

Campaign Roundup

from Pete Coors

Photo Credit Jensen Sutta

A Message from Pete Coors

Momentum: It's a word you're going to hear from me a lot in the coming months. When the Vice Chairs and I were on retreat last month, we spent the bulk of our time discussing how to keep the campaign energized. How can we engage new people? How do we make sure all of our donors feel appreciated? How do we keep raising money? But most of all, how do we keep our momentum going?

We have been at this for seven years now. We have had more than 1,000 people make gifts. We have raised nearly \$108MM. But we need to do more so we can be more.

After deliberating, reflecting, and throwing ideas around during our retreat, we concluded there is a simple answer: Set a new goal and finish what we started back in 2016. We started strong, and we've stayed strong. Now we need to finish strong.

In the coming months, we are going to be rolling out our plans for just that: finishing strong. This month, I want to tell you all that we are officially setting a new campaign goal: \$150 million.



When we began the campaign, our goal was to raise \$50 million, which was our obligation to the City and County of Denver for the Stock Show's portion of the new buildings. That was in addition to donating our land, valued at \$75 million at the time. That \$50 million quickly morphed into \$100 million with the addition of our new world headquarters, the Legacy Building. Post-Covid, it became clear that the cost of that building was going to be far north of the original price tag, due in large part to increased materials and construction costs. It's now a \$90 million project, which took the campaign to \$140 million.

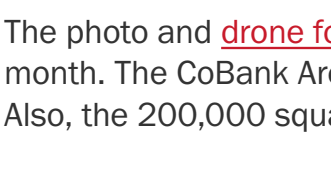
But then we started thinking more deeply about our future. Wouldn't it be great to establish endowments for some of our key areas? Think of it as money for our mission: education, art, programs like Catch-a-Calf. That's when the Vice Chairs and committee not only landed on, but approved with enthusiasm, a new goal of \$150 million.

It's a huge number. When completed, it will be one of the biggest campaign totals ever for a not-for-profit in the State of Colorado. But we're not doing it for bragging rights. We are doing this because we believe deeply in fortifying our Western heritage and values. We are doing it so that our mission of investing in future generations goes on in perpetuity.

When we started all those years ago, we thought \$100 million would be a heavy – nearly impossible – lift. But we reached that goal last January. And now, staring down the barrel of \$150 million, I remain as confident as ever that we will achieve this next goal. I have great help in the Vice Chairs and Committee, and together we'll achieve an even greater vision for all that we are building.

If you haven't joined us as a donor to the campaign, I hope you will – our future, and our legacy, depends on it!

In closing, let me express my gratitude to all who have donated and supported us through the years. I appreciate you more than you can imagine, and I hope you all have a healthy, happy Thanksgiving with those you love.



Stanton Dodge Named to the Western Stock Show Association's Board of Directors

Speaking of bragging rights, I am pleased to announce that one of my Vice Chairs, my friend Stanton Dodge, was [named to the Board of Directors](#) for the Western Stock Show Association. I could not be prouder or more delighted to have Stanton join us on the Board. Like so many of us, he will be doing double duty for the next few years as he continues to serve the campaign. Congrats, Stanton, and thanks for all you do for the National Western Stock Show!

