

## **CITY OF VAUGHAN**

### **EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 9, 2014**

Item 41, Report No. 36, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on September 9, 2014.

41

#### **PAN AM / PARAPAN AM GAMES TORCH RELAY UPDATE**

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Director of Economic Development and Manager of Events, dated September 2, 2014:

##### **Recommendation**

The Director of Economic Development and Manager of Events in consultation with the Executive Director, Office of the City Manager recommends:

- 1 That the City Clerk be authorized to sign a Memorandum of Understanding between the TO2015 and City of Vaughan to host the Torch Relay celebration ("Community Celebration"); and
2. That staff be authorized to submit applications for any available grant funding.

##### **Contribution to Sustainability**

Green Directions Vaughan embraces a Sustainability First principle and states that sustainability means we make decisions and take actions that ensure a healthy environment, vibrant communities and economic vitality for current and future generations. Under this definition, activities which promote athleticism, healthy living and diversity contributes to the sustainability of the City.

##### **Economic Impact**

Based on the City's past experiences hosting the Olympic Torch Relay (2009) and Canada Day celebrations, a budget of \$20,000 has been created to cover expenses including but not limited to: policing, marketing, staging/production, entertainment, food and beverage. In addition, staff will be seeking in-kind promotion and advertising support from local media outlets and relay venues.

The Torch Relay costs will be funded from current budgets, thus no additional dollars will be requested to successfully host the Torch Relay celebration.

##### **Communications Plan**

TO2015 Organizers will be making a formal announcement of the Torch Relay route and Celebration Communities in October, 2014. A marketing and communications plan for Vaughan's torch relay activities and celebration event will be created. Details of Celebration Community activities will be communicated utilizing social media, website, City Hall TV, print advertising, media releases and city e-newsletters. Local tourism stakeholders and sponsors will also provide coverage utilizing their media channels.

##### **Purpose**

To update Council on the Pan AM / Parapan AM Games Torch Relay and obtain approval for executing a Memorandum of Understanding with TO2015.

## CITY OF VAUGHAN

### EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 9, 2014

Item 41, CW Report No. 36 – Page 2

#### **Background – Analysis and Options**

The TO2015 Torch Relay is a 41-day journey that will share the Pan AM spirit in more than 130 communities. Deeply rooted in history and tradition, the Pan AM flame will be lit on May 27, 2015 during a traditional ceremony in Teotihuacan, Mexico before it travels to Canada on May 28, 2015. In Canada, the Relay will commence on May 29, 2015 and include more than 2,000 torchbearers, 5,000 kilometers on the road, 15,000 kilometers in the air, visiting more than 130 communities, and utilizing alternative modes of transportation including planes, trains and ferry boats.

In May 2014, staff prepared a report, Item 12, Report No. 21 of the Committee of the Whole, titled *Toronto 2015 Pan AM/ Parapan AM Games Torch Relay*, seeking Council approval to participate as a Celebration Community to host the Pan AM Torch Relay. Council approved staff's recommendation and the Council resolution was forwarded to TO2015 Organizing Committee. An acknowledgement of Vaughan's interest was received from TO2015 Organizing Committee and a Memorandum of Understanding was sent for review and signature.

#### **Torch Relay and Celebration Activities**

In preparation for being selected as a Celebration Community, staff formed a working group comprised of representatives from the Economic Development, Recreation and Culture/Events, Corporate Communications,, City Manager's Office and external agencies including York Regional Police. The Working Group has already had a number of meetings with TO2015 representatives to gain a better understanding of the Torch Relay and Celebration Community events.

Planning Guidelines supplied by the TO2015 Organizing Committee propose Community Celebration activities that may include:

- Creating a community activity that generates enthusiasm for the TORONTO 2015 Pan AM and Parapan AM Games.
- Building anticipation for the Games and a sense of pride and excitement for the Torch Relay.
- Showcasing the unique passion of each community to the rest of Canada and the Americas.
- Recognizing local talent and personalities as part of the celebration.
- Stimulating and involving youth, culture and sport within the community.
- Showcasing heritage and traditions of Aboriginal people.
- Recognizing local sport figures and personalities, especially local athletes or contributors to the sport movement.
- Ensuring the Pan AM flame and Games message are the focal points of the celebration.

