



NEW BUSINESS WELCOME PACKET

Louisville is open for your business! The City of Louisville is dedicated to preserving a strong sense of community and small town ambiance while also promoting a vibrant, diverse, and sustainable business environment. Do you have questions about starting a new business or relocating your existing business to Louisville? Please start with the resources below.

Department Contact List

Department	Phone	Email
Economic Vitality	(303) 335-4529	abrown@louisvilleco.gov
Planning	(303) 335-4592	planning@louisvilleco.gov
Building Safety	(303) 335-4584	building@louisvilleco.gov
Public Works	(303) 335-4608	pworks@louisvilleco.gov
City Manager’s Office	(303) 335-4533	jdurbin@louisvilleco.gov
City Council	-	council@louisvilleco.gov
Tax and Licensing	(303) 335-4515	salestax@louisvilleco.gov
Utilities	(303) 335-4501	customerservice@louisvilleco.gov
Louisville Police Department	(303) 666-8634	lsvlpd@louisvilleco.gov
Louisville Fire Protection District	(303) 666-6595	-

Community Profile

- [Business and Market Profile](#) (page 3)
- [Louisville Demographics](#) (page 7)

Business Districts (page 8)

The City has a variety of [business districts](#) to suit the needs of large corporations as well as small business owners:

- Historic Downtown Louisville
- Downtown East Louisville (DeLo)
- Centennial Valley
- Colorado Technology Center (CTC)
- McCaslin Corridor
- South Boulder Road

Business Assistance Program (page 9)

- Louisville’s [Business Assistance Program](#) (BAP) seeks to assist companies that are considering a location within the City or substantially expanding an existing business. Eligible new or expanding businesses may qualify for the following rebates:
 - Building Permit Fees
 - Sign Permit Fees
 - Construction Use Tax
 - Sales Tax
 - Consumer Use Tax

Sales Tax License (page 10)

All individuals, businesses and home-based businesses that sell any form of tangible personal property in the City are required to have a [city sales tax license](#).

Liquor Licensing

Every business that sells liquor must obtain a [liquor license](#) through the City Clerk's Office/Louisville Local Licensing Authority and the State of Colorado.

Louisville Biz Newsletter

- Economic Vitality publishes a monthly e-newsletter exclusively for the business community. [Subscribe here!](#) Previous newsletters are also available [online](#).

Business Retention Services (page 12)

- Retention visits are an opportunity for us to better understand your business and its goals. They also provide insights to improvements and concerns that can positively transform the business climate and the services we provide to you. [Request a visit!](#)

Facade Improvement Program (page 13)

- The [Louisville Revitalization Commission](#) (LRC) is offering a newly created [Facade Improvement Program](#) for businesses within the qualifying [Highway 42 Urban Renewal Area](#). The Program is intended to encourage investment in and maintenance of permanent exterior building face improvements.

Organizations

- Louisville Chamber of Commerce
 - The [Louisville Chamber of Commerce](#) is here to support and promote business throughout the area. The Chamber offers a membership that is rich with rewards, and works year-round to promote both its member businesses and the community in which we all work and live.
- Boulder Small Business Development Center (SBDC)
 - The [Boulder Small Business Development Center](#) (SBDC) is a fast-paced, hands-on, economic development nonprofit – a public/private partnership. The SBDC supports the growth and resiliency of small businesses in Boulder County by providing free business consulting, practical workshops & events and connection to resources, including financing. The SBDC helps all types of small businesses. Some programming is available in both English and Spanish.

Downtown Businesses

Downtown Louisville businesses may benefit from these additional resources.

- [Downtown Business Association](#) (DBA)
 - The Louisville DBA is an all-volunteer organization whose mission is to keep and enhance historic Downtown Louisville as a unique, vibrant and enriching place to live, work and play, by supporting the retail, restaurant and service sectors while being aware of our role as good citizens in the Downtown Community.
- [Downtown Parking Map](#) (page 14)

Contact

Austin Brown, Economic Vitality Specialist: abrown@louisvilleco.gov or 303-335-4529

Louisville Colorado Business Community Profile

LOUISVILLECO.GOV

We're here
to help your
business
thrive.



AT A GLANCE

Population	20,867
Median Age	42.8
Number of Households	8,582
Median Household Income	\$109,797
Land Area (square miles)	8
City Sales/Use Tax Rate	3.65%
City Property Tax and Mill Levy Rate	7.934

Business Community



750 BRICK-AND-MORTAR BUSINESSES, INCLUDING HISTORIC DOWNTOWN

Local Workforce



Louisville
13,908



Boulder County
196,991



Welcome to Louisville

Located at the base of the Rocky Mountains and appearing five times on Money Magazine's list of "Best Places to Live," the City of Louisville offers the perfect blend of progressive development in a small-town setting. Louisville is desirable as both a place to live and do business. The exemplary quality of life and positive economic outlook are a result of many factors—including 1,700 acres of open space, a thriving art scene, neighborhood schools, dozens of great eateries, ample employment opportunities, and a diverse business mix.



