



# Writing Greeley's Next Chapter

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# Defining Our Economic Development Goals



**Economic Growth & Opportunity**



**Improved Connectivity**



**Enhanced Quality of Life**



**Strategic Growth & Revenue Capture**



**Reduced Spending Leakage**



**Business Retention & Recruitment**



**Increased Property Values & Opportunities**



**Long-Term Community Benefits**



**Reinvestment into the Community**

# Defining Greeley's Obstacles



## Quality of Life:

Lack of amenities complicates business and resident recruitment and retention.



## Executive Housing:

Spending is lost to neighboring areas due to inadequate housing.



## Office Space:

Shortages hinder business growth and relocation.



## Tourism & Entertainment:

Limited attractions reduce local and external spending.



## Retail & Dining:

Scarcity impacts economic vibrancy and satisfaction and contributes to sales tax loss.

# Key Considerations of Not Acting



## Economic Stagnation:

Continued loss of opportunities and spending to neighboring cities.



## Regional Decline:

Greeley risks falling behind as a regional competitor



## Reduced Opportunity:

With reduced tax revenue and growth stagnation comes reduced opportunity for further future investment



## Missed Legacy Opportunity:

A chance to shape Greeley's future could be lost, putting us into a reactive position.



# Community Collaboration & Investment In Our Future

## West Greeley Development:

Feasibility studies and planning for a 300-acre entertainment district that would become the new home for the Colorado Eagles, a new hotel and indoor water park, retail, dining, housing and more – stay tuned!

## UNC College of Osteopathic Medicine:

This project, which broke ground in October, will welcome its inaugural class in 2026, significantly boosting our local economy.

## Two Rivers Marketplace:

A new 29-acre commercial development featuring restaurants, entertainment, and recreation paths, began construction in August.

## Arroyos del Sol:

A 978-acre open space doubled our natural area acreage and provides new outdoor recreation and conservation opportunities.

## Poudre River Restoration Initiative:

A major environmental and economic project began to restore the river's health, reduce flooding, and protect local habitats.

## gBETA Accelerator Program:

Greeley's first cohort in this program started in 2024 and is helping early-stage companies refine their business models and grow sustainably.

## Terry Ranch Pipeline:

A key milestone was achieved with the completion of a 7.7-mile section of this vital water infrastructure project, securing our future water needs.

## GXY Airport Development:

In partnership with the FAA, we're planning to transform GXY Airport into a commercial and general aviation hub, creating jobs and new economic opportunities.

## MERGE Project:

Thanks to voter support, we'll be improving safety, access, and convenience with new US 34 interchanges and expanding transit options through the Centerplace Mobility Hub.

## Homelessness Solutions:

We're addressing homelessness with year-round shelters, affordable housing initiatives, and expanding outreach services to support our most vulnerable residents.

An architectural rendering of a large, modern arena complex at dusk. The main building features a prominent stone wall with the word "EAGLES" in large, dark letters. Above it, a sign reads "WEST SIDE ARENA". The building's facade is a mix of wood slats and glass panels, with interior lights glowing. In the foreground, a paved plaza is populated with many small figures of people. To the right, there is a landscaped area with a waterfall, trees, and two flagpoles flying the American and South Carolina state flags. The sky is a deep twilight blue.

# Deep Dive — The Water Valley Project

EAGLES

WEST SIDE ARENA

# Project Vision

- **Water Valley Company** has proposed teaming up with the **City of Greeley** on a groundbreaking **300-acre, transit-oriented entertainment district** that promises to set Greeley apart in Northern Colorado.
- This project is designed to **complement our historic downtown** with a modern new entertainment district in West Greeley.
- At the heart of it all: a **state-of-the-art arena and ice center**, the future home of the Colorado Eagles. And that's just the beginning.
- The project is envisioned as a **vibrant mixed-use community** with a top-tier water park and hotel, local shops and dining options, recreation, and much-needed housing—all connected by a modern transit hub.
- This development aims to be **the ultimate destination for fun, athletics and community**, offering something for everyone in Greeley and beyond.

# Why is Greeley Exploring this Opportunity?



## 01 - Economic Growth & Opportunity

- This project will stimulate new investment and development, create new jobs and opportunities for our small businesses, and generate tax revenue that will benefit our entire region.

## 02 - Improved Connectivity:

- Through infrastructure improvements, this project would enhance public transport options and connectivity throughout our city and into Greeley.

## 03 - Enhanced Quality of Life

- The proposed amenities and mix of uses will support our rapidly growing community with vibrant places to live, work, and play.