TO2015 representatives are reviewing potential torch relay routes and stops in Vaughan, engaging with key tourism stakeholders and researched the organizational logistics for a celebration event to take place at City Hall in late June 2015. In order to bring people and communities together, the potential route being considered includes stops in Kleinburg (McMichael Canadian Art Collection and Kleinburg Public School), Canada's Wonderland, and Thornhill (Joseph & Wolf Lebovic Community Campus).

The relay will feature five to six torchbearers who will each run 200 meters and then the flame would be transported to the next relay point. Selection of torchbearers is still pending; however a memo to Council will be forthcoming.

The Vaughan portion of the relay culminates in a celebration event at City Hall that may include live entertainment, activities, food and beverages.

## **CITY OF VAUGHAN**

### **EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 9, 2014**

#### **Item 41, CW Report No. 36 – Page 3**

Originally staff reported that the Torch Relay would have costs associated with being a Celebration Community. Based on a number of meetings with TO2015 representatives, York Regional Police and other stakeholders, staff has determined that the event will have an associated cost of \$20,000. However, after review of current budgets, staff will be able to fund this event and no additional dollars will be requested to successfully host the event. In addition, staff will be pursuing available grant funding, as per the City's External Grant Procurement Policy, to further offset any associated costs.

The Torch Relay route and Celebration Communities will be formally announced by TO2015 in October 2014.

#### **Relationship to Vaughan Vision 20|20 Strategic Plan**

Participating as a Celebration Community encompasses the Vaughan Vision of being a city of choice that promotes diversity, innovation and opportunity for all citizens, fostering a vibrant community life that is inclusive, progressive, environmentally responsible and sustainable. Service Excellence: Preserve our Heritage and Support Diversity, Arts & Culture.

#### **Regional Implications**

Details on the Torch Relay routes and arrangements will be provided to York Region for local road closures and traffic management.

#### **Conclusion**

The Torch Relay and being a Celebration Community is one of the most exciting events as it sets the stage leading up to the Pan AM / Parapan AM Games. It will be a goal to involve as many as possible from the community, the Torch Relay is designed to foster community pride and promote athletic endeavours.

#### **Attachments**

None

#### **Report prepared by:**

Anna Dara, Manager of Events  
Shirley Kam, Senior Manager of Economic Development  
Jennifer Ladouceur, Director of Economic Development

## **COMMITTEE OF THE WHOLE MEETING – SEPTEMBER 2, 2014**

### **PAN AM / PARAPAN AM GAMES TORCH RELAY UPDATE**

#### **Recommendation**

The Director of Economic Development and Manager of Events in consultation with the Executive Director, Office of the City Manager recommends:

1. That the City Clerk be authorized to sign a Memorandum of Understanding between the TO2015 and City of Vaughan to host the Torch Relay celebration ("Community Celebration"); and
2. That staff be authorized to submit applications for any available grant funding.

#### **Contribution to Sustainability**

Green Directions Vaughan embraces a Sustainability First principle and states that sustainability means we make decisions and take actions that ensure a healthy environment, vibrant communities and economic vitality for current and future generations. Under this definition, activities which promote athleticism, healthy living and diversity contributes to the sustainability of the City.

#### **Economic Impact**

Based on the City's past experiences hosting the Olympic Torch Relay (2009) and Canada Day celebrations, a budget of \$20,000 has been created to cover expenses including but not limited to: policing, marketing, staging/production, entertainment, food and beverage. In addition, staff will be seeking in-kind promotion and advertising support from local media outlets and relay venues.

The Torch Relay costs will be funded from current budgets, thus no additional dollars will be requested to successfully host the Torch Relay celebration.

#### **Communications Plan**

TO2015 Organizers will be making a formal announcement of the Torch Relay route and Celebration Communities in October, 2014. A marketing and communications plan for Vaughan's torch relay activities and celebration event will be created. Details of Celebration Community activities will be communicated utilizing social media, website, City Hall TV, print advertising, media releases and city e-newsletters. Local tourism stakeholders and sponsors will also provide coverage utilizing their media channels.

#### **Purpose**

To update Council on the Pan AM / Parapan AM Games Torch Relay and obtain approval for executing a Memorandum of Understanding with TO2015.

