

# **iVIVA PAN AM MARKHAM!** TM/MC

## **T02015 Pan/Parapan American Games EXPERIENCE MARKHAM Community Engagement Workshop - Summary**



# 1. Introduction

On Saturday, April 13, 2013 the City of Markham hosted a community engagement workshop, ***Catch the Pan Am Spirit: Create the Markham Experience***, for the TO 2015 Pan/Parapan Am Games. The City took the initiative to openly invite the broad interests in the community to give their input and build ownership of the upcoming TO 2015 Pan/Parapan Am Games in Markham. The outcome of the community forum is this report that captures the forum participants' ideas and lays the foundation for the upcoming Markham Pan/Parapan Am Games Community Engagement Strategy to be completed by July 2013.

Approximately **one hundred participants** representing various interests including community, sport, culture, agencies and businesses gathered at Bill Crothers Secondary School on a rainy Saturday morning to discuss their ideas about how to engage the Markham community in the upcoming sporting and cultural events and leave a lasting legacy for athletes, residents of all ages, visitors, sport, culture, and business (See Appendix 1 – Community Workshop Participants). ***The City of Markham and its community have joined forces and will work together to successfully host four sporting events as part of the largest international sporting event in Canadian history.***

The Organizing Committee included: Brenda Librecz, Commissioner of Markham Community and Fire Services, Mary Creighton, Director of Recreation, Dennis Flaherty, Director of Communications and Community Engagement, Lori Wells, Manager of Recreation, and Kathy Wiele of Lifetime Consulting Services. In addition, City staff from various departments agreed to volunteer their time at the Saturday workshop to facilitate and record table discussions (see Appendix 2 – Staff Volunteers as Table Facilitators and Recorders). In preparation for the workshop, Kathy Wiele provided a three-hour training and orientation session on group dynamics and effective communication skills.

The morning's agenda included presentations on the TO2015 Pan/Parapan Am Games and table discussions of participants' ideas that are recorded for this report. The presentations by the Honorable Michael Chan, Minister of Tourism, Culture, and Sport, Ian Troop, CEO of the Games, and Markham Mayor, Frank Scarpitti, set the stage for the table discussions by informing workshop participants of the status of planning, funding, building, and staging of the upcoming international event.

The table discussions focused on six key topics, the Games Legacy, Rewarding Volunteer Roles, Communication and Staying Connected, Sport Development, Culture Development, and Citizen Hosting and Tourism/Business Opportunities. These topics provided a framework for residents, athletes, culture, sport and business to generate ideas and contribute to Markham's Community Engagement Strategy for the next two years and beyond.

The purpose of this report is to provide a record of the many excellent ideas generated by the workshop participants. These ideas will lay the foundation for the Markham Pan/Parapan Am Games Community Engagement Strategy, a two-year action plan.

## 2. Highlights of Workshop Presentations

Brenda Librecz, Commissioner of Community and Fire Services and staff lead for Markham's Pan Am Program, opened the workshop event. She identified the four Pan/Parapan Am Games events including **badminton, para table tennis, table tennis and water polo** to be held in Markham's new, world-class facilities in July and August 2015.

The workshop speakers included:

- Michael Chan, Minister of Tourism, Culture, and Sport and (MPP) for the riding of Markham-Unionville who is the provincial government minister responsible for the 2015 Games;
- Ian Troop, the CEO of the TO2015 Pan/Parapan Am Games; and
- Frank Scarpitti, Markham Mayor.

These speakers provided relevant and inspiring information about the upcoming Games that was very well received by workshop participants.

Minister Chan spoke of the government's investment of more than **\$700 million** in the Games. The investment will fund new infrastructure such as pools, field houses, and community spaces. These world-class facilities will result in the creation of jobs, volunteer opportunities for all ages, especially for youth, and increase tourism for the benefit of the local economy. Seventy million dollars (\$70 million) from the overall \$700 million Games funding has been set aside as a legacy trust in the form of an endowment that is intended to fund future opportunities for sport development and programming.

Mr. Troop provided a detailed overview of the upcoming TO 2015 Games. The Pan/Parapan Am Games are the second largest world multi-sport Games after the Summer Olympics. The TO 2015 Games will be the largest event of its kind ever hosted in Canada. Forty-two Pan Am countries will participate in forty-eight sports, and fifty venues will host 10,000 athletes. A multitude of partners, including the Government of Canada, Province of Ontario, the Canadian Olympic Committee and Paralympic Committees, thirteen municipalities, and three universities are working together to make this international event a tremendous success. Seven hundred million dollars in spending will generate 15,000 jobs leading to an economic impact of billions of dollars in the Greater Toronto Area of Ontario.

Mr. Troop's most compelling message to community workshop delegates was that Markham has a very significant and one-time opportunity in hosting the upcoming international events in

their city. The municipality and its community can take the opportunity to make the 2015 Pan/Parapan Olympic Games a fantastic community-building experience for its residents and businesses. ***It is up to the Markham community to own and create the Games spirit over the next two years and to leave an invaluable legacy for everyone.***

Mayor Frank Scarpitti spoke with passion about ***Markham's proven ability to host the world and his belief that the Pan/Parapan Am Games events in this municipality will leave a lasting, positive impression in the minds of athletes, their families, visitors, and local residents.*** The shovels are in the ground for the magnificent new facilities and the festivities have begun. On July 10, 2013 Markham will have its own two-year countdown celebration in the Markham Civic Centre, one of many yet to come. The Mayor thanked everyone for taking the time to come to the workshop. He urged delegates to be inspired and think creatively, and emphasized that each person in the room will help Markham create experiences that will keep the memories of the Games alive for years to come.

