

April 17 - 18, 2024

# COMMUNITY-WIDE MEETING

EQUESTRIAN CENTER, HOTEL, & PARKING GARAGE  
PROJECT



NATIONAL  
**WESTERN**  
CENTRE



Green Street  
Project  
Green  
Infrastructure  
Programs

Recycled  
Wood

NATIONAL  
**WESTERN**  
CENTRE

NATIONAL  
**WESTERN**  
CENTRE



# TONIGHT'S AGENDA & PURPOSE

Purpose: continue to inform how community benefits can be integrated into the next development project at the National Western Center.

1. What is the NWC?
2. Overview of the Equestrian Center, Hotel, & Parking Garage Project
3. Previous outreach efforts summary
4. Q/A
5. Introduce development partner, Community Activation Partners
6. Introduce areas of interest /emphasis – Taskforce Topics
  - Community space & design input
  - Community use and Community Investment Fund revenue ideas
  - Jobs
7. Taskforce roles and responsibilities (time obligation / outcomes)
8. Call for Taskforce sign up
9. Adjourn

# WHAT IS THE NATIONAL WESTERN CENTER (NWC)?

Brad Buchanan, CEO  
National Western Center







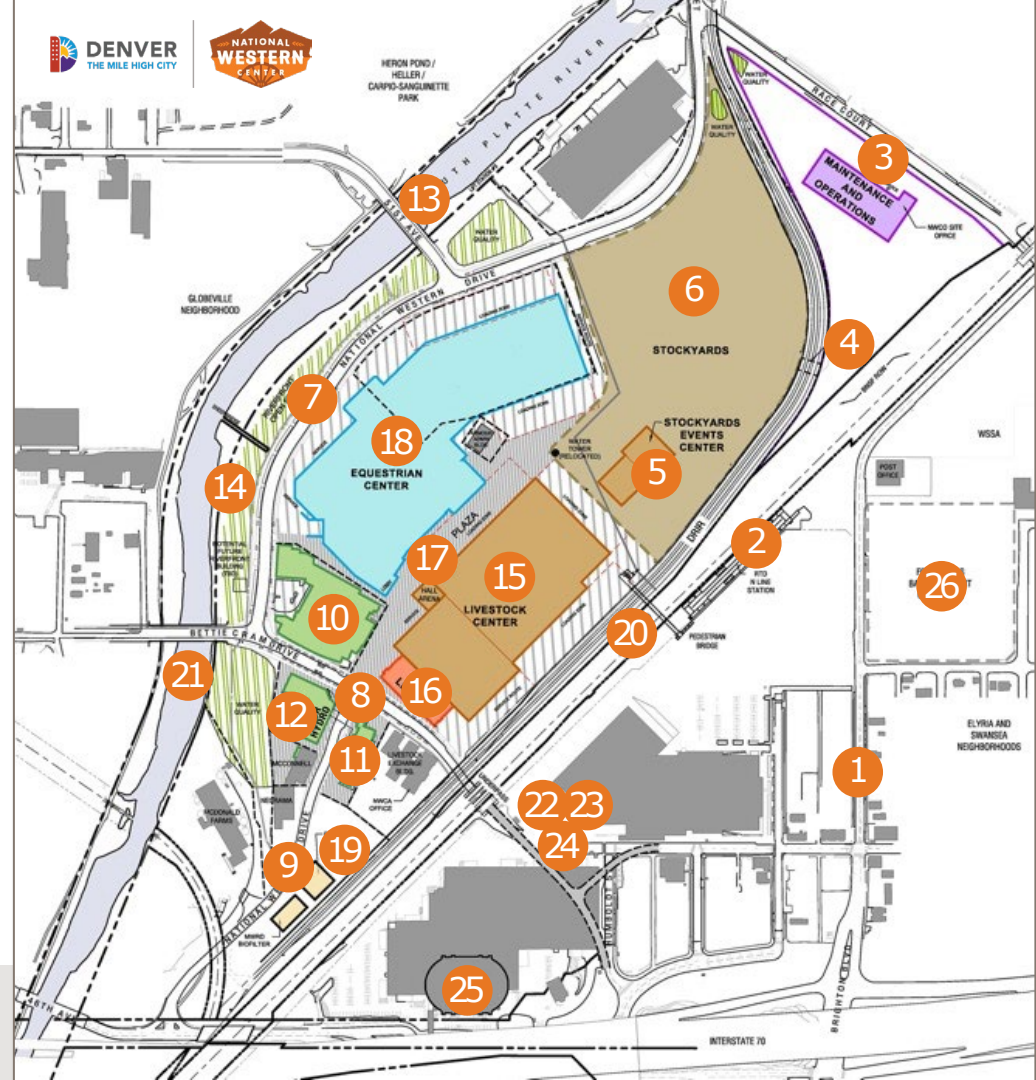
# EQUESTRIAN CENTER, HOTEL, PARKING GARAGE PROJECT

