

City Council Economic Vitality Committee

Meeting Agenda

Friday, June 16, 2023

City Hall

749 Main Street

1:30 PM

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

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

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

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Meeting Minutes: May 19, 2023
5. Public Comments on Items Not on the Agenda
6. Staff Updates
7. Discussion/Direction – Economic Vitality Committee Work Plan Priorities
8. Discussion/Direction – 2022 Business Satisfaction Survey Outcomes
9. Recent Articles
10. Discussion Items for Next Meeting

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.

City of Louisville

City Council 749 Main Street Louisville CO 80027
303.335.4536 (phone) www.LouisvilleCO.gov

11. Adjourn

City Council
Economic Vitality Committee
Meeting Minutes
Friday, May 19, 2023
Regular Meeting

1. **Call to Order:** Chair Leh called the meeting to order at 1:32 PM.
2. **Roll Call:** The following members of the City Council were present: Chair Leh, Mayor Pro Tem Fahey, and Councilmember Most. Also present were Community Development Director Rob Zuccaro, Economic Vitality Manager April Kroner, Economic Vitality Specialist Austin Brown, and Historic Preservation Planner Amelia Brackett Hogstad. Seven members of the public were present.
3. **Approval of Agenda:** Mayor Pro Tem Fahey made a motion to approve the agenda as presented. The motion was seconded by Councilmember Most. Motion passed.
4. **Approval of Meeting Minutes:** Mayor Pro Tem Fahey made a motion to approve the meeting minutes of April 21, 2023. The motion was seconded by Councilmember Most. Motion passed.
5. **Public Comments on Items Not on the Agenda:** Mike Deborski addressed the EVC regarding Old Style Sausage’s upcoming 50th anniversary/Fourth of July celebration. Mr. Deborski noted that the event will be framed as a “homecoming” for Marshall Fire survivors and that it would likely need support from the Louisville Police Department. He also addressed concerns that last year’s event included non-residents.
6. **Staff Updates:** Manager Kroner gave an overview of Business Assistance Program (BAP) activity, noting that City Council had recently approved a BAP agreement with Tendeg LLC. She noted that the company was also approved for state incentives and that they are considering multiple locations.

Manager Kroner continued her updates with a summary of the Radiance MedSpa project at 916 Main. The property owner applied for direct financial assistance from the Louisville Revitalization Commission during its May meeting. This application will come back to the LRC for financial review and a final recommendation.

Chair Leh asked how many employees Tendeg has in Louisville. Manager Kroner responded that the company currently has 72 employees and that it plans to grow to 440 employees by 2028.

- 7. Discussion/Direction- April 27, 2023 Business Forum Feedback:** Manager Kroner summarized that feedback from the business community regarding the Business Forum has been positive. She mentioned that attendees commented that they enjoyed the speaker and appreciated the opportunity to interact directly with members of City Council. Staff will make Brian Lewandowski's presentation and a summary of the Question and Answer session available to the public. Staff also hopes to collect additional feedback and start planning the fall Business Forum.

Public Comment from Eric Reed: Mr. Reed thanked the EVC and staff for listening to feedback during the last meeting, and making changes to the event. He feels that the format of the event featuring the Q&A session with City Council was more effective than some previous iterations.

Chair Leh thanked Mr. Reed for his suggestions during the last meeting that helped shape the Business Forum.

Public Comment from Eric Lund: Mr. Lund wondered whether more frequent forums might be possible. He commented that quarterly forums might be a good way for the business community to stay engaged.

Public Comment from Sherry Sommer: Ms. Sommer stated that, as a member of the public without a business, she would like to know more generally what the business community needs from the City.

Chair Leh commented that he really enjoyed the speak. Manager Kroner confirmed that the presentation will be posted online and shared. Councilmember Most recommended that photos of the event be posted online as well. Staff confirmed that pictures will be shared with the business community.

Manager Kroner stated that Economic Vitality needs to take action to address the issues that were presented during the Form. Chair Leh agreed and emphasized the importance of allowing the business to speak at the Forum without being limited to three minutes and also responding to comments.

Councilmember Fahey stated that she would also like to hear from the public regarding what sort of businesses they might want to see in the community. Councilmember Most agreed, adding residents may have certain needs that are not currently available in Louisville, forcing them to shop elsewhere.

Public Comment from Sherry Sommer: Ms. Sommer wondered if the businesses that typically show up to meetings are generally happy or not happy with the City. She also wondered how the City could reach the businesses that don't often show up for meetings and recommended engagement through the Comprehensive Plan Update.

Chair Leh thanked Ms. Sommer for her suggestions and closed the discussion.

8. **Discussion/Direction- Economic Vitality Committee Work Plan Priorities:** Specialist Brown gave an overview of previous Work Plan discussion and efforts.

Chair Leh asked how many of the 2023 items from the Economic Vitality Strategic Plan have been completed so far. Manager Kroner responded that while many of them have been completed, there are quite a few that she would like to remove as a priority in 2023. Manager Kroner identified 5 items that she would like to prioritize in 2023 and that the EVC can help facilitate.

1. Conduct process improvement initiative for business-related services to improve efficiency and customer service.
2. Host semi-annual Business Forum to gather all stakeholders, review City priorities, and gather feedback.
3. Identify market gaps through analysis and by monitoring retail leakage to adjacent communities.
4. Conduct regular business retention visits to understand issues and address concerns.
5. Conduct Business Satisfaction Survey every other year to monitor changes and new ideas in the business community.

Councilmember Most asked what kind of support and tools Manager Kroner needs in order to accomplish these actions. Manager Kroner responded that additional staffing may be needed in order to accomplish these items and continue to provide quality service to the community. Councilmember Fahey agreed that many of the items in the Economic Vitality Strategic Plan are not essential items and may not be a priority.

The EVC agreed that they would like to see the Business Satisfaction Survey come back for discussion at a future meeting. Manager Kroner had to leave the meeting and Chair Leh closed the Work Plan discussion.

9. **Discussion/Direction- Business Input: Dark Sky Ordinance:** Historic Preservation Planner Amelia Brackett Hogstad presented an update on the draft dark sky lighting ordinance and asked for feedback.

Councilmember Most asked if there was anything in the code that prevents residence to residence trespass. Director Zuccaro responded that there is not

currently anything in the code but that glare tends to be more of an issue than trespass.

Councilmember Most asked what sort of incentives might be available, and whether they would be available for both businesses and residences. Planner Bracket responded that there have been conversations around both commercial and residential incentives, but nothing has been finalized yet.

Public Comment from Eric Lund: Mr. Lund recommended that staff reach out to Xcel about potential incentives. Mr. Lund also questioned what sort of impact this ordinance will have, if neighboring communities do not also adopt similar ordinances.

Public Comment from Rick Kron: Mr. Kron stated that he appreciates the work that Staff has put into the ordinance and that the feedback from the business community has been considered.

Mayor Pro Tem Fahey requested that this ordinance be moved forward as quickly as possible so that Marshall Fire survivors that are rebuilding will not have to replace their lighting once the ordinance passes.

10. Recent Articles: No comments.

11. Next Meeting: The next regular meeting will be June 16, 2023 @ 1:30 PM. Staff confirmed that the EVC Work Plan and the Business Satisfaction Survey will both be on the June agenda.

12. Adjourn: The meeting adjourned at 3:00 PM.

SUBJECT: STAFF UPDATES

DATE: JUNE 16, 2023

**PRESENTED BY: APRIL KRONER, AICP, ECONOMIC VITALITY MANAGER
AUSTIN BROWN, ECONOMIC VITALITY SPECIALIST**

SUMMARY:

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

Property Updates

- 816 Main Street (former Empire Lounge)
- 833 Main Street (former Chase Bank)
- 804 Main Street (Wildwood Guitars)
- 916 Main Street (Radiance MedSpa)

Ice Rink Update

Staff is working on a contract to secure services for this year's ice skating rink at Steinbaugh Pavilion.

Business Openings and Closings

Dollar Tree (655 E South Boulder Rd) will begin its Grand Opening celebration for its new Louisville I the week of June 28.

Dark Sky Lighting

An updated draft of the dark sky lighting ordinance has been posted online for public review. Staff will review comments before the ordinance goes to Planning Commission on July 13.

Energy Code Update

Staff is anticipating that there will be an open house in August to allow businesses to provide feedback on potential amendments to the energy code.

ATTACHMENT(S):

None.

SUBJECT: BUSINESS SATISFACTION SURVEY OUTCOMES

DATE: JUNE 16, 2023

**PRESENTED BY: APRIL KRONER, AICP, ECONOMIC VITALITY MANAGER
AUSTIN BROWN, ECONOMIC VITALITY SPECIALIST**

SUMMARY:

Staff administered a Business Satisfaction Survey in 2022. The survey opened on May 2, 2022 and closed on May 26, 2022. The results of the Business Satisfaction Survey are included as *Attachment #1*. The Economic Vitality Committee (EVC) previously discussed the survey results during its June 17, 2022 meeting. The June 17 meeting materials are included as *Attachment #2*.

The EVC recently requested that the Business Satisfaction Survey be brought back for discussion, with hopes of addressing some of the issues identified by businesses. The survey received a total of 65 responses. Of the 65 responses received, 35 (54.69%) indicated that Louisville is not a friendly place to do business. Other issues that received a majority of responses can be found in the attachments. The survey also collected demographic data including whether the respondent owns or leases (70.69%) their space, and sought to identify women-owned (42.37%) or minority-owned (5.08%) businesses.

When administering the 2022 survey, staff planned to prepare another Business Satisfaction Survey in approximately Q2 2024. The 2022 survey was intended to act as a benchmark against which to measure future surveys. In order for results to be compared, future survey questions should be kept fairly consistent.

RECOMMENDATION:

Provide feedback to staff on issues identified by the business survey and thoughts on future surveys.

ATTACHMENT(S):

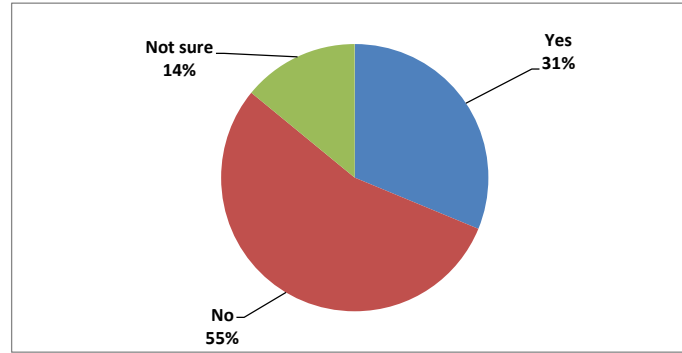
1. 2022 Business Satisfaction Survey Results Report
2. June 17 2022 Meeting Materials

CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY

Survey Question Responses: Business Satisfaction

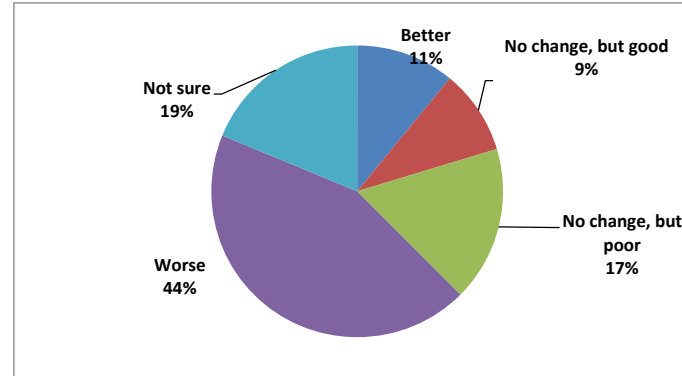
1. Do you think that the City of Louisville is a "business friendly" community?

