

# Greeley Rising™

Monthly News and Insights from Greeley's Department of Economic Health & Housing

**Inside this issue:**

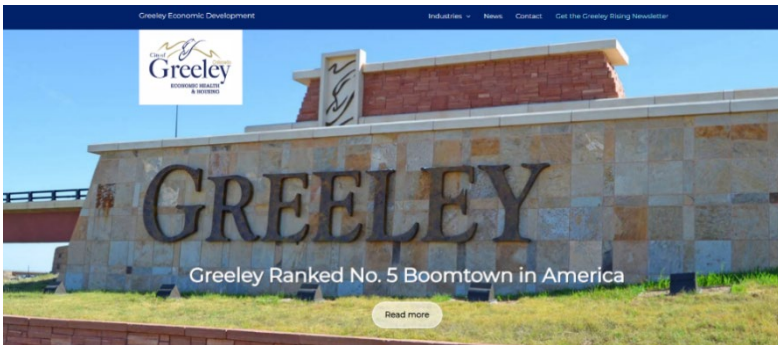
Topic	Page
New Economic Development Website	1
Rising to Change Delivery Format	1
Grants Received	2
Agricultural Manufacturing Tours	3
Construction & Development	4
Contact	4

## New Economic Development Website Launched



Greeley's Economic Development team is pleased to announce the launch of our brand new website! After months of hard work and dedication, we are delighted to officially announce the launch.

Our goal with this new website is to provide business prospects with an easier way to learn about Greeley's key industries and business solutions. The new site shares Greeley's business identity and offers highlights on Greeley's demographics, featured industries, economic development services, and development news. The website is also designed to capture the attention of site selectors, developers, companies and brokers looking for relocation or expansion opportunities.



<https://greeleyecodevo.com/>

## Greeley Rising Changing Delivery Format in April

Greeley Rising™ will continue to be delivered monthly, but the current PDF format will end with this month's edition.

[Visit our website to sign up to our digital newsletter and stay informed on Greeley's business and development happenings!](#)

# Grants Received



## Northern Colorado Continuum of Care Receives Additional HUD Funding

HUD recently released their annual Continuum of Care (CoC) funding awards. In United Way of Weld County's first year ever applying for funding through a competitive process, the Northern Colorado CoC was awarded TWO additional projects, bringing the total CoC Award to \$1.45 million (previously at \$1.18 million). Given that the NoCO CoC is only two years old, the significance of this cannot be overstated. There are some CoCs that have been applying for new projects every single year and are never awarded. The NoCO CoC was awarded these funds because of how strong their overall application was.

The "big bet" that Northern Colorado stakeholders made when making the case to the community and to HUD that our region needed to be our own CoC, was that we could draw more dollars into Northern Colorado directly to better address our needs and to help us end homelessness.

That "big bet" has more than paid off: in the first year of being a CoC, we were awarded \$2.3 million in Emergency Solutions Grant (ESG) dollars, in addition to the annual CoC award of \$1.18 million. In the second year, we were awarded two new projects through the Continuum of Care competition bringing the total annual CoC award to \$1.45 million.

According to Kelli Pryor, Director of the Northern Colorado Continuum of Care, "None of this would have been possible without the UWWC board of directors saying yes to UWWC being the Collaborative Applicant."

To learn more about the NoCO Continuum of Care, please see [here](#).

"None of this would have been possible without the UWWC board of directors saying yes to UWWC being the Collaborative Applicant."

- Kelli Pryor, Director of the Northern Colorado Continuum of Care



## City of Greeley Community Development Department Awarded DOLA Planning Grant for City-Wide Housing Needs Assessment and Subarea Plan

The City of Greeley Community Development Department, Planning Division was recently awarded a grant for \$187,500 from the State of Colorado Department of Local Affairs (DOLA). Recent legislation, State House Bill 1271 (HB21-1271) created a new competitive grant program for local government projects that exemplify innovative affordable housing strategies. More information on the DOLA grant program can be found under [Innovative Affordable Housing Strategies | Department of Local Affairs \(colorado.gov\)](#).

