

***City Council
Economic Vitality Committee
Meeting Agenda***
Thursday, December 11, 2025
City Hall
749 Main Street
3:00 P.M.

Members of the public are welcome to attend and give comments remotely; however, the in-person meeting may continue even if technology issues prevent remote participation.

- You can call in to **+1 346 248 7799 or 833 548 0282 (toll free)**
Webinar ID **#838 1396 0621**
- You can log in via your computer. Please visit the City's website here to link to the meeting: www.louisvilleco.gov/council.

The Board will accommodate public comments during the meeting. Anyone may also email comments to the Board prior to the meeting at VZarate@LouisvilleCO.gov.

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of November 6, 2025 Meeting Minutes
5. Public Comments on Items Not on the Agenda
6. Business Matters
 - a. Small Retail and Restaurant Incentive Policy Update Recommendation
 - b. 2026 EVC Work Plan Update
 - c. Festival Lodging License Direction

Persons planning to attend the meeting who need sign language interpretation, translation services, assisted listening systems, Braille, taped material, or special transportation, should contact the City Clerk's Office at 303 335-4536 or GKline@LouisvilleCO.gov. A forty-eight-hour notice is requested.

Si requiere una copia en español de esta publicación o necesita un intérprete durante la reunión, por favor llame a la Ciudad al 303.335.4536 o 303.335.4574.

d. Staff Updates

e. Development Updates

7. Committee Member Comments
8. Potential Future Agenda Items
9. Adjourn

***City Council
Economic Vitality Committee
Meeting Minutes
NOVEMBER 6, 2025
Regular Meeting
3:00 PM***

CALL TO ORDER – Mayor Leh called the meeting to order at 3:03 p.m. and the following members were present:

Committee Members: *Mayor Chris Leh - Chair
Councilmember Deb Fahey
Councilmember Judi Kern*

Staff Present: *Diana Langley, City Manager
Samma Fox, Deputy City Manager
Mindy Olkjer, Executive Assistant
Rob Zuccaro, Community Development Director
Vanessa Zarate, Economic Vitality Manager*

Others Present: *None*

APPROVAL OF AGENDA

Councilmember Kern moved to approve the agenda; seconded by Councilmember Fahey.

Aye: All
Nay: None
Absent: None

APPROVAL OF OCTOBER 9, 2025 MEETING MINUTES

Councilmember Fahey moved to approve the minutes; seconded by Councilmember Kern.

Aye: All
Nay: None
Absent: None

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

None

BUSINESS MATTERS

Business Satisfaction Survey Results and Discussion

Manager Zarate provided the update. Economic Vitality sends out a business satisfaction survey every two years. We were roughly a year late on this one and we had it open for about six and a half weeks. We do this survey to gain additional insight from our business community that can be used to influence programs, policies, support from economic development, and other functions. We use this in conjunction with our normal retention visits, regular business interactions, and attraction efforts to help shape economic development and economic vitality programming, policy, business input to other policies and programs.

We did extensive public outreach including multiple of our newsletters, multiple of our partners' newsletters, such as the Chamber. The SBDC pushed it out to their entire Louisville network. It was on social media posts and we had quite a bit of other partner engagement, and I personally emailed every business license we have on record to try to get people to engage with the survey. Even with all of that over two months, we received just shy of fifty responses to the survey. I have a few tidbits on why I think that is, when, after I get through just the overall summary.

But even with the forty-six responses, I think we got some good feedback, and, in my opinion, nothing that was crazy surprising. Fifty-nine percent of the respondents would recommend Louisville as a good place to do business. That, in and of itself, has changed from the last time. The last time we did this survey, I think the percentage was in the teens or the twenties on the amount of people that would recommend Louisville, so we are making some strides.

A majority of respondents stated that the business environment in Louisville is poor, and they are not planning on expanding. But, if they consider Louisville a good place to do business, there could be a few things that are not necessarily in Louisville's control.

We asked what their top hindrances and our processes came up quite a bit throughout the survey. In addition to rent, property taxes were listed as the top concerns for businesses.

We also asked them what additional tools do we have or not have that might be of interest to them? A Main Street designation and additional business associations will rate us as the highest need for businesses in Louisville.

About half respondents listed hiring as a problem, which is also something we hear quite frequently. Half of the respondents were located downtown, which speaks to our need to continue to engage with those outside of the downtown corridor to make sure that all of

our other businesses across town are engaged, can provide feedback, and that we are getting their feedback, good and bad, from them as well, across industry and sector.

And we learned that most respondents have not engaged with a lot of our larger partners, such as the Small Business Development Center, Workforce Boulder, Boulder Economic Council, which is a big part of EV Day, as well as highlighting ways that we can cross-promote each other and making sure that businesses know the whole suite of economic vitality tools here for them to help make them successful.

Those are some high-level summaries. I have some commentary, we can go through the questions one by one but wanted to give you some of the high level that came out. Are there any questions so far?

Recording at 05:36

Councilmember Kern expressed her thanks to Manager Zarate. Since Gillian is on, I just wanted to thank the forty-six people who took the time to fill out the survey. It does help. And hopefully we'll be able to dig into some of the specificity at some point to see some good suggestions. One of the questions I had, though, is where you saw fifty percent of the responses coming from downtown. I was looking at the spread and that we did have six people from the tech center; we had nine businesses out of the McCaslin corridor; I was wondering if the numbers from each of those areas was representative of the percentage of the businesses-it is because probably fifty percent of the businesses in Louisville are in the downtown area.

Manager Zarate responded I would not classify it that way. We have a couple hundred businesses, if not more, in the tech center, probably the same on McCaslin. I didn't necessarily look at that as they responded as a percentage, as they were related percentage of total businesses. I think downtown is more used to interacting with the City; we're located downtown, they see us walking around, they see our buildings. I think they are a little bit more used to talking to us - whether that's economic vitality, planning, building, public works, whoever at the city it is, I just think they're more used to us. But we did get a greater share of businesses outside of downtown, from a percentage standpoint than some of previous years, so I think we are making strides in getting our other business areas more engaged with the city. It just takes time.

Councilmember Kern remarked I was curious because I wasn't able to see the detailed answers. There's one section that talked about things that in the last two years, specifically action, that Council has taken that they thought either improved or not, and it looked like there were several people who said there were a lot of things in the last two years. One of the only things that I saw listed was the bag tax, which is long over two years old, so not really relevant to something new that we did or didn't do. I didn't know if there was something in there that you pulled out that you saw that somebody commented that we did it right or was on the horizon of what we're doing right with all of the work that

the Director of Community Development's doing now streamlining some processes and things like that.

Manager Zarate responded that one of the overarching responses in that question was our old energy code, and at the time that this survey was taken, that was what our energy code was. Yes, we were in the works, but nothing new was adopted, and it wasn't one hundred percent known on what was going to come up. The Community Development Director and I have had quite a few conversations, too, on how we get the word out about all the things that we're doing. For the comp plan, before the comp plan that we'll be doing after the comp plan, because if that was the last time you interacted with us, when you had to pull a building permit, or do something with our zoning and planning process. We have had quite a few conversations on how to continue to get the word out of when we do new things.

Community Development Director responded I just wanted to add that when we created the questions for the survey, we really tried to focus on the last couple of years because there is a lot of dissatisfaction about things that have happened three, four, five, ten years ago that continue to come up in survey comments - and we can't do anything about those. We want to know how we are doing currently, and what we can do in the near future here. That was the only comment I saw, which I knew was actually a change that was made so long ago. That's why I was curious if there were comments or concerns about what has happened in the last two years. And I think despite how we craft the questions, we're still going to get comments about things that happened many years ago. Still good feedback to know.

Manager Zarate replied we asked them for specifics to hopefully get them out of the opinion that we just aren't business friendly. Okay, tell us why. Tell us what's happened that specifically has hurt you or hindered you, so we can figure out if it's something that we can have an influence over or not but get it out of that swirl. You're just not business friendly.

Councilmember Fahey asked do you have any breakdown of how many of these businesses that either are or are not happy with the city right now? How many are small businesses, and how many are large employers?

Manager Zarate replied the majority are small, but to Councilmember Kern's point earlier, that would align with just our general business makeup. Depending on how you count, there are about 1,200 to 1,600 businesses in Louisville. All but two percent have less than 100 employees, and a lot of them are predominantly thirty or fewer.

Councilmember Fahey asked of those large employers, how many are in the McCaslin area as opposed to the downtown area because I do not think there are any in the downtown area? It is the Tech Center and the McCaslin corridor correct?

Manager Zarate replied and South Boulder Road, yes.

Councilmember Fahey asked are we reaching those owners of the big businesses that would have more of an influence in town?

Manager Zarate answered I actually spoke to quite a few of our top employers in terms of number of employees about this survey. We got some mixed feedback on why they didn't take it. A lot were like we do not have a problem with you so we're not going to take it, which is nice, right? They don't have any major complaints to share in a survey. And part of some of the other commentary that we got on why they weren't taking it is because the gripes that they do have are potentially at the federal level, or with another jurisdiction that is not us, that we don't necessarily have influence over to change.

Mayor Leh commented I don't have any questions. I'd like to move, unless there's other questions, to just discussing and the way I would kind of frame this is that we are just chewing it, chewing it over amongst ourselves. I think the presentation that's going to be for Economic Vitality Day will be really useful and great feedback from some of the people that actually filled out surveys. And, and we do not have a lot of folks today. We have got the representative of many businesses, Gillian, and thank you, Gillian, for coming in.

Gillian had mentioned to me at an event earlier today that we had changed the date of this one and it may be a surprise, because maybe people put these dates on early, and they don't pick up on a change, but, I know, Vanessa, that you had expressed some concern that changing the dates actually does make a material difference to people. I appreciate it. I think it was a good reason to change, to kind of look this over before Economic Vitality Day. I'm kind of feeling like the fact that we don't have a lot of folks here is not as big a deal, because we can talk a little bit amongst ourselves. And then get people back to hear a little more about what we hopefully intend to do about some of these things.

I do not know that I want to go over every single question. I think we can pick and choose questions that we want to cover. Overall, my comments are really, one, I think we did a good job, and by that I mean, Vanessa, you did a great job of putting the questions together, and we chewed on it here at EV, but you did a lot of work to try to make it as user-friendly and user-inviting as it could be, without wearing people out, and I appreciate that. And I wasn't uncomfortable with the fact that we got forty-six people. I don't know what it was the last time. What was it the last time? Do we know?

Manager Zarate replied about double.

Mayor Leh commented Mayor - About double. That's going to happen from time to time. I don't think it's too small to draw some conclusions about it but there were things that I really felt maybe more positive about; the things that seem to be top on concerns like rent and property taxes, we don't have, there is not much we can do about those. City processes are in the process of changing. Maybe this actually confirmed that we're on the right track there.

