

Economic Impact Study

National Football League STAR Bond project
Johnson & Wyandotte County, Kansas

Canyon Research Southwest, Inc.
December 2025

CANYON RESEARCH SOUTHWEST, INC.

COMMERCIAL REAL ESTATE RESEARCH AND ANALYSIS

**ECONOMIC IMPACT STUDY
National Football League STAR Bond project
Johnson & Wyandotte County, Kansas**

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Executive Summary

This report summarizes the potential construction and operational phase economic impacts of a NFL stadium, Entertainment District, team headquarters, and practice facility (“Project”) on the economies of Johnson and Wyandotte counties. The following project components will take place during the construction period: (i) Stadium, (ii) Team Headquarters and practice facility, (iii) mixed-use development. The estimated total project cost \$4 billion, including \$3 billion for the stadium, and \$1 billion for the mixed-use development, Team headquarters and practice facility. The project’s economic impact was measured in terms of both construction-phase and operational-phase.

Although construction is a non-recurring activity, a project of this magnitude can have significant impacts during the construction period. Total construction costs of three project components could result in a total economic output impact in Johnson County and Wyandotte County of about \$4.4 billion, supporting nearly 21,000 total jobs, \$2.4 billion in value added, and \$1.5 billion in labor income.

Construction and Equipment – Summary Impact

Construction-Phase Economic Impact Estimates¹ Johnson and Wyandotte County

Project Component	Total Employment	Total Labor Income	Total Economic Output	Total Value Added
Stadium	15,733	\$1,170,600,000	\$3,253,500,000	\$1,765,600,000
Practice Facility/HQ	1,506	\$123,600,000	\$326,300,000	\$186,800,000
Mixed-Use Development	3,725	\$291,000,000	\$777,500,000	\$439,700,000
Total impact	20,964	\$1,585,200,000	\$4,357,300,000	\$2,392,100,000

Source: Applied Economics

Stadium and Ancillary Development Operations – Summary Impact

Annual operations of these facilities will create ongoing, long-term economic benefits. The stadium and headquarters are expected to be completed and start operations by the 2031 season, and the mixed-use development is expected to be operational no later than 2038. At build-out and stabilization the operations of the National Football League STAR Bond project site could create a total annual economic impact of \$1.1 billion, supporting an estimated 3,990 jobs, \$712 million in value added, and \$662 million in annual labor income.

Operational-Phase - Economic Impact Estimates¹ Johnson and Wyandotte County

Annual Impact	
Employment	3,990
Labor Income	\$662,100,000
Economic Output	\$1,066,800,000
Value Added	\$712,100,000

Source: Applied Economics

¹These estimated impacts include direct, indirect and induced effects.

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Visitor Spending Impacts

Another source of economic activity generated by the National Football League STAR Bond project site is the off-site expenditures by out-of-town attendees on items such as lodging, meals, retail, transportation, and entertainment.

At build-out and stabilization, annual visitor spending in Kansas outside the National Football League STAR Bond project site could reach \$77.4 million. This includes expenditures for lodging, restaurants, retail, entertainment and recreation and local transportation. The estimated induced impacts of this spending in Kansas are \$100.4 million per year, supporting 915 jobs at local businesses, \$58.0 million in annual value added, and \$36.4 million in annual labor income, as shown in the table below.

Out-of-State Visitor Spending Outside Project Site Annual Economic Impact Estimates

	Johnson County	Wyandotte County	Kansas Total
Annual Out-of-State Visitor Spending	\$14,100,000	\$63,300,000	\$77,400,000
Annual Induced Output	\$19,100,000	\$81,300,000	\$100,400,000
Job Creation	173	742	915
Value Added	\$11,100,000	\$46,900,000	\$58,000,000
Labor Income	\$6,900,000	\$29,500,000	\$36,400,000

Source: Applied Economics

Conclusion

The National Football League STAR Bond project site will introduce new professional sports, entertainment, retail, and lodging attractions to Wyandotte and Johnson counties and the greater Kansas City area. The NFL stadium planned for the National Football League STAR Bond project site will complement Kansas City's existing professional sports venues and teams and assist in strengthening the region's position as a sports and entertainment destination. Operation of the National Football League STAR Bond project site will complement and benefit existing sports, entertainment, retail, restaurant, and lodging businesses in the Kansas City MSA, with businesses operating in Wyandotte County being the primary beneficiaries. Therefore, this report concludes that the National Football League STAR Bond project site is not expected to adversely impact the sales of the Kansas City area's existing professional sports teams, lifestyle center/entertainment districts, and hotels. The National Football League STAR Bond project site will contribute significantly to the state and local economy by generating construction and permanent jobs; attracting out-of-state visitors, spending, and lodging demand; strengthening the Kansas City area's status as a tourist destination; and yielding state income tax revenues.

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Methodology - Economic Impact Model

The analysis estimated the economic impacts of project components generated by the National Football League STAR Bond project using the IMPLAN model. The IMPLAN model is a widely used economic modeling system that employs input-output analysis to estimate the economic impacts of projects similar to National Football League STAR Bond project. This analysis estimated potential economic contributions of professional football industry to the regional economy; thus, all employment, wages, and estimated sales were considered new economic activity. The IMPLAN modeling tool treats total expenses as a change in industry output activity. Industry-specific multipliers are applied to each project component.

Terms and Definitions

- **Direct impact** – A direct impact measures an industry's initial change or value in terms of dollars, jobs, or wages.
- **Indirect impact** – An indirect impact measures the impact of local industries buying goods and services from other local industries.
- **Induced impact** – An induced impact measures the response by an economy to an initial change (direct effect) that occurs through responding income received by employees of this project. That means induced impact includes all money spent by the employees who receive salaries and benefits from jobs created by this project and local businesses on purchases such as those from retail clothing stores, restaurants, and other local businesses.
- **Total impact** – A total impact adds the direct, indirect, and induced impacts to estimate the full impact on a regional economy. That means indirect effects are added to the direct and induced impacts to calculate the total impact.
- **Labor income impact** – Labor income impact includes all forms of employment income and encompasses employee compensation and proprietor income.
- **Output impact** – An output effect measures the total value of a business's production and equals revenues.
- **Value Added impact** - A value added impact measures the contribution to Gross Domestic Product made by an industry. Value Added represents the difference between economic output and the cost of intermediate inputs.