



West Greeley Project Citizen Oversight Committee on Communication

June 17, 2026

10:00 am

1001 11th Ave, Greeley, CO 80631

Agenda

- 1. Call to Order and Welcome (5 minutes)**
- 2. West Greeley Project – History of Communication (15 minutes)**
- 3. Special Elections and Fair Campaign Act for Ballot Initiatives (10 minutes)**
- 4. Consultant Support for Committee Communications (20 minutes)**
- 5. Committee Role and Providing Recommendations (20 minutes)**
- 7. Action Items and Next Agenda Guidance (10 minutes)**



West Greeley Project: Communication Next Steps



John Herge, *Senior Strategic Advisor*

Jaqueline Villegas, *Interim Director of Communication & Engagement*

West Greeley Citizen Oversight Committee: June 17, 2026



Agenda

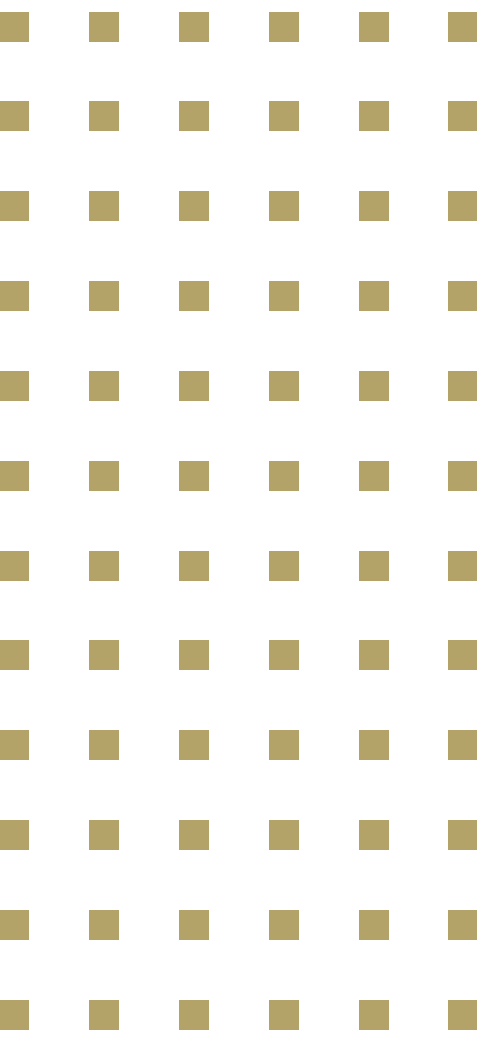


- Welcome and Introductions
- West Greeley Project: Communication History
- Special Elections & Fair Campaign Act
- Consultant Support for Committee Communication
- WGCOC Role & Recommendations
- Next Steps



