



GREELEY CITY COUNCIL
VISION FOR 2040



City of
Greeley
Colorado





VISION FOR 2040

My Greeley is a city that knows where it came from and where it is going. Located along the Cache la Poudre River in northern Colorado, this thriving city offers its residents a down-home feel. It is a diverse, unique, and vibrant community with a long history as a pioneer in agriculture that has employed forward thinking to ensure its economic resilience. Innovative water resource management has enabled Greeley to position itself as a leader

in Colorado. Its evolving economy offers residents meaningful employment and an enjoyable lifestyle with attractive neighborhoods and boundless opportunities for social, recreational, and cultural pursuits. Education at all levels is of paramount importance and Greeley continues to enjoy the benefits of a well-educated and diverse workforce. We are “Greeley Proud” and stand as a city for all people.

This council’s 2040 vision and Greeley’s future success will come from continued strategic foresight in the following areas:

Greeley Water: History, Heritage, Innovation

In 2040, Greeley is Northern Colorado’s leader in water resources. Building on its visionary and innovative heritage, Greeley prides itself on its ability to secure an abundant supply of high quality water that supports its vibrant economy. “Greeley Gold” drives sustainable growth and gives the City a competitive edge in the region.

Leadership in Educational Excellence

In 2040, Greeley is a community known as a creative, educational and learning environment that fosters a symbiosis of personal development, commerce, and leadership. Lifelong learning is embedded in Greeley’s values with comprehensive educational systems and opportunities. The City’s integrated partnerships serve as a catalyst for innovation that supports a robust economy and fulfilling lifestyle.



A Dynamic and Resilient Economy

In 2040, Greeley is a community of choice for forward-thinking commerce supporting a diverse, vibrant, and resilient economy. We incubate small local business and draw national and international industrial leaders. Our economy supports and sustains an attractive standard of living by providing a healthy continuum of employment opportunities for its residents. Further, our work environment fully complements and capitalizes on our world-class educational system.



Your Home is Here

In 2040, Greeley is a distinctive, character-rich community known for its high quality standard of living. Residents have access to an amazing variety of housing options including style, price, and location. Our unique neighborhoods are built around the village concept, featuring entertainment, retail, parks and dining options within a central, walkable location.



Greeley on the Move: Ample, Easy, Connected

In 2040, Greeley's economy continues to thrive as a result of thoughtful planning and be driven by multi-modal transportation that fosters interconnectedness, mobility, and access to Greeley's neighborhoods, amenities, and commerce.



We are Greeley Proud

In 2040, Greeley celebrates 170 years of a rich agricultural and western heritage and hospitality, Greeley offers a wide variety of cultural events, amenities, and recreational opportunities that are attractive to people of all ages. We are a destination where residents experience Rocky Mountain vistas, fulfilling employment, excellent healthcare, unique activities to enjoy, and a strong sense of community.

We are One

In 2040, Greeley embraces the diverse cultures in our community by coming together and recognizing that we are all one! Our residents are engaged. Community events are well attended and residents revel in strong engagement in civic organizations, local boards and commissions. Agency partnerships unite us as one community.



Operational Excellence

In 2040, Greeley is recognized as the State's municipal employer of choice. The organization is a benchmark for operational excellence and its residents benefit from fiscal responsibility, customer responsiveness, and transparency. Resident involvement in local government has never been stronger.

2020 GREELEY CITY COUNCIL MEMBERS

Mayor John Gates | Mayor Pro Tem Dale Hall - Ward IV | Tommy Butler - Ward I
Ed Clark - At Large | Michael Fitzsimmons - Ward III | Brett Payton - Ward II
Kristin Zasada - At Large



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