

iVIVA PAN AM HAMILTON! TM/MC



Pan Am Games Update

**Pan Am Stadium Precinct
Sub-Committee Meeting
February 24, 2015**

Ignite the Spirit Through a Celebration of Sport and Culture!



PAN AM GAMES
July 10 – 26th, 2015

136

days to go!

Overview:

- Games “Hamilton Soccer Central”
- Venue Information
- Transportation & Games Route Network
- Host Showcase Program
- Organizational Structure
- Community Engagement



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Hamilton Soccer Central

What has evolved:

- McMaster University – Satellite Athletes Village
- Practice Facilities confirmed – 3 local Catholic High Schools (St. Thomas More, St. Jean de Brébeuf & Bishop Ryan) & City View Park in Burlington
- Schedule adjustment - evening games now 5:30 & 8:30 p.m.
- Tickets – Phase 1: 166,900 tickets sold (as of early December)
 - 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 3,074 (216% of target)
 - TO2015 has met recruitment targets with over 48,000 volunteers

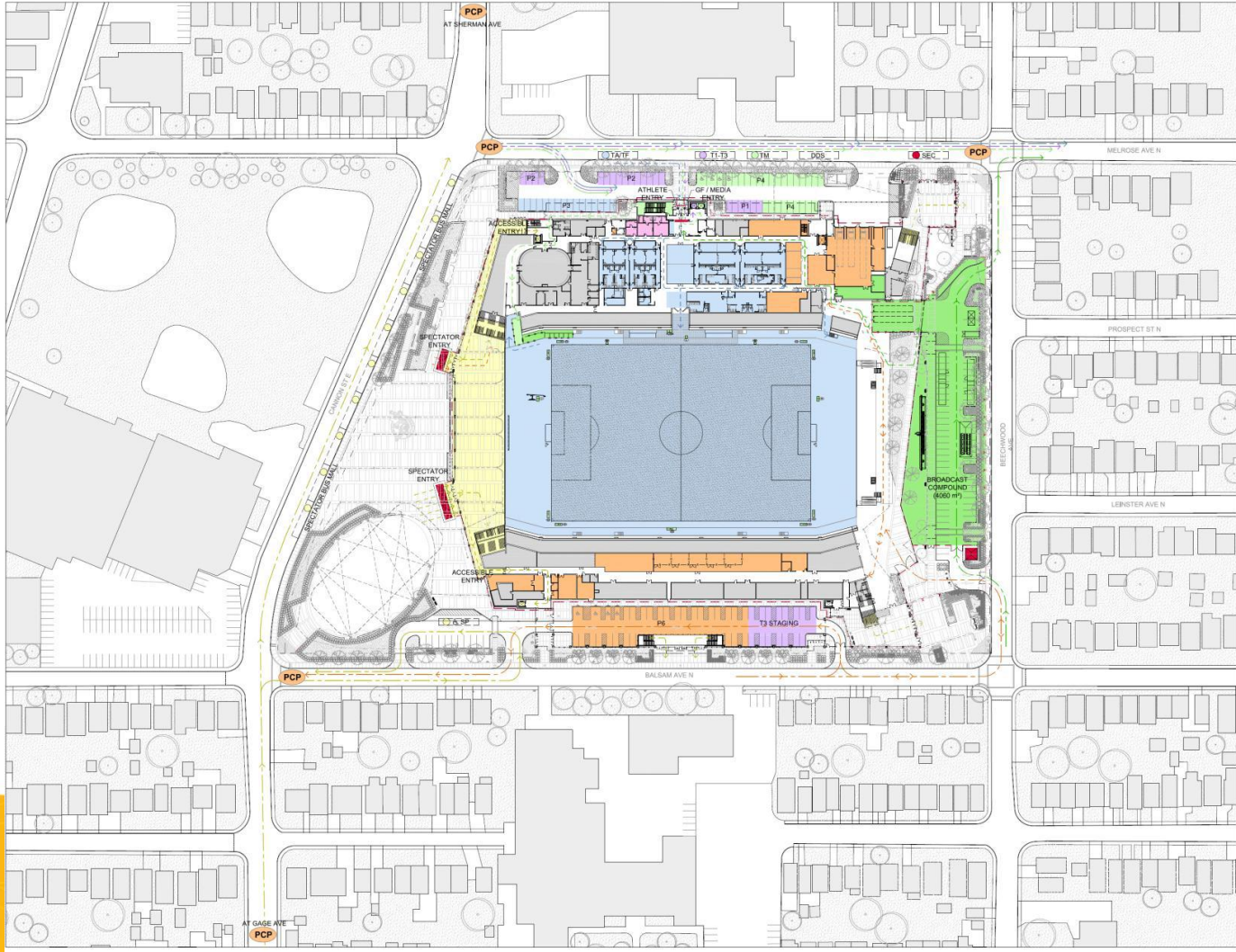

