

## 2015 Pan Am Games Community Projects Initiative

<b>Date:</b>	August 6, 2014
<b>To:</b>	Executive Committee
<b>From:</b>	Deputy City Manager, Cluster A
<b>Wards:</b>	All
<b>Reference Number:</b>	

### SUMMARY

In July 2013 City Council endorsed an investment of up to \$20 million in a 2015 Pan/Parapan American Games Host City Showcase Program (“Showcase Program”) to enhance the experience of the TORONTO 2015 Games for participants and residents, and to advance the City’s economic development and tourism, sport development and healthy living, and resident engagement and cultural celebration goals. Final approval and funding for the Showcase Program was confirmed through Council’s adoption of the 2014 Operating and Capital Budgets.

As part of the Showcase Program, City Council earmarked \$1.76 million for a *Pan Am Community Projects* initiative to support community based Games related or inspired activations and projects. At its meeting in July 2014 City Council directed the Deputy City Manager, Cluster A to report back to the August 20, 2014 meeting of the Executive Committee on the distribution of the \$1.76 million for this initiative, with due regard to any advice offered by the Mayor's Pan Am / Parapan Am Games Reference Group or other community perspectives.

Responding to this directive and reflecting advice received from the Mayor’s Pan Am / Parapan Am Games Reference Group, this report recommends that Council distribute the \$1.76 million through three complementary grant streams and authorize the Executive Director of Social Development, Finance and Administration to implement application processes for each grant stream and report on recommended allocations in early 2015. Funding in the amounts indicated below is recommended to be set aside for each grant stream:

- \$0.560 million to support Games-inspired activities and projects in all parts of Toronto;

- \$0.885 million to support projects which profile or provide longer-term economic and/or social infrastructure benefits for Toronto’s Latin American, South American and Caribbean communities; and
- \$0.315 million to support arts and cultural animation along the Pan Am Path.

## **RECOMMENDATIONS**

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### **The Deputy City Manager recommends that City Council:**

1. Distribute the \$1.760 million earmarked for the *Pan Am Community Projects* initiative in 2015 through three grant streams, and authorize the Executive Director of Social Development, Finance and Administration to implement the application process for each grant stream and report on recommended allocations in early 2015:
  - a. \$0.560 million for a “Local Animation Through Collaboration” grant stream to support Games-inspired activities and projects in all parts of Toronto;
  - b. \$0.885 million for a “Community Legacy Initiatives” grant stream to support projects which profile and provide longer-term economic and/or social infrastructure benefits for Toronto’s Latin American, South American and Caribbean communities; and
  - c. \$0.315 million for a “Pan Am Path Arts Animation” grant stream to provide matching seed funding for up to 21 organizations to deliver cultural activities and projects along the route of the Path in neighbourhoods across Toronto.

### **Financial Impact**

\$1.760 million has been earmarked for the *Pan Am Community Projects* initiative in 2015. As part of the 2015 Operating Budget, this funding will be allocated in three grant streams – \$0.560 million for a *Local Animation Through Collaboration* grant stream, \$0.885 million for a *Community Legacy Initiatives* grant stream, and \$0.315 million for a *Pan Am Path Arts Animation* grant stream – and submitted for Council confirmation during the 2015 Budget process.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

### **DECISION HISTORY**

At its meeting on July 16, 2013 City Council approved the creation of a new Major Special Events Reserve Fund, endorsed a Host City Showcase Program valued at up to \$20 million, and requested the Mayor to establish a Pan/Parapan Am Games Reference Group to provide advice to the Mayor and leadership on outreach and engagement with the city’s Latin American, South American and Caribbean communities.

Through its consideration and adoption of the recommended 2014 Operating and Capital Budgets and Future Year Outlooks, City Council approved and confirmed funding for the various Showcase Program components, including \$1.76 million for the *Pan Am Community Projects* initiative in 2015.

At its meeting in July, 2014 City Council received an update on the Host City Showcase Program and considered a series of recommendations to support the timely implementation of various Showcase Program projects, including the *Pan Am Community Projects* initiative. Specifically, Council adopted a resolution directing the Deputy City Manager, Cluster A to report back to the August 20, 2014 meeting of the Executive Committee on the distribution of the \$1.76 million *Pan Am Community Projects* initiative, with due regard to any advice offered by the Mayor's Pan Am Reference Group or other community perspectives.

