

Preamble

As we consider the opportunity that we are presented with at the National Western Center, we must consider its 100 year history, but also the next 100 years. The younger generations we are ultimately serving are very much aware of and concerned with what we might term great global challenges. Theirs is the generation that will have to feed 9 billion people, solve the issue of fresh water shortages and respond to climate change. The interface of food, water, energy and the environment is incredibly important to them – even as many traditional labels such as agriculture and science fail to resonate with them. We need to fully engage current and future generations by adapting our messages in ways with which they resonate.

At the interface of all of these issues lies a rare and precious opportunity for all of us around the National Western Center (NWC). Can we imagine a “campus” or “complex” or “community” dedicated to addressing the challenges of food, water, energy and the environment, representing partnerships between the public and private sectors, and blurring the line between entertainment, competition, education and industry? Can we envision such a “center” helping to apply best practices for immediate benefit to our community and society, and simultaneously creating an incredibly exciting life-long educational center impacting the P-20 population, as well as lifelong learners throughout Colorado and the Rocky Mountain region? If so, then one can see how the NWC benefits the local neighborhoods, the Denver metropolitan area, our P-12 system, our interwoven network of higher education and cultural institutions and the state of Colorado – all while delivering outcomes that can be broadly applied and scaled to address similar challenges globally.

In short, **the NWC can become an international model for a synergistic educational and R&D community** – with those entire words writ broad and adapted to the evolving definitions of mid-21st century populations. For these reasons, we are all committed to using the depth and breadth of the assets the MOU Partners have, now and in the future, to assure successful attainment of our shared vision for the NWC.

Vision Statement: The National Western Center celebrates the pioneering spirit and promise of the West through year-round experiential learning, the arts, entertainment, competition and commerce.

Values & Goals

- **Community and Neighborhood Integration**
 - Creates a welcoming and open “campus” to the adjacent communities
 - Provides critical multi-modal connections and access points to the adjacent communities to engage the river, access transit and promote a healthy lifestyle
 - Establishes a positive community benefit

- **Engage the River and Nature**
 - Recognizes the historic, ecological, and future value of the site's proximity to the South Platte River ("River") as a key component of the Center's experience.
 - Celebrates and respects the natural world by promoting the restoration of the River's ecosystem, water quality and animal habitat.
 - Builds on current successes and recreational activity along the River, establishing a river-focused urban environment that is healthy, habitable and connected.
 - Enhances the safety of the River corridor and the surrounding region, serving as an integral connector of the adjacent neighborhoods.
 - Serves as one of several new gateways into and out of downtown Denver.

- **Celebrate Western Heritage**
 - The site should reflect, respect and celebrate the meaning of the Western way of life and its unique influence on culture, competition, and commerce.
 - Celebrate the West's pioneering past and desire for continual discovery, while pointing visitors toward the future of how life in the West is evolving.
 - Solidifies and sustains the NWSS as the top stock show and rodeo in the world.
 - Creates a world class equestrian facility to attract the highest level of competition in equestrian events.
 - Recognizes the link between Western landscapes and our ability to sustain.

- **Inspire Health and Wellness**
 - The site and the surrounding neighborhoods inspires a healthy and vibrant way of life locally, regionally and nationally through a demonstrated mix of housing, parks and open space, jobs and range of services.
 - Promotes recreational opportunities, multi-model connections and access to healthy food.

- **Build Cultural Crossroads**
 - Educate the public on the importance of this site to human beings for the last 10,000 years. This site was shaped by humans, and helped create the unique culture of Denver and Colorado.
 - Envisions the crossing of cultures; local, regional, national or global.
 - Serves as a gathering place where ideas and cultures can be exchanged in this 'hub' of the west.
 - Celebrates local artistic and creative talent
 - Integrates the "arts", in all its various forms, into the site and provides a platform that is inclusive of a broad range of cultural expressions.
 - Creates a unique region of the City that celebrates the past, but focuses on a mutually beneficial shared future through the amalgamation of neighborhood, commercial and cultural experiences.

- **Be Pioneering: Break Trail and Foster Innovation**
 - The collection of broad-based partnerships fosters global linkages to advance cutting edge R&D, product development and services in the agricultural industry, including but not limited to fields of study in food production and safety, nutritional health, technology, animal husbandry and public policy.
 - The Center embraces innovation, independence and ingenuity.
 - A place where breaking trail is in our founding charter and forward-looking spirit.
 - A place that encourages new ideas that serve as a catalyst for recurring job creation, neighborhood entrepreneurialism, ongoing public and private capital investment and a sustainable business model for the National Western Stock Show, new equestrian events, the NWC Partners that embraces the adjacent neighborhoods.

- **Create Fun and Entertaining Experiences**
 - An interactive and engaging site for visitors.
 - Whether young or old, each visit establishes memorable and enjoyable experiences for those who come and encourages them to return.
 - Provides a broad range of year-round entertainment and educational programming.

- **Grow Local, Regional and Global Intelligence**
 - Stimulates pre-school through post-secondary education and cultivates new partnerships for life-long learning around the issues of agriculture, land and livestock management, veterinary medicine, ecology, and engineering.
 - Creates a spirit of engaged learning by investing in local and regional intelligence, linked to an ever-expanding global knowledge base.
 - Serves as a key Corridor of Opportunity gateway, linking downtown Denver and the local neighborhoods from Denver Union Station to Denver International Airport through new multi-modal connections.

- **Embrace an Ethic of Regeneration**
 - Celebrate interdependence of natural, social and economic systems.
 - Restore regional healthy habits and ecosystems.
 - Clean past transgressions, including smelting and landfill legacies so that soil is clean enough to grow healthy food.
 - Improve water quality/clean water.
 - Create measurable positive impacts on the community and the region.