

Why Greeley



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Greeley at a Glance

Located in Weld County, Greeley is the 8th largest city in Colorado, with a population estimated at 116,667 in 2024—a 6.7% increase in the last four years [1]. Weld County is becoming the driver of population growth in the Northern Colorado region, which benefits from the complementary demographic strengths that each county contributes to the region. [2].

The City of Greeley is committed to sustainable growth, business development and an engaged community.



Figure 2: Photo Credit City of Greeley

Income & Economy

\$68,650

median household income [3]

\$69,999

average annual wages (2025) [4]

\$2.23 billion

total retail sales (2022) [3]

Education

University of Northern Colorado & Aims Community College

83%

hold a high school diploma or higher [2]

26%

hold bachelor's degrees or higher [2]

Population

33.7

median age (lower than national and state levels) [1]

116,667

residents (2024) [1]

6.7%

total population growth from 2020 to 2024 [3]

Housing

\$489,939

median home value (lower than regional average) [2]

\$1,469

median rent (lower than regional average) [2]

Employment Rate

18%

employment growth (2015–2024), beating Northern Colorado by 2% [2]

65.3%

of population 16+ years of age is in the civilian labor force [3]

9th

in the country for total growth and 6th for fastest growth rate as a state [1]

2,223

population per square mile [3]

Growth

127,000–163,000 projected population growth by 2040 [1]



Figure 3: Photo Credit City of Greeley



Figure 4: Photo Credit City of Greeley

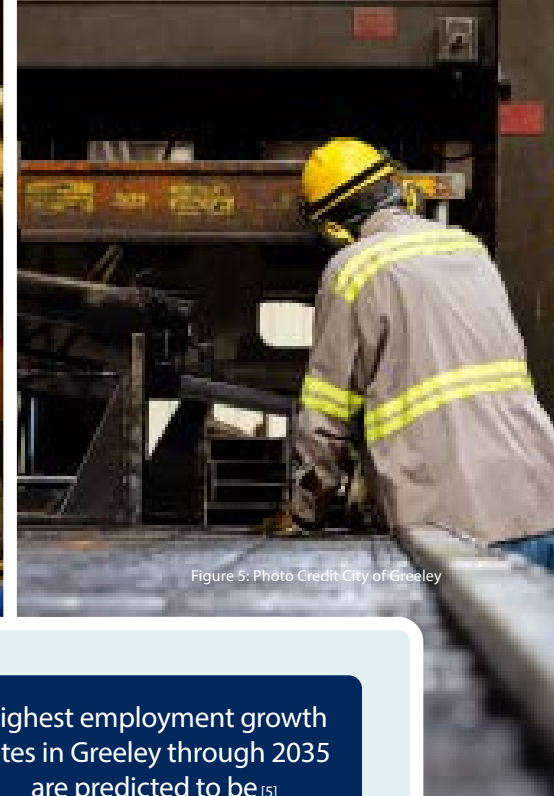


Figure 5: Photo Credit City of Greeley

Industries

The largest industry sectors in Northern Colorado include healthcare, education and retail trade, followed closely by construction, manufacturing and food/accommodation services [2].

One in six jobs in the region is located in Greeley, which accounts for more than half of the corporate operation jobs in the area and has six times more jobs in oil, gas, and mining compared to Fort Collins [2].

Greeley dominates the region in demand for food processing and manufacturing, representing 59% of the total demand in these industries [2].

Highest employment growth rates in Greeley through 2035 are predicted to be [5]

Healthcare	Consumer Services
Utilities	Financial Services
Food Manufacturing	Education
Construction	Auto/Auto-Related
Media	Coal/Oil/Power
Freight/Transportation	Agriculture
Professional Services	



Business Friendly Climate Resources

- Colorado is one of the few states that does not impose an inventory tax.
- The Enterprise Zone Program offers state income tax credits and exemptions on sales and use taxes for certain investments.
- The Strategic Fund Growth Incentive provides cash incentives for businesses considering interstate competitive expansion or relocation projects in Colorado.
- Private Activity Bonds support construction of manufacturing facilities that produce goods.
- The State Incentive Program includes the Work Opportunity Tax Credit, access to funding, and capital sources through the Office of Economic Development and International Trade (OEDIT).
- The Skill Advance Colorado Job Training Grant helps businesses create customized job training for employees.
- The Weld/Larimer Revolving Loan Fund provides short-term financing for up to 45% of project costs.
- Bright Futures offers students living in Weld County up to \$14,000 for college, trade school or career training.



Figure 6: Photo Credit City of Greeley



PROJECTS

UNC College of Osteopathic Medicine
Opening in Fall 2026, enhancing healthcare workforce diversity and economic growth [6].

Aims Workforce Innovation Center
Opening in Fall 2026, is a cutting edge facility for talent, technology and economic opportunity [7].

