

# Greeley Rising™

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

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## Business Retention & Expansion



We completed another round of Business Retention & Expansion (BR&E) Visits in 2020, and are happy to share our summary findings. These visits are especially relevant, given the timing of them being conducted after our local businesses have had some time to adjust to the pandemic.

While we have been directly involved providing assistance programs and resources to those hardest hit by the virus and its consequent restrictions, our survey results remain focused on Greeley's Primary Industries. The overall report can be found here: [Business Retention & Expansion Report](#). Links to each of our industries can be found below.



[Greeley Health Service Industry 2020](#)



[Greeley Energy & Power Industry 2020](#)



[Greeley Professional Services Industry 2020](#)



[Greeley Education Industry 2020](#)



[Greeley Agriculture & Food Industry 2020](#)



[Greeley Construction Products & Services Industry 2020](#)

# Housing & Urban Renewal



For more than 30 years, GURA has administered the City's federal funds that provide assistance low-moderate-income neighborhoods and families, either through community development activities or with affordable housing. In partnership with many community non-profits, thousands of persons in need have been assisted. Assistance may have been in the form of funds for construction or rehab of a facility, to help with day-to-day case management or to provide transportation or delivery services, or to construct additional units of affordable housing. To highlight a few that have received Community Development Block Grant or HOME Investment Partnership awards:



- 60+ Ride
- A Woman's Place
- Northern Colorado Veterans Resource Center
- Catholic Charities
- Greeley Family House
- Greeley-Weld Habitat for Humanity
- Life Stories
- North Colorado Health Alliance
- ADED
- SAVA
- United Way

## Greeley Receives Positive Media Coverage for our Creative Solution for Cold Weather Sheltering at Bonell



Last summer, when we realized the pandemic was going to be a prolonged challenge to our community, we began brainstorming solutions to expand our Cold Weather Sheltering capacity at Tri-Pointe in Evans. When the pandemic reached Colorado at the end of last winter, we were able to relocate the CWS to Island Grove, but that solution was not available for the current cold weather season. We needed to find other solution to safely isolate those most vulnerable into a different setting than Tri-Pointe, since that facility capacity was cut in half due to social distancing restrictions. What the City found in partnership with Good Sam, United Way Weld County and Catholic Charities was an underutilized building located on the Bonell Campus here in Greeley. This facility will be able to continue sheltering around 40 individuals experiencing homelessness through April 15, using dollars made available through the CARES Act. We have since received some very favorable media coverage for our solution. Those can be accessed through the links below.



THE DENVER POST



[Denver Post - Greeley Shelter](#)

[9 News Denver - Greeley Shelter COVID](#)



## Construction & Development

### Activity December YTD

		YTD 2020	YTD 2019
Single Family	Permits	66	170
	Units	66	170
	Valuation	\$16,953,102	\$42,927,644
Multi-Family	Permits	47	48
	Units	206	778
	Valuation	\$22,901,751	\$103,818,971
Commercial	Permits	17	52
	Valuation	\$10,467,742	\$49,477,556



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)

# 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.



## Greeley MSA Ranked in Top 10 Again!



Heartland Forward has released their second annual rankings of America's most economically dynamic cities in this year's Most Dynamic Metropolitans report. We are excited and proud to share that that Greeley was ranked #8 among the top 30 nationwide. The City of Greeley anchors the Greeley MSA.

Our Most Dynamic Metropolitan Index and the analysis in this report provide objective insight into the communities providing economic opportunity for their residents, separating high performers from the low.

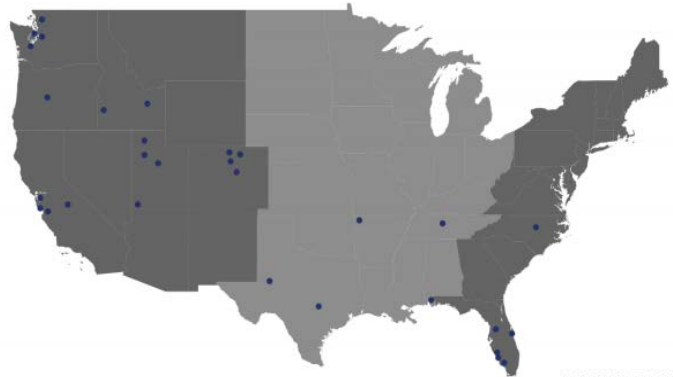
The report analyzes several performance-based metrics, including job growth, average annual earnings, GDP gains, total jobs at new businesses and employee educational attainment to develop the rankings of America's metro regions. In most cases, the most recent data available was pre-pandemic, providing a robust picture of how city economies were faring heading into the current crisis.

