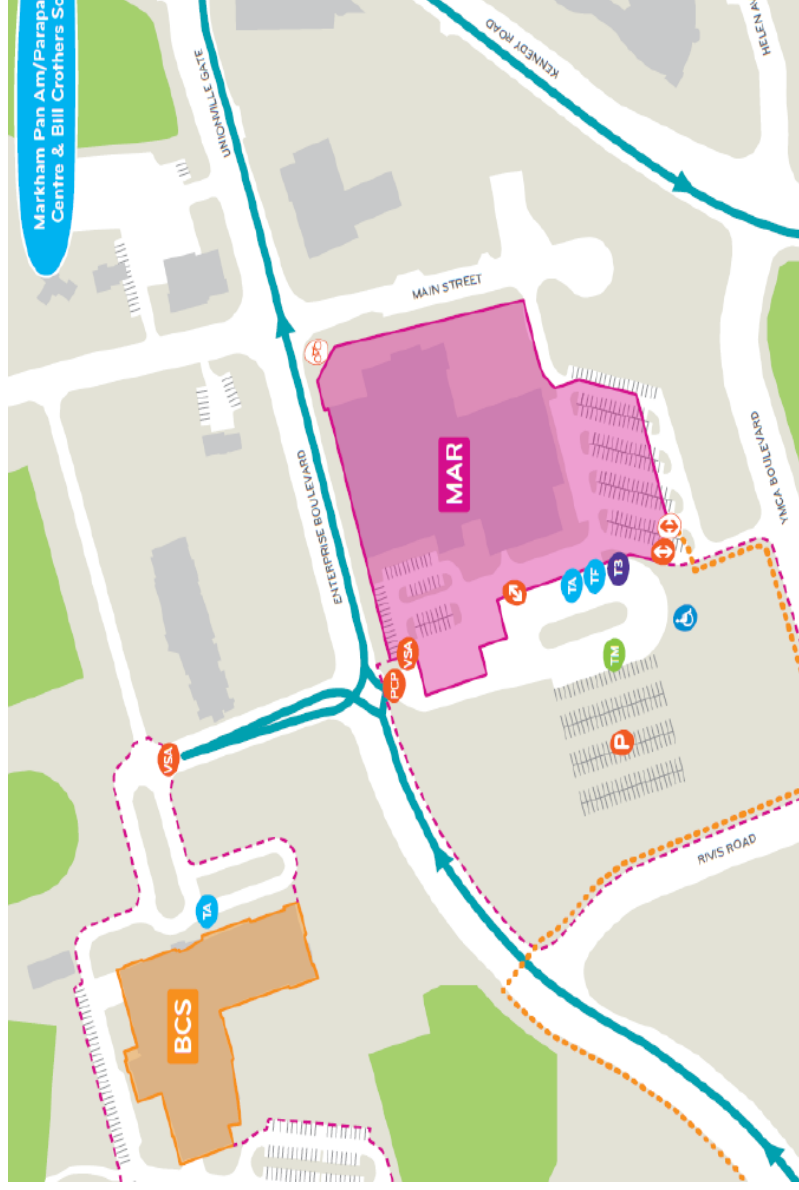
- water polo & badminton
- 8am to 10pm

Sun July 19 to Sat July 25

- table tennis
- 10am-10pm

• Sat Aug 8 to Thurs Aug 13

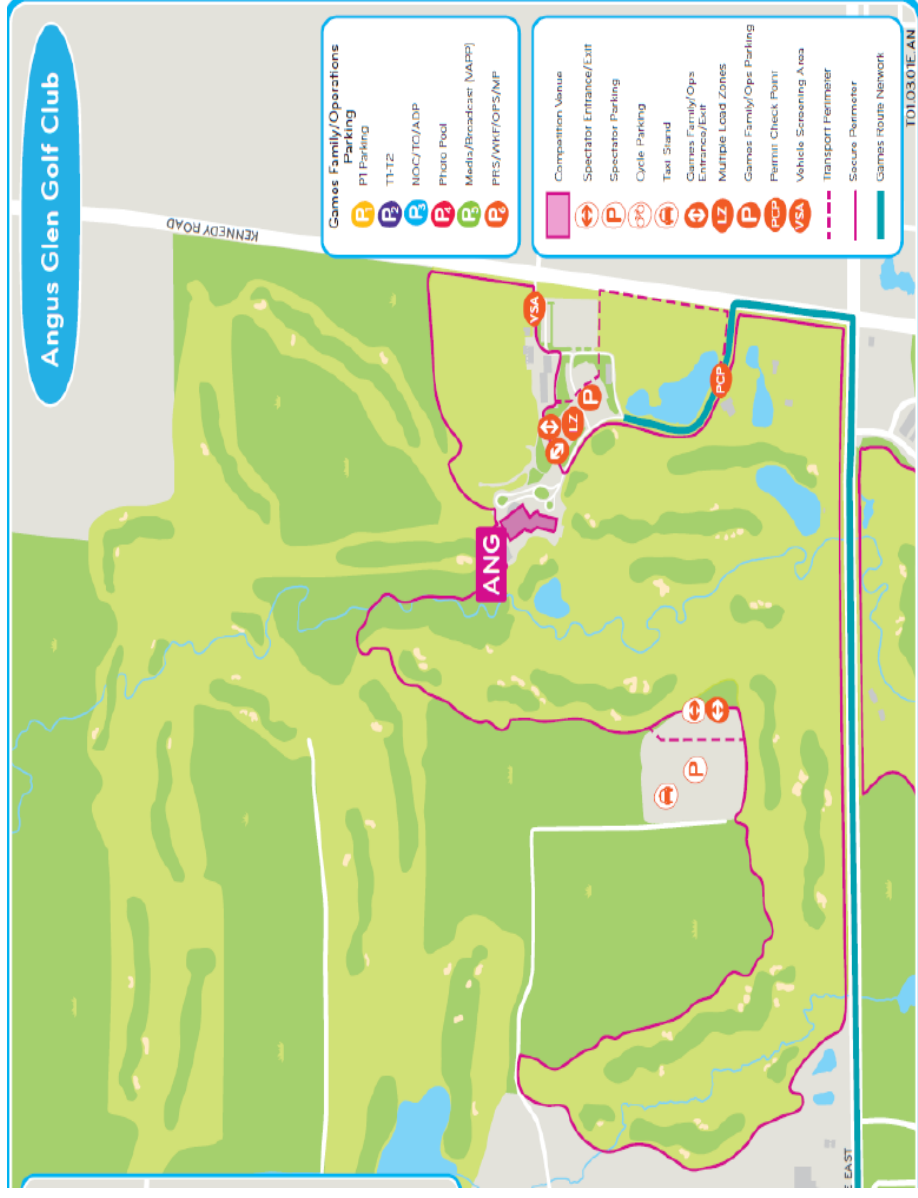
- Para table tennis
- 10am-9pm



MARKHAM PAN AM FESTIVAL – July 11–19

Thurs July 16 to Sun July 19

- Debut of Pan Am Golf
- 8am to 5pm



179 Days to Go

1. City Department Readiness

1. Venue Use Agreement
2. Municipal Services Agreement
3. Infrastructure / Branding of the Games
4. EOC
5. Fire
6. Transit
7. Environmental Services
8. Accreditation

2. York Region Readiness

1. Transit
2. YRP
3. EMS

3. Community Activation

1. Residents
2. Businesses
3. Students
4. Visitors



City Infrastructure Requirements

- 2015 Capital Budget Request
- Fulfill on Markham's Gold Level Municipal Designation obligations

Example

- Population Signs
- City-wide designation signage
- Wayfinding signage
- Community centre/arena boards
- Eco media
- CN banner
- General look of the games banners/signs
- City branding



*

City and TO2015 Branded

Transit Planning

Led by the TO2015 & MTO, three working groups to develop Games transportation framework: PATT, UTCC, VTWG.

Involves Province, TO2015, municipalities, regional governments, transit systems, security planners, accessibility planners.

1. PATT → Pan Am / Parapan Am Transportation Team

• ***Mandate: Implement strategic framework for Games-time transportation, ensuring safe & reliable transportation for athletes, technical officials, spectators and media.***

- Recommendations based on prior Games and modeling TO2015 transit network.
- General oversight of the UTCC and VTWG.



Transit Planning

2. VTWG → Venue Transportation Working Group

Mandate: Shape the strategy for zone-based transportation operations that run throughout the course of the Games.

- Local Area Transportation Plans for both Markham venues - 90% complete
- Includes:
 - Load zone locations and operations
 - Bus and fleet service levels
 - Parking allocations, locations and restrictions
 - Traffic and pedestrian way-finding signage
 - Emergency and contingency plans
 - Staffing plans - numbers, deployment operations, schedule plans



Transit Planning

3. UTCC → Unified Transportation Coordination Centre

Mandate: Identify existing transportation operations and incident response practices and develop enhancement opportunities to support Games transportation.