	Response	Count
Yes	31.25%	20
No	54.69%	35
Not sure	14.06%	9
TOTAL		64



2. Which of the following best describes the current environment for doing business compared to 3 years ago?

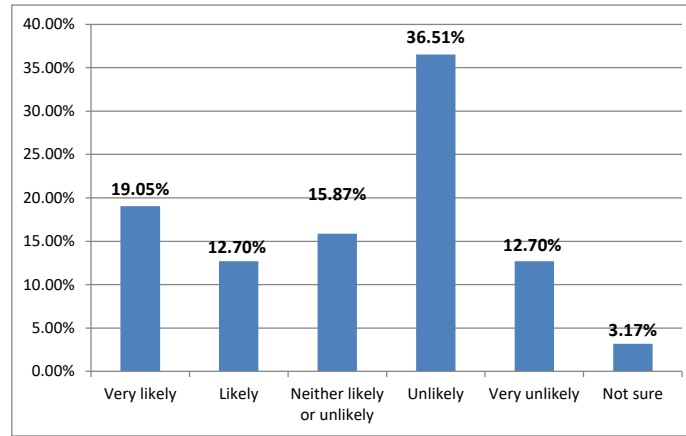
	Response	Count
Better	10.94%	7
No change, but good	9.38%	6
No change, but poor	17.19%	11
Worse	43.75%	28
Not sure	18.75%	12
TOTAL		64



**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

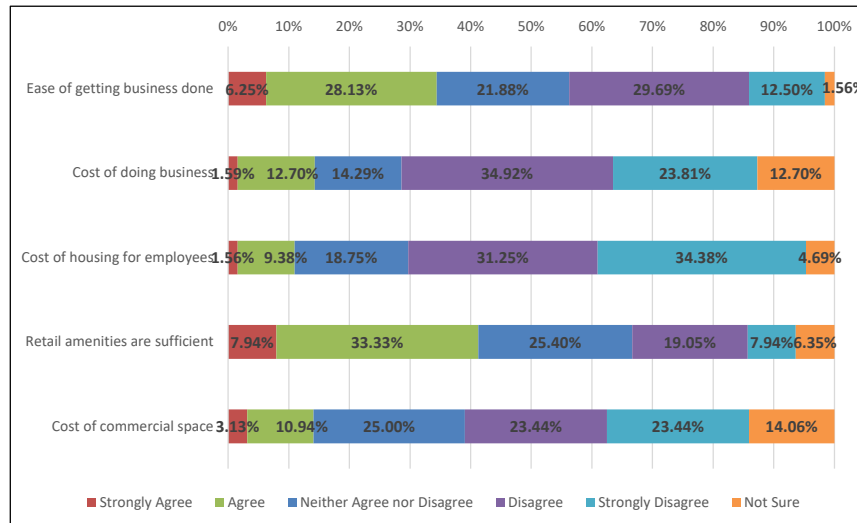
3. How likely are you to recommend the City of Louisville as a place to do business?

	<i>Response</i>	<i>Count</i>
	<i>Very likely</i>	12
	<i>Likely</i>	8
	<i>Neither likely or unlikely</i>	10
	<i>Unlikely</i>	23
	<i>Very unlikely</i>	8
	<i>Not sure</i>	2
TOTAL		63



4. Please indicate your agreement with each of the statements listed below.

	<i>Count</i>
<i>Ease of getting business done</i>	64
<i>Cost of doing business</i>	63
<i>Cost of housing for employees</i>	64
<i>Retail amenities are sufficient</i>	63
<i>Cost of commercial space</i>	64



**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

5. Please check all of the following sources you use to get information about the City of Louisville. (DISPLAYED IN ORDER OF MOST RESPONSE)

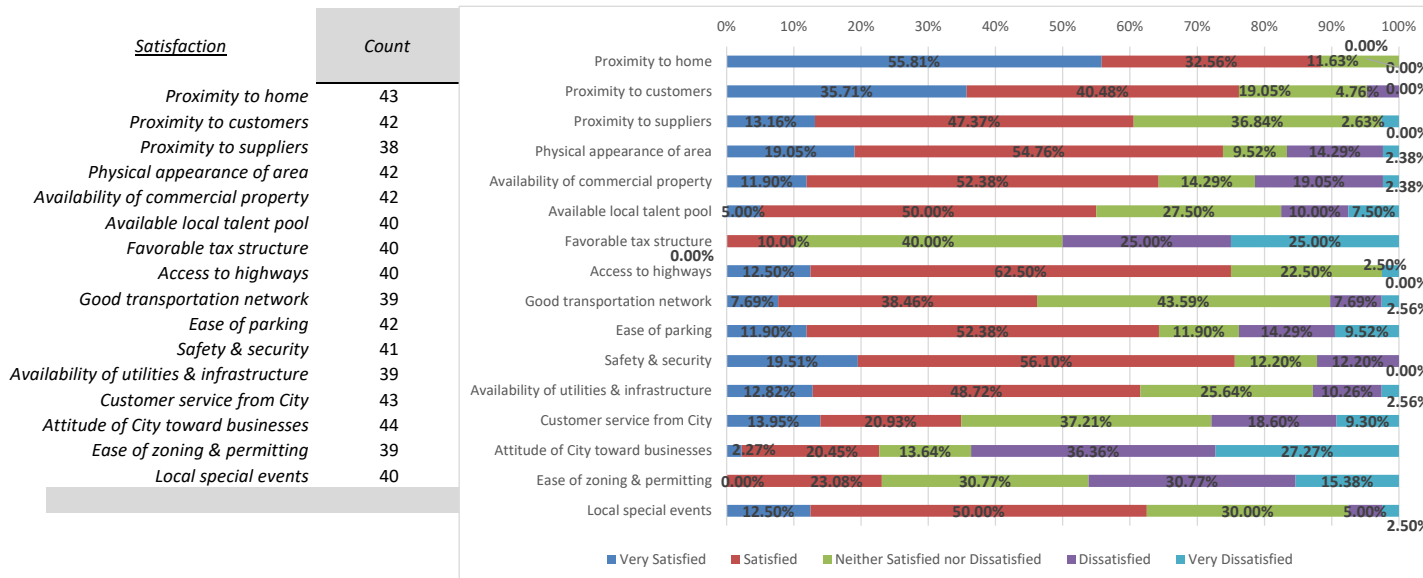
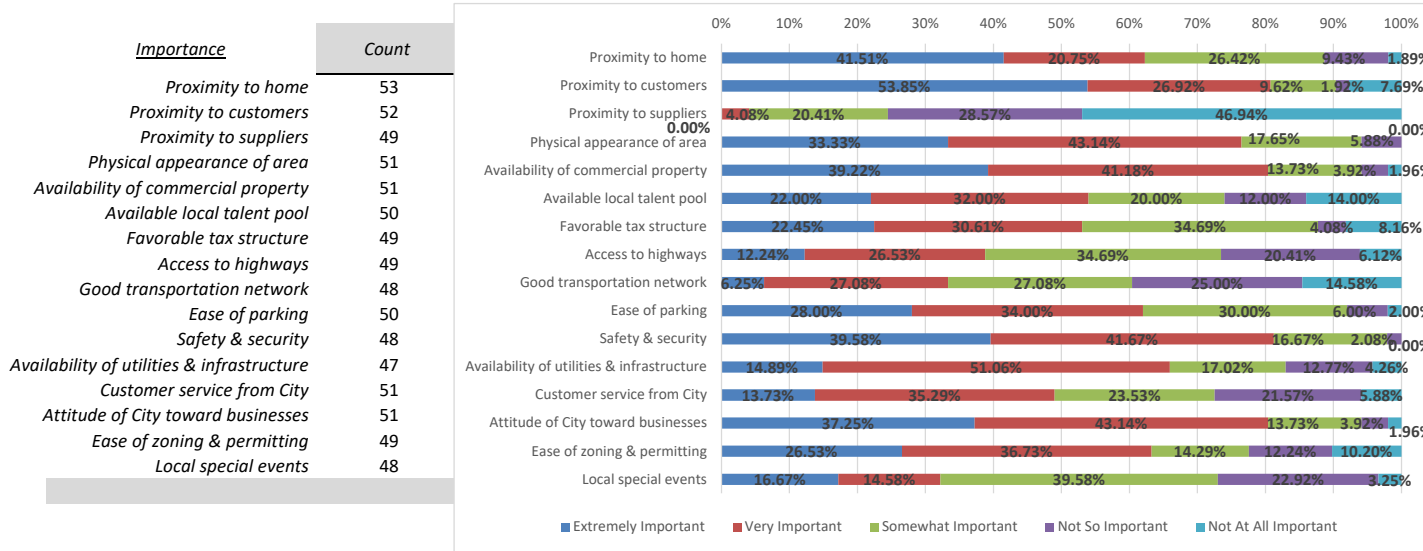
	Response	Count
<i>City Community Update newsletter (monthly)</i>	60.00%	39
<i>Local news outlets</i>	50.77%	33
<i>Louisville Biz newsletter (monthly)</i>	50.77%	33
<i>Word of mouth</i>	50.77%	33
<i>Social media</i>	38.46%	25
<i>City and Economic Vitality e-blasts</i>	33.85%	22
<i>City website</i>	33.85%	22
<i>Talking with City officials</i>	32.31%	21
<i>Public meetings</i>	27.69%	18
<i>Chamber of Commerce e-blasts</i>	27.69%	18
<i>Downtown Business Association "Downtown Dialogue"</i>	27.69%	18
<i>Call or visit to City Hall</i>	12.31%	8
<i>Chamber of Commerce social media</i>	10.77%	7
<i>None of the above</i>	1.54%	1
<i>Not sure</i>	1.54%	1
TOTAL		299
<i>Total Respondents</i>		55

6. Of the information sources you use, how do you most prefer to get information about the City of Louisville?
(1 is most used source, 13 being the least used source)

	Score
<i>City Community Update newsletter (monthly)</i>	10.84
<i>Louisville Biz newsletter (monthly)</i>	9.88
<i>Local news outlets</i>	8.36
<i>City and Economic Vitality e-blasts</i>	8.27
<i>Word of mouth</i>	8.20
<i>City website</i>	7.98
<i>Social media</i>	7.36
<i>Talking with City officials</i>	6.48
<i>Chamber of Commerce e-blasts</i>	6.43
<i>Public meetings</i>	6.05
<i>Call or visit to City Hall</i>	5.70
<i>Downtown Business Association "Downtown Dialogue"</i>	5.65
<i>Chamber of Commerce social media</i>	3.76
<i>Total Respondents</i>	59

