



P3 CONFERENCE UPDATE

City of Denver
Office of the National Western Center
February 2018

IMAGINE. DISCOVER. CULTIVATE.



The National Western Center represents a transformation of the site into a year-round destination and Agri-business hub. The existing 100-acre site will expand to approximately 250-acres of indoor and outdoor year-round venues that can host a variety of events, festivals and concerts.

What's more, the new campus will be home to Agri-Business innovation companies as well as host Colorado State University as they further their education and research around rural agriculture, animal health, and water solutions.



IMAGINE. DISCOVER. CULTIVATE.

NATIONAL WESTERN CENTER PARTNERS



IMAGINE. DISCOVER. CULTIVATE.

PARTNER ROLES & RESPONSIBILITIES



Principal land and facility owner, leading the procurement process to select a development partner



National Western Center Authority

Non-profit Colorado corporation with 100-year lease for the campus; responsible for bookings, long-term operations and maintenance



100-year lease with NWC Authority; produces the National Western Stock Show, Rodeo All-Star Weekend, and Denver County Fair; books other year-round equestrian and livestock events with the Authority; parcel owner for the Legacy Building



COLORADO STATE UNIVERSITY

Independent parcel owner of the funded CSU educational facilities (Water Resources Center, Animal Health, CSU Center); provides year-round educational programming