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Venue Information

- 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

DRAFT

HAM
FOOTBALL

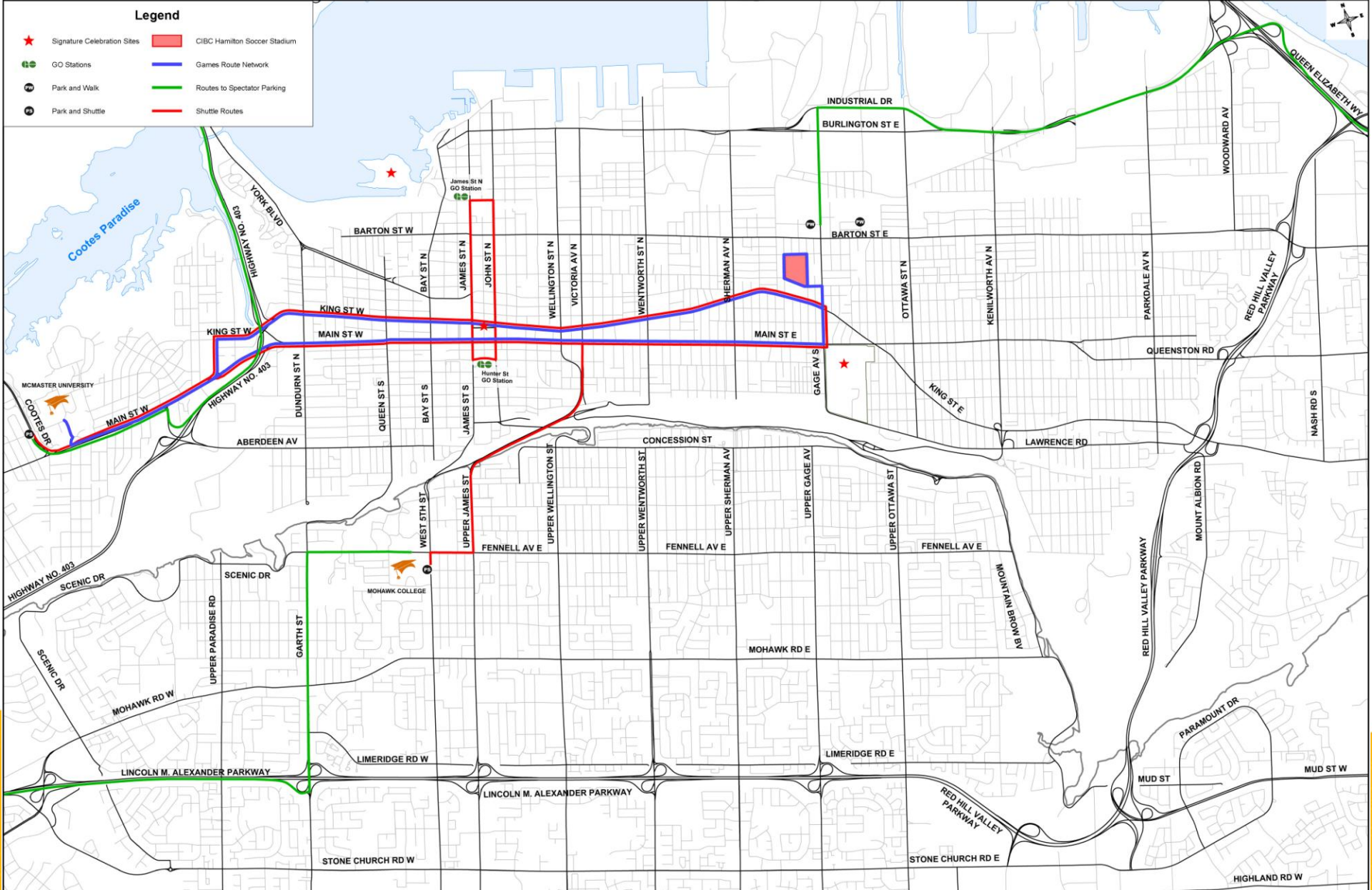
CIBC HAMILTON PAN AM SOCCER STADIUM OVERALL SITE PLAN

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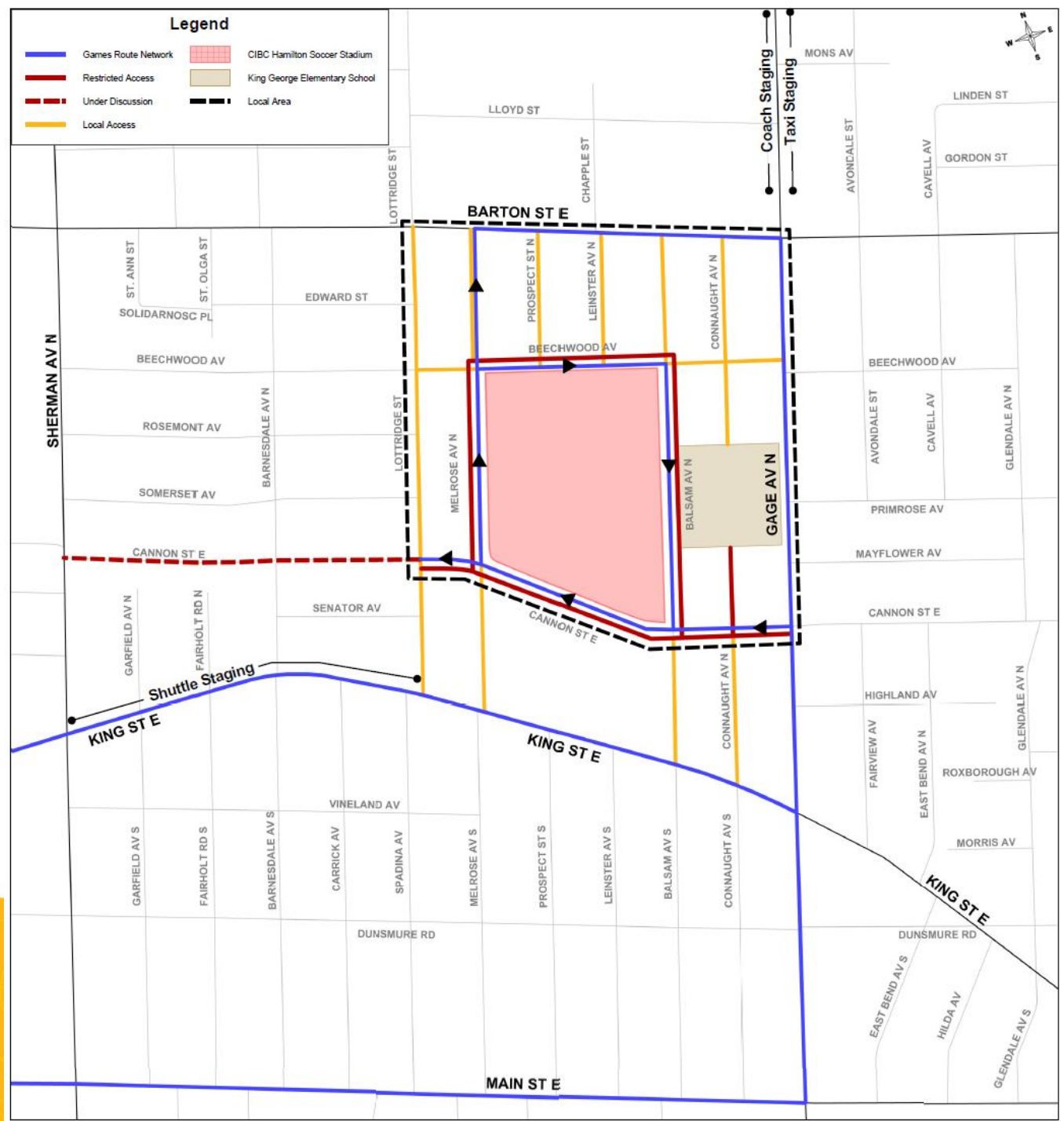
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Transportation



Hard Closure Area





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 trains 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 (1,000 valet spaces)
- Park-&-Ride shuttles spaces at McMaster University & Mohawk College
- Private Coach Loading/Unloading Strategy
- Taxi Loading/Unloading Strategy – expect demand to be high given spectator volume
- Scott Park site for Games family & Stadium Workforce (staff & volunteers)

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Games Route Network cont.

- MTO has taken over responsibility for spectator shuttle services & arranging spectator parking administration, with the exception of the Dofasco site. The City will operate this Park N Walk location. Plan is to work with local volunteers to operate this location.
- Cost benefit of MTO/TO2015 providing spectator shuttle services and spectator parking administration as they are tendering for several venues and larger tender results in lower costs.
- IBI along with First Canada will be providing the shuttle and parking services – both have experience in providing these services for major events.
- GRN to provide reliable travel times for Athletes and Games Family.
- Planning traffic and parking changes around to facilitate GRN needs with consideration for residents and businesses to provide as much business-as-usual as is possible

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 – 19)
- Brott Music Festival (4 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

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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.

