

Feasibility Study Update for the National Western Center Advisory Committee

Thursday, March 27, 2014

Concerns and Challenges:

- The Feasibility Study will not be publically released until April 2nd
- Members of City Council won't even be briefed until March 31 and April 1
- We should assume that anything we give to the NWCAC membership will become public shortly afterwards

Opportunities:

- Building trust with the NWCAC by providing them valuable information ahead of time
- Soliciting their feedback on a vital NWC-related Study
- Feasibility Study will help set the tone and direction of the planning process; buy in from NWCAC is vital

Proposed Feasibility Study Update Outline

1. **Background:** DURA's Review of the NW Business Model
 - a. Tracy Huggins reviewed NW's business model at the request of the Mayor
 - b. NWSS decided to commit to Denver in November, 2012

2. **Setting the Stage:** Why the Feasibility Study was commissioned
 - a. In partnership with Visit Denver and A&V, NW commissioned this Study to examine what would be feasible with expanded/altered facilities and operations
 - b. The Study helps to test what market void the Stock Show can fill
 - c. It also helps test what facilities and branding opportunities exist for NW

3. **Context:** Prior Studies and Plans
 - a. Station Area Plans, Neighborhood Plans, River Plans from the past serve as a guide for future development
 - b. Feasibility Study outlines what the major facilities in Denver can and cannot do with empirical evidence and thorough analyses

4. **Overview of the Feasibility Study**
 - a. Current Status of NWSS, Denver Coliseum and the Colorado Convention Center
 - b. Facilities and Operations, including possible reuse opportunities and other land use challenges
 - c. Events, Concerts and Shows, including opportunities for new events and attracting other entertainment industries
 - d. Convention Center marketability and use of space
 - e. Regional hotel room supply & demand
 - f. Future oversight and potential financing

5. **What to Expect**
 - a. The Feasibility Study generally validated Tracy Huggins' original report and cemented the National Western as the Super Bowl of livestock shows
 - b. There is tremendous growth potential, much of which can be done in conjunction with other entities
 - c. Recommendations range from expanded floor space to adaptive reuse of facilities; other options listed include moving facilities to other locations & extending the length of Stock Show

6. Take Aways

- a. NW and the MOU Partners have worked in unison with Denver Arts and Venues and Visit Denver to finish a comprehensive and ground breaking Study
- b. The NWC Master Plan team will be able to use this information to determine how the future NWC might be able to accommodate different events and industries.