

***City Council
Economic Vitality Committee
Meeting Agenda***
Wednesday, December 4, 2024
City Hall
749 Main Street
10:30 A.M.

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

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

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

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of October 2, 2024 Meeting Minutes
5. Public Comments on Items Not on the Agenda
6. Business Beat Discussion and 2025 Plans
7. Economic Vitality Retreat Discussion
8. Approval of 2025 Meeting Dates
9. Potential Future Agenda Items

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 MeredythM@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.

- a. BAP Amendment for small retail, restaurant and entertainment users

- 10. Staff Updates
- 11. Development Updates
- 12. Business Articles
- 13. Adjourn

City Council
Economic Vitality Committee
Meeting Minutes
Wednesday, October 2, 2024
Regular Meeting

1. **Call to Order:** Chair Dickinson called the meeting to order at 10:32 AM.
2. **Roll Call:** The following members of the City Council were present: Chair Dickinson and Councilmember Fahey. Also present were Acting City Manager Samma Fox, Economic Vitality Manager Vanessa Zarate, and Economic Vitality Specialist Austin Brown. Five members of the public were in attendance.
3. **Approval of Agenda:** Councilmember Fahey made a motion to approve the agenda as presented. The motion was seconded by Chair Dickinson. Motion passed.
4. **Approval of Meeting Minutes from September 4, 2024:** Councilmember Fahey made a motion to approve the September 4, 2024 meeting minutes. The motion was seconded by Chair Dickinson. Motion passed.
5. **Public Comments on Items Not on the Agenda:**
None.
6. **Business Beat Discussion:**
Manager Zarate gave a summary of the September 26 Business Beat roundtable for service and hospitality businesses and opened the floor for Committee discussion. Manager Zarate noted that about six businesses were in attendance, and that most of those in attendance were small businesses who have not had much previous engagement with Council or EV staff.

Chair Dickinson commented that although it was a small group and it took a while for some of the businesses to show up, he appreciated the conversation that took place during the meeting and continued on after the meeting. He also acknowledged that many of the attendees were not the typical businesses or individuals that usually attend these type of events. He appreciated the opportunity to engage with new members of the business community.

Chair Dickinson concluded that he has been pleased with the turnout for the Business Beat meetings and gave a preview of the October 24 Business Beat meeting for CTC businesses.

City of Louisville

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Manager Zarate added that the November Business Beat will be for Professional Services businesses, and the December Business Beat will be for South Boulder Road businesses.

7. Development Updates Discussion:

Manager Zarate gave development updates on several notable properties in Louisville.

Chair Dickinson asked whether the interest in the former Wildwood Guitars property at 800 Main Street was for lease or purchase. Manager Zarate responded that there have been talks around redeveloping the property, which could ultimately include a partnership or potential purchase.

Chair Dickinson asked whether there has been conversation with the owner of the former Waterloo at 809 Main Street being the financial backer for the cost of the required tenant improvements to activate the space. Chair Dickinson noted that the landowner of his property did this, lending the tenant the money to complete the tenant improvements and then adding the cost back into the lease.

Councilmember Fahey asked whether there was an issue with the previous contractor/construction company. Manager Zarate responded that she had not heard that, but noted that it is not uncommon for properties to switch contractors in the middle of projects.

Councilmember Fahey asked whether the building could be landmarked, allowing the building to receive Historic Preservation funding. Manager Zarate confirmed that the property has been landmarked and has previously received Historic Preservation funding for exterior improvements.

Councilmember Fahey asked whether the Birdie Bar at 947 Pine Street will include adequate fencing to prevent golf balls from rolling into the street and hitting vehicles. Manager Zarate confirmed that fencing and curbs are addressed in the site plan.

Chair Dickinson asked for clarification on Birdie Bar's Planning Commission date. Manager Zarate responded that there was a mix-up on the hearing notice, and confirmed that it will be going to Planning Commission in October.

Public Comment from Mike Kranzdorf: Mr. Kranzdorf asked whether Iron-ton is in an Opportunity Zone and/or Enterprise Zone and whether they might be able to take advantage of any of those programs. Manager Zarate responded that she was not sure but will confirm whether the property is in either of those zones. She also added that there are quite a few rebates available to businesses located in either an Opportunity Zone or an Enterprise Zone. She

noted that there are additional eligibility requirements that businesses may need to meet.

Chair Dickinson asked whether the downtown residential developments could be added to the Development Updates. Manager Zarate confirmed that they will be added.

8. Potential Future Agenda Items:

Manager Zarate gave an update on sever items that staff anticipates bringing to the EVC later this year, including the Support Local campaign.

Chair Dickinson commented that he appreciates a larger Support Local campaign, and noted that Small Business Saturday by itself is often not enough. He asked whether the program will encourage local support during the slower months when businesses need extra support.

Manager Zarate responded that support will be passive (for example, a Happy Dance) in November/December while businesses are busy. But in February when businesses may be struggling, the support will be something intended to bring people to businesses (for example, a scavenger hunt).

Public Comment from Liz Connor: Ms. Connor thanked staff and the Committee for a program that will help support Louisville's businesses. She also applauded the idea of extending the program throughout the year.

Public Comment from Rebecca Hummel: Ms. Hummel commented that her business often experiences different patterns than other businesses, noting that her best months are during the winter rather than the summer. She also stressed the importance of a year-round programs so that businesses like hers can also receive support.

Public Comment from Gillian Millar: Ms. Millar, Executive Director of the Louisville Chamber of Commerce, commented that the Chamber is working with the Superior Chamber to increase their cross-city promotion. She noted that the Chamber also wishes to do this with Lafayette in the future.

Councilmember Fahey commented that she often hears that other communities are envious of Louisville's downtown, but agreed that there needs to be more support for small businesses downtown.

9. Staff Updates:

Chair Dickinson commented that he appreciated the disaster preparedness reminders, as he knows that it's something that his businesses doesn't think about very often.

Chair Dickinson also asked for updates on the proposed BAP Amendment, the CHIPS Zone program, and the previously-discussed loan program.

Manager Zarate responded that staff is working with the City Attorney to determine whether the discussed changes to the BAP program will require a formal amendment.

Specialist Brown commented that staff is in the education and information stage of the CHIPS Zone designation and is working with contacts at OEDIT to help prepare an application.

Manager Zarate responded that there are resources available to help get a loan program up and running pretty quickly, but added that the City needs to identify where the funds would be coming from prior to moving forward with any sort of program.

Councilmember Fahey asked if it's accurate that King Soopers has signed a 50-year lease on the existing South Boulder Road location, indicating that they have no intentions of closing that location. Manager Zarate confirmed that King Soopers has no plans to close the South Boulder Road location.

Chair Dickinson asked for an overview of expectations for the Economic Vitality Retreat on November 4. Manager Zarate responded that the retreat will last from approximately 8 a.m. – 3 p.m. and will include seven regional partners that are all involved in economic development in Louisville. She added that there will also be a real estate panel that will provide updates on trends and changes in Louisville.

Councilmember Fahey asked whether information from other communities or states can be incorporated in the retreat. Manager Zarate responded that staff works closely with its local counterparts, and also participated in both state and national organizations that share data, information and resources.

Councilmember Fahey asked whether it might be possible to include representatives from

Public Comment from Gillian Millar: Ms. Millar commented that the Chamber may have previously had a loan program and would like to be involved in that process. She also asked whether existing businesses that don't pay sales tax to the City are able to take advantage of the City's BAP program. Ms. Millar concluded her comments with a reminder for the Chamber's Annual Meeting and State of the City on Thursday November 14.

Manager Zarate responded that the BAP program also includes components other than sales tax that can be rebated, including use tax, construction tax, and fees.

Chair Dickinson suggested that the EVC skip its November meeting. The next EVC meeting will be on Wednesday, December 4.

10. **Business Articles:** No comments.

11. **Adjourn:** The meeting adjourned at 11:42 AM.

SUBJECT: BUSINESS BEAT DISCUSSION AND 2025 DATES

DATE: DECEMBER 4, 2024

PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER

SUMMARY:

Throughout the year, staff and the EVC has hosted business roundtables to provide an opportunity for businesses to share wins and obstacles with Economic Vitality Staff and the Economic Vitality Committee. These roundtables have provided an opportunity for the businesses to meet each other and work towards solutions with staff and each other.

Staff recommends we continue the roundtables into 2025. As staff has reinvigorated some programs and our communication channels, we believe there is additional opportunity to reach businesses. Staff recommends that the roundtables occur on the 4th Thursday of the month. These roundtables can be structured around geography, industry, a specific problem and additional engagement.

Proposed 2025 Dates

- January 23rd
- February 27th
- March 27th
- April 24th
- May 22nd
- June 26th
- July 24th
- August 28th
- September 25th
- October 23rd

SUBJECT: ECONOMIC VITALITY RETREAT DISCUSSION

DATE: DECEMBER 4, 2024

**PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER
AUSTIN BROWN, ECONOMIC VITALITY SPECIALIST**

SUMMARY:

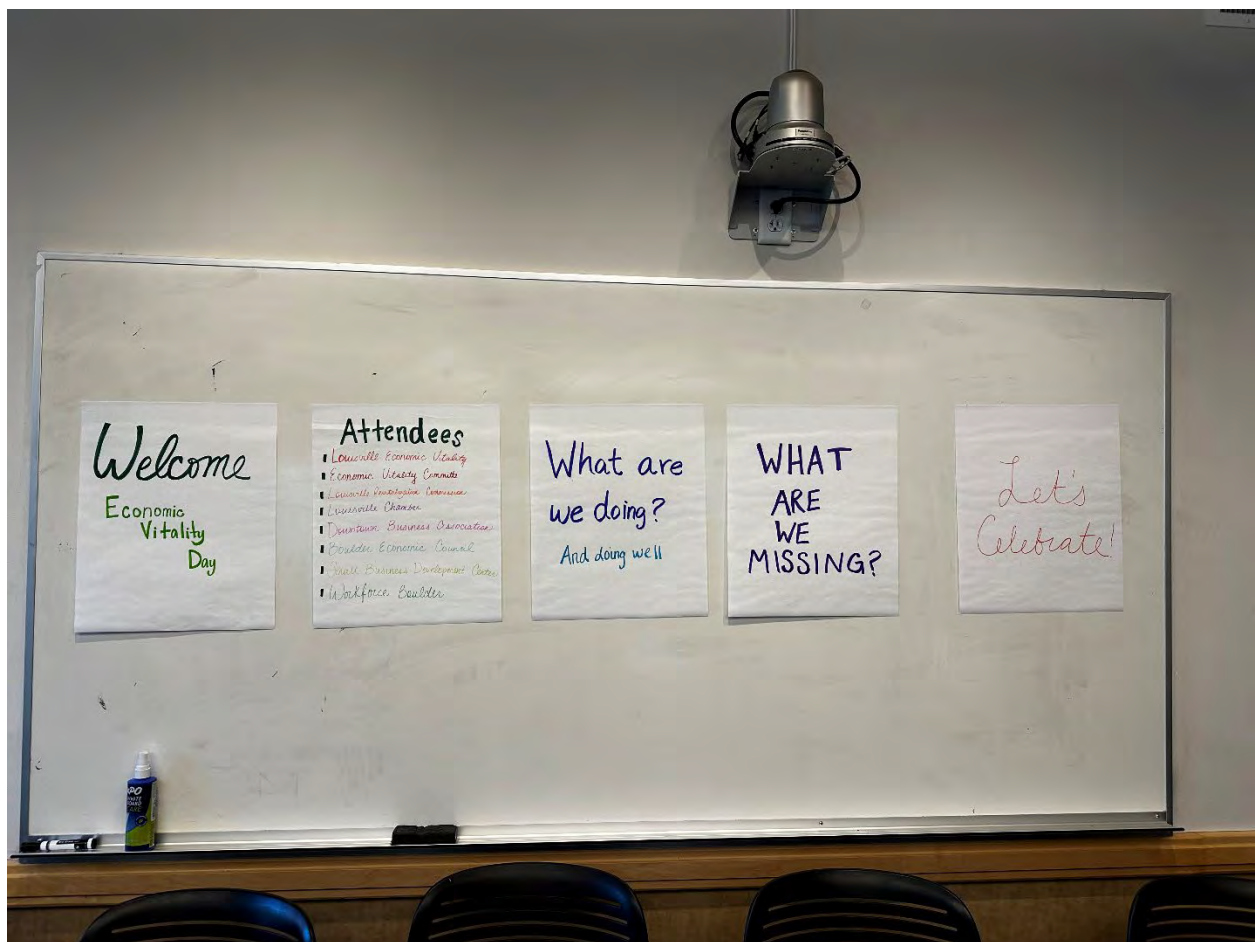
Staff hosted an Economic Vitality Retreat with most of the partners that help support our business ecosystem in Louisville. The day was filled with celebrating wins and identifying areas for additional collaboration and support. Intended to be an annual event, this retreat will help all the organizations coordinate and support ongoing activities. Attached is a summary of the sessions.

