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## Hosting the NFL Draft Is Less About Weekend Beer Sales and More About Long Term Brand Value

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When the NFL draft arrives in Pittsburgh in April 2026, city officials are sure to tout projected economic impact figures. They will likely point to the **US\$73 million generated by Green Bay, Wisconsin**, and the surrounding area in 2025, the **\$213 million generated by Detroit** in 2024, or the **\$164 million by Kansas City** the year prior.

I'm a **sports marketing researcher** who studies the **economics of celebrity endorsements**, and I view these short-term, direct economic impact numbers with skepticism.

The reality is that **local residents often stay home** to avoid the chaos of mega-events. Economists have long understood the "**displacement effect**" that happens when an influx of fans crowd out regular tourism and local spending, essentially replacing existing economic activity rather than adding to it.