

City of Greeley

West Side Development Communications Plan

Overview

The West Greeley Entertainment District Project represents one of the most significant public-private developments in Northern Colorado history. Through a partnership between the City of Greeley and Trollco Inc. d/b/a The Water Valley Company (TWVC), the project will deliver a transformational 300-acre mixed-use development anchored by a professional sports arena, indoor water park, hotel, retail, and residential space.

Estimated at more than \$1 billion, this multi-phase initiative is designed to catalyze long-term economic growth, elevate quality of life and reinforce Greeley's emerging identity as a regional destination.

The following communications plan outlines a multi-year, multi-channel strategy to inform stakeholders, engage residents, build trust and support milestone-based storytelling from pre-development through grand opening and beyond.

Within the next two weeks:

- **Hold one-on-one sessions with each Councilmember to bring them up to speed, gather input and tailor messaging resources to their individual communication needs.**
- **Begin asset transfer and build out for West Greeley as its own project entity, including standalone social media channels, dedicated project website, newsletter and community meetings. This shift will allow for a clearer identity, easier access to project information, and more direct engagement with residents and regional partners.**

Goals

1. **Inform Stakeholders:** Provide timely, accessible and consistent information to Greeley residents, business owners, elected officials, investors, media and regional audiences.
2. **Prepare City Council as Messengers:** Equip Councilmembers with clear talking points, FAQs, and training sessions to ensure they feel confident speaking about the project in public, media, and community settings.
3. **Foster Community Support:** Proactively engage the public to build buy-in, excitement and sustained support for the project and its long-term value.
4. **Manage Expectations:** Ensure clarity around project timelines, decision points, impacts and opportunities for participation.
 - Adhere to all state and local communication standards, including the Colorado Open Records Act.
5. **Promote Strategic Vision:** Reinforce the project's alignment with the City's long-term planning and economic development goals.

6. **Support Project Milestones:** Use each development milestone as a communications touchpoint to deepen awareness, celebrate progress and elevate visibility.

Strategic Framing

The communications strategy for the West Greeley Entertainment District must go beyond basic outreach. It should serve as a platform for:

- **Visionary storytelling:** Positioning the project as a symbol of Greeley’s strategic growth, innovation and regional leadership.
- **Public-private trust-building:** Demonstrating transparency and responsible governance in a major development effort.
- **Community inclusion:** Ensuring all voices in Greeley, especially historically underrepresented communities, have access to the process.
- **Economic branding:** Leveraging the project to elevate Greeley’s profile as an up-and-coming economic and cultural destination.
- **Community organizing:** Recognizing that opposition groups have been able to mobilize quickly, increasing community & engagement channels (C&E), with more consistent boots on the ground and proactive presence in neighborhoods and events.

The creation of a dedicated West Greeley brand identity, with its own online presence and communication channels, will strengthen this framing by giving the project a recognizable, consistent voice distinct from the City’s core operations while remaining closely aligned with Greeley’s broader vision.

Key Messages

Core messaging pillars include:

- **Smart Growth, Bold Vision:** This development reflects decades of planning and aligns with Greeley’s commitment to sustainable, connected and future-ready growth.
- **Economic Impact & Regional Identity:** This project will create a compelling regional destination, creating stronger connectivity and generating new revenue streams that will benefit our entire community.
- **Built for the Community:** The arena, hotel, water park and mixed-use amenities are designed to serve residents of all ages with recreation, entertainment and lifestyle benefits.
- **Transparency & Partnership:** The City of Greeley and The Water Valley Company are working in lockstep to ensure that the public is informed, engaged and proud of this process.
- **Alignment with City’s Vision:** The proposed plan aligns with existing economic development plans for the city and will open new opportunities for our local businesses.
- **Storytelling & Education:** We know that projects of this scale can feel complex. That’s why our we’re focused on telling the story of why this matters for Greeley—how it connects to jobs, mobility, recreation and long-term growth—while also breaking down the details into clear, easy-to-understand “explainers.” From financing tools to water planning to transportation improvements, residents will have access to simple, shareable resources that cut through the complexity and build trust.

