



## HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center

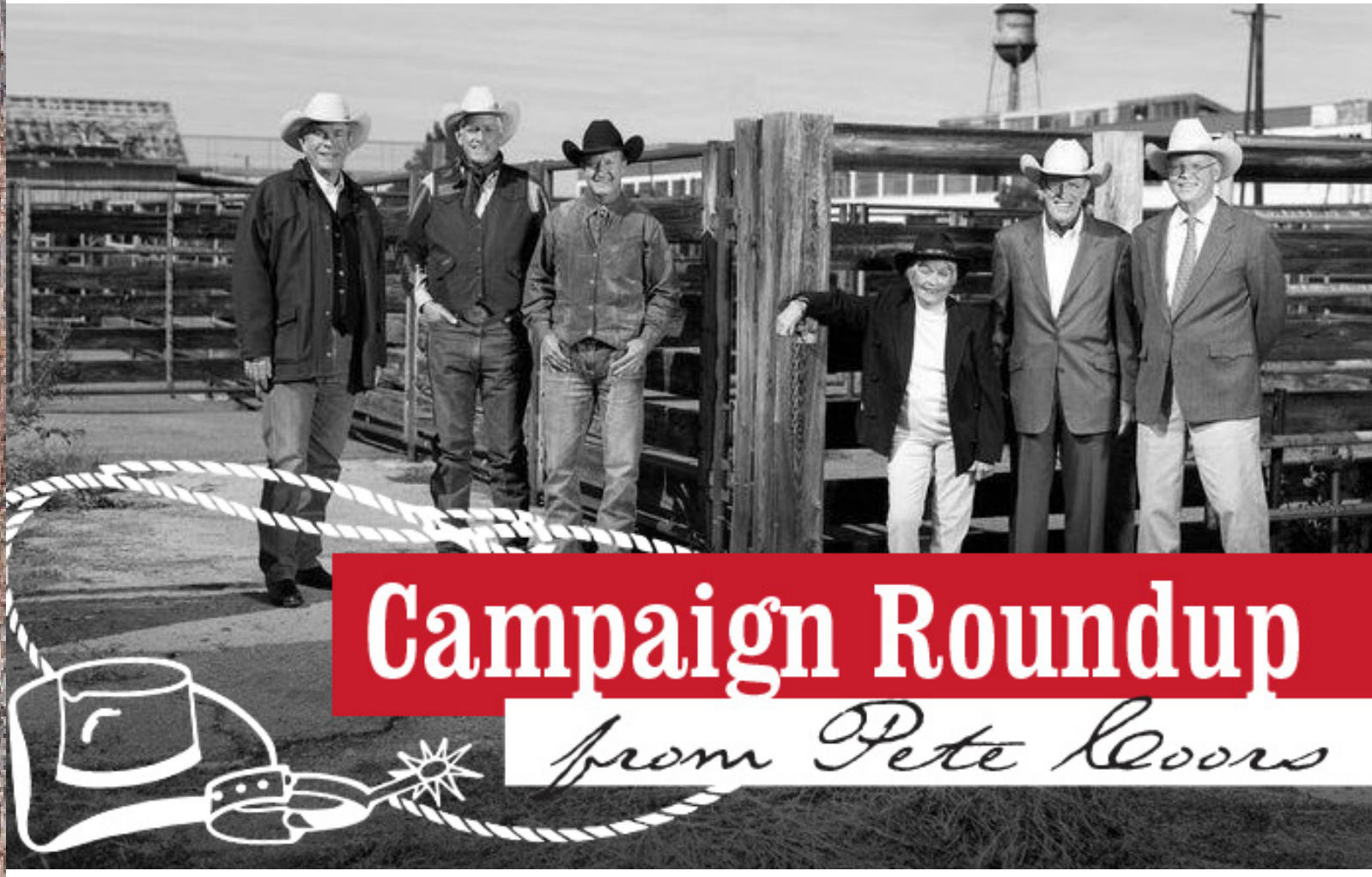


Photo Credit Tommy Collier

### Personal Message from Pete

The redeveloped National Western Center campus is about creating a home befitting of the incomparable National Western Stock Show. It's about bringing major new Colorado State University facilities and exciting research and education programs related to water and agriculture to Denver. It's about cleaning up and creating usable, walkable green space along a South Platte River that's riven with concrete and rail lines today. It's about reconnecting the Globeville and Elyria Swansea neighborhoods. It's about an economic engine that hums 12 months a year.

