



PAN-AMERICAN MASTERS GAMES *2024 CLEVELAND*

EVENT HOST
REPORT



Published: November 2024

2024 PAN-AMERICAN MASTERS GAMES



The Pan-American Masters Games is a major event of the International Masters Games Association and took place in Cleveland, Ohio, U.S.A. in July 2024.

The Pan-American Masters Games brought together thousands of athletes and thousands more spectators from around the world for a multi-sport event that was the largest international gathering in Northeast Ohio's history.

To assess the impact of the event on the city of Cleveland, Event Host Evaluation consultants gathered and evaluated data on five key input areas – economy, image, society, sport, and environment.

The key performance indicators selected in this report are consistent with international guidance and tailored to the objectives of the Cleveland event stakeholders.

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PAN-AMERICAN MASTERS GAMES 2024 CLEVELAND

DATA HIGHLIGHTS

\$10.6M

Economic
Impact



866

volunteers



5,350

visitors to
Cleveland



92%

of local participants
proud of Cleveland
hosting the event



30,224

bed nights from
visitors staying in paid
accommodation



6.2m

impressions
on Facebook



41%

of participants
female



EVENT HOST
REPORT





HOST DESTINATION AND COMMUNITIES

CLEVELAND

Cleveland is a port city Located in Northeast Ohio along the southern shore of Lake Erie, it is situated across the U.S. maritime border with Canada.

Cleveland has a national reputation as a key sports destination with its stadiums and arenas within walking distance of the heart of downtown.

Cleveland has become a top city for hosting major events including the 2013 National Senior Games, 2016 Transplant Games of America, 2019 Major League Baseball All-Star Game, 2022 National Basketball Association All-Star Game and the 2007 and 2024 Women's College Basketball Championships.

In addition to many upscale hotels, the convention center offers ample space to host or expand events' footprints. The city has countless entertainment options for visitors to enjoy. Venues like the Rock & Roll Hall of Fame, Playhouse Square, the West Side Market and our many museums at University Circle, make Cleveland a unique place to visit.

Additionally, Northeast Ohio has some of the best outdoor recreation, parks, friendly bike-routes and countless restaurants, bars and breweries for all to enjoy.

CITY OF CLEVELAND

Cleveland is a city with entrepreneurial grit where world-changing breakthroughs meet genuine, hardworking people. On the shores of Lake Erie, Cleveland is home to a number of sports teams, including the Cavaliers (NBA), Browns (NFL), and Guardians (MLB). With a community passionate about sports, the city also plays host to a number of college and minor league sports teams.

CUYAHOGA COUNTY

Cleveland is located within Cuyahoga County, which occupies over 1,246 square miles and is home to 1.2 million people. Cuyahoga County is centrally located within the United States, with a strong higher education system, diverse economic and employer ecosystem, healthcare capital, and nationally-recognized arts and cultural institutions including the Cleveland Metroparks. Cuyahoga County is the most racially and ethnically diverse of Ohio's 88 counties.



HOST PARTNER



GREATER CLEVELAND SPORTS COMMISSION

The Greater Cleveland Sports Commission is the host partner of the International Masters Games Association to deliver this event.

GCSC serves to measurably improve the economy of Greater Cleveland and enrich the community by attracting, creating, managing and enhancing significant sporting and competitive events.

GCSC supports the local economy, utilizes sports as a vehicle to forward community agendas and maintains a goal of producing events that are more successful when held in Cleveland than in other cities.

Since 2000, GCSC has been responsible for attracting more than 222 events, generating more than \$917 million in economic impact for Greater Cleveland.



PAN-AMERICAN MASTERS GAMES



INTERNATIONAL
MASTERS GAMES
ASSOCIATION



**PAN-AMERICAN
MASTERS GAMES**
2024 CLEVELAND

The Pan-American Masters Games is a quadrennial celebration of vibrancy and sportsmanship featuring athletes from more than 50 countries to compete in over 26 medal-contending sports including track and field, tennis, basketball, pickleball and cycling.

This event showcases perseverance, vigor, health and vitality at any stage of life. Masters athletes are designated as 30 years or older, with some competitors more than 100 years of age. With a multitude of cultures coming together for fun and sport, it offers an opportunity for worldly, friendly competition.

The Pan-American Masters Games are organized with the support of the International Masters Games Association (IMGA), an organization recognized by the International Olympic Committee. IMGA's mission is to promote the "sport for all" philosophy of the Olympic Charter.

Every multi-sport event organized by IMGA has as its fundamental values, competition, friendship and understanding between "over" athletes, regardless of age, sex, race, religion or sporting condition: the events promoted by the organization, in fact, offer participants the opportunity to meet people with the same passions, to explore wonderful places around the world whilst at the same time practicing the sports they love deeply.





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PAN-AMERICAN
MASTERS GAMES
2024 CLEVELAND

24 SPORTS

SPORTS SCHEDULE

ARCHERY ^P
TARGET
JULY 12-14

BADMINTON
JULY 12-16

BASEBALL
JULY 12-14

BASKETBALL
3X3
JULY 18-21

BOWLING
JULY 16-19

CURLING
JULY 14-18

CYCLING ^P
CRITERIUM
JULY 15

CYCLING ^P
MOUNTAIN BIKE
JULY 18

CYCLING ^P
ROAD RACE
JULY 17

CYCLING ^P
TIME TRIAL
JULY 16

DISC GOLF
JULY 18-20

GOLF
JULY 15-19

JUDO
JULY 13

HALF
MARATHON
JULY 21

KARATE
KATA | KUMITE
JULY 20-21

ORIENTEERING
JULY 13-16

PICKLEBALL
JULY 17-21

ROAD RACE
10K ^P
JULY 21

ROWING ^P
JULY 14

SOCCER
JULY 12-16

SOFTBALL
FAST PITCH
JULY 12-14

SQUASH
JULY 14-16

SWIMMING ^P
JULY 17-20

TABLE TENNIS ^P
JULY 12-15

TENNIS
JULY 12-19

TRACK & FIELD ^P
JULY 13-17

TRIATHLON ^P
JULY 14

VOLLEYBALL
BEACH
JULY 17-18

VOLLEYBALL
INDOOR
JULY 12-14

^P Denotes a parasport offering.

