



Kansas City Wins Big with Impact of 2023 NFL Draft presented by Bud Light

Three-day event had more than \$164 million in economic impact to Kansas City

KANSAS CITY, MO (August 25, 2023) – In April, the 2023 NFL Draft presented by Bud Light transformed the National WWI Museum and Memorial and Union Station into a world-class sports experience for NFL fans. The three-day event produced significant economic impact, tax revenue, TV viewership, community engagement, opportunity for onsite vendors, and sustainability initiatives, generating positive long-term effects for years to come.

Economic Impact

Data compiled by Visit KC, Kansas City’s primary hospitality sales and marketing organization, shows a total economic impact of \$164.3 million, with \$108.8 million created in direct spending and \$55.5 million in induced/indirect impact. Of the direct spending, 60% was produced through accommodations, 18% through food and beverage, 8% through business services, 6% through transportation and approximately 4% through retail and recreation. 53,000 jobs were supported with a full-time equivalency (FTE) of 1,100.

Earlier in the year, the Kansas City Council approved the use of up to \$3 million out of the city’s Convention and Tourism Fund. The Kansas City Sports Commission raised additional funds through corporate partnerships. The NFL Draft produced a projected \$11.2 million in local taxes and \$4.8 million in state taxes.

“The resounding success of the 2023 NFL Draft in Kansas City proved once again what our community has known for some time: Kansas City is the nation’s premier sports city,” said Mayor Lucas. “This year’s Draft exceeded expectations with a local economic impact of nearly \$165 million and the highest household viewership ranking since 2015 from a global audience, thanks in part to surprise guest appearances from our World Champion Kansas City Chiefs. Hosting the Draft with the backdrop of Kansas City’s historic Union Station, where just a few months prior, our region gathered to celebrate our second Super Bowl victory in four years, was particularly special for our community, and I am proud of all who worked hard to highlight Kansas City so positively to the world. I thank all who played such a vital role in ensuring the success of the 2023 NFL Draft.”

Blockbuster Viewership

The NFL Draft was a blockbuster success on television and streaming platforms, recording a total unduplicated audience in the United States of 54.4 million viewers for the three-day event. Kansas City averaged an 11.1 HH rating, the highest ranking since different cities began hosting in 2015.



Additionally, the event was the most engaging and viewed Draft on @NFL social of all time, resulting in 875M impressions, 39M engagements and 230M video views.

Between April 27 and April 30, “Kansas City” was mentioned 34,470 times in relation to the NFL Draft through print, online, television and radio outlets, which translated into an audience of 43,482,654,662 and a publicity value of \$666,924,430. Over 1,500 members of the media were accredited and onsite during that timeframe.

Visit KC successfully implemented a variety of tactics to support the NFL’s marketing plan, yielding 5.6 million impressions through paid and organic social, 1.5 million impressions through Visit KC-owned advertising channels, 500,000 impressions through email marketing and 260,000 impressions through the NFL Draft microsite. Visit KC’s *Run it Back for Local Business* campaign was launched in order to offer additional visibility for area businesses in the immediate vicinity of the Draft site. A dedicated webpage featuring original content from businesses’ social channels, as well as direct website links and hours of operations, was published on Visit KC’s NFL Draft microsite and promoted through email and social.

“As a community, we cannot underestimate the impact of tens of millions of people learning about Kansas City through this event,” says Kathy Nelson, President and CEO of the Kansas City Sports Commission and Visit KC. “Whether someone chooses to come with friends for a visit or relocates their family here, our businesses – large and small – continue seeing unprecedented opportunity from Kansas City’s reputation as a welcoming and dynamic destination.”

Community Impact

During the event, over 1,200 Kansas Citians worked more than 2,500 shifts to bring the NFL Draft to life. Minority and women-owned businesses were included through the NFL Business Connect Program, which accounted for half of the 25 onsite food vendors, all of which were local. Collectively, those businesses generated \$1.12 million in food and nonalcoholic beverage sales, with 100% of the profits remaining with vendors.

The NFL also worked with numerous local organizations on multiple community outreach initiatives including projects through NFL Green, the league’s environmental program focused on sustainability and community engagement. NFL Green planted trees at Mimi’s Pantry in partnership with Kansas City Community Gardens and Dunbar Park in collaboration with Bridging the Gap. It also participated in Kansas City Community Gardens’ Tomato Days and built a garden at Central Middle School.

Following the conclusion of the NFL Draft, hundreds of thousands of dollars' worth of materials were donated to two dozen local nonprofits. And more than 68,000 pounds of beverages, packaged snacks, meals, and assorted foods were contributed to Pete’s Garden and Harvester’s Food Bank.

Finally, the 2023 NFL Draft provided a unique opportunity for the Kansas City Chiefs to take center stage. Located on the North Lawn of the National WWI Museum and Memorial, the Chiefs Kingdom Experience offered football fans the opportunity to learn about Kansas City’s rich football history. The largest on-site, club-sponsored Draft activation in NFL history, it featured an interactive tunnel run-out, custom



double-decker bus, current and former player appearances, as well as programming by KC Wolf and the Chiefs Cheerleaders.

“Hosting the NFL Draft in Kansas City provided another opportunity to showcase our wonderful city on a national and international stage,” says Kansas City Chiefs Chairman and CEO Clark Hunt. “And once again, Kansas City showed why it is one of the best sports towns in America. Our fans are passionate and dedicated, but even more so, they are welcoming and hospitable to the thousands of visiting fans who support other teams. We are proud of Kansas City, and excited to continue bringing world-class events to our town.”

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