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The National Western Center (NWC) represents a visionary transformation of the site into a year-round destination and regional asset, enhancing these current Denver landmarks for the next 100 years. The NWC is currently undergoing a Placemaking Study to gather input from key stakeholders about the redevelopment of the new center. Please complete the following survey by January 19<sup>th</sup> to contribute feedback that will be considered as part of this study. Please feel free to share this survey with other members of your neighborhood or association. **For more information, please visit [nationalwesterncenter.com](http://nationalwesterncenter.com)**

- 1) Please circle the following category that best describes your relationship to the future National Western Center (NWC) (*you may circle more than one category*):
  - a. Resident of adjacent community (i.e., Globeville, Elyria-Swansea)
  - b. Potential visitor (from within Denver metro area)
  - c. Potential visitor (from within Colorado)
  - d. Potential visitor (from outside of Colorado)
  - e. Potential tenant/operator
  - f. National Western Stock Show staff, volunteer or exhibitor
  - g. Event promoter
  - h. Agribusiness
  - i. Educator
  - j. Other: \_\_\_\_\_
- 2) Have you visited the existing National Western Complex in the past?
  - a. Yes
  - b. No
- 3) If you have visited the existing National Western Complex, were you visiting the National Western Stock Show?
  - a. Yes
  - b. No
  - c. Not Applicable
- 4) If you have visited the existing National Western Complex, have you attended any activities/events that were NOT associated with the National Western Stock Show?
  - a. Yes
  - b. No
  - c. Not Applicable
- 5) In addition to facilities and venues associated with the National Western Stock Show and Colorado State University, what types of future development



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would you like to see at the future NWC? (*You may circle more than one category*)

- a. Office space
- b. Local and/or healthy food
- c. Restaurants
- d. Shopping
- e. Hotel and hospitality
- f. Children's entertainment
- g. Nightlife
- h. Other (please describe):

6) In addition to facilities and venues associated with the National Western Stock Show and Colorado State University, what types of development would you like to see at or near the future NWC? (*You may circle more than one category*)

- a. Office space
- b. Local and/or healthy food
- c. Restaurants
- d. Shopping
- e. Hotel and hospitality
- f. Children's entertainment
- g. Nightlife
- h. Market-rate housing
- i. Affordable housing
- j. Grocery store
- k. Convenience store and/or pharmacy
- l. Other (please describe):

7) What daily activities would draw you to the future NWC? (*You may circle more than one category*)

- a. Shopping/restaurants
- b. Outdoor amenities/recreation
- c. Quiet places to sit
- d. Landscaped park-like spaces and plazas



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- e. Educational classes
  - f. Job training
  - g. Community events (picnics, outdoor movies, etc.)
  - h. Communal space, such as kitchen areas, that can be used as a resource to support local businesses, etc.
  - i. Other (please describe):
- 8) When would you be most likely to visit the future NWC?
- a. Weekday mornings
  - b. Weekday mid-day
  - c. Weekday evenings
  - d. Weekends
  - e. Unsure/depends on what amenities and events will be offered
- 9) What types of events would you be most interested in attending at the future NWC? For each of the following, please indicate how often you would attend. *(Please circle one answer that best reflects your preference for each type of event)*
- a. Equestrian/rodeo events
    - i. Never
    - ii. Once a year
    - iii. A few times per year
    - iv. Monthly or nearly monthly
    - v. Weekly or nearly weekly during a particular season
  - b. Livestock/animal shows
    - i. Never
    - ii. Once a year
    - iii. A few times per year
    - iv. Monthly or nearly monthly
    - v. Weekly or nearly weekly during a particular season
  - c. Concerts
    - i. Never
    - ii. Once a year
    - iii. A few times per year
    - iv. Monthly or nearly monthly
    - v. Weekly or nearly weekly during a particular season
  - d. Holiday or seasonally-themed events
    - i. Never
    - ii. Once a year



- iii. A few times per year
- iv. Monthly or nearly monthly
- v. Weekly or nearly weekly during a particular season
- e. Sports events
  - i. Never
  - ii. Once a year
  - iii. A few times per year
  - iv. Monthly or nearly monthly
  - v. Weekly or nearly weekly during a particular season
- f. Movies
  - i. Never
  - ii. Once a year
  - iii. A few times per year
  - iv. Monthly or nearly monthly
  - v. Weekly or nearly weekly during a particular season
- g. Farmers market
  - i. Never
  - ii. Once a year
  - iii. A few times per year
  - iv. Monthly or nearly monthly
  - v. Weekly or nearly weekly during a particular season
- h. Flea market/craft shows
  - i. Never
  - ii. Once a year
  - iii. A few times per year
  - iv. Monthly or nearly monthly
  - v. Weekly or nearly weekly during a particular season
- i. Festivals/fairs
  - i. Never
  - ii. Once a year
  - iii. A few times per year
  - iv. Monthly or nearly monthly
  - v. Weekly or nearly weekly during a particular season
- j. Educational talks/classes
  - i. Never
  - ii. Once a year
  - iii. A few times per year
  - iv. Monthly or nearly monthly
  - v. Weekly or nearly weekly during a particular season
- k. Fun runs, walks or races
  - i. Never
  - ii. Once a year
  - iii. A few times per year
  - iv. Monthly or nearly monthly
  - v. Weekly or nearly weekly during a particular season



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- I. Car shows
    - i. Never
    - ii. Once a year
    - iii. A few times per year
    - iv. Monthly or nearly monthly
    - v. Weekly or nearly weekly during a particular season
  - m. Consumer shows (e.g. home and garden show, bridal events, etc.)
    - i. Never
    - ii. Once a year
    - iii. A few times per year
    - iv. Monthly or nearly monthly
    - v. Weekly or nearly weekly during a particular season
  - n. Other (please describe):
- 10) Do you have any other feedback to share about the types of programming and events you would or would not like to see at the future NWC?
- 11) What elements of site design are most important to you for the future NWC?  
*(You may circle more than one category)*
- a. Incorporating historic elements/heritage
  - b. Public art
  - c. Landscaping
  - d. Storytelling and educational features
  - e. Green infrastructure/sustainability
  - f. Shopping opportunities
  - g. Views of the river



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- h. Views of the mountains
  - i. Access to the river
  - j. Access to transit
  - k. Other (please describe):
- 12) What are your favorite historic areas/aspects of the existing National Western Complex that you feel should be incorporated somehow as the future NWC is redeveloped? (*You may circle more than one category.*)
- a. Stock yards
  - b. Water Tower
  - c. 1916 Exchange Building
  - d. 1909 Stadium Arena
  - e. Expo Hall
  - f. Other (please describe):
- 13) Do you or your family have personal stories about your experiences at the existing National Western Complex that you would be willing to share? If so, please provide your contact information and a brief description of your connection to the NWC below.



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- 14) Is there anything else you would like to share with us about the redevelopment of the future NWC?