A place people and businesses want to call home.

Community Amenities

In addition to being a full-service community that provides state-of-the-art infrastructure, year-round programming, and support to our business partners, the community has abundant amenities to offer:

- › Historic downtown
- › 1,700 acres of open space
- › 32 miles of trails
- › [Louisville Public Library](#)
- › [Recreation & Senior Center](#)
- › [Historical Museum](#)
- › [Center for the Arts](#)
- › [Coal Creek Golf Course](#)

1,700 ACRES OF OPEN SPACE AND 32 MILES OF TRAILS



Diverse Opportunities

Louisville is home to almost 14,000 employees from the Denver Metro region. Of the 327,164 residents of Boulder County, there is a labor force of 196,991. There are 10 four-year private and public colleges and universities in the Denver Metro Region; the University of Colorado Boulder is in Louisville's backyard. Front Range Community College has campuses in Westminster, Boulder County, Larimer, and Brighton.

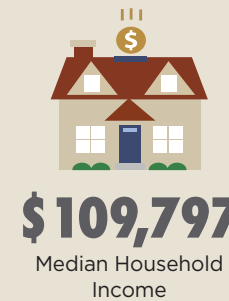
Our businesses represent diverse industries, consistent with Colorado's seven advanced industries: advanced manufacturing, aerospace, bioscience, electronics, energy and natural resources, infrastructure engineering, and technology and information.

The City continues to make strategic investments in infrastructure and business development in order to make the community attractive for the wide range of employers seeking to do business locally.

Demographics

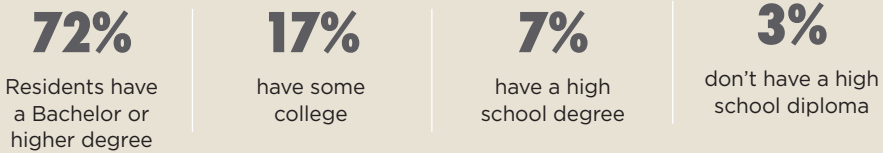
Louisville possesses the sophistication of an urban area and the warmth of a small town. We encourage companies to explore our community to determine if Louisville's assets align with business needs.

We're Go-Getters

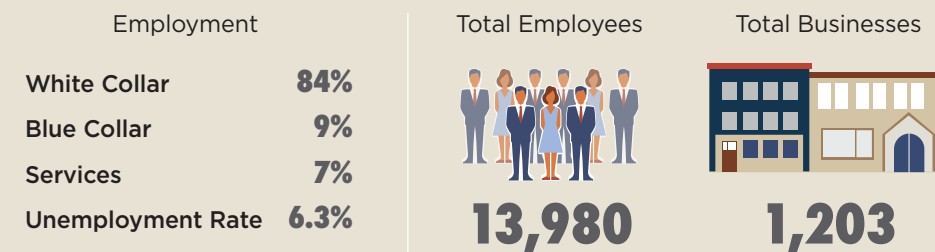


Median Disposable Income	\$86,979
Per Capita Income	\$57,124
Median Net Worth	\$309,280

We Value Education



We Support Businesses



Utility Information

Electric and natural gas service: Xcel Energy	Water, Waste Water, and Sewer: City of Louisville	Telecommunications: Comcast and CenturyLink
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RAPID TRANSIT BUS SERVICE TO BOULDER AND DENVER

Real & Business Personal Property Taxes

Assessment Ratios:
Commercial Property - 29%
Residential Property - 7.15%

Sales & Use Tax Rates (Effective 1/1/21)

Total Sales & Use Tax: 8.635%
State: 2.90%
RTD: 1.00%
Cultural Facilities District: 0.10%
Boulder County: 0.985%
City Sales/Use: 3%
City Open Space: 0.375%
City Historic Preservation: 0.125%
City Recreation: 0.15%

Please see the [City website](#) for an up-to-date list of rates as well as exemptions.

The Colorado Individual Income Tax and Corporate Income Tax is a flat rate of 4.63%.

>> louisvilleco.gov

Business Assistance Program

Louisville's [Business Assistance Program](#) seeks to assist companies that are considering a location within the City or substantially expanding an existing business. The City's incentives include four types of rebates, related to taxes and fees frequently paid by new businesses. Assistance is customized to meet the company's needs, in line with approved program criteria and eligibility.