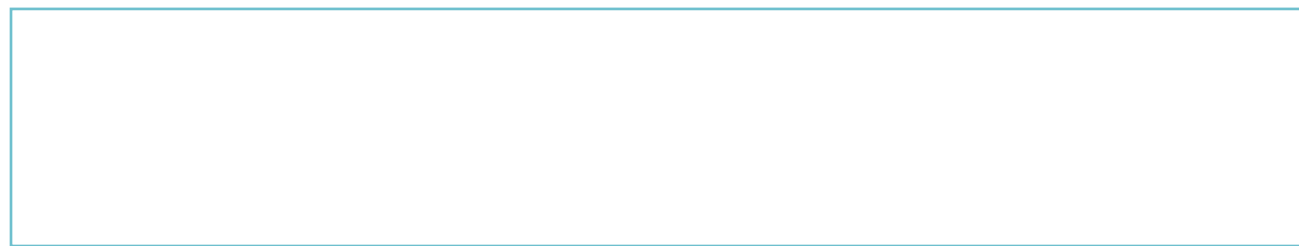
Welcome & Introductions





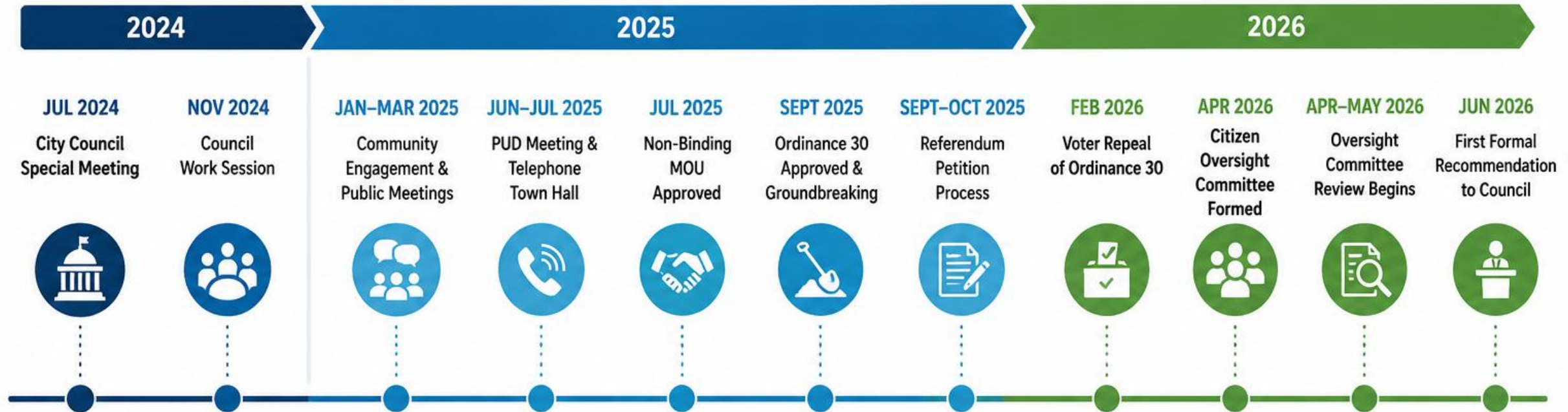
Communication History


Review of West Greeley Project Communication Materials

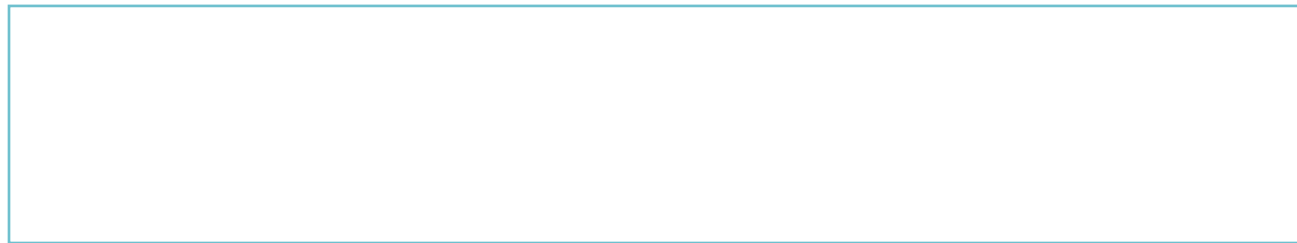


West Greeley Project Timeline

Key Milestones & Community Decision Points (2024-2038)

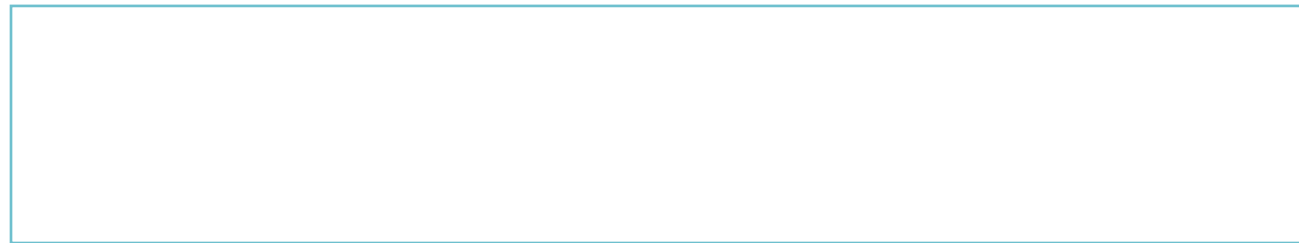


 This timeline reflects major public engagement, Council actions, referendum, oversight, and future development milestones for the West Greeley Project.



West Greeley Project Timeline

Key Milestones & Community Decision Points (2024-2038)



Materials

Strategic Planning in Motion:

The Vision for West Greeley



West Greeley Project: Catalyst and Cascadia



This project continues to evolve. All updated documentation and information is located at <https://speakupgreeley.com/west-greeley-project-update>

In May 2025, Greeley City Council approved the Catalyst project – an investment in West Greeley that will shape the city’s future for decades. An independent analysis run by CBRE estimates \$486 million in construction spending and \$44 million per year in new revenue from the arena, ice rinks, hotel and water park. Tourism-related revenue is expected to cover the cost of the project without increasing taxes, and could contribute to future public and economic investments.

