

**iVIVA PAN AM
HAMILTON!** TM/MC

**Public Works Committee
January 12, 2015
Item 7.1**



Pan Am Games Update

Ignite the Spirit Through a Celebration of Sport and Culture!



PAN AM GAMES
July 10 – 26th, 2015

179

days to go!

Overview:

- Games “Hamilton Soccer Central”
- Venue Information
- Transportation & Games Route Network
- Host Showcase Program
- Organizational Structure
- How Public Works is contributing



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Create the Hamilton Experience!*



Hamilton Soccer Central

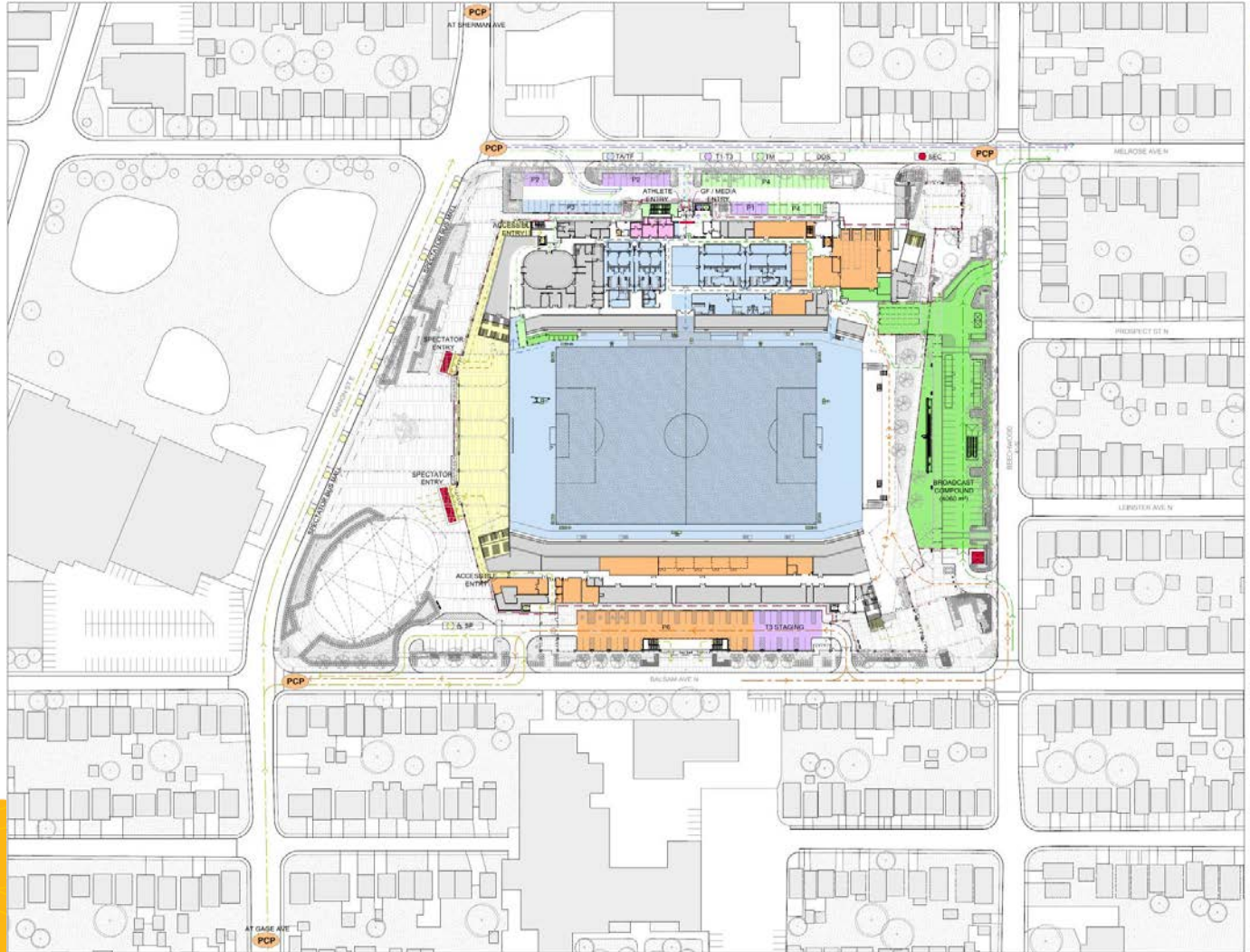
What has evolved:

