

***City Council
Economic Vitality Committee
Meeting Agenda***
Thursday, February 12, 2026
City Hall
749 Main Street
2:00 P.M.

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

- You can call in to [+1 346 248 7799](tel:+13462487799) or [833 548 0282](tel:8335480282) (toll free) Webinar ID [#838 1396 0621](tel:83813960621)
- You can log in via your computer. Please visit the City's website here to link to the meeting: www.louisvilleco.gov/council.

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

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of December 11, 2025 Meeting Minutes
5. Public Comments on Items Not on the Agenda
6. Business Matters
 - a. Approval of EVC 2026 Meeting Dates
 - b. Approval of 2026 Business Beat Dates
 - c. Short Term Rental Policy Outline Discussion and Direction
 - d. Louisville Economic Update

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

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

- e. Staff Updates
- f. Development Updates
- 7. Committee Member Comments
- 8. Potential Future Agenda Items
 - a. Policy and Program Recommendations
 - b. Sundance Discussion and Needs
 - c. Business Retention Visits Update
- 9. Adjourn

**City Council
Economic Vitality Committee
Meeting Minutes
DECEMBER 11, 2025
Regular Meeting
3:00 PM**

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

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

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

Others Present: *None*

APPROVAL OF AGENDA

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

Aye: All
Nay: None
Absent: None

APPROVAL OF NOVEMBER 6, 2025 MEETING MINUTES

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

Aye: All
Nay: None
Absent: None

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

None

BUSINESS MATTERS

Small Retail and Restaurant Incentive Policy Update Recommendation

Manager Zarate shared the Business Assistance Program update for small businesses and reminded the group that it has been in front of EVC twice to date.

Today we bring forward the proposed ordinance amendment drafted by the City Attorney that we will also bring forward to the full City for small business incentives. A business would be eligible if they are new or expanding in the City of Louisville, their total square footage is 3,000 or less, and they have no more than 5 locations within the state. The proposed ordinance amendment would make this portion of the BAP approval administrative, even if the money to be rebated is over \$50,000. It would be a 5-year agreement, but the rebate would be staggered to help provide small restaurant and retail businesses a higher rebate up front in the process.

Mayor Leh expressed his appreciation for bringing the BAP information back to EVC twice and asked for committee comments.

Councilmember Kern asked if there is a dollar amount limit to the rebate rate and Manager Zarate explained that the City has not put a dollar amount rebate cap in place. Oftentimes, the businesses that come to this program are making educated guesses on what their revenues will be. Throughout the process, staff is making sure there is alignment with the market. We do rebate solely on what is actually produced.

Councilmember Kern asked whether there is any safety net we think might come up with the larger Council around rebating and Mayor Leh remarked that there may be concern that we are providing a safety net in a way we have not done before and that Council can decide about making changes to the BAP.

Councilmember Kern asked if a food truck working out of Louisville would qualify like a small business owner and be eligible? Manager Zarate explained that food trucks are harder to pinpoint since those are supposed to be licensed in every community they are operating in as well as filing individual sales tax licenses with every community. In theory, it could apply to a food truck as it relates to their Louisville portions but it would not be for all of their operations. Currently, the BAP program pulls from their existing revenue. Rebated money will always be from net new proceeds to the City, so even if a business is expanding, the only portion that is eligible for this program is the expansion. What is proposed with the amendment includes nuanced language around if a business moves within the time frame they owe the City. We run a risk with every business that someone closes at year three. To her knowledge, we have never tried to call back a business that just closes, but we do have language on that if they try to move.

Councilmember Kern agreed and provided Rush Coffee as an example. They have a truck that is regularly in some of our business parks, plus at all of our events, and a lot of their business is local to Louisville. If this is something that would help and incentivize that small business owner, did we want to consider that available for Vanessa to approve and include, even if it's not a brick-and-mortar small business? Manager Zarate explained that they would not be considered a new business if they have already been operating in Louisville and have been remitting sales tax to us. Unless they are expanding in some form that they can showcase to us, they are not technically new to meet the eligibility.

The City Manager and committee discussed City Manager approval amounts for the entire BAP as well as for the ordinance portion.

Councilmember Fahey recommended the City Manager approval limit be increased to \$100,000 for the entire BAP program. Mayor Leh and Councilmember Kern expressed agreement to increasing the amount for the entire BAP program. Councilmember Fahey moved to adopt the ordinance as written and also bring forward a second ordinance to amend the City Manager's approval authority for the entirety of the program. Councilmember Kern seconded the motion, all in favor and none opposed.

