
Upstate Colorado launches Market Study Grant Through Colorado CHIPS Community Support Program to support Greeley and surrounding communities

Greeley, CO – September 10, 2025 – Upstate Colorado, in partnership the Colorado Office of Economic Development and International Trade (OEDIT), is devoting resources to the City of Greeley and surrounding communities as a recipient of a Market Study Grant through the Colorado CHIPS Community Support Program, administered by OEDIT. This award marks a significant opportunity to further assess and enhance readiness to support the growth of semiconductor and advanced industries within the region.

Upstate has engaged with consultant team Caroline Alexander and Victoria Wilson to complete an economic and industry analysis, stakeholder engagement, ecosystem mapping, a gap analysis, and competitive positioning analysis related to the semiconductor industry in Northern Colorado.

Upstate will be working closely with its partners at the City of Greeley, Town of Johnstown, and Town of Windsor. These communities have been identified as population centers with emerging advanced industry clusters and a prime area for extending Colorado's semiconductor and advanced industry footprint.

"We are honored to provide these resources to our communities. It's a recognition of Northern Colorado's potential as part of Colorado's advanced industries ecosystem. This study will provide the crucial insights needed to guide our next steps, both to activate local assets and attract new opportunities in the semiconductor and advanced technologies industries." said Richard Werner, President & CEO of Upstate Colorado Economic Development.

About Upstate Colorado Economic Development:

Founded in 1987 as a public/private non-profit economic development corporation that provides comprehensive site selection services to companies seeking to establish or expand their presence in Weld County and the surrounding region. Our mission focuses on business advocacy, facilitating and attracting investment, creating new job opportunities, stimulating income growth, and expanding the local community tax base.

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