[>> Business Assistance Program](#)

Top Employers Include:

- > Balfour Senior Living
- > Avista Adventist Hospital
- > Fresca Foods
- > Design Mechanical Inc.
- > Global Healthcare Exchange Inc.
- > Centennial Peaks Hospital
- > Sierra Nevada Corporation
- > Medtronic Navigation Inc.
- > JumpCloud Inc.
- > Synnex Corporation
- > King Soopers
- > Federal Express

Redevelopment Opportunities

The Louisville Revitalization Commission is the Urban Renewal Authority within the City of Louisville. In cooperation with property owners and other stakeholders, the LRC seeks to provide assistance to stimulate private investment and accomplish the objectives of each established urban renewal plan. The Highway 42 Revitalization Area Urban Renewal Plan was adopted in 2006 and the 550 South McCaslin Boulevard Urban Renewal Plan was adopted in 2015. Contact Economic Vitality to determine if your company is considering a location within an urban renewal area.

Green Business Program

The Green Business program supports and recognizes businesses making investments and contributions to the economic vitality of our community and the health of our environment. In 2020, there were 38 program recipients at levels Gold, Silver, and Bronze. These businesses exemplify environmental achievement and champion energy and water conservation, waste reduction, alternative transportation, and community impact.



Contact us to learn more about the program at GreenBizTracker.org.

Community Partners

We also encourage all new businesses to engage with the City's partner organizations, including:

- > [Louisville Chamber of Commerce](#)
- > [Downtown Business Association](#)
- > [Boulder Small Business Development Center](#)
- > [Commuting Solutions](#)
- > [Boulder County Workforce](#)
- > [Partners for a Clean Environment](#)



[>> Sign-up for the monthly business community e-newsletter.](#)



