



# NATIONAL WESTERN CENTER

Denver City Council | Budget & Policy Committee

February 5, 2024



**DENVER**  
THE MILE HIGH CITY



# MAYOR'S OFFICE OF THE NATIONAL WESTERN CENTER



# AGENDA

## Introductions

### NWCO

- Program Background
- Phases 1 & 2 update
- Outreach and Engagement
- 2024 Lookahead

### National Western Center Authority

- 2023 update, results and 2024 Forecast:
  - Community Impact
  - Campus Operations – Procurements
  - Sustainability
  - 2024 Forecast



# ROLES AND RESPONSIBILITIES



Mayor's Office of the National Western Center is responsible for construction of the campus, holds the lease and is the principal landowner.



The NWC Authority is responsible for programming, operating and maintaining the campus for the next 100 years.



The Western Stock Show Association is building their own headquarters, the Legacy Building, and will continue to host the Stock Show, Denver County Fair and All-Star Rodeo.



The CSU Spur campus is made up of 3 buildings focused on food, water and health and will be a hub for research related to important world issues and be open to the public as a place for experiential education.



# MILESTONES

2012

Mayor Hancock commits to keep the Stock Show in Denver.

2013

Citizen's Advisory Committee formed.

2014

Venue feasibility study.

2015

Master plan.  
Funding.  
(HB 15-1344, Ballot Measure 2C, RTA award)

2016

Mayor creates city office to lead construction.

2017

Framework Agreement.

2018

Authority Board of Directors and CEO.  
Construction begins.

2019

Call for programming ideas.

2020

Contract to source clean energy from wastewater.  
Public artists selected.

2021

Stockyards Event Center and stockyards complete.

2022

CSU Spur opens, multiple buildings, plazas, bridges & riverfront are complete.

2023

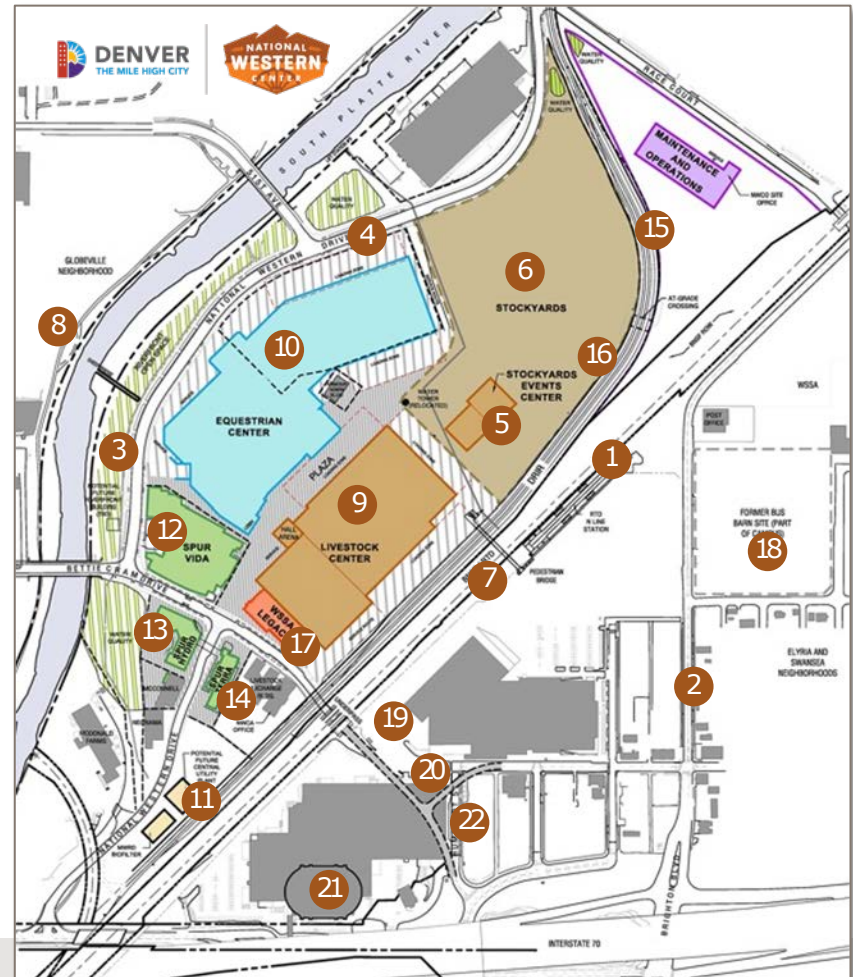
Livestock Center construction start.  
Riverfront Open Space grand opening.

2024 and Beyond

Livestock Center construction continues.  
Design and planning for campus connections.  
Future phases.

# NWC CAMPUS PLAN

1. RTD Transit Station
2. Brighton Blvd. – 47<sup>th</sup> to Race Court
3. South Platte Riverfront
4. New National Western Drive
5. Stockyards Event Center
6. The Yards Multi-Use Space
7. Pedestrian Bridge
8. New Bridges Near 48<sup>th</sup> & 51<sup>st</sup> Avenues
9. Livestock Center
10. Equestrian Center
11. District energy system's central utility plant (CUP)
12. CSU Spur: Vida (health)
13. CSU Spur: Hydro (water)
14. CSU Spur: Terra (food)
15. Maintenance & Operations Facility
16. DRIR Rail Corridor
17. WSSA Legacy Building HQ
18. Campus-related transit-oriented development (TOD)
19. Arena
20. Expo Hall
21. 1909 Building rehabilitation
22. Supporting development



# NWC PROGRAM CAPITAL STACK – PHASES 1&2

Funding Sources	Amount	Detail
Framework Agreement secures Phase 1 and 2 design and construction funding from the equity partners:		
City and County of Denver	\$688M	Voter approved funding from ballot measure 2C bond revenue
Colorado State University	\$23M	Land and site preparation for its 3 buildings
Western Stock Show Association	\$50M	WSSA pays \$50M cash
Funding from Various Grants and Partnerships:		
CDA Grant	\$25M	Colorado Department of Agriculture Grant
Metro Water Recovery Grant	\$9M	Delgany relocation to support campus energy and riverfront
Total	\$795M	

