

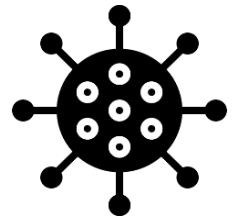
# Greeley Rising™

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

## Inside this issue:

Topic	Page
COVID-19 Response	1
Business Retention & Expansion	2
Talent Development	2
Urban Renewal	2
Taking a Closer Look	3
Regional Target Industries	3
New Business Attraction	3
Housing	4
Construction & Development	4
Contact	4

## Business Response to COVID-19 New Resources Available to Help Businesses Return to Safe Operations



A marketplace for  
Northern Colorado small  
business safety gear

### Northern Colorado Safety Supply

NoCoSafetySupply.com is a resource exchange for PPE, cleaning, and safety supplies for businesses and the workplace in response to the increased demand from the COVID-19 pandemic. Post what you have or what you need to keep Northern Colorado employees and workplaces safe. How does this website work? If you're a local business that can supply PPE products, [list yourself](#) and then [look for requests](#). If you're a local business in need of PPE products, [post your request](#) and then [look for suppliers](#).

### Energize Colorado

Energize Colorado is a group of spirited innovators connecting Colorado's diverse business community, nonprofit leaders, and contingent workforce with the best of our state's resources, programs, and people to address current challenges and spur transformative economic growth. Energize Colorado is a project of the Colorado Nonprofit Development Center, the fiscal sponsor.

We're Coloradans helping Coloradans—reflecting our state's unique history of independence, generosity, and innovation. At this critical time, the focus will be on providing Financial Support, acquiring PPE and Supplies and providing Business Guidance.



**"We're mobilizing generous Coloradans to provide resources and relief to small businesses, nonprofits, and individuals and energizing our community as we look toward the future."**



### Greeley Area Recovery Fund is Still Active

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](http://greeleyarearecoveryfund.com)) has now raised in excess of \$600,000 and has to date, awarded dozens of grants to businesses totaling over \$250,000. These grant funds can be used for marketing, 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. This relief will continue, even as businesses prepare to reopen in the days and weeks ahead.

# Business Retention & Expansion



## Local Companies Step Up in Response to COVID

### Athena BioHealth



Pre-Covid, Athena BioHealth produced a wide range of products and services centered on the growing hemp-based economy. In response to Covid-19, Athena BioHealth is producing gel hand sanitizer packaged both in individual pouches and in large bottles.

### WeldWerks Brewing Company, Tower 56 Distilling and Syntax Distillery



Pre-Covid, WeldWerks Brewing Company was an internationally recognized microbrewer of craft beers, while Tower 56 Distilling and Syntax Spirits were both award winning craft spirit distillers. In response to Covid-19, these Greeley businesses have partnered with Pine Bluffs Distilling in Wyoming to produce over 1,500 gallons of hand sanitizer since the beginning of the Covid-19 outbreak. "We are doing our best to get as much sanitizer made as quick as possible to provide for people to safely open their businesses," said Neil Fisher, Co-Founder of WeldWerks.

## TOWER 56

"We are doing our best to get as much sanitizer made as quick as possible to provide for people to safely open their businesses," said Neil Fisher, Co-

Founder of WeldWerks



"The Colorado

State Youth Council

awarded six

organizations with

Tech Bridge

grants"

In June, the Colorado State Youth Council (SYC) awarded six organizations with Tech Bridge grants to increase access to technology for Colorado youth. The SYC announced the funding opportunity in late May to address the growing technology divide that hinders Colorado youth from accessing career and education opportunities and decreases their ability to build the skills necessary to compete in an increasingly technology-enabled workforce.

The impact of COVID-19 and efforts to mitigate the pandemic have imposed massive challenges to the economy and the way young people in Colorado train for and secure work. A needs assessment conducted by the Colorado Department of Education found that 55,000 students across the state do not have access to a wi-fi enabled device. This number is likely greater when you consider the needs of opportunity youth aged 16-24 who are not currently connected to a K-12 school.

The SYC received 51 applications for the Tech Bridge grant opportunity. Of these applications, the SYC is excited to announce awards to six organizations.

[Click here for more information on the grants.](#)

## Talent Development



Greeley-Evans  
WELD COUNTY SCHOOL DISTRICT 6

## Urban Renewal

### Homebuyer Assistance Programs

#### ❖ G-Hope

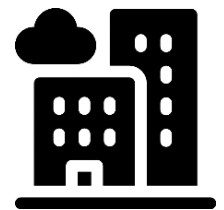
The G-Hope down payment assistance program offers down payment assistance for employees of the City of Greeley, the University of Northern Colorado, North Colorado Medical Center, School District 6, North Range Behavioral Health, Sunrise Community Health, High Plains Library District, JBS, North Colorado Health Alliance, Frontier Academy and Salida Del Sol Academy as an incentive program for a home purchases in targeted neighborhoods. Several neighborhoods east of 35<sup>th</sup> Avenue qualify, and depending on the neighborhood, up to a maximum of \$6,500 per buyer.

#### ❖ Colorado Housing and Finance Authority (CHFA)

GURA staff can also provide contact information for the Colorado Housing and Finance Authority, which provides down payment assistance to qualified home buyers of any home in Greeley.

#### ❖ Greeley-Weld Habitat for Humanity

The City, through its federal HOME Investment Partnership Program, has long supported the Greeley-Weld Habitat for Humanity program in Greeley. HOME funds assisted buyers in three Habitat subdivisions in Greeley: Habitat North, Crestview, and the newly underway Clover Meadows.