PARTICIPANTS

TRACK & FIELD ATHLETICS	800
VOLLEYBALL - INDOOR	401
SWIMMING	282
ROAD RUNNING	239
CYCLING - ROAD RACE	233
CYCLING TIME TRIAL	215
ARCHERY	206
SOCCER	201
TRIATHLON	201
PICKLEBALL	163
BASEBALL	161
CYCLING - CRITERIUM	147
BADMINTON	119
ROWING	110
BASKETBALL	100
CURLING	100
VOLLEYBALL - BEACH	81
SQUASH	79
SOFTBALL	77
GOLF	71
TENNIS	71
CYCLING - MOUNTAIN BIKE	66
BOWLING	63
JUDO	58
KARATE	56
TABLE TENNIS	56
ORIENTEERING	45
DISC GOLF	30



INTERNATIONAL
MASTERS GAMES
ASSOCIATION



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MASTERS GAMES
2024 CLEVELAND

27 VENUES ACROSS GREATER CLEVELAND



BALDWIN WALLACE
UNIVERSITY GEORGE FINNIE
STADIUM



CLEVELAND METROPARKS
BEDFORD RESERVATION



CLEVELAND METROPARKS
BRECKSVILLE RESERVATION



CLEVELAND METROPARKS
MANAKIKI GOLF COURSE



CLEVELAND METROPARKS
POLO FIELD



CLEVELAND METROPARKS
ROCKY RIVER RESERVATION



CLEVELAND METROPARKS
SLEEPY HOLLOW GOLF
COURSE



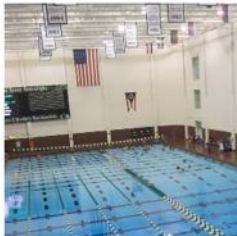
CLEVELAND METROPARKS
WENDY PARK



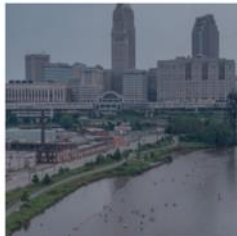
CLEVELAND RACQUET CLUB



CLEVELAND SKATING CLUB



CLEVELAND STATE
UNIVERSITY'S BUSBEY
NATATORIUM



CUYAHOGA RIVER –
MERWIN'S WHARF



CUYAHOGA VALLEY
NATIONAL PARK – BOSTON
RUN



CUYAHOGA VALLEY
NATIONAL PARK – KENDALL
LAKE



EDGEWATER PARK



FOLTZ PARK COMPLEX



HUNTINGTON CONVENTION
CENTER OF CLEVELAND



JOSE RAMIREZ FIELD AT
CLARK FIELDS



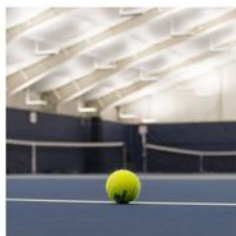
KENT STATE UNIVERSITY



LEAGUE PARK



MALL C



MAYFIELD VILLAGE RACQUET
CLUB



ROLLHOUSE PARMA



TALTY FIELD AT THE JIM
THOME ALL STAR COMPLEX



UNIVERSITY CIRCLE – WADE
OVAL



VETERANS MEMORIAL PARK



VOLUNTEER PARK FIELDS

METHODOLOGY



economy



image



society



sport



environment

EHE Consultants designed surveys to collect data from spectators, volunteers and the general public in Cleveland during the Pan American Masters Games 2024. EHE Consultants also gathered data from the host city and the Local Organizing Committee through virtual consultations.

The survey questions and consultations addressed a list of KPIs selected by the host and the Local Organizing Committee from the IMGA Event Impact Manual, and which align with the 17 United Nations Sustainable Development Goals.

The data was gathered online through pre event virtual consultations, post event distribution of surveys, and on the ground during the event.

EHE consultants analysed the data resulting from surveys and consultations and created a raw data spreadsheet and this data summary to support the event host in producing the final event report.



Event Impact Manual



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ASSOCIATION



Each page of this data summary contains KPI reference codes that are consistent with the codes presented in the IMGA Event Impact Manual for future reference and comparison.



EVENT HOST REPORT

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DATA GATHERING

ORGANIZING COMMITTEE DATA

- To establish actual participation, activation and initiatives
- Carried out through meetings with event organisers and document analysis

PARTICIPANTS SURVEY

- To gain feedback on the event experience, trip spending, visitor perceptions and future intentions
- Carried out by online survey sent to registered participants by email after the event
- 760 responses (22% response rate)

VOLUNTEER SURVEY

- To gain feedback on their experience and future intentions
- Carried out online via email in the week following the event
- 225 responses (26% response rate)

COMMUNITY SURVEY

- To assess the local community's engagement and understand their perception about their city hosting the event

[▶ Click here to play highlights of the event](#)



ECONOMY

Attendee and organizer
expenditure

PAMG 2024 created a direct economic impact of \$10.6 million on the host city based on estimates using the Destinations International Event Impact Calculator, applying visitor and local organiser data included in this section.

ECONOMIC

- 1.1. Attendance
- 1.2. Visitor Expenditure
- 1.3. Organizer Expenditure



1.1 ATTENDANCE

The PAMG 2024 had a total attendance of 11,350 people over the 10 days of the event, including participating athletes, accompanying people, and other registered and non-registered attendees as listed below.

As in other IMGA events, participating athletes are the biggest group and also formed the majority of the event spectators. They came from across 48 states and 6 continents and in general stayed longer than the length of their competitions to participate in social activities and enjoy Cleveland.