Photo credit: Richard Carande

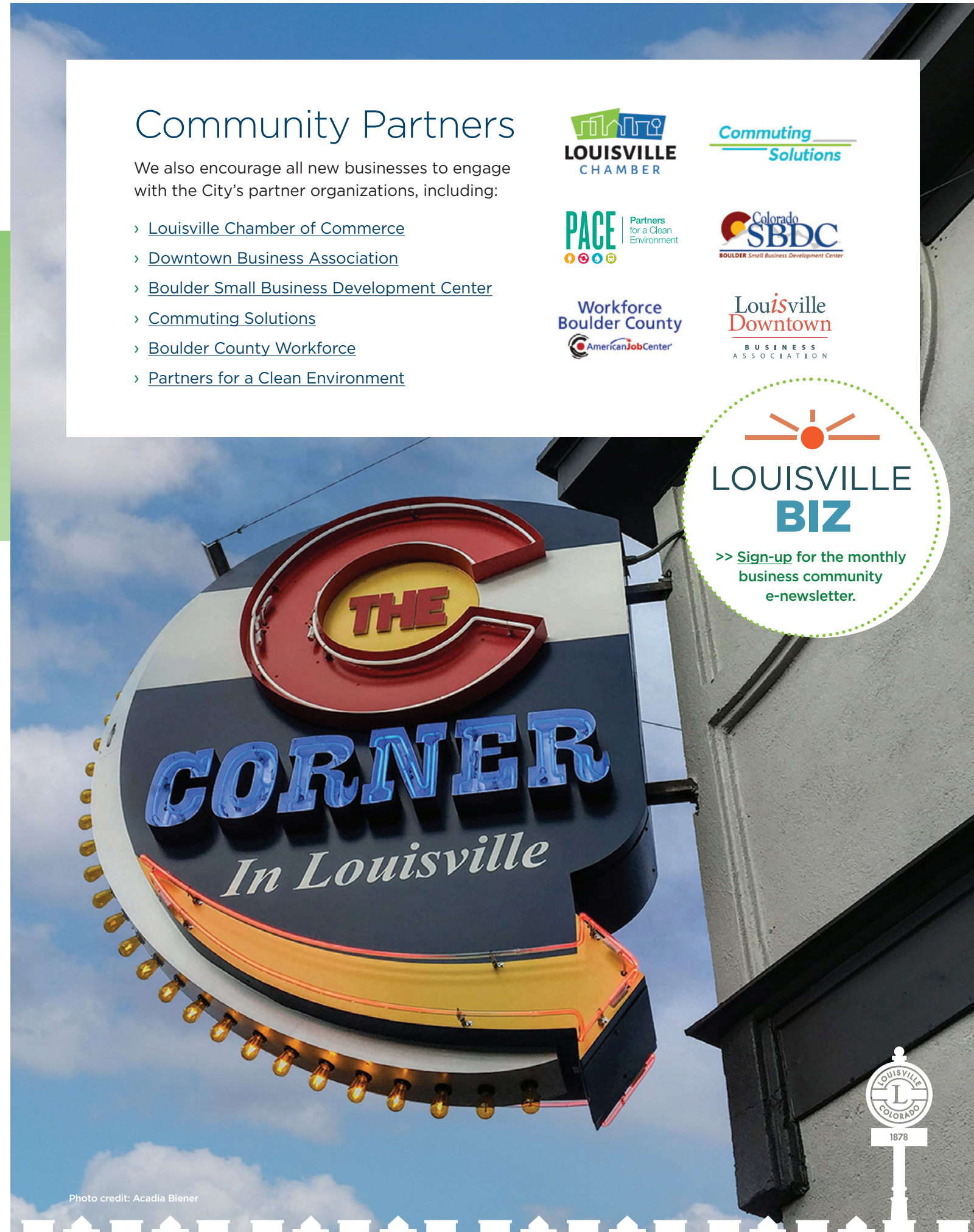


Photo credit: Acadia Biener





Critical Success Factors

Louisville's strategic plan includes critical success factors. Each of the City's key priorities for the next one to two years relates to one of the factor areas:

- › Financial stewardship & asset management
- › Reliable core services
- › Vibrant economic climate
- › Quality programs and amenities
- › Engaged community
- › Healthy workforce
- › Supportive technology
- › Collaborative regional partner

Contact the Economic Vitality Department to discuss incentives and to see how Louisville can work with you to ensure a good fit for your business in the Louisville community.



749 Main Street › Louisville, CO 80027

CALL 303-335-4529

EMAIL Austin Brown, Economic Vitality Specialist
abrown@louisvilleco.gov

LOUISVILLECO.GOV

Connect with us



Welcome to Vibrant Louisville Colorado

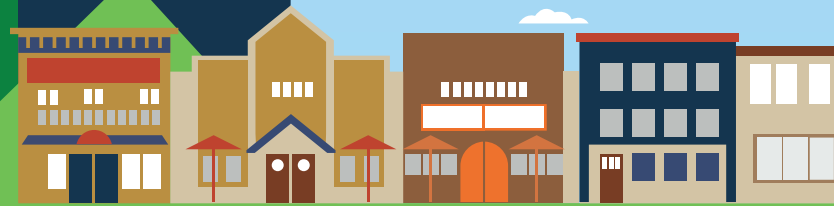
Consistently ranked as one of the state's most livable cities, Louisville possesses the sophistication of an urban area and the warmth of a small town. Employers are drawn to our transportation network, quality workforce, plentiful trails and open space, restaurant and service amenities, and diverse businesses.

LEARN MORE AT LOUISVILLECO.GOV

Explore our community.



ECONOMIC VITALITY
CITY OF LOUISVILLE



KEY FACTS

Population **20,867**

Median Age **42.8**

Number of Households **8,582**

EMPLOYMENT

White Collar **84%**

Blue Collar **9%**

Services **7%**

Unemployment Rate **6.3%**

Quality of Life is Key

Money Magazines' **Best Places to Live**: 2011, 2013, 2015 & 2017

#1 Place to Live in Colorado by HomeSnacks using U.S. Census and FBI data: 2019 & 2021