I think you know Director of Community Development. As you said, the timing of this was before we had the discussion with the planning commission, where we really dug into and gave direction to staff about processes. I think from that standpoint, we're looking at some of the right things.

It also is interesting that some of the services that I know you've been plugging with people, Vanessa, aren't being used, and that's something that is just lack of familiarity, or just not hearing much about it. You have really done a good job of making it accessible to people and informing them. And Economic Vitality Day they'll be there so that'll be another opportunity. Some of these things are things that haven't materialized, but it's not because we haven't been doing things - it's because folks haven't quite got it together to take advantage of them.

Manager Zarate remarked And some of these feedback pieces are not, solely to Louisville. We have heard some of this feedback in every jurisdiction I've worked in, and a lot of it has to do with how businesses take in and keep information. When you run your own business, you have 30,000 other things going on, right? And you... you don't always remember to look at the tools that are potentially there for you.

Mayor Leh commented I don't want to be misunderstood to say that I think we are doing great because I think that the message is partly that we have got a ways to go, we have got things to prove. I think making sure that the city is telling the story of these things that we are doing is really important. I just did that a little bit with the Chamber. It'd be interesting to hear Gillian's comment about that. If you have anything about the overarching and then we can get public comment, and then we can go and dig deeper. Do you have any sort of overall overarching?

Councilmember Kern answered no, I think similar sentiment. It is better than it was. It is not nearly as good as it should be. So, I actually read this and I agree with there are some positive things in it, but I think instead it is proof that there is still a call to action to council, to staff, to try to figure out how do we work with the business community? How do we really not just listen, but how do we take the things that they're asking for, recommending, and put that into action?

The only thing that kind of confused me was the comment, Vanessa, where it says the main street designation business association's rate is highest need. And given the Chamber is really active, and the DBA, I was curious if that came more from the McCaslin corridor and the Tech Center businesses.

Manager Zarate replied I think it is a few-fold that, yes, some of the business association comments came from elsewhere. And I think part of it is business associations and a matrix designation bring different tools to businesses than a chamber does and, yes, we have the DBA, and , yes, they are very involved. There are businesses downtown that are not as involved with the DBA as they have explored ways to potentially merge or what

that future looks like. And I think there are businesses across town that want a business association, and in regard to the Main Street, Main Street designation opens up funding for businesses differently than a chamber or a DBA does.

Councilmember Kern remarked and also good job in getting, the - trying to remember what that business district designation is called – Chips?

Manager Zarate questioned Enterprise Zone?

Councilmember Kern replied yes the Enterprise Zone, thank you, getting that pushed through and done and hopefully getting the word out to everybody, because I think that opens a lot of opportunities as well.

Manager Zarate replied we are getting collateral ready for the Enterprise Zone. It will go into effect January 1st so we'll make sure to get information out ahead of then.

Councilmember Fahey commented I just want to add a little bit onto that, the relationship with the Chamber. First, I am really excited about the changes that are happening at the Chamber and our relationship with them. They used to be pretty centrally focused on downtown, and Gillian has brought it up to expand it throughout the whole city, which makes a huge difference. I know the restaurant owners in the McCaslin area are thrilled with what has changed with the Chamber. So, I would like to continue that and see if Gillian could mention some things that she sees in her discussions with the small business owners in particular about what they would like to see.

Manager Zarate commented just as a point of process before we go to Gillian, I think you should open up public comment and see if anyone else has public comment.

Mayor Leh opened up public comment.

Manager Zarate introduced Gillian Millar.

Gillian Millar – Louisville Chamber commented First of all, I will echo a few things that Vanessa said. She completed a huge effort. We helped with that, but everybody knew about the survey, so it wasn't lack of information. I can 100% confirm there were different reasons why people didn't participate. I would caution about drawing conclusions from this number. I think you can certainly discuss it and review it, but I think it is a small number, and it is hard to draw real conclusions from that percentage.

I will say that we had a new business come in and talk to us about how AI, how surveys are changing with AI, and how you set a goal, and then you set a goal for the survey, and then the questions change as the person answers the questions, and it is much more interactive. And so, perhaps there are new ways in the future where we can kind of look at that. This company is interested in talking with the city, so maybe there are different ways. Maybe it is the type of questions or the format of the survey that we could look at

and then I would also say in the future, if there is any way that we can support by partnering with the survey so that we can kind of do it in conjunction.

Of course, it has to be open to all businesses, but maybe we can help through our different programs, perhaps having that live iPad or whatever it might be to really get that info right away. The note that Vanessa said about the business-friendly piece, I also agree with her on that, that it is about asking people to be specific. I was in a meeting just this week where there was a couple of negative comments on the city. I said, well, can you be specific? What is it? Be specific. And I think that, when you really push for that, those are often things that are in the past. I think it is really helping to kind of change that story and not have those old programs from maybe a few years ago hanging on. So, just wanted to say that I kind of agree with her on that piece as well.

And then to Judy's comment, for the next two months we are doing a member retention drive, so we have big maps up all over the chamber, and all of our members. And for the next two months, we are going out and making sure we are meeting with everybody.

So those are the type of examples. We want to do that at least a couple of times throughout the year, where we are going out and talking to people, so if there are things that we can do to help share communications from the city when we are doing that, that is an opportunity as well. Here to help share in any which way we can, but I think that there is a different way that we could approach getting this feedback from the business community.

Mayor Leh remarked good, I appreciate all of those comments. They are helpful. We are a little bit more informal in this meeting, so I do not feel uncomfortable asking you, pressing you a little bit on some of these things. I appreciate especially the comment that maybe we do not draw too many conclusions. I think that maybe I am trying to be just a little more optimistic about doing that, even if the results are mixed. What I heard about the business friendliness is, well, people can say that, but unless they are really specific, it is kind of difficult to evaluate that part. But what you are hearing is really of some interest to us. So, what other things are you hearing that may be different from what you think we have got in the survey right now, result-wise.

Manager Zarate commented that before Gillian goes, this is one tool that we use, to inform policy, programs, or whatever we advocate for. Just like reviews, people either go to take a survey because they had a really good experience, or a really bad one. We got quite a bit of feedback that they just thought we were fine, and so they didn't want to take it. And there was actually a decent chunk of feedback that they took it last time and didn't see any changes, so why bother? And so, I think that goes to the storytelling piece. But we use this in comparison with, all of our retention visits, all of our business visits, all of our meetings with businesses as well as staff on the ground. We get reports every year on how many employees are employed by each business, by each industry, what average wages are, and so we take a look at all of that. This is one portion of it all.

Mayor Leh responded very good, very good point and invited Gillian do you have other, when you are looking through survey results and kind of calibrating the sorts of things you are hearing, are there results that we got that are contrary to what you are hearing or additional things because you are on the line and we are talking about it today.

Gillian Millar replied Yes I would agree with Vanessa again, that if you know people are faster to criticize, you know they are faster to go on and do a one-star review before they take the time to do that five-star review, so I was just kind of saying, same with Vanessa, that there are lots of different ways in which we can get feedback, so I think this is one tool, and a small percentage of people have replied, and it is certainly useful, but I think I would throughout the question of the bigger picture piece of, well, what else do we need to do to gather feedback? And how can we help? So, I think it is asking people to be specific if they have a concern, but also maybe looking at this group and seeing how, what else could we do next year to gather some additional information, and how could we help with that?

Mayor Leh remarked I love that idea of AI helping us. If you are aware that that is cutting edge, it makes perfect sense.

Gillian Millar – Louisville Chamber replied yeah and they are offering to do it for free as well. I'll connect Vanessa and share that information when we meet regularly, so I'll share it with her, and if she thinks it is something that might be useful, she could bring it pass to the table to you guys.

Mayor Leh remarked good, we definitely have a city manager who is very much interested in technology and applying that to make us more efficient, more user-friendly, more customer service oriented, and I am sure that staff is supportive of that too, so that's great.

Shall we go through, to the extent that there are observations, thoughts, questions, whatnot, and staff - I mean I would be interested in Rob are there things that you see in the survey you think are particularly significant?

Manager Zuccaro commented one of the things that struck me when they look at the cost of doing business, some of the things I have observed and noted is real estate is expensive, rent is expensive. That is probably more influential than some of the things that the City can control. So that is just something to keep in mind.

I think this reinforces some of the things we are doing with our land development code rewrite, that we have had that on our radar for the last couple of years, and we are setting ourselves up. Now we are going to do the interim measures and the land development code rewrites, so we are going to have two nice big bites at the apple to try to improve our processes.

I think it is important, too, to know what other communities are doing. Businesses interact with local government all the time. Sometimes it is in a code enforcement aspect, because

they are not following city rules, and that causes some bad blood with certain businesses and those codes are often legitimate. So those are the things that I see reading between the lines when somebody is dissatisfied with the City from something that happened five or ten years ago.

Sometimes they were in a code enforcement issue with the city, and they have kind of held on to that. So, I think we need to focus and that is why we are asking what has happened in the last two years? What can we do better? Because we do want to know those things.

We want to make sure that our processes are consistent and hopefully better than the majority, if not all cities in our region. That is kind of our goal, I think, is to make sure that our processes, because there is good reason for having zoning and building codes, but we also want to make sure they are appropriately calibrated and competitive, making sure we are having a competitive environment. So, when I look at this and look at what we're initiating over the next year or two years, with the Land Development Code rewrite, I think we have got a great opportunity to make some headway, so I think a lot of it is going to be communication and making sure that the businesses are at the table.

We are doing development impact fees next year as well. Last time we did development impact fees, we had a group of businesses and residents who came around the table as kind of a focus group to help. And we demonstrated with our impact fees, with our consultant that we were creating impact fees that were in the middle of what they are in the metro area. We've heard comments we have the highest impact fees and so we have to look at actual data instead of perception when we are going through this. So, I think when you see comments, and I do not think there are any comments in this survey about how high our impact fees are, but as I am reading through it we have got a lot that we have already initiated, so I think focusing our energy on that.

I think my question is, can this inform anything that we are not doing? I have not identified anything specific that I would recommend. I think we can continue to look more deeply into the feedback, but I do think one of the things we could do is continue to look at what it costs to develop from a City fee standpoint. We do that periodically. Last we checked, we were competitive, but we could re-look at that across the board.

So, there are development impact fees, there are our development fees, building permit fees, and then we also have water and sewer fees. So, I think it is all one big thing to a developer. They do not care what is what, they just want to know what the total cost is. I think looking how we are competitive, that is one thing we are not doing that we should do in the next year, is kind of a deeper dive, which we probably will do with our impact fees, but we can maybe do that more broadly across all of our fees.