ATTACHMENT(S):

1. Economic Vitality Retreat Summary

Economic Vitality Day

The Economic Vitality team hosted an Economic Vitality Retreat, Economic Vitality Day, to bring together all the partners in Louisville and Boulder County that work towards building and supporting the business ecosystem. Attendees included Louisville Economic Vitality staff, the Economic Vitality Committee, the Louisville Revitalization Commission, the Louisville Chamber of Commerce, the Downtown Business Association, the Boulder Economic Council, the Boulder Small Business Development Center, and Workforce Boulder County. Intended to be a yearly event, Economic Vitality Day highlights organizations' priorities, creates additional opportunities for collaboration, identifies gaps in economic vitality services and highlights wins and success stories within our community. Economic Vitality Day combines market updates, data and education with project prioritization to help all of the organizations support each other's goals for the coming year.



Session One- Economic Vitality Programs and Opportunities for Collaboration

What we do well - Discussion on What Economic Vitality is and what it isn't. Identification of programs all the partners are currently offering, identification of overlap and opportunities for collaboration and identification of roles, leads and support. (What does everyone do, where can we streamline and clear role identification.)

What We Do – Top Five Activities	
Economic Vitality Team • Attraction • Retention • Incentives • Support/Liaison • Cheerleader Business Attraction, Retention and Support	Economic Vitality Committee • Learning from Businesses- informing and getting informed • Policy- initiating, fine tuning, investigating • Support Local Businesses- Staff, policy, BAP • Connecting businesses to the City • Engagement- residents, council, staff, organizations, dialogue, business owners Connect Local Businesses to the City
Louisville Revitalization Commission • Community informed public infrastructure • Public/private partnerships • Collaboration • Financial assistance Financial Assistance and Community Support	Louisville Chamber • Cheerleading • Connect- B to B, B to C, community connect, city connect, member connect • Communication- variety of channels • Advocate- City, state, county, PACE and programs, education • Promote- events, community, members Connect-Advocate-Promote-Communication
Boulder Chamber • Data- custom, Costar, Placer AI • K-12 Engagement- career exportability, SVSD, BVSD, Career Wise, Pathways to success webinars • Sector Partnerships- Manufacturing, health, food and beverage, technology, professional services • Partner and Support Businesses- regional, Workforce Boulder, CU, US 36, BoCo Talent	Downtown Business Association • Collaboration and cooperation- among downtown businesses, the city and the chamber • Growing and supporting downtown businesses- some things are bigger than downtown • Advocacy for downtown businesses with the City- and LRC, EVC and Staff • Communication- website and Downtown Dialogue

• Adult Apprenticeships (employer)- 2 year path (FRCC), 14 plus pathways • Recruitment/Retention- office vacancy, MDEDC, OEDIT, Site Selection, Hub for Health Recruitment, Retention and Partner Support	• Innovation and Promotion- Street Faire, post-covid closure, patios, ice rink, holiday lights, flowers, make things more fun Growing and Supporting Downtown Business
Small Business Development Center • No cost one on one consulting • Small Business training • Technical support • Resource connection • Connecting opportunities Small Business Training and Technical Support	Workforce Boulder • Recruitment and Retention- job quality training, outreach, LMI, support local business • Talent Pipeline Development- talent matching, career pathways • Work Based Learning- internships, apprenticeships, training, • Hiring Events and Job Fairs- job posting, networking • Workforce Development- collaboration, partnership creation, business education, green trades, behavioral health Education and Workforce Development

Session One Discussion

- Each organization received five puzzle pieces, to represent the top five activities they conduct. Not every organization has the bandwidth or knowledge to conduct all pieces of Economic Development/Vitality, use the pieces to identify the activities your organization prioritizes and performs the best.
- The puzzle pieces then created the overall vision for Economic Vitality in Louisville – how each organization would describe themselves, identify collaboration and overlap between partners and showcase how we all work together to support businesses.
- Economic Vitality is the support and growth of the business ecosystem. Louisville operates within a larger region in Boulder County and within Metro Denver. Economic Vitality is attracting, retaining and expanding businesses across all industries and sizes from entrepreneurs to Fortune 500 companies. Economic Vitality includes activities such as development assistance, workforce development, market data, community promotion, financial assistance, education and training, support and referrals and cheerleading.



Session Two- Gap Identification and Programmatic Support

What we could do better - Identification of what programmatic and support activities are not being offered or are under-offered in Louisville. Work to identify who has the capacity to close gaps and a prioritization of business needs. (Activities either no one does or we don't do as well as we could.)

Session Two Discussion

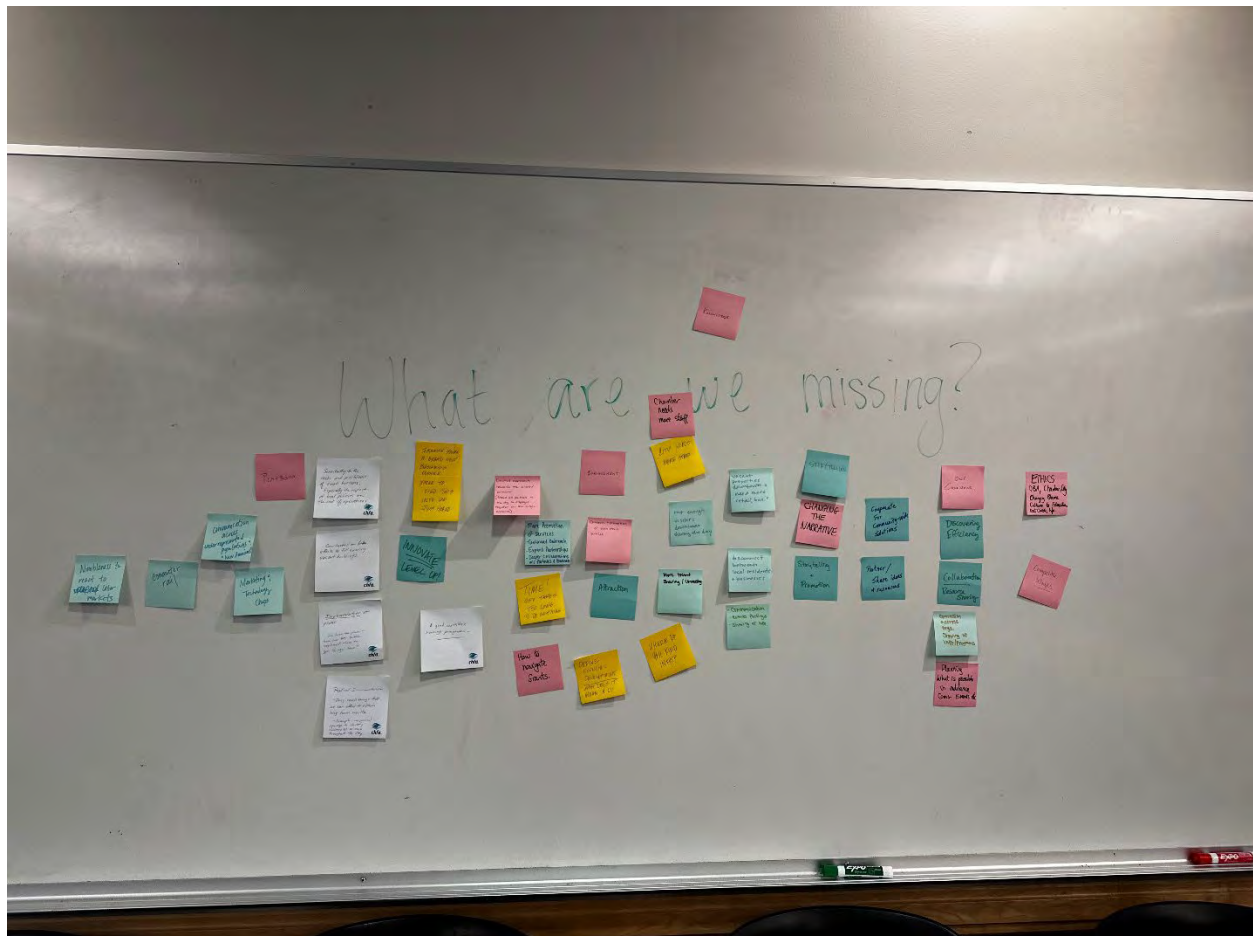
Economic Vitality and partners in Louisville have lean teams and are doing a lot of great work and we will continue to celebrate additional wins for the City of Louisville. As we implement our work plans and priorities, we need to continue to reevaluate our programming, support services, partnerships and financial assistance to ensure we are meeting business needs and aligning with markets. The following are areas of service gaps that have been identified by partners and the business community.

- A good workforce housing program
- Attraction
- Chamber needs more staff
- Changing the narrative
- City needs more staff
- Collaboration and resource sharing
- Communication across underrepresented populations and “New Americans”
- Communications, event postings and sharing of information
- Commuter rail
- Competitive wages
- Connection across organizations, sharing of information and programs
- Cooperate for community-wide solutions
- Coordinate on better efforts to fill existing vacant building
- Define economic development, what does it mean in Louisville
- Disconnect between local residents and businesses
- Efficiencies
- Engagement
- Ethics- DBA, Chamber, City- Changing Blame culture to education, fact checking and information
- How to navigate grants
- Implementation of Plans- we have the plans, how can we better implement them to get things done
- Innovate, level up
- Knowledge
- Marketing and technology improvements
- More promotion of services, continued outreach, expand partnerships, deeper collaboration with partners and businesses
- More talent and sharing/connecting
- Nimbleness to react to labor markets
- Not enough visitors to downtown during the day
- One calendar
- Outreach and promotion of each other's services
- Partner, share ideas and resources
- Planning what is possible in advance- communications, events, etc
- Playbook- How to successfully open and operate a business in Louisville (checklist of licenses to get, connections to make, etc.)
- Radical incrementalism- doing small things that we can afford to obtain long term results. Example- improve signage to identify commercial areas throughout the City

- Sensitivity to the needs and problems of small businesses- especially the impact of local policies on cost of operations
- Storytelling
- Time! Government takes too long to do anything
- Unified approach towards the client/consumer (should all partners

in the City be displayed on the City's website)

- Vacant properties downtown and need more retail business
- Where do you find information?
- Where to find business info and learn about economic vitality partners- what if you were a new business



Real Estate Panel

Real estate and commercial lending professionals will provide a market update and share thoughts on what to expect in 2025. The market is fluid and changing locally through worldwide. These trends can impact a businesses' ability to locate, expand and continue with successful operations.

