

WEST GREELEY PROJECT

Building Greeley's Future — Together



Why This Project



ECONOMIC AND COMMUNITY BENEFIT:

The project is expected to bring jobs, attract private investment, and increase business activity by drawing more people to the area.



QUALITY OF LIFE IMPROVEMENTS

New recreation and entertainment facilities will create year-round opportunities for residents and visitors.



INFRASTRUCTURE UPGRADES:

Coordinated work on roads, utilities, and water/sewer systems will serve both current needs and future growth.

What You Need to Know

Greeley is growing. The question is whether we shape that growth or let it happen to us without intentional planning. Greeley has the opportunity to decide where jobs, housing, entertainment, civic services and private investment should go. The West Greeley project is a prime example of this intentional planning approach.

The City of Greeley listened. The February referendum was a signal to slow down, find the right financing model and bring residents into the process. That is exactly what we did. The formation of the West Greeley Citizen Oversight Committee and the Committee's recommendation to move forward with finding the best possible financing option are direct results of that citizen-guided process.

If the city walks away without a path forward, the existing investment in West Greeley isn't simply erased, it becomes a cost that must be absorbed elsewhere, likely through existing city funds. That means fewer dollars available for other priorities and services residents count on today. Moving forward thoughtfully protects the investment already made, rather than abandoning it.

This is about building smart, not building bigger for its own sake. The goal has never been growth for growth's sake, it's about shaping how Greeley grows so that new development strengthens, rather than strains, the city we already have.

Where We Are Today

THE WEST GREELEY TIMELINE

2023 ●

2024 ●

2025 ●

2023–2025

City of Greeley begins West Greeley project planning and development, including investments in feasibility studies, engineering plans, infrastructure development, construction and planning. As of Summer of 2026, nearly \$100 million has been committed to the project including project costs with forecasted capitalized interest.

SEPT.–OCT. 2025

A citizen petition for project zoning repeal receives the required number of signatures to trigger a referendum.

2026 ●

DEC. 2, 2025

Greeley City Council calls a special election (Ballot Issue 1A) to decide the potential zoning repeal.

NOV. 2025–FEB. 2026

Following the Fair Campaigns Practices Act (FCPA), the City of Greeley pauses all communication activities related to the ballot initiative and all West Greeley related communications.

FEB. 2026

Greeley voters approve Ballot Issue 1A (11,342 to 9,506), repealing Ordinance 30, 2025, and halting the PUD zoning. The City interprets this as a signal to pause, find the right financing approach, and ensure all the proper pieces are in place before moving forward.

MARCH–APRIL 2026

Under Colorado Voting Rights Act quiet period requirements, the City of Greeley accepts applications from residents and selects nine community members to form the West Greeley Citizens Oversight Committee, composed of three residents who voted for the referendum, three who voted against it and three undecided.

MAY–JUNE 2026

The West Greeley Citizen Oversight Committee conducts six weeks of weekly meetings, reviewing project background, financial implications and design parameters. The committee delivers a formal recommendation to City Council: pause until a stronger financing partner is identified.

THE IMPACTS OF 4+ YEARS OF PLANNING:

Nearly \$100 million has already been committed to this project through feasibility surveys, engineering plans, infrastructure development and forecasted capitalized interest. Walking away is not a “no-cost” solution — it carries real consequences for taxpayers, including pressure on existing city funds and potential cuts to current services. Moving forward thoughtfully gives the city and its residents the opportunity to protect and build on that investment.



Project Overview

WEST GREELEY — CATALYST DISTRICT

CATALYST

A city-led entertainment district featuring a professional sports arena, the future home of the Colorado Eagles, along with three community ice rinks, a year-round indoor water park, and a full-service hotel and conference center. Catalyst will attract visitors, support local businesses, and bring new recreation options for residents throughout the year.



WHAT IS CATALYST?

Catalyst is a planned west-side economic district designed to create jobs, generate tax revenue and deliver amenities that Greeley residents currently travel elsewhere to enjoy. The project envisions a mix of entertainment, retail, dining, recreation and civic uses that together create a regional destination, and an economic engine for the entire city.

Proposed Amenities Include:

- Entertainment and event venues
- Hospitality / hotel accommodations
- Dining and retail destinations
- Recreation and open public spaces
- Civic and community gathering facilities
- Residential housing options to meet demand
- Infrastructure improvements to serve west-side growth

WHY THE WEST SIDE?

West Greeley is already growing. This initiative helps ensure that growth is planned, connected and positioned to benefit the entire city, not just the immediate area.



Frequently Asked Questions

Didn't voters already reject this project in February?

The February referendum repealed the existing approved zoning for the West Greeley project, it was not a direct vote to cancel the project. Many residents saw it as a directive to slow down and find a better financing approach. That is precisely what the City and the Citizens Oversight Committee have done. The City is now working on a new financing solution so as not to walk away from the \$100 million invested in the project.

Why are we still pursuing this after the referendum?

Because walking away is not free. Nearly \$100 million has already been spent on feasibility studies, engineering, infrastructure and planning. If the project is abandoned without a path forward, those costs will pressure existing city funds, potentially leading to cuts in services residents depend on today. The Citizens Oversight Committee, made up of residents on both sides of the February vote, reviewed the financials and recommended exploring alternative financing options.

Who is the Citizens Oversight Committee, and why should I trust this process?

The West Greeley Citizens Oversight Committee was created in Spring 2026 and is composed of nine Greeley residents — three who voted for the February referendum, three who voted against it and three who were undecided. The committee met weekly for six weeks, reviewed all project and financial details, and issued a formal recommendation.

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