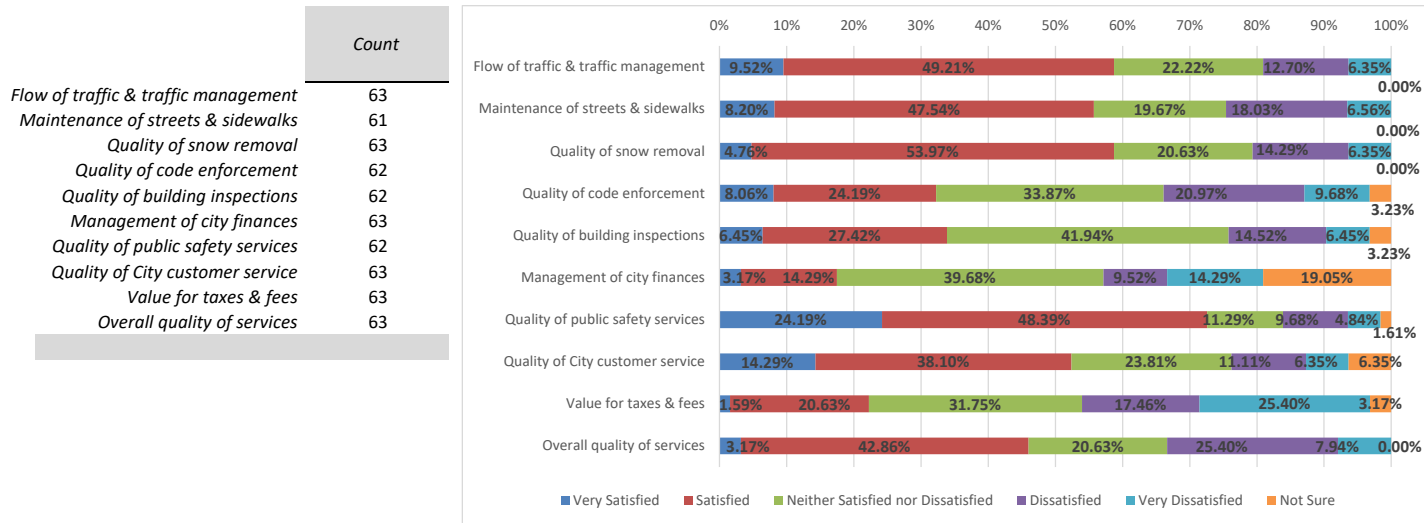
**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

7. First, please indicate how important the following factors were in your decision to locate in Louisville. If there are other factors outside of those listed that you considered, please list those in the "Other" category. Second, for each of the factors, please indicate your satisfaction with Louisville meeting your business needs.

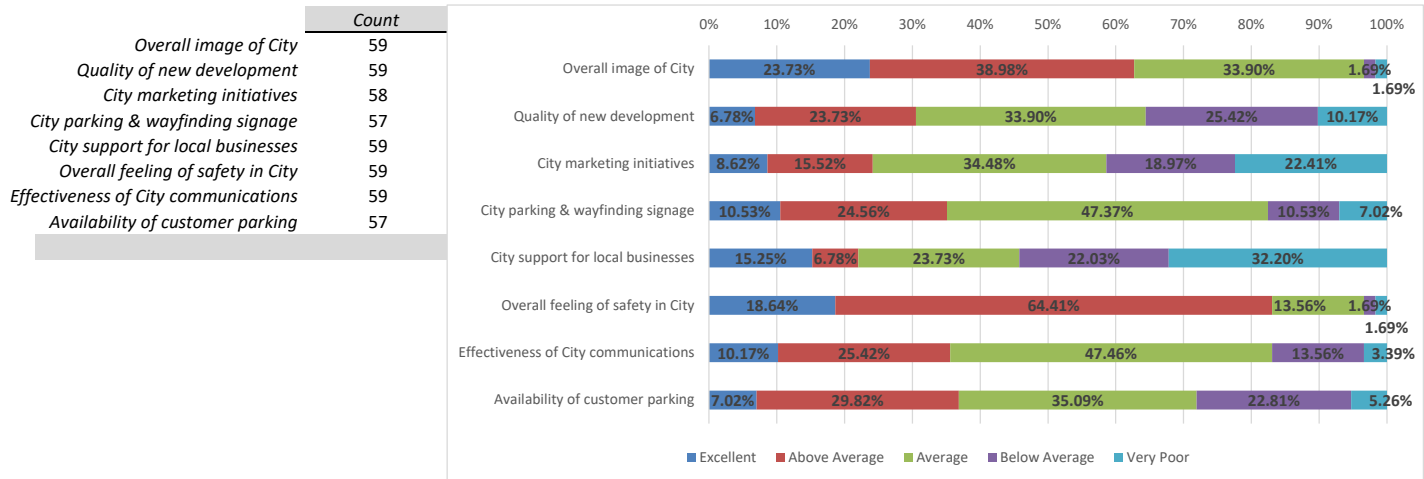


**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

8. Please rate your overall satisfaction with major services provided by the City of Louisville.



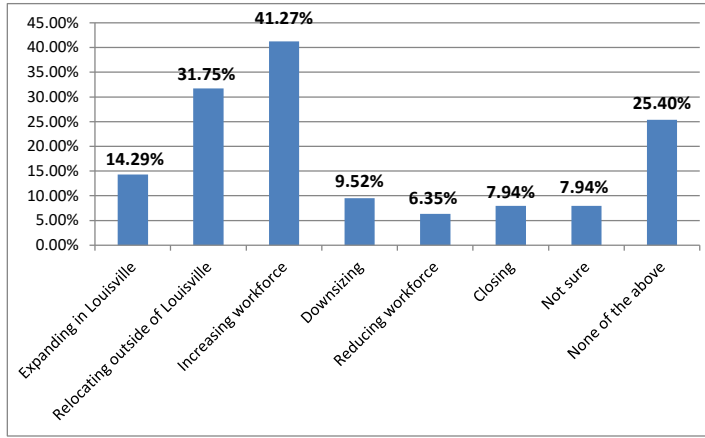
9. Several items that may influence your perception of the City of Louisville are listed below; please rate the City in regard to each of them.



**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

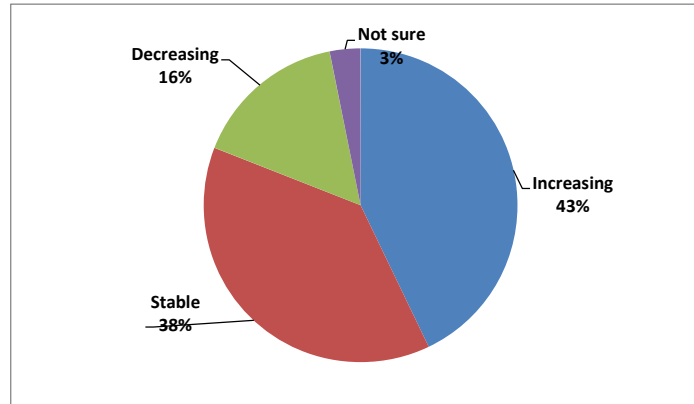
10. In the next 12 months, is your business considering any of the following? (check all that apply)

	<i>Response</i>	<i>Count</i>
<i>Expanding in Louisville</i>	14.29%	9
<i>Relocating outside of Louisville</i>	31.75%	20
<i>Increasing workforce</i>	41.27%	26
<i>Downsizing</i>	9.52%	6
<i>Reducing workforce</i>	6.35%	4
<i>Closing</i>	7.94%	5
<i>Not sure</i>	7.94%	5
<i>None of the above</i>	25.40%	16
Total Respondents		63



11. Please indicate the status of your current company sales.

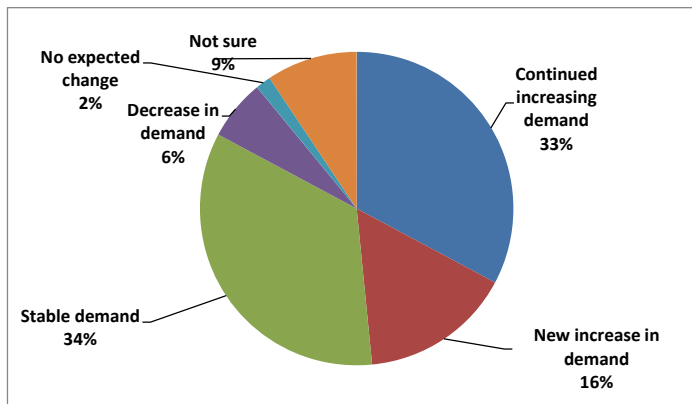
	<i>Response</i>	<i>Count</i>
<i>Increasing</i>	42.86%	27
<i>Stable</i>	38.10%	24
<i>Decreasing</i>	15.87%	10
<i>Not sure</i>	3.17%	2
TOTAL		63



**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

12. In the next 12 months, what is your business projecting for demand of your products and services?

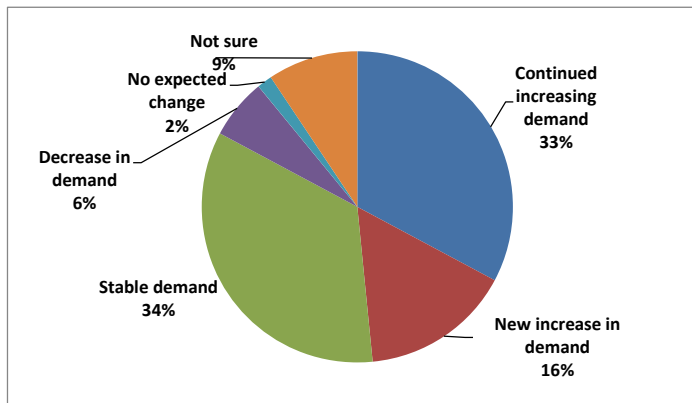
	<i>Response</i>	<i>Count</i>
<i>Continued increasing demand</i>	32.81%	21
<i>New increase in demand</i>	15.63%	10
<i>Stable demand</i>	34.38%	22
<i>Decrease in demand</i>	6.25%	4
<i>No expected change</i>	1.56%	1
<i>Not sure</i>	9.38%	6
TOTAL		64



Survey Question Responses: Current Trends & Issues

13. What impact do you anticipate the COVID-19 pandemic will continue to have on your business in 2022?

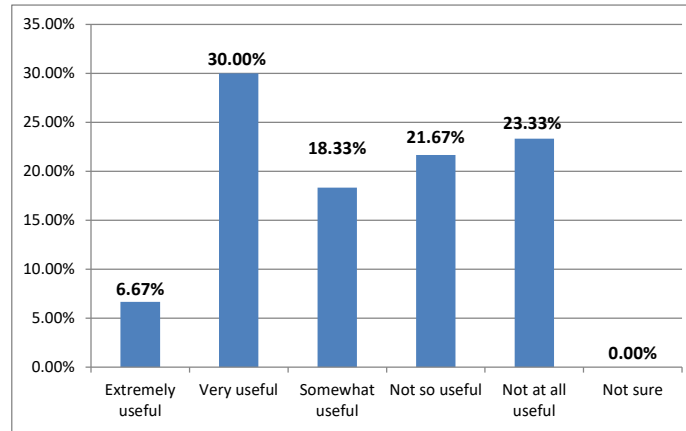
	<i>Response</i>	<i>Count</i>
<i>Significant negative impact</i>	13.11%	8
<i>Some negative impact</i>	42.62%	26
<i>Significant positive impact</i>	1.64%	1
<i>Some positive impact</i>	3.28%	2
<i>Little or no impact</i>	36.07%	22
<i>Not sure</i>	3.28%	2
TOTAL		61



**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

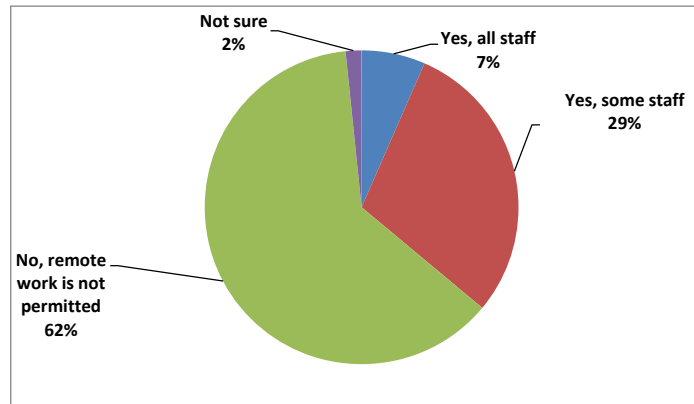
14. Based on your experience, how would you rate Louisville's overall reaction and policies to COVID-19 and the reopening/recovery process?

