SUBJECT: International Event Opportunities – 2015 Pan Am Games Bid Update (PED08091(a)) (City Wide)

RECOMMENDATION:

(a) That Council authorize the secondment of staff as outlined in Report PED08091(a) to complete the work required of the City for the 2015 Pan Am Games Bid.

(b) That Council appoint two members of Council to serve on the Hamilton Pan Am Games Bid Partnership Committee.

(c) That staff report back to Council on any future bid requirements, including financial implications and facility plans.

(d) That any additional costs of staffing requirements, as outlined in Report PED08091(a), be funded from the Economic Development Investment Fund, Account No. 112221, after first considering temporary redeployment of existing staff.

Tim McCabe
General Manager
Planning and Economic Development Department

EXECUTIVE SUMMARY:

At its meeting of April 8, 2008, Council approved Report PED0891, “International Event Opportunities”. The Report authorized the City’s participation in the Greater Golden Horseshoe 2015 Pan Am Games bid, the formation of a Community Advisory Committee and the creation of an internal staff committee. Since April, staff has been liaising with
the Provincial Pan Am Games Secretariat, other Golden Horseshoe municipalities, local stakeholders and updating Council on the bid’s progress.

Recent key updates for the bid include the appointment of former Premier David Peterson as the Chair of the Bid Committee and Jagoda Pike as the President and Chief Operating Officer of the Pan Am Games Bid Secretariat. The bid was formally launched on October 2 with an event hosted in Toronto. The Secretariat facilitated the bid team’s presentation at the Pan American Sports Organization’s (PASO) Congress in Mexico in October.

Following the PASO Congress, work will now begin on the formal bid book preparation, which is expected to be completed by April, 2009. This will involve the Provincial Bid Secretariat liaising with municipalities and post-secondary institutions in the Golden Horseshoe to refine the preliminary work that was completed in the summer of 2008 about sport facilities. The Province has confirmed that it will pay for the costs of the bid book preparation and costs associated with the international lobby.

Staff has formed the internal staff committee and the group has met to begin to link the Pan Am Games Bid opportunity with the City’s new Strategic Plan and other City priority projects. Staff is also ready to move forward with forming two community committees: the Hamilton Pan Am Games Bid Partnership and the Community Bid Committee. The terms of reference for the first group would include: meeting bi-weekly to provide advice and support to the bid; strengthen and establish relationships and marshal support for the bid. The terms of reference for the latter group would be to meet three to five times over the course of the next twelve months to act as ambassadors for Hamilton’s interests in the bid; represent a wide cross-section of the community and provide input to staff.

Although details on how the bid book will be prepared are still pending, the pace and scope of work required by the City will begin to intensify and requires dedicated staff resources to focus on completing the City’s contribution to the bid process. The scope of work for the seconded staff would include: liaising with the Provincial Pan Am Games Secretariat; working with the Community Bid Committee and the Hamilton Pan Am Games Bid Partnership; directing and supporting the internal staff group; reviewing sites and facility plans for Hamilton’s proposed new sport facilities; and general bid administration including updating Council and Senior Management Team on the progress of the bid. It is anticipated that the timeframe for the secondments will be nine to twelve months.

**BACKGROUND:**

**Pan Am Games:**

The Pan Am Games is a multi-sport event for countries in the Americas, and is held every four years. The Pan American Sports Organization (PASO) is the international governing body for the Games, and represents 42 National Olympic Committees of the Americas. The last Pan Am Games was held in 2007 in Rio de Janeiro, Brazil, in which 5,634 athletes competed in 38 sports during 332 events and at 16 venues. The next Games will be held in Guadalajara, Mexico in 2011. The last North American city to host
the Games was Winnipeg in 1999. Current known bidders for the 2015 Games are: Lima, Peru and Bogota, Columbia.