Understanding the market and being flexible to operations, costs, and business needs will help create a strong, supportive and successful business support system.

Real Estate Panel Takeaways

- Construction costs and the cost of financing are contributing to commercial vacancies. It is currently expensive to borrow money (inflation and interest rates) impacting a businesses' ability to borrow money for construction or start-up operation costs. The cost of construction also continues to rise, making tenant finish and new construction unlikely for startup businesses or expanding businesses. Should a business be new and entrepreneurial, it is difficult for them to get lines of credit to assist with opening and operating a new business.
- Retail wants to be in Louisville because of the opportunities and downtown's Main Street small town feel. Despite this, this is a hard market for retail to be successful, considering retail has such small margins to begin with. Retail needs additional housing to be/remain successful.
- Affordable housing is a conversation amongst businesses across industries. As businesses look to make location decisions, they have to consider where their workforce is going to live. As they evaluate sites, they look at housing options, affordability and commute options.
- Businesses look at regions to make location decisions. As they make location decisions, they look at available space, available workforce, costs, public infrastructure and data/market needs. In some cases, Louisville just may not have the space needed by a particular businesses or industry, so they will look at other communities.
- Brokers, real estate professionals and economic developers work to attract local businesses, national businesses, new concepts and entrepreneurs. A win for Thornton could lead to a second location elsewhere and vice versa.
- Louisville tends to be on the costlier side than some of our counterparts. For some industries, such as life science and advanced manufacturing, the additional costs are not a detriment because they want to be in the corridor and close to the highly educated workforce. The increased cost can be difficult for retail/restaurant/entertainment uses, especially new concepts.



Session Three - Priority Plans for 2025

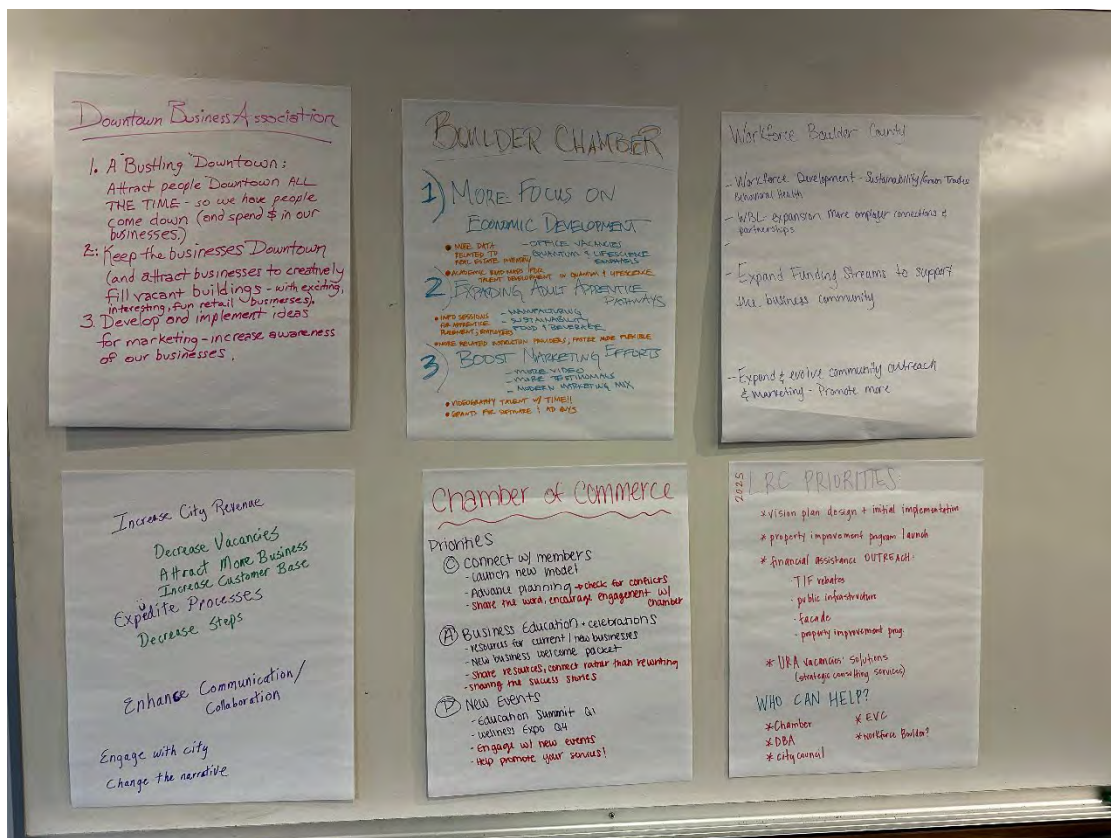
Identify which programs, activities and partnerships are going to be prioritized in 2025 for each organization. This effort will also highlight how other organizations can support the priorities throughout the year. (Everyone has lean teams, what are the greatest priorities?)

Session Three Discussion

This session was for all the organizations to identify their top three objectives for 2025 and identify how other partner organizations in the room could help them achieve those goals. The Economic Vitality partner network is strong in Louisville and we can all take advantage of collaboration, cross promotion and referrals to help businesses be successful.

Economic Vitality Committee • Increase City Revenue - o Decrease vacancies - o Attract more business - o Increase customer base • Expedite processes - o Decrease steps • Enhance communication/collaboration - o Engage with the City - o Change the narrative	Louisville Revitalization Commission • Vision plan design and initial implementation • Property improvement program launch • Financial assistance outreach- TIF rebates, public infrastructure, façade, property improvement program – ongoing of programs, ensuring they are aligned with what the market needs • URA vacancy solution- strategic consulting services
Louisville Chamber • Connect with members - o Launch new model - o Advance planning- check for conflicts - o Share the word, encourage engagement with the Chamber • Business education and celebrations - o Resources for current and new businesses - o New business welcome packet - o Share resources, connect rather than rewriting - o Sharing success stories • New events - o Education Summit- Q1 - o Wellness Expo- Q4 - o Engage with new events - o Help promote your services	Boulder Chamber • More focus on economic development - o Office vacancies - o Quantum and life science emphasis - o More data related to real estate inventory - o Academic road maps for talent development in quantum and life science • Expanding adult apprenticeship pathways - o Manufacturing - o Sustainability - o Food and beverage - o Information sessions for apprentice placement, employers - o More related instructors, faster and more flexible • Boost marketing efforts - o More video - o More testimonials

	- o Modern marketing mix - o Videography talent with time - o Grants for software and ad buys
Workforce Boulder • Workforce development- sustainability, green trades and behavioral health • Work based learning expansion of more employer connections and partnerships • Expand funding streams to support the business community • Expand and evolve community outreach and marketing- promote more	Downtown Business Association • A bustling downtown - o Attract people downtown all the time – so we have people come down and spend money at our businesses • Keep the businesses downtown - o And attract businesses to creatively fill vacant buildings, with exciting, interesting, fun, retail businesses • Develop and implement ideas for marketing - o Increase awareness of our businesses



Session Four - What Keeps You Up at Night

What are your stressors and organization's worries for continued success? They may or may not be in your direct control, market factors or other stressors that impact the sustainability of your operations.

Session Four Discussion

There are many things that impact a business' or organization's ability to be successful and thrive. Some components are in direct control of the business, some by government policies and some by market factors or luck. When we identify and name what keeps us up at night, all the partners can be aware of stress and pain points and are more likely to be able to connect dots, close gaps and see solutions. Solutions are not always possible but when we are aware of the issues, we can be better prepared to identify and implement solutions.

- Adoption of stupid initiatives at the state level
- Advocacy guidelines
- Anti-change sentiment
- Budget
- Businesses closing, dwindling to nothing
- Businesses leaving
- Changing the narrative- stepping off the hamster wheel
- Climate resilience
- Community need
- Compliance
- Consistent communication
- Diversity- of community, of businesses, of housing
- Drop in revenue
- Election results
- Funding
- Lack of urgency to implement solutions and responding to opportunities
- New voices, participation, advocacy
- Outreach
- Rebuilding trust
- Security disturbances at the Street Faire
- Staffing
- Time
- Trying to increase business for more income, especially in the winter
- Vacancies and business vitality

Election
Results!

Compliance

Trying to
Increase Business
for more income,
especially in winter.

Drop in
Revenue

Security ~~Issues~~
Disruptions at
the Street Fair

FUNDING

LOI LOI LOI

BUDGET

Funding!!!

TIME

Rebuilding
Trust

NEW VOICES
Participation
Advocacy

Staffing

Business
leaving

ADVOCACY
GUIDELINES

ANTI-CHANGE
Sentiments

Businesses leaving

Businesses leaving,
Demanding to
nothing.

Climate
Resilience

consistent
communication

DIVERSITY
of community
of business
of housing

Lack of
urgency to
implement
solution st
depending on opportunities

Adoption of
shared
initiatives
at the state
level.

Community
Need

Outreach

CHANGING
THE
NARRATIVE
Stopping off Hange
wheel.

Session Five - Share Wins

I believe that we do not celebrate enough because we have a never-ending to-do list. When we complete a task or have a win, we often briefly celebrate (if at all) and then move on to the next project or need. A lot of work is being done, progress being made, new businesses growing and expanding. We should take the time to share these updates with our partners and the community, highlighting and celebrating the investment businesses continue to make in our community.

Session Five Discussion

- Sometimes things are not celebrated because they aren't known about. Trying to close that communication gap can help all the partners celebrate wins with each other and within the community. We can't celebrate what we don't know about.
- Each team has been assigned a communication lead that will be included in group Economic Vitality communications. This will help ensure that all the teams are in consistent communication to share events, celebrations, partnerships and needs.
- All organizations should be connected online through newsletters, social media, LinkedIn and other forms so that we can digitally share celebrations and updates and expand our overall reach.
- Everyone is busy, so we want to learn how best to communicate with each team for the message to be easily received, understood and utilized.

