



HOUSING DIRECTOR

City of Greeley, Colorado



EXECUTIVE
RECRUITMENT
PROVIDED BY  SGR

GREELEY COLORADO

THE COMMUNITY

With 300 days a year of sunshine 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 attractions and entertainment, thrilling outdoor adventures, amazing 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's population is projected to increase to over 135,000 residents by 2032 and is expected to grow to more than 200,000 by 2055. According to U.S. Census data, the Greeley metropolitan statistical area (MSA) expanded from 252,825 to 328,981. The 30.1 percent increase makes it the fastest growing metro area in Colorado and the fourth fastest-growing metro area in the country. 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. U.S. Highway 34 and U.S. Highway 85 run through Greeley, and the city is approximately 20 minutes from Interstate 25 and less than an hour from Denver International Airport.

Greeley is the county seat of Weld County and thrives as its education, trade, transportation, cultural, and marketing center. It is one of the top 10 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, 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, enhancing quality of life, cultivating community resources, promoting talent



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

State Farm

City of Greeley

TTEC

Chevron

Leprino Foods

THE COMMUNITY continued

and workforce development, enhancing transportation systems, and providing infrastructure to serve Greeley's future.

A diverse mix of businesses, including food processing, agricultural innovation, health care, energy, breweries, entertainment, hospitality, and destination shopping, create the city's eclectic and diverse economy and character. Greeley has distinct and livable neighborhoods with a mix of highly sought regional retailers and locally sourced and operated shops and restaurants.

As one of Colorado's certified Creative Districts, Greeley offers diverse 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, art shows, movies, performances, and the city's public art program. Greeley is home to popular events and attractions such as the Greeley Stampede, Island Grove Park, Union Colony Civic Center, Colorado Model Railroad Museum, Centennial Village, Farmers Market, Weld County Fair, Friday Fest, Monster Day, Multi-Cultural Festival, OktoBREWfest, Greeley Blues Festival, and so much more.

With a plethora of parks and facilities encompassing over 650 acres, the recreational amenities in Greeley are almost endless. 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 person ranging from toddlers to active adults. Experience the outdoors, biking and hiking the 21-mile Poudre River Trail throughout the community. As the "front porch" to the Front Range, Greeley presents the opportunity to easily access unique outdoor experiences, from the Pawnee National Grassland to the east to Rocky Mountain National Park to the west.

In recent years, Greeley and the Weld County region have been nationally recognized in many ways, including:

- 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)
- 8th Best Small-Town Real Estate Market Study (WalletHub, 2019)

Greeley has a median income of \$61,492 (2020 Census) and a median home sales price of \$455,690 (2022).





Mission:

A City committed to community excellence

Values:

- ▶ Trusted
- ▶ Diverse
- ▶ Collaborative
- ▶ Customer Focused
- ▶ Solution Oriented

GOVERNANCE AND 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.

Appointed in January 2022, Raymond C. Lee III serves as Greeley's City Manager. He previously served as the city's Deputy City Manager and held positions with the cities of Dallas and Amarillo, Texas. Mr. Lee has an excellent working relationship with a very collaborative City Council.

Major projects recently completed or currently underway include:

- ▶ A recently approved Downtown Greeley master plan that will initiate significant investments in public art, road and pedestrian infrastructure, stormwater mitigation, redevelopment incentives, and place-making enhancements, attracting economic activity and innovation.
- ▶ Mobility Enhancements for Regional Growth and Equity (MERGE) project is a public transit-oriented project that allows for critical regional/local connectivity as well as safe pedestrian and micro-mobility friendly connection between the north and south sides of the City of Greeley.



GOVERNANCE AND ORGANIZATION continued

- › An 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 newly developed market-rate apartments in the downtown/university corridor, further enhancing the area's appeal. New restaurants, hospitality, and retail outlets are popping up in every corner of the city.
- › The University of Northern Colorado's proposed College of Osteopathic Medicine.
- › The LINC, a state-of-the-art downtown library, innovation center, children's museum, and maker space that opened this spring.

With an approved 2023 budget of \$367 million and approximately 1,079 full-time employees, Greeley relies heavily on voter-approved local sales tax and less on property tax revenue.



