



Report to: General Committee

Date Report Authored: May 22, 2013

SUBJECT: TO2015 Pan Am/Parapan Am Games – Status Update
PREPARED BY: Mary Creighton- Director, Recreation Services

RECOMMENDATION:

- 1) That the report TO2015 Pan Am/Parapan Am Games – Status Update be received;
and
- 2) That Council approve the participation of the City of Markham in the TO2015 Municipal Designation Program at a Gold Level, based on the City's role as a major Games location and the requirements of the Facility Agreement at a maximum cost of \$250,000 and the Community Engagement Strategy for a cost of \$50,000 to be funded from corporate sponsorship and fundraising initiatives;
and
- 3) That Council support the Pan Am 2 Year Countdown event on Wednesday, July 10, 2013 to be held at the Markham Civic Centre be funded to a maximum of \$15,000 will be funded from Project #12465 'Pan Am – Building Demolition';
and
- 4) That Council endorse the permanent name recommended by the Federal government (Attachment D), satisfying the requirements within the agreement that all permanent facility signage must be bilingual, English and French, at the Markham Pan Am Centre as follows:

Markham Pan Am Centre

A Legacy of the Pan and Parapan American Games

Centre Panaméricain de Markham

Un Legs Des Jeux Panaméricains et Parpanaméricains

- 5) That Council approve the Terms of Reference for the Markham Pan Am Host Advisory Committee (Attachment B) with the Mayor chairing the Committee and the Chair of Economic Development as a member and that the Mayor with the support of the CAO and Commissioner of Community & Fire Services finalize the appointments based on the categories in the terms of reference; and
- 6) That Council approve the Terms of Reference for the Markham Pan Am Community Activation and Legacy Committee (Attachment C) and request that each Councillor provide three names for consideration based on the areas outlined in the membership list to be forwarded to the City Clerk for consideration and appointment by the end of September 2013 in accordance to the Markham Board and Committee Appointment Policy; and
- 7) That Council thank all participants that attended the Community Workshop (Attachment A) and the suggestions provided be reviewed by the Markham Pan Am Community Activation and Legacy Committee; and

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- 8) That Council authorize the hiring of a contract position to facilitate the marketing, sport development plan and start up of the Pan Am Facility funded to a maximum of \$115,000 per annum to start January 2014 to be funded from the existing Personnel Ramp-Up Reserve for the Markham Pan Am Centre; and
 - 9) 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 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.

BACKGROUND:

As per the Markham Pan Am Centre Update report on November 2, 2012 the City of Markham (City) agreed in 2009 to be a partner in the delivery of the TO2015 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 TO2015, Infrastructure Ontario (IO) and the City of Markham. In 2012 the City of Markham also signed the Facility Agreement which outlines roles and responsibilities during construction, pre-games, games and post games.

As a host community we are responsible for the development of infrastructure, pre-game community engagement, way finding and municipal services needed to host the games and legacy program development.

The City's commitment to the infrastructure is the development of a 147,000 sq ft. facility which includes a 50 metre pool and field house. The Markham Pan Am Centre will host water polo, table tennis, and badminton for the Pan Am Games and table tennis for the Parapan Am Games. The City will also play host to golf for the Pan Am Games, which will be held at the Angus Glen Golf Course.

Markham is also required to develop a community engagement strategy that will help to activate the community in support of the games, develop a strong legacy commitment and to prepare to play host to the international audiences whom will arrive for the games in 2015. Playing host to the games includes involvement in games planning committees responsible for construction, transportation, emergency planning, way finding signage, traffic management, cultural and community engagement.

OPTIONS/ DISCUSSION:

This report will provide an update on the following:

- 1) Community Engagement Strategy
- 2) Municipal Designation Program
- 3) 2 Year Countdown Event
- 4) Facility Naming

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- 5) Construction Update
 - 6) Public Realm Project for Markham Pan Am Centre (Water Feature)
 - 7) Event/Logistics Planning Update
 - 8) Pan Am Mascot Program

1. Community Engagement Strategy

The TO2015 organizing committee has identified that a high priority of the games is to engage the community to celebrate sport and culture. The intent of developing a community engagement strategy is to ensure that residents of host communities truly embrace the games, understanding the value of the games from a sport, cultural, tourism and legacy perspective.