- McMaster - Athletes Village
- Practice Facilities confirmed - three local Catholic High Schools and City View Park in Burlington
- Schedule adjustment - evening games now 5:30 p.m. and 8:30 p.m.
- Tickets - Phase 1; 166,900 tickets sold
 - Soccer leads the ticket sales
 - Medal Rounds closing in on a sell out
 - Preliminary Round sales keeping pace with targets
 - Expect a surge in tickets once teams assigned to schedule
- Volunteers - first Municipality to reach Volunteer targets
 - Successfully recruited 2,833 (199% of target)
 - TO2015 has met recruitment targets with over 48,000 volunteers

Venue Information

- Scott Park Site
- Parkview Site
- Prince of Wales School

- Stadium turned over to TO2015 on June 1st
- Games Stadium capacity 18,000 (4,000 tickets for Games Family)




TORONTO 2015
Pan Am/Parapan Am

CONFIDENTIAL

Blue	FIELD OF PLAY
Yellow	SPECTATORS
Green	MEDIA
Light Green	BROADCAST
Purple	GAME FAMILY
Orange	ATHLETE
Light Orange	OPERATIONS
Pink	CONCESSIONS
Light Blue	CULTURE
Red	SECURITY
Grey	SPACE NOT AVAILABLE

DRAFT

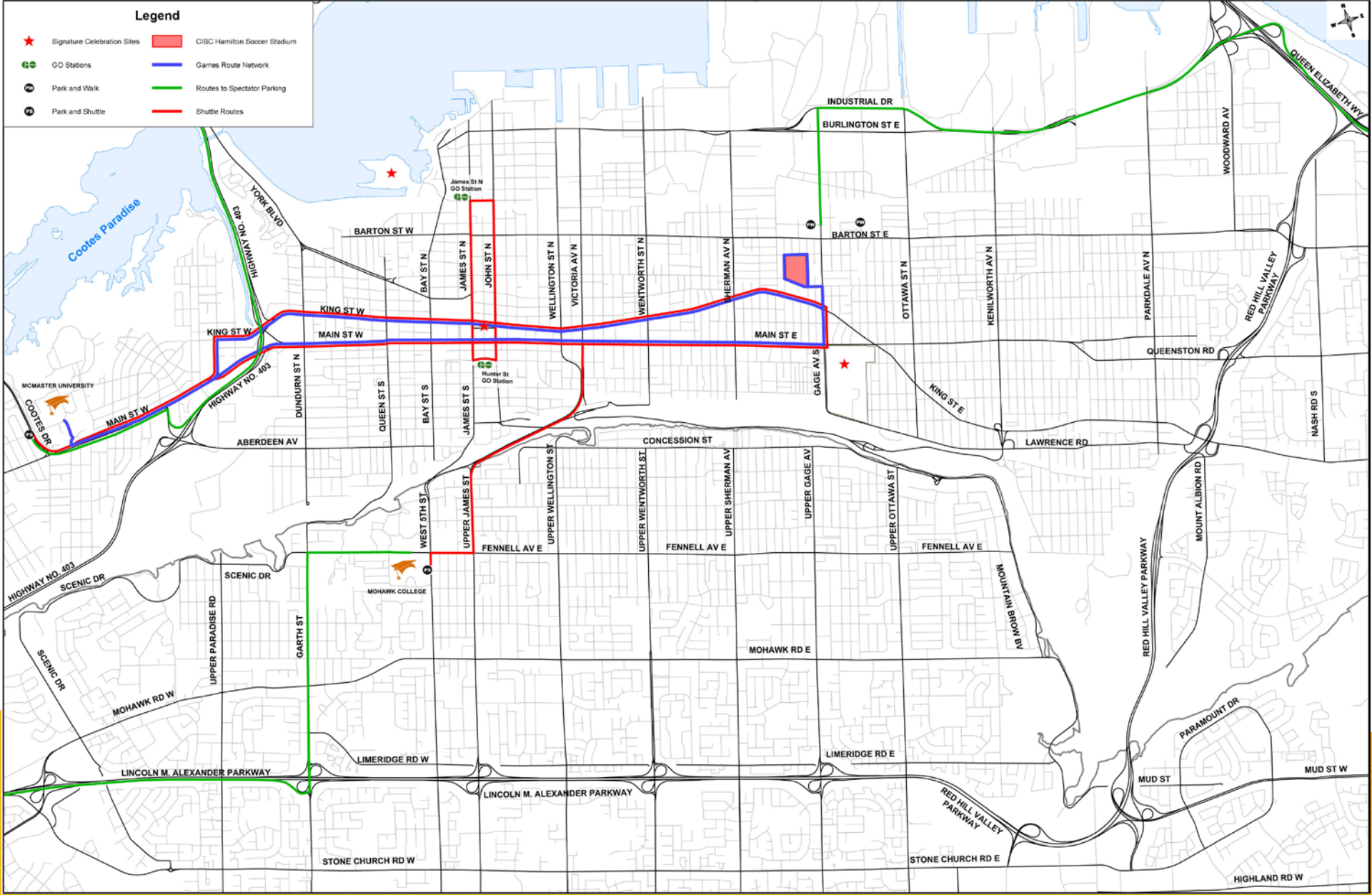
HAM
FOOTBALL

CSCE HAMILTON PAN AM SOCCER STADIUM OVERALL SITE PLAN

HAM 1.0

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Transportation





Games Route Network

How we have progressed:

- Integrated public transit and event ticketing strategy confirmed - provides for free transit across the Games footprint with a game day ticket for all public transit and shuttling
- GO Transit to add four extra days per day that align with the Games schedule
- Dominion Glass and Dofasco to provide “Park N Walk” sites (approx. 1,600 spots)
- Accessible Parking on the Scott Park site (100 spots)
