


**ADMINISTRATION MEMORANDUM**  
**15-2**

**DATE:** January 12, 2015  
**TO:** Honorable Mayor Joyce Downing and City Council Members  
**FROM:** John R. Pick, City Manager   
**SUBJECT:** CR-11 – Support of Denver Regional Tourism Act Funding Application for National Western Center Project

**BACKGROUND:**

Mayor Downing has received a request from Mayor Michael B. Hancock, on behalf of the City and County of Denver, (see attached) to support Denver's effort to redevelop the National Western Complex and, to quote the Mayor's letter, to "create a year-round entertainment and education destination that will retain and grow out-of-state tourism across the Metropolitan Denver Area and the State of Colorado". Denver is submitting a Regional Tourism Act application to the State of Colorado to help realize this vision and is requesting that all cities in the metro area agree to be listed as supporting jurisdictions on the attached proclamation.

**BUDGET/TIME IMPLICATIONS:**

Support of this request would have no impact on the City's budget.

**STAFF REFERENCE:**

Please contact John Pick at [jpick@northglenn.org](mailto:jpick@northglenn.org) or at 303-450-8706.

*Michael B. Hancock*  
MAYOR



# City and County of Denver

OFFICE OF THE MAYOR  
CITY AND COUNTY BUILDING  
DENVER, COLORADO • 80202-5390  
TELEPHONE: 720-865-9000 • FAX: 720-865-8787  
TTY/TTD: 720-865-9010

December 1, 2014

Dear Regional Partners:

This coming January, the National Western Stock Show (NWSS) will celebrate its 109<sup>th</sup> year of hosting the state's most important agricultural convention. Over the course of 16 days, cowboys, cowgirls, farmers and ranchers from around the globe gather at the National Western Complex to share stories, conduct business and honor the spirit of the American West. Collectively, the agricultural sector generates nearly \$42 billion for Colorado and is responsible for tens of thousands of jobs.

As important as this industry is to all of us, the National Western Complex, where the show has been hosted since its inception, is at a critical crossroads. I am writing to ask your support as a Front Range Mayor in our efforts to secure necessary funding from the state through the Regional Tourism Act to create a new, year-round center.

In April, Denver helped launch a formal master planning effort, in collaboration with Colorado State University, the Denver Museum of Nature & Science, History Colorado and the Western Stock Show Association, to embark upon a journey to collectively re-imagine this aging and obsolete complex into something that would assure the survival and growth of the NWSS while also creating a new center that strategically binds agricultural commerce, education, research and entertainment in one place for the benefit of our state and the Rocky Mountain West. Many of you may recall the presentation Kelly Leid gave regarding the North Denver Cornerstone Collaborative earlier this year, which included an update on the planning in and around the National Western.

We are imagining a large "campus" celebrating the historic NWSS event as well as the innovative ways Colorado is addressing the challenges of food, water, energy and the environment. The campus would represent local, regional, national and international partnerships between the public and private sectors, bringing together entertainment, competition, education and industry to help solve global issues that will attract additional out-of-state tourists and a whole new generation of followers.

In mid-December, the National Western Center partners will release the draft master plan for the new center. The planning team has overcome significant physical barriers and site constraints in preparing a bold new vision that we will begin to move toward Denver City Council adoption in early 2015.

In order to secure funding for the National Western Center, the City and County of Denver is applying for Regional Tourism Act funding from the state. We believe strongly that the new center will generate significant new tourism for Colorado and the region. I am attaching a summary of the project to give you a sense of what has been envisioned. I am also attaching a joint proclamation that we would like to include with our application, which is due in early February 2015. I respectfully request that you consider joining other regional mayors in signing your name to that letter. Please let me know by email if you are willing to sign on before the end of the year.

Should you have any questions, please feel free to give me a call. Thank you in advance for your consideration.

Respectfully,

  
Michael B. Hancock  
Mayor

**Joint Proclamation  
In Support of the City and County of Denver's  
Regional Tourism Act Application  
for the National Western Center Project**

**WHEREAS**, in January of 2015, the National Western Stock Show will celebrate 109 years of hosting Colorado's most important agricultural convention, tourism and western heritage event at the National Western Complex; and

**WHEREAS**, agricultural enthusiasts, cowboys, cowgirls, farmers and ranchers from around the globe gather at the National Western Complex to share stories, conduct business and honor the spirit of the American West, representing an agricultural sector that generates nearly \$42 billion for Colorado and is responsible for tens of thousands of jobs; and

**WHEREAS**, The City and County of Denver has partnered with the Western Stock Show Association, Colorado State University, the Denver Museum of Nature and Science, and History Colorado in a joint effort to re-invent the National Western Complex and Denver Coliseum sites under one coordinated vision as part of retaining and increasing tourism and convention opportunities for the Metropolitan Denver Area and the State of Colorado; and

**WHEREAS**, the National Western Center represents a visionary transformation of the National Western Complex and Denver Coliseum into a must-see tourist destination and regional asset that will enhance these historic landmarks through creative year-round activity; and

**WHEREAS**, with a combined 130 acres of initial land for redevelopment, the National Western Center will support Colorado's global standing as a world-class hub for the Western way of life by celebrating the pioneering spirit and promise of the West through year-round experiential lifelong learning, the arts, entertainment, competition, commerce and tourism; and

**WHEREAS**, the economic effects of redeveloping the National Western site will extend well beyond the boundaries of the City and County of Denver to benefit the many surrounding metropolitan areas; and

**WHEREAS**, the Colorado Regional Tourism Act, Part 3 of Article 46, Title 24, C.R.S. (the "RTA"), authorizes the City and County of Denver to submit an application to the Colorado Economic Development Commission for a Regional Tourism Project, as defined in the RTA