Greeley is growing. The question isn’t if, but how. Without strategic development, Greeley risks becoming a residential area primarily serving nearby cities. Alternatively, with a clear development strategy, Greeley has the potential to establish itself as a destination, allowing the retention of tax revenue to benefit local residents.

Explore this page to learn more about the [project’s funding](#), timeline and more.

[COSTS](#)

[FUNDING](#)

[FAQs](#)

[KEY DATES](#)

What is Catalyst and Cascadia?

The West Greeley Project is an initiative bringing together neighborhoods, industry, agriculture, and natural spaces. A key feature is a public-private partnership in the city’s west side, including a 300-acre mixed-use development:

Lifecycle

- 2025: Pre-Development Phase**
Includes bond issuance, financing, infrastructure design, and planning.
- 2026: Construction Phase**
Core infrastructure and vertical construction begin.
- 2028: Phase 1 Completion**
The arena, hotel, and water park open to the public.
- 2030: Full Build Out**
Development continues across the site in later phases.
- 2038: Debt Repayment**
Project costs expected to be fully repaid through COPs, bonds, GID revenue, and site-generated income.

Archived Speak Up Page: <https://speakupgreeley.com/catalyst>

Materials

Videos & Financial Projections

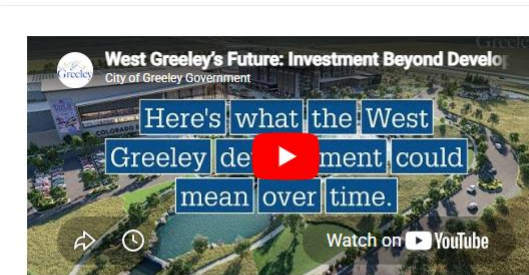


Financing Cities: How Certificates of Participation Work
 Discover how cities fund large projects without raising taxes using Certificates of Participation (COPs). Learn how COPs enable upfront capital by leasing—not selling—public buildings, while ensuring facilities stay open and...[Read more](#)

24 July, 2025



General Improvement Districts: Targeted Infrastructure Funding Explained
 Learn how General Improvement Districts (GIDs) work as a focused financing tool to support city infrastructure, such as roads, parks, and stormwater systems, within specific areas. Discover why only properties...[Read more](#)



West Greeley's Future: Investment Beyond Development
 Discover how the West Greeley Entertainment District and Cascadia project are set to generate over \$13.5 million yearly in net revenue by 2065. Find out why this is more than...[Read more](#)

24 July, 2025

Impact to Consumer – Hotel & Waterpark

Lodging Purchase		Retail Purchase	
Example Lodging Purchase Price	= \$250.00	Example Retail Purchase Price	= \$50.00
PROPOSED: WP Hotel Public Improvement Fee (PIF) @10.00%	= \$25.00	PROPOSED: WP Hotel Public Improvement Fee (PIF) @10.00%	= \$5.00
Total Taxable Sale	= \$275.00	Total Taxable Sale	= \$55.00
State of Colorado Sales Tax @ 2.90%	= \$7.98	State of Colorado Sales Tax @ 2.90%	= \$1.60
City of Greeley - General Sales Tax @ 3.00%	= \$8.25	City of Greeley - General Sales Tax @ 3.00%	= \$1.65
City of Greeley - Keep Greeley Moving Sales Tax @ 0.65%	= \$1.79	City of Greeley - Keep Greeley Moving Sales Tax @ 0.65%	= \$0.36
City of Greeley - Quality of Life Sales Tax @ 0.30%	= \$0.83	City of Greeley - Quality of Life Sales Tax @ 0.30%	= \$0.17
City of Greeley - Public Safety Sales Tax @ 0.16%	= \$0.44	City of Greeley - Public Safety Sales Tax @ 0.16%	= \$0.09
City of Greeley - Lodging Tax @ 3.00%	= \$8.25	Total Taxes + PIF	= \$8.86
Total Taxes + PIF	= \$52.53	total effective Tax + PIF Rate	@ 17.711%
total effective Tax + PIF Rate	@ 21.011%	Total Transaction Price	= \$58.86
Total Transaction Price	= \$302.53		