### 3. Table Discussions: Creating the Markham Pan Am Experience

The majority of time at the workshop was set aside for discussion by workshop delegates at table groups. City staff, working as volunteers, facilitated and recorded the participants' ideas for the Markham Pan/Parapan Am Games experience as outlined below. **The table discussions** were lead by a facilitator and noted by a recorder. Kathy Wiele of Lifetime Consulting Services was the forum facilitator and trainer for Markham staff, who undertook the roles of facilitators and recorders on a voluntary basis (Appendix 2 - Facilitators and Recorders.)

The round table discussions with workshop participants **focused on six topics:**

- **The Games Legacy**
- **Rewarding Volunteer Roles**
- **Communication & Staying Connected**
- **Sport Development**
- **Cultural Development**
- **Citizen Hosting & Tourism/Business Opportunities**

Delegates chose three of the six topics to which they had an opportunity to discuss and add their ideas with other workshop participants. To prompt the discussion, facilitators provided discussion group members with some thoughts about the meaning of the topic and asked a few questions to stimulate thinking and interaction (See Appendix 3 – Table Discussion Questions).



The **following sections of this report provide a summary** of the many excellent ideas generated by the delegates in the table discussions. Table reporters noted delegates' questions (See Appendix 4 – Participants' Questions) and topics that were not on the forum agenda for discussion (See Appendix 5 – "Parking Lot" Topics), for example, the available funding resources for community-based, Pan/Parapan Am Games initiatives.

## 4. The Games Legacy

The Games' legacy is the long-term benefits and effects of the planning, funding, building, and staging of the TO 2015 Pan/Parapan Am Games in Markham, and includes, for example:

- **Economic** - new jobs, skill development, encouraging trade, inward investment and tourism
- **Sporting** – continued athlete success, new facilities, involvement in sport in schools and the community
- **Cultural** – value in artistic expression, talent development, public art and inter-cultural appreciation

Summary of Games Legacy Input:

The workshop delegates that attended the Games' legacy discussion groups identified a number of positive, lasting impacts they would like to see as a result of the 2015 Pan/Parapan Am Games. The following are the comments from participants:

### 4.1 Sport Legacy

- a) From a sporting perspective, workshop delegates expressed considerable support for the formation of a **Markham sports federation** and the development of the **Markham Sport Strategy**. The intent of a sports federation and Strategy would be to make Markham sports more accessible by establishing:
  - Establishing an umbrella sports group for the city's different sporting organizations, with a collaborative effort on fundraising and sponsorship opportunities, getting volunteers and other administrative requirements such as insurance;
  - Providing more community sport-based opportunities and relying less on schools to provide sports and extracurricular programs;
  - Broadening the diversity of sport opportunities ( different sports) and ages involved in sport participation;
  - Developing new community-based sport organizations for such things as water polo and para table tennis;
  - Sponsoring free opportunities to try different sports.

Additional ideas about how sport in Markham could be improved are located in the Sport Development section on page 21.

- b) A second sport legacy discussed by delegates is the current development of a stronger badminton program in Markham. The Markham Badminton Federation continues to expand its capacity to support the development of all levels of play from introductory to elite, through such initiatives as:

- The “SMASH” Program (for schools to promote healthy choices through badminton)
- An Olympian-run badminton camp for children this summer;
- Nine high performance badminton clubs run by business;
- A 50+ seniors badminton program;
- Training of “line” officials for competition;

Hosting of provincial badminton championships;

The Markham Badminton Federation is building its program in 2013 in anticipation of the opening of the City’s world-class badminton facility for the 2015 Games. The highly developed badminton program in Markham will be a significant legacy for the City’s residents.

- c) A third sporting legacy discussed at the forum was improvements to the competitive sport of swimming. A new world-class aquatic facility for the Games in Markham will increase opportunities for swim competition and training. Children and youth will have increased opportunities to train for and compete in progressively more advanced levels of competition. The competitive swim program can expand its ability to include swimmers with a disability. Markham’s non-profit, competitive swimming organizations are very supportive of achieving these goals. However, their challenges are to find the means, such as corporate sponsorships and City support, to subsidize costs of participation to address affordability issues.

## 4.2 Cultural Legacy

Workshop delegates discussed several cultural legacies of the 2015 Games in Markham. Public art installations to enhance public spaces including at the Pan Am Centre and in other areas such as parks was discussed as a lasting legacy and reminder of the Games.

Participants

- a) They proposed an annual sports and healthy, active living festival as a legacy. They described this event as:

- A community-wide celebration;
- A mini Pan Am Games for children each year to remember the 2015 event;

- An opportunity to invite 2015 athletes to come back to join the fun Leading to a world exchange opportunity
- Many other

Other cultural legacy ideas were discussed, for example:

- Donations for gardens, trees and plants and/or a “buy a brick” campaign at the new facilities;
- Building community spirit and pride by showcasing Markham’s diversity, lifestyle, and investment opportunities;
- Capturing memories and celebrating – photo libraries or works of art;

Promoting sport and cultural expression in the broadest sense, with various design contests for items like tickets to events;

- Featuring and promoting Markham singers and musicians widely;
- Providing fun, interactive opportunities for spectators to participate at the Markham Pan Am Centre – festival site at Main and Enterprise.

