



University of Wisconsin-Green Bay’s Allen thriving in Division I

SPORTS, 1B

GREEN BAY PRESS-GAZETTE

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Lambeau leaps in ’26



Two concerts and a college football game are on the Lambeau Field schedule for 2026. SARAH KLOEPPING/USA TODAY NETWORK-WISCONSIN

Events could add \$40 million to Green Bay area economy

Richard Ryman Green Bay Press-Gazette | USA TODAY NETWORK – WISCONSIN

Lambeau Field will host three non-Packers events in 2026, providing a \$40 million-plus boost to Green Bay area wallets.

The three events are two Luke Combs concerts on May 15-16 and a Wisconsin-Notre Dame college football game on Labor Day weekend. The Green Bay Packers missed a chance for a home playoff game this month, but it’s possible they’ll have a ninth regular-season home game during the coming football season.

Packers games have an estimated economic impact of \$20 million. Brad Toll, CEO of Discover Green Bay, said the estimate for individual concerts at Lambeau Field was \$10 million for previous concerts, which included Paul McCartney in 2019, Billy Joel in 2017 and Kenny Chesney in 2011 and 2015.

Using the federal government’s CPI inflation calculator, a \$10 million concert in 2019 would now be valued at nearly \$13 million.

College football games might be similar or even better than the Packers games. LSU drew many fans who came early, stayed for the better

Kevin Quinn, dean of the Schneider School of Business & Economics at St. Norbert College, said 1.3 to 1.4 million people attended sporting events in the region last year.

part of a week and spent freely. Because Notre Dame fans live closer, they might not stay as long, but there could be more of them.

“I think it has big potential” to be like LSU, Toll said. “We may not get them as long as LSU. I think we had seven or eight 737s chartered, coming in from Baton Rouge. The fan base for Notre Dame is massive, so I would expect it would be similar” to the Wisconsin-LSU game in 2016.

The Packers are scheduled to host nine regular-season home games this year, but one of those games might be used for an international

game. If the Packers end up as a visiting team for an international game, then the ninth home game would be at Lambeau Field. The NFL will reveal its full international schedule between now and early May.

Jess Miller, an owner of The Bar, Graystone Ale House and Hagemeister Park, said football games drive increased business better than concerts do.

“Having an extra playoff game [would have been] huge. That’s always a big deal,” Miller said. “The two concerts will be nice, but they don’t compare to a game. The Wisconsin game will be huge. That’s on Labor Day weekend. That will be hopefully as good as the LSU game.”

It was not a bad year in 2025. The area was host to the NFL draft, which drew hundreds of thousands of fans, a bowling event in July, gymnastics in June and a Wisconsin Amusement and Music Operators state darts tournament in May.

See LAMBEAU, Page 2A

Green Bay area hit by ‘extremely high’ flu season

Doctor: ‘We’re getting more hospitalized patients’

Benita Mathew Green Bay Press-Gazette | USA TODAY NETWORK – WISCONSIN

Green Bay and the Fox Valley are in the middle of a flu season peak as vaccine rates remain low in Brown County.

A new variant is causing more complications related to the flu, so there’s still time to get your flu shot and stay protected from the virus.

Here’s what to know about flu rates and why this year’s flu season is so bad in northeastern Wisconsin.

Flu is still high in northeastern Wisconsin

The region is right at the peak of flu season, said Brian Simmons, an infection preventionist at Emplify Health. Cases of the flu are “extremely high” across the health system, he said.

In the most recent data from the state Department of Health Services, there were more people hospitalized for the flu in northeastern Wisconsin than at the peak of the flu season last year. In the first week of Jan-

uary, 176 people were in the hospital for flu-related reasons. Most of them were older than 65, DHS data shows.

“Hopefully, we’re making that turn to start seeing some of these cases go down in the coming weeks,” Simmons said.

Why is the flu season high this year?

This year, there is a new variant of influenza behind the surge nationwide.

See FLU, Page 2A