# CONSTRUCTION LOOKING BACK

**December 2020**

Aerial image from three years ago





# CONSTRUCTION LOOKING BACK

**December 2021**

Aerial image two years ago



# CONSTRUCTION LOOKING BACK

**December 2022**

Aerial image one year ago





# CONSTRUCTION TODAY

**December 2023**

Aerial image at the site today



# PHASE 1 & 2 PROGRAM STATUS

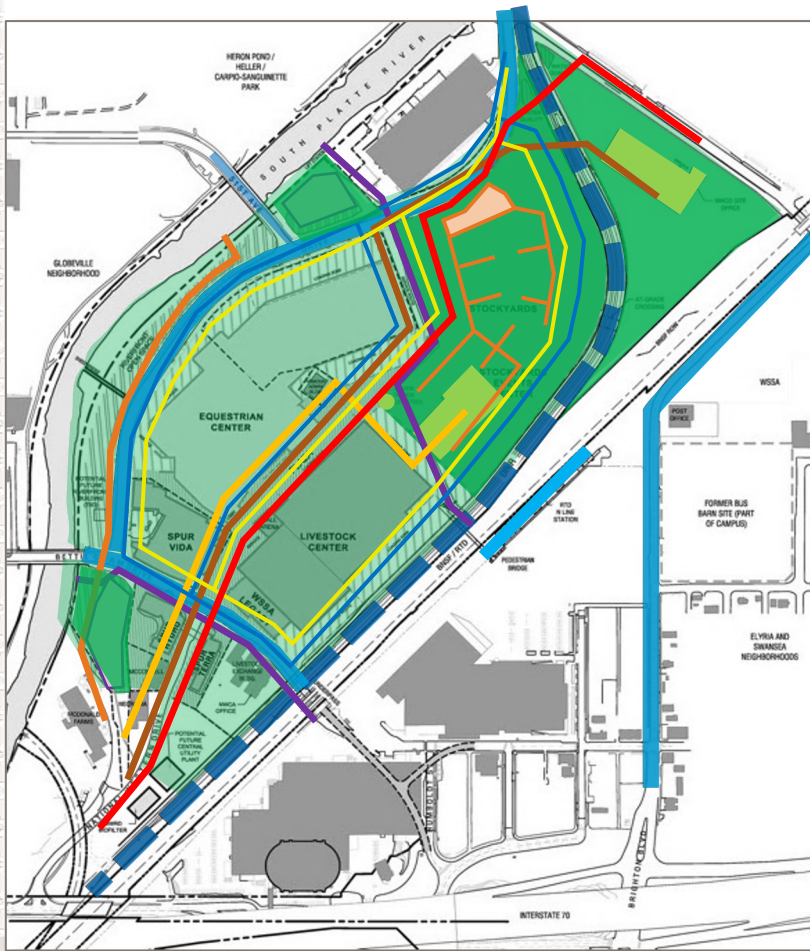
## WORK COMPLETED

- Cumulative Work to Date

- Sitewide Land Preparation
- Sitewide Utilities
- Major Drainage and Water Quality Facilities
- Maintenance and Operations Building
- Denver Rock Island Railroad Relocation
- Stockyards Event Center
- Multi-Use Stockyards
- Multimodal Facilities (roads and bridges)
- Public Art

- Work Completed by Others:

- RTD North Metro Station
- CSU Spur Vida, Terra and Hydro
- Central Utility Plant





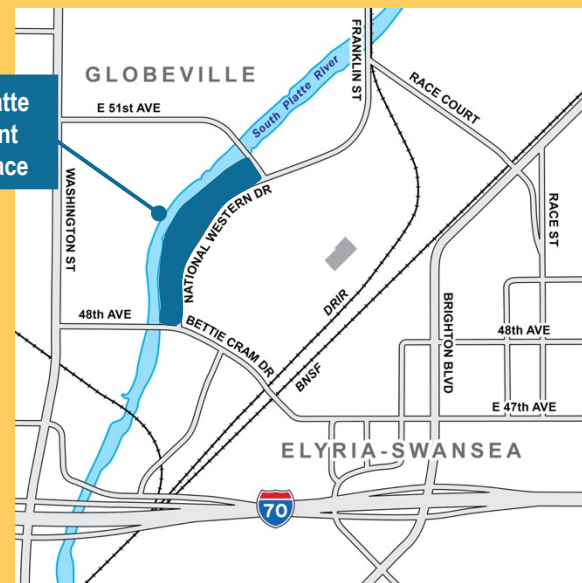


# South Platte Riverfront Open Space

## RIVERFRONT REVITALIZATION

As part of the 250-acre National Western Center (NWC) redevelopment, a 6-acre segment of the South Platte riverfront has been restored and enhanced for public access, open space amenities, flood protection, and wildlife habitat.

South Platte  
Riverfront  
Open Space



**6** Acres of riverfront restored  
and opened for public access

**14,000** Linear feet of  
rail lines moved

**2, 6-foot** Wastewater pipes  
relocated underground

**250** Seat  
amphitheater

**2.2M** Visitors  
annually

- New flood protection and wildlife habitat
- New playgrounds and walking paths

# South Platte Riverfront Open Space

The new open space is a gathering place offering recreational activities, an informal 250-seat amphitheater, public art installations and environmental education opportunities for residents and visitors.



The open space includes room for public events and an open-air amphitheater.



New walking paths provide access to open space along the river.



The "sheep bridge" has been preserved and will remain as a historic art element.



Redesigned waterfront with native plant species provide flood protection, wildlife habitat and enhanced water quality.

