

# Greeley Rising™

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

Inside this issue:

Topic	Page
Terry Ranch	1
Housing & Urban Renewal	2
Business Retention & Expansion	2
Taking a Closer Look	3
Construction & Development	4
Contact	4



Greeley has a long history of investing in its water future. The foresight and diligence of past city leaders and water pioneers has ensured that Greeley remains in a position to continuing to plan for, and secure Greeley's water needs. Simply put, without additional water, our ability to grow and thrive is diminished.

Last month, the Greeley City Council voted unanimously to move forward with the purchase of the Terry Ranch water acquisition and storage project. The location of the ranch is near the Wyoming border, as shown on the map. This project represents the next frontier and will add 1.2 million acre-feet of water to the city's vast, existing water portfolio. Terry Ranch is an underground aquifer storage and recovery project, in which an underground pocket of water has been isolated. The existing water in this reservoir can be used and the reservoir can then be used for long-term storage (recharge) and then drawn in times of future drought.



- ✓ Greeley Population 2021 = 115,000
- ✓ Greeley Population 2066 = 260,000+
- ✓ "Non-tributary Aquifer"
  - ✓ 1,200,000+ acre-feet of reusable water
  - ✓ 200 to 1,300 feet deep; unlike shallower irrigation/domestic wells common in & near Greeley
- ✓ Suitable for underground water storage
- ✓ Excellent drought supply
- ✓ Could meet Greeley's water needs for generations to come

[greeleygov.com/terryranch](http://greeleygov.com/terryranch)

# Housing & Urban Renewal



## The Fight to End Homelessness

Weld's Way Home is a county-wide plan for maximizing resources dedicated to serving those who are homeless. The Plan sets forth how many partners serving this population will assess (identify, emergency assessment), assist (emergency housing, stabilization assessment), and assign (transitional and permanent housing options, case management, wraparound services) people who are homeless, with the ultimate goal to return every person to permanent housing.

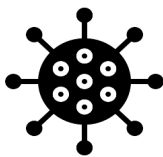
While housing is the ultimate goal, there are also emergency shelters available: A Woman's Place, Greeley Family House (formerly Greeley Transitional House), Guadalupe Community Center, the Cold Weather Shelter, and the United Way of Weld County Homeless Shelter at Bonell. Support and case management is provided at these shelters, and also by many other local non-profits – North Colorado Health Alliance, Northern Colorado Veterans Service Center, and North Range Behavioral Health, to name a few.

The City has supported the efforts to end homelessness by participating in the formation of Weld's Way Home, membership on committees, and with funding. Community Development Block Grant (CDBG), CDBG-Coronavirus, and the City's CARES Act funds have all provided financial support to the drive to end homelessness in our community. For additional information, contact GURA at 970-350-9380.



## Business Retention & Expansion

### COVID-19 Business Response



### [Northern Colorado Business Challenges – Spring 2021 Survey](#)

### Northern Colorado COVID-19 Business Survey

Greeley EHH along with Economic Development Organizations and Chambers of Commerce in Larimer and Weld County have been working together to support our businesses throughout the pandemic and into economic recovery.

We have been able to utilize past results from regional and organizational surveys during this pandemic to help catalyze, design and mobilize funding tools, such as local loan funds and other local government or chamber of commerce responses, including some tax deferment, rebate and micro-grant programs.

We collect this information to better serve our business community in our response and recovery efforts as well as to communicate the business needs, challenges and resilience to our elected leaders, funding partners and community partners.

If you are a business owner here in Greeley, we ask that you please take a brief moment to provide us with your feedback. All responses will be kept confidential, and results will only be reported in aggregate without identifying details of any specific business.

We are doing our best to collect information that is actionable and can be used to further Northern Colorado's economic recovery. We value your time and expect this survey can be completed within 5 minutes.

# 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.



## The City's PAB Strategy

The City of Greeley's Private Activity Bond (PAB) strategy to address affordable housing is beginning to pay off. For the past 2 years, we have assigned our PAB allocation to the Colorado Housing and Finance Authority (CHFA) are seeing some exciting results!

We currently have nearly 700 affordable housing units under planning and development in Greeley, most of which are being driven by our strategic use of Private Activity Bonds,

Here in Greeley, we've developed a pipeline of affordable housing projects and successfully matched several developers (shown below) with our PAB allocation.

When combined with Weld County's PAB allocation and leveraging an assignment to CHFA, we are hopeful that the past two year's allocations, which total nearly \$28M, will be used to generate \$115M in new projects. These projects are targeted for families, seniors and first-time home buyers.

Private activity bonds (PAB) are tax-exempt bonds issued by or on behalf of a local or state government for the purpose of providing special financing benefits for qualified projects. The financing is most often for projects of a private user, and the government generally does not pledge its credit.

CHFA works throughout the state to increase the availability of affordable, decent, and accessible housing for lower income Coloradans and strengthen the state's economy by investing in affordable housing and community development. Together with their community partners, CHFA has invested more than \$25 billion in Colorado's economy. More information on CHFA can be found here:

<https://www.chfainfo.com/>

- Nearly 700 new affordable units under Planning and Development
- \$28M PAB → \$115M in projects
- Families, Seniors, First-Time Homebuyers
- Planned opening in 2022-2024
- Partnerships with Weld County/CHFA



[inlandconstruction.com](http://inlandconstruction.com)  
Copper Platte  
(224 multi-family units)



[www.catholiccharitiesusa.org](http://www.catholiccharitiesusa.org)  
Immaculata Plaza  
(54 multi-family units)

RICHMARK



[www.richmarkcompanies.com](http://www.richmarkcompanies.com)  
Hope Springs  
(240 multi-family units)



[www.greeleyhabitat.org](http://www.greeleyhabitat.org)  
Hope Springs  
(181 single family units)

# Construction & Development

The City's 2021 Growth & Development Projections report is now available. The analysis concluded from the city, state, and national comparisons provide a general picture of population growth, residential construction, and job creation. The report has been prepared into five parts, highlighted below.



- 1) Housing Growth
- 2) Population Growth
- 3) Employment Growth
- 4) Regional Growth
- 5) Growth Scenarios

To see the full report, click here or on the report cover above, which is linked to the report online.



## Activity March YTD

		YTD 2021	YTD 2020
Single Family	Permits	13	31
	Units	13	31
	Valuation	\$3,330,162	\$7,631,423
Multi-Family	Permits	41	25
	Units	125	61
	Valuation	\$22,218,389	\$10,542,353
Commercial	Permits	4	7
	Valuation	\$58,480,230	\$3,045,835

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)



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

