

City Council Economic Vitality Committee

Agenda

Thursday, March 12, 2026

Council Chambers

749 Main Street

2:00 PM

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 +1 646 876 9923 or 877 548 0282 (toll free)
Webinar ID #852 0147 8768
- You can log in via your computer. Please visit the [City's website](#) to link to the meeting:

The Council will accommodate public comments during the meeting. Anyone may also [email comments to the Council](#) prior to the meeting.

1. Call to Order & Roll Call

2. Approval of Agenda

3. Public Comments on Items Not on the Agenda and Items on the Consent Agenda

Public comments are limited to 3 minutes per speaker. When several people wish to speak on the same position on a given item, Council requests they select a spokesperson to state that position.

4. Consent Agenda

The following items on the City Council Agenda are considered routine by the City Manager and shall be approved, adopted, accepted, etc., by motion of the City Council and voice vote unless the Mayor or a City Council person specifically requests an item be considered under "Regular Business." In such an event the item shall be removed from the "Consent Agenda" and Council action taken separately on said item in the order appearing on the Agenda. Those items so approved under the heading "Consent Agenda" will appear in the Council Minutes in their proper order.

A. Approval of Minutes

5. Regular Business

A. Louisville Chamber Contract Discussion and Direction

B. Louisville Economic Snapshot

6. Staff Report

A. Staff Updates

7. Committee Member Comments

8. Adjourn

Upcoming Agenda Items Date Meeting

This list is not inclusive; items are subject to change; additional items may be added.

- Item
- Item

Resident Information

If you wish to speak at the City Council meeting in person, please fill out a sign-up card and present it to the City Clerk at the meeting. If you are attending remotely, please use the “raise hand” icon to show you wish to speak in appropriate public comments section.

Persons planning to attend the meeting who need sign language interpretation, translation services, assisted listening systems, Braille, taped material, or other accommodation should [email the City Clerk's Office](#) or call at 303.335.4574

A forty-eight-hour notice is requested.

Si requiere una copia en español de esta publicación o necesita un intérprete durante la reunión del Consejo, por favor llame a la Ciudad al 303.335.4574 o [email](#)

***City Council
Economic Vitality Committee
Meeting Minutes
February 19, 2026
Regular Meeting
2:00 PM***

CALL TO ORDER – Mayor Leh called the meeting to order at 2:03 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
Rob Zuccaro, Community Development Director
Vanessa Zarate, Economic Vitality Manager
Brian Holihan, Economic Vitality Specialist*

Others Present: *Members of the public*

APPROVAL OF AGENDA

Mayor Leh moved to approve the agenda; seconded by Councilmember Fahey.

Aye: All
Nay: None
Absent: None

APPROVAL OF December 11, 2025 MEETING MINUTES

Councilmember Fahey moved to approve the minutes; seconded by Mayor Leh.

Aye: All
Nay: None
Absent: None

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

Don Berkshire shared an update about the Louisville Spring Get Together on May 16th in Memory Square Park from 1:00 to 4:00 pm right after the farmer's market. Its purpose

being to connect residents with their neighbors to share resources and information, along with having discussions around things like art, animals, culture, history, volunteer opportunities, job opportunities, emergency preparedness etc. Don Berkshire expressed supporting the business community at the event, providing opportunities for food trucks, e-bike demonstrations and having information on businesses available.

BUSINESS MATTERS

Approval of EVC 2026 Meeting Dates

Manager Zarate shared that staff are proposing that we continue meeting on the second Thursday of every month at 3 p.m.

Councilmember Fahey moves to approve the proposed meeting dates for 2026 EVC; Seconded by Councilmember Kern.

Aye: All

Nay: None

Absent: none

Approval of 2026 Business Beat Meeting Dates

Manager Zarate shared that for the most part in 2025 the Business Beat Roundtables were held on the fourth Thursday of the month from 4 to 5:30 p.m. and that depending on the topic or the audience, a few were either held in the morning or across the lunch hour.

Staff are proposing to host the roundtables on the fourth Thursday of every month for consistency and planning purposes. If date and time changes are needed based on the audience or the topic, staff will bring that forward at a meeting. We tend to take November and December off, as attendance declines. The only proposed date that is not on the fourth Thursday of the month is the July roundtable.

Mayor Leh asked how far in advance of the meeting time will the locations be selected. Manager Zarate shared that staff prefer to have locations set at least three weeks in advance so the event can be promoted and that a February Business Beat would be the exception as the date has not been confirmed yet.

Councilmember Fahey asked if staff has decided what locations they will be at yet. Manager Zarate shared that the February meeting will be at the Rec Center with a topic of sharing the Economic Vitality Priorities for the City of Louisville. Staff try to leave flexibility so that the location and topic can be changed to address timely concerns.

Councilmember Fahey moves to approve the 2026 Business Beat meeting dates with the change of the July 16 date to July 23; Councilmember Kern seconds.

Aye: All

Nay: None

Absent: None

Short Term Rental Policy Parameters

Manager Zarate shared background information on the Sundance Film Festival coming to Boulder and the need for short-term housing for festival attendees, visitors, workers, and volunteers and that staff are looking for guidance from EVC on what timeframe they would like the short-term policy to exist for. If the policy is not year-round, what is the trigger that will enact the short-term rental policy.

Manager Zarate shared details on parameters that were drafted to accompany a short-term rental policy.

Mayor Leh asked about the impact of a short-term rental policy on hotel occupancy. Manager Zarate shared that staff are working with hotels in Louisville to encourage them in becoming official Sundance partners as it relates to not skyrocketing prices and that conversations with hotels in regards to this policy has not occurred.

Councilmember Kern asked what the dates for Sundance are. Manager Zarate shared that 2027 dates have not been announced yet.

Councilmember Fahey asked about the licensing and inspection of the rentals. Manager Zarate explained that staff does not have the capacity to inspect all rental applications. There will be a safety affidavit signed by the homeowner at the time of application to verify proper home insurance.

Councilmember Fahey asked about verifying that the individual applying is the owner of the structure and not a lessee. Manager Zarate shared that the only way to see home ownership is assessor records and that this verification can be included within the safety affidavit.

Councilmember Kern expressed concerns about allowing renters to participate in the program. Manager Zarate explained how other municipalities plan to navigate this opportunity through amending leases. Mayor Leh also expressed concerns about allowing renters to participate in the program.

Mayor Leh asked why short-term rental is defined as 29 days. Manager Zarate shared that it is common practice and less of a definition.

Mayor Leh asked if staff knows the number of incidents of short-term rentals occurring in Louisville. City Manager Langley shared that Community Development sent 46 letters sent to short-term rentals operating in violation of Louisville city code.

Councilmember Kern asked if there is a penalty when they violate this code. City Manager Langley expressed uncertainty and that it is most likely an administrative fines policy.

Mayor Leh asked for councilmembers opinion about including Sundance and Colorado University Boulder in the initial short-term rental policy parameters. Councilmember Fahey supports both events. Councilmember Kern supports only initially including Sundance.

Manager Zarate shares that based on this conversation, staff would propose that residents can get a short-term rental license to rent out their space for up to 29 days during the Sundance Film Festival. Mayor Leh recommends leaving the day range blank for when we get to the council stage. All committee members agree.

Mayor Leh asked for consensus on the drafted complaint process. All committee members agree.

Councilmember Kern asked if Louisville currently holds a three-strike policy. Manager Zarate confirms that we do not.

Mayor Leh asked for consensus on the three-strike policy. Committee members the possibility of a penalty piece and not a three-strike and shutdown process. Mayor Leh asked for staff recommendations. Manager Zarate shared having fines for violations while providing the homeowners with the chance to remedy before their license gets suspended.

No public comment

Mayor Leh moves to recommend the short-term rental policy outline, with clarifications, to cover short-term rentals only relating to Sundance, leaving the number of days blank for now, not including a three strikes policy yet, and having staff come up with violation penalties; Councilmember Fahey seconds.

Aye: All

Nay: None

Absent: None

Staff Updates

Commercial Sustainability Rebate Program – Manager Zarate shared that this program is launching at the start of March and where to find additional information

Development Updates

No questions or comments

COMMITTEE MEMBER COMMENTS

Mayor Leh expresses support for the Louisville Chamber Awards Dinner.

POTENTIAL FUTURE AGENDA ITEMS

Economic Update

Sundance Film Festival

Retention Visits

ADJOURN

Councilmember Kern moved to adjourn; seconded by Mayor Leh.

Aye: All

Nay: None

Absent: None

Members adjourned at 3:30 p.m.

Subject: Louisville Chamber Contract Discussion and Direction
Date: March 12, 2026
Prepared By: Vanessa Zarate, Economic Vitality Manager
Presented By: Vanessa Zarate, Economic Vitality Manager

Summary:

The City of Louisville has partnered with the Louisville Chamber since the Chamber's creation over 40 years ago. Historically, the City of Louisville has provided financial support to the Chamber to assist in the implementation of Signature Events that occur throughout the year, including the Awards Dinner, Taste of Louisville, Pints in the Park and the Parade of Lights.

The Louisville Chamber has submitted a request for an increase in City funding, which is currently not budgeted for 2026. Before bringing the final contract to City Council, Staff is presenting a draft contract to EVC for feedback on the requested increase in City financial support and other proposed changes to the contract.

Background / Prior Discussions:

The City of Louisville works closely with the Louisville Chamber across departments, events and strategies. The Louisville Chamber regularly meets with City Staff to include Economic Vitality and Cultural Services to share ideas, avoid duplication and support implementation. As part of this cooperation, the City of Louisville and the Louisville Chamber have an agreement for services, which outlines City financial and in-kind support supporting Chamber events and implementation. The City of Louisville and the Louisville Chamber have entered into agreements for nearly 25 years to coordinate activities and expectations. In previous years, funding levels to the Chamber varied, with the City providing \$20,000 in 2020, \$25,000 in 2021 and \$30,000 in years 2022-2025. The Chamber is asking for an additional increase past what is currently budgeted and will need council approval for any increase from 2025 funding levels.

In 2025, the City paid \$42,000 to the Louisville Chamber in funding. This included \$30,000 in Chamber funding, \$2,000 for the Parade of Lights, \$1,500 for the City's Fellowship Membership and an additional \$8,500 for the fence for the Parade of Lights. In addition, it is estimated that the City contributed over \$20,000 in in-kind services for Signature Events (\$11,592 in Public Works Assistance, \$2,172 in waived permit and license fees and an estimated \$7,007.50 in waived costs for police presence at Signature Events). Between in-kind and financial contributions, the City contributed over \$60,000 to support the Louisville Chamber in 2025.

The Louisville Chamber has sent in a new request for support for 2026 and beyond. In their request proposal (attached), the Chamber is requesting an increase in monetary funding and retention of the in-kind support. Over the last two years, the Chamber has grown in membership, events and engagement and is seeking additional support to keep the momentum. As part of this request, they are asking the City's direct funding to increase from \$30,000 to \$60,000, and all the remaining monetary and in-kind support continue. As part of their proposal and request for additional funding, the Chamber has outlined their growth over the last two years to include additional programming, membership growth, and promotion of Louisville.

