

 **BOULDER CHAMBER**

TODAY

Magazine

**20
25**

COLLECTOR'S EDITION



CELEBRATING 120 YEARS OF SERVICE TO OUR BUSINESS COMMUNITY

Your Business, Your Community
**HELPING MEMBERS SAVE,
GROW, AND FIND BELONGING**

P. 20

Driving Economic Growth
**HOW BOULDER BUSINESSES
ARE LEADING THE WAY**

P. 24

Your Voice at the Table
**HOW THE BOULDER CHAMBER
ADVOCATES FOR YOU**

P. 26



Partnering to Create and Care for the Healthiest Community in the Nation

For more than a century, caring for our community has been our mission.

Proudly serving Boulder County, we are more than just a health system — we're your neighbors, friends and partners in health.

From life-saving treatments to welcoming new lives, we're here for you with compassionate care and the latest in medical advancements for every stage of life.

We are Boulder Community Health. We are Boulder.



Boulder Community Health

Learn more at [bch.org](https://www.bch.org)



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Our team has decades of combined experience providing high-quality legal services while working closely with our clients to achieve their specific goals and objectives. We serve individuals, entrepreneurs, businesses of all sizes, public entities, and government officials across a wide range of practice areas and industries nationwide.

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INTELLECTUAL PROPERTY
LITIGATION

PERSONAL INJURY
PUBLIC ENTITY
REAL ESTATE
TRUST, ESTATES, PROBATE, AND TAX
WATER AND CONSERVATION





President & CEO

John Tayer

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On The Cover

Hotel Boulderado, Early 1900s

Courtesy of Concept Restaurants and Carnegie Library

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Continuing Ed
UNIVERSITY OF COLORADO BOULDER



Celebrating **ANNIVERSARY MILESTONES**

In 1905, the Boulder Chamber was established with an ambitious goal: “To establish Boulder as a booming metropolis and the best place to live and work.” The Chamber was founded in the tradition of those who advocated early on to host the state’s flagship university, and in whose tradition Boulder would go on to attract leading laboratories and businesses. Throughout, the Boulder Chamber has played an essential role in community progress.

But even as Boulder has established itself as a leader in innovation and entrepreneurship, the community’s and the Chamber’s efforts are unfinished. The Chamber continues to work with a variety of community interests to promote sustained economic vitality and to fulfill its original goal.

Now, with 120 years of dedicated service to its members and the Boulder community, the Boulder Chamber’s flagship programs work together to holistically elevate the region’s vitality. Whether you’re looking for economic data, help navigating—or advocating—local policy, or something else entirely, **Your Chamber does that.**



120 YEARS YOUNG

A LETTER FROM BOARD CHAIR, LORI CALL, AND PRESIDENT & CEO, JOHN TAYER

With the Boulder Chamber celebrating its 120th anniversary, there certainly are opportunities for the Boulder Chamber CEO and Board Chair, with CU, to reflect on the organization’s past milestones and accomplishments.

There was the collective work of Boulder’s business leaders – first organizing as the Boulder Commercial Association in 1905 (the forerunner of the Boulder Chamber) - to begin diversifying our local economy beyond its mining roots. For good reason, recognizing Boulder’s natural beauty, they saw a future in tourism and pursued investment in a luxury hotel, what would become the Hotel Boulderado.

The Boulder Chamber later led the charge to build a direct toll road connection between Boulder and Denver, the US36 Highway. It also spearheaded the fundraising campaign to purchase a development site that enticed the first of many federal laboratories to Boulder, the National Institute of Standards and Technology.

More recently the Boulder Chamber helped found an association, Naturally Boulder, that initially served as a support mechanism for Boulder’s burgeoning natural products companies and now addresses the industry’s statewide needs as Naturally Colorado. Similarly, to effectively encourage further federal laboratory and research investment

in Boulder and across Colorado, the Boulder Chamber championed the formation of a statewide advocacy organization, CO-LABS.

Pausing for reflection, though, doesn’t come naturally for the Boulder Chamber or its leadership. Much like the University of Colorado, which we often characterize as the cornerstone of Boulder’s economy, the Boulder Chamber is more focused on evolving to meet the demands of today’s business leaders, while responding to new economic challenges and opportunities.

