

- What is the West Side/Cascadia project?
- Tell us why Greeley was interested in partnering on this project?
- What are some of the most exciting elements/amenities of the project?
- How does a project like this benefit the whole Greeley community?
- When will this project be coming to life?

Project Talking Points

The West Greeley Development Project is an opportunity to define Greeley's legacy and shape the next chapter in our city's growth. Below are talking points that address how this transformative project will create long-term benefits for our community.

Economic Growth & Opportunity

- This project will bring significant investment into Greeley, creating new jobs and opportunities for local businesses.
- It will generate critical tax revenue to support community services, infrastructure, and future development.

Improved Connectivity

- Planned infrastructure improvements will enhance public transportation options and better connect residents across Greeley and the region.
- Improved connectivity will support economic growth and improve residents' access to key amenities.

Enhanced Quality of Life

- The project will provide high-quality places for residents to live, work, and play, fostering a stronger sense of community.
- New attractions, retail options, and entertainment venues will improve the quality of life for all Greeley residents.

Strategic Growth

- This development is a thoughtfully planned, high-ROI project that aligns with Greeley's vision for intentional and sustainable growth.
- It represents a deliberate approach to meeting the city's future needs while protecting its long-term financial health.

Revenue Growth

- Increased sales and tourism taxes will strengthen Greeley's financial position, allowing for reinvestment into critical services and projects.

Business Retention & Recruitment

- The project will create a more appealing environment for businesses and residents, helping to retain existing employers and attract new ones.
- High-quality amenities and housing options will support business recruitment and workforce retention.

Increased Property Values & Opportunities

- Property values surrounding the development will increase, driving new economic opportunities and community growth.

Long-Term Community Benefits

- The project will boost local spending, helping fund lasting improvements across Greeley, helping fund our schools, public safety, and delivering amenities that benefit all residents.

Reduced Spending Leakage

- Expanded retail, dining, and entertainment options will help keep local spending in Greeley.

Reinvestment into the Community

- Revenue from the project will be reinvested into future community projects, ensuring ongoing improvements and sustainability for Greeley.

This project is a bold step forward, addressing the challenges of today while positioning Greeley as a thriving regional hub and national model for intentional growth. Together, we can create a legacy that enhances our city's reputation and benefits generations to come.