



Photo Credit Tommy Collier

GIFT ANNOUNCEMENT

Legacy Building's National Western Club Floor named for McNicholas Family



Photo Credit Jenny Marvin

As you by now probably know, the [Legacy Building](#) will be the new world headquarters for the National Western Stock Show. While every floor will serve a vital role, none will be more remarkable than the fourth. I'm delighted to announce that the Legacy Building's fourth floor will forever be known as the McNicholas Family Floor, in honor of a remarkable Colorado family that has fed millions of National Western guests over the years – myself included, many times over.

In 1971, Kevin and Mary McNicholas started what's now known as KM Concessions and Service Systems Associates ([SSA](#)) though a handshake agreement to provide programs, souvenirs, and catering at Denver's Mile High Stadium. That same year, they launched their longstanding partnership with National Western. We've been together ever since. These days, the company Kevin and Mary launched works with more than 60 zoos, aquariums, museums, and attractions all over the country, serving 25 million visitors each year.

Kevin and Mary have passed the torch, but it's still a family business: their son Sean leads the company as CEO and family member Chris serves as general counsel. The McNicholas family's wonderful contribution to our campaign is just one more way they have shown their dedication to National Western over the past half century. Another major – and ongoing – contribution: KM/SSA has donated all food, service, rentals, flowers, and music to every Honoring the Legacy campaign event we've done here at National Western. Their sustained commitment to our cause has saved the campaign tens of thousands of dollars that instead can go into the [four new facilities](#) we're building at the heart of the new National Western Center. We can't thank them enough for what they're doing for us and the future of National Western.

As to what motivates them to do so much to make the National Western Center a reality, Sean put it this way: "National Western has been a pillar in the Colorado community for over 100 years. We couldn't be more proud to support an organization that empowers our agriculture and livestock sector and embodies the spirit of the West through scholarships, education, entertainment and community."

The McNicholas Family Floor will be a permanent, prominent manifestation of that pride. The National Western Club and the entire top floor of the Legacy Building will be a showplace – it really is the pinnacle, both literally and figuratively, to the Legacy Building.

With more than 25,000 square feet and sweeping views, The McNicholas Family Floor will be home to the National Western Club, the Fred and Coleen Orr Western Lounge, the Pete and Marilyn Coors Family Western Terrace, and the Carla and Pat Grant Executive Dining Room. There will be fireplaces named for the Honnen and Searle families; fire pits funded by the Rice/O'Leary family, R. Stanton Dodge, and the Boswell Family; and bars named for the Thiry/O'Leary family, Chris Dinsdale, and yours truly – not to forget the South Terrace, which is also named for the Thiry/O'Leary Family. As long as we're naming names: you'll be able to walk up to it all via the Grant Family Monumental Staircase. The McNicholas Family Floor also will be home to our [legacy bricks](#) as well as our [branding walls](#), and it's where you'll find our "[Families of the West](#)" prominently displayed, too.

Sincere thanks to the McNicholas Family for their dedication and support. We're looking forward to millions of meals to come.





TOTAL GOAL: \$100MM

\$75MM

RAISED AS OF 12.31.19: \$63MM



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NEW DONORS

For questions about the campaign or making a gift, please contact
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For news, updates and more on the Honoring the Legacy campaign for the National Western, visit

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