Take for example a host of exciting new synergistic partnerships between CU and the Boulder Chamber. Let’s start with the opportunity that thousands of graduating students present for local businesses that are seeking high caliber talent. The Boulder Chamber and the University of Colorado seized on that opportunity with a new program, Boulder Hiring Buffs, which aims to connect CU graduates to jobs in the Boulder region.

The Boulder Chamber and CU also collaborated with a number of academic, government and business partners in securing Colorado’s designation as the federal Tech Hub for quantum technology, with Boulder at the epicenter. The Tech Hub designation has already facilitated state and federal funding for a new Quantum Incubator in East Boulder and what we know will be a mag-

net for future economic development in the quantum space.

Whether it’s working on our own or in collaboration with the University of Colorado (as the two of us are in writing this opening letter) and other businesses, economic vitality organizations and government partners, we tackle issues as diverse as homelessness, commuter mobility and new business recruitment. And it’s all in service to our member businesses, economy, and community. The bigger point is this . . . The Boulder Chamber carries a legacy of achievements over 120 years as the flagship business support, advocacy and economic development organization for Boulder and the surrounding region. This is cause for celebration. But lest you think for a second that we rest on our laurels or our wisdom of the ages, know that our history is the platform from which we grow even more responsive to the needs of today and even more effective in our actions.

That is what it’s like to be 120 years young!



John Tayer
President & CEO
Boulder Chamber



Lori Call
Board Chair
CU Boulder

2025 BOULDER CHAMBER BOARD OF DIRECTORS



Peter Aweida
Westland Development Services



Marie-Juliette Bird
The New Local



Stephanie Brennan
Brennan Law



Trent Bush
Artilect



Lori Call - Chair
University of Colorado Boulder



Bhavna Chhabra
Google



Ann Cooper
Ann Cooper & Associates



Lora de la Cruz
Boulder Valley School District



Dr. Perla Delgado
I Have A Dream



Amanda Duffy
Pet Sustainability Coalition



Bob Gaddis
BOK Financial



Mark Heinritz
The Sink



Cheryl Liguori
Z2 Entertainment



Carlotta Mast
Informa Markets



Kristen Moorefield
SparkFun Electronics



Dennis Paul
Elevations Credit Union



Calvin Pennamon
Northrop Grumman



Danica Powell - Vice Chair
Trestle Strategy Group



Nubia Saenz
Community Food Share



Dr. Colleen Simpson
Front Range Community College



Kristen Turnbull
Kaiser Permanente





BOULDER CHAMBER

2025 **STANDING STRONG**

Those who stand strong with the Boulder Chamber receive attention and recognition reflective of their contributions toward the vibrancy of the Boulder community.

FLAGSTAFF

Berg Hill Greenleaf & Ruscitti
BioMed Realty
Corden Pharma
Elevations Credit Union
Greenhouse Partners
The WW Reynolds Companies
University of Colorado Boulder

SANITAS

Altman Consulting
Amazon
BAE Systems
Bank of Colorado
BizWest
BOK Financial
Boulder Community Health
Boulder Medical Center
CBRE
Celestial Seasonings
Cigna Healthcare
Conscience Bay Company
Daily Camera
FNBO
Fowler Automotive
Google
InTANDEM HR
Kaiser Permanente
KBI Biopharma
Kyndryl
Lime
Plante Moran
Premier Members Credit Union
Tebo Properties
Twenty Ninth Street Mall
Vectra Bank Colorado
Warner Pacific Insurance Services
Xcel Energy

CHAUTAUQUA

AdventHealth Avista
AGC Biologics
Alpine Bank
Blue Federal Credit Union
Boulder Valley School District
Bryan Cave Leighton Paisner

BusinessOutside
Capital One Cafe
Caplan and Earnest
CLA
Colorado Enterprise Fund
Dean Callan & Company
Denver International Airport
Eide Bailly
Embassy Suites Boulder
Emerson
Employers Council
First Tech Federal Credit Union
First Western Trust Bank
FirstBank
Frasier Retirement Community
Hotel Boulderado
InBank
John Kirkland Group
JPMorgan Chase Bank
KPMG
Lake Valley Golf Club
Landmark Properties
Lexmark International
LJD Enterprises
Lockheed Martin
Manufacturer's Edge
MidFirst Bank
Northrop Grumman Corp
Pinnacol Assurance
PNC Bank - Boulder
Rule4
Savory Cuisines Catering
She's Independent
Smoker Friendly
Sopher Sparn Architects
Spencer Fane
Sun Construction
Unico Properties
University Corporation for Atmospheric Research
Visit Boulder
Wells Fargo Bank
Western Disposal Services
Westland Development Services
WK Real Estate
Zeppelins Apothecary

STAND STRONG WITH US
Contact Member Relations at membership@boulderchamber.com.