Mayor Leh replied those are, those are great, great comments. And it is always good, as you say, to look at other communities and it really press for good information. I mean, you all know where that information lies, and the perceptions they are more helpful to us, but

they are not always helpful to you who are putting things in place, because you are seeing something different on the ground.

And we need to have that dialogue back and forth. I mean, that is a pretty common staff-council dialogue, to make sure that we push back sometimes, too. Just the fact that somebody has a perception, we have to listen to that, and that is important, but perception is not reality, especially when it is numbers, the numbers are the numbers. What were you going to say, Vanessa? It may still be reality but just be not factual.

Manager Zarate I just wanted to add on to what the Community Development Director said. The sentiment I hear now, compared to when I first got here, is pretty different across industry and size. When I first started I had people that would be "I'm not going to learn your name, you are not going to be here very long." And so, even the sentiment I hear when I am just out and about and meeting people is different than when I started two years ago, and to Rob's point, I think a lot of that has to do and we have to focus on the communication aspect.

There are a lot of things everyone at the City is doing in the background to try to help. And they just may not know about it, especially if they are not tied into any of our partners' comm channels. They do not know about the Enterprise Zone, they do not know about the Chip Zone, they may not know that you all adopted a new energy code. So, focusing a lot on those communication efforts to make sure that they do know what is changing. And even from a City process standpoint. I am involved in a lot of conversations that will impact our business community, where some of my predecessors may not have been, so we are allowed to give a business input like a business cause and effect, almost, to decisions as they are being thought about, which is just something different that we are doing now that the businesses also may not know about.

Mayor Leh remarked those are very good points.

Councilmember Fahey remarked I have two questions. Was there any input or information given about whether or not we should increase minimum wage. And, second question is, the two businesses that responded the most were transportation and healthcare social services?

Manager Zarate answered the businesses that responded the most were retail and food service.

Councilmember Fahey remarked that would make sense then.

Manager Zarate commented retail and food services, which is not uncommon, and those two industries tend to be the most instantly impacted by economic changes, whether that's minimum wage, tariffs, that's people spending differently or spending less, and so getting feedback from those two industries is not surprising, to me, at least. And then, when you look at when we ask, "how much do you pay?" I think there was only one or

two that responded that they are actually paying minimum wage. The vast majority were already paying above that.

Mayor Leh commented I would echo what you just said about the telling the story. We had a really wonderful conversation last year, Samma, who has entered the room, probably remembers with Grace Johnson, who is the communications lead, and we talked with her about humanizing the staff, which I think is always useful, but pointing out the victories there and the progress. I mean, victories, yes, those are great, but the progress and the sort of indicators along the way, because they sometimes get lost. And it is not as typical for governments to be doing marketing and frankly, that is what this stuff is, it really is trying to make sure that people know that we are delivering on the tax dollars that they are investing or paying to us. And I went through at lunch with the Leaders Luncheon with the Chamber today, which had a lot of people who came, and three council members were there, which is always good, too, but I was kind of surprised myself going through all of the things that we've done, all of the things we have done recently that I think signal a whole lot of progress.

It would be interesting, Gillian, I do not know whether you do a survey of the people who attend those, but I don't know how that landed but I think it would have been hard to say, after hearing that, that we are sitting on our hands. And there are a lot of really cool things going on. There are a lot of worries about what impacts those are going to have, particularly the bigger projects that we are doing on Front and Center and the Underpass, and, to some extent, the Rail.

It is something to be really proud of, it is something for the staff to be really proud of. It is something for council and staff as a collaboration to be proud of, and it is certainly something, that we needed and have gotten good information over time from the business community and residents. But, we are talking about businesses mostly here, and all of that I felt like we are in some ways pulling on the same oars, or maybe different oars, but we are not pulling in different directions as we sometimes have in the past, just wildly different directions.

Manager Zarate commented I was going to say that was a big point of EV Day, to your point, Mayor, when I came onboard, a lot of the partners did not talk to each other, they did not interact with each other, and so everyone was doing really good things, but not all rowing in the same boat, and so that was a big goal of EV Day, was to make sure we were all in the same boat at least.

Mayor Leh remarked yeah and that's great. I am looking forward to the EV day. That is going to be a good, really solid bit of information and feedback that we are going to get. So, particular questions, do you want to take these in chunks, like the first ten questions, were there things that any council members, or, for that matter, Gillian, you can chime in, too. Any of these areas that you have had any thoughts about?

Manager Zarate replied I have some program ideas, definitely some marketing ideas. I would like to come back to this group after EV Day as well, to kind of share, showcase what I think we could work on in 2026 to kind of meet some of these goals. A lot of these things are already underway, or at least partially tackled.

Sometimes I think we get feedback, too, not everything we do, or the Chamber does, or the SBDC does, or whomever, is for everyone, right? Like, when we adopted the CHIP zone, that was not for everyone in town. Enterprise Zone is going to be for most but making sure that people know we are doing a lot of things to help across industry and across size. I have some comments, but I'm interested to hear what EV Day says as well.

Mayor Leh remarked good, good. Any comments for those first ten? We've talked a little bit about composition of the respondents and stuff like that.

Councilmember Fahey inquired is this all broken down by industry, by location? Is it also broken down by which businesses provide the most income to the City?

Manager Zarate replied No, it is anonymous. And we did that on purpose, in case someone wanted to really share whatever they wanted to share. So, it is anonymous. We could draw some lines based on industry. What finance sends out, and finance committee sees income based on industry. But because it is anonymous, we would not tie it to an individual business's sales tax contributions.

Councilmember Fahey remarked Okay, so, if we know that fifty percent of our income comes from sales tax from restaurants, and we had a lot of restaurants or food industry respond, could we kind of make a connection?

Manager Zarate replied I think it would be a squiggly line, just because we didn't get all of our businesses to respond and because we got, depending on how you want to count, one less than one percent of them, I think it would be a little bit of a squiggly line.

Mayor Leh remarked let me try a different approach. Are there any particular questions that people want to make any comment on the results? Anybody? Okay. I have thought of a number of them that are again interesting, but maybe not indicative of the whole business climate. But it looked like there was consistent or growing revenue that people were reporting. Like, fifty-eight percent, if you add those together, and then there was another group that it was only eleven percent who said that their revenue was going down. That kind of surprises me a little bit, but that seemed more optimistic than I thought. I think we're going to get revenue figures that'll help us understand whether that is true from an aggregate standpoint, and from areas in town, and all that kind of stuff shortly. My understanding from the City Manager is that we'll have those in early January, at least in a preliminary way, not an audited way, but in a preliminary way, and I think that'll be good.

It will be interesting to see whether that is the case. I know we hear certainly about rents being too high and it's just a fact of life here, and there is not an easy way to resolve that.

Certainly, from the city government standpoint, I do not know that there is very much we can do, but that is one of those things we do not have as much to contribute there.

Councilmember Kern remarked I think actually the comments that you were making, Rob, are actually very relevant to that. That putting new processes in place, making things easier for expansion or new development, I think that that all eventually kind of does come together and will help stabilize, maybe stop the increase, the rapid increase that we have the economics. I think just all of that coming together will help with this, even though we can't say "Oh, we're going to lower rents by \$1,000 a month for everybody" we can put things in place that I think overall help affect that.

Manager Zuccaro responded I think a lot of business activity or business is not building new. A lot of our economic activity and business is coming and going, it is filling existing spaces. So, I think our processes are typically building expansions or new buildings, which is fairly limited compared to our whole economy. It is a very small part of our whole economy, so I would also mention, too, and I think to the Mayor's point, there are broader economic factors that are addressed that are impacting the real estate values. I mean very few cities are going to or have tools to go in and manage that, and I don't know that that is where we want to be as far as going in and having vacancy penalties or things like that. I haven't heard an appetite for that, so I think those things are out there, but I think unless Council goes in a different direction, I think those bigger macroeconomic pressures we just have to ride those out as a community and do what we can do.

I do think that we hear that, or at least I hear that in the community, Council may not be feeling this way, but I think that a lot of community members, that's probably the number one thing that they comment on, is the empty businesses, whether it is from the empty Carrabba's that's still empty, or the empty storefronts that they are walking past on their way to another store. And that's what I hear a lot, what are we, the Council, what is the city as a whole doing to fill those empty spaces, right? Whether it's through incentive programs, which I think is a really amazing program that we do. Yes, from a communication standpoint, where we have a number of high-profile vacancies, our vacancy rate is not particularly high in downtown overall, but there's high-profile, visible vacancies. But we do have, if people are aware that we have an urban renewal district, we have incentive grants, we have historic preservation grants. Again, these are not tipping people over on how much real estate and rent costs. It is just not enough right now, and we have properties that are owned sometimes by investors, or, because the real estate is doing so well, they have no motivation, to get rid of it. So, they are not in it to make sure that Main Street thrives, right?

I think this is kind of the struggle that we have as a city, that a lot of community members, when they talk to you, they don't know what we can control and we can not control, so I think part of the communication is coming from staff and maybe potentially council, saying we do have really great incentives, but we only control so much, right? That is good for people to know out in the community as well.

Manager Zarate reiterated that across town, our retail vacancy rate is low. We do have a few high-profile vacancies, but overall, it is actually pretty low in general, but compared to the reason... well, we have a decently high office vacancy, like a lot of our other counterparts, as they look to figure out what happens next. And where we can come into play as a city, potentially, when it comes to the components that we don't control is, as we have talked about, continually evaluating the components we do control, so that if we can somehow lower ours while keeping city revenues intact, we lower their overall cost of doing business. But yes, generally speaking, our vacancy rate's pretty low.

Mayor Leh remarked that piece of information I would definitely underscore what you just said. I think Council and business associations, and the public need to understand the comparison. Because I do not think that if you polled people in our community, they would say we have a low vacancy rate. I just don't think they would say that. They would say, "oh, we have all these vacant buildings, and part of that is that the people who are loudest about some things, and particularly in the last three 3 months, have talked about over and over again. Oh, we can't do certain things because we're going to be giving up commercial, and we should be focusing instead on filling retail vacancies and that is what kind of gets people concerned. It is kind of one of those indicators that maybe isn't as exciting, or the ecosystem here isn't quite good enough, or whatever. I think we need to at least put that information out there, and Council members need to be equipped to be able to push back and explain that because there are things we can control, there are things that we can't control, there are things that when we get compared with other communities, which we do constantly, there is one community or two communities that we constantly get compared to and the information is just plain incorrect. And I can not necessarily speak to the numbers, the percentages, the relative percentages, Louisville versus others. That would be really helpful to have, Vanessa, that kind of scorecard, if you will.

Manager Zarate replied I can get that, but I just looked, we have a real estate tool. There are two retail sites in Louisville that are currently listed for sale. And then only about five single retail buildings. It is only one retailer in the whole building that are for lease, and there are a handful of other multi-tenant buildings that have space, but at a different meaning, I can bring back the numbers.