An increase in funding is not currently budgeted and would require a budget amendment for 2026 and for any future years when the new funding level is maintained. Staff has worked with the Chamber on a scope of services for the Chamber to provide in 2026. Staff is looking for feedback from EVC regarding the scope and any potential changes before presenting the budget amendment request to the whole City Council.

Development Proposal:

N/A

Analysis:

Economic Vitality works closely with the Louisville Chamber to strengthen the business ecosystem in Louisville. As an economic vitality partner, the Louisville Chamber works closely with the Economic Vitality team to further goals and objectives, and provide information and support to our business community. The Louisville Chamber also works closely with other city staff, including Cultural Services, which helps to support collaboration and lack of duplication for events and implementation.

Staff has attached the 2025 contract and the proposed 2026 contract between the City of Louisville and the Louisville Chamber and the report submitted by the Louisville Chamber that accompanied their ask for an increase in funding. Highlights of changes between the 2025 and proposed 2026 contract include:

- Increase in direct monetary support by \$30,000 (\$30,000 in 2025 to \$60,000 in 2026 and beyond). (In 2025, the direct monetary support was in addition to membership fee, Parade of Lights assistance and fencing)
- Listing of the in-kind City support with a not-to exceed amount.
- Specific timelines and expectations for submitting special event permits and amendments to the event permit, and a specific scope for Public Works and Police Department duties related to special events.
- The City will display banners for the Taste of Louisville and Parade of Lights event.
- The City will no longer directly pay for parade fences separate from the direct monetary support to the Chamber.
- More specific parameters for City promotion of Chamber Signature Events in the

City's quarterly newsletter and City promotion through its communications channels.

The following items will remain consistent between the 2025 and proposed 2026 contract:

- The Chamber provides four signature events throughout the year to include the Awards Ceremony, Taste of Louisville, Pints in the Park and the Parade of Lights.
- The Chamber provides the City with a table (8 seats) for the Annual Awards Dinner, 4 tickets to Pints in the Park and, tabling opportunities at Taste of Louisville and 2 tickets for Dinner on Main.
- The Chamber hosts the State of the City event.
- The Chamber hosts a beer garden at two City events- dates agreed upon with Cultural Services.
- The City will waive special event and liquor license application fees for the four signature events.
- The City will pay for a Fellowship Membership to the Chamber.
- The City will have a membership listings for City Hall, Economic Vitality, the Library, the History Museum and the Recreation/Senior Center.
- The Chamber Director and Economic Vitality Manager will meet monthly for coordination and the Economic Vitality Manager will attend Chamber Advocacy and Board of Director Meetings.

The Louisville Chamber includes in their proposal other operational goals and business engagements that are outside of this specific scope of service. The proposed scope supports Chamber and City operations and economic vitality goals.

Council Work Plan:

While not directly included in the work plan, the Louisville Chamber is an Economic Vitality partner working to achieve shared goals. This can also relate as an Economic Vitality Committee recommendation to the whole council.

Fiscal Impact:

The current Chamber contract at \$30,000 in funding, \$2,000 for the Parade of Lights and \$1,500 for the City's Chamber membership is currently budgeted within the Economic Vitality budget. Current levels of in-kind support for the outlined Signature Events are also absorbed in existing budgets for various departments. Any increase in monetary or in-kind support will need to be allocated through a budget amendment for 2026 and any future years of additional contributions.

Alternatives:

- Do not increase funding

- Increase funding at a determined amount
- Increase funding beginning in the 2027-2028 budget cycle

Recommendation:

Staff recommends EVC review and provide direction to Staff on potential amendments to the Louisville Chamber contract and funding level

Attachments:

1. Louisville Chamber 2025 Contract
2. Louisville Chamber City Grant Proposal Jan 2026
3. 2026 03 12 Draft Proposed Chamber Contract
4. 2026 03 12 Chamber Contract Discussion

**Agreement for Services between the
City of Louisville and the Louisville Chamber of Commerce
2025**

As approved in the fiscal year 2025 budget, adopted by City Council on November 04, 2024 the Louisville Chamber of Commerce will receive \$30,000 in annual funding. The \$30,000 includes support for ongoing Chamber programming and an additional \$2,000 to support the annual Parade of Lights event.

From its City funding, the Chamber of Commerce commits to provide the following services to benefit the Louisville business community:

- Planning and managing four cornerstone/signature events: Taste of Louisville, Pints in the Park, the Annual Awards Dinner and Parade of Lights.
- Provide a table (8 seats) for the Annual Awards Dinner, 4 tickets to Pints in the Park and 2 tickets for Taste of Louisville.
- Host Business Networking and additional events that provide businesses with an opportunity to engage with the Chamber, the City and other businesses.
- Promote and host one State of the City event in partnership with the City and the Mayor.
- Participate in and promote business-related City meetings and events, such as the Economic Vitality Committee, the Louisville Revitalization Commission and Economic Vitality events.
- Promoting and advertising business workshops and events hosted by Economic Vitality partners to include the City of Louisville Library, the Small Business Development Center and others on website, newsletter and social media. City to provide information.
- Lead beer garden component at City Events. Maximum of two events a year.
- Promote programs that benefit businesses in Louisville's commercial districts and across industries and size.
- The City will have a membership listings as part of this agreement for City Hall, Economic Vitality, the library, the history museum and the recreation/senior center.
- The City's logo will appear on print and digital collateral
- The director shall meet at least monthly with the Economic Vitality Manager to coordinate and collaborate on vitality activities. Economic Vitality Manager will also be included in meetings such as Advocacy Meetings and Board of Director meetings.

In partnership, the City commits to

- Event application fees are waived for Signature Chamber Events. City support services such as police and parks and rec are also waived for Signature Chamber Events.
- Economic Vitality will pay for a Fellowship Membership for the City.
- Full page ad in the City's print quarterly newsletter for Parade of Lights, Taste of Louisville, Pints in the Park and the Wellness Expo.
- The City will pay for the installation of the fencing at the Parade of Lights event.
- One section of the utility bill insert once a year.
- Signature Chamber Events shared through appropriate City communication channels.

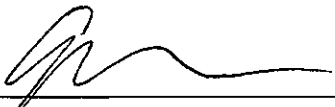
The Chamber of Commerce will submit a report of activities from the prior calendar year. This report should outline the significant events that were held as well as number of business engaged during the year. The Chamber should also share its current membership as well as any new member prospects. This report should be submitted to the Economic Vitality Manager no later than March 1st. Should the Chamber request specific or additional funding, any request for additional funding should be sent in

**Agreement for Services between the
City of Louisville and the Louisville Chamber of Commerce
2025**

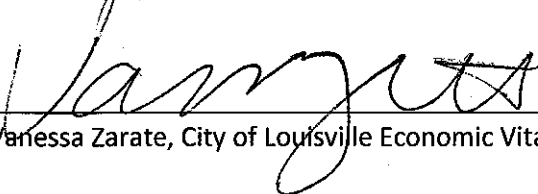
writing to the Economic Vitality Manager no later than May 15th for the following year. As part of the request, the Chamber should include a description of what activities the money will be used for.

This Agreement for Services will be reviewed annually by staff from each organization. Requested changes to the agreement will be made at mutual agreement of both parties.

Agreed to on January XX, 2025 by:



Gillian Millar, Louisville Chamber of Commerce Executive Director

 March 20 2025

Vanessa Zarate, City of Louisville Economic Vitality Manager



2026 City Grant Proposal Building Capacity for Growth & Community Impact

Gillian Millar, Executive Director
901 Main Street • Louisville, CO 80027
(303) 666-5747 • director@louisvillechamber.com
January 2026

Why City Investment in the Louisville Chamber Matters

Business needs and community expectations in Louisville have grown beyond what the current grant was designed to support. This request reflects a shared commitment between the City and the Louisville Chamber to sustain the visibility, vitality, and economic momentum that benefit residents, businesses, and the City as a whole.

Regionally, chambers operated in different ways. Some focus primarily on advocacy, while others deliver community events. Louisville is unique in that the Louisville Chamber delivers all three: large-scale community events, hands-on business support, and an expanding advocacy platform, while operating with lean staffing and comparatively modest public funding. Many peer cities invest substantially more in their chambers, and Louisville's current funding level was set when the Chamber operated a smaller set of events and more limited year-round programming. The scale of work, expectations, and community reach have changed significantly since that time.

With appropriate resources, the Louisville Chamber serves as a cost-effective extension of the City's economic vitality efforts. City funding enables the Chamber to:

- Produce keystone community events that drive local spending and civic pride
- Keep dollars local through campaigns, guides, and promotions that support Louisville businesses and generate tax revenue
- Extend City communications through Chamber networks without adding City staff
- Support entrepreneurs, creative industries, and cross-sector partnerships that strengthen the local economy

The impact of this work is measurable. According to a Harris Poll conducted for the U.S. Chamber of Commerce, 64 percent of consumers familiar with their local chamber are more likely to purchase goods and services from chamber members. In Louisville, Chamber-led community events generated more than 600,000 digital and print impressions in 2025, while membership grew by more than 50 percent as programming expanded to more than 50 programs and events annually.

This success now brings new strain. Event costs have risen, staffing demands have increased, and the scope of programming has outgrown the current grant model. The Chamber has delivered these outcomes through lean operations and revenue-generating events, but sustaining this level of economic and community impact has required drawing on reserves and stretching staff capacity beyond what is viable long term. Aligning City funding with the current scale of work ensures stability, continuity, and responsible growth, allowing the Chamber to remain a strong, accountable partner in advancing Louisville's economic vitality.

When the Chamber is fully resourced, Louisville's businesses, economy, and community thrive together.

On behalf of the Louisville Chamber, we respectfully request a review and update of the City's grant support for 2026 to reflect the scale of services now being delivered. Thank you for your partnership, your engagement, and your continued commitment to Louisville's vitality.

Introduction

Over the past 18 months, the Louisville Chamber has undergone a full revitalization. Since launching a new program model in early 2025, membership has grown by more than 50 percent, signature events have expanded, and the Chamber now delivers more than 50 programs and events annually, including twice-monthly networking to meet increased demand.

At the same time, the Chamber's advocacy role has matured. We now maintain consistent participation in City and regional meetings, providing real-time feedback from local employers while keeping businesses informed and engaged. Through initiatives such as Leaders Lunch and the Annual Education Summit, the Chamber supports workforce development and strengthens the local economy. For the Chamber, advocacy is partnership working alongside the City to improve communication, alignment, and outcomes for businesses and residents.

This progress has been made possible through strong collaboration with City staff across departments, particularly Economic Vitality. From Parks and Recreation to Communications and Public Works, City teams have worked with the Chamber as true partners. We are also grateful to Louisville City Council for its visible engagement with the business community, which builds trust and connection.