Stakeholder Landscape

The project team must navigate a complex stakeholder environment. Key audiences include:

- **Greeley Residents:** Diverse public interests including economic opportunity, neighborhood impact, access to amenities and infrastructure considerations.
- **City Council & Staff:** Project accountability, budget and schedule compliance, alignment with Greeley's long-term goals and messaging.
- Secondary Audiences:
 - **TWVC / Developer Team:** Clear communication on shared milestones, legal obligations, design progress, public narratives and engagement.
 - **Colorado Eagles:** Stakeholder in arena design, timing, lease structure and public sentiment.
 - **Regional Municipal Partners:** Neighboring cities impacted by transit, tourism, workforce movement.
 - **Business Community:** Interested in local vendor opportunities, tourism draw and tenancy.
 - **Media:** Interest in transparency, milestone moments, public response and accountability.
 - **General Improvement District (GID):** Coordination on public improvement fee (PIF) messaging and infrastructure funding.

Each audience should have a tailored messaging and engagement approach based on interest, influence and proximity to the project.

Strategic Communications Cadence

To ensure consistent outreach, the communications strategy will follow a recurring monthly rhythm:

- **Project Webpage and Branded Channels:**
 - **Transition from a City-hosted webpage to a fully branded West Greeley Project website and social media presence.**
 - **The new platforms will host a milestone tracker, updated renderings, FAQs, translated materials, and opportunities for residents to submit questions or comments directly.**
- **Council Communication:**
 - Develop a hands-on communications prep program for Council, including quarterly media/engagement workshops, curated talking point packets ahead of milestones and mock Q&A practice sessions so elected officials feel confident serving as project messengers.
 - Submit biweekly written updates aligned with the Council's report structure covering construction, zoning, financial draws, design progress and community engagement.
 - Present monthly in-person updates during scheduled Council meetings.
 - Organize twice-monthly briefings with newly appointed Council committees for both West Greeley and MERGE/17-34 beginning.
 - **Conduct individual one-on-one briefings with each councilmember to ensure alignment, address questions and better understand communications needs moving forward.**
- **Media Engagement:** Target 1–2 milestone-based media moments per month, leveraging visuals, site visits and expert access to drive awareness and public confidence.
- **Community Presence:** Host or have a presence at 2–4 local events monthly.

- We will ensure at least 5–6 events per quarter are highlighted in advance for Council awareness and planning.
- **Social Media:** Use the City’s existing channels to build early awareness through a posting at 1-2 a month on the project.
 - Launch project-dedicated channels when branding is finalized and move to 2-4 posts per month.
 - Develop a 4–5 video “Development 101” education series for web and social, covering Economic Development basics (financing tools, water systems, mobility planning, public-private partnerships). This series will demystify the process for residents while leveraging the community’s current attention.

This cadence is flexible and will grow alongside the project, adapting to meet the demands of each phase while providing Greeley’s residents, stakeholders and partners with clear, coordinated communication.

Media Relations Strategy

Produce the deliverables the City and its partners need to stay consistent, accurate and proactive in messaging. SideCar will take the lead on drafting and refining:

- Talking points for Council, staff and partners to ensure alignment and confidence when speaking publicly.
- Press releases for milestone announcements such as zoning approvals, financing, groundbreaking, design reveals/milestones, tenant announcements, topping out and the grand opening.
- Fact sheets and FAQs to provide clear, accessible information for residents, media and stakeholders.
- Community-facing explainers that translate complex financing, infrastructure and water issues into simple, shareable formats.

The exception to a purely local/regional strategy is **national visibility**. The scale and uniqueness of this project warrants attention beyond Colorado, and we will work with the City to pitch to national publications in economic development, sports, travel/tourism and urban planning. To support this, SideCar will prepare media kits with visuals, renderings, project facts and partner quotes.

