

# Detroit Celebration Event

Thursday, April 14, 2022

Detroit, Michigan

Campus Martius Park

**Charles Davis**

**NFL Commissioner Roger Goodell**

**Lions Principal Owner and Chair**

**Sheila Hamp**

**Michigan Governor Gretchen**

**Whitmer**

**Wayne County Executive Warren**

**Evans**

**Detroit Mayor Mike Duggan**

**Michigan Lieutenant Governor**

**Garlin Gilchrist II**

**Visit Detroit President Claude**

**Molinari**

2024 NFL Draft Celebration

(VIDEO)

CHARLES DAVIS: The pick is most definitely Detroit. Hello, everyone. Or, better yet, what up, "DO"?

Hello, everyone. My name is Charles Davis. I'm an analyst with NFL on CBS and the NFL Network, and I could not be more excited about being right here today. To quote Marv Levy, that team in Buffalo when he coached them, "Where would you rather be than right here right now?"

It's definitely my honor to serve as the emcee for this event, and we have a fantastic program in store for you, including a special reveal to wrap up the event that will truly commemorate Detroit's inspirational campaign to host the 2024 NFL Draft.

As get started, how about just taking a look around everyone. Could Campus Martius Park look any better than it looks right now? Look at this. Look how fantastic it is. It's beautiful. A big thanks to Downtown Detroit Partnership CEO Eric Larson and his fantastic team for making this award-winning city treasure shine.



As we all know, Detroit resonates the connectivity of football at every level, from its youth leagues, in high schools, to its surrounding colleges and, of course, the Detroit Lions. Detroiters are engaged with the gridiron game at every level.

The NFL Draft has grown into a global event broadcast from American hometowns, and in 2024 Detroiters will have a front row seat to watch the amateur players become professional athletes. For a full three days and nights the 2024 NFL Draft in Detroit will dominate the sporting world, bringing this community together and attract tens of thousands of NFL fans from across the country, Canada, and from all over the world to this iconic city. Oh, yeah, that's not hyperbole, believe me.

It took a great team effort in all phases of the game to make the 2024 NFL Draft in Detroit a reality, starting with the team in Visit Detroit and the Detroit Sports Commission led by President and CEO Mr. Claude Molinari and the Detroit Lions Organization led by its Principal Owner and Chair, Mrs. Sheila Hamp. Yeah, don't be shy. Give them the credit.

I'm joined on stage today by some amazing individuals here to educate and enlighten us about what it took to get this NFL Draft to come to Detroit, including the Commissioner of the NFL, Mr. Roger Goodell, and a strong line-up of leadership from the city of Detroit, Detroit City Council, Wayne County, and the state of Michigan.

To kick things off, it is my pleasure to welcome to the podium Detroit Lions Principal Owner and Chair, Mrs. Sheila Hamp.

SHEILA HAMP: Thank you, Charles, so much. This is a really exciting day, and I just want to start by thanking some of the people who Charles already mentioned that made today possible. Specifically, Michigan Governor Gretchen Whitmer, Lieutenant Governor Gilchrist, Detroit Mayor Mike Duggan, and Wayne County Executive Warren Evans, as well as visit Detroit, the Detroit Sports Commission, and the Downtown Detroit Partnership.



For the last few years we've been on a mission to secure the NFL Draft for the city of Detroit, and making it happen has truly been a team effort. Our pitch to the league centered on our multi-generational fan base and the dedication and love our fans have for the Lions, the NFL, and the game of football.

I can tell you on behalf of my family -- some of them are sitting right here in the front row, including my mother, Martha Ford -- and on behalf of the entire Lions organization that we are thrilled to be hosting the 2024 NFL Draft. We are excited to show the football world the passion, the partnership, the progress that has always defined Detroit, and it is the driving force for the future of our city. In just two short years the space you are standing in today and sitting will be the stage for a fantastic event showing the best of our dynamic and rebuilding city.

Now I would be remiss not to recognize and profusely thank our next speaker, who was instrumental in helping us land the 2024 Draft. Please join me in giving a huge Detroit welcome to the Commissioner of the National Football League, Roger Goodell.

ROGER GOODELL: It's a draft event. I expect a few boos. Don't you guys have any? Come on. (Booing). There you go. That's more like it. It makes me feel more welcome, honestly.

Listen, it's great to be here in Detroit to celebrate the official launch of the 2024 Draft. Before I do let me just make a point to say that without the leadership of the Ford family, Sheila, Rod, the entire Ford family, the Detroit Lions, this is a tribute not only to the city, but also to the team that is the host city, and it's something that the ownership takes very seriously.

It's been mentioned already. This is a true prize within the NFL ownership. For that to be awarded is a tribute to the organization and to the people involved, so thank you, Sheila.