Today, the Louisville Chamber delivers all services required under the Agreement for Services, along with significant additional programming, marketing, and advocacy that did not exist when the original funding level was set. With one full-time and two part-time staff, the scope and expectations of this work now exceed what the current grant model was designed to sustain.

The Chamber is Louisville's connector, advocate, and promoter linking businesses, strengthening the local economy, and showcasing the people, places, and experiences that make Louisville special.

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Proposed Grant Structure & Request

The Louisville Chamber of Commerce is proud to serve as a long-standing partner to the City, connecting local businesses, residents, and visitors through programs that strengthen Louisville's economic vitality and community life.

The City of Louisville's current support totals approximately \$32,000, consisting of a \$30,000 annual grant and a \$2,000 Parade of Lights sponsorship, with fencing for the Parade provided separately by the City. This funding structure was established when the Chamber operated a smaller set of events and more limited year-round programming and participation. Since the Chamber's revitalization in 2025, the scale of community events, business engagement, advocacy, and citywide marketing has expanded significantly.

Total 2026 City Partnership Request: \$60,000

This request is an expansion of the existing Agreement for Services between the City of Louisville and the Louisville Chamber of Commerce, reflecting the increased scale, scope, and cost of the services now being delivered.

This investment supports more than 50 programs and events and year-round business and community promotion. No other organization in Louisville delivers this volume of public-facing economic and civic impact at this cost.

STRATEGY SNAPSHOT

The Chamber is halfway through a two year strategy. 2025 focused on rebuilding our systems, programs, and platforms. 2026 is about activating and fully leveraging that foundation.

In 2026, the Louisville Chamber will ensure every member is visible, every resident is informed, and every business has a clear path to connect, promote, and be heard. This is our guiding objective.

This focus sits alongside the Chamber's Connect, Advocate, Promote strategy and year-round programs. In 2026, our priority is not just building tools, but making sure they are actively used, widely seen, and meaningfully experienced across the entire community.

Service Scope and 2026 Expansion Summary

Program / Deliverable	Original Scope	Current & Expanded Scope	Why This Matters to the City
Community Signature Events			
Taste of Louisville	Single event/Business Showcase	Month-long campaign with 5 activations: Dinner on Main, Fun Run & Dog Jog, Silent Disco, Summerfest, Best Taste campaign (8,000+ in-person attendees supported by more than 200,000 digital and print marketing impressions)	Increases local and regional visitation, boosts Main Street foot traffic, strengthens community connection, and supports economic vitality by helping local businesses showcase and connect with residents and visitors. (40+ year civic tradition / free community event.)
Pints in the Park	Small local beer event	75+ breweries, 1,000+ attendees, 25 percent of attendees visiting from outside Boulder County (1,000+ in-person attendees supported by more than 200,000 digital and print marketing impressions)	Drives regional visitation and economic vitality while creating strong community engagement and high-visibility opportunities for local vendors, food partners, artists, and entertainers. (10 year event)
Parade of Lights	Parade and Small Santa Station	Expanded route, performances, Santa area with letter writing station, free hot chocolate around town and senior engagement and livestream in 26. (10,000+ in-person attendees and 1,500 participants supported by more than 185,000 digital and print marketing impressions)	A free, 40+ year civic tradition that brings together families, schools, and community groups to build civic pride, participation, and a strong shared sense of community, while giving local businesses a fun, visible way to showcase their brands to the community
Feel Good Festival	Not offered	New health, wellness and recreation festival.	Supports public health, family and senior engagement, and economic vitality by bringing together local wellness providers, youth programs, and regional partners in a free, inclusive community festival.
Annual & Ongoing Events & Programs			
City Event Bar	Included	Beverage service for Memory Square Park and Fire Station 1 Block Party. (Expanding in 2026)	Reduces City event cost and improves experience. The Chamber will provide beverage service and staffing for up to two City-designated community event

Program / Deliverable	Original Scope	Current & Expanded Scope	Why This Matters to the City
Golf Scramble	Not Included	New in 2026 - partnership with Coal Creek Golf Course and expanded engagement around the event.	The Chamber Golf Scramble brings key employers and sponsors to the City owned Coal Creek Golf Course, generating revenue for a City asset while strengthening the business relationships that drive Louisville's local economy.
Annual Education Summit	Not Included	Sell out launch in 2025 providing key information from Meet the Newsroom to Marketing and AI. Expanded program to include partnership with Latino Chamber and bi-lingual event in 2026.	The Education Summit on marketing and AI helps Louisville businesses stay competitive while the bilingual format ensures all businesses can access the tools needed to grow and contribute to the City's economy.
Directory & Community Guide	Old Guide	New Digest Guide. 10,000+ copies plus digital, two City editorial pages included. Option to increase. Modernized physical and digital strategy.	Resident, visitor, and business information with inclusion of key city events, programs, important contacts and more.
Support Local Campaigns	Not Included	2-3 campaigns across all commercial districts.	When residents buy local, sales tax stays in Louisville.
Annual Membership Drive	Not Included	In 2025 focus was membership retention and still 50% increase. Launching in Oct 2026 New Member Annual Drive	Brings more local businesses into the City-Chamber network, expanding communication, engagement, and participation in City programs.
Networking	Occasional	Monthly - 3rd Thur in 2026 plus new cross member events with Superior, Lafayette and Broomfield. Plus other multi-chamber opportunities.	Strong local business networks keep dollars in Louisville. Expanded networks strengthening local sales, visibility, and long-term economic vitality.
First Friday	DBA Event	Chamber to work with Cultural Services & DBA to support communications for FF. Chamber open for event for local business Pop Up expanded to monthly March - Nov	Allows businesses outside downtown to access this program, brings foot traffic into the Chamber to learn about all programs and members. Museum and Library participate.
Focus Groups	Not included	Industry focus groups and geographic focus group meetings.	Provides early, accurate, actionable intelligence about what is actually happening in the local economy.

Program / Deliverable	Original Scope	Current & Expanded Scope	Why This Matters to the City
Business Beat	City Program	Chamber presence and suggest 5 minute update on the agenda similar to LRC.	Allows business at the BB to be informed on other Chamber activity that may support their business and a chance to meet with City Council and EVC staff.
Leads Group & Home Pros Group	Not included	Provide local service businesses with trusted referral networks, helping them win work, stabilize revenue, and grow their businesses through relationships rather than expensive advertising.	Strong, locally connected service businesses keep jobs in Louisville, improve housing quality, support property values, and ensure residents have reliable local providers, all of which strengthens the City's tax base and neighborhood stability
Chamber Communications	Occasional	Improved in 25 and Expanding in 26. Quarterly What's On Monthly Louisville Loop Weekly What not to Miss Daily Info Hub Promotions Advocacy Insights newsletter Daily News Feed & Social Media	As a key 2026 objective, Chamber communications help solve fragmented local messaging by making businesses visible, residents informed, and City programs easier to find and use.
City Communications - Chamber Events	Included	Signature Chamber Events shared through appropriate City communication channels. (Expanded to include website/cal inclusions for community events)	Sharing community events increases attendance, strengthens civic engagement, and ensures the City's investments in programs, facilities, and public spaces deliver real value to residents
City Communications - City Events	Not included	The City has access to promote Fourth of July, Labor Day, and Music in the Park through the Chamber's new marketing program, extending City event visibility across business and community channels.	This broader promotion increases attendance, strengthens community participation, and ensures City funded events and programs achieve maximum impact without adding to City staff workload.
Advocacy & Economic Coordination			
County & Regional Engagement	Limited	NW Chamber Alliance, BizWest Editorial Board, PACE, Community Solutions, SBDC, World Trade Center, Latino Chamber, Mental Health Partnerships, Neurodivergent Programming, DBA, Downtown Women's Collective, Workplace Initiative.	Supports education, retention, advocacy, sustainability and protects Louisville's economic interests

Program / Deliverable	Original Scope	Current & Expanded Scope	Why This Matters to the City
City Engagement	Limited Attendance	Monthly attendance: LRC, EVC. (Adding Cultural Services in 26) As Needed: Front & Center Focus Group, City Council	Provides key information from City and community leaders and creates a forum for two-way dialogue with the business community.
Advocacy Resource Hub	Not offered	Issue updates, alerts, business guidance. Advocacy Insights newsletter	Improves two-way communication, factual sharing of information and time sensitive updates.
Leaders Lunch	Not included	Expanded Program, new format in 26 with panel and improved engagement.	Trusted settings where leaders can share major initiatives such as the Comprehensive Plan and transportation and rail projects directly with business leaders, receive real-time feedback.
Arts & Creative Economy			
Arts Hub Membership	Not offered	Launch of creative sector support: Arts Hub membership, Arts web page, Grant exploration, Sundance groundwork	Supports cultural economy and position Louisville as an Arts Friendly city.
Civic Partnership			
State of the City	Informal	Mayor's address and Chamber Annual Meeting. Expanded program with networking event.	Civic leadership & transparency. The networking event connects residents and businesses with City economic vitality leaders, strengthening transparency and community engagement.
Annual Awards	City table & Museum Award	Suggest adding City Recognition Award for staff, department, or Council	Highlights public service & partnership
Economic Vitality Coordination	Included	Monthly coordination Economic Vitality Manager.	Stronger policy alignment
Cultural Services Coordination	Not included	New in 2026 - Quarterly Cultural Services/Chamber Meeting to align on activities and communication	Ensures events, promotions, and communications are aligned, reducing duplication, improving attendance, and maximizing the impact of City and Chamber investments.
Historical Museum	Not included	Annual meeting with the museum to review joint initiatives.	Align on programing, communication and Annual Awards planning.

Program / Deliverable	Original Scope	Current & Expanded Scope	Why This Matters to the City
Enterprise Membership			
City Enterprise Membership	Fellowship	Enterprise-level partnership provides leadership access, advocacy engagement, employee and community connection, high-visibility recognition, and direct participation in strengthening Louisville's business climate and local economy.	It is important that the City is visibly supporting local businesses and the Chamber at the highest level while also having full access to Chamber programs, communications, and engagement platforms.
Staff access & promotion	Limited	Info Hub posting, event registration, directory visibility	Improves City–business coordination
Capacity & Operations			
Program Management	Stretched	Support for staff, marketing, and event delivery	Ensures quality and sustainability
City Service Inclusions	Included	Continued inclusions: City to provide: permits, police, fire, public works, fence (parade) liquor licenses, marketing and communication support at no charge.	This is a direct benefit to the Chamber and we recognize the cost saving for this inclusion.
Reporting			
City Staff/ Council Reporting	Offered	Continue with annual report submission outlining events, reach, and business engagement. Improved statistic driven reporting.	Clear visibility into how funds are used, what impact is achieved, and how Chamber programs support economic vitality, ensuring transparency, accountability, and informed decision making.
Board Reporting	Ongoing	Staff report quarterly to the board on finances, membership status. Annual Membership Audit, planning and budget in October.	Strong reporting and fiscal oversight ensure the Chamber remains stable, accountable, and capable of delivering the programs and services the City relies on to support economic vitality.