Mayor Leh commented I think Council members would eat that up, because we get beat up on that and I'm not suggesting we shouldn't get beat up on certain kinds of things, there's nothing wrong with that – that is what we expect, but it is good to tell that story. That's really important and as we improve, like I said today and again at the State of the City, that is going to be something I'm going to hammer on; there is a lot of good news here and everybody can be proud of it.

We've got a long way to go, there's no question, but there are things in process, there are things that are in the budget, on the work plan, on the community development plate there are all kinds of things that are happening. It is something we have to market in some ways.

Councilmember Kern asked can I add one more thing to market? Councilmember Fahey commented on the minimum wage thing. It is actually mentioned in here at least twice, the comments that I read myself. Probably one of the messages we should give is that this Council did make a decision last year that we would not be increasing the minimum wage, regardless of what everybody else chooses to do. That is not what is right for the city of Louisville. And I think the more of our business owners that are impacted by that, and who know that we heard them, we looked at the statistical data for our community specifically and made what we believed was the best choice for this community, these businesses, our businesses.

So, to reassure anybody who filled out the survey or didn't and commented on it, no, this is not a Council that has an appetite for increasing minimum wage, and we were clear about that a year ago, and I don't believe that that position has changed, even though we have not specifically met on it. That is the marketing piece that would be great to make sure that our business owners and even prospective business owners know. And I will say that the couple of business owners who do pay minimum wage, they are participants in work programs to assist people back into the workforce. I'm very proud of the fact that they are willing to participate in things like that, so thank you.

Mayor Leh - That is a very good point. I would not say that we are done talking about the minimum wage. It will come up at the work plan but that does not mean we are going to take any particular action. I share your concern, and I do not see necessarily the Council changing its point of view, but it will be an item because I know that we have got that interest.

Councilmember Fahey commented I just want to add that the other issue that is coming up now and will probably continue for perhaps three more years as the federal impacts with their tariffs on the retail businesses in town, and the restaurant supply. Any restaurant business that is getting their avocados from Mexico, and now they have to pay a tax. It was mentioned at the Leaders' Lunch this morning that one of our local retailers was complaining about the tariffs on products that he has to purchase and then pay a tariff on that he never used to have to do and that is going to impact his profits and his business. And it is not just the retails, it is also anybody that is affected by that.

Councilmember Kern remarked unfortunately, we can't really impact that, though.

Councilmember Fahey commented that we can't but it is another concern for the business owners, and even for the developers. The developers have to pay a higher price for their steel, or concrete, or whatever it is they're using to build. So, it is going to be a difficult financial year for the next couple of years, I'm guessing.

Mayor Leh commented that is a point to put an exclamation point on. Regardless of yesterday's oral argument at the Supreme Court on tariffs, the fact that tariffs under one federal act more than likely going to be affected, perhaps in a positive direction, does not

mean that there are not many other tools where the discretion is lodged with the president, and there are other means of accomplishing the same things, and I think those are probably going to be used, even if this is not. It is going to be a feature, it is going to be a bug for everybody, but it will be a feature that I think we are going to be stuck with.

Director Zuccaro excused himself from the meeting due to a 4:00 p.m. obligation and expressed his thanks and that he would check in with Director Zarate to see what else comes out of the conversation.

Mayor Leh remarked yes good, thank you. I don't know that we have anything more on the business satisfaction survey, for right now. Asked Gillian do you have any sort of parting shots on that, if she's still on? No additional comment from Gillian Millar and Mayor asked for Staff Reports.

Staff Updates

Manager Zarate answered Enterprise Zone was approved at the Economic Development Commission's October meeting. We will be in the North Metro Enterprise Zone and will go into effect January 1st. All of my counterparts and I that are in that zone are getting together next week to game plan some additional outreach but tell everyone you know that you will need to pre-certify, but it'll go into effect January 1st.

I was at the Economic Development Council of Colorado's annual conference last week of October. It was about 4 days, I think there were two hundred some of us that showed up. Something that just launched today, so it did not make this packet, Carl Companies to Watch nominations are open. If you know of any business that qualifies, please nominate them, or let me know and I will nominate them.

Mayor Leh asked for questions on either of those items.

Councilmember Kern commented please you let everyone you know about the Enterprise Zone that will be the most successful spread.

Manager Zarate commented it help that I am loud. When we did the DCI tour, there were two groups and I had a friend in Austin's group and he said, "I could hear you from four blocks over."

Mayor Leh asked can you remind us, the folks online, and for the purpose of the minutes some of the benefits of the Enterprise Zone to businesses here?

Manager Zarate replied it is a statewide program, it runs through the Office of Economic Development and International Trade at the state level. It is a tax credit program on your state tax credits. I think there are twelve maybe fifteen different credits, I cannot remember off the top of my head. But you get \$1,100 for every net new employee, you can get twelve percent back on eligible training costs, there is an R&D tax credit, there is a tax credit if you own a company vehicle. There is a tax credit if you provide health insurance, and so there are a good list of potential credits available to you.

Mayor Leh remarked that is great. I think the more you can get that word out, I think that would be great. And again, this is something - we have the deputy city manager here - that may be a good thing to mention in a city manager's report, especially while the information is fairly new and timely to juice things a little bit. I think that's a great kind of forum.

Councilmember Kern commented I think especially, too, as a lot of companies are planning into the new year, this might be something that could impact their economic forecast for 26, and they might want to get their finance people already on it to figure out how this would help them.

Manager Zarate commented that we send it to all accounting firms and all brokerage and real estate firms in the community as well. Accountants will just do it for their businesses a lot of times, and a lot of times our real estate partners will be talking to a business before we will, so they will use it as a marketing tool to get people into buildings as well.

Mayor Leh asked anything more on that? Do we want to move to the Development Updates?

Development Updates

Manager Zarate stated not a whole lot of change from the last meeting considering it has only been a few weeks. Things are still kicking ... and she asked for questions.

Councilmember Kern asked isn't the one big update Iron-ton?

Manager Zarate asked that they opened their temporary tasting room or?

Councilmember Kern remarked that it looks like they are going to be moving forward with some of the plans that kind of got back burnered for them, that they will be moving forward with some stuff. I heard some good news the other day.

Manager Zarate responded as far as I know, they are planning on moving forward with the larger project that was approved. I have not seen them break ground yet, but that does not mean they haven't.

Councilmember Kern commented it is exciting, actually, and a great location. Anybody who has not been there yet, you'd like to support them, like, it's a great opportunity on the weekends to go check them out.

Mayor Leh remarked it is a fun, very rustic, in a good way, kind of place to go and meet people, so I encourage that. This isn't a development update, but I wanted to mention it because it was very exciting.

One of the things that came up today at the Leaders' Lunch at the Chamber was Marianne Littler, who is the Foundation at Advent Health, Vista Foundation staff member mentioned a number of really interesting things about what is going on at Avista in the planning stage. It is one hundred twenty additional beds hospital; they are going to be a level two trauma center, which means they are going to add cardiac services which will be a wonderful addition to our community. It will be a wonderful service to be providing to folks in the whatever seventeen-minute circle that they drive, that they draw around the emergency room for people to be able to come there. It is also going to be a teaching hospital, so that is really exciting, too. We may get some younger families, younger doctors, coming round. And they are adding to the current facility additional surgical operating rooms, so they are going to have ten of them eventually. They are going to do a capital campaign on cardiac lab work. So, I think those are exciting things that are happening out there that I certainly was not aware of until today. And very, very exciting stuff. Any sort of general committee member comments? And then if not, we will go to potential future agenda. Actually, is Gillian still on, do you know?

Gillian Millar – Louisville Chamber responded yes.

Councilmember Kern commented I appreciate this, and I am glad that you guys were at the meeting. I just in case for businesses who are in attendance, chamber members, Gillian, I would love to have been there. I do not seem to get any of the Chamber emails or information. I am the only person who does not. Still do not, so I just thought I would throw it out there, only because I would have been in attendance and was not invited. But thank you. I just wanted you to know.

Mayor Leh remarked getting on the list should not be too tough. Maybe offline you guys can exchange information. Then he introduced potential future agenda items.

POTENTIAL FUTURE AGENDA ITEMS

Mayor Leh asked we are doing work on the work plan next month? Yes?

Manager Zarate replied we will have the work plan in front of you all next month. You all have been asking for a Sundance update as well that we are working on. You all asked that I bring the incentive program update in front of you all again before the full council, so that will come up, at some point in the near future as well.

Mayor Leh asked any other items?

Councilmember Kern commented In talking with regional housing strategy, there is a component of this that is housing around economic development, things like the new development, with the expansion of, and the new location of Advent Avista Hospital and the new construction going out at Redtail Ridge.

So, there has been a larger conversation, and I was hoping that we could discuss this, how your organization, along with other economic vitality regional things, can be part of

that housing conversation so that as there' are businesses growing, coming here, what have you, that there is a coordination with the need to provide housing for those people who are going to be wanting to move locally versus, this is great, let's go for all the businesses, and then people start coming here, and then we worry about, oh, wait, we need housing. It would be awesome if there was a way to collaborate and get these going at the same time, so that we are providing the need for housing when we are adding the businesses. And I would love to put out on a future agenda and tasking for Vanessa.

Manager Zarate replied sure and shared the only other thing I have that I anticipate bringing to this group in December is some updates on potential new plan areas in regard to urban renewal. We will be starting conversations with you all and the Urban Renewal Authority on what that could potentially look like.

ADJOURN

Mayor Leh called for a motion to adjourn. Councilmember Kern remarked so moved, seconded by Councilmember Fahey.

Councilmember Kern moved to adjourn; seconded by Councilmember Fahey.

Aye: All

Nay: None

Absent: None

Members adjourned at 4:17 p.m.

SUBJECT: SMALL BUSINESS PROPOSED BAP AMENDMENT

DATE: MAY 8, 2025

PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER

SUMMARY:

The Economic Vitality team, through City Council, provides the business community with various incentives through the Business Assistance Program. In addition, the Louisville Revitalization Commission provides various incentives to businesses and property owners within the Highway 42 Urban Renewal Area boundaries. Incentives provided by the City of Louisville are performance and rebate based, providing positive direct and indirect impacts to the City of Louisville.

The Economic Vitality team also works with partners across the state to gain designations for Louisville corridors and businesses. These designations typically allow businesses to gain access to tax credits or other incentives through state and/or federal partners.

At the March 6, 2025 EVC Meeting, Staff provided an array of potential new incentives the City could explore. At this meeting, the members of the EVC expressed interest in a BAP amendment for small retail and restaurant businesses, with original reading of the updated incentive policy held at the May 8, 2026 EVC meeting.