For details, see:

- <http://www.toronto.ca/legdocs/mmis/2013/ex/bgrd/backgroundfile-59687.pdf>
- <http://www.toronto.ca/legdocs/mmis/2014/bu/bgrd/backgroundfile-65481.pdf>
- <http://www.toronto.ca/legdocs/mmis/2014/ex/bgrd/backgroundfile-70821.pdf>

## ISSUE BACKGROUND

The TORONTO 2015 Pan/Parapan American Games are expected to draw 10,000 athletes and officials and up to 250,000 visitors to the Toronto region. Training and competition venues for the 51 sports featured at the Games will be located in more than a dozen municipalities across the Greater Golden Horseshoe.

A not-for-profit organization called the Toronto Organizing Committee for the 2015 Pan American and Parapan American Games ("TO2015") has the mandate to plan, organize, promote, finance, and stage the TORONTO 2015 Games.

The Pan Am Games Multi-Party Agreement ("MPA") defines the rights and responsibilities of TO2015, the Canadian Olympic and Paralympic Committees, the Provincial and Federal governments, and the City of Toronto and other Games partners with respect to the governance, funding and delivery of the Games. As per the MPA and corresponding Council approvals, Toronto is committed to:

- *Infrastructure:* Funding a share (typically 44%) of the cost of ten (10) capital projects in Toronto, up to a maximum total City contribution of \$96.5 million.
- *Operations:* Providing, at the City's cost, normal levels of municipal services (e.g. emergency medical services, garbage and recycling collection, police, etc.) and allocating normal levels of staff resources in a way which best meets Games requirements, with the proviso that if additional services are deemed to be required by TO2015 such services shall be subject to the approval of both parties and include a specific mechanism for payment in compensation.

While the MPA sets out clear roles and funding commitments for the infrastructure (i.e. training, competition, and festival venues) and operations which are needed for the Games, it does not directly address the (non-sport infrastructure) legacy, public celebration, cultural festival or promotion activities which are typically undertaken by host communities of major international multi-sport events. As a result, it is effectively up to each Games partner and host jurisdiction to decide what level and type of additional investment it wishes to make to further enhance the quality of the Pan/Parapan Am Games experience or to leverage the Games to advance its own strategic objectives and priorities.

Acknowledging the importance of its role as the official Host City of the Games and the broader opportunity which they offer to advance Toronto's strategic goals related to sport, cultural, economic and social development, City Council endorsed the scope, objectives and preliminary budget of a Host City Showcase Program in July 2013 and confirmed funding for it through the adoption of the 2014 Operating and Capital Budgets and Future Year Outlooks, including \$1.76 million in 2015 for the *Pan Am Community Projects* initiative. Key objectives of the Showcase Program are to:

- (i) increase the type, quantity and geographic distribution of Games-related benefits for Toronto residents and businesses with a focus on advancing the City's goals related to economic development and tourism, sport development and healthy living, and cultural celebration and resident engagement;
- (ii) increase public awareness of, engagement with, and support for the Games; and communicate City business related to the event;
- (iii) enhance elements of the Games for which the City is responsible in order to augment the overall Games experience, thereby protecting and strengthening Toronto's international brand and reputation and its ability to attract future events; and
- (iv) leverage additional funding from Games partners, sponsors and other public, private and community based organizations, and/or strengthen partnership opportunities with such entities.

Established at Council's request, the Mayor's Pan / Parapan Reference Group is tasked with providing advice to the Mayor, in his capacity as the head of Toronto City Council, on how to improve Games related outreach and engagement with Toronto's diverse South American, Latin American and Caribbean communities. In addition and by extension, the Reference Group offers guidance to the City of Toronto and other Games partners on how to better plan and deliver the Games and ensure they deliver a strong legacy of social and economic benefits for city residents and businesses. The Reference Group's advice with respect to the distribution and administration of the *Pan Am Community Projects* initiative is consistent with this report's recommendations.

