



Hamilton

**Pan Am Stadium Precinct Sub-committee
REPORT 13-001**

10: 00 a.m.

**Tuesday March 26, 2013
Council Chambers City Hall
71 Main Street West**

Present: Councillors L. Ferguson, Chair, B. Morelli, Co-Chair
Mayor B. Bratina
D. Rye (Hamilton Tiger-Cats Representative)
J. Gibson (Community Soccer Representative)

THE PAN AM STADIUM PRECINCT SUB-COMMITTEE PRESENTS REPORT 13-001 AND RESPECTFULLY RECOMMENDS :

1. Sale of Memorabilia Ivor Wynne Stadium (PW13023) (Ward 3)(Item 5.1)

That Report PW13023 respecting the Sale of Memorabilia Ivor Wynne Stadium, attached hereto as Appendix 'A', be received.

2. Pan Am Games Update #3 (City Wide) (Item 5.2)

That the Pan Am Games Update #3, attached hereto as Appendix 'B', be received.

3. Correspondence from Tom Atterton, Secretary, Hamilton and District Labour Council C.L.C respecting the City of Hamilton Fare Wage policy not being applied to the Pan Am Stadium construction(Added Item 6.1)

That the Correspondence from Tom Atterton, Secretary, Hamilton and District Labour Council C.L.C respecting the City of Hamilton Fare Wage policy not being applied to the Pan Am Stadium construction, attached hereto as Appendix C, be received and referred to staff for a report back to the Pan Am Stadium Precinct Sub-committee.

FOR THE INFORMATION OF COMMITTEE:

(a) CEREMONIAL ACTIVITIES (Item A)

(i) Cheque Presentation from Hamilton Tiger-Cats – Memorabilia Sale

Angelo Mosca presented Chair Ferguson with a cheque for \$25,223.64 from the Hamilton Tiger-Cats – Memorabilia Sale.

(b) CHANGES TO THE AGENDA (Item 1)

The Committee Clerk indicated the following changes to the agenda:

- (i) Correction – The agenda incorrectly listed Room 264 as the location for the meeting not Council Chambers.
- (ii) Added Discussion Item – Correspondence from Tom Atterton, Secretary, Hamilton and District Labour Council C.L.C respecting the City of Hamilton Fare Wage policy not being applied to the Pan Am Stadium construction.

The agenda was approved as amended.

(c) DECLARATIONS OF INTEREST (Item 2)

None

(d) MINUTES (Item 3)

(i) Minutes December 17, 2012 (Item 3.1)

The Minutes of the December 17, 2012 meeting were approved as presented.

(e) DISCUSSION ITEMS (Item 5)

(i) Sale of Memorabilia Ivor Wynne Stadium (PW13023) (Ward 3)(Item 5.1)

Coralee Secore, Manager, Pan Am Initiatives, provided an update to Committee members respecting the Sale of Memorabilia from the Ivor Wynne Stadium. She outlined how the funds raised from the sale will go towards the Community Fund to be placed towards the Precinct work.

**(ii) Stadium Precinct Community Work – Verbal Update (No Copy)
(Item 5.2)**

Paul Johnson, Director of Neighbourhood Development Strategies, addressed the Committee respecting the Community Work. He outlined how they have been holding ongoing meetings and consultations in the Community and after their final meeting in April will be bringing a report forward.

He discussed aspects such as partial closure of Cannon Street, street scaping/design and the ongoing considerations of the School Board as they look for a school location within the precinct.

Co-Chair Morelli clarified that meetings and community engagement will continue throughout the entire process.

The verbal update respecting the Stadium Precinct Community Work, was received.

(iii) Pan Am Games Update #3 (City Wide) (Item 5.3)

Coralee Secore, Manager, Pan Am Initiatives, provided an update to Committee members respecting the Pan Am Games. She indicated that the work on the Pan Am Stadium is currently on schedule and on budget.

(e) OTHER BUSINESS (Item 7)

**(i) Dino Rossi Chairman of Sports Organizing Committee - Soccer
TO2015 Pan Am invitation**

On a Motion the Committee Clerk was directed to invite Dino Rossi Chairman of Sports Organizing Committee - Soccer TO2015 Pan Am to attend an upcoming Pan Am Stadium Precinct Sub-committee meeting.

