



## Goal ED-2: Promote desired economic sectors and a diverse local economy.

### Objective ED-2.1 Economic Development Strategy

Develop and regularly update a coordinated economic development strategy that:

- Communicates a clear vision for Greeley's economic growth;
- Supports development in priority employment areas (see Objective ED-2.5);
- Identifies target industries, provides promotional data related to these industries, and creates a business attraction, retention, and creation plan for each;
- Identifies opportunities for collaboration with state and regional organizations, neighboring local governments, existing businesses, school districts, and institutions of higher learning, and other partners;
- Provides guidance on promotional, marketing, and other efforts to increase exposure to Greeley.

### Objective ED-2.2 Assets and Amenities

Develop, maintain, and promote community assets and amenities in an environment that attracts desired business and industry.

### POTENTIAL TARGET INDUSTRIES

During the Imagine Greeley process, a number of industries were identified as those that might be potential targets for more robust economic development strategies. These industries include:

- Agribusiness & Food Manufacturing
- Energy
- Distribution & Logistics
- Manufacturing
- Back Office and Business services

Further investigations into the viability of these industries as long-term drivers of growth in the local economy and ways the City can support or incentivize growth in these or other industries should be a focus of the City's economic development strategy.





**Objective ED-2.3 Incentives**

Develop and maintain a consistent approach and package of incentives to support the attraction of businesses that are within the City’s target industries.

**Objective ED-2.4 Business Attraction**

Attract and retain business and industry that align with the City’s target industries and support economic diversity. Support proposals to cluster or co-locate related primary businesses and industries in order to facilitate collaboration among business interests and to market such areas as magnets for capital, research talent, and high-skill manufacturing jobs.

**Objective ED-2.5 Priority Employment Areas**

Develop sub-area or redevelopment plans for the US 34 Corridor and Northeast Greeley that provide a vision for desired uses, establish a clear and marketable land use and zoning framework, and provide policies and guidance to convey the City’s willingness to support development in these areas through capital improvements, public financing tools, and other incentives.

**Objective ED-2.6 Land for Employment Uses**

Identify strategic locations for business and industry on the Land Use Guidance Map that are consistent with the City’s economic and community development objectives. As part of the annual Adequate Public Facilities mapping, monitor and update the City’s land supply over to assure sufficient developable land is available for that purpose.

**Objective ED-2.7 Economic Development Capacity**

Increase capacity for economic development activities, programs, and initiatives within the City organization.

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**Goal ED-3: Attract and maintain an employed, skilled, and adaptable workforce.**

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**Objective ED-3.1 Diverse Workforce**

Provide diverse economic opportunities, jobs, and housing and transportation options to ensure that Greeley is attractive to and inclusive of a diverse workforce.

**Objective ED-3.2 Competency-Based Education**

Work with UNC and Aims Community College to align education offerings with the needs of the City’s target industries. Engage local and regional businesses in these industries to help form and develop curriculum.

**Objective ED-3.3 Workforce Training**

Encourage the development of ongoing training programs, such as those offered through the Northern Colorado Workforce Initiative program, so people currently employed have opportunities to improve and expand their skills, including literacy and English-language skills.

**Objective ED-3.4 Connecting Workers with Employers**

Promote community-wide and regional approaches to better link residents with jobs that provide a livable-wage job.

**Objective ED-3.5 Barriers to Employment**

Support increased training and other workforce development opportunities, particularly for those in need of assistance overcoming literacy and language barriers to employability.

**Objective ED-3.6 Internships and Apprenticeships**

Strive to earn distinction as the “Internship Capital of Colorado” by supporting efforts in all employment sectors, including the public sector, to offer internships, apprenticeships, and other workplace learning opportunities.

**Objective ED-3.7 Employee Support**

Encourage businesses to provide employee support services, such as child care, health clinics, education, and access to other community resources to promote employee well-being and self-sufficiency.

**Objective ED-3.8 Promoting Greeley to Workers**

Promote area assets, facilities, and attractions to attract an educated and skilled workforce to Greeley.

**Objective ED-3.9 Transportation Options for Workers**

Provide safe, convenient, and reliable transportation options including transit, bike lanes, and sidewalks to employees so that they have a reliable means of commuting to work.



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## **Goal ED-4: Facilitate intergovernmental and public/private partnerships that foster successful economic development.**

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### **Objective ED-4.1 Regional Collaboration**

Enter into intergovernmental agreements to address areas where joint governance and/or revenue sharing may be advantageous to service providers in the region.

### **Objective ED-4.2 Regional Economic Development**

Continue to support and collaborate with organizations and community efforts that promote and foster economic development in the region.

### **Objective ED-4.3 Collaboration with Public Institutions**

Collaborate with Greeley's major public institutions to improve Greeley's local economy by:

- Providing above-average wages;
- Bringing new activity and capital into the economy;
- Developing and promoting advanced technology; and
- Providing public benefits and needed services to area residents.

## **ECONOMIC DEVELOPMENT PARTNERS**

Collaboration is an essential part of Greeley's economic development strategy. Within the city and region, the City works with a number of partners to promote Greeley, attract new employers, and support existing ones of all sizes. Some of these partners include:

- **The Greeley Chamber of Commerce:** Made up of over 650 local businesses, large and small, the Chamber of Commerce focuses on championing the local economy, promoting the community, providing referral and visibility opportunities, advocating for its members to government, and providing leadership and development programming for its members. The Chamber also manages Visit Greeley, which promotes Greeley as a destination for conferences and other business events.
- **Northern Colorado Economic Alliance:** Established in 2014, the Northern Colorado Economic Alliance (NCEA) is a private non-profit organization made up of prominent business leaders in the Northern Colorado region (roughly Weld and Larimer Counties). The organization collaborates with others in the region to promote economic development in a range of target industries. It serves as a single point of contact offering a variety of support services to businesses considering expanding or relocating to the region.
- **Upstate Colorado Economic Development:** Organized as a public/private partnership between area businesses and local governments, Upstate Colorado Economic Development focuses on supporting primary employers in the retail, service, and professional sectors located in Weld County. Services are targeted to both existing businesses and those looking to relocate to Weld County.
- **East Colorado Small Business Development Center:** Part of the statewide network of Small Business Development Centers, the East Colorado Small Business Development Center (SBDC) is the local chapter of a federal government program designed to provide management and technical assistance to small businesses. Services are targeted to entrepreneurs looking to start or expand their business and include assistance with writing business plans, conducting financial forecasts, strategizing marketing tactics, among many others.