BOULDER CHAMBER 2025 TOP LEVEL PARTNERS

PRESIDENT PARTNERS

Altman Consulting
Berg Hill Greenleaf Ruscitti
BioMed Realty
Cigna Healthcare
Conscience Bay Company
Corden Pharma Colorado Inc
Elevations Credit Union
Fowler Automotive
Greenhouse Partners
InTANDEM HR
Premier Members Credit Union
Tebo Properties
The WW Reynolds Companies
University of Colorado Boulder
Warner Pacific Insurance Services

ELITE PARTNERS

AdventHealth Avista
AGC Biologics
Allo Fiber
Alpine Bank
Amazon
BAE Systems
Bank of Colorado
BizWest
Blue Federal Credit Union
BOK Financial
Boulder Community Health
Boulder Medical Center
BusinessOutside
Capital One Café
Caplan and Earnest
CBRE, Inc.
Celestial Seasonings
CLA
Daily Camera
Denver International Airport
Employers Council
First Tech Federal Credit Union
FirstBank
FNBO
Google Inc
InBank
John Kirkland Group
Kaiser Permanente
KBI Biopharma
Kyndryl
Lake Valley Golf Club
Landmark Properties
Lime
LJD Enterprises Inc
MidFirst Bank
Pinnacol Assurance
Plante Moran
PNC Bank
Savory Cuisines Catering
Smoker Friendly / Gasamat
Sopher Sparn Architects
Spencer Fane
Twenty Ninth Street Mall
Unico Properties
Vectra Bank Colorado
Westland Development Services
Xcel Energy
Zeppelins Apothecary

VANGUARD

Academy Boulder
AIR Communities
Anthem Blue Cross Blue Shield
Avery Brewing Co.
BI Incorporated
Big Red F Restaurant Group
Blue Canyon Technologies
Boulder B-Cycle
Boulder Creek Apartments
Boulder Valley School District
Citywide Banks - Boulder
Eide Bailly
Element Properties
Embassy Suites Boulder
Emerson
Excelitas Technologies
Frasier Meadows
Hotel Boulderado
Hyatt Place Boulder/Pearl Street
JPMorgan Chase Bank
Key Bank
Lexmark International
Limelight Boulder
Lockheed Martin
McGuckin Hardware
Medtronic - Boulder Location
MTS Mobile Staffing
Pace Development
PlanGuru
RE/MAX of Boulder
Seagate Technology
St Julien Hotel & Spa
St. Vrain Valley School District
The Harris Law Firm
Tolin Mechanical
Veolia Water Technologies
Wells Fargo Bank

TRAILBLAZERS

8z Real Estate
American Medical Response
AMG National Trust Bank
Bellota
Biodesix
Blackbelly Market
Bobo's Oat Bars
Boulder Marriott
Boulder Ventures Limited
BoulderCentre for Orthopedics & Spine
BVSD Print Shop
Center Copy Printing
Comcast Business Services
Corrida
Corwin Toyota Boulder
DEI4BIZ
Denver Metro Chamber
Dial Senior Living - Flatirons Terrace
Dial Senior Living - The Pearl at
Boulder Creek
Electra
Fisher Auto
Flatirons Subaru
Flood and Peterson
Frasca Food and Wine
GJ Mac dba McDonalds

Green Dot Labs
Guardian Storage Boulder
Hazel's Beverage World
Holland & Hart LLP
Housing Helpers
Hutchinson Black and Cook
Independent Power
Jaguar Land Rover Flatirons
JVA Inc
K3 Technology
Kurtz Fargo
Land Title
Liberty Puzzles
LIV Sotheby's International Realty
Lucky's Market
Lumen
Melton Design Build
MojoTech
Namaste Solar Electric
Native Edge Landscapes
New Hope Network
Nite Ize
Northrop Grumman
NREL National Renewable Energy
Laboratory
OZ Architecture
OZO Coffee Company
PTA Plastics
Quantum Fiber
RE/MAX Alliance
Rise & Co. Talent
Rudi's Bakery
Safeway Stores
Sage V Foods
Salute Colorado
Santo
Snarf's Sandwiches - Pearl St.
Southern Sun Pub & Brewery
SparkFun Electronics Inc
Sterling-Rice Group
Sun Construction
T-Mobile
The Cain Travel Group
The Colorado Club
The Weitz Company
Three Leaf Concepts
University Corporation for
Atmospheric Research
Upslope Brewing Company
US Bank
Vaisala Inc
Wana Brands
Western Disposal Services
WK Real Estate