Province of Ontario:

The Province has taken a leadership role in coordinating the Golden Horseshoe Pan Am Games Bid. This effort has included forming a Pan Am Games Bid Secretariat and agreeing to pay for the costs of the bid. One of the key questions that remains is what the cost implications will be for Golden Horseshoe municipalities involved in hosting the Games, should the bid be successful. Staff is awaiting more information on the funding formula that will be used for Games hosting, in particular what the City’s share of the Capital costs would be for new or refurbished facilities that Hamilton would receive through hosting the Games. Staff is expecting to hear from the Pan Am Games Secretariat in November about this funding formula and will report to Council at the earliest possible date on financial implications for the City. This report could be as early as November or December.

What are the benefits from bidding and hosting international events?

There are a variety of benefits that municipalities can realize from bidding and hosting international sport events, including:

- Image and profile enhancement: events can raise a city’s profile domestically and internationally and expose the city and its assets to a global audience. For Manchester, England, hosting the 2002 Commonwealth Games changed its image both nationally and internationally.
- Leveraging investment: events attract funding from senior levels of government and the private sector that leverage a city’s own contribution.
- New facilities: events result in new facilities being constructed and these facilities, when planned properly, remain as viable legacies for the host community.
- International ties: events have natural linkages with international communities.
- Urban regeneration: events can bring focus to urban development plans and fast-track development while linking to broader plans (ex. Regional transportation plans, land-use plans, and regional economic development).
- Tourism development: hosting events offers an opportunity to welcome visitors and showcase a city, while opening up tourism development opportunities (ex. New airline routes, attraction growth, sport tourism and cultural tourism development).
- Healthy lifestyles and sport development: sport events can showcase sport and recreation as key components of healthy and active living.
- Community engagement and civic pride: events offer job and volunteer opportunities for local residents.
- Economic and cultural impacts: events have direct economic impact that results from pre-event construction and use of facilities, event spending and visitor spending in the community as well as cultural impacts such as exchanges, cultural exhibitions and special events.
ANALYSIS/RATIONALE:

Pan Am Games:

The 2015 Pan Am Games bid provides Hamilton with an opportunity to be part of a larger bid for an international, multi-sport event, in which the City can share both risks and rewards with neighbouring municipalities, the private sector, the Province and the Federal government. This bid scenario is a unique situation in that previous bids in Canada have typically been launched by one municipality, albeit with some support from other cities (ex. Hamilton’s bids for the 2010 and 2014 Commonwealth Games and Toronto’s bid for the 2008 Olympic Summer Games).

One of the reasons that Hamilton bid for the 2010 and 2014 Commonwealth Games was to renew its aging sport and recreation facilities. A Pan Am Games would offer Hamilton the opportunity to develop new facilities and refurbish existing venues. It is well documented that Ivor Wynne Stadium is in need of major capital expenditures in the next few years and could be replaced as part of a Games bid. A new stadium could be used to revitalize a brownfield site or other underdeveloped precinct in the City and act as a catalyst to develop a centre of excellence in one or more sports while at the same time providing renewed recreation space for local residents. The Games could bring funds to help revitalize Copps Coliseum and provide an opportunity to showcase other sport venues in Hamilton such as the new sport facilities at McMaster University’s David Braley Athletic Centre and Ronald V. Joyce Stadium.

Bidding for the Pan Am Games supports the objectives of Tourism Hamilton’s Sport Tourism Action Plan and the City’s Strategic Plan. Securing an event on the scale of a Pan Am Games will enable Hamilton to pursue other events both leading up to and after the Games. New and refurbished facilities will attract events, providing tangible tourism and economic impacts from competitors and spectators. Tourism Hamilton’s staff also has experience with international bids and hosting that can be used to facilitate a Pan Am Games bid.

ALTERNATIVES FOR CONSIDERATION:

Council could direct staff to complete the required work for Hamilton’s contribution to the Pan Am Games bid as part of staff’s regular duties. The implication of this alternative is that other work that staff would ordinarily complete would be affected, resulting in some projects not being completed in 2008 and 2009, or that full attention that would be required for the Games bid could not be guaranteed.

