

2012 Ontario Summer Games Review and Legacy Update

Date:	May 10, 2013
To:	Community Development and Recreation Committee
From:	Jim Hart, General Manager, Parks, Forestry and Recreation
Wards:	All
Reference Number:	P:\2013\Cluster A\PFR\CD21-052313-AFS#17662

SUMMARY

The 2012 Ontario Summer Games (2012 Games) held from August 14-19, 2012 proved to be a great success. The purpose of this report is to highlight the success of the 2012 Games, to provide an update on the legacy initiatives that have been developed as a result of the 2012 Games and to seek authority to enter into agreements relating to the allocation of the legacy funds.

RECOMMENDATIONS

The General Manager of Parks, Forestry and Recreation recommends that:

1. City Council grant authority to the General Manager of Parks, Forestry and Recreation (the "General Manager") to approve legacy initiative management procedures, grant criteria and eligibility, program guidelines, accountability, reporting procedures and guidelines relating to the Toronto Sports Council Emerging Athlete's Fund and the Playing for Keeps Give Sport a Try program.
2. City Council grant authority to the General Manager of Parks, Forestry and Recreation to negotiate and enter into agreements with The Sport Alliance of Ontario, the Toronto Community Foundation and WeirFoulds LLP for the allocation of 2012 Ontario Summer Games legacy funds on terms and conditions and in a form satisfactory to the General Manager and the City Solicitor.

3. City Council approve the legacy initiative recommendations outlined in this report consisting of the Toronto Sports Council Emerging Athlete's Fund and the Playing for Keeps Give Sport a Try program.
4. City Council authorize that the 2013 Parks, Forestry and Recreation Operating Budget be amended by \$73,620 to establish a provision of the 2012 Games surplus funds in the 2013 Parks, Forestry and Recreation Operating Budget in order to disperse surplus funds of \$73,620 to WeirFoulds LLP and Toronto Community Foundation (trustees) for the Toronto Sports Council Emerging Athlete's Fund and Playing for Keeps Give Sport a Try program; and that this report be forwarded to the Budget Committee for consideration of the operating budget amendment.

Financial Impact

The Ontario Games Hosting Agreement between the City of Toronto and The Sport Alliance of Ontario states that the Games surplus funds shall be used for legacy initiatives that have been approved by the Host and The Sport Alliance of Ontario. The 2012 Games resulted in an operating surplus of \$98,868 of which \$73,620 is held by the City in a deferred account and \$25,248 is held by the Toronto Sports Council. If this report is adopted, the 2012 Games surplus funds of \$98,868 will be equally allocated (50% or \$49,434) between two legacy initiatives – Toronto Sports Council Emerging Athlete's Fund and Playing for Keeps Give Sport a Try programs; and the surplus funds held by the City of \$73,620 will be dispersed to Weirfoulds LLP and Toronto Community Foundation as trustees.

DECISION HISTORY

In March 2010, upon a formal request for assistance from the Toronto Sports Council, City Council expressed its support in principle, pending receipt of a staff report, for a bid to be prepared by the Toronto Sports Council for the 2012 Games to be held in Toronto.

City Council Decision Document (Item MM47.11):

<http://www.toronto.ca/legdocs/mmis/2010/cc/decisions/2010-03-31-cc47-dd.htm>

On July 6, 7, and 8, 2010, City Council adopted that the City of Toronto work with the Toronto Sports Council to finalize and proceed with a bid to The Sport Alliance of Ontario to host the 2012 Ontario Summer Games.

Council Decision: July 6-8, 2010

<http://www.toronto.ca/legdocs/mmis/2010/cc/decisions/2010-07-06-cc51-dd.htm>

In August, 2010, the City of Toronto was officially awarded the 2012 Games. The City of Toronto Parks, Forestry and Recreation Department entered into a Host City Agreement with The Sport Alliance of Ontario in January, 2010.

ISSUE BACKGROUND

The biannual Ontario Summer Games are the largest multi-sport games the province regularly hosts. The 2012 Games were the first multi-sport event of this size to be hosted by Toronto. These Games were held over six days, from August 14-19, 2012, with over 3000 athletes, coaches, managers and officials who were housed in 13 athlete villages and participated in 28 sports at 22 sport venues in Toronto, Brampton, Caledon, Oshawa, St. Catharines and Welland.

