

City Council Economic Vitality Committee

Agenda

Thursday, April 9, 2026
Council Chambers
749 Main Street
3:00 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, a spokesperson may be used 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 Economic Snapshot

B. Sundance Discussion

6. Staff Report

A. Staff Report

B. Development Highlights

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
March 12, 2026
Regular Meeting
2:00 PM***

CALL TO ORDER – Mayor Leh called the meeting to order at 2:09 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
Rob Zuccaro, Community Development Director
Vanessa Zarate, Economic Vitality Manager
Brandi Cummings, Director of Cultural Services
Brian Holihan, Economic Vitality Specialist***

Others Present: Members of the public

APPROVAL OF AGENDA

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

Aye: All
Nay: None
Absent: None

APPROVAL OF February 19, 2026 MEETING MINUTES

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

Aye: All
Nay: None
Absent: None

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

None

BUSINESS MATTERS

Louisville Chamber Contract Discussion and Direction

Manager Zarate provided an overview of the Louisville Chamber Contract, the history of the relationship between the City of Louisville and the Chamber, along with providing a highlight of the proposed 2026 contract. Staff asked for direction from the committee on the outlined scope of services, feedback on Chamber collaboration with the City of Louisville, and a funding level recommendation for the 2026 contract.

Councilmember Kern asked about conversations with the Chamber regarding additional language to be included within the 2026 contract. Manager Zarate responded that there was additional language included from the Chamber that was not included in the City proposed contract and that city staff outlined priorities it would prefer the chamber to follow

Mayor Leh asked if Sundance should be referenced in the 2026 contract. Manager Zarate responded saying that conversations have been had with the Chamber regarding Sundance but no actionable items were needed.

Gillian Millar, Executive Director of the Louisville Chamber presented on identified additional amendments for the 2026 contract and provided a highlight of the Chambers growth, events, and proposed contract.

Mayor Leh asked about additional context on materials that were sent to council members prior to the Economic Vitality Committee meeting. Executive Director Millar responded with details on the fence for the parade of lights.

Councilmember Kern expressed support for amending the Chamber contract per their identified amendments and bringing the contract in front of city council.

Councilmember Kern left meeting at 2:56 pm

Public Comment taken on the Louisville Chamber Contract Discussion and Direction

Councilmember Fahey expresses support for the proposed Chamber contract amendments and suggests deliberating the cost for Parade of Lights fencing with City Council.

Mayor Leh asked staff if the Discover Louisville platform is included within the 2026 contract. Manager Zarate responded that staff does not recommend including the Discover Louisville platform within the 2026 contract.

Mayor Leh moves to recommend to the full council the increase of funds of \$26,500 and including the language that staff has proposed within the proposal for the 2026 Louisville Chamber contract. Council member Fahey seconds.

Aye: Mayor Leh, Councilmember Fahey

Nay: None

Absent: Councilmember Kern

Mayor Leh moves to push the remaining agenda items to Aprils Economic Vitality Committee meeting. Councilmember Fahey seconds.

Aye: Mayor Leh, Councilmember Fahey

Nay: None

Absent: Councilmember Kern

Louisville Economic Snapshot

Moved to April meeting.

Staff Updates

Moved to April meeting.

Development Updates

Moved to April meeting.

COMMITTEE MEMBER COMMENTS

None

POTENTIAL FUTURE AGENDA ITEMS

ADJOURN

Councilmember Fahey moves to adjourn; seconded by Mayor Leh.

Aye: Councilmember Fahey and Mayor Leh

Nay: None

Absent: Councilmember Kern

Members adjourned at 3:48 p.m.

Subject: Louisville Economic Snapshot
Date: April 9, 2026
Prepared By: Vanessa Zarate, Economic Vitality Manager
Presented By: Vanessa Zarate, Economic Vitality Manager

Summary:

Economic Vitality staff will provide an economic snapshot of Louisville including demographic and psychographic data, real estate update and what we might be able to expect in 2026.

If you would like specific updates, please let me know.

Background / Prior Discussions:

For the last few years, Staff has provided EVC with an economic snapshot. This snapshot is intended to be a general update to the EVC on demographics, spending habits, psychographics and other economic points that can impact a business' operations, location decisions and other needs.

Development Proposal:

Analysis:

Council Work Plan:

Knowledge updates support Economic Vitality goals.

Fiscal Impact:

There is no fiscal impact to providing an update.