We manage programs to provide a wide range of housing and neighborhood assistance to individuals with lower income and manage commercial rehabilitation and development within urban renewal

# Taking A Closer LOOK.....

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



In Northern Colorado a group called NoCo REDI (Northern Colorado Regional Economic Development Initiative) recently published the *Northern Colorado Regional Cluster Strategy* to support economic resilience and interconnectedness. Strategies and actions in the plan are meant to act as a playbook for the thirty five separate communities in the region to select the most relevant elements for them while maintaining an aligned strategic direction across the region.

## Regional Target Industries

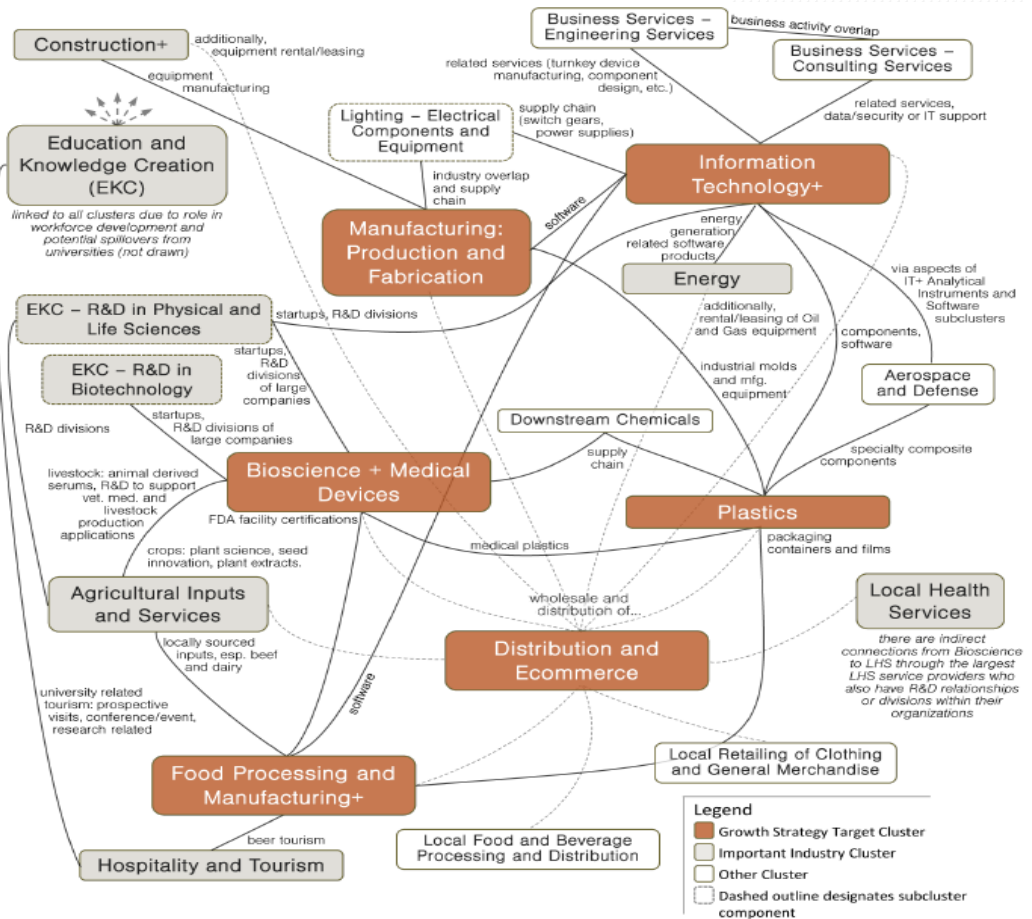
## New Business Attraction



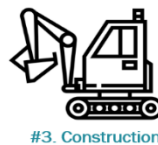
Six industry cluster groups were selected as targets for the future growth of the region; these were Bioscience and Medical Devices, Distribution and E-Commerce, Fabrication and Production Technology Manufacturing, Food Processing and Manufacturing, Information Technology, and Plastics. The City's economic development team have supported the effort, seeing particular alignment in Greeley for growth in three of those industry clusters; food processing and manufacturing, fabrication and production technology manufacturing, and plastics. This will help guide our overall business attraction strategy.

## INDUSTRY CLUSTER LINKAGES

NoCo REDI  
Northern Colorado Regional Economic Development Initiative



## Major Industry Cluster Groups for Greeley



While less suitable for a cluster-type growth strategy, our local team has identified three fast-growing sectors that will continue to drive the Greeley economy. These are health services, construction, and tech-enabled business and consumer services. In addition, three mature industry sectors continue to underpin the economic health of the community. These are energy, education, and agriculture.

# Housing

**Poudre Trails Apartments Phase I Now Open!**  
 127 N 30th Ave, Greeley, CO 80631  
 Between Friendly Village and Ramseier Farm Park south of C Street.



Phase I (2020): \$10.4M, 70 Units  
 Phase II: (2021): \$12.0M, 80 Units  
 Phase III: (2022-23): \$16.5M, 110 Units  
**TOTAL (2020-2023): \$39M, 260 Units**



# Construction & Development



## Activity through June

		YTD 2020	YTD 2019
Single Family	Permits	53	86
	Units	53	86
	Valuation	\$13,200,617	\$20,659,466
Multi-Family	Permits	27	2
	Units	93	138
	Valuation	\$13,682,517	\$20,709,538
Commercial	Permits	9	24
	Valuation	\$3,865,835	\$22,457,672

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)

Construction is one of our top regional industries. This month, we'd like to highlight the launch of our newest regional sector partnership, the Northern Colorado Construction & Trades Sector Partnership. This new partnership will be similar in structure and function as our existing Health Sector and Manufacturing Sector Partnerships.



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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](http://GreeleyGov.com/EHH)