CITY COUNCIL PRIORITIES

Business Growth

Community Vitality

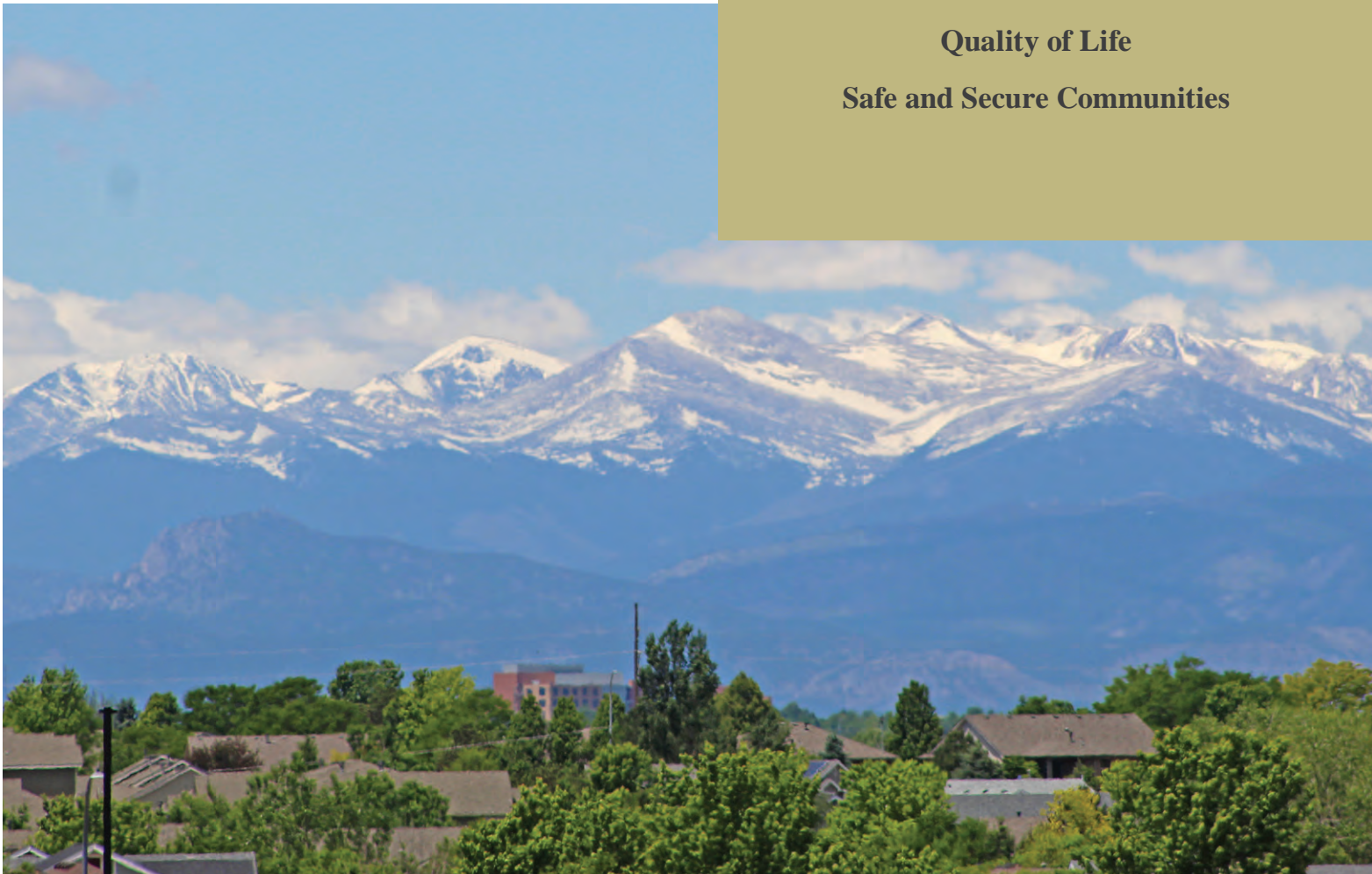
High-Performance Government

Housing for All

Infrastructure and Mobility

Quality of Life

Safe and Secure Communities



ABOUT THE DEPARTMENT

The Housing Solutions Department aims to ensure housing across the spectrum throughout the City of Greeley. Under the direction and leadership of the Assistant City Manager and department director, Housing personnel assist all income levels with all housing types, from affordable to luxury. The department will continue to grow in its mission and functions under the leadership of the Housing Director and represents an incredible opportunity for an experienced professional who is adept and enthusiastic about building out a vital department that will have lasting impacts on the community of Greeley and Northern Colorado for decades.

