

PROCLAMATION



City and County of Denver
Proclamation No. 11-0018

Welcoming the 105th National Western Stock Show, Rodeo and Horse Show to Denver

WHEREAS, the annual National Western Stock Show, Rodeo and Horse Show rode into town with a parade on January 6, opened for the 105th time on January 8 and continues through January 23, 2011; and

WHEREAS, one of the critical missions of the National Western is to educate urban and suburban dwellers about the importance of understanding and preserving our western heritage, providing city kids a hands-on experience with farm animals large and small and illuminates their connection to and the importance of agriculture; and

WHEREAS, the National Western provides ranchers and farmers an opportunity to share the latest information on livestock, including scientific and genetic research, which benefits agriculture, and therefore every person, worldwide; and

WHEREAS, the inaugural National Western was January 1906, attracting 15,000 visitors over six days, and the Grand Champion steer sold for 33 cents per pound; and now the event annually attracts over 700,000 visitors from all 50 states and 40 foreign countries, and the Grand Champion sells for about \$60 per pound, or \$75,000; and

WHEREAS, the most recent economic impact study suggests the National Western contributes approximately \$100 million to the Denver economy; and

WHEREAS, activities during the 2-week event include Wild West shows, horse shows, dancing horses, super dogs, myriad types of livestock, an art exhibition, and Colorado's largest trade show.

NOW THEREFORE,

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

Section 1. That the Council hereby enthusiastically welcomes the 105th Annual National Western Stock Show, Rodeo and Horse Show to Denver, extends its best wishes for another exciting and successful year, and encourages Denver residents to saddle up and enjoy the show.

Section 2. 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 a copy be transmitted to Paul Andrews, President & CEO of the National Western Stock Show, Rodeo and Horse Show.

PASSED BY THE COUNCIL _____ 2011

PRESIDENT