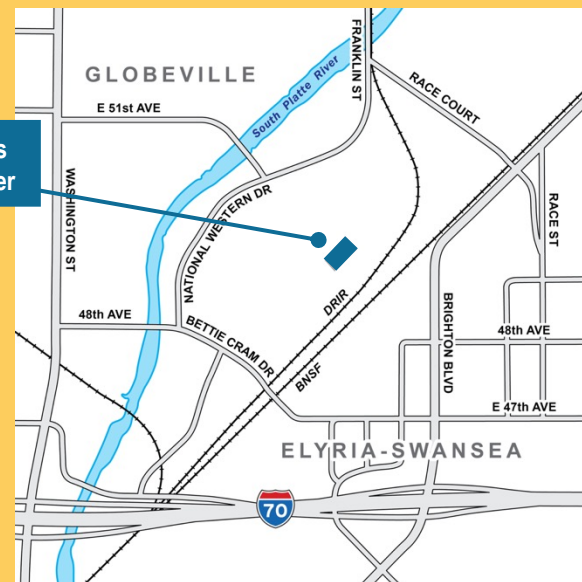




# The Stockyards Event Center

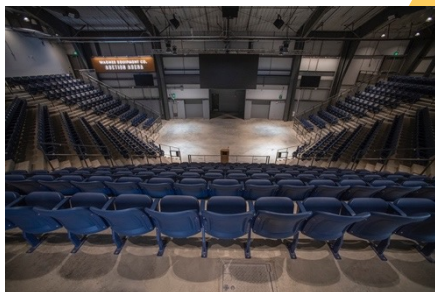
The HW Hutchison Family Stockyards Event Center is a multipurpose, 48,000SF multi-use, flexible space. Ideal for lectures, seminars, small conventions, corporate events, expos, e-sports, live music, and other performances, the facility is the newest of its kind in the Denver metro area. With an outdoor plaza, ample parking and views of the Rocky Mountains and the Denver skyline, the venue is right at home at the National Western Center.

Stockyards Event Center



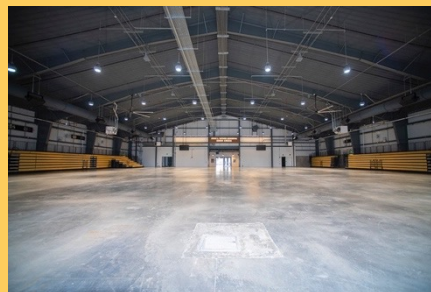
**Auction Arena:** Includes the main entrance, mezzanine and a 500-seat presentation area that will be used

during Stock Show and for cattle and bison auctions. It is also suitable for mid-sized events and intimate concerts.



Auction Arena

**Show Arena:** Designed for maximum flexibility for multiple uses, including portable and changeable



Show Arena

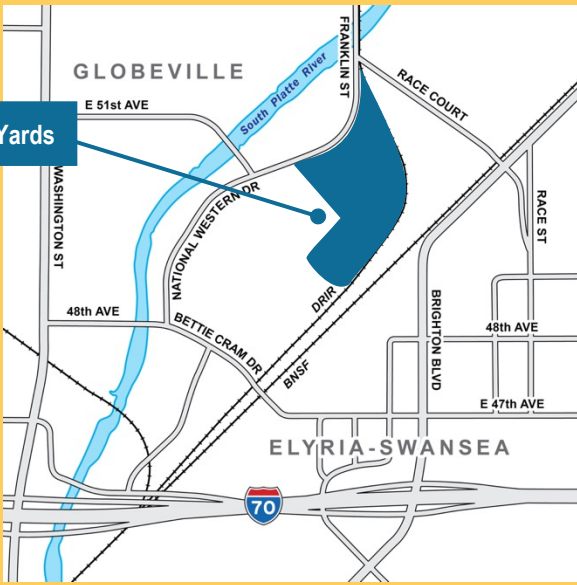
penning systems for cattle and other animals, as well as for large-scale exhibits.



# The Yards

Located just north of their historic location, the Yards feature 20 acres of flexible outdoor space for cattle, bison, or events like concerts, farmer's markets, and more. In January, the Yards are home to thousands of cattle during the annual Stock Show. The new, removable penning systems provide water and power to every pen – eliminating the need for generators.

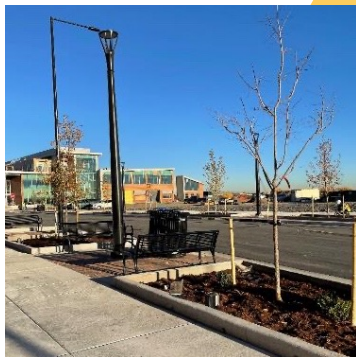
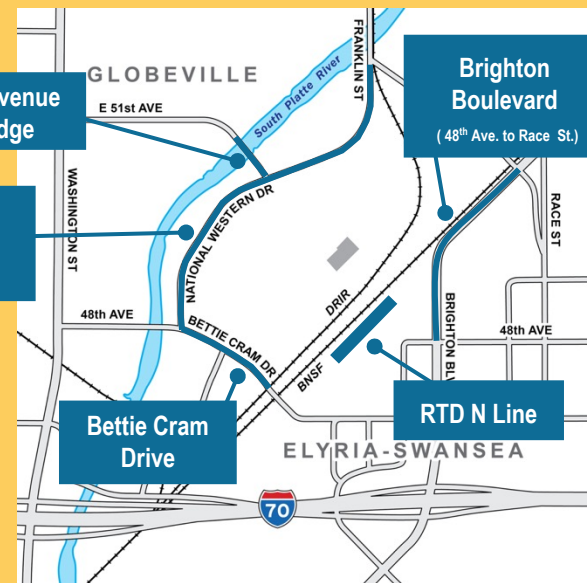
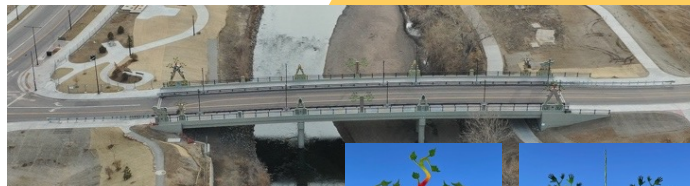
The Yards







As the National Western Center continues its transformation, connections to the community are front and center. Pivotal transportation projects are already in operation or are in the final planning stages now.

