

# Alcohol Consumption at the National Western Center

Business, Arts, Workforce, Aeronautical Services (BIZ) Committee  
October 9, 2019

# Why are we here?

Excise and Licenses, in partnership with NWCO, is requesting an ordinance change that creates regulations around alcohol consumption at the National Western Center.

# How did we get here?

## SB 19-200:

- Signed into law on May 28, 2019
- Expands ability for patrons of National Western Center to consume alcohol beverages
- Requires the City and County of Denver to pass an ordinance to effectuate expanded consumption, including identifying when and where it is allowed.

# What does state law permit or prohibit?

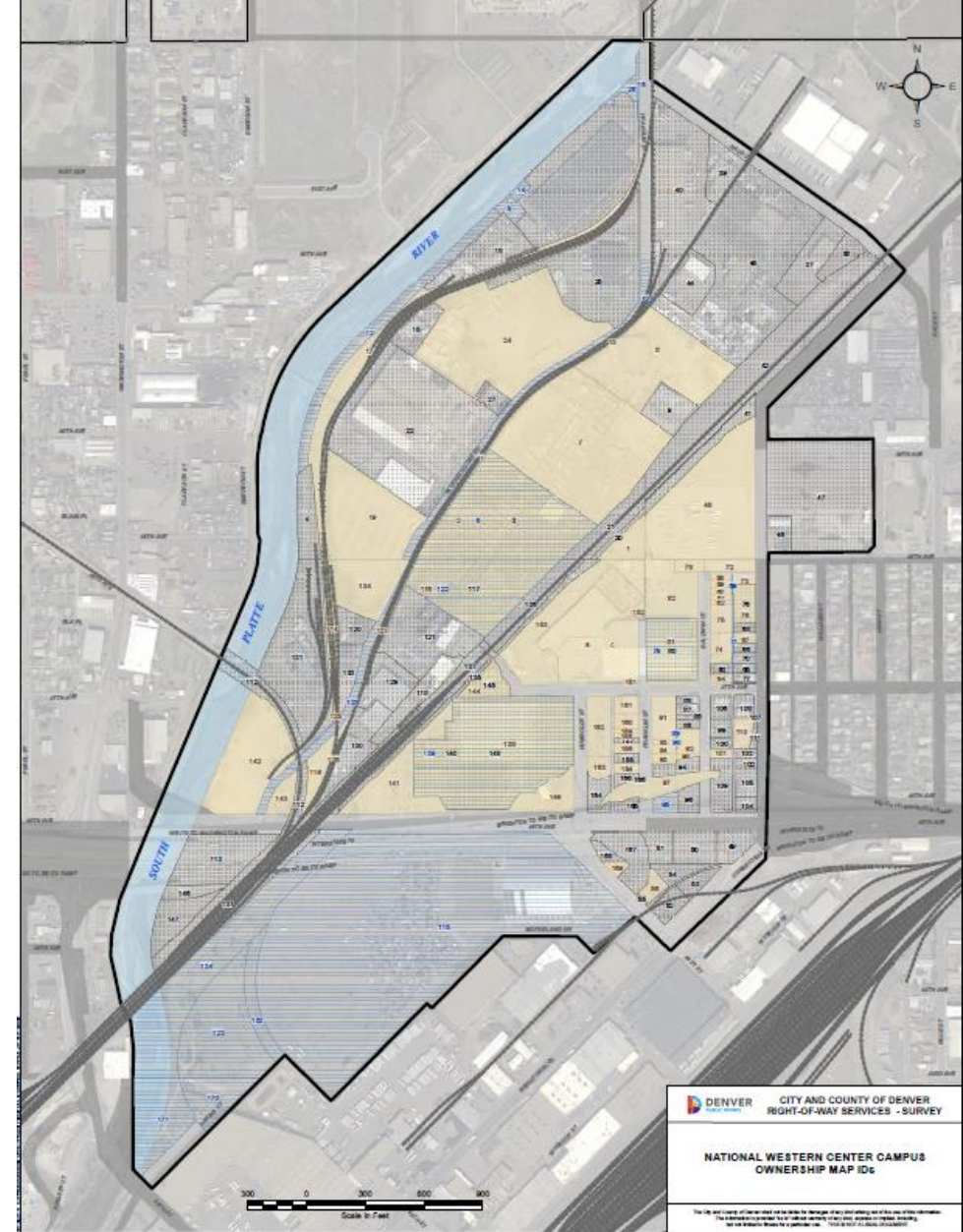
## When and where authorized by local ordinance, Patrons of National Western Center are permitted to:

- Remove alcohol beverages from the licensed premises of the liquor-licensed establishment where it was purchased
- Consume the beverage in approved areas of the National Western Center called alcohol consumption areas or on other liquor-licensed premises within the National Western Center

## Patrons of National Western Center are NOT permitted to:

- Bring outside alcohol beverages into the National Western Center
- Remove alcohol beverages from the National Western Center

# National Western Center







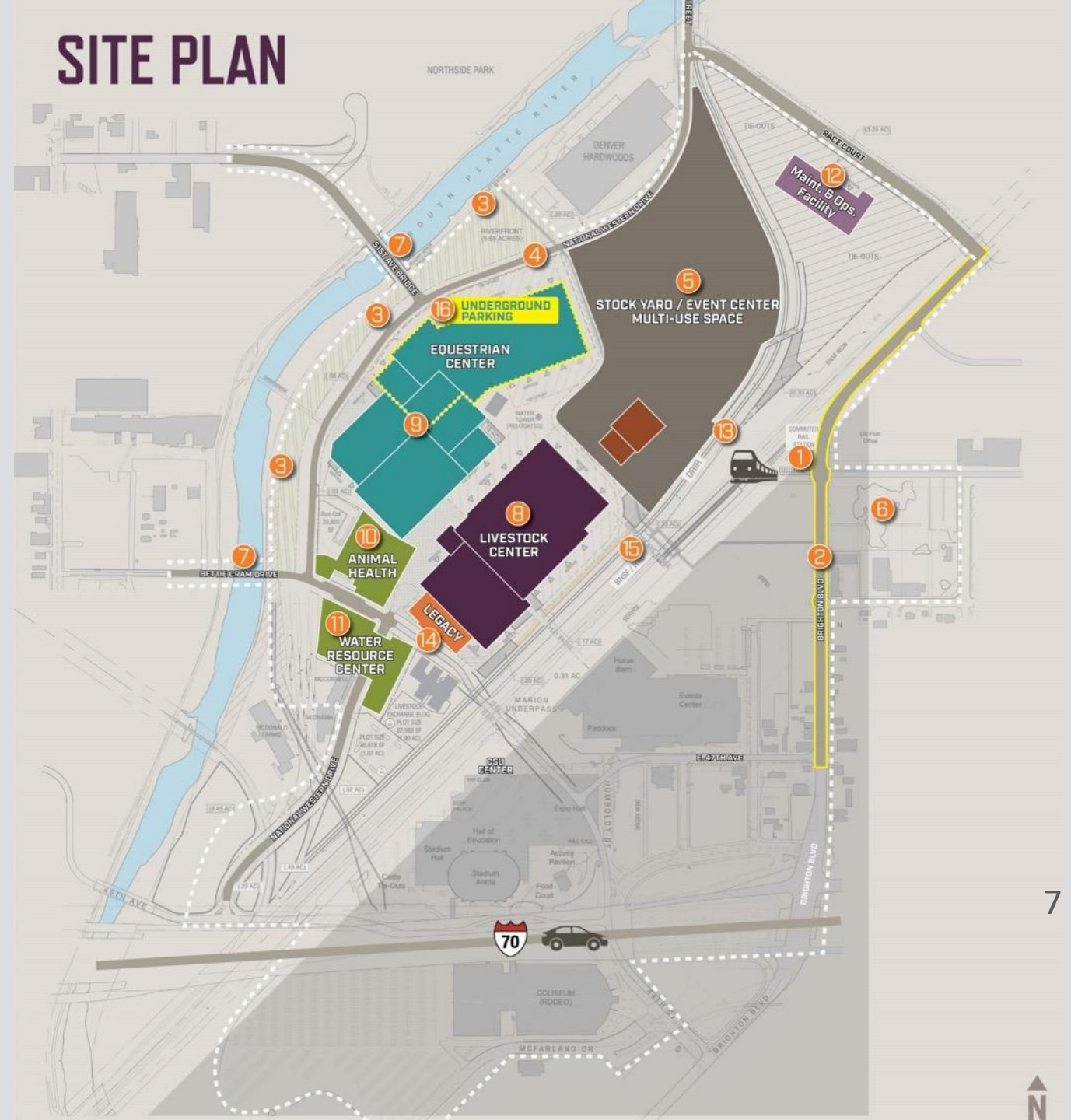
**WELCOME COLISEUM**

**NO ALCOHOL BEYOND THIS POINT**

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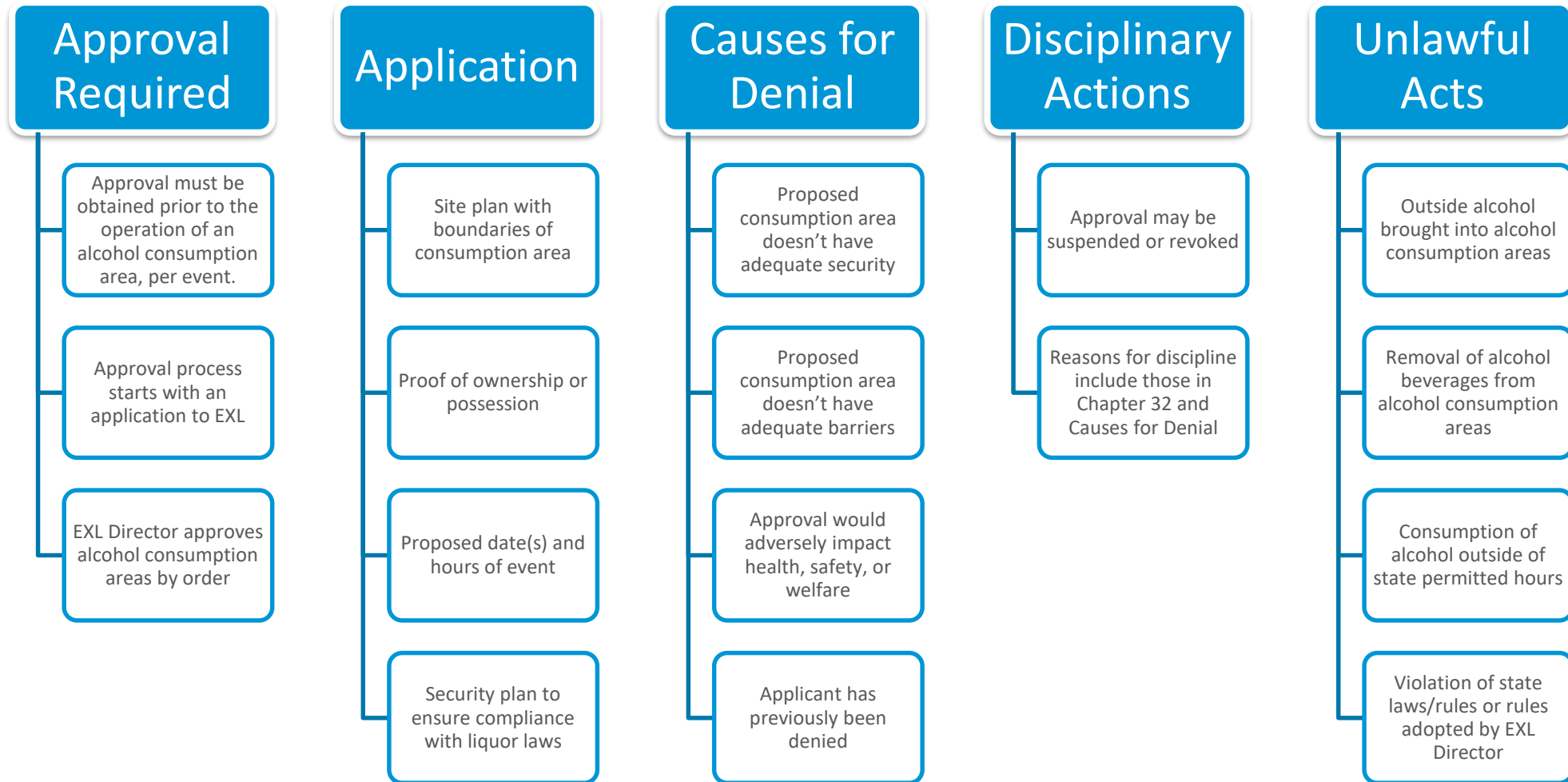
# NWC SITE PLAN

1. RTD Transit Station
2. Brighton Blvd. – 47<sup>th</sup> to Race Court
3. South Platte Riverfront
4. New National Western Drive
5. Stock Yard/Event Center Multi-Use Space
6. Campus-Related TOD
7. New Bridges Near 48<sup>th</sup> & 51<sup>st</sup> Avenues
8. Livestock Center
9. Equestrian Center
10. CSU Animal Health Facility
11. CSU Water Resources Center
12. Maintenance & Operations Facility
13. DRIR Rail Corridor
14. WSSA Legacy Building
15. Pedestrian Bridge
16. Underground Parking





# Overview of Ordinance Requirements





# Implementation Timeline

## September

- Community and City Council outreach

## October

- Community and City Council outreach continued
- City Council legislative process
- Notice of EXL rulemaking

## November

- EXL rulemaking hearing and rules adopted

## December

- Application forms available

# Questions?