WHAT MAKES US UNIQUE

We're Go-Getters



\$109,797
Median Household Income

Median Disposable Income **\$86,979**

Per Capita Income **\$57,124**

Median Net Worth **\$309,280**

We Value Education



72%

Residents have a Bachelor or higher degree

17%

have some college

7%

have a high school degree

3%

don't have a high school diploma

Education is in Our Back Yard

7 K-12 Schools in the City and 34 Colleges and Universities in the Area

We Support Businesses



13,980

Total Employees



1,203

Total Businesses

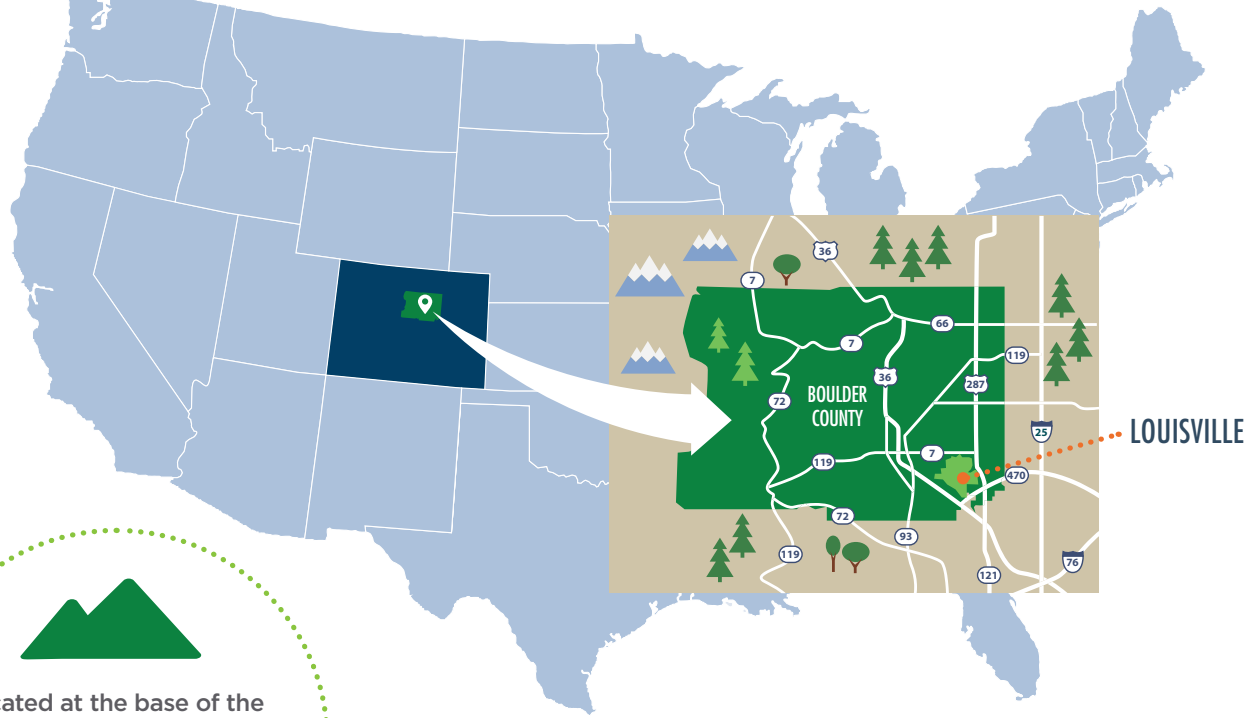
ECONOMIC VITALITY

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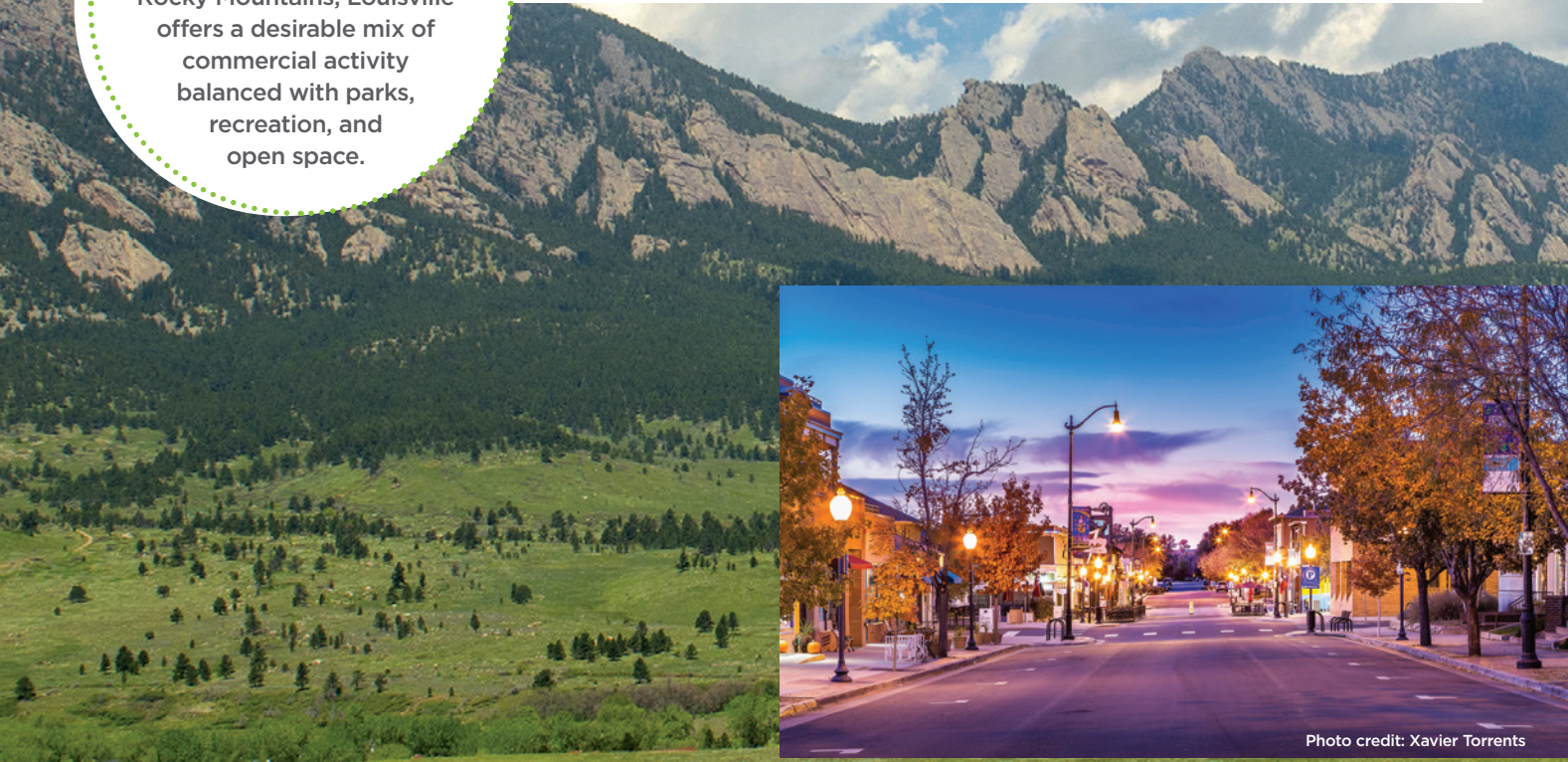
Louisville Business Districts