This proposed BAP amendment would provide administrative incentive approvals for retail and restaurant businesses. This amendment is intended to incentivize active businesses that generate sales tax, to open and operate in our commercial corridors.

Staff is proposing the following parameters for the amended **Business Assistance Program for Small Businesses**.

Eligibility:

- New and expanding businesses in the City of Louisville.
- The total square footage of the business has to be 3,000 square feet or below and
- Have no more than 5 locations.

This eligibility will encourage local businesses to enter into our market and fill vacancies, and encourage the local business makeup that Louisville is proud of. Should a business have more than five locations, Council approval will be needed.

SUBJECT: SMALL BUSINESS BAP AMENDMENT**DATE: DECEMBER 11, 2025****PAGE 2 OF 2**

At the time of this staff report, there are 17 retail spaces currently being marketed for rent (Crexi.com), five of which are larger than 3,000 SF.

Proposed Incentive: a 5-year agreement with a tiered rebate. This tiered rebate approach will provide these small retail and restaurant businesses a higher rebate upon opening, when costs tend to be the highest. The effective incentive rate at the end of the 5-year term would be a 50% rebate.

- Year 1- 90%
- Year 2- 70%
- Year 3- 50%
- Year 4- 30%
- Year 5- 10%.

Administrative Approval: This BAP amendment would allow for administrative approvals of the agreements, approved by the City Manager. This would support quick timeframes for business needs and eliminate the step of taking the incentive to City Council for approval, also limiting the risk to the business.

At the end of the 5-year term, the incentive would terminate and the City would retain all sales tax moving forward.

FISCAL IMPACT:

Current City of Louisville incentives are all rebate based, they are rebated back to the business from new funds generated by the project. This BAP amendment would also be a rebate of new sales tax revenue.

RECOMMENDATION:

Staff recommends EVC review and provide feedback.

ATTACHMENT(S):

1. Proposed Ordinance Amendment

ORDINANCE NO. _____
SERIES 2025

**AN ORDINANCE AMENDING TITLE 3 OF THE LOUISVILLE MUNICIPAL CODE TO
ESTABLISH A BUSINESS ASSISTANCE PROGRAM FOR SMALL BUSINESSES**

WHEREAS, small retail businesses and restaurants play a vital role in the economic health and overall character of Louisville by providing employment for residents and others, allowing residents to shop and dine locally, and increasing sales taxes and fees collected by the City; and

WHEREAS, the City previously adopted Chapter 3.24 of the Louisville Municipal Code, which established a Tax and Fee Business Assistance Program ("BAP") that provides assistance to businesses in the form of enhanced sales tax and fee rebates; and

WHEREAS, the City finds that it is appropriate to establish a new BAP specifically targeted at small food, beverage, and retail businesses in order to attract such businesses to the City and to encourage existing small businesses to expand; and

WHEREAS, the City Council finds that the creation of a BAP for small businesses is consistent with the City's powers as a home rule municipal corporation and that the exercise of such powers in the manner provided in this Ordinance is in the furtherance of the public health, safety and welfare;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LOUISVILLE, COLORADO:

Section 1. Title 3 of the Louisville Municipal Code is hereby amended by the addition of a new Chapter 3.26 to read as follows:

CHAPTER 3.26
BUSINESS ASSISTANCE PROGRAM FOR SMALL BUSINESSES

- Sec. 3.26.010. Established.
- Sec. 3.26.020. Findings, intent, and purpose.
- Sec. 3.26.030. Definitions.
- Sec. 3.26.040. Eligibility for participation; application.
- Sec. 3.26.050. Rebates available to small businesses.
- Sec. 3.25.060. Permitted use of funds.
- Sec. 3.25.070. City Manager approval; criteria.
- Sec. 3.26.080. Agreement with City; required contents.

Sec. 3.26.010. Established.

There is established a Business Assistance Program (BAP) for Small Businesses within the City.

Sec. 3.26.020. Findings, intent, and purpose.

The purpose of the BAP for Small Businesses is to create, retain, stabilize, and expand local small businesses within the City in order to stimulate the City economy, provide employment opportunities for City residents and others, and to expand the goods available within the City.

Sec. 3.26.030. Definitions.

As used in this Chapter, the following terms and phrases shall have the following meanings:

Applicant means the owner(s) of a small business located or proposed to be located within the City.

City Manager shall mean the City Manager or the Manager's designee.

Small business means a food, beverage, or retail establishment that: (i) has five (5) or fewer locations in Colorado; and (ii) occupies 3,000 square feet or less.

Sec. 3.26.040. Eligibility for participation; application.

A. Businesses eligible to participate in the BAP for Small Businesses are: (i) small businesses proposing to open in or relocate to the City; and (ii) small businesses already located in the City that are proposing to expand substantially.

B. Application for inclusion in the BAP for Small Businesses must be made on a form provided by the City prior to the proposed opening or expansion.

Sec. 3.26.050. Rebates available to small businesses.

A. Small businesses in the BAP for Small Businesses are eligible to receive the following rebates:

1. A rebate of up to fifty percent (50%) of the building permit fees, sign permit fees, and construction use taxes collected by the City during the construction permitting process.

2. A rebate of City sales tax in amounts not to exceed: (i) ninety percent (90%) in the first year; (ii) seventy percent (70%) in the second year; (iii) fifty percent (50%) in the third year; (iv) thirty percent (30%) in the fourth year; and (v) ten percent (10%) in the fifth year.

B. The rebates provided to small businesses shall exclude revenues derived from: (i) the City's temporary 0.375 percent sales and use tax for open space and parks; (ii) the temporary 0.125 percent sales tax for historic preservation; (iii) the temporary 0.125 percent sales and use tax for open space; (iv) the 0.15 percent sales and use tax for the Louisville Recreation and Senior Center; and (v) any future special sales or use taxes imposed following the effective date of the agreement between the City and the applicant.

Sec. 3.26.060. Permitted use of funds.

A. The uses to which the rebates may be put by an applicant shall be strictly limited to obligations and/or improvements which are public or public-related in nature, and which are specifically identified as eligible for BAP funding as part of the agreement required by Section 3.26.080.

B. By way of example and not limitation, eligible obligations and improvements which are public or public-related in nature include: redevelopment of existing properties; occupancy of an existing vacant space; expansion or creation of jobs in the City; streets, sidewalks, curbs, gutters, street lights, drainage facilities, landscaping, decorative structures, public art, fountains, identification and other signs, traffic safety devices, bicycle paths, off-street parking facilities, benches, restrooms, information booths, public meeting facilities; building facades, architectural enhancements, and appurtenant structures and improvements; the relocation, extension, undergrounding or improvement of existing utility lines; and any other improvements of a similar nature which are specifically approved by the City Manager.

Sec. 3.25.070. City Manager approval; criteria.

A. Applications for inclusion in the BAP for Small Businesses shall be reviewed and approved by the City Manager.

B. The City Manager's decision shall be based on consideration of the following criteria:

1. The amount of sales taxes which are reasonably to be anticipated to be derived by the City – whether by retention of taxes, creation of new taxes, or a combination thereof – through the expanded or new small business;

2. The public benefits which are provided by the applicant through public or public-related improvements, additional and/or retained jobs and employment opportunities for City residents and others;

3. The quality of the proposed development;

4. Whether the proposal utilizes an existing building or represents redevelopment to an area or building in the City;

5. Whether the proposal complements existing Louisville businesses;

6. The proposal's contribution to the diversity of retail and dining options in the City or to the diversity of jobs or employment opportunities within the City;

7. Whether the proposal enhances the quality of life for residents;

8. The conformance of the applicant's property or project with the comprehensive plan and zoning ordinances of the City; and

9. Whether the agreement required by Section 3.26.080 has been reached.

Sec. 3.26.080. Agreement with City; required contents.

Small businesses receiving rebates pursuant to Section 3.26.050 shall be required to enter into an agreement with the City. The agreement shall be approved by the City Manager and shall include the following terms:

A. The maximum amount of rebates to be provided and the maximum time during which the agreement shall continue. Any such agreement shall expire and be of no further force and effect upon the occurrence of the earlier to be reached of the maximum time of the agreement (whether or not the maximum amount of rebates has been reached) or the maximum amount of rebates (whether or not the maximum time set forth has expired);

B. The timing of the rebate payments, which shall be made no more than yearly, as the City and applicant shall agree;

C. A statement that the agreement is a personal agreement that does not run with the land;

D. A statement that no interest shall be paid on the amounts subject to rebate under the agreement;

E. A statement that the agreement shall not constitute a multi-year fiscal obligation, debt, or other obligation of the City within the meaning of any constitutional or statutory provision;

F. A provision that, in the event the applicant, and/or its successors, and assigns, ceases business operations in the City within five (5) years of opening or expanding, the applicant, or its permitted successors and assigns, shall pay to the City ten percent (10%) of the incentives provided by the City under the agreement for each full year that the applicant, and/or its successors and assigns, cease operations at the project location;

G. A statement that the agreement may not be assigned in whole or in any part without the express written authorization of the City Manager and that no third party shall be entitled to rely upon or enforce any provision of the agreement;

H. A statement that the agreement shall be subject to annual appropriation of sufficient funds pursuant to section 20, article X of the Colorado Constitution;

I. A statement that the rights of the applicant are, and at all times shall be, subordinate and inferior to the rights, claims, and liens of the holders of any and all existing or future issued sales and use tax revenue bonds, notes, certificates, or debentures, payable from or secured by any City sales or use taxes; and

J. Any other provisions agreed upon by the parties and approved by the City Manager.

Section 2. If any portion of this ordinance is held to be invalid for any reason, such decision shall not affect the validity of the remaining portions of this ordinance. The City Council hereby declares it would have passed and approved this ordinance and each part hereof irrespective of the fact that any one part be declared invalid.

Section 3. The repeal or modification of any provision of the Municipal Code of the City of Louisville by this ordinance shall not release, extinguish, alter, modify, or change in whole or in part any penalty, forfeiture, or liability, either civil or criminal, which shall have been incurred under such provision, and each provision shall be treated and held as still remaining in force for the purpose of sustaining any and all proper actions, suits, proceedings, and prosecutions for the enforcement of the penalty, forfeiture, or liability, as well as for the purpose of sustaining any judgment, decree, or order which can or may be rendered, entered, or made in such actions, suits, proceedings, or prosecutions.

Section 4. All other ordinances or portions thereof inconsistent or conflicting with this ordinance or any portion hereof are hereby repealed to the extent of such inconsistency or conflict.

**INTRODUCED, READ, PASSED ON FIRST READING AND ORDERED
PUBLISHED THIS _____ DAY OF _____, 2025.**

PUBLIC HEARING AND SECOND READING WILL BE THE ____ DAY OF _____, 2025, AT 6:00 P.M. AT LOUISVILLE CITY HALL, 749 MAIN STREET, LOUISVILLE, CO 80027.