# Site Plan & Key Project Elements



1. Arena & Youth Hockey Center
2. Plaza
3. Resort & Spa
4. Waterpark
5. Conference Center
6. Cascadia Falls
7. Intermodal Hub & Parking
8. 131<sup>st</sup> Ave. Overpass & Center Loading Bus Station
9. HWY 34 & CR 17

# Cascadia | Master Development

ENVISIONING THE CENTER OF GRAVITY OF NORTHERN COLORADO



LIVE, WORK AND PLAY

1K

ACRES OF  
DEVELOPMENT

6K

RESIDENTIAL UNITS

3.5M

SQUARE FEET OF RETAIL  
AND COMMERCIAL



## FAST FACTS

- **So Bold:** A transformative vision redefining Greeley's landscape
- **Epicenter of Awesome:** A vibrant destination for living, working, and playing
- **Sending Shock Waves:** An unparalleled master-planned community in Northern Colorado
- **Celebration of Water:** Emphasizing natural resources and outdoor activities
- **Changing the Narrative:** A new story focused on growth and potential
- **Inclusive and Connected:** Diverse housing options prioritizing affordability and safety

# The West Side Ice Center

WEST SIDE ARENA AND YOUTH ICE CENTER



**8.6K**  
HOCKEY SEATS

**10K**  
CONCERT SEATS

**50K**  
SQUARE FEET VERSATILE  
COMMUNITY SPACE

**04**  
NHL- REGULATION  
HOCKEY RINKS

## FAST FACTS

- 8,600-seat main arena and 1,500-seat secondary arena
- Four NHL-regulation hockey rinks, including two auxiliary rinks
- 32 private suites for an elevated viewing experience
- 16 auxiliary locker rooms for teams and events
- Activated outdoor terrace with views of Longs Peak
- Multiple premium clubs and lounges on all levels
- Exclusive premium entry and parking for VIP guests
- Wide variety of food, beverage, and retail options
- Grand lobby with seamless access to the public plaza
- Mezzanine with views of youth hockey rinks
- Eagles team store and pro shop serving all rinks
- Open concourses with clear views of the action
- Dedicated media and press level for seamless broadcast access

# Rocky Mountain Grand Resort Waterpark

**100K**

SF INDOOR YEAR-  
ROUND WATERPARK

**350K**

ANNUAL VISITORS  
PROJECTED

**351**

LAZY RIVER  
STIMULATOR

GUEST ROOMS WITH  
MODERN AMENITIES

**18K**

DINING  
POOLS

SF OF FULL-SERVICE  
CONFERENCE SPACE



## FAST FACTS

- Expansive 100,000-square-foot indoor waterpark with year-round access
- Retractable roof for an open-air experience on warm days
- Exciting water attractions including multiple tube slides, headfirst mat racing slides, and thrilling body slides
- FlowRider surf simulator for endless wave-riding fun
- Relaxing lazy river winding through the park
- Large, multilevel interactive children's play structure with water sprays and mini-slides
- Enjoy a variety of dining experiences, including a poolside Tiki Bar for relaxed refreshments and cabanas
- Creative event programming
- Party rooms with prime views of the waterpark, perfect for celebrations