ATTENDANCE DATA

	PARTICIPANTS	ACCOMPANYING (REGISTERED & UNREGISTERED)	TOTAL
FROM GREATER CLEVELAND	550	553	1,103
FROM ELSEWHERE IN OHIO	451	435	886
FROM OUT OF STATE (USA)	1,427	885	2,311
FROM OUTSIDE USA	1,002	1,019	2,021
NON-PLAYING SPORT OFFICIALS			350
MEDICAL STAFF			252
VOLUNTEERS			866
MEDIA, VIP & OBSERVERS			61
NON-PARTICIPANT ATTENDEES AT WELCOME & FAREWELL EVENTS			3,500
TOTAL ATTENDANCE			11,350

INPUT AREA	COMMON INDICATOR	IMGA Code	UN SDG Link
Attendance	10 days	AT2	
	24 sports	AT3	
	11,350 total attendance	AT13	

Contributing towards UN SDG target 8.9 – promote sustainable tourism & create jobs

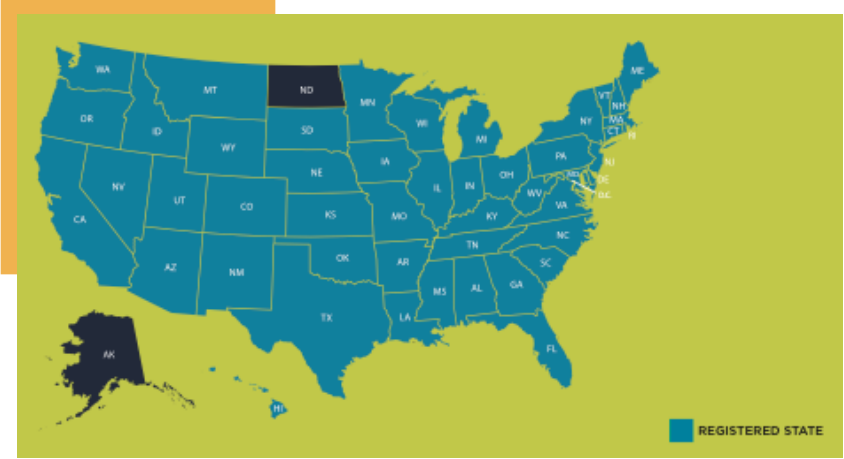




1.1 ATTENDANCE

According to the registration data shared by the event organisers, most participants came from other regions in the USA and other three countries had more than 100 registered participants.

PARTICIPANTS BY COUNTRY (AT9)		
USA (EXC. CLEVELAND)	55%	1,877
CANADA	13%	429
INDIA	3%	104
BRAZIL	3%	102
MONGOLIA	2%	81
MEXICO	2%	57
AUSTRALIA	1%	19
COLUMBIA	1%	19
HONDURAS	0.5%	17
UNITED KINGDOM	0.5%	16
CHILE	0.4%	15
50 OTHER COUNTRIES	4%	144
GREATER CLEVELAND	16%	550
TOTAL UNIQUE PARTICIPANTS		3,430