To that point, the draft really is our biggest and most significant offseason event. It's something that our fans and our teams look forward to. It's an opportunity, and I like to say it's an opportunity for every team to get better on that same day and bring hope to every one of our fans.

In 1980, it's a bit of history, ESPN first came to us and said we would like to broadcast your draft, and the response was, "Why, you're kidding me?" It really was something that was unique. Now, they needed programming, but now the draft will reach 70 million people in three days.

Historically the draft is really a one- or two-day event,

depending how far back you go. In 2010 we extended it to three days, and we put two nights in primetime, and I think those two moves were a game-changer, but the big game-changer came when we decided in 2015 that we were going to rotate the draft to other cities and give other cities an opportunity to host it and put their mark and their character behind the draft, and I think that was an amazing change for us.

Chicago led us off, and it's gotten better every year. Just so you know, Nashville hosted it a few years ago and had 600,000 people in those three days at the draft, so you have your challenge in front of you, Detroit. Only ten cities in our history have actually hosted the NFL Draft. We go to Las Vegas two weeks from today, as a matter of fact. Then we're off to Kansas City. Detroit will be the 13th city to host the NFL Draft, and we know it's going to be a terrific site. The reason why is all around us.

As you can see, it's the support that runs deep and wide from the state and local leaders to the business community. It's the passion and dedication of all of you that will bring this to life and put Detroit on the big stage. We believe the event will be successful because the city has that vision. They understand the value of the draft, but they understand how it can help them accelerate the work that you're doing here in this community, and that's how the public and private sector will make that happen.

It's also an opportunity for us to highlight the resurgence of your city and to make sure that the things that are being done here are known far beyond Detroit all around the globe. When you consider that 60% of NFL clubs are within a five-hour drive or a two-hour flight and I think another 75 Division IA schools, you know a lot of people are going to be coming in to watch some football that weekend. We expect a lot of people here.

All of this leads us to a very significant economic impact, which we expect and we have seen already will be at least \$200 million to this community, but maybe the biggest impact will be the media exposure. While it's difficult to calculate exactly how much that will be, it will drive a tremendous amount of incalculable visibility for your community.

We're also proud that the draft will be able to host community events while we're here, and we're extremely proud to say that more than \$1 million will be invested back into this community by the NFL, the clubs in this community, and the long-lasting community projects that will be here well beyond the final pick.

In two years I'll be standing up here, and I'll have a different card, but I want to read this card for the time



being. With the first pick in the 2024 Draft, the NFL selects Detroit. Detroit, you're almost officially on the clock.

CHARLES DAVIS: Not bad, huh? You heard the challenge. Nashville, 600,000. I did a radio show today and referenced that, and the radio show host told me that's going down easy. Okay? 600,000. That will be before the first pick. It will be done.

Commissioner, I love the fact that the boos were scattered. You actually had to call for boos. Las Vegas, I don't think it will be quite like that. All right.

Mrs. Hamp, thank you so much. Is that Lomas Brown? (Applause). Back in my collegiate days Lomas Brown ran me over, and after about the third time he was nice enough to just kind of lean down and go, "Davis, it would be a lot easier if you just stayed down." (Laughter).

Thank you, Mr. Commissioner. Thank you, Mrs. Hamp.

Folks, the NFL Draft is about hope. It restores hope for every fan, every NFL club. The Commissioner talked about it. It's the start of a new season and a chance for each team to get better.

Draft is also about dreams. Every year college prospects take the stage to fulfill their life-long ambition. The 2024 Draft will bring hope to our fans and fulfill the dreams of the next generation of players.

At this time please turn your attention to the video screens for a special Premier of "A Boy Dreams" produced by Detroit's own Woodward Original as we follow a young athlete from Detroit envisioning his path to draft day.

(VIDEO)

CHARLES DAVIS: So the Commissioner wasn't kidding, was he? The NFL did pick Detroit. And, by the way, Detroit did a heck of a job getting the NFL to pick them. Don't think that this just happens where it's just awarded and moved around. You've got to go get it, and Detroit did. Congratulations on that. What an inspiring video.

We will now hear from a special roster of individuals representing the civic community, who without their support the 2024 NFL Draft would not be possible. First up, he is the Mayor of the great city of Detroit. Please welcome Mr. Mike Duggan.

MIKE DUGGAN: Isn't this a great day? I want to thank Sheila Hamp, Mrs. Ford, and the Ford family. Not just for today, but 20 years ago they brought the Detroit Lions back home where they belong in the city of Detroit.

15 years ago they led the effort to get the Super Bowl into the city of Detroit, and in 2024 we're going to have visitors from around the country here for the NFL Draft, and we deeply appreciate your commitment to our city.

To Claude Molinari and Visit Detroit who led the effort and to a fellow who has been behind the scenes three years ago, Mark Hollis, the head of the Detroit Sports Organizing Corporation, came to me and said what we want to shoot for is the NFL Draft. \$200 million in visitors, we're going after it. Mark, for you and the whole team, the effort you put in, thank you so much.

