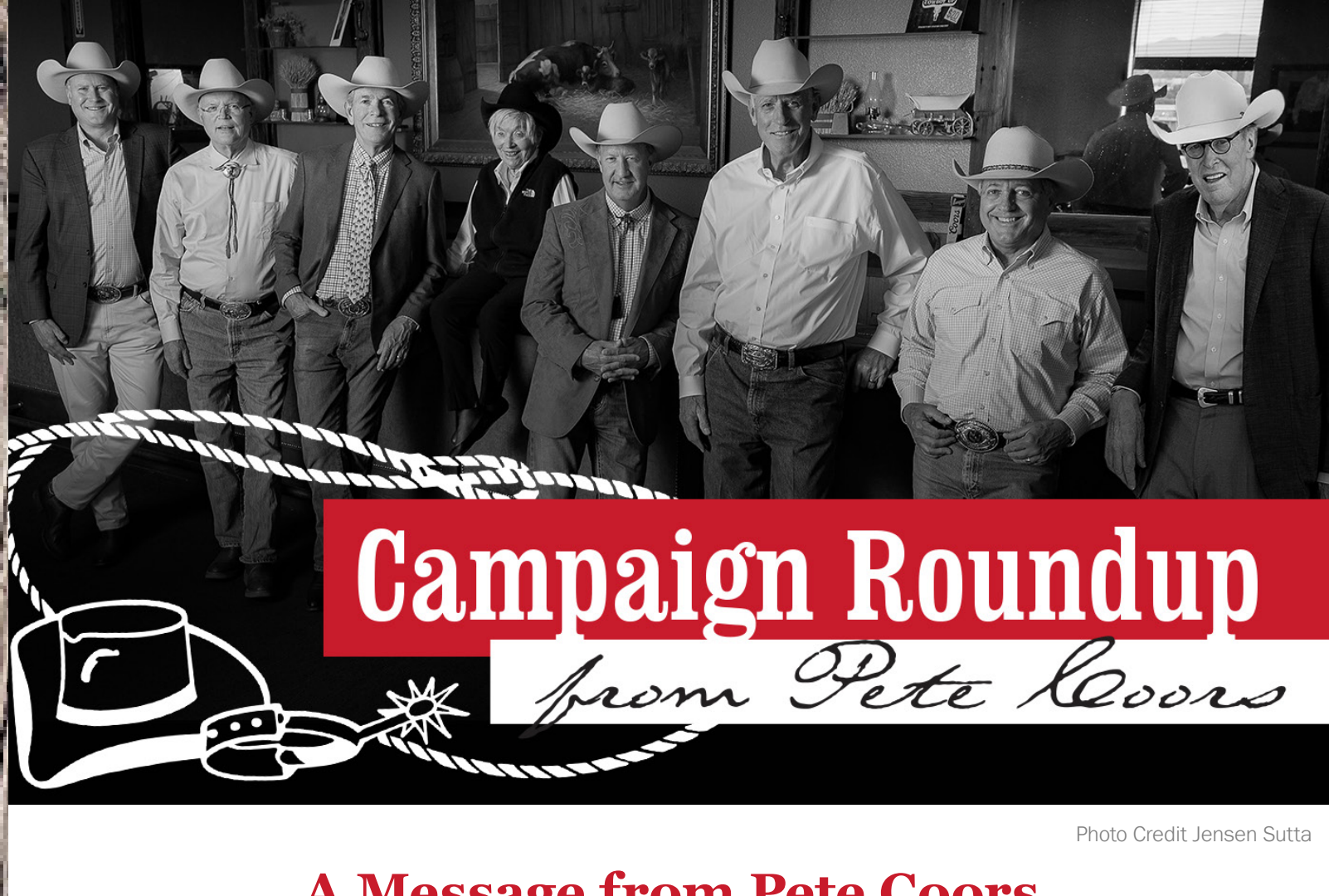




# HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Stock Show



## Campaign Roundup

from Pete Coors

Photo Credit Jensen Sutta

### A Message from Pete Coors

After a short breather following the Stock Show, we are back in the saddle on all fronts. The campaign is on the cusp of hitting \$120 million – an amount that would have seemed unfathomable when we started this effort seven years ago. What has felt like a dream for so many years is quickly manifesting in reality: Construction is well underway on the Sue Anschutz-Rodgers Livestock Center and the Legacy Building (see below), and these buildings will indeed be open for Stock Show 2026.

