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# NATIONAL WESTERN CENTER

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LOCAL IMPACT  GLOBAL REACH



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*June 15, 2017*

## Campus Placemaking



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## NWC Master Plan

- Areas of Focus:
  - Set Vision for the Campus
  - Site organization
  - Site circulation
  - Right of ways
  - Rail relocation
  - Site constraints
  - Proposed development pads
  - General program facility and space requirements





## Campus Placemaking

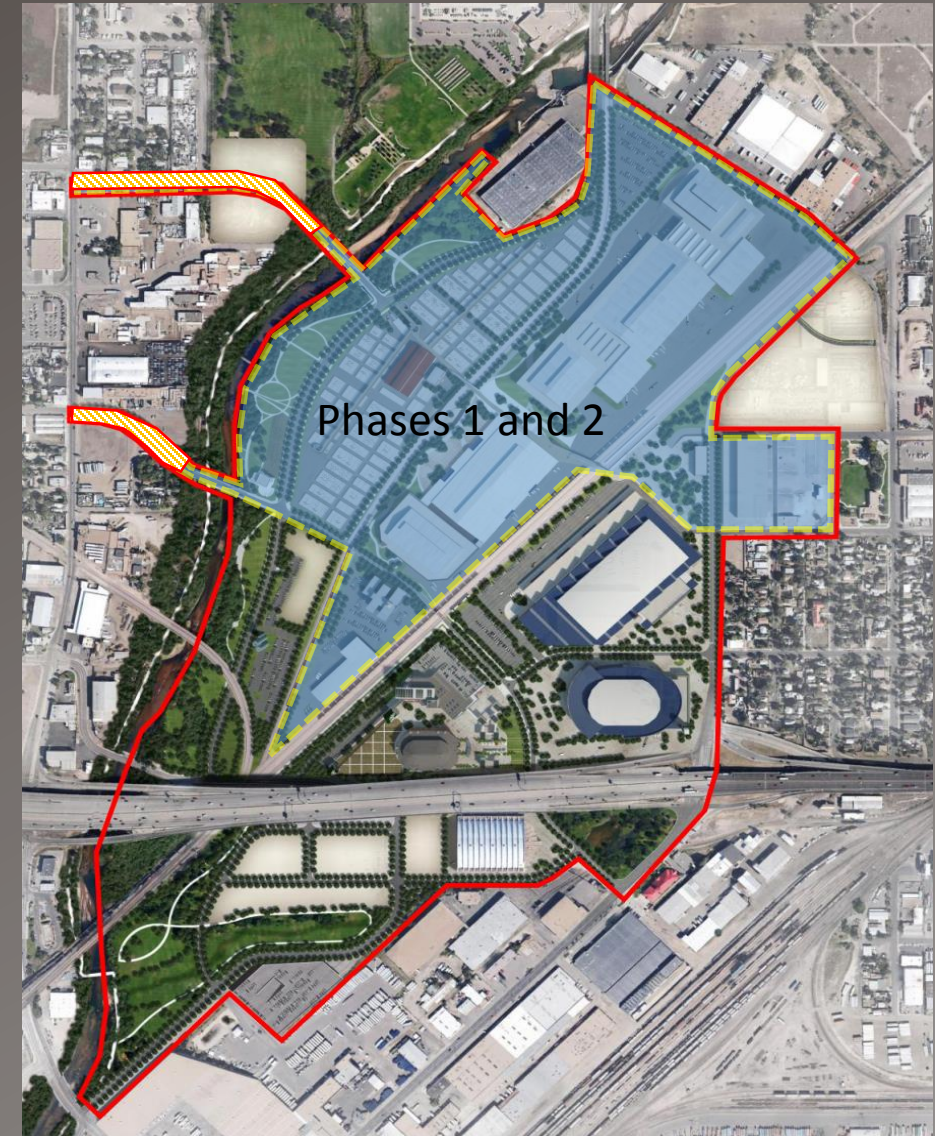
- Purpose
  - Provide refined programming and design detail to advance the approved Master Plan Document
  - Provide additional detail to set up implementation
  - Develop creative campus solutions that recognize program baseline scope, schedule and budget
- Task Order Based Contract
  - To effectively manage program resources for each Task Order will be negotiated between NWCO and selected Consultant
- M/WBE Goal of 24%
- 24-36 month contract term





