

THE NATIONAL WESTERN CENTER PROJECT



DENVER
THE MILE HIGH CITY

HISTORY  *Colorado*



The National Western Complex, Denver Coliseum and National Western Stock Show are at a crossroads. The site is old, antiquated and has seen no significant investment since the 1990's. At the same time, younger generations are very much aware of and concerned with what we might term great global challenges. There are the generations that will have to feed more than 9 billion people, solve the issue of fresh water shortages and respond to climate change. At the intersection of these issues lies a rare and precious opportunity to transform the National Western Complex and Denver Coliseum site into the "National Western Center." While honoring the National Western Stock Show's (NWSS) 100-year history, five partners—Colorado State University, Denver Museum of Nature and Science, History Colorado, Western Stock Show Association and the City and County of Denver—are singularly focused on the opportunity to reinvent the site for the next 100 years. As part of the core master planning process, which began in April 2013, we envision a large "campus" celebrating the historic NWSS event, but also showcasing the innovative ways Colorado is addressing the challenges of food, water, energy and the environment; integrating local, regional, national and international partnerships between the public and private sectors; and blurring the lines between entertainment, competition, education and industry to help solve global issues. We believe the creation of the National Western Center will have a significant impact on Colorado tourism and will spawn a whole new generation of supporters.

There are two over-arching objectives for the existing 130-acre site (and larger study area), located at Brighton Blvd and I-70, which will be presented as part of Denver's RTA application:

✓ **Preserving a Colorado treasure in the National Western Stock Show**

At its core, the project's objectives are to preserve and ultimately significantly grow the National Western Stock Show event, (*currently the state's largest agricultural convention*) across four functional areas – equestrian, livestock, rodeo, and tradeshow. Based upon extensive market research, the program will include new and adaptively reused event facilities and site improvements to elevate the NWSS for the next 100 years, driving increased visitors from around the country to the "Super Bowl" of stock shows, both for the January show as well as through expanded year round program offerings.

✓ **Creating a Year-Round Entertainment & Education Destination**

Beyond meeting the needs of the NWSS event, the master plan for the proposed NWC Campus would include both new and adaptively reused facilities for a full range of events, including but not limited to amateur sporting events, concerts, family shows, etc. In addition, the NWC will focus on formal and informal educational experiences, will convene international conferences, host a regional food and artisan market, and support business incubation. Finally, the plan intends to strategically align the new campus with the broader needs of the Colorado Convention Center through a new programming and events partnership, to help drive more out-of-state visitors to Denver.

The founding NWC MOU Partners have all committed to using the depth and breadth of our resources, now and in the future, to assure successful attainment of our shared vision for the National Western Center.