

The logo for the National Western Stock Show. It features the words "NATIONAL WESTERN" in a large, white, serif font, stacked above "Stock Show" in a smaller, white, cursive font. To the right of the text is a circular emblem containing a stylized red "W" with a white outline.

NATIONAL  
WESTERN®  
*Stock Show*

The title "WESTERN STOCK SHOW ASSOCIATION" is centered on the page in a large, white, serif font. The background is a dark, semi-transparent image of a stock show with several people and horses visible.

WESTERN STOCK SHOW  
ASSOCIATION

The name and title "PAUL ANDREWS President & CEO" are centered at the bottom of the page in a white, sans-serif font. The background is the same dark, semi-transparent image of a stock show.

PAUL ANDREWS  
President & CEO



# NATIONAL WESTERN STOCK SHOW UPDATE

- ❖ **Virtual programming** was successful- Coors Western Art Sale over \$400K; happy hours and video feedback is positive
- ❖ **16 Days of Service** has been productive and enjoyed by staff; public feedback has been positive
- ❖ **Cattle Show** is now in a competition with Oklahoma City due to their ability to do a show in January





# NATIONAL WESTERN COMPLEX UPDATE

- ❖ Continue to be closed while under Level Orange; trying to get 5 Star certified by Denver to allow small complex shows
- ❖ Completing a deal with SCL Health to be a vaccine drive through site in early February





# HONORING THE LEGACY CAMPAIGN UPDATE

- ❖ Making good progress on fundraising despite the pandemic
- ❖ Nearly at **\$80MM** as of today with more in final contract review
- ❖ Legacy Bricks and Brand campaigns selling well this January



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THANK YOU