2026 EVC Work Plan Update

Manager Zarate shared that the priorities identified have been broken down by quarter and discussed those priorities.

2026 priorities of business satisfaction survey, Sundance, cooperation agreement with the LRC, economic overview and new urban renewal, Council work plan, 2026 City Council calendar, and roundtables were discussed by the committee.

Councilmember Fahey asked if the results of the business satisfaction survey were sent out and Manager Zarate answered yes.

Councilmember Kern asked if by waiting until 2nd quarter, there would be enough time for Sundance things like approvals, budgetary process, collaboration with other communities, transportation needs. Manager Zarate explained that we plan for what we can and pivot when we need to, that we will need to address these priorities at some point and can move things around as needed.

Councilmember Fahey asked if our counterpart equivalent in the existing sponsor Salt Lake City has been contacted by our staff and Manager Zarate responded yes.

Mayor Leh expressed his appreciation to Manager Zarate for all her Sundance efforts. He remarked about the economic overview, whether that would be a presentation she would provide that would encompass an explanation of how all the pieces fit together.

Mayor Leh asked does the consideration of urban renewal areas fit into the work plan for 2026 1st quarter and Manager Zarate replied that the creation of a new urban renewal area would need to be adopted by City Council. Staff is in the process of working through some amendments in the IGA that the City has with the Urban Renewal Authority. The changes in the IGA would not change the steps that we all would need to go through in order to create new areas.

Councilmember Kern asked for clarification that Delo Boom is a residential project and located in a section of town that is part of the urban renewal and Manager Zarate confirmed as correct.

Councilmember Kern asked are these additional incentives be handled through the LRC or administered by the City? Manager Zarate answered that all of the additional potential programs would be at the City level, not through urban renewal.

Councilmember Kern recommended that the Delo Boom conversation would be for the entire Council and Mayor Leh agreed. Manager Zarate responded, as it relates to urban renewal, this conversation was introduced yesterday, we are introducing it to you today, and staff will bring it forward as a future conversation.

Festival Lodging License Direction

Manager Zarate shared background information and explained that staff is seeking initial guidance on if this is something the City of Louisville wants to consider.

Councilmember Kern asked if we have an example of how other municipalities are dealing with this currently and what has been their feedback? And Councilmember Fahey asked additionally if there is some kind of estimate of how much of a staff impact this is going to have, how much extra time it is going to take for staff to implement, how they are going to regulate it, how they are going to make sure that a house is registered to rent, and what the fiscal impact of that would be on the city. Manager Zarate responded that staff has flagged some of that but internally we have all of those and more details to work out.

Councilmember Fahey asked what the City's objection would be to allowing this as year-round and not just for the festival, and if it would cost any more in staff time to do it as a year-round option?

Mayor Leh replied he has some concerns for allowing for year-round licensing due to amount of staff time required and recommending bringing short-term festival lodging licensing to the whole Council to consider.

Councilmember Kern expressed the thought that we need to make sure that residential renters would not be displaced by owners in hopes of making more money renting out their property for an event-essentially we need to safeguard the rental community members. Manager Zarate replied that this feedback will be added to the program proposal.

Mayor, Councilmember Kern, and Councilmember Fahey all agree that the City is interested in festival lodging licensing and that a proposal with greater detail should be brought forward to City Council.

Staff Updates

Enterprise Zone - Manager Zarate shared that collateral will be going out at the beginning of the year.

South Street Underpass – Manager Zarate shared that staff held our stakeholder open house on November 18th and that staff and the design team are now taking that feedback and working to create a successful design. A second meeting will follow to showcase where we landed and to provide opportunity for last-minute feedback.

Front & Center – Manager Zarate shared that staff received the 30% design drawings from the consultant. When staff completes that, they will present updates to LRC as well as the focus group and can bring it forward to EVC.

Development Updates

Manager Zarate asked for any questions from the committee.

Councilmember Kern asked for elaboration about Enterprise Zone and Manager Zarate explained it goes into effect January 1st, we are part of North Metro Enterprise Zone, our zone administrator is Longmont Economic Development Partnership (LEDP). Collateral we have from LEDP will be sent out. We are working to create an economic vitality one-pager to include in the sales use and tax license packet.

Mayor Leh asked for any other questions.

Councilmember Kern asked about the pop up and Manager Zarate replied that people know about this from asking her and from stopping in out of curiosity and that it is a very short-term lease. Deputy City Manager Fox stated it is a business and they have gifts, clothing, jewelry, and craft classes.

Mayor Leh gave a shout out thanking the Chamber and the community for a successful Friday night Parade of Lights. He also extended thanks to Manager Zarate for her presentation at the real estate conference a few weeks ago where she shared substantive things about Louisville. He also extended thanks to staff, council, and community for a productive year.