Creating the Moments That Bring Louisville Together

The City is investing in Louisville's civic and economic infrastructure, delivered through its Chamber partner. These funds support systems that benefit the whole community, including signature events, business engagement, and citywide marketing.

One of the roles of the Louisville Chamber is to serve as a citywide event production, marketing, and business engagement partner. This structure ensures the City is investing in a platform that delivers broad public benefit. The Chamber will deliver major community programs and economic outreach at a fraction of what it would cost to staff or contract internally.

By leveraging community partnerships, volunteers, sponsorships, and business participation, the Chamber multiplies the City's investment and extends its reach far beyond what municipal resources alone could achieve.

Community Focus: Large-Scale Community Events & City Partnership

Expanded Signature Events

In 2025, Chamber-led community events generated more than **600,000 digital and print impressions** and served **tens of thousands of in-person attendees**.

Chamber and City Coordination

- The Chamber will plan and manage four major community events: Taste of Louisville, Pints in the Park, Parade of Lights, and the Feel Good Festival. This includes ticket allocations, vendor booths, and beverage service at up to two additional City-designated events.
- The City will be presented as a civic partner in all event marketing, onsite signage, and post-event communications, positioning the City as a visible, engaged partner in community life while extending the City's communication reach across thousands of residents, visitors, and local businesses.
- Most Chamber events and programs are open to the broader community, with non-member pricing that ensures inclusive access while maintaining fairness for dues-paying members.

City Coordination/ Grant Inclusions

- Joint marketing through the City's newsletter, utility inserts, and communications and Chamber added as a city sponsored program in the same way as the Farmers Market and Streetfaire are included.
- City to provide: permits, police, fire, fencing (parade), public works, liquor licenses, marketing and communication support

Additional Event Partnership

- The Chamber will provide beverage service and staffing for up to two City-designated community events. (Labor Day Memory Square Park and Fire Station 1 Block Party)
- The Chamber to utilize their new marketing program to share city events throughout the year including Music in the Park, Labor Day Parade and Fourth of July.

Louisville's signature community events are a **cornerstone of civic identity and local commerce**. They drive thousands of locals and visitors to Louisville, increase local spending, and reinforce Louisville's reputation as a vibrant, connected community. **These events are free or low-cost to the public and serve residents, families, seniors, youth, and visitors, alongside Chamber promotional opportunities.**

Sustaining the Chamber's Growth

Business Focus: Chamber Programs & Organizational Growth

The Louisville Chamber delivers business-focused programs that support economic vitality, workforce development, advocacy, and citywide engagement. Funding in this category supports the Chamber's ability to deliver expanded programming, respond to growing demand, and serve as a coordinated partner across departments and initiatives.

Networking & Leadership Programs

- Expansion of monthly First Friday events to increase access for businesses outside of downtown
- Third Thursday Networking Events throughout 2026
- Continued expansion of Leaders Luncheons, with a new panel-based format planned for 2026
- Annual Education Program focused on Marketing, and AI, delivered in a bi-lingual format in 2026
- Expanded cross-chamber collaborations, including the Annual Broomfield Mixer, Superior Mixer and additional programs with our partnership with the Latino Chamber of Commerce, Lafayette Chamber of Commerce and Superior Chamber of Commerce.

Advocacy & Business Voice

Advocacy Demands Are Increasing

Advocacy demands are expected to continue expanding in 2026. The Chamber's current grant does not fund advocacy activities. Support is requested to cover additional labor required for communication, coordination, and education.

The Chamber serves as a two-way communication and business engagement partner for the City, helping share information about City initiatives, gather feedback from local businesses, and support successful implementation of projects and policies. This role improves compliance, reduces confusion, and strengthens trust between City staff and the business community.

- Regular regional participation in collaborative programs and groups, including:
 - Northwest Chamber Alliance
 - Small Business Development Center
 - BizWest Editorial Board
 - Commuting Solutions
 - Partners for a Clean Environment
 - World Trade Center
 - Mental Health Advocates
 - Latino Chamber partnership
 - Launch of an Advocacy Resource providing issue updates, resources, and action alerts for businesses
 - Monthly coordination meeting with the Economic Vitality Manager
 - Leaders Lunch advocacy partnership with the City - Key topics for 2026 are Transport and Comprehensive Plan.
 - Partnership with city Business Beat allowing Chamber an agenda item to update at the end similar to the LRC meetings.
 - Attending and reporting back on key city meetings: LRC, EVC, Council and Focus Groups when requested. (25 Parks & Rec and Front and Center requested Chamber input)
-

Citywide Marketing, Business Campaigns & Communication

- Members: Monthly Louisville Loop & News Feed and weekly "What Not to Miss" updates, Daily News Feed and Social communications.
- News Feed: Inclusion of city newsletters, council newsletters and important updates
- Community : Quarterly "What's On" guides
- Shop / Support Local campaigns to sustain spending across all commercial districts, including Downtown, DELO, McCaslin, Dillon, and CTC
- Cross-promotion of partner programs with the Library, Museum, Recreation Center, and SBDC
- Development of new focus groups aligned by geographic area and industry sector

- New promotional tools developed in response to member demand, including: Member calendars | Community offers / Member to Member Offers | Member News and blog content
- The Chamber lobby serves as a de facto visitor center for residents and visitors, providing guides, maps, and local information. Visitor traffic increased significantly in 2025, with expanded open house hours and further growth of visitor services planned for 2026 to better support tourism, local businesses, and community engagement.

The Chamber is working to serve as a central, reliable community resource in a currently fragmented communications environment.

Civic and Cultural Partnership

ANNUAL AWARDS: The Chamber will host the Annual Awards Ceremony in partnership with the Historical Museum. City participation includes a hosted table and suggest a new formal recognition of outstanding City staff, departments, or elected officials for contributions to Louisville’s business community and economic vitality for 2026 and beyond.

STATE OF THE CITY: The Chamber hosts the annual State of the City address, providing an opportunity for the Mayor and City leadership to share successes, challenges, and priorities with the community. The networking event following the presentation allows residents and business owners to connect directly with City and business leaders, strengthening transparency, dialogue, and community engagement around the year ahead.

Directory & Community Guide Partnership

The Chamber produces the annual Louisville Directory & Community Guide, a year-round communication, marketing and relocation resource distributed to residents, visitors, and new residents.

- City inclusions - two dedicated editorial pages highlighting community history and key contacts
- Additional advertising or advertorial space for City departments such as Recreation, Golf Course, Library, or Cultural Services
- Promotes all Louisville events including Streetfaire, Farmers Market, Fourth of July, Music in the Park and Labor Day Parade.

The guide strengthens City visibility while promoting local programs, events, and amenities in a single, cohesive publication. Distribution has been modernized with evergreen print content and **a regularly updated digital guide to ensure information remains fresh and relevant.** The Directory & Community Guide is one of the most effective tools for showcasing Louisville’s identity and is **consistently the most requested resource by the public.**

Arts & Creative Economy

- Launch of the Arts Hub Membership in 2026 supporting artists, creatives, and cultural businesses often underrepresented in traditional business programming
 - Development of a dedicated Arts Membership web page
 - Exploration of grant opportunities including Colorado Creates, Arts in Society, and Sundance Institute
-

City Enterprise Membership Upgrade

Upgrading the City's Chamber membership to Enterprise provides full access for all City departments and Council members to Chamber communications, event registration, Info Hub posting, and directory listings, strengthening collaboration between City staff and the business community.

- Full staff access to event registrations and Info Hub posting privileges
 - Enhanced visibility in the Chamber Directory, event materials, and digital guides
 - Stronger collaboration between City staff and local businesses
 - Memberships included for City Council, Golf Course, Cultural Services, Parks & Recreation, Senior Center and Recreation Center and communication department so that key information and resources can be shared and communicated
-

Reporting

Annual report submission outlining events, reach, and business engagement

Comparison Funding

Erie City Chamber Funding: \$112K

Lafayette City Chamber Funding: \$80K+ (Estimated for events only)

Street Faire: \$75K + | Ice Rink 30K

July 4th: \$30K

Financial Summary

Louisville Chamber of Commerce | 2025 Operating Snapshot

2025 Financial Results

Total Income: \$307,260
Total Expenses: \$327,666
Operating Loss: (\$20,406)
Interest Income: \$5,451
Net Loss: (\$14,955)

Event Revenue: \$160,781
Event Expenses: \$67,767
Net Event Contribution: \$93,014

Core operating expenses in 2025 included:
Payroll and contract labor: \$167,558
Facilities: \$28,543
General and administrative: \$31,623
Accounting, insurance, and financing: \$11,187
Directory production: \$15,448

Income Source	Amount	% of Total
Events	160,781	52.30%
Membership Dues	70,546	23.00%
City of Louisville Grant	30,000	9.80%
Boulder County Grant	17,500	5.70%
Directory & Guide*	16,450	5.40%
Rental Income	10,400	3.40%
Other (Labor Day bar, certificates, interest)	1,584	0.50%
Total	307,260	100%

**Pass through project this income is directly paid to the publisher.*

Financial Notes and Context

1. 2025 operated at a planned strain level

The Chamber covered its 2025 operating shortfall through reserves. This allowed the organization to meet rising expectations during a year of rapid growth, but it is not a sustainable funding model for 2026.

2. Events are financially strong

Chamber events generated a net contribution of \$93,014 in 2025. Events are not a financial

burden on the City or the Chamber. They are a core revenue engine that helps fund advocacy, City coordination, business networking and education, marketing and communications, volunteer management, and core administrative operations.

3. The financial pressure comes from scale, not performance

The Chamber did not run a deficit because programs failed. The deficit reflects a period of rapid rebuilding and growth, rising fixed costs, and the expanded scope of services now being delivered, even while operating with lean staffing and careful cost control.

4. 2025 was a recovery and growth year

After several difficult years following COVID and the need to modernize Chamber systems and programs, 2025 marked a strong recovery with more than 50 percent membership growth and highly successful events. The Chamber now delivers an unusually high level of economic and community impact on a modest operating budget of just over \$300,000.

5. Operations are exceptionally lean

The Chamber operates with very low overhead and a lean staffing model. While this requires reliance on minimal technology, it reflects strong fiscal discipline and careful use of resources rather than excess spending. The funding request is focused on sustaining programs, staffing, and community impact, not capital purchases.

6. Why increased City support matters

Increasing City funding to \$60,000 would ensure the Chamber remains a stable, professional partner capable of delivering the programs and coordination the City relies on.

Conclusion

The Louisville Chamber has delivered strong, measurable results with limited public funding: more than 50 programs and events annually, 50 percent membership growth, expanded advocacy, and community events generating over 600,000 impressions in 2025. These outcomes reflect efficient operations, revenue-generating programming, and a proven ability to deliver value in partnership with the City.

