

PROGRAM STRATEGY DEVELOPMENT SUMMARY SUMMER 2019



NATIONAL
WESTERN
CENTER
025

AGENDA

1. SUMMER FOCUS AREA MEETINGS SUMMARY
2. INTRODUCING PROGRAMMING INITIATIVES
3. ENGAGEMENT POST-SIP



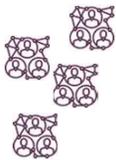
SIP PROGRAMMING STRATEGY DEVELOPMENT



April 2019 - Issued a broad call for ideas around the Master Plan's guiding principles.



May 2019 - Organized the ideas into focus areas introduced to stakeholders at the Summit.



June-August 2019 - Hosted 15 public meetings to improve the ideas and recommend a path forward. **132 unique participants**



September 2019 - Grouped the program recommendations into initiatives with outcomes.

CULTIVATE
CAMPAIGN

267
IDEAS

SUMMIT

FOCUS AREAS
5

SUMMER OF
STRATEGY

27
CONCEPT
RECOMMENDATIONS

SIP

INITIATIVES
4



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SUMMER FOCUS AREA MEETINGS SUMMARY

June

Socialize
programming
concepts

July

Refine & evaluate
concepts based on

- Operating principles
- Timing
- Physical space

August

Concept recommendations
& continued engagement



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PROGRAMMING INITIATIVES

1. Align to Focus Areas
2. Include concepts and sequence them over time
3. Begin with immediate 2020 opportunities to create value and build audience before buildings open
4. Drive toward significant programming on campus in 2023/4



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EXPERIENCE TO IMPACT

Cooking, Gardening and Nutrition Classes				
Community-Driven Arts Programming				
	Citizen Science Center			
	Culturally Relevant Music Events			
		Maker Space		
			Riverfront Experiences	
			Multi-Generational Play Area	
			Urban Teaching Farm	
				West x Midwest Conference
2020	2021	2022	2023	2024



GETTING STARTED

How might we... grow our audience in 2020 through programming-lite?

TARGET AUDIENCES

- Mission-aligned organizations
- Early adopters
- Colorado producers
- GES residents
- Civic & government leaders

STARTUP ACTIVITIES

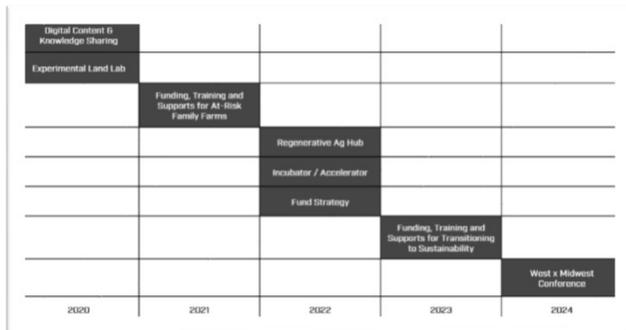
- Convenings and meet-ups
- Co-branded events
- Digital programs



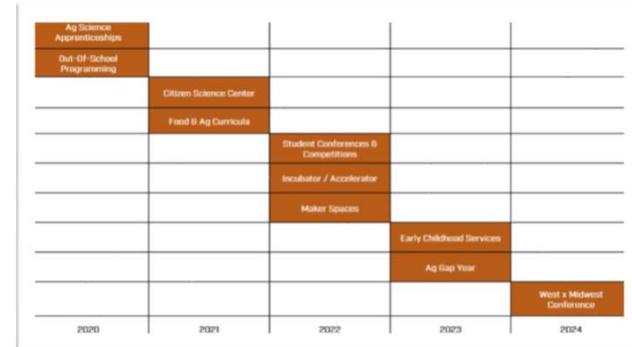
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PROGRAMMING INITIATIVES

