



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

A Message from Pete Coors

On the heels of Major League Baseball's All-Star Game here in Denver, the National Western Stock Show has been thrown an interesting curveball. My hope is that we hit it right out of the park.

It's good news – but we're going to need a lot of help to make it even better news. The story, as you may have heard or read, is that Denver is contemplating a \$400 million bond measure intended to reinvigorate the city post-pandemic. It's expected to create a whopping 40,000 jobs by the end of 2022. And most importantly, **it won't raise taxes**. Low interest rates make it a smart time to leverage the City and County's excellent credit rating to do some real good in the community and build for the future.

Part of that money – it'll take about \$200 million – would build a brand-new multiuse arena that would become home to the iconic rodeos of the National Western Stock Show and a whole lot more. That arena would replace the aging Denver Coliseum, and it would host hundreds of events each year in addition to the Stock Show's 29 rodeos – our biggest revenue generators. That's exactly the sort of economic boost that the bond issue is intended to ignite.

The bond issue isn't a done deal yet, and that's where you those of you who live in Denver can help. I'm asking you to reach out to your City Council representative in support of both the bond issue **and** the new multiuse arena. You can shoot Angela an email at alieurance@nationalwestern.com and she will send you some bullet points, as well as email addresses for your District's Council Member.

That arena will be a centerpiece of the National Western Center. Without it, as my friend and National Western President and CEO Paul Andrews described it, "the vision to become the 'Silicon Valley of Agriculture' and celebrate our Western heritage throughout the year would not be attained."

Word is that Denver City Council will vote on the issue in early August; please send a quick note in support ASAP! Angela stands ready to help you!

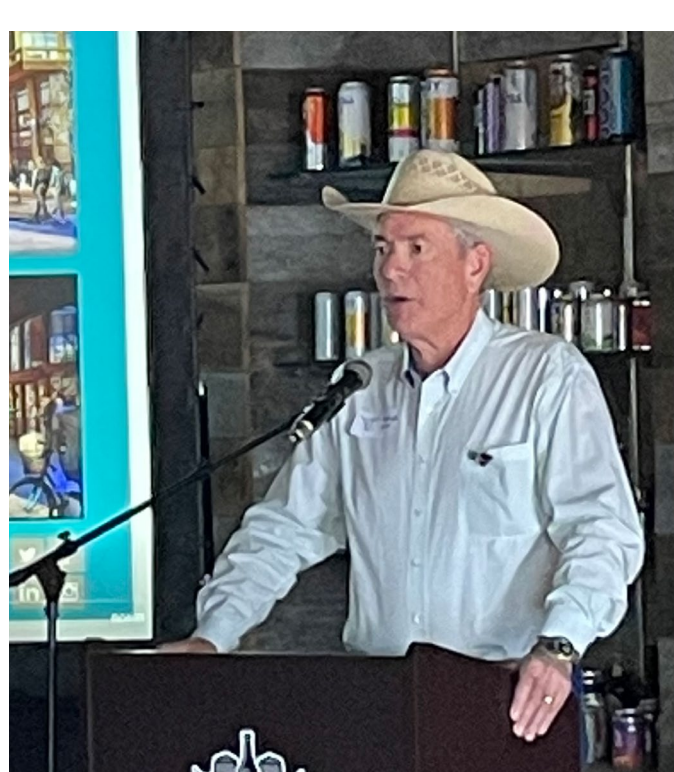
We're thrilled at the idea of Denver and its voters supporting a new multiuse arena to usher in a new era at the National Western and are backing it vocally. Vitally, the vision for the campus will not be compromised. But as you can imagine, we must remain nimble and ready to pivot when undertaking a nearly billion-dollar project, especially when a pandemic – and all its consequences – disrupts plans.

As ever, I remain deeply grateful for your continued support of the National Western Stock Show and all we are building. You have our commitment that we will not waver from seeing this project through. Our Western culture and heritage – not to mention the Stock Show – depend on it.

We'll have some exciting news coming your way in the coming months, so stay tuned!

We ♥ Amarillo

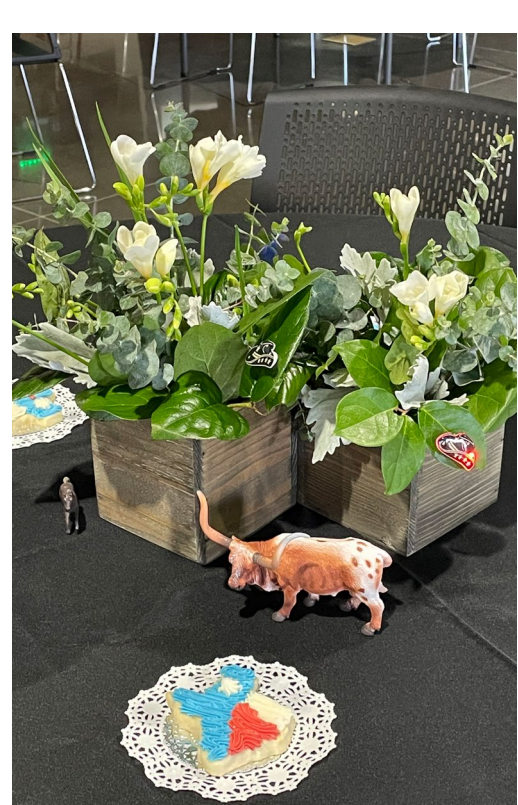
Late last month, a group of us had the opportunity to attend an event hosted in Amarillo, Texas by my good friend Vance Reed. We had a great time, and are deeply grateful for the support our friends in Texas are providing for the campaign. I thought you'd enjoy a few photos from our event!



WSSA Board Chairman and Campaign Vice Chair Doug Jones welcomes guests.



National Western Stock Show President and CEO Paul Andrews takes guests through a fly-through video of the new National Western Center site plan.



We were given a warm Texas Welcome.



We had a great time! From left to right: yours truly, Doug Jones, Angela Lieurance, Chloe Mercardante, Bruce Wagner, and Paul Andrews.



Video of the Month

Remember last January when we all had to make do with a Virtual Stock Show? Here's a bright spot from that time! Enjoy [this video](#) featuring Brittany Vogl, Kendall Noyes, Teagan Joseph, and Lauren Weaber, all of whom are part of the Youth Equestrian Programs at National Western.



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

Angela S. Lieurance
Director of the Capital Campaign
Western Stock Show Association
4655 Humboldt Street
Denver CO 80216
alieurance@nationalwestern.com
303-919-5214

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

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