

Greeley Energy & Power Industry 2020 Business Retention & Expansion

Analysis Report

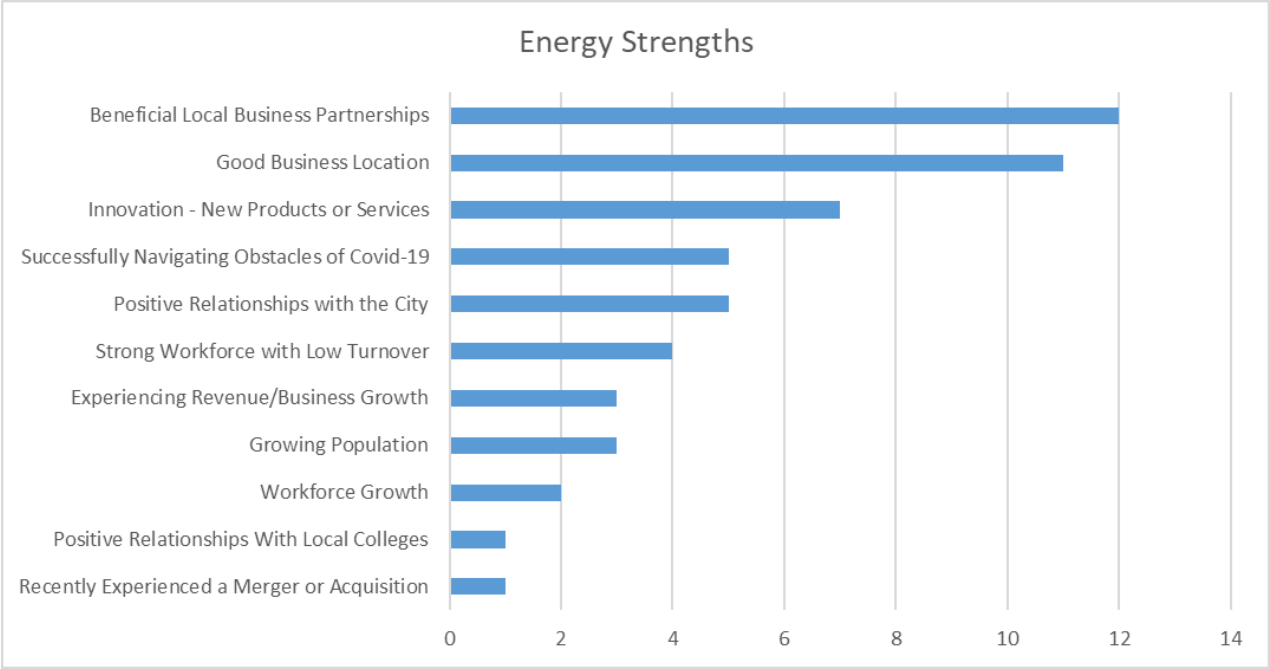
Businesses included in responses are from:

Oil & gas extraction (2111), support activities for mining (2131), electric power generation, transmission & distribution (2211), natural gas distribution (2212), utility system construction (2371) and specialized freight trucking (4842) sub-industries.

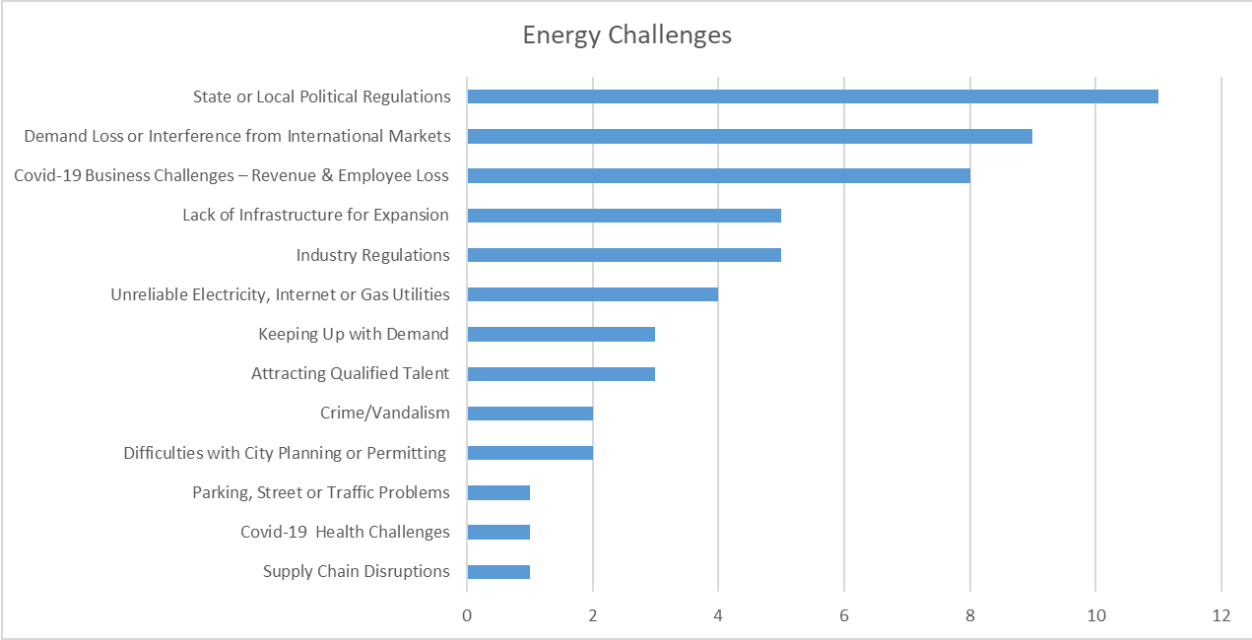
Summary: Greeley has historically been home to a strong energy sector with over ten times the number of oil & gas companies compared to the national average. Given Greeley's location within the Denver-Julesburg Basin, 79% of companies surveyed during Q4 of 2020 indicated that Greeley is the perfect location for business and 86% had developed beneficial local business partnerships. Given market declines in the oil and gas sector due to Covid-19 and state political regulations, 50% of energy firms had invested in innovation to offer new products or services during the year. Companies within the utilities sub-sector of the energy cluster such as electricity and gas providers are growing rapidly alongside Greeley's population growth with 100% having experienced revenue and workforce growth during the year.