Greeley is rich in housing diversity where all residents have options for healthy and independent living that contributes to maximizing the appeal of the community. The City's partnerships with nonprofits and local and national developers are a model for creating and sustaining diverse housing stock. As such, this new and developing department is a top priority for the City Council, city leadership and the entire community. The Housing Solutions Department currently has an affordable housing manager (who will report to the director) and will soon add a grant specialist to the staff. The new director will build out the remainder of the department as they operationalize and communicate the vision for Greeley's growth and housing.

This department continues to expand as the housing demand rapidly increases, and its annual budget reflects the City's changing needs. The City of Greeley anticipates the construction of over 15,000 new residential rooftops and will now with this position, include a focus on executive housing.



ABOUT THE POSITION

Reporting to the Assistant City Manager, the Housing Director is responsible for housing resiliency and strategic planning for the City of Greeley. This position is responsible for utilizing the recently completed Housing Needs Assessment creating a strategy and implementation process. This leader will partner across all relevant departments, including strategic community leaders and businesses, to ensure buy-in on priority areas and strategy.

This position will be responsible for the full spectrum of housing, from affordable housing to executive-level housing. To be successful, this person will need to utilize existing national contacts and/or recruit developers who understand the unique opportunities that Greeley has to offer, such as population explosion, a younger demographic, a hub of innovation (the City recently partnered with Alquist, 3D printing company – which uses technology to build homes, provide jobs, and ever-advancing technology), and land and water development.

The Housing Director is also responsible for creating a dynamic environment where they serve as convener and leader of strategic partnerships with for-profit developers focused on executive-level housing, financing, and development. They will work with business executives, new businesses considering Greeley, bankers, and planners of high-end executive homes and communities.

This role requires higher proficiency levels due to its complexity (analytical, technical, and business knowledge components). They will need to present complex financial development plans, and visions to a wide array of audiences with various degrees of knowledge on these subjects; some of the audiences will include council members, City Staff, and community leaders to garner support for projects that push the envelope now, providing for the needs of the future which may not be inherently obvious to many of the groups they will engage.

This person will work closely with the City's Economic Development Director and Community Development Director. They will supervise the affordable housing manager so that the majority of their time will be focused on developing the other end of the housing spectrum.

Other essential duties include:

- ▶ Imagining and developing attractive housing across the spectrum, that draws people to Greeley, offering options for all to find the home of their dreams and a high quality of life. This vision will be operation-ized through the Housing Director's strategic plan to execute the information contained in the Housing Needs Assessment
- ▶ Leading the implementation of the multi-year strategic vision and direction for the City's housing work, stemming from the Housing Strategic Plan
- ▶ Marketing the city's housing demand and unique opportunities to experienced and qualified developers
- ▶ Representing the City to internal and external stakeholders, fostering innovative partnerships, and leading creative negotiations
- ▶ Forging relationships and collaborating with City departments, and the development and real estate community to develop housing options that are achievable, sustainable, and affordable and build strong, diverse, and desirable neighborhoods
- ▶ Directing diversified assisted and affordable housing programs and housing counseling
- ▶ Advising city colleagues and council about state and federal legislation, providing technical assistance, and representing the City's interests related to housing
- ▶ Developing and implementing internal mechanisms for the continuous review of City programs, reviewing the resulting data, and making recommendations based on that data

ABOUT THE POSITION *continued*

- › Establish the expectations and opportunities for a full range of housing types.
- › Identify, evaluate, and provide incentive programs to stimulate desired housing in community opportunity areas.
- › Implement a community Housing Needs Assessment and develop a proto-type plan.
- › Work to include walkable neighborhoods, including retrofitting developments and new developments for site-based improvements.
- › Develop strong partnerships with for-profit and non-profit housing developers.
- › Explore merits of reestablishing the City’s Neighborhood Services Division.
- › Review, update and restructure the G-HOPE program to meet current market gaps.
- › Aggressively pursue state and federal housing grant opportunities to implement the city’s housing strategy.
- › Supervises the affordable housing manager.
- › Oversee and provide guidance to staff to ensure all grants and funding opportunities are aggressively pursued.