Commissioner, you may have already noticed, Detroit is different because it's true. When the Commissioner is introduced here for the NFL Draft, Detroit cheers. And I want you to know that they cheer even louder when the Commissioner announces the Super Bowl is coming back to the city of Detroit.

Now, you made me a little nervous when you started saying the first pick in the draft in 2024 because Dan Campbell has assured me that in 2024 we'll be drafting a lot later than that. We've got the team going the right direction, but I will promise you, Commissioner, when you get here, you are going to have a great three-day Detroit party for the NFL.

And the biggest cheerleader at that party will be our Governor, Gretchen Whitmer. Governor.

GOVERNOR GRETCHEN WHITMER: All right. Well, I am so happy to be here today. This is what happens when teamwork happens, right, when we work together. I want to thank you for picking Detroit, but I want to acknowledge the incredible leadership that Sheila Hamp and the Ford family and so many people brought to this effort. I was happy to throw my shoulder into it too, but it really was a remarkable team effort.

Today is a great day in the city of Detroit, in the state of Michigan. 2024, we are going to turn it out, and I got to tell you, Nashville ain't got nothing on Detroit. Am I right?

Detroit is it a city of champions. We play with the swagger of the "Bad Boys," the unyielding resolve of the Red Wings, the grit of our Tigers, and, of course, the passion of our Lions and Lions fans. No one holds a candle, am I right?

So the draft is an exciting event, and it's an opportunity because it is about possibility. It is about promise. It is about showcasing this world class city that we and the state of Michigan are so proud of. Our future is bright.



This is what we are seeing. Every month we are seeing new businesses and apartments and restaurants and so much more, and credit for the hustle and bustle of what's happening here in the city of Detroit belongs to community organizations, non-profits, elected officials like our phenomenal Mayor and our County Executive and our Lieutenant Governor, who is a Detroiter as well. He leaned over and told me, "That's King High School in that video," right?

Detroit is one of the world's greatest cities. It is emblematic of who we are and what we are about, the kind of people we are, who work hard and love our families and deserve a fair shot. When we get one, we shine. That's exactly what the NFL and the whole world is going to see when we show you in 2024.

Before I leave I just want to talk real quickly about an issue that's impacting communities across our country, but specifically in Grand Rapids right now. I need to talk about Patrick Lyoya. He was a son and a brother and a dad. A 26-year-old with a whole future ahead of him. In the wake of the horrific incident that's all too familiar in this country, the MSP will continue to conduct their transparent, independent investigation and turn it over to prosecutors, but it is our duty as citizens, as elected officials, as community leaders, to build a more equitable and just state and nation, and together I know we can. Right, Detroit?

Thank you. I love you, and I am proud to be the Governor of this great state, and I am excited about what 2024 is going to bring right here to the city of Detroit. Thank you.

ANNOUNCER: Now please welcome Wayne County Executive Warren Evans.

WARREN EVANS: Hello, Detroit, and thank you. If you are as excited as I am, you're awful excited. You have heard about the work that goes into putting these things together, and it's amazing. We've come together to get this done, but if you look around the city and you close your eyes and think about what it looked like five or seven years ago, you'll know we've come together on an awful lot of things. It's really great for the future of the city of Detroit.

As an avid sports fan myself, as I was telling the Commissioner, now I get the opportunity to sit close and tell Detroit what my picks will be in 2024. You know, that's what we all do. We all are the best in the world at determining who the team ought to get. And if they don't get them, then we've got something to complain about. Or as the Commissioner said, boo every now and then.

No, I'm really excited for the Ford family and the Detroit Lions and for this teamwork. Wayne County has got 43

communities, 42 other than the city of Detroit, and we're all avid sports fans, all of us. We're excited, excited, and more excited for this to happen. God bless all of you. Thank you so much for making this happen.

ANNOUNCER: Now please welcome Lieutenant Governor of Michigan, Garlin Gilchrist.

LIEUTENANT GOVERNOR GARLIN GILCHRIST II: What up, Detroit? What up, though, Detroit? They let me go last because I was the one that was the most excited about this event, but I'm almost as excited as you all. Are you excited to have the draft here in 2024?

They do say teamwork makes the dream work, and this is about dreams. You heard someone say that the draft is about dreams. It's about young people stepping into the next chapter of their lives and their careers in a way to make progress with themselves and their families and their communities to make people proud. The pride of the city of Detroit is why we won this draft, and you make up that pride, Detroit.

