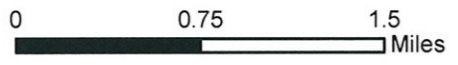


2013 G.Town Business Around Town Tour



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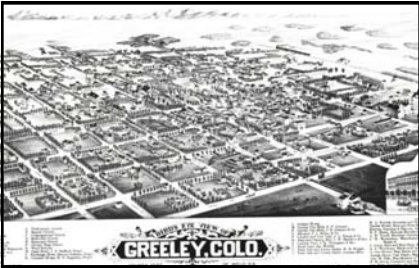
Business Around Town

Uncover & Discover How Greeley Works

Tour Guide & Fact Sheet



a G.Town Tour offered by the City of Greeley



Notes of Interest:

- The Milken Institute ranked the Greeley MSA 42nd out of the 200 largest metro areas in the U.S. for creating and sustaining jobs and economic growth.
- Aims Community College was recognized by the National Board of Surgical Technology and Surgical Assisting with a 90% success rate on their certification exam.
- U.S. News and World Report ranked UNC's online Master of Education degree program 9th among 208 universities nationwide and 1st in Colorado .
- North Colorado Medical Center is consistently ranked in the top 100 hospitals in the nation as well as in the top 5% for patient care.
- In Greeley, jobs in construction, mining and logging increased by 5 year-over-year in June, from 12, 100 to 12,700 ranking the area No. 103 out of 339 metro areas surveyed nationwide in terms of 12-month percent changes.
- JBS USA was awarded the McDonald's 2012 "Best of Sustainable Supply" award for water conservation and waste reduction.

Every place has a story.

Maybe it is the unusual manner in which the community was settled. Perhaps it is found in the natural or physical attributes of the location. It could be unique aspects of its business and community development. Most certainly, the people associated with a place over time provide special perspective to a community's character and personality.

Gaining insights to the unique attributes of a community enriches its residents and visitors with its special 'sense of place' in the state, country, and in the world.

Greeley has exceptional qualities that bear sharing and to help in that regard, the City has launched a program called the "G.Town Tours" to help acquaint community members and visitors with parts of the community that may not be as well known but which offer sparks of community enlightenment once revealed.

Tours are generally scheduled for the first Friday morning of each month and will vary between different themes throughout the year, including:

- Historic Faces & Places
- Greeley's Creative District
- Natural Places & Open Spaces
- Business Around Town
- City Hall Crawl & More
- Greeley Unexpected

On this BUSINESS AROUND TOWN tour, you will gain insights about the many different

Tour Highlights

1 Greeley Area Chamber of Commerce (902 7th Ave.)

- The Greeley Chamber is a business advocacy and networking organization that offers a wide range of programs to build strong relationships between the community and businesses
- Offers dues memberships that support its mission to foster a strong local economy, promote the community provide business exposure and networking, business advocacy and leadership and development programs
- Visit Greeley, and the Small Business Development Center, companion service programs, promotes the community's hospitality venues, solicits visitors and conferences, and provides technical support and advocacy to local businesses needing conference and visitor service support.
- In addition to "selling Greeley" the Chamber and Visit Greeley convene business groups and community partners to also address important local concerns.

2 Sunrise Neighborhood

- Developed at the turn of the 20th century commensurate with the sugar factory, this neighborhood represents Greeley's immigrant gateway and settlement that provided a "working class" community, especially for those working in the agricultural fields needing housing.
- The neighborhood was self-sufficient for many years and home first to the Germans from Russia community, then Japanese and Hispanics; many of these cultural groups continue residence in this neighborhood.