Appendix

Attendees

Economic Vitality Committee

Economic Vitality Committee- Caleb Dickenson, Chair

Economic Vitality Committee- Deb Fahey

Louisville Revitalization Commission

Louisville Revitalization Commission- Lexi Adler, Chair

Louisville Revitalization Commission- Corrie Williams, Vice-Chair

Louisville Chamber of Commerce

Louisville Chamber- Gillian Millar, Director

Louisville Chamber- Iona Kearny- Board President

Downtown Business Association

Downtown Business Association- Rick Kron, President

Downtown Business Association – Tom Horst, Member

Boulder Economic Council

Boulder Economic Council- Matt Wiggins, Senior Director of Economic Vitality

Boulder Economic Council- Joe Hovancak, Vice President of Economic Vitality

Boulder Small Business Development Center

Boulder Small Business Development Center- Irhad Kozic, Core Program Manager

Boulder Small Business Development Center- Dan King, Lead Consultant

Boulder Small Business Development Center- Sarah Wood, Executive Director

Workforce Boulder County

Workforce Boulder County- Samara Portis, Business Services Supervisor

Workforce Boulder County- Dara DiRito, Work Based Learning Program Coordinator

Real Estate Panel and Lunch Attendees

City of Lafayette

City of Lafayette- Brigid Keating, Economic Development Director

City of Lafayette- Isabella Nunez, Economic Development Senior Project Manager

Town of Superior

Town of Superior- Jill Mendoza, Economic Development Manager

CBRE

CBRE- Jeremy Kroner, Industrial and Office

CBRE- Molly Bayer, Retail

First Bank

First Bank- Nicole Mansour, Executive Vice President

Economic Vitality Day 2024 Agenda

Economic Vitality Retreat

Monday, November 4th

Louisville Library, 1st Floor Meeting Room

8:30 – 9:00 a.m. **Introductions and Retreat Overview**

Introductions

Want to help everyone learn what all the partners do, see where we can collaborate and see where their might be gaps in business supports.

9:00 – 10:00 a.m. **Economic Vitality Programs and Opportunities for Collaboration**

Discussion on what Economic Vitality is and what it isn't. Identification of programs all the partners are currently offering, identification of overlap and opportunities for collaboration and identification of roles, leads and support. (What does everyone do, where can we streamline and clear role identification)

Puzzle Piece Activity- More over arching, not specific events but things like – retention visits, events, networking, attraction, education, training,

10:00 – 11:00 a.m. **Gap Identification and Programmatic Support**

Identification of what programmatic and support activities are not being offered or are under-offered in Louisville. Work to identify who has the capacity to close gaps and a prioritization of business needs. (What does no one do but the business community needs)

Sticky Notes- What are we missing and why- based on our puzzle, what are we missing. What feedback do we all get that is not being covered by one of these puzzle pieces

11:00 – noon **Real Estate Panel**

Real Estate and commercial lending professionals will provide a market update and share thoughts on what to expect in 2025.

Noon – 1 p.m. **Lunch**

Economic Vitality professionals from Superior and Lafayette will be joining us for lunch and will be available to answer questions about economic vitality in their communities and discuss how we work together in the profession and region.

1:00 – 2:00 p.m. **Priority Plans for 2025**

Identify which programs, activities and partnerships are going to be prioritized in 2025 for each organization. This effort will also highlight how other organizations can support the priorities throughout the year. A deliverable will be an event calendar for 2025. (Everyone has lean teams, what are greatest priorities)

We all have lean teams, where are you focusing your efforts this year? Retention? Advocacy? Etc?
How can we support each other in elevating efforts and priorities- Chamber may not need to create classes but can elevate those of the SBDC or City

Top three priorities for each org and two things other people in the room can do to support

2:00 – 2:30 p.m.

What Keeps You Up at Night

Session on worries and stressors for your organization's and member's continued success.

2:30 – 3:00 p.m.

Wins, Success and Communications

Brainstorm ways to ensure communication is clear and consistent, we are highlighting wins and supporting our business community's successes.
Work on additional marketing and promotion

Communicate-

Share Wins-

SUBJECT: ECONOMIC VITALITY COMMITTEE 2025 DATES

DATE: DECEMBER 4, 2024

PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER

SUMMARY:

The Economic Vitality Committee meets on the first Wednesday of the month at 10:30 a.m. in City Council Chambers. Staff recommends that schedule continue into 2025 with the proposed dates below. There is an ability to change a meeting date throughout the year if needed.

Proposed 2025 Meeting Dates

- January 7th
- February 4th
- March 4th
- April 1st
- May 6th
- June 3rd
- July 1st
- August 5th
- September 2nd
- October 7th
- November 4th
- December 2nd

SUBJECT: STAFF UPDATES

DATE: DECEMBER 4, 2024

**PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER
AUSTIN BROWN, ECONOMIC VITALITY SPECIALIST**

SUMMARY:

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

Street Faire Update

The Downtown Business Association receives funding from the City of Louisville to host Street Faire every year in Downtown. This year brought many visitors to downtown and a few larger bands. Street Faire was able to pivot to temporary stages in multiple locations while Steinbaugh Pavilion was being repaired, not cancelling any shows due to the damage. Street Faire broke even this year and they have started to plan for 2025.

Economic Vitality Retreat

The Economic Vitality Retreat was held on Monday, November 4th. Attendees included the LRC, Economic Vitality Committee, Downtown Business Association, the Louisville Chamber, Boulder Chamber Economic Vitality, Small Business Development Center and the Boulder Workforce Center. The day focused on what all the teams do well, opportunities for collaboration and identification of activities we could be doing better to support our business community.

Support Local Campaign

Staff has launched a Support Local Campaign to encourage residents and visitors to use local businesses for their needs. Going back shop local to encourage people to not only shop local at restaurants and retailers but to use local professional services and support local non-profits. The Campaign will include a Support Local Map, a monthly trivia about Supporting Local and a monthly activity to encourage businesses and shoppers to remember to support local.

Small Business Administration

The [Small Business Administration \(SBA\)](#) is a federal agency aimed at supporting small businesses through programming, funding and advocacy. The SBA has regional offices throughout the United States to be able to reach a wide range of businesses and provide support. Initiatives include National Small Business Week, National Veterans Small Business Week, Small Business Saturday, innovation and entrepreneurship, capital resources and more. The SBA works with finance institutions to provide low cost loans to businesses.

SUBJECT: STAFF UPDATES

DATE: DECEMBER 4, 2024

PAGE 2 OF 2

Upcoming Dates

- Saturday, November 30th: Small Business Saturday
- Thursday, January 23rd: Business Beat- South Boulder Road

ATTACHMENT(S):

None.

SUBJECT: DEVELOPMENT UPDATES

DATE: DECEMBER 4, 2024

PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER

SUMMARY: UPDATE

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

Site	Update
800-804 Main Street (former Wildwood Guitars)	No new updates. Some interested parties have toured the space.
809 Main Street (old Waterloo)	Project is continuing construction for the build-out of the restaurant space. There has been interest in the site, with multiple tours, but no LOI or leases signed to date.
816 Main Street (former Empire)	The site continues to be marketed for sale. Staff is working with ownership and interested parties towards a sale. No contract or lease signed to date.
833 Main Street (former Chase)	The LRC has entered into a contract with Trestle Strategy Group to work with staff and the building owner on potential paths forward for the building.
1301 Courtesy Road (Delo Boom)	Delo Boom is working through City processes to construct 140 units of housing. The project will consist of studios through three-bedrooms and 13.5% affordable units.
950 Spruce Street	Construction has completed with the retail and office spaces currently being marketed for rent.
947 Pine Street (former gas station)	Plans call for renovation into Birdie Bar, an eatertainment use with a bar/restaurant and simulated (virtual) golf games. They have received Planning Commission and City Council approval.

SUBJECT: DEVELOPMENT UPDATES**DATE: DECEMBER 4, 2024****PAGE 2 OF 2**

1303 Empire Road (Ironton)	Ironton has approved plans for a new distillery and event center. Ironton is hoping to start construction before the end of the year.
1171 W Dillon Road (former Lowe's)	City Council approved a Business Assistance Package for the property to become a new King Soopers Marketplace. This new King Soopers hopes to be open mid-year 2026.
1164 W Dillon Road (Cinebarre)	University of Colorado has purchased the site and is currently working on public engagement for their plans for the site.
550 McCaslin Boulevard (former Sam's Club)	Relish broke ground on the construction on Friday, June 14 th . Relish is planning to open indoor and outdoor pickle ball courts with a food hall. There are 6 interested tenants in the food-hall to date.
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.

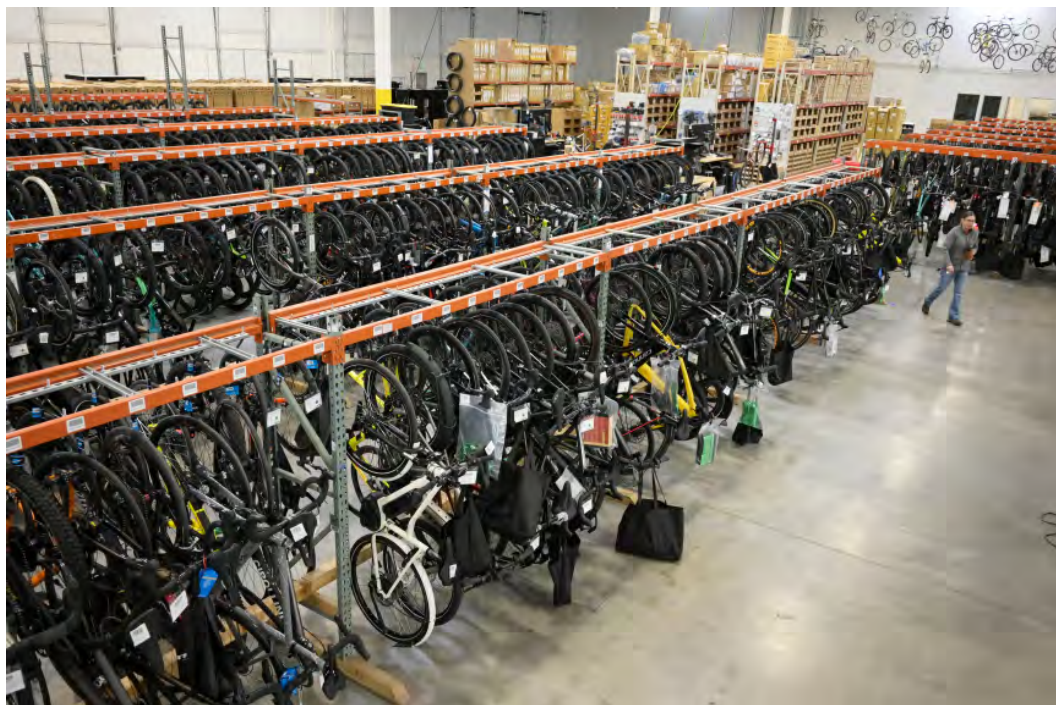
If you would like to add a site to these updates, please let me know.

ATTACHMENT(S):

None.

Used bike retailer The Pro's Closet shuttering after raising \$90 million

The Louisville-based company bought high-end bikes directly from owners and refurbished them before reselling them



Hyoungh Chang, The Denver Post

Bikes hanging on the racks for refurbish at The Pro's Closet in Louisville, Colorado on Wednesday, April 26, 2023. TPC buys used bicycles shipped to them from around the country and refurbish bikes for online sale.

By **THOMAS GOUNLEY** | BusinessDen

PUBLISHED: October 3, 2024 at 6:00 AM MST

[The Pro's Closet](#) said in a news release last week that it will cease operations this month.

The company did not give a reason for the closure, and CEO Jonathan Czaja did not respond to a Tuesday email. He told BusinessDen earlier this year that The Pro's Closet — which expanded aggressively in recent years — was experiencing a slowdown following a pandemic surge.

"Everyone wanted a bike during COVID because they were all trapped inside in Zoom calls and wanted to get out and experience the outdoors," Czaja said in January. "The entire industry had this growth."

[The Pro's Closet was founded in Boulder](#) 18 years ago by pro mountain biker Nick Martin, who led the company until 2020, giving way to company board member John Levisay. Levisay stepped down in the spring of 2023 and was replaced months later by Czaja.