### 4.3 Social Legacy

Delegates identified some valuable social legacies of the Games in Markham. One idea was to create ongoing opportunities for **connections between athletes and artists** through programs that would continue in the community after the Games. Another social legacy was the idea that educators could enhance interest and excitement in learning by building upon the Games as a theme in art, math, and/or other subjects.

An inspiring idea for a legacy of the 2015 Games was to **build the dreams of children and youth by creating opportunities to tour, visit and/or participate in the new facilities before, during and after the Games**. Young people could be introduced to the types of job opportunities arising from the planning, designing, staging and hosting of a world-class event through a “behind the scenes” look at the Games and opportunities to get involved in the venues and opening events.

The Games legacy discussion also highlighted the areas of rewarding volunteer roles and hosting capacity. These topics will be discussed in more detail on pages 12 and 27 respectively.

## 5. Rewarding Volunteer Roles

Rewarding volunteer roles associated with the upcoming Games would be based on the following principles:

- Inclusion of residents and business from all areas in Markham;

- Experiencing the joy of giving of one's self;
- Personal skill development;
- Leadership training & increasing qualifications.
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Summary of Volunteerism Input:

Three different table groups discussed several aspects of volunteerism that are summarized below in ***four themes, the promotion of the benefits, recruitment, training, and recognition of Markham's Pan/Parapan Am Games volunteers.***

## 5.1 Promote the Benefits of Rewarding Volunteer Roles

Workshop participants identified many benefits of rewarding volunteer roles over the next two years. Rewarding volunteer roles should be promoted widely using a communications strategy. Some of the benefits of volunteering that would be included in media communications, on social networks, and through other targeted communication vehicles are:

- A once in a lifetime opportunity to make a special contribution to a world-class event;
- An opportunity to meet high performance athletes;
- Public recognition for volunteer efforts;
- Personal feelings of pride in what you have contributed;
- Connecting with the world community, "make friends around the world";
- Being part of team that will create a legacy for years to come;
- Gaining skills and qualifications through training to add to your resume;
- Completing 40 volunteer hours for high school graduation requirements;
- Having access to tickets for sports competitions;
- Choosing from a variety of roles from very easy roles requiring little commitment to more intensive and/or time consuming experiences;
- Engaging the whole family, with children fulfilling "cheerleading" roles, so everyone can help the community.

## 5.2 Volunteer Recruitment

Workshop delegates were asked to contribute their ideas about how to recruit Markham residents and businesses from all sectors in the community. The City of Markham wants to engage a diverse, volunteer base, including residents of all ages, members of community groups, and those involved in business organizations. The City's goal is to recruit a volunteer base that is inclusive and representative of the demographics of the municipality. Some of the specific suggestions for volunteer are:

- Host volunteer recruitment events, such as pep rallies at Markham high schools;
- Offer volunteer opportunities in different languages for newcomers and different ethnic



backgrounds;

- Match schools with countries to establish a foreign volunteer program and create a logistics approach;
- Provide clear expectations/job descriptions up front about volunteer roles and responsibilities, e.g., dates, time commitments and expectations;
- Ask/invite people and give them permission to accept or decline based on a realistic description of commitment and skills required
- Target recruitment strategies to different ages, abilities, ethnicities
- Make reference to the value of all levels of volunteer contributions from frontline to leadership
- Raise profile of volunteer opportunities through media articles, signage, advertising
- Utilize key high profile Markham individuals, e.g., Bill Crothers, to lead volunteerism, especially in youth

The City of Markham must ensure that a highly inclusive approach to engaging volunteers is developed. Workshop participants anticipated the need for volunteers who speak the languages of the Americas including Spanish, Portuguese and French. They also identified many potential sources and strategies for recruitment such as:

- Utilize different ethnic groups to encourage ethnic communities to participate and volunteer
- Work with Social Services and other agencies to recruit youth, parents and individuals from low-income families
- Connect with executive levels of big business corporations, e.g., IBM and major post secondary institutions, e.g., Seneca College, U of T Scarborough campus
- Establish a Pan Am Markham information centre or a central office location where residents can turn to for volunteering information, latest updates or sponsorship opportunities along with Pan Am kiosks at each of the City's community centers
- Get assistance from the Welcome Centre, libraries, schools, youth organizations, ratepayer associations, sport clubs, existing volunteers and athletes from Para-organizations, seniors' clubs, photography groups, cultural organizations, (e.g., dancers and singers), running club (already uses volunteers), and local Guiding and Scouting clubs
- Tap into Markham Parks and Recreation leadership programs for volunteers

### 5.3 Volunteer Orientation and Training

Workshop participants acknowledged the importance of volunteer training as a benefit that should be promoted to potential volunteers. We must ensure that we create a community talent resource library, using the many skilled trainers of volunteers in our community to help train volunteers.