## Project Scope Elements

- Project Management
- Community Engagement
- Built Form, Campus Character and Campus Cultural Plan
- Market Analysis
- Program Refinement
- Public Realm Study
- Design Standards and Guidelines
- Design Review Implementation Strategy
- 15% and 30% Infrastructure Design



# Competitive Selection Process

- RFQ
  - 7 proposals received
  - 4 proposals invited for RFP (randomly listed)
    - RNL
    - Norris Design
    - MIG, Inc.
    - Civitas
- RFP
  - Written proposal, cost proposal and interview

## Selected Team

- MIG, Inc. selected as the Campus Placemaking Consultant
- Team Members
  - MIG
  - Studio Insite
  - Matrix Design Group
  - Communications Infrastructure Group
  - Winter & Company
  - HR&A Advisors, Inc.
  - GH2 Equine Architects
  - Zoeller Consulting
  - 505Design
  - OV Consulting
  - Livable Cities Studio
  - Two Hundred, Inc.
  - Arland LLC
  - SSG MEP
  - San Engineers

## Tentative Project Schedule

- |                             |                         |
|-----------------------------|-------------------------|
| • NTP/Kick Off              | Mid-July 2017           |
| • Program Refinement        | Mid-July to Feb. 2018   |
| • 15% Infrastructure Design | October 2017-April 2018 |
| • Public Realm Study        | January 2018-July 2018  |
| • 30% Infrastructure Design | TBD                     |
| • Standards and Guidelines  | TBD                     |



# Task Order 1: Mid July 2017–February 2018

- Project Management
- Public Engagement
  - Public Engagement Plan
  - Public Engagement and Community Outreach
  - Agency Engagement
- Program Refinement of Phase 1 and 2 Facilities
  - Market Study and Analysis
  - Program Verification
  - Finalize Facility Needs (Buildings)
  - Events and Activation (Public Spaces)
- Evaluation of Built Form, Campus Character and Campus Cultural Plan
  - Historic Documentation
  - Catalog of Historic Features
  - Campus Cultural Plan
  - Campus Character Areas and Themes
- Task Order Report and Documentation

# NWC-CAC Engagement-Future Meeting Content

- Team Introduction, Introduction to Campus Placemaking
- Site History and Relationship to Neighborhoods
- Catalog of Historic Features, Programming and Events
- Existing and Potential Events and Activation
- Campus Cultural Plan-Identifying the Stories
- Campus Cultural Plan-Campus Character Areas and Themes
- Campus Cultural Plan-Opportunities to Tell the Stories
- Site Infrastructure