Community Engagement Strategy

Greeley's success depends on maintaining a two-way dialogue with its residents. The engagement strategy must feel accessible, authentic and ongoing.

- **Primary Project Events:** Large-scale opportunities where the West Greeley project is the central focus, such as zoning hearings, neighborhood meetings or branding campaign launches.
 - **Neighborhood Meetings:** Host formal sessions in advance of zoning applications and site planning. Bring updated visuals and provide Spanish translation and childcare when possible.
 - **Events Activation:** Attend and participate in community events such as the Greeley Stampede Parade, Farmers Market, Taste of FoCo and Funplex Concert Series. Create pop-up displays, project-branded swag and QR code signup opportunities.
 - **Engagement Toolkit:** Develop an evolving set of materials (presentations, flyers, handouts, FAQs) updated quarterly, so staff and partners can show up at any event with the latest information.
 - **Eagles-Specific Events:** Events driven by the Colorado Eagles where the City will have a presence through informational booths, branded materials and staff Q&A.
 - Ongoing event list opportunities linked [here](#).

- **Local Businesses & Tenants:** Hold targeted info sessions with small business owners to identify partnership opportunities, answer leasing questions, and offer early previews.
- **Cultural & Accessibility Audits:** Ensure events, displays and communication tools are inclusive of Greeley's growing Latinx community, seniors and residents with disabilities.

Social Media Strategy

Social media will serve as the heartbeat of the project's real-time communication strategy. A dedicated set of project-branded channels will complement the City of Greeley's main accounts.

- **Dedicated Channels:** Once the entertainment district branding is complete, launch and maintain project-specific profiles on Facebook, Instagram and LinkedIn. Coordinate branding, voice and engagement.
- **Visual First Content:** Lean on renderings, time-lapse construction, aerial photography and short-form video to maintain momentum.
- **Narrative Series: Develop content pillars highlighting:**
 - **Economic Development Wins:** Highlight local job creation, workforce development opportunities and business attraction wins tied to the project.
 - **Design amenity updates:** Share new renderings and updates to features like the plaza, ice rinks, hotel, and mobility connections through "Design Spotlight" content and visual walk-throughs.
 - **Attending Community Events:** Create real-time social content around event activations, including live stories, on-site interviews with attendees, and community polls. Showcase how the project is showing up across Greeley and invite residents to get involved.
 - **Countdown to Opening (2028):** Launch a year-long campaign highlighting new amenities weekly leading to the grand opening. Include community contests and giveaways.
 - **"Faces of West Greeley" Campaign:** Spotlight residents, youth, small business owners, and project partners whose stories reflect the impact of the development on the community.
 - **"Behind the Build" Series:** Highlight the work of local construction teams, engineers, and city staff through short interviews, day-in-the-life features, and progress videos.
 - **Influencer and Partner Content:** Work with local influencers and media partners to co-create stories about the project's impact.
 - **Paid Amplification:** Use geotargeted ad buys to ensure high visibility during zoning hearings, key votes and public events. Boost top-performing content to reach undecided or disengaged residents.
 - **Engagement Analytics:** Monitor reach, comments, sentiment, and conversion data monthly. Use feedback to adjust content types and posting frequency.

Tactical Timeline by Quarter

To ensure communications efforts align with major project milestones and seasonal opportunities, the following timeline outlines recommended initiatives by quarter. Each section includes media relations, community engagement, social media and internal communication tactics.

Q3 2025 (July – September)

Q3 Milestone: 100% Schematic Design (Delivered: August 15, 2025)

Community Engagement

- Host an internal schematic design showcase for City Council and department leads
- Conduct the required neighborhood zoning meeting and facilitate public comment.
- Launch a project page on the City of Greeley website with FAQs, renderings and opportunities for feedback and ensure translation as needed
- Appear at local events like Downtown Greeley Friday Fest, Larimer County Fair Parade, and the Windsor Harvest Festival.
- Organize two additional community pop-up events that directly invite resident feedback on future programming for the arena, plaza, and trails network.
- Activate early-stage public naming campaign for the central plaza.