These new rankings are critical to understanding which cities were high-performing heading into the pandemic and whether they are in a good position to weather the economic storm or be vulnerable to the pandemic's longer-term negative impacts. This report contains some valuable insights on how regions can harness their strengths to boost their future economic recovery.

Top 30 Metropolitans

Here's a quick look at the top ten most dynamic metro areas:

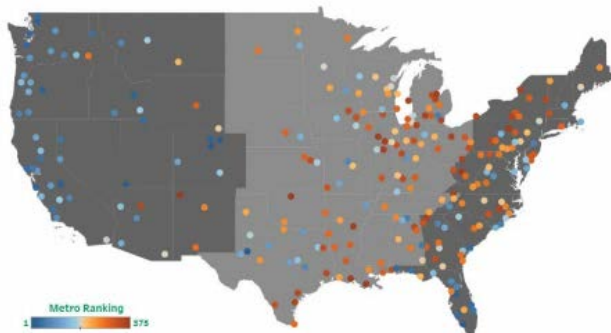
1. Midland, Texas
2. San Jose-Sunnyvale-Santa Clara, Calif.
3. Provo-Orem, Utah
4. Boulder, Colo.
5. San Francisco-Oakland-Hayward, Calif.
6. Austin, Texas
7. Seattle-Tacoma-Bellevue, Wash.
- 8. Greeley, Colo.**
9. Naples-Immokalee-Macro Island, Fla.
10. St. George, Utah



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It appears from the data that the middle of the country may be well-positioned to move up in these rankings post-pandemic as workers seek lower costs of living, greater access to raw materials and lower startup costs. Though next year's rankings will incorporate data from the pandemic and account for cities with the industries most impacted by the crisis, we are confident cities that focus on fostering entrepreneurial ecosystems and developing a compelling narrative about what makes their region special will thrive.

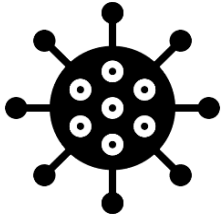
Small Metropolitan Areas (Population Less Than 500,000)



Smaller metropolitan areas located closest to large metropolitan areas that are exhibiting stronger economic growth share in that prosperity. Stronger economic linkages create a spillover effect. Access to sophisticated business services, adjacent angel and venture capital availability, supply chain relationships and numerous other interactions explain the advantages of proximity.

For more information on Heartland Forward, please visit [HeartlandForward.org](https://HeartlandForward.org), where you can download the full report.

# COVID-19 Business Response



## More Business Relief is On the Way



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

The Chamber has re-opened the Greeley Area Recovery Fund for new applications for grants up to \$5,000. Also SB20B-001, that was passed during an extraordinary session of the state legislature late last year, allocates \$37M to provide relief to businesses affected by the most recent state health orders. Greeley expects to receive our pro-rata portion from this fund and we plan to partner with the Greeley Area Recovery Fund as we did early on during the pandemic to distribute those grants, ranging between \$3,500 and \$7,000, beginning in late January. Please visit <https://greeleyarearecoveryfund.com/> to learn more and apply.



## Weld County Service Industry Relief Fund

The Weld County Service Industry Relief Fund seeks to provide financial assistance to eligible public-facing businesses located in Weld County that have been categorized as “high-risk” and mandated to close or substantially reduce services in response to guidelines issued by the Colorado Department of Public Health and Environment effective 11/20/20.



In response to the most recent needs resulting from the COVID-19 pandemic, the initiative desires to meet the urgent needs of Weld County small businesses directly impacted by COVID-19 in the following industries: *Restaurants, bars and other food and beverage service providers; live event venues; movie theaters; gyms and fitness centers; bowling centers, arcades, and other recreation facilities.*

The initiative is intended to distribute approximately \$2 million in Weld County support to eligible businesses in Weld County. Financial assistance will be provided on a need-based priority basis for all qualified applicants. Depending on the businesses financial need, assistance is available up to a maximum \$10,000 for public transactional businesses with a defined closure or limitations due to capacity restrictions. View the entire list of guidelines and submit an application at <https://weldrecovery.com/>.



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We are proud to represent one of the fastest growing and forward-thinking communities in northern Colorado. With a population approaching 115,000, 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)