- Bicycle Parking - Prince of Wales School (500 valet, 500 unsupervised)
- Working on location for remaining 1,500 parking spots
- Private Coach Parking Strategy
- Taxi Area - expect demand to be high given spectator volume
- MTO has taken over responsibility for all shuttle services and parking lot operations for the Park N Walk locations
- Scott Park site for Games family & Stadium Workforce (staff and volunteers)



Host Showcase Program

- The Pan Am Games are more than just sport - they are our Hamilton Pan Am Host Showcase Program.
- Partnership with arts and culture, event organizers
- **16 days** of cultural festivities and celebrations featuring music, art, theatre, exhibits, aboriginal, children's activities and dance that reflect Hamilton's multicultural diversity.



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Ignite Designated Partners

Program delivered in collaboration with the Ignite Designated partners to provide the foundation for the Cultural activities during the Games.

- *Ottawa Street BIA* - International Food Court/Food Central
- *Downtown Hamilton BIA* - Pan Promenade and Pan Am Art Explosion/Celebration Square site
- *International Village BIA* - International House
- *Hamilton Folk Arts Heritage Council* - Viva Pan Am Multicultural Festival and Junior Soccer Celebration
- *Supercrawl Productions* - Hamilton Waterfront Pan Am Cultural Showcase
- *Centre 3 for Print & Media Arts* - Pop Up Shop Visual Arts - Barton Street



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Partners Continued

Ongoing meetings with existing event organizers to collaborate with annual events taking place in July.