The Pro's Closet sought to take used bike sales — traditionally a local market facilitated by bike shops and sites like Craigslist — and go national. It [bought high-end bikes directly from owners and refurbished them](#) before reselling them.



Czaja previously compared the arrangement to the "certified pre-owned" used car market.

"If you're trying Craigslist or Facebook Marketplace, you never quite know what you bought and what you're getting until you get home and ride it," Czaja said in January. "And even then it's hard to tell."

The Pro's Closet website now advertises a "Going Out of Business Sale" with discounts as great as 90 percent.

Czaja told BusinessDen in January that the company had about 80 employees and raised more than \$90 million from investors. Investors included Boulder-based Foundry Group and Ridgeline Ventures, and out-of-state firms Edison Partners and The Chernin Group.

In 2021, The Pro's Closet moved from Boulder to an approximately 130,000-square-foot facility at 1900 Taylor Ave., with both office and warehouse space. While much of the company's sales took place online, local buyers were able to visit and take test rides.

There were signs of struggles. In October 2022, The Pro's Closet cut 15 percent of its staff, citing "macroeconomic headwinds," according to Bicycle Retailer and Industry News. Three months later, the company cut more staff.

In announcing its closure, The Pro's Closet — tagline: "Bikes are meant to be used" — said it had sold 46,000 bikes over its existence.

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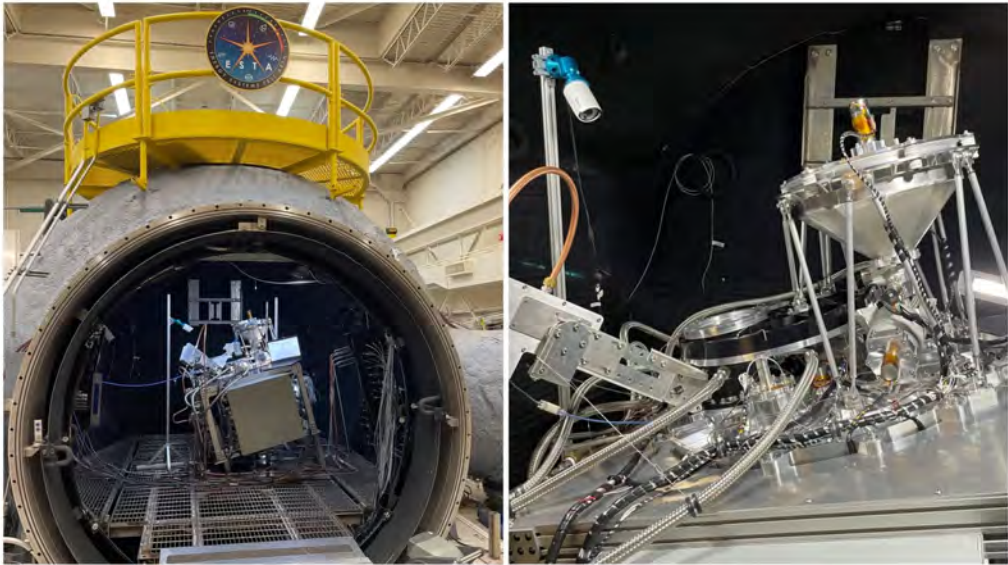
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2024 > October > 3



TECHNOLOGY | OCTOBER 4, 2024 | 7:31:54 AM

Sierra Space soil-extraction technology could lead to oxygen ‘gas station on the moon’



Sierra Space’s Carbothermal Oxygen Production Reactor, or COPR, recently completed thermal vacuum testing at NASA’s Johnson Space Center in August. Courtesy Sierra Space.

By Lucas High

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- Reducing red tape key to increasing housing construction, panelists say
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- Westminster location among Foss Swim School’s first in Colorado
- Colorado bankruptcy filings increase 21% in October
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30 NOV	Blue Violin Candlelight Christmas
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LOUISVILLE — When humans return to the moon (and ultimately travel beyond), they'll need plenty of oxygen, both to breathe and propel crafts through space. Luckily for astronauts, there's plenty packed inside lunar soil and Louisville-based Sierra Space Corp. says it has achieved a major breakthrough in development of technology for extracting that crucial resource.

The company's Carbothermal Oxygen Production Reactor, or COPR technology, recently crossed a key testing milestone at NASA's Johnson Space Center in Houston, marking, SSC said, "the first time in history that oxygen has been extracted from simulated lunar soil, or regolith, using an automated, standalone system in a lunar environment."

The achievement, Sierra Space program manager Brant White told BizWest, represents "the culmination of about 30 years of work," much of it done by scientists and companies absorbed into SSC's operations over the last few years.

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For over 30 years, Sutherlands Lumber & Design Gallery has supported Fort Collins' new home construction and remodeling needs with exceptional materials, installation services, and

"All of the recent work we've done is built off of that early development work we did decades ago," he said. "As of late, it's been all about maturing the technology, showing that this technology has a path to full-scale production and using it to (prove that SSC can) actually produce oxygen in quantity on the moon to refuel space craft landing there or sustain lunar habitats or orbital habitats."

Sierra Space Corp., which **spun off from Sierra Nevada Corp.** and planted its flag in Louisville in 2021 and **claimed a valuation** in excess of \$5 billion last year, has built up facilities in Virginia just outside of Washington, D.C., in Durham in the heart of North Carolina's Research Triangle and in Madison, Wisconsin, where much of the COPR research and development has occurred.

Beyond COPR, SSC is developing a number of complementary technologies such as the Dream Chaser space plane and the Large Integrated Flexible Environment (LIFE) Habitat, a modular, three-story commercial habitation, business and science platform.

"By harnessing the natural resources found on the moon, we reduce our reliance on Earth-based supplies and open up new frontiers for space exploration and commercialization," SSC CEO Tom Vice said in a prepared statement. "With our breakthrough technology that can provide a reliable source of oxygen in-situ, Sierra Space is poised to play a potential role in NASA's Artemis program and other initiatives aimed at establishing a permanent human presence on the lunar surface."

The good news for future space explorers is regolith isn't hard to find. The moon's surface "is literally covered in it," White said.

"A good way to think of it is a couple coffee cups of soil can support the breathing needs of a crew member for a day," he said, but the "vast, vast majority of the oxygen goes to rocket engines not the breathing needs "

ingress, meeting breathing needs.

White estimated that a year-long mission would need to excavate about one-third of a football field's worth of lunar soil to supply enough oxygen for propulsion and breathing needs.

Because a large chunk of the weight carried by any craft launched into space is devoted to oxygen storage for propulsion, "there's such a huge economic benefit to the U.S. and the U.S. taxpayers to be able to make the oxygen while you're up there" on the moon rather than lugging it along for the ride.

Future space-based users of COPR technology would "have a rover that scoops up (lunar soil) and brings it over to a hopper. ...Then we do our processing where we heat it up and strip off the oxygen."

Once the oxygen is removed, what's left over is a "rich ore material," White said. "Right now, once it solidifies we just remove it from our system. But there are downstream processes that NASA is starting to work on developing where you can actually extract (minerals such as) aluminum and iron and other building materials and metals. You could do manufacturing and make whatever widget you need to on the surface of the moon, all coming ultimately from just that lunar dirt."

The full utility of lunar soil is still unknown. "This is why it's so important to actually go to the moon," White said. "There's still a lot of speculation" about the makeup of materials on the moon.

NASA's "Apollo program took us to the moon to study and learn. (The space agency's) Artemis (program) is taking us back to the moon, this time to stay," Vice said in a statement. "Our company is focused on building the infrastructure necessary to enable continuous human presence on the lunar surface. This sustainable future begins with developing the core technology and systems that create oxygen in that environment, using local natural resources."

While the COPR project has developed in large part thanks to NASA support, the technology is not meant exclusively for government customers.

"It's for everybody. You can really think of it like we're putting a gas station on the moon," White said. "We're making oxygen for everybody to use, whether that's U.S. government entities or international or commercial."

And while the moon is likely to be the first stop in COPR's journey into space, the ultimate destination for the technology it helps birth in the future could be much farther away.

"I really believe that we will have a presence on the moon by the time I retire," White said. The moon will likely serve as a proving ground for technology that could ultimately be used for humanity's next major step in space exploration: a manned mission to Mars, which "is a much tougher place to get to."

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[Sierra Space to test trash compactor on International Space Station](#)

Lucas High



A Maryland native, Lucas has worked at news agencies from Wyoming to South Carolina before putting roots down in Colorado.



Categories: Aerospace Louisville Sunday Weekly Technology Today's News Sierra Space Corp.

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From the Denver Business Journal:

<https://www.bizjournals.com/denver/news/2024/10/09/bolder-innovation-campus-louisville-industrial.html>

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Commercial Real Estate

Chicago-based company purchases industrial park north of Denver



Image: Courtesy of Google Maps

One of the buildings of the Bolder Innovation Campus in Louisville.

COURTESY OF GOOGLE MAPS



By [Justyna Tomtas](#) – Reporter, Denver Business Journal
Oct 9, 2024



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A Chicago-based real estate investment manager spent nearly \$50 million acquiring two new industrial buildings in a city northwest of Denver.

Special warranty deeds filed in Boulder County show Blue Vista Capital Management purchased the property in Louisville for \$49.5 million.

The deeds show the buildings fetching prices of \$23.725 million and \$25.775 million. Blue Vista bought the properties, known as the Bolder Innovation Campus, from an LLC

associated with Los Angeles-based investment manager PCCP and United Properties, records show.

Blue Vista Capital Management did not immediately return requests for more information. The company shared the recent purchase on its LinkedIn page.

The two industrial buildings have a combined footprint of 198,720 square feet.

The Bolder Innovation Campus is adjacent to the Colorado Technology Center, the third-largest business park in Boulder County, according to the city of Louisville.

The Bolder Innovation Campus was developed in 2023 and has long-term tenants in place, according to Blue Vista. Those include Tendeg, a local aerospace company, [according to previous reporting by the Denver Business Journal](#).

Building 1, at 1350 S. 96th St., is 100,080 square feet, while Building 2, at 1452 S. 96th St., has 98,640 square feet, according to United Properties’ website. A deed of trust also included the addresses of 1442 and 1462 S. 96th St.

The campus totals 19.5 acres. The development included upgrades to the power supplies, gas lines, building systems and production space, according to Blue Vista.

“The acquisition of the portfolio was made as part of Blue Vista’s core plus investment strategies focused on multifamily, industrial and self-storage opportunities,” the company stated.

The campus is near Highway 287 and U.S. 36.

THE LIST

Denver-Area Manufacturing Firms

Total Denver-area employees

Rank	Prior Rank	Business name
1	1	Lockheed Martin
2	2	Raytheon Intelligence & Space
3	3	Terumo Blood and Cell Technologies
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Louisville unveils fully electric trash, recycling pick-up fleet



Louisville Mayor Chris Leh sits on the passenger seat of a new fully electric trash collection vehicle during a launch ceremony Tuesday. (Andrea Grajeda/ Staff writer)



Louisville is billing itself as the first city in the United States to have a fully electric residential trash and recycling pick-up fleet, in partnership with Republic Services of Denver.

The city's four-vehicle fleet is fully electric, including the motors to run the vehicle and for operating the arm for trash collection. The city made the switch to the all-electric fleet Oct. 1.

Brett Rogers, vice president of operations technology at Republic, said a fully electric fleet marks the next stage in emission reduction in heavy-duty vehicles. Republic has been running electric vehicles across the nation for over four years, and Rogers said the company and drivers understand how weather, routes and road conditions affect the vehicles.

