



IMAGINE. DISCOVER. CULTIVATE.

NATIONAL WESTERN CENTER | ARENA

The new arena is envisioned to be the flagship building and the primary entertainment destination at the National Western Center.

- A modern event venue designed for live music, family entertainment, rodeos and more
- Thousands of short- and long-term jobs

CULTURE & COMMUNITY IN A MODERN VENUE

Located near I-70 and Brighton Boulevard, the arena will be a new and modern venue to showcase and advance arts and culture in Denver. Designed for live music, family entertainment, sporting events, rodeos, expos and more, the 10,000-seat arena fills a gap in the metro area for a venue of its size. The arena will transform the visitor experience for events currently held at the 70-year-old Denver Coliseum – such as the NWSS rodeo, the Denver March Powwow and Colorado high school sports – while drawing all-new events from around the world and our own backyard. It will be the biggest source of supporting revenue for the campus, making other future campus assets possible, and active.

ECONOMIC OPPORTUNITY

The arena represents an investment in our local communities and our region. Its construction is expected to yield 4,500 jobs over the next three years, and will provide new opportunities for local and small businesses – all in line with Denver’s workforce and M/WBE equity targets. In the long term, the arena will create economic opportunities for myriad businesses and good-paying jobs for thousands of residents. Further, the arena is expected to be the greatest source of funding for the National Western Center’s Community Investment Fund, benefiting the Globeville and Elyria-Swansea neighborhoods.

Expert studies have projected viability for the new arena in the Denver marketplace, particularly for indoor, winter concerts to complement Denver’s many summer venues. The new arena will draw nearly 300,000 rodeo attendees in January alone, driving NWSS’s economic impact to the region well beyond its current \$100+ million annually.



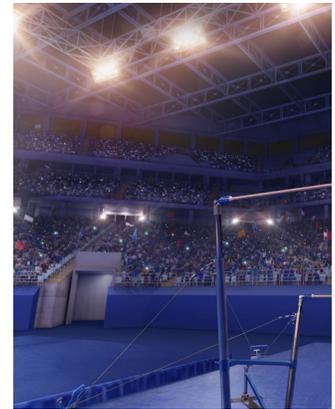
ABOUT THE NATIONAL WESTERN CENTER

The National Western Center is a year-round urban hub for food and ag discovery – in the heart of the American West. In 2015, Denver voters approved ballot measure 2C to fund construction of the first phases of the campus, underway now. Later phases, which include the future arena, have always been contingent upon the availability and timing of future funds.

PARTNERSHIP AND COMMITMENTS

The National Western Center and the partners (City and County of Denver, the National Western Stock Show and the CSU System), are committed to the full vision of the campus. Building the arena is a major step toward its completion.

Funding the arena will create a modern community and cultural asset, create jobs, and deliver on the promise of the National Western Center.



Bond proposal submitted by the Mayor’s Office of the National Western Center and the National Western Center Authority.