	<i>Response</i>	<i>Count</i>
<i>Extremely useful</i>	6.67%	4
<i>Very useful</i>	30.00%	18
<i>Somewhat useful</i>	18.33%	11
<i>Not so useful</i>	21.67%	13
<i>Not at all useful</i>	23.33%	14
<i>Not sure</i>	0.00%	0
TOTAL		60



15. Do you currently allow any of your Louisville-based workforce to work partly or fully remotely?

	<i>Response</i>	<i>Count</i>
<i>Yes, all staff</i>	6.56%	4
<i>Yes, some staff</i>	29.51%	18
<i>No, remote work is not permitted</i>	62.30%	38
<i>Not sure</i>	1.64%	1
TOTAL		61



**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

16. What percentage of your Louisville-based workforce do you anticipate will be working remotely by the end of 2022?

	<i>Response</i>	<i>Count</i>
<i>Average Number</i>	13.00%	60

**Please reference the comments section, by question, in the next part of the survey report.*

17. Please describe any return-to-work policies you have adopted or your current thoughts on a return to work plan to help us understand long-term local employment trends.

**Please reference the comments section, by question, in the next part of the survey report.*

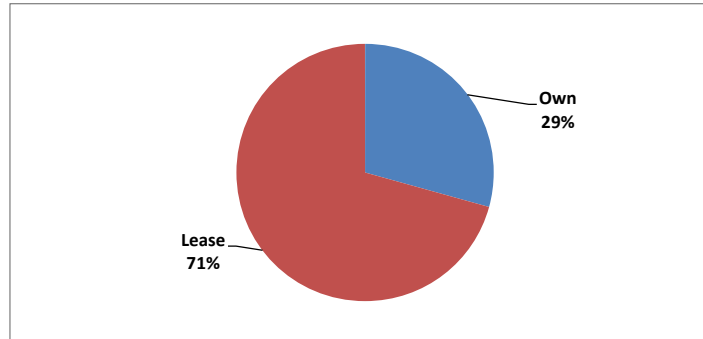
18. Was your business impacted by the December 2021 Marshall Fire? If so, please describe the impact below.

**Please reference the comments section, by question, in the next part of the survey report.*

Survey Question Responses: Demographics

19. Do you own or lease your business location?

	<i>Response</i>	<i>Count</i>
<i>Own</i>	29.31%	17
<i>Lease</i>	70.69%	41
	TOTAL	58

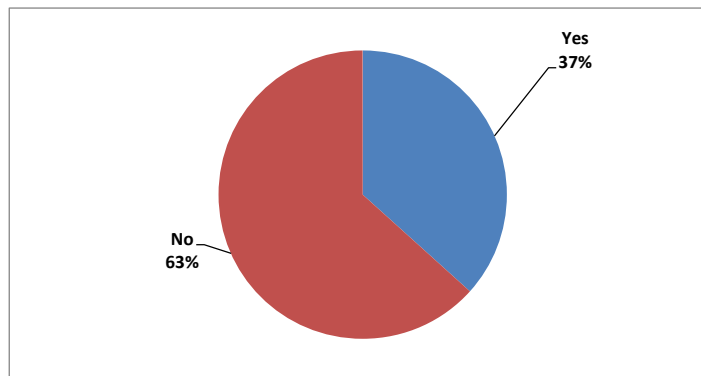


CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY

20. Do you have additional locations?

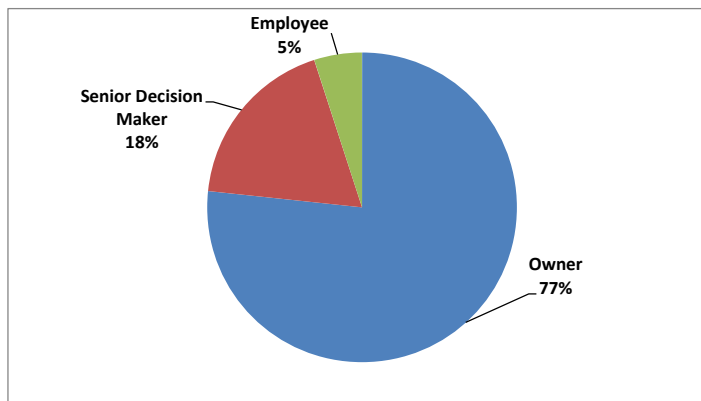
*If "Yes" answers provided in the next part of the survey report.

	Response	Count
Yes	36.67%	22
No	63.33%	38
TOTAL		60



21. What is your role in the business?

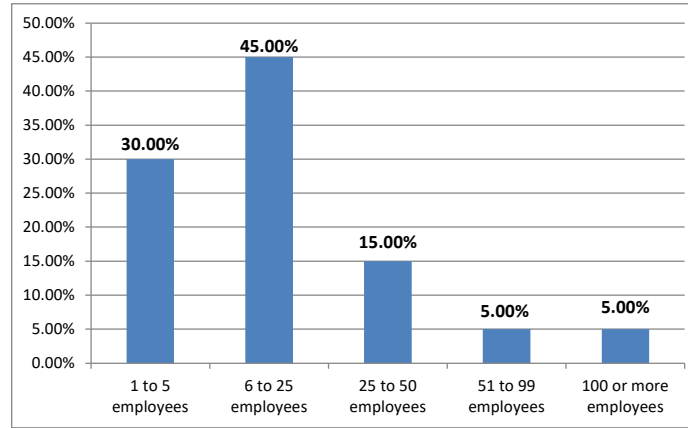
	Response	Count
Owner	76.67%	46
Senior Decision Maker	18.33%	11
Employee	5.00%	3
TOTAL		60



**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

22. Approximately how many employees does your business have?

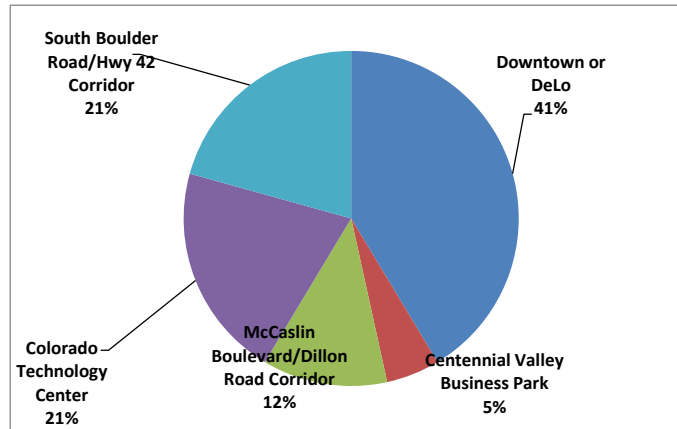
	<i>Response</i>	<i>Count</i>
1 to 5 employees	30.00%	18
6 to 25 employees	45.00%	27
25 to 50 employees	15.00%	9
51 to 99 employees	5.00%	3
100 or more employees	5.00%	3
TOTAL		60



23. Where is your business located in Louisville?

	<i>Response</i>	<i>Count</i>
Downtown or DeLo	40.68%	24
Centennial Valley Business Park	5.08%	3
McCasin Boulevard/Dillon Road Corridor	11.86%	7
Colorado Technology Center	20.34%	12
South Boulder Road/Hwy 42 Corridor	20.34%	12
Other (please specify)	1.69%	1
TOTAL		59

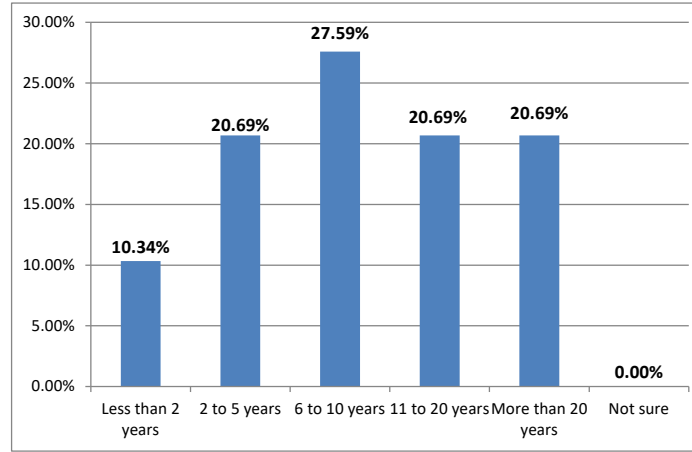
"Other" Response: Coal Creek Station



**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

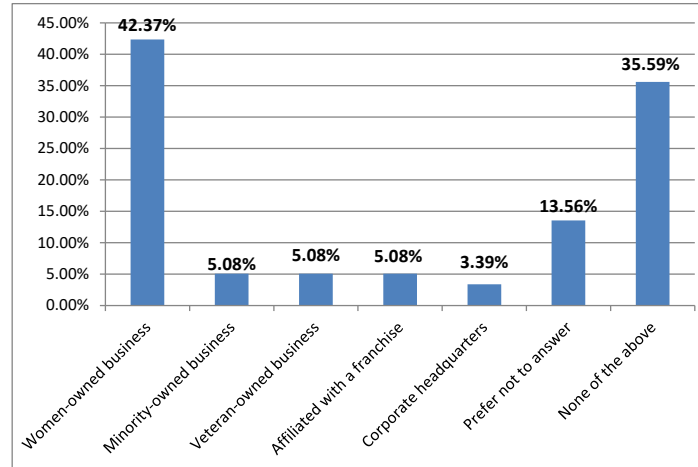
24. About how long has your business been operating in the City of Louisville?