The mission of Markham's 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.

On Saturday April 13, 2013 Markham hosted the Pan Am/Parapan Am Games Community Workshop and Forum. The event was held at Bill Crothers Secondary School. The purpose of the workshop was to initiate the engagement process with Markham residents, including representatives from sport, culture, businesses, and community agencies. Even though the weather was rainy close to 100 persons attended bringing great energy and enthusiasm for the opportunities for Markham.

The Workshop started with inspiring remarks from Ian Troop, CEO of TO2015, Mayor Scarpitti, and Honourable Minister Michael Chan. Mr. Troop most compelling message to the community workshop delegates was that Markham has a very significant and one-time opportunity in hosting the upcoming international event in their City. ***"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.

To ensure that there is ongoing support to Community Engagement and that the strategy is fully implemented staff are recommending the formation of two Pan Am Community Engagement committees:

a) **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). In order to advance the establishment of the host committee, it is recommended that the Mayor work with senior staff on the selection of community representatives from each of the sectors outlined in the terms of reference in order to have the Committee operational in September 2013.

b) **Markham Pan Am Community Activation and Legacy Building 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)

To support the Pan Am Community Engagement Plan staff are recommending an allocation of \$50,000. Staff will seek opportunities for the Community Engagement Program to be funded from corporate sponsorship and fundraising. This will be sought based on the guidelines from TO2015.

The Pan Am Centre is scheduled to be completed in July 2014. The 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. Staff recently attended the Canadian Sport Tourism Congress in Ottawa, which is held annually to give sport venue operators an opportunity to meet with national and international sport governing bodies to promote their venues and the ability to host potential events.

As well 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, including implementation of the Community Engagement Plan funded to a maximum of \$115,000 per annum to start January 2014 to be funded from the existing Personnel Ramp-Up Reserve for the Markham Pan Am Centre. The operating model for the Pan Am Centre is currently being reviewed and needs to be flexible to respond to changing opportunities. Staff will report back to Council in Q1 of 2014.

2. 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.

As per the Council Resolution of December 10, 2012 which stated:

The Commissioner of Community and Fire Services be authorized to enter into discussion with TO2015 regarding the Municipal Designation Program – “Host Municipality” and report back to Council on the program and costs.

Staff has met with TO2015 to review the program. The major components of the program include:

Table 1 – Municipal Designation Program - LEVELS

	VIVA	BRONZE	SILVER	GOLD
Designation	Municipality	Host Municipality	Venue City	Official City
Way finding	Venue	Venue Corridor	Core Corridor	City Wide
Look of Games	Venue	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

Staff are recommending that Markham pursue a gold level. As a result we have met with TO2015 to better understand the requirements and the approximate costs of each of the components.

- Designation = Official City which will appear on all way finding signage and can be used in all communications. No difference in costs between the types of designation.
- Way finding = part of the Facility Agreement noted that the City will need to provide way finding to the venues based on the design standards set by TO2015. Exact locations to be determined through discussions with TO2015 staff. Strategically placed games information on existing signs or vehicles based on criteria set by TO2015 sponsorship program.
- Look of Games = will have the ability to provide banners and signage city wide. Staff have reviewed the potential sites city wide. In total we have identified 310 banner locations: 250 of them that are new locations respecting Pan Am facility public routes and 60 which exist. Location of banners will continue to be reviewed and has the potential to be modified once we confirm transportation routes being developed by the planning committee. There is a potential as well to look at cost sharing or community sponsorship programs of a 2015 Pan Am/Parapan Am Banner Program by local sport groups, businesses and schools. Sign tabs will be added to all population signs (30) stating that we are a 2015 Pan/Para Pan Am Official City. Two CN Banners will also be included.
- Celebration Site = Markham will have ability to host celebrations throughout the games. Staff recommends that we create a "Celebration Site" at the end of Unionville Main St., adjacent to the Markham Pan Am Centre providing entertainment will be a shared responsibility with TO2015 who will work to secure major entertainers who will circulate through the celebration sites. Markham will also be responsible for providing entertainment, which will be an opportunity for us to showcase local talent.
- Torch Relay = As an Official City partner Markham would have the torch in our community for an entire day. The expectation would be that there would be two celebrations, one in the morning as the torch arrives into the community and then a late afternoon/evening event. The proposed date for Markham would be Saturday June 28, 2015.