Internal Communications

- Host design briefings with service providers and internal stakeholders.
- Coordinate storytelling opportunities featuring City departments involved in early-stage planning.
- Continue City Council briefings.

Q4 2025 (October – December)

Q4 Milestone: 100% Design Development (Due: December)

Media Relations

- Begin long-lead pitching to tourism and hospitality outlets.

Community Engagement

- Organize two additional community meetings events that directly invite resident feedback on future programming for the arena, plaza and trails network.
- Launch a community survey or comment campaign on preferred amenities
- Host small business roundtable to preview upcoming opportunities in the district.
- **Fall event activations:**
 - Greeley Eats at UNC Campus (late October) - sponsorship and vendor booth options.
 - Farmers Market activations through fall: Greeley Farmers' Market (Saturdays), Fort Collins Farmers' Market (Sundays through Nov. 9).
 - Participate in winter events (e.g., ALS Walk, Hoedown Hill Music Festival).
- **Ongoing community/business engagement:**
 - Greeley Area Chamber of Commerce "Common Grounds" (monthly, 1st Friday) - provide regular project updates.
 - Leadership Weld County (monthly, 3rd Wednesday) - assign representative or explore sponsorship.
 - Explore sponsorship of Pelican Lakes Turkey Trot (Nov.) and YMCA Youth Hockey

Social Media

- Launch new branded website and social channels for the West Greeley Project.
- Launch short-form “Development 101” explainer video series to demystify financing, zoning, water and transportation (4–5 parts for web + social).
- Publish updated visuals with side-by-side “then and now” comparisons.
- Begin countdown content to the arena opening in 2026.
- Post community quotes and testimonials.

Internal Communications

- Begin one-on-one Council briefings in November.

- Prepare year-end wrap-up for City Council and key partners.
- Update stakeholder FAQs and message guide.

Q1 2026 (January – March)

Q1 Milestones:

- **30% Construction Documents/75% Plans (Due: February 2026) (Please confirm in PCL Schedule)**

Media Relations

- Produce “Ask the Experts” feature with engineers or planners
- Pitch national real estate and P3-focused outlets.
- Tease progress milestones in spring media briefings (March 2026)

Community Engagement

- Highlight construction-readiness progress in the January Council update
- Coordinate pop-up info booth at the Family Funplex Concert Series.
- Host a stakeholder roundtable with key service providers and business leaders (March 2026)

Social Media

- Produce "Ask the Experts" feature with engineers or planners
- Launch construction time-lapse series.
- Begin “Job of the Week” content highlighting construction workforce.

Internal Communications

- Share update with elected officials and internal teams.
- Integrate project updates into city employee newsletter.

Q2 2026 (April – June) Debt Issuance and Moral Obligation

Q2 Milestone: 100% Construction Documents (Due: May)

Media Relations

- Announce permit submission & coordinate summer media tours and prepare press kit for the July event
- Distribute national press release for arena design showcase.
- Host media tour of design studio or on-site visual mockups.

Community Engagement

- Host public event unveiling final design concepts (with immersive display).

Social Media

- Promote player-led arena tours for fans.
- Share design walkthrough videos.
- Continue giveaways tied to design reveal.

Internal Communications

- Gather internal feedback on community response to design.
- Compile media coverage metrics and digital engagement insights.
- Continue City Council briefings.

Q3 2026 – Q4 2027 and beyond (To be built out in next phase planning)

These quarters will focus on construction milestones, tenant and amenity announcements, sustainability highlights and a full launch campaign. They will include a topping-out event, VIP tours and targeted lifestyle and tourism media outreach leading up to the district opening in summer 2028.