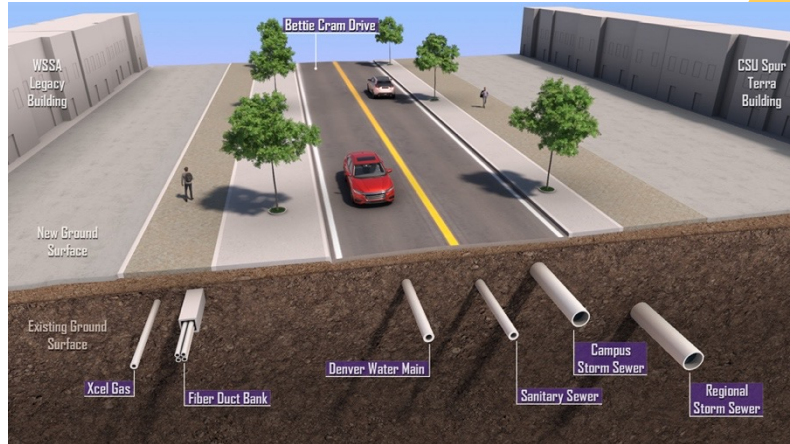


<b>2.6</b> Miles of Sidewalks	<b>400+</b> Trees
<b>2</b> New Traffic Signals	<b>300+</b> Streetlights



# Underground Utilities

As part of the overall redevelopment of the National Western Center, the entire site was reimagined from the utilities up. Underground utility corridors serve campus activities, and replace all overhead utilities for safety, sustainability, and aesthetics. More than 200,000 cubic yards of soil were brought in to raise the level of the campus from 4 to 6 feet to protect it from flooding.

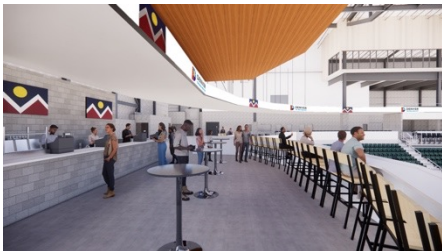




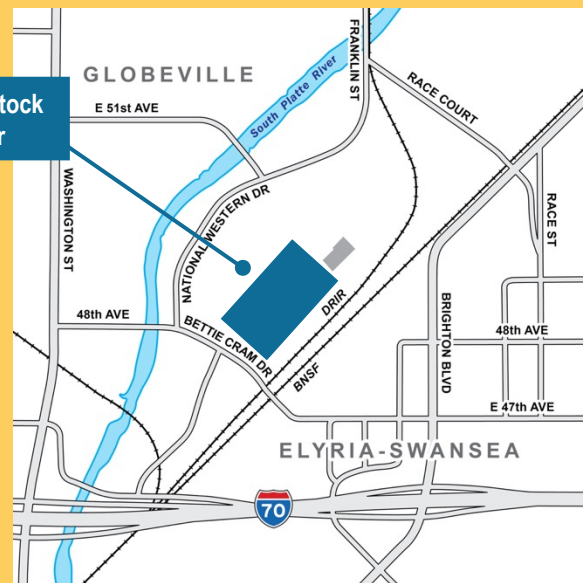


# The Livestock Center

The Sue Anschutz-Rodgers Livestock Center will be the heart of the new NWC campus. Designed to include flexible, year-round space that will support a wide variety of activities, such as community events, sporting events, graduations, concerts, livestock auctions, trade shows, banquets and other uses.



The Livestock Center



**357,000**

square feet of multi-use  
space for year-round use

**161,000**

square-foot multi-use venue

**185,000**

square-foot Expo Hall

**11,000**

square-foot multi-use auction Hall

*Connects to the WSSA Legacy Building*

# LIVESTOCK CENTER – MILESTONE EVENT ARENA STEEL TOPPING OUT (DEC 5, 2023)





# LIVESTOCK CENTER – SITE WORK



## Facts and Figures

*(As of December 31, 2023)*

### Steel (Arena)

1,655 tons erected

### Decking (Arena)

170,000 SF placed

### PEMB (Expo Hall)

1,724 tons erected

### Ductwork (Arena)

1,152 LF installed

### Masonry (Arena)

17,778 SF installed

### Trades & Craft:

47 trades

575 craft personnel

181,295 hours worked











# LIVESTOCK CENTER WORKFORCE DEVELOPMENT

## Livestock Center | [Project at a Glance](#)

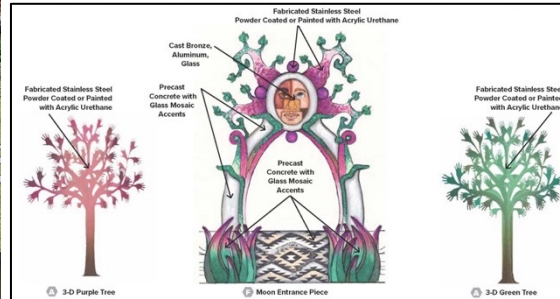
- DCCP Data Range: January 1, 2019 – October 13, 2023
  - Total Workers – 618
  - Worker in Target Zip Codes - 84
  - Total Hours Worked – 143,871
  - Average Wage - \$35.53

## Livestock Center | [Apprenticeship Utilization](#)

- DCCP Data Range: January 1, 2019 – December 31, 2023
  - Total Apprentices – 53
  - Total Hours Worked – 14,717
  - Average Wage - \$30.00



