



PRESS RELEASE

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Denver Voters Say Yes on 2C!

Denver, Colorado (November 3, 2015) – Denver voters overwhelmingly approved Measure 2C, which will invest in Denver’s tourism industry by improving the Colorado Convention Center and creating the new National Western Center, a year-round educational, research, commerce and entertainment campus that will be the permanent home for the National Western Stock Show held each January.

Hundreds of supporters of Measure 2C gathered at the Hall of Education at the National Western Complex to watch election returns in support of the measure.

“Thank you to Denver voters for their Yes on 2C! Denver gets so much by voting for the transformation of the Stock Show site to a cutting-edge, year-round campus. Historic neighborhoods will be reconnected. New parks and open space will be created. The South Platte River will be restored. Over the next decade, this century-old part of Denver will become a modern home for agriculture innovation and global agribusiness while we create thousands of new jobs and also make significant improvements to the Colorado Convention Center and our tourism industry,” said Mayor Michael B. Hancock. “I am grateful to the many partners and the entire community for helping to craft this plan over the past four years. Thanks to all of you, our collective future is bright.”

With voter approval of Measure 2C, per House Bill 1344, Colorado State University will have access to \$250 million in state funding to accelerate and build CSU education and research facilities and expand the university’s programming to the National Western Center. Allocation of state funding was contingent on the passage of 2C.

“Thank you to the citizens’ of Denver for supporting the vision for the National Western Center,” said Dr. Tony Frank, President of Colorado State University and Chancellor of the CSU System. “As a public land-grant university, CSU’s mission is to educate, discover, and extend knowledge in ways to serve society, so we’re grateful to be able to bring CSU to Denver that will expand opportunities for learning and research around food, energy, water, health and the environment. This is a great step for Colorado.”

“Since the early 1990’s, the people of Denver believe that our city could compete on the national stage and understood the value of investing in Denver’s tourism,” said Richard Scharf, President and CEO of VISIT Denver, the city’s tourism and convention bureau. “With the passage of Measure 2C, we’ll keep Denver a world-class destination and

reinvest in the Colorado Convention Center to make it something even greater for that big blue bear to look into.”

Passage of 2C will create access to 80 acres of parkland and open space, restore a mile of the South Platte riverfront, make improvements to the historic communities of Globeville, Elyria and Swansea and sustain two cornerstones of Denver tourism – the National Western Stock Show and the Colorado Convention Center – without raising taxes. The passage of the ballot measure will keep in place an existing 1.75 percent tax on hotel rooms and car rentals, which was otherwise set to expire in 2023.

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