

Greeley Rising™

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

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Business Response to COVID-19

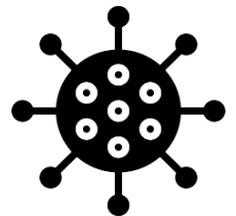
Weld County Business Recovery Program

We're excited to announce the official launch of the Weld County Business Recovery Program. Weld County and participating communities, including Greeley, have directed a portion of their Federal CARES Fund dollars to fund this program, which has been developed and managed by Upstate Colorado. The Greeley Area Recovery Fund will be suspended while these dollars are deployed through the county and will resume in 2021.

[Read the Press Release](#)

About the Program

The program has been developed to encourage and support primary employers, diverse and high-quality retail and service establishments, with an emphasis on local businesses that contribute to the sales and property tax base. The goal is to aid businesses that demonstrate financial stress or disrupted operations due to the public health crisis, who are trying to reopen, stay open and/or modify their business operations or facilities to serve customers in a safe way.



Application Process

Businesses that meet the application guidelines have until September 30, 2020 to submit their application. An Application Review committee, comprised of stakeholders throughout Weld County, will determine eligibility and grant amount. Awards will depend upon the number of applicants, availability of funds, and demonstrated need. 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/>

Business Retention & Expansion



Northern Colorado Business Retention and Expansion Partnership

In early August, members of the Greeley Economic Development team joined the Northern Colorado Business Retention and Expansion Partnership. The partnership is a consortium of economic and workforce development professionals working together to positively affect the economy through meaningful relationships with primary businesses and a network of support. The group is also focused on non-primary employers in key industries identified at the municipal level.

Recognizing that Northern Colorado has an opportunity to develop a 21st century Business Retention and Expansion program built on a foundation of regional collaboration and a solid understanding of the workings of the Northern Colorado economy, the economic development community is banding together to keep firms in the region and help them grow. We expect that through planned and coordinated efforts, we will build upon our engagement with the Greeley business community, promote job growth and effectively identify regional issues we can address as a partnership.

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Talent/workforce is an important component of our overall economic development strategy. Developing our people involves many entities within our community and it is so important for the City to maintain strong relationships with our many partners.

Talent Development

The City's ACE (Achieving Community Excellence) initiative has entered a new phase, which we call ACE 2.0, following a board retreat held last winter. The ACE Board recognizes its role in being a catalyst in the community for excellence, particularly towards achieving our potential in the three areas the board will be focused on the next few years: Talent Development, Entrepreneurship and NextGen Leadership Development. To learn more about ACE or its board, please visit:

<https://greeleygov.com/government/ace>.



Core Values



Mission & Vision

ACE is a trusted network of advisors and resources in the community, working as a team on common goals to achieve community excellence.

ACE 2.0 evaluates challenges and opportunities to strengthen the overall talent development system. Our talent development system focuses on:

Talent Development – Entrepreneurship - NextGen Leadership Development

Urban Renewal

The City of Greeley annually receives a Community Development Block Grant (CDBG) from the U. S. Department of Housing and Urban Development (HUD). Because of this grant, the City is able to provide approximately \$672,000 each year to support programs that assist low-moderate-income residents and neighborhoods of the City.



The City has received CDBG for nearly 40 years. Some of the main programs supported have included:

- Single-family, owner-occupied housing rehabilitation and other affordable housing support
- Infrastructure improvements, including sidewalks, curb and gutter, ramps, street lights, trees in parkways, and alley reconstruction
- Assistance to non-profits who help low-moderate-income persons who are homeless, victims of domestic violence, over 60 and in need of transportation, etc.



This is the time of year that GURA asks for comments on the Action Plan, which describes the proposed use of the next year's CDBG grant. Comments are welcome any time; however, if they are received by September 15, 2020, they will be addressed within the 2021 Action Plan. The Plan, how to make a comment or participate in a public hearing, and more information on CDBG can be found on GURA's website:

<https://greeleygov.com/services/ehh/greeley-urban-renewal-authority>.

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.



Industrial Hemp's Potential for Greeley's Target Industries

For the past year, the City of Greeley's Economic Development team has worked to kickstart the scaling of industrial hemp as a new federally approved crop with the potential to reshape some primary industry sectors underpinning our regional economy. This snapshot sheds light on this initiative and illustrates how it links to entrepreneurship, industrial development, and job-creation. Below, Greeley is featured as an emerging tech zone in [Cannabis & Tech Today](#) magazine.