Additional potential partnerships include:

- World Music Festival (July 17 to 19)
- Brott Music Festival (four event days)
- Hamilton Fringe Festival (throughout)
- Because Beer Festival (July 10 & 11)
- Hamilton Civic Museums & events
- Local BIAs
- Various performance/entertainment venues
- Accommodations and Attractions



HAMILTON
FRINGE



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Hamilton Kicks It Up!

Off-The-Field Action

16 Days of Cultural Festivities

Food, dance, entertainment, concerts, multicultural celebrations

**iVIVA PAN AM
HAMILTON!** TM/MC



Pan Am Soccer is coming to Hamilton July 10 – 26, 2015

Hamilton Kicks It Up!

Celebrating the Cultures of the Americas
Stay, Play and Explore



Hamilton Kicks It Up!

Off-The-Field Action

Signature Event Sites include:

- **Gage Park** (anticipated opening and second weekend)
 - Multicultural music, arts/crafts vendors and foods, concerts, arts and Viva Pan Am Junior Soccer celebration for youth.
 - Including diverse representation of Hamilton's multicultural communities.
- **Downtown Soccer Central**
 - **Pan Promenade at Celebration Square** (throughout two weeks)
 - Main celebration site and viewing area coordinated with Tourism Hamilton & Downtown Hamilton BIA. A main gathering & information area, entertainment, attendees' participation/activations (ie: **street soccer**, extreme sport), art displays, food and beer garden.
 - Cooperation with International Village BIA
- **Waterfront Multicultural Celebrations** (final weekend)
 - In cooperation with Supercrawl Productions, plan to host concerts including multicultural entertainment, viewing area, vendors, food and fireworks.

Pan Am Investment Strategy

7 Countries, 1 Goal!

Introduction

A Hamilton-Niagara Initiative

The focus is to build deeper economic relationships for businesses in Hamilton and Niagara by:

- Leveraging the Games
- Targeting the corporate sponsors and key sectors (Agri-business & Food Processing; Clean technology/Advanced Manufacturing and the ICT sector)

Targeting 7 nations:

- United States
- Brazil
- Mexico
- Chile
- Colombia
- Peru
- Costa Rica



The Program will take place during the games between Monday & Friday of each week.

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Other Programs and Events (Pre/During/Post-Games)

Community Opportunities

“All Things Pan Am” Funding Program

Events to be held between May 1 to August 15, 2015.

Intended to assist local neighbourhood, sports, arts and cultural associations, as well as BIAs, create events that will engage the residents and visitors of Hamilton in celebrating the Pan American Games during the summer of 2015. A maximum of \$2,000.00 will be awarded to each successful applicant.

Local Business Opportunities

I Heart Pan Am

I Heart Pan Am is a grassroots program that gives local businesses an opportunity to show their support for the TORONTO 2015 Pan Am/Parapan Am Games in a unique way, without purchasing the rights to become an official partner or infringing upon the rights of official TO2015 partners.