We're the #1 place in Colorado to move or expand your business!

Boulder County, Colorado



Located at the base of the Rocky Mountains, Louisville offers a desirable mix of commercial activity balanced with parks, recreation, and open space.



Louisville's historic downtown features over 100 restaurants, merchants, and service providers.

Photo credit: Xavier Torrents



Historic Downtown Louisville



Downtown East Louisville



Centennial Valley



Colorado Technology Center



McCaslin Corridor



South Boulder Road

The City has a variety of business districts to suit the needs of large corporations as well as small business owners. [View the City's Business Map](#) to see specific businesses in each of our districts.

Historic Downtown Louisville, Downtown East Louisville (DeLo), McCaslin Corridor, and South Boulder Road are the city's primary retail areas and are also home to a mix of restaurants, health providers, and professional services. A number of our corporate offices are located in Centennial Valley, which still has land ready for development. The Colorado Technology Center (CTC) is the third largest business park in Boulder County, built on 588 acres. CTC attracts a wide range of businesses, but is especially attractive to those seeking flex and industrial space.



>> [View the City Business Map](#)

Location

Louisville is advantageously located along US 36, the Boulder-Denver Turnpike—just 20 miles northwest of downtown Denver and 50 miles southeast of Rocky Mountain National Park.

- > 10 miles from Interstate 25
- > 3 miles from US 287
- > Rapid Transit bus service to Boulder and Denver
- > Denver International Airport (DEN) is the 5th busiest airport in the United States

35 MINUTES FROM DEN VIA NORTHWEST PARKWAY



Louisville Colorado Business Assistance Program

Louisville seeks to assist companies that are considering a location within the City or substantially expanding an existing business. Business assistance is customized to the user's needs, based on the program criteria and eligibility.

LEARN MORE AT LOUISVILLECO.GOV

We're here to help your business thrive.



PROGRAM STATS

Select companies receiving assistance:

Pearl Izumi USA
Fresca Foods
Hope foods
Aquahydrex Inc.
Allen Company
Coal Creek Ace Hardware
South Street Market

Incentives offered since program inception

\$8,196,546

Jobs created 1,801
Jobs retained 1,461

Submit the one-page application to start the **Business Assistance Program** process.

[CLICK HERE](#)

ECONOMIC VITALITY

Austin Brown
Economic Vitality Specialist

749 Main Street
Louisville, CO 80027
303-335-4529
abrown@louisvilleco.gov

BUSINESS ASSISTANCE PROGRAM

If you plan to relocate your business to Louisville, or to significantly expand your existing Louisville business, you may qualify for assistance in the form of rebates.

REBATES BETWEEN
40-50%

Type of City rebates available include:

- > Building Permit Fees
- > Sales Tax
- > Construction Use Tax
- > Consumer Use Tax

Rebates generally range between 40% - 50% depending on the type of business and amount of investment being made, as well as the demonstrated match with program criteria.

Once an application for Business Assistance is submitted by a company, it generally takes three to four weeks to be presented to City Council for approval. All agreements for assistance must be completed before a company leases or purchases a Louisville location.

LOUISVILLE BUSINESS DISTRICTS

[>> View the City Business Map](#)



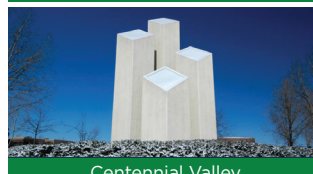
Historic Downtown Louisville



Downtown East Louisville



Colorado Technology Center



Centennial Valley



South Boulder Road



McCaslin Corridor

We are the #1 Place in Colorado to Move or Expand Your Business!



COLORADO • SINCE 1882

NEW BUSINESS CHECKLIST

The City of Louisville welcomes you and extends our best wishes for your success. We are pleased you have chosen Louisville as your business location.