Waterpark Ticket	
Example Waterpark Ticket Day Pass Price	= \$58.00
PROPOSED: WP Hotel Public Improvement Fee (PIF) @10.00%	= \$5.80
NOT SUBJECT TO SALES TAXES	
Total Taxes + PIF	= \$5.80
total effective Tax + PIF Rate	@ 10.000%
Total Transaction Price	= \$63.80

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Impact to Consumer – Ice Arena & GID

Ice Arena		General Improvement District	
Example CONCERT/SPORTS TICKET Price	= \$100.00	Example Retail Purchase Price	= \$100.00
PROPOSED: Arena Public Improvement Fee (PIF) @ 3.00%	= \$3.00	PROPOSED: PIF PLEDGED TO GID @ 3%	= \$3.00
NOT SUBJECT TO SALES TAXES		PIF - to Property Owners @ 0%	= \$0.00
Total Taxes + PIF	= \$3.00	Total Taxable Sale	= \$103.00
total effective Tax + PIF Rate	@ 3.00%	State of Colorado Sales Tax @ 2.90%	= \$2.99
Total Transaction Price	= \$103.00	City of Greeley - General Sales Tax @ 3.00%	= \$3.09
		City of Greeley - Keep Greeley Moving Sales Tax @ 0.65%	= \$0.67
Example CONCESSIONS PURCHASE Price	= \$50.00	City of Greeley - Quality of Life Sales Tax @ 0.30%	= \$0.31
PROPOSED: Arena Public Improvement Fee (PIF) @ 3.00%	= \$1.50	City of Greeley - Public Safety Sales Tax @ 0.16%	= \$0.16
Total Taxable Sale	= \$51.50	Total Taxes + PIF	= \$10.22
State of Colorado Sales Tax @ 2.90%	= \$1.49	total effective Tax + PIF Rate	@ 10.22%
City of Greeley - General Sales Tax @ 3.00%	= \$1.55	Total Transaction Price	= \$110.22
City of Greeley - Keep Greeley Moving Sales Tax @ 0.65%	= \$0.33		
City of Greeley - Quality of Life Sales Tax @ 0.30%	= \$0.15		
City of Greeley - Public Safety Sales Tax @ 0.16%	= \$0.08		
Total Taxes + PIF	= \$5.11		
total effective Tax + PIF Rate	@ 10.2203%		
Total Transaction Price	= \$55.11		

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Materials

Project Overview Brochure



West Greeley Project CATALYST AND CASCADIA




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- Project Overview 2
- Why is this project supported? 3
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Why did council approve/support this?

On May 6, 2025, City Council voted 5-2 to move the project forward.
In favor: Mayor John Gates, Mayor Pro Tem Dale Hall, Councilmembers Johnny Olson, Brett Payton, and Melissa McDonald.
Opposed: Councilmembers Deb DeBoutlez and Tommy Butler.

The majority supported the project because they believed the benefits outweighed the costs and risks.
 Supporters pointed to:

ECONOMIC AND COMMUNITY BENEFIT:
 The project is expected to bring jobs, attract private investment, and increase business activity by drawing more people to the area.

INFRASTRUCTURE UPGRADES:
 Coordinated work on roads, utilities, and water/sewer systems will serve both current needs and future growth.

Those who voted "no" raised concerns about long-term financial risk the timing was right to commit City resources.

FINANCIAL PRIORITIES:
 Concerns were raised about committing funds to the project while other capital improvement needs across the city require investment.

Myth VS Fact

Financing & Risk

MYTH
 This project is raising my taxes.

FACT
 No new taxes. The project is funded by the people who use it, through ticket sales, hotel/lodging taxes, retail, restaurants and special fees **within the district only**. Costs for infrastructure like roads, water and sewer are paid for by a General Improvement District (GID), meaning only the new development pays, not existing residents.

MYTH
 If it fails, taxpayers are on the hook.

FACT
 The City is not legally obligated to repay project debt. Built-in protections include a \$5.3M reserve fund, nonprofit ownership and Council approval before any "moral obligation" support could be used. If needed, the City could refinance early costs using Certificates of Participation (COPs)—a tool Greeley has safely used before—without raising taxes.

The project is structured so it pays for itself. That means no higher property taxes, no added burden on your monthly bills.

Developer Trust & Equity

MYTH
 The developer is walking away with all the profits.

FACT
 The Water Valley Company is the master developer, but not the owner of the Catalyst district. They've paid a set fee for managing design and construction while the GID will own, manage, and operate the project until bonds are paid. After bonds are repaid, ownership of the arena, water park and ice center reverts fully to the City.

MYTH
 This is just for tourists, not locals.