"This is not a guess-and-check model. We've already done it, and this is very much ready for the mainstream," Rogers said.

Rogers explained that the vehicles are able to complete a full route on a single charge and also have a larger windshield, which improves visibility and safety.

Kurt Kowar, director of public works at Louisville, said that while it can be easy to be the first city in the nation to have a fully electric fleet, it is also



Louisville is touting its status as the first city in the United States to have a fully electric residential trash and recycling pick-up fleet. (Andrea Grajeda/Staff writer)

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00:02

02:00

Every five years, Louisville staff put out proposals for a new trash collection contract. Kowar said that the renewal is to keep prices low for residents, and this year the city also wanted to explore different ways to help reduce greenhouse gas emissions.

Republic Services was able to provide a fully electric fleet at a lower cost than the next highest bidder with natural gas vehicles, according to Kowar.

“It’s a huge win and aligns with all our goals and values,” Kowar said.

Kowar said that despite Louisville being a smaller municipality, the city has always strived to be aspirational with its sustainability actions.

If any problems arise with the electric trucks, Kowar said Republic Services will send out other vehicles to ensure trash gets picked up. Residents should also expect to see a \$5 increase on their next trash bill, to account for the new electric trucks.

Kowar said that with new vehicles come new problems to sort out, but the city’s contract with Republic ensures if the electric vehicles are not able to collect the trash, then residents will not have to pay that increase to their bill.

“We did our homework. These trucks are safe, they’re innovative, they’re cleaner for the environment, they’re reliable and built from the ground up to do what they need to do,” Kowar said.

During a launch ceremony for the electric trash collection fleet Tuesday, Mayor Chris Leh said the trucks are cleaner, quieter and safer. He is more confident with transitioning to an electric fleet, as he stated that other cities with similar climates have had success using the electric trash collection vehicles.

“We’re really proud to be the first city in America to adopt a fully electric residential recycling and waste collection fleet,” Leh said.

He said this will also help Louisville reduce its greenhouse gas emissions and meet goals in the Sustainability Action Plan.

Councilmember Judi Kern called the conversion a movement that should take place across the country and worldwide. Louisville residents care about the environment, she said, and for Kern, this is just one step toward helping the environment.

Kern recommends that other councils and municipalities look at the data and testings, and see that service levels do not decline, while making a better choice for the environment.

Originally Published: October 9, 2024 at 1:48 PM MST

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BREWING, CIDERIES & SPIRITS | OCTOBER 15, 2024 | 11:47:20 AM

Boulder Valley, Northern Colorado brewers score a dozen GABF medals



Highland Park Brewery celebrates a gold medal at the Great American Beer Festival. Courtesy Brewers Association.

By BizWest Staff

DENVER — Brewers in Northern Colorado and the Boulder Valley made short trips home from last week's Great American Beer Festival in Denver with a dozen new awards.

In all, 273 breweries and cideries from all 50 states and Washington, D.C., earned 326 medals at this year's GABF, spread across 102 beer categories and five cider categories. The annual festival is organized by Boulder-based trade group Brewers Association.

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NOV

Louisville Turkey Trot 5K

30
NOV

Blue Violin Candlelight Christmas

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“The Great American Beer Festival continues its commitment to recognizing exceptional beverages from across the country in the 2024 competition,” Chris Williams, competition director for the Brewers Association, said in a prepared statement. “With the addition of five new cider categories, we’re pleased to recognize the best of the best in beer and beyond. Congratulations to this year’s winners!”

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Colorado Gives Day: Good on a monumental scale

"It's easily the best day to give and to join thousands of other people who care about Colorado communities," say Kelly Dunkin, president and CEO of Colorado Gives Foundation. Join

Local winners included:

- Liquid Mechanics Brewing Co., Lafayette: Gold in Chili Beer category for El Poblano Borracho.
- 12Degree Brewing, Louisville: Bronze in Fruited American Sour Ale for Cactus Juice.
- Rock Cut Brewing Co., Estes Park: Bronze in German-Style Altbier for Altruism.
- Left Hand Brewing Co., Longmont: Bronze in German-Style Marzen for Oktoberfest.
- Westbound & Down Brewing Co., Lafayette: Gold in Hoppy Lager for Infinity Pils.
- Alpine Beer Co., Fort Collins: Bronze in Juicy or Hazy Strong Pale Ale for Windows Up.
- Verboten Brewing, Loveland: Silver in Old Ale, Strong Ale or Barley Wine for Grow Old With You.
- Oskar Blues Brewery, Longmont: Bronze in Scotch Ale for Old Chub.
- Stodgy Brewing Co., Fort Collins: Silver in Scottish-Style Ale for Scottish Ale.
- New Belgium Brewing Co., Fort Collins: Gold in Smoke Beer for Smoke and Embers.
- Westbound & Down Brewing Co., Lafayette: Silver in South German-Style Hefeweizen for Don't Hassle the Hef.
- Bootstrap Brewing, Longmont: Gold in Strong Red Ale for Wreak Havoc.

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TECHNOLOGY | OCTOBER 16, 2024 | 12:32:03 PM

Sierra Space to test trash compactor on International Space Station



Sierra Space's Trash Compaction and Processing System will be tested aboard the International Space Station. Courtesy: Sierra Space

By BizWest Staff

LOUISVILLE — Thanks to a new contract from NASA, Sierra Space Corp. will develop a Trash Compaction and Processing System and test it aboard the International Space Station in late-2026.

“The technology may be critical for the success of future space exploration and is being developed to handle waste management, stowage, and water reclamation for long-duration

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missions, including crewed missions to the Moon and Mars,” Louisville-based SSC said in a news release. “The TCPS could effectively reduce the volume of trash generated by astronauts and recover nearly all water entrained in the trash for further use.”

The TCPS will be made using catalytic oxidation technology, Sierra said, that “processes volatile organic compounds and other gaseous byproducts to maintain a safe and sterile environment in space habitats.”

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Pathways Highlights Compassion and Comfort for National Hospice and Palliative Care Awareness Month

During National Hospice and Palliative Care Awareness Month, Pathways aims to raise awareness of these essential services and to encourage open conversations about end-of-life

Waste processed by TCPS will be compacted into “solid square tiles that are easy to store, safe to handle, and capable of providing additional radiation protection,” the company said.

“Space travel requires the highly efficient use of material and equipment. Waste management is critically important, especially for long duration missions,” Sierra Space CEO Tom Vice said in the release. “We’re addressing this challenge through technological innovation and commitment to sustainability in every facet of space operations. Efficient, sustainable, and innovative waste disposal is essential for the success of crewed space exploration.”

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[Space companies team to provide more power for space travel](#)

Louisville residents honor pets lost during Marshall Fire with memorial sculpture



Louisville residents gathered at the Louisville Arboretum on Sunday for the unveiling of the Marshall Fire Pet Memorial, honoring all of the pets lost during the Dec. 30, 2021 fire. (Andrea Grajeda/ Staff writer)



By **ANDREA GRAJEDA** | agrajeda@prairiemountainmedia.com | Prairie Mountain Media

UPDATED: October 21, 2024 at 11:29 AM MST

On the day of the Marshall Fire, Louisville Councilmember Caleb Dickinson piled his two dogs, two cats, three chickens and fish into his minivan to evacuate. He acknowledges how lucky he was to have the opportunity to evacuate his pets, and that many others did not have that same opportunity.

On Sunday, dozens of Louisville residents and their pets gathered at the Louisville Arboretum for the unveiling of the Marshall Fire Pet Memorial, honoring all of the pets lost during the Dec. 30, 2021 fire.

The fire destroyed more than 1,000 homes in Louisville, Superior and unincorporated Boulder County.

The Louisville Rising nonprofit organization commissioned artist and firefighter Michael Garman to create the memorial. The sculpture sits upon a boulder and shows a cat, dog, bird, snake, lizard and horse shoes.

As Dickinson, chair of nonprofit Louisville Rising, met with residents who lost their home in the fire, he often spoke about photo albums, objects and pets that were lost in the fire. When he mentioned Louisville Rising was raising money for a pet memorial, he realized that it meant a lot for residents to have a place to grieve and remember their pets.

"So many people lost someone they loved, so we knew a pet memorial was the right thing to do," Dickinson said.

Dickinson said that having an artist who understands how destructive a fire is and the courage it takes to help others during a fire was exactly who the community needed to create the memorial.

Garman said as a wildland firefighter, he has witnessed nature's fury at its worst. He said each figure represents not just a species of animal, but a life that was cut short.

"This piece is not only about the loss, but also about how animals do touch our lives and remind us of our capacity to love and to be loved," Garman said.

He hopes the sculpture is not just a symbol of death, but rather a symbol of how powerful love can be.

Mayor Chris Leh said while there were two human fatalities during the fire, the community lost more than just them. He said people lost their memories and histories, and the pets that were a part of the family.

Leh said while grief is a universal feeling, when and how it comes to people is incredibly personal.

"That's the beauty of this art, it meets us solid, grounded, without expectation and without judgment," Leh said.



Artist Michael Garman and Louisville Councilmember Caleb Dickinson (left to right) unveil the Marshall Fire Pet Memorial, honoring all of the pets lost during the Dec. 30, 2021 fire, on Sunday. (Andrea Grajeda/ Staff writer)

Councilmember Deborah Fahey said Louisville is fortunate to not have lost many people in the fire, but many pets were lost. Fahey also appreciates that the sculpture is located at the Arboretum, a place that was affected by the fire, as people can reflect on the fire and what the community lost.

“The loss of a pet means just as much as losing a family member, because they’re so close to you,” Fahey said.

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Originally Published: October 20, 2024 at 4:03 PM MST



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Man pulls proposal for tennis facility near downtown Louisville



Steve LeBlang stands in front of a proposed tennis facility site at Colo. 42 and South Boulder Road, on a plot of land between Louisville and Lafayette. (Cliff Grassmick/Staff Photographer)



By **ALISSA NOE**

UPDATED: October 21, 2024 at 5:05 PM MST

Another proposal for a tennis facility within Boulder County has fallen through.

Earlier this year, Boulder resident Steve Leblang crafted a plan to help replace the 27 courts that are being torn down at the Rocky Mountain Tennis Center and University of Colorado Boulder South. He recently decided to pull the plug on his proposed facility for the Harney-Lastoka Open Space in between Louisville and Lafayette.

It follows an earlier failed proposal put forth by the owners of RMTC for rural Gunbarrel, dubbed Tennis Center of the Rockies. Leblang's plan singled out the land near Colo. 42 and South Boulder Road, and mapped out a facility that would have featured eight indoor courts, 12 outdoor courts and eight covered pickleball courts.

Despite overwhelming support from the tennis community and surrounding businesses, he couldn't convince the Lafayette City Council — which owns the plot of land — to hear out his proposal.

He learned of its refusal second-hand from Boulder County Commissioner Ashley Stolzmann.

“She said, ‘You don’t have the council’s ear. You need to get more of the council’s ear,’” Leblang said. “I thought I got it through the articles, through the letters that people wrote, through just the general consensus that tennis is something the entire Front Range is seeking.

“You know the old saying, ‘Don’t kill the messenger,’ but why is she the messenger? Brad (Curl, my attorney) and I both didn’t understand why. The city manager, the city mayor, the city attorney, none of them for Lafayette will get back with us.”

Neither the commissioner nor the council could be reached for comment.

