

31

## EXHIBITION PLACE

April 26, 2011

To: The Board of Governors of Exhibition Place

**ACTION REQUIRED**

From: Dianne Young  
Chief Executive Officer

Subject: **Observer Program: Guadalajara 2011 Pan/Parapan American Games**

### Summary:

This report recommends that a representative of Exhibition Place's Pan Am Project Team join the City's TO2015 Observer Program to attend the 2011 Pan American Games (October 12<sup>th</sup> to 30<sup>th</sup>) taking place in Guadalajara, Mexico.

### Recommendations:

**It is recommended that the Board approve travel by Jeff Gay, Director of Event Management Services, to the 2011 Pan/Parapan American Games in Guadalajara, Mexico, with the City's TO2015 Observer Program in order for Exhibition Place to better assist with planning and preparing for the Toronto 2015 Pan/Parapan American Games.**

### Financial Impact:

Increased tourism to Guadalajara for the 2011 Pan/Parapan American Games will cause increased demand for flights and hotel rooms and will cause costs to rise. For this reason it is expected that travel costs may be in excess of \$3,500, but will not exceed \$4,000, and that pre-approval from the Board will be required.

### Decision History:

On Friday, November 6, 2009, it was announced that Toronto won in its bid to host the 2015 Pan/Parapan American Games. Further to the announcement, City departments, agencies and boards with a role in planning for the games have designated lead representatives to become members of the City's interdivisional Pan Am Project Team. Dianne Young is Exhibition Place's representative on the City's Project Team.

### Issue Background:

Exhibition Place has been selected as a major site for the 2015 Pan/Parapan American Games and it would be extremely useful if a member of the Exhibition Place staff could join the City Team as an Observer along with representatives of the Federal and Provincial governments...

## Comments

In an email dated February 25<sup>th</sup> from Tobias Novogrdsky, Senior Corporate Management & Policy Consultant, City of Toronto, which was sent to the Pan Am Project Team, the Mandate of the City Project Team was identified as follows:

- Provide TO2015 with the support it requires from the City of Toronto to effectively plan, manage and stage the 2015 Pan/Parapan American Games
- Maximize pre and post-Games legacy opportunities and their fit with City priorities
- Coordinate and report on Pan Am related activities undertaken by various ABCs and program areas, and
- Ensure that legal agreements associated with the Games are fully honoured by the City and all other Games partners

In order to help support the above noted Mandate, TO2015 is organizing an Observer Program to provide its staff and those from other key Games partners, Toronto included, an opportunity to learn from the experience of Guadalajara, when it hosts the 2011 Pan American Games (Oct. 12 - 30, 2011) and Parapan American Games (Nov. 12 - 20, 2011). This major international multi-sport event will take place in Guadalajara, Jalisco, Mexico, with some events held in the suburbs of Ciudad Guzmán, Puerto Vallarta, Lagos de Moreno and Tapalpa. Approximately 6,000 athletes from 42 nations are expected to participate in 36 sports in Mexico.

The complex and unpredictable nature of the Games generates serious challenges for the host organization, key partners and delivery partners. Both the Pan American and Parapan American Games are being organized by the Guadalajara 2011 Organizing Committee. The 2011 Pan American Games will become the third Pan American Games hosted by Mexico (the first country to do so) and the first held in the state of Jalisco. Previously, Mexico hosted the 1955 Pan American Games and the 1975 Pan American Games both in Mexico City. The 2011 Parapan American Games will be held 20 days after the Pan American Games.

Due to Mexico being the first country to host multiple issues of the Games, it is an ideal opportunity for participants in the TO2015 Observer Program to gather the most thorough information and to benefit from the hosts' experience. Knowledge represents one of the key project capabilities that enable host organizations to cope with the challenges that will arise. Having Project Team members physically at the Games will generate internal learning and understanding. It will provide the opportunity to ask questions, forge and develop relationships, critically observe, and determine possible areas of growth and change from our Team.

By coordinating an observer team to visit 2011 Guadalajara, an important component of transfer of knowledge is achieved and the experience provides the parties involved with a relevant example of what to expect with the Pan/Parapan American Games in 2015. Having Jeff Gay participate on the team is crucial to the success of Exhibition Place's contribution to the 2015 Games.

Further details on the Observer Program will be provided at the City's Project Team meeting in April.

Contact:

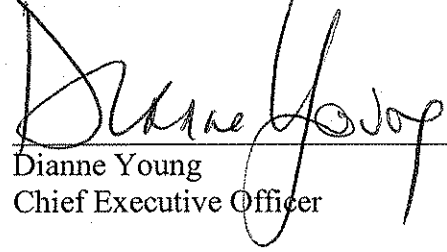
Dianne Young, CEO

Tel: (416) 263-3611

Fax: (416) 263-3640

Email: [dyoung@explace.on.ca](mailto:dyoung@explace.on.ca)

Submitted by:

A handwritten signature in black ink, appearing to read "Dianne Young", is written over a horizontal line. The signature is stylized and cursive.

Dianne Young  
Chief Executive Officer