Skilled and Diverse Workforce

Greeley’s workforce is evolving rapidly. With deep roots in agriculture and manufacturing, the city is now a hub for one of Colorado’s most adaptive, collaborative and future-focused talent ecosystems. Greeley is creating custom pipelines that link education directly to job opportunities and connect employers with skilled talent, from the classroom to career.



The University of Northern Colorado (UNC)

Offers a diverse range of academic programs in fields such as education, health professions, business, performing arts and social sciences, with degrees at the bachelor’s, master’s and doctoral levels.



Aims Community College

A vital pipeline for regional technical and trade careers, offering certificates and degrees in manufacturing, aviation technology, healthcare, construction trades, education and information technology.

200+ undergraduate and graduate programs

91% of graduated students are employed or continue their education

#2 in Colorado for lowest student loan debt upon graduation

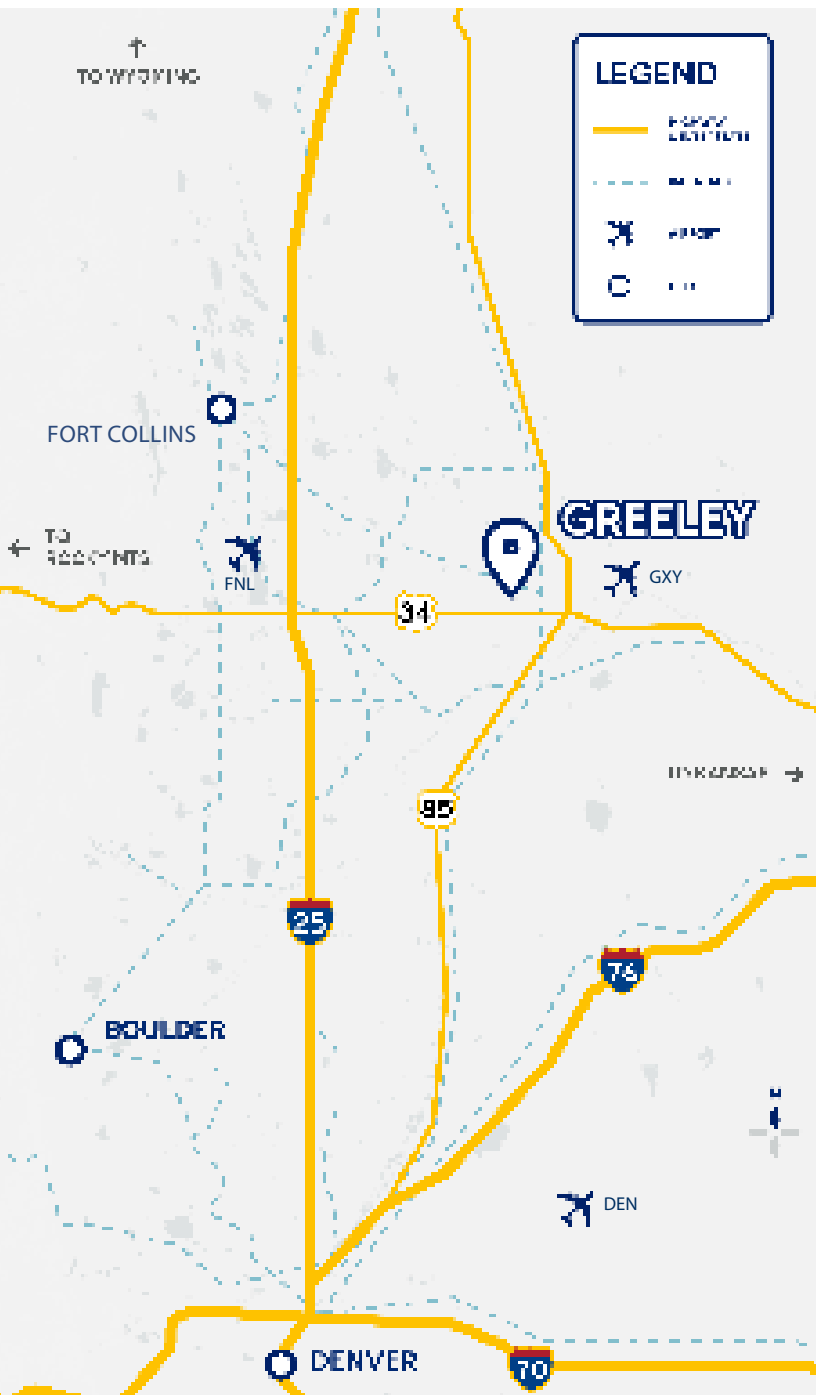
11,372 enrolled students with 44% of students under 18

60% of students are enrolled in career and technical training courses

\$601,513 funds awarded for Skill Advance/Colorado First and Existing Industry

Transportation and Infrastructure

Located just an hour north of Denver and along major transportation corridors, rail lines and airports, Greeley serves as a gateway to regional, national and international markets.



