



REQUEST FOR INDUSTRY FEEDBACK FOR EQUESTRIAN CENTER AND HOTEL PROJECT AT THE NATIONAL WESTERN CENTER



DISTRIBUTION DATE
June 21, 2023

THE MISSION AND VISION

In Denver, at the longtime home of the National Western Stock Show, a new kind of place is emerging to reconnect to our roots and to one another. The **National Western Center** is a year-round urban hub for food and ag discovery — in the heart of the American West. Our vision is to be the global destination for agricultural heritage and innovation. Our mission is to convene the world at the National Western Center to lead, inspire, create, educate, and entertain in pursuit of global food solutions.

The National Western Center Authority (the “Authority”) and the City and County of Denver (the “City”) are continuing their partnership to develop and implement components of the Master Plan for the 250-acre National Western Center (“NWC”) Campus (“NWC Campus”). The Authority, a nonprofit organization, is responsible for operating, maintaining, programming, and promoting the National Western Center. The City, Authority, and partners Colorado State University and the National Western Stock Show, have recently opened or are in the process of completing construction on multiple major facilities on the NWC Campus. The Equestrian Center is the only remaining public facility to be procured in Phases 1 and 2.

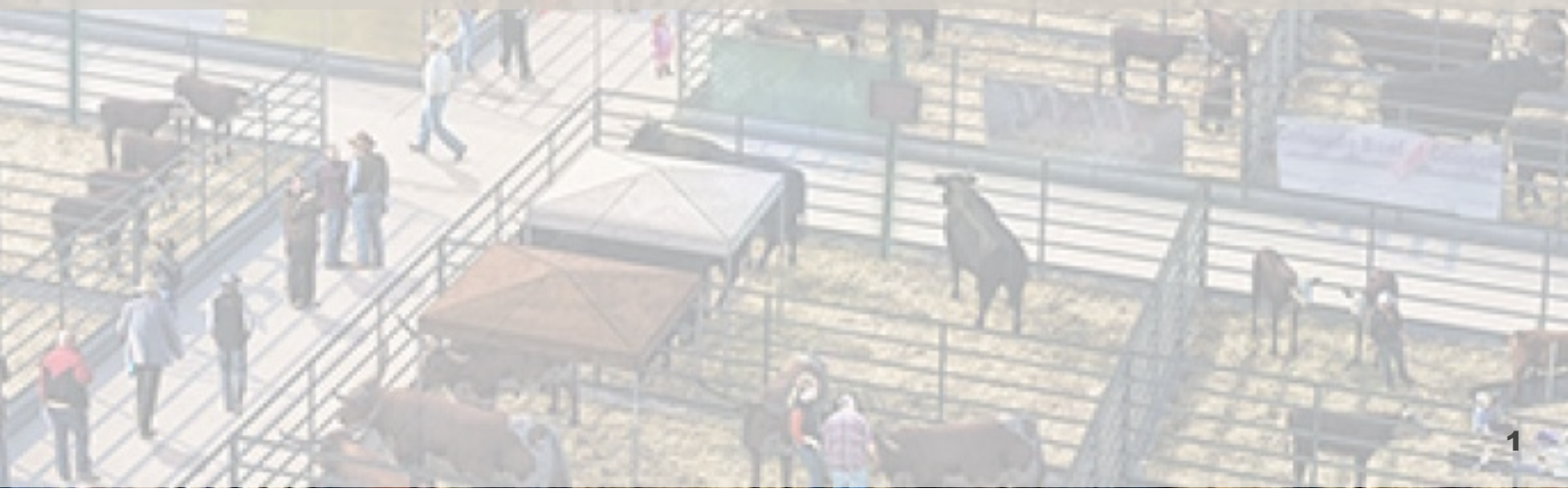
The Authority is undertaking a process to select a team to complete the Equestrian Center and Hotel Project on the remaining 17 acres on Phases 1 and 2 of the NWC Campus.

The development team is expected to:

- Design, build, and participate in the financing of an **Equestrian Center** meeting the needs of the City, the Authority, and their partners;
- Design, build, finance, operate and maintain a **~200-250 key full service boutique Hotel**;
- Design, build, and participate in the financing of **parking facilities** to support the Equestrian Center, Hotel, and the broader NWC Campus; and
- Activate the broader NWC Campus through **programming and events**.

Goals for the project include:

- Support the mission and vision of the Authority to deliver a vibrant NWC Campus;
- Create opportunities for community participation, engagement and benefits; and
- Activate the NWC Campus in coordination with existing events and operations.



THE OPPORTUNITY



The Authority and the City are seeking industry feedback on the proposed Equestrian Center and Hotel Project from potential industry partners.

This Request for Industry Feedback (“RFIF”) is intended to secure feedback from **hotel and public facility developers, contractors, event promoters, and other participants** who may seek to participate as part of a development team to inform transaction structuring, procurement approach, and other key strategic considerations.

The Authority and the City are seeking to develop the Project in a financially sustainable manner with capped risk exposure to the City; the potential to generate excess revenues to support NWC Campus and community initiatives; and to incorporate innovative approaches to design, development, operations, and financing to enhance Project outcomes.

