



MISSION: Convene the world at the National Western Center to lead, inspire, create, educate and entertain in pursuit of global food solutions.

VISION: Our vision is to be the global destination for agricultural heritage and innovation.

GUIDING PRINCIPLES:

- ▶ Integrate community and neighborhood
- ▶ Engage the river and nature
- ▶ Celebrate Western heritage
- ▶ Inspire health and wellness
- ▶ Build cultur(e)al crossroads
- ▶ Break trail and foster innovation
- ▶ Create fun and entertaining experiences
- ▶ Grow local, regional and global intelligence or education
- ▶ Embrace an ethic of regeneration

HOW THE NATIONAL WESTERN CENTER WAS BORN

The National Western Center is a new kind of destination that is emerging at the longtime site of the National Western Stock Show in north Denver.

The idea for the National Western Center was born in the early 2000s when the National Western Stock Show was at a crossroads. A mainstay of Colorado's booming livestock industry since 1906, the Stock Show was more popular than ever. Yet the site and its facilities had declined so much over time that the complex had become structurally and technically obsolete, forcing the Stock Show to pursue alternative locations outside Denver. Faced with the potential loss of the more than century-old, iconic Colorado event, Mayor Michael B. Hancock assembled a working group to explore ways to keep the Stock Show in Denver. Soon after, the city, CSU, the Stock Show, the Denver Museum of Nature and Science, and History Colorado agreed to cooperate in planning the redevelopment of the National Western Complex.

In 2015, City Council adopted a master plan for the National Western Center that envisioned the campus as a year-round, global destination for agricultural heritage and innovation. That same year, voters overwhelmingly approved a ballot measure that would fund the majority of the redevelopment of the campus through a lodger's tax.

Planning continued for all aspects of the site, and in 2018 the city of Denver began construction on the first phase of the campus.

There will be something for everyone at the new National Western Center. It will be a place where a child can cultivate her curiosity about where food comes from. Where a Colorado rancher can connect with other global ag innovators, to exchange ideas for weathering the industry's storms. Where neighbors can shop for fresh produce at a public market, and buy local foods made at an on-site commissary kitchen. Where families can enjoy a night of music on a grassy South Platte River bend.

We invite anyone who's passionate about the future of food, ag innovation, entertainment, or western heritage to learn more, and join us as we bring the National Western Center to life.

CAMPUS PARTNERS





NOW OPEN:

THE STOCKYARDS EVENT CENTER

Ideal for lectures, seminars, small conventions, corporate events, expos, e-sports, live music and other performances, the facility is the newest of its kind in the Denver metro area. With an outdoor plaza, ample parking, and views of the Rocky Mountains and the Denver skyline, the venue is right at home at the National Western Center.

THE YARDS

The new, flexible, hardscaped Yards allow for events all year round, including concerts and festivals, large equipment trade shows, sporting events and drive-in movies. They feature removable pens for livestock shows, as well access to power and water throughout.

- ▶ 14-acre flexible hardscaped space
- ▶ Abundance of power and potable water distributed throughout the area, generally every 150 ft
- ▶ Parking capacity up to 1500 spaces and options for additional spaces
- ▶ Vast clear/unobstructed spaces

CSU SPUR

The educational anchor of the National Western Center, CSU Spur is a three-building campus (Vida, Hydro and Terra) that brings learning to life around important global topics of food, water, and health.

Using the resources of the System's three campuses - CSU in Fort Collins, CSU Pueblo, and CSU Global - CSU Spur welcomes the everyday learner to dig into hands-on experiences and watch science on-display.

CSU Spur will tackle the biggest issues of our time and welcome visitors to watch it happen inspiring the next generation to consider related career fields, and spurring all visitors to action.

SOUTH PLATTE RIVERFRONT

For the first time in generations, the South Platte River's edge is becoming an amenity and a destination. Adjacent to the National Western Center Campus, the riverfront is an open space ideal for small community events, recreation, relaxation and more.

CENTRAL UTILITY PLANT

The National Western Center campus uses both sewer-heat recovery and a district energy approach to heat and cool its buildings.



Avoids emitting 2,600 metric tons of CO2 per year - equivalent of eliminating 6.6 million vehicle passenger miles driven in Denver annually.

Used water that goes down our drains is captured through a heat recovery system that captures the warmth of wastewater and transfers it to a clean water distribution pipe that enters individual buildings to heat or cool them.



NEW CONNECTIONS:

- ▶ 51st Ave. Bridge to Washington St.
- ▶ Brighton Boulevard upgrades
- ▶ RTD N Line station

COMING SOON:

- ▶ Livestock Center
- ▶ Equestrian Center
- ▶ National Western Stock Show's Legacy Building
- ▶ Pedestrian Bridge connecting RTD's N Line
- ▶ 48th Ave. Bridge connecting Bettie Cram Drive to Washington St.