The work required to host the 2012 Games took over two years of planning and execution by City staff and a dedicated team of volunteers. The Games Organizing Committee (GOC) consisted of 35 members, and included an Executive Committee and 13 Sub-Committees. Approximately 150 volunteers took on an active role either participating on the GOC or assisting on GOC Sub-Committees. In total, over 2000 individuals registered to be a volunteer with over 1000 of them taking on an active role prior to and during the Games.

The Toronto bid for the 2012 Games was built on a vision of sharing these Games with all Ontarians and "Building the Base" for the future. Many legacies developed as a result of the 2012 Games facilitating the realization of increased volunteerism, community building through Playing for Keeps (a series of community events called Neighbourhood Games that promote community involvement through play, sport and other spontaneous activities in Toronto communities), active involvement and leadership development of youth and newcomers, donations of sport equipment to under-resourced children and the development of an athlete assistance fund.

COMMENTS

The two years of planning leading up to the 2012 Games were highlighted by a collaborative effort from the GOC; the City of Toronto; Tourism Toronto; The Toronto Sports Council and The Sport Alliance of Ontario, as well as our many volunteers and sponsors. All parties worked together with the aim of providing participants at the Games with a "best ever" experience as well as building the excitement and capacity of Toronto and region to support amateur sport and prepare for the upcoming 2015 Toronto Pan/Parapan American Games.

The City of Toronto identified \$300,000.00 in the 2011/2012 budget as direct support for the Games. Of this amount, \$207,837.00 was used for operational and co-ordinating purposes, and \$73,662.00 was provided in-kind for facility use.

2012 Games Outcomes:

- 15,000+ volunteer hours
- 3,771 all access Games commemorative pins sold
- 5,200 commemorative pins given to volunteers and participants
- 3,086 registered participants (athletes, coaches, managers and officials)

- 2,000+ registered volunteers
- 33,000 meals served
- 15,954 passenger moves
- 366 bus trips
- 125 cargo moves
- 450 preliminary and final competitions
- 1,688 medals presented
- 1,000 + volunteers assigned shifts
- 35 organizing committee members
- 28 official sports
- 21 Provincial Sport Organizations
- 22 competition venues
- 35 partners and sponsors
- 44,961,880 media impressions
- 13 athlete villages
- 6172 total room nights booked at Toronto hotels for participants, family and friends
- Over 1100 volunteers trained 17,121 children from all over Ontario took part in the World Record Camp Games on July 25, 2012

Games Highlights:

The 2012 Games Opening Ceremony kicked off the 2012 Games and was consistently referenced as the "best ever" by The Sport Alliance of Ontario representatives. A record setting 7000 people attended the high energy and inspiring event at the University of Toronto's Varsity Stadium. Many of the attendees (including approximately 3000 Games participants) travelled via the TTC to Varsity Stadium; Games participants were transported safely and in a timely manner.

The enthusiasm of the volunteers, from the August 16, 2011 "1 Year Out" launch through to the final day of the Games contributed significantly to the success of the Games. The 2012 Games resulted in a database of 1500+ volunteers, who indicated their willingness to be contacted for future events in Toronto.

The support and hard work of City staff at the Games venues, ensured that facilities were in excellent shape and well managed.

The City of Toronto's Parks, Forestry and Recreation Department, the Toronto Transit Commission, Toronto Police Services, Strategic Communications and many other City Divisions were outstanding in their support of the Games. Although the 2012 Games was the first multi-sport event held in the City, the inter-divisional cooperation in preparing facilities, promoting the event, ensuring City policies were followed and meeting City protocol requirements was highly exemplary and holds the City in great stead for the 2015 Pan/Parapan Am Games.

In addition to the high food quality and playing field quality, another highlight for the athletes was the Games medals. They were "first class" in terms of design, elegance and feel.

Finally, there was significant financial support for the 2012 Games. A total of \$1,082,016 was raised in cash through grants, sponsorship, registration fees, pin sales and other fundraising efforts. Furthermore, another \$1,332,072 was raised through in-kind donations. This support provided an opportunity for further legacy sport development in Toronto.

Games Legacies:

On January 6, 2011, the City of Toronto and The Sport Alliance of Ontario signed the Ontario Games Host City Agreement (the "Hosting Agreement"), which governed the conduct of the parties from the date of execution until January 31, 2013. Regarding surplus funds, the Hosting Agreement states Games surplus funds shall be used for legacy initiatives that have been approved by the Host and The Sport Alliance of Ontario. Legacy initiatives shall develop, promote and enhance amateur sport at the community level. Surplus funds are not to be used for the general purposes or operating costs of any municipality, including the Host, or of any other third party.

