



Remote Meeting Instructions for the November 10, 2020, City Council Worksession:

In order to comply with all health orders and State guidelines intended to stop the spread of the COVID-19 (Coronavirus), **no physical location, including the City Council Chambers, will be set up for viewing or participating in this Worksession. Because this is a Worksession, no public input will be accepted in any format, written or otherwise.**

The **only** way to view this Worksession is to follow the instructions below to watch the YouTube live stream.

- From your laptop or computer, click the following link or enter it manually into your Web Browser: (www.youtube.com/CityofGreeley)
- Clicking the link above will take you to the City of Greeley's YouTube Channel.
- Once there, you will be able to view the Worksession!

Please contact the City Clerk's Office with any questions you might have at 970-350-9740. Thank you!



Mayor
John Gates

Councilmembers

Tommy Butler
Ward I

Brett Payton
Ward II

Michael Fitzsimmons
Ward III

Dale Hall
Ward IV

Kristin Zasada
At-Large

Ed Clark
At-Large

**A City Achieving
Community Excellence**

Greeley promotes a healthy, diverse economy and high quality of life responsive to all its residents and neighborhoods, thoughtfully managing its human and natural resources in a manner that creates and sustains a safe, unique, vibrant and rewarding community in which to live, work, and play.

City Council Worksession Agenda

November 10, 2020 at 6:00 PM

This meeting will be conducted remotely. (See instructions on previous page to view the YouTube live stream.)

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Reports from Mayor and Councilmembers
5. COVID-19 Update
Roy Otto, City Manager
6. Updated Annual Review Process for City Council appointed employees proposed by Performance Review Subcommittee
Maria E. Gonzalez Estevez, Human Resources Director
7. Review of Economic Development Toolbox
Benjamin Snow, Economic Health & Housing Director
8. Scheduling of Meetings, Other Events
Roy Otto, City Manager
9. Adjournment

Worksession Agenda Summary

November 10, 2020

Agenda Item Number 1

Title:

Call to Order

Worksession Agenda Summary

November 10, 2020

Agenda Item Number 2

Title:

Pledge of Allegiance

Worksession Agenda Summary

November 10, 2020

Agenda Item Number 3

Title:

Roll Call:

1. Mayor Gates
2. Councilmember Butler
3. Councilmember Payton
4. Councilmember Hall
5. Councilmember Fitzsimmons
6. Councilmember Clark
7. Councilmember Zasada

Worksession Agenda Summary

November 10, 2020

Agenda Item Number 4

Title:

Reports from Mayor and Councilmembers

Background:

This Council Reports item has traditionally appeared on Council's regular meeting agenda; however, Council expressed a desire, at its February Council Retreat, to move it to Council's Worksession meeting agendas to allow for better opportunity to report on activities of the committees/boards to which they have been assigned and to seek feedback and input on various committee/board initiatives and actions. During this portion of the meeting any Councilmember may offer a summary of the Councilmember's attendance at assigned board/committee meetings and should include key highlights and points that may require additional decision and discussion by the full Council at this or a future Worksession.

Board/Committee	Meeting Day/Time	Assignment
--Team of 2-- Board/Commission Interviews	Monthly as Needed	Council Rotation
Water & Sewer Board	3 rd Wed, 2:00 pm	Gates
Youth Commission Liaison	4 th Mon, 6:00 pm	Butler
Historic Preservation Loan Committee	As Needed	Zasada
Human Relations Commission	2 nd Mon, 4:00 pm	Zasada
Police Pension Board	Quarterly	Clark
Employee Health Board	As Needed	Fitzsimmons
Airport Authority	3 rd Thur, 3:30 pm	Payton/Clark
Visit Greeley	3 rd Wed, 7:30 am	Fitzsimmons
Upstate Colorado Economic Development	Last Wed, 7:00 am	Gates/Hall
Greeley Chamber of Commerce	4 th Mon, 11:30 am	Hall
Island Grove Advisory Board	1 st Thur, 3:30 pm	Butler
Weld Project Connect Committee (United Way)	As Needed	Hall
Downtown Development Authority	3 rd Thur, 7:30 am	Butler/Zasada
Transportation/Air Quality MPO	1 st Thur, 6:00 pm	Payton/Gates
Poudre River Trail	1 st Thur, 7:00 am	Hall
Interstate 25 Coalition	As Needed	Gates
Highway 85 Coalition	As Needed	Gates
Highway 34 Coalition	As Needed	Payton
CML Policy Committee (Council or Staff)	As Needed	Payton/Otto Gates alternate
CML Executive Board opportunity	As Needed	Hall
CML - Other opportunities	As Available/Desired	

Worksession Agenda Summary

November 10, 2020

Agenda Item Number 5

Roy Otto, City Manager, 970-350-9750

Title:

COVID-19 Update

Background:

There will be a brief update to Council regarding COVID-19.

Decision Options:

Informational only

Attachments:

None

Worksession Agenda Summary

November 10, 2020

Agenda Item Number 6

Maria E. Gonzalez Estevez, Human Resources Director, 970-350-9714

Title:

Updated Annual Review Process for City Council appointed employees proposed by Performance Review Subcommittee

Background:

In accordance with provisions of the Charter for the City of Greeley, the City Council has the authority to appoint three employees: the City Manager (§4.1), City Attorney (§6.1) and Municipal Court Judge(s) (§7.1).

For general employees outside the appointment authority of the City Council, performance reviews are conducted in a timeline that implements any merit and/ or market increases on or before March 1. In an effort to implement any merit and/ or market increases for the three City Council employees in a timeline that mirrors that for general employees, City Council conducts an annual performance review in the January to late February timeframe. The City Council formalized the process for conducting these annual reviews in 2011 and has followed a similar process since that time.