Photo credit: Jensen Sutta

CONSTRUCTION Update

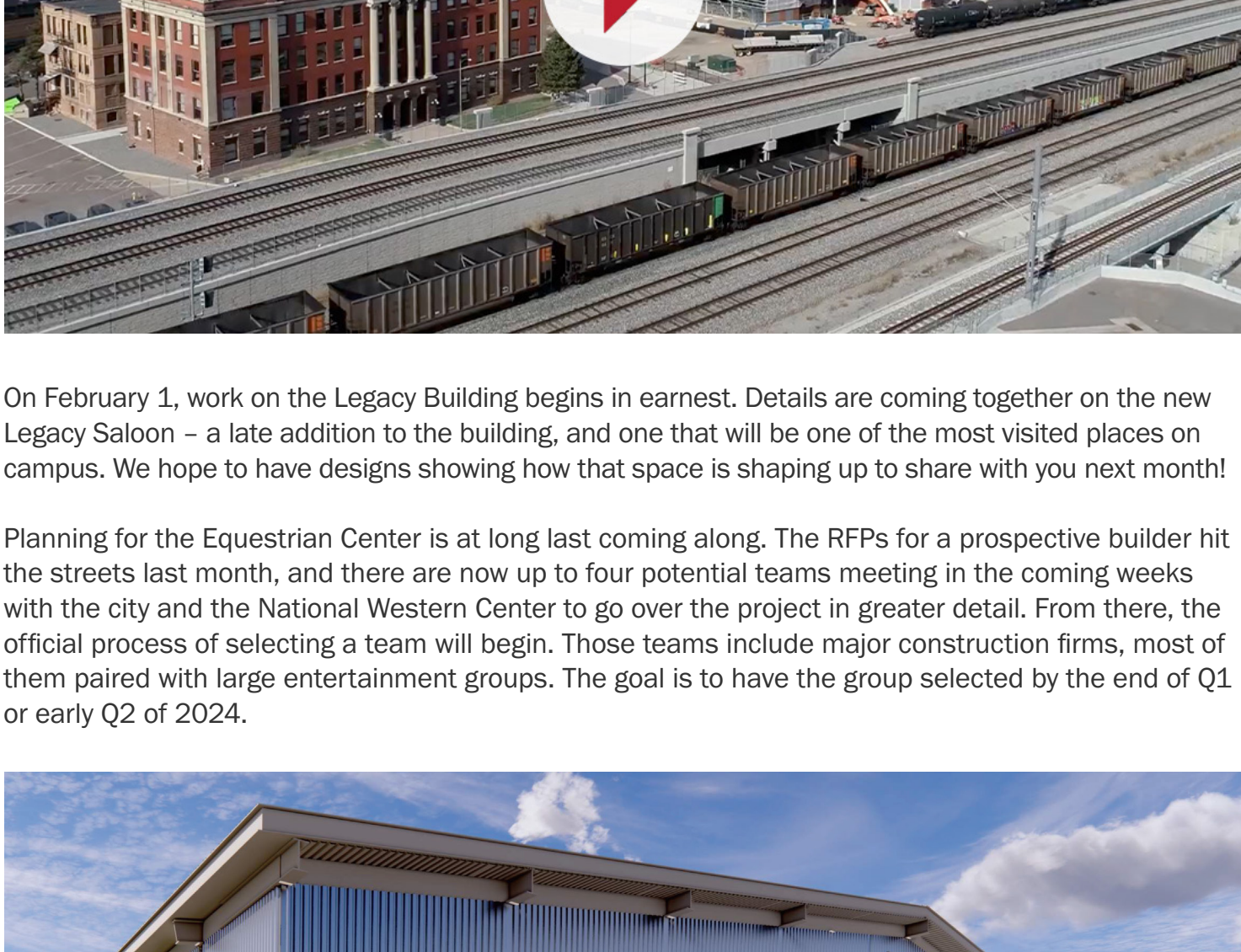


With the Sue Anschutz-Rodgers Livestock Center already well above ground, we have decided to update you on its progress in this and future Roundups.

The photo and [drone footage below](#) shows the remarkable progress we've made just in the last month. The CoBank Arena is clearly defined, as is the connection to the new National Western Club. Also, the 200,000 square feet of barns are starting to take shape.