Alternatives:

Recommendation:

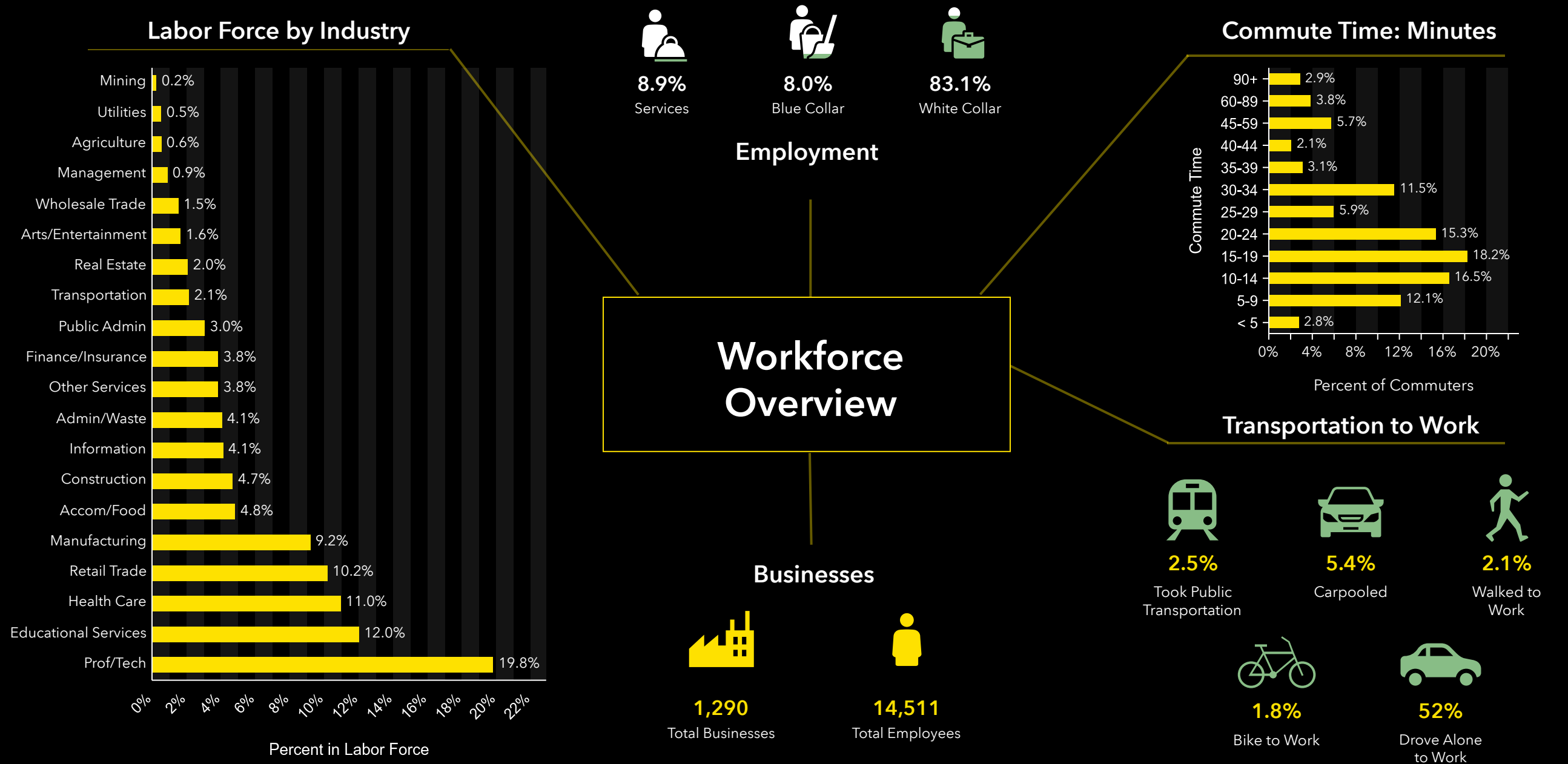
Staff recommends the EVC review and ask questions.

Attachments:

1. Louisville Economic Development Profile- ESRI
2. Louisville Business Key Facts- ESRI
3. Louisville Community Summary- ESRI
4. Louisville Tapestry Profile- ESRI
5. Louisville Commute Profile- ESRI