The Project will continue to support the NWC Campus vision to create an exciting, year-round destination for generations, and your input is crucial to its success.



PROCESS & SCHEDULE



ONE-ON-ONE MEETINGS

We invite future potential industry partners to participate in individual meetings with Authority and City staff. The Authority welcomes firms with experience meeting one or more of the criteria below to request a meeting and encourages those that do not meet the criteria to add their name to the contact list for information about the Project and opportunities for engagement as the Project advances. **Meetings will occur the week of July 10.** In person is preferred, but hybrid options will be available.

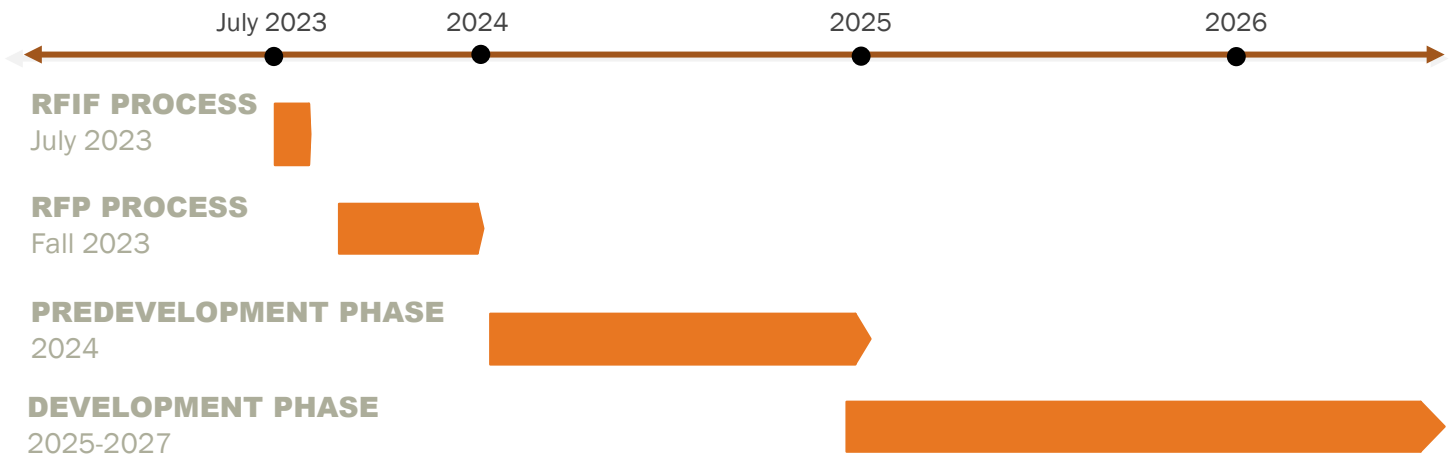
Experience in at least one of the following:

Designing and/or constructing equestrian centers or other major publicly-operated venues and facilities

Developing and constructing 200-250 key (minimum) hotel properties

Sourcing, creating, and/or programming events to activate mission and vision goals

FUTURE POTENTIAL PROCUREMENT & PROJECT TIMELINE



The Authority will incorporate feedback from this RFIF process into a procurement strategy for the Project and expects to release a request for proposals in the Fall 2023 to select a development team. The Authority and the City anticipate working through a predevelopment phase with the development team through 2024 with a goal to deliver the Project no later than 2027. It is currently anticipated that responsive development teams will be required to include an architect, a contractor, a hotel developer, a hotel operator, and an event partner



PROCESS & SCHEDULE

NEXT STEPS

If your firm is interested in the Project, please click [here](#) to provide your information and be added to the Project contact list to receive future updates. If your firm qualifies for a meeting and is interested in scheduling one, this can also be done at this link. Please provide an indication of interest in a meeting no later than **June 29, 2023**, so that time slots can be finalized. Firms scheduling a meeting will also receive an additional Project information packet and meeting agenda ahead of the scheduled session.

The information package will include project basic site information, scope detail, potential transaction and delivery structures, sources of funding, and potential discussion questions. Firms will also be able to submit any questions for the Authority and City ahead of the meetings, if desired.

After concluding these initial industry feedback discussions, the Authority plans to share an updated Project overview and approach ahead of releasing the RFP to allow firms to partner to create development teams to provide responses.

In parallel to this industry process, the Authority will also be undertaking a community engagement process to inform the Project development process, feedback from the community engagement process will be incorporated into the RFP, the predevelopment phase, and the ultimate project goals and structure.

RFIF RELEASE	June 21, 2023
MEETING REQUEST DEADLINE	June 29, 2023
NOTICE OF MEETING TIME	June 30, 2023
ONE-ON-ONE MEETINGS	Week of July 10, 2023 (Monday, Wednesday, Friday)
PROJECT UPDATE ISSUED	August 2023
RFP ISSUED	Fall 2023



ADDITIONAL INFORMATION

This document is provided for informational purposes only and is not a solicitation. Participation in the RFIF process is entirely voluntary and non-participation will in no way prejudice a party's future participation in the procurement for the Project.

Any questions may be submitted by email to egc@nationalwesterncenter.com.