(f) ADJOURNMENT (Item 8)

That there being no further business the Pan Am Stadium Precinct Sub-committee be adjourned at 10:28 a.m.

Respectfully submitted,

Lloyd Ferguson, Chair
Pan Am Stadium Sub-Committee

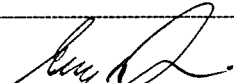
Andy Grozelle
Legislative Co-rdinator
Office of the City Clerk

Pan Am Stadium Precinct
 Sub-Committee



Hamilton

INFORMATION REPORT

TO: Co-Chairs and Members Pan Am Stadium Precinct Sub-Committee	WARD(S) AFFECTED: WARD 3
COMMITTEE DATE: March 26, 2013	
SUBJECT/REPORT NO: Sale of Memorabilia Ivor Wynne Stadium (PW13023) - (Ward 3)	
SUBMITTED BY: Gerry Davis, CMA General Manager Public Works Department	PREPARED BY: Coralee Secore (905) 546-2424, Extension 5557
SIGNATURE: 	

Council Direction:

On January 31, 2011, Council approved Report CM09006(I) "International Event Opportunities - 2015 Pan Am Games Update" which included the Memorandum of Understanding (MOU) between the City of Hamilton and the Hamilton Tiger Cats Football Club (2007) Corp permitting, under Appendix "A" Necessary Terms and Conditions of a Licence Agreement, Item #38 the following:

"The City intends to establish a fund, tentatively know as the Ivor Wynne Community Fund for the purpose of developing community projects within the Stadium neighbourhood. The following sources of revenue from the operation of the Stadium will be paid into the Ivor Wynne Community Fund:

- (a) The 10% net income fee referred to in Paragraph 7(f) - which states beginning in Year 4 of the Agreement and Net Income is calculated on a 3 year moving average;
- (b) The City's share of net proceeds of parking referred to in Paragraph 37 (ie: offsite Event parking); and
- (c) Any proceeds which may result from a potential sale of pre-renovation/re-construction Ivor Wynne Stadium memorabilia. If such a sale is carried out, both the City and Tiger Cats will co-operate to maximize potential sales revenues."

Information:

The purpose of this Information Report is to provide Council with an update on the establishment of the Ivoria Wynne Community Fund and recent sale of pre-renovation / reconstruction Ivoria Wynne memorabilia.

Ivoria Wynne Community Fund Account

Pursuant to Terms and Conditions contained within the MOU, an Ivoria Wynne Community Fund has been established as a "Reserve Fund #112223 Ivoria Wynne Community Fund" to be used solely for the purpose of developing community projects within the Stadium neighbourhood.

Sale of Ivoria Wynne Memorabilia

At their request, the Tiger Cats with the assistance of staff carried out the sale of Ivoria Wynne Stadium memorabilia. Between November 15 and December 7, 2012, the Tiger Cats provided 3 options for the purchase of memorabilia.

Summary of Ivoria Wynne Memorabilia, Revenues and Expenses

Revenues	Units Sold	Revenue
<i>Option #1</i> Ivoria Wynne Seat Sale	(\$74.99 per unit) 331	\$24,821.69
<i>Option #2</i> EBay Auction		
• Sectional Signage	77	\$9,066.25
• Gate Signage	12	\$1,300.80
• Misc. Signage	31	\$ 884.69
• Seating (Hall of Fame)	9	\$2,451.25
<i>Option #3</i> Tiger Cat Framed Pieces	(\$50.00 per unit)	
• Platinum	23	\$1,150.00
• Gold	21	\$1,050.00
• Silver	27	\$1,350.00
Total Revenues		\$42,074.68
Expenditures		
Shipping Fees	\$3,704.06	
Marketing (printed brochure)	\$ 880.00	
Lift to remove Ivoria Wynne Sign	\$1,883.33	
Vehicle Rental	\$1,620.75	
Seat Removal	\$4,710.00	
EBay/PayPal Fees & Exchange	\$3,052.90	
Total Expenditures		\$15,851.04
Proceeds from Sale of Memorabilia		\$26,223.64
* Less \$1,000 hold back for 60 days. April 1/13 Tiger Cats will release holdback.	\$1,000.00	
Net Proceeds to IW Community Fund		\$25,223.64

* A few customers have returned seats, Tiger Cats requesting holdback to address any further returns.