Generally, the performance review process for City Council employees is to:

- Demonstrate due diligence and accountability to citizens;
- Provide an opportunity for an honest dialogue about what is being accomplished, where any gaps may exist, and how to maintain progress;
- Ensure accomplishments, goals and direction are in alignment with City Council's philosophy, goals, and priorities;
- Determine the need for further professional development, education, or training; and
- Support decisions regarding compensation.

The purpose of this agenda item is to (a) provide the City Council with an overview of the proposed updated annual review process for City Council appointed employees recommended by the Performance Review Committee; and (b) receive direction on the City Council appointed employee annual review process for 2020/2021.

During its August 18 Regular Meeting, the City Council established a Performance Review Subcommittee (Subcommittee) to review the current process for evaluating the performance of the employees appointed by the City Council – City Manager, City Attorney and Municipal Judge. The Subcommittee Members are Mayor Gates, Council Member Fitzsimmons and Council Member Payton.

Over a span of four meetings, the Subcommittee considered the current process, best practices relative to conducting performance reviews, and options to adjust the current process. During its fourth and final meeting, the Subcommittee invited all three Council appointed employees to provide their individual input into the proposed process. At that time, each City Council appointed employee expressed their support of the proposed process. The Subcommittee unanimously approved the updated draft process for consideration by the City Council.

The proposed process for the annual City Council appointed employee evaluation is summarized below. Once the City Council has provided feedback and accepted the updated annual review process, it will be implemented immediately for performance in 2020 (completed in early 2021) and 2021 (completed in early 2022).

Based on feedback and consensus provided by City Council, the item will be placed on the November 17 City Council agenda for formal acceptance.

Council Appointed Employee Performance Review Cycles – 2020 and 2021

Action	Lead & Notes	2020 Performance Cycle Completed by March 2021	2021 Performance Cycle – Completed by March 2022
Pre-evaluation: 360 feedback (City Manager & City Attorney)	Human Resources (could be completed by 3 rd party)	December 11, 2020	December 10, 2021
Pre-evaluation: Judicial Review Report (Municipal Judge)	City Clerk's Office	January 29, 2021	January 28, 2022
Self-Evaluations: City Manager, City Attorney, Municipal Judge	Each individual Council employee	December 11, 2020 Input into Infinity HR; see attached form that will be loaded into system	December 10, 2021 Input into Oracle
City Council Member Individual Evaluations of Each Council Employee	Each Individual Council Member	January 15, 2021 Input into Infinity HR; see attached form that will be loaded into system; May be later for Municipal Judge based on Judicial Review report timing	January 14, 2022 Input into Oracle; May be later for Municipal Judge based on Judicial Review report timing
City Council Performance Review Meetings	HR to schedule Each Council employee will be provided performance narrative in advance of meeting	By February 15	By February 15

Merit Increases and/ or Market Adjustments	City Council will decide increase and/or adjustment for each Council employee when appropriate, budgeted and available. HR will provide Salary Survey Information as a guide by end of last performance review meeting	Action following completion of Performance Review Meetings; and increases and/ or adjustments effective March 1	Action following completion of Performance Review Meetings; and increases and/ or adjustments effective March 1
Performance Concerns	When Council concludes employee's performance needs improvement or is unacceptable, Council may direct improvement in certain areas, obtain executive coaching/ counseling or other action as determined by majority of City Council	Required action in areas of improvement to be determined by March 1 with specific dates to assess improvements; Other action at pleasure of Council	Required action in areas of improvement to be determined by March 1 with specific dates to assess improvements; Other action at pleasure of Council
Performance Check Ins with each Council employee	Executive Session Discussions between Council and Employee about achievements, issues and opportunities	February (annual review), June, October 2021	February (annual review), June, October 2022
City Council 2040 Vision Related Goals	Currently, the City Council 2040 Vision document – which outlines a vision and priorities – is updated after each City Council election (typically in February).	City Council employee goals related to the 2040 Vision update can be included in each Council employee review as a supplement depending on date of 2040 Vision update.	City Council employee goals related to the 2040 Vision update can be included in each Council employee review as a supplement depending on date of 2040 Vision update.

Decision Options:

None

Attachments:

Draft City Council Appointed Employee Self Evaluation Form
PowerPoint



CITY OF GREELEY ANNUAL SELF EVALUATION – MUNICIPAL JUDGE – Fiscal Year 2020

Ratings: Use the following for you self-rating in each of the performance areas and overall performance.

Rarely Meets Expectations/ Occasionally Meets Expectations/ Regularly Meets Expectations/ Occasionally Exceeds Expectations/ Regularly Exceeds Expectations

Overall Performance Rating and Summary

Fiscal Year 2020 Performance Highlights – Note areas of excellence, areas for improvement, and goals (achieved or not achieved and any obstacles that influenced non-achievement).

Fiscal Year 2021 Performance Goals – highlight individual goals for the Director's performance that are of particular importance for the coming year.

Goals identified here should be specific to those goals regarding the Director's individual performance. Work plan (Department wide and City Council related) items are to be identified in the Employee Work Plan or Personal Development Plan attached to this review.

EMPLOYEE NAME & TITLE:

DATE:



CITY OF GREELEY ANNUAL SELF EVALUATION – MUNICIPAL JUDGE – Fiscal Year 2020

Performance Focus Areas: Throughout the areas identified below, evaluate your general performance in the specific area and the extent to which you demonstrated (or struggled to demonstrate) the City’s Core Values as noted.