# PEDESTRIAN & 48<sup>TH</sup> AVE BRIDGES



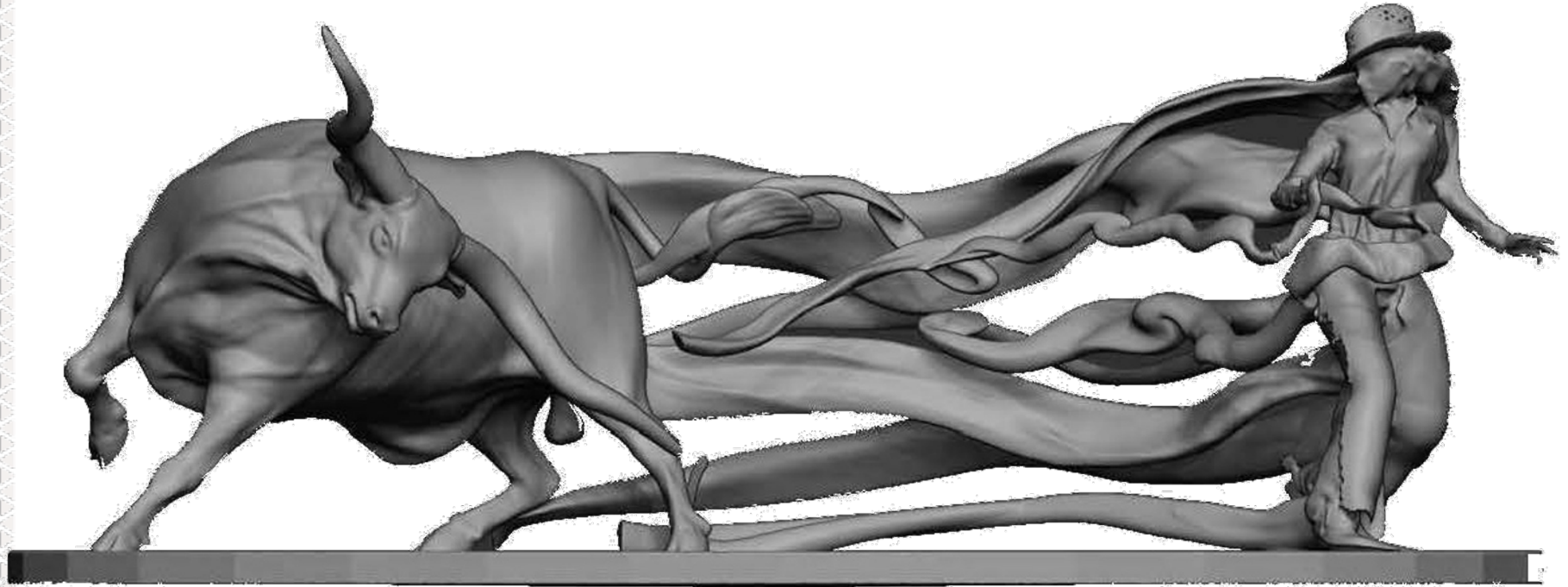


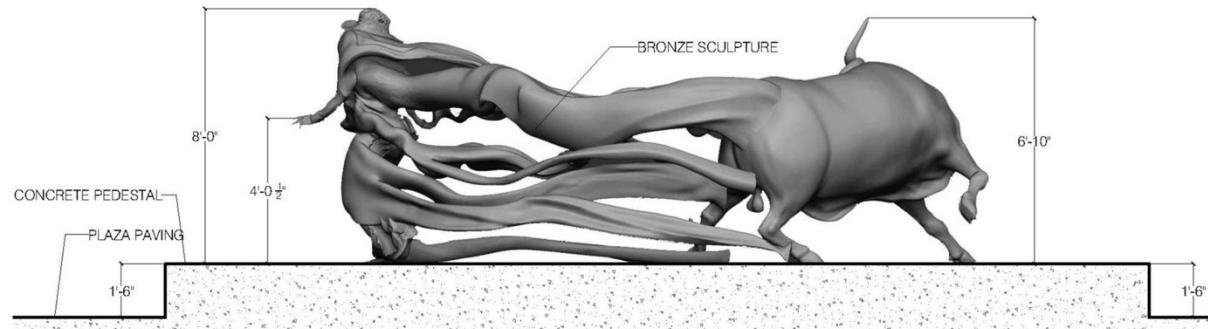
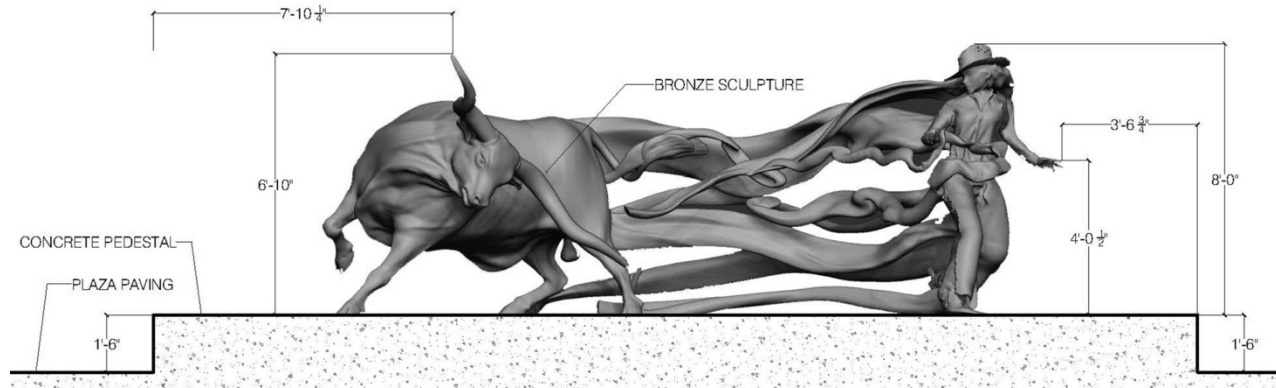
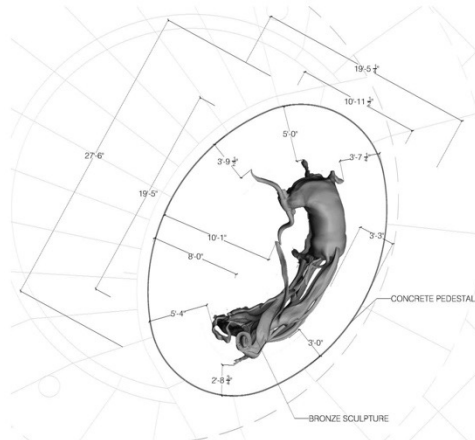
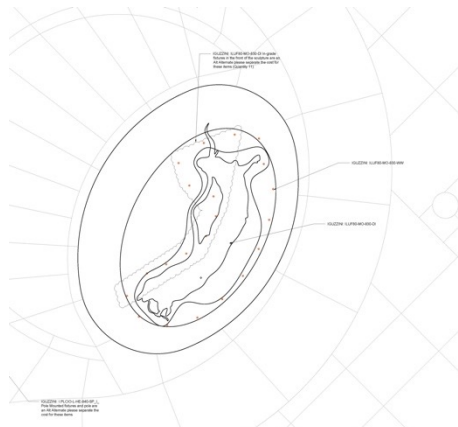
# RIVERFRONT OPEN SPACE – RISING TOGETHER