2024 IN REVIEW

In 2024, the Boulder Chamber took significant strides to better serve our business community, as reflected in our refreshed logo and new tagline, “Your Chamber Does That.” This phrase captures our commitment to addressing member needs, from advocacy for affordable workforce housing and homelessness solutions to launching money-saving benefits, like a new 401k plan and expanded health insurance options. We also bolstered our business networking and professional development programs, including expanded industry sector partnerships, a new committee for sharing nonprofit best practices, and our inaugural Council to Congress policy forum. **As we reflect on this year’s achievements, we invite you to share your business needs—because chances are, your Boulder Chamber can do that, too.**

MISSION

To build a strong community by supporting local for-profit and nonprofit businesses, advocating for a strong business environment, and sustaining economic vitality.

VISION

To advance business success in service to our community.

VALUES

Leadership Integrity Collaboration
Innovation Sustainability Inclusion

BOULDER REGION KEY INDUSTRIES

-  Aerospace
-  Life Sciences
-  Cleantech
-  AI, IT, & Software
-  Natural Products
-  Outdoor Recreation
-  Research & Development
-  Quantum

Our membership currently stands at over 1,300 businesses, organizations, and individuals!



12% are Nonprofit Organizations.



78% are Small Businesses of Under 50 employees.



30% are outside of the City of Boulder, expanding our regional reach.

ECONOMIC VITALITY & WORKFORCE DEVELOPMENT



We rank **20TH** in the nation with 476 startups.



We secured **\$50K** in grants to support food, beverage, and hospitality businesses.



We achieved **4.9%** job growth, outpacing the national rate by .4%.

2 Parent Night Events for St. Vrain Valley Schools programming.

180 student/parent participants.

Worked with

24 sponsored apprentices.

120 attendees at our **eight** ServSafe and Alcohol & Food Manager Trainings.

66% completed or are actively engaged with apprenticeship

EVENTS & PROGRAMS



NEW FROM COUNCIL TO CONGRESS EVENT

This event reinforced the importance of advocacy in driving positive systemic change.

BY THE NUMBERS

Over 180 people attended and actively participated with our panel and keynote speaker!



INAUGURAL LEADING CHANGE CONFERENCE

This event positioned our organization as a leading voice in the DEI conversation, further cementing our role in advocating for a more equitable community.

BY THE NUMBERS

- **100+** attendees
- **57 businesses** represented
- **9 hours** of thought-provoking sessions
- **Dozens** of cutting-edge strategies



LAUNCH OF NONPROFIT PROFESSIONALS GROUP

Through targeted sessions, our nonprofit members gained practical tools and connections to advance their missions.

BY THE NUMBERS

- **30+ organizations** represented
- **59** Meet The Newsroom attendees

TRANSPORTATION CONNECTIONS



Successfully advocated for a **2-year extension** of the **Alternative Transportation Options Tax Credit** (HB22-1026)



More than **500 people** participated in our Bike to Work Day Super Station in June, and **10 businesses** participated on-site as vendors.



Our **Boulder Commuter Connections Program** provided subsidized transportation for **43 vanpoolers** and **25 carpoolers**.



The Boulder Chamber got **Colorado Clean Commute** certified in April, and we helped **three additional businesses** get certified by October.

POLICY PROGRAMS



191

police officers, fully staffing the Boulder Police Department.



20%

faster permit response time and 66% faster inspection times.



\$44M

in tax credits to kickstart Boulder and Colorado as a national Quantum Tech Hub.



\$40-60M

protected for transportation projects including the Gunbarrel Shuttle.

OUR COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

20 STAFF

Attended our Leadership Training

Micro-Messaging: Understanding How What We Say is Impacted by How We Say It

Launch of Our

COMMUNITY AGREEMENTS

with **three reports** and **issues addressed** during the calendar year.

