



FOR IMMEDIATE RELEASE

Monday, May 15, 2017

Mayor's Office of the National Western Center

Erika Reyes Martinez, Erika.martinez@denvergov.org

O: 720.865.2906 C: 303.888.0311

National Western Center Selects MIG to refine master plan framework

DENVER – The Mayor's Office of the National Western Center today announced it has selected the planning and design firm MIG, Inc. for the Campus Placemaking Study and has begun contract negotiations. This people-centered approach to the planning, design, and management of public spaces is the next step to further develop and advance the adopted National Western Center ("NWC") campus master plan.

"Campus Placemaking is what will give the National Western Center life," said Kelly Leid, Executive Director of the Mayor's Office of the National Western Center. "MIG has built a strong team of experts that will guide us through an effort to refine the concepts for a mixture of public spaces at the future National Western Center. We are excited for the next phase of the project and look forward to working with MIG to create a unique campus for people on a local, regional and global level."

MIG will be responsible for refining the framework for all development on the campus, creating links between the campus' focus areas of entertainment, experiential learning and research, and agribusiness. Over the next 3 years, MIG will deliver program refinement for phases 1 and 2, a campus-wide public realm study including a cultural plan, campus and building design standards and guidelines, public engagement, and 30% site infrastructure design for phases 1 and 2.

The competitive process included written submittals from seven firms which were shortlisted to four oral interviews and resulted in the selection of MIG. The contract will be issued by task orders and includes a Disadvantaged Business Enterprise and Minority/Women Business Enterprise goal of 24%. The contract will be presented to the Land Use, Transportation and Infrastructure Council Committee in the next month.

MIG was founded in 1982 and has focused on planning, designing and sustaining environments that support human development. The Denver-based MIG team includes partners studioINSITE, Matrix Design Group, and Communication Infrastructure Group. Its associate team members include Winter & Company, HR&A Advisors, Inc., GH2 Equine Architects, Zoeller Consulting, 505 Design, OV Consulting, Livable Cities Studio, Two Hundred, Inc., ArLand LLC, SSG MEP, and San Engineers.

###

About the National Western Center

The National Western Center represents a visionary transformation of the National Western Complex site into a year-round destination for entertainment, experiential learning and research and the next generation

of agribusiness. In partnership with the City & County of Denver, Western Stock Show Association, Colorado State University, Denver Museum of Nature & Science and History Colorado, we will convene the world at the National Western Center to lead, inspire, create, educate, and entertain in pursuit of global food solution. For more information, visit us at www.NationalWesternCenter.org