Table 2 – Municipal Designation Program – GOLD LEVEL

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.

Staff are recommending that Council approve the participation of the City of Markham in the TO2015 Municipal Designation Program at a Gold Level, based on the City's role as a major Games location and the requirements of the Facility Agreement at a maximum cost of \$250,000. Staff will seek opportunities for the Municipal Designation Program to be funded from corporate sponsorship and fundraising. This will be sought based on the guidelines from TO2015 which can be limiting in who can be approached for funding. TO2015 are actively pursuing sponsorships to run the Games hence are carefully about their overall sponsorship strategies. They are continuing to pursue a naming sponsor for the Markham Pan Am Centre (during the games only.)

3. 2 Year Countdown Event

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 in host communities throughout the GTHA. The majority of the events in municipalities will be hosted in the morning and early afternoon. To ensure that we have participation of representatives from our Federal and Provincial partners we are planning to host the event in the evening. The 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)

TO2015 will be assisting the municipalities in the promotion of this event through the Games media sponsor Metroland. An ad will be placed in all Metroland publications on Thursday July 4 promoting the events in each of the municipalities. On Saturday July 6th a Pan Am Insert/Ad will appear in the Toronto Star with the listing of all the municipal events taking place on July 10. The CEO of TO2015 Ian Troop will attend the Markham 2 year Countdown Event along with a CBC personality as the master of ceremonies.

To support the Pan Am 2 Year Countdown Event, staff are recommending that a budget of \$15,000 be used from existing capital project #12465 'Pan Am – Building

Demolition'. This money will support staging and technical costs, entertainment and additional local promotion. Staff from Corporate Communications will also attempt to secure sponsorships to offset the costs both in-kind and donations will be sought based on the guidelines from TO2015 which can be limiting in who can be approached for funding.

4. Facility Naming

Within the Facility Agreement there is provision for the Facility to be named and approved by the three funding partners: municipal, provincial and federal governments. Markham Council previously approved that the facility name be:

Markham Pan Am Centre

There are requirements within the agreement that permanent facility signage must be bilingual – English and French. Extensive discussions with all levels for government have taken place regarding the exterior signage for the building. While yet requiring final approval by the Federal Government, the proposed naming signage at the venue will be (Attachment D):

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.

Staff are seeking approval from Council to proceed with confirmation to TO2015 to proceed with the permanent facility signage which is a component of the construction agreement.

5. 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.

The good weather has provided an opportunity for increased activity and manpower on the site. There are approximately 50+ workmen on site on a daily basis. Bondfield is showing a concerted effort to make up the schedule delay.

6. Public Realm Project: Fountain Feature in the Piazza

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 feature in the piazza area (north east corner of site) to showcase the facility. The intersection of Enterprise and Main Street serves as a gateway into the Markham Centre from the east, so it is important to include a public realm component, to showcase this area.

A water feature would be particularly appropriate given that aquatics is a major component of the complex, the feature could be installed following completion of the construction project but prior to the commencement of the Games. 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. No funding source has been identified currently to support site enhancements. However, 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.

7. Events/Logistics Planning Update

To ensure the successful execution of a positive Pan Am/Parapan Am Games experience for community, spectator, athlete and games family planning TO2015 has established a number of committees with representatives from Markham Staff. These committees include:

Table 3 – Pan Am/Parapan Am Games Planning Committees

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

Coordination of successful games relies heavily on partnerships with external agencies including Ministry of Transportation, and Emergency Management Ontario. Two internal staff committees work together to ensure Markham's interests are protected: Working Group Coordination Team – leads of each TO2015 Committee representing Markham and the Executive Markham Pan Am Committee – Senior Staff providing oversight and support for ensuring project completion both chaired by the Commissioner of Community and Fire Services.