In addition to the carrying out the sale of memorabilia, the Tiger Cats provided at no cost over 350 hours of staff time, video board advertising over three games at a rate card of \$1,000/pergame and over twenty communications via media releases, Facebook and Twitter.


There are approximately 225 units remaining from sectional signage to washroom signage to Hall of Fame seats most of which has little value going forward. Staff plan to dispose of the remaining signage through the Traffic Operations recycling program.

Establishment of the Ivor Wynne Community Fund Program

While the development of a comprehensive plan is underway in the neighbourhood surrounding the Stadium through the Pan Am Stadium Precinct Planning Group. Staff plan to come back to Council with a proposed structure to oversee the Community Fund and establish the criteria/approval process for accessing the Community Fund to support future Neighbourhood Plans.



INFORMATION UPDATE

TO: Co-Chairs and Members Pan Am Stadium Precinct Sub-Committee	WARD(S) AFFECTED: CITY WIDE
DATE: March 26, 2013	
SUBJECT: Pan Am Games Update #3 (City Wide)	
SUBMITTED BY: Coralee Secore Manager, Pan Am Initiatives Office Public Works Department	SIGNATURE: 

Purpose:

To provide a status update on the Hamilton Pan Am Initiatives Project related to:

Stadium Build

Extensive work has taken place on the site over the past two months. Since the turnover date of December 2, 2012 the following highlights what has occurred to-date:

- The demolition of the stadium is complete. The remaining debris is being cleaned up and concrete is being crushed on site to be used for fill and aggregate.
- In March, excavation began on the west side with the footings beginning to be poured.
- The east side excavation is expected to begin at the end of March, once the clean up is complete.
- The Superstructure Permit is expected to be applied for this month with actual work commencing early June.
- Full Site Plan Approval (SPA) has not been received as yet; ONSS continues to work with Planning staff regarding the SPA conditions.
- 100% Design Development has been submitted with work continuing on design of Construction Drawings.

Official Languages

Official languages – It is a requirement that we must use English and French and receive approval from Toronto 2015 and Sport Canada in the stadium Naming Rights, site hoarding and use of all signage related to the Games.

What We Know To-Date to be Games Time Responsibilities

- June 8 to August 6, 2015 Stadium is turned over to TO2015.
- Games Overlay of the site and facility will be prepared by TO2015 before the start of the Games.
- July 10 to July 26, 2015 is the dates for the Games. Soccer schedule not available as yet.
- City must make available the entire site (area bound by Melrose Avenue, Beechwood Avenue, Balsam Avenue and Cannon Street) as well as an area on Scott Park site for VIP parking for hosting the Games.
- The City will not charge TO2015 fees to use the Stadium.
- Incremental costs as provided for in the Facility Agreement (e.g. hydro, waste etc) will be paid by TO2015. These costs to be determined closer to Games time.
- Customary Stadium staff will remain in the facility during the Games to assist with stadium operation. Staff will need to be accredited in accordance with TO2015 protocols.

Games Legacy Responsibilities

- City must use the Stadium for community sport and recreational use.
- City must provide access to high performance sport organizations as designated by TO2015 or Sport Governing Body.
- These designated groups shall be provided preferential access of not less than 10% of the programming hours at times mutually acceptable to the City.
- Preferred rate of no more than 75% of normal charge out rates of the Stadium by the general public for designate groups determined by the Sport Governing Body.
- City must seek approval of the Federal Government for the legacy name of the Stadium.

Municipal Designation Program

The TO2015 Pan/Para Pan Games is about creating facilities that will host a first rate athletic competition. A high priority of the Games is also to engage the community to celebrate sport and culture. TO2015 is meeting with the municipal partners on a regular basis to discuss how they can work with communities to generate community interest and excitement about the Games.

