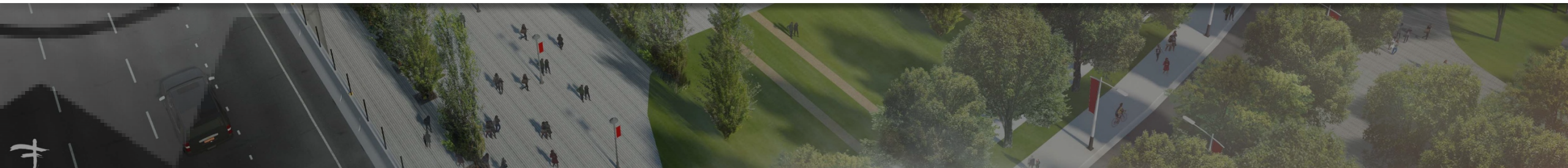




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LOCAL IMPACT  GLOBAL REACH



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26 October 2017

NWC Citizens' Advisory Committee **1909 Stadium Arena Market Study**



MILWAUKEE, WI



CLEVELAND, OH



BOSTON, MA



PORTLAND, ME

WENATCHEE, WA



PORTLAND, OR *(proposed)*



DALLAS, TX



INDIANAPOLIS, IN





CINCINNATI, OH



ST LOUIS, MO



CHATTANOOGA, TN



PHILADELPHIA, PA

BIKE CITY EXPO, EASTERN MARKET, DETROIT MI



EVENT SPACE, PIKE PLACE, SEATTLE WA



BAND ON THE BRICKS, ROCHESTER NY



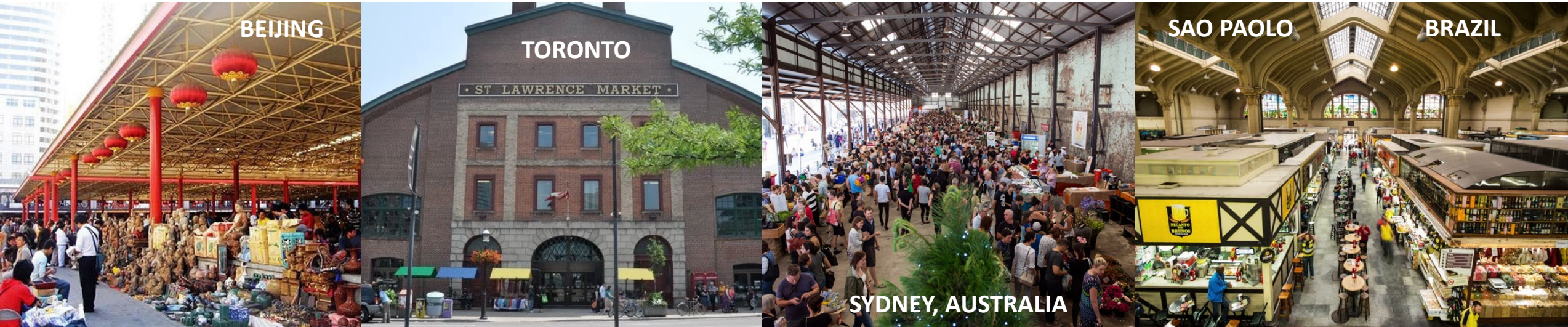
FRIDAY NIGHT MUSIC, LOS ANGELES CA



What is a public market?

“A Public Market is a year-round, carefully crafted, intentional and diverse medley of owner-operated shops, stalls and/or “daytables”. Public Markets exist to fulfill a public purpose, showcase a community’s unique character and culture while serving its everyday shopping needs.”

