

Wednesday, August 6, 2014

Dear Executive Committee Members:

It is my pleasure to share with you the following report prepared by the Mayor's Pan/Parapan Am Games Reference Group.

Established at City Council's request, the Reference Group was tasked with providing advice to me, in my role 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 provide a legacy of strong social and economic benefits for our City's residents and businesses.

Co-chaired by Councillor Cesar Palacio and Councillor Mark Grimes, the Reference Group is comprised of more than a dozen outstanding individuals who are committed to the success of our great city and the TORONTO 2015 Pan/Parapan American Games.

The two key suggestions from the Reference Group in its report are that:

- 1. The City of Toronto should allocate 50% -- or \$0.885 million -- of the \$1.760 million already approved and budgeted for the Pan Am Community Projects initiative of the Host City Showcase Program to support projects which profile or provide longer-term economic or social infrastructure benefits to Toronto's Latin American, South American and Caribbean communities.*
- 2. Together, Games partners should invest \$1 million to promote and market the Games through Toronto based ethnic media outlets.*

I am pleased to note that a report from the Deputy City Manager to be considered by the Executive Committee at its meeting on August 20, 2014 directly and appropriately addresses the Reference Group's first suggestion by recommending that \$0.885 million of the \$1.760 million which has already been approved and budgeted by City Council for the *Pan Am Community Projects* initiative be reserved for a "Community Legacy Initiatives" grant stream to fund projects which showcase and offer longer-term economic and/or social infrastructure benefits for Toronto's Latin American, South American and Caribbean communities.

If this recommendation is adopted by City Council, it is anticipated that the City of Toronto will invest at least \$1.0 million of the \$1.760 million in projects which celebrate and support Toronto's many Latin American, South American and



Caribbean communities through (i) the core investment of \$0.885 million in 4 or 5 larger scale legacy projects funded through the "Community Legacy Initiatives" grant stream, and (ii) more than \$115,000 for smaller projects supported by the other two grant streams recommended by the Deputy City Manager to distribute the remaining funds which Council has already earmarked for community projects. Please join me in supporting the Deputy City Manager's recommendation.

With regard to the Reference Group's second suggestion, I am requesting that other Games partners and City staff responsible for Games planning and delivery reassess -- with the benefit of the Reference Group's advice -- whether enough is being done to market and promote the Games through community resources, including ethnic media, which reach and are accessible to Toronto's various Latin American, South American and Caribbean communities and neighbourhoods. Each Games partner needs to make sure that the public funds which it has already committed to support Games planning and delivery -- including funds for marketing -- are being spent efficiently. Complex initiatives like the Pan Am Games require both general and niche marketing in order to ensure that all communities are made aware of and feel connected to the event.

Please join me in thanking Councillor Palacio, Councillor Grimes and all members of the Reference Group for their sound advice, their service to our city, and their commitment to helping make the TORONTO 2015 Pan/Parapan American Games the best Games ever.

Sincerely,

Mayor Rob Ford
City of Toronto