

October 9, 2026

Honorable Mayor and Members of the Greeley City Council
City of Greeley
000 10th Street Greeley, CO 80631

Dear Mayor Hall and Council Members,

On behalf of the Upstate Colorado Board of Directors, we wish to extend our support for Ballot Measure 2F. At this critical juncture in Greeley evolution, the first and most significant focus lies in providing for its citizens. As we look closely at economic development success in Northern Colorado, we quickly realize that the most successful communities are the ones that invest themselves.

Vibrancy and basic quality of life services and amenities come from a tax base that is defined by a community's ability to attract and facilitate growth. Companies who are looking to stay here and expand or locate here for the first time need to know that the roads will not be congested, the housing inventory is expanding and the place that potential projects are looking at can accommodate the basic and immediate site selection requirements regarding infrastructure can be met. Communities that invest in themselves win.

The examples are clear and compelling. We need to look no further than our local education system. When our schools need to accommodate growth, we bond and tax ourselves. When our students need new athletic amenities. We tax ourselves. When parents are deciding where they want to live, they look to communities that are investing in their future. Projects go where they are supported not just by the technical requirements but by a community that is providing solutions. Greeley citizens have the ability to acknowledge that they do deserve better, and that they are a preferred choice for hosting the inevitable growth that is happening around them.

One common denominator is that we all love our community, how do we show the world that this is the place to invest, we invest in ourselves.

Best regards,



Richard C. Werner
President & CEO
Upstate Colorado Economic Development