Job Knowledge/ Skills (<i>Applied Wisdom</i>) Operational/ functional/ technical expertise; technological literacy; analytical; vision; professional development; Business Acumen;	Rating: Comments:
Interpersonal Relations (<i>Principled Relationships</i>) Composure; Compassion; Savvy (interpersonal and political); Conflict Management;	Rating: Comments:
Customer Service (<i>Integrity</i>) Effective service delivery; fostering diversity; compliance with and support of policies and programs; communication skills; integrity and trust; ethics and values;	Rating: Comments:
Accountability Resource allocation; performance measure/ management; planning/ execution; fiscal responsibility; dependability; Decision Quality; Confronting Direct Reports; Self-Knowledge; Action Oriented	Rating: Comments:
Management and Supervision (<i>Stewardship</i>) Managing and measuring work; organizing; process management; Building Effective Teams; Directing Others;	Rating: Comments:
Leadership Command skills; strategic ability; perspective; innovation; managing vision and purpose; Peer Relationships; Motivating Others; Managerial Courage;	Rating: Comments:
Excellence Intellectual and action oriented horsepower; Creativity; Drive for Results	Rating: Comments:

EMPLOYEE NAME & TITLE:

DATE:



CITY OF GREELEY ANNUAL SELF EVALUATION – MUNICIPAL JUDGE – Fiscal Year 2020

OTHER COMMENTS:

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	SIGNATURE	DATE
<i>Employee</i>		

ATTACHMENTS.

Employee Work Plan Draft

Personal Development Plan Draft

EMPLOYEE NAME & TITLE:

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DATE:

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Performance Review Subcommittee: Recommended Updates to City Council Appointed Employees Performance Review Process

November 10, 2020 City Council Work Session

Performance Review Subcommittee

- **Created by resolution during August 18, 2020 City Council Meeting**
- **Purpose: examine and make recommendations on the annual review process for City Council appointed employees**
- **Timeline: complete its work with a presentation of findings and recommendations to the Council by November 30, 2020 to inform the upcoming annual review process**
- **Members: Mayor Gates, Council Members Fitzsimmons & Payton**
- **Duration of Subcommittee: ceases upon conclusion and acceptance of its work by City Council**
- **Met four times – September 15; October 6, 20 & 27**
- **Council appointed employees attended and provided feedback at October 27 meeting**

Proposed Updated Performance Process

Action	Lead & Notes	2020 Performance Cycle Completed by March 2021	2021 Performance Cycle – Completed by Mach 2022
Pre-evaluation: 360 feedback (City Manager & City Attorney)	Human Resources (could be completed by 3 rd party)	December 11, 2020	December 10, 2021
Pre-evaluation: Judicial Review Report (Municipal Judge)	City Clerk's Office	January 29, 2021	January 28, 2022
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360 Feedback Performance Assessment Component

Completed for City Manager & City Attorney (Municipal Judge continues Judicial Review)

- **Conducted by an independent contractor through questionnaire**
- **Purpose: gather feedback from stakeholders to capture patterns or themes (positive, neutral, opportunity areas, and/ or areas of concern) related to performance.**
 - Long term goal: establish a culture that fosters feedback between employees
 - Fiscal Year 2020: allow participating stakeholder to submit feedback either anonymously, in person interview with the contractor, or complete & submit questionnaire with name identified.
 - The vendor will solicit, compile and share the feedback with the City Council in person and in a summarized general written form to assist City Council with its employee's annual performance ratings.
- **Areas included in the 360 feedback performance assessment:**
 - job knowledge/skills;
 - interpersonal relations;
 - customer service;
 - accountability;
 - leadership; and
 - excellence.
- **Feedback solicited from up to 20 stakeholders – staff, direct reports, community stakeholders (where appropriate)**
- **Consultant compiles feedback in summary form for City Council to assist with annual performance review, and City Council appointed employee**

Next Steps

- **Questions?**
- **Feedback**
- **November 17 City Council formal acceptance of the updated process**

Worksession Agenda Summary

November 10, 2020

Agenda Item Number 7

Benjamin Snow, Economic Health & Housing Director, 970-350-9384

Title:

Review of Economic Development Toolbox

Background:

Greeley, like most modern communities, offers a selection of incentives to encourage investment and development activity within our city. From time to time, it is important to take stock in our current program and evaluate the effectiveness of our incentives strategy, ensure it is working and determine how well it aligns with the community's long range goals.

Greeley continues to experience healthy economic growth and development, but some sectors have been affected by the 2020 pandemic more than others. In fact the national disruption to the economy provides us with the opportunity to examine our current policies and explore ways we can enhance what we are doing.

Tonight's briefing will summarize the following topics related to our current 'Economic Development Toolbox', including:

1. Purpose and Philosophy of Incentives
2. Greeley's Current Menu of Economic Development Incentives
3. Leveraging the Geographic Power of various Zones & Districts in Greeley
4. Explore Tools Might We Be Missing

For our community to remain competitive with other communities, it is important to revisit this topic on a regular basis.

Decision Options:

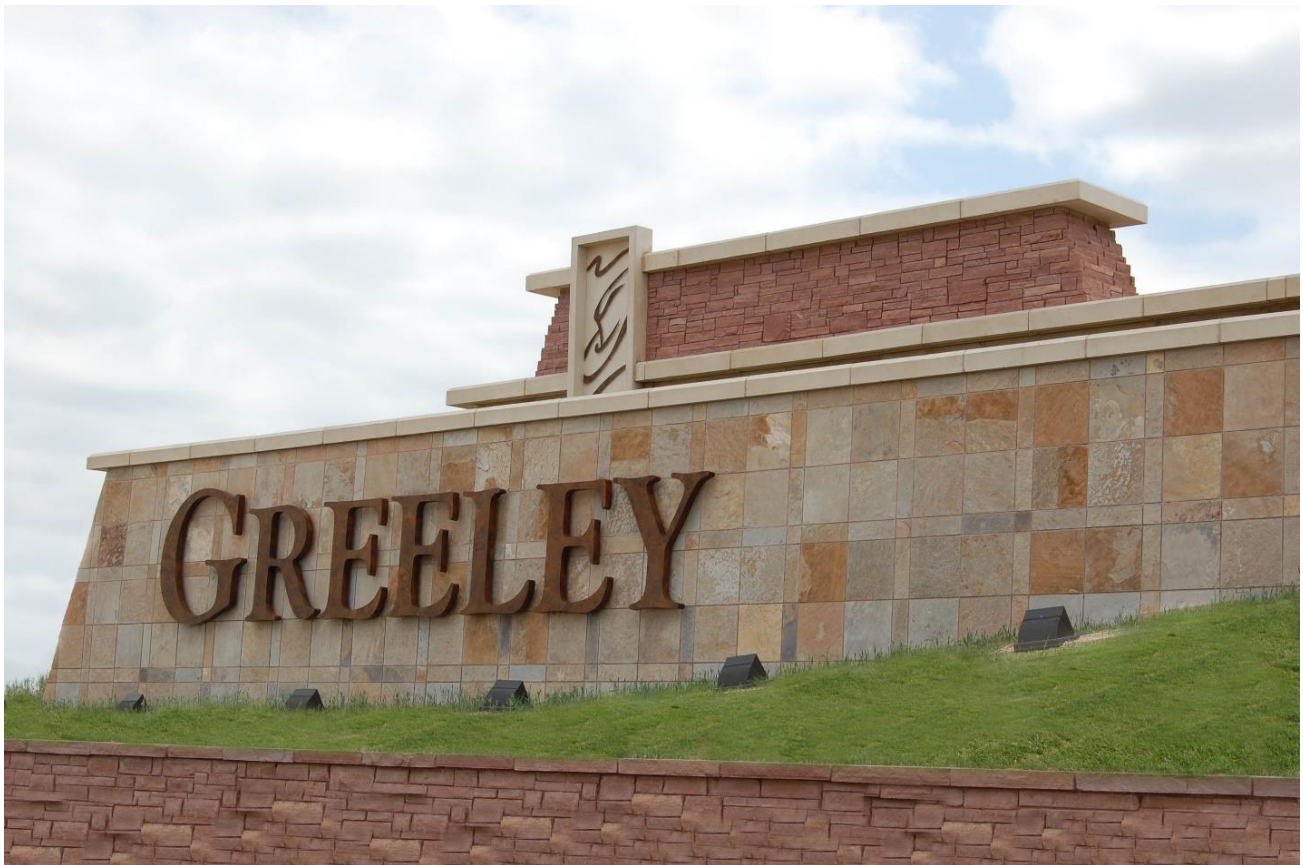
For information and discussion only.

Attachments:

EHH 2020 Incentives Brochure
PowerPoint



SUMMARY OF INCENTIVES



BUSINESS DEVELOPMENT INCENTIVES

Job Creation and Capital Investments

QUALIFYING BUSINESSES:



- AEROSPACE
- COMPUTER SYSTEM OR SOFTWARE PRODUCT SUPPORT
- CONVENTIONAL ENERGY
- DISTRIBUTION
- MANUFACTURING
- PROCESSING
- RENEWABLE ENERGY
- RESEARCH AND DEVELOPMENT
- SPECULATIVE INDUSTRIAL CORE & SHELL BUILDINGS
- TECHNICAL SERVICE

SALES & USE TAX REBATE

City Sales/Use Tax on construction materials, fixed equipment and machinery installation, facilities lease, equipment and machinery, research equipment, and computer hardware (not used for word processing, minimum investment \$100,000) may be rebated for qualifying businesses as listed below:

- a) Sales and use tax on the first \$500,000 of investment may be 100% rebated.
- b) Sales and use tax on amounts above \$500,000 may be rebated in the amount of \$20,550 plus 1% per \$100,000 of cost including the first \$500,000.
- c) Sales and use tax may be 100% rebated on qualifying investments of \$10,000,000 or more.



PERSONAL PROPERTY TAX REBATE

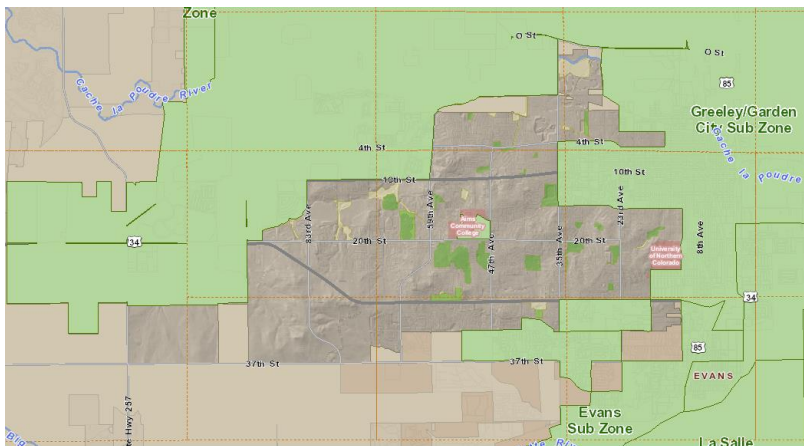
Available for new or expanding basic industries investing a minimum of \$1,000,000 which create primary jobs and import dollars into the community. A personal property tax rebate may be negotiated in an amount not greater than 50% of the amount of taxes levied by the City upon the taxable personal property located at or within such new business for a term not to exceed 10 years. The rebate is subject to revenue availability.

BUILDING PERMIT FEE REBATE

Building permit fee rebate may be available to any qualifying new or expanding business (defined in Greeley Municipal Code Section 4.52.020) that makes a minimum investment of \$500,000 in plant and/or equipment during the calendar year in which the application is made for incentives.

Note: City building permit fees may be rebated at the rate of \$500 per newly created full-time job whose salary meets or exceeds the Weld County Average Wage, and whose health insurance premium is paid at a minimum of fifty percent by the employer.