## 5.4 Recognition and Rewards

Volunteerism research shows that recognition and rewards are an important part of the volunteer experience. Intrinsic rewards, such as altruism and personal pride and satisfaction are vital rewards to some volunteers. However, other volunteers are looking for some form of public recognition or perceived personal benefits as important motivators to participation. The vital thing to remember is volunteers vary in their preferences for recognition and rewards. Workshop delegates identified a wide array of both intrinsic and extrinsic recognition methods that make volunteer roles rewarding. For example:

- Plaque/certificate/keepsake from the Games
- Jacket/t-shirt/badge/clothing identifying volunteers' involvement
- Pass for access to events
- "Greatest reward is being part of it!"
- Repeated recognition during and after the events
- Opportunities to get involved in venues and/or openings

## 6. Communications and Staying Connected

To "Create the Markham Experience" for the TO 2015 Pan/Parapan Am Games, good communication and staying connected with all residents and business interests are vital components. The following words and phrases stimulated discussion for this topic:

- "What I'm in on, I'm up on"
- Informed, included, enthusiastic residents
- Captured and shared experiences and ideas

Summary of Communication Input:

Delegates discussed communication and staying connected from three perspectives, communication methods, appropriate timing, and effective spokespersons.

### 6.1 Communication Methods

Workshop participants suggest that the City design communication methods with age groups and diversity in mind. To reach school children and youth, build the upcoming Games into the school curriculum. For example, each school would "adopt" a participating country. On the other hand, to reach youth, use social media such as Facebook, Twitter and YouTube. Adults use the City's website and emails to stay informed, and seniors may prefer print media such as posters, newsletters, and magazines.

Delegates stated that personal contact is a powerful communication tool. A booth at festivals, town hall meetings, and other Markham community events, contacts through ratepayer groups and other volunteer-based organizations, and word-of-mouth information are effective communication strategies.

Mass media is an important corner stone to a communications plan about the Pan/Parapan Am Games in Markham. Viva Bus, radio, and television advertisements, including a radio jingle, electronic/street signs and banners, and a wide variety of print media are suggested. Building advance participation and involvement opportunities will go a long way to create grassroots communication and “buzz” about the upcoming games. The schools and the Markham youth organizations can uncover youth’s passion and encourage creative expression using the Games theme. For example, young people can “paint the City in the Games colours” through their t-shirts. Youth can write songs and/or create videos. Sport competitions based on the Pan/Parapan Am Games theme can inspire excitement in young people across the City. Community sport team’s uniforms can proudly display the Games logo.

Delegates suggest that it is important to reach Markham adults and seniors as well. Workshop participants note that presentations about the Games to business associations, ratepayers, Scouts Canada Troops, schools, seniors’ organizations, sport, culture, and other community organizations are effective communication tools and will raise the profile, inform, and build excitement and involvement.

Many more ideas about communication methods were generated at the workshop. For example, use:

- A common brand, common promotional video everywhere Markham residents congregate, e.g., movie theatres, events, bus stops
- Mapping, e.g., like Emerald Ash Borer with all sites, directions to, and links
- City and community facilities to draw attention, e.g., community centers, libraries, information centre, malls
- City mailings, e.g., tax and water bills
- Community outreach as a means to include everyone
- Communication with visiting athletes and their families to encourage them to come to stay in Markham for all its benefits over other communities hosting the Games
- Celebrations to showcase goals that have been accomplished
- A fun, inclusive approach, e.g., adopt a team and/or athlete from each visiting country and communicate during the time leading up to the Games

The challenge will be to achieve total inclusivity to all residents and businesses in Markham. One idea to address this communication challenge is to train one or more leads from each association to be the conduit to pass on information to parents and/or members.

## 6.2 Timing of Communications

Delegates provided guidelines for the timing of communications. They suggested starting slowly and pick up the pace as the Games are approaching. Quarterly or bi-monthly communications are appropriate until the facilities are built. Communications should increase to bi-weekly or weekly information after the facilities are built. One additional idea is to use the countdown to the games to reinforce communication messages and build anticipation. Communication timing is a challenge. Delegates also cautioned the City to avoid overwhelming the public with Games information and emails.

## 6.3 Most Effective Spokespeople

Delegates identified a number of effective spokespeople for the Pan/Parapan Am Games in Markham. Markham Mayor Frank Scarpitti and local high performance athletes and sports figures that have achieved notoriety will draw attention from residents and businesses. Some examples of high performance athletes from Markham are Michelle Li, two-time Pan/Parapan Am Games badminton champion and 2012 Olympic competitor, Steve Stamkos, a Tampa Bay Lightning National Hockey League player, and Patrick Chan, World Figure Skating Champion.

Other suggested spokespeople are:

- Children as “mini” spokespeople
- Markham sports broadcaster
- Ian Troop, CEO, TO 2015 Pan/Parapan Am Games

# 7. Sport Development

To introduce the table groups to the discussion on the topic of sport development, table facilitators used the following words and phrases:

- Fun for all and all for fun
- Recreational to elite opportunities – playground to podium
- Active lifestyles
- Sport for life commitment
- Access to opportunities to learn different sports
- Focus on not just physical infrastructure but the soft infrastructure: coaching, exposure in schools or community centers to learn new sports, subsidy, mentoring programs for children and youth, volunteering, sport associations, special events, hosting competitions.

## Summary of Sport Development Input:

Workshop participants tackled the topics of how to improve sport in Markham, affordability, inclusivity, making Markham sports reflective of its population, and their awareness of the best practices in sport inside and beyond Markham's boundaries.

