



NATIONAL WESTERN STOCK SHOW COMPLEX, DENVER COLISEUM AND COLORADO CONVENTION CENTER FEASIBILITY STUDY FAQ

1. What is the purpose of the feasibility study?

The purpose of the market-based, venue feasibility study is to gather facility recommendations for the National Western Stock Show (“NWSS”) event, the National Western Complex facilities, the Denver Coliseum, and the Colorado Convention Center (“CCC”).

2. What recommendations are being considered for implementation?

The feasibility study will be used by the city and its partners for planning purposes. Denver will explore all of the recommendations provided and work to retain and grow its position as a top rated destination for conventions and tourism such as the Stock Show, rodeos, horse shows and amateur and professional sporting events. Additionally, the city wants to continue servicing diverse audiences such as those who have been coming to the Coliseum for decades, which include but are not limited to CHSSA events, annual PowWow, Disney on Ice, the circus and so on. These recommends will help us chart a course for keeping this broad mix of events and activities for local, regional and national visitors coming to Denver.

3. Are these improvements necessary?

It is clear from this study that improvements are necessary to maintain and increase Denver’s competitive edge within the convention and events industry. The next step is the planning process, which will inform what is necessary based on the visions for the National Western Center, Arts & Venues and the Colorado Convention Center. Although ongoing investments have been made to maintain and upgrade these facilities, the study affirms that the National Western Complex and Denver Coliseum have aging and technically obsolete facilities, along with poor site logistics, which inhibit the level of utilization during the National Western Stock Show and other events during non-stock show months. The study also reports that the Colorado Convention Center cannot rest on its current success. Due to the evolving dynamic needs of the meeting and convention industry, the Colorado Convention Center must consider the recommendations provided to compete for large and small events.

4. What is the cost of these improvements and how will they be funded?

Estimated costs and funding are not part of the study. This study focuses on what is feasible and makes recommendations for all three facilities and how they might work together. There are no commitments to move forward with any recommendations. The city will next explore a variety of creative funding options to support the improvements necessary. Any solution put forward will be an innovative, affordable plan that will work to strengthen our economy and generate job growth for generations to come.

5. Are the investments worth it and what’s the economic impact?

The feasibility study validates and encourages that Denver make worthy investments to the facilities in order to remain a national competitor. The study found that new facilities at the National Western Center could bring 88 new events and 910,500 new visitors to the complex yearly. In total, Stock Show and non-Stock Show visitor spending is projected to reach nearly

\$180 million annually, with total tax impacts of \$11.4 million with the proposed facility changes. Based upon visitor spending, incremental new taxes are projected to be \$5.1 million of that annual total, with \$4.3 million attributable to out of town visitors. For the Colorado Convention Center, the recommendations could mean 36,000 new total attendees for an incremental impact of \$47.2 million in annual direct delegate spending, generating an additional \$3.4 million annually in local sales and hotel taxes.

6. Will the improvements at the National Western Center compete with the Colorado Convention Center?

Part of Denver's strategy to continue growing its convention and tourism business is to think holistically about the current facilities. All teams are working collaboratively to create multiple facility options that will increase activity and vibrancy of our city, and make it competitive with any destination in the country. One of the many unique aspects of the study includes the strategic alignment of the recommendations between the entities that will allow for improved cross-utilization between the National Western Center and Colorado Convention Center. The future improvements of all facilities will benefit Denver and the entire region.

7. Is there enough land surrounding the National Western Center to support the improvements recommended by the study?

With the appropriate improvements and new flexibility being built into the facility planning, there is enough land within the primary study area to create the National Western Center based on the study recommendations. The master plan will be key in making any determination regarding land requirements. The National Western Center is also working with a 27 member Citizens Advisory Council consisting of residents, businesses, landowners and other community leaders. The role of the Council is to help guide and inform the future of the National Western Center during the master planning process and ensure the plan uplifts the unique attributes of the surrounding neighborhoods. Given the urban context of the site, it will be essential to work in partnership with a variety of stakeholders to create a unique experience at the National Western Center, which maximizes available land holdings.

8. What happens next?

The next step is to use the feasibility study to inform the planning process for all three facilities. The National Western Center master planner (Parsons Brinckerhoff) is working with a committed group of partners (Colorado State University, Denver Museum of Nature & Science, History Colorado, NWSS and City and County of Denver) and the Citizens Advisory Council to create a dynamic plan that will include a variety of components such as education, entertainment, tourism and job creation. The plan should be completed by the end of 2014 and will leverage unique opportunities like the new North Metro Line transit stop, which will be located at 49th & Brighton Blvd, to activate the National Western Center enter year round. Visit Denver and Denver Arts & Venues will review and analyze the study's recommendations and move forward with a plan of next steps for the Colorado Convention Center. Together, we will create multiple facility options to ensure Denver remains competitive with any destination in the country.

For more on the Feasibility Study visit www.denvergov.org/ndcc