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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 – 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

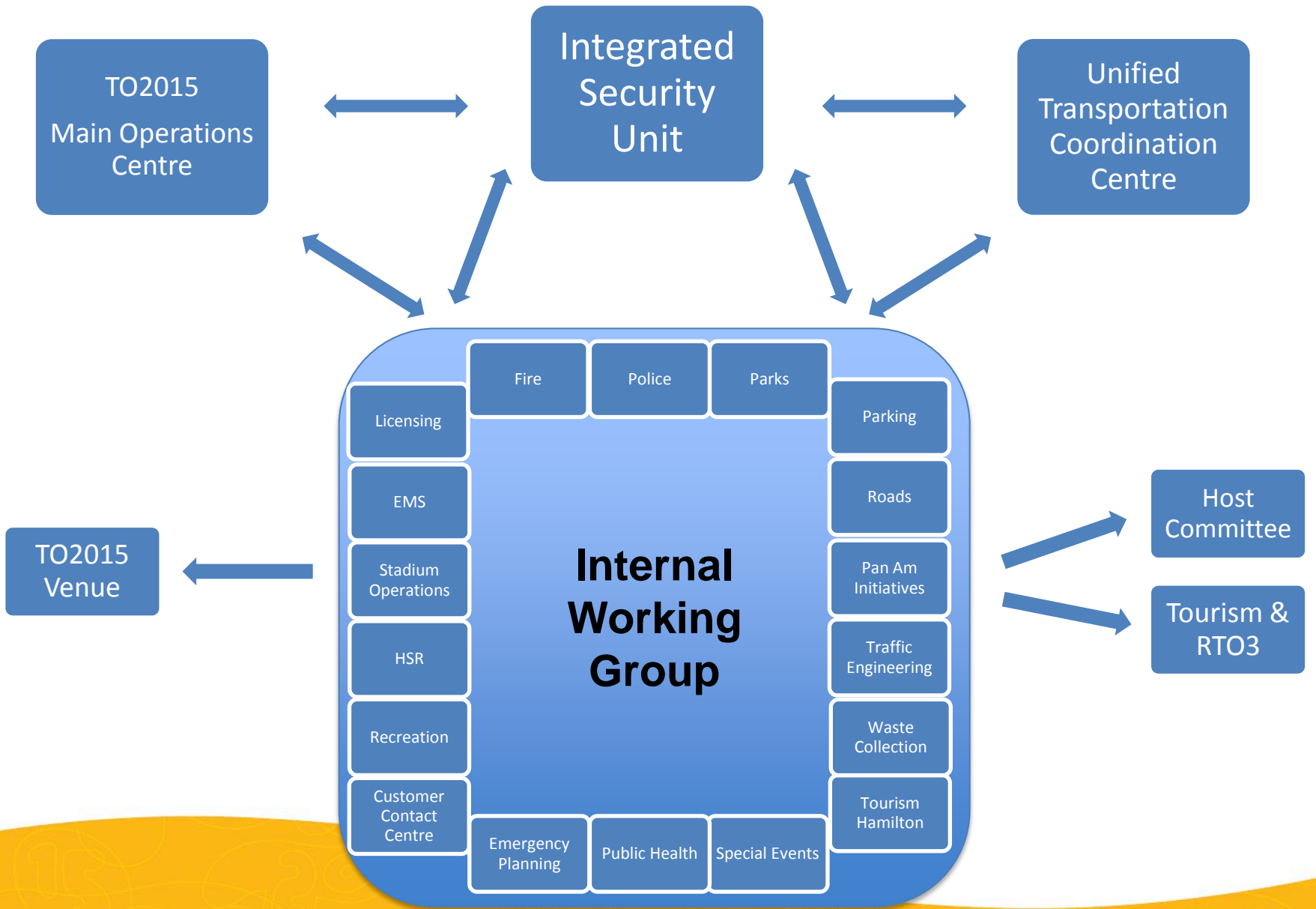
- Parapan Am Torch Relay



**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 Operations – Banners; installation, monitoring and removal
 - Traffic Management; traffic signal timing, camera monitoring and UTCC rep
- HSR – participating in Integrated Ticket program)
- Transportation – GRN planning
- Facilities – Stadium operations





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What's Ahead...

- March 3rd, Stadium Precinct Community Engagement Session
- March 5th Pan Am Transportation Session for local Businesses
- End of March – McMaster, Mohawk, James Street North Community Engagement Session, as well as community sessions for the Neighbourhoods surrounding the Signature Event Sites
- 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



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Questions?

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