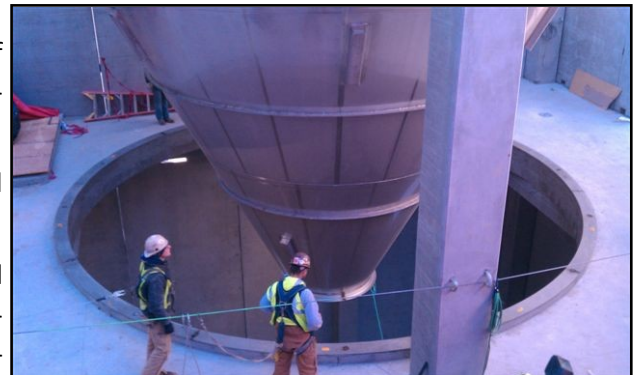
3 Distortions (517 13th Street)

- Since 1978, Distortion's owners, Ed and Marsh Edmunds have been a mainstay of the dark amusement industry with their manufacture of quality props, masks, and creatures.
- The creative work of these enterprising artists is featured on the Travel Channel series *Making Monsters* and have been featured in several notable Hollywood Sci-fi movies.
- The Company can customize their props and animatronics if requested to produce a character in a particular way or painted differently, offering a 'full service' monster making operation.



4 Leprino Foods

- Situated on the exact same site that was once the Western Sugar Factory, Leprino Foods has redeveloped this challenging infill site to become the second largest of its ten international manufacturing plants.
- Leprino Foods is the world's largest manufacturer of mozzarella cheese and produces dozens of other products from its milk by products, such as whey used in protein products, baby formula, pharmaceutical supplies and dozens of other food products.
- The site in Greeley is contained on approximately 108 acres of land and has completed two of its expected four phases of development.
- As of 2013, the plant currently employs approximately 200 and is expected to grow to 500 at build out.
- The initial development investment exceeded \$143million and has a broad economic multiplier benefit to other area agricultural, manufacturing, construction and collateral business interests.



5 Greeley/Weld County Airport

- The airport is located 40 miles north of Denver but outside the Denver Class B Airspace so offers a strong alternative near the metro area to meet the needs of general and business aviation users.
- The airport is located on 1,200 acres, has an automated Weather Observation System on field, two cross-wind runways and over 30 commercial, private and corporate hangars.
- In addition to its Fixed Base Operations (aircraft fueling and ground handling), the airport offers primary and advanced flight training (in association with Aims College), aircraft avionics, rental, salvage and restoration, propeller service, aerial applications, airport terminal, and a full-service restaurant (the Barnstormer).

6 GROW Center/Greeley Urban Renewal Site/Solar Array

- City and Urban Renewal cooperated to establish this site as a location for the disposal of organic waste materials such as yard waste, tree limbs, grass clippings, clean construction lumber (“**G**reeley **O**rganic **W**aste center)
- Balance of the site was formerly a feedlot; purchased and leased for sand and gravel mining. Once completed may be a water storage or recreational site.
- The City’s Wastewater Pollution Control Facility recently able to use an adjacent 5-acre GURA tract to install a solar array to reduce site energy costs.

7 Los Comales Tortilla Factory (104 N. 11th Ave.)

- This site was formerly a small neighborhood grocery store known as “Stoll’s Market” , and later became the home of the Weld County Food Bank.
- When it became vacant, the property was acquired by the Greeley Urban Renewal Authority (GURA) in April 2004 which then sought proposals for redevelopment of the property; the proposal submitted by Los Comales in September was accepted and work began on a development agreement for the site’s re-use conditioned on site upgrades and improvements, including architectural upgrades. Construction started in May of 2006 and completed in October of 2006.
- Los Comales has 50 employees involved in the making and distributing of the food products. The factory produces 18,200 corn tortillas and 10,800 flour tortillas each weekday and 52,000 corn tortillas on Saturday and Sunday.
- The product is distributed to small independent stores from Denver north all the way to Cheyenne Wyoming, almost every Mexican restaurant you can name, including local eateries such as Palominos, Coyote’s, small independent restaurants, the various lunch wagons, Save-a-Lot markets and such.
- Los Comales has been in business in Greeley for 14 years and, in addition to this tortilla factory, has a retail/bakery at 9th and 14th and the small restaurant in the Jerry’s Market building on 14th Avenue and 5th Street.