With this grant funding and City matching funds, the City of Greeley will work with a consultant to conduct a City-Wide Housing Needs Assessment and utilize the assessment results to develop a subarea plan with an affordable housing component. Future affordable housing projects within the subarea would be allowed an expedited development review process with reduced development application fees. The City's Long Range Planning and Neighborhood Services team will manage the grant.

# Agricultural Manufacturing Tours



## JBS Beef Manufacturing Plant – December 2021

The Greeley EHH Department kicked off its series of agricultural manufacturing tours last December with a tour of the JBS Manufacturing Plant. City leaders and representatives from Greeley-Evans School District 6 learned more about our region's largest employer from the local JBS team, led by Director of Operations Celio Fritche. The US Headquarters for JBS (located in Promontory) employs over 1,350 and the Beef Plant (located in east Greeley) employs over 3,250. Their ambition is to make Greeley their flagship operating plant, and a model for safety, best-practices and employee-rewards/morale. Mr. Fritche has built a strong leadership team and looks forward to partnering with Greeley on several initiatives related to community and employee investment.



## Vantage Hemp – February 2022

Vantage is a globally accredited CBD extractor and manufacturer, and one of North America's leading hemp processors. Vantage's world-class 60,000 sq. ft. Greeley facilities located in the High Point Business Park, are purpose-built, safe, and meet pharmaceutical compliance throughout production and manufacturing. During initial development during 2019-2020, Vantage decided on Colorado for its leadership in the industry. Greeley has a rich agricultural history and Vantage wanted the opportunity to grow the hemp industry within the city. The next phase of expansion will create opportunities for training and internships, high-skilled and well-paying jobs, and will likely attract other companies to service the industry. Vantage was recently featured in Wired UK Magazine:

<https://tinyurl.com/3nc8je45>



## More to come later this year

Our team will be planning additional ag-manufacturing tours in 2022, including visits to Leprino, Colorado Premium and Local Hive (Rice's Honey).



# Construction & Development



## Activity February YTD

		YTD 2022	YTD 2021
Single Family	Permits	70	8
	Units	70	8
	Valuation	\$22,031,426	\$1,936,255
Multi-Family	Permits	26	17
	Units	536	17
	Valuation	\$84,843,216	\$3,709,673
Commercial	Permits	19	2
	Valuation	\$ 3,752,615	\$56,455,645

Looking for deeper insight? The City's Community Development Department maintains current and historical construction and planning reports online.

Find them here:

Monthly Construction Reports:

[greeleygov.com/services/building-inspection](http://greeleygov.com/services/building-inspection)

Monthly Planning Reports: [greeleygov.com/services/cd](http://greeleygov.com/services/cd)



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We are proud to represent one of the fastest growing and forward-thinking communities in northern Colorado. With a population approaching 115,000, our community in 2018 was ranked #1 by Wallethub, for 'Jobs and the Economy' among 515 cities nationally, and the Greeley Metropolitan Statistical Area (MSA) was ranked by Forbes Magazine as the #6 fastest 'Job Growth' market in the country. In 2019, the Greeley MSA was ranked as the 8<sup>th</sup> Most Dynamic Economy in the country by the Walton Family Foundation.

We have matched this recent growth and energy with a high-performing Economic Health and Housing team to continue to move Greeley's economy forward. With creativity, critical thinking and open communication, we have a passion for promoting growth and development in a public service setting. Our department consists of qualified specialists in two divisions: Economic Development and Urban Renewal.

Whether your business is already located here in Greeley and looking to expand, or you're considering a move to our community, we are here to provide the resources and support to ensure your success.

**Contact Us! We're ready to serve!**



Find us online @ [GreeleyGov.com/EHH](http://GreeleyGov.com/EHH)

