



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

A Message from Pete Coors

By now, those of us in the metro-Denver area know that Ballot Measure 2E, which would have provided funding for a new multiuse arena as well as the rejuvenation of the Stadium Arena, did not pass. While we were disheartened with the outcome, we will keep marching forward!



Me and a few of the Vice Chairs at our retreat.
Photo credit: Chloe Mercardante

To that end, I recently hosted the Campaign Vice Chairs on a retreat. We did some deep diving into the work of the campaign. We are now five years in and, with fewer than 800 donors, have a lot of opportunity left. Our retreat agenda included a lengthy discussion about whether we think we can reach our initial campaign goal of \$100MM by January 31, 2022. After putting lots of pens to lots of paper, we have concluded YES – we think we can reach that lofty goal by the end of Stock Show. We are at nearly \$87.5MM today, and we know that getting to \$100MM will be a heavy lift. But we also know the magic that Stock Show brings, so we have decided to push ourselves – and all our friends – and see if we can get to that big number.

We also know that, because construction costs have gone up, we will need more than \$100MM to make the Legacy Building and our other new facilities a reality. You will see us out in force all 16 days of Stock Show – mostly in front of the National Western Club, but also at some of the equestrian events, lunches, and other events. Please plan to stop by the CAMPAIGN HEADQUARTERS in front of the Club and say hello and talk with me or one of the other Vice Chairs about how YOU can leave your legacy.

The day before Stock Show officially starts, we will be having a huge grand opening party for the Cille and Ron Williams Yards and HW Hutchison Family Stockyards Event Center. You should have received a Save the Date for our event, which will start at 4 p.m. on Friday, January 7. Invites will hit your inbox in December. I am so pleased to let you know we will be cutting the ribbon on nine different spaces that afternoon. That celebration will be followed by an all-American BBQ and a concert by country artist Jenny Tolman. We're planning some very special activities for the kids ages 5 and up, too, so parents can enjoy the concert while the kids enjoy everything from visits with live animals to checking out dinosaur bones to making their own ice cream!

We have sold all our naming rights in the Yards and Stockyards Event Center, which is a terrific milestone for our campaign. We look forward to celebrating with you and our donors in January.

With this arriving in your inboxes a week before Thanksgiving, I would be remiss if I did not tell you how grateful I am for all of you. You keep giving, showing up, supporting us, reading this, and reaching out. It makes us all very happy! Speaking of . . .



Photo Credit: Jared Wilson for Jensen Sutta Photography

The Happiest of Happy Hours

We have been wanting to do a thank-you event for our donors since early 2020, and on October 28, we were finally able to deliver. More than 150 donors gathered in the National Western Club for a campaign update from me, a status report on the project from Paul Andrews, and a report on 2022 Stock Show plans from Board Chairman Doug Jones. We even got a dose of inspiration from Pat Grant, who tirelessly led the fundraising for the ballot measure. Here are a few photos from the evening, but you can check out the entire gallery [here](#).



Video of the Month

[This month's video](#) is for the kids! Please enjoy an encore performance of renowned rodeo clown Justin Rumford leading a Stock Show-themed scavenger hunt!

Editor's Note: Mea Culpa

In the last issue, R. Stanton Dodge's name was inadvertently left off our Companies of the West Committee member list. We apologize for that error – especially with regard to someone as devoted to all things Stock Show as Stanton!

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

Stay in touch with us on social media:

Facebook | Instagram | YouTube

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

honoringthelegacycampaign.com