At the same time, the scale of work now being performed exceeds what the current grant was designed to support. Costs have risen, expectations have expanded, and sustaining this level of service without aligned funding is no longer viable. Updating the City's investment ensures stability, accountability, and continued impact without adding City staff or duplicating services.

This funding strengthens the Chamber's role as a connector, promoter, and advocate for Louisville's business community. It supports local spending, reinforces economic vitality, and extends the City's reach through trusted, established networks.

Most importantly, it reflects a shared commitment to Louisville's future. With the City as an active partner, the Chamber will continue building a community that is visible, vibrant, and connected where businesses thrive, residents benefit, and economic momentum continues to grow.

Important Scope Clarification

This grant request does not include funding for a future Visit or Discover Louisville platform, which would require separate scope, governance, and approval.

At the request of City staff, we want to clearly separate the Chamber Grant and any Discover Louisville initiative. There has been early discussion about a future Visit Louisville initiative. That concept would require its own scope, governance, and funding, and would be brought forward separately for City and Chamber review if pursued.

In the meantime, the Chamber has launched new marketing and promotional tools to help members better reach the community and support local engagement. These tools, including light Discover Louisville branding within our current website and platforms, are part of our ongoing Chamber strategy and are not a separate City funded initiative.

This grant request is focused entirely on sustaining and expanding the Chamber's current programs, events, business engagement, and community marketing activities.

****Parade Fence**

Following a safety incident in Boulder several years ago, the City requested that parade fencing be added to the Parade of Lights, with the City covering that cost as a reimbursement. In 2025, the fencing alone totaled approximately \$8,000, reflecting the rising costs and expanded route. Having the City contract directly for fencing ensures consistent safety standards and cost control while allowing the Chamber to focus on program delivery.

SUPPORTING INFORMATION

Visit Member Resource Page to View the following supporting documents.

<https://www.louisvillechamber.com/member-resources/>

2026 Event Guide: A big-picture view of this year's events and how your business can participate.

2026 Membership Guide: A detailed overview of membership levels, benefits, and new opportunities for 2026 to help you align your membership with your goals.

2025 Success: This year has been an exciting one — we've welcomed over **50% increase in membership**, expanded our programs, and strengthened connections across every sector.

www.LouisvilleChamber.com



2026 Vision | Louisville Chamber of Commerce *The Year of Communication, Visibility, and Belonging*

Our 2026 North Star

In 2026, the Louisville Chamber will ensure every member is visible, every resident is informed, and every business has a clear path to connect, promote, and be heard.

This is our guiding objective.

This focus sits alongside the Chamber's full Connect, Advocate, Promote strategy and year-round programs. In 2025, we rebuilt the Chamber's systems, events, and platforms. In 2026, our priority is making sure those tools are actually used, seen, and felt across the entire community.

People should not have to guess how to get involved in Louisville.
The Chamber should make it obvious.

Connect Louisville is about bringing together businesses, residents, and the City into one shared, visible network.

- Businesses are easy to find, follow, and support
- Residents know what is happening in town
- Events, programs, and promotions reach the whole community
- Business voices are organized and heard

The Chamber is not just a membership organization. It is the hub that keeps Louisville's business and community life connected.

Our 2026 Focus

Connect: Make it easier for businesses, residents, and partners to find each other, show up, and build relationships.

Promote: Turn Chamber tools into daily marketing for local businesses. If you are a Chamber member, you should feel promoted, not just listed.

Advocate: Make the Chamber the trusted business voice of the community.

What This Looks Like in 2026

- A packed and highly visible community calendar
- Businesses actively posting, hosting, and promoting
- Events that bring together residents and visitors
- Stronger collaboration between the City, businesses, and nonprofits
- A Chamber that feels visible, useful, and easy to engage with

When businesses are visible and people know what is happening:

- More people shop local
- More people attend events
- More relationships are built
- The entire community benefits

A connected city is a stronger city.

LOUISVILLE CHAMBER OF COMMERCE

MISSION

To champion the economic vitality, business growth, cultural richness, and civic well-being of Louisville and its community, empowering local businesses and fostering connections that strengthen our city.

VISION

Our vision is to inspire vibrant community engagement and empower lasting partnerships that fuel growth and opportunity.

Connect

Unlock meaningful networking, exclusive events, and powerful communication tools to drive connections, engage in impactful community events, and expand your reach through partnerships across Louisville and neighboring cities.

Advocate

Receive access to vital information, educational resources, and a unified voice advocating on the issues that matter most to our members at both local and state levels.

Promote

Size countless opportunities to showcase your business within the local community and throughout Boulder County, reaching new audiences and generating valuable referrals that drive growth.

LouisvilleChamber.com | info@louisvillechamber.com | 303 666 5747

**Draft Agreement for Services between the
City of Louisville and the Louisville Chamber of Commerce
2026**

For 2026, the City will provide \$XX,000 in total monetary funding to the Louisville Chamber and not to exceed \$YY,000 in in-kind support for events and operations.

From its City funding, the Chamber of Commerce commits to provide the following services to benefit the Louisville business community:

- Plan and manage four Signature events: Taste of Louisville (two-day event), Pints in the Park, the Annual Awards Dinner and Parade of Lights.
- Provide the City with a table (8 seats) for the Annual Awards Dinner, 4 tickets to Pints in the Park and, tabling opportunities at Taste of Louisville and 2 tickets for Dinner on Main.
- Plan, promote and host one State of the City event in partnership with the City.
- Promoting and advertising business workshops, events, programs, incentive policies and other business-related information hosted by the City and Economic Vitality partners to include on website, newsletter and social media.
- Host beer garden component at two City events- June 14th and September 7th (agreed upon with Cultural Services)
- The City will have a membership listings as part of this agreement for City Hall, Economic Vitality, the Library, the History Museum and the Recreation/Senior Center.
- The City's logo will appear on print and digital collateral to include events, programs and marketing. City logo will not appear on political statements or individual business sales/promotions.
- The director shall meet at least monthly with the Economic Vitality Manager to coordinate and collaborate on vitality activities. Economic Vitality Manager will also be included in meetings such as Advocacy Meetings and Board of Director meetings.

In partnership, the City commits to

- Event application fees and liquor license fees are waived for the above stated Signature Chamber Events. City support services for police and public works assistance are waived for Signature Events.
 - The Chamber will submit to the City Clerk's office full event applications at least 60 days before the event. One event change will be accommodated if submitted at least 45 days before the event.
 - Public Works commits to closing the streets and parking lots as needed for signature events and will not act as event staff or conduct additional public works activities outside of regularly scheduled maintenance/cleaning.
 - Police Department presence fees will be waived for Dinner on Main, Summerfest and Pints in the Park.
- Economic Vitality will pay for a Fellowship Membership for the City.
- Back-cover ad (7.5" W x 8.5" H) in the City's print quarterly newsletter for Parade of Lights, Taste of Louisville, Pints in the Park, and the Feel Good Festival. Ad content must be received by the City's communications team by the third Friday of the first month of each quarter, respectively January 16, April 17, July 17, and October 16.

**Draft Agreement for Services between the
City of Louisville and the Louisville Chamber of Commerce
2026**

- Signature events shared through appropriate City communication channels, determined by the City's Communications Manager. Graphics, images, and copy for social posts and other digital communication will be provided by the Chamber.
- The City will put up Taste of Louisville and Parade of Lights banners in accordance with the City's banner policy.

The Chamber of Commerce will submit a report of activities from the prior calendar year. This report should outline the significant events that were held as well as number of business engaged during the year. The Chamber should also share its current membership as well as any new member prospects. This report should be submitted to the Economic Vitality Manager no later than March 1st. Should the Chamber request specific or additional funding, any request for additional funding should be sent in writing to the Economic Vitality Manager no later than May 15th for the following year. As part of the request, the Chamber should include a description of what activities the money will be used for.

Louisville Chamber Services and Funding Discussion

Background

- Chamber is over 40 years old
- Various direct funding levels
 - 2020- \$20,000
 - 2021- \$25,000
 - 2022- Present- \$30,000
- Scope of services to collaborate for economic vitality objectives

Scope of Service Highlights

- The Chamber will hold four Signature events throughout the year to include the Awards Ceremony, Taste of Louisville, Pints in the Park and State of the City.
- The contract outlines more clearly City timeframes to assist the Chamber and City Staff in program implementation
- Chamber support for City events
- City support for Chamber operations
- Promotional guidelines and expectations
- Consolidate City and Chamber expectations in one place

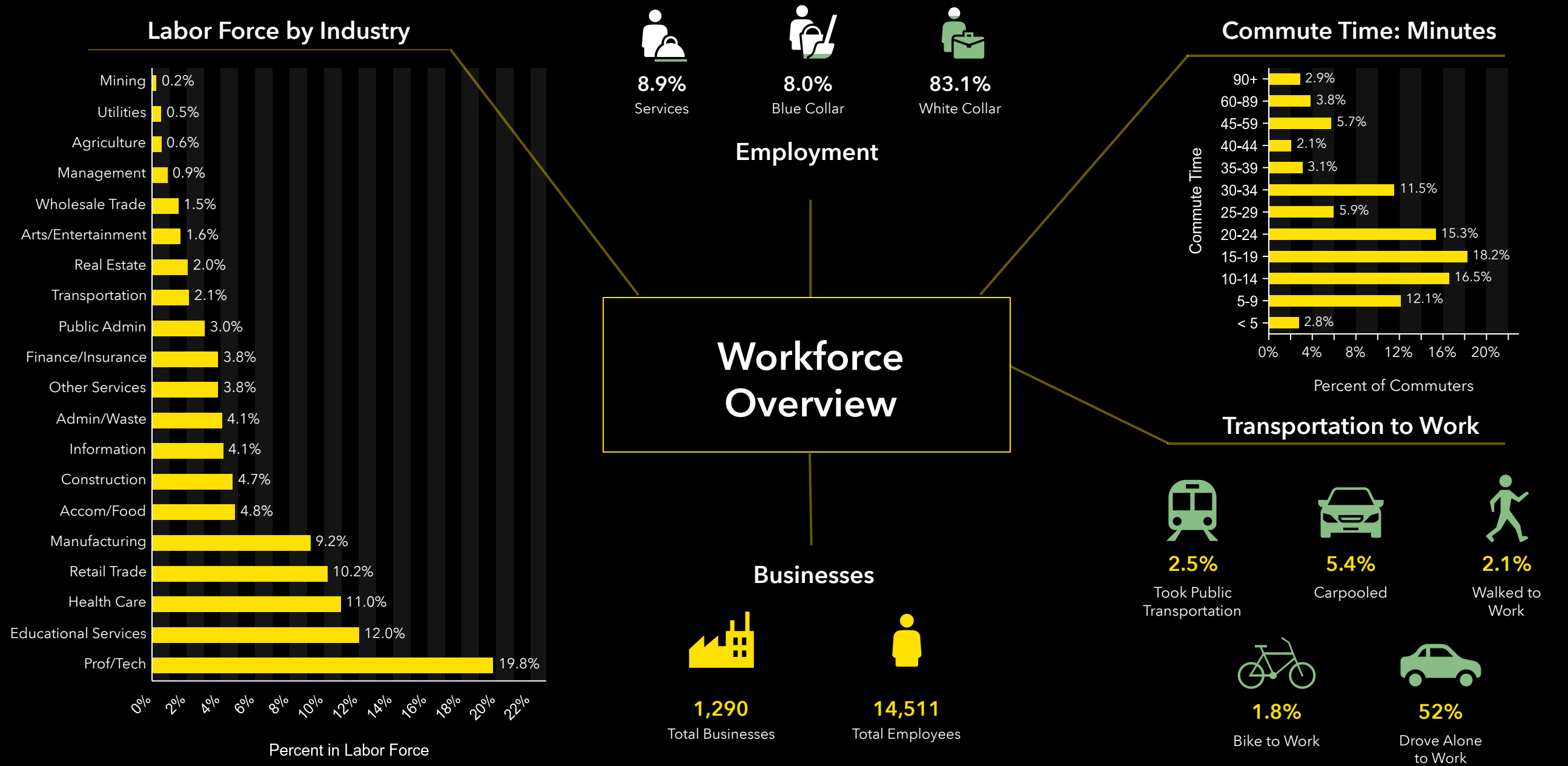
EVC Questions

- Questions on Scope of Services?
- Feedback on Chamber collaboration
- Funding Level Recommendation (direct financial contribution)