Prior to making final arrangements for the start of a new business within the City of Louisville, prospective businesses should check with the following City divisions to ensure that all requirements for the type of business anticipated have received the necessary approvals from the City:

Planning and Zoning Department – for approval of the specific kind of business and zoning requirements and sign or banner permits for the location anticipated.
Call 303-335-4592 or 303-335-4590

Building and Safety Department – for approval of building construction and use, including permits for exterior and interior remodeling.
Call 303-335-4584

As part of the City of Louisville approval process, the above listed departments will be required to review your business registration.

Other helpful resources include:

Austin Brown – Economic Vitality Specialist
Call 303-335-4529

SALES TAX LICENSE INFORMATION

All individuals, businesses and home-based businesses that sell any form of tangible personal property in the City are required to have a city sales tax license.

Annual fee \$25 (calendar year licenses)

Applicants must have federal tax I.D. (FEIN) and a state sales tax license prior to applying for a City of Louisville sales tax license.

Sales tax and licensing questions should be directed to the Sales Tax and Licensing Division (303) 335-4514 or (303) 335-4524

GENERAL INFORMATION

Federal Tax I.D. numbers (FEIN) are obtained through the IRS for all corporations, LLC's etc. Individuals, sole-proprietors and husband/wife partnerships should use their social security number.

www.irs.gov

<http://www.irs.gov/businesses/small/article/0,,id=98350,00.html>

State sales tax numbers or licenses are obtained from the Colorado Department of Revenue (Form CR-0100)

www.taxcolorado.com

To obtain a trade name registration, trademark protected DBA, logo, or similar, applications must be submitted to the Colorado Secretary of State

www.sos.state.co.us

<http://www.sos.state.co.us/biz/FileDoc.do>

In addition to the above items, any prospective or new business in the City should contact the State of Colorado and the County in which they plan to locate. Louisville is in Boulder County. Some helpful numbers are:

Colorado Small Business Development Center (Boulder)
(303) 442-1475 www.coloradosbdc.org

Colorado Department of Revenue
(303) 238-7378 www.taxcolorado.com

Colorado Secretary of State
(303) 894-2200 www.sos.state.co.us

Boulder County Public Health Department
(303) 441-1564 <https://www.bouldercounty.org/families/food/food-safety-program/>

Louisville's Economic Vitality Office Serves Your Local Business

We aim to understand how to retain your business in the community and provide assistance to businesses seeking to expand. Our programs also focus on keeping business leaders informed and engaged.

We're here to help your business thrive.



BUSINESS SERVICES

Contact the Economic Vitality Office to learn more about how we can serve your business now and in the future. Our scope includes any activity that enhances the economic viability of Louisville.

- › Business outreach
- › Campaigns & marketing
- › Retention visits
- › Leasing & site identification assistance
- › Business Assistance Program (incentives for expanding businesses)
- › Green Business Program
- › Networking
- › Assistance with permitting & licensing
- › Redevelopment opportunities
- › Technical & educational resources

LEARN MORE AT LOUISVILLECO.GOV



ECONOMIC VITALITY

Austin Brown

Economic Vitality Specialist

749 Main Street

Louisville, CO 80027

303-335-4529

abrown@louisvilleco.gov

REQUEST A RETENTION VISIT

Learning from our business leaders is crucial to our success.

Visits are an opportunity for us to better understand your business and its goals. They also provide insights to improvements and concerns that can positively transform the business climate and the services we provide to you.

Visits may include several members of City staff and elected officials. Businesses generally provide a tour and overview of operations. Visits are scheduled to be completed in less than 1 hour.



Contact us for more information or to request a visit.

LOUISVILLE GREEN BUSINESS PROGRAM



Contact us to learn more about the program or begin an application at GreenBizTracker.org.

The Green Business program supports and recognizes businesses making investments and contributions to the economic vitality of our community and the health of our environment.

CITY'S PARTNER ORGANIZATIONS



Façade Improvement Program

Investing in the maintenance and vibrancy of commercial structures



The Louisville Revitalization Commission (LRC) is now offering a Façade Improvement Program for qualifying businesses.

PROGRAM ELIGIBILITY

- All commercial properties located within the Highway 42 Urban Renewal Area, [see map](#); and
- Business entities must be registered with the Colorado Secretary of State and be current on filings and payment.