So the question is, in 2024 who are we going to impress? What are we going to put forward so when the people come and see and come through Detroit that they see something that they will never forget. They'll see the special determination that exists in every person who calls this city home. They'll see the hunger in every person who has chosen to start a business. They'll see the commitment of every public servant, every nonprofit leader, every community organizer who stepped up to make this place more prosperous, more just, and more fair. And they will see the hard work pay off of every athlete who dreams to go to the NFL, the NBA, the NHL, the MLB, overseas to just be their best selves and use the gifts that God gave them.

I'm so thankful to work along side leaders like Mayor Duggan, Governor Whitmer, Wayne County Executive Warren Evans. I'm so proud that the Commissioner and Owner Hamp, that you have come and decided, Commissioner, that Detroit is the place to be in 2024.

My question for you, Detroit, how do we greet each other? That's what we're going to say to every draft pick that comes through here the next three days in 2024. They're going to remember what happened on this day that they came to change their lives. They came to live their dreams because we know something about making dreams come true here in the city of Detroit. We want everyone to have a chance to be their best selves and make those dreams come true. We want no life to be cut short. We want every life to be full, to be prosperous, to be productive. So thank you, Detroit for making me who I am as a Detroiter. What



up, though?

The Governor mentioned it, and I want to echo the responsibility that we have to one another to make sure that we protect and promote life in every opportunity. We've seen too many young men who look like me have their lives cut short because of unfortunate encounters with law enforcement, and the Governor and I are committed to making sure that there is a transparent, expeditious, and full investigation as to what happened to Patrick Lyoya.

We know when we move forward together we will all live and dream together and this draft represents that. It will be the culmination of that ambition. God bless you, Detroit. Let's go, Detroit. We won the draft. Let's go win again. Thank you.

(Video)

CHARLES DAVIS: How about that? Pretty much a who's who, right?

Lieutenant Governor, two places in one time. Pretty strong. That's what you've got to do, right? Never stops. Besides the Governor said, 'you better be two places at one time.' No, it's good for you.

Detroit is a terrific city to visit. As a broadcaster, it's a lot of fun to come here. Talk about revitalization, all it has to offer, everything you can do in the city, get into the neighborhood restaurants.

Mrs. Ford, that's why I tell you your stadium is spectacular. As a broadcaster, to have the booth that you have, you are just lucky that we don't fight for squatters rights to try to turn it into an apartment and just try and stay. It's one of the best booths in the business. We thank you, and we thank your organization for that.

It also goes beyond the broadcast booth for people like me at Ford Field. The players that wear the Honolulu Blue, that's why we show up to document what they do each and every week. Detroit, as you guys know, it's a special town. You're demonstrating it again today.

It wouldn't be a Detroit party if you didn't cap it off in style. At this time I would like to turn it over to Visit Detroit President and CEO Claude Molinari and Downtown Detroit Partnership CEO Eric Larson. Claude and Eric, looks to me like you have some special guests with you.

CLAUDE MOLINARI: Indeed we do, Charles. For this big unveiling today we felt we needed bring in some youth football champions from Southeast Michigan's Girls and Boys Club. We're going to introduce you to them now.

Give us your name, Champion.

>> Chloe.

>> Amir.

>> Chris.

>> R.J. I love you, mama.

>> D.J.

CLAUDE MOLINARI: Our youth football champions. Charles, thank you for doing such a great job today. With football fans worldwide coming together in Detroit in two years, the Detroit Sports Commission and Visit Detroit wanted to offer Metro Detroit a gathering spot that could be a future of all of us.

We are proud to present an exciting and immersive new symbol of pride for our city that will commemorate the 2024 Draft, made in Detroit by Detroiters. Its permanent home will be in the Woodward Esplanade that links to the Campus Martius and the Detroit Riverfront.

Thank you, Eric Larson and the DDP for welcoming our new display. Let's get this thing together, huh? How about we turn this on? What do you think? We need the button. Drum roll, please. Three, two, one. Detroit is on the clock!

CHARLES DAVIS: Congratulations, everyone. Fantastic. I guarantee you your mama loves you too, young man, because I fell in love with him right then and there.

Well, how about that, folks? Number one, thank you all for coming out and showing what up, "DO"? I can't wait for all of us to come here and say it everywhere we go. You'll be sharing your city with a lot of NFL fans that won't just be from the NFL cities. They'll be from out of the country. I promise you. The Commissioner can attest to it. We go across the water, go to London for a game, every jersey is represented no matter who is playing.

This game continues to grow, and you are a huge part of it. In fact, you're the fabric of the NFL right here in this great city. Detroit, in just two short years, the eyes of the world will be on you, which I know you welcome. Nashville, 600,000? Ha, right? I can hear it now.

It's been my pleasure hosting this. I want to thank everyone here. I need for all of you to thank everyone here. One last round of applause for everyone who made this day possible.

Commissioner, is Detroit officially on the clock for 2024?

 . . . when all is said, we're done.®

The Commissioner says, yes, you are on the clock. We'll see you in 2024. Thank you.

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