

# Greeley Rising™

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

## Inside this issue:

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

## Business Retention & Expansion



EHH is pleased to inform that 2020 Business Retention & Expansion visits with our primary employers have concluded. During the month of November, we were fortunate enough to visit an additional 25 Greeley businesses within one of six target industry sectors for a total of 100 visits. These visits were either conducted in-person, through Zoom or over the phone to discover what was going well for businesses, what could be going better, areas of opportunity for growth as well as what else we at the city can be doing to make Greeley the best place possible to do business. We thoroughly enjoyed strengthening our existing relationships in Greeley as well as having the opportunity to cultivate new relationships with passionate business owners. Links to the full report on our findings will be available for January's Greeley Rising news article.

## Roche Constructors Celebrates 50<sup>th</sup> Anniversary

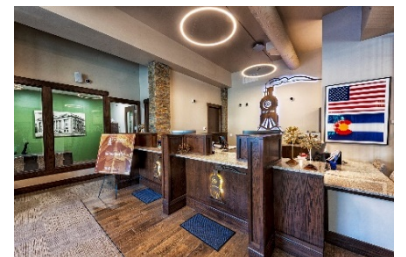


*Greeley Village Assisted Living & Memory Care*

Roche Constructors has reached a major milestone in the history of the company. December 2nd marked the start of Roche's 50th year in business. Looking back over the past 49 years, the company has had the privilege to work in 16 states spanning west to east from California to Washington, D.C. and north to south from Montana to Florida. Since 1971, Roche has completed projects totaling \$3.4 billion! Their first project was the Greeley Veterinary Clinic in Greeley, Colorado. During the first full year of business in 1972, their largest project was Greeley Plaza Apartments, also in Greeley, which was valued at \$985,000. They are excited to announce that their largest project going into 2021 will be the \$49.5 million Tointon Academy of Pre-Engineering for Greeley-Evans School District 6. The company's largest project to date is FlatIron Crossing in Broomfield, Colorado, valued at \$116 million.