OVER 60 Attendees

at our **Equity Amplification Program** quarterly breakfasts and luncheons.

PAST CELEBRATION OF LEADERSHIP HONOREES

For four decades, the Boulder Chamber has brought together community leaders and organizations to celebrate those who have played a vital role in driving our region's economic and social progress.

2024

Virginia Patterson Business Leader of the Year: Neal Lurie, Resource Central

Rising Star Award: Marie-Juliette Bird, The New Local

Innovative Business of the Year Award: Element Properties & Boulder Shelter for the Homeless

Entrepreneurial Business of the Year Award: Meati Foods

Franny Reich Lifetime Achievement Award: Doug Greene, New Hope Network
Impact Award: Dr. Reiland Rabaka, Center for African and African American Studies (CAAAS)

Chamber Champion: Hannah Hester

2023

Virginia Patterson Business Leader of the Year: Danica Powell, Founder, Trestle Strategy

Rising Star Award: Perla Delgado, Ph.D., I Have a Dream Foundation of Boulder County

Innovative Business of the Year Award: Rook Capital

Entrepreneur of the Year Award: Lane Hornung, 8z Real Estate + zavvie

Franny Reich Lifetime Achievement Award: Philip DiStefano, University of Colorado Boulder

Impact Award: Conscience Bay Company
Chamber Champion: Debi Richards

2022

Virginia Patterson Business Leader of the Year: Brian McCudden – Corden Pharma

Rising Star Award: Tatiana Hernandez – Community Foundation Boulder County

Startup of the Year: Chris White – Shinesty
Franny Reich Lifetime Achievement

Award: Catherine Allegra – IHS Markit

Impact Award: CU Boulder and the City of Boulder for their successful negotiation of the CU South Annexation Agreement.

2021

Virginia Patterson Business of the Year: Jill and Eric Skokan - Black Cat

Innovative Business of the Year: David Cohen and David Brown - Techstars

Rising Star Award: Katrina Miller - Blackat Productions

Startup of the Year: Aaron Clark - Equity Solutions

Franny Reich Lifetime Achievement

Award: Peter Salas, Latino Chamber of Commerce of Boulder County

Special COVID-19 Impact Awards:

Boulder County Public Health Response Network - Avista Adventist Hospital, Boulder Community Health, Boulder Community Health Foundation, Boulder County Public Health, Longmont United Hospital, SCL Health, UC Health

The Boulder Chamber's partners in the Boulder Business Response and Recovery Alliance - Boulder Convention and Visitors Bureau, Boulder County, Boulder Small Business Development Center, Community Foundation Boulder County, City of Boulder, Downtown Boulder Partnership, and the Latino Chamber of Commerce of Boulder County

2020

Virginia Patterson Businessperson of the Year Award: Kevin Daly, Mountain Sun Pubs & Breweries

Franny Reich Lifetime Achievement

Award: Bryce Isaacson, Western Disposal

Impact Award: Jonathan Lev, Boulder JCC
Innovative Company of the Year: HomeCare of the Rockies

Rising Star Award: Gerry & Nicole Wienholt, Yoga Pod

Startup of the Year: Rule4

2019

Virginia Patterson Businessperson of the Year Award: Ariel Solomon, Premier Mortgage Group

Franny Reich Lifetime Achievement

Award: Larry Gold, SomaLogicCommunity

Impact Award: Mardi Moore, OUT Boulder County

Innovative Company of the Year: St. Vrain Valley School District

Rising Star Award: Alyssa Harding, Justin's
Entrepreneur of the Year: High Precision Devices

2018

Virginia Patterson Businessperson of the Year Award: Scott Green, Google Boulder

Franny Reich Lifetime Achievement

Award: Steve Bosley, BolderBOULDER

Community Impact Award: Doyle Albee, MAPAgency

Innovative Companies of the Year: Black Lab Sports and Terrapin Care Station

Rising Star Award: Sharon Matusik, Leeds School of Business at CU Boulder

2017

Virginia Patterson Businesspeople of the Year Award: Dirk Friel and Gear Fisher, Peaksware

Franny Reich Lifetime Achievement

Award: Jon Kottke, Kottke & Brantz

Community Impact Award: Tamil Maldonado-Vega, Barrio E' and Jose Beteta, Boulder Latino Chamber of