The National Western Center is, in short, about much more than 16 days in January.

For decades, the National Western Complex has been mostly about the famed event it's hosted each winter since 1906. That's going to change as the extraordinary redevelopment we're supporting through this campaign takes shape.

The National Western Stock Show will remain the cultural and economic cornerstone it is today and has been for more than a century. But the National Western Center is going to be much more than just the Stock Show's new home. We're so used to driving past the graying complex on Interstate 70 that it's hard to imagine just how big a difference the center is going to make for Denver and the West. While honoring the history and culture of the site, the new National Western Center campus will provide a new and expanded experience. These facilities and the grounds they occupy are going to be incredibly inviting. Check out this [flythrough video](#) to see what I mean. It's going to be the kind of place that people want to spend time--and not just during the Stock Show, but year-round.



The vision behind the National Western Center redevelopment is to turn this underused, shopworn asset just a stone's throw from the skyscrapers of downtown Denver into a gorgeous cluster of facilities featuring events, agricultural and water-related research, and educational opportunities throughout the year.

Those events may include major horse and livestock shows (the new Center can accommodate many more horses and riders and 30 percent more livestock), seminars, meetings, athletic events, farmers' markets, and concerts--as well as bigger and better versions of the sorts of expos and shows that happen during the off months at the complex today.

Taken together, this all should add up to some 300 additional events a year and nearly a million additional visitors, helping drive more than a doubling of economic impact, from today's roughly \$100 million to an estimated \$230 million.

The terms "transformation" and "re-envisioning" may seem like marketing-speak, but there's no risk of hyperbole when applying them to this redevelopment. It's a truly transformational re-envisioning of the National Western Complex into a regional centerpiece. The National Western Center will truly be about much more than 16 days in January.



### DANIELS FUND

This month we are pleased to highlight the Daniels Fund, which donated \$500,000 to the campaign to help fund the new [Sue Anschutz-Rodgers Livestock Center](#). The Daniels Fund, established by cable television pioneer Bill Daniels, is a private charitable foundation dedicated to making life better for the people of Colorado, New Mexico, Utah, and Wyoming through its grants program, scholarship program, and ethics initiative.

"Bill Daniels was a proud supporter of Denver as a world-class city and destination. The National Western Center will be a great driver of education, tourism, and economic development for our city," said Linda Childears, president & CEO of the Daniels Fund. "We are pleased to provide funding for the Sue Anschutz-Rodgers Livestock Center and excited about the opportunities it will provide for youth to learn about careers in agriculture and build character through amateur sporting competitions."

We are so very appreciative of the Daniels Fund, and especially to Linda and the entire board, for their support and faith in our work.



### Campaign Update and The NEXT 100

To date, we have gifts and pledges of more than \$50MM. As I mentioned last month, I have set a goal of getting to 200 donors by June 30, but I can only do that if all of you help! We've gotten 166 donors so far -- thanks to you all! -- leaving us just 34 short of our goal.

Please consider being a part of the "NEXT 100," as I am calling this group who will get us to that mark. You can go online and make your gift [here](#); you can send a check or credit card payment to the address found at the bottom of this newsletter; you can meet with me, any of the Vice Chairs, or Capital Campaign Committee members (you can find a complete list of members [here](#)); or you can call campaign director Angela Lieurance at 303-919-5214 and she will be happy to help you.

**A gift of any amount will get you invited to an end-of-summer happy hour I'll be hosting.**

### Stock Show 2019 Highlight Video

Hope you enjoyed last month's videos of Pat Grant and me as well as of Doug Jones and Barth Whitham. If you missed them, you can always catch up over on our [YouTube channel](#). This month's video features [Sharon Magness Blake](#), a longtime supporter and exhibitor at the Stock Show and member of the Capital Campaign Committee. You may also be familiar with Sharon and husband Ernie Blake from their presence -- with their horse Thunder -- at Denver Broncos home games.



### To be one of the NEXT 100, send your gift to:

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Denver CO 80216

For news, updates and more on the Honoring the Legacy campaign for the National Western, visit

[honoringthelegacycampaign.com](https://honoringthelegacycampaign.com)