



***Toronto 2015 Pan Am/Parapan Am Games
Markham Community Activation and Legacy
Committee***

**Terms of Reference
June 17, 2013**

Purpose

The TO2015 Organizing Committee has identified that a high priority of the games is to engage the local community in the celebration of sport and culture. The intent of developing a community engagement strategy is to ensure that residents of the host communities truly embrace the games and understand the value of the games from a sport, cultural 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 Toronto 2015 Pan /Parapan Am Games.

The Toronto 2015 Pan Am/Parapan Am Games - Markham Pan Am Community Activation and Legacy Committee is a multi-faceted team of Council and staff, and members from the community to develop and implement programs and celebrations 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 years. The committee will be Co-chair by a member of Council and Community Volunteer and the composition would consist of community leaders in sport, culture

Overall Objective:

- To design and implement a community activation program which increases the community interest and profile of Markham's Pan Am events leading up to the Pan Am Games and ensures that developed programs are sustainable post games.

Host Committee Outcomes:

The Markham Pan Am Community Activation and Legacy Committee will;

- Ensure that the residents of Markham are fully informed and engaged in the 2015 Pan Am/Parapan Am Games by ensuring the Community Engagement Strategy is implemented.
- Ensure that legacy programs developed in sport and culture will be sustainable within our community.
- Ensure that the City of Markham leverages all opportunities during the pre-game, games and post-games times to profile the City of Markham.
- Build partnerships within existing sport, culture and community associations to help support the games, and ongoing sport tourism in our community.
- To develop programs and celebrations in the following areas:
 - The Games Legacy
 - Rewarding Volunteer activation
 - Communication & Staying Connected
 - Cultural Celebration
 - Community hosting
 - Sport Development

Mandate

The mandate of the Toronto 2015 Pan Am/Parapan Am Games - Markham Pan Am Community Activation and Legacy Committee will be to identify opportunities to create and activate residents of Markham to embrace the games, and to understand the value of the games from a sport, cultural and legacy perspective. To provide oversight and guidance to the various sub committees that will be formed including: Legacy development, Volunteer activation, Cultural celebration, Sport development, Community hosting.

Deliverables:

1. Activation and Implementation of the Community Engagement Strategy.
2. Development of a Sport Legacy Strategy
3. Provide regular formal updates to the Markham Pan Am Host Advisory Committee

Term:

September 2013 – July 2015

Membership

Composition:

The Toronto 2015 Pan Am /Parapan Am Games - Markham Pan Am Community Activation and Legacy Committee is composed of the following members:

Sector/Agency/Organization	Member Name
2015 Pan Am/Parapan Am Games Markham Pan Am Community Activation and Legacy - Chair	
Local Business Representative(s)	
York Region District School Board – Athletic Representative	
York Region Catholic School Board - Athletic Representative	
Community Representative	
Accessibility Representative	
Youth Representative	

Senior Representative	
Cultural Representative(s)	
Sport Representative(s)	
Hospitality and Tourism Representative	
City of Markham – Councillor(s)	
City of Markham – Director of Recreation Services – Staff Lead	
City of Markham – Corporate Communication	

Meeting Schedule and Decision Making

Meeting Schedule:

The 2015 Pan Am/Parapan Am Games - Markham Pan Am Community Activation and Legacy Committee meetings will be conducted monthly but there may be occasions, such as at the project start-up, whereby additional meetings will be needed. Sub committee meetings will also be required. Meeting schedules will be prepared in consultation with the members.

Staff support to the Committee will be undertaken by the Clerks department for meeting management and Recreation Services and Corporate Communications and Community Engagement Departments for community engagement planning.

Reporting Requirements and Methods

Formal, written communication from and about this Committee will come from the Chair.

The Chair of this committee will attend the Markham Pan Am Host Advisory Committee on a regular basis to provide updates, get support and sign off on the programs and celebration that are being implemented.

Reports, minutes, and decision are to kept and filed in accordance to City practices. Minutes, reports and documentation will be recorded and distributed to all members of the of the Community Activation and Legacy Committee.

Test for Completion

The Committee will have submitted a wrap-up report to Council following the 2015 Games.