



Writing Greeley's Next Chapter



Table of Contents



- 1. Defining Our Economic Development Goals**
- 2. Defining Greeley's Key Opportunities**
- 3. Community Collaboration & Investment In Our Future**
- 4. The Water Valley Project**
- 5. Considerations of Not Acting**

Defining Our Economic Development Goals



Economic Growth & Opportunity



Improved Connectivity



Enhanced Quality of Life



Strategic Growth & Revenue Capture



Reduced Spending Leakage



Business Retention & Recruitment



Increased Property Values & Opportunities



Long-Term Community Benefits



Reinvestment into the Community

Defining Our Economic Development Goals



West Greeley Development:

Feasibility studies and planning for a 300-acre entertainment district that would become the new home for the Colorado Eagles, a new hotel and indoor water park, retail, dining, housing and more – stay tuned!



gBETA Accelerator Program:

Greeley's first cohort in this program started in 2024 and is helping early-stage companies refine their business models and grow sustainably.



UNC College of Osteopathic Medicine:

This project, which broke ground in October, will welcome its inaugural class in 2026, significantly boosting our local economy.



Two Rivers Marketplace:

A new 29-acre commercial development featuring restaurants, entertainment, and recreation paths, began construction in August.

Defining Our Economic Development Goals



Terry Ranch Pipeline:

A key milestone was achieved with the completion of a 7.7-mile section of this vital water infrastructure project, securing our future water needs.



GXY Airport Development:

In partnership with the FAA, we're planning to transform GXY Airport into a commercial and general aviation hub, creating jobs and new economic opportunities.



Arroyos del Sol:

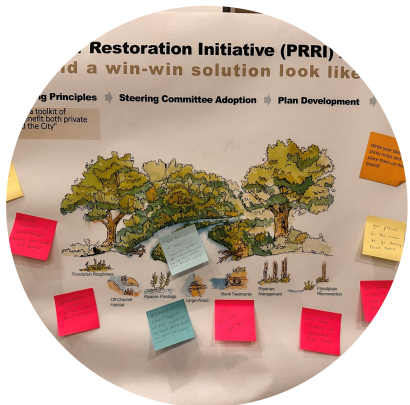
A 978-acre open space doubled our natural area acreage and provides new outdoor recreation and conservation opportunities.



MERGE Project:

Thanks to voter support, we'll be improving safety, access, and convenience with new US 34 interchanges and expanding transit options through the Centerplace Mobility Hub.

Defining Our Economic Development Goals



Poudre River Restoration Initiative:

A major environmental and economic project began to restore the river's health, reduce flooding, and protect local habitats.



Homelessness Solutions:

We're addressing homelessness with year-round shelters, affordable housing initiatives, and expanding outreach services to support our most vulnerable residents.



Key Considerations of Not Acting



Economic Stagnation:

Continued loss of opportunities and spending to neighboring cities.



Reduced Opportunity:

With reduced tax revenue and growth stagnation comes reduced opportunity for further future investment



Missed Legacy Opportunity:

A chance to shape Greeley's future could be lost, putting us into a reactive position.



The Water Valley Project

EAGLES

WEST SIDE ARENA



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.
- 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.



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 - 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.

03 - Improved Connectivity:

Through infrastructure improvements, this project would enhance public transport options and connectivity throughout our city and into Greeley.

Site Plan & Key Project Elements

- Arena & Youth Hockey Center
- Plaza
- Resort & Spa
- Waterpark
- Conference Center
- Cascadia Falls
- Intermodal Hub & Parking
- 131st Ave. Overpass & Center Loading Bus Station
- 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