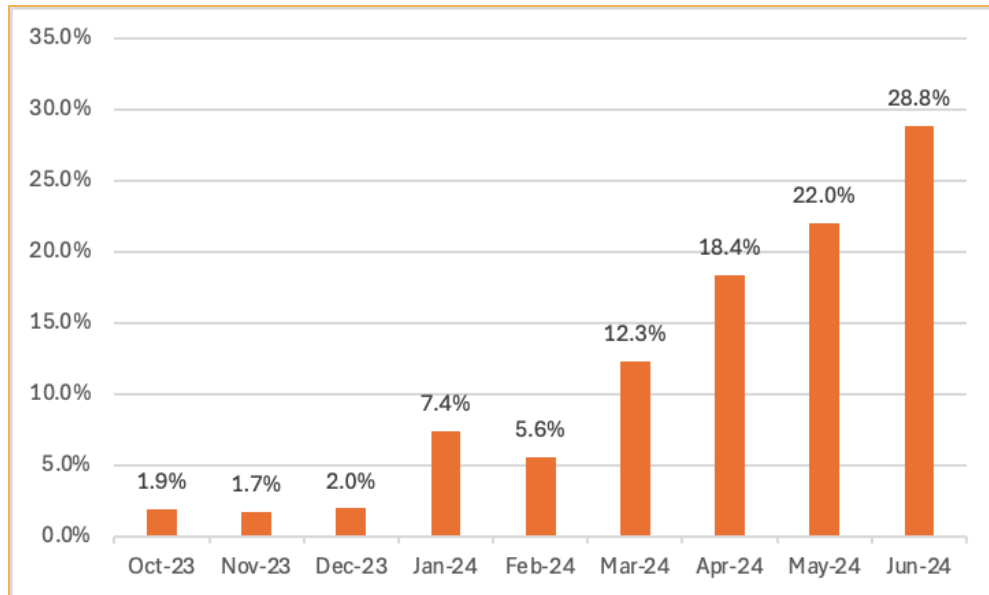




1.1 ATTENDANCE

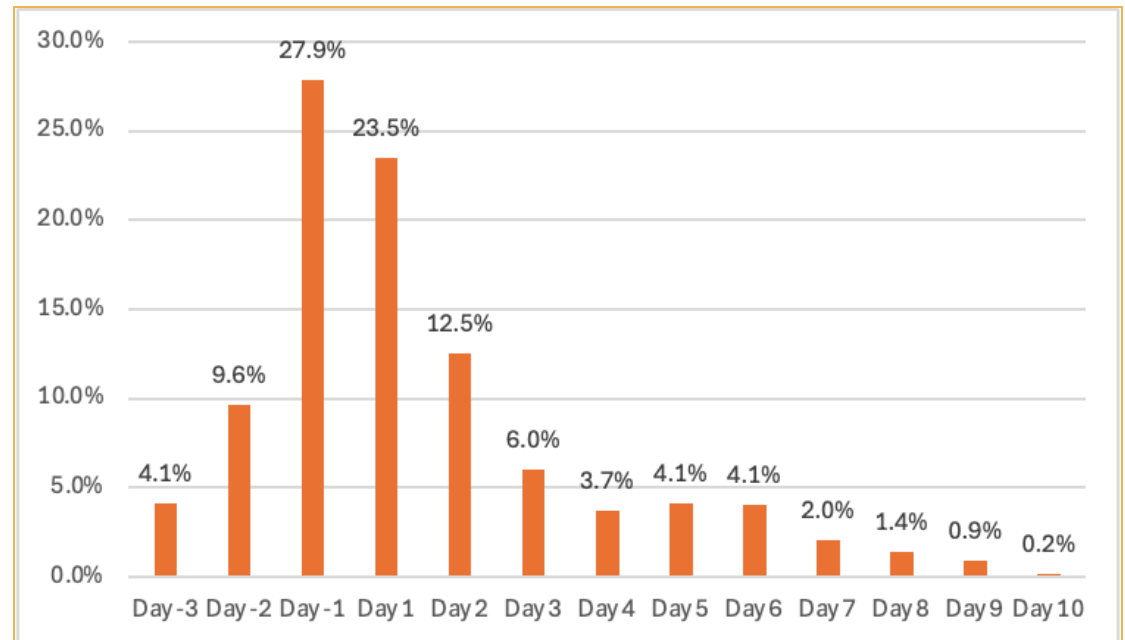
Registrations for PAMG 2024 opened in October 2023 with significant investment in recruiting participants from the US and internationally. The graph below shows the month when participants registered (noting that June 2024 includes some late entries at the start of July 2024 before the event started).

Having built up a database of 7,719 people interested in participating in the build-up to the event, PAMG 2024 was successful in converting 47% to actual participants in July 2024.



47% converted from interest to participation (AT15)

As the event started the majority of participants picked up their accreditations in person on the first day of the event, or on the day before, as shown below (AT14).



1.2 VISITOR EXPENDITURE

Out of the 11,350 total attendees, 5,350 (47%) came from outside the host economy.

HOST ECONOMY

For the purposes of this impact evaluation, the host economy the host economy has been defined as Greater Cleveland – the metropolitan area including Cuyahoga County and the metropolitan area surrounding it formed of other four counties.

The results of the participant survey indicate that visitors stayed an average of 4.3 days during the event and 2 days before or after the event.

VISITORS STAYING IN PAID ACCOMMODATION

UNIQUE PARTICIPANTS FROM OUTSIDE GREATER CLEVELAND	2,880
AVG LENGTH OF STAY	6.3
AVG NUMBER OF TRAVELLING SUPPORTERS PER PARTICIPANT (AT16)	0.8
% OF UNIQUE VISITORS STAYING IN PAID ACCOMMODATION	85.3%
TOTAL NUMBER OF VISITORS IN PAID ACCOMMODATION (AT18)	4,452

The Australian visitors spent the most – an average of USD 2,168 in total including accommodation, food & beverage, other leisure activities in the city, and travel within Greater Cleveland. The Indian visitors stayed the longest – an average of 14.8 days.

TOTAL TRIP SPEND BY COUNTRY	TOTAL TRIP SPEND	AVERAGE LENGTH OF TRIP	AVERAGE SPEND PER DAY (AT21)
AUSTRALIA	\$ 2,168	11.5 days	\$ 188
BRAZIL	\$ 1,668	12.5 days	\$ 133
MEXICO	\$ 1,437	8.5 days	\$ 169
UNITED KINGDOM	\$ 1,419	13.7 days	\$ 104
MONGOLIA	\$ 1,310	9.0 days	\$ 146
COLUMBIA	\$ 1,273	10.7 days	\$ 119
CHILE	\$ 851	9.0 days	\$ 95
CANADA	\$ 803	6.5 days	\$ 124
USA (EX OHIO)	\$ 800	5.5 days	\$ 146
INDIA	\$ 598	14.8 days	\$ 40



economy



image



society



sport



environment



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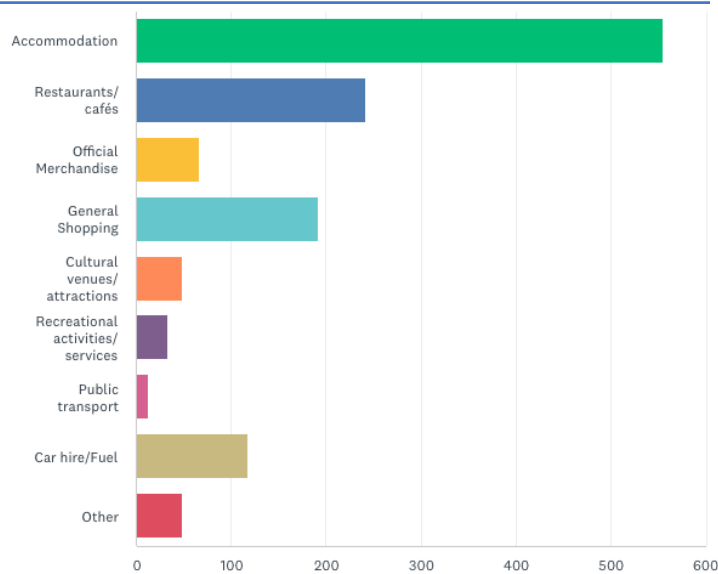
PAN-AMERICAN
MASTERS GAMES
2024 CLEVELAND

1.2 VISITOR EXPENDITURE

AVERAGE SPENDING BY ACCOMMODATION TYPE (AT19)

	% OF STAYING VISITORS USING	AVERAGE VISITOR ACCOM. SPEND P/PERSON P/NIGHT	AVERAGE TRIP LENGTH
HOTEL 4* OR ABOVE	34%	\$116.26	6 days
HOTEL 3* OR BELOW	28%	\$61.39	9 days
RENTAL/AIRBNB	33%	\$60.97	7 days
OTHER	5%	\$80.75	6 days

TOTAL SPENDING BY TYPE



INPUT AREA	COMMON INDICATOR	IMGA Code	UN SDG Link
Visitor Expenditure	5,350 visitors from outside Cleveland	AT17	
	4.3 + 2 days Average length of stay during + before/after the event	AT20	
	30,224 bed nights	AT22	

