

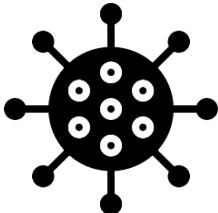
Greeley Rising™

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

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Business Response to COVID-19



City reaches out to help local businesses

Navigation Services

Our office has received scores of calls since the onset of the pandemic and the subsequent shutdown of certain non-essential industries and businesses, including restaurants and retailers. Even as business begins to reopen, we continue to provide a valuable service as navigators by referring businesses to the many federal, state and local resources to help them find the help they need. We also share best practices for all types of businesses as they prepare to reopen and continue to encourage all of our businesses to follow the State’s Safer at Home guidance for business reopening found at covid19.colorado.gov/safer-at-home.

Greeley Area Recovery Fund

Early on during the health and economic crisis, we collaborated with our partners from the Greeley Area Chamber of Commerce, Downtown Development Authority, and East Colorado Small Business Development Center to explore our best options for assisting our local businesses hardest hit by the pandemic. The city committed the first \$250,000 to a recovery fund to provide emergency grants to businesses, based on simple qualifying criteria. The Greeley Area Recovery Fund (greeleyarearecoveryfund.com) has now raised in excess of \$600,000 and has to date, awarded dozens of grants to businesses totaling over \$235,000. These grant funds can be used for payment of utilities, rent, payroll or other immediate business operating expenses. The top industries served to date have been restaurants, coffee shops and bars, retail and personal services, which were precisely our intended targets. This relief will continue, even as businesses prepare to reopen in the days and weeks ahead.



Restaurant Assistance

Since the Governor allowed for the reopening of dining-in for restaurants, the City has been working with local restaurateurs to expand their dining footprint in areas adjacent to or near their operations to allow for more customers while still allowing for safe social distancing and other safety protocols. We have even identified specific locations in the public right-of-way that could be used for these purposes. We will continue looking for creative solutions as businesses look to reopen and recover.

“The grant we received from the Greeley Area Recovery Fund was a lifeline to keep our business afloat”

- Local grant recipient

Regional Collaboration

From the very earliest stages of the pandemic, the Greeley EHH Team joined forces with our economic development colleagues throughout Northern Colorado to launch a centralized portal for information to help businesses in Larimer and Weld counties get connected to resources. Go to NoCoRecovers.com to get more information regarding this ongoing effort.



Business Retention & Expansion

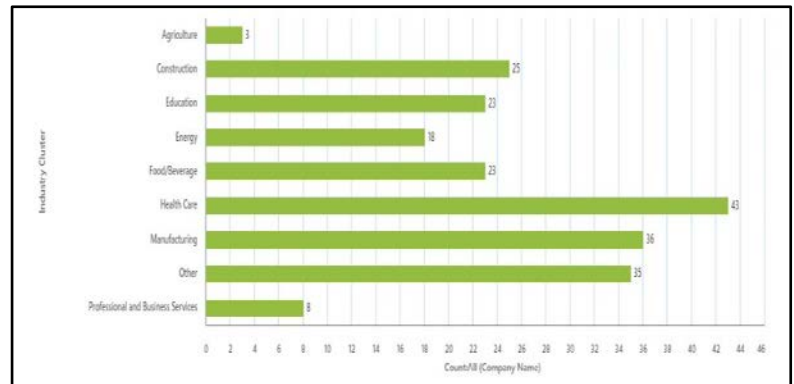


BRE Visits

Beginning last fall, we conducted targeted outreach to over 200 of our top employers. These visits focused on our largest primary industry sectors, defined as the sectors that trade services outside of our city, region or state. These industries are the fundamental driver of economic growth and wealth creation, and are thus the best candidates for driving our economy forward. Locally traded sectors, such as retail, restaurants, personal services and entertainment are also an important part of the economy, but they are largely dependent on the success of the primary traded industry sectors.

The distribution of visits by industry cluster are shown on the embedded chart. The highest number of company visits were within the health care, manufacturing and construction sectors.

Number of Company Visits, by Industry Cluster



"We were successfully able to place 18 students for this summer's Internship program!"

On May 20, 2020 The Greeley-Evans Schools District 6 conducted its Placement Day for the Career Explore Internship Program! Even in these trying times, the Greeley Business Community along with students from District 6 found a way to come together.

This year the program was slated to host approximately 177 students in robust educational internship experiences. There were 30 + local area business partners who were going to host student interns. This was set to be the largest cohort in the history of the Career Explore Internship Program.

Covid-19 changed the trajectory of the program and our businesses were devastated. So much uncertainty and extreme concern for student safety caused our hosts to withdraw from the program this summer. As a result, most of our students were left with no internships. However, here is a silver lining, as there were a few hosts who were able to support an intern or two and 18 students were successfully placed for this summer's Internship program! The Success Foundation even offered to create a virtual internship! During these trying times we have to remember to come together, and celebrate even the smallest of accomplishments. We are proud of our students in District Six!

Talent Development



Urban Renewal

2020 & 2021 Community Development Block Grant (CDBG) Update

The City of Greeley applies for the Community Development Block Grant (CDBG) annually from the U. S. Department of Housing and Urban Development (HUD). An eligible activity of this grant is improvements to low-moderate-income neighborhoods.

The Greeley Urban Renewal Authority, administrator of the CDBG grant, and the City's Public Works Department will utilize a portion of the 2020 grant for the next phase of improvements in the Maplewood neighborhood, including installation of curb, gutter, sidewalks, and ramps in areas where the infrastructure is either inferior or missing altogether. In addition, gravel alleys will be improved by giving them a recycled asphalt millings surface. Keep an eye out for the work this summer as the City puts the CDBG grant to use to improve the safety and aesthetics of this beautiful Greeley neighborhood.