## COMMENTS

As part of the Showcase Program, City Council approved \$1.76 million for a *Pan Am Community Projects* initiative to support community based Games related or inspired activations and projects which “reflect the broad objectives of the Showcase Program”. To best meet this goal, it is recommended that the initiative’s \$1.76 million funding envelop be allocated to support worthwhile projects through three complementary funding streams administered by the City of Toronto’s Social Development, Finance and Administration (“SDFA”) division as described below.

### **Grant Stream 1: *Local Animation through Collaboration* - \$560,000**

- This grant stream will support events and activities that celebrate sport, community and Pan Am/Parapan Am values.
- Eligible projects will be collaborative in nature, engaging local community organizations, residents, and/or businesses.
- Outreach will be undertaken to encourage applications from groups within the Latin American, South American, and Caribbean communities that meet program criteria.
- Funds will be equitably distributed to support projects in all four Community Council districts, resulting in approximately 15 funded projects across Toronto.
- Funding will be available for initiatives and events that take place pre-, during and post-Pan Am Games.
- The program will be released in September 2014 along with SDFA's existing *Community Festival and Special Events Program* with an application deadline of early November. Grant recommendations will go to City Council for approval in March 2015 with funds released in April 2015.

### **Grant Stream 2: *Community Legacy Initiatives* – \$885,000**

- This grant stream will support projects which profile and provide longer-term economic and/or social infrastructure benefits for Toronto's Latin American, South American and Caribbean communities.
- Successful initiatives will be collaborative in nature, broad in scope, build capacity, and deeply engage community organizations, residents, and/or businesses within the Latin American, South American and Caribbean communities.
- One-time funding of \$150,000 to \$250,000 will be invested per collaborative initiative.
- The proposal process will leverage SDFA's existing Community Funding application process which provides outreach, support and advice to potential applicants.
- A focus group meeting of members of the Latin American, South American and Caribbean communities will be held early September to gather input on the grant program goals and criteria for evaluating applications.

- A targeted call for applications will be implemented over late fall 2014 into winter of 2015. Grant funds will be distributed in summer 2015 and must be spent within a reasonable period of time following the Games, including into 2016 if necessary.

### **Grant Stream 3: *Pan Am Path Arts Animation* - \$315,000**

- This grant stream will provide matching seed funding for up to 21 organizations to deliver cultural activities and projects along the route of the Pan Am Path in neighbourhoods across Toronto. The dollar-for-dollar matching requirement will ensure that the City's investment triggers an equivalent degree of financial or in-kind support from other partners, thereby helping the Pan Am Path activations achieve critical mass and geographic distribution.
- The projects to be supported were identified through a rigorous selection process managed by Friends of the Pan Am Path, using selection criteria such as artistic excellence; accessibility to the public; sensitivity to the Path's natural setting; promoting opportunities for local economic development; celebrating newcomer communities and youth leadership; and artistic leadership from South American, Central American and Caribbean artists.
- 4 of the 21 projects are specifically focussed on Latin American, South American, and Caribbean communities.
- Funds will be released in early 2015, once eligibility for City funding is confirmed and any other applicable program requirements are met.

Through these three grant streams, it is anticipated that at least \$1.00 million of the \$1.76 million will be made available for projects which celebrate and support Toronto's diverse Latin American, South American and Caribbean communities, including an investment of \$0.885 million in four or five larger scale projects funded through the "Community Legacy Initiatives" grant stream, and more than \$0.115 million for smaller projects supported by the other two grant streams.

### **Conclusion**

The Host City Showcase Program will enable Toronto to enhance the experience and benefits of the TORONTO 2015 Games for participants and residents alike, and advance City goals related to economic development and tourism, sport development and healthy living, and resident engagement and cultural celebration.

The \$1.76 million *Pan Am Community Projects* initiative is a key component of the Showcase Program. If adopted, this report's recommendations will ensure the timely and accountable implementation of the initiative and enable it to (i) support local projects reflecting community priorities in all parts of the city, (ii) enhance the impact and reach of other Showcase Program initiatives (e.g. Pan Am Path), and (iii) better ensure that the Games profile and provide longer-term economic and/or social infrastructure benefits for Toronto's diverse Latin American, South American and Caribbean communities.

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## **SIGNATURE**

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