



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Stock Show



Campaign Roundup

from Pete Koors

Photo Credit Jensen Sutta

HATS OFF

— TO HITTING —



\$100MM

Six and a half years ago, we launched this campaign with the belief that business and agricultural leaders, ranchers, and the community at large would dig deep to support a new home for the National Western.

We now have 100 million reasons to celebrate the accuracy of that hunch.

That's right: I am thrilled to report that, thanks to the incredible generosity of a big, diverse group of Westerners united by a conviction that the National Western is an institution worth preserving for future generations, we've topped \$100 million in gifts and pledges.

Hundreds of gifts large and small are already contributing to the creation of [four core facilities](#) at the heart of the nearly billion-dollar National Western Center redevelopment now well underway.

As you know – and probably have already experienced – [The Cille and Ron Williams Yards](#) with its centerpiece HW Hutchison Family Stockyards Event Center opened for business for the 2022 National Western Stock Show. The [Sue Anschutz-Rodgers Livestock Center](#) and the adjacent [Legacy Building](#) – the new headquarters for the National Western, including expansive conference and exhibit spaces, a permanent gallery for the National Western's Art collection, the Wold Family Heritage Center showcasing Western history, and much more – broke ground on Jan. 6. The [Equestrian Center](#), to be one of the nation's premier facilities for horse shows and events, is now in the advanced planning stages.

But even as construction rolls ahead, our fundraising work isn't done.

The remarkable \$100-million milestone aside, this capital campaign – the first in the long history of the National Western – continues. Pandemic-related delays and escalating costs have raised the price tag of these core facilities, and so we will carry on to raise the funds needed to realize the National Western Center's vision – a vision shared by the citizens of the City and County of Denver who [supported Ballot Measure 2C](#) in 2015, the people of Colorado, and those across the West.

This campaign is ultimately about advancing the core National Western mission of educating and raising an increasingly urbanized West's awareness about the importance of Western values, art, and culture in our region's history. Just as importantly, it's about teaching people of all walks of life about the vital roles ranching and farming play – and will continue to play – now and in the future.

Your truly unbelievable support is also an investment in the region that will pay off handsomely in the years and decades to come. We're creating a year-round cultural fixture and a portfolio of state-of-the-art venues capable of hosting a vast assortment of events, some of which would otherwise never take place in this state. The National Western Center will be an economic engine that powers the local and regional economy year-round in ways the National Western Center never could.

Thanks to you, this campaign has been enormously successful. Reaching our initial fundraising goal of \$100 million represents a historic accomplishment by any measure. But we signed up to support the creation of the National Western's new home for the next century, and we're all-in on seeing that commitment through. Our hunch – and our sincere hope – is that you'll be right there with us.

Thank you again for your unwavering support for the National Western, and your commitment to Western values, heritage, art, and culture!

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

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