COMMITTEE MEMBER COMMENTS

None

POTENTIAL FUTURE AGENDA ITEMS

2026 Work Plan

ADJOURN

Councilmember Kern moved to adjourn; seconded by Councilmember Fahey.

Aye: All

Nay: None

Absent: None

Members adjourned at 4:19 p.m.

SUBJECT: ECONOMIC VITALITY COMMITTEE 2026 DATES

DATE: FEBRUARY 12, 2026

PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER

SUMMARY:

The Economic Vitality Committee meets on the second Wednesday of every month at 3:00 p.m. Staff recommends that schedule continue into 2026 with the proposed dates below. There is an ability to change a meeting date throughout the year if needed.

Proposed 2026 Meeting Dates

- January 15th** (PAST)
- February 12th
- March 12th
- April 9th
- May 14th
- June 11th
- July 9th
- August 13th
- September 10th
- October 8th
- November 12th
- December 10th

SUBJECT: ECONOMIC VITALITY COMMITTEE 2026 DATES

DATE: JANUARY 15, 2026

PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER

SUMMARY:

The Economic Vitality Committee started hosting business roundtables two years ago in partnership with staff and economic vitality partners. In 2025, the roundtables were held on the 4th Thursday of the month from 4:00 – 5:30 p.m.

For consistency and the ability for our business community to plan, staff recommends continuing with the 4th Thursday of the month. While we understand council's desire to have afternoon meetings and we anticipate most occurring in the afternoon, the time of the roundtable is subject to change based on industry, corridor and business needs to ensure we can have as wide of attendance as possible. No roundtables are planned November-January as businesses tend to get busy with business and personal commitments, leading to very low attendance.

Proposed 2026 Meeting Dates

- February 26th
- March 26th
- April 23rd
- May 28th
- June 25th
- July 16^{th**}
- August 27th
- September 24th
- October 22nd

** Alternate date is proposed as the Economic Vitality Manager will be out of the office on the other date

SUBJECT: DRAFT SHORT TERM RENTAL POLICY PARAMETERS

DATE: FEBRUARY 12, 2026

PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER

SUMMARY:

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.

As part of the preparation for this large-scale festival, EVC directed staff at the December 2025 meeting to move forward with a temporary short-term rental (STR) policy that would allow residents to rent out their spaces to volunteers and attendees and align the City of Louisville with surrounding communities in Boulder County.

Attached is a draft policy outline for what a short-term rental policy could look like for the City of Louisville. At the December 2025 meeting, EVC stated they did not want a year-round policy but a policy that could compliment the festival and support Louisville as being an active participant in the festivities.

A few outstanding questions that remain from the draft policy outline

- Originally, it was proposed that any STR license would be valid for 29 days- 10 days before the festival, the 10 days of the festival, and nine days after the festival. A recommendation at the EVC meeting was to state for the month of January. The 2026 festival ended on February 1, 2025.
 - o What is the EVC recommendation on timeframe for the proposed ordinance. We could align for the festival and/or implement hard dates. Staff has also identified that volunteers and festival workers may come in earlier and/or stay later to prepare, attend and clean up.
 - o Please provide direction on timeframe/dates for the short term rental license
- Please provide feedback/direction on the trigger for the short term rental license as we do not have a festival license that would trigger the license like in Boulder
- Additional feedback on the proposed parameters

FISCAL IMPACT:

The complete potential fiscal impact has not been determined, and some components will not be fully known until implementation of the policy. Staff continues to evaluate staff needs (time, implementation, issuance, enforcement, etc) and potential additional revenues through license fees and sales and lodging taxes.

SUBJECT: SHORT TERM RENTAL POLICY

DATE: FEBRUARY 12, 2026

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While not a City financial impact, Staff also continues to monitor the potential additional income available to those who choose to rent out their homes to volunteers and attendees of the festival.

RECOMMENDATION:

Staff recommends EVC review and provide direction on a potential policy for staff to bring forward to the full City Council for review and decision.

ATTACHMENT(S):

1. Proposed Short Term Rental Policy Draft Parameters

The Sundance Film Festival will be relocating to Boulder, Colorado for the 2027-2037 seasons. As part of the effort to support the festival and surrounding events, communities are looking at opportunities to capture visitors and volunteers. The Sundance team is working with local partners to prepare the communities for the festival.

