

# Greeley Rising™

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

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## Greeley's Embrace of Regionalism



### The New Brand is Launched for Metro Denver Region

In September, Greeley's economic development leadership attended the Site Selectors Conference, an annual event in which the Metro Denver EDC brings prominent economic development leaders to the area to both scope out its attributes and offer assessments of its strengths and weaknesses. During the event, a new regional brand was launched to share the way this place elevates our community, our careers and one another: The Elevation Effect.

The Elevation Effect communicates the spirit of doing business and living life to the fullest here in Colorado. It provides a strategic vision brand to both rally the metro Denver community at a time when common ground and partnership are needed to support our economy and workforce needs. And for marketers, the initiative offers a set of shared data, messages and materials as we collectively work to promote our region to businesses and talent. Further, because much of the work that economic developers do is retention-based, it reminds local business and talent what makes this region different than others they might choose.



For businesses, The Elevation Effect is about tapping into metro Denver's culture of collaboration, creativity and reinvention. Here we foster trust, embrace competition and find ways to elevate our lives, our careers and one another.

For individuals seeking new opportunities and new frontiers, The Elevation Effect means being welcomed by a diverse and dynamic culture. It means finding inspiration – in the landscape and in the people – to dream bigger and rise higher at work and at play.

This isn't a brand for the Metro Denver EDC or the Denver Metro Chamber. It's a brand created for the entire region, as together we build something that's bigger than business – a brighter future for our region.

Learn more about [The Elevation Effect](#) and more information on the brand, it's shared messaging and materials and learn how you can get involved.

The Elevation Effect brand won't replace any brand put up by Metro Denver EDC other economic development organizations, and it won't be required of any group to use. But the EDC hopes they can work with others throughout the region to integrate it into their marketing and to serve as a unified regional response when companies ask them what it is that makes Colorado such a good place to work and live.

# Greeley's Embrace of Regionalism



## NoCo REDI wins International Economic Development Council Award

Greeley is a proud member of the [Northern Colorado Regional Economic Development Initiative \(NoCo REDI\)](#), a regional collaboration that recently won a bronze Excellence in Economic Development Award from the International Economic Development Council. The award recognizes the strong partnerships, collaboration, data dissemination, communication, and regional marketing initiatives among NoCo REDI's partners throughout Weld and Larimer Counties. The honor was presented at the IEDC Annual Conference on October 5, 2021, in Nashville, Tennessee.



NoCo REDI won the award in the Regionalism and Cross-Border Collaboration category by demonstrating the effective partnerships between its members throughout Weld County and Larimer County communities based on several ongoing projects:

- Data Expert Team – regional data team who regularly meet to ensure consistent regional data and enhance data availability allowing for a rapid response to prospective business inquiries.
- Cluster Strategy Playbook – an industry cluster analysis report and attraction strategy to achieve economic opportunity, job creation, economic resilience, and workforce alignment.
- Coordinated Lead Response – Upstate Colorado and Larimer County Economic and Workforce Development coordination for single response to leads from various sources through NoCo REDI creating increased efficiency and enhanced consistency in lead fulfillment.
- Regional Profile – a regional profile highlighting Northern Colorado as a prime area for business and industry growth was first published in 2020 and updated for 2021.
- Regional Marketing – The first regional marketing video, “Resiliency Through the Pandemic” was published highlighting the resiliency of Northern Colorado businesses. The ongoing video project will begin to highlight industry strengths defined by the Cluster Strategy Playbook.



## Leadership Northern Colorado Holds Graduation for the 'Pandemic Class' of 2020-2021

The eleventh Leadership Northern Colorado (LNC) class recently completed their pandemic expanded program and LNC alumni and the public were invited to celebrate the class accomplishments and to learn more about leadership at a breakfast event at Windsong Event Center in Severance featuring Josh Packard, executive director of Springtide Research Institute and former sociology professor at the University of Northern Colorado.

Greeley's Director of Economic Health & Housing, Benjamin Snow, CECD, was among the class of 33. The Leadership Northern Colorado program ended November 16 with a final class session and graduation by the participants. The class had an extended experience due to pandemic and ran from January, 2020 through November, 2021.

Leadership Northern Colorado, a joint initiative of the Fort Collins, Greeley and Loveland chambers of commerce, the Community Foundation of Northern Colorado and the Weld Foundation, is designed to build human capacity and to identify, define and address the issues facing the Northern Colorado region. The program is designed to educate and motivate leaders who are committed to shaping the future of our region.

Northern Colorado is morphing into an area with regional potential, population and challenges. Leadership with a regional perspective will be essential for a positive vision of our future. With that in mind, Leadership Northern Colorado launched in 2010 and now has over 270 graduates of the program.



For more information about Leadership Northern Colorado, visit <https://leadershipnortherncolorado.com/>

# Taking a Closer LOOK....

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



## Greeley Featured in Fall Issue of Innovation & Tech Today



To view this issue of the magazine online, visit <https://online.fliphtml5.com/cmaz/vcie/#p=73>

Greeley is featured in the Fall 2021 issue of Innovation & Tech Today in a story entitled "This is Where America Prototypes".

The story highlights several innovative Greeley/Weld County companies, including Xiant Technologies (next gen lighting), Jordan Energy and Food Enterprises (solar), CNE Creative Enterprises (fast prototyping) and Vantage Hemp (hemp/pharmaceuticals).

Institutional support from the City and UNC are also recognized.

*"Our mantra at UNC Monfort College of Business is 'preparing career-ready leaders'."*  
 - Dallas Everhart, UNC (MCB)

*"What we're seeing is a rich economic ecosystem coming together, to where businesses can turn within the county for innovative solutions to help apply to areas where they've created their own wealth."*  
 - Harv Johal, Vantage Hemp



**Colorado**  
WHERE AMERICA PROTOTYPES

**xiant** TECHNOLOGIES | **CO SOLVE** | **ace** | **highblains**

**Helping founders turn good ideas into great businesses**  
 Colorado FABTech - supporting next-gen food, agtech, energy, IT & bioeconomy startups  
 Dr. Phil McCready | (970) 397-3440 | [Phillip.McCready@GreeleyGov.com](mailto:Phillip.McCready@GreeleyGov.com)

You can also find this Greeley ad 'Helping founders turn good ideas into great businesses' here: <https://online.fliphtml5.com/cmaz/vcie/#p=71>

# Construction & Development

## LINC Breaks Ground!



The High Plains Library District recently held a ground-breaking for the new LINC (Library Innovation Center). The former Greeley Tribune site and building has been purchased by the district and is now under redevelopment and will be repurposed as their flagship library in downtown Greeley.



- **\$31M (Acquisition and Redevelopment costs)**
- **48,000 SF will be Expanded to 64,000 SF**
- **Will include innovation, children's, courtyard, library spaces**

[www.mylibrary.us/futurelibrary](http://www.mylibrary.us/futurelibrary)



## Activity October YTD

		YTD 2021	YTD 2020
Single Family	Permits	124	62
	Units	124	62
	Valuation	\$40,619,553	\$15,773,973
Multi-Family	Permits	250	37
	Units	610	160
	Valuation	\$104,172,065	\$18,504,308
Commercial	Permits	23	16
	Valuation	\$147,857,534	\$9,104,491

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)