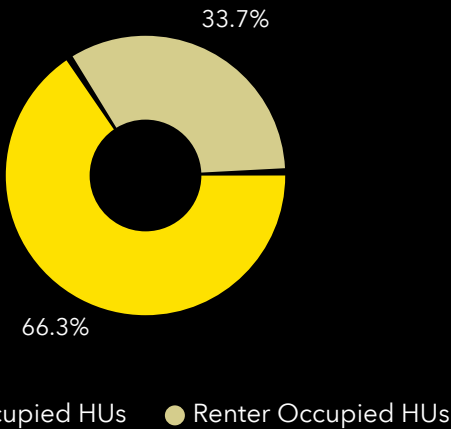
Economic Development Profile

Feature 410
Area: 8.08 square miles

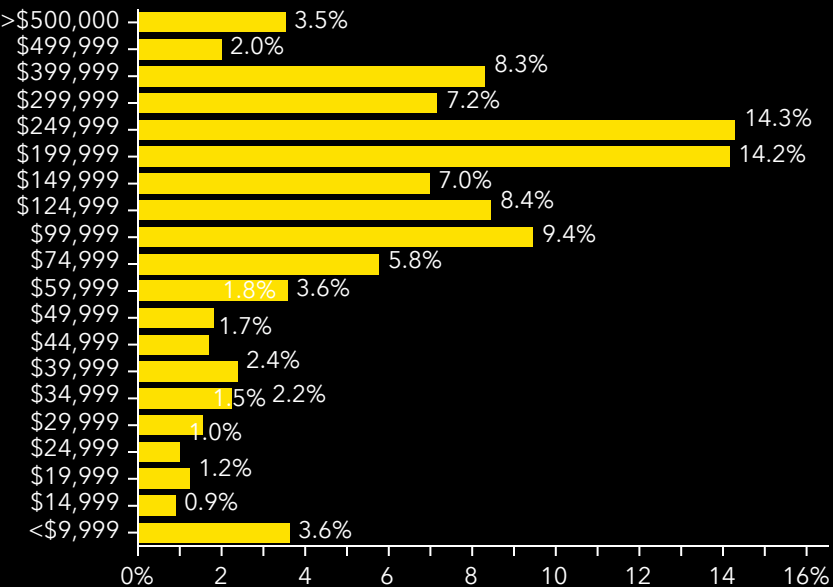


Source: This infographic contains data provided by ACS (2019-2023), Esri (2025), Esri-Data Axle (2025), Esri-U.S. BLS (2025), AGS (2025).

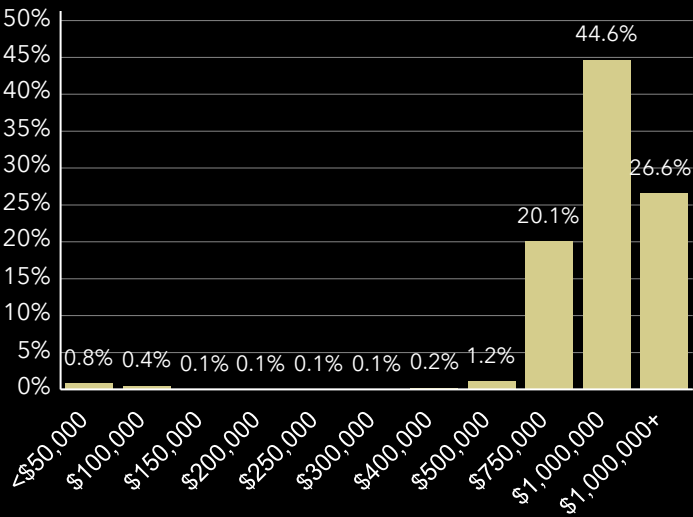
Home Ownership



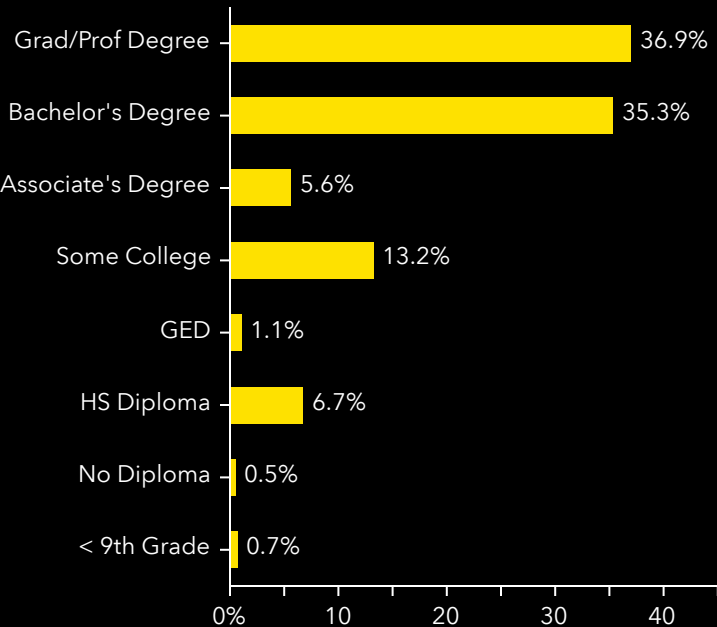
Household Income



Home Value

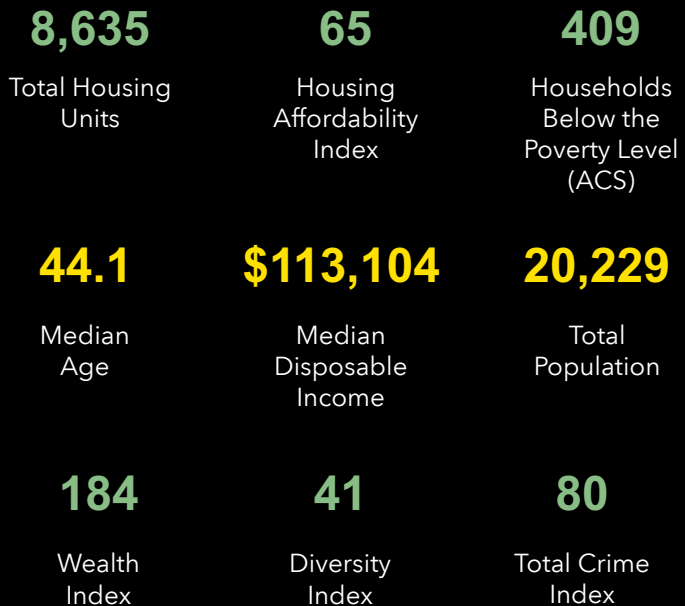


Educational Attainment



Community Overview

Key Facts



Tapestry

Top 3 segments by household count



[View comparison table](#)

