

FINAL REPORT: BY THE NUMBERS

#GoAllOut



GG9

GAY  
GAMES<sup>SM</sup>  
2014 

PRESENTED BY CLEVELAND  
Foundation

CLEVELAND+AKRON USA

9-16 August 2014 Cleveland + Akron, Ohio, USA



Welcome to *The Final Report: By the Numbers* for the 2014 Gay Games presented by the Cleveland Foundation. The ninth edition of the global quadrennial event converged on Cleveland+Akron August 9-16, 2014.

Open to all adults, the Games drew an enthusiastic 30,000 participants, visitors and volunteers. The smallest region to ever host the Games and the first two-city host, Cleveland+Akron truly welcomed the world and created a lasting impact on the region and the participants. Thanks to all who helped make it a success!

“

*Cleveland+Akron demonstrated to the world that they can host an international event and do it with pride.*

*Thanks for the tens of millions you spent here.*

*I hope the love and comradeship from gay and straight made your journey worthwhile.*

”

Rivkah Tobin



## ECONOMIC IMPACT

**\$52.1 million**

&

**\$20.6 million** in additional job income

Source: Kent State University

## PEOPLE BEHIND the GAMES

**43** Staff and Interns

**22** Board Members

**9** Committees

Akron Task Force, Culture, Development, Education, Finance, Governance, Marketing, Operations, Sports

**56** Leadership Council Members

**130** Community Partners

**230+** Sponsors & Civic Partners

**600+** Donors

**200+** Champions

**3,000+** Volunteers

**\*NEW\***

## **GAY GAMES LGBT LEGACY FUND**

# \$120,000+

Gay Games 9 donation to new fund launched  
by the Cleveland Foundation  
To donate, visit [www.clevelandfoundation.org](http://www.clevelandfoundation.org).

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## **GAY COMMUNITY ENDOWMENT FUND**

# \$27,000+

GG9 donation to GCEF of Akron Community Foundation  
To donate, visit [www.akroncf.org](http://www.akroncf.org).

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## **REVENUE**

# \$6.8 million

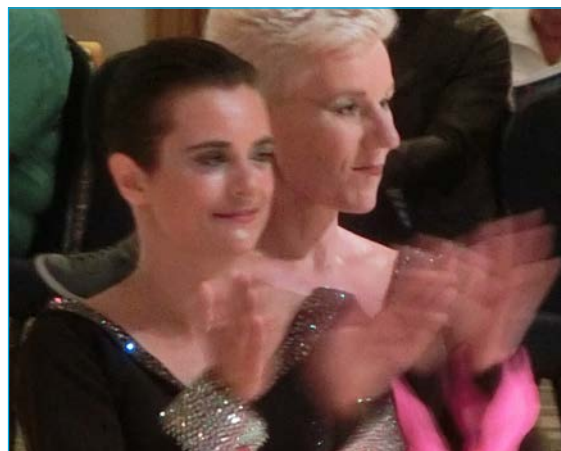
\$2.36 million from sponsors and donors  
\$2.64 million from registrations, civic, miscellaneous  
\$1.8 million from in-kind contributions

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## **TICKETS\***

995 Pink Flamingo Aquatics Show •  
1,290 DanceSport • 995 Figure Skating •  
338 Bodybuilding •  
500+ Band • 1,050+ Chorus

*\*Other sports were free to spectators*



• Badminton • Band • Basketball • Beach Volleyball • Bodybuilding • Bowling • Cheer • Chorus • Cycling • DanceSport • Darts • Diving • Figure Skating • Flag Football • Golf • Ice Hockey • Marathon and Half-Marathon • Martial Arts • Open Water Swim • Pool (Billiards) • Powerlifting • Racquetball • Road Races (5K & 10K) • Rock Climbing • Rodeo • Rowing • Sailing • Soccer (Football) • Softball • Squash • Swimming • Synchronized Swimming • Table Tennis • Tennis • Track and Field • Triathlon • Volleyball • Water Polo • Wrestling



# **GAMES WEEK**

**36+** Sports  
**2** Culture Events

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**40** Venues  
**6** Cities  
**3** Counties  
**3** Universities

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# **PARTICIPANTS**

**50** Countries  
**48** States

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Argentina • Australia • Belgium • Brazil • Bulgaria • Canada • China • Columbia • Costa Rica • Croatia • Czech Republic • Denmark • Dominican Republic • El Salvador • Finland • France • Georgia • Germany • Guam • Iceland • India • Ireland • Israel • Italy • Japan • Kazakhstan • Liberia • Macedonia • Malaysia • Mexico • Nepal • Netherlands • New Caledonia • New Zealand • Nigeria • Peru • Philippines • Poland • Russia • Slovenia • South Africa • Spain • Sri Lanka • Sweden • Switzerland • Trinidad & Tobago • United Arab Emirates • United Kingdom • United States • Venezuela

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# **SCHOLARSHIPS**

**206** from MetroHealth Services and The George Gund Foundation

**27** from Gay Games 9

**38** from Federation of Gay Games

# OFFICIAL EVENTS

8 Official Parties  
110 Entertainment Events  
4 Academic Conferences

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## Opening Ceremony

3.5 hours

6,315 spectators

6,000 participants in parade

\$25,000 raised for Broadway Cares/Equity Fights AIDS

### *\*FIRSTS\**

Welcomes from

- President of host country
  - CEO of national professional sports team
  - NBA's first openly gay player
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## Festival Village