Economic Development Profile

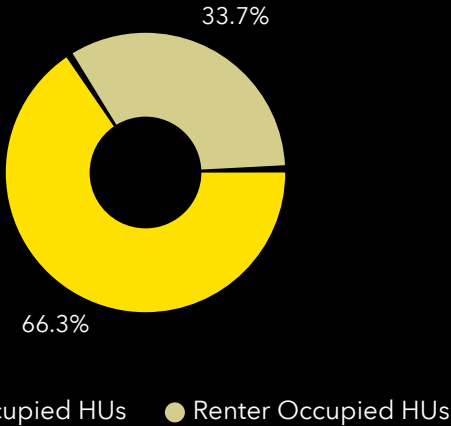
Feature 410

Area: 8.08 square miles

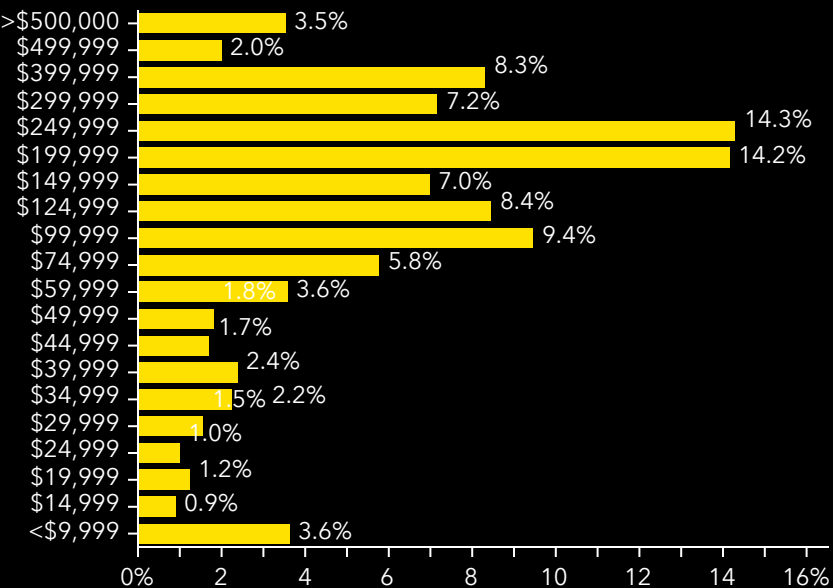


Source: This infographic contains data provided by ACS (2019-2023), Esri (2025), Esri-Data Axle (2025), Esri-U.S. BLS (2025), AGS (2025).

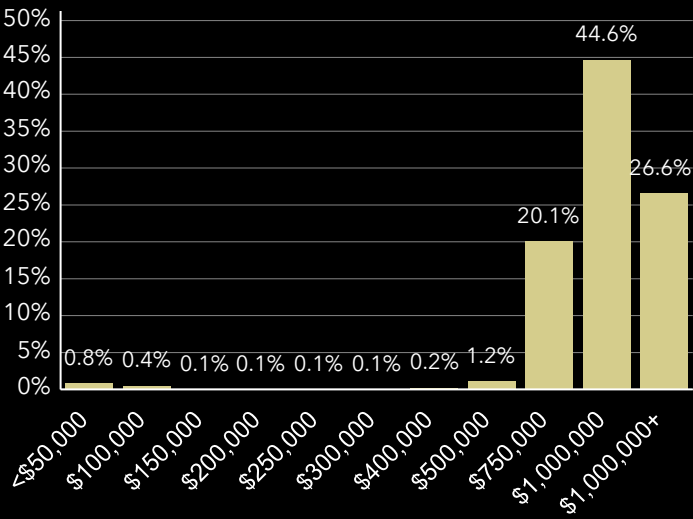
Home Ownership



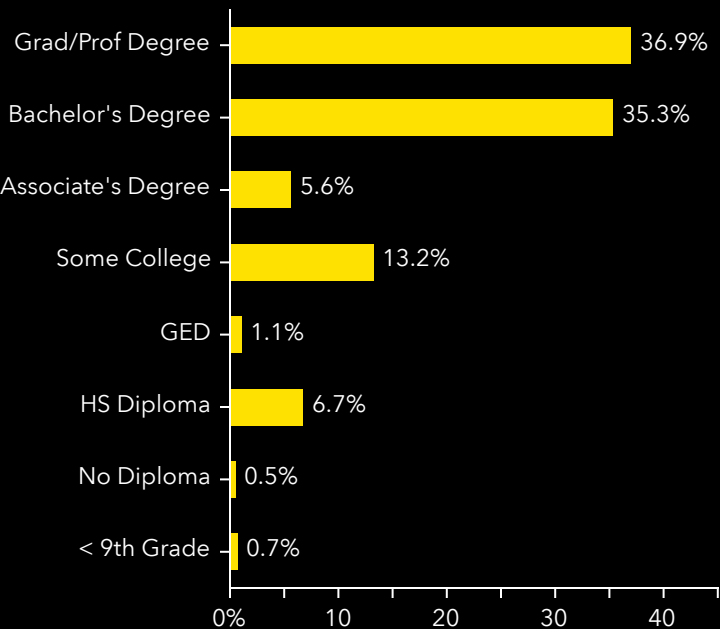
Household Income



Home Value

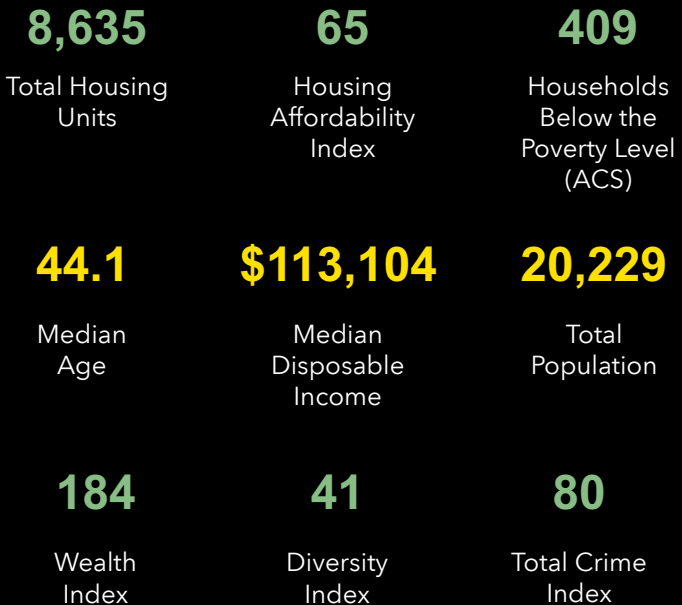


Educational Attainment



Community Overview

Key Facts



Tapestry

Top 3 segments by household count



[View comparison table](#)

COMMUNITY SUMMARY

Feature 410
Area: 8.08 square miles

20,229	-0.90%	2.40	41.3	44.1	\$147,556	\$901,254	\$646,826	20.1%	59.0%	20.9%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+



8.9%
Services

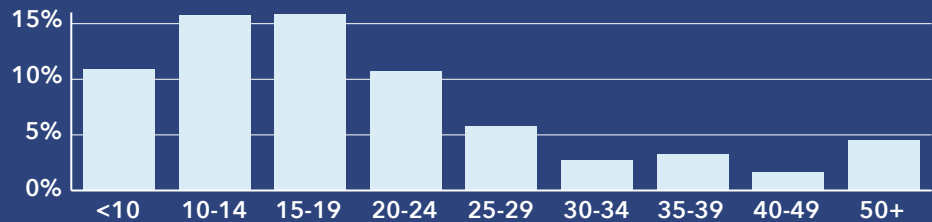


8.0%
Blue Collar

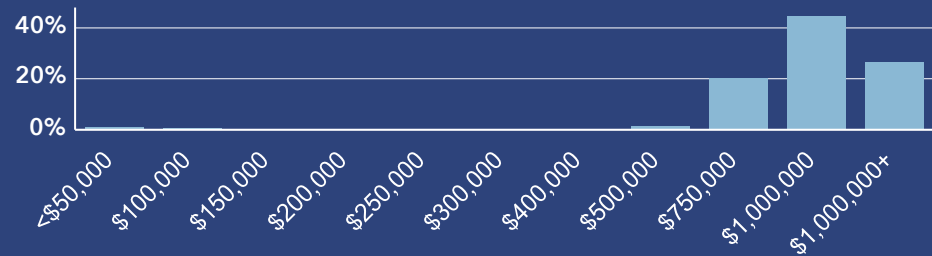


83.1%
White Collar

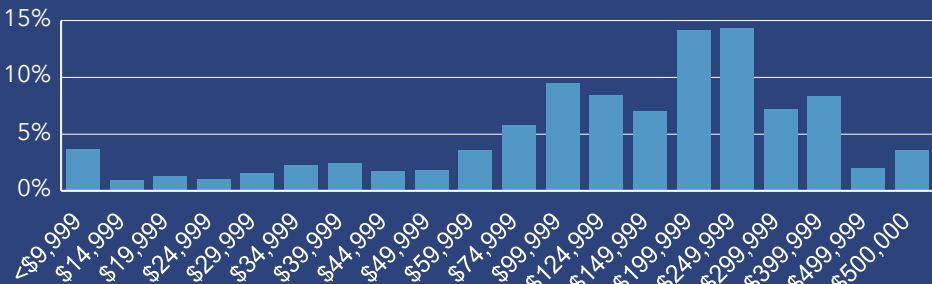
Mortgage as Percent of Salary



Home Value



Household Income

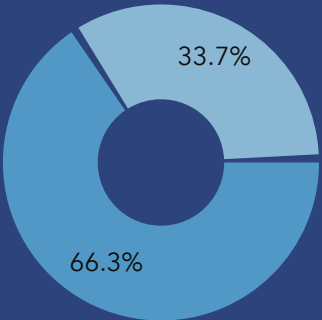


Age Profile: 5 Year Increments



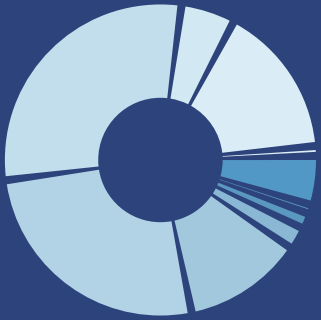
Dots show comparison to
to **Boulder County**