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*June 15, 2017*

## State EDC Presentation Recap



## NATIONAL WESTERN CENTER

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RTA

**DECEMBER 2015** –  
EDC APPROVES  
NWC'S RTA  
APPLICATION

**NOVEMBER 2016** –  
FIRST SALES TAX  
INCREMENT  
COLLECTED

2015

2016

2017

2018

2025

PROGRAM

**MARCH 2015** – MASTER  
PLAN WAS APPROVED  
BY CITY COUNCIL

**MAY 2015** – HOUSE BILL  
15-1344 IS SIGNED BY  
GOVERNOR  
HICKENLOOPER

**OCTOBER 2015** – FIRST  
CAMPUS LAND  
ACQUISITION

**NOVEMBER 2015** –  
DENVER VOTERS  
APPROVE 2C BALLOT  
MEASURE

**JANUARY 2016** –  
MAYOR HANCOCK  
ESTABLISHES OFFICE  
OF THE NATIONAL  
WESTERN CENTER

**APRIL 2016** – FIRST  
BOND ISSUANCE OF  
PROGRAM \$200M

**NOVEMBER 2016** –  
NEXTGEN  
AGRIBUSINESS STUDY  
#1 RELEASED

**SUMMER 2017** –  
RTA AMENDED  
RESOLUTION NO. 5  
SUBMITTED TO EDC  
FOR APPROVAL

**FALL 2017** – 3RD  
QUARTER EDC  
REPORT

**JANUARY 2017** – ON-  
BOARDING OF NWC  
PROGRAM DELIVERY  
TEAM (CH2M)

**APRIL 2017** – ON-  
BOARDING OF CSU  
PROJECT DELIVERY  
TEAM (ICON)

**APRIL 2017** –  
SELECTION OF CAMPUS  
PLACEMAKING TEAM

**SUMMER 2017** – NTP  
CAMPUS PLACEMAKING

**SUMMER 2017** –  
PROGRAM BASELINE TO  
BE APPROVED

**SUMMER 2017** –  
NATIONAL WESTERN  
CENTER FRAMEWORK  
AGREEMENT APPROVAL

**FALL 2017** –  
DEMOLITION  
COMMENCES ON NWC

PROGRAM WORK  
CONTINUES,  
MILESTONES TBD

**NOVEMBER 2025** – RTA  
REQUIRED COMPLETION  
DATE OF PHASE 1 & 2  
OF NWC CAMPUS

# TIMELINE OF MILESTONES

2015

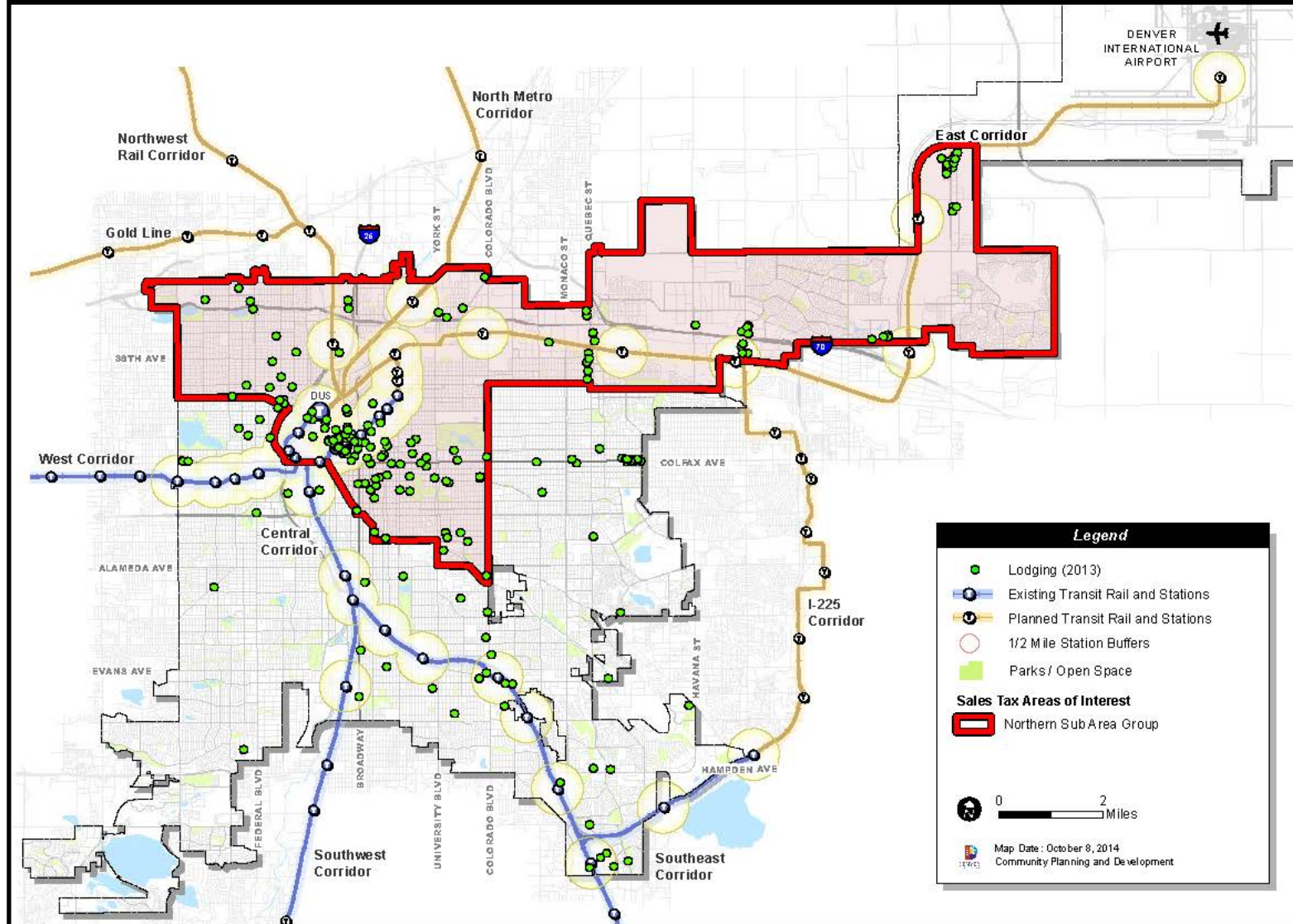
DECEMBER

## ECONOMIC DEVELOPMENT COMMISSION APPROVES RTA APPLICATION

- DENVER URBAN RENEWAL AUTHORITY (DURA) WAS DESIGNATED BY THE EDC AS THE FINANCING ENTITY
- REGIONAL TOURISM ZONE (RTZ) ESTABLISHED
- 1.83% OF SALES TAX REVENUE COLLECTED WITHIN THE REGIONAL TOURISM ZONE APPLIES TO REBUILDING THE NATIONAL WESTERN CENTER