	<i>Response</i>	<i>Count</i>
<i>Less than 2 years</i>	10.34%	6
<i>2 to 5 years</i>	20.69%	12
<i>6 to 10 years</i>	27.59%	16
<i>11 to 20 years</i>	20.69%	12
<i>More than 20 years</i>	20.69%	12
<i>Not sure</i>	0.00%	0
TOTAL		58



25. Which of the following, if any, applies to your business in Louisville?

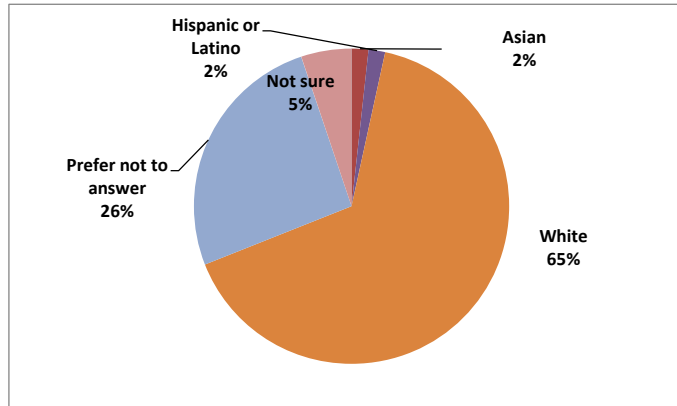
	<i>Response</i>	<i>Count</i>
<i>Women-owned business</i>	42.37%	25
<i>Minority-owned business</i>	5.08%	3
<i>Veteran-owned business</i>	5.08%	3
<i>Affiliated with a franchise</i>	5.08%	3
<i>Corporate headquarters</i>	3.39%	2
<i>Prefer not to answer</i>	13.56%	8
<i>None of the above</i>	35.59%	21
TOTAL		65
<i>Total Respondents</i>		59



**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

26. Which of the following racial and ethnic categories apply to the ownership of your business?

	<i>Response</i>	<i>Count</i>
American Indian or Alaska Native	0.00%	0
Asian	1.72%	1
Black or African American	0.00%	0
Hispanic or Latino	1.72%	1
Native Hawaiian or Other Pacific Islander	0.00%	0
White	65.52%	38
Prefer not to answer	25.86%	15
Not sure	5.17%	3
TOTAL		58



27. Which of the following industry categories represents your business in Louisville?

	<i>Response</i>	<i>Count</i>
Arts and entertainment	0.00%	0
Advanced technology	0.00%	0
Automotive trade	0.00%	0
Child care or educational services	3.64%	2
Construction	1.82%	1
Finance, insurance, or real estate	5.45%	3
Fitness and recreation	3.64%	2
Hair care and other personal services	0.00%	0
Healthcare	9.09%	5
Information, medial, and publishing	1.82%	1
Lodging and hospitality	0.00%	0
Manufacturing	9.09%	5
Nonprofit	0.00%	0
Professional and technical services	10.91%	6
Repair or maintenance	3.64%	2
Restaurant, food service, or bar	20.00%	11
Retail	18.18%	10
Service	1.82%	1
Transportation and warehousing	0.00%	0
Wholesale	1.82%	1
Other	9.09%	5
TOTAL		55
Total Respondents		55

"Other" Responses: Therapy
Mental Health Counseling
other
other
Mental health services

28. Please provide any additional comments or concerns.

**Please reference the comments section, by question, in the next part of the survey report.*

**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

16. What percentage of your Louisville-based workforce do you anticipate will be working remotely by the end of 2022?

1	10%
2	25%
3	50%
4	0%
5	50%
6	40%
7	0%
8	20%
9	0%
10	77%
11	76%
12	11%
13	0%
14	0%
15	100%
16	49%
17	0%
18	50%
19	25%
20	0%
21	0%
22	20%
23	0%
24	0%
25	0%
26	0%
27	10%
28	0%
29	0%
30	0%
31	0%
32	7%
33	0%
34	50%
35	0%
36	0%
37	1%
38	0%
39	1%
40	10%
41	0%
42	0%
43	80%
44	5%
45	0%
46	0%
47	0%

**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

16. What percentage of your Louisville-based workforce do you anticipate will be working remotely by the end	
48	0%
49	0%
50	0%
51	0%
52	0%
53	11%
54	0%
55	0%
56	0%
57	0%
58	0%
59	0%
60	0%

**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

17. Please describe any return-to-work policies you have adopted or your current thoughts on a return to work plan to help us understand long-term local employment trends.	
1	Half of our staff is on a hybrid work from home/work in office schedule with the other half in full time based on job duties.
2	Hybrid is here to stay.
3	Please come back to office, but if you don't want to, then be productive at WFH.
4	We allow 100% return to work, but also allow remote work 1-2 days/week
5	Nearly all of workforce come to the office 80% of the time. 100% of the workforce can work remotely after travel, exposure, and/or having symptoms.
6	I am a therapist. I came back to the office as soon as the quarantine was lifted, but still saw clients who preferred to see me remotely online. Now all of my clients are in-person unless they are out of state.
7	Letting employees and customers make there own decisions
8	It's hard to ask workers to return to an office when they have become used to working from home. It does not appear to be a reasonable ask.... however... the efficiency of employee time spent in a home office - and paid for by the business - is always an issue.
9	State needs to get folks off unemployment and subsidies. There are plenty of jobs, just too many folks sitting at the coffee shop working on their "job Search" aka Fun-employment.
10	n/a
11	Our services must be provided on site, so working from home is not an option
12	Never stoped working in office
13	My staff has been in-office the whole time Covid restrictions were in place. We just took appropriate precautions and never had an outbreak.
14	we have ended mask requirement in building
15	Currently following CDC guidelines
16	NA
17	N/A
18	We have not had to deal with this.
19	It's only me and I work in office
20	For therapy we intend to keep hybrid options available long term but all therapists will also have in person clients.
21	none
22	There are no people to work for retail store. Lack of staff
23	Supporting our employees, as we always have, by encouraging them to do what they feel are the best things they can do to safeguard their health and safety.
24	We have been working face to face with people this entire time other than the two weeks the state shut us down.
25	We are a brick and mortar boutique. We need our employees to be in the shop to run the business and serve customers. We are here, the customers are not. We have had to open online business and pursue to make up from lost business from lack of walk in traffic.
26	none
27	We are encouraging employees to come into work, bu giving them the freedom of a hybrid schedule to fit their needs.
28	We, as a company are done with Covid
29	Na
30	Flex. 3 days a week.
31	none
32	Sales are slowly increasing. Hopefully this trend continues. Hiring will improve if we see this in the weeks to come.
33	None

**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

17. Please describe any return-to-work policies you have adopted or your current thoughts on a return to work plan	
34	not applicable
35	n/a
36	Na
37	We are retail and customer-facing, so all staff must be on site to help customers.
38	None
39	none
40	We are retail, thus no remote work, and cannot find enough employees as it is, housing cost cited as main reason.
41	We do not have opportunities for work from home because we are a restaurant.
42	The owners have been sick since before the pandemic. The negative implications of local and federal Covid strategies significantly affects the way we do sales and the way employees work. Because of the pandemic we are seeing more people making more excuses not to work but expecting more money for the work they do. There's been no relief from the city for the owners, and little to no support.
43	Employees must be vaccinated
44	n/a

**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

18. Was your business impacted by the December 2021 Marshall Fire? If so, please describe the impact below.	
1	Fortunately, we were not directly impacted. We are in the construction business so our business will increase in the coming years during the rebuilding process.
2	No. Fortunately no employees nor the business were impacted.
3	Significant time money and effort expended to remediate buildings.
4	Yes. 30% approximate decline in business that is not recovering.
5	Business not directly affected, but two key employees lost their homes causing significant disruption in their ability to work, lost time and productivity dealing with emotional loss, distraction to buy new cars, find new shelter, deal with insurance, FEMA, home builders, SBA and others
6	Several employees live in Louisville and dealt with the emotional and physical impact of the fire. Fortunately, no one lost their homes. But many had to deal with extensive cleaning and smoke mitigation. Minimal issues with the office itself.
7	My clients were deeply impacted but my business was not, other than needing to close during the worst of it.
8	Just loss of utilities
9	Not so much, but our advertisers were.
10	Slightly, both on water and two to three weeks without natural gas. Fortunately public works provided pertinent information to allow for us to remain operational. We appreciate all public works and Xcel efforts.
11	Many of my customers were affected by the fire. I have donated over \$12,000 to victims of the of the fires. I work very hard to help the victims and many of them have moved out of Louisville. My customer base is so strong, that they still come into my store to support my business.
12	One third of our families and staff lost their homes, so there was a significant loss of income due to sustained closures and some families not returning.
13	No
14	No
15	We were closed for 10 days
16	We were closed for a week and then some patients relocated, so our business was slower.
17	Yes, day of event was difficult to get all employees evacuated. Aftermath was devastating for many of our customers.
18	1,000 homes burned within our primary service area. Fires caused us to evacuate which resulted in closure for 19 days.
19	Huge decrease in sales
20	No
21	Yes. Business diminished, access cut off, water supplies compromised.
22	Closed for three weeks for smoke remediation. Landscaping was 100% destroyed. Don't know how we will be able to afford to replace that.
23	It had a positive effect on our business, we have goods and services that people needed.
24	More clients
25	We had many clients cancel therapy temporarily so there was a loss of income for about a month. We had no long-term impacts other than we already had a waitlist for residents seeking therapy services, and now have a longer list.
26	Only personal. My house is still in shambles.
27	We had to close for a period due to loss of utilities, smoke damage and subsequent clean-up. The area still needs significant clean-up. Loss of revenue for January was significant.
28	Yes, we had to close down due to smoke mitigation. And we lost about 30% of our clients due to fire
29	Yes. We begin to see increased demand for products and services with some limitation by insurance payouts.
30	Yes. We had to close during some of the best days of the winter, resulting in financial loss. However, this is nothing compared to the impact on those who lost their homes. Many of them are our customers and we are doing all we can to support them.

**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

18. Was your business impacted by the December 2021 Marshall Fire? If so, please describe the impact below.	
31	We lost a lot of business because we had a lot of patients that lost their homes or were displaced... We offered support to them but a lot of them are still struggling and that is making us struggle as well.
32	None
33	We donated \$40,000 of clothing in the first 3 days after the Marshall fire to those families affected. We had hoped that the gratitude would be returned and families that we helped would do their shopping with us to replace their goods. This did not happen. We have also lost business from customers from outside the Louisville area because they do not want to travel to Louisville post Marshall Fire. Our business was down significantly in January and February causing our inventory to be larger than we can sell in a season. The Marshall Fire has hurt our business greatly.
34	we had to close for 2 weeks due to lack of utilities
35	Closed for ten days and lost a good percentage of our clientele
36	no
37	Yes, we were 100 ft away from a major burn area. Closed the area, and had intense smoke damage to the office which required mitigation.
38	We lost about two weeks of business and had a losing month
39	Yes.
40	Closed for a week
41	Closed for 2 weeks without potable water.
42	Yes my building was closed for 2 weeks. I also find that people from outside of the area find Louisville to be extremely depressing and those people who are more local are traumatized and negatively impacted by driving by the damage that is still all over the place from the fire... The dog park is still closed, the fences are still in shambles, the properties have not been cleared, lots of the spot fires and commercial areas have not been cleaned up. It is very depressing and terrible for our town and the residence as well as those coming here for various things. It makes it look like the city is not capable or does not care about repairing the damage, as we are now in May.
43	Yes. Smoke, Ash and Soot Contamination. We were closed for business from Dec 30 to March 21st. We just had our grand re-opening celebration on April 28th.
44	That is a silly question. Every business in Louisville will be impacted. We lost 600+ houses (consumers that moved to other towns) in Louisville. It will 100% have an impact on business and local sales.
45	no
46	1000 fewer families means 1000 fewer families to provide services to.
47	Many of the homes lost contained families with children. We are a family-focused retailer. We lost a significant number of customers and we are hearing that customers who live in surrounding areas are avoiding Louisville because they don't know what to expect when they visit and they are afraid it will be a depressing visit. We need the clean-up effort to have been done months ago so it's not such a vivid reminder of what happened. Customers are also unsure of what insurance coverage they will receive, so they are saving money instead of spending. This on top of the current inflation problem across the US. Our physical business building was not impacted, but our customer base has constricted. We need good news and PR to shop in Louisville to bring customers back.
48	No
49	Yes, by water shut off had to cancel some jobs.
50	We were closed for 10 days. numbers are down due to many people gone.
51	Yes. We closed because of water. And now we are not being reimbursed by insurance. We lost a week's worth of sales.
52	Yes! We lost 500 homes near our business. That's a handful of regular customers and potential customers. If they were that many less people in the community, how would Business be affected positively?
53	Not directly and only very temporarily
54	closed due to evacuation.

