



GREELEY, COLORADO

&

ECONOMIC DEVELOPMENT MANAGER

DEPUTY DIRECTOR OF ECONOMIC DEVELOPMENT AND URBAN REVITALIZATION

CITY OF GREELEY, COLORADO

ECONOMIC DEVELOPMENT MANAGER AND

DEPUTY DIRECTOR OF ECONOMIC DEVELOPMENT AND URBAN REVITALIZATION

THE COMMUNITY

With three hundred days of sunshine each year and gorgeous views of the Rocky Mountain Front Range, the City of Greeley, Colorado, is a beautiful place to call home. With an elevation of 4,658 feet, this city offers numerous attractions and entertainment options, thrilling outdoor adventures, diverse arts and cultural experiences, and excellent educational opportunities. Established in 1870, Greeley has a population of 112,816 and sits on 49.8 square miles.

Greeley is one of the fastest growing communities in Colorado with a projected population growth to over 135,000 residents by 2032 and over 200,000 by 2055. The city is 52 miles northeast of Denver and 30 miles east of the majestic Rocky Mountains, near the confluence of the Cache la Poudre and South Platte Rivers. US Highways 34 and 85 run through Greeley, and the city is approximately 20 minutes from Interstate 25. The city is also located less than an hour from Denver International Airport, which is the third busiest airport in the world with over 1,600 flights daily.

Greeley is the county seat of Weld County and serves as the education, trade, transportation, cultural, and marketing center. It is one of the top ten most prosperous and productive agricultural counties in the U.S. and leads the state of Colorado in oil and gas production. The community enjoys a rich cross-section of cultures and ethnicities from across the globe. Greeley is home to both the University of Northern Colorado (UNC), the third-largest university in Colorado, and Aims Community College. In addition to investments in education, there is a deep commitment to achieving community excellence by fostering economic opportunities, expanding educational partnerships, and cultivating community resources that enhance quality of life for residents. The city is also committed to promoting talent and workforce development, enhancing transportation systems, and providing infrastructure to serve Greeley's future.

Greeley is home to a diverse mix of businesses that contribute to its thriving economy and eclectic character. These include companies in the sectors of food processing, agricultural innovation, health care, and energy production, as well as breweries, entertainment, hospitality, and destination shopping.

MAJOR EMPLOYERS

- JBS USA
- Banner Health/Northern Colorado Medical Center
- Greeley-Evans School District 6
- University of Colorado Medical Center
- University of Northern Colorado
- Weld County Government
- City of Greeley
- TTEC Chevron
- Leprino Foods



THE COMMUNITY (continued)

Greeley has distinctive and livable neighborhoods with a collection of regional retailers and locally sourced and operated shops and restaurants. As one of Colorado's certified Creative Districts, Greeley offers a rich lineup of arts, music, and cultural events enjoyed by residents and visitors alike, including performances produced by UNC's nationally acclaimed College of Performing and Visual Arts, the Greeley Chorale, and the Greeley Philharmonic Orchestra — one of the longest continually-operating orchestras west of the Mississippi.

The city's Cultural Affairs Division manages the 1,700-seat Union Colony Civic Center and hosts various art shows, movies, and performances throughout the year, as well as promoting the city's public art program. Greeley is also home to popular events and attractions such as the Greeley Stampede, Island Grove Park, Colorado Model Railroad Museum, Centennial Village, Weld County Fair, Friday Fest (May to September), Monster Day, OktoBREWfest, and the Greeley Blues Festival, along with a multi-cultural festival, a farmer's market, and so much more.

Greeley offers abundant recreational amenities, starting with parks and facilities encompassing over 650 acres. There are golf courses, recreation centers, swimming pools, fields and courts for sports, skate parks, playgrounds, fishing ponds, and picnic areas. Greeley boasts activities for every age and opportunities to experience the outdoors, including biking and hiking numerous trails. As the "front porch" to the Front Range, Greeley is situated between the Pawnee National Grassland to the east and Rocky Mountain National Park to the west.

