



TO2015 Pan Am/Parapan Am Games - Update



MARKHAM PAN AM CENTRE

UNITED WE PLAY! VIVA PAN AM! UNITED WE PLAY! VIVA PAN AM!

- The purpose of this report is to provide a status update on the Markham Pan Am Project related to:
 - Community Engagement Strategy,
 - Municipal Designation Program,
 - 2 Year Countdown Event,
 - Facility Naming,
 - Facility Construction,
 - Public Realm and
 - Event/Logistics Planning.



Markham Community

Engagement Strategy - Mission



- The mission of Markham's Pan Am Community Engagement Strategy is to involve the Markham Community in leadership, volunteerism, sport and cultural development, legacy building, healthy active living, business development/tourism and celebration for the TO2015 Pan/Parapan Am games.

Community Engagement Strategy

- On Saturday April 13, 2013 Markham hosted the Pan Am/Parapan Am Games Community Workshop and Forum.
- The purpose of the workshop was to initiate the engagement process with Markham residents, including representatives from sport, culture, businesses, and community agencies.

"The municipality under the leadership of Mayor Scarpitti can take the opportunity to make the TO2015 Pan Am /Parapan Am Games a fantastic community-building experience for its residents and businesses. It is up to Markham community to own and create the Games Spirit over the next two years and to leave an invaluable legacy for everyone."

- Through a facilitated workshop format the participants were asked to provide their input on the following topics:
 - The Games Legacy
 - Rewarding Volunteer Roles
 - Communication & Staying Connected
 - Cultural Development
 - Citizen hosting & Tourism/Business Opportunities
- The results of the Community Workshop and Forum have been documented in a summary report (Attachment A).
- The next steps will be to develop a plan to be implemented over the next two years as a lead up to the games.

Markham Pan Am Host Advisory Committee

- A multi-sectoral, high-level leadership team to work with the City of Markham to leverage resources, build partnerships & increase profile of Markham's Pan Am events leading up to the Games.
- The committee would be chaired by the Mayor and the composition would consist of eight to twelve top level executives/leaders from business, health care, education, sport, and culture and community service sectors.
- Attachment B -Markham Pan Am Host Advisory Committee 'Terms of Reference' and composition.

Markham Pan Am Community Activation and Legacy Team

- A multi-faceted team of Council and staff to engage Markham's diverse residents and volunteers, students, persons with a disability, seniors, athletes, community organizations, culture and business leaders in the spirit, excitement and work of Markham's Pan Am games.
- Over the next two year team of community leaders from sport, business, and culture will advise on legacy options such as athlete/coaching development, community sport development, volunteerism and cultural programming leading up to the Pan Am games.
- Attachment C -Markham Pan Am Community Activation and Legacy Committee 'Terms of Reference' and composition.

- The Pan Am Centre facility will require a strong marketing, sport development and start up plan to be in place for the opening.
- Promotion of the Markham Pan Am Centre as a destination for international, national and regional sporting events in aquatics, badminton, table tennis and other sports such as volleyball is required to ensure that we are competitive in the bid process for these sport games.
- There will be a need to support the TO2015 Sport Chairs, responsible for badminton, table tennis, water polo and para table tennis during the games to ensure that their games needs are met.
- Staff are recommending the hiring of a contract position to facilitate the marketing, sport development plan and start up of the Pan Am Facility, to start January 2014 to be funded from the existing Personnel Ramp-Up Reserve for the Markham Pan Am Centre.

Municipal Designation Program

- In order to increase activation impact within host communities TO2015 has created the opportunity to access additional rights and benefits in exchange for increased support level of the Games.
- Municipalities are able to opt into the Municipal Designation Program in one of four levels: Viva, Bronze, Silver or Gold.
 - **Designation**
 - **Way finding**
 - **Look of Games**
 - **Celebration Site**
 - **Torch Relay**
 - **Tickets**
 - **Mascots**
 - **Sponsor Services**
 - **Special Program**

Municipal Designation Program

Staff are recommending that Markham pursue a Gold Level.

	BRONZE	SILVER	GOLD
Designation	Host Municipality	Venue City	Official City
Way finding	Venue Corridor	Core Corridor	City Wide
Look of Games	Venue Corridor	Core Corridor	City Wide
Celebration Site	Opening Ceremonies	Celebration at opening/closing/venue operation	Festival celebration throughout games
Torch Relay	2 hour, 1 position	4 hours, 2 positions Programmed celebration	8 hours, 4 positions 2 programmed celebrations
Tickets	10 per day	25 per day	50 per day
Mascots	Limited Access	Use of Imagery, 1 appearance per year	Use of imagery, 2 appearances per year
Sponsor Services		Access	Full Access – transportation to venues
Special Program			Designated – Pan Am Markham Day

Municipal Designation Program – Estimated Cost

COMPONENTS	GOLD LEVEL	APPROXIMATE COST
Designation – all signage	Official City	\$5,000
Way finding –direction signage to venues	City Wide	\$ 25,000 (to be modified based on confirmed transportation routes).
Look of Games – Banner/signage program	City Wide	Banners – \$45,000 max.(to be modified based on confirmed transportation routes) Tab Signs – \$6,000 Eco media - \$2,000 Arena Boards – \$1,000 CN Banner- \$7,500 (based on 2 locations)
Celebration Site – community celebrations	Festival celebration throughout games	\$125,000
Torch Relay – Sat. June 28, 2015.	8 hours, 4 positions 2 programmed celebrations	\$40,000
Total Estimated Costs		\$250,000 max.