LAZY RIVER, SURF
STIMULATOR + MORE

18K

SF OF FULL-SERVICE
CONFERENCE SPACE



DINING INCLUDING
POOLSIDE TIKI BAR

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

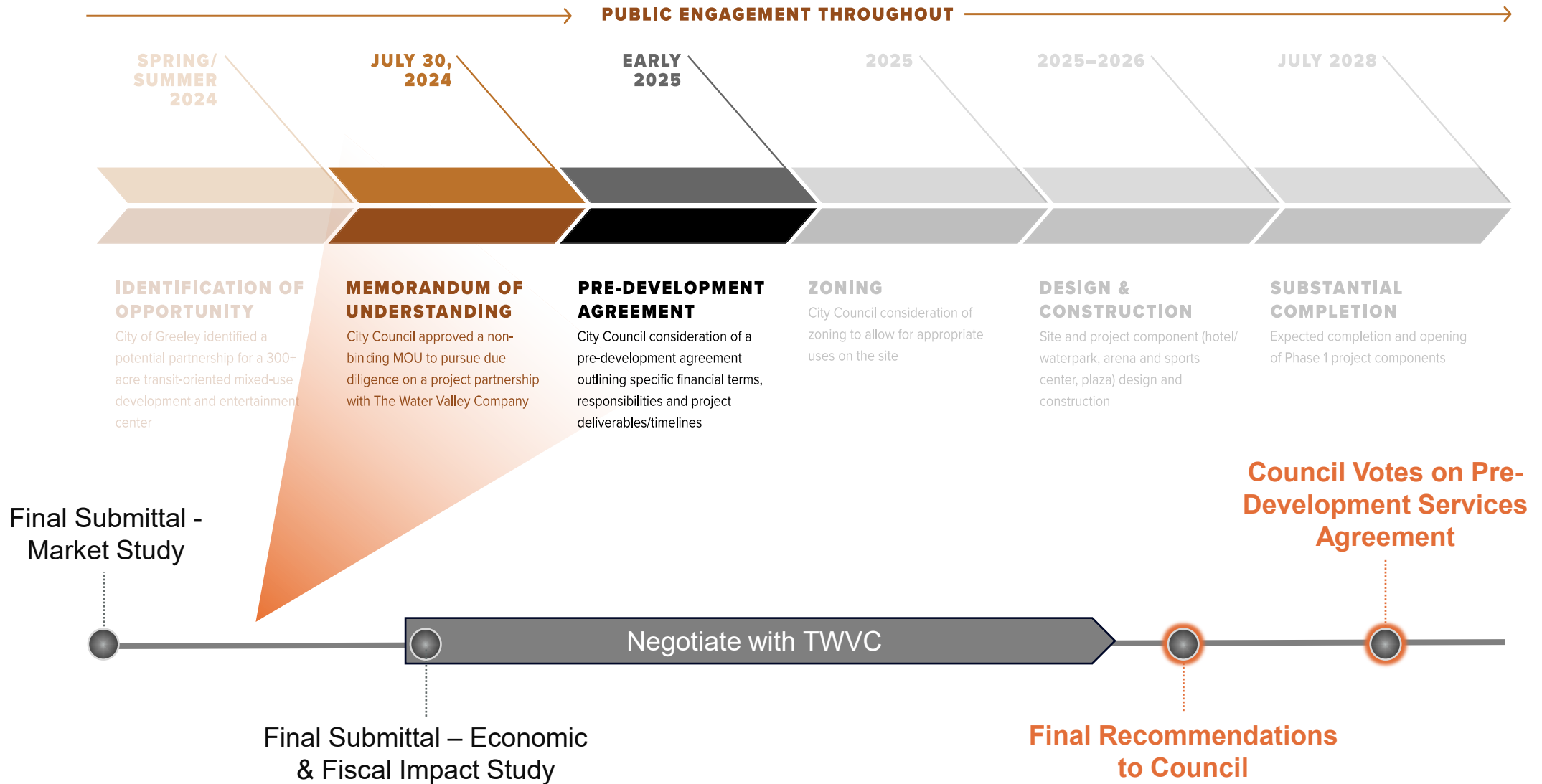
2025

- Interim Financing
- ~\$115M, issued over time, subject to milestones
- City issued Certificates of Participation

2026

- Project entity (501c3) and General Improvement District issue bond for total project costs
- ~\$1.1B
- Project refunds the City for interim financing
- City provides moral obligation, or backing of this debt
- Results in a lower cost to finance, but carries risk
- City provides annual appropriation of economic development payments to ensure sufficient reserve funds for debt payments
- City is refunded for economic development payments through revenues generated by the project
- City owns land, arena, hotel, water park, and plaza when all debt is paid

Key Milestones





We want to hear from you!

Tell us what you think of the proposed West Greeley Development.

Thank You