## MATTHEW MAZZOTTA



# MAIN CAMPUS PLAZA – BRONZE SCULPTURE CLIFF GARTEN







# USDOT RECONNECTING COMMUNITIES AND NEIGHBORHOOD EQUITY ACCESS GRANT PROGRAM

## Reunited Denver Project Globeville & Elyria-Swansea *Inspired by Neighborhood Led Conversations*

1. The proposed **Bettie Cram Drive Bridge and 48<sup>th</sup> Avenue Greenway** will connect to Washington Street and stitch the neighborhoods east and west of the South Platte River barrier, providing safe passage for vehicles, pedestrians and cyclists.
2. A **new pedestrian crossing** will help reconnect the Elyria-Swansea and Globeville communities that have long been bisected by impassable infrastructure and provide east-west ADA access to the RTD station at 48th and Brighton Boulevard.
3. The **improvements to the at-grade rail crossing** located at National Western Drive South will improve safety in the area and accommodate activity from new area development.
4. Vacant land adjacent to the RTD Transit Station will undergo **environmental remediation** to remove effects from past site uses, including use as a former landfill. The clean-up will allow future development of the site. The Globeville, Elyria-Swansea communities will be an integral part of any future development plans.



# YOUTH ENGAGEMENT – STEM & STEAM

## Cole Arts and Science Academy – Denver Public Schools

- NWC0 organized a series of campus visits for Kindergarten to 5<sup>th</sup> Grade
- 1350 E. 33rd Ave. in the heart of Denver's Cole neighborhood



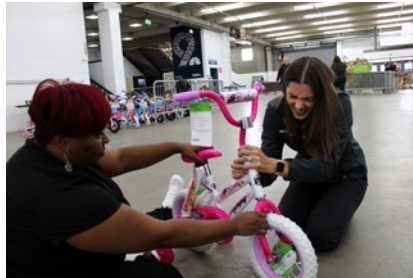


# GES TOY SHOP

## Build A Bike Challenge To Support Kenzie's Causes GES Toy Shop

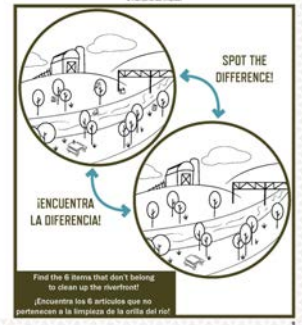
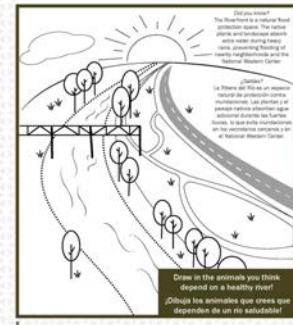


kenzie's **causes**





# 2024 NATIONAL WESTERN STOCK SHOW KICK-OFF PARADE



The National Western Center Program Team  
**Activity Book**  
Libro de Actividades







# 2024 LOOKAHEAD

## Anticipated CC Actions:

- Horizontal Design Contract (time extension only) Q1
- Agreements and actions related to pedestrian bridge, plat Q3/Q4

## Design, Estimating + Construction Phasing

- Pedestrian Bridge, Bettie Cram Drive Bridge

## Procurement Support

- Equestrian , Hotel + Parking Garage (NWCA led)

## Ongoing Campus Coordination:

- WSSA – Legacy Building construction start February 1st
- WSSA, Authority and CSU Programming / Concurrent Operations
- Future Phases strategic planning



# NATIONAL WESTERN CENTER

*FEBRUARY 2024 UPDATE*







# WE ARE A **CHAMPION** FOR THE **COMMUNITY**

National Western Center is committed to being a trusted ally for the GES community and championing members by:

- **Creating** jobs and procuring services from the community
- **Advocating** for community interests and needs
- **Partnering** for the benefit of the community
- **Participating** in and convening community
- **Providing** direct technical and financial support
- **Innovating** for the health and sustainability of the community





A photograph of the National Western Center building, a large, multi-story structure with a prominent portico supported by tall, white columns. The building has a red brick facade and is set against a blue sky with scattered white clouds. In the bottom left corner of the image, there is a logo for the National Western Center, which consists of a white outline of a mountain peak containing the text "NATIONAL WESTERN CENTER" in black, with "NATIONAL" and "CENTER" in smaller font sizes than "WESTERN".

