

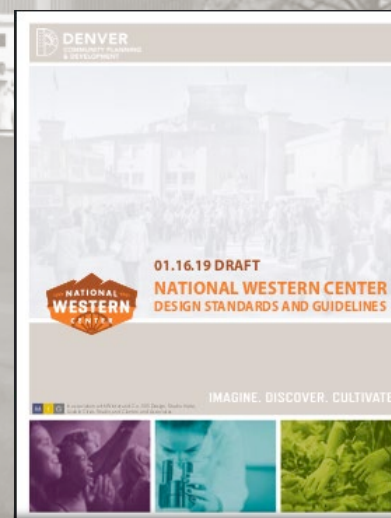
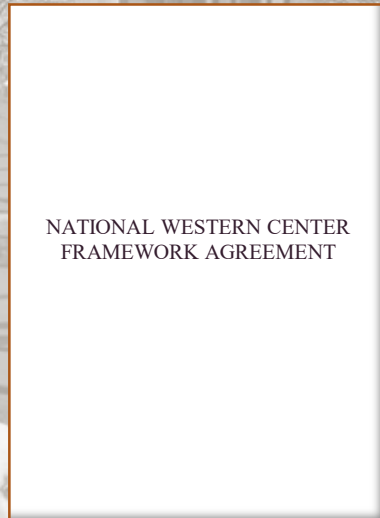
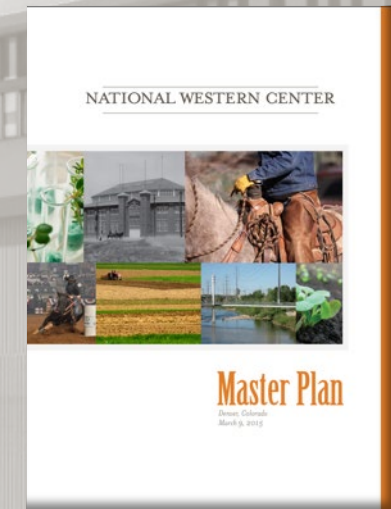
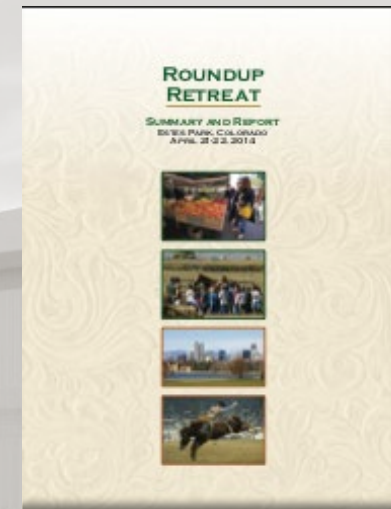


CAC STRATEGIC IMPLEMENTATION PLAN UPDATE

March 28, 2019

IMAGINE. DISCOVER. CULTIVATE.

PLANNING



AND DOZENS MORE...

IMAGINE. DISCOVER. CULTIVATE.



Submit your idea, program, business or event ...
and be part of the National Western Center when it opens its doors.





CULTIVATE

GROW YOUR IDEA AT THE NATIONAL WESTERN CENTER

SHARE YOUR BUSINESS, PROGRAM OR IDEA AND BE PART OF THE CAMPUS FROM THE BEGINNING

The National Western Center is a global destination for agricultural innovation, western heritage and culture that will open its doors in 2024 in Denver. Help us cultivate the mix of experiences and opportunities that will happen on this innovative campus, and online – in 2024 and earlier!

THE PLACE AND PLATFORM WHERE YOUR IDEA CAN TAKE ROOT

Whether you'd like to host a food or art festival, teach the world about regenerative farming, relocate your offices to an ag tech hub, solve the world's water problems or sell homemade foods at a public market, you could do it at the National Western Center. Check out our FAQs (below) for more on what's possible.

Submit your idea by April 20! Tell us how you can help cultivate the National Western Center experience. You'll be signed up for updates too.

[SUBMIT YOUR IDEA](#)

WEBSITE

- “Submit your idea” form
- Timeline
- FAQs
- Share kit
- Sign up for updates

IMAGINE. DISCOVER. CULTIVATE.

SOCIAL MEDIA



OUTREACH

- 2000+ emails to potential partners
- 3,600+ emails to newsletter subscribers
- 4,000 flyers in English and Spanish delivered to various locations in GES
- Drop-in information table at CAC tonight



IMAGINE. DISCOVER. CULTIVATE.



Grow your idea at the National Western Center

We're seeking to cultivate our future programs, partnerships and events

The National Western Center is a global destination for agricultural heritage and innovation that will open its doors in 2024 in Denver. Beginning this month, the center is seeking to cultivate the experiences that will bring the campus to life.

Whether you're a farmer in the San Luis Valley, a farm-to-table chef in Denver, a nonprofit fighting hunger in Africa or a neighbor who wants to sell handmade foods, you could have a home at the National Western Center – on campus or online.

The innovative campus will feature more than 2.2 million square feet of indoor and outdoor spaces. Those spaces can play host to festivals and concerts, local markets, sporting events, lectures, trade shows, conventions, office space, incubators, educational experiences, art shows, family activities, retail shops and more. An online presence offers even more opportunities to learn, share and connect.