- Aaron Zaretsky, *Public Market Development*



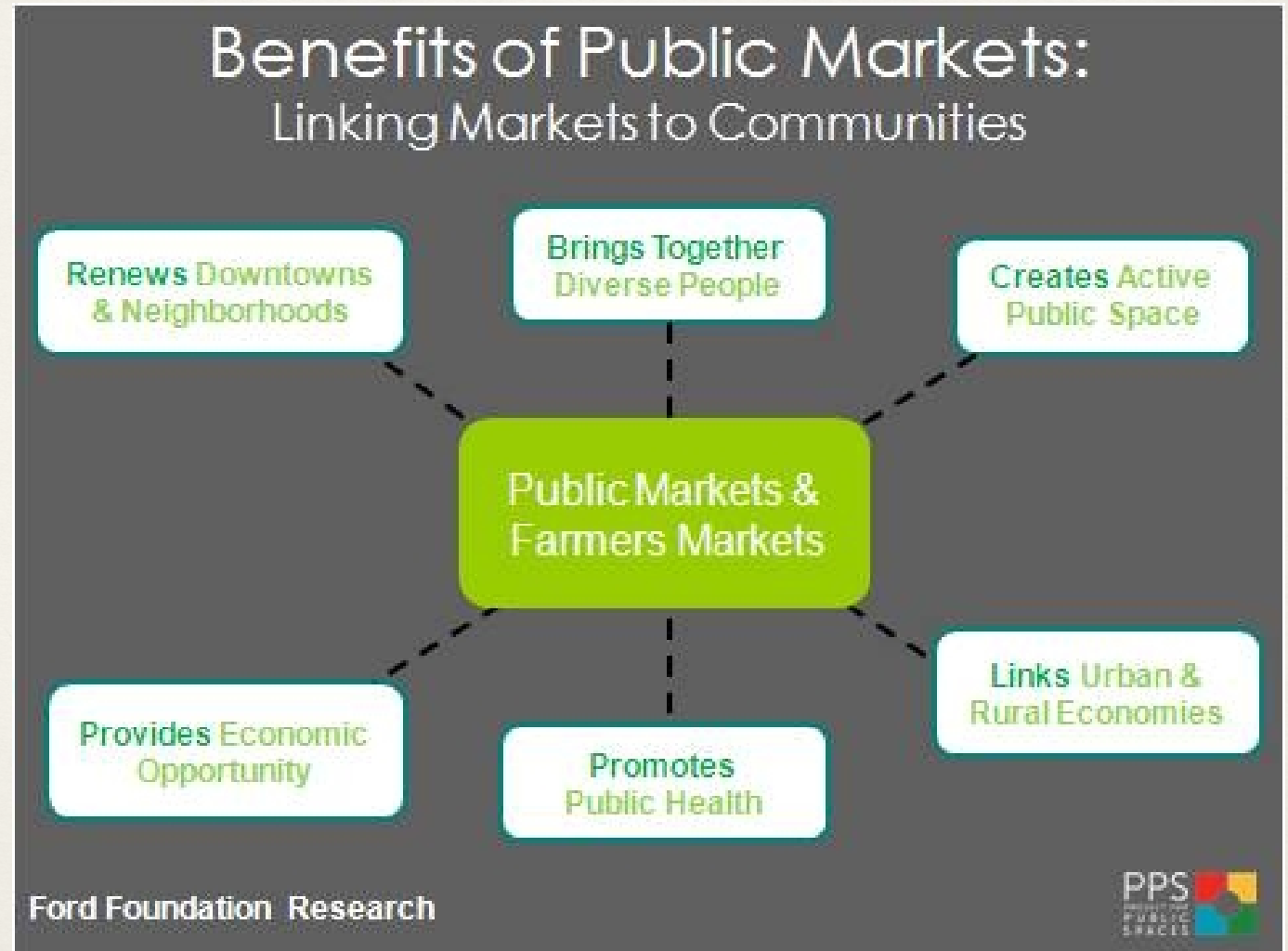
Public markets typically have three characteristics: (1) public goals, (2) are located in and/or create a public space in the community, and (3) are made up of locally owned, independent businesses operated by their owners.

- Ford Foundation



JERUSALEM, ISRAEL

Research from the Ford Foundation shows public markets confer multiple benefits to the communities they serve.