- EDC APPROVED CERTAIN TERMS AND CONDITIONS WITH RESOLUTION NO. 5
- BASE YEAR REVENUE: \$214,866,527.20
- AGGREGATE CAP: \$121,464,163.50



## City and County of Denver Regional Tourism Zone



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2016

MAY

## LETTER OF INTENT

- WESTERN STOCK SHOW ASSOCIATION, COLORADO STATE UNIVERSITY, THE DENVER MUSEUM OF NATURE & SCIENCE, HISTORY COLORADO AND CITY AND COUNTY OF DENVER RECONFIRM INTENT TO PARTICIPATE IN THE COLORADO RTA.





# SALES TAX INCREMENT UPDATE

2017

MAY

## SALES TAX COLLECTED

	2016	2017
RTZ SALES TAX COLLECTED	\$215,798,331.44	\$84,668,686.31
BASE YEAR	\$214,866,527.20	
COLLECTIONS IN EXCESS OF BASE	\$931,804.24	
1.83% STATE SALES TAX INCREMENT FUND	\$17,052.02	

2017

MAY

IN JANUARY 2017 THE NATIONAL WESTERN STOCK SHOW ACHIEVED THE 3<sup>RD</sup> HIGHEST ATTENDANCE OF ALL TIME. ATTENDANCE REPRESENTS A **3%** INCREASE OVER THE LAST FIVE YEAR AVERAGE.

**16** DAYS  
OF EVENTS



**684,580**  
IN ATTENDANCE



**5 YEAR**  
ATTENDANCE NUMBERS

2016	686,745
2015	682,539
2014	640,022
2013	628,366
2012	636,662

2017

MAY

AN ECONOMIC ANALYSIS REPORT WAS CONDUCTED BY THE CITY & COUNTY OF DENVER'S OFFICE OF ECONOMIC DEVELOPMENT AS REQUIRED ANNUALLY BY THE COLORADO REGIONAL TOURISM ACT. THE ECONOMIC ANALYSIS REPORT COVERED AN IN-DEPTH ANALYSIS OF 6 KEY ELEMENTS:

1. ECONOMIC ANALYSIS OF DENVER
2. FISCAL IMPACT TO LOCAL GOVERNMENTS ADJACENT TO THE ZONE
3. NEW JOBS REPORT
4. MARKET IMPACT
5. ROI TO STATE OF COLORADO
6. ATTRACTION TO STATE/OUT-OF-STATE TOURISTS

**60%** INCREASE IN  
LAND VALUE, PARTIALLY A  
RESULT OF THE NWC  
PROJECT, DURING THE  
PAST TWO YEARS



**2.8%** GROWTH IN DENVER  
HOSPITALITY SECTORS IN 2016

**3.4%** EMPLOYMENT GROWTH  
IN DENVER IN 2016



# FOUNDING PARTNER UPDATE

2017

MAY

AS OF MAY 2017, THE FOLLOWING COMMITMENTS EXIST BETWEEN THE FOUNDING PARTNERS TO SUPPORT THE RTA.