GREELEY/WELD ENTERPRISE ZONE INCENTIVES



Available for businesses located within city limits and Greeley/Weld Enterprise Zone. A personal and/or real property tax rebate may be negotiated with an amount and term to be determined by City Council based on the magnitude of the investment. The rebate is subject to revenue availability. Various state tax credits are also available

through the Enterprise Zone program, which is administered locally by Upstate Colorado Economic Development.

For more information, call 970-356-4565 or visit them online at <http://upstatecolorado.org/site-selection/enterprise-zone/>.

GREELEY COMMUNITY DEVELOPMENT FUND

The Greeley Community Development fund is a loan fund typically used for “gap” financing. It’s a short-term financing or loan guarantee (5 year maximum term) for up to 45 percent of total project costs, for amounts between \$20,000 and \$125,000. Upstate Colorado Economic Development manages this fund on our behalf. For more information please call 970-356-4565 or visit them online at <http://upstatecolorado.org/wp-content/uploads/2016/02/GCDFApplication.pdf>.

GREELEY WATER CASH-IN-LIEU PROGRAM

The City of Greeley offers developers or end-users in need of water to move forward with the development of their projects by allowing for direct payment for raw water at the time of building permit. The current price is \$34,000 per acre foot, which represents a significant discount from the prevailing market rate. This allows residential, commercial and industrial users a predictable path for budgeting and securing raw water to meet the demands of their project.

TAX INCREMENT FINANCE (TIF) DISTRICTS

Greeley Urban Renewal Authority (GURA)

GURA has established four TIF districts for the purpose of facilitating economic development through the collaborative use of public funds and private investment to improve specific areas of the community. This economic development tool is capable of providing significant public funding to industrial, commercial, and retail businesses when paired with the appropriate TIF District.



- ▣ *Western Sugar TIF District (Industrial)*
- ▣ *East 8th Street TIF District (Industrial)*
- ▣ *Greeley Mall TIF District (Regional Retail)*
- ▣ *10th Street Corridor TIF District (Local Retail)*

Downtown Development Authority (DDA)

The DDA has established a TIF district throughout downtown Greeley; they offer façade improvement grants and other potential benefits funded by the downtown TIF. Find out more by visiting their website:

<http://www.greeleydowntown.com/business-incentives/>

Use our mapping tool to find these districts:

<http://gis3.greeleygov.com/originmaps/propertyfacts>

REDEVELOPMENT INCENTIVE FUND

This fund is used to stimulate reinvestment in the City’s Redevelopment District with tools to address redevelopment project ‘gap financing’ on a case-by-case basis. Projects must improve the economic performance of the area with complementary development consistent with adopted redevelopment plans and goals. The fund will also leverage available resources to support reinvestment and new construction scaled to the level of private investment. Some examples of qualified incentives include:

Redevelopment Fee Assistance

- Underwrite development fees, sales & use tax
- Apply redevelopment fee credits
- Allow shared site raw water credits

Redevelopment Area Improvement Fund

- Provides support for area wide infrastructure improvements that remove impediments to redevelopment

Retail Stimulus Fund

- Provides support for minor redevelopment property improvements to sales tax generating operations

PRIVATE ACTIVITY BONDS (PAB)

PABs are tax-exempt bonds that can be issued for several eligible purposes, including the construction of manufacturing facilities. City and State approval required. As a general guideline, project size should be between \$3 and \$10 million and application deadlines are in January and August of each year. For more information, visit <https://www.colorado.gov/pacific/dola/private-activity-bonds>.

HOUSING DEVELOPMENT INCENTIVES

REDEVELOPMENT INCENTIVE FUND

This fund is used to stimulate reinvestment in the City's Redevelopment District with tools to address redevelopment project 'gap financing' on a case-by-case basis. Projects must improve the economic performance of the area with complementary development consistent with adopted redevelopment plans and goals. The fund will also leverage available resources to support reinvestment and new construction scaled to the level of private investment. Some examples of qualified incentives include:



Redevelopment Fee Assistance

- Underwrite development fees, sales & use tax
- Apply redevelopment fee credits
- Allow shared site raw water credits

Redevelopment Area Improvement Fund

- Provides support for area wide infrastructure improvements that remove impediments to redevelopment

Retail Stimulus Fund

- Provides support for minor redevelopment property improvements to sales tax generating operations

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CDBG

The Community Development Block Grant (CDBG) is an annual U.S. Department of Housing and Urban Development grant award to entitlement cities (populations greater than 50,000) to develop viable urban communities by providing decent housing and a suitable living environment, and by expanding economic opportunities,



principally for low- and moderate-income persons. These federal CDBG funds have been used historically for single-family, owner-occupied housing rehabilitation, infrastructure improvements in low-moderate-income neighborhoods, and to help provide public facilities and services to low-moderate-income-households.

While funds will continue to be used in those ways, a current priority is to use part of the CDBG grant to help maintain and develop affordable housing.

Annually, funds will be made available to developers and/or owners of affordable housing for multi-family development rehabilitation or to assist with acquisition and/or infrastructure costs for new developments. Because of federal regulations involved, please contact GURA for additional grant information and for information on availability of funds.

HOME

The HOME Partnership Investment Program grant is also an annually award grant to the City. Unlike CDBG, which has a variety of eligible uses, HOME funds must be used specifically for affordable housing, most often in conjunction with Low-Income Housing Tax Credits, Private Activity Bonds, or State housing funds. HOME funds have assisted in many of Greeley's low-income housing developments, and have assisted in housing for elderly, persons with disabilities, farm workers, and other low-moderate-income households.

Annually, approximately \$300,000 is available to developers. Like with CDBG, there are many federal regulations that must be adhered to. Please contact GURA for availability of funds and to discuss HOME in more detail.