Christopher M. Leh, Mayor

ATTEST:

Genny Kline, City Clerk

PASSED AND ADOPTED ON SECOND AND FINAL READING, THIS ____ DAY OF ____, 2025.

Christopher M. Leh, Mayor

ATTEST:

Genny Kline, City Clerk

APPROVED AS TO FORM:

KELLY PC

By: _____
Melinda Culley, Deputy City Attorney

SUBJECT: ECONOMIC VITALITY COMMITTEE 2026 WORK PLAN

DATE: DECEMBER 11, 2025

PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER

SUMMARY:

The Economic Vitality Committee has expressed interest in creating a 2026 work plan to help guide conversations and EVC Meetings.

Staff has identified the following as potential work plan items for 2026 and has created a potential timeframe for discussion and implementation. Economic Vitality will need to be nimble to respond timely to needs and the market. These identified activities are priorities identified within the business community.

Timeframe	Activities
Quarter 1	• Business Satisfaction Survey ○ Discussion of potential new and amended programs, activities and policies • Sundance ○ Festival Lodging License ○ Collaboration Opportunities Discussion • Louisville Economy Overview • Consideration of new urban renewal areas • Enterprise Zone implementation and promotion
Quarter 2	• Incentive Evaluation ○ Promotion of new and small businesses amendment ○ Evaluation of current program effectiveness • Evaluation of City Process ○ Align with adoption of Comprehensive Plan to get feedback ○ Align with Community Development efforts with zoning code rewrite • Louisville Revitalization Commission Collaboration ○ Identify opportunity areas for additional collaboration with urban renewal tools • Sundance ○ Transportation needs ○ Conversation on construction impacts and timeframes ○ Potential events/activities in Louisville

SUBJECT: EVC WORK PLAN

DATE: DECEMBER 11, 2025

PAGE 2 OF 2

Quarter 3	• Business Satisfaction Survey ○ Program implementation and additional feedback • Business Retention Program Update ○ Update on retention efforts throughout the year ○ Conversation on themes arisen from retention efforts • Business Attraction Program Update ○ Update on attraction program and vacancy updates • Sundance ○ Promotion ○ Business and Community “What to expect” and how tools/tips for engagement
Quarter 4	• Incentive Evaluation- discussion of potential amendments or additions • Louisville Collateral and Promotion • Sundance ○ Promotion • Louisville Revitalization Commission collaboration

Please provide additional feedback and staff will bring back a completed work plan to EVC.

FISCAL IMPACT:

There is no additional fiscal impact to creating a EVC work plan.

RECOMMENDATION:

Staff recommends EVC review and provide feedback.

ATTACHMENT(S):

SUBJECT: TEMPORARY LODGING LICENSE- FESTIVAL LICENSE

DATE: DECEMBER 11, 2025

PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER

SUMMARY:

The City of Boulder has amended their short-term rental regulations, to add a Festival Lodging license. This Festival Lodging license reduces certain requirements to allow additional short-term rentals during approved festivals. The festival must be approved by the City in order for the Festival Lodging license to be granted.

The Festival Lodging licenses allows for homes and second homes to be rented out for 29 days. In this instance, it would be the 10 days before Sundance, the 10 days of the festival and 9 days following the festival.

In conversations with regional partners, and the need for additional lodging opportunities for festival attendees and volunteers, staff is exploring the potential of a temporary lodging license in the City of Louisville. Nearby jurisdictions are starting the conversation around a temporary festival license as well.

This is the start of the conversation and staff is looking for initial feedback

- Does the City want to consider a temporary lodging license?
- If the City does want to consider a temporary lodging license, what components does the City want to gather feedback on?

As this is a very preliminary conversation, staff is working to determine what the potential application, implementation, fees, costs and impact would be. If there is interest in moving forward with a potential program, staff will come back to EVC with a proposed program and parameters for consideration.

FISCAL IMPACT:

While the full list of potential fiscal impacts has not been identified, preliminary conversations have identified a staff cost to create and implement the licensing program. In addition, there could potentially be additional lodging income received from the licenses issued.

RECOMMENDATION:

SUBJECT: TEMPORARY LODGING LICENSE

DATE: DECEMBER 11, 2025

PAGE 2 OF 2

Staff recommends EVC review and provide direction on moving forward with a temporary lodging license.

ATTACHMENT(S):

1. City of Boulder Staff Report
2. City of Boulder Public Hearing Presentation
3. City of Boulder Ordinance Amendment

- B. Second reading and consideration of a motion to amend and pass Ordinance 8715 amending Section 10-3-19, "Short-Term Rentals," B.R.C. 1981, creating a Festival Lodging Rental License; and setting forth related details



City of Boulder

City Council Agenda Item

Meeting Date: September 18, 2025

Agenda Title

Second reading and consideration of a motion to amend and pass Ordinance 8715 amending Section 10-3-19, "Short-Term Rentals," B.R.C. 1981, creating a Festival Lodging Rental License; and setting forth related details

Staff Contact

- Chris Meschuk, Deputy City Manager
- Teresa Tate, City Attorney
- Brad Mueller, Director of Planning & Development Services

Draft Motion Language

Staff requests council consideration of this matter and action in the form of the following motion:

Motion to amend and pass on second reading Ordinance 8715 amending Section 10-3-19, "Short-Term Rentals," B.R.C. 1981, creating a Festival Lodging Rental License; and setting forth related details

Executive Summary

The purpose of this item is to consider an ordinance creating a new rental license for the limited purpose of allowing home rentals during large festival special events in the city, such as the Sundance Film Festival.

This new license type is based on the existing short-term rental license that already exists but reduces the requirements and limitations on the license. This festival rental license will:

- Allow any property ownership type to hold a license,
- Allow non-principal residences to hold a license,
- Not require annual recertification like other short-term rental licenses,
- Retain the requirement of a safety affidavit & contact information,
- Retain the requirement of compliance with the existing occupancy standard for safety,
- Restrict rental license usage to when the city issues a festival event license plus 10 days prior to, and 9 days after the festival dates, and
- Require a \$190 application fee, with the license valid for 4 years.

The intent of this license is to allow additional lodging opportunities for attendees to large festival events in the city, while balancing the desire to ensure that the primary use of most residential dwelling units remains housing for residents of the city.

First reading of this ordinance was held on Sept. 4, 2025. There were no questions on first reading.

Following first reading, staff identified a few edits to the ordinance, which are included in Attachment B, and described in the analysis section below. These address two small clarifying changes, and a change to the pre-and post-festival dates, from 7 days before and after to 10 days before and 9 days after.

Council Action Options

Option	Outcome
Approve motion language as drafted	If the motion is approved the ordinance will be amended on second reading, and brought to council for the third and final reading on Oct. 9.
Define and adopt a modified motion	Council would need to define any modifications or amendments to the ordinance. This will likely require staff to bring back an amended version for third reading.
Deny the motion or take no action	If this motion is denied the ordinance will not be adopted.

Refer back to staff

If council refers this item back to staff any direction provided by council will be taken and amendments and adjustments will be made.

Alignment with City Plans and City Council History

Sustainability, Equity, and Resilience (SER) Framework and Citywide Strategic Plan Alignment

SER Framework Goal Area

Livable – This ordinance ensures that the diversity of housing types for residents in the city is balanced with the interest of providing housing opportunities for visitors to our community.

Economically Vital – This ordinance allows visitors to stay in Boulder while attending large festival events in the city.

Citywide Strategic Plan

This item is not associated with any specific strategy or action in the strategic plan.

Staff Notes

N/A

Alignment with Additional City Plans

The creation of a new festival short-term rental license supports several policies in the Boulder Valley Comprehensive Plan related to housing and economic vitality.

Specifically:

7.10 Housing for a Full Range of Households – The festival short term rental license allows all ownership types including non-owner occupied housing such as second homes and corporate ownership; however, it limits the usage to only when a large festival special event is occurring, to ensure that the majority of housing in the community remains for residents of Boulder.

5.09 Role of Tourism in the Economy – The festival short term rental license supports the local economy through the creation of additional lodging opportunities for visitors during large festival special events in Boulder, rather than visitors staying outside Boulder and commuting in.

City Council History

This item is the direct result of the city's award of becoming the new home to the Sundance Film Festival and the need to accommodate large, long-duration special events in the city that could exceed the current lodging capacity of the city. Council held the first reading of this ordinance on Sept. 4, 2025.

Analysis

This ordinance builds upon the existing short term rental license of the city. There are currently 685 short term rental licenses in the city. These licenses are limited to owner-occupied homes and have limitations on the duration of use.

This new festival lodging rental license expands the types of ownership that can apply for a license, minimizes the requirements for application, and limits when the license can be used to only when the city has approved a festival event occurring in the city, plus a buffer of 10 days before and 9 days after the event. The license is limited to a total of not more than 29 consecutive days at any time.

In examining the potential attendance of the Sundance Film Festival, it is anticipated that roughly one-third of attendees will travel from out of state to attend the event. The city has hotel lodging of roughly 2,900 rooms, with an additional 74,000 rooms within 40 miles of Boulder. While not all attendees are expected to stay in Boulder, creating additional opportunities for visitors to stay in Boulder within walking distance to alternative transportation options to attend the festival is of interest to the city. This license will reduce transportation and climate impacts of visitors.

Below is a comparison of the existing short term rental license of the city and this proposed festival short term rental license:

License Provision	Existing Short Term Rental License	Proposed Festival Lodging Rental License
Who Can Apply	• Natural person whose name is on the deed. • Trust, if beneficiary is a natural person. • Not-for-profit corporation.	• Any ownership type.
Ownership Proof	• Documentation showing proof of requirements above, including driver's license, documents proving eligibility such as a deed, trust paperwork, sworn	• Affidavit of ownership eligibility.

	statement, or corporate status.	
Application Requirements	• Certification of life safety equipment such as smoke and carbon monoxide detectors. • Occupancy shall not exceed what is permitted in the Property Maintenance Code. • Sleeping areas must be “habitable” as defined in the property maintenance code. • Only one rental license per property. • ADUs are only eligible if established prior to 2/1/2019 and meet certain requirements. • Must be the applicant’s principal residence.	• Certification of life safety equipment such as smoke and carbon monoxide detectors. • Occupancy shall not exceed what is permitted in the Property Maintenance Code. • Sleeping areas must be “habitable” as defined in the property maintenance code. • Only one rental license per property. • Does not need to be the applicant’s principal residence.
Annual requirement	• Annual affidavit certifying principal residence.	• None
Duration	• 4 years	• 4 years
License Cost	• \$190 application fee + \$25 business license + \$20 annual affidavit fee	• \$190 application fee + \$25 business license

It is important to note that the city only allows properties, described as dwelling units and other individually conveyable units, to hold one rental license type at a time. What this means is that properties that hold a long-term rental license or a short-term rental license would not be eligible for a festival lodging rental license.