Home Ownership



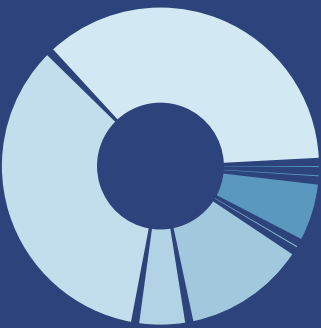
- Owner Occupied HUs
- Renter Occupied HUs

Housing: Year Built



- <1939
- 1940-49
- 1950-59
- 1960-69
- 1970-79
- 1980-89
- 1990-99
- 2000-09
- 2010-19
- ≥ 2020

Educational Attainment



- < 9th Grade
- HS Diploma
- Some College
- Bach Degree
- No Diploma
- GED
- Assoc Degree
- Grad Degree

Commute Time: Minutes



- < 5
- 5-9
- 10-14
- 15-19
- 20-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-59
- 60-89
- 90+

Business Key Facts

Feature 410 | Area: 8.08 square miles



This infographic features record-level business information. It is best suited for smaller area analysis such as census tracts, neighborhoods, and smaller zip codes.

Key Statistics

1,290

Total Businesses

14.5K

Total Employees

\$2.28B

Total Sales

3.0%

Unemployment Rate

Daytime Population



20,229

Total Population



26,752

Total Daytime Population

Ratio of daytime to total population:

1.32

Values > 1.0 mean that more people come to the area during the day than live there.



Suburb

Dominant Urbanicity Type



8.3

Avg Number of Employees



160

Total Businesses Per Square Mile

Largest Businesses in Area



18

100 or More Employees



25*

\$10M+ Annual Sales Vol

Most Employees

AdventHealth Avista

Headquarters

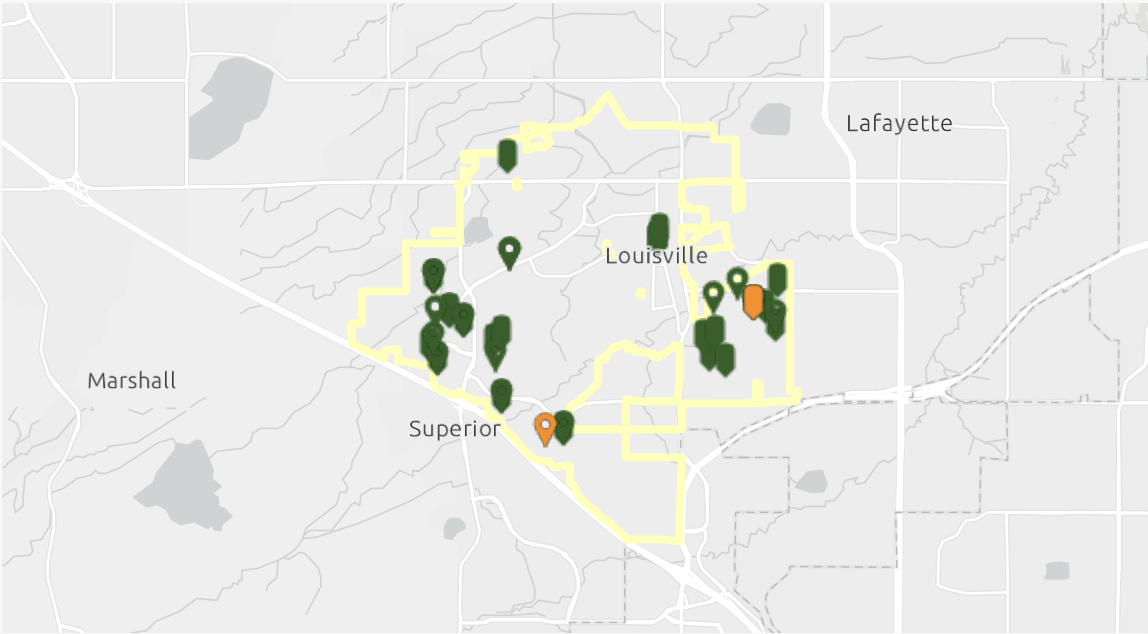
412

Highest sales volume

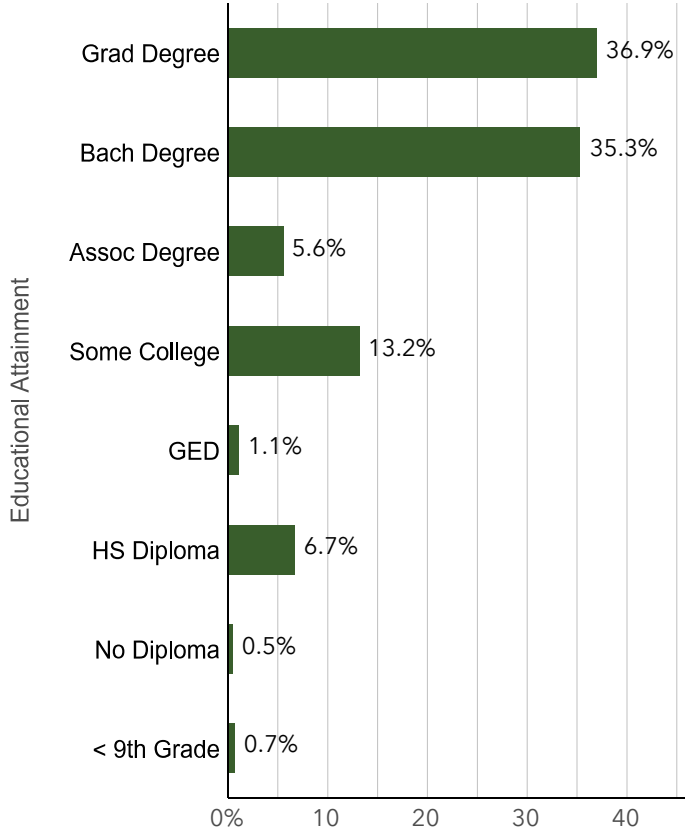
Trelleborg Sealing Solutions

Branch

\$168M

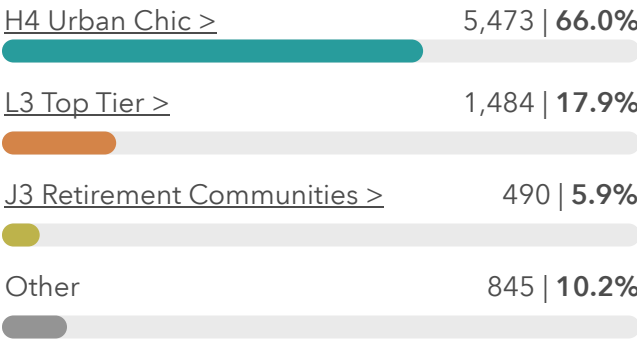


About the Workforce



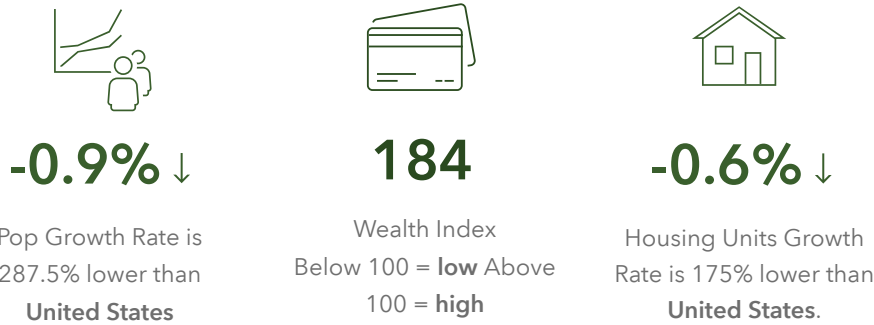
Tapestry

Top 3 segments by household count



[View comparison table](#)