NEWS MEDIA COVERAGE

"While the 16 days of the Stock Show still define National Western, what happens the rest of the year may help define Denver." - The Denver Channel



THE DENVER
CHANNEL.COM



IMAGINE. DISCOVER. CULTIVATE.

A SAMPLE OF IDEAS SO FAR

- An international fair
- “Agritourism startup week”
- Pioneers of agriculture museum
- Highlight the Native American experience
- Camp for tribal kids
- Childcare facility
- Rocky Mountain Land Library
- Year-round ag classes for the community
- Urban farm
- Indoor music venue
- Apprenticeships/workforce development
- National Western Center internet TV channel on regenerative ag
- National BMX event



I am ...

Choose the option that best describes you.

Please Select

I want to ...

Please Select

My idea aligns with the National Western Center's mission to CULTIVATE ...

- community
- riverfront experiences
- western heritage
- health
- culture
- innovation
- fun
- a global ag hub
- regeneration
- other

My idea is ...*

Tell us more about what you want to do with us. Do you have an idea for a program? A partnership opportunity? What can you offer, and what can we do to help? Please note if you are already talking with any National Western Center affiliates about your idea. (Please limit to 150 words.)

an educator
a startup / innovator
an individual / household
an ag business (farmer, supplier)
a retail business (store, restaurant, brewery)
a business service (janitorial, catering)
an event producer
a funder / investor
a nonprofit
a government agency
other

Bring my event, program or experience to the National Western Center
Offer educational content on campus or online
Sell products or foods on the campus
Provide a service on the campus
Lease office space on the campus
Invest in a program
Experience the National Western Center as a visitor
Suggest another kind of idea
Other

Can the idea come to life before 2024?

Construction is underway now. The first phases of the campus will be complete in 2024.

Please Select

Stage of my idea

Please Select

How I heard about this call for ideas:

First name*

Last name*

Organization

City

I live in Globeville, Elyria or Swansea

Please Select

State/Region

Phone number

Email*

Yes -- my idea can happen in historic or new buildings during construction
Yes -- my idea can happen online during construction
No -- my idea should launch in 2024 in a new building or outdoor space
Not sure

Just an idea
It's a pilot
Already operational -- this is what I do.
Other

HOW ARE IDEAS BEING USED?

1. To inform summit and workgroups -- which is where we will all make a strategy for programming the campus.
2. To identify potential partners (immediate and future).
3. To try, when possible, to match ideas with people and resources that can help make them happen.



HOW ARE IDEAS BEING SYNTHESIZED?

1. We will identify a subset of ideas for early follow-up.
2. We will have a set of criteria to categorize ideas. Potential examples include:
 1. Alignment with the master plan vision and guiding principles
 2. Financial feasibility
 3. Revenue potential (to ensure the campus is strong and sustainable)
3. We'll also ask board, CAC and other individuals to provide specific feedback on ideas that are aligned to their areas of expertise.



HOW IDEAS CAN FIND SUPPORT

1. We will need a strategy to provide capacity-building and technical support, to help people develop their ideas.
2. Within surrounding neighborhoods, we will need dedicated resources to ensure we have a full pipeline of locally-sourced ideas that can grow at the National Western Center.



CAC ENGAGEMENT PLAN

CULTIVATE CAMPAIGN



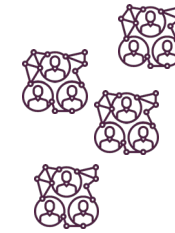
Thru April 20

SUMMIT



TBD May

WORK GROUPS



May - August

IMPLEMENTATION PLAN



September

CAC Role

1. **Outreach champions** – especially to harder to reach residents, entrepreneurs, and creatives
2. **Idea submitters**

1. **Active participants**
2. **Planners** – for those who raise their hands

1. **Participants** – Content and context experts & ensuring the communities' voices are included

1. **Feedback** – Review plan and provide feedback
2. **Continued engagement** – in various forms to support implementation

Elyria, Swansea & Globeville Communities' Role

1. **Idea submitters**
2. **Outlets** to raise awareness

1. **Open meeting** – with opportunities for engagement and learning

1. **Participants** – Opportunities for residents, orgs, etc. who submitted ideas and/or wish to commit time to contribute to work plan

1. **Continued engagement** – in various forms to support implementation



WHAT HAVE WE DONE IN THE SURROUNDING NEIGHBORHOODS SO FAR?

90 outreach emails

24 outreach locations for drop-off flyers

- Valdez Perry
- Focus Points
- GrowHaus
- CWB
- GES Coalition
- GeoTech
- WonderBound
- Working Families
- Denver Cities International
- World Trade Center Denver
- Globeville Community Church
- Project Angel Heart
- Stapleton Rec Center
- Globeville Center
- Moth Contemporary Circus Center
- Greater Harvest Church of God
- Taqueria Sanchez
- Swansea Recreation Center
- Argo Park
- Holy Transfiguration of Christ Orthodox Cathedral
- Holy Rosary Catholic Church
- St Joseph's Polish Church
- Biserica Ortodoxă Românească



HELP US FIND MORE IDEAS

1. Between now and April 20th, who else can we be talking to? Who has great ideas?
2. Between now and April 20th, what else can we be doing to spread the word?



NEXT STEPS

1. Continue to spread the word about the Cultivate campaign!
2. Send an email or call Matt Barry if you'd like to raise your hand to participate in a few planning meetings for the May summit.

Email = m.barry@nationalwesterncenter.com

Phone = 303-522-7705