HOMEBUYER/HOMEOWNER ASSISTANCE

Low-moderate-income households can apply for a loan for housing rehabilitation, a program of the CDBG grant. Up to \$24,999 is available for renovations such as roofs, updates to plumbing and electric, and energy efficiency improvements. Loans are low interest, with half forgivable. There are a number of qualification requirements. Contact GURA for additional information.



G-Hope is a down payment assistance program for employees of the City of Greeley, the University of Northern Colorado, North Colorado Medical Center, School District 6, North Range Behavioral Health, Sunrise Community Health, High Plains Library District, JBS, North Colorado Health Alliance, Frontier Academy and Salida Del Sol Academy. This program was created by the City of Greeley with the various partners as an incentive to purchase a home in a target neighborhood. Depending on the neighborhood, up to \$6,500 is available, with pro-rata forgiveness over five years. For eligible

neighborhoods and additional information please call GURA. Since inception this program has been funded by the City of Greeley.

1100 10th Street, Suite 201
Greeley, CO 80631
(970) 350-9380
www.Greeleygov.com/EHH



Economic Development Toolbox Review

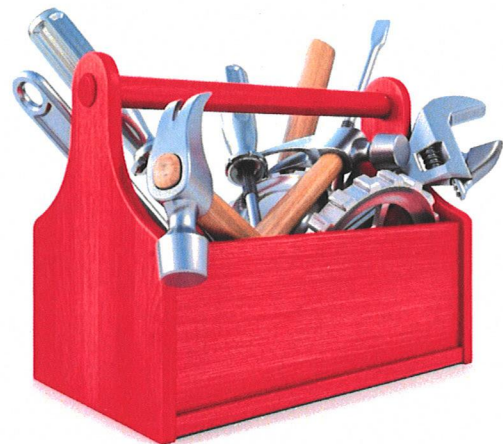
Benjamin Snow, CEcD
Director of Economic Health & Housing

November 10, 2020



Topics to Cover

1. Purpose and Philosophy of Incentives
2. Greeley's Current Menu of Economic Development Incentives
3. Leveraging the Geographic Power of various Zones & Districts in Greeley
4. What Tools Might We Be Missing?
5. Discussion/Questions



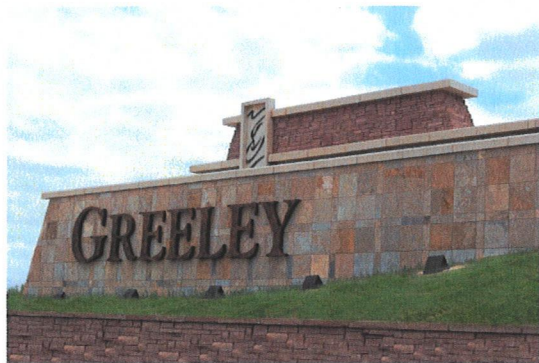


Why Offer Incentives?

1. Attract Desired Investment Activity
2. Accelerate Our Goals as a Community
3. Honor the "But For" Principle
4. Generate Economic Prosperity
5. Balance Community Needs
6. Remain Competitive with other Places



SUMMARY OF INCENTIVES



Summary of Our Current 'Menu'

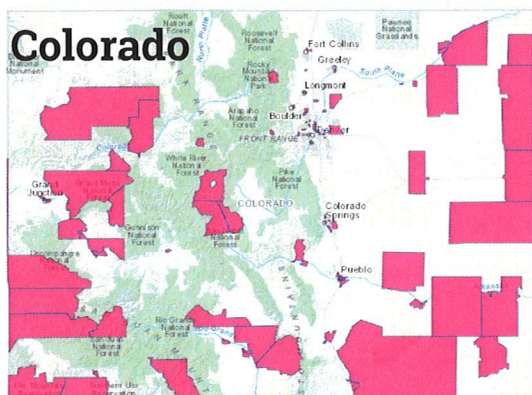
1. **Business Development Incentives**
 - Focused on creation of new capital investment and jobs
2. **Housing Development Incentives**
 - Focused on creation of new residential units (SF and MF, Owners and Renters, Affordable through Executive)



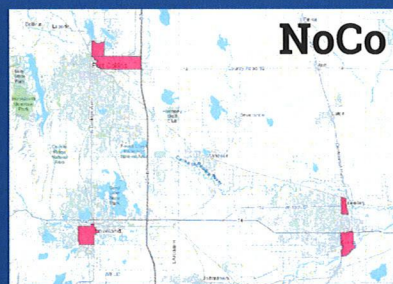
Geographic Influence of Zones & Districts



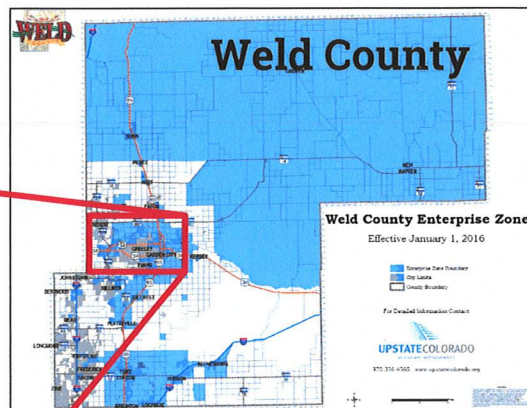
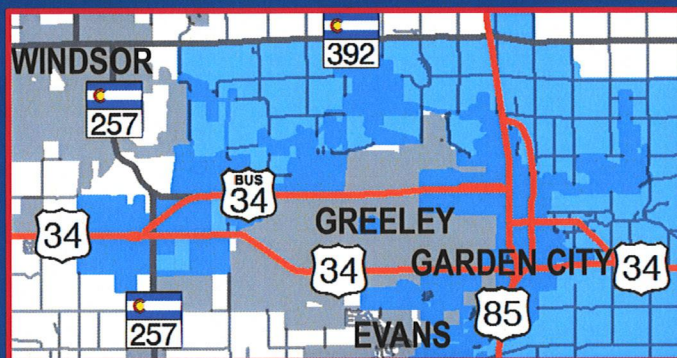
Federally Designated Opportunity Zones