**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

20. Do you have additional locations? If "Yes" responses listed below.	
1	Centennial, CO
2	subsidiary in Boulder. other offices in UK and China and California
3	5 Louisville Locations - 10 Other Colorado locations
4	Boulder City
5	Longmont and Glenwood Springs
6	LA, PA, WA, NC
7	Lafayette
8	outside of Louisville
9	Erie, Westminster, Boulder
10	Boulder And Broomfield
11	Louisville
12	Our second location is in Rocky River Ohio.
13	boulder
14	Other cities
15	Denver
16	Lafayette
17	Mobile
18	boulder
19	I work special events and do side work just to make ends meat
20	mobile

**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

28. Please provide any additional comments or concerns.	
1	Wish the city offered more support on fire recovery. Businesses that were not physically damaged are still experiencing heavy economic damage. I don't think the city has done much of anything to help. I'd love to see organization of a coupon mailer or marketing campaign about revitalizing Louisville businesses during this time when the population has been relocated or some kind of Louisville strong fair.
2	Stop with all woke agendas! Stop all COVID government overreach! Stop all business unfriendly practices! Stop all socialism practices! Stop kissing up to our criminal governor! Stop trying to be a county commissioner based on your eagerness to take away citizens rights! Louisville has had some unconstitutional leadership that needs to be shown the door! Power hunger has to stop!
3	My concern with the current leadership of Louisville is the complete lack of imagination and the inability to let the city flourish. It has become a stagnant pond of people doing nothing and spaces being wasted. Business property is at an all time high but the City of Louisville would rather have vacant buildings and wasted space than allow a developer with imagination and initiative to build something of value. The city should be promote, not hinder, innovation and revitalization. I'm all for community planning and setting standards/requirements for sustainability and clean energy, accessible open-space, etc. But at some point you have to get out of the way. Other topic: Who decided it was a good idea to throw obstacles for cyclists in all the city streets? We can either swerve into the traffic lane or go over the handlebars in the dark. Thanks!!!
4	Taxes - not just Louisville, but CO needs to sort this out. Sales taxes by each jurisdiction and individual filings are a bureucratic mess, costly, ridiculous. Come on Colorado, fix this for the sake of your businesses! We can pay taxes, bill them to customers, but make it simple. Also the mix of residential vs corporate property taxes doesn't work and needs fixing. Again, CO legislature time to design a system that really works. Too high and increasing burden on businesses is not viable in the long run. Finally utilities - the CTC has really poor wireless signal and internet options. The city needs to address this with the providers, as it is not a "tech" center at all with the current state of telecom utilities.
5	City council, mayor Stoltzman and the city are AWESOME!
6	City actions seem more concerned with maximizing city "profitability" than helping business to prosper which will ultimately help the City. Just backwards.
7	Louisville law/code enforcement has been inconsistent. For no reason armed officers have entered the premises and justify their presence with "just saying hi." We have a ton of families and children as patrons that react poorly to this kind of interaction. Recently, someone purporting to be from Louisville PD informed one of my staff that a trailer we have on site used for catering and events was "illegal". The stated reason was people have been "living in trailers." Like most of our interactions with the Louisville authorities, there is nothing about solving problems going on here. Just creating them.
8	We appreciate living and working in Louisville - thanks for all you do!
9	No one else taxes molds. I have lost opportunities with new customers and old because they resent a tax not collected anywhere else.
10	The bag tax was, in part, poorly thought through. We used to re-use packaging bags that products came in. Now we have to throw them away rather than give them a second life.
11	We need help in business community
12	Multiple choice surveys are the worst, as the person responding is confined to only answering the questions (in a format that can influence the answer) and with answers that may or may not answer the question. Example: Why ask if a business has more than one location, then only allow one answer for the location of the business? What if the business fits more than one category? Finally, since we have been in Louisville, the city council has gone from supporting business somewhat, mostly large businesses, to finally realizing that small businesses are the heart of Louisville, to a city council that blatantly shows its opposition to business in general. Our small businesses are the heart of the city. They are the places people go to meet each other, to enjoy each other and to shop. Driving them away will destroy this city as we know it.
13	We would just really appreciate it if our town would continue to (as of late) let us make the decisions on how we want to handle covid in our personal business.

**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

28. Please provide any additional comments or concerns.	
14	It has always been hard to own and operate a successful business in Louisville. I feel that now more than ever this is true. I feel like the town around us is crumbling. Everyone is struggling and failing and the town as a whole has terrible energy. At the same time, towns like Longmont, Lafayette, and Erie are thriving and taking the retail and dining business and that is hurting us. I decided years ago after being involved in several city issues to just put my head down and operate my own business...that is what I do now. It would be easier if the town around us were thriving, walking traffic were more, more successful business and new restaurants were here.
15	Unfriendly environment for business owners. The city council kowtows to a tiny minority in the community. Businesses do so much to support the community. Unfortunately, the city council seems ignorant of business's impact on the community and what they need to do to help businesses. It was hugely negative to allow the Retail Ridge to fail. I see the city as responsible for the failure. This is due to the lack of adequate and accurate communication on the potential impacts. This is so terrible for the future of Louisville. Small towns either grow or die. Unfortunately, we seem to be moving towards "die" Strong government overreach during covid. The town should never put restrictions on how businesses operate. Business owners are capable of operating safely without government restrictions. There was no reason to open up the main street during covid. Those restaurants needed every opportunity to operate their businesses. Rerouting busses is hardly an inconvenience to the town rather than allowing businesses to serve more clients. No reason not to do this survey during covid. This is a survey. Why miss the opportunity to get feedback from businesses during a time when you were making it more difficult for business to operate. Was that intentional? So stop seeking feedback when you are in the process of making business more difficult?
16	none
17	32 years in business. Worst business atmosphere from the City I have ever seen
18	The lack of leadership starting with our anti business mayor has been appalling. Poorly implemented plans like the bag tax are annoying. Chasing large businesses away like red tail ridge are offensive and the wasted tax payer dollars with vote and loss of tax dollars a pity. Seeing so many businesses relocate to neighboring towns or close is just sad. Making it harder for our customers to rebuild their homes is terrible. Having an anti anything mayor speak at a business meeting and not giving those business an opportunity to t speak was offensive to many.
19	Thank you.
20	The current mayor of Louisville was all to eager to apply government overreach during the pandemic. Terrible! She is either ignorant, does not care about the constitution, or is a fascist. She is way too cozy with the county and state government who will be eventually be found to be corrupt. The Redtail ridge project has been messed up from the mayor down to the town council. It never should have gotten to a vote by the citizens - unless you could ensure the citizens had better information to make a decision. All of the towns communications about Covid measures were over the top. Give it a break. Stop being tyrants. Stop trying to take away rights. And stop being so darn woke. I do not appreciate the questions on this survey about if I am a woman or minority and such- give it a rest. Also - the fact that a downtown parking garage was never built is horrible. Everybody at the city needs to get there act together and meet the needs of the silent majority instead of the whiny crybaby activists. Mayor and 1/2 the council need to lose their positions - or change their outlook on not truly representing their voters -before we become a has-been town. Very not impressed.
21	I am concerned that the value of the city does not meet the exorbitant real estate prices. Yes, Louisville is wonderful and we all love it dearly. But Louisville is not keeping up with trends, development, and revitalization. The town does not look good. It does not look cared for. There are way too many empty parking lots and structures. We need to figure out how to bring revenue into the town and to renovate many many areas. The fire cleanup has not gone quickly enough. It is not good for the town.

**CITY OF LOUISVILLE
2022 BUSINESS SATISFACTION SURVEY**

28. Please provide any additional comments or concerns.	
22	Louisville policies are forcing businesses to leave. City council and DBA need to be more supportive. We do not need new "One" signs, we need action. How about you visit the businesses periodically, get feedback and enact change against that feedback. Additionally, the process for great businesses to enter the city is riddled with ridiculous hoops (ie. anyone within a certain distance of the shop can veto and push to city hall for a decision- THIS DOES NOT HAPPEN IN LAFAYETTE). Additionally your tax system should mirror Lafayette if you want businesses to stop moving. You should be focused on sales tax and jobs and be proactive (not reactive) about getting new business here.
23	n/a
24	I do believe Megan Pierce is doing a great job and I'm glad she is in her role. I generally feel as if our city and its officials care more about the tech center and not about Main Street which is the heart and soul of Louisville. The city needs to do more to attract and retain business in Louisville, provide tax breaks and incentives for business (especially small business) to come and stay in our town. McCaslin business area is an embarrassment and if something doesn't change soon Main Street will look the same. I know of MANY small businesses that are considering leaving because rent prices are too high. Do you realize the price per square foot on Main is the same as it is down in Cherry Creek?!?! How is Lafayette attracting all of the good shops and restaurants? Why can't Louisville do the same???? I live in and operate my business in this town and there seems to be so much potential that is being squandered.
25	Louisville needs more quality retail. The city focuses on restaurants when talking about downtown businesses, but retailers also make a more complete experience for customers. The bag tax on ALL bags was a gut punch for local businesses that depend on our bags for advertising. The tax is too high and too vague. It almost seems the city tries to find ways to not support small businesses. And it can't seem to keep big business which also helps bring traffic to small businesses. There is a business problem in Louisville.
26	Overall I choose to do business in Louisville because of the people who live here. I'm really not satisfied or dissatisfied with the City of Louisville. However, I feel surrounding towns have done a much better job being supportive of local businesses and helping local businesses. I think the Louisville commercial real estate market got out of hand. The cost of rent is too much but it is hard to get people downtown. The infrastructure for further commercial development is bad. The people I deal with at the City are exceedingly nice and professional. I don't see the city impeding my business but I also don't see it as the best city to do business in right now.
27	You guys need to seriously consider all comments being made and all emails that have been sent regarding financial stability in our town. The city needs to be OK taking critiques and supporting their small businesses
28	Very concerned that the current climate within City leadership seems anti-business and anti-progress/growth. Smart, controlled, and sustainable growth is possible, but right now Louisville does not seem like a welcoming place to start or relocate a business. Also very concerned about the astronomical rise in property "values" and property taxes. The current real estate climate is completely unaffordable for an average middle class family and out of reach for many single people as well. Rents for commercial property continues to rise and it will drive businesses to either close or relocate.