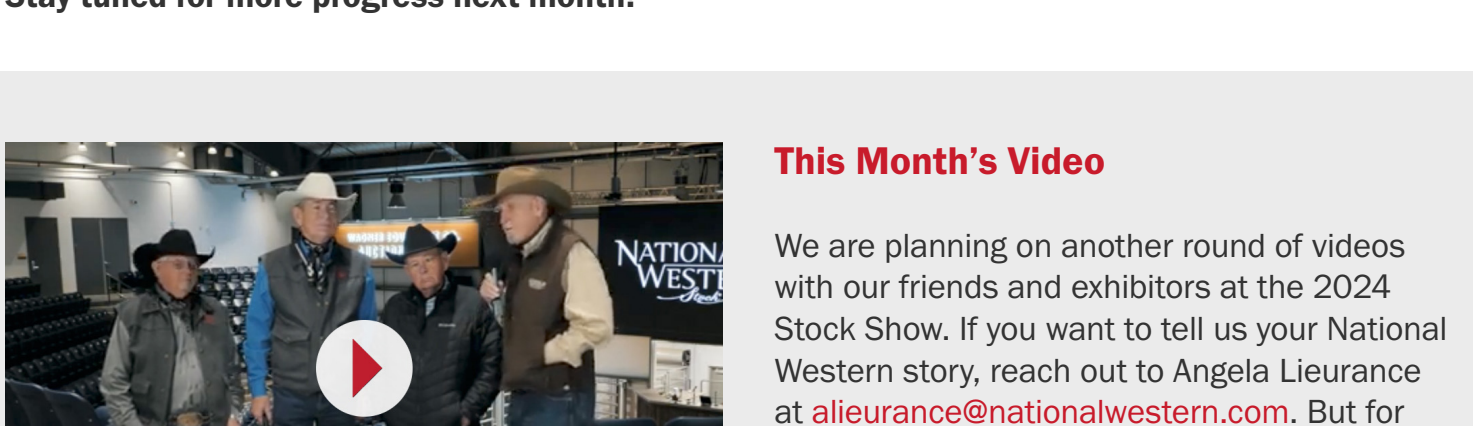


Progress as of November 6



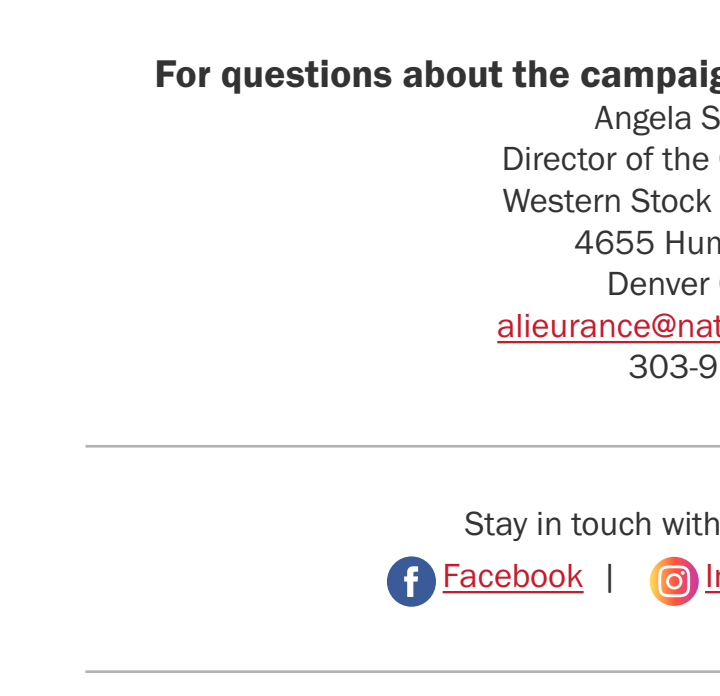
On February 1, work on the Legacy Building begins in earnest. Details are coming together on the new Legacy Saloon – a late addition to the building, and one that will be one of the most visited places on campus. We hope to have designs showing how that space is shaping up to share with you next month!

Planning for the Equestrian Center is at long last coming along. The RFPs for a prospective builder hit the streets last month, and there are now up to four potential teams meeting in the coming weeks with the city and the National Western Center to go over the project in greater detail. From there, the official process of selecting a team will begin. Those teams include major construction firms, most of them paired with large entertainment groups. The goal is to have the group selected by the end of Q1 or early Q2 of 2024.



Rendering courtesy of Populous Architects

Stay tuned for more progress next month!




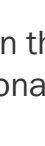

This Month's Video

We are planning on another round of videos with our friends and exhibitors at the 2024 Stock Show. If you want to tell us your National Western story, reach out to Angela Lieurance at alieurance@nationalwestern.com. But for now, we hope you will enjoy a visit with [Mike Hartman](#) of the Hartman Cattle Company at the 2023 Show! We'll see you all at the 118th Show, January 6-21, 2024.

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

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honoringthelegacycampaign.com