



HONORING THE LEGACY
BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

Personal Message from Pete

It's month three. I've grown a beard. The dog isn't laughing at my jokes anymore. The seasons have changed. Anyone else feel like we are all in a "Groundhog Day" sequel? These times are forcing many of us to pivot, redefine flexibility and spur hard to keep going—and going we are!

You may have seen [Jon Murray's recent Denver Post article](#) about the City's decision to pause the procurement process for the Triangle Development. I wanted to take a moment to clarify exactly what that entails and what it means for the National Western Stock Show and the Campaign.

The Triangle is the roughly 60-acre parcel of land where a new rodeo arena and expo hall will be built, along with other entertainment venues, shops, bars and restaurants. Currently, it is Parking Lot A and extends through the Coliseum and surrounding land. There are two very solid teams competing for the development of the Triangle. To complete a deal with one of those developers, the City needs certain revenue streams that have been impacted by Covid-19—especially revenue streams related to the lodger's tax. As you might imagine, Covid-19 has hit the lodger's tax hard and directly impacted the Triangle development. The City felt the shortfall was too much to overcome at this time. The length of the pause is unknown for now, but the City will revisit the project in six to nine months.

The good news is that the core National Western Stock Show facilities that make up Phases 1 and 2 of the redevelopment—the Equestrian Center, Livestock Center, the Yards and Legacy Building—are in NO WAY impacted; nor does this decision in any way affect the work of the campaign or the construction timeline for our buildings.

While this announcement doesn't impact the core buildings or work of the campaign, it does mean we'll need to wait a little longer for a new rodeo arena to replace the Coliseum as well as for new expo hall space.

Update on our "Mini Campaigns"

As a reminder, we have a number of Honoring the Legacy Campaign initiatives. Some are geared towards specific audiences such as members or trustees. Others focus on special affiliations such as our Branding Walls program or opportunities such as adding your name to the Legacy Building through the Legacy Brick program.

Here's a snapshot of where we stand:



Let me also remind you that a brick or a brand would be the perfect Father's Day gift (it's coming up on Sunday, June 21), so you might want to consider honoring dear old Dad in this very special way. For those of you who purchase as a part of our Father's Day appeal, we will provide the recipient with a certificate announcing your gift. See more information [here](#).



Heritage Horseshoe Program

And for the Equestrians reading this, stay tuned: the Heritage Horseshoe Program will be coming your way this fall!



Stock Show Video

At the 2020 Annual Meeting of the Western Stock Show Association earlier this month, we debuted an incredibly special video. I convinced my friend and fellow WSSA Board Member, Guy McEndaffer, to take a ride on horseback with me through the old Yards. We know that next year, we will move a substantial amount of activity into the new Cille and Ron Williams Yards, so we wanted to commemorate the "Year of the Yards" with one last ride. [We think you'll enjoy viewing it as much as we did making it.](#)

I would be remiss if I did not call out our videographer, Josh Gold, and his team for their outstanding work in this video. Josh, who owns Josh Gold Photography, has done our Stock Show videos the last three years, and we could not ask for a better, or more talented, partner.

For questions about the campaign or making a gift, please contact

Angela S. Lieurance
Director of the Capital Campaign
Western Stock Show Association
4655 Humboldt Street
Denver CO 80216
alieurance@nationalwestern.com
303-919-5214

Stay in touch with us on social media:

 [Facebook](#) |  [Instagram](#) |  [YouTube](#)

For news, updates and more on the Honoring the Legacy campaign for the National Western, visit

honoringthelegacycampaign.com