Applications for the 2021 CDBG grant were made available to City departments and non-profit agencies serving the City's low-moderate-income population on June 1, 2020. To learn more about how this grant, funded with taxpayer dollars, will be put to use in 2021, watch for future Greeley Rising™ articles.



The Public Works Department will utilize a portion of the 2020 grant for the next phase of improvements in the Maplewood neighborhood



Regional Target Industries

Manufacturing is one of our top regional industries. This month, we'd like to highlight 2 local manufacturers who have shifted gears and production to fight COVID-19. Before COVID, [Magnolia River Manufacturing Corporation](#) produced shelving, display cases, racks and custom signs for grocery stores, farmer's markets restaurants and other specialty applications. In response to COVID-19, Magnolia River is producing plexiglass protective shielding for local essential businesses and is continuing to produce grocery critical infrastructure. "We need to look out for our community around us," said Jim Emmet, CEO of Magnolia River.

"We are honored and privileged to help in this battle to provide PPE" - Jake Comer, Sales Manager of Genesis Plastics

[Genesis Plastics Technologies](#) was a technical development, in-line thin gauge thermoforming company producing lighting, medical, automotive and food packaging products. In response to COVID-19, Genesis Plastics is now mass producing plastic face "defender shields" to protect health care workers from virus exposure. To date, they have produced 750,000 masks. Mask kits can be purchased at www.genesisdefendershield.com. "We are honored and privileged to help in this battle to provide PPE," said Jake Comer, Sales Manager of Genesis Plastics.

New Business Attraction



[Vantage Hemp Co.](#) recently completed construction of their 35,000 square foot biomass storage and pre-extraction processing facility. When combined with their 26,000 square foot extraction and purification facility built last year, their total Greeley footprint is now over 61,000 SF. Vantage is an industrial scale hemp company based in Greeley, Colorado. Their facilities here provide excellent access to the growing US market.

The company produces premium quality CBD extracts by managing every step of the process, from seed to extraction, positioning the company to be a leader in the emerging CBD market.



Housing

The South Maddie apartment project consists of 3 buildings, The Walker, The Eliot, and The Boone, with a total of 221 studio, 1 bedroom and 2 bedroom multi-family units.

The final building, The Boone, at the corner of 8th Avenue and 17th Street, opened and had its first move ins on Friday, May 29, 2020. The units feature walk-in closets, stainless steel appliances, and washer and dryers in each unit. The communities feature 2 fitness centers, indoor bike storage, outdoor lounges with fire pits, grills, a pool, parcel lockers, and business centers. Currently, the buildings have a preleased occupancy of 27.6% with rents ranging from \$1,100-\$1,700 per month. More information and virtual tours can be found at our website maddieapartments.com.



Construction & Development

Activity through May



		YTD 2020	YTD 2019
Single Family	Permits	47	80
	Units	47	80
	Valuation	\$12,177,922	\$19,226,031
Multi-Family	Permits	26	1
	Units	87	57
	Valuation	\$12,450,735	\$7,802,538
Commercial	Permits	8	23
	Valuation	\$3,365,835	\$22,053,625

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

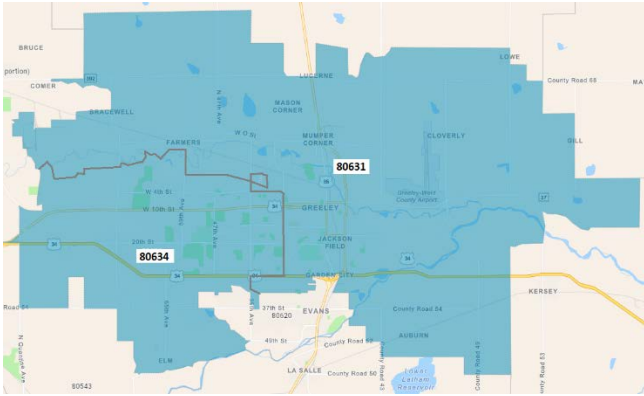
Monthly Planning Reports: greeleygov.com/services/cd

Taking A Closer LOOK....

Each month, we will dive a little deeper into some numbers about the Greeley economy or showcase Greeley's ranking on a state or national list.



Greeley's Economic Drivers by Zip Code



Greeley Zip Code Areas 80634 ("West Greeley") and 80631 ("East Greeley")

- While East Greeley primarily hosts the "blue collar" manufacturing, construction, transportation and distribution, equipment and field service operations, West Greeley functions to host the corporate offices or "white collar" jobs in oil and gas, manufacturing, and financial services. Greeley as a whole is distinctly competitive because it can offer locating companies a production workforce and supply chain services in East Greeley as well as a business professional workforce and office environment in West Greeley.
- Employment is primarily located in East Greeley. By contrast, West Greeley is largely a secondary service economy, having a stronger base of Retail, Healthcare, and Accommodation and Food Services. Employment growth was almost twice as fast in East Greeley at 2.9% in the year to 2019 Q3 compared to West Greeley at 1.4%. Data indicates that East Greeley is the larger, more robust engine of growth in the overall Greeley economy.

- The average annual wages is similar in both areas at \$52,698 in West Greeley versus \$53,107 in East Greeley and average annual wage growth was the same at 5.4% in the year to 2019 Q3.
- Sustaining the manufacturing economy in East Greeley is the single most important economic goal to maintain the economic vitality of Greeley.



JOBS e Q



City Center North
1100 10th Street, Suite 201
Greeley, CO 80631
Phone: 970-350-9380
Email: ehh@greeleygov.com

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 8th 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