Steve Nalley, CREO  
National Western Center



# NWC CAMPUS PLAN

1. Brighton Blvd. – 47<sup>th</sup> to Race Ct.
2. RTD Commuter Rail Transit Station
3. Maintenance & Operations Facility
4. DRIR Rail Corridor
5. Stockyards Event Center
6. The Yards Multi-Use Space
7. New National Western Dr.
8. New Bettie Cram Dr.
9. District energy system's central utility plant (CUP)
10. CSU Spur: Vida (health)
11. CSU Spur: Terra (food)
12. CSU Spur: Hydro (water)
13. New Bridge at 51<sup>st</sup> Ave.
14. South Platte Riverfront Open Space
15. Livestock Center
16. WSSA Legacy Building HQ
17. Main Campus Plaza
18. **\*\*Equestrian Center, Hotel, Parking Garage\*\***
19. CUP N Parking Garage
20. Pedestrian Bridge
21. New Bridge at 48<sup>th</sup> Ave
22. Arena
23. Expo Hall
24. Supporting development
25. 1909 Stadium Arena rehabilitation
26. Campus-related transit-oriented development (TOD)





## ★ EQC/HOTEL/GARAGE

### Equestrian Center

- Show Arena – 4,500 seats
- Horse barn – 550+ stalls
- Warm up paddocks

### Hotel

- Approximately 200 rooms
- Coffee shop, restaurant, bar, business center
- Consistent with mission vision, food ethos of National Western Center

### Parking Garage

- Minimum of 580 parking spots
- Additional hotel parking, as needed

### Amour Admin

- Adaptive reuse of Landmarked structure

### Community Space

- 4,000 square feet of dedicated space for the community

### Events Programming

- Booking of campus facilities to drive heads in beds



# BASELINE REQUIREMENTS FOR ALL NWC DEVELOPMENT

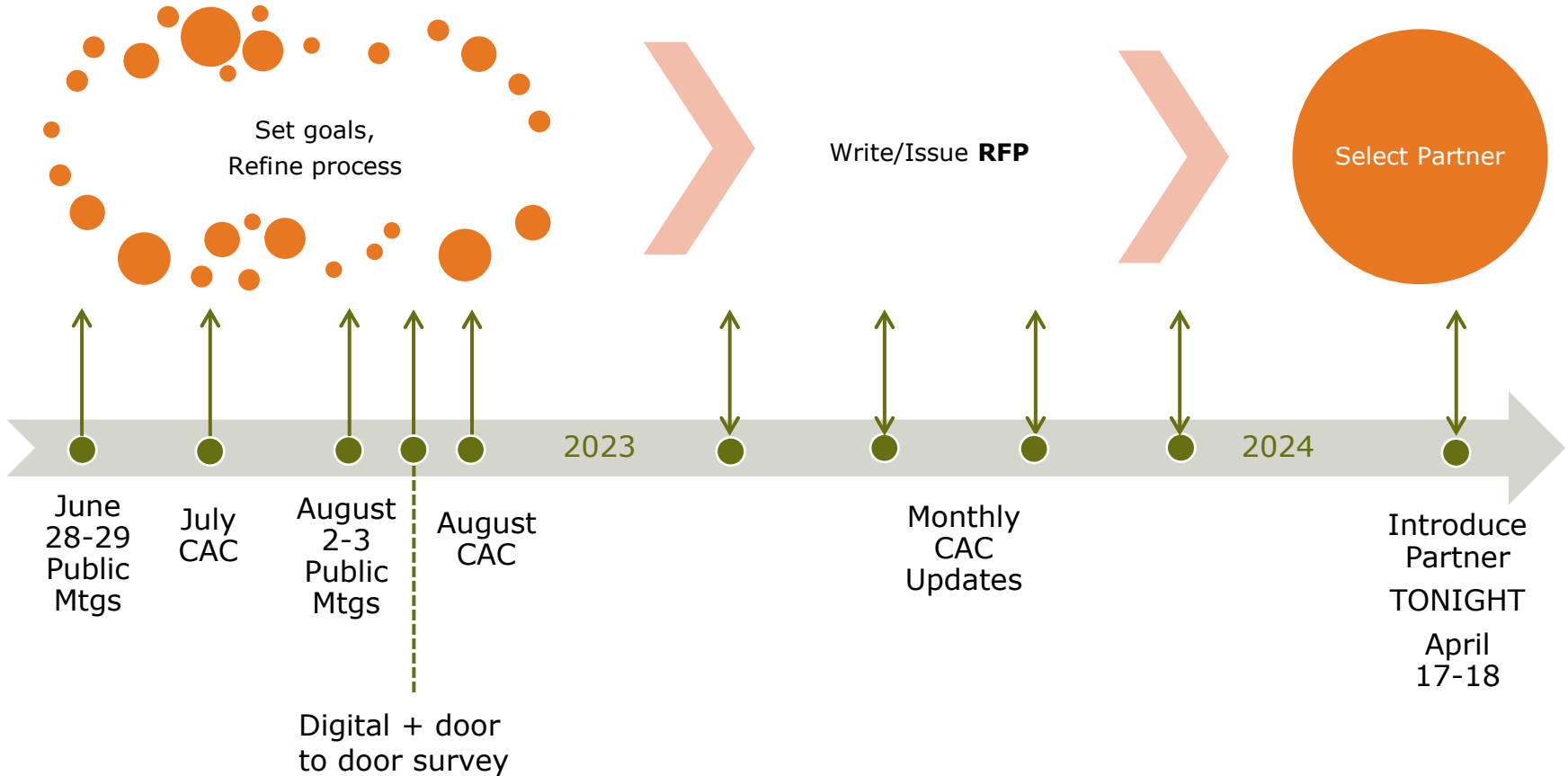
## Framework Agreement:

