

## *Memo #1 to Hamilton: The Games Mean Business*

I am writing to congratulate the City of Hamilton on its successful participation in the 2015 Pan-Am Games bid and its role as a key host city for the Games. This role is a great honour for the City and speaks clearly to your reputation as a place that loves its sports – for the strength of players, the buzz of competition and the thrill of the win.

The Pan-Am Games will take this sporting appetite to new heights.

But the Games represent far more than an occasion to appreciate excellence in sport. They also serve as a springboard for economic and social development.

The most obvious benefit from an economic perspective is the direct infusion of cash. Hamilton will act as host not only to hundreds of athletes but also to thousands of spectators who will come to see them compete.

All these visitors will be staying overnight, dining in hometown eateries, buying ice cream for kids (big and small), downing double doubles, purchasing band-aids and sunscreen, replacing lost toothbrushes, occasionally scrambling for umbrellas and raincoats, visiting the art gallery and other cultural venues, and much more. Ka-ching, ka-ching for the local economy.

And the economic benefits go well beyond the immediate. The impact of new infrastructure for the Games in the form of recreational facilities, and improved public transit will remain with the City long after the last anthem is sung.

These amenities are the first chapter in a story of many new places for Hamiltonians to live, work and play.

But this newfound economic wealth can have an equally important social dimension. The Games will be a success only to the extent that they involve *all* citizens of Hamilton, especially those who typically are excluded from opportunity.

The Games can open the door to participation – in the broadest possible sense of the word. It's time for all to move from the sidelines to centre field.

*Sherri Torjman*  
*Vice-President*

*The Caledon Institute of Social Policy has been asked by the Community Services Department of the City of Hamilton to prepare a social inclusion vision for the 2015 Pan-Am and ParaPan Games.*

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