

City of Mississauga

Torch Relay Community Celebration Task Team

Community Celebration Sub Committees:

- The following outlines key responsibilities for each of the sub-committees and the person responsible for each sub-committee:

COMMUNITY CELEBRATION AND CULTURAL PROGRAMMING:

- **Person Responsible – Susan Burt and Melissa Di Carlo**
- Average Community Celebration will consist of a two hour program with a 30 minute official segment provided by VANOC. It is up to the host community if they want the celebration to be longer.
- Must be free of charge
- Technical elements: (Reference for additional info – pages 49, 58, 56, 84)
- Cultural Programming
- Development of a Cultural Program for the Community Celebration that embraces the many cultures, both locally and regionally.
- Developing a program that showcases multi-cultural and aboriginal communities.
 - Site Management

MARKETING/PROMOTIONS & TOURISM:

- **Person Responsible – Ivana Di Millo and Robert Kawamatto**
- Responsible for promoting the Community Celebration locally and regionally.
- Ensure that all marketing and promotional materials are approved by VANOC.
- MEDIA:
 - **Person Responsible – Ivana Di Millo**
 - Responsible for ensuring that all media releases are approved by VANOC.
 - Coordination of all media with the appointed media spokesperson.
 - Providing a list of local media to VANOC.
 - Coordination of all information to be released to the media regarding the Community Celebration events and Torch Relay information.
 - Provide communication and accessibility between VANOC and the community.
- SPONSORSHIP AND FUNDRAISING:
 - **Person Responsible – John Ryzewski and Jamie Brown**
 - Coordination of materials and sponsors to VANOC for approval.
 - Ensuring provision of space at celebration site for VANOC approved sponsors.
 - Developing a fundraising plan to help offset the costs of the Community Celebration and to create excitement and participation for the event.
 - Understanding and communicating sponsorship limitations.

ROAD LOGISTICS:

- **Person Responsible – Pat Craigmile and T & W Representative**
- Responsible for traffic management and support services, resources, advice and co-operation with VANOC and the Regional Coordinator for the Torch Relay Route.

- Development and implementation of a traffic management plan to ensure the safe and uninhibited passing of the Torch Relay and maximizing community safety.
- Obtain all necessary approvals for road closures or restrictions by September 1, 2009.
- Investigate and report any road construction that could affect the relay route.

PROTOCOL:

- **Person Responsible – Ivana Di Millo**
- Responsible for understanding and communicating all protocol, including limitations dictated by VANOC.
- Ensuring that all requirements and protocol are complied with at the Community Celebration.

VOLUNTEERS:

- **Person Responsible – Pat Craigmile and Diane Kalenchuk**
- Develop a Volunteer Recruitment and Recognition Program that allows for participation of all ages and cultural backgrounds.

SCHOOL PROGRAMS:

- **Person Responsible – Pat Craigmile and RBC**
- Develop a School Program that creates excitement and involvement of youth in the Olympic Torch Relay, Community Celebration and the Olympics.
- Develop a program that is fun and educational.

SECURITY:

- **Person Responsible – Pat Craigmile and Jamie Hillis**
- To provide support to VANOC to supplement their security program for the Torch Relay.
- To develop a Security Plan for the Mississauga Torch Relay and Community Celebration site.

LEGACY:

- **Person Responsible – Task Team**
- To create a Legacy Program that ensures the values of the Olympic spirit and the celebration of our multi-cultural community continues for years to come.
- RBC Funding Partnership (ie. school program, memorial, lasting memories piece- ie monument etc.)

BUDGET:

- **Person Responsible – Task Team**
- To develop a budget that identifies expenses and revenues through both sponsorship and fundraising opportunities.
- Pat to confirm the timelines for construction of the Civic Square (please note Susan Burt confirmed that the construction would not take place until 2010)