OPPORTUNITIES AND CHALLENGES

Housing touches everything and everyone in a community. Studies show a link between stable housing and positive lifelong outcomes for children and reveal that housing challenges are more likely to affect people with lower incomes, older adults, people of color, and individuals with disabilities. Safe and affordable housing impacts an area’s traffic, commuting, diversity, and quality of life — and as Greeley continues its rapid growth, the work of this position and its team will remain critically important.

The new Housing Director will face a number of opportunities and challenges in the years ahead. An assessment of the City’s housing needs is wrapping up with a final report expected to go before City Council this fall, and the new hire will use data and relevant information from that assessment to develop and implement a plan to close the community’s housing gap across multiple income levels. This will require collaborating with the Economic Development and Community Development departments to secure new housing developments, attracting developers for executive-level housing specifically, and working directly with banks and other financial institutions.





IDEAL CANDIDATE

The City of Greeley seeks a skilled and knowledgeable professional with a background in housing and economic development, planning, or architecture who is ready to lead the housing efforts of a rapidly growing community.

As an adaptive and strategic thinker, the Housing Director will assimilate situations and data readily, pivoting as opportunities arise. They will lead implementation with an interdisciplinary staff, facilitate a team of executives, and work with and cultivate a strong network of community stakeholders to quickly and pragmatically develop housing solutions. Initiative and independent judgment are essential.

This new position will forge relationships and collaborate with City departments and the development and real estate community to develop executive level housing. As an organizational and community leader, this will include leveraging opportunities and prior accomplishments to strengthen housing options.

The ideal candidate has a genuine desire to serve the Greeley community, will seek strategic solutions using knowledge of housing best practices, and will propose new, dynamic approaches and techniques. Proven communication and interpersonal skills and demonstrated cultural competency will be invaluable, as will a strong understanding of finance and best practices across the development continuum. Candidates should have experience centering housing solutions in equity and the ability to interrelate with a wide variety of people.

The right fit for this role is able to lead change and garner support for a systems approach, new structures, and strategies to ensure a sustainable and equitable living environment for all; possesses extensive knowledge of real estate finance, development of executive level housing, and federal, state, and local entitlement programs; and is skilled in identifying and securing additional funding and revenue sources.

EDUCATION AND EXPERIENCE

This position requires a bachelor's degree in finance, public administration, community development, or a related field and five years of professional experience in real estate finance and/or housing development. A master's degree in finance, public administration, community development, or a related field is preferred, as is 10 years of experience.

Candidates should also be knowledgeable of federal, state, and local entitlement programs and the regulatory environment and have experience working effectively with the public, private for-profit, and private nonprofit sectors. Competence in planning, financial analysis, and negotiation is a must.

Any combination of education, experience, and training that would provide the candidate with the required knowledge and skills for this position may be considered.

COMPENSATION AND BENEFITS

The annual salary range for this position is \$147,500 to \$206,500, dependent on qualifications and experience. The City of Greeley also offers a comprehensive benefits package, including medical, dental, and vision benefits, life insurance, a 401(k) retirement plan, paid time off, 13 paid holidays, and a wellness program.



APPLICATION PROCESS

[Please apply online](#)

For more information on this position contact:

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The City of Greeley, Colorado, is an Equal Opportunity Employer that does not discriminate on the basis of race, color, religion, national origin, sex, age, disability, genetic information or any other status protected by law or regulation. Applicants selected as finalists will be subject to a comprehensive background check.

RESOURCES

City of Greeley
greeleygov.com

MyGreeley - A Story Best Lived
mygreeley.com

Greeley Economic Development
greeleycodevo.com

[youtube.com/watch?v=0qRDf6KoXNI](https://www.youtube.com/watch?v=0qRDf6KoXNI)

Greeley Chamber of Commerce
greeleychamber.com

Visit Greeley
visitgreeley.org

Imagine Greeley Comprehensive Plan
greeleygov.com/services/lrp/imagine-greeley

City of Greeley Recruitment Video
[youtube.com/watch?v=_IMQ3z9-PtQ](https://www.youtube.com/watch?v=_IMQ3z9-PtQ)

Housing Solutions Strategic Plan
<https://greeleygov.com/docs/default-source/default-document-library/strategic-housing-plan-final-february-2019.pdf>

Housing Needs Assessment
https://www.youtube.com/watch?v=cI_m-itsJ14