Leblang spent the better part of the year and upwards of \$30,000 on design planning and lawyers, and cited his frustration with the local governments’ unwillingness to work with him as his primary reason for deciding to hang it up.

Leblang’s plan would have required an amendment to the original intergovernmental agreement between Boulder County, Louisville and Lafayette. The first amendment to the intergovernmental agreement, which was drafted in 2014, granted Louisville and Lafayette 24 acres apiece for “athletic fields and similar development.”

Lafayette’s portion of the open space has been sitting vacant for more than 10 years. Leblang and his partners wanted to lease the land from the city and build a privately-owned and operated facility, all of which would have been self-funded.

“Brad got a little frustrated by the whole thing and started digging into the (Boulder County) comprehensive plan,” Leblang explained. “The comp plan, which is the city’s bible for planning in the future, specifically says public-

Publicly available courts are continuing to dwindle down within the county, leaving all players not associated with private country clubs with little options moving forward.

Rob Scott, the executive director of the Intermountain Section of the United States Tennis Association — which includes Colorado, Wyoming, Nevada, Utah, Montana and Idaho — fears what another failed proposal would mean for the future of the sport in the area.

“We might lose a generation of tennis players from this whole thing,” Scott said. “I think the main thing, to me, that’s disappointing is the unwillingness of institutions. As an example, the University of Colorado eliminated a total of 36 courts from the time I was a freshman there until now, and they’re not stepping up to do anything either. There are quite a few opportunities that local municipalities, including Lafayette, are just not taking to help their population, particularly with the world’s healthiest sport. (Tennis players) are going to have to drive out of the county.”

Originally Published: October 21, 2024 at 4:38 PM MST

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Retailing

Louisville bike seller auctioning inventory after closing down



The Pro's Closet was founded in 2006 in Boulder. It moved into a new facility in Louisville in 2020.

THE PRO'S CLOSET



By [Jenna Barackman](#) – Reporter, Denver Business Journal
Oct 21, 2024



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The Pro's Closet has officially closed its 130,000-square-foot Louisville facility and plans to liquidate everything in an online auction this week, the bike retailer has announced.

The used bike shop [recently announced its closure after being in business for 18 years](#). In that time, it raised \$90.2 million from investors including [the Foundry Group](#), Edison Partners and Chernin Group, and sold more than 46,000 bikes.

Now, the used and new bike retailer is hosting an [online auction](#) hoping to sell everything in its Louisville facility including tools, bicycle parts, warehouse equipment,

racking, electronics, office furniture and decor.

“This is an amazing opportunity for the general public, bike enthusiasts and other business owners” says Gabriel Prado, Founder and CEO of LocalAuctions.com. “Rarely does the public get a chance to bid on and purchase assets from a company like this.”

The online sale, which will run from now through noon on Oct 23, is open to everyone above 18 years of age. Opening bids are \$5. The company aims to sell and remove everything from the facility by Oct. 30.

Tuesday from 9 a.m. to 3 p.m., interested buyers can preview items they are interested in purchasing. Winning bidders must pick up their items by Oct. 30 at the facility located at 1900 Taylor Ave. in Louisville.

The Pro's Closet was founded in Boulder by professional mountain biker Nick Martin in 2006. It re-sold high-end used bikes and components from owners, refurbished them and marketing them on its website. Inside the shop, mechanics repaired, cleaned and inspected used bikes before offloading them into the website or retail store.

It grew to also sell new bicycles from manufacturers.

The company's closure was due to a decline in the post-pandemic demand and other “economic conditions” that forced the company to close its facility, the company said. In 2020, bicycle sales boomed, the shop told the [Denver Business Journal during the pandemic](#). The company also told the DBJ last year that it planned to grow its team.

The Louisville retail store and warehouse opened in August 2022 after the company moved from a smaller location in Boulder.

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News Tip



REAL ESTATE & CONSTRUCTION | OCTOBER 23, 2024 | 10:43:11 AM

Investor scoops up Bolder Innovation Campus for nearly \$50M



Aerospace company Tendeg LLC last year leased more than 100,000 square feet at 1350 S. 96th St. in Louisville's Bolder Innovation Campus. Courtesy CBRE.

By Lucas High

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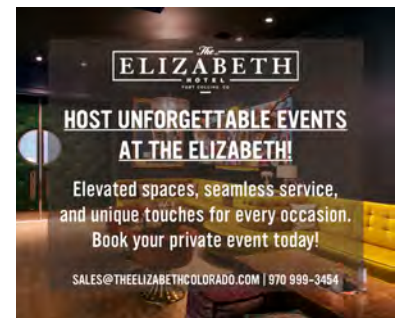
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28 NOV	Louisville Turkey Trot 5K
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1 DEC	27th Annual NightLights

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“Developed in 2023, the portfolio represents an opportunity to own modern industrial space with long-term in-place tenants, located in an easily accessible legacy industrial corridor of the greater Boulder” metropolitan area, Blue Vista said in [a LinkedIn post](#) announcing the purchase. “... The acquisition of the portfolio was made as part of Blue Vista’s core plus investment strategies focused on multifamily, industrial and self-storage opportunities.”

Namaste Solar designed the solar system for Vaisala headquarters in Louisville

Tenants at the Boulder Innovation Campus, which was built on nearly 20 acres close to the much larger Colorado Technology Center business park, include **Tendeg LLC, which last year leased** more than 100,000 square feet in Building 1 that serves as the space antennas and deployables company headquarters and manufacturing facility.

on LinkedIn

Delo Apartments in Louisville sold for \$42M

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A Maryland native, Lucas has worked at news agencies from Wyoming to South Carolina before putting roots down in Colorado.



Categories: Louisville Real Estate & Construction Sunday Weekly Today's News Blue Vista Capital Management
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NOVEMBER 1, 2024 | 12:53:11 PM

Biodesix trims losses but misses Wall Street sales projection



By Lucas High

LOUISVILLE — Biodesix Inc. (Nasdaq: BDSX), a life-sciences company that specializes in developing tools to detect lung disease, cut its losses in the third quarter of 2024 compared with the same period last year but just missed Wall Street’s revenue estimate.

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The company boosted year-over-year sales by 35% to \$18.2 million in the third quarter of this year, or just under 2% below Zacks Consensus Estimate.

Biodesix's net loss in the most-recent quarter was \$10.3 million, an improvement of 6% year over year.

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“The Biodesix team is pleased to report another solid quarter focused on executing and delivering on our three main goals — driving revenue growth through the adoption of our lung diagnostic tests and biopharma services, continued implementation of operational efficiencies, and maintaining a cost-disciplined approach as we drive our business to profitability,” Biodesix CEO Scott Hutton said in a prepared statement. Biodesix expects full-year sales to range between \$70 million and \$72 million for 2024. The company's stock price was \$1.46, down 13.82%, just after noon on Friday.

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ARTS & ENTERTAINMENT | NOVEMBER 5, 2024 | 3:24:23 PM

Gaia stock hits 52-week high as video streamer adds users



Gaia Inc.'s headquarters in Louisville. Christopher Wood/BizWest

By Lucas High

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Quarterly sales were \$22.2 million, up 10% from the third quarter last year, while Gaia's member count grew 7% to 846,000 over that period.

Pathways Highlights Compassion and Comfort for National Hospice and Palliative Care Awareness Month

The company's net loss was \$1.2 million in the most-recent quarter, compared with a net loss of \$800,000 in the third quarter of 2023.

"While the initial losses from the price increase kept our member count flat, we expect that the price increases will push our revenue to almost \$24 million during the fourth quarter, up from \$22.2 million currently."

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Winner's Circle entertainment venue opening next month in Longmont

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MANUFACTURING | NOVEMBER 8, 2024 | 3:04:06 PM

Solid Power stock dips after Q3 earnings despite DOE funding



Solid Power headquarters.

By Lucas High

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LOUISVILLE — Solid Power Inc. (Nasdaq: SLDP), a Louisville-based developer of solid-state battery technology, saw its stock price near a 52-week low in early trading Friday as the company's sales slid and net loss grew in the third quarter.

For the year to date, Solid Power's stock has lost more than 16% of its value despite an **extension this summer of a joint development agreement** with BMW of North America LLC and the selection in September by the U.S. Department of Energy's Office of Manufacturing and Energy Supply Chains for **\$50 million for manufacturing expansion**.

Solid Power's sales in the most recent period were \$4.7 million, down \$1.7 million from the third quarter of 2023. "This decrease is primarily due to the timing of completing BMW JDA milestones in 2024," the company said this week in its quarterly report.

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Pathways Highlights Compassion and Comfort for National Hospice and Palliative Care Awareness Month

During National Hospice and Palliative Care Awareness Month, Pathways aims to raise awareness of these essential services and to encourage open conversations about end-of-life

The agreement was signed in July 2017 and expanded in 2022, with BMW agreeing to pay Solid Power \$20 million, subject to certain milestones. BMW is able to access Solid Power's expertise in all-solid-state electrode and cell manufacturing. Under this year's extension, the companies agreed to the three-month extension, along with a revision to the payment schedule.

Solid Power's net loss was \$22.5 million in the third quarter of 2024 compared with a net loss of \$15.1 million in the same period last year.

Increased expenses were "driven by increased production costs, cell and electrolyte development costs, scaling of operations, and execution under joint development agreements," Solid Power said.

With the DOE grant funding, the company said this fall that it "intends to install the first globally known continuous manufacturing process of sulfide-based solid electrolyte materials for advanced all-solid-state batteries (ASSBs) and expand its electrolyte production capabilities" at its Thornton plant.

"The third quarter was successful on many fronts, with the major highlight being the validation we received from the DOE for our technology and business model, as we prepare to negotiate a grant for this exciting project that will expand our electrolyte production capabilities," Solid Power CEO John Van Scoter said in a prepared statement.

Solid Power's stock price was \$1.12 at 1 p.m. Friday, down 5.51% on the day.

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Categories: Earnings Louisville Manufacturing Today's News Solid Power Inc.



NATURAL PRODUCTS | NOVEMBER 14, 2024 | 2:08:48 PM

Charlotte’s Web: New strategy ‘paying off’ as net loss shrinks



Charlotte’s Web headquarters in Louisville.

By Lucas High

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LOUISVILLE — A **strategy shift** from Louisville-based CBD company Charlotte’s Web Holdings Inc. (TSX: CWEB) is beginning to pay dividends, CW leaders said Thursday when the company reported its third-quarter earnings.

“Our return to quarter-over-quarter growth in 2024 signals that our strategic direction is paying off,” CW CEO Bill Morachnick said in a prepared statement. “We’ve seen positive impacts from our e-commerce platform upgrades, recent product launches, and additional retailers, highlighted by our new partnership with Walmart that brings our CBD topicals to another 827 stores. The gummies category remains healthy, with notable demand for our CBN ‘Stay Asleep’ gummy supporting volume growth. Our omni-channel focus across direct-to-consumer, retail, and healthcare channels aims to provide a seamless brand experience that resonates with our consumers.”

Morachnick was hired during a **top-level shakeup of the organization** in 2023 that resulted from a **shareholder revolt last summer** led by CW founders Jesse Stanley and Joel Stanley, who were dissatisfied with the way the company was being run.