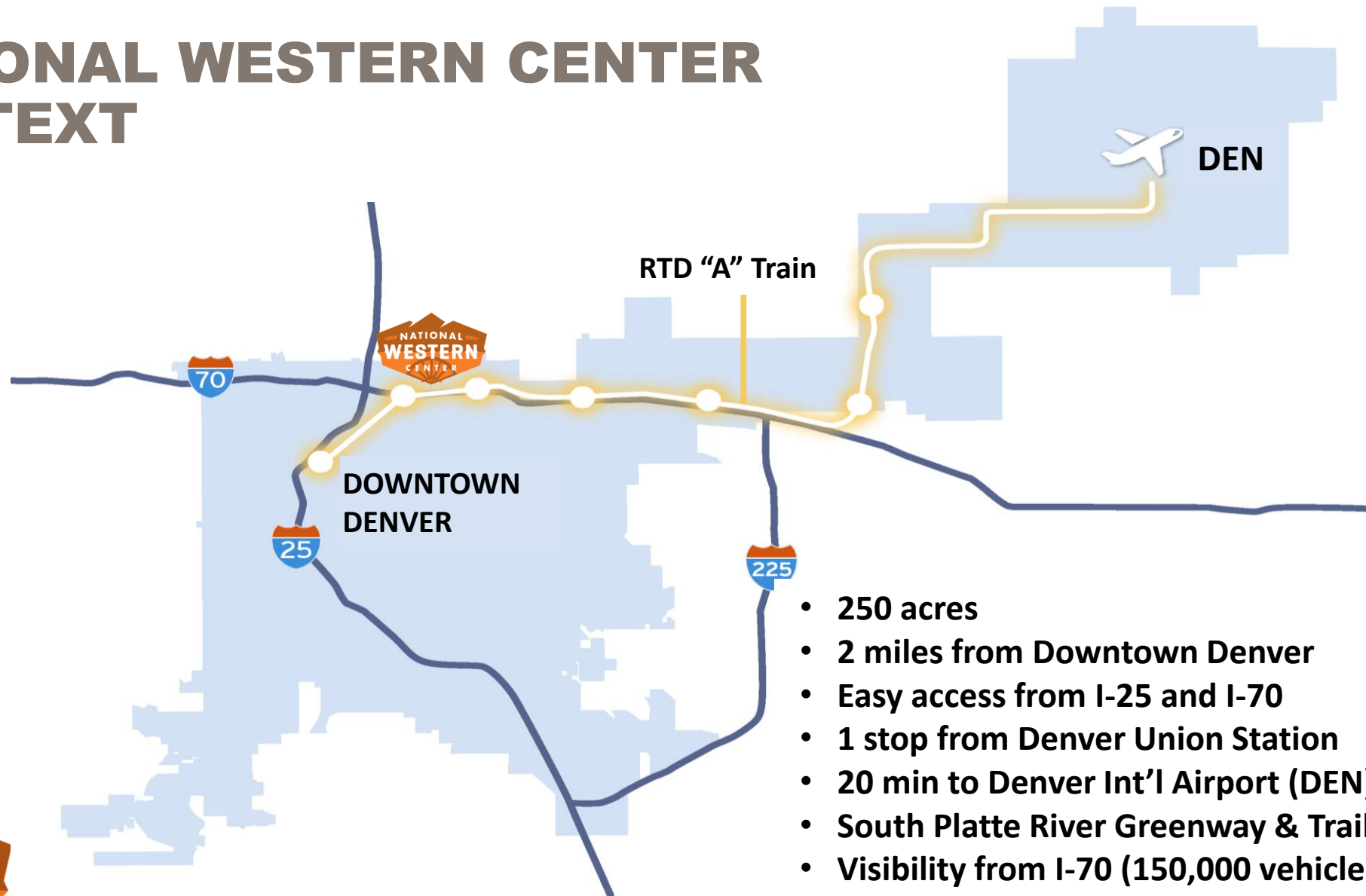


Programming Partners



IMAGINE. DISCOVER. CULTIVATE.

NATIONAL WESTERN CENTER CONTEXT



- 250 acres
- 2 miles from Downtown Denver
- Easy access from I-25 and I-70
- 1 stop from Denver Union Station
- 20 min to Denver Int'l Airport (DEN)
- South Platte River Greenway & Trail
- Visibility from I-70 (150,000 vehicles / day)



NATIONAL WESTERN CENTER SITE CONTEXT

Substantial developer investment in the adjacent River North (RiNo) neighborhood

RiNo Multi-Family

- 1359 Units built since 2004
- 720 Under Construction
- 398 Under Review
- 1374 Planned

RiNo Non-Residential

- 1.4 Million SF new or adaptive reuse constructed or under review
- 400,000 proposed (concept)



NWC PROGRESS TO DATE

\$765 million committed over 7 years



SITE PLAN

- 1 NWC TRANSIT STATION - [RTD]
- 2 BRIGHTON BLVD.
- 3 SOUTH PLATTE RIVERFRONT
- 4 NEW NAT'L WESTERN DRIVE
- 5 STOCK YARD/EVENT CENTER MULTI-USE SPACE
- 6 CAMPUS-RELATED TOD
- 7 NEW BRIDGES NEAR 48TH & 51ST AVENUES
- 8 LIVESTOCK CENTER
- 9 EQUESTRIAN CENTER
- 10 CSU ANIMAL HEALTH FACILITY
- 11 CSU WATER RESOURCE CENTER
- 12 MAINTENANCE FACILITY
- 13 DRIR RAIL CORRIDOR
- 14 WSSA LEGACY BUILDING
- 15 PEDESTRIAN BRIDGE
- 16 THE TRIANGLE @ NWC

CONSTRUCTION SCHEDULE

Construction

2018 - 2024

Stock Yards and
Stock Yard Event Center

2018 - 2021

Equestrian Center

2019 - 2022

Livestock Center

2020 - 2023

South Platte Riverfront

2019 - 2023

TRIANGLE @ NATIONAL WESTERN CENTER

A call to all trailblazers in agriculture, water, and food science research

The National Western Center brings together global thought leaders, curious students, and local community at an intersection of agriculture, education and entertainment.

We are creating a pioneering space to connect agriculture researchers, industry leaders and entrepreneurs.

By bringing together this expertise to engage and explore, we offer a place where innovators can develop new technologies for providing healthy food and clean water.



IMAGINE. DISCOVER. CULTIVATE.