About the Community

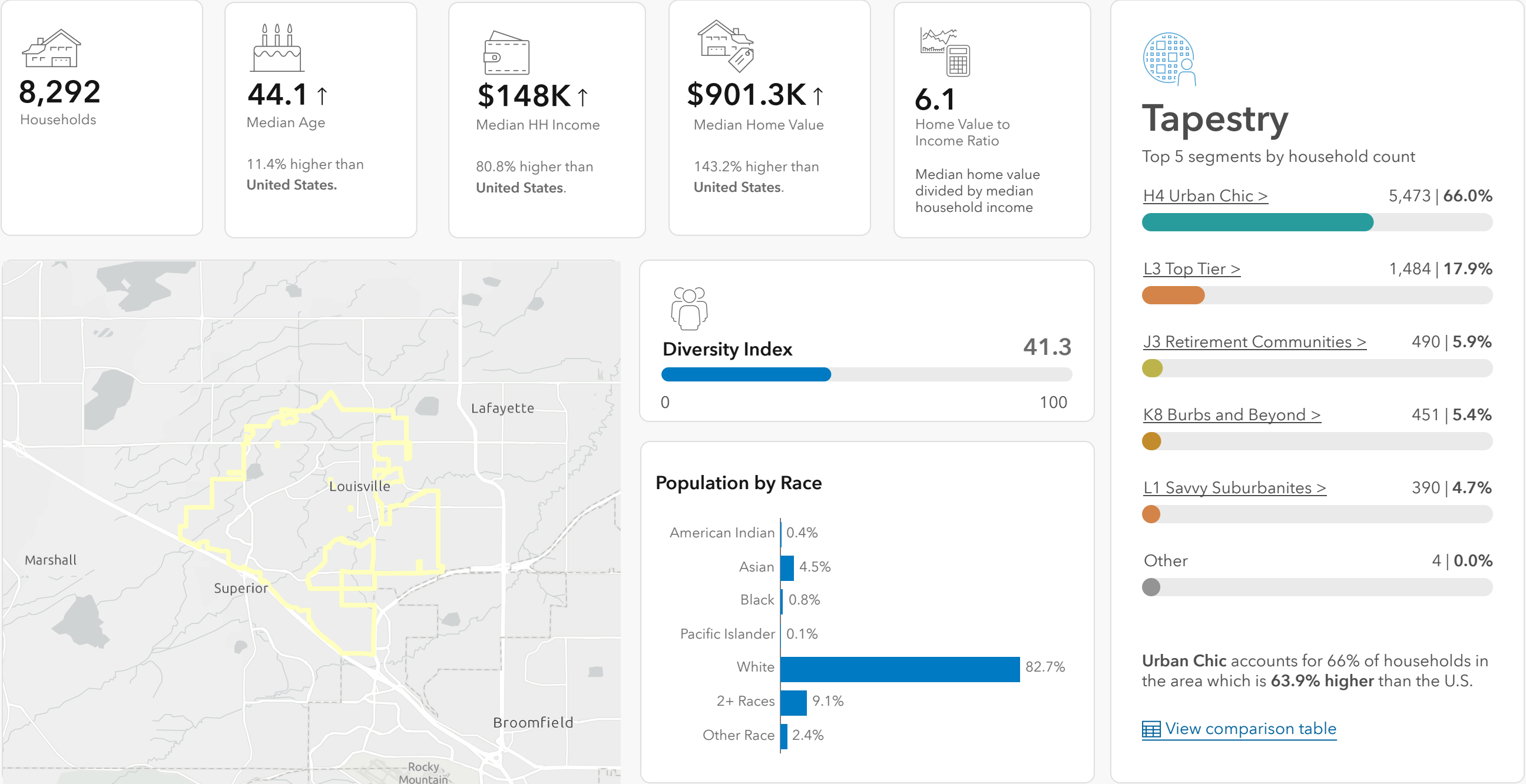


Businesses Per 1,000 Population

Business Categories	Feature 410	ZIP Codes 80020 (Broomfield)	States Colorado	United States of America United States
Restaurants	3.51	2.25	2.48	2.45
Health Care & Social Assistance	9.89	3.19	4.42	3.76
Retail	5.98	3.53	4.64	4.60
Manufacturing	3.95	1.37	1.29	1.32
Finance & Insurance	3.21	1.46	1.98	1.80
Professional & Tech Services	10.23	3.82	4.35	3.60

Tapestry Profile

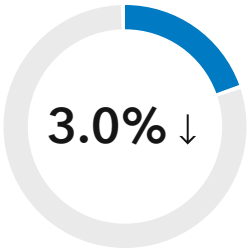
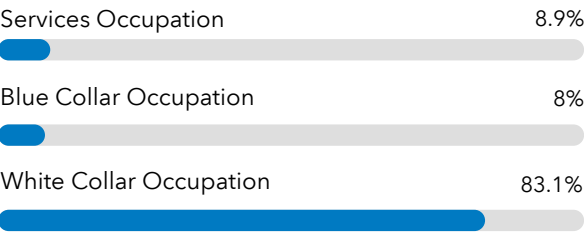
Feature 410 | Area: 8.08 square miles



Source: This infographic contains data provided by Esri (2025). © 2026 Esri



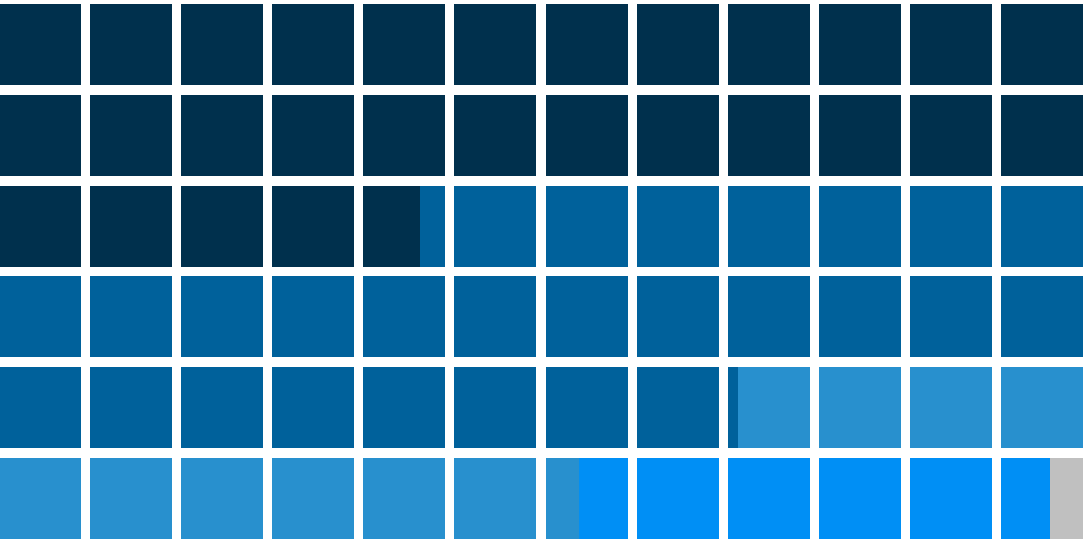
Occupation Type



Unemployment Rate

This is **18.9% lower** than **Colorado**.

Educational Attainment



■ Graduate Degree (5,408) ■ Bachelor's Degree (5,167)
■ Some College/No Degree (1,937) ■ High School Diploma (978)
■ No High School Diploma (75)

Population by Occupation

Occupation	Employed	Percent	U.S. Percent	Location Quotient
Total	11,140	100.0%	100.0%	-
White Collar	9,253	83.1%	62.5%	1.33
Management	2,189	19.6%	11.8%	1.66
Business/Financial	1,215	10.9%	6.4%	1.69
Computer/Mathematical	1,018	9.1%	4.0%	2.29
Architecture/Engineering	666	6.0%	2.3%	2.56
Life/Physical/Social Sciences	348	3.1%	1.3%	2.44
Community/Social Service	176	1.6%	1.8%	0.87
Legal	295	2.6%	1.2%	2.27
Education/Training/Library	1,004	9.0%	6.3%	1.42
Arts/Design/Entertainment	243	2.2%	2.1%	1.02
Healthcare Practitioner	708	6.4%	6.7%	0.95
Sales and Sales Related	883	7.9%	8.4%	0.94
Office/Administrative Support	508	4.6%	10.1%	0.45
Blue Collar	891	8.0%	21.0%	0.38
Farming/Fishing/Forestry	0	0.0%	0.5%	0.00
Construction/Extraction	263	2.4%	4.9%	0.48
Installation/Maintenance/Repai	126	1.1%	2.9%	0.39
Production	176	1.6%	5.0%	0.32
Transportation/Material Moving	326	2.9%	7.7%	0.38
Services	995	8.9%	16.5%	0.54
Healthcare Support	224	2.0%	3.5%	0.57
Protective Service	96	0.9%	2.1%	0.42
Food Preparation/Serving	272	2.4%	5.1%	0.48
Building Maintenance	166	1.5%	3.4%	0.44
Personal Care/Service	237	2.1%	2.4%	0.88

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

COMMUTE PROFILE

Feature 410

Area: 8.08 square miles

This infographic provides information about how population age 16+ travels to work. This data comes from the American Community Survey (ACS) from the US Census Bureau. Read an in-depth analysis on the [ACS documentation page](#).

TRANSPORTATION TO WORK



2.5%

Took Public Transportation



5.4%

Carpooled



2.1%

Walked to Work



1.8%

Bike to Work

WORKERS



10,761

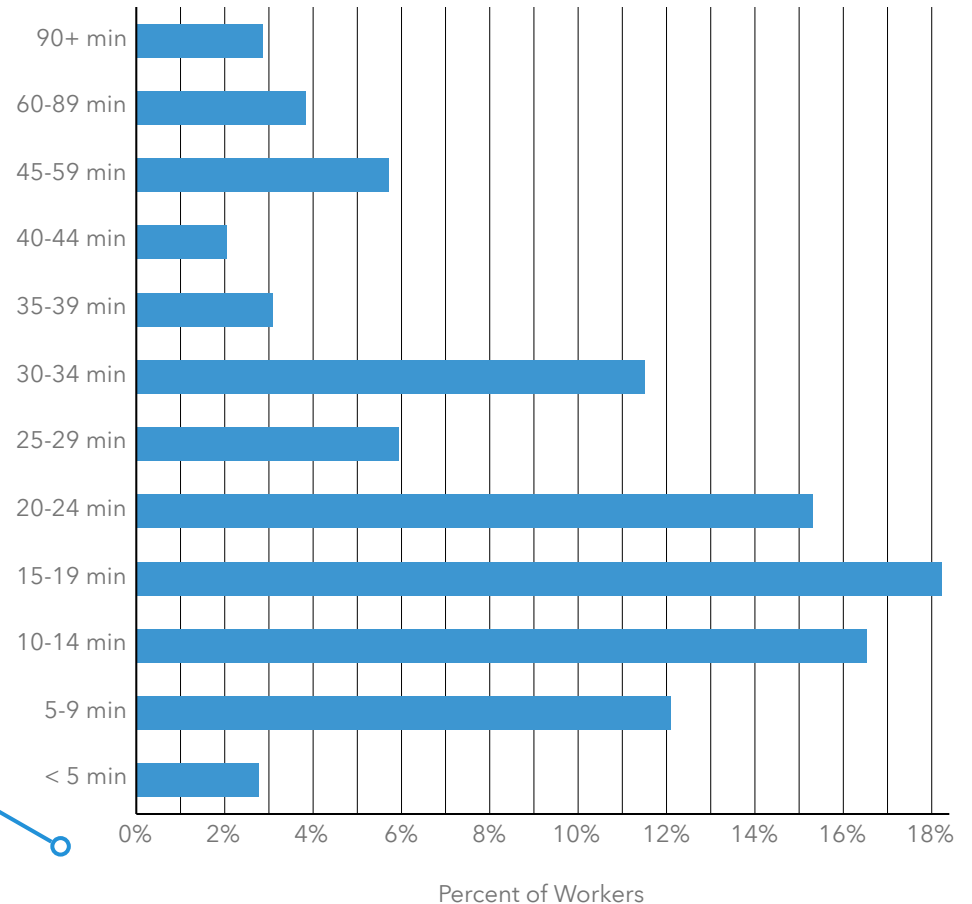
ACS Workers Age 16+



52.1%

Drove Alone to Work

TRAVEL TIME TO WORK



SUBJECT: DEVELOPMENT UPDATES

DATE: FEBRUARY 12, 2026

PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER

SUMMARY:

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 has complete the core/shell for the building and continues to look for a new tenant for the space. Potential tenants continue to tour the building, but no signed tenant to date.
816 Main Street (former Empire)	Site is listed for sale and staff is working with the real estate representatives to garner interest in the building.
833 Main Street (former Chase)	Staff is working with ownership to assist with reinvestment on site. The City's parking lot lease ended on December 31, 2025. Please remind people that the parking lot is private property and to no longer park on site.
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.
947 Pine Street (former gas station)	Birdie Bar is open to the public!
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.

SUBJECT: DEVELOPMENT UPDATES**DATE: FEBRUARY 12, 2026****PAGE 2 OF 2**

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 is complete.
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.
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.