FACT
 To make sure these benefits are delivered equitably, the city intends to co-create a **Community Benefits Agreement (CBA)** with community members. A CBA is designed to formalize commitments around jobs, youth programs, events at the plaza, concerts, affordability and open space, ensuring the project strengthens quality of life for residents across Greeley, not just for visitors.

This project will bring local jobs, new housing, and family recreation that keeps dollars in Greeley, instead of people driving to Denver or Loveland.

Voting & Representation

MYTH
 Residents should have voted on this project.

FACT
 Colorado law generally requires a public vote only for new taxes. Since no new taxes are being raised, this financing was handled through a Council ordinance, similar to how many Colorado cities fund large projects.

MYTH
 My voice wasn't heard.

FACT
 This project reflects more than a year of community input. The City continues to hold public meetings, neighborhood sessions and zoning hearings so residents remain part of the process.

City Council, elected by Greeley residents, retains decision-making power on financing, land use and public amenities.

CATALYST

Revenue Generators & Timeline

REVENUE GENERATORS

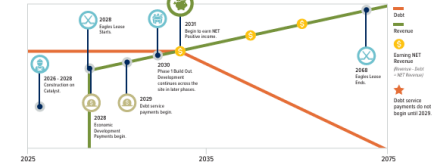
CATALYST ENTERTAINMENT DISTRICT

- Arena – 8,500 seats configured for hockey
- Hotel – 351 rooms
- Waterpark – Indoor, 100,000 square feet
- Youth Hockey Center – 3 ice sheets NHL regulation size

HOW DO THESE GENERATE REVENUE?

ARENA	HOTEL & WATERPARK
<ul style="list-style-type: none"> Lease/Rentals Concessions & Catering Novelties Food Ticket Convenience Fees Naming Rights General Sales Tax Public Improvement Fees 	<ul style="list-style-type: none"> Facility Surcharge Club Seats Luxury Suites Advertising & Sponsorship Rooms (Full & Limited Service) Food & Beverage Sales Conference Center Event Center Restrooms Recital Fee Gift Shop Event/Party Indoor Waterpark Tickets General Sales Tax Public Improvement Fees Lodger's Tax
\$259.8M BY 2038	\$922M BY 2038

TIMELINE



CATALYST

Funding & Repayment

FUNDING TOOLS

- Certificates of Participation (COPs)
- 501(c)(3) Long-term Bond Financing
- General Improvement District (GID)
- Annual Economic Development Payment

PRE-DEVELOPMENT COSTS

The city uses the COPs to pay \$115 million of the initial phase, which includes the design for development, infrastructure and utilities.

501(c)(3) Formed

501(c)(3) issues bonds, pays off outstanding COP issuance, city's buildings are no longer used as collateral (est. 18-25 months) and pays for phase 1 development costs.

Revenues are generated through sales tax, lodging tax, ticket sales, etc. over time.

Revenues pay for debt issued from the 501(c)(3).

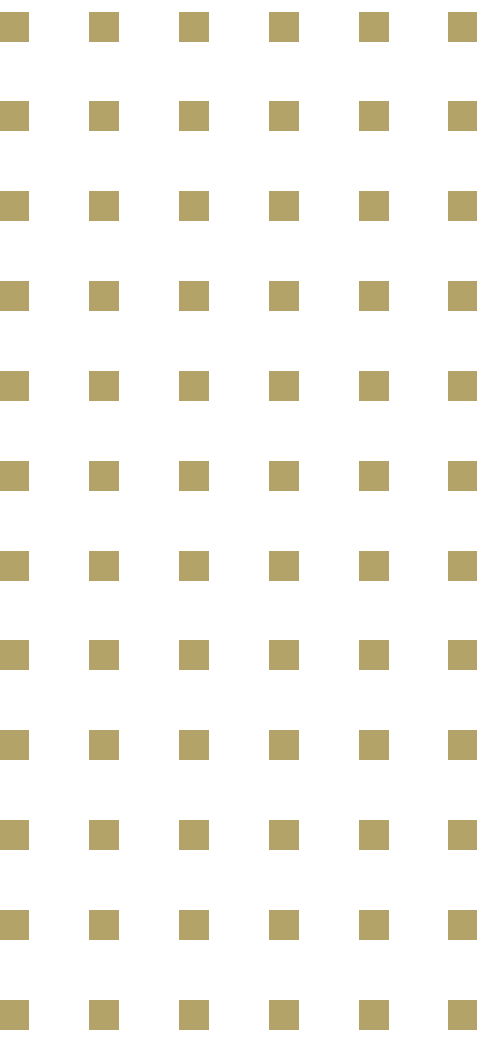
The city is using the Annual Economic Development payment to establish reserves to ensure debt payment which is repaid to the City over time.