### 7.1 Improvements to Sport in Markham

To improve sport in Markham, workshop participants expressed that keeping fees and costs for programs, fields, facility permits is especially important. Affordability is an issue that should be addressed to make sport opportunities accessible for individuals and families. Fees are increasing making sport too expensive for some residents.

Increasing opportunities to expose residents to different sports is also a key concept in the discussion about needed sport improvements. Children should be introduced to sports through sport "sampler" programs and by teaching sport fundamentals and introductory competition at schools and in community centers. New sport programs and community clubs are an important element of Markham sport improvements. Programs such as track and field, roller blade, and water polo are possibilities.

More should be done to support the development of Markham athletes. For example, the City, schools, and sport groups should work together to transition athletes from introductory to higher levels of sport competition and more skilled coaches. Hosting local elite competitions are inspiring to children and youth, and making it possible to hear from and meet athlete ambassadors are important components for developing young athletes. Local and regional media promotion of the benefits of sport participation and elite athletes' stories put the spotlight on sports for Markham residents.

The City should continue to seize opportunities to build sport facilities in the municipality. Sports flourish when athletes have access to local, high caliber facilities.

Another idea from the forum is to develop more senior citizen sport opportunities in Markham so that sport participation can be a lifelong commitment for City residents.

### 7.2 Affordability, Inclusiveness, Reflective of Community

An increase in corporate sponsorship is seen as an important component to making sport affordable. The City is also encouraged to promote the work of community-based sport clubs that maintain affordable fees. Other advice for the City of Markham is to:

- Increase City operated, low-cost recreation programs
- Provide subsidies to those who cannot afford to participate
- Advocate for an increase sport involvement in schools



- Continue support for Markham's community sport system
- Advocate for more opportunities for para athletes in Markham

### 7.3 Best Practices

The workshop participants discussed some innovative best practices. The best practices discussed at the forum include:

- Develop a Markham sports federation
- Let athletes be the face of the Games and sport
- Host different sporting panels and discussions throughout the city on the benefits of sport
- Consider Markham Badminton Federation as a model for sport development
- Provide track and field opportunities as in the City of Brampton
- Look at orchestrating international tournaments for Markham athletes to provide excellent competitive development opportunities, e.g., soccer
- Build interest and involvement at Markham schools

## 8. Cultural Development

Facilitators initiated the discussion of cultural development using the following concepts:

- Participation and celebration
- Cultural exchange and appreciation
- Showcasing Markham's Artistic expression: public art, events
- Talent development

Summary of Cultural Development Input

Forum participants responded with a number of innovative ideas for adding a vital artistic and cultural flair to the Markham Games experience.

### 8.1 Public Art and Other Artistic Contests within Markham

The City of Markham has a wealth of resident artistic talent. The Markham experience for the 2015 Games is the perfect opportunity to stimulate artistic expression through contests, for example, public art and mural art contests. The design of posters for the Markham Games events of badminton, table tennis and water polo that represent the Pan/Parapan Am spirit are

also a great possibility for the City. Music talent and expression can be showcased through song writing, music video, and lip sync contests.

## **8.2 Involvement of Arts and Culture Organizations in the Games**

Markham arts and culture organizations have a central role to play in the creation of an outstanding Markham Games experience for many talented artists, residents, tourists, and visiting athletes and their families. The Markham Arts Council, the York Region Arts Council, the First Nations organizations, the diverse cultural organizations with the City, and festival and event leaders can help connect Markham's talent to opportunities to inspire visitors and tourists that come to our City to be part of the Games. These organizations can start promoting the Games at each cultural event in the City and encourage the hosting of Latin American cultural events before and during the Pan Am experience.

## **8.3 Multi-cultural Festival in Markham**

To showcase Markham's diversity, the City can be host to a multi-cultural festival as a legacy of the Games. Food, dance, and music of many cultures can be featured. Markham restaurants and other businesses can benefit from their participation in food celebrations and events, for example, by offering a Pan Am menu of foods of the Americas. One idea from the discussions is to model this festival after the "Festival Caravan" held in Toronto for many years.

## **8.4 Showcase the Site of the New Markham World-class Sport Facilities**

The site of Markham's new world-class sport facilities should be celebrated leading up to and during the Games. Delegates' ideas for showcasing these facilities include:

- Use the Markham Pan Am Site – piazza as location for cultural and festivals leading up to the Games
- Decorate the streets of Unionville
- Create cultural events along Main Street in the bandstand, at the end of Main Street (at the Pan Am Centre), the Varley Art Gallery and the parks, e.g. Pan Am in the Park events
- Provide a shuttle up and down the street
- Create a promenade on Main Street Unionville

## **8.5 Funding and Resources**

The funding and resources for arts and cultural involvement in the Games is an important consideration. Funding can be a barrier to participation by some artists and financial support from the City may increase participation. One innovative idea for fundraising for the Games is to brand a wine for the Games, similar to what was done for the Markham Bi-Centennial. The delegates noted that the Central Counties Tourism organization has ability to help raise funding

resources and it also has website capabilities that may be of assistance. Partnerships and collaboration may also increase access to additional funding and resources available for arts and culture.