#### **Background – Analysis and Options**

The TO2015 Torch Relay is a 41-day journey that will share the Pan AM spirit in more than 130 communities. Deeply rooted in history and tradition, the Pan AM flame will be lit on May 27, 2015 during a traditional ceremony in Teotihuacan, Mexico before it travels to Canada on May 28, 2015. In Canada, the Relay will commence on May 29, 2015 and include more than 2,000 torchbearers, 5,000 kilometers on the road, 15,000 kilometers in the air, visiting more than 130 communities, and utilizing alternative modes of transportation including planes, trains and ferry boats.

In May 2014, staff prepared a report, Item 12, Report No. 21 of the Committee of the Whole, titled *Toronto 2015 Pan AM/ Parapan AM Games Torch Relay*, seeking Council approval to participate as a Celebration Community to host the Pan AM Torch Relay. Council approved staff's recommendation and the Council resolution was forwarded to TO2015 Organizing Committee. An acknowledgement of Vaughan's interest was received from TO2015 Organizing Committee and a Memorandum of Understanding was sent for review and signature.

#### Torch Relay and Celebration Activities

In preparation for being selected as a Celebration Community, staff formed a working group comprised of representatives from the Economic Development, Recreation and Culture/Events, Corporate Communications,, City Manager's Office and external agencies including York Regional Police. The Working Group has already had a number of meetings with TO2015 representatives to gain a better understanding of the Torch Relay and Celebration Community events.

Planning Guidelines supplied by the TO2015 Organizing Committee propose Community Celebration activities that may include:

- Creating a community activity that generates enthusiasm for the TORONTO 2015 Pan AM and Parapan AM Games.
- Building anticipation for the Games and a sense of pride and excitement for the Torch Relay.
- Showcasing the unique passion of each community to the rest of Canada and the Americas.
- Recognizing local talent and personalities as part of the celebration.
- Stimulating and involving youth, culture and sport within the community.
- Showcasing heritage and traditions of Aboriginal people.
- Recognizing local sport figures and personalities, especially local athletes or contributors to the sport movement.
- Ensuring the Pan AM flame and Games message are the focal points of the celebration.

TO2015 representatives are reviewing potential torch relay routes and stops in Vaughan, engaging with key tourism stakeholders and researched the organizational logistics for a celebration event to take place at City Hall in late June 2015. In order to bring people and communities together, the potential route being considered includes stops in Kleinburg (McMichael Canadian Art Collection and Kleinburg Public School), Canada's Wonderland, and Thornhill (Joseph & Wolf Lebovic Community Campus).

The relay will feature five to six torchbearers who will each run 200 meters and then the flame would be transported to the next relay point. Selection of torchbearers is still pending; however a memo to Council will be forthcoming.

The Vaughan portion of the relay culminates in a celebration event at City Hall that may include live entertainment, activities, food and beverages.

Originally staff reported that the Torch Relay would have costs associated with being a Celebration Community. Based on a number of meetings with TO2015 representatives, York Regional Police and other stakeholders, staff has determined that the event will have an associated cost of \$20,000. However, after review of current budgets, staff will be able to fund this event and no additional dollars will be requested to successfully host the event. In addition, staff will be pursuing available grant funding, as per the City's External Grant Procurement Policy, to further offset any associated costs.

The Torch Relay route and Celebration Communities will be formally announced by TO2015 in October 2014.

### **Relationship to Vaughan Vision 20|20 Strategic Plan**

Participating as a Celebration Community encompasses the Vaughan Vision of being a city of choice that promotes diversity, innovation and opportunity for all citizens, fostering a vibrant community life that is inclusive, progressive, environmentally responsible and sustainable.

Service Excellence: Preserve our Heritage and Support Diversity, Arts & Culture.

### **Regional Implications**

Details on the Torch Relay routes and arrangements will be provided to York Region for local road closures and traffic management.

### **Conclusion**

The Torch Relay and being a Celebration Community is one of the most exciting events as it sets the stage leading up to the Pan AM / Parapan AM Games. It will be a goal to involve as many as possible from the community, the Torch Relay is designed to foster community pride and promote athletic endeavours.

### **Attachments**

None

### **Report prepared by:**

Anna Dara, Manager of Events  
Shirley Kam, Senior Manager of Economic Development  
Jennifer Ladouceur, Director of Economic Development

Respectfully submitted,

Jennifer Ladouceur  
Director of Economic Development