OPPORTUNITY FOR INNOVATION

Triangle @ National Western Center

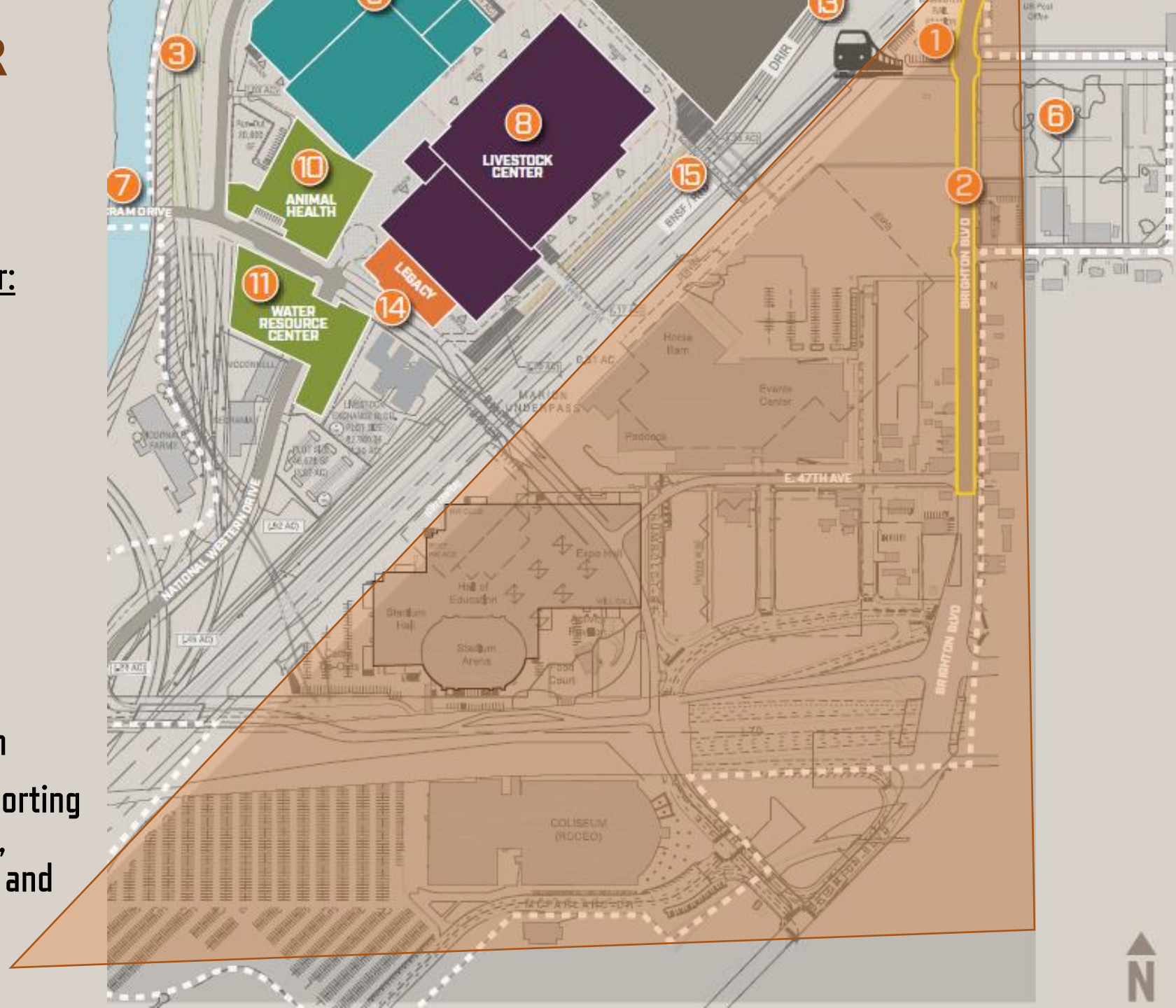
60 total acres with 18 acres reserved for:

Required Assets:

- New 10,000-seat Arena
- Redeveloped historic 1909 Building
- New Expo Hall
- and supporting structured parking

A parcel reserved for funded CSU Center

-
- Adjacent to new commuter rail station
 - Additional 42 acres available for supporting development (retail, hospitality office, housing), including the decommission and reuse of the Coliseum site



TRIANGLE @ NWC ASSETS TO BE DEVELOPED

Approximately 18 acres for required assets with estimated sizes and costs are shown at right.

Approximately 42 acres for additional optional elements including potential for retail, hospitality, office, and housing.

An additional parcel reserved for fully funded \$50 million CSU Center.

Required Assets Approx. 18 Acres	Approximate Square feet	Spaces	Estimated Cost per	Estimated Construction Totals
New Arena	295,000		\$400 / SF	\$120 million
Expo Hall	460,000		\$270 / SF	\$125 million
1909 Building Restoration	45,000		\$300 / SF	\$15 million
Structured Parking		2000	\$25K / space	\$50 million

Additional Private Sector Opportunities Approx. 42 Acres	Estimated Market (SF)	Units / Keys	Estimated Cost per	Estimated Construction Total
Retail	105K-170K		\$125 / SF	\$13 - \$21 million
Hospitality	100K-160K	140-245 keys	\$200K / key	\$28 - \$49 million
Office	300K-550K		\$300 / SF	\$90 - \$165 million
Housing	200K-400K	200-400 units	\$265 / SF	\$53 - \$106 million

Total	1.5 - 2 million			\$495 - \$650 million
-------	-----------------	--	--	-----------------------



Source: Square footage estimates provided by SAG Study for required assets and HR&A Market Study for private sector opportunities. Additional info at <https://nationalwesterncenter.com/about/what-is-the-nwc/data-hub/>

IMAGINE. DISCOVER. CULTIVATE.