Contributing towards UN SDG target 8.9 – promote sustainable tourism & create jobs

ACCOMMODATION SPEND

	% STAYING IN PAID ACCOMMODATION	TOTAL BED NIGHTS	AVERAGE ACCOMMODATION SPEND PER PERSON PER NIGHT	AVERAGE LENGTH OF TRIP
FROM ELSEWHERE IN OHIO	49.2%	2,310	\$88.75	5.3 days
FROM OUT OF STATE (USA)	89.7%	11,409	\$100.04	5.5 days
FROM OUTSIDE USA	96.1%	16,505	\$63.56	8.5 days
TOTAL		30,224		



1.3 ORGANIZER EXPENDITURE

The Cleveland Sports Commission team was responsible for delivering the PAMG 2024. Two employees were seconded to manage the Local Organising Committee and 10 were hired for specific positions that were for one year or more, and 25 seasonal employees were hired for the summer of 2024.

The LOC spent a total of USD 3,540,000 to deliver the event. Approximately two third of which was spent within the host economy of Greater Cleveland, including venue costs, food and accommodation, advertising and marketing, transport, training venues, staffing and local contractors.

EVENT BUDGET

SPORTS & EVENTS	\$ 750,000
HR & ADMINISTRATION	\$ 1,100,000
OPERATIONS	\$ 670,000
RECRUITMENT & PROMOTION	\$ 365,000
ATHLETE EXPERIENCE & LEGACY	\$ 255,000
BID FEE	\$ 400,000
TOTAL	\$ 3,540,000

INPUT AREA	COMMON INDICATOR	IMGA Code	UN SDG Link
Organizer expenditure	\$3,540,000 event budget	OE2	
	\$2,396,436 net expenditure in host economy	OE6	
	30% Proportion of costs funded by commercial revenue	OE5	

Contributing towards UN SDG target 8.3 – promote policies to support job creation





IMAGE

Awareness leading to
future tourism & trade

The 'Image' impact of the PAMG 2024 refers to the benefits derived from the media promotion of the event such as the promotion of the host region to potential new visiting tourists.

IMAGE

- 2.1. Media Coverage
- 2.2. Event Experience

2.1 MEDIA COVERAGE

The communications team of the PAMG 2024 LOC in collaboration with the IMGA marketing team, created content of the event to post on social media channels that included dedicated PAMG 2024 accounts and general IMGA accounts.

The social media dedicated pages date from 2021 and were still active in August 2024.

PAMG2024 DEDICATED PAGES				
SOCIAL MEDIA	FACEBOOK EVENT	FACEBOOK ACCOUNT	INSTAGRAM	X/TWITTER
FOLLOWERS	5,300	3,304	2,379	1,272
ENGAGEMENTS	218,173		14,518	4,376
IMPRESSIONS	6,208,250		339,483	181,901

EVENT RELATED MEDIA ARTICLES	
ONLINE	240
RADIO SPOTS	100
TV SPOTS	267
TOTAL ACROSS PLATFORMS	607

Across TV and Radio, the LOC calculated an advertising value equivalent of broadcast media coverage of USD 1,760,311.

From 2023, when the PAMG 2024 dedicated website was created, it accumulated 5,160,214 views from 643,905 unique users.

INPUT AREA	COMMON INDICATOR	IMGA Code	UN SDG Link
Media Coverage	6,729,634 impressions of event-related content	SM5	
	607 event-related posts across platforms	SM3	
	\$1,760,311 advertising value equivalent of broadcast media coverage	B4	

Contributing towards UN SDG target 8.9 – promote sustainable tourism & create jobs

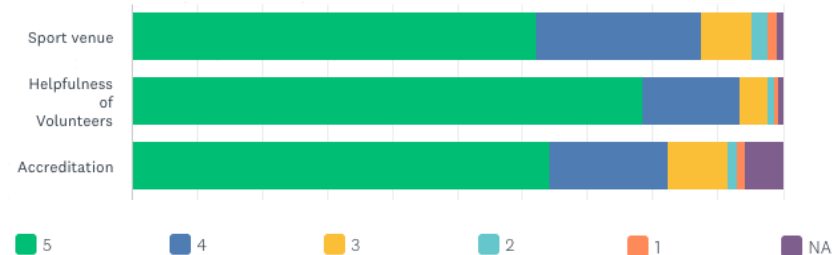


2.2 EVENT EXPERIENCE

Event participants responded to the survey that included questions about event experience and satisfaction. The results showed a high level of satisfaction.

The high satisfaction was reflected in the Net Promoter Score (NPS) which is calculated based on participants' willingness to recommend the event to friends and family – resulting in a score of +21 (NPS ranges from -100 to +100).

Based on your experience, rate each of the following on a scale of 1 to 5 (where 1 is poor and 5 is excellent)



"I couldn't get over how everyone was remarkably friendly. Organizers, volunteers and all the competitors."

PAMG 2024 Participant, July 2024

INPUT AREA	COMMON INDICATOR	IMGA Code	UN SDG Link
Event Experience	78% participants satisfied	EE1	8 DECENT WORK AND ECONOMIC GROWTH
	+21 Net Promoter Score of spectators	EE2	
	56% visitors more likely to revisit Cleveland	EE3	

Contributing towards UN SDG target 8.9 – promote sustainable tourism & create jobs





SOCIETY

Community cohesion and
resident wellbeing

PAMG 2024 made a social impact through the engagement of local volunteers and the hosting of community event and activities.

SOCIETY

- 3.1. Community Engagement & Activation
- 3.2. Volunteers
- 3.3. Diversity & Inclusion



economy



image



society



sport



environment



3.1 COMMUNITY ENGAGEMENT & ACTIVATION

As part of the PAMG 2024 programme, the LOC planned community events. Registered athletes and local residents attended these events and answered a dedicated survey.

As these events were non-ticketed, attendance figures have been calculated by a combination of LOC estimates and survey feedback.

