

PROCLAMATION



City and County of Denver

Proclamation No. 15-0016

In support of the City and County of Denver's Regional Tourism Act application for the National Western Center Campus Project

WHEREAS, the Colorado Regional Tourism Act, Part 3 of Article 46, Title 24, C.R.S. (the "RTA"), was created by the State Legislature in 2009 as a sales tax increment financing strategy to fund large-scale tourism projects; and

WHEREAS, the City & County of Denver has recognized the unavoidable need to change the current National Western Complex and Denver Coliseum sites and facilities to chart a new course to meet the needs through public and private investment that creates a premier set of amenities for the City for the next 100 years; and

WHEREAS, in January of 2015, the National Western Stock Show celebrated 109 years of hosting Colorado's most important agricultural convention, tourism, and western heritage events at the National Western Complex and recording its second highest attendance on record of 682,539 visitors; and

WHEREAS, agricultural enthusiasts, cowboys, cowgirls, farmers and ranchers from around the globe gather at the National Western Complex (NWC) to share stories, conduct business and honor the spirit of the American West, representing an agricultural sector that generates upwards of \$40 billion in economic impact for the State of Colorado and is responsible for more than 170,000 jobs; and

WHEREAS, the City & County of Denver has partnered with the Western Stock Show Association, Colorado State University, the Denver Museum of Nature and Science, and History Colorado in a collaborative effort to re-invent the National Western Complex and Denver Coliseum sites under one coordinated vision as part of retaining and increasing tourism and convention opportunities for the Metropolitan Denver Area and the State of Colorado; and

WHEREAS, the National Western Center represents a bold, visionary transformation of the National Western Complex and Denver Coliseum into a must-see tourist destination and regional asset that will enhance these historic landmarks through creative year-round activities; and

WHEREAS, with a combined 130 acres of initial land for redevelopment, the National Western Center will support Colorado's global standing as a world-class hub for the Western way of life by celebrating the pioneering spirit, vision, and promise of the West through year-round experiential lifelong learning, the arts, entertainment, competition, commerce, research, innovation and tourism; and

WHEREAS, the transformation of the National Western Complex and Denver Coliseum into the National Western Center Campus shall significantly support the implementation of the Globeville, Elyria and Swansea neighborhood plans and help to celebrate the cultural history of these communities; and

WHEREAS, the economic effects of redeveloping the National Western site will extend well beyond the boundaries of the City & County of Denver to benefit the many surrounding metropolitan areas; and

WHEREAS, the Colorado Regional Tourism Act (RTA) authorizes only local governments to apply for the funding; the City & County of Denver intends on submitting an application to the Colorado Economic Development Commission for the National Western Center as a Regional Tourism Project, as defined in the RTA.

NOW THEREFORE,

BE IT PROCLAIMED BY THE COUNCIL OF THE CITY AND COUNTY OF DENVER:

Section 1. The Denver City Council recognizes the extraordinary and unique nature of the National Western Center and how significantly this investment in these assets contributes into the State's economic development and workforce development opportunities.

Section 2. The Denver City Council applauds all the work and planning that has been done by its many partners in the past several years and honors the guiding principles in the National Western Center Master Plan that will focus on community and neighborhood integration, engaging the river and nature, celebrate Western Heritage, promote health and wellness, and create fun and entertaining experiences to make the National Western Stock Show the world's premier center for America's western heritage.

Section 3. The Denver City Council supports Denver's application for the Regional Tourism Act (RTA) funding for the National Western Center Project as a testament to the significant benefit both economic and cultural that this project brings to the historically underserved communities of Globeville, Elyria and Swansea, to Denver, and the State of Colorado.

Section 4. That the Clerk of the City and County of Denver shall attest and affix the seal of the City and County of Denver to this proclamation and that copies be transmitted to Mayor Michael B. Hancock; Paul Andrews, President & CEO, National Western Stock Show; and Kelly Leid, Executive Director, North Denver Cornerstone Collaborative.

PASSED BY THE COUNCIL February 2, 2015

PRESIDENT