State political regulations and market declines in the oil and gas sector due to Covid were the two primary challenges faced by the local energy industry in 2020. 100% of oil & gas businesses surveyed indicated that Senate Bill 181 has drastically slowed operations in the region with new drilling permits being extremely difficult to secure. 82% of companies reported workforce and revenue losses due to a combination of political regulations and decreases in market demand brought on by Covid.

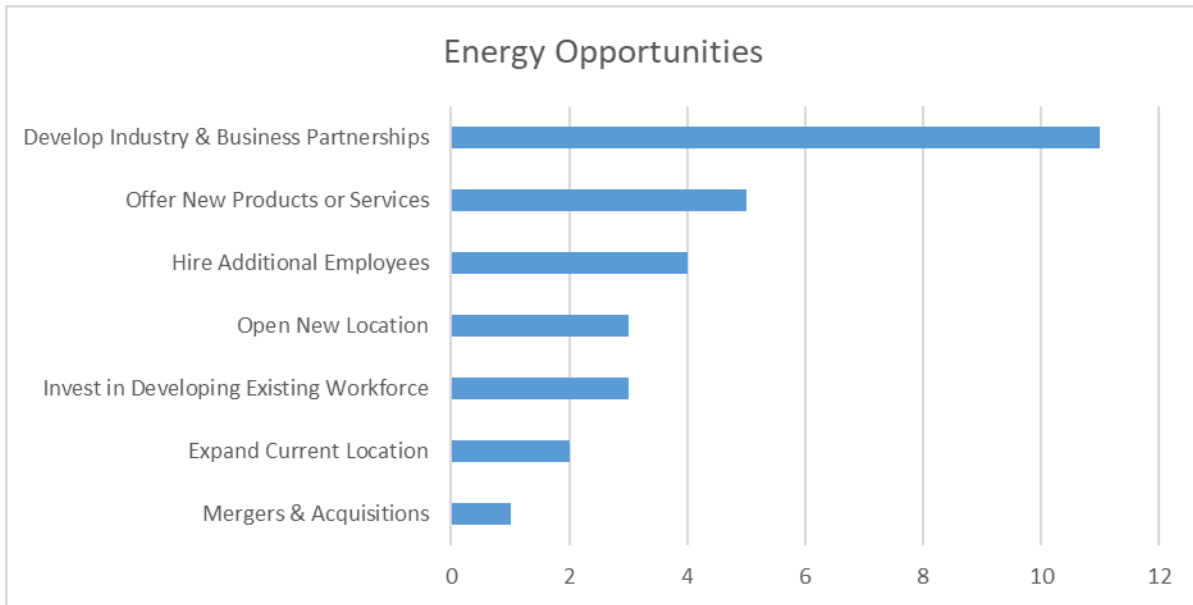
In the year ahead, 79% of companies surveyed plan to invest in developing business & industry partnerships and 38% plan to innovate new products or services. The industry outlook remains hopeful with 38% of businesses expressing an interest in either expanding their current location or opening a new location. However, each of these businesses also specified a lack of industrial space in Greeley for them to expand into.



Response	Response Total
Beneficial Local Business Partnerships	12
Good Business Location	11
Innovation - New Products or Services	7
Positive Relationships with the City	5
Successfully Navigating Obstacles of Covid-19	5
Strong Workforce with Low Turnover	4
Growing Population	3
Experiencing Revenue/Business Growth	3
Workforce Growth	2
Recently Experienced a Merger or Acquisition	1
Positive Relationships With Local Colleges	1



Response	Response Total
State or Local Political Regulations	11
Demand Loss or Interference from International Markets	9
Covid-19 Business Challenges – Revenue & Employee Loss	8
Industry Regulations	5
Lack of Infrastructure for Expansion	5
Unreliable Electricity, Internet or Gas Utilities	4
Attracting Qualified Talent	3
Keeping Up with Demand	3
Difficulties with City Planning or Permitting	2
Crime/Vandalism	2
Supply Chain Disruptions	1
Covid-19 Health Challenges	1
Parking, Street or Traffic Problems	1



Response	Response Total
Develop Industry & Business Partnerships	11
Offer New Products or Services	5
Hire Additional Employees	4
Invest in Developing Existing Workforce	3
Open New Location	3
Expand Current Location	2
Mergers & Acquisitions	1