Lessons Learned: DDP Public Market Feasibility Study

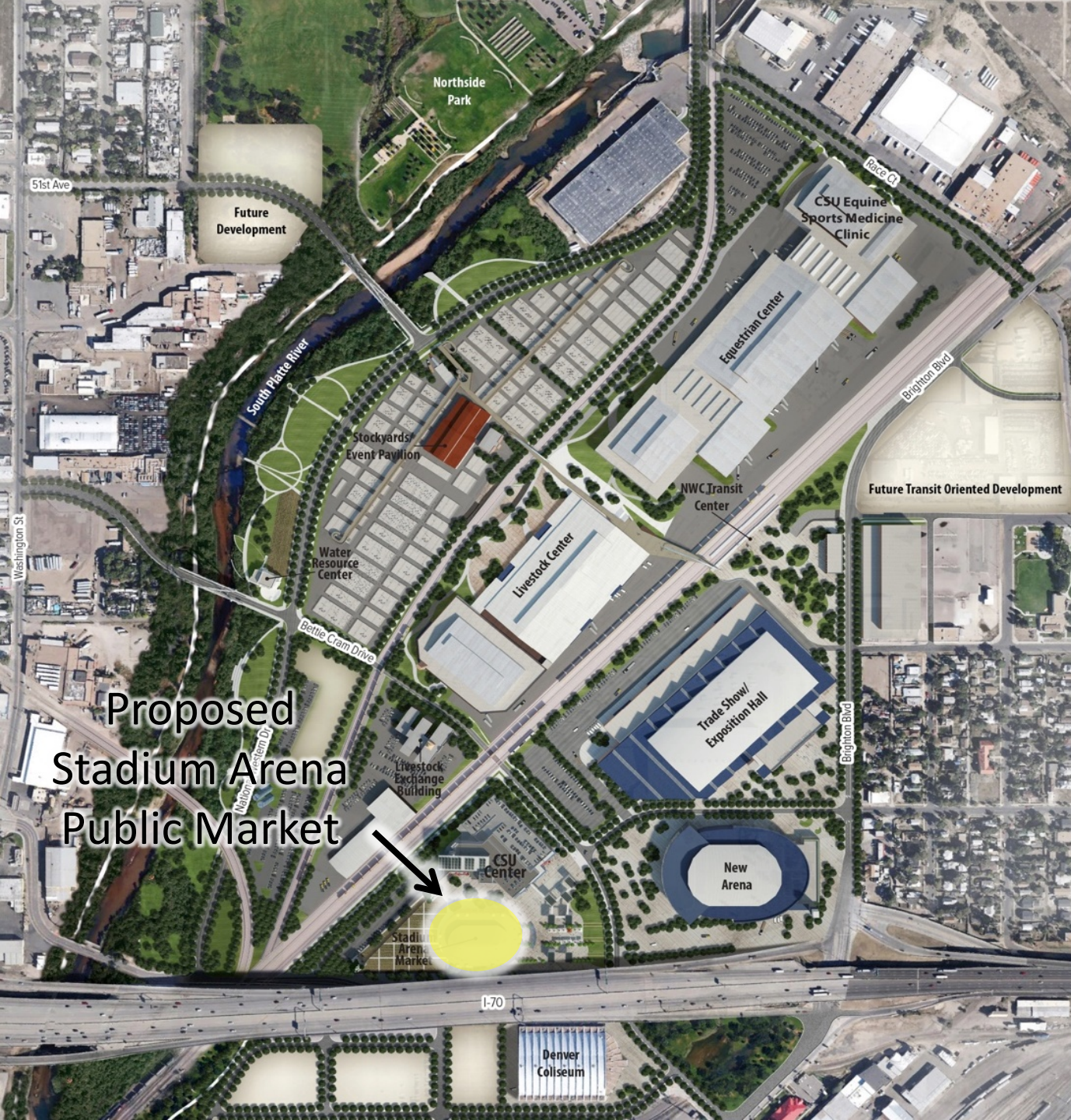
1. Significant demand for a Denver Public Market
2. Needed: 40,000 gross SF or 25,000 leasable SF
3. Needed: a non-profit operator
4. Needed: no rent/mortgage
5. Needed: funding/financing for capital improvements
6. Desirable: co-tenants to offset capital costs



ISTANBUL, TURKEY

Food Goals of the NWC Master Plan

- Increase availability of healthy, affordable, culturally appropriate food
- Support evidence-based models that increase food security
- Promote year-round availability of locally-sourced foods
- Stadium Arena – potential public market focused on selling Colorado products and providing economic opportunities