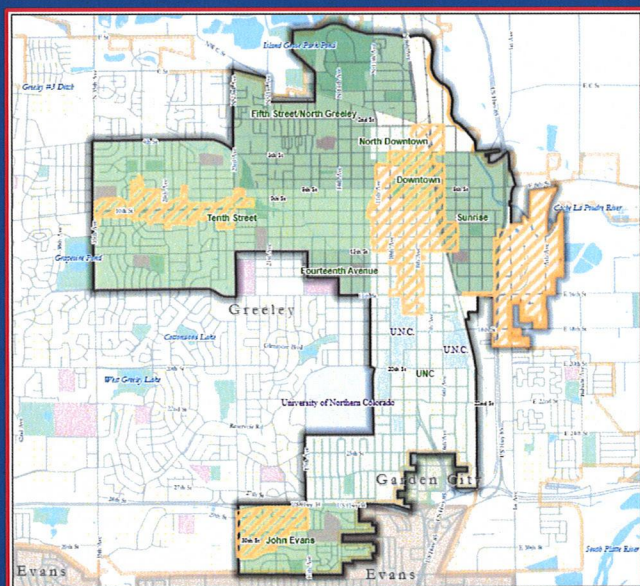
- <https://opportunityzones.hud.gov>
- Dozens Throughout Colorado
- Greeley has 2



Enterprise Zone



Redevelopment District

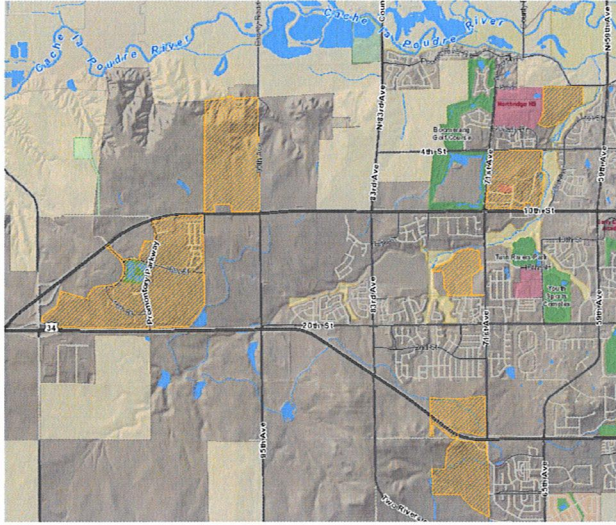


Legend

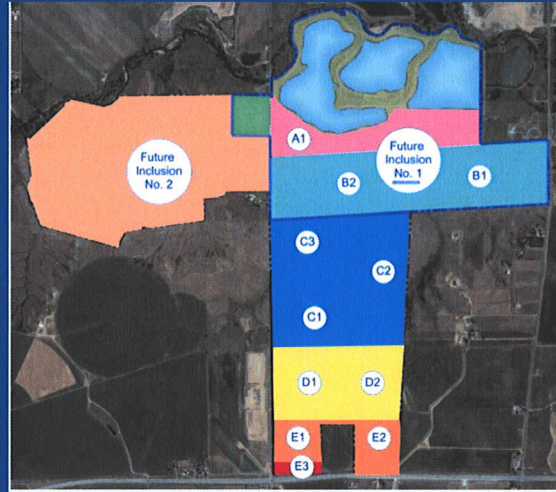
- | | | | |
|-------------------|----------------------------|------------|----------------|
| | Redevelopment District | | Public Schools |
| | Railroad | | Universities |
| | Waterbodies | | Parklands |
| | GURA Areas | | TIF Districts |
| Downtown | Fifth Street/North Greeley | John Evans | Tenth Street |
| Fourteenth Avenue | North Downtown | UNC | Western Sugar |
| | | UNC | Greeley Mall |



Metropolitan Districts



Greeley now has 15 Metro Districts, including those associated with the Cache LLC annexation that council approved in September.



Develop a Strategic Employment Centers Plan (2020-2021)

(akin to what we did on Strategic Housing Plan during 2018-2019)



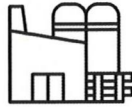
ENABLING FACTORS

- Real Estate
- Electricity
- Water
- Roads
- Gas
- Broadband
- Zoning
- Incentives

INDUSTRY SECTOR FOCUSED



#1. Energy & Power



#2. Agriculture & Food



#3. Construction
Products & Services



#4. Education



#5. Health Services



#6. Professional Services



11

What Tools Might We Be Missing?



1. Specific to Retail Sales Tax?
2. Industrial Metro District?
3. Entrepreneurial Ecosystem?
-Support for 1st and 2nd Stage Companies
4. Targeted Infrastructure?
-Broadband, Water, Roads

Contact Information

Benjamin.Snow@greeleygov.com
970-939-4415

Comments & Questions



Worksession Agenda Summary

November 10, 2020

Agenda Item Number 8

Roy Otto, City Manager, 970-350-9750

Title:

Scheduling of Meetings, Other Events

Background:

During this portion of the meeting the City Manager or City Council may review the attached Council Calendar or Meeting Schedule regarding any upcoming meetings or events.