**SUBJECT: DISCUSSION/DIRECTION- STRATEGIC PLAN ACTION #2-3:
BUSINESS SATISFACTION SURVEY REPORT**

DATE: JUNE 17, 2022

PRESENTED BY: MEGAN E. PIERCE, ECONOMIC VITALITY DIRECTOR

SUMMARY:

Surveying of Louisville businesses regarding their general satisfaction has been done most recently in 2017 and 2018. Strategic Plan Action #2-3 outlines that the City will undertake a satisfaction, or general temperature survey, of its businesses every other year.

The Business Retention & Development (BRaD) Committee provided initial input on survey questions prior to the Committee's dissolution in 2021. In addition, staff sought input on questions and process from the Economic Vitality Committee (EVC). The 2022 Business Satisfaction Survey was administered beginning on May 2, 2022. The survey was closed on May 26, 2022. Below is a summary of the detailed analysis report, which appears as *Attachment #1*.

DISCUSSION:

A letter from the City Manager announcing the 2022 Business Satisfaction Survey was mailed to all licensed Louisville brick-and-mortar businesses at the end of April. 661 letters were distributed; 35 letters were returned as non-deliverable. Therefore there was a total respondent population of 626 businesses. Staff also utilized its e-blast platform to announce the survey and to distribute several reminders, since the survey was available to complete online. During the week of May 9, a postcard was sent to all business addresses that received the original letter—again including the survey link as well as a QR code to make response via phone more accessible.

A total of 65 responses were received—resulting in a 10.3% response rate. This is fewer responses than the City received in 2018, but more than it received in 2017. Different approaches have been applied to administering these surveys over time. Based on the relatively low response rate in this survey, the City may wish to re-evaluate the process in future years and potentially employ an outside firm to conduct the survey. There are a number of reputable firms that can manage the administration and results analysis for a reasonable cost.

In the survey results report that follows, the questions were organized into three areas: Business Satisfaction, Current Trends & Issues, and Demographics. Quantitative question summaries, including graphs, are presented in the first part of the report. The qualitative responses, either to "Other" questions or general comments, are provided by individual question, following the quantitative results. Since a number of changes have been made to the survey questions in this tool, comparisons are not provided to the

2017 and 2018 survey outcomes. In future years, a number of these questions can be presented to provide trend analysis.

Business Satisfaction Survey Question Responses

Overall, 54.69% of respondents (35) said that the City of Louisville is not a friendly place to do business; only 31.25% of respondents (20) said they thought it was a friendly place to do business. Compared to three years ago, 43.75% of respondents (28), said the current environment was worse for doing business compared to 3 years ago. A total of 17 respondents indicated there had been no change in the environment in 3 years, but they were split as to whether the environment was “Poor” (17.19%) or “Good” (9.38%).

The majority of respondents (36.51%, 23) also indicated they were “Unlikely” to recommend the City of Louisville as a place to do business. However, 19.05% of respondents (12) said they were very likely to recommend the community as a place to do business. Respondents were then asked to indicate their agreement with several statements about doing business locally. The majority of businesses said they “Disagree” that Louisville provides “Ease for Getting Business Done” (29.69%) and “Cost of Doing Business” (34.92%). The majority also “Strongly Disagree” with the “Cost of Housing for Employees” (34.38%). Most respondents, however, “Agree” that “Retail Amenities are Sufficient” (33.33%).

Respondents indicated they use a wide variety of sources to get information about the City of Louisville. The most used sources include the City Community Update newsletter, local news outlets, and the Louisville Biz newsletter. Although in a slightly different order, these are the same top three sources that people prefer to use to get information.

Respondents were asked to describe both the importance of and satisfaction with factors that cause a business to locate in Louisville. The most important factors to businesses included: “Proximity to customers” (53.85%), “Availability of utilities & infrastructure” (51.06%), “Physical appearance of area” (43.14%), “Attitude of city toward businesses” (43.14%), and “Safety & Security” (41.67%). Ideally, the most important factors are the ones with which respondents are most satisfied. Respondents indicated the most satisfaction with the following factors: “Access to highways” (62.50%), “Safety & security” (56.10%), “Proximity to home” (55.81%), “Physical appearance of area” (54.76%), and “Availability of commercial property” (52.38%).

The survey also asked respondents to evaluate their satisfaction with City services. The majority of respondents were “Satisfied” with “Quality of snow removal” (53.97%), “Flow of traffic & traffic management” (49.21%), and “Quality of public safety services” (48.39%). Respondents said they were “Very Dissatisfied” with services such as “Value for taxes & fees” (25.40%) and “Management of City finances” (14.29%). The majority, 42.86% of respondents, said they were “Satisfied” with the “Overall quality of services”,

but 25.40% also indicated they were “Dissatisfied” with this factor. In addition to service ratings, respondents provided feedback on items that influence their perception of the City. Respondents said that the City was “Above Average” in the areas of “Overall feeling of safety in City” (64.41%), “Overall image of City” (38.98%), and “Availability of customer parking” (29.82%). Respondents felt the City was “Below Average” in the areas of “Quality of new development” (25.42%), “Availability of customer parking” (22.81%), and “City support for local businesses” (22.03%). Since “Availability of Customer Parking” was ranked both high and low, it is likely the perception of this factor is heavily influenced by the business location.

The next few survey questions asked respondents to give feedback on their current business and near-term plans. The majority of respondents, 41.27% (26), said that they are considering “Increasing workforce” in the next 12 months. 31.75% of businesses (20) said they are considering “Relocating outside of Louisville.” The majority of businesses seem to be recovering from the pandemic, as 42.86% (27), said they have increasing company sales. 38.10% (24) also said their company sales are stable. Also looking at the next 12 months, most businesses (34.38%, 22) said they are projecting “Stable demand.” 32.81% (21) businesses also said they expect “Continued increasing demand.”

Current Trends & Issues Survey Question Responses

This section of the survey touches on current issues and therefore questions may not reappear in future surveys for trend analysis over time.

The City previously conducted two business surveys on COVID-19 impacts to the community. The majority of respondents to this survey, 42.62% (26), said they anticipate “Some negative impact” from the pandemic to continue for their business in 2022. However, 36.07% of respondents (22), said they anticipate “little or no impact” for the remainder of this year. Respondents were fairly split in their assessment of the City’s overall reaction and policies to the COVID-19 reopening/recovery process. The majority (30%, 18) said the City’s reaction was “Very useful,” but 23.33% of respondents (14), also said the City’s reaction was “Not at all useful.”

Staff also wished to understand what plans employers have for remote work to continue in the future. The number of employees present in Louisville on a day-to-day basis has a large impact on some business types, such as restaurant and retailers that depend on not just the local residential population, but also workers and visitors in the community. 62.30% of respondents (38) said that remote work is not currently permitted for their Louisville-based workforce. Only 4 responding businesses said that all staff are allowed to work remotely. This question is highly dependent on the type of business responding. For those that said they still had workforce remote, they were additionally asked to provide the percentage of employees that would be working remotely by the end of 2022. The specific responses to the question are available in the qualitative report (#16), but the average response from 60 businesses was 13%.

Demographics Survey Question Responses

Most survey respondents, 70.69% or 41, indicated that they currently lease their commercial space. Those completing this survey were also predominately not franchise owners or businesses that operate multiple locations, as 63.33% of respondents (38) said they do not have additional locations. The specific responses for those that indicated that do have multiple locations are provided in the qualitative section for question #20. Because the survey link was broadly distributed to encourage participation and response, the survey asks respondents to identify their role in the business. 76.67% of respondents (46) said they are the business owner.

Louisville has many small businesses, which is reflected in how survey respondents identified their employee populations; 45% of respondents (27) said they have “6 to 25 employees.” 30% of respondents (18) said they have “1 to 5 employees.” The City received the most response from businesses located in “Downtown or DeLo”—comprising 40.68% (24) of the surveys submitted. There were also 12 responses each from “Colorado Technology Center” and “South Boulder Road/Hwy 42 Corridor.” Importantly, there were at least a couple responses from each of the City’s five main business districts. There was also good diversity in the length of time businesses responding to the survey had been located in Louisville. 27.59% of respondents (16) have been in Louisville “6 to 10 years.” 20.69% or 12 respondents have been in business in Louisville for “More than 20 years.”

Over 40% of respondents identified as a “Women-owned business.” Respondents also indicated whether they were part of categories such as “Minority-owned business,” “Affiliated with a franchise,” or “Corporate headquarters.” Most business responding to the survey (65.52%, 38) said the ownership of their business is “White.” The next highest response to this question was “Prefer not to answer” (25.86%, 15). Lastly, businesses were asked to select the industry category which most closely aligns with their operations. “Restaurant, food service, or bar” made up 20% of the survey respondents; the next highest category of respondents was “Retail” at 18.18%. The list of industries is consistent with what has been used in other recent surveys, but there were a number of categories in which there were no respondents to this survey.

Next Steps

Following this discussion with the EVC, staff plans to post the 2022 Business Satisfaction Survey report to the website, where previous survey data has also been made available (<https://www.louisvilleco.gov/doing-business/economic-development/business-resources/business-satisfaction-survey>). In addition, staff plans to distribute a copy of the results to our business list through our e-blast platform. Based on the current Strategic Plan Supporting Action, the City should prepare another Business Satisfaction Survey to begin in approximately Q2 2024. Smaller issue-based surveys may be a helpful tool during the interim years.

SUBJECT: BUSINESS SATISFACTION SURVEY RESULTS

DATE: JUNE 17, 2022

PAGE 5 OF 5

Staff anticipates that the feedback should also inform a review of the Economic Vitality Strategic Plan. Since the plan was adopted in 2020 and outlines actions through 2024, this input can assist in revising strategies and program plans to better align what is most desired by the business community.

RECOMMENDATION:

Review survey results and provide feedback to staff.

ATTACHMENTS:

- Attachment #1: 2022 Business Satisfaction Survey Results Report

THINGS TO DO > RESTAURANTS, FOOD AND DRINK • News

Punch Buggy Shave Ice gearing up for summer, ready to open second location in Lafayette



Punch Buggy Shave Ice owner, Neige LaRue, makes one of her creations. Punch Buggy Shave Ice is a Hawaiian-shaved ice spot with unique flavors, recently opened in Louisville and will soon open another location in Lafayette. (Cliff Grassmick/Staff Photographer)

By **ANDREA GRAJEDA** | Prairie Mountain Media

PUBLISHED: May 27, 2023 at 2:00 p.m. | UPDATED: May 29, 2023 at 10:56 a.m.



Punch Buggy Shave Ice, operating for the past five years in Louisville, is preparing to soon start

Punch Buggy owner Neige LaRue grew up bouncing between Kailu-Kona, Hawaii and the mainland before she moved to Colorado almost 10 years ago. In that time travelling in the mainland, she realized she missed authentic Hawaiian shave ice, so she figured she would do it herself.



Punch Buggy Shave Ice owner, Neige LaRue, makes one of her creations on Tuesday. She is excited about bringing a taste of Hawaii to a second east county community. (Cliff Grassmick/Staff Photographer)

LaRue noted that shave ice is different than a snow cone. A snow cone has crushed, coarse ice as the base, while shave ice is thinly sliced ice with a softer, fluffier texture. Punch Buggy has traditional flavors like strawberry, cherry and lime but LaRue also wanted to include traditional Hawaiian flavors that might be harder to find on the mainland like ube and yuzu citrus flavors or haupia whipped cream and macadamia nut ice cream.

