

MEMORANDUM

TO: Members of Planning and Economic Development Committee

FROM: Bryan W. Tuckey, Commissioner, Planning and Development Services

DATE: June 16, 2010

RE: **Toronto 2015 Pan/Parapan American Games Briefing**

I am pleased to present for your information preliminary background on the 2015 Pan American and Parapan American Games being held in Toronto. Attached is a presentation that was prepared for discussions with senior staff from York Region Police, Transportation Services, York Region Transit and Economic Strategy and Tourism in regards to the Games implications and opportunities as they pertain to York Region. There are a variety of direct economic, social and cultural benefits that can be realized from the Pan American Games including: tourism opportunities to attract families and spectators to stay and spend money in York Region; creating community engagement and civic pride and showcasing sport and recreation as key components of healthy and active living.

In hosting any major event that attracts a large number of visitors to events at different venues, it is important that the event itself is not disrupted because of transportation problems such as major traffic congestions or gridlock. It is important the Region coordinate infrastructure capital plans in keeping with potential locations to ensure athlete, spectators and volunteers in order to seamlessly get to and between events.

Highlights of the presentation include:

- The Pan American Games held Friday July 10-Sunday July 26, 2015, represent 26 sports plus 10 additional sports subject to PASO approval, involving 8,000 athletes and team officials.
- The Parapan American Games held August 7-14, 2015 consist of 11 sports involving 2,000 athletes and team officials.
- A \$2.4 billion event funded by Federal and Provincial Governments, municipalities and universities, media, sponsorship and licensing.
- The proposed 2015 Sport Venue plan encompasses more than 50 facilities across 16 Municipalities.
- The current venue plan proposes use of the following local municipal facilities:

Town of Markham

- Badminton – Bill Crothers Athletic High School
- Soccer Training (practice fields only) at various artificial and natural turf fields
- Rugby – Fletchers Fields (19th Avenue west of Woodbine Avenue)

- Table Tennis – Centennial Community Centre (McCowan Road/Markville Road)
- Plus the proposed construction of a new pool

Town of Richmond Hill

The baseball diamonds at Richmond Green Park (Leslie and Elgin Mills) have been designated as a secondary site to host practices and maybe exhibition games.

- The Games could inject \$2 billion into Ontario's economy, attract 250,000 tourists and create 17,000 jobs and 23,000 volunteer opportunities.
- The Games provide a unique opportunity for York Region to work with partners for cross marketing of recreational and cultural opportunities tailored to provide more economic benefits to York Region including developing accommodation packages with attraction and industry offers, booth or promotional exposure at various Game facilities and advertising in tourism publications targeted to Game visitors.
- Given the limited venues proposed in York Region, it is anticipated that current York Region transportation capital plans may be coordinated and are generally sufficient to meet the demands of the Games in York Region.

Going forward staff will work with host co-organization to ensure that York Region's interests are reflected to capitalize on potential economic opportunities and will develop recommendations on coordination roles and responsibilities between York Region and the local municipalities.

A team of Regional operations staff will continue to meet as the venues are more clearly defined to understand implications to Regional capital projects and to identify potential opportunities.

Additional communications will be forthcoming as more information is available. For more information on this report, please contact Loy Cheah, Director, Infrastructure Planning at (905) 830 4444 Ext. 5024 or Brenda McGowan, Program Manager Tourism Development, Economic Strategy and Tourism Branch Ext. 1553.

Bryan Tuckey

/bm

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Attachment 1 – 2015 Toronto Pan American & ParaPan American Games Presentation June 16, 2010

Attachment 1



2015 Toronto Pan American & ParaPan American Games

Presentation to:

Presenters: Tourism and Infrastructure Planning
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Overview

- ❑ Pan American Sports Organization own rights to Pan American Games
- ❑ Held every 4 years - Over 40 countries represented
 - ❑ North America - Central America - South America Caribbean
- ❑ \$2.4 billion dollar event
 - ❑ Federal and Provincial Government contribution \$500 million
 - ❑ Municipalities and Universities contribute \$281 million
 - ❑ Additional \$147 million from media, sponsorship and licensing
 - ❑ Province agreed to cover cost overruns



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Estimated Economic Benefits

- ❑ \$2 billion to the economy – attracting 250,000 tourists
- ❑ Creation of more than 17,000 jobs in construction, tourism and event support
- ❑ 23,000 volunteer opportunities
- ❑ Pan Am Games involve 8,000 athletes and team officials
- ❑ Para Pan Games involve a further 2,000 athletes and team officials
- ❑ \$700 million legacy of affordable housing and sport infrastructure including new Aquatics Centre, Athletics Stadium, Velodrome and 2 Pools.