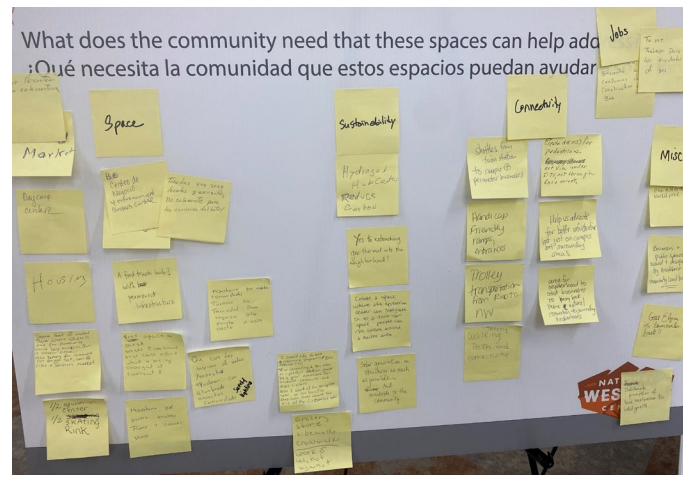
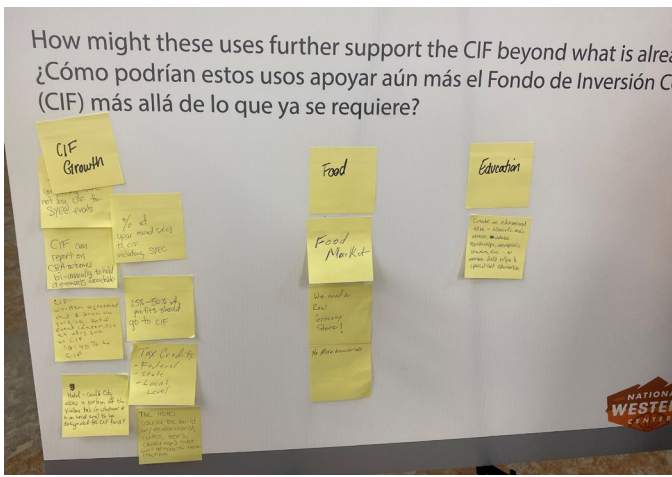
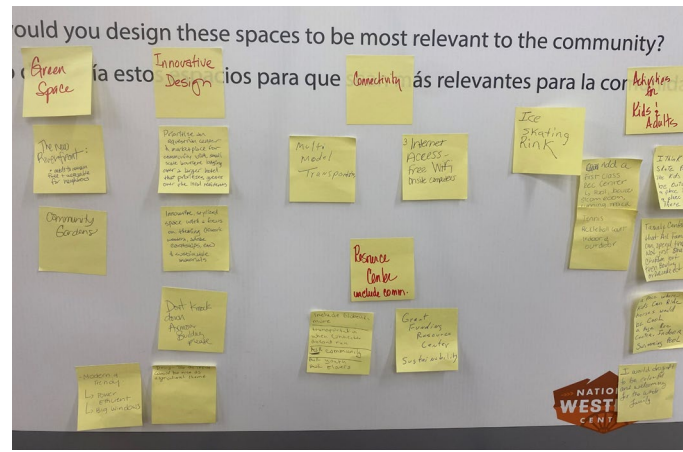
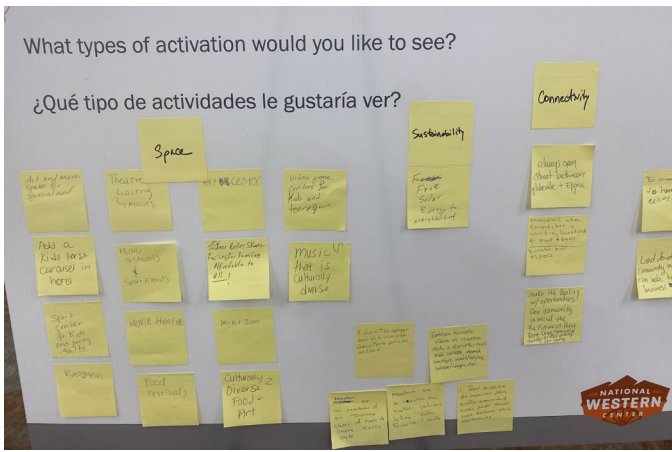
Holds Authority to:

- Achieve overall benefit to NWC campus
- Mission and Vision
- Competitive procurement
- Prevailing Wage
- Living Wage
- Public Art
- Small business enterprise, equal employment opportunity, and minority and women business enterprise participation
- CIF support – any retail component requires Roundup



# PROCUREMENT SEQUENCE





# INTEGRATING INPUT INTO EQC/HOTEL RFP

- Included all ideas in RFP for reference.
- Score proposals considering approach to incorporating ideas and ability to deliver the following ideas most important to community members:
  - **Community-controlled space:** discuss funding for dedicated community space with city and seek creativity from proposers for location and integration with the project.
  - **Design:** seek delivery of various design ideas, including locally relevant and accessible restaurants, cafes, and bars (not just for hotel patrons), resiliency, green infrastructure, etc.
  - **Jobs/job training/SBE support:** seek an approach to hotel apprenticeships/internships/and actual jobs for community members, not just for the low-paying jobs; hire locally; deliberate promotion of local businesses to hotel guests.
  - **CIF revenue sources:** require roundup at all POS, seek other creative hotel contributions to CIF.
  - **Community use/rates:** seek an approach from hotel operator to arrange for free or discounted use of meeting/conference rooms for community/non-profits.

# CHECK-IN QUESTIONS SO FAR?



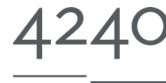
# INTRODUCE DEVELOPMENT PARTNER

Bianca Steer, Project Manager  
Community Activation Partners





## FENGATE



# COMMUNITY PARTNERSHIPS



# COMMUNITY PARTNERSHIPS





# COMMUNITY PARTNERSHIPS



# LOOKING AHEAD

Steve Nalley, CREO  
National Western Center



# NEXT STEPS

Predevelopment Agreement, Community Input, Design, Finance Approach

- Next 9-12 months
- Tonight's discussion



Development Agreement, Project funding, finalize design

- Requires City Council Approval

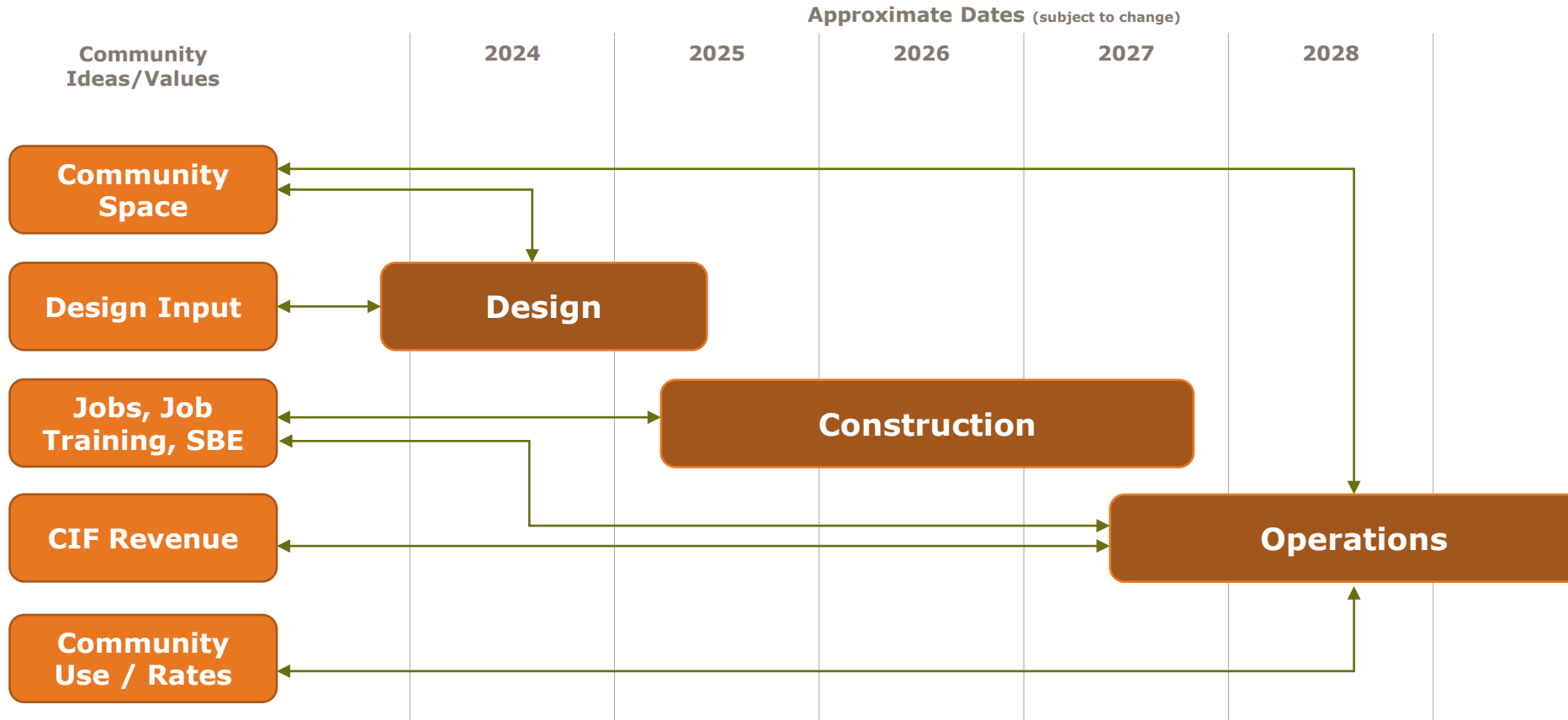


Construction



Operations

# COMMUNITY INPUT



# COMMUNITY INPUT

Approximate Dates (subject to change)