- MTO to operate Unified Transportation Coordination Centre (UTCC) to monitor and respond to incidents along the Games routes
- At UTCC offices during Games – Region staff
- At Region's Traffic Management Centre – Region and City staff
 - Provide snapshot of GRN (games route network) management
 - Concept of Operations document – nearing completion
 - Test and refine Games transportation operations and incident response – ongoing
 - Conduct active monitoring to minimize traffic disruptions – Games-time

Fire Services

- Pan Am specific Services Agreement for all Municipal Fire Services
- Venue Fire Safety Plans – 2014 and Spring 2015
 - Markham Pan Am Centre – completed
 - Angus Glen Golf Course – established, working on Pan Am implications
 - Training locations – in progress
- Training from Fire Marshal – February
 - 2 Fire Prevention staff & Markham Pan Am Centre staff involved
 - Extra considerations for added Games-time seating/capacity



EOC - Emergency Operations Centre

- Mock emergency exercises with TO2015 & other municipalities
 - 2 completed – 2014
 - 1 pending – spring 2015
- Provincial Emergency Communications Training – January
 - City Staff and TO2015 Reps
- Games-time liaison with TO2015 MOC (Main Operations Centre)
 - EOC enhanced monitoring schedule being built (Games-time 24/7)
 - Daily communications flow
 - Building plan to ensure Mayor & Council updates
- City remains responsible for all current municipal jurisdiction
 - Eg, traffic issues – City issues communication
 - Eg, Games-time venue issue – TO2015 leads

Environmental Services

- Work with TO2015 to introduce Markham zero waste management policy during exclusive use period by TO2015 and their procured vendors
- Games-time waste management considerations – may require schedule adjustments.
- Offers to second venue (Angus Glen) to support waste management / recycling protocols
- Preparing protocols to ensure business continuity in water services





Community Activation

TO2015 – a few Community Engagement initiatives

1. TO2015 Ticket Sales – good progress, continue to promote
2. TO2015 Torch Relay – over 3,000 torchbearers, open call contest
3. TO2015 Volunteer Recruiting – over 20,000 recruited
4. TO2015 Merchandising – Markham sales are active
 - Kiosk in Markville Shopping Centre
 - PACHI sales at City Locations – Civic Centre, MPL, Museum, Varley
 - Local retailers – OFH, AGGC
5. TO2015 Community & Council Info Sessions & Briefings – Jan-May
6. TO2015 Pan Am Day
 - Fri June 12 – Pan Am / Parapan Am Play Day – elementary schools
 - Sat June 13 – Pan Am Day in Canada – CBC broadcast & 1,000 events nation-wide
7. Designated Days for Gold Municipalities
 - Different highlight days for host municipalities, usually tied to day of finals
 - Markham: Thurs July 16 (badminton finals)

Markham Community Activation Strategy

Vision:

Inspire and engage our community by celebrating our diversity and shared passion for sport & culture.



Markham Community Activation Strategy

Mission:

1. Provide Canadians and international guests with **once-in-a-lifetime opportunity** to experience why the Pan Am competitions are truly “the Peoples Games”.
2. Showcase 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**, strength of its businesses, 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
 - World-class sporting venue for all abilities
 - Life long active living and sport participation
 - Supporting local businesses through sport tourism
 - Leave a Games legacy of sustainable excellence



Markham Community Activation Strategy

Key Outcomes:

1. Raise resident **awareness** of the Pan Am Games and Markham's role in the Pan Am Games.
2. Raise awareness and build **community involvement** in the Pan Am Games in Markham through initiatives outlined in our plan.
3. Build **participation** in the following areas:
 - Attending Pan Am related events and activities
 - Engaging businesses in Pan Am activities & longer term sport tourism opportunities
 - Fostering volunteerism and systems to support volunteerism
 - Resident ongoing involvement in sport
 - Enhancing our reputation as a sport destination
 - Raising profile of Markham as a location to live, work and play



Local Business Engagement

- Support local business involvement
- Organized local business forum with City, MBT, RH Chamber in Fall 2014
 - *Procurement*
 - *Merchandising*
 - *Marketing Campaigns*
 - *Sport Tourism*
- Advise local business of procurement opportunities – eg, catering forum
- **As at December, 16 local businesses have earned \$360,000 in TO2015 procurement contracts**



FIND OUT HOW YOUR BUSINESS CAN BENEFIT FROM THE PAN AM / PARAPAN AM GAMES!

You're invited to a **FREE** Markham business forum presented by experts from the TO2015 Organizing Committee.



bidding & procurement
merchandising opportunities
tourism spin-off benefits

Tuesday November 25, 2014 • 8:30 a.m. – 9:45 a.m.

Don't miss this exciting opportunity held at Markham's new PAN AM Centre!
16 Main Street, Unionville



Community Activations

Sample of Actions Underway...