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Organizers

- ❑ BidCo coordinated bid and now dissolved
- ❑ HostCo organizing 2015 Toronto Games
- ❑ HostCo Chairman Roger Garland
- ❑ 2015 Toronto Games CEO – Ian Troop



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2015 Dates and Program

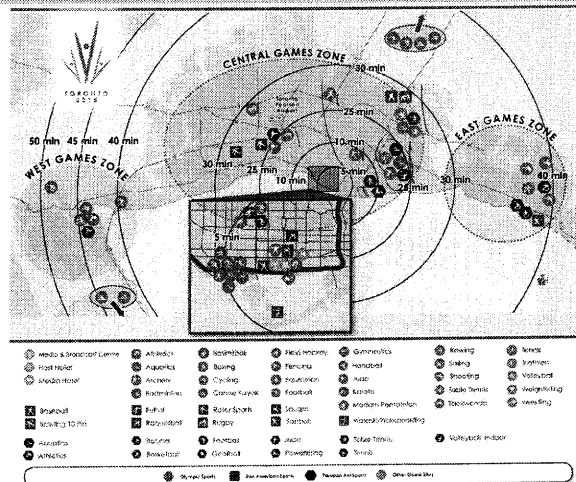
- ❑ **Pan American Games Friday July 10 – Sunday July 26**
 - ❑ 26 sports + 10 additional sports subject to PASO approval
- ❑ **Parapan American Games: August 7 – 14**
 - ❑ 11 sports
- ❑ 50 different facilities – 3 zones (Central, East, West)



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Toronto 2015 Venue Plan



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Game Zone Facilities

- ❑ **Central Games Zone:** Toronto, Mississauga, Brampton, Richmond Hill and Markham
 - ❑ **Central Zone New Builds:** Canadian Sport Institute Ontario and Pan American Aquatic Centre (two 10 lane 50 metre pools and dive tank)-U of T Scarborough Campus
 - ❑ 50 metre pool in Markham
- ❑ **West Games Zone (Hamilton)**
 - ❑ **West Zone New Builds:** Pan American Stadium and a Pan American Velodrome
- ❑ **East Games Zone** (Oshawa, Ajax, Pickering)
- ❑ **Plus facilities** in Barrie, St. Catharines, Caledon, Minden and Welland



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Region Proposed Facility Use

- ❑ **Town of Markham**
 - ❑ New Pool – Water Polo
 - ❑ Bill Crothers Athletic High School – Badminton
 - ❑ Various Fields – Soccer (Practice only)
 - ❑ Fletchers Fields – Rugby
 - ❑ Centennial Community Centre – Table Tennis
- ❑ **Town of Richmond Hill**
 - ❑ Richmond Green Park – Baseball (Practice and Exhibition Games)



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Considerations and Opportunities

YORK REGION TOURISM

- ☐ Opportunity to attract tourist dollars
- ☐ Coordinate and implement cross marketing initiatives
- ☐ Promotional involvement at Game locations
- ☐ Determine regional roles and responsibilities at the HostCo working Committee level to be better informed and capitalize on economic opportunities



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Games Transportation – Key Considerations

- ☐ Getting tourists/spectators to events on time
- ☐ Maintaining/managing acceptable level of service on Regional roads
- ☐ Coordinating and integrating plans with other service providers and stakeholders
- ☐ Ensuring Regional and local municipal construction works (transit, roads, water, wastewater) are minimized to avoid or limit service disruptions
- ☐ Opportunity to highlight and promote all forms of transportation services



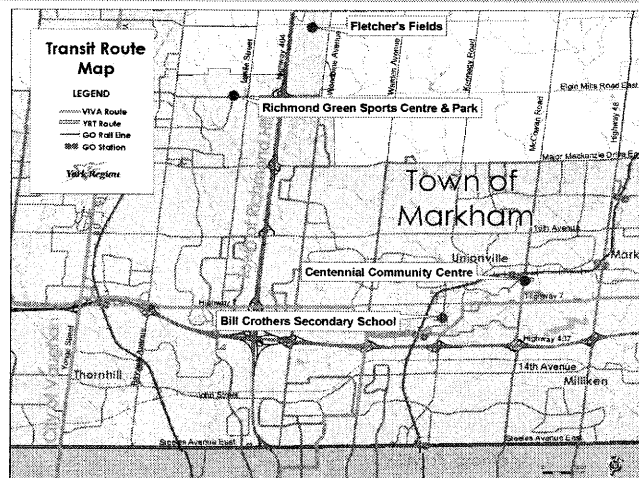
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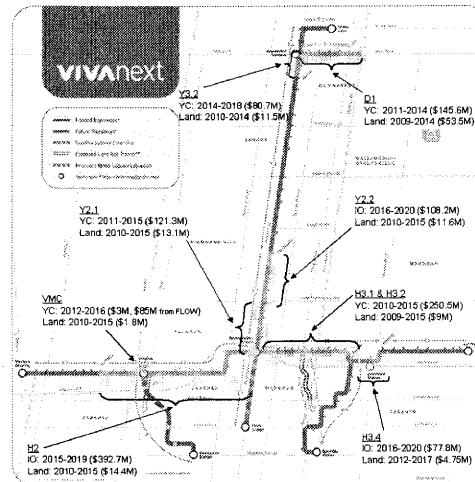
Games – specific transit services will be key factor

- ❑ Completion of vivaNext rapidway segments for Highway 7 and Yonge Street
- ❑ Suggest YRT develop Games-specific service plan in consultation with Rapidco, GO Transit, TTC and area municipalities to:
 - Optimize viva services on Yonge Street from Highway 7 to the Finch subway station.
 - Provide and coordinate shuttle services from major hotels to event locations within York and to key transit hubs.
 - Adjust transit frequency and service hours to accommodate event schedules in York Region and Toronto, including cross-boundary services.