Recently TO2015 introduced the outline of their Municipal Designation Programs. In order to increase activation impact as a partner of TO2015, municipalities have the opportunity to access additional rights and benefits in exchange for increased support level of the Games. Municipalities are able to activate specific designation marks in accordance with brand guidelines and approval process. TO2015's proposal includes a four tier program: Viva, Bronze, Silver and Gold. See Appendix "A" attached to this Report.

Staff are recommending that the City of Hamilton initiate discussion with TO2015 regarding the Municipal Designation program. Based on initial discussions with TO2015 the Gold level program will be in the range of \$200,000 to \$250,000. An evaluation of the Municipal Designation Program will be undertaken by staff.

Staff will report back to Council in Q2 of 2013 outlining the program and costs of the Municipal Designation program seeking Council direction on participation.

Community Engagement Strategy

Sporting and Cultural groups and residents have expressed interest in working together to promote the spirit of the Games and generate legacies for Hamilton. Staff have been in discussion with numerous groups and individuals who would like to participate in shaping opportunities for our communities, neighbourhoods, businesses and individuals. Staff is working on the development of a Pan Am Community Engagement Strategy. Staff will report back in Q2 of 2013 on the overall plan and key actions to engage and excite Hamilton residents as the venue host for the Pan Am Soccer event. The Municipal Designation program operated by TO2015 will be aligned with our Community Engagement Strategy.

As well we will work with the local soccer community and the Scott Park Neighbourhood Precinct to ensure success of the event during the Games and to develop a legacy program within the community. Staff has submitted a provincial grant application to assist with both accessible programming and new recreational opportunities in the Scott Park Precinct.

Mascot Contest

Toronto 2015 launched a Mascot creation challenge between January 7 and March 8, 2013 to create a mascot (or mascots) for the Pan/Parapan American Games, based upon the spirit of the games as the "Peoples Games". Staff coordinated a workshop on February 9, 2013 at the new Westmount Recreation Centre to provide support and creative inspiration for Hamilton's submissions. Over 25 children participated with a number of quality contest submissions.

On April 22, 2013 everyone in Canada will have the chance to pick their favourite mascot. That's when the 6 top mascot contenders will be unveiled and the mascot public voting system goes live at www.toronto2015mascot.ca. The contest closes on May 5, 2013.

This summer, the winning mascot will greet Canadians and the world for the 1st time. The plan is to have the mascot visit communities and schools throughout Ontario over the next two years and welcome athletes and visitors from 41 countries in 2015.

Art Activation Program

Toronto 2015 visited Hamilton on March 24, 2013 as part of the Around the Bay Road Race to host an "Art Activation" event in support of the Games. David Arrigo has been commissioned by Toronto 2015 to create murals for each Games host community. David became well known when he was commissioned by the Hockey Hall of Fame to complete a painting of hockey legend Wayne Gretzky. Arrigo's client list includes numerous sport and corporate identities and has been featured at such events as the Olympics, the US Open, the NHL/MLB All Star games and the Super Bowl to name a few. Arrigo also works with numerous NHL goaltenders to produce the art on their masks.

David was in attendance at the Around the Bay Road Race to promote the creation of a Hamilton specific mural that will be given to the City to display until the Games, and will then be on display in the new Stadium. A similar program has been undertaken in other Games events in the past, most recently the Vancouver Olympics, and has met with great success in terms of promoting local community features with a mural that will be a legacy for the Games for years to follow.

2-Year Countdown




July 10, 2013 will mark the 2-year countdown to the Opening ceremonies for the Games. Toronto 2015 is encouraging all host communities to create an event to grow interest and momentum for the Games. Staff is commencing discussions on hosting an event to celebrate the 2-year countdown. Part of the ceremonies will include the unveiling of Hamilton's mural and a flag raising as one of the Games host communities.

On July 10, 2014, the 1-year countdown will be marked with a celebration based on the successful Toronto based "Nuit Blanche". Staff will be planning for that as part of the 2014 work plan preparation.