General Improvement District Formed

GID issues debt in the form of bonds to fund the construction of infrastructure.

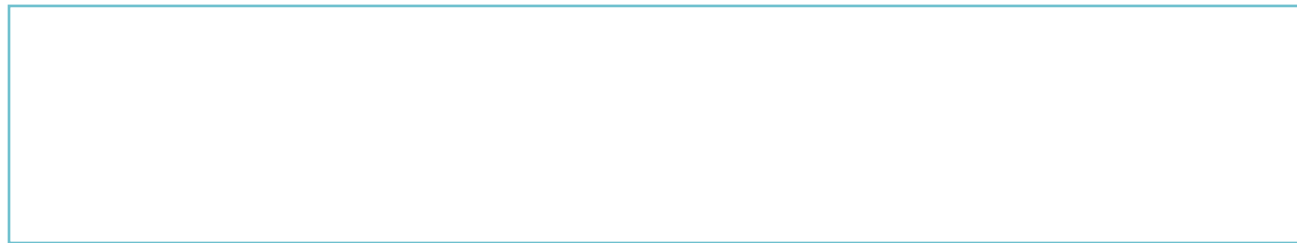
GID generate revenues primarily from a mill levy and other fees from future development.

GID fees collected from development are used to repay the debt.



Special Elections & Fair Campaign Act

Why the communication pause?



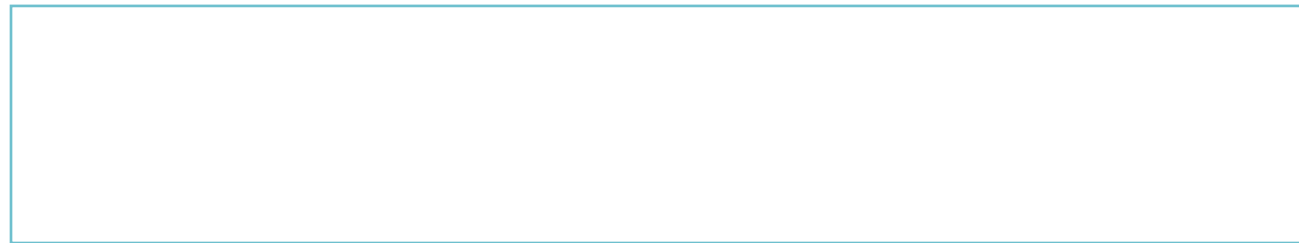
Special Election

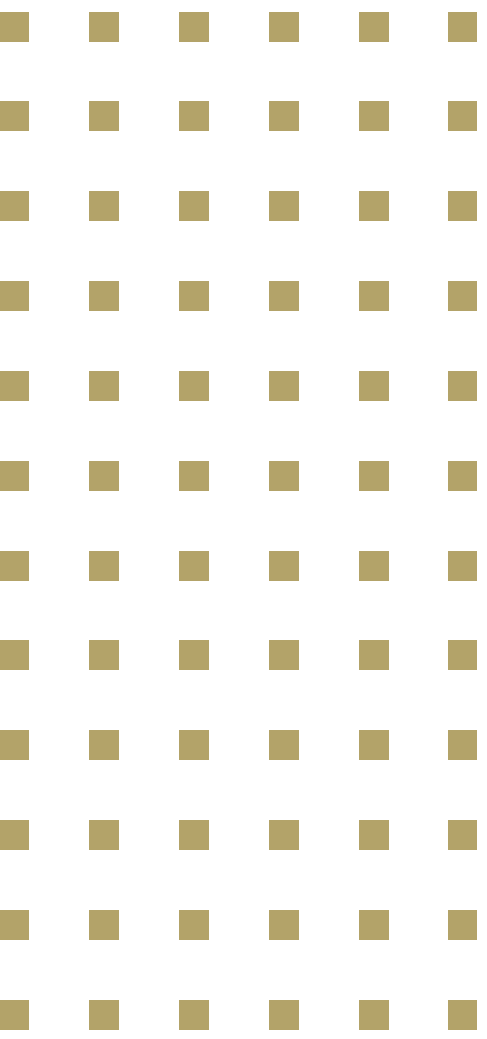
Voter-Approved Repeal of Ordinance 30, 2025

- Signatures of petition submitted in October 2025
- Special Election, February 24

Fair Campaign Act

- Prohibits municipalities and local governments from using public funds or resources to influence the outcome of any election, including local ballot issues.
- Municipalities may develop and distribute a purely factual, neutral summary of an official ballot issue, provided it outlines arguments for and against without advocating for a specific conclusion.