- **TO2015** is planning a 2 Year Countdown event to take place in host municipalities to continue to activate at a local level.
- Events will be held on Wednesday, July 10, 2013, two years to the day of the start of the Pan Am Games
- Celebration site will be at the Markham Civic Centre – Tony Roman Centre.
- Staff have been working with TO2015 and a draft program has been developed. The 2 Year Countdown event will include:
 - Official Proclamation of the 2 Year Countdown
 - Flag Raising Ceremony
 - Pan Am Mural Unveiling
 - Athlete Appearances
 - Sport Demonstration and Interactive Play (Badminton, Table Tennis, Water polo and Golf)
 - Pan Am Information and Interactive Play
 - Cultural Performance(s)

Pan Am Centre – Facility Naming

- There are requirements within the agreement that permanent facility signage must be bilingual – English and French.

Markham Pan Am Centre

A Legacy of the Pan and Parapan American Games

Centre Panaméricain de Markham

Un Legs Des Jeux Panaméricains et Parpanaméricains

- Use of this full name, with the French translation only has to appear on permanent building signage. For everyday use the centre will be known as the **Markham Pan Am Centre**.

Pan Am Centre – Construction Update

- The project is at about 35% completion and currently 5 to 6 weeks behind schedule. The contractor indicated that by end of August, 2013, the project will be back on schedule. The following summarizes the construction status:
- Pool foundations and concrete walls 80% complete.
- The pool deck at main floor level is 65% formed and ready for concrete.
- Field house foundations will be complete by mid-June to be ready for structural steel.
- The 2nd floor main concrete supporting structure (the spine) is nearing completion. Formwork has started on the 3rd floor level.
- Structural steel is approximately 10% complete, the north east corner around the main front entrance staircase and east side of the pool bleachers support.

Pan Am Centre – Public Realm: Water Feature

- Throughout the schematic development and design phase of the Markham Pan Am Centre there has been discussion by Council about the introduction of a public realm water feature in the piazza area (north east corner of site) to showcase the facility.
- This item was not included in the project budget.
- Work is required to develop a scope and process for design and development of such a feature.
- A preliminary budget estimate of \$550,000 has been established and will be requested through the 2014 Capital Budget process.
- Some servicing work will be required as part of the Pan Am construction project and will need to be identified this year; funding source for these services is potentially from project contingency.

Pan Am Event/Logistics Planning Update

Committee	Role of Committee	Staff Rep (s)
Overall Project Coord	To ensure the success of the Pan/Para Pan Am games in Markham, ensuring we meet all of our obligation as per the agreement	Brenda Librecz
Facility Development	To ensure the successful construction of the Markham Pan Am Centre. This is a construction coordination and oversight group with Infrastructure Ontario as the Project Manager.	Brenda Librecz – Steering Committee Gary Adamkowski – Works Committee Mary Creighton – FF&E Committee
Municipal Forum	Municipal Updates from TO2015	Brenda Librecz – Lead Mary Creighton Dennis Flaherty
Transportation: – several committees established	To develop venue specific transportation plans, the VTWG, will work to shape the strategy for zone based transportation operations that will run throughout the course of the Games. Expected outcomes will be based on the shared goals of TO2015, the Ontario Ministry of Transportation, and the relevant regional/municipal participants.	Paul Ingham – Lead David Porretta – Technical Advisor Brian Lee – support for Games Route Network
Emergency Management	To ensure coordination of consistent application of the Fire Code across all venues, ensuring the safety of all participants. To coordinate emergency response and preparedness.	Bill Snowball – Lead Phil Alexander Sonia Singh

- TO2015 has advised that on Friday July 19 the Pan Am Mascot will be visiting the City of Markham.
- The visit will take place on Friday from 2 pm – 4 pm.
- Staff are recommending that the Pan Am Mascot visit Camp Chimo and then the Markville Shopping Centre.
- Corporate Communication staff will work with TO2015 staff to ensure that a media release is circulated, and that they work with through local media and Markville Shopping Centre to promote the visit.

- There are a number of Pan Am programs that require funding to ensure their success.
- Staff are recommending that the Community Activation and Legacy Plan, and Municipal Designation Program be funded through Corporate Sponsorship and fundraising.
- Staff are recommending that the 2 Year Countdown Event be funded from Capital Project Pan Am – Building Demolition

Program	Cost	Funding Source	Timing
Community Activation and Legacy Plan	\$50,000	Corporate Sponsorship and fundraising	Sept 2013 – May 2015
Municipal Designation Program	\$250,000	Corporate Sponsorship and fundraising	2015
2 Year Countdown Event	\$15,000	Capital project #12465 ‘Pan Am – Building Demolition’	2013

Questions