Attachments:

Council Meetings/Other Events Calendar

Council Meeting/Worksession Schedule

Status Report of Council Initiatives and Related Information

November 9, 2020 - November 15, 2020

November 2020						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December 2020						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Monday, November 9

Tuesday, November 10

6:00pm - City Council Worksession Meeting - Council Master Calendar

Wednesday, November 11

Thursday, November 12

7:30am - Poudre River Trail (Hall)

Friday, November 13

Saturday, November 14

Sunday, November 15

November 16, 2020 - November 22, 2020

November 2020						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December 2020						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Monday, November 16

Tuesday, November 17

6:00pm - City Council Meeting - Council Master Calendar

Wednesday, November 18

2:00pm - 5:00pm Water & Sewer Board (Gates)

Thursday, November 19

7:30am - 8:30am DDA (Zasada/Butler)

3:30pm - 4:30pm Airport Authority (Clark/Payton)

Friday, November 20

4:00pm - 6:00pm Webinar and Group Discussion with Dr. Allen
(<https://greeleygov.zoom.us/j/97521340282>) - Council Master Calendar

Saturday, November 21

Sunday, November 22

November 23, 2020 - November 29, 2020

November 2020						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December 2020						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Monday, November 23

- 11:30am - 12:30pm Greeley Chamber of Commerce (Hall)
- 6:00pm - 7:00pm Youth Commission (Butler)

Tuesday, November 24

- 6:00pm - City Council Worksession Meeting - Council Master Calendar

Wednesday, November 25

- 7:00am - 8:00am Upstate Colorado Economic Development (Gates/Hall) (Upstate Colorado Conference Room) - Council Master Calendar

Thursday, November 26

- 7:30am - Poudre River Trail (Hall)

Friday, November 27

Saturday, November 28

Sunday, November 29

November 30, 2020 - December 6, 2020

November 2020						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

December 2020						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Monday, November 30

Tuesday, December 1

6:00pm - City Council Meeting - Council Master Calendar

Wednesday, December 2

Thursday, December 3

3:30pm - IG Adv. Board (Butler)

6:00pm - MPO (Gates/Payton)

Friday, December 4

Saturday, December 5

8:30am - 12:00pm Group Session with Dr. Allen (Anywhere!;

12:30pm - 1:00pm Mayor Gates meeting with Dr. Allen

1:00pm - 1:30pm Councilmember Hall meeting with Dr. Allen

1:30pm - 2:00pm Councilmember Butler Meeting with Dr. Allen

2:00pm - 2:30pm Councilmember Payton meeting with Dr. Allen

More Items...

Sunday, December 6

December 7, 2020 - December 13, 2020

December 2020						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

January 2021						
Su	Mo	Tu	We	Th	Fr	Sa
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Monday, December 7

Tuesday, December 8

 **6:00pm - City Council Worksession Meeting** - Council Master Calendar 

Wednesday, December 9

Thursday, December 10

 **7:30am - Poudre River Trail (Hall)** 

Friday, December 11

Saturday, December 12

Sunday, December 13

City Council Meeting Scheduling

	Current as of 11/06/2020		
	This schedule is subject to change		
Date	Description	Sponsor	Placement/Time
November 17, 2020 Council Meeting	Resolution - IGA with NRCS for Cameron Peak Fire Mitigation	Sean Chambers	Consent
	Resolution - Ratification of Boardmembers to the High Plains Library District	Anissa Hollingshead	Consent
	Resolution - IGA with State of Colorado for grant funding and construction of Canal #3 Trail Sections	Andy McRoberts	Consent
	Ordinance - Intro - Transfer of Customers and Water Resources to Evans	Sean Chambers	Consent
	Ordinance - Intro - Greeley West Multifamily Rezone	Brad Mueller	Consent
	COVID-19 Update	Dan Frazen	Regular
	Resolution - Extending Local Disaster Declaration related to COVID-19	Dan Frazen	Regular
	Resolution - Report & Declaration of Local Disaster Emergency related to wildfire impacts on watershed	Sean Chambers	Regular
	Resolution - IGA with School District 6 regarding Boomerang South Land Swap	Sean Chambers	Regular
	Ordinance - Final - Short Term Rentals	Brad Mueller	Regular
	Public Hearing - Westgate Preliminary PUD First Amendment	Brad Mueller	Regular
	Executive Session & Discussion of Fire Negotiations	Roy Otto	Regular
	Motion to Cancel November 24th Worksession	Roy Otto	Scheduling
November 24, 2020 Worksession Meeting	Pending Cancellation		
December 1, 2020 Council Meeting	Resolution - DDA Budget	Robert Miller	Consent
	Resolution - DDA Mill Levy	Robert Miller	Consent
	Ordinance - Intro - Final Additional Appropriation	Robert Miller	Consent
	COVID-19 Update	Dan Frazen	Regular
	Ordinance - Final - Transfer of Customer and Water Resources to Evans	Sean Chambers	Regular
	Ordinance - Final - Greeley West Multifamily Rezone	Brad Mueller	Regular
	Resolution - Greeley West Multifamily Preliminary PUD	Brad Mueller	Regular
	Boards & Commissions Appointments	Anissa Hollingshead	Regular
December 8, 2020 Worksession Meeting	COVID-19 Update	Dan Frazen	0.25
	Fire Based EMS	Chief Lyman	0.50
	Landscape Code Update	Brad Mueller	0.50
	Long Range Water Storage and Terry Ranch Diligence Update	Sean Chambers	0.50
	Sales Tax Definitions and Standardized Collections	Robert Miller	0.50
December 15, 2020 Council Meeting	COVID-19 Update	Dan Frazen	Regular
	Ordinance - Final - Final Additional Appropriation	Robert Miller	Regular
December 22, 2020	Pending Cancellation		

Greeley City Council

Status Report of Council Initiatives

Council Request	Council Meeting, Worksession, or Committee Meeting Date Requested	Status or Disposition (After completion, item is shown one time as completed and then removed.)	Assigned to:
None			

Worksession Agenda Summary

November 10, 2020

Agenda Item Number 9

Title:

Adjournment