**NOW, THEREFORE, BE IT PROCLAIMED** by the undersigned municipalities:

We hereby stand in joint support of the City and County of Denver's application for Regional Tourism Act funding for the National Western Center Project as a testament to the significant benefit, both economic and cultural, this project will bring to both our own communities and the State of Colorado. Respectfully submitted:

City X  
City Y

# THE NATIONAL WESTERN CENTER PROJECT



**DENVER**  
THE MILE HIGH CITY

HISTORY  *Colorado*



The National Western Complex, Denver Coliseum and National Western Stock Show are at a crossroads. The site is old, antiquated and has seen no significant investment since the 1990's. At the same time, younger generations are very much aware of and concerned with what we might term great global challenges. There are the generations that will have to feed more than 9 billion people, solve the issue of fresh water shortages and respond to climate change. At the intersection of these issues lies a rare and precious opportunity to transform the National Western Complex and Denver Coliseum site into the "National Western Center." While honoring the National Western Stock Show's (NWSS) 100-year history, five partners—Colorado State University, Denver Museum of Nature and Science, History Colorado, Western Stock Show Association and the City and County of Denver—are singularly focused on the opportunity to reinvent the site for the next 100 years. As part of the core master planning process, which began in April 2013, we envision a large "campus" celebrating the historic NWSS event, but also showcasing the innovative ways Colorado is addressing the challenges of food, water, energy and the environment; integrating local, regional, national and international partnerships between the public and private sectors; and blurring the lines between entertainment, competition, education and industry to help solve global issues. We believe the creation of the National Western Center will have a significant impact on Colorado tourism and will spawn a whole new generation of supporters.

There are two over-arching objectives for the existing 130-acre site (and larger study area), located at Brighton Blvd and I-70, which will be presented as part of Denver's RTA application:

## ✓ **Preserving a Colorado treasure in the National Western Stock Show**

At its core, the project's objectives are to preserve and ultimately significantly grow the National Western Stock Show event, (*currently the state's largest agricultural convention*) across four functional areas – equestrian, livestock, rodeo, and tradeshow. Based upon extensive market research, the program will include new and adaptively reused event facilities and site improvements to elevate the NWSS for the next 100 years, driving increased visitors from around the country to the "Super Bowl" of stock shows, both for the January show as well as through expanded year round program offerings.

## ✓ **Creating a Year-Round Entertainment & Education Destination**

Beyond meeting the needs of the NWSS event, the master plan for the proposed NWC Campus would include both new and adaptively reused facilities for a full range of events, including but not limited to amateur sporting events, concerts, family shows, etc. In addition, the NWC will focus on formal and informal educational experiences, will convene international conferences, host a regional food and artisan market, and support business incubation. Finally, the plan intends to strategically align the new campus with the broader needs of the Colorado Convention Center through a new programming and events partnership, to help drive more out-of-state visitors to Denver.

The founding NWC MOU Partners have all committed to using the depth and breadth of our resources, now and in the future, to assure successful attainment of our shared vision for the National Western Center.

SPONSORED BY: MAYOR DOWNING

COUNCILMAN'S RESOLUTION

RESOLUTION NO.

No. CR-11  
Series of 2015

\_\_\_\_\_  
Series of 2015

A RESOLUTION SUPPORTING THE CITY AND COUNTY OF DENVER'S REGIONAL TOURISM ACT APPLICATION FOR THE NATIONAL WESTERN CENTER PROJECT

WHEREAS, in January of 2015, the National Western Stock Show will celebrate 109 years of hosting Colorado's most important agricultural convention, tourism and western heritage event at the National Western Complex; and

WHEREAS, agricultural enthusiasts, cowboys, cowgirls, farmers and ranchers from around the globe gather at the National Western Complex to share stories, conduct business and honor the spirit of the American West, representing an agricultural sector that generates nearly \$42 billion for Colorado and is responsible for tens of thousands of jobs; and

WHEREAS, the City and County of Denver has partnered with the Western Stock Show Association, Colorado State University, the Denver Museum of Nature and Science, and History Colorado in a joint effort to reinvent the National Western Complex and Denver Coliseum sites under one coordinated vision as part retaining and increasing tourism and convention opportunities for the Metropolitan Denver Area and the State of Colorado; and

WHEREAS, the National Western Center represents a visionary transformation of the National Western Complex and Denver Coliseum into a must-see tourist destination and regional asset that will enhance these historic landmarks through creative year-round activity; and

WHEREAS, with a combined 130 acres of initial land for redevelopment, the National Western Center will support Colorado's global standing as a world-class hub for the Western way of life by celebrating the pioneering spirit and promise of the West through year-round experiential lifelong learning, the arts, entertainment, competition, commerce and tourism; and

WHEREAS, the economic effects of redeveloping the National Western site will extend well beyond the boundaries of the City and County of Denver to benefit the many surrounding metropolitan areas; and

WHEREAS, the Colorado Regional Tourism Act, Part 3 of Article 46, Title 24, C.R.S. (the "RTA"), authorizes the City and County of Denver to submit an application to the Colorado Economic Development Commission for a Regional Tourism Project, as defined in the RTA.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF NORTHGLENN, COLORADO, THAT:

Section 1. The Northglenn City Council supports the City and County of Denver's application for Regional Tourism Act funding for the National Western Center Project as a testament to the significant benefit, both economic and cultural, this project will bring to both our own communities and the State of Colorado.

DATED at Northglenn, Colorado, this \_\_\_\_ day of \_\_\_\_\_, 2015.

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JOYCE DOWNING  
Mayor

ATTEST:

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JOHANNA SMALL, CMC  
City Clerk

APPROVED AS TO FORM:

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COREY Y. HOFFMANN  
City Attorney