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

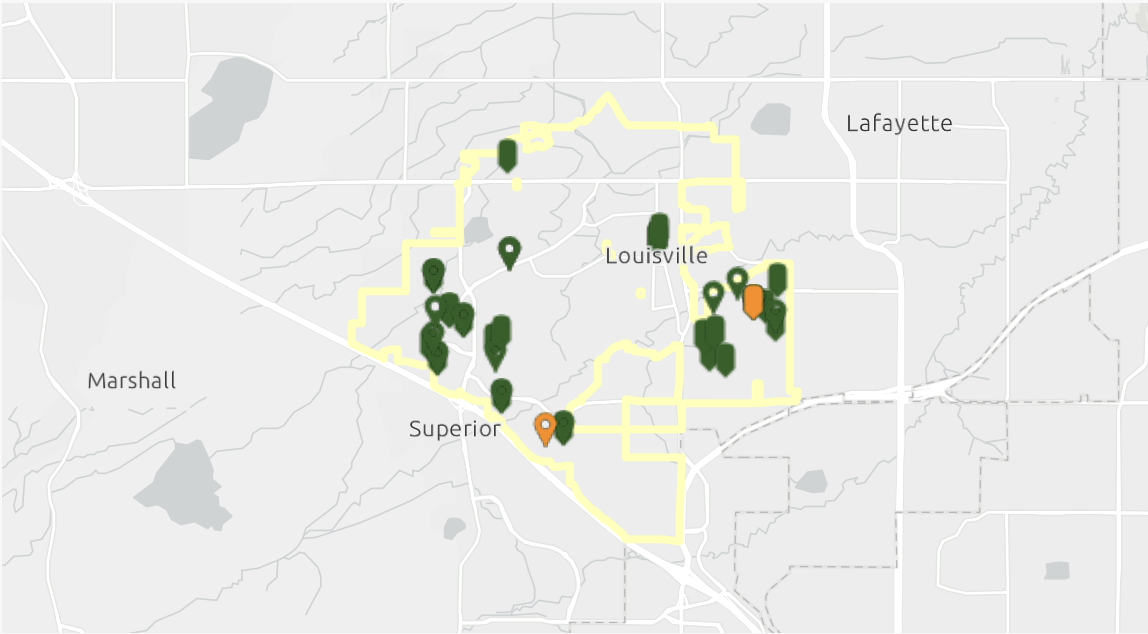
412

Highest sales volume

Trelleborg Sealing Solutions

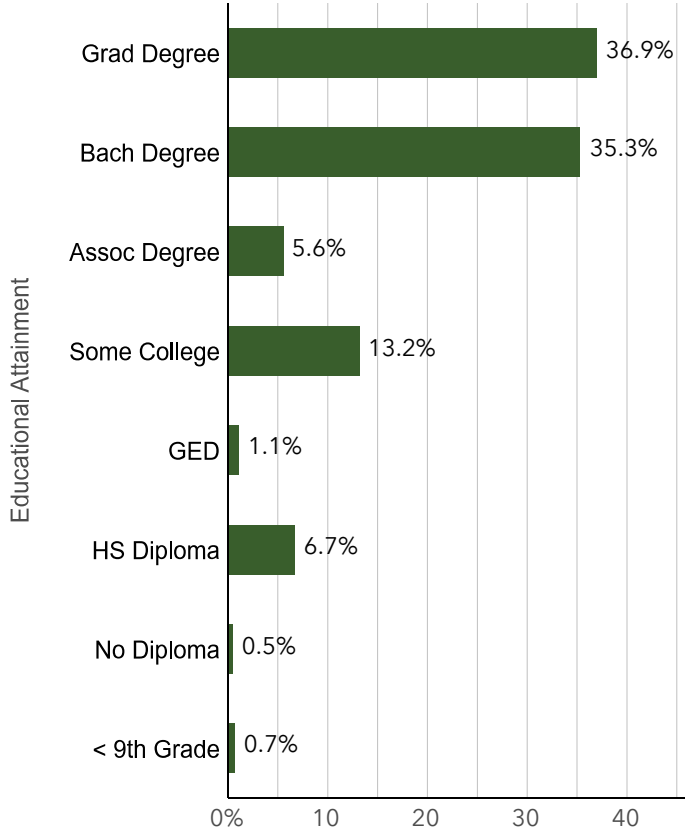
Branch

\$168M



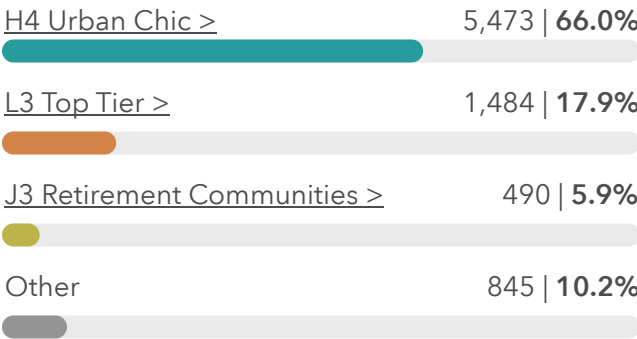
Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Note: business sales volumes and employee counts are estimates provided by Data Axle. * Indicates the number of locations has reached the maximum.