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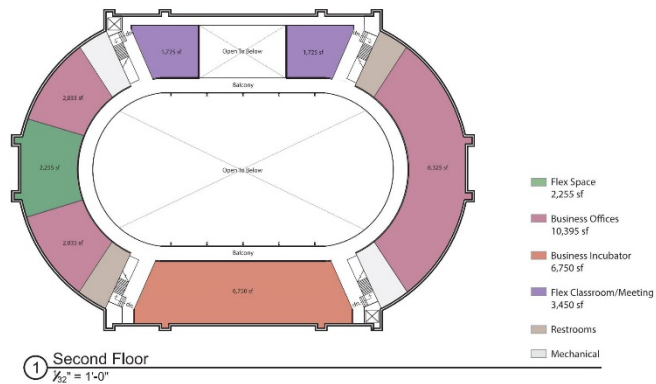




ANDERSON
HALLAS
ARCHITECTS
03.2015

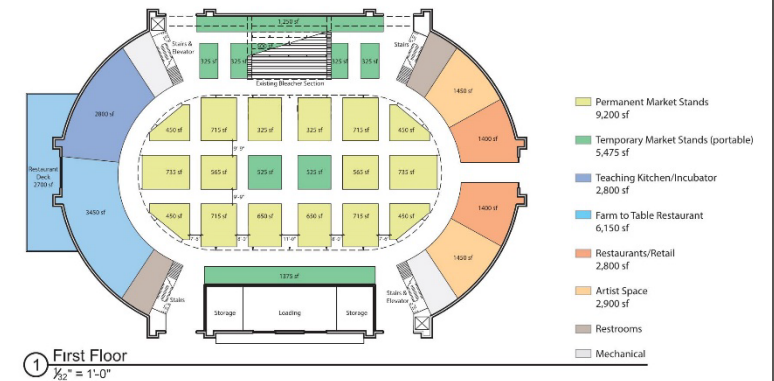


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National Western Complex - Arena Building
Market Layout - Option A

2015.03.24
Anderson Hallas Architects, PC



National Western Complex - Arena Building
Market Layout - Option A

2015.03.24
Anderson Hallas Architects, PC

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2017 Stadium Arena / Public Market Study Scope



1. Establish Advisory Working Group
2. Historic Structure Assessment
3. Economic Feasibility Study
4. Preferred Development Program
5. Business Plan
6. Partnership/Governance recommendations



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Advisory Working Group by the numbers

- ~25 Volunteer Members
- 7 Subject matter expert areas
- 5 meetings
- 15-20 hour time commitment



Stadium Arena Historic Structure Assessment and Re-Use Study Advisory Working Group - Call for Volunteers

The Mayor's Office of the National Western Center (NWC) is seeking nominations for volunteers to serve on an Advisory Working Group to support the **Stadium Arena Historic Structure Assessment and Re-Use Study**. This study is funded in part by a grant from the State Historical Fund.

The Advisory Working Group will serve as thought partners on local/regional conditions and act as a sounding board for study recommendations and building re-use scenarios.

The Advisory Working Group will be comprised of approximately 25 subject matter experts representing public, private and non-profit sectors, key stakeholders, subject matter experts and relevant industry groups. In particular, NWC is seeking volunteers who can contribute the following expertise:

- Historic building renovation and rehabilitation
- Operators of existing public venues and/or vendor-based markets
- Funding & financing adaptive reuse of historic public buildings/venues and/or public markets
- Residents (both GES and surrounding areas) - especially those responsible for household food shopping
- Tourism / destination specialists who focus on careful curation of tenants, events and experiences to create vibrant, authentic places that both reflect and augment the local context
- Local (Colorado) businesses and individuals who currently sell (or are seeking to sell) their goods and services in a vendor-based market setting
- Restaurant industry – owners, chefs, buyers

Estimated Time Commitment:

Advisory Working Group members will be expected to attend five meetings over a 6-month study process and volunteer a total of 15-20 hours of time during the course of the study. Meetings will typically be held late afternoons/early evenings. A meeting schedule will be released in November 2017.

Advisory Working Group Meeting Format:

This will not be your typical working group. Each meeting will be held in English and Spanish and at a unique location hosted by a local leader who will share his/her niche of expertise. Meeting locations could include: an ethnic market, local ranch, food co-op, farm-to-table restaurant, dairy, brewery, farmers market, food incubator or a greenhouse.

If you are interested in volunteering yourself or nominating someone else, please contact Barbara.frommell@denvergov.org.

October 25, 2017



Thank you