## 2023 OUTCOMES: CREATING JOBS AND PROCURING SERVICES FOR/FROM THE COMMUNITY

- **More than 450 jobs** within GES, with pay ranging from **\$17.29 to \$60 per hour**.
  - Types of jobs include information technology (IT), environmental consulting, stormwater infrastructure, security, landscaping, and marketing and design.
- **69%** of all 2023 campus wide services operating dollars went to **local, small, MWBE businesses in the 80216 Zip Code**.



## 2023 OUTCOMES: ADVOCATING FOR COMMUNITY INTERESTS AND NEEDS

- We advocate **for the community** to secure funding for **infrastructure** and **safety** projects:
  - Working with NWCO on the **Federal Reconnecting Communities** grant.
  - Working with DOTI on the **Washington Area Program of Projects** and to move sidewalk projects forward in the community.
  - Working with the Mayor's Office and HOST on solutions to address **homelessness in the community**.
  - Working with DPD on addressing ongoing **safety** concerns.



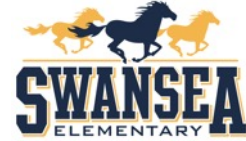




## 2023 OUTCOMES: PARTNERING TO MEET COMMUNITY NEEDS ON CAMPUS

- Worked with more than **30 community partners** dedicated to supporting the community.
- Participated in **38 events** and directly engaged more than **1,500 community members** in 2023.
- Supported **community events** and **happenings**, including nonprofit board retreats, monthly listening sessions, day-long planning meetings, community group meetings/events.
  - Further assistance offered through reduced rental rates and event support.

# WORKING WITH COMMUNITY PARTNERS AND LEADERS TO BENEFIT GES







## **2023 OUTCOMES: PARTICIPATING IN COMMUNITY THROUGH CAMPUS AND COMMUNITY EVENTS**

- Riverfront Opening
- GES Trunk or Treat Event
- Earth Day Celebration
- Quarterly community-wide events hosted by NWC
- Concerts

Increased community involvement in National Western Stock Show through community events:

- Stock Show Parade
- Sponsor Tickets to Rodeos
- Community Day
- Community Reception and Rodeo











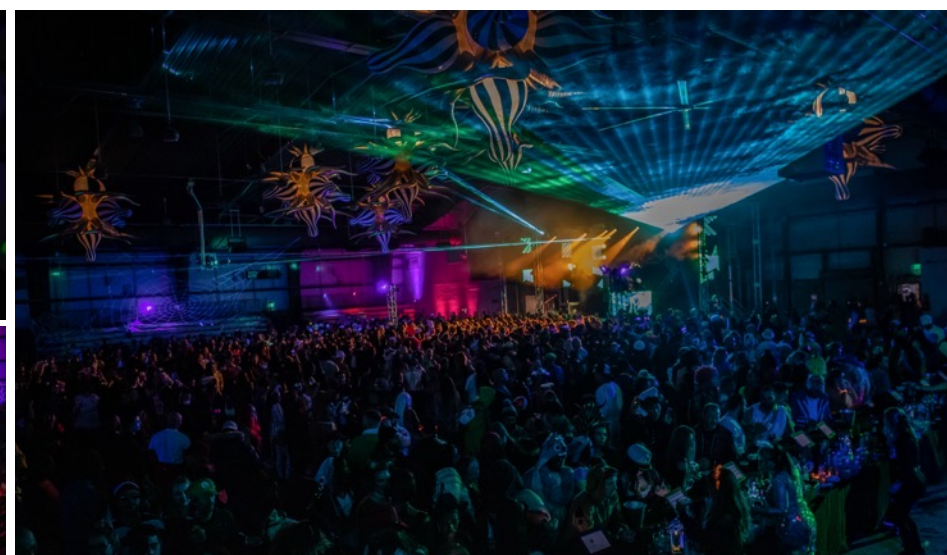


















## 2023 OUTCOMES: DIRECT FINANCIAL SUPPORT THROUGH FUND-RAISING AND SPONSORSHIP

- Sponsored and fund-raised for **more than 30 events** that provided over **\$60,000 in direct financial support** to community partners and organizations.







# COMMUNITY INVESTMENT FUND (CIF)

The Community Investment Fund will support projects, programs, and other community benefits in GES.

- Responsible for developing CIF benefiting the Globeville, Elyria and Swansea neighborhoods, including through a “round up” donation option on on-campus retail purchases.
- Over \$480,000 contributed to the CIF in 2023 (includes \$400,000 Technical Assistance Grant from CCD).
- CIF hired Manager.
- CIF hiring a documentarian to assist with key documents prior to launch.
- Grant application process to launch in early 2024.
- Already created \$79,000 in CIF round-up for 2024 during Stock Show



# A NEW WAY OF THINKING ABOUT COMMUNITY ENGAGEMENT

The National Western Center has created unprecedented processes and outcomes to support community through campus procurements including the Central Utility Plant (CUP) North project and the Equestrian Center, Hotel, and Parking Garage project.

- Four community input sessions to learn community priorities for design and programming for the Equestrian Center/Hotel and CUP North RFPs.
  - 270 ideas captured and included in RFPs.
- Community co-crafted original RFP.
- Community representatives sit on each selection committee.







## WAYS WE **ENGAGED THE COMMUNITY** DURING THE PROCESS

- Outreach efforts for June and August meetings:
  - Mailers to 6,998 households two times in 80216
  - Flyers at Johnson, Swansea, and 5090 Rec Centers
  - Flyers at Valdez Perry Library
  - Flyers at Prodigy Coffee
  - Door-to-door canvassing six times in GES
  - Focus Points newsletter
  - Social media outreach
  - NWC texting service
  - Tabled at community events
- Gift cards for all attendees at the June and August meetings
- Surveys: 150+ responses





# 2024 **PROCUREMENT OUTLOOK**

## Procurements currently in progress:

- Food and beverage (phase two concessions)
- Equestrian Center, Hotel, and Parking Garage
- CUP North

## Upcoming procurements:

- Janitorial
- Security
- Events ticketing
- Event Ops
- Distributed Antenna System (DAS)





## **2023 OUTCOMES: WORKING TO BECOME THE MOST SUSTAINABLE CAMPUS IN THE U.S.**

The National Western Center is creating a low-carbon campus that's sustainable and regenerative.