About the Workforce



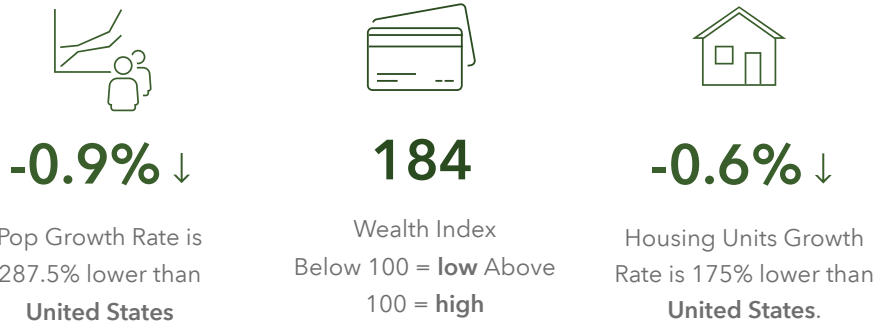
Tapestry

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

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

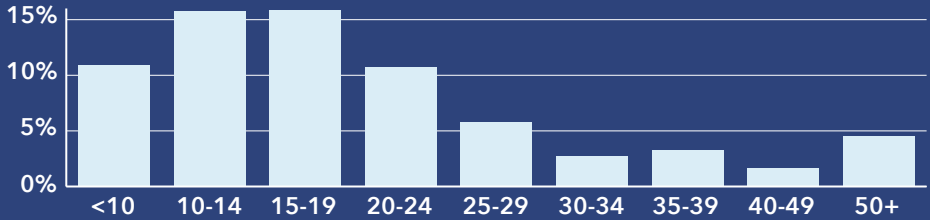


8.0%
Blue Collar

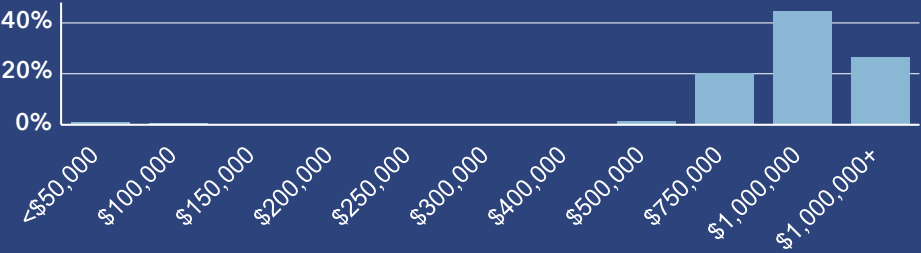


83.1%
White Collar

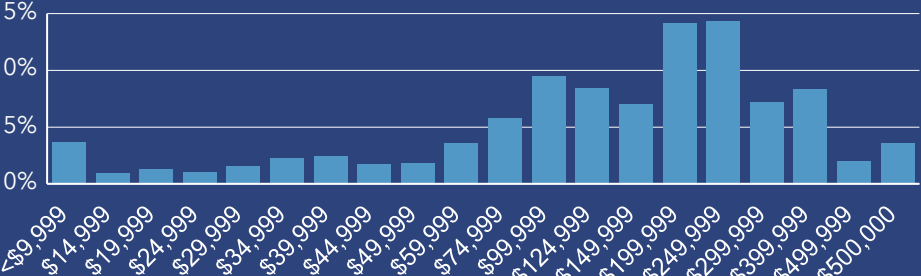
Mortgage as Percent of Salary



Home Value



Household Income

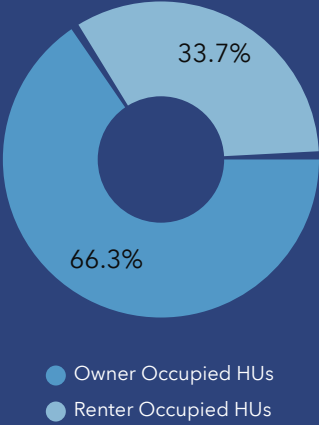