Varley Art Gallery

- *Public programs* – eg, 1YC, Arts Around the World Camp, etc
- *Varley-McKay Art Foundation* – 2015 Garden in White event to be ‘panamized’
- Retailing PACHI

Markham Museum

- *2014 Exhibit* – “*Kids Celebrate*” – features Pan Am component
- *2015 Exhibit* – “*The Perfect Match: Science vs. Sport*”
 - June 2015 – Jan 2016
 - Participatory exhibit explains how science & technology contribute to improve sports performance
 - Secured TO2015 Ignite status for this exhibit
- Retailing PACHI



Flato Markham Theatre – 2014/15 Season

- Embraces TO2015 spirit via program messaging, graphics, performances
- 48 productions from the Americas (*Chile, Brazil, Argentina, Columbia, Uruguay, Hawaii, Cuba, Jamaica, USA, Canada*)
- Secured TO2015 IGNITE status for Pan Am flavoured show – eg, Liza Alfonso Dance Cuba Amigas

Community Activations

Sample of Actions Underway, cont...

Markham Public Libraries

- Will host Pan Am Speaker Series
- Will create Pan Am Medals/Messaging Boards and Displays
- Retailing PACHI

Public Art – *Pan Am Themed and working with local youth*

- Traffic box wraps
- In the Markham Pan Am Centre
- Street art outside the Pan Am Centre
- Uniquely styled bicycle racks that invoke Pan Am theme

Recreation

- Bringing in Pan Am / Parapan Am spirit in programming – example, camps
- All staff uniforms now include VIVA PAN AM MARKHAM logo
- Programs in Markham Life that are Pan Am sports will be highlighted

Host Advisory

- 7 committees with \$600,000 activations plan to be fundraised

Committee:

1. Events - \$300,000 for 9-Day Games Time Festival, plus One Year Countdown and Torch Relay
2. Sport - \$30,000 - Sports Breakfast Series, Sport Hall of Fame
3. Culture - \$18,500 - Grelfie Campaign/Legacy Art, Music/Arts Activation
4. Volunteers - \$13,000 - T-shirts, Refreshments, Training, Thank Yous – 11 days
5. Sponsorship - \$0
6. School Activation - \$2,000 - Flags for school visits
7. Marketing/Biz/Tourism - \$118,000 - Promotions/guides, Markham Pan Am video, FIND PACHI

Revenues/Grants:

\$150,000 target

- 5 grant/partnership streams
- Revenues

Fundraising / Sponsorships:

\$450,000 target

- depending on grant results



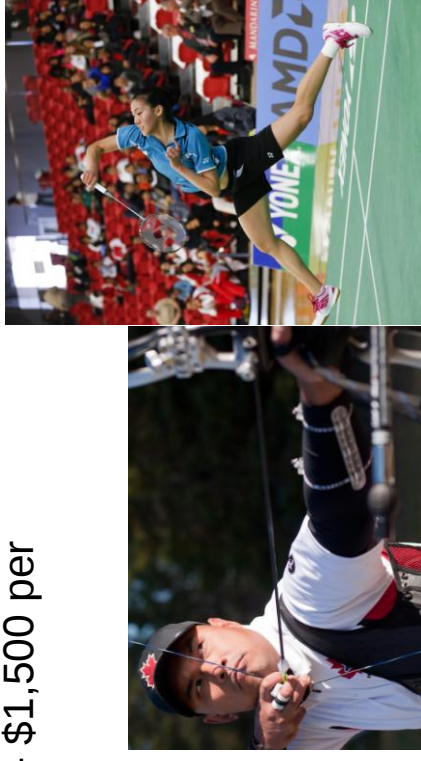
Also pursuing Sport Legacy Programs

Seeking additional community support and donations to build Sport Legacy Programs that remove barriers to participation (financial, physical, gender, cultural) for residents.

Example:

- \$5,000 – support children attending camps
- \$10,000 – enhance registration in sports programs and equipment purchases
- \$15,000 – support local athletes competing provincially/nationally
- \$25,000 – athletic bursary for 14 high schools - \$1,500 per

...each for 10 year legacy



Coming up: January–March

- Municipal Services Agreement – finalized
- MTAC 24-hour Film Challenge “panamized” – Jan 18
- York Region Council Update – Jan 22
- International Pan Am Waterpolo Test Event – Jan 28-Feb 2
- TO2015 Info Management Workshop – January 29
- TO2015 / CEO Saad Rafi update to Council – Jan/Feb
- TO2015 Community Info Sessions & Briefings – Jan-May
- Flato Theatre – Brazilian Guitar Performance – Sergio & O’Dair Assad – Feb 12
- Flato Theatre – Cuban Dance – Liza Alfonso Dance Amigas (IGNITED) – Feb 27/28
- TO2015 Torch Relay Dates, Routes, Torchbearer announcements – Feb
- Markham social campaigns launch – Feb-March





THANK YOU!

MERCI!

¡GRACIAS!