Second Reading Amendments:

Following the first reading, staff identified several amendments to the ordinance as approved on first reading, and is requesting council amend and pass the revised ordinance with the following amendments:

1. 10-3-19(q)(3) – This proposed paragraph had a sentence at the end stating “A property may not have both a festival lodging rental license and a rental license.” This sentence was to try and make it clear that multiple types of licenses are not allowed, as the code already states. However, the use of the word “property” created conflicts with the way licenses are described in Chapter 10-3, B.R.C., 1981, which uses the terms “dwelling, dwelling unit, rooming unit, room or portion of any of the foregoing.” Additionally, [10-3-19\(n\), B.R.C., 1981](#) already addresses the restriction on not having

more than one type of license, so the duplicative language was removed from the proposed ordinance.

2. 10-3-19(q)(3) – This proposed paragraph lists the requirements of a short-term rental license that are excepted for a festival lodging license. One requirement that should be excepted was missed. 10-3-19(m), B.R.C., 1981 states “The city manager shall not issue more than one short-term rental license to any applicant.” With the purpose of the festival lodging license to expand beyond principal residences, there is a chance that an applicant could own more than one unit and therefore apply for more than one license. As a result, staff has proposed to add 10-3-19(m) to the excepted paragraphs list in the proposed ordinance.

3. 10-3-19(q)(4) – This proposed paragraph describes the limitation on using this festival license only during an approved festival event in the city, including 7 days before, and 7 days after the festival event dates. After discussing this proposed ordinance with the Sundance Institute staff, they shared that some festival contractors and event staff typically arrive 10 days prior to the festival beginning for setup and stay after the conclusion of the festival for takedown and cleanup. As a result, the ordinance has been amended to allow for rental 10 days prior to a festival, and 9 days after. If someone were to rent a home under this license for the Sundance Film Festival for the maximum time possible, it would be 10 days prior to the festival, the 10 days of the festival, and the 9 days after, totaling the maximum of 29 consecutive days.

Equity Analysis

Staff utilized the city’s rapid racial equity assessment as a part of creating this new rental license. The primary beneficiary of this license will be property owners of housing who rent their property during a festival event. The primary burden could be on existing residents, especially those who rent in long-term rental licensed properties, or on those potential buyers of properties who intend to occupy the housing year-round. Statistically, in Boulder, property owners are more likely to be white, and residents who are renters are a higher percentage proportion of non-white, and lower income than property owners.

The risk of this new license type could be the displacement of renters in long-term rental licenses in order to allow festival lodging rentals of units, speculating a higher per-day rental income that could exceed long-term rental income. The other primary risk could be purchasers buying homes to only rent during a festival, and keeping them vacant the remainder of the year. Additional risk could be to occupants of these festival lodging rental units if the property does not meet life safety standards.

As a result, staff drafted the proposed ordinance to retain the requirement that properties cannot hold more than one rental license type, and that a festival lodging license cannot be used for more than 29 consecutive days per year. The proposed ordinance also retains the requirement that other rental licenses have of certifying that they meet the life safety and occupancy and habitability requirements in the International Property Maintenance Code.

Fiscal Note

Estimated Fiscal Impact Narrative

The proposed ordinance would create a new rental license that would be supported by the Planning & Development Services Department. The application fee for a festival short term rental is proposed at \$190, which is the amount estimated to meet the full cost recovery of the time and expenses of the city to process the application. For purposes of estimating revenue and expenses, the city assumed 500 applications in 2025, an additional 500 applications in 2026, and 500 applications in 2027.

Additionally, rentals less than 30 days are subject to the Short-Term Rental Tax, as required in 3-15, B.R.C., 1981. This tax is seven and one-half percent (7.5%) on the price paid for short-term rental lodging services. At this time, the city does not have an estimate for what this revenue could amount to. However, for modeling purposes, assuming there are 1,000 licenses, each unit is occupied for 10 nights, and are rented at \$500/night, this would result in approximately \$375,000 in annual short-term rental tax revenue. This revenue goes to cover the administrative costs of the program, and any additional funds are placed in the city's affordable housing fund.

Current Year Estimated Fiscal Impact

Fund(s): P&DS Fund

Department(s): Planning & Development Services

Program(s):

Item	FY 2025 Budget	FY 2025 Estimated Impact	FY 2025 Net Change
Beginning Fund Balance	\$20,430,800	\$0	\$20,430,800
Total Forecasted Revenue	\$14,222,764	\$95,000	\$14,317,764

Total Estimated Expenses	\$15,715,994	\$95,000	\$15,810,994
Ending Fund Balance(s) After Reserves	\$ 16,005,058	\$0	\$16,005,058
FTE	113	0	113

Three-Year Estimated Fiscal Impact

Item	FY 2025	FY 2026	FY 2027
Total Forecasted Revenue	\$95,000	\$95,000	\$95,000
Total Estimated Expenses	\$95,000	\$95,000	\$95,000
Net Estimated Impact	\$0	\$0	\$0

Climate, Resilience, and Sustainability Considerations

Housing additional visitors during festival events within the city, rather than outside the city in the region, will reduce the climate impacts of visitors, including carbon reduction and less vehicle miles traveled, as well as traffic impacts into and out of the city.

Community Engagement

Staff has chosen the “inform” level of engagement for this proposed ordinance. This level states: “To provide the public with balanced and objective information to assist them in understanding a problem, alternatives, opportunities and/or solutions.” The promise to the public is that the city will keep them informed.

This level of engagement was selected because short-term rentals are already allowed in the city, and this ordinance only creates a limited expansion of this already existing license type. Additionally, there are not considerable options or alternatives other than not allowing additional short-term rental options during large festival events.

Workplan Considerations

This item has been accommodated within the existing workplan. Implementation of this license will require approximately 60 hours of staff time to develop the application forms and configure software to facilitate and track licenses. Once implemented, staff will need to review, process, and enforce licenses. Depending on the volume received, additional temporary staffing resources may be necessary to support administering this new license during the initial application wave. Any additional staffing resources would be funded by the application fees of the license.

Next Steps for City Council

If council adopts the ordinance as amended, the ordinance will go to third reading on the Oct. 9, 2025, council meeting on the consent agenda. If adopted, staff will begin implementation actions. It is anticipated that the application will be live by Dec. 1, 2025.

Accessibility Statement

The City of Boulder is committed to digital accessibility. Some content may not be fully accessible due to technical limitations or issues. For alternate formats or accommodations, please visit [Accessibility | City of Boulder](#) or contact accessibility@bouldercolorado.gov.

Attachments

A – Proposed Ordinance 8715 as amended for second reading

B - Proposed Ordinance 8715 as presented on first reading with strikeouts and highlights

ORDINANCE 8715

AN ORDINANCE AMENDING SECTION 10-3-19, "SHORT-TERM RENTALS," B.R.C. 1981, CREATING A FESTIVAL LODGING RENTAL LICENSE; AND SETTING FORTH RELATED DETAILS

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF BOULDER,
COLORADO:

Section 1. Section 10-3-19, "Short-Term Rentals," B.R.C. 1981, is amended read as follows:

(a) Short-term rentals are prohibited unless the city manager has issued a valid short-term rental license for the property.

...

(q) A festival lodging rental license, a form of short-term rental license, may be issued for an eligible property. Such festival lodging rental license may be issued under the same requirements of this Section, except:

(1) The license shall not be limited to the requirements of paragraph 10-3-19(b) and may be issued to any ownership type;

(2) The application proof of ownership requirements in paragraphs 10-3-19(c)(1), (2) and (3) shall not be required, except that the applicant shall submit a sworn statement of ownership at the time of application;

(3) The license shall not be subject to the requirements of paragraphs 10-3-19(d), (e), (f), (g), (j), (m) or (o);

(4) The festival lodging rental license is subject to the requirements of paragraph 10-3-19(l) and is further restricted to advertisement for and occupancy during rental dates only while an event for which the city has issued a Special Festival Event License, plus ten days prior to the beginning of said license commencement date, and nine days following said license conclusion date. Under no circumstances shall a festival lodging rental license be utilized for more than twenty-nine consecutive days per year;

(5) The festival lodging rental license shall not be subject to the requirements of paragraph 10-3-19(p) following issuance of the license; and

(6) A festival lodging rental licensee shall pay the fee described in Section 4-20-18, “Rental Licensing Fees,” B.R.C. 1981.

Section 2. This Ordinance is necessary to protect the public health, safety, and welfare of the residents of the city and covers matters of local concern.

Section 3. The City Council deems it appropriate that this Ordinance be published by title only and orders that copies of this Ordinance be made available in the office of the city clerk for public inspection and acquisition.

INTRODUCED, READ ON FIRST READING, AND ORDERED PUBLISHED BY
TITLE ONLY this 4th day of September 2025.

Aaron Brockett,
Mayor

Attest:

City Clerk

1 READ ON SECOND READING, AMENDED AND PASSED, this 18th day of September
2 2025.

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Aaron Brockett,
Mayor

6 Attest:

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City Clerk

10 READ ON THIRD READING AND ADOPTED this 9th day of October 2025.

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14 _____
Aaron Brockett,
Mayor

15 Attest:

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City Clerk

ORDINANCE 8715

AN ORDINANCE AMENDING SECTION 10-3-19, "SHORT-TERM RENTALS," B.R.C. 1981, CREATING A FESTIVAL LODGING RENTAL LICENSE; AND SETTING FORTH RELATED DETAILS

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(2) The application proof of ownership requirements in paragraphs 10-3-19(c)(1), (2) and (3) shall not be required, except that the applicant shall submit a sworn statement of ownership at the time of application;

(3) The license shall not be subject to the requirements of paragraphs 10-3-19(d), (e), (f), (g), (j), (m) or (o). A property may not have both a festival lodging rental license and another form of rental license;

(4) The festival lodging rental license is subject to the requirements of paragraph 10-3-19(l) and is further restricted to advertisement for, and occupancy during rental dates only while an event for which the city has issued a Special Festival Event License, plus ~~ten~~seven days prior to the beginning of said license commencement date, and ~~nine~~seven days following said license conclusion date. Under no circumstances shall a festival lodging rental license be utilized for more than

1 twenty-nine consecutive days per year;

2 (5) The festival lodging rental license shall not be subject to the requirements of
3 paragraph 10-3-19(p) following issuance of the license; and

4 (6) A festival lodging rental licensee shall pay the fee described in Section 4-20-18,
5 “Rental Licensing Fees,” B.R.C. 1981.