Age Profile: 5 Year Increments

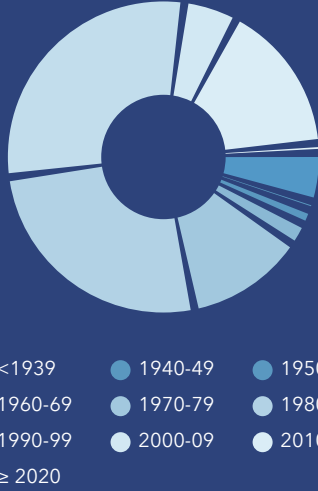


Dots show comparison to **Boulder County**

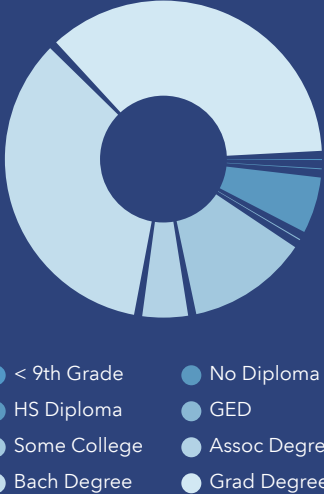
Home Ownership



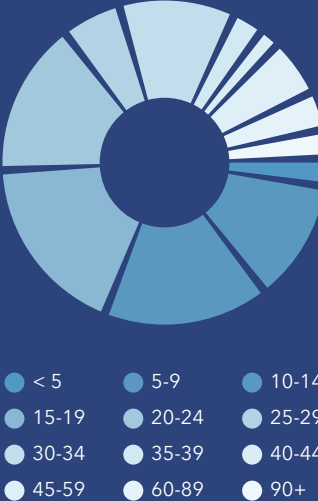
Housing: Year Built



Educational Attainment

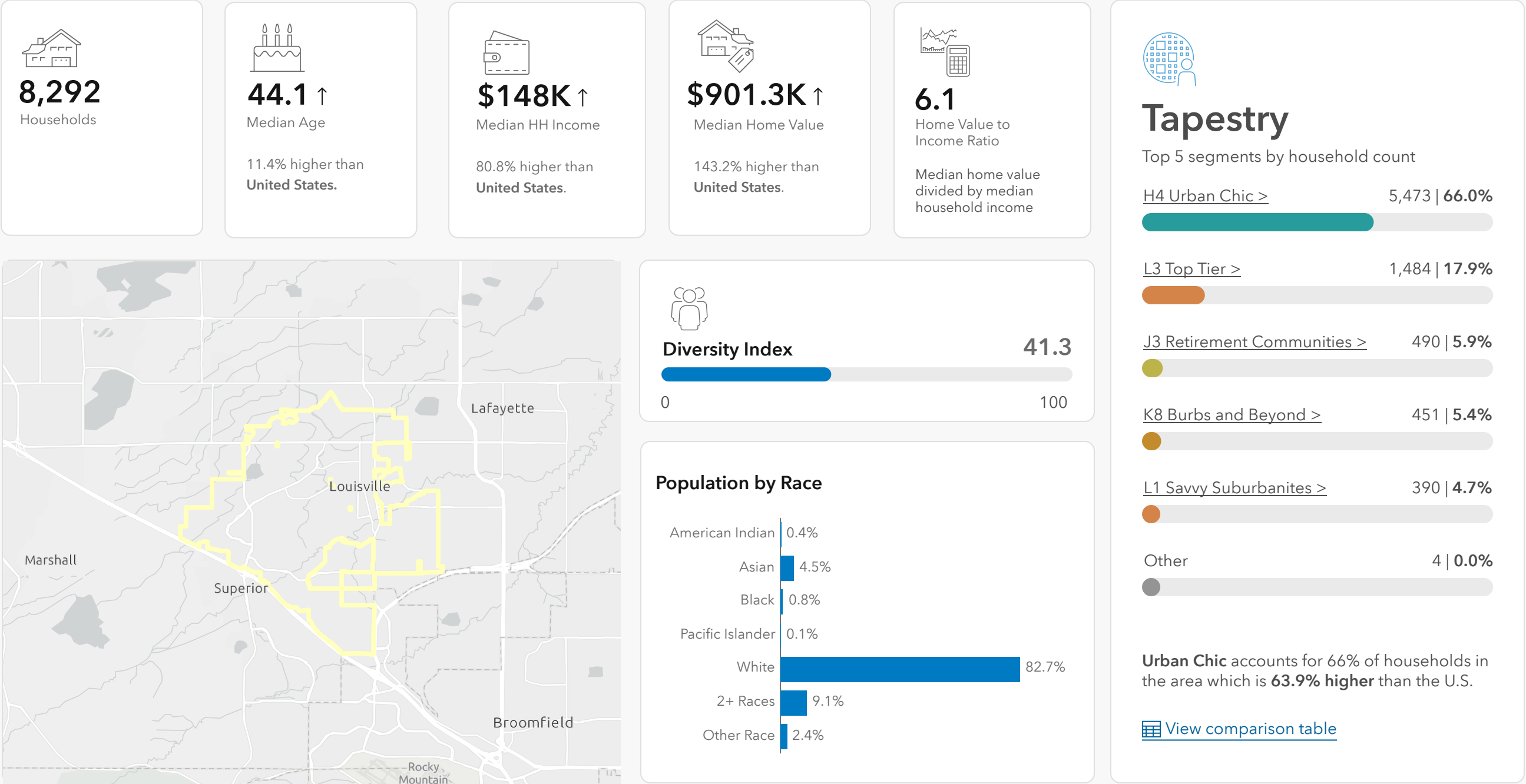


Commute Time: Minutes



Tapestry Profile

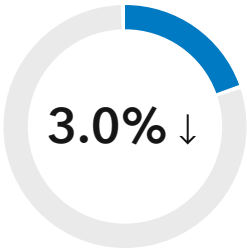
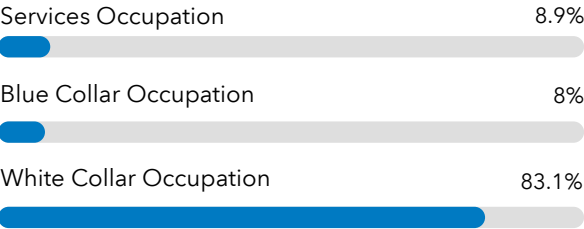
Feature 410 | Area: 8.08 square miles



