



West Greeley Project Update

December 19, 2024



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.



EAGLES

WEST SIDE ARENA



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. 131st 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

GUEST ROOMS WITH
MODERN AMENITIES

18K

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

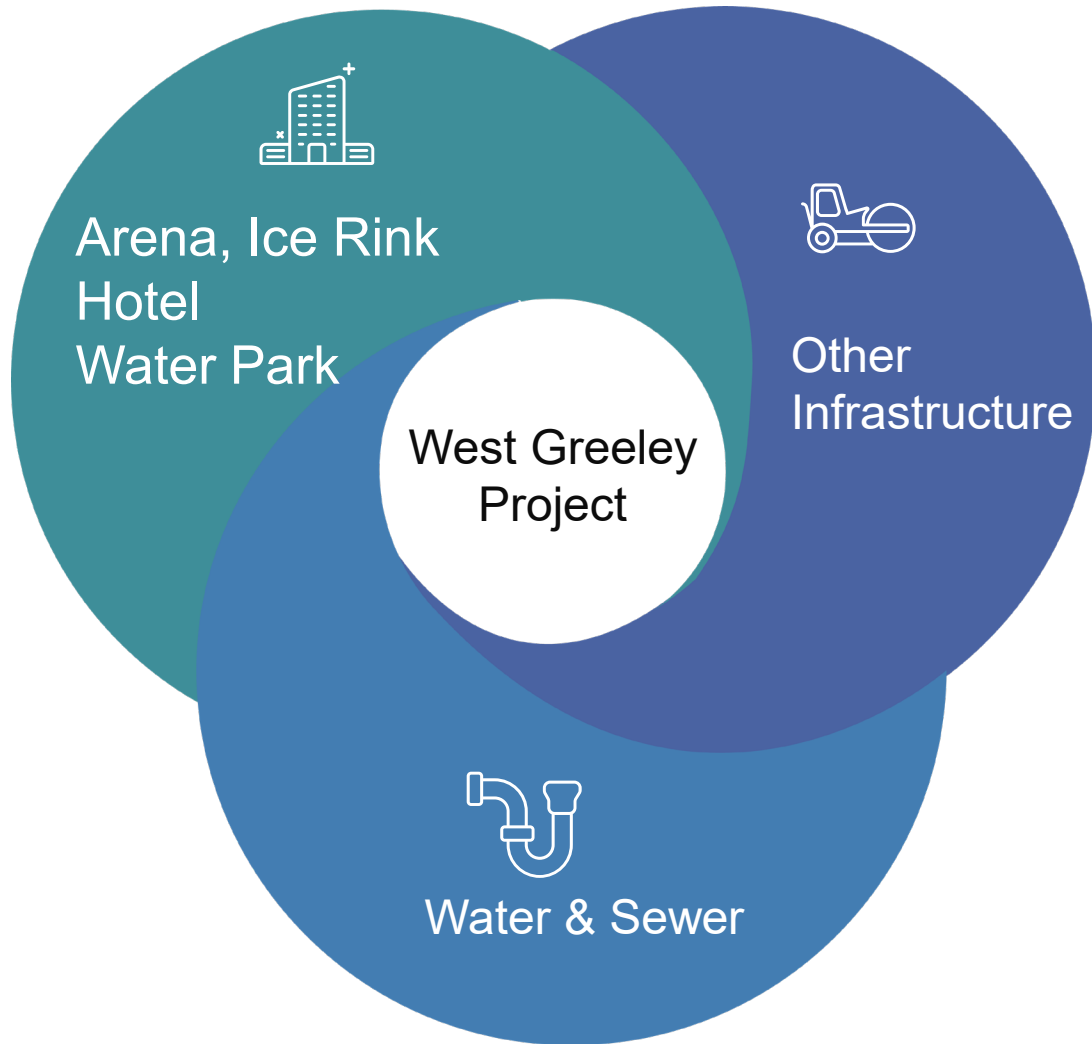
2K+
CAPACITY
AMPHITHEATER

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

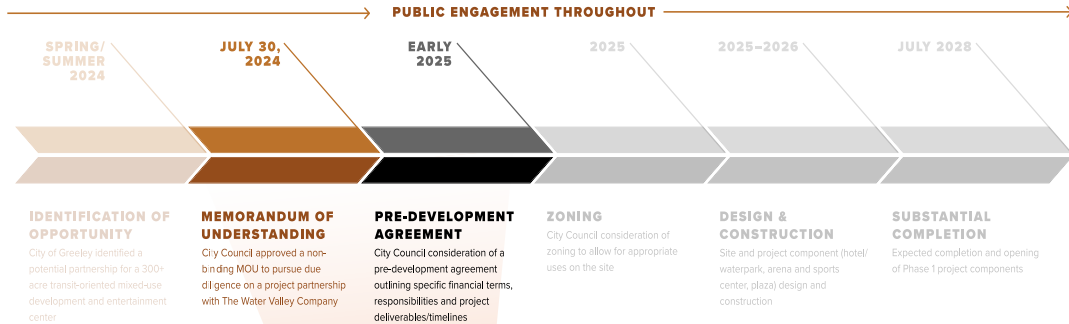
Initial Predevelopment

- Early 2025 through Early 2026

First Stage of Issuance

- Early 2026

Key Milestones



Thank you