COMMUNITY EVENTS	
WELCOME CELEBRATION*	4,000
PAMG COMMUNITY DAY	40
ROCK & ROLL PARTY	350
NIGHT AT THE BALLPARK	750
WORLD ON STAGE	200
CLEVELAND CELEBRATION 5K	200
FAREWELL CELEBRATION*	1,500
TOTAL ATTENDANCE AT COMMUNITY EVENTS	7,040

*includes participants and non-participants

58% local attendees inspired to contribute to local community

77% local attendees more happy as a result of the event

INPUT AREA	COMMON INDICATOR	IMGA Code	UN SDG Link
Community Engagement & Activation	PLAN IN PLACE to engage local communities	AC1	
	7,040 actual no. of attendees at side activity related to the event	AC2	
	92% of local participants proud	CE2B	

Contributing towards UN SDG target 3.4 – promote mental health & well-being

“I was so proud to tell participants I am from Cleveland! The city and all the volunteers did such a tremendous job! Everything I participated in was organized and professionally run. Thank you to all who made the games a success!”

Participant feedback, July 2024





3.1 COMMUNITY ENGAGEMENT & ACTIVATION

IMGA CLEVELAND

PAN-AMERICAN
MASTERS GAMES
2024 CLEVELAND

**ROCK & ROLL
PARTY**

JULY 16 @6PM
ROCK & ROLL HALL OF FAME

PRESENTED BY
KeyBank

LONG LIVE ROCK

CLEVELANDMASTERS2024.COM/EVENTS

IMGA CLEVELAND

PAN-AMERICAN
MASTERS GAMES
2024 CLEVELAND

**NIGHT AT THE
BALLPARK**

JULY 19 @7PM
PROGRESSIVE FIELD

EXTENDED TICKET DEADLINE IS APRIL 19

CLEVELANDMASTERS2024.COM/EVENTS

CLEVELAND
CELEBRATION
5K A RACE TO THE PARTY

ROUTE MAP

SUNDAY, JULY 21
7:30 AM START

CLEVELAND
SPORTS
COMMISSION

QR CODE



3.2 VOLUNTEERS

In addition to the in-house staff and contractors, the PAMG 2024 LOC counted on 866 volunteers, 84% of them being from Greater Cleveland.

The volunteers worked an average of 8 hours. Female volunteers and volunteers over 65 years old dedicated more than the average time working 9 hours and 13.8 hours respectively.

The results of the volunteer survey showed that they had a positive experience and the majority felt inspired to volunteer again.

VOLUNTEERS

FROM GREATER CLEVELAND	84%
FROM OHIO	14%
FROM ELSEWHERE IN THE USA	0.5%
FROM OTHER COUNTRIES	0.9%

68% female and 43% over 65 years old

76% inspired to volunteer locally after the event

INPUT AREA	COMMON INDICATOR	IMGA Code	UN SDG Link
Volunteers	866 volunteers	V2	
	8 hours average no. of hours volunteering per person	V3c	
	86% satisfied with their experience	V4	

Contributing towards UN SDG target 10.2 – promote social, economic and political inclusion



3.3 DIVERSITY & INCLUSION

GENDER

Just over 41% of the participants were female, which represents a high proportion compared to other international sport events.

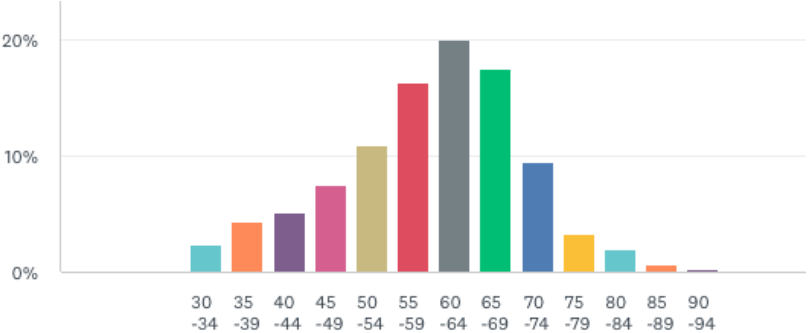
15 out of 32 PAMG 2024 dedicated team, including the Executive Director, were female. 8 of 32 were racially diverse or associate themselves with the LGBTQIA+ population.

DISABILITY

11 of the sport disciplines catered for participants with disabilities. Data from the participant survey suggested that 4.7% of the participants had a disability.

AGE

The distribution of age ranges of participants is shown in the graph below.



INPUT AREA	COMMON INDICATOR	IMGA Code	UN SDG Link
Diversity & inclusion	41.3% of participants female	DI5	5 GENDER EQUALITY
	4.7% of participants disabled	DI7	

Contributing towards UN SDG target 5.1 – end all forms of discrimination against all women





SPORT

Promoting and growing
physical activity

The PAMG 2024 LOC worked in collaboration with local clubs, federations and universities to deliver the event. The collaboration engaged local coaches, technical officials and venue managers. The event also had the power to inspire people to become more active, especially later in life.

SPORT

- 4.1. Sport Development
- 4.2. Sport Participation



4.1 SPORT DEVELOPMENT

LOCAL CLUBS, UNIVERSITIES AND FEDERATIONS ENGAGED

The PAMG 2024 LOC worked in collaboration with local clubs, federations and universities to deliver the event. The collaboration engaged local coaches, technical officials and venue managers, including 233 referees from North East Ohio area, equating to two thirds of the referees used for the event.