GREELEY AWARDS AND ACCOLADES:

- 2nd Fastest Population Growth in the United States (Weld County, 2017)
- 6th Best Place in the United States for First-Time Homebuyers (WalletHub, 2019)
- 8th Most Dynamic Metropolitan Area in the United States (Walton Family Foundation, 2019)
- 8th Best Small-Town Real Estate Market Study (WalletHub, 2019)
- Greeley has a median household income of \$65,525 (2022 Census) and a median home sales price of \$378,750 (Redfin, November 2023).



THE CITY ORGANIZATION:

Greeley is a home-rule city and operates under a council-manager form of government. The City Council is comprised of a mayor and six city council members. The Mayor and two members are elected at large, and four members are elected by ward. Council members serve staggered four-year terms, with the Mayor serving two-year terms. The City Council sets the policies for the operation of the Greeley government, while the council-appointed City Manager has administrative responsibilities for city operations. With an approved 2024 budget of \$563 million and approximately 1,150 full-time employees, Greeley relies heavily on voter-approved local sales tax as a primary source of revenue.

MISSION: A City Achieving Community Excellence

VALUES:

- Applied Wisdom
- Excellence
- Accountability
- Stewardship
- Principled Relationships
- Integrity

CITY COUNCIL PRIORITIES:

- Business Growth
- Community Vitality
- High-Performance Government
- Housing for All
- Infrastructure and Mobility
- Quality of Life
- Safe and Secure Communities



Major projects recently completed or currently underway include:

- Recently-approved Downtown Greeley master plan to initiate significant investments in public art, road and pedestrian infrastructure, stormwater mitigation, redevelopment incentives, and place-making enhancements focused on attracting economic activity and innovation
- State-of-the art combined facility to include city council chambers, the municipal court, and city offices to better serve elected and appointed officials, staff, and the public
- Upscale hotel and conference center located downtown and close to restaurants, shopping, and the Union Colony Civic Center - the hotel serves as a space for visitors, business meetings, and special events year-round
- Over 300 new market-rate apartments in the downtown/university corridor. - new restaurants, hotels, and retailers are now popping up in this area
- University of Northern Colorado College of Osteopathic Medicine (approved by the State in 2022 and in pre-development)
- The LINC, a state-of-the-art downtown library, innovation center, children's museum and maker space (opened in 2023)



THE DEPARTMENT OF ECONOMIC DEVELOPMENT AND URBAN REVITALIZATION

The Department of Economic Development and Urban Revitalization takes a holistic approach to economic development that includes business-based, place-based, and people-based efforts. The department is proactive toward customer service, business retention, business attraction, workforce development, urban renewal and redevelopment, and business advocacy. With creativity, critical thinking and open communication, these professionals are currently in three divisions — Business Development, Development/Redevelopment and Real Estate — and are enthusiastic about promoting growth and development that achieves community goals and improves residents' quality of life. The department also serves as staff to the Greeley Urban Renewal Authority (GURA).

The Department of Economic Development and Urban Revitalization has two opportunities for talented individuals who want to support and help shape a fast growing and vibrant community. The city is hiring for a full-time position as Deputy Director of Economic Development and Urban Revitalization, as well as a second full-time position for Economic Development Manager.





DEPUTY DIRECTOR OF ECONOMIC DEVELOPMENT AND URBAN REVITALIZATION

The Deputy Director reports directly to the Department Director and will focus on leading and supporting three divisions including business development, development/redevelopment, and real estate. The ideal candidate will possess substantial experience in economic development and plays a key role in the city and Department's success through building business relationships, strategic planning, budgeting, and staffing to achieve organizational goals and objectives. It is critical that this role be a highly effective communicator, well-organized leader, and committed to creating and sustaining excellence in performance through continuous improvement, teamwork, and effective communications both inside and outside the Department by working with both public and private sector partners.

As the Department is growing and changing, to continue to address the goals of city leadership and marketplace dynamics, it is imperative that the position work to develop talent, efficient and effective operating procedures, and team engagement. This position has a critical role in managing internal operations and navigating internal systems but must also be capable of interacting with elected officials, business leaders, and the broader Greeley community.