PROJECTS

Greeley-Weld County

Airport Expansion

Strengthening runways to support commercial flights and business jets

MERGE Project

Over \$50M in federal grants for a new mobility hub and overpass

Water & Sustainability

Reliable water resources are the cornerstone of Greeley's growth and quality of life. Greeley boasts award winning water resources. Two sustainable investments include the Terry Ranch Aquifer (2M acre-feet) and the Chimney Hollow Reservoir (90,000 acre-feet).

Utilities

Electric power: Xcel Energy serves eastern Greeley, including the airport area. Poudre Valley REA serves western Greeley with a strong and growing electrical infrastructure.

Natural Gas: Atmos Energy provides reliable natural gas service for both residential and industrial users.

Fiber and Broadband: ALLO Communications offers fiber service with speeds up to 2.3 Gbps. Quantum Fiber provides speeds up to 940 Mbps, with select areas supporting multi-gig service. Additional providers include Xfinity, CenturyLink, T-Mobile 5G Home, Rise Broadband and Starlink.

Railways are served by Burlington Northern Santa Fe (BNSF) Railway with an interchange track between Great Western Railway and Union Pacific, making Greeley a freight hub.

Air connectivity includes Denver International Airport (DEN) just over an hour away and Greeley-Weld County Airport (GXY) for private aviation and a regional hub catering to business executives.



Other Key Projects

For more information on city-wide projects
visit [Speak Up Greeley](#).

West Greeley

This 300-acre mixed-use district will bring a new home for the Colorado Eagles hockey team, a hotel and indoor water park, retail, dining, and more than 6,000 housing units. Anchored by a modern transit hub, this development will strengthen Greeley's economy while offering new entertainment and lifestyle opportunities.

Two Rivers Marketplace

The 29-acre Two Rivers Marketplace will bring new restaurants, entertainment spaces, and retail shops to Highway 34 Business and 83rd Avenue. Designed to keep spending in Greeley, this development will give residents more places to shop, dine, and connect with the community.

Downtown Civic Campus

The Downtown Civic Campus project aims to establish a dynamic and centralized hub in the heart of downtown. This initiative will integrate modern civic facilities with public spaces, retail, and dining options. The goal is to enhance accessibility, promote economic growth and strengthen community identity by redeveloping underutilized land and creating walkable, inclusive areas.

This project is a collaborative effort involving the City of Greeley, Weld County, School District 6 and private developers. It seeks to consolidate government services, attract private investment and generate significant economic benefits, including the creation of new jobs and increased local spending.

- More than \$12 million in annual off-site economic activity
- Over 1,500 new local jobs supported
- About \$3 million in annual wages

Quality of Life

Greeley is a community where residents truly support one another. It features thriving small businesses and major employers. Here, life comes together seamlessly, offering opportunities to build a career, enjoy recreational activities and feel at home.

Surrounded by Colorado's natural beauty, Greeley boasts a vibrant arts and culture scene. The Union Colony Civic Center, Northern Colorado's premier performing arts venue, is a highlight.

Whether you're exploring local history, appreciating public art or attending a world-class performance, Greeley combines outdoor adventure, cultural vibrancy and a welcoming spirit.



Figure 8: Photo Credit City of Greeley



Figure 9: Photo Credit City of Greeley

Culture, Parks and Recreation

778

acres of parks

34

miles of trails

145

acre multi-use event complex, Island Grove Regional Park

4

museums

200+

outdoor pieces in the Public Art Collection

100+

events annually at the Union Colony Civic Center

Housing

60%

owner-occupied homes (40% renter-occupied) [1].

25%

homes built in 2010 or later [2].

\$489,939

median home value (median rent: \$1,469) — below regional averages [2].

Healthcare

Greeley is home to a full spectrum of high-quality healthcare, combining nationally recognized systems with trusted local providers. Six medical centers, including Banner Health and UC Health, ensure excellent care for residents. Additionally, Greeley is home to the headquarters of the National Board of Chiropractic Examiners, which features a newly established centralized testing center. This facility attracts around 3,000 candidates each year who complete their Part IV Assessment as part of the licensing process to become chiropractic professionals.

References:

[1] E. Garner, "Comprehensive Demographic Analysis and Population Forecast of Greeley," 2025.

[2] TIPS Strategies, Inc., Labor Market Profile: Northern Colorado, 2025.

[3] U.S. Census Bureau, "QuickFacts: Greeley City, Colorado," 2025.

[4] Metro Denver Economic Development Council, "City of Greeley: Quarterly Economic Update September 2025," 2025.

[5] JobsEQ, "Industry Clusters for Greeley City, as of 2025Q2".

[6] A. Delaney, "UNC medical school approved to recruit and admit students," 9 December 2025. [Online]. Available: <https://www.greeleytribune.com/2025/12/09/unc-college-of-osteopathic-medicine-approved/>.

[7] Aims Community College, "Aims Workforce Innovation Center (AWIC)".

[8] United States Census Bureau, "Quick Facts: Greeley City, Colorado".



Visit our website
greeleyco.gov/economic-development