From the 1700s to the 1930s, American farmers grew hemp as a crop for use in multiple different products from paper to lamp fuels, ship's sails and ropes. While rendered illegal in America for almost a century until the 2014 Farm Bill, hemp's demise was likely linked to it being labor-intensive and difficult to mechanically process. Hemp is one of the strongest plants in the world that produces two times as much fiber as cotton and uses much less water than cotton or corn.

Led by the cultivation for CBD, hemp's comeback has been meteoric, which resulted in a price crash for farmers in 2019. Separately, top clothing brands like Levi and Patagonia have rediscovered hemp fabric sourced from Chinese factories. In 2020, Levi launched cottonized hemp jeans following a breakthrough in technology that makes hemp fiber as soft as cotton. Synonymous with sustainability, hemp is being grown in drought prone regions like Colorado's San Luis valley, where the water situation has become dire for farmers growing crops like potatoes.



New Industries > Startup & Attraction

From 2014, Weld County helped lead the state and the nation in hemp production acreage. Greeley's focus on industrial scale farming and lower cost processing aims to unlock the commercialization for new uses for the plant hailed as a raw material of our age:

- **Hemp Processing:** This technology and equipment market is leaping forward, led by decortication; the separation of the plant fiber from the inner wood (hurd).
- **Food and Beverage Products:** Hemp seeds are increasingly used for protein-rich food and beverage brands, and a potential future feed for commercial livestock.
- **Leak & Spill Absorbents:** A super absorbent biodegradable material can be made from the core of hemp that is used primarily for oil and chemical spills.
- **Bioplastics:** Hemp, as one of the most efficient cellulose plants in the world is ideal for the production of plastic using biodegradable binders. Pricing remains an issue.
- **Construction Products & Services:** Hemp forms a lightweight fiber reinforced concrete material called hempcrete that can be precast into products or cast on site. Certification and acceptance is limited.
- **Biofuel Crops:** Bioenergy is a fast growing source of renewable energy. Interest in hemp as a high-yielding energy crop with low environmental impact is rising. Commercialization is still limited.

The Agricultural Industrial Revolution is here in Greeley, Colorado's Hemp Production Hub

Greeley's top industries are helping hemp to grow at scale

- Energy & Power
- Agriculture & Food
- Education & Health

Northern Colorado's Hemp Innovation Ecosystem Includes:

- 1. NoCo Hemp Expo, the world's largest
- 2. Colorado Hemp Industries Collaborative
- 3. Aims Community College's Certificate in Hemp and a new AS degree coming
- 4. CO SBDC's Harnessing Hemp conference
- 5. Acres USA Magazine's Hemp Summit
- 6. Colorado State University - Hemp Research & Agricultural Extension

Counties producing over 2,450 acres of hemp per year (2019)

Let us help you grow your hemp venture here!

Contact: Phil McCready, Greeley Economic Development Manager
(970) 397-3440 | Philipp.McCready@GreeleyGov.com | www.ColoradoHempCollab.com

Housing

Greeley Makes Top Rising Housing Markets for Third Year



Smart Asset, a financial technology company, recently ranked the fifty top rising housing markets in the United States based on data from 2014 through 2018. **Greeley tied for 35th in the study.** In recent years, housing demand has increased by more than 10% in some cities while declining by almost 5% in others. And amid that disparity, it's important to be strategic about where it would be best to take out a mortgage or put a house up for sale, since not all markets are performing equally well. With that in mind, SmartAsset compiled data to find where housing markets in the U.S. are rising more than others, so that you can make more informed decisions as a buyer or seller.



Data and Methodology

To find the top rising housing markets, we looked at data for the 317 U.S. cities with a population greater than 100,000 in 2018. We analyzed this information across the following three metrics:

- **Housing demand.** This is the percentage point difference between population growth and housing unit growth from 2014 to 2018.
- **Home value growth.** This is the percentage change in median home values from 2014 through 2018.
- **Income growth.** This is the percentage change in median household income from 2014 through 2018.

For more information please visit:

<https://smartasset.com/mortgage/best-housing-markets-for-growth-and-stability-2020>

Construction & Development



Activity through August

		YTD 2020	YTD 2019
Single Family	Permits	59	132
	Units	59	132
	Valuation	\$15,134,237	\$32,554,835
Multi-Family	Permits	36	2
	Units	149	138
	Valuation	\$17,984,500	\$20,709,538
Commercial	Permits	16	29
	Valuation	\$9,104,491	\$24,664,396

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

Monthly Planning Reports: greeleygov.com/services/cd



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!

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