Adjust transit frequency and service hours



VivaNext Construction Summary Map

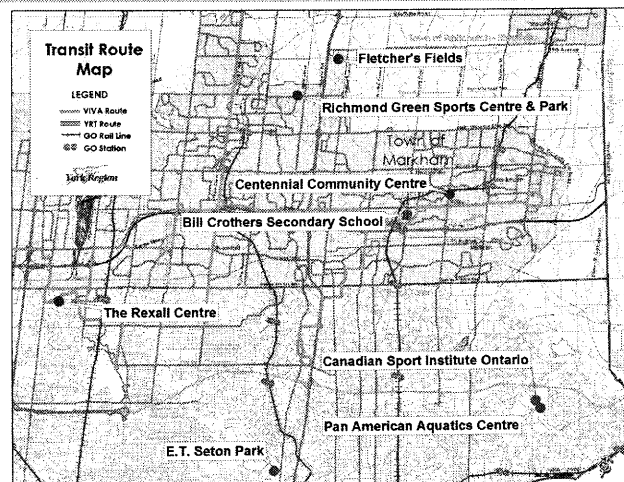


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Need for coordination of services for cross-boundary travel for the Games



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Road planning considerations to manage congestion

- ❑ Completion of Highway 7 widening from east of Woodbine Avenue to Sciberras Road (scheduled for 2010/2013)
- ❑ Construction of Highway 404 crossing north of Highway 7 (scheduled for 2012)
- ❑ McCowan Road improvements from Steeles Avenue to Bullock Drive (Centennial Community Centre) (scheduled for 2014/2015). Opportunities to advance (or delay) should be considered.

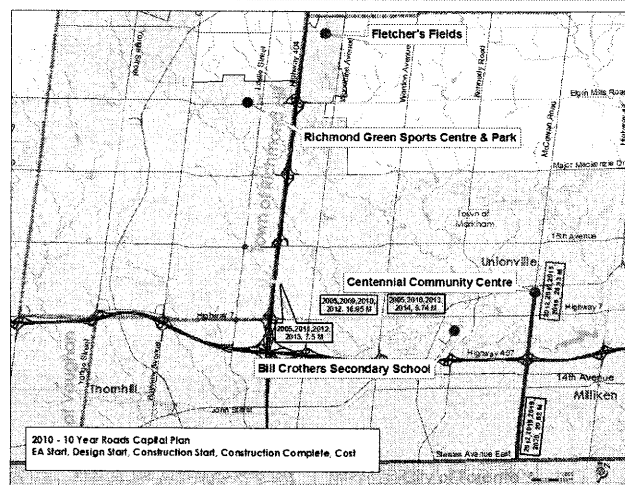
Source: 2010 York Region 10-Year Roads Construction Program
2010 Markham 10-Year Road Construction Program



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Planned road improvements in the area of event locations



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Water and Wastewater Construction

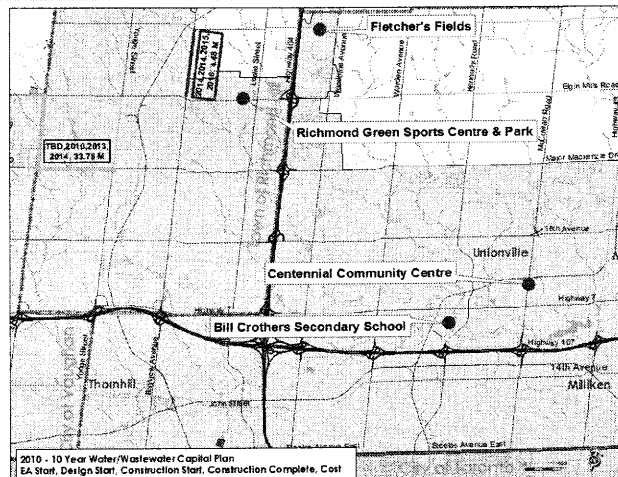
- PD 6 Major Mackenzie Drive/Bathurst Street/Teston Road watermain (2013-2014)
- PD7 Bayview Avenue watermain from Elgin Mills to 19th Avenue (2015-2016)



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Planned water and wastewater improvements in the area of event locations



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Suggested Transportation Planning

- ❑ Transportation Services to develop a special events traffic management plan to deal with peak flows at event locations
- ❑ Define process to track capital project milestones to ensure needed improvements are in place prior to Games and avoid construction disruptions during events where possible
- ❑ Define process to coordinate with internal (Transportation Services, YRRTC, Environmental Services) and external (local municipalities, utilities companies, developers) stakeholders to avoid lane closures in event areas during event days.