## **8.6 Make an Early Cultural Connection between Markham and Visiting Athletes**

In the discussion about cultural development, workshop participants proposed the idea of making a connection between Markham and Pan/Parapan Games athletes before the events in 2015. This would be an opportunity to send welcoming emails and/or other communications to inform athletes, their coaches and families about Markham, its uniqueness, and its planned Games events and celebrations.

# **9. Citizen Hosting and Tourism/ Business Opportunities**

The citizen hosting and tourism/business opportunities aspect of the upcoming Games speaks to the following ideas:

- Cultural & language-based connections
- Kindness & compassion for visitors
- Packaging the Pan/Parapan visitor/business prospect experience
- Linking visitors to Markham's corporate & business opportunities
- Networking internationally
- Markham-wide service excellence initiatives
- 

Summary of Citizen Hosting and Tourism/business opportunities:

With these concepts as a "jumping off" point for discussion, the workshop participants exchanged ideas about many aspects of hosting and the opportunities for businesses in Markham.

## **9.1 Citizen Hosting**

Citizens would like to have the opportunity to billet visitors, athletes and/or their families. In addition, they recognize that Spanish, Portuguese and French-speaking volunteers will be very important to hosting athletes and visitors from the Pan Am countries. One idea that emerged at the forum is to teach volunteers in face-to-face roles some words or phrases in these languages to increase the comfort-level of non-English speaking people in the City for the Games.

Citizen volunteers can assume many other roles, for example, leading walking tours of Markham.

## 9.2 “Tools” for Hosting

Forum delegates identified the need for hosting tools for the promotion and hosting of the Games. Businesses and attractions should collaborate and develop an extended hours schedule for the Games. “Tools” that would benefit Markham businesses include such things as:

- An estimate of the Games’ economic impact on Markham to promote involvement to and action by business and tourism organizations
- A consistent logo, “Games’ colours”, “tag line” or communication message, and Pan/Parapan Am Games window displays

Visitors will need information to make their stay in Markham more comfortable. Delegates suggested the following “tools” for visitors:

- Maps in different languages
- A “Welcome Kit”
- Translation services
- Transportation schedules, e.g., GO Trains, Viva Buses

## 9.3 Development of Tourism/Business & Hosting Packages/Experiences

Tourism and business operators in the Markham community have a wonderful opportunity to create strategies that will encourage visitors to come and stay in Markham as a result of the Games. Workshop participants suggested a number of ideas, for example, bundling activities to create day tours in York Region; offering discounts for families of athletes or through a coupon book for Markham; free entrance to the Markham museum with a Games event ticket; a Markham tour bus to see the sites so that visitors do not have to have use of a car; and the promotion of the Heritage Train.

## 9.4 Markham Special Events/Planned Activities

Markham has a great opportunity to plan special events and activities that bring together residents and visitors as a result of the Games. Cultural experiences in interesting Markham locations will showcase Markham, its parks and cultural venues. One specific idea arising from the forum discussions is to organize an event to highlight visiting athletes, like an athlete parade. Another suggestion from the forum is to have “Open Doors” Markham during the Games. A variety of foods provided by Markham vendors is an important cultural experience and a good business opportunity.

## 9.5 Final Thoughts: Preparation for Hosting

Workshop delegates offered their advice:

- Stay true to Markham's commitment to Go Green with environmental initiatives – ensure Zero Waste is embraced
- Establish a biking culture with maps to Markham destinations as well as a rent-a-bike system for visitors and families
- Include businesses and tourism opportunities for all in Markham, for businesses within Business Improvement Areas (BIA) and businesses that are outside BIAs
- Learn from Olympics and municipalities like Richmond, BC, which are located outside of Vancouver and Whistler
- Mobilize business and tourism organizations now to make plans for funding and staging of the Games activities/packages/experiences in 2014 and 2015, e.g., assistance in looking at funding opportunities for increased staffing, events, etc.
- Offer free transit during the Games
- Partner with York Region Transit to offer Pan Am direct buses from other places in the region.

## 10. Conclusion

The workshop concluded with time for a few comments from the delegates. Two participants spoke about their enthusiasm for the upcoming TO 2015TO2015 Pan/Parapan Am Games in Markham and the community engagement workshop. The audience showed their support for these sentiments with a round of applause. The participants' written feedback about the community engagement forum was also very positive and almost all delegates indicated they are very likely to stay connected and engaged (See Appendix 6 – Workshop Feedback Summary).

City staff that facilitated and recorded the participants' ideas were very impressed with the quality of the table discussions. They were highly satisfied with their voluntary role and contribution to a successful forum.

The City of Markham's Commissioner Brenda Librecz and Mayor Scarpitti closed the event by encouraging delegates to stay connected. Markham has instituted an email address [MarkhamPanAm@markham.ca](mailto:MarkhamPanAm@markham.ca), and a special phone line, 905-477-7000 ext 3670, to encourage ongoing communication with residents and businesses about the Games. Mayor Scarpitti assured workshop participants that the results of the community engagement forum, and the continued input of residents and businesses over the next two months will shape the Markham's Pan/Parapan Am Games Community Engagement Strategy, a document that will lay



out a collaborative action plan for implementation by the City and the community over the next two or more years.