# Cascadia Falls



**20**  
ACRE PARK

**5**  
ACRES OF SYNCHRONIZED  
WATER LIGHT SHOW

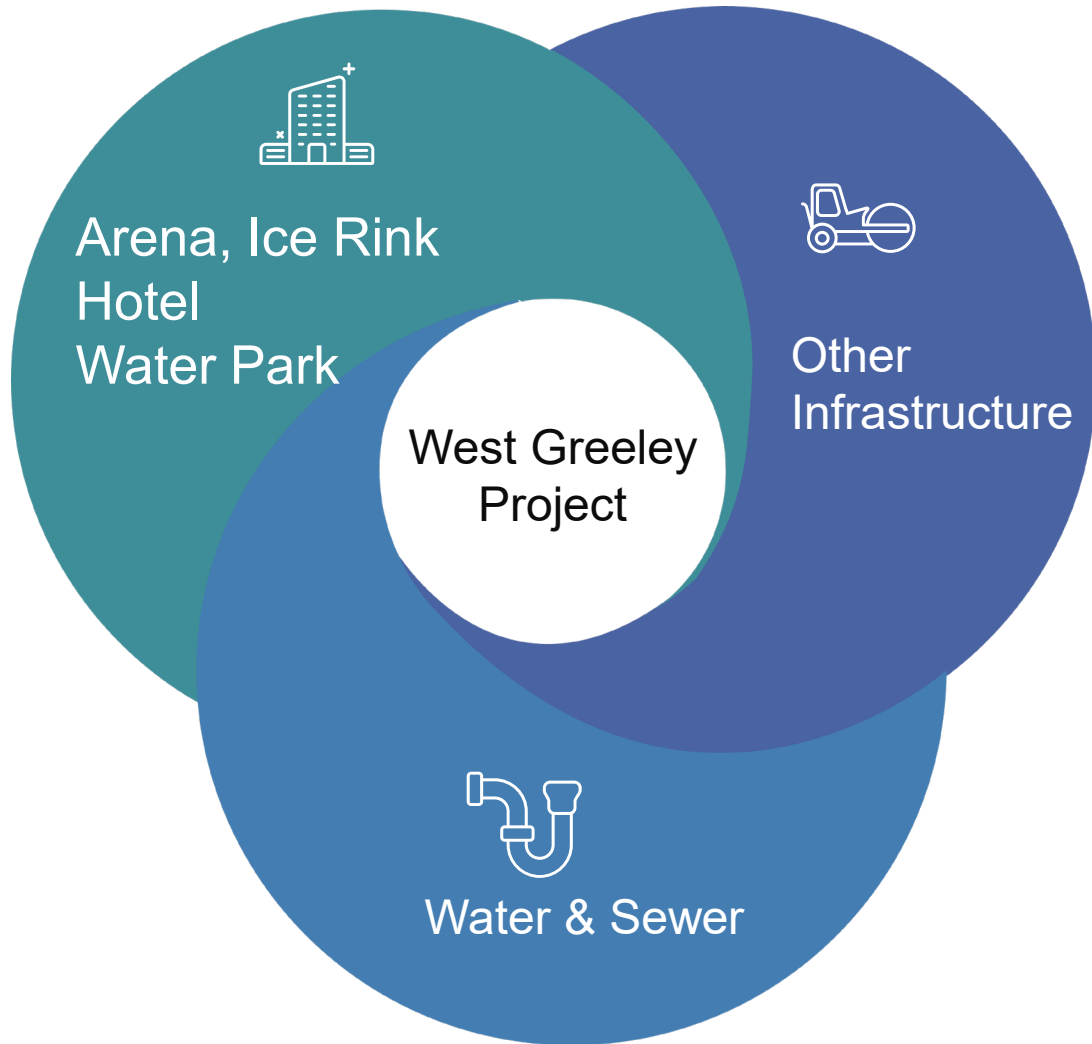
**2K+**  
CAPACITY  
AMPHITHEATER

**100+**  
VERTICAL FEET OF  
CASCADING WATERFALLS

## FAST FACTS

- Iconic bridge views and a waterfall-lined create a scenic entryway
- Winding trails offering scenic views and connections to nature
- Sustainable Xeric landscaping
- Stunning setting for an afternoon picnic
- A year-round landmark offering a dynamic destination for exploration, relaxation, and entertainment
- Links to the broader trail system, including the Poudre River Trail

# Financing Overview



## Financing Stages

### **Initial Predevelopment**

- Early 2025 through Early 2026

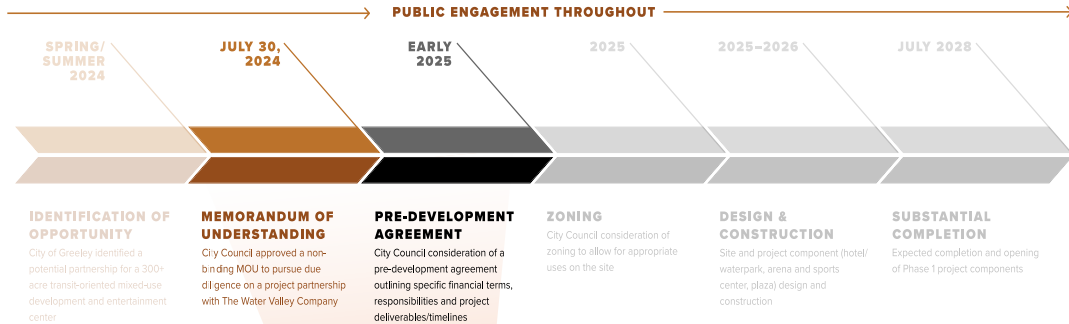
### **First Stage of Issuance**

- Early 2026

# How the Project is Funded

- 2025
  - Interim Financing
  - ~\$115M, issued over time, subject to milestones
  - City issued Certificates of Participation
- 2026
  - Project entity (501c3) and General Improvement District issue bond for total project costs
  - ~\$1.1B
  - Project refunds the City for interim financing
  - City provides moral obligation, or backing of this debt
    - Results in a lower cost to finance, but carries risk
  - City provides annual appropriation of economic development payments to ensure sufficient reserve funds for debt payments
  - City is refunded for economic development payments through revenues generated by the project
  - City owns land, arena, hotel, water park, and plaza when all debt is paid

# Key Milestones



Thank You