In addition, there has been some very solid progress on the Equestrian Center. The process took a big step forward recently with the selection of the design and construction firms. In addition – and what has me most excited – is that, along with the building of the Equestrian Center and parking structure, there is also consideration being given to building a hotel to be located near the Cille and Ron Williams Yards. The lead developer will be Fengate Capital Management. The lead contractor is Hensel Phelps, who will join forces with McWhinney Real Estate for hotel development and Sage Hospitality Group for hotel management. Perkins & Will is taking the lead on the design. Fengate will dig into work on the Center, garage, and hotel, with the intent of getting final approvals and shovels in the ground as early as 2025.

We're hard at work on the programming side of things, as well. We're starting to think about the Wold Heritage Center, the American Values Conference Center, the Katherine and J. Robert Wilson Art Gallery, the Boettcher Educational Exhibit, and more. We're picking stone for the fireplaces, designing bars and saloons (there are eight of them, so it's a lot of work), and working on our donor signage for all our areas.



Doug Jones, chairman of the Western Stock Show Association Board of Directors

I dare say that, while there are teams and teams of people working on all of these projects – and doing great work – we would not be where we are today without our leader, Doug Jones, chairman of the Western Stock Show Association Board of Directors.

A disclaimer: Doug's one of my most cherished friends. But even if he weren't, I would still be in awe of his service to this organization. While many of us aspire to abide by the adage of giving our time, treasure, and talent, Doug lives and breathes it every day.

His involvement with the Stock Show goes back more than 30 years, to when he started as a volunteer. He joined the Board in 2001 and became chairman in 2019. In addition, he serves as a Vice Chair to our capital campaign and a trusted advisor to us all. To many of us, he is the "voice of the West." You would be hard pressed to find anyone who talked more passionately about Western values, culture, art, heritage, work ethic, or the Stock Show.

Our entire city and its not-for-profit landscape have benefitted from his leadership through the years. He has been involved with the Denver Area Boy Scouts, Denver Botanical Gardens, Rose Community Foundation, St. Joseph's Hospital Foundation, and the Denver Police Foundation. He was chairman of the Board of Governors for Colorado State University and the Denver Metro Chamber of Commerce. In fact, when he was involved with the Chamber, he envisioned an event to bring the business community together with the Stock Show community, thus creating the still wildly popular Boots 'n Business event, which kicks off the Stock Show each year.

When our new world headquarters opens in 2026, you will be able to gather around the Nancy and Doug Jones Family fireplace on the first floor, or perhaps sit on a bench marked "Leadership" around the Armed Forces Memorial – also in Doug's name.

He would be the first to quote our friend Pat Grant about standing on the shoulders of giants, and I agree wholeheartedly. But I also believe that, when the next phase of the National Western Stock Show's history is written, Doug's name will be among those of the giants who preceded him. So Doug, for all you have done and for all you are doing to get us ready and launched into our new era, I say thank you – on behalf of our campaign, the board, and our entire membership. We would not be here without you!



Talk about dedication – and patience: Last year, our celebration for hitting \$100 million fell on Doug and Nancy's anniversary, so they celebrated with us. Can we also give a huge shout out and thank-you to Nancy, too!