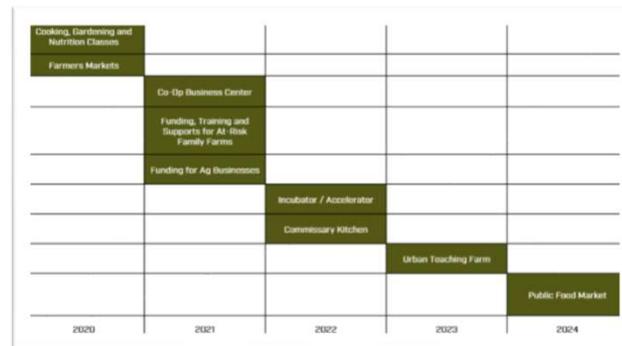
FOOD & AG INNOVATION ECOSYSTEM



GROWING YOUNG MINDS



COLORADO FOOD CHAIN



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CONTINUED ENGAGEMENT

Simplicity + Inclusivity + Transparency

SKETCH LEVEL ENGAGEMENT - PROCESS

SOURCE

- RFP/Q/I
- Ongoing way to submit ideas online
- Targeted outreach

VET

- Due diligence documents
- NWC staff consultations
- Advisory group(s)

APPROVE

- Programming Team
- CEO
- Authority Board

INFORM

- Programming newsletter
- Presentations to the CAC
- Calendar of events



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KEY TAKEAWAYS

Summer focus area meetings summary

- Focus Area teams wrapped up
- Programming recommendations complete

Introducing programming initiatives

- Framework in place with full description in SIP
- Target audiences and programming-lite

Engagement post-SIP

- Simplicity + Inclusivity + Transparency
- Community insights informing ongoing approach



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FOOD & AG INNOVATION ECOSYSTEM

Digital Content & Knowledge Sharing				
Experimental Land Lab				
	Funding, Training and Supports for At-Risk Family Farms			
		Regenerative Ag Hub		
		Incubator / Accelerator		
		Fund Strategy		
			Funding, Training and Supports for Transitioning to Sustainability	
				West x Midwest Conference
2020	2021	2022	2023	2024



COLORADO FOOD CHAIN

Cooking, Gardening and Nutrition Classes				
Farmers Markets				
	Co-Op Business Center			
	Funding, Training and Supports for At-Risk Family Farms			
	Funding for Ag Businesses			
		Incubator / Accelerator		
		Commissary Kitchen		
			Urban Teaching Farm	
				Public Food Market
2020	2021	2022	2023	2024



GROWING YOUNG MINDS

Ag Science Apprenticeships				
Out-Of-School Programming				
	Citizen Science Center			
	Food & Ag Curricula			
		Student Conferences & Competitions		
		Incubator / Accelerator		
		Maker Spaces		
			Early Childhood Services	
			Ag Gap Year	
				West x Midwest Conference
2020	2021	2022	2023	2024



INSIGHTS & OUTCOMES

	POSITIVES	MOVING FORWARD
REACH: Including new faces and voices	Engaged 132 unique participants who are now stakeholders and champions of the National Western Center.	Further outreach needed to engage: <ul style="list-style-type: none"> -GES Residents -Rural Residents & Organizations -Young People -Longtime NWC Stakeholders
REFINEMENT: Developing programmatic priorities	Developed <ul style="list-style-type: none"> - 5 Focus Areas - 27 Concepts - 4 Initiatives 	Concepts and Initiatives need additional research, expert input and framing before implementation.
RELATIONSHIPS: Building connections with core partners	<ul style="list-style-type: none"> - Summit as a galvanizing event - Participation from partners, board & staff - Alignment conversations with partners 	Continued partner alignment planning ??? Co-create and partner
ENGAGEMENT: Keeping our door open	Executed our public stakeholder engagement process and learned a great deal.	<ul style="list-style-type: none"> - Test and refine ongoing engagement practices - Take staff leadership role in convening and facilitating



INSIGHTS & OUTCOMES

- EXPANDING REACH With **XX** unique participants, we expanded the NWC tent to include new faces and voices!
- NEXT STEPS: By organizing regular outings this fall, we're keeping these early stakeholders engaged.
- EARN TRUST: In inviting candid feedback, we can improve the process moving forward and earn trust.
- WHO'S MISSING: Despite meaningful outreach, critical stakeholders were still missing from the process:
 - GES Residents
 - Rural Residents & Organizations
 - Young People
 - Longtime NWC Stakeholders (e.g. CAC members and NWCA board members)



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INTRODUCING INITIATIVES

All 27 recommendations from the focus area teams are represented here.
Some recommendations show up across multiple initiatives.
All the initiatives land in a major event on campus in 2024.

FOOD & AG INNOVATION ECOSYSTEM



COLORADO FOOD CHAIN



GROWING YOUNG MINDS



EXPERIENCE TO IMPACT



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