The 2012 Games ended with a surplus (Legacy Fund) of \$98,868 of which \$73,620 (deferred to 2013) is currently held by the City and \$25,248 is currently held by the Toronto Sports Council. Two legacy concepts have been recommended by the Games Organizing Committee and approved by The Sport Alliance of Ontario: (1) a Toronto Sports Council Emerging Athlete's Fund; and (2) a Playing for Keeps Give Sport a Try Program. The General Manager will negotiate, approve and execute, on behalf of the City of Toronto, Agreements with both the Toronto Community Foundation and WeirFoulds LLP for the allocation of 2012 Games legacy funds to these programs.

Legacy programs benefitting from surplus funds:

1. Toronto Sports Council ("TSC") Emerging Athlete's Fund *"A Legacy of the 2012 Ontario Summer Games"*

- 50% (\$49,434.00) of the 2012 Games surplus funds will be allocated to support the Toronto Sports Council Emerging Athlete's Fund. The purpose of the fund is to provide financial support to Toronto's up and coming non-carded athletes who demonstrate promise in a particular sport, but are unable to make the leap to the first levels of competitive sport due to financial barriers.
- The Emerging Athlete's Fund was presented as a key legacy initiative in the original 2012 Games Bid.
- Upon approval by the General Manager of Parks, Forestry and Recreation of program management procedures, grant criteria and eligibility, program guidelines, accountability and reporting procedures, funds for this program will be

placed in a Trust Fund with the legal firm of WeirFoulds LLP, which will hold the money in trust for TSC, disburse it according to TSC's instructions, and provide an annual statement to TSC describing how the money was disbursed. WeirFoulds LLP was selected to hold the funds by the Games Organizing Committee and the Toronto Sports Council after a member of the Games Organizing Committee, who is a lawyer with the firm, offered this service at no charge to the Games Organizing Committee.

2. Playing For Keeps Give Sport a Try Program *"A Legacy of the 2012 Ontario Summer Games"*

- To further the development of the Playing for Keeps Program, a key legacy program created by the 2012 Games Legacy Committee and to introduce a variety of sports and to continue to build social capital within the City of Toronto 50% (\$49,434.00) of the OSG surplus funds will be allocated to support Give Sport a Try components within Playing For Keeps Neighbourhood Games, (locally organized neighbourhood events).
- Playing for Keeps is a collaborative project involving over 35 organizations from the corporate, public and not-for-profit sectors whose aim is to leverage multi-sport games as catalysts for building healthier, more active and better connected communities through sport, recreation and healthy physical activity.
- Managed by the Toronto Community Foundation (TCF), the Playing for Keeps Give Sport a Try Program will use the legacy funds to encourage organizers of Playing for Keeps Neighbourhood Games to work with local sport organizations to introduce various sports through Playing for Keeps Give Sport a Try events.
- An Advisory Committee of the 2012 Ontario Summer Games volunteers will oversee the program.
- Upon approval by the General Manager of Parks, Forestry and Recreation and The Sport Alliance of Ontario of program management procedures, grant criteria and eligibility, program guidelines, accountability and reporting procedures, the funds provided for this program will be placed with and managed by the TCF.

Other Games Legacies:

A Playing for Keeps volunteer ambassador training program was created to recruit and train those who may not otherwise volunteer for multi-sport Games or community activities. Over 160 graduates received certificates of completion, an important credential especially for newcomers and youth. The graduates had the experience of being recognized, valued, and integrated in their communities as leaders and ambassadors.

Through the pilot use of Volunteer2 (volunteer management software) during the 2012 Games, the City of Toronto is now using Volunteer2 software for managing event volunteers.

Over 200 pieces of new and nearly new sport equipment was collected from 2012 Games participants. The equipment will be provided to under resourced children through KidSport Ontario.

Upgrades were made to Bond and Wishing Well baseball diamonds. In addition, the Etobicoke Olympium Committee Room, which was used as the 2012 Games Headquarters, was wired for extra phone lines and wireless internet access. All of the upgrades have benefitted the community users of these facilities in addition to 2012 Games participants.

Generic sport promotional venue flags were created for all sports that participated in the 2012 Games. These flags have been passed on to The Sport Alliance of Ontario for use at future Ontario Summer Games.

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SIGNATURE

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