"We try to really bring the taste of the islands here to Louisville," LaRue said. The Louisville shop is at 640 Main St.

She also noted that Punch Buggy also has flavors of the week featuring lilikoi and guava. She said that, as a mom, she was motivated to have treats that were as natural as they could be and also allergy friendly. All the syrups Punch Buggy uses are made in-house with 100% pure cane sugar, and no artificial colors or flavors.

LaRue said that the Lafayette Punch Buggy location is anticipated to open early June. She's excited about being able to meet the Lafayette community and bound over shave ice. LaRue said that sugary treats are bound to spread joy, but she wants to deliver the delight to even more people.

Blakely Weber, a manager, has been working at Punch Buggy since its opening in 2019. Her favorite

Having grown up in Louisville, Weber describes it is a tight-knit community, which she missed while she was away for college at the University of Denver. She enjoys being able to catch up with old friends and community members while serving them shave ice.

"We're really, really happy to serve you," Weber said.

She said that one of the best parts of working at Punch Buggy is being able to chat with customers and the wonderful sense of community, whether it is being able to watch her high-school aged coworkers grow up or catching up with regulars at the window while ordering.

Weber recommends a strawberry and lime flavored shave ice or a special flavor of the week of lychee, a sweet, floral yet citrusy flavor.

Punch Buggy also has a food truck that travels to various Boulder County events. The truck will also be at the Superior South Pool, 3300 Huron Peak Ave., Mondays and Tuesdays, 11 a.m. to 4 p.m. and as well as the Superior Community Center, 1500 Coalton Road, Wednesdays and Thursday 11 a.m. to 4 p.m. throughout the summer.

Punch Buggy in Louisville is open Monday through Saturday from 11 a.m. to 8:30 p.m. and Sunday from 11 a.m. to 6 p.m. The Lafayette location will be open every day from 11 a.m. to 6 p.m. Punch Buggy only offers outdoor seating and may be closed due to weather. More information can be found on the [Punch Buggy website](#).

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RESTAURANT OPENING AND CLOSING**



Andrea Grajeda

LOCAL NEWS

Taste of Louisville bringing the biggest dinner table to Main Street

Louisville Chamber kicking off summer with various weekend events



MARK LEFFINGWELL

Rand and Barb Harmon enjoy lunch on the patio of Zucca in Louisville in 2010.

By **ANDREA GRAJEDA** | Prairie Mountain Media

PUBLISHED: May 30, 2023 at 3:13 p.m. | UPDATED: May 30, 2023 at 3:29 p.m.



Taste of Louisville and Taste Trail, which ran the month of May, is going out to wrap with a big community dinner called Dinner on Main followed by a silent disco on Friday. On Saturday, there will be a 5K run followed by Summer Fest.

Paul Rossi, a chamber board member and the owner and manager of Rocky Mountain Tap and Garden, helped to organize Taste Trail (passport program featuring bites around town) and the community Dinner on Main events. He said that the [Taste Trail](#) was an opportunity for residents to go out to new and different restaurants, try the city's best bites and then vote in an array of categories – like best baked good, appetizer, cocktail, family hangout spot and more. Voting wraps May 31 and winners will be announced at Summer Fest on Saturday.

Rossi said that the Dinner on Main event sold out in 30 hours. He said that the event will feature one giant community table (over 100-feet long) on Main Street that will serve 200 people who can order from a tasting menu from local restaurants.

“It's a chance for people to get together, sit together and enjoy their neighbors,” Rossi said.

Rossi said that those who were able to get a ticket to Dinner on Main before it sold out should expect great food and a chance to also taste great beer from local breweries and a variety of different wines. Proceeds from the event will go to local nonprofit Louisville-Rising.



CLIFF GRASSMICK

Roasted Red Pepper pizza at Lucky Pie and, according to the menu, you'll get "mozzarella, jumpin' good feta, olives, oregano, olive oil, chili flakes." (Cliff Grassmick)

Rossi also noted that Louisville is a recovering community, still rebuilding after the Marshall Fire and dealing with the lasting repercussions of the pandemic. He said that the community is yearning for reconnecting with their neighbors and community, and the Taste of Louisville events hope to do that. He said that the idea behind the [Dinner on Main](#) event was to give residents an opportunity to reconnect.

Gillian Millar, managing director at Little Big Sound and a chamber board member, also said that the various events are a chance for the community to reconnect after years of hardship.

"Sitting around the table together sharing a meal has always been how families unite. and after a tough 18 months we wanted to do that for our entire town. share

Millar said that while many Louisville families are starting to rebuild after the fire, many others are still displaced or getting back on their feet. She expressed that the chamber wants to kick off the summer with hope and some fun activities for the community.



Cliff Grassmick / Daily Camera

The plates at Sushi Yoshi in Superior.

The [Silent Disco](#) after the dinner is free and open to everyone. She said that there will be three channels for participants to choose from. People can simply put on a pair of headphones, pick their preferred channel and dance the night away.

“It’s spring, it’s summer, let’s get back together again. Let’s share a meal and dance under the stars, let’s just celebrate together,” Millar said.

She also noted that the First Friday Art Walk will also take place that same day.

[The 5K Fun Run and Dog Jog](#) will start Saturday at 9 a.m. Millar said that the 5K has always been a part of the Taste of Louisville event, although it has been revitalized this year. The run will have two starts, one for serious athletes who are looking to get their best time yet, and another start for runners who want to go at their own pace, and maybe even wear a silly costume. Dogs are also welcome to join in. Millar said that people are encouraged to get a ticket for the event beforehand, but people can also sign the morning of. All proceeds from the 5K will go to a local animal shelter.

Following the 5K will be [Summer Fest](#), full of booths, live music, the farmer’s

Millar said that while the Taste of Louisville events are taking place downtown, so the chamber can help highlight local businesses.

Louisville Chamber of Commerce Executive Director Eric Lund said that the Taste of Louisville has been reimagined for 2023. The Dinner on Main, silent disco and Taste Trail events are new this year and that the Summer Fest was upgraded too, with a stage for live music, Lund said.

“The chamber exists to support the local business community, but also the community at large,” Lund said.

He also stated that Louisville is still rebuilding, and these events are there to reconnect residents and bring a spark of joy back into the community.



Cliff Grassmick / Staff Photographer

Monroe Degraw works her way through a tunnel at Taste of Louisville in 2018.

Tags: [East County](#), [music](#), [Restaurants](#)



Andrea Grajeda

LOCAL NEWS

Two Louisville properties get historic landmark designation

By **ANDREA GRAJEDA** | Prairie Mountain Media

PUBLISHED: June 6, 2023 at 9:02 p.m. | UPDATED: June 6, 2023 at 9:05 p.m.

Louisville's City Council voted to unanimously designate two properties as historic landmarks and awarded a grant and a loan to go toward preservation and restoration of one of the properties.

Amelia Brackett Hogstad, historic preservation planner, presented the two properties to the Council during the regular meeting Tuesday.

Hogstad presented 929 Parkview St., which will be known as the Madonna Homestead. The property is in the Frenchtown neighborhood, but the Madonna Homestead is not affiliated with a French family. Bridget Bacon, coordinator at the Louisville Historical Museum, provided information about the Madonna Homestead. Bacon states in documents presented to the Council that the home is on property that used to be the garden for the Madonna home at 491 County Road. Members of the Madonna family have owned the property since 1919.

The Madonna Homestead was built in 1952, according to Boulder County Assessor records. Hogstad said the property meets the city's criteria for historical significance and qualifies for a historic landmark. To meet that criteria, property must be: older than 50 years; have architectural, social and geographic importance; and have its physical integrity evaluated by the city.



The applicant requested \$51,974 for the preservation and restoration grant. The grant request is for “extraordinary circumstances,” as the maximum grant allowance is \$40,000. The grant is in addition to the \$5,000 signing bonus for landmarking the structure and a \$4,000 grant for the Historic Structure Assessment previously approved for the property. The applicant also requested a \$51,974 loan from the city, which was approved in addition to the grant.

Councilmember Caleb Dickinson said he has restored a historic home. He noted the historic landmark program in Louisville is important, to help keep the city’s history. Councilmember Barbara Hamlington also noted that she landmarked her home.

“It is no small task: logistically, financially, timewise. So thank you for your investment in maintaining the charm of our community,” Hamlington said.

Hogstad also presented 1209 Main St., to be known as the Colacci House, and a request to subdivide the property into two lots. Bacon said the Colacci House was the first Louisville home owned by Mike Colacci, and he and his wife, Mary, founded the Blue Parrot Restaurant. Jim Colacci, Mike Colacci’s brother, then became the sole owner of the house after co-owning with his brother. The property was the site of Jim Colacci’s poultry business and thought to be a location for bootlegging during Prohibition.

Hogstad states the house is at least 60 years old, and meets the criteria to be named a historic landmark. The historical landmark designation also includes a \$5,000 grant. The Council also approved 6-0 to divide the Colacci House site into two lots. Councilmember Maxine Most was not in attendance.

Tags: [East County](#)



Andrea Grajeda



TECHNOLOGY | JUNE 7, 2023 | 7:26:20 AM

JumpCloud makes hire to replace retiring CRO

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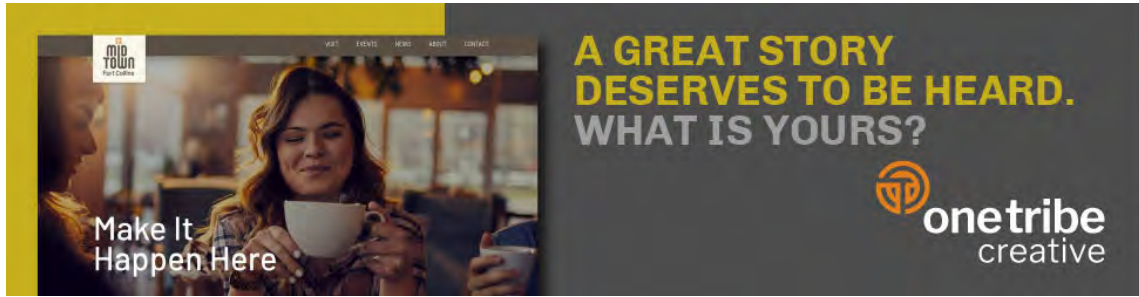
LOUISVILLE — JumpCloud Inc., a directory-as-a-service technology platform, has hired Brad Mirkovich as its new chief revenue officer.

Mirkovich, who has held management roles at companies including Conga and Businessolver, will succeed Kevin Biggs, who is retiring at the end of the month, the Louisville firm said in a news release.

“Brad’s vast experience building and leading global, highly scalable software sales organizations at several category leading companies will be valuable as JumpCloud sees increased international demand and an expanding partner network,” JumpCloud CEO Rajat Bhargava said in the release. “The entire team is looking forward to working with Brad to continue to expand the open directory platform, providing enterprise-level identity management with a comprehensive solution that makes it easier for businesses to securely manage users’ identity, devices, and access.”

Editor’s note: This story has been correct to reflect that Brad Mirkovich’s position at JumpCloud is chief revenue officer.

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