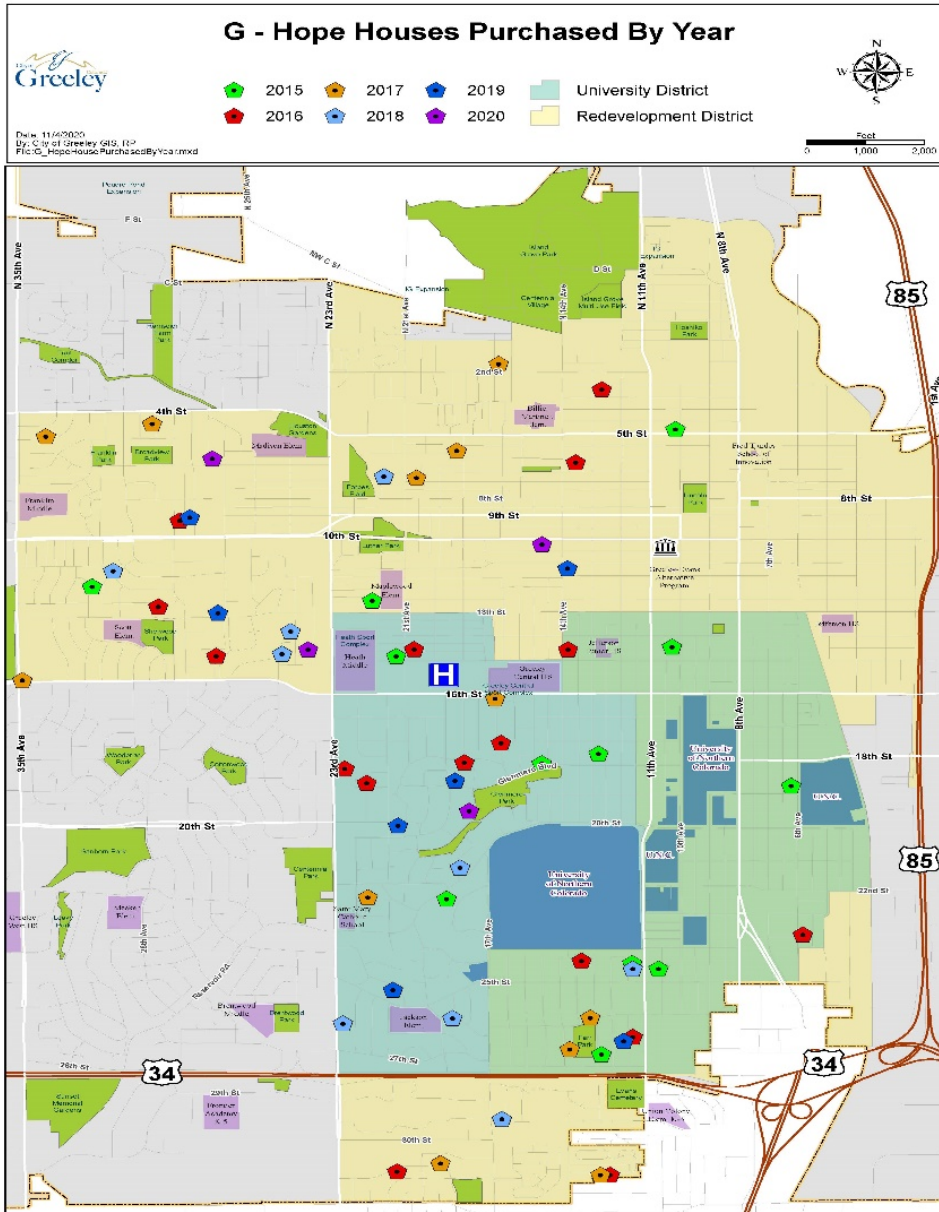
The company issued this statement of gratitude: "We are grateful to our employees, clients, design partners, subcontractors, friends, and family who believed in us and worked with us. Our success story remains incomplete without the support of people like you. Not only have you made us a part of your life but also helped us to grow and evolve."

We are proud of this wonderful Greeley company and wish them many more decades of success!!



*PointsWest Community Bank in downtown Greeley*

# Housing & Urban Renewal



## G-HOPE Successes

The G-HOPE program is a down payment assistance program initiated in 2015 to promote homeownership in the redevelopment area by employees of the major employers in this area. It was developed as a work where you live concept that employers could market to their employees. Since its inception it has assisted 60 homeowners to purchase homes in the redevelopment area. GURA continues to get inquiries regularly from folks wanting to utilize the program which was funded by the City of Greeley.



## Construction & Development

### Activity November YTD

		YTD 2020	YTD 2019
Single Family	Permits	64	158
	Units	64	158
	Valuation	\$16,467,216	\$38,909,852
Multi-Family	Permits	41	34
	Units	200	388
	Valuation	\$21,695,776	\$53,483,123
Commercial	Permits	16	47
	Valuation	\$9,104,491	\$47,594,706



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....

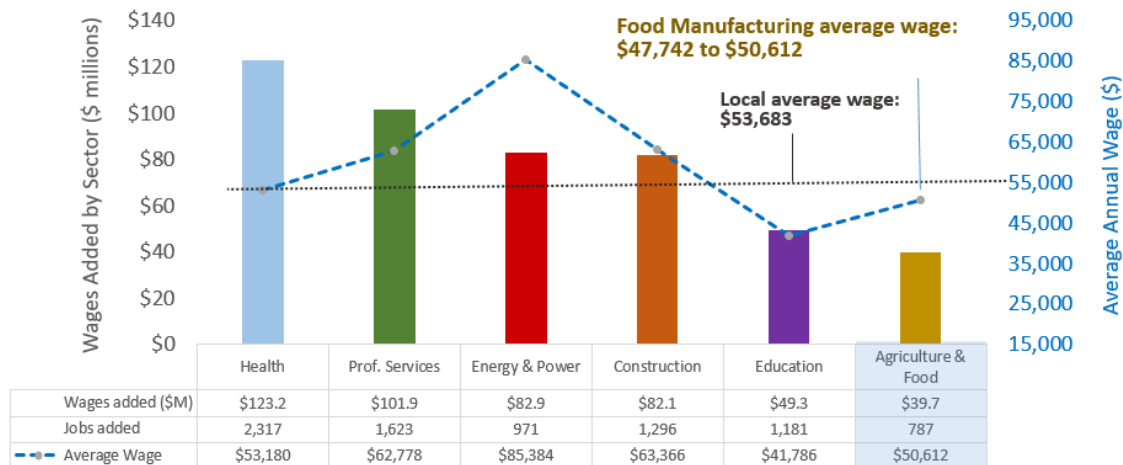
Each month, we will dive a little deeper into some numbers about the Greeley or Regional economy or showcase Greeley's ranking on a state or national list.



