



MEDIA RELEASE

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HOUSTON TO HOST 2023 MEN'S FINAL FOUR

“3 FOR THE WIN”

HOUSTON -- Once again, the road ends in Houston.

Call it Three for the Win, pass that NCAA bracket around and get ready for one more Big Dance.

Houston's NRG Park, which hosted the 2011 and 2016 Final Fours, was chosen as the site for the 2023 NCAA® Men's Final Four® Monday afternoon. The decision by the NCAA Men's Basketball Committee was announced via Twitter at 2:30 p.m. CDT.

Houston has hosted three NCAA Regionals at NRG and will host a 2020 Regional at Toyota Center, was one of seven finalists for the 2023-2026 Final Four.

Other cities chosen as hosts were Phoenix in 2024, San Antonio in 2025 and Indianapolis in 2026. The three finalists not chosen were North Texas (AT&T Stadium in Arlington), Detroit and Los Angeles. Los Angeles is the only city which has not previously hosted a Final Four.

“NRG Stadium has clearly become the top venue in the nation for exciting sports championships over the past couple of years,” said Harris County Judge Ed Emmett. “From last year's overtime game in Super Bowl LI to Villanova's buzzer beater to win the NCAA men's basketball championship two years ago, NRG is home to sports excitement. I am extremely happy that the NCAA has chosen Houston and Harris County to once again host their 2023 NCAA® Men's Final Four® tournament. And I look forward to more exciting stories to come.”

Mayor Sylvester Turner was thrilled that Houston was chosen to host its third Final Four. “Returning the Final Four to Houston in 2023 will be a slam dunk. I'm overjoyed that the NCAA recognized this fact,” Turner said. “From our restaurants, to our convention center, hotels, and retail spaces, Houston is poised to provide a total fan experience. The 2016 Final Four in Houston was a huge success. We will also host an NCAA Men's Regional in 2020. So when the Final Four returns, we will be seasoned veterans in hosting the thrilling Men's Division I college basketball championship competition.”

Houston realized approximately \$250 million in economic impact from the 2016 event when Villanova beat North Carolina at the buzzer for the title. The 2016 championship game ranks third on the all-time list with 74,340. At the time, it was the second-highest total in history.

Harris County – Houston Sports Authority CEO Janis Burke said this third NCAA® Men's Final Four® will enhance Houston's sports legacy both on and off the court.

"Houston's on a roll," Burke said. "We are part of the winning 2026 World Cup bid, we landed 2024 College Football Playoffs and we just successfully hosted not only the 2016 Final Four, but also Super Bowl LI. This proves we know how to host multiple big events in succession. But this is more than just an event. It's an event that leaves a lasting impact on the city. We were able to implement and enhance programs across the city during the 2016 event."

Houston debuted the NCAA® Men's Final Four® Read to the Final Four program, which continues to grow. In 2016, third graders from 68 Houston Independent School District campus participated in the literacy program. And, through partnerships with Lowe's, Connor Sports and Spalding, the NCAA renovated Jim and Barbara Morefield Boys & Girls Clubs. The renovations included a new basketball court, new baskets, wall padding and bleachers.

Additionally, the 2016 event drew a capacity crowd of 165,000 to Discovery Green for the March Madness Music Festival, a record 2,200 runners for the Final Four 4 Miler and 3,400 participated in the Final Four Dribble through downtown.

The downtown footprint has improved even more in the last few years, something the NCAA Men's Basketball Committee noted during a final visit to Houston in mid-June to look at NRG as well as the downtown footprint.

"You get a real sense of Houston that it has become a championship city. That may sound a little Pollyana," committee member and Duke Athletic Director Kevin White said during the visit. "This is a city that knows how to put on, how to host major events. There's a real track record of success."

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