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

Financial: The cost for the seconded staff and associated overhead will be approximately $225,000. Staff is recommending that the costs be funded from the Economic Development Investment Fund, following first, consideration of temporary redeployment of existing staff such as a Senior Planner. This Operating Reserve will have approximately $1M following year-end transfer of surplus 2009 monies from the $1.5M economic development enhancement.
Staffing: Council authorized Tourism Hamilton to lead the City's participation in the Pan Am Games bid through Report PED08091, “International Event Opportunities”. Staff is recommending seconding the following staff positions to report to the Director of Tourism, to work on the bid for a period of nine to twelve months, commencing in November, 2008:

- Senior Project Manager
- Senior Planner
- Part-time Administrative Assistant

Legal: N/A

POLICIES AFFECTING PROPOSAL:

N/A

RELEVANT CONSULTATION:

Internal:
Planning and Economic Development
Corporate Services, Budgets and Finance Division
Community Services, Recreation Division

External:
Province of Ontario, Ministry of Health Promotion, Pan Am Games Secretariat

CITY STRATEGIC COMMITMENT:

By evaluating the “Triple Bottom Line”, (community, environment, economic implications) we can make choices that create value across all three bottom lines, moving us closer to our vision for a sustainable community, and Provincial interests.

Community Well-Being is enhanced. ☑ Yes ☐ No

Community Impact:

In terms of community impact, there is an opportunity in event bids and in hosting events, of transforming the City’s consultation processes, making them more inclusive and accessible to youth, seniors, women, lower income persons and persons with disabilities in Hamilton. Community consultation will ensure that the legacy from events respond to the needs of these communities, both as a result of accessible community facilities being made available to serve the needs of these communities, and through creating a connection to the City of Hamilton addressing inclusion and participation. Specific programs will be in place to encourage participation from these communities as employees, volunteers, members of boards and committees, and as spectators.
Models will be created for community engagement of and for making major events accessible for persons with disabilities, seniors, youth, persons with low incomes and women, which will be a model the City can follow for future programs and events.

Cultural Impact:

In addition to celebrating the cultural diversity of Hamilton in the various festivals and events that will be planned, major events provide an opportunity to connect with the Aboriginal community, racialized communities and newcomers through new approaches. Members of these communities will be invited to participate in being members on the events’ committees, and in participation in various ways, following consultation with these communities. Community consultation will take place to identify ideas for the Games and the ways they would like to participate. In addition to being involved in planning for the games, consultation and engagement will identify community needs to be addressed through the legacy of the events, and programs will encourage involvement of members of these communities in possible business opportunities, and as employees, volunteers, and spectators. Models will be created for community engagement of and for inclusive decision-making with members of the Aboriginal community, of racialized communities and for newcomers.

Events create an opportunity to bring more diverse community groups together and to establish healthy relationships for ongoing community collaboration. They will enhance the contribution that members of the Aboriginal community, racialized communities and newcomers can make to our City through changing the way we encourage participation of these community members. The City will be transformed by eliminating barriers to the full participation of our diverse community members in all aspects of our community.

Environmental Well-Being is enhanced. ☐ Yes ☐ No

Remediation of brownfields would be a key part of the events’ facility development plans. As part of any potential international bid preparations, an environmental assessment study would be completed.

Economic Well-Being is enhanced. ☐ Yes ☐ No

Investment in Hamilton is enhanced and supported. International events provide substantial economic impact to Hamilton and the province. Events also offer the City the chance to create national and international ties, for cultural and economic exchanges. Events will also be a catalyst for advancing the tourism strategy for Hamilton. New jobs will be created in a number of sectors, both short and long-term.

Does the option you are recommending create value across all three bottom lines? ☐ Yes ☐ No

Do the options you are recommending make Hamilton a City of choice for high performance public servants? ☐ Yes ☐ No

DA:TSC:mw