Candidate Qualifications:

- Bachelor's degree from an accredited four-year college/university in economics, business, finance, planning, architecture, public policy, or related field. A Master's degree is preferred.
 - Six (6) or more years of experience in economic development or related field, with relevant experience and demonstrating progressive responsibility. 10 or more years of experience is preferred.
- OR
- Any combination of related education, experience, certifications, and licenses will result in a candidate successfully performing the essential functions of the job.

Additional Knowledge and Skills:

- Strong knowledge of local, state, and federal programs and resources to assist in achieving Greeley's economic development goals and objectives.
- Effective management principles and practices.
- Strong organizational and time management skills with the ability to manage multiple projects with varying and shifting priorities.
- Excellent communication skills – both written and oral – applied particularly in the review of documents, reports, and studies; provide summaries and recommendations for the Director's consideration and approval.

- Ability to inspire and lead staff in the conduct and execution of business development, development/redevelopment, and real estate.
- Ability to maintain clarity of vision with respect to goals and objectives, and knowledge of both general and specific market activities.
- Ability to communicate and collaborate effectively with individuals from diverse backgrounds, cultures, and ages.
- Ability to navigate a complex political environment.

Salary and Benefits:

The salary range for the position is \$131,700 to \$184,400 with an expected hiring range of \$131,700 to \$148,200 DOQ.



ECONOMIC DEVELOPMENT MANAGER

The Economic Development Manager reports to the Department's Deputy Director, and works closely with the Department's Director. A major focus of this position is redevelopment and adaptive reuse projects, prioritization of infrastructure needs, development of strong relationships with developers and property owners, and facilitation of economic development projects through the city's review processes. In addition, this position works closely with the Real Estate Management Division on coordination of the citywide inventory of developable property and is responsible for the marketing and negotiations of these assets to their highest and best use for the community. The responsibilities also require frequent interaction with executive leadership, senior management of other city departments, the City Attorney's Office, and elected officials.

The position requires the ability to manage highly complex projects and activities; a high level of organizational and people skills; excellent analytical abilities; strong technical skills in redevelopment and real estate development, and the ability to identify creative solutions to move these projects forward. The position builds relationships with local property owners, developers, and investors, as well as local, state, and regional agencies and commercial real estate organizations. The environment in which this position operates is complex, fast-moving, evolving, and requires a high-level of independence of action and judgment.

Candidate Qualifications:

- Bachelor's degree from an accredited four-year college/university in economics, business, finance, planning, engineering, architecture, public policy, or related field. A Master's is a plus.
 - 5 years of experience in real estate development or closely related discipline, 8 years or more of experience is a plus.
- OR
- Any combination of related education, experience, certifications, and licenses that will result in a candidate successfully performing the essential functions of the job.

Additional Knowledge and Skills:

- Ability to work under pressure, manage multiple concurrent and competing tasks and responsibilities, and adapt to changing priorities.
- Ability to focus on activities that have the greatest impact on meeting work commitments.
- Ability to establish and maintain partnerships with a variety of internal and external constituencies.

- Ability to communicate and collaborate effectively with individuals from diverse backgrounds, cultures, and ages.
- Ability to navigate a complex political environment.

Salary and Benefits:

The salary range for the position is \$110,000 to \$154,100 with an expected hiring range of \$110,000 to \$121,000 DOQ. The City of Greeley provides a comprehensive benefits package.



HOW TO APPLY

The positions will remain open until filled and applications will be reviewed as received with priority given to those who apply by February 9, 2024. Apply online with resume, cover letter and contact information for five work-related references at www.govHRJobs.com to the attention of Charlene Stevens, Executive Vice President, cstevens@govhrusa.com Tel: (224) 326-1290.

Candidates may apply for either or both positions. Please indicate the appropriate position (s) at the time of application. The City of Greeley is an Equal Opportunity Employer.