

## **National Western Center Master Plan**

NWCAC Work Session 2

January 13, 2015

### Discussion/Comments

- RTA – are areas like Rino Arts District included in the Application?
  - Does it link to nearby uses?
- Plan is also about improvements that help GES

### Review of last week's comments

- “Cultural Center” element like Seattle – vendors, markets, festivals – NWC needs to embrace broad range of culture and appeal to all; while preserving Western Spirit (but not only the western spirit)
- Appealing to 3 difference markets;
  - Stock Show is the catalyst;
  - Communities around it;
  - The National aspect. Need all 3 to be part of the marketing
- The story needs to be told of the Stock Show – the animals, the selling, etc. How do we “nationalize” the Rodeo all over the world? [Right now, programming is intentionally broad. Setting the stage and subsequent phasing will further define next steps.]
- City will be rolling out a better schedule for future work at NWC in 2015
- We should move up the naming priority to get us all focused – Are we really the National Western Center?
- Who is this plan for?
- Partners should be shown to be part of it; moving forward. This is an introductory document but each Partner should be emphasized as part of moving it forward.
- This is great – bringing back our identity as “cow-town” too.
- This master plan is an instrument to move forward; and sell idea to the general public.
- We’ll address good ole boy quotes – send in your quotes, provide suggestions, photos, ideas for sharing diversity.

### New Comments:

- Needs to be a better order of the Guiding Principles. Tendency is to want to prioritize them. (Celebrate Western Heritage (?) be pioneering; then move toward organizational ones). The guiding principles are not intended to be prioritized. At this point, they are all equal.
- Can the Guiding Principles be more dynamic? Graphically?
- Important that the neighborhood be flexible and yet be forceful in what they want. Stronger language will be needed eventually.
- Strength of the Partners is talking about the potential
- This plan should really be a story of where we are and what is unfolding

- Jocelyn’s summary –
  - “A day in the life” part gets too specific
  - Tourism needs to be mentioned more often
  - Increase partners’ specificity
  - More revitalization and economic return/recovery
  - That entrepreneurial west
- We’re really appealing to the WORLD – and they are interested in the West; not Denver. The way of the thinking; mountains, the big sky, etc.
- Page 66 – better bridge text needed regarding the neighborhood program.
- Move Vision forward in the document – before the site context text. Don’t want to get bogged down in the technical and existing before we get to the big idea/vision.
- Not sure exactly what kind of tool the Master Plan is, but we want to come up with a winning document for RTA
- Demographic appeal of Stock Show from age 5 to Corporate Executive – the appeal of the animals; the sense of wonder; fun
- How do we get an individual/family with vested interest in Stock Show, have a year-round appeal/success related to the other services/resources in place; balanced with urban interests? (large-scale producers and consumers as well as family producers)
- Marrying the livelihood of folks; the scientific direction and the fun factor.
- Page 29 – Revisit wording regarding Brighton Blvd. due to the change of status of the project. Design is moving forward.
- Explore the timeline for grand opening and scientific festival. World’s Fair as model?
- Page 27 – Tourism could be expanded some; explore the ideas