## Appendices

### Appendix 1 – Community Engagement Workshop Participants

Susan Wong	Ken Mung	Tony Sequeira
Jill Rowlison	Justin Hung	Gail Arena
Doug Rowlison	Tammy Sutton -Brown	Meg Stokes
Mary Brawley	Rocco Scarano	Det. T. Skinner
Jobson Eason	Des Patton	May Hung
Nigez Vasasam	Angela Taekema	Reid McAlpine
Jill Shah	Susan Raymer	Karen Rea
Binal Shah	Shirley Lui	Harry Eaglesham
Jennifer Peters	Richard Morales	Nancy Bodi
John Boggan	Doris Chiu	Amanda Jackson
Jerri Farkas	Glenn Torrens	David Black
Anita Ko	L.Choo Khaw	Phil Bowmile
Diane Kobelansky	Jackie Quan	Mitch Bowmile
Bonnie Craig	Vishvas Date	C Matthews
Jerry Pruda	Difred Hui	Helen Hrgiro
Nani Pradeepan	Mathi Mahelimgai	Mora Ma
Daisy Wai	Kathie Gla	Don Lee
Donna Bush	Ben Quan	Mark Gallop
Kevin Walker	Kathy Torrens	Mike Czystochowski
Francine Perinet	Karen Grimshaw	Cynthia Haitt
Chuck Thibeault		

## Appendix 2 – Staff Volunteers as Table Facilitators and Recorders

Donna Cooper	Scott Daniel	Lilli Duoba
Ange Friesen	Susan Hogeboom	Sheri Krauss
Nancy Letman	Daphne Ross	Susan Stiles
Jim Valin	Kerry Wakefield	Helen Xu
Sue Olin	Allision Quanchan	Brieanna Gabbard
Lori Wells		

## Appendix 3 - Table Discussion Questions

### *The Legacy of TO 2015 Pan/Parapan Am Games in Markham*

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#### *1. Games' Legacy Definition:*

The Games' legacy is the long-term benefits and effects of the planning, funding, building and staging of the TO 2015 Pan/Parapan Am Games in Markham, for example:

**Economic** - new jobs, skill development, encouraging trade, inward investment and tourism

**Sporting** – continued elite athlete success, new facilities, involvement in sport in schools and the community

**Cultural** – value in artistic expression, talent development, public art and inter-cultural appreciation

#### *2. Table Discussion Questions*

How will you like Markham be different after the TO 2015 Pan/Parapan Am Games? What will be in place in Markham as a legacy from the Games

- How will you like the Pan/Parapan Am Games be remembered?
- What actions should be taken to ensure the Games will have a lasting impact?
- Who should be involved to get the “ball rolling”?

## *Rewarding Volunteer Roles for TO 2015 Pan/ParapanAm Games:*

### *1. Rewarding Volunteer Roles means:*

- Inclusion of residents and business from all sources in Markham
- Experiencing the joy of giving of one's self
- Personal skill development
- Leadership training & increasing qualifications

### *2. Table Discussion Questions*

- What kinds of volunteer and leadership opportunities will Markham's residents and businesses find rewarding?
  - In sport development, e.g., Philip Chow/Badminton Officials
  - In cultural development, e.g., Many Faces of Markham Video
- How should Markham sincerely invite all Markham residents and business to participate as Pan/Parapan Am Games volunteers and leaders?
- Which community-based groups and organizations, especially under-represented groups, should Markham seek assistance from when recruiting volunteers and leaders?



## *Communication for TO 2015 Pan/ParapanAm Games in Markham:*

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### *1. Communication means:*

- “What I’m in on, I’m up on”
- Informed, included, enthusiastic residents
- Captured and shared experiences and ideas

### *2. Table Discussion Questions*

- The methods of communication I think are the most effective to inform Markham residents young and old are . . .
- The frequency of information flow I think is necessary to build interest and excitement about the upcoming games is . . .
- The most effective spokespersons I think the Games communications should come from are . . .
- My other ideas for effective communications to and connections with Markham residents about the Games are . . .

## *Sport Development and TO 2015 Pan/ParapanAm Games in Markham*

### *1. Sport Development means:*

- Fun for all and all for fun
- Recreational to elite opportunities – playground to podium
- Active lifestyles
- Sport for life commitment
- Focus on not just physical infrastructure but the soft infrastructure: coaching, exposure in schools or community centers to learn new sports, subsidy or mentoring programs for children and youth, volunteering, sport associations, special events, hosting of competitions.....

### *2. Table Discussion Questions*

- Overall, what should be done to improve sport opportunities in Markham overall?
- Specifically, what should be done to make Markham sport programs inclusive, affordable, and reflective of our community?
- What best practices and/or successful models for sport can Markham build on?
  - From other sources/municipalities?
  - From specific sport organizations?

## *Cultural Development and TO 2015 Pan/ParapanAm Games in Markham*

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### *1. Cultural Development Means:*

- Participation and celebration
- Cultural exchange and appreciation
- Showcasing Markham's Artistic expression: public art, events
- Talent development

### *2. Table Discussion Questions*

- What arts and culture programs and events would help us celebrate the Pan/Parapan Am Games in Markham?
- What should be done to make cultural programs in Markham inclusive, affordable, and reflective of our community?
- What best practices and/or successful models for arts and culture can Markham build on?
  - From other sources/municipalities?
  - From specific arts and/or cultural organizations?