**\$16.2M**

MINIMUM CONTRIBUTION TO COMPLETE CSU EQUINE SPORTS MEDICINE AND COMMUNITY OUTREACH CLINIC. CONTRIBUTION WILL BE ACHIEVED THROUGH HB 15- 1344



**\$125M**

\$50M CASH IN PROCEEDS TO THE PROGRAM.  
\$75M IN LAND TRANSFER. CAPITAL CAMPAIGN IN PROGRESS



PROGRAMMING PARTNER  
MOU IN PROGRESS



PROGRAMMING PARTNER  
MOU SIGNED



**DENVER**  
THE MILE HIGH CITY

**\$476M**

MINIMUM CONTRIBUTION TO FUND PHASE 1 AND PHASE 2 OF THE NWC AS SUPPORTED BY BALLOT MEASURE 2C

# EDC RESOLUTION

2017

SUMMER

## RTA AMENDED RESOLUTION NO. 5 SUBMITTED TO EDC FOR APPROVAL

- REFLECTS CITY ROLE AS DEBT ISSUER (NOT FINANCING ENTITY)
- UPDATES EXHIBIT B TO ADDRESS FACILITIES THAT DRIVE INCREMENT
- INCLUDES BUSINESS RECONCILIATION AND TAX INCREMENT PRACTICES
- INCORPORATES ALL STATUTORY REQUIREMENTS

# UPCOMING EDC SCHEDULE

PERIOD END	REQUIREMENT	DATE	AUDIENCE
JUNE 30, 2017	SEMI-ANNUAL MEETING	JUNE 15, 2017	COMMISSION
JUNE 30, 2017	Q2 REPORT	JULY 30, 2017	COMMISSION
JUNE 30, 2017	Q2 MEETING	AUGUST 30, 2017	DIRECTOR
JUNE 30, 2017	ANNUAL REPORT	SEPTEMBER 30, 2017	COMMISSION
SEPTEMBER 30, 2017	Q3 REPORT	OCTOBER 30, 2017	COMMISSION
SEPTEMBER 30, 2017	Q3 MEETING	NOVEMBER 30, 2017	DIRECTOR
DECEMBER 31, 2017	SEMI-ANNUAL MEETING	JANUARY 31, 2018	COMMISSION
DECEMBER 31, 2017	Q4 REPORT	JANUARY 31, 2018	COMMISSION
DECEMBER 31, 2017	Q4 MEETING	FEBRUARY 28, 2018	DIRECTOR





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## LAND ACQUISITION REPORT

*NWC Executive Oversight Committee*

*June 15, 2017*

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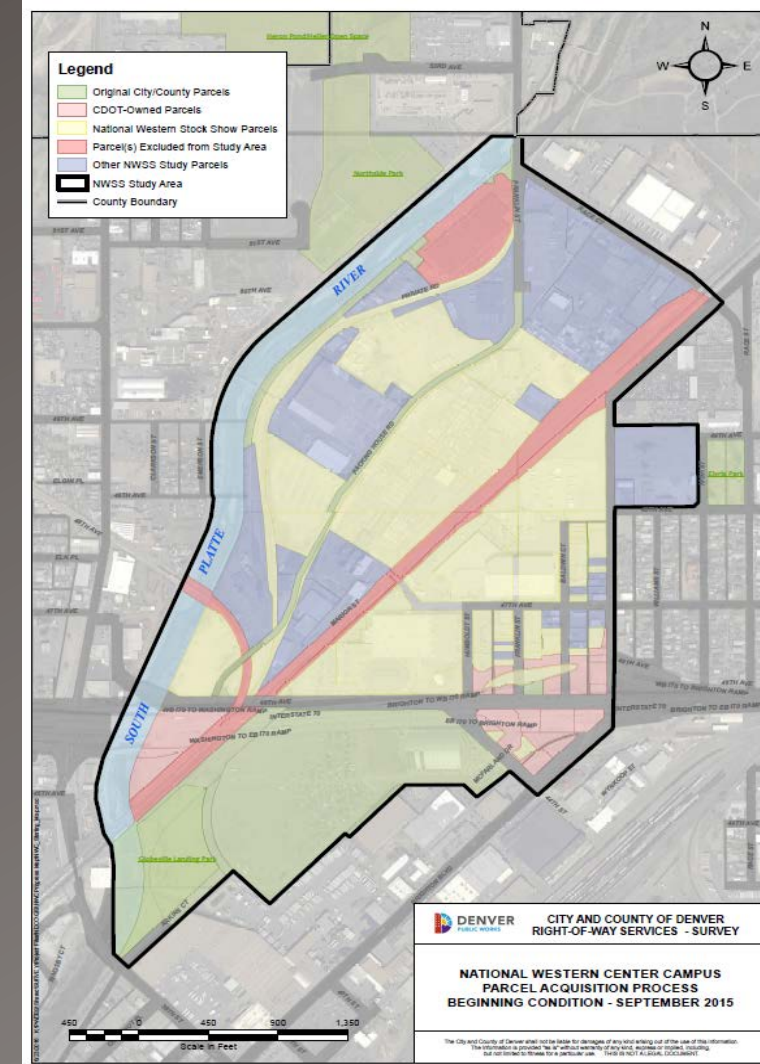
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## Land Acquisition Overview