### **1. Energy-efficient buildings**

- Prioritizing energy-efficiency to achieve LEED Gold or above

### **2. District heating and cooling using energy from wastewater**

- Using a renewable source of thermal energy for campus buildings

### **3. Renewable energy**

- 100% renewable electric using on- and offsite sources

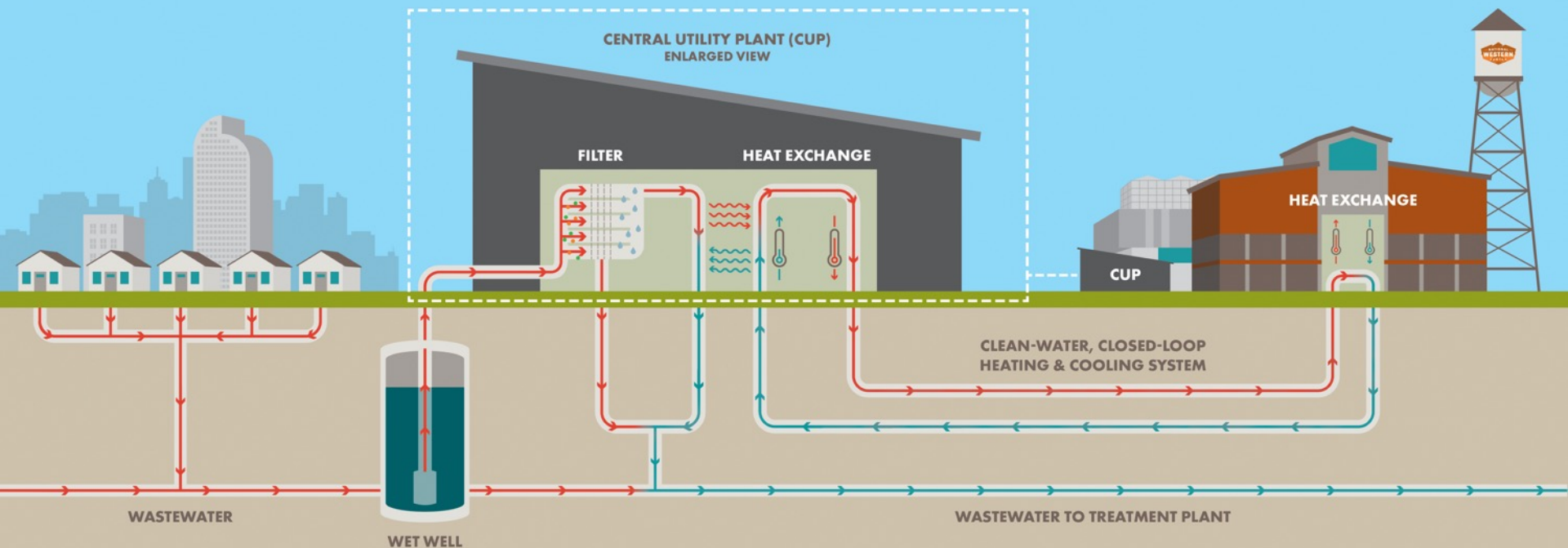
### **4. Community resiliency**

- Ensuring critical facilities have power, heating and cooling during extreme events



# DISTRICT ENERGY SYSTEM

HEATING AND COOLING USING A RECYCLED SOURCE OF THERMAL ENERGY — WASTEWATER





# DISTRICT ENERGY SYSTEM

- Largest sewer-waste heat recovery unit in the U.S.
- Provides nearly 90% of campus heating and cooling energy.
- Avoids emitting an estimated 2,600 metric tons of carbon ( $\text{CO}_2$ ) per year – the equivalent of eliminating 6.6 million vehicle passenger miles driven in Denver annually.
- Conserves 3,168 kgal water each year – the equivalent of more than five Olympic-size swimming pools.
- Promotes better air quality and health for the surrounding neighborhoods by avoiding the combustion of natural gas.



# COMMUNITY SOLAR GARDEN

- Came online in March and April of 2023 and produced 583.2 MWh of energy in 2023.
- Customers receiving energy from NWC arrays in 2023:
  - Denver Housing Authority: received 41.2 MWh
  - Denver residents with low incomes: received 62.7 MWh (13 customers)
- 2024 projections for NWC array customers:
  - Denver International Airport: 201.3 MWh
  - Denver Parks and Rec: 311.3 MWh
  - Denver Public Schools: 49.6 MWh
  - Denver Housing Authority: 70.8 MWh
  - Residents with low incomes: 91.9 MWh





# COMPOST/WASTE DIVERSION

- Contract with **Globeville-based Compost Colorado** signed in Jan. 2024.
  - Will provide composting services on campus (operations and events) for five years with the option for a five-year extension.
- All operations will occur on the National Western Center campus.
- Exploring opportunities around excess compost created on campus (community benefit, revenue-generating, city partnership, etc.)










## WHAT'S NEXT FOR 2024

- Forecasting roughly 80 events from February through December bringing in more than \$1.8 million in revenue.
- More than 50 community events directly engaging the GES community.
- Multiple procurements finalized and coming online.
- Continued partnership with community and Citizens Advisory Committee (CAC+).
- Growing the Community Investment Fund.



# QUESTIONS

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-  [nationalwesterncenter.com](http://nationalwesterncenter.com)
-  [facebook.com/nationalwesterncenter](https://facebook.com/nationalwesterncenter)
-  [twitter.com/DiscoverTheWest](https://twitter.com/DiscoverTheWest)
-  [instagram.com/national.western.center](https://instagram.com/national.western.center)
-  [linkedin.com/company/national-western-center/](https://linkedin.com/company/national-western-center/)