Pan Am/Parapan Am Games – Emergency Services

Fire and Emergency Services are working with a committee comprised of Fire Chief's from host municipalities, The Office of the Fire Marshal, Emergency Management Ontario and the Ontario Association of Fire Chiefs. The objective of the committee is to ensure a consistent approach to fire prevention and emergency response in all the host municipalities during the games regardless of the size of sport being hosted. This consistent approach will provide a memorable experience for the athletes, coaches and organizers while ensuring the safety of all participants.

Several meetings have been held and although the approach to fire safety will be consistent, representatives from Markham will meet with various committees of Toronto 2015 to develop plans for each individual venue; this will include the identified practise venues as well as the transportation corridors for the games.

8. Pan Am Mascot Visit

TO2015 has advised that on Friday July 19 the Pan Am Mascot which will have been unveiled at the CBC Kids Day event two days earlier will be visiting the City of

Markham. The visit will take place on the Friday from 2 pm – 4 pm. Staff are recommending that the Pan Am Mascot visit Camp Chimo and then the Markville Shopping Centre. Further details on this visit will be forwarded to Council as they become available. 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.

FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)

As per December 10, 2012 report to Council – Markham Pan Am Centre Update, there was \$270,000 surplus funding available in the Site Preparation and Building Demolition budgets.

Staff recommends that the '2 Year Countdown Event' be funded from Project #12465 'Pan Am - Building Demolition' to a maximum of \$15,000.

The City of Markham participation in the TO2015 Municipal Designation Program - Gold Level will be funded to a maximum cost of \$250,000 from corporate sponsorship and fundraising initiatives to be determined.

The Markham Pan Am Community Engagement Plan to be funded to a maximum cost of \$50,000 from corporate sponsorship and fundraising initiatives to be determined.

The hiring of a contract position to facilitate the marketing, sport development plan and start up of the Pan Am Facility, including implementation of the Community Engagement Plan funded to a maximum of \$115,000 per annum to start January 2014 to be funded from the existing Personnel Ramp-Up Reserve for the Markham Pan Am Centre.

Table 5 – Summary of Markham Pan Am Costs

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

HUMAN RESOURCES CONSIDERATIONS

Staff are recommending the hiring of a contract position to facilitate the marketing, sport development plan and start up of the Pan Am Facility, including implementation of the Community Engagement Plan funded to a maximum of \$115,000 per annum to start January 2014 to be funded from the existing Personnel Ramp-Up Reserve for the Markham Pan Am Centre.

ALIGNMENT WITH STRATEGIC PRIORITIES:

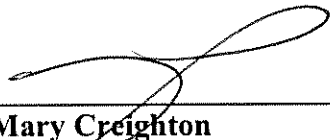
This project is in line with the City's strategic focus on the Integrated Leisure Master Plan and Diversity Plan.

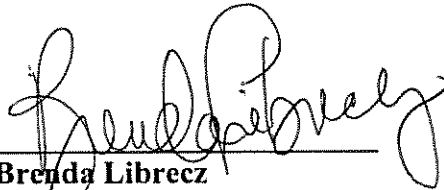
BUSINESS UNITS CONSULTED AND AFFECTED:

The Finance Department, Operations Department, Asset Management, Fire Department, Corporate Communication and Community Engagement

RECOMMENDED

BY:



Mary Creighton
Director, Recreation Services

Brenda Librecz
Commissioner, Community and Fire Services

ATTACHMENTS:

- A - Community Forum and Workshop Summary Notes
- B - Markham Pan Am Host Advisory Committee 'Terms of Reference' and composition
- C - Markham Pan Am Community Activation and Legacy Committee 'Terms of Reference' and composition
- D - Markham Pan Am Centre - Signage