LOCAL SPORT ORGANISATIONS ENGAGED

CLUBS	FEDERATIONS	UNIVERSITIES
CLEVELAND METROPARKS GOLF	FIBA	BALDWIN WALLACE UNIVERSITY
CLEVELAND METROPARKS OUTDOOR RECREATION	FIBA	CLEVELAND STATE UNIVERSITY
CLEVELAND RACQUET CLUB B	USA ARCHERY	
CLEVELAND ROWING FOUNDATION	USA CYCLING	
CLEVELAND SKATING CLUB	USA KARATE	
GREATER CLEVELAND ADULT BASEBALL LEAGUE	USA ROWING	
HERMES SPORTS + EVENTS	USA SOFTBALL	
MAYFIELD VILLAGE RACQUET CLUB	USA TRACK & FIELD LAKE ERIE	
NORTHCOAST MULTISPORTS	U.S. MASTERS SWIMMING	
NORTHEAST OHIO ORIENTEERING CLUB	USA TRIATHLON	
PARMA DISC GOLF		
STELLERI PERFORMANCE TRAINING		

INPUT AREA	COMMON INDICATOR	IMGA Code	UN SDG Link
Sport development & participation	PLAN IN PLACE to increase the capacity of local sports organizations	SD1	3 GOOD HEALTH AND WELL-BEING
	73% inspired to practice more regularly	SP2	

Contributing towards UN SDG target 3.4 – promote mental health & well-being



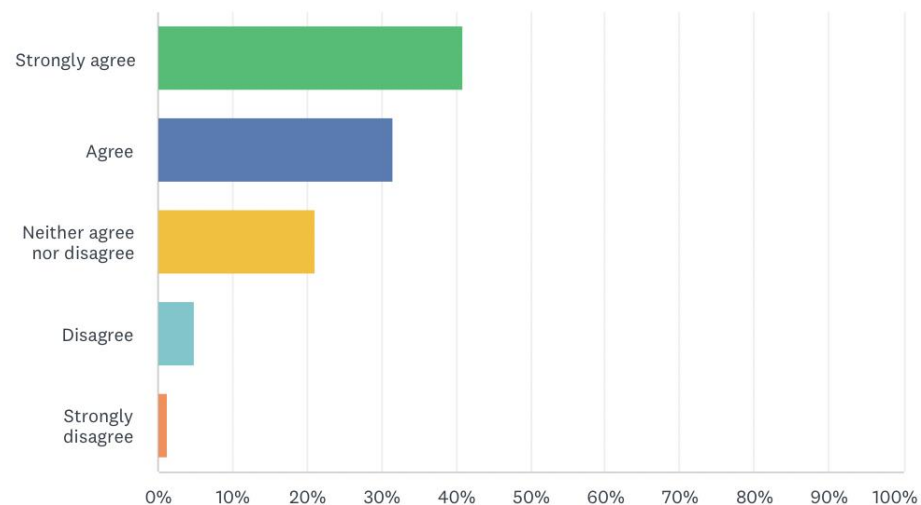


4.2 SPORT PARTICIPATION

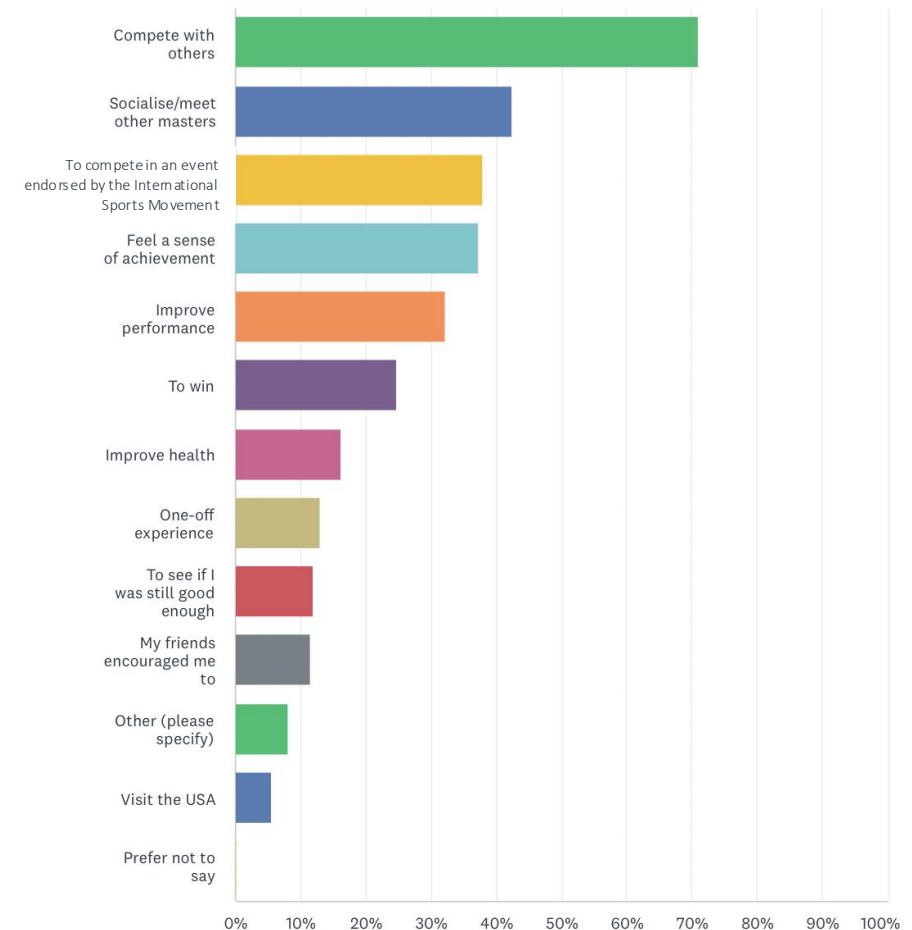
Focused on the older demographic, the PAMG 2024 attracted masters athletes from all over the world, inspiring the local community, especially the target audience of 30+ amateur athletes.

The survey results showed that participants' key motivation to register to participate in the PAMG 2024 was to compete with others. These were amateur athletes that joined the event to challenge themselves in an international event endorsed by IMGA.

To what extent do you agree with the statement “I felt inspired to practice more regularly as a result of participating in this event”?



What was your motivation for competing at the event?





ENVIRONMENT

Local action to address
global issues

PAMG 2024 organizing team adhered to existing environmental policies established by the venues used for the event. Also, as part of the event's environmental commitment and as a legacy of the event, a tree planting event was organised for the community.