Consultant Support

Retaining a new consultant for communication support



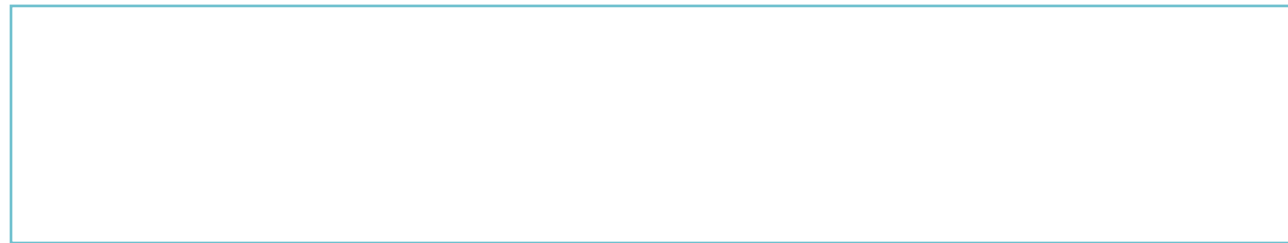
Consultant Support

Current State

- We do not have a contract with Sidecar – effective immediately
- Have a proposed new scope of work to support WGCOC in the development of communication materials
- 6-8 week period for engaging with the selected consultant

Scope of Work Goal

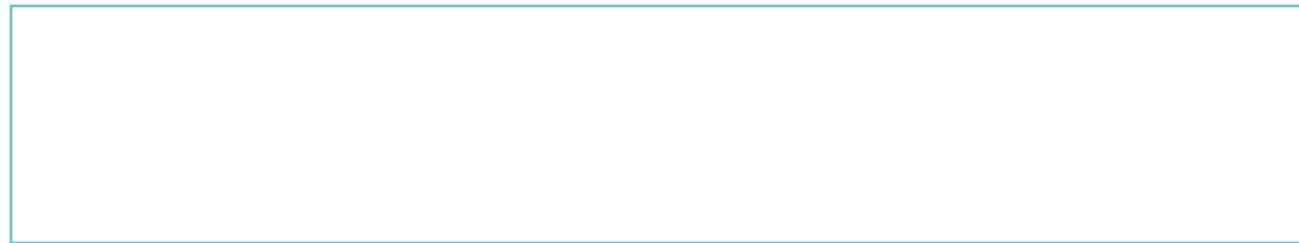
- To transparently educate and engage the broader community, fostering informed public discourse and understanding. The consultant will support the committee in developing and executing a clear, accessible, and effective communications strategy within the citizen voice.



Communication Ideas & Recommendations

Committee Recommendation:

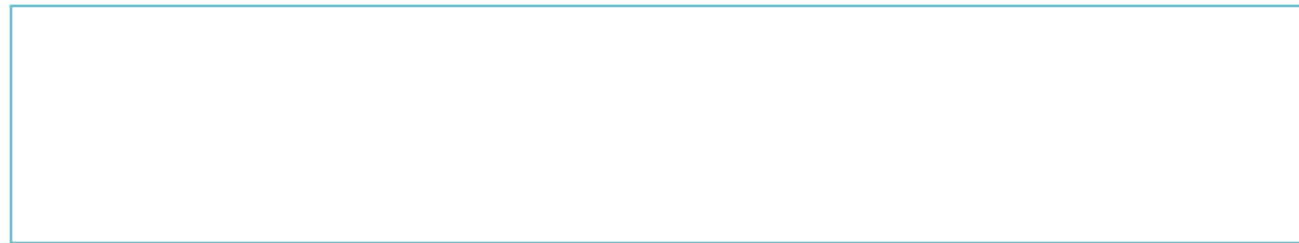
Pursuing a comprehensive document (4-5 page) with all the information in a readable format that the general public can digest and connect the dots.