REIMBURSEMENT SCHEDULE

Eligible Project Costs	% To Be Reimbursed
\$0 - \$15,000	100% Reimbursable
\$15,000 - \$50,000	75% Reimbursable
\$50,000 - \$100,000	50% Reimbursable
\$100,000.01 +	Reviewed on a case-by-case basis

2023 Funding: \$300,000

QUESTIONS? CONTACT US

Austin Brown
Economic Vitality Specialist

Call **303.335.4529** or email abrown@louisvilleco.gov

ELIGIBLE IMPROVEMENTS

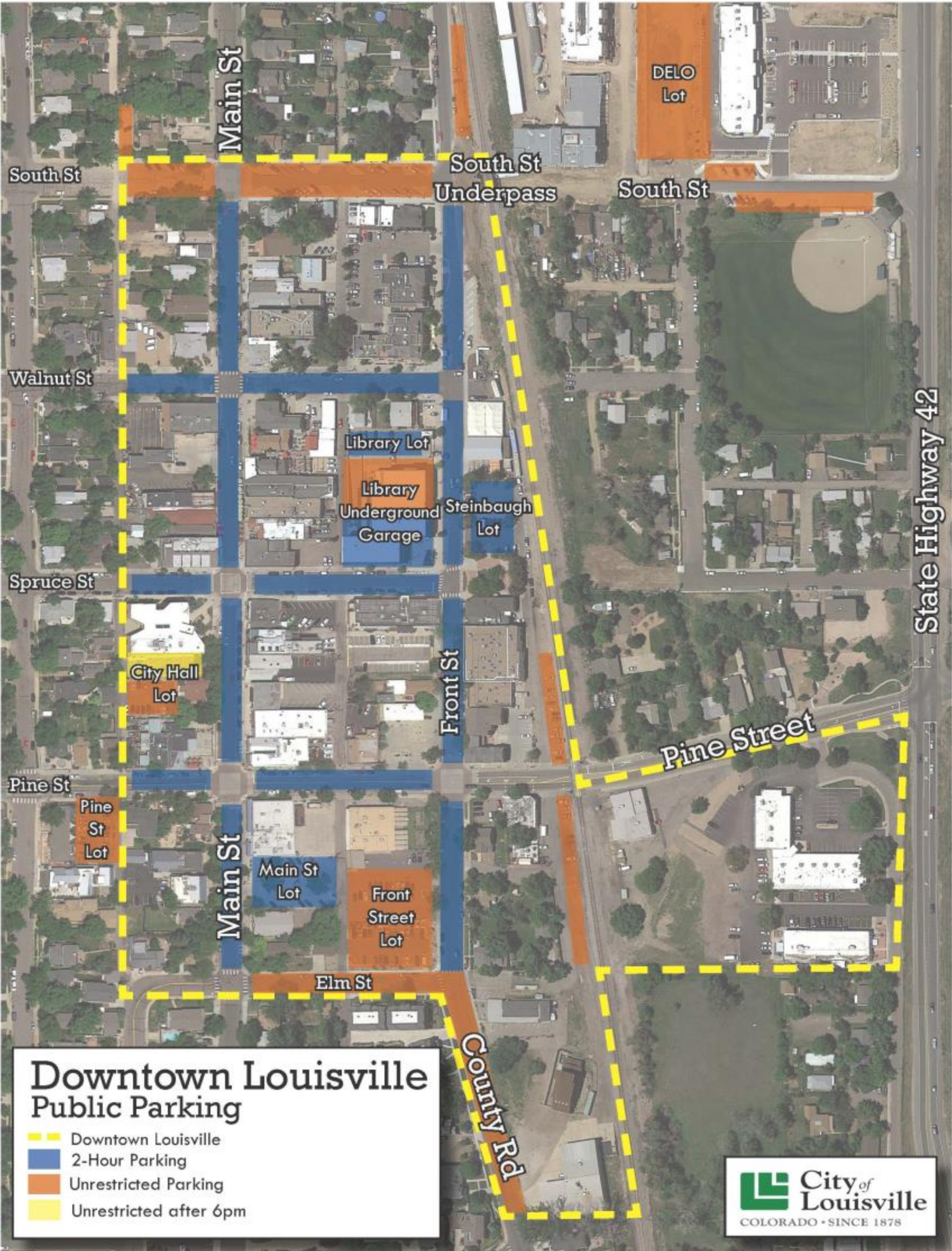
The following improvements are considered eligible for Façade funding; however, work already completed or covered by insurance is not eligible:

- Restoration and cleaning of masonry
- Repair or replacement of windows
- Lighting attached to the building
- Restoration and repair of original architectural details
- Removal of inappropriate façade materials
- Installation or repair of awnings or canopies
- Improvements to alley entryways
- Parking lot/infrastructure improvements that are accessible to the general public
- Creation of or improvements to outdoor seating areas
- Repair or replacement of primary/main doors
- Painting
- Permanent or reusable signage that meets sign code requirements; and
- Zoning review fees or architectural costs.

How it works

The process begins with the submittal of a complete application and ends once the applicant has completed the improvements.





Downtown Louisville Public Parking

- Downtown Louisville
- 2-Hour Parking
- Unrestricted Parking
- Unrestricted after 6pm