## Growth Impact of Greeley's Top Industries: Agriculture & Food

In parallel to the work of NoCo REDI (Northern Colorado Regional Economic Development Initiative) to identify targeted industry clusters for the region combining Larimer and Weld counties, (Greeley Rising, July Issue), the City of Greeley's Economic Development team has been exploring the growth potential of Greeley's top industry sectors. This work seeks to better understand the various ways our top industries contribute to the economy, including direct jobs as well as indirect jobs across the supply chain. Aside from employment impacts linked to the average wages paid in different industries, we can calculate total compensation, which feeds directly into local consumer spending power. Additionally, the projected impacts of business sales and output growth is a measure that feeds into business profits and tax generation. It is important to take a 360-degree view when forecasting future industry impacts to ensure that economic development is targeting industries that create strong returns for the community.

### Sectors adding the highest wages & new jobs to the economy by 2030



### Direct impact forecast:

Agriculture & Food is projected to contribute an additional **787 direct local jobs** contributing **\$123.2 million** in direct wages annually by 2030; the 6<sup>th</sup> highest for direct impact. The average wage in Agriculture & Food at \$47,742 to \$50,612 tracks just below the local average wage of \$53,683.

### Total impact forecast:

Agriculture & Food is projected to contribute an additional 1,631 jobs annually in Greeley metro area by 2030; the **5<sup>th</sup> highest**. With moderate average wages, the industry is projected to contribute an additional \$81 million in total compensation annually; the **5<sup>th</sup> highest** across industries. However, Agriculture & Food is projected to add \$576 million annually in total sales and output; which rates as the **2<sup>nd</sup> highest** of industry sectors.

Annual Impact of Top Industries by 2030 Across Greeley MSA

Comparing Sector Impact	Employment	Sales/Output	Compensation
Health Care & Social Assistance	3,179	\$325,633,565	\$152,236,421
Professional, Scientific & Technical Services	2,550	\$442,319,001	\$174,251,058
Oil and Gas Extraction	1,990	\$2,244,178,514	\$292,908,898
Construction	1,876	\$380,614,728	\$137,180,778
<b>Food Manufacturing</b>	<b>1,631</b>	<b>\$576,686,053</b>	<b>\$80,978,922</b>
Educational Services	1,437	\$127,801,409	\$79,379,693

## Top Local Industries:

Avg Ann % Change in Employment, Last 10 Years

**-0.5 %** ↓



Animal (except Poultry) Slaughtering

**5.8 %** ↑



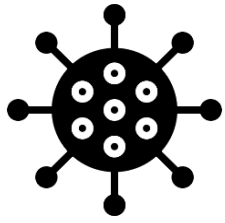
Meat Processed from Carcasses

**110.1%** ↑



Cheese Manufacturing

# COVID-19 Business Response



## More Business Relief is On the Way

SB208-001 was passed during an extraordinary session of the state legislature, held from November 30-Dec 1. This bill allocates \$37M to provide relief to businesses affected by the most recent state health orders. Greeley will 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, beginning in January. Please visit <https://greeleyarearecoveryfund.com/> to learn more and apply.



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



## 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)