Cleveland will host the 86th NFL Draft in 2021.

ECONOMIC IMPACT
Projected economic impact will provide more than $100 million to Northeast Ohio.*

ATTENDANCE
Based on estimates from the past few host cities, we expect reported attendance to be 250,000 or higher.**

BID INVOLVEMENT
Cleveland Browns and Greater Cleveland Sports Commission submitted the bid with support from the City of Cleveland, Cuyahoga County, Destination Cleveland and many other community partners and local organizations.

DRAFT FOOTPRINT
The vision of the 2021 NFL Draft would be to take over Downtown Cleveland by utilizing many of its iconic Downtown locations around FirstEnergy Stadium including the Rock & Roll Hall of Fame, as well as the shore of Lake Erie. The fan experience will be a large part of the footprint as well as many unique, activities that focus on the heart of rock ‘n’ roll and appeal to NFL fans.

CLEVELAND, HOST CITY OF FOUR MAJOR SPORTING EVENTS OVER THE NEXT SIX YEARS:
Cleveland has entered a unique window of opportunity to host large scale sporting events, an achievement which few destinations are able to accomplish.

Being selected to host four major events in six years provides Northeast Ohio with an opportunity to continue showcasing our community at a national level. These events include:

- 2019 MLB ALL-STAR WEEK
- 2021 NFL DRAFT
- 2022 NBA ALL-STAR WEEKEND
- 2024 NCAA DI WOMEN’S FINAL FOUR

The combined estimated economic impact of these events totals $280 million for Northeast Ohio.

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*According to a report compiled by VisitDallas, the 2018 Draft generated $125.2 million in economic impact for the Dallas region during the three-day event, including $74 million in direct spending.

**Other NFL Draft host cities have reported in the 250,000 to 500,000 attendance range.