- Denver's approved Land Acquisition Ordinance includes

**62 parcels** within the campus

- 24 CDOT parcels - 8% of land area
- 38 private parcels – 92% of land area
  - 26 Commercial
  - 10 Residential
  - 1 State Dept. of Agriculture
  - 1 DPS (bus barn)

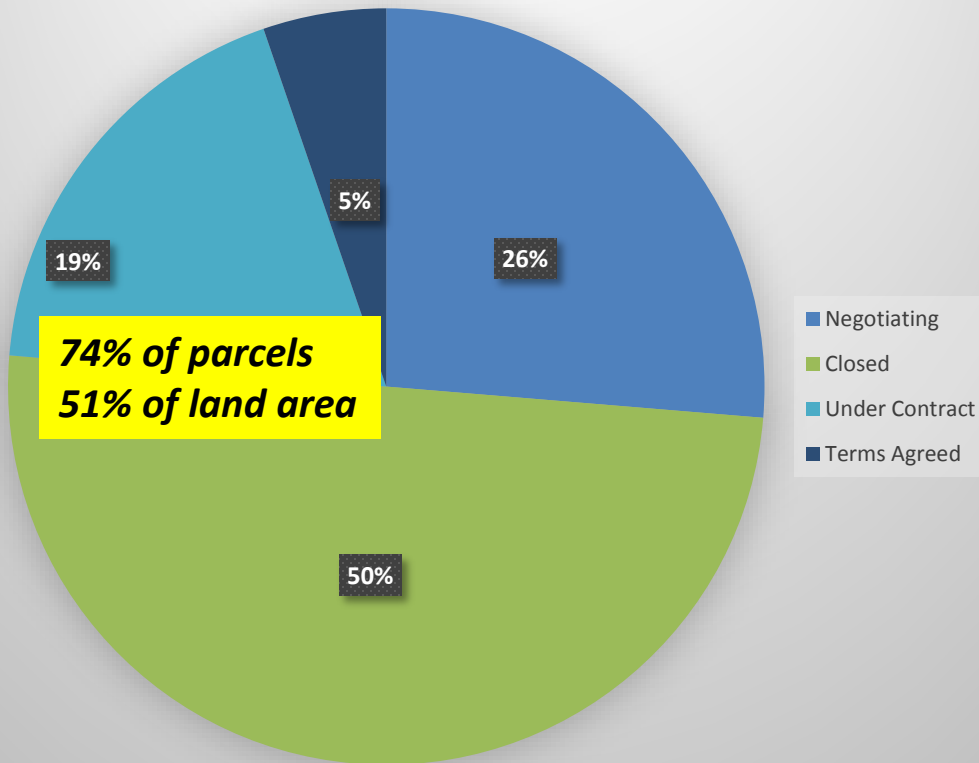




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## Third Party Number of Parcels Under Control (excludes CDOT land)



