



## HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

### Personal Message from Pete

It's hard to believe we wrapped up Stock Show 51 days ago. And while we're almost sad to move on – almost – we have done just that. One might expect a lull to set in after such an exciting (and, let's be honest, at times exhausting) event. And indeed, the challenge of a campaign as big and long-lasting as ours is to keep momentum going and excitement high. But we're moving ahead with purpose and passion that is very real. We believe, as you do, that the National Western Center will be a game changer for the Stock Show, for Denver, and for the region. It's a truly exciting project, and excitement about what we're building is rocket fuel for a campaign like ours.

That's not just me talking. In March, I met with our campaign Vice Chairs. I can tell you without a doubt that the energy around the campaign as high as it's ever been.

At that meeting, the Vice Chairs and I received a detailed update on the Legacy Building. Short and sweet: it's getting real! Tryba Architects and Western Stock Show Association teams spent considerable time throughout February focusing on the schematic design phase. Everything from the Club and kitchens to the J. Robert and Katherine Wilson National Western Art Gallery and Wold Family Heritage Center is actively being evaluated and re-examined for use, flow, programming and audience. This process, along with the nuts and bolts pieces – mechanical, heating/cooling, plumbing, electrical systems, interior and exterior materials – will shape the overall plans for our site. The teams will do another round of schematic review, to be wrapped up by May, and then move into design development. We are targeting summer of 2021 for our groundbreaking, and I promise you'll all be receiving an invite to that event!

We are about to update our donor recognition plans for the Legacy Building; I know many of you have been patiently waiting for us to identify more naming rights in all categories. They're coming soon, and you can find the most current ones here.

The Legacy Brick and Branding Walls campaigns continue to go strong. We had a great start at Stock Show and will continue to offer these programs throughout the year. There are limited quantities of the leather brands available, so if you want to leave your mark through the branding campaign, let us know ASAP.

When we move into the Legacy Building in mid-2023, my goal is to have a building of unparalleled excellence that will be home to the Western Stock Show Association for the next 100 years. Our members, donors and community deserve nothing less, and I am confident that we're on the right track to deliver just that.

You've heard the saying "Everyone gets to be Irish on St. Patrick's Day," and so I wish all of you, Irish and otherwise, a Happy St. Patrick's Day!



### Campaign Update

We are at nearly \$80 million in gifts and pledges and have no intention of stopping. As of today, we have 621 donors.

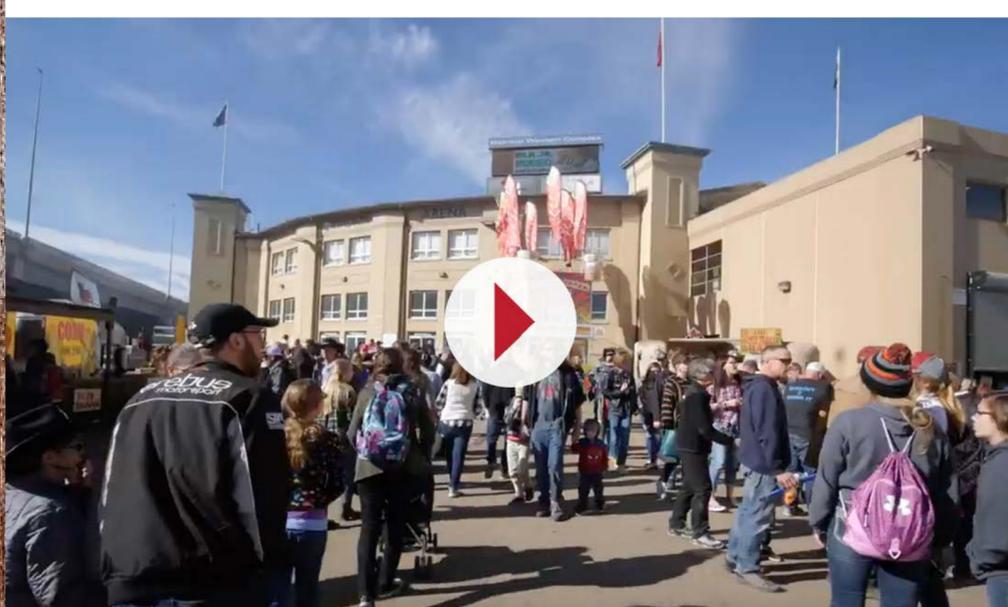
Proving that our donors *literally* come in all sizes, I was grateful to accept a gift from the Wold grandchildren, on behalf of the Wold Family, during the Stock Show. As you can see, nearly everyone was thrilled to be supporting the Campaign, and we'll work on Ellie.

[Ellie, the crying child, is fourth from left]

Presenting a gift from the Wold Family for the Wold Family Heritage Center, pictured left to right are: Hayden, Annie, Pfeiffer, Ellie, Freddie, Jack, and Marilyn.

### For our Donors: Stay Tuned!

If you have made a gift of any amount to any area of the campaign, watch your inboxes for more information on our Spring Jamboree and Donor Thank You later this spring. If you haven't given yet, there's still time to get on the list for this event.



### Stock Show 2020 Compilation Video

Once again, we were out in full force during Stock Show doing videos and interviews with longtime exhibitors. We did 28 in total this year, including a very special trip through the Yards. To get things started, we're pleased to share the 2020 Compilation video with you all.

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

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

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