Community Ideas/Values

2024

2025

2026

2027

2028

Community Space

1

Design Input

Design

Jobs, Job Training, SBE

2

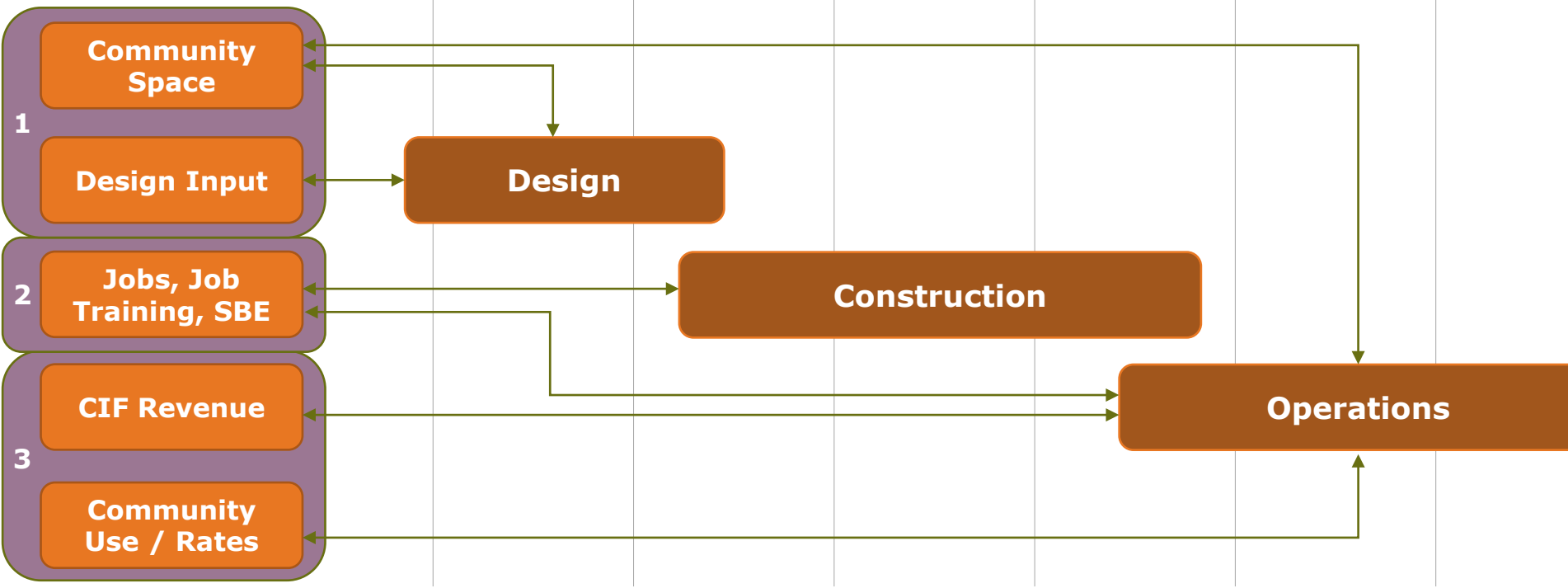
Construction

CIF Revenue

3

Community Use / Rates

Operations



# PROPOSED COMMUNITY MEETINGS/PROCESS

Approximate dates		2024			2025				2026				2027				2028				
		Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Project Agreements		Predevelopment Agreement			Development Agreement																
Approximate Project Phase		Design				Construction								Operations							
Community Advisory Committee		Meets Monthly																			
Community Benefits Committee		Meets Monthly																			
Community Wide Meetings		Meets every 4-6 Months (around key milestones)																			
Taskforce Topics	Community Space / Design	Monthly								Frequency TBD											
	Community Use/Rate/ CIF Revenue		Monthly										Frequency TBD								
	Jobs, Training, SBE				Monthly									Frequency TBD							

# COMMUNITY SPACE / DESIGN TASKFORCE TOPIC



# COMMUNITY SPACE / DESIGN TASKFORCE TOPIC







## COMMUNITY USE / RATES / CIF REVENUE TASKFORCE TOPIC

- Discuss and operationalize free or discounted use of hotel meeting/conference rooms for community/non-profits.
- Explore other use opportunities and ideas, such as use of a kitchen.
- Discuss creative hotel contributions to the Community Incentive Fund beyond the roundup.

