

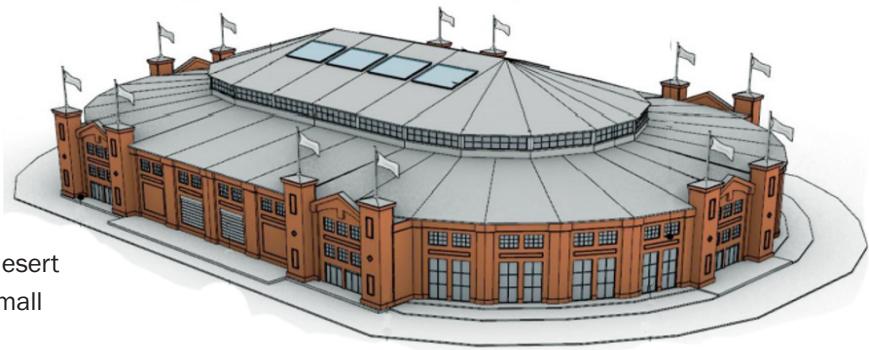


IMAGINE. DISCOVER. CULTIVATE.

DENVER PUBLIC MARKET

The City and County of Denver plans to rehabilitate the historic 1909 Stadium Building to prepare it to house Denver's first public food market.*

- Rehabilitation of a beloved local landmark
- Opens the door for healthy, fresh foods in a food desert
- Construction jobs, making way for hundreds of small business opportunities



REHABILITATION OF A HISTORIC LANDMARK

The National Western Center Master Plan (2015), approved by Denver City Council, envisions the 1909 Stadium Building becoming Denver's first true public food market. To prep the building for this use, a rehabilitation project will address necessary repairs, and maximize retail square footage and public-facing elements, while retaining the building's character.

COMMUNITY HEALTH

This project will set the stage for a vibrant hub of local, fresh, healthful and affordable food. In response to community wishes, a market of this kind would serve the daily shopping needs in Globeville and Elyria-Swansea (GES) for the first time in generations.

ECONOMIC OPPORTUNITY

The rehabilitation project would generate a variety of jobs immediately, laying the groundwork for future economic opportunities. In the future, the historic space

would be filled with a diverse mix of owner-operated stalls, shops and restaurants, featuring fresh food and other craft retail. With a focus on showcasing local products, the market will serve as a vital economic pathway for Colorado's agriculture industry and local food entrepreneurs.

Modeled after public food markets around the country and the world, but with a uniquely Colorado character, the market would become a tourism destination, helping to drive the economy in GES and Denver as a whole.

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 public market, 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. Rehabilitating the 1909 Stadium Building is a major step toward its completion.

As the City and County of Denver transitions from rescue to recovery, investment in community, business and infrastructure will be critical to its success. Funding the market will create jobs and help small businesses thrive, and enhance the health and well-being of our communities.



The brick-and-steel 1909 Stadium Building at 4655 Humboldt St. was the primary entertainment venue for the National Western Stock Show from 1908 to 1951, and will be used by the Stock Show through 2025.

*This project prepares the building for a market but does not include funding for the market itself.

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