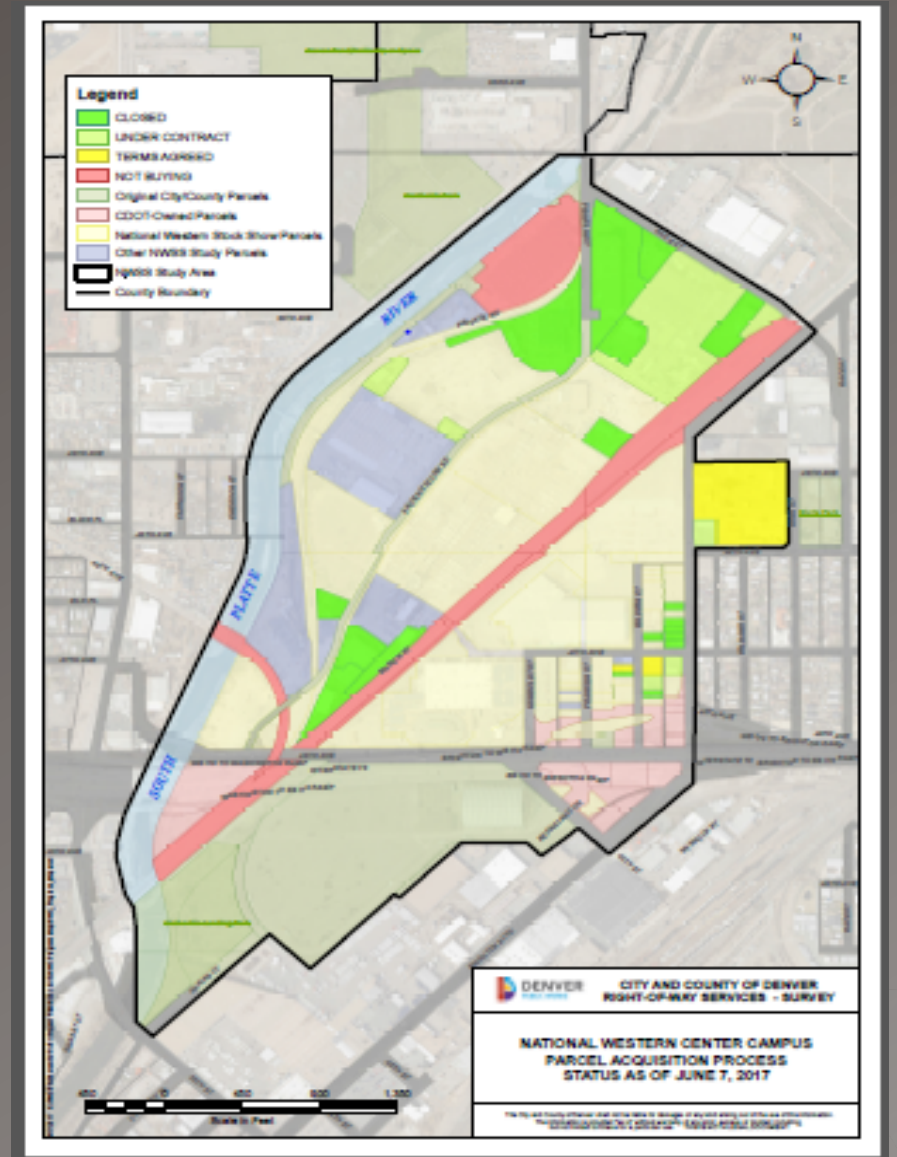
## Land Acquisition Status – Third Party Parcels – As of June 15, 2017

Quarter	Running Total Number of Private Parcels (38 total) Under Control
Dec 2015	3
Mar 2016	8
Jun 2016	12
Sep 2016	15
Dec 2016	17
Mar 2017	23
Jun 2017	28

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- **CLOSED** - 19 parcels
- **UNDER CONTRACT** - 7 parcels
- **TERMS AGREED** - 2 parcels
- **NEGOTIATING** – 10 parcels





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## ■ **WSSA** (approx. 89 acres)

- Anticipate land transfer in multiple groupings based upon project needs
- First transfer
  - Expected fall 2017
  - 19 parcels
  - 11 acres

## ■ **CDOT** (approx. 8 acres)

- Evaluating needs related to 70 Central redevelopment (City may not need all 24 parcels)

## ■ **DPS/Bus Barn** (approx. 6 acres)

- Terms agreed



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