Visit Boulder anticipates about 75% of the visitors to the festival to come from Colorado, with visitorship from all over the world. In addition to official hotel partnerships with the festival, communities are exploring additional ways to capture visitors and revenue from the festival. Louisville is looking at implementing a Short Term Rental policy to assist with the hotel demands from the festival. At the moment, Louisville does not have a short-term rental policy. We are looking at implementing a policy to capture visitors/volunteers to the festival and remain competitive with surrounding communities in Boulder County.

- Who
 - Anyone who owns their home in Louisville- homes, townhomes, condos, ADUs, mobile homes
 - Not leased spaces, unless a letter of approval from the landlord.
 - Temporary rental of the home, for 29 days or less
 - The STR would receive a STR license from the City and pay all taxes as a hotel room would pay- sales tax, lodging tax, etc
- When
 - Boulder has their policy set up as a general STR policy and then an amendment as it relates to “declared festivals” within the community. We do not have a festival license and would be an additional lift to create a festival system. As Sundance is in January, creating the policy for 29 days surrounding the festival days. The timeframes can be amended as other festivals arise or additional desire for STR arises.
 - 29 days or less
 - Lafayette and Superior have existing STR policies that allow for rentals during Sundance and throughout the year.
- Why
 - Sundance has committed to hosting their festival in Boulder from 2027-2037. They are anticipating high amounts of visitors to the region and are short hotel rooms to support the festival.
 - Surrounding municipalities and governments have existing or newly adopted STR policies that will allow festival attendees to stay in the region
 - Adopting a policy will create economic opportunities for homeowners and the City to participate in the festival as it relates to lodging- creating economic opportunities for residents and the City.

- Creating an STR policy can ensure the City of Louisville is competing with surrounding neighbors and capturing visitors and participants of the festival
- Application materials
 - Complete application
 - Copy of insurance meeting insurance requirements (liability, general, coverage limits)
 - Point of contact that is the responsible party and can be on the property within 30 minutes
 - Affidavit of building safety and condition
 - Sales tax license
 - Lodging tax license
 - Application/permitting fee
- Complaint process
 - Code enforcement receives a complaint and verifies all application materials and necessary licenses are up to date
 - Code Enforcement and/or PD respond and call the on-call person (responsible party that can be to the site within 30 minutes)
 - Normal Code Enforcement/PD process follows
 - Three strike policy for STR? License revoked for a year if too many substantiated/reasonable complaints?
- Monetary impact
 - Additional income from the lodging tax on each STR, contributing to the general fund
 - Potential secondary income for homeowners who wish to rent their homes
- Staff needs
 - Internal Sundance team to create the policy and draft all application materials
 - Create and review building affidavit
 - Issue STR license
 - Finance/City Clerk to issue sales tax and lodging tax licenses
 - Code enforcement/PD for enforcement
 - City teams to collect sales tax and audit as needed
 - Comms and EV to promote and answer questions
 - Addition to staff responsibilities without the added income, at least for the first year
 - Continued evaluation of impact on the community and needed tweaks to the policy and implementation
 - Greater staff impact if decide to move to year round

SUBJECT: LOUISVILLE ECONOMIC SNAPSHOT

DATE: FEBRUARY 12, 2026

PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER

SUMMARY:

Economic Vitality staff will provide an economic snapshot of Louisville and some feedback from the real estate community on what we might be able to expect in 2026.

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

FISCAL IMPACT:

There is no fiscal impact to an economic update

RECOMMENDATION:

Staff recommends EVC review and provide feedback.

ATTACHMENT(S):

SUBJECT: STAFF UPDATES

DATE: FEBRUARY 12, 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.

Memberships

Economic Vitality pays for memberships for the Louisville Chamber and Downtown Colorado Inc. As part of our membership, we get seats at certain events or discounts on other events. If you are interested in attending a Chamber of DCI event, please reach out to Vanessa to see if there is availability.

Louisville Chamber Awards Dinner

The Louisville Chamber will be hosting their annual awards celebration on Wednesday, February 18th at 530 p.m. at The Simon, 957 Main Street. This awards dinner celebrates businesses and those that contributed to the chamber ecosystem throughout 2025. If you are interested in attending, please reach out to Vanessa.

Economic Development Council of Colorado

Vanessa Zarate, the Economic Vitality Manager, was recently elected to serve as a Denver Metro regional representative on the Economic Development Council of Colorado's board of directors. She was voted on by economic development practitioners across Colorado and will assist in policy, program and advocacy for economic development initiatives locally and across the state.

Commercial Sustainability Rebate Launch

The City of Louisville is excited to announce the launch of its redesigned 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 opens on March 2, 2026. Applicants can apply from March 2 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.

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 nearly 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.