Key Dates

June

- Pan Am/Parapan Am Play Day
- Pan Am Day in Canada
- Pan Am Torch Torch Relay

August

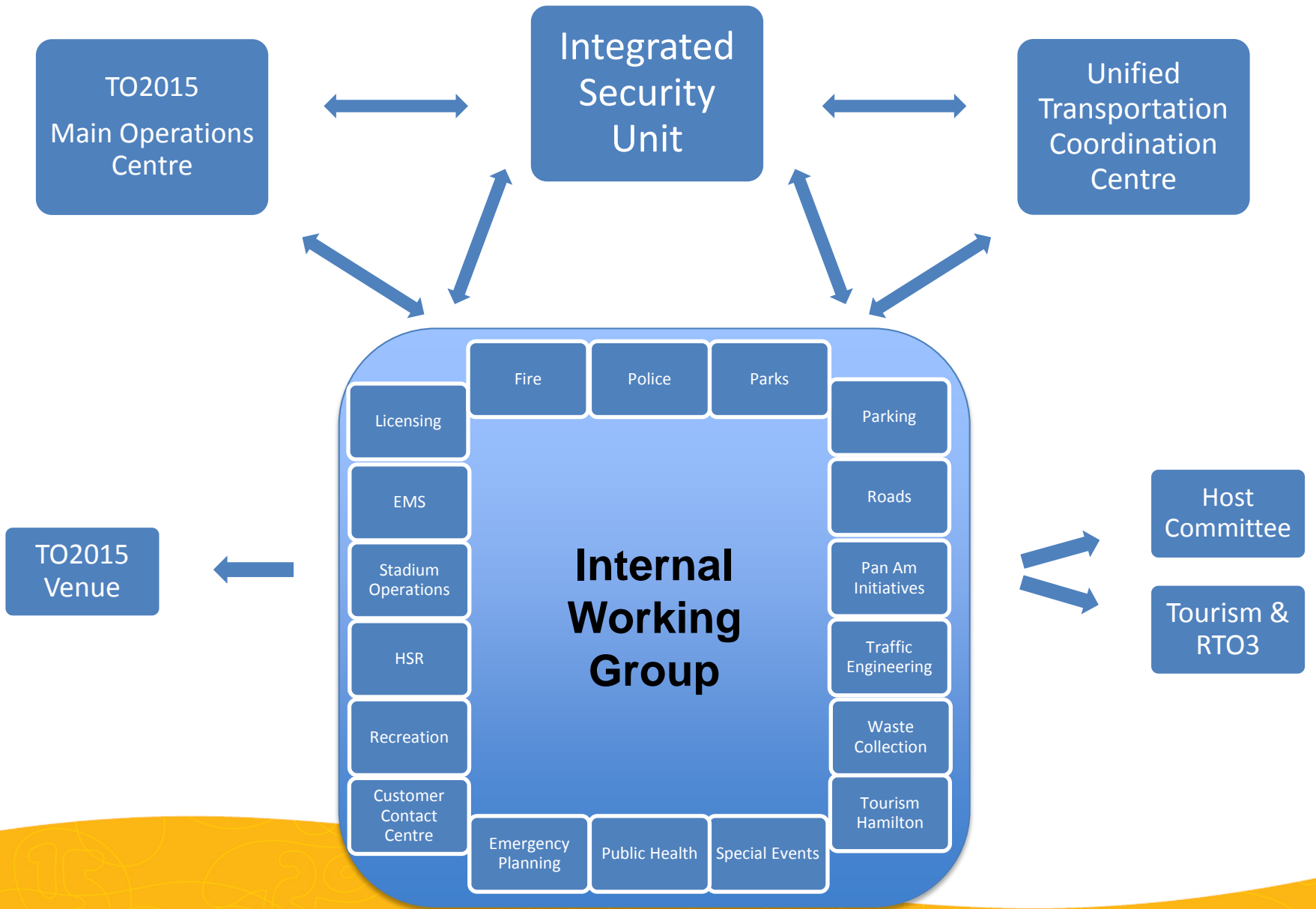
- Parapan Am Torch Relay



Pan
Am



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Organizational Structure



How is Public Works involved?

Deployment, Monitoring and decommissioning

- Pan Am Initiatives - Overall coordination
- Parks/Horticulture - Beautification
- Traffic Engineering - Banners; installation, monitoring and removal
 - Traffic Management; traffic signal timing and camera monitoring
- Corridor Management - Unified Transportation Coordination Centre (UTCC) representative, road closures
- HSR - Regular transit service (participation in integrated Ticket program)
- Transportation - GRN planning
- Facilities - Stadium operations





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What's Ahead...

- Early March Community Engagement Sessions for all affected neighbourhoods starting with the Stadium Precinct
- Report to Council with final plans for approval
- Completing the Municipal Service Agreement with TO2015 and the Province
- Continuing to outreach to create the buzz
- Expanding the Stay, Play, Explore experience



Create the Hamilton Experience!



Questions?