Committee Role & Comfort Level

Discussion:

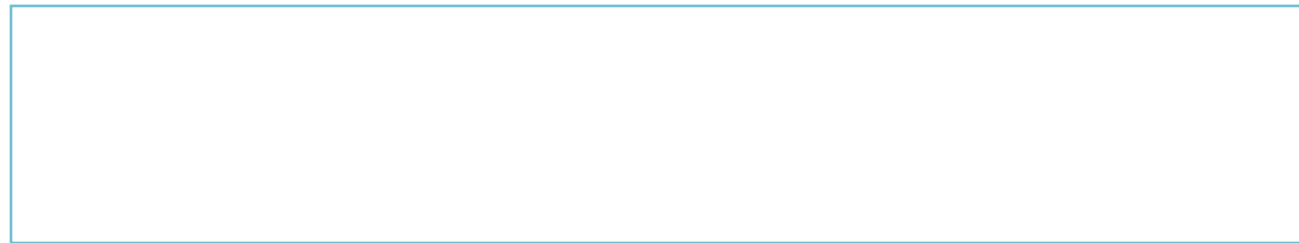
- If a resident only had five minutes to learn about this project, what would they need to know?
- What are the three most important facts the community should understand?
- What concerns do you believe are valid and deserve acknowledgment?



Communication Ideas & Recommendations

Discussion:

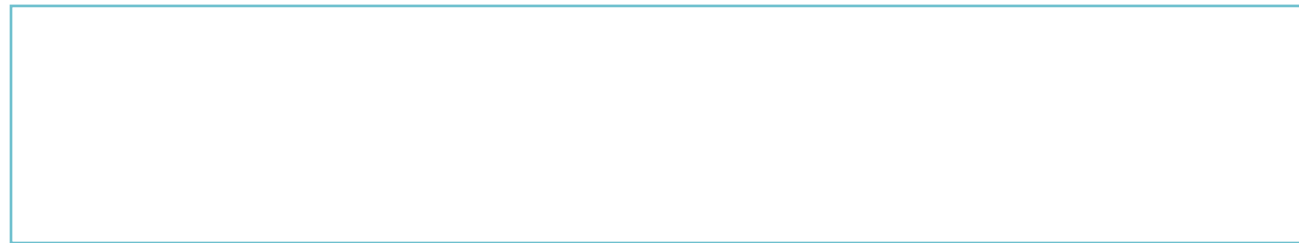
- What helped you understand the project, and what would have helped you sooner?
- Thinking back to when you first joined this committee, what information, experience, or conversation changed your understanding of the project the most?

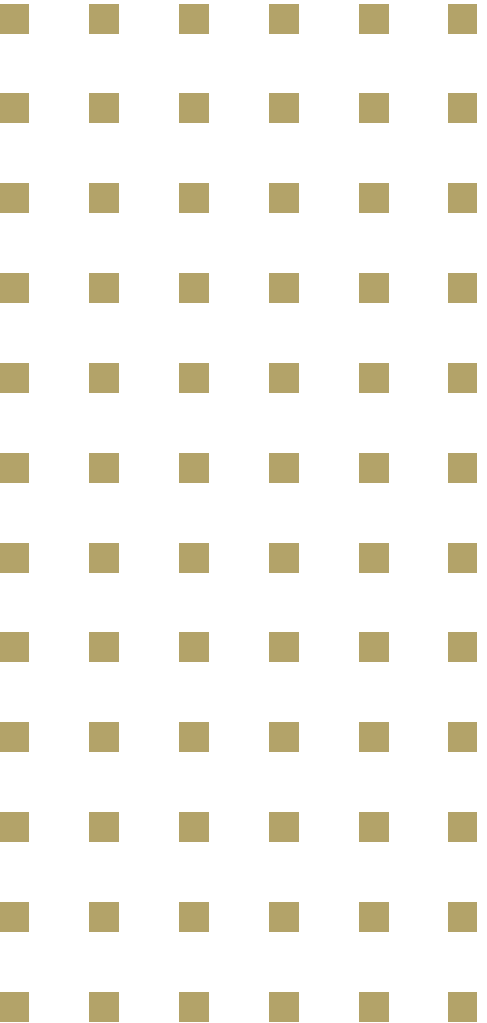


Committee Role & Comfort Level

As we consider how to communicate with the broader community, what role should this committee play in guiding the process, and where do you feel you can contribute most effectively?

What role do you see yourself playing, and what would help you feel comfortable contributing to community communication efforts?





Next Steps



Action Items

- Select a consultant by the end of next week.
- Set a timeline for consultant onboarding.
- Schedule the next communication meeting with a discovery session with the new consultant.



Thank you