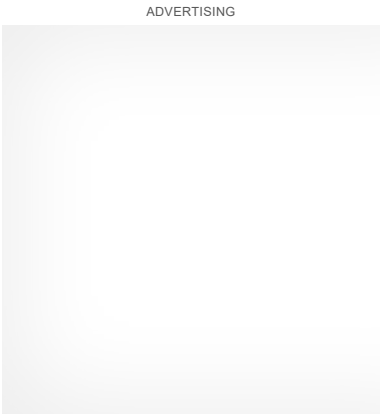
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CW’s year-over-year sales were down slightly from \$14.3 million to \$12.6 million in the most-recent period.

“Overall, CBD industry growth in 2024 has been hindered by ongoing headwinds in the category, including regulatory ambiguities at the federal and state levels and associated competitive alternatives causing retailer and consumer confusion,” the company said.



But CW’s net loss shrank \$15.2 million in the third quarter of 2023 to \$5.8 million in the most recent quarter.

“Expense and cash flow management have been our top priorities this year. The cost reduction initiatives in the first half of the year to reorganize and streamline our operations have delivered a leaner overhead structure, reducing each burn moving forward.” CW chief

have delivered a leaner overhead structure, reducing cash burn moving forward,” CW chief financial officer Erika Lind said in a prepared statement. “We will commence initial commercial in-house production for our gummy lines this quarter, improving capacity utilization and fixed cost absorption that will strengthen gross margins over the long term. Gummies are our largest revenue product segment, and this transition will also support innovation and speed to market, aligning with our broader operational goals.”

As of 10 a.m. Thursday, CW's stock price was up nearly 15% over the past five days.

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A Maryland native, Lucas has worked at news agencies from Wyoming to South Carolina before putting roots down in Colorado.



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Sports Business

The Pro's Closet returns as ex-employees restart bike seller



Image: The Pro's Closet

The Pro's Closet opened a retail store in August 2022 at its warehouse in Louisville.

THE PRO'S CLOSET



By [Jenna Barackman](#) – Reporter, Denver Business Journal
Nov 18, 2024



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The Pro's Closet is coming back under new ownership a month after announcing it would [close its doors](#) after 18 years of business.

The company found success buying high-end bikes from owners, fixing them up and reselling them. The previously Louisville-based bike retailer had raised more than [\\$90 million from venture capitalist investors](#) and sold more than 46,000 bicycles.

Former employees rebooting the business – Justin England, a 15-year TPC employee, and JP Gage, who served a 12-year tenure – hope to return The Pro's Closet to its peak by

focusing on slow, organic and sustainable growth.

Its last iteration attracted venture capitalists interested in accelerated growth and a nationwide reach. But that also led to the business' downfall, Gage said.

The company drifted away from its core business of selling pre-owned bikes and tried new products and content that didn't always succeed. It also forced the company to have ambitious growth goals as demand during the COVID-19 pandemic ebbed and flowed, he said.

"That money kept coming in to help us accelerate growth and allowed us to keep being a service to cyclists around the country," England said. "The downfall was that the money was built upon continuous growth. When demand fell off as COVID-19 restrictions were lifted, we weren't able to react quickly enough to survive."

The two are rebooting the business with a new focus on bottom-line revenue, whereas before it was solely focused on topline, hoping to build a sustainable growth model.

England and Gage plan to hire former employees to help rebuild the company to around 30 employees before bike sales skyrocket in the spring and summer. At The Pro's Closet's height, it employed around 200.

"I knew what this company was and could be before the venture capitalist funding," Gage said. "We were profitable then, and we were scrappy. We were a group of like-minded individuals that understood what success looked like on a daily basis.

"When I looked around at a lot of my colleagues, they shared that same mantra," he continued. "I knew if we got a clean slate to start over and focus on the bottom-line, we could do this."

The company got the opportunity for a clean slate after the bike retailer [auctioned off its digital and physical assets](#) about a month ago.

That's where Yasser Elshair, the owner of Scottsdale-based private equity firm Elshair Companies, "snatched up" the company's digital assets including trademarks, its email list and software systems. He tapped Gage and England to lead the company soon after.

"TPC 2.0," as England and Gage refer to the reboot, plans to stay in the Front Range but is abandoning its 135,000-square-foot warehouse in Louisville.

Now, England and Gage currently looking for a scaled down space "somewhere in the neighborhood" of 30,000 to 40,000 square feet.

"We're preparing the business for the next three years and slow growth behind it," Gage said. "We're going to be looking at different ways to offer small products to customers without keeping them on the shelves."

England and Gage said they should have a lease on a new warehouse "very soon" and begin buying bikes Nov. 4. Those bikes are shipped to a temporary location for now.

The relaunched website has already seen "amazing traffic," England and Gage said, and they hope to be on track to sell bikes on the site before the holidays.

But building up a selection of bikes on the website, hiring and getting back "to the old TPC" may take multiple months, they said.

The company aims to be staffed and open by the spring – before bike sales surge for the sport's busy season – and build off the loyalty of its past customers.

“I strongly believe there’s not a lot of other competitors that are able to do what we do at the scale of what we do,” Gage said. “We've built a real connection with the Front Range that we're proud of, and we're definitely going to lean more into that and focus on those customers while trying to build that connection in all other major cycling markets across the country.”

T H E L I S T

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LOCAL NEWS

'We're better together': Women-owned Louisville businesses band together for Small Business Saturday event



Neige LaRue, owner of Punch Buggy Shave Ice, left, Heather Mellish, owner of The Archer & The Ram, Chelsea Sarver, owner of Eleanor, Jenni Hlawatsch, owner of the Singing Cook, Rebecca Hummel, owner of Pitch Karaoke, and Stephanie Schlageter, owner of Radiance Medspa. Many female business owners in Downtown Louisville are partnering together for the holiday season. (Cliff Grassmick/Staff Photographer)



By **ANDREA GRAJEDA** | agrajeda@prairiemountainmedia.com | Prairie Mountain Media

UPDATED: November 19, 2024 at 4:41 PM MST

These women will convene on Small Business Saturday in Downtown Louisville on Nov. 30, with an event that will put local shops in the spotlight, while ensuring a visit to downtown Louisville as an unforgettable experience. The event will feature more than 25 businesses — from cute shops to cozy restaurants. From 11 a.m.-2 p.m., there will be a holiday artisan market, free visits with Santa, holiday music and free gift wrapping.



Main Street Louisville. Many female business owners in Downtown Louisville are partnering together for Small Business Saturday. (Cliff Grassmick/Staff Photographer)

Neige LaRue, owner of Punch Buggy, with the help of Jenni Hlawatsch, owner of The Singing Cook, created the informal women's business group to help further unite the downtown community — as many of its owners are women. A challenge some of these hard-working women have, LaRue said, is that the responsibility of raising families and keeping up with their homes ensures that they're never really off the clock.

After LaRue attended a few Louisville City Council meetings to keep herself apprised of decisions that would affect the local economy, she said she was surprised that many business owners could not represent themselves at the meetings because life's responsibilities get in the way.

“(The meetings) are at times when it's really difficult for mothers — and those of us who help take care of our households — to show up,” LaRue said.

LaRue thought that if one of her business neighbors could make it to the meeting, they could all work together to represent each other, and this Downtown Louisville Women's Business Group could relay information back to the group.

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“I truly believe that women don’t view each other as competition,” LaRue said. “We really want to raise all boats and work together in order for all of our businesses to thrive.”

Heather Mellish, co-owner of The Archer and The Ram, said that it’s been her connections with women that have always lifted her throughout her life. She thinks this group has the power to make Louisville a great place for the business community and beyond.



The Archer & The Ram. (Cliff Grassmick/Staff Photographer)

“I think this is a phenomenal exercise in community and women working together,” Mellish said. “I think we’re better together than as individuals.”

Although the Louisville Radiance Medspa location is new, owner Stephanie Schlageter has been in the business world for 19 years. She said that since commerce is constantly changing, this women’s group is a great way to help new businesses gain footing and for longtime business owners to gain new perspectives.

“I am so psyched about this alliance of smart, energetic women who just want to get together and do great things,” Schlageter said.

Chelsea Sarver, owner of Eleanor, a clothing boutique, agreed with Schlageter and said the collective offers an important space where women can brainstorm ideas and offer support.

“We really want Louisville to thrive and we really want every business to do well here,” Sarver said.

What started as 10 businesses holding events or incentives to visit the downtown area for Small Business Saturday has turned into over 25 businesses striving to provide a day of fun, including sales, gift-wrapping stations, horse-drawn carriage rides or ice skating.

Hlawatsch said this event is a great way to keep local dollars in the community. She said Louisville is special because the community knows that by buying locally, they’re helping their neighbors.

“In the end, what helps all of us helps each of us. It really is about being stronger together,” Hlawatsch said.

The group said Small Business Saturday is just the launching point of what they hope to achieve. In the future, they hope to host other downtown events to activate the area and provide a unique experience for Louisville.

Rebecca Hummel, owner of Pitch Karaoke, hopes people have a great time at the event. She said with all the activities available, people can start their day with a coffee, do their holiday shopping, entertain the kids and maybe even end the night singing their favorite song at karaoke.

While the group is currently all women, LaRue said anyone is welcome to join. Inquires can be sent to hello@punchbuggyshaveice.com.



Pitch Karaoke. (Cliff Grassmick/Staff Photographer)

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Food & Lifestyle

Iron-ton Distillery sets closing date in RiNo ahead of move



Iron-ton Distillery & Crafthouse, located in the River North Art District

GOOGLE MAPS



By [Jenna Barackman](#) – Reporter, Denver Business Journal
Nov 22, 2024 **Updated** Nov 22, 2024 1:56pm MST



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Iron-ton Distillery & Crafthouse is closing the doors of its RiNo location next month in advance of a [move to Louisville](#) that's now scheduled for 2026, the company announced Thursday.

The business, currently located at 3636 Chestnut Place, will close that location permanently Dec. 21 ahead of moving to 1303 Empire Road, in Louisville, near the suburb's downtown.

The RiNo closing will help the business focus on opening the new location, according to a press release. The lease at its current RiNo location is also up, co-founder Kallyn Romero said.

The management team and the sales team will stay on board, Romero said. The business is not able to keep the bar and kitchen staff on, however, but noted they'd like opportunities to work with them in the future.

"We've truly enjoyed the last 6 years in RiNo," Romero said. "The community, neighbors and support from the RiNo Art District has reinforced our passion for community, collaboration, and creativity. The last couple of years have been harder on our tasting room traffic with all of the construction going on directly around us."

Ironton co-founder Lance Peterson [told the Denver Business Journal in March](#) that the move was due to high costs in the area driven by rapid redevelopment in RiNo.

It also had trouble storing barrels in-house due to Denver fire regulations and had to rent Adams County warehouse space for the barrels. The Louisville move is meant to consolidate the business and barrel storage, the company said.

Ironton spirits will remain on its retail partners' shelves, and people can still order bottles for delivery through its online store after the RiNo closure, the company said.

The woman-owned distillery opened in 2018 and served cocktails, spirits and wood-fired pizzas.

The new location, about 30 minutes from downtown Denver, will have a 12,000-square-foot production space, a 1,500-square-foot tasting room, an outdoor patio, a rooftop space, a barrel-aging facility and a 2,000-square-foot event space, the company said.

Construction on the new, 2.53-acre facility is slated to be completed by the end of 2025. [DAJ Design](#) was hired last December as the project's architect.

Last month, the Denver distillery's malt whisky Cam's 1870 Single Malt Whiskey was named the preferred whiskey of Colorado State University.



The new location for Ironton Distillery on December 13, 2023, in Louisville.

SETH MCCONNELL | DENVER BUSINESS JOURNAL