Toronto 2015 Municipal Forums

Staff continues to participate in the Municipal Forums comprised of representatives from all municipalities that are hosting events (competitive or training) for the Games. The Forum continues to meet every month and receives updates from TO2015 staff related to Transportation planning, Emergency Management planning, Games Overlay and logistics, Art Activation, Mascot Challenge, Municipal Designation, Torch Relay etc. It continues to be a good opportunity to share planning, opportunities and challenges with all participating municipalities.

Municipality Designation Programs Level

	Viva	Bronze	Silver	Gold
Designated Mark				
Designation	Municipality	Host Municipality	Venue City/Town	Official City/Town
Use of logo	Web, posters, stationery, invites	Web, poster, signs, stationery, banners	Web, poster, signs, stationery, banners	Web, poster, signs, stationery, banners
Timing of use	Now thru 2015	July 2013 thru 2015	July 2013 thru 2015	July 2013 thru 2015
Municipal facilities	"make whole" free permits/licenses. Access as required	"make whole" free permits/licenses. Access as required	"make whole" free permits/licenses. Access as required	"make whole" free permits/licenses. Access as required
Wayfinding	Venue	Venue corridor	Core Corridor	City wide
Look of the Games	Venue	Venue corridor	Core Corridor	City wide
Sponsor activation space		Venue during games	Venue during games	Venue during games
Celebration site		Opening ceremonies	Celebration at opening/closing/venue operations	Festival celebration throughout the Games
Torch Relay		2 hours, 1 position	4 hours, 2 positions Programmed celebration	8 hours, 4 positions 2 programmed celebrations
Tickets		10 per day	25 per day	50 per day
Mascots		Limited access	Use of imagery, 1 appearance/year	Use of imagery, 1 appearance/year
Sponsor Services			Access	Full access
Special Programs				Designated day



**Pan Am Stadium Precinct
Sub-Committee**

HAMILTON and DISTRICT LABOUR COUNCIL

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**Appendix C to Item 3 of
Report 13-001
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Secret

March 21, 2013

Mayor Bob Bratina
Hamilton City Hall
71 Main St. West
Hamilton ON L8P 4Y5

Dear Mayor Bratina:

The Labour Council enthusiastically greeted the announcement that the Southern Ontario bid to host the 2015 Pan-Am Games – with Hamilton playing a leading role – had been accepted. We looked forward not only to the short-term jobs and economic activity that participation in this event would provide but also to the opportunity to showcase our changing city, in all of its diversity, across the Americas and reap the benefits of several state-of-the-art community-based athletic facilities for years to come. As you all know, much of that promising scenario faded away as the project became much more Toronto-centric and venues were shifted elsewhere. Now, the only element of any real significance that remains is the stadium for soccer.

It has come to our attention that the Fair Wage policy of the City of Hamilton does not apply to the construction of the Pan-Am stadium in Hamilton. Early on, Infrastructure Ontario indicated that fair wage policies would apply to Pan-Am projects. Indeed, as we understand it, the fair wage policy was included as an appendix to the requirements for the project. But the city and/or IO now say that the policy is not applicable or enforceable because the contracts to build the facility are not directly with the city but rather with IO. We are very disappointed that the City of Hamilton has accepted and adopted this interpretation.

The City of Hamilton instituted a Fair Wage policy for a reason. It acknowledges the training, experience and expertise in the skilled trades that both workers and contractors bring to publicly funded building projects. Although not a guarantee, it helps ensure a high standard of performance and quality.

The Pan-Am stadium is being built on city land. After the Games, it will be owned by the city. City tax dollars are paying for a significant part of the costs. And the signage on the construction site proudly boasts that the city is a partner in the project. Under the circumstances, it is shameful that the city would allow a major piece of public policy to be circumvented.

It is the position of the Labour Council that if a fair wage policy exists, it is applicable. The city should have made that clear in any negotiations with the provincial government



or its agents. We ask you, and City Council as a whole, to review this situation. We hope it is not too late to rectify one more Pan-Am related disappointment.

Sincerely,

Tom Atterton

Tom Atterton
Secretary

cc: Mary Long, President, Hamilton and District Labour Council
Geoff Roman, Vice President, Hamilton and District Labour Council