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



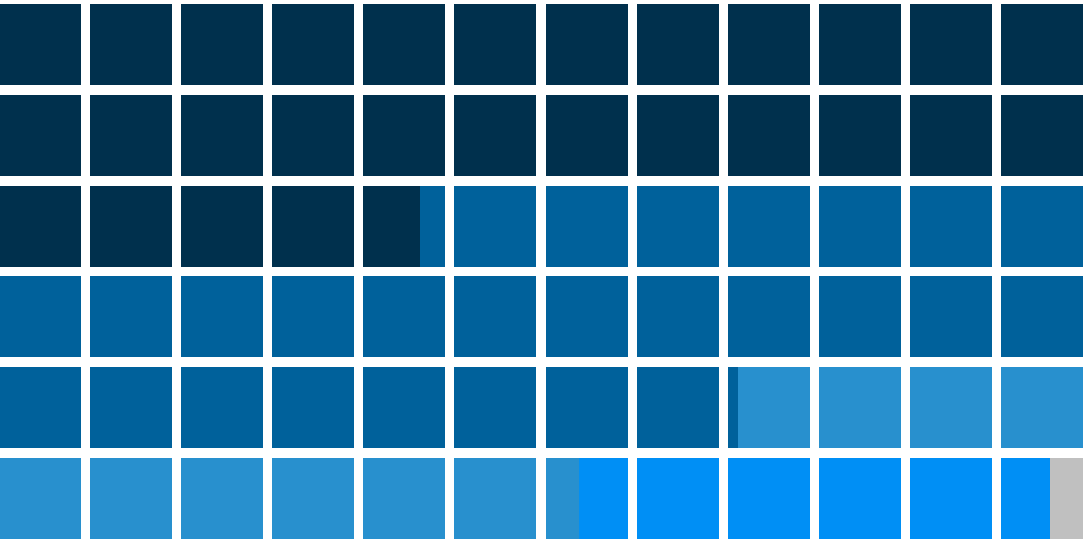
Occupation Type



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

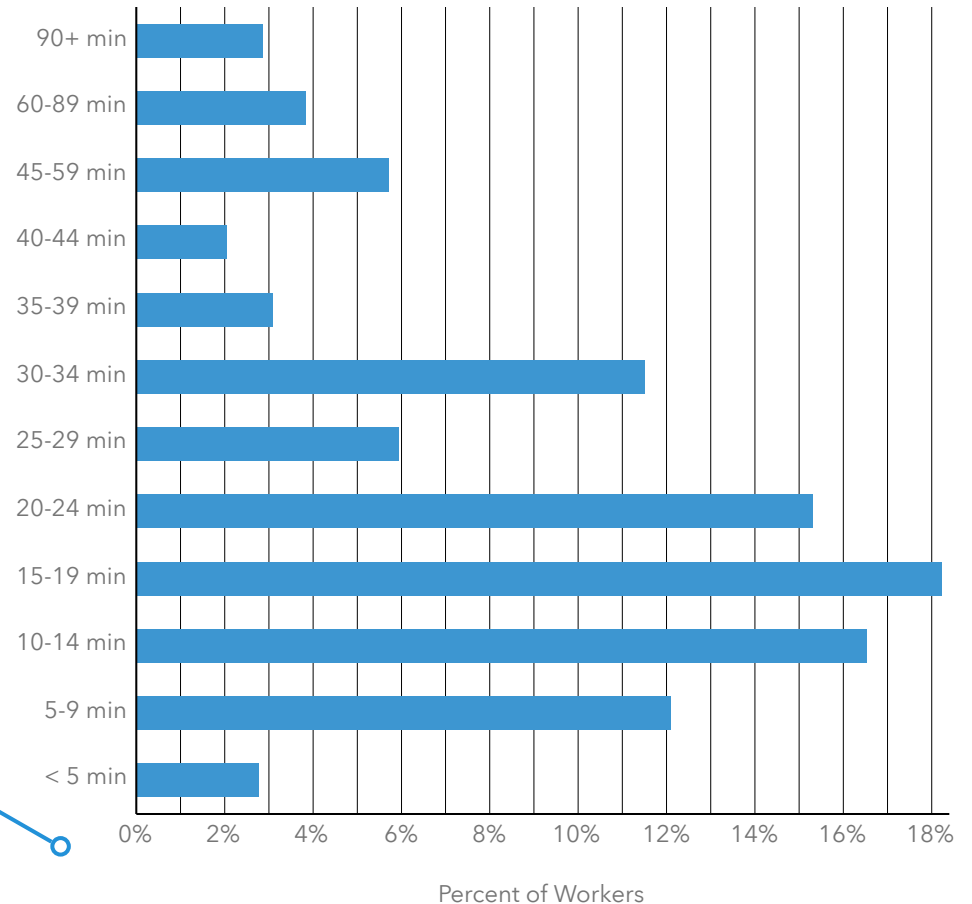
ACS Workers Age 16+



52.1%

Drove Alone to Work

TRAVEL TIME TO WORK



Subject: Sundance Discussion
Date: April 9, 2026
Prepared By: Vanessa Zarate, Economic Vitality Manager
Presented By: Vanessa Zarate, Economic Vitality Manager

Summary:

City Staff continues to have conversations surrounding the 2027 Sundance Film Festival. As staff continues to work through details and needs, questions continue to arise from City Council and the community. This discussion is intended to provide an overview update on the Sundance Film Festival.

