

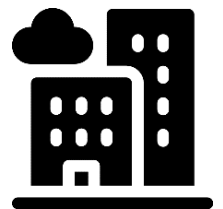
# Greeley Rising™

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

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## Urban Renewal



The October snow storm was a vivid reminder that Colorado is not far from the winter season. The Greeley Urban Renewal Authority (GURA) would like to recommend several relatively easy project ideas that can help prepare for winter:

1. Double-check that all hoses have been disconnected from spigots.
2. Clean and inspect gutters so that melting snow can properly run off the roof and through the downspouts.
3. Have a professional check the furnace to ensure it is properly operating; replace furnace filters.
4. Change batteries in smoke and carbon monoxide detectors to ensure they are operational if power goes out.
5. Insulate the attic; caulk around doors and windows.

Qualified homeowners may be eligible for assistance to insulate, replace an HVAC system, or update electrical and/or plumbing systems through the City's Community Development Block Grant. Call J. R. Salas at 970-350-9383.

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## Business Retention & Expansion



2020 Business Retention & Expansion visits are still underway as we continue to build relationships with our primary employers within Greeley's target sectors. During the months of September & October, we visited over 75 Greeley businesses either in-person, through Zoom or over the phone to discover what is going well for business, what could be going better, areas of opportunity for growth as well as what else we at the city can be doing to make Greeley the best place possible to do business. We have learned a great deal so far and will continue the process of building relationships with our primary employers to gather these valuable insights. Ultimately, our findings will aid us in developing primary industry growth strategies to help fuel Greeley's economy in the years ahead. We look forward to releasing our findings when visits have concluded.

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# Housing



In October, a delegation from Greeley and Evans took a field trip to Denver to tour Arroyo Village, one of the newest affordable housing communities in the area and one of the only that includes affordable housing apartments, a permanent supportive housing facility and shelter for people experiencing homelessness in Denver. Located southwest of Colfax and Federal, next to both Paco Sanchez Park and a light rail station, this \$31M project was completed last year and is now fully operational. Representatives from High Plains Housing Development Corporation, United Way Weld County, the City of Greeley and City of Evans all came along for the tour to examine this as a potential model for Greeley-Evans to consider.

Arroyo Village opened in 2019 and is the result of a unique partnership between Denver based affordable housing nonprofit Rocky Mountain Communities and The Delores Project, a nonprofit that provides shelter and services for individuals experiencing homelessness.

The complex features 130 units designed to help reduce and prevent homelessness while providing affordable housing options in a community with ever-increasing rents. Of the 130 units, 95 units are family housing and 35 units are permanent supportive housing for individuals transitioning out of homelessness, while the shelter operated by The Delores Project includes 60 beds for individuals experiencing barriers to housing

The housing community features one-, two- and three-bedroom apartments for families and individuals who earn up to 50% of the area median income, or about \$40,000 annually for a family of four.



The building was created with the mission of Rocky Mountain Communities in mind – to build brighter futures by investing in resident focused affordable housing and services, empowering individuals and families to thrive. Aspects of the community were built to support residents and enrich their lives to help them work their way through affordable housing into traditional housing. Some of the typical resident service programs include, but are not limited to: after-school programming, senior services, counseling, arts and crafts, computer lab access, workforce training, mentoring and financial services. However, we believe that resident services produce better outcomes when residents are fully engaged in the process of determining the programs offered based on their needs. A proper and thorough assessment will be the next step prior to implementing on-site resident services at Arroyo Village.

# Construction & Development

## Activity through October



		YTD 2020	YTD 2019
Single Family	Permits	62	151
	Units	62	151
	Valuation	\$15,773,973	\$37,334,234
Multi-Family	Permits	37	25
	Units	160	181
	Valuation	\$18,504,308	\$28,363,060
Commercial	Permits	16	34
	Valuation	\$9,104,491	\$29,824,396

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)



## Greeley Welcomes PetDine to Town!

PetDine, a company headquartered in Fort Collins, Colorado, recently leased a 60,000 SF located at 295 71st Ave, in west Greeley. This new Greeley location will serve as a distribution facility.

PetDine is a full-service, private label co-packer for the pet health industry, producing hundreds of lines of pet treats from over two hundred high-quality ingredients in formulations that are unique to each client.

The company also develops custom formulations exclusively for established brands as well as new product developers. In 2017/2018, they expanded from a 20,000 manufacturing facility to a 210,000 square foot manufacturing plant in Harvard, IL, said to be one of the largest such facilities in the country. The plant is located close to ingredient and transportation supply sources and is in the process of shifting to be 100% solar powered.



[www.petdinellc.com](http://www.petdinellc.com)

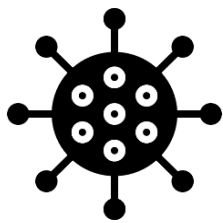


This 450-employee company is just 5-years old and is growing quickly. The company does a lot of business online with top Amazon Brands as well as selling through Chewy.com, Target and PetSmart.

The company has several subsidiaries, including NutraDine, PetDine, and BarkDine Innovations with PhD nutritionists to ensure own their product formulations. The company prioritizes food safety management and is seeking to secure SQF Certification across its operations and supply chain.

EHH staff has helped them make connections with labor, fellow manufacturers, and other programs that will ease their move into Greeley.

# COVID-19 Business Response



## Business Recovery Program for Weld County

For the balance of the year, the Weld County Business Recovery Program will continue. Weld County and participating communities, including Greeley, have directed a portion of our Federal CARES Fund dollars to fund this program, which is managed by our partners at Upstate Colorado. The Greeley Area Recovery Fund will remain suspended while these dollars are deployed through the county and will resume in 2021. [Read the Press Release here.](#)



### Application Process

The first round of applications has closed. 86 Greeley businesses applied for \$819,004. Program wide applications were 215. Greeley represents 40% of applications county-wide. Committee meetings will yield grants being disbursed by end of October. The next round of applications will run from October 15 – November 17. As with the first round, an Application Review committee, comprised of stakeholders throughout Weld County, will determine eligibility and grant amounts. Once funding decisions are made, applicants will receive a notification which will outline all terms and conditions of receiving the grant. View the entire list of guidelines and submit an application at <https://weldrecovery.com/>.

## Energize Colorado Gap Fund



**COLORADO**  
Office of Economic Development  
& International Trade

Launched in early September, the Energize Colorado Gap Fund will provide more than \$25M in small business loans and grants to boost small business enterprises that are the economic engines throughout the state. Sole proprietors, businesses and nonprofits with less than 25 full-time employees can apply for up to a \$15,000 grant and a \$20,000 loan for a possible combined total of \$35,000 in financial assistance.

Applications and awards will be done in rounds to allow us to provide assistance through December 2020. The process will not be first-come-first-serve, it will be a competitive process that will help those in need receive priority access to assistance.

Program Link: <https://energizecolorado.com/gap-fund/>



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We are proud to represent one of the fastest growing and progressive communities in northern Colorado. With a population approaching 110,000, 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](https://GreeleyGov.com/EHH)