

Sen. Cowles, Rep. Steffen: Green Bay is on the clock

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MADISON– Senator Robert Cowles (R-Green Bay) released the following statement after a budget motion he authored with Representative David Steffen (R-Green Bay) to assist with the costs of hosting the 2025 NFL Draft was adopted by the Joint Committee on Finance during an executive session this afternoon:

“For decades, national talking heads have told us that Green Bay, the smallest market in major professional sports, is not suited to host major national events. Thankfully, the NFL disagreed when they chose to award Green Bay, home to the most storied franchise in professional football, to host to the 2025 NFL draft. While Green Bay and indeed the entire state is on the clock to ensure this major event, anticipated to bring 240,000 visitors and \$94 million in economic benefit to our state, goes off without a hitch, today’s action by the Joint Committee on Finance will help to ensure we have the basic resources for a memorable week.”

The Green Bay Packers have already agreed to provide a \$1 million investment which is matched by an additional \$4.5 million in local funding and \$2 million in state funding, designated today by the Joint Committee on Finance and pending approval by the full Legislature and Governor, for a total anticipated event cost of \$7.5 million. These costs will help with the necessities to host the event, including venue space, staging, staff and volunteer support, parking and shuttles, promotion, a social media command center, and of course public safety.

“While the Packers will not see a direct economic benefit from the NFL Draft, they’ve agreed to play a major role in organizing the event because they’re looking to give back to their hometown of more than 100-years, including their thousands of local franchise part owners, in an effort to highlight the importance of professional football in our region and the traditions that make the Green Bay Packers a world-

renowned and beloved team.”

“I want to thank the members of the Joint Committee on Finance for seeing the potential this event holds for the entirety of the state of Wisconsin and adopting our motion. I look forward to continued discussions with the Packers, Discover Green Bay, and local officials to ensure we put our best foot forward.”