

PROCLAMATION



City and County of Denver

Proclamation No. 15-0010

Welcoming the 109th National Western Stock Show, Rodeo and Horse Show to Denver

WHEREAS, the annual National Western Stock Show, Rodeo and Horse Show will ride into town with a kick-off parade in Downtown Denver on January 8, and will open the annual event for the 109th time on January 10 with various activities happening through January 25, 2015; and

WHEREAS, the National Western Stock Show is a treasure and landmark destination to Denver's past; on Wednesday, January 31st, 1906, Mayor Robert W. Speer declared that day as Denver Stock Show Day, an official holiday in the City of Denver, so that everyone could partake in the first ever Stock Show that ran for six days with an estimated attendance of 15,000 people; and

WHEREAS, in addition to exhibiting prized livestock, farming technology, and other important components of Colorado's rich agricultural traditions, the National Western Stock Show's earlier years also included entertainment shows from popular figures like Buffalo Bill, live boxing events from professional fighters such as Jack Dempsey and Jess Willard, and tug-of-war contests between the Denver and Omaha police departments, and in 2014, other events were added such as Cinch Equicross Games, similar to "X games" where high school kids competed in extreme events to win college scholarships; and

WHEREAS, today the primary mission of the National Western Stock Show is to educate urban and suburban citizens about the importance of understanding and preserving Colorado's western heritage in agriculture, providing city kids a hands-on experience with farm animals, and to host one of the world's largest professional rodeo and horse shows; and

WHEREAS, National Western Stock Show provides ranchers and farmers an opportunity to share the latest information on livestock, including scientific and genetic research, in addition, more than 350 vendors fill the show grounds with food and a variety of products for sale; and

WHEREAS, now the National Western Stock Show attracts more than 600,000 visitors annually and in 2014, 40 states and 38 foreign countries were represented and more than 15,000 head of horses, cattle, sheep, swine, llamas, Bison and other animals were shown; and

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

WHEREAS, a new vision has been created for the National Western Center by the City & County of Denver, Western Stock Show Association, Colorado State University, Denver Museum of Nature & Science, and History Colorado; that brings together life-long learning, the arts, entertainment, competition, and commerce under one unique campus that will serve as an international model benefiting the entire community; and

WHEREAS, the National Western Center Master Plan sets in motion a new year round destination goal promoting new out-of-state tourism that will generate job growth for generations to come and a plan that will position Denver as a global player in the 21st century agriculture that will advance knowledge of healthy food production and safety at an international scale.

**NOW THEREFORE,
BE IT PROCLAIMED BY THE COUNCIL OF THE CITY AND COUNTY OF DENVER:**

Section 1. That the new vision for the National Western Center advances the City's intent to secure and grow the National Western Stock Show for the next 100 years as the state's largest agricultural convention and unique destination connection.

Section 2. That the Denver City Council hereby enthusiastically welcomes the 109th annual National Western Stock Show, Rodeo and Horse Show to Denver, and extends their best wishes for another exciting and successful year, and encourages Denver residents to put on their western ware and enjoy the rodeos!

Section 3. 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 January 5, 2015

_____ PRESIDENT