A photograph of the National Western Center building, a large, classical-style structure with a prominent portico supported by several tall, fluted columns. The building is constructed of red brick and stone. The sky is blue with scattered white clouds. A decorative vertical border with a repeating geometric pattern is on the right side of the image.

# **JOBS / TRAINING / SMALL BUSINESS SUPPORT**

- Discuss construction job opportunities and existing programs to engage the GES neighborhoods.
- Explore opportunities to support small businesses in the community.
- Reengage in 2027 to discuss hotel jobs.





# TASKFORCE ROLE AND TIME COMMITMENT

## Role:

- Focused group, open to the public, informing the integration of community benefits into the Equestrian Center, Hotel, Parking Garage project.

## Time Commitment:

- Meet monthly for two hours, in-person, with a virtual option for the next year.
- Reconvene during construction to prepare for operations.

# SIGN UP FOR THE TASKFORCE








# CONTACT

---

## STEVE NALLEY

Chief Real Estate Officer

email: [s.nalley@nationalwesterncenter.com](mailto:s.nalley@nationalwesterncenter.com)

-  [nationalwesterncenter.com](http://nationalwesterncenter.com)
-  [facebook.com/nationalwesterncenter](https://facebook.com/nationalwesterncenter)
-  [twitter.com/DiscoverTheWest](https://twitter.com/DiscoverTheWest)
-  [instagram.com/national.western.center](https://instagram.com/national.western.center)
-  [linkedin.com/company/national-western-center/](https://linkedin.com/company/national-western-center/)