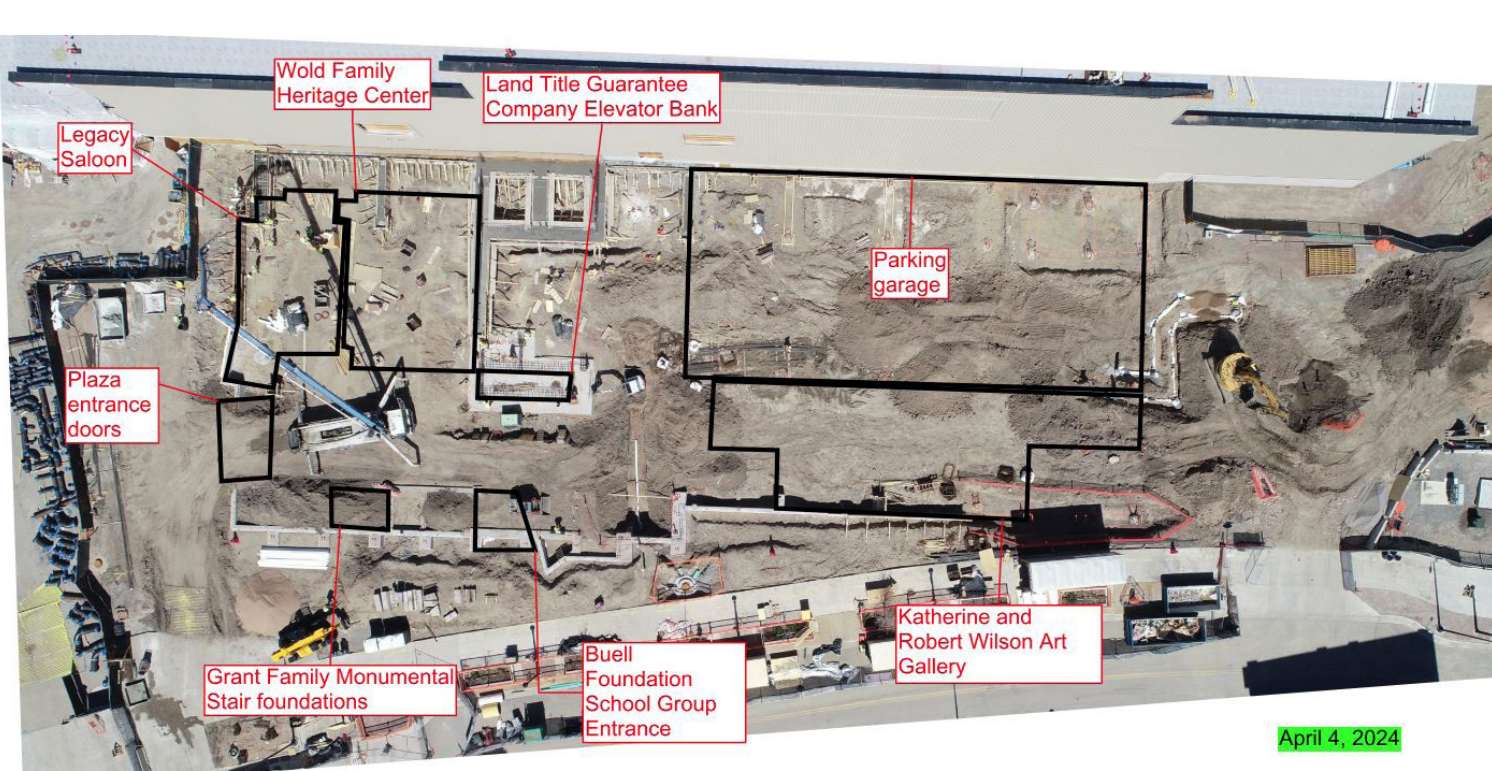
Left to right: Ron Williams, Doug Jones, and Pat Grant with the 1999 Grand Champion Wether.

## CONSTRUCTION Update

You are probably getting sick of hearing me say WOW in relationship to the Sue Anschutz-Rodgers Livestock Center, but I can't help it! Every week it gets that much closer to being completed, and as of now, all areas are clearly defined.

Our Legacy Building is now taking some real shape, as well. Saunders Construction and the team continues to make great progress, and the 2026 opening is not far off. They are working on the last of the deep utilities, and the foundations on the western half of building are complete as they work their way east. The masons are scheduled to arrive next week, and that will be a huge milestone as we start to go vertical. Saunders is working on the crane delivery and setup plan in preparation for steel structure arrival in June.

View the latest drone footage [here](#).



### Stock Show Videos

This month I am pleased to share two videos with you. As you may recall, Mo Brings Plenty spent a few days with us at this past Stock Show. As an actor, Mo is best known for his self-titled role as Chief Thomas Rainwater's enforcer on the Taylor Sheridan series "Yellowstone."

The main reason for his visit was to be the keynote speaker at our annual Colorado Concern and campaign luncheon that we bill as an event where "the Code of the West meets business." Mo did a terrific job, and we thought you would enjoy his talk. The second video is one that Doug conducted with Mo during a Stock Show tour. Incidentally, a group of us just spent this past weekend in Oklahoma City at the annual Heritage Awards at the National Cowboy & Western Heritage Museum. Mo was honored with a new award called the New Horizons Award. We were pleased to be on hand to honor our friend.



## SAVE THE DATE

Donors, mark your calendars for our annual Donor Appreciation Event

**TUESDAY,  
AUGUST 20**

### For questions about the campaign or making a gift, please contact

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Stay in touch with us on social media:



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