6 Section 2. This Ordinance is necessary to protect the public health, safety, and welfare
7 of the residents of the city and covers matters of local concern.

8 Section 3. The City Council deems it appropriate that this Ordinance be published by
9 title only and orders that copies of this Ordinance be made available in the office of the city clerk
10 for public inspection and acquisition.
11

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13 INTRODUCED, READ ON FIRST READING, AND ORDERED PUBLISHED BY
14 TITLE ONLY this 4th day of September 2025.

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16 _____
17 Aaron Brockett,
18 Mayor

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20 Attest:

21 _____
22 City Clerk
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1 READ ON SECOND READING, PASSED AND ADOPTED this 18th day of September
2 2025.

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Aaron Brockett,
Mayor

6 Attest:

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City Clerk
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Festival Lodging Rental License Code Changes

City Council Public Hearing
Ordinance 8715, 2nd Reading

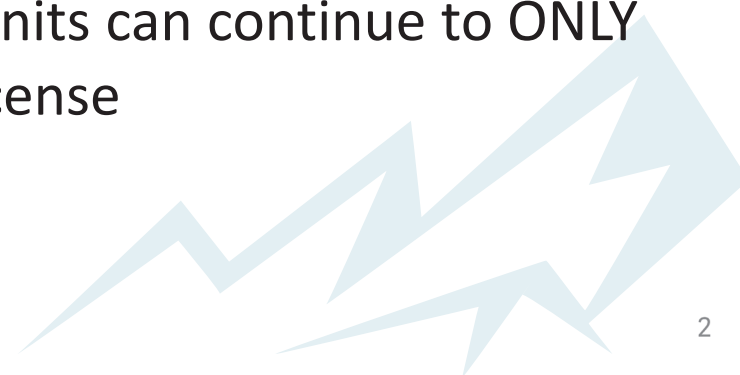


Purpose



Goals for the Festival Lodging Rental License (FLR):

- Keep it simple – based on short-term rental license
- Balance additional lodging opportunities with the desire to ensure that the primary use of most residential remains housing for residents
- Owners of residential units can continue to **ONLY** have 1 type of rental license



Festival Lodging Rental License

- Allow additional property ownership type(s) to hold an FLR license
- Allow non-principal residences to hold a FLR license
- Do not require annual recertification like other short-term rental licenses
- Retain the requirement of a safety affidavit & contact information
- Retain the requirement of compliance with the existing occupancy standards for safety (based in the building codes)
- Restrict rental license usage to when the city issues a festival event license, plus 10 days before and 9 days after the designated festival dates
- Require a \$190 application fee, with the license valid for 4 years

What is a “Festival”?

A “Festival Event License” is being created

Draft working definition:

- An event with 5 or more consecutive days of duration
- Attendance of more than 50,000 people
- Expected to exceed the capacity of Boulder hotels



Festival Lodging Rental Licensing considerations

Other considerations:

- Hotels + year-round Short-Term Rental properties + this new license will create a time-limited opportunity for residents and other property owners to rent their entire house/residence, or individual bedrooms
- Provides a regulatory foundation for a marketable program to homeowners
- City will collect Short-Term Rental Tax



Ordinance 8715 - Amendments

Minor amendments since the 1st Reading

- Duplicative language removed from Section 10-3-19(q)(3) regarding limitation of one license per unit
- Addition to Section 10-3-19(q)(3) of excepted paragraph 10-3-19(m) to recognize that applicant/owners may have more than one type of license to account for a FLR license
- Refined language in Section 10-3-19(q)(4) to allow a FLR license to be valid 10 days prior, and 9 after, a declared Festival Event

Recommendation & Next Steps



- Recommendation of Approval
- 3rd Reading required to accommodate language changes
 - October 9, consent agenda
- Effective date November 8, 2025
- First licenses issued in early December



Motion



Motion to amend and pass on second reading Ordinance 8715 amending Section 10-3- 19, “Short-Term Rentals,” B.R.C. 1981, creating a Festival Lodging Rental License; and setting forth related details



ORDINANCE 8715

AN ORDINANCE AMENDING SECTION 10-3-19, "SHORT-TERM RENTALS," B.R.C. 1981, CREATING A FESTIVAL LODGING RENTAL LICENSE; AND SETTING FORTH RELATED DETAILS

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...

(q) A festival lodging rental license, a form of short-term rental license, may be issued for an eligible property. Such festival lodging rental license may be issued under the same requirements of this Section, except:

(1) The license shall not be limited to the requirements of paragraph 10-3-19(b) and may be issued to any ownership type;

(2) The application proof of ownership requirements in paragraphs 10-3-19(c)(1), (2) and (3) shall not be required, except that the applicant shall submit a sworn statement of ownership at the time of application;

(3) The license shall not be subject to the requirements of paragraphs 10-3-19(d), (e), (f), (g), (j), (m) or (o);

(4) The festival lodging rental license is subject to the requirements of paragraph 10-3-19(l) and is further restricted to advertisement for and occupancy during rental dates only while an event for which the city has issued a Special Festival Event License, plus ten days prior to the beginning of said license commencement date, and nine days following said license conclusion date. Under no circumstances shall a festival lodging rental license be utilized for more than twenty-nine days per year;

(5) The festival lodging rental license shall not be subject to the requirements of paragraph 10-3-19(p) following issuance of the license; and

(6) A festival lodging rental licensee shall pay the fee described in Section 4-20-18, “Rental Licensing Fees,” B.R.C. 1981.

Section 2. This Ordinance is necessary to protect the public health, safety, and welfare of the residents of the city and covers matters of local concern.

Section 3. The City Council deems it appropriate that this Ordinance be published by title only and orders that copies of this Ordinance be made available in the office of the city clerk for public inspection and acquisition.

INTRODUCED, READ ON FIRST READING, AND ORDERED PUBLISHED BY
TITLE ONLY this 4th day of September 2025.



Aaron Brockett,
Mayor

Attest:


Elesa Johnson,
City Clerk

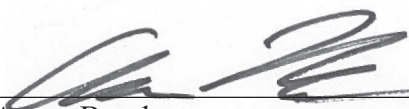
1 READ ON SECOND READING, AMENDED AND PASSED, this 18th day of September
2 2025.

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5 Aaron Brockett,
Mayor

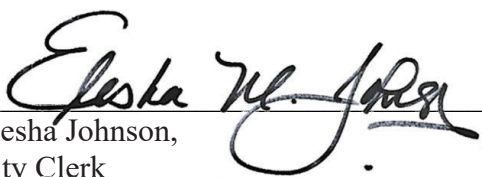
6 Attest:

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9 Elesha Johnson,
City Clerk

10 READ ON THIRD READING AND ADOPTED this 9th day of October 2025.

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12 
13 Aaron Brockett,
14 Mayor

15 Attest:

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18 Elesha Johnson,
City Clerk

SUBJECT: STAFF UPDATES

DATE: DECEMBER 11, 2025

PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER

SUMMARY:

In the following, staff provides updates on recent activity related to economic vitality functions.

Enterprise Zone

At their October 2025 meeting, the Colorado Economic Development Commission approved the North Metro Enterprise Zone. Louisville is located within this zone and the new areas will go into effect January 1, 2026. Economic Vitality will be sending out information to all eligible businesses ahead of January 1 to information businesses about the zone and encourage them to pre-certify to start taking advantage of the available tax credits as soon as the new year. If there are questions, please reach out to Vanessa at VZarate@Louisvilleco.gov

South Street Underpass

City Staff held a stakeholder open house on November 18th for those businesses, property owners and residents that are within the area where the South Street Underpass is planned. City Council at an October meeting directed staff to explore additional options for the underpass, that would not close South Street to vehicular traffic. This open house was the first of two to get feedback from stakeholders in the area on an alternative route/location in the area.

Front and Center Update

The 30% design drawings were submitted to the City by RVi on December 2. The drawings have also been submitted to ECI for pricing and will be submitted to internal city staff for review and comment. The project team will hold a 30% milestone review meeting after issuance of city review comments to RVi. It's anticipated that with the holidays the design review meeting likely won't take place until early January. After the design review meeting the project team will hold a focus group meeting to share progress with the focus group team. The project team will provide a brief presentation and update to the LRC at the February meeting to ensure the team can gather focus group input prior to the update.

SUBJECT: DEVELOPMENT UPDATES

DATE: DECEMBER 11, 2025

PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER

SUMMARY: UPDATE

In the following, Staff provides updates on recent activity related to construction and development. These updates are for the most frequently asked about sites and not for every site in a review process or under construction. All updates and timeframes are subject to change.

Site	Update
800-804 Main Street (former Wildwood Guitars)	The building is under contract and they have submitted plans to the City for reuse of the building.
809 Main Street (old Waterloo)	Project is continuing construction for the build-out of the restaurant space. There has been interest in the site, with multiple tours, but no LOI or leases signed to date.
816 Main Street (former Empire)	Staff is working with ownership and interested parties towards a sale. Site has been relisted on line for sale. Staff is working with a temporary pop-up on site for the winter season.
833 Main Street (former Chase)	Staff is working with ownership to assist with reinvestment on site. The City of Louisville has leased the parking lot at least through the end of the year for public use.
1301 Courtesy Road (Delo Boom)	Delo Boom is working through City processes to construct 140 units of housing. The project will consist of studios through three-bedrooms and 13.5% affordable units.
950 Spruce Street	Construction has completed with the retail and office spaces currently being marketed for rent.
947 Pine Street (former gas station)	Birdie Bar is open to the public!

SUBJECT: DEVELOPMENT UPDATES**DATE: DECEMBER 11, 2025****PAGE 2 OF 2**

1303 Empire Road (Ironton)	Ironton has approved plans for a new distillery and event center. They have opened their temporary tasting room and are welcoming patrons.
540 County Road (Louisville Grain Elevator)	The Grain Elevator has new owners that have engaged the City to turn the building into an activated space. Their TIF review has been started with Pioneer Development Company.
Coal Creek Village (SWC South Boulder Road and HW 42)	A mixed use commercial and residential development, with 13,500 sf of commercial space and 186 dwelling units under review through our planning process.
1171 W Dillon Road (former Lowe's)	The New King Soopers Marketplace has started construction for the new store. They anticipate a mid-year 2026 opening.
1164 W Dillon Road (Cinebarre)	University of Colorado has purchased the site and is currently working on public engagement for their plans for the site.
550 McCaslin Boulevard (former Sam's Club)	Relish has opened to the public!
575 McCaslin Boulevard (former Carrabba's)	Staff is working with the broker representation to market and attract a new user to the building. No lease signed to date.

If you would like to add a site to these updates, please let me know.

ATTACHMENT(S):

None.