Background / Prior Discussions:

Sundance Film Festival has announced that their annual event will occur in Boulder, Colorado from 2027 through 2037. The City of Louisville has been working with the festival and regional partners to plan for and prepare for the upcoming festival. Topics of collaboration include transportation, housing, promotion and engagement.

At the February 2026 EVC meeting, EVC directed staff to move forward with a Sundance Film Festival related short-term rental policy. The City Council directed staff to move forward with the temporary short-term rental policy a March 2026 meeting and first-reading of that proposed policy will be presented at the April 7, 2026 City Council meeting.

Development Proposal:

Analysis:

Sundance Film Festival has announced that their annual 10-day event will occur in Boulder, Colorado from 2027 through 2037. In 2025, the festival hosted 85,000 attendees and sold 131,000 tickets. In addition, the festival is estimated to have had \$196,000,000 in economic impact (\$162,000,000 of which is estimated to have been generated from out of state attendees) and created 2,697 jobs (in addition to permanent Institute staff and over 5,000 volunteers). The Sundance Film Festival will occur in Boulder, Colorado 2027-2037. Priority needs have been identified as housing, transportation, and collaboration between communities.

As part of the preparation for this large-scale festival, Staff has been working with partners to address regional needs such as housing and transportation, generate promotional materials, and

celebrate the new event coming to the region. The festival is estimating the need for 30,000 rooms across the region to include hotels and short-term rentals. Boulder proper has 3,000 hotel rooms. Staff is working with local hotels to encourage them to become official lodging partners with the festival as part of the effort to engage Louisville with the Sundance Film Festival. In addition, staff is working towards adopting a policy related to temporary short-term rentals, with dates surrounding the festival.

Staff is working with festival and regional partners to identify and support transportation needs. This is multi-fold as we identify needs across all modes of transportation and identify how to move people within the region and within the footprint of the festival. Conversations surround public transportation, carpooling, rental transportation, micro-transportation and other needs.

The Sundance Film festival screening locations are in Boulder proper, but the festival recognizes the reach will expand past Boulder proper. Partners across the region are working together to address needs and collaborate on promotion and engagement with the festival, businesses and communities.

Council Work Plan:

Support for the Sundance Film Festival is a identified priority in the 2026 Council Work Plan.

Fiscal Impact:

There is no fiscal impact to the Sundance Film Festival overview. As policy and other needs are identified to support the festival, any fiscal impact will be identified at that time.

Alternatives:

Recommendation:

EVC review and ask questions.

Attachments:

None

SUBJECT: STAFF UPDATES

DATE: APRIL 9, 2026

**PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER
BRIAN HOLIHAN, ECONOMIC VITALITY SPECIALIST**

SUMMARY:

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

Downtown Patio Program

The Downtown Patio Program is back for 2026. Patios will begin being installed on Monday, April 20th with road closures occurring down main street for the start of the week. Patios will remain installed until November 2, 2026. Please reach out to Brian Holihan with additional questions.

Commercial Sustainability Rebate Launch

The City of Louisville has launched the redesign of its Commercial Sustainability Rebate Program, offering local businesses financial support for projects that reduce waste, lower emissions, and improve overall sustainability. Eligible businesses can apply for tiered rebates of \$ 1,000, \$ 5,000, or \$ 10,000 to help fund energy efficiency upgrades, composting and recycling systems, decarbonization projects, and other impactful sustainability initiatives. The application opened on March 2, 2026. Applicants can apply through May 1, 2026. All applications will be reviewed from May 4 through May 15, 2026, with awardees notified within two weeks of the final day of the review timeline. Please reach out to Brian Holihan with additional questions.

Sundance Film Festival

City Staff continues to work with Sundance Institute Staff and regional partners to prepare for the upcoming festival in 2027. In addition to internal working meetings, Staff has met with partners for economic vitality, transportation, housing and cultural services workshops and focus groups. A first hearing for a temporary short-term rental program will be held at the April 7, 2026 City Council meeting.

April Business Beat

The April Business Beat meeting will be held on April 30th from 4:00 – 5:30 pm. This month's roundtable will focus around apprenticeships and we will be joined by Workforce Boulder and City of Lafayette. Please reach out to Brian Holihan with additional questions.

SUBJECT: DEVELOPMENT UPDATES

DATE: APRIL 9, 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 site has been listed for sale.
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.
540 County Road (Louisville Grain Elevator)	The Grain Elevator has new owners that have engaged the City to turn the building

SUBJECT: DEVELOPMENT UPDATES**DATE: APRIL 9, 2026****PAGE 2 OF 2**

	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.