



NATIONAL WESTERN CENTER

LOCAL IMPACT  GLOBAL REACH



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National Western Center Brand Development - Overview of Research

June 29, 2017

OUR SHARED VISION



**Be the global destination for agricultural
heritage and innovation**

OUR SHARED MISSION



**Convene the world at the National Western Center
to lead, inspire, create, educate, and entertain
in pursuit of global food solutions**

THE NWC GUIDING PRINCIPLES



- Represent the mission and vision of the new, redeveloped site
- Increase awareness locally, regionally, nationally and internationally
- Speak to a broad and diverse group of stakeholders
- Inspire companies and individuals to engage and partner with the site

- Background research, including:
 - Evaluation of the Business Plan for the National Western Stock Show and Complex (11/13/12)
 - National Western Center Master Plan (3/15)
 - NextGEN Agribusiness Economic Development Study (11/10/16)
 - [National Western Historic Preservation Final Report](#) (8/25/14)
 - Meeting notes from OneWest retreat (11/10-11/16)
 - Globeville and Elyria/Swansea neighborhood plans
 - PBS show about the National Western Stock Show (<http://video.rmpbs.org/video/2365590954>)
- Feedback from 385 individuals familiar with the site – almost all have visited the site recently

327 survey responses

Thirteen one-on-one interviews,
including representatives from our
partners and the community

TARGET AUDIENCES – INTERESTS OF THE LOCAL COMMUNITY MEMBERS

- Revitalize the local community
- Improve site connectivity/accessibility
- Provide educational opportunities
- Create jobs
- Offer year around activities/events
- Improve local amenities – access to fresh foods
- Cleanup the site, river, etc.
- Expand the tax base
- Address concerns related to gentrification and construction impacts

TARGET AUDIENCES – REGIONAL, NATIONAL AND INTERNATIONAL INTERESTS

- Showcase western culture
- Educate about the future of agri-business – attract conferences, symposiums, etc.
- Attract thought leaders
- Expand tourism
- Recruit new businesses
- Increase exposure of the National Western Stock Show
- Connect Denver on a global scale

CREATIVE CONSIDERATIONS – KEY THEMES

1. Balance the “spirit of the west” and the history of the site with the future focus on innovation, technology and food security
2. Maintain authenticity – NO DISNEYLAND!
3. Build on the strong sense of regional pride in our history and our strong agricultural industry – showcasing the benefits and uniqueness of Denver and the surrounding region
4. Be action focused, representing a vibrant, dynamic, complex, multi-purpose, connected, collaborative, learning environment
5. Represent inclusiveness, collaboration and accessibility – be culturally sensitive to local communities

CREATIVE CONSIDERATIONS – DESCRIPTION OF SITE PERSONALITY

CURRENT SITE

- Historic
- Nostalgic
- Charming
- Weary
- Decrepit
- Old
- In Need of Repairs
- Outdated
- Isolated
- Disconnected
- Authentic
- Honest
- Grounded

FUTURE SITE

- Vibrant
- Active
- Inclusive
- Dynamic
- Engaging
- Friendly
- Accessible
- Modern
- Innovative
- State-of-the-Art
- Visually Appealing
- Historic
- True To Its Roots

CREATIVE CONSIDERATIONS – CHALLENGES

- Volume and diversity of stakeholder groups and interests (e.g., community members, stock show attendees and exhibitors, students, farmers, researchers, agri-businesses, entertainment seekers)
- Balancing the nostalgia for the past with a vision for the future
- Maintaining authenticity
- Representing the agricultural industry in a modern sense (i.e., highlighting the modern, technological aspects of the industry)
- Making the identity of the site relevant both locally and globally
- No consistency in feedback concerning on colors, images, etc.

The National Western Center will offer a vibrant, dynamic, and accessible educational and entertainment environment in the heart of Denver that celebrates our western heritage and leads research and collaboration efforts to solve global food solutions.

NATIONAL WESTERN CENTER
BRAND CONCEPT

06/29/17





OVERVIEW

The National Western Center (NWC) represents a visionary transformation of the National Western Complex and Denver Coliseum sites into a year-round destination and regional asset, enhancing these current Denver landmarks for the next 100 years.

With 250 acres of redeveloped land, the NWC will support Denver’s global standing as a world-class hub for agriculture and innovation. The master planning effort includes founding partners including City & County of Denver, Western Stock Show Association, Colorado State University (CSU), the Denver Museum of Nature & Science, and History Colorado, as well as advisors from the surrounding Globeville, Elyria and Swansea neighborhoods.

When completed, the NWC strives to be the global destination for agricultural heritage and innovation, and convene the world at the National Western Center to lead, inspire, create, educate, and entertain in pursuit of global food solutions.

PERSONA, TONE & VOICE

- Vibrant & Dynamic
- Inclusive & Accessible
- Engaging & Friendly
- Modern & Innovative
- State-of-the-Art
- Authentic & Historic
- True-to-Roots

BRAND PROMISE

The National Western Center will offer a vibrant, dynamic, and accessible educational and entertainment environment in the heart of Denver that celebrates our western heritage and leads research and collaboration efforts to solve global food solutions.



Where Heritage Meets Horizon

Since its early days, Denver has been a vibrant crossroads of ideas and culture in the pioneering pursuit of something more. Adventurous heart meets resourceful know-how. Cutting-edge development meets rustic livelihood. Wild innovation meets proud tradition. This convergence of hardworking values and big-idea vision has long inspired the desire to chase the horizon, together.

The National Western Center brings together global thought leaders, curious students, and local community at an intersection of agriculture, education and entertainment. This first-of-its-kind hub of diverse perspective and common cultural interest continues a long tradition of pioneering spirit as Denver leads the way in food solutions.