ENVIRONMENT

- 5.1. Waste Management
- 5.2. Transport
- 5.3. Landscape & Biodiversity

5.1 WASTE MANAGEMENT

The Huntington Convention Center of Cleveland hosted the Accreditation Center, Observer Program, volunteer headquarters, offices of the organizing committee, storage space for event materials and staged or supported 8 events over 10 days.

The most important venue of the PAMG 2024 and hub for many sports, the convention center is a LEED Gold® Certified facility.

LEED (Leadership in Energy and Environmental Design) is the world's most widely used green building rating system. Attaining Gold certification denotes that a building has excelled in its sustainable design and operation, securing over 60% of the LEED points. This prestigious level is indicative of a comprehensive adoption of best practices in sustainability.

As part of the waste management policies in place at the convention center, the event encouraged the use of eight water re-fill stations throughout the building. These re-fill stations have replaced 57,155 plastic bottles annually. After the events are over, the center partners with clients to donate materials left behind. 10,000 lbs. of materials were accumulated post-event and donated to non-profits like Habitat for Humanity in 2023.

INPUT AREA	COMMON INDICATOR	IMGA Code	UN SDG Link
Waste Management	IN PLACE waste management plan	W1	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
	28% inspired to be more responsible	EP4	

Contributing towards UN SDG target 12.5 – reduce waste generation





5.2 TRANSPORT

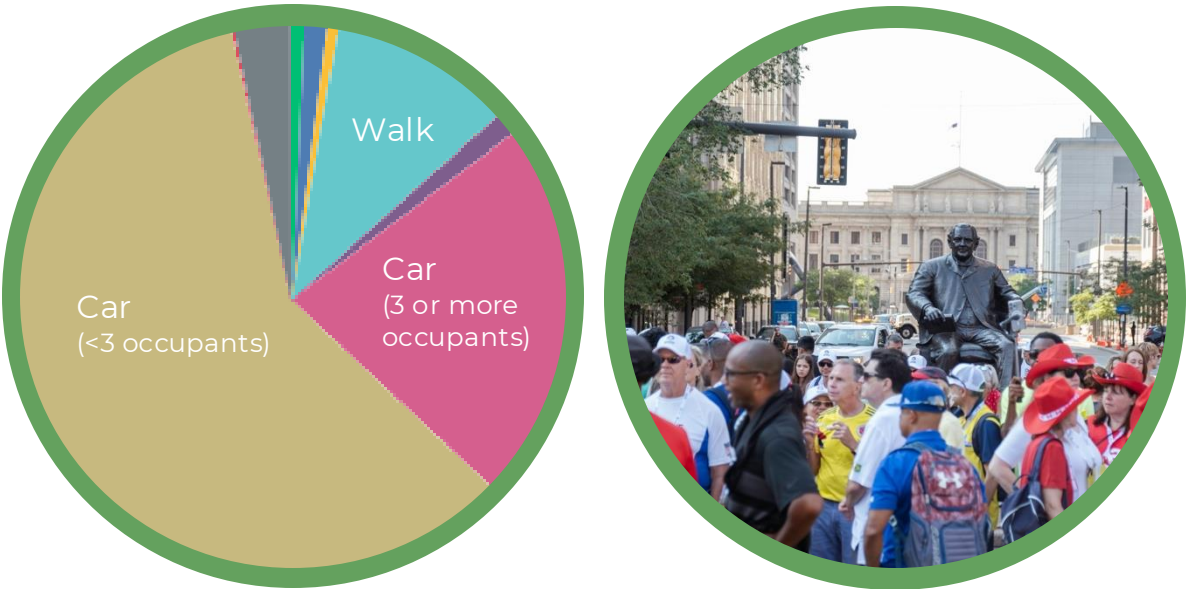
Many of the venues for PAMG 2024 were located in downtown Cleveland making it possible for some spectators to rely on public transport and walking to venues.

However, The nature of the event and diversity of the 27 different venues meant that the majority of participants had to rely on the use of cars rather than more sustainable transport choices.

SPECTATOR TRANSPORT USE (MAJORITY OF JOURNEY)	
TRAIN OR BUS	2%
WALK OR CYCLE	12%
ELECTRIC CAR	1%
CAR (3 OR MORE OCCUPANTS)	22%
CAR (LESS THAN 3 OCCUPANTS)	60%
OTHER (INC TAXI/UBER)	3%

INPUT AREA	COMMON INDICATOR	IMGA Code	UN SDG Link
Transport	37% of spectators used sustainable transport (inc car sharing)	T2	13 CLIMATE ACTION

Contributing towards UN SDG target 13.2 – integrate climate change measures



5.3 LANDSCAPE & BIODIVERSITY

As a legacy of the Pan-American Masters Games in Cleveland, organizers coordinated the planting of 24 trees in the Cleveland Cultural Gardens, a series of gardens that represent the many ethnic communities that call Northeast Ohio home. The 24 trees, donated by The Davey Tree Expert Company, represent 24 medal-contenting sports offered during PAMG.

The trees were planted near Centennial Peace Plaza, which serves as a gathering point for events and a central hub for the 36 dedicated gardens. The project was also supported by Great Lakes Trees Initiative, which implements environmentally sustainable practices and creates a positive legacy by supporting tree planting projects that benefit the local community.

Organizers felt this tree-planting project effectively linked the themes of internationalism, sustainability and community benefit associated with the Pan-American Masters Games.



CLEVELAND CULTURAL GARDENS



INPUT AREA	COMMON INDICATOR	IMGA Code	UN SDG Link
Landscape & Biodiversity	IN PLACE Local environmental initiatives in place	LB1	13 CLIMATE ACTION

Contributing towards UN SDG target 13.2 – integrate climate change measures





PAN-AMERICAN MASTERS GAMES 2024 CLEVELAND

EVENT PARTNERS



EVENT HOST EVALUATION



USER-DRIVEN DATA FOR IMPACT & SUSTAINABILITY



economy



image



society



sport



environment