

a campaign for the National Western Stock Show

# Campaign Roundup from Pete Coors

Photo Credit Jensen Sutta

### **A Message from Pete Coors**

Summer is typically a little slower for the campaign than the rest of the year. But not this year! We are just 507 days away from the opening day of our new world headquarters and the Sue Anschutz-Rodgers Livestock Center. And let me tell you: The pace of our work has increased dramatically!

First, I am pleased to let you know that we are officially over the \$120MM mark! It's taken us a bit of time to reach this milestone, but that doesn't make it any less sweet. We look forward to celebrating with ALL DONORS on September 24, so watch your email for that invitation and please RSVP. If you want to come to a great party, but you're not a donor yet, there's still time! Just <u>click here</u> to be taken to our donor opportunities. I should note that, if any of our corporate friends want to be a part of the Companies of the West program, **there are only THREE spots remaining at \$100,000**, so <u>click here</u> and snap one of the last ones up!

As I mentioned in last month's Roundup, we also have five task forces looking at several key areas to get us ready for 2026: Livestock, Legacy, Strategy, Membership, Marketing and Communications, and our relationship with the National Western Center.

The more we work with the Legacy Task Force, the deeper we fall in love with the building, all it represents, and the opportunities it will bring to us. We were talking about this very subject at a dinner with the Vice Chairs two weeks ago. I had been knocking around the idea of calling this remarkable creation something different, something a little more impressive than just a "building." That generic term may be fine during the planning and construction phases, but we all agreed the National Western's new world headquarters and so much more needed and deserved something grander and more distinguished.

So, with a figurative drumroll please...allow me to introduce you to: THE LEGACY.



As you see from the rendering, these two simple words will grace the front of the marquee sign. We are also working to create a stand-alone mark, which you will see on everything in the building from napkins to T-shirts. It's a space so special, we think it deserves its own emblem – one that we think will become as iconic as the National Western itself.

I can hear it now: "Meet me at The Legacy." And let me tell you, come January 2026, you will know where to find me every day!

The Legacy Task Force is focused on putting a lot of the puzzle pieces together to make this building operate seamlessly on all fronts. We are charged with trying to find the right balance between mission vs. margin, meaning how much programming can we do that is related to our mission – i.e., education, agriculture, Western art, heritage, and culture – and how much we need to be focused on renting spaces throughout the building to third parties for events and functions.

We can – and must – do both mission and margin, and luckily, we have some great volunteers on the committee who are helping us sort through all of this. So, stay tuned, because before you know it, you can be booking your 2026 weddings, birthday parties, holiday and Christmas celebrations, conferences, and board meetings all at The Legacy.

In the coming months, we will be sharing some additional information on the spaces we can program and rent – and we'll be looking for input from all of you on what you'd like to see happening at The Legacy.



## CONSTRUCTION //pdate

This month's photo and <u>drone video</u> give you a terrific sense of the process – as well as the scope – of The Legacy and the Sue Anschutz-Rodgers Livestock Center.

You can see that the western half of the steel structure is nearly complete on The Legacy. The Grant Family Monumental Staircase framework is in place from Level 1 to 2, and we are anticipating additional sections to begin arriving next week. You can see the terrace-level steel work. Everything is on track for the next crane move to start placing the eastern steel and the final beam next month.

These facilities continue to amaze me. They are massive structures, especially the new Livestock Center. But as impressive as they are, I constantly remind everyone that what's really going to be remarkable are the people who come through them and the work that goes on inside.

Case in point, we hosted a group of leaders from various breed associations last week, and they got to see their new home up close and personal. They were impressed not only with the Livestock Center's size and scope, but also with the attention to detail being paid to every aspect of this marvelous facility.



### **Stock Show Video**

This month, we hope you will enjoy meeting <u>Tami and Luke</u> <u>Arnold from LMT Cattle</u>. She raises miniature Herefords, which are a real favorite of ours!



#### 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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