RESTORING THE HISTORIC 1909 BUILDING

Opportunity for creative restoration and redevelopment

Historical building with potential for adaptive reuse

Potential visions may include:

- Public Market
- Event / Community Spaces
- Atrium for surrounding office complex



IMAGINE. DISCOVER. CULTIVATE.

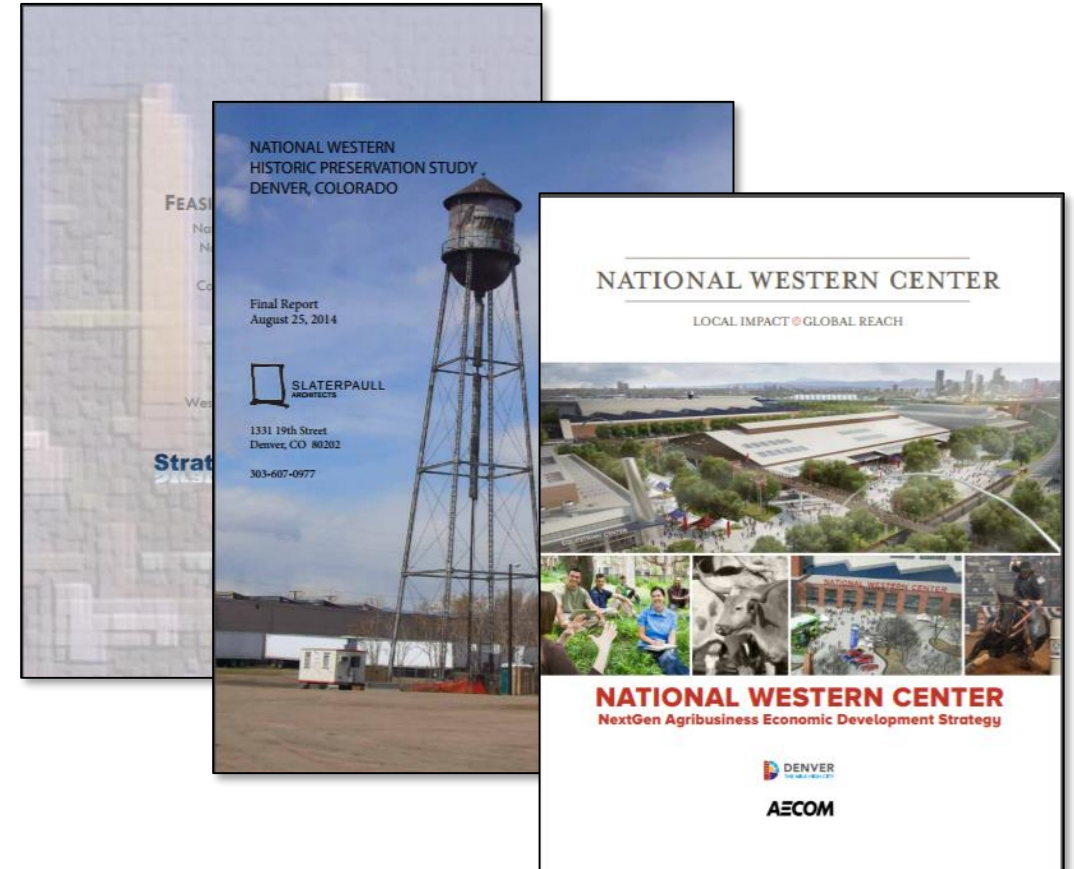
RESEARCH STUDIES DONE TO DATE

Studies show the magnitude of the opportunity for the Triangle @ NWC

- Market Assessments:
 - HR & A Market Assessment
 - SAG Report
- Next Gen Agribusiness Economic Development Study
- 1909 Building Reuse Study
- District Energy Studies
- Parking Study

Files located at the National Western Center Data Hub

<https://nationalwesterncenter.com/about/what-is-the-nwc/data-hub/>



IMAGINE. DISCOVER. CULTIVATE.