

City of Greeley

1.21.26 Holding Statement & Talking Points

Media Statement

The City of Greeley and City Council are committed to making decisions about the Catalyst project based on a full and transparent review of the facts. This includes careful consideration of data, expert analysis and the potential long-term impacts on the community.

To support this work, the city has hired several independent, nationally recognized firms with experience in arena projects, hotels public-private partnerships and municipal finance. These experts were given full access to project documents, financial information and current market conditions. Their work was intentionally based on cautious assumptions that reflect the responsibilities of a long-term public investment.

Large and complex projects often generate different opinions, especially when analyses use different assumptions, timelines or methods. Council's role is to look at all of the information together, rather than focusing on any single report or conclusion. This includes weighing financial performance alongside broader community benefits, economic development and long-term sustainability.

Council and City staff will continue to review credible information, ask detailed questions of professional advisors and discuss the project in public meetings. Decisions about the West Greeley Entertainment District project will be guided by the City's responsibility to taxpayers, the full set of information available and what is in the best long-term interest of the Greeley community.

Suggested Talking Points

- The City evaluates major projects holistically, not report by report.
 - Decisions are based on how multiple studies, assumptions, timelines and safeguards work together over the life of the project, not on isolated conclusions.
- Independent analyses are informative, but different assumptions can affect the outcome.
 - Different benchmarks, time horizons and risk tolerances will naturally produce different outcomes.
 - Changing assumptions will always change results, which is why Council focuses on the full range of information rather than any single analysis.
 - The City is actively exploring potential partnerships with nationally recognized brands, such as Mattel. These partnerships could positively impact the project's broader viability, strengthening the overall concept, enhancing market appeal and long-term revenue assumptions.
- City-retained consultants evaluated the project using public-sector standards, long-term horizons and intentionally conservative assumptions.
 - These analyses were designed to avoid overstating revenues or understating risk and to reflect the realities of a long-term municipal investment rather than short-term private returns.

- Council's focus is not short-term profit, but long-term fiscal sustainability, community benefit and economic impact.
 - Public projects are evaluated on whether they strengthen the City's tax base, support future infrastructure and benefit the community over decades, not whether they meet private-sector return thresholds.
- The Catalyst project is being evaluated within its full context, including phased investment, contractual safeguards and its role as the first phase of a larger development.
 - Council considers how timing, repayment structure and future development factor into overall fiscal responsibility.
- All studies, assumptions and deliberations are occurring in public meetings.
 - Council remains committed to transparency, accountability and giving residents access to the information used to evaluate the project.
- Council will continue to review all credible information, ask questions of its professional advisors and make decisions consistent with its fiduciary responsibility to the City and its residents.