## *Citizen Hosting & Tourism/Business Opportunities and TO 2015 Pan/ParapanAm Games in Markham*

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### *1. Citizen Hosting & Tourism/Business Opportunities means:*

- Cultural & language-based connections
- Kindness & compassion for visitors
- Packaging the Pan/Parapan visitor/business prospect experience
- Linking visitors to Markham's corporate & business opportunities
- Networking internationally
- Markham-wide service excellence initiatives

### *2. Table Discussion Questions*

- In order to welcome visiting athletes, family members, coaches and spectators, the hosting roles I would see Markham citizens playing are . . .
  
- To be prepare to seize new opportunities arising from the Games, Markham tourism and business leaders should . . .
  
- I suggest the initial steps to prepare for hosting responsibilities and possible tourism and business opportunities are . . .

## Appendix 4 – Participants' Questions

1. What is the City's plan and budget for Arts and other events?
2. What is the number of athletes for the Pan and Parapan Am Games?
3. What is the economic impact in Markham from the Games?
4. When will there be opportunities to interact with the athletes since they are not staying in Markham but in the athletes' village?
5. Is Pan Am looking at hosting families?
6. Will there be dedicated Games transportation, e.g., a Pan Am train, or neighbourhood collector lines?
7. How do we encourage people who cannot afford to attend the games to participate?
8. How can we encourage tourism for Markham points of interest, e.g., Unionville, Main, Civic Centre, Cornell neighbourhood?
9. What is already planned in terms of volunteer needs?
10. What clarification to the community can be provided about donation needs/requirements?
11. What are the security plans/crowd control measures for the Games?
12. Who can people contact for further information about the Games?
13. Is Mountain biking one of the sport competitions at the Games?
14. Are there going to be preliminary events?
15. Will athlete profiles for local athletes be available?
16. Do we have a PR company/specialist/coordinator?
17. Are there any paying jobs for the Games? Any jobs for youth?



## **Appendix 5 - “Parking Lot” Topics**

1. Development of a Markham Sports Federation
2. Transportation to events and sites around Markham
3. How to have an inter-city cricket event
4. A gateway from location to walking paths & parks
5. Information centre
6. Spin-off event for recruiting locations
7. High performance location required
8. Band stand on Main Street to be developed
9. How to overcome the fact that some Markham condos receive no information from Markham, i.e., Markham Life, newspapers
10. A yearly mini-Olympics
11. Funding for BIA’s as part of preparation for the Games

## Appendix 6 – Workshop Feedback Summary

### CITY OF MARKHAM Pan/Parapan Am Games Community Workshop

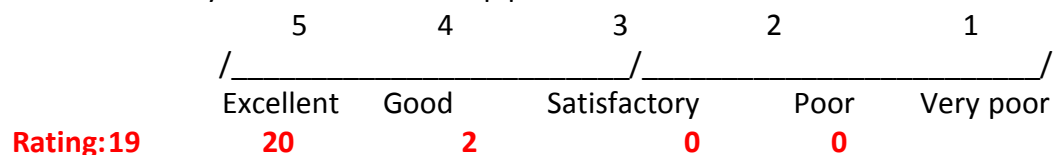
## *Feedback Summary: 41 Evaluations Submitted*

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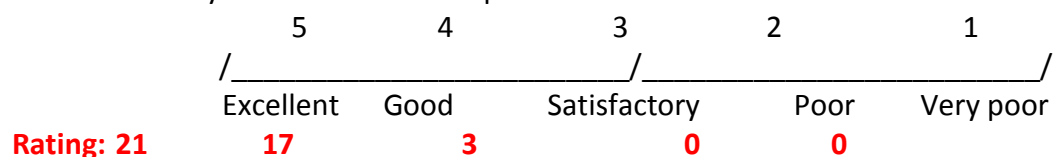
1. Overall how would you rate today's Pan/Parapan Am Games Community workshop?



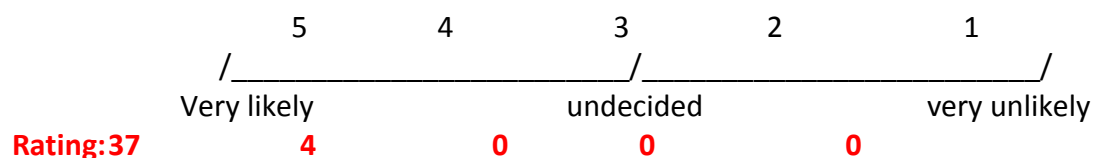
2. How would you rate the workshop presentations?



3. How would you rate the workshop discussions?



4. How likely are you to stay involved in some way with the TO 2015 Pan/Parapan Am Games in Markham?



**Comments:**

- Excited about participating!
- GO MARKHAM GO
- Great ideas
- Very animated
- Fabulous opportunity to display the diversity, community support neighbours!!
- I have heard many great suggestions at the workshop. Many see or suggest similar ideas, which is great.
- Total good discussion. Makes me want to involve more.
- It is great that the community is being involved in the early stages.
- Excellent forum for sharing ideas.
- Great workshop!
- Presentations at the beginning were terrific.
- Great work! This session was informative and knowledgeable to learn more about the games and how to get all aspects of the community involved.
- Good start – still a lot of work.
- Looking to spread the word & volunteer.
- Excellent session – was more than I expected & would have wanted to promote this to more partner association. As a suggestion – perhaps can share a draft agenda or day's event to get to know more before coming in.