8 Mercado District

- The north 11th Ave. corridor has an architectural overlay district that provides preferred southwest style architectural standards to facilitate a more complementary and cohesive design with redevelopment of this entryway. Infill buildings that have incorporated these design standards include the City of Greeley Rodarte Cultural Center; Weld County Department of Human Services, Sunrise Dental Clinic (2nd phase expansion to be built in 2014), and Los Comales Tortilla Factory
- The Greeley Planning Commission acts as the Mercado District’s Architectural Review Board

9 Weld County Business Park

- This campus of Weld County governmental including administrative offices, such as County Commissioner's offices, Health Department, Household Hazardous Waste, Clerk and Recorder, Treasurer, and Corrections. Social services in this area include the Food Bank, Alternative Homes for Youth, Detox, Guadalupe Shelter, and North Range Behavioral Health.
- As the site was developing, land was also offered at a discount to help site small manufacturing, tele-marketing and other private businesses as part of an economic development initiative.

10 JBS Meatpacking Plant

- Originally developed and operated as “Monfort Beef” the plant has in recent years been purchased and operated as Swift, Con-agra, and now JBS (a Brazilian Company).
- Employing more than 85,000 in north America and Austrailia, JBS is a leading producer of beef and lamb in these locations. JBS employs 2,800 to 3,200 in the Greeley plant and another 250 to 300 workers are employed with JBS Carriers (trucking).
- The company’s beef division headquarters is located in west Greeley in the Promontory Business Park and employs 900 and is Greeley’s largest employer.

11 Grainery Annexation

- Recent annexation into the City, this area is proposed as an industrial park and commercial center mixed use project
- Development of this site represents a significant expansion of the community with infrastructure north of the Poudre River and has the potential to help balance the geography of the community and open up a new area for community expansion. This area is in the Eaton School District.

12 Sand & Gravel Extraction / Industrial Rail Corridor

- The area adjacent to the Poudre River is a rich resource for sand and gravel extraction. Once mined out the sites could be used as water storage areas, open space, recreational or private amenities. This area of developing lakes has often been referred to as a “String of Pearls” for its potential open space corridor.
- The railroad tracks that angle from southeast to northwest have been the subject of City study which resulted in adoption of land use policies to guide future growth as an Industrial Rail Corridor.

13 Crop Production Services

- CPS provides products and services to the agricultural industry that promote successful crop production such as fertilizers, herbicides, insecticides, and fungicides, to name a few.
- The business is a full service distributor with nine regional office locations; the Greeley office provides advanced agricultural technology, employing certified field specialists, agronomists, and lab technicians.
- CPS has approximately 253 employees based from the Greeley field office location and are currently expanding operations with a 5,000 sq. ft. office, storage building, and mixing tanks.

14 Poudre Learning Center

- This outdoor environmental learning center site was donated to the City by the sand and gravel operator (Hall Irwin) with the condition that the site be used for educational purposes.
- The City leases the land to area school districts that use the site as a laboratory for outdoor education with over 1,100 students accessing the site annually.
- CSU and UNC students also use the site for a variety of environmental studies.

15 Vestas Blades

- This Danish wind generating blade manufacturing facility is on a site that is in both Windsor and Greeley (which share an intergovernmental agreement on growth boundaries that cooperatively accommodate this use).
- Vestas has manufactured varying sizes of blades and is considered a world leader in the renewable energy market. The company has its greatest presence in the U.S. in Colorado.

16 National Board of Chiropractic Examiners

- The NBCE is a testing organization dedicated to advancing the chiropractic profession through third-party assessment of pre-and post-licensure candidates on an international level.
- All 50 states either accept or require passing NBCE exams before doctors will be licensed to practice chiropractic.
- In its early years NBCE sought a talent pool with expertise in writing questions, administering exams, scoring and analyzing score results. To develop examinations that met the rigor for the chiropractic profession, the NBCE began working with psychometricians and statisticians, many of whom lived in Greeley and worked at what is now UNC. Moving to Greeley allowed the close collaboration and logistical support to develop the desired testing program.

17 Promontory

- This development represents a mixed-use, master planned community containing residential, a public park with water features, and a business park.
- The Promontory development is home to the State Farm Regional Headquarters, and the JBS Corporate Headquarters.
- The site is poised for expansion and offers a competitive northern Colorado location for high end business and employment centers.

18 Highpointe Industrial Park

- This park is home to Nobel Energy (Oil and Gas) Headquarters which employs 300 and is in the process of more than doubling its building size while adding another 253 employees.
- Also located in this industrial part are Pepsi Distribution, the Weld County Crime Lab, Western Plains Grain & Seed and industrial warehousing.

19 St. Michael's

- This development provides another example of a mixed-use, master planned community with residential and neighborhood commercial uses.
- Recent additions to this area include a Kum 'n Go and a Discount Tires shop.
- The development also features a number of common spaces and a strong architectural theme.

20 Centerplace

- This development is a 'power center' which includes both neighborhood and community commercial uses with a concentration of large auto dealerships on its east end and, pad sites and grocery uses on the west.
- Notable 'big box' stores comprise a large portion of the center of the site which is also characterized by fast food and fast casual dining.
- Recent development in the center includes a Goodwill Store and Panera Bread. Future uses in various stages of permitting include Chick-fil-a and the Homewood Inn & Suites. .

21 Greeley Mall

- This 1973 indoor mall represents a national trend toward suburban regional shopping centers. Over time and with market shifts the center became outdated and suffered from its older construction life and relevance to shoppers.
- An urban renewal plan was developed for the Center and surrounding area to support its redevelopment.
- The west 2/3 of the Greeley Mall site came under new ownership in May 2012 and a number of site and building changes are planned.
- A complement to the mall includes a new neighborhood entryway/screen wall next to the Hillside Subdivision.

22 Mineral Resources

- Oil and gas production is high in the Greeley / Weld County area due to the density of natural gas and oil underground. While the number of wells fluctuates with market conditions and production, Greeley averages between 300—500 wells in its corporate limits at any time (Weld County has nearly 18,000 wells).
- Sometime controversial, the oil and gas activity has also brought revenue to the community in the form of Severance tax income, jobs, housing, retail and demand for other personal services and goods.
- Oil and gas development continues to evolve with the recent introduction of horizontal well drilling practices which allows access to minerals by drilling vertically to a point deep underground and then in a direction approximately parallel to the surface of the ground. This practice allows oil and gas to be extracted under already developed portions of the community.

23 North Colorado Medical Center/Banner Health

- Banner Health represents a regional health care system and hospital and includes a Level 2 Emergency Trauma Center, ambulance and air life services, reown cardiac care and a burn center, and a Family Physicians training program.
- North Colorado Medical Center employs 2,190 while Banner has 700 workers ranging from health care and staffing services to home care and medical groups.
- NCMC/Banner is also affilitated with Greeley Central High School as part of its Health Careers focus and has importnt ties with the UNC School of Nursign and Aims' College Helth Sciences Program.
- The hospital enjoys several achievement recognitions for the quality of patient care and sevice it provides.

24 Creative District /University District

- The UNC campus and the six historic neighborhoods surrounding the college have been designated the 'Unversity District' which is an area within which several capital improvements have been proposed or are under development.
- UNC has received numerous awards, particularly in the Visual and Performing Arts School, but also for its accomplishments in the Monfort School of Business, which earned the coveted Baldrige Award for excellence.
- In addition, the University District is encompassed along with the Downtown Development District under the larger umbrella desingation as the Creative Disrict, a local and state classification that recognizes a significant community concentration of 'Creatives', those engaged in fields related to arts and entertainment, innovaton and discovery, culture and athenticating sense of place.
- To foster the tie between the college and downtown a street improvement project on 8th Avenue has been intiatiated to provide an attractive, inviting link between the Downtown and University.