47 Entertainment Acts

\$20,000 Dancin' raised for  
AIDS Taskforce of Greater Cleveland

\$8,637 donated to Gay Games 9

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## Closing Ceremony

4,000 participants and spectators

23 food trucks

1 Flag to Paris delegation  
for 2018 Gay Games



“

*As a volunteer these past  
10 days...*

*THANK YOU  
ATHLETES!!!*

*I'm super privileged to  
have met many of you,  
and your smiles,  
chats, hugs and  
enthusiasm will be kept in  
my heart.*

”

Cindy Courtright



## COMMUNITY IMPACT

**130+** Partners

**2** Community Stewards • **1** Community Investor •

**4** Community Patrons

**36** Arts

**44** Community

**20** Faith

**18** Neighborhood

**89** Political Leaders

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### Lead Community Partners

CANAPI [www.canapi.org](http://www.canapi.org)

Cleveland Neighborhood Progress

[www.npi-cle.org](http://www.npi-cle.org)

LGBT Community Center  
of Greater Cleveland [www.lgbtcleveland.org](http://www.lgbtcleveland.org)

Plexus [www.thinkplexus.org](http://www.thinkplexus.org)

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## SUSTAINABILITY

### Recycled

**53%** of total waste

at Cleveland Convention Center and Festival Village

**1,729** pounds of paper • **226** signs •

**23** banners • **81** buckets

### Donated

**1,213** pounds of food • **1,152** tissue packs •

**21** medical first aid kits

### Food & Water

**85** pounds fruit composted

**30%** procured locally

**15** tankless water purifiers eliminated need for

**2,446** H2O bottles

# VOLUNTEERS

3,017

93% from Ohio • 15 countries

5,640 shifts

20% volunteered 3+ shifts

26 people worked 10+ shifts

50 groups adopted an event



# MEDIA

200+ Credentials

14 Media Partners

TV Coverage\*

773 Stories

28.8 million Audience

\$2 million Publicity Value

Online Coverage\*

2,217 Stories

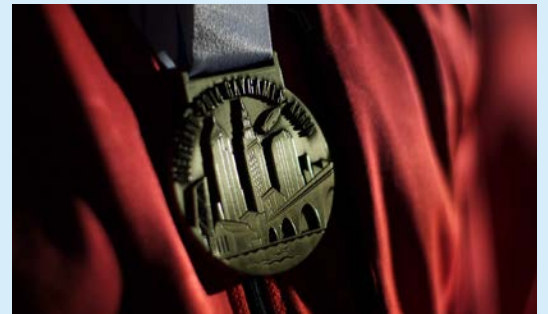
279.4 million Total Traffic Rank

\*June 25-August 25, 2014

## \*FIRSTS\*

Broadcast Commercial  
debuted during 2014 Winter Olympics

Livestreaming of Games  
by CCE Sports Network



# GG9 MEDIA

16,000+ Likes on Facebook  
[www.Facebook.com/GayGamesCleveland](http://www.Facebook.com/GayGamesCleveland)

4,161 Followers on Twitter  
[www.twitter.com/GG9Cleveland](http://www.twitter.com/GG9Cleveland)

87,900 Views on YouTube  
[www.youtube.com/GG9Cleveland](http://www.youtube.com/GG9Cleveland)

26,000+ Database Contacts

[www.GG9CLE.com](http://www.GG9CLE.com)  
832,281 Sessions • 563,738 Users •  
2.15 million Page Views



**Give OUT Today.**



\$30



\$40



\$10

**\*FIRST\***

**Three-county public  
transportation pass  
debuted in Northeast Ohio**

Greater Cleveland RTA  
Akron Metro  
Laketran

## **DEVELOPMENT**

# \$4.17million

\$1.55 million Sponsorships

\$348,000 Foundations

\$472,000 Individuals

\$1.8 million In-kind

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22 Members of  
inaugural Tom Waddell Society (\$10,000+ )

600+ Individual Donors

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7 Civic Partners • 10 Foundations

**\*FIRST\***

1 Presenting Sponsor

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224 Sponsors

8 Platinum • 9 Gold • 6 Silver • 26 Bronze

174 Rainbow Sponsors

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## **It's a Wrap - the Final FAQ**

Cleveland Special Events Corp. d/b/a Gay Games 9 expects to cease operations at the end of 2014, and dissolve the organization the first quarter of 2015.

If you need organization-related information, please contact the Gay Games 9 Co-Chair Steve Sokany at [ssokany@kent.edu](mailto:ssokany@kent.edu) or +1.330.687.5850.

### **Stay Connected in Northeast Ohio**

Gay Games 9 Lead Community Partners encourage people interested in furthering the mission of diversity and inclusion to sign up at <http://eepurl.com/9iXwn> to receive news from their organizations.

### **Records**

The Western Reserve Historical Society hosts the archival records of Gay Games 9. Contact: 216.721.5722 or [info@wrhs.org](mailto:info@wrhs.org). Among the publicly available file categories: community relations/partnerships, culture events, development/fundraising/sponsorships, economic impact, marketing/communications/media, photos, social media, sports, sustainability and volunteers.

### **Images & Results**

Federation of Gay Games Photo Archives:

<http://gaygames.smugmug.com/GayGames9-Cleveland-2014>

Results can be found on the sports-specific pages at [www.GG9CLE.com](http://www.GG9CLE.com) and through the Federation of Gay Games at [www.GayGames.org](http://www.GayGames.org).

### **Future Games**

Paris, France, hosts the 2018 Gay Games ([www.Paris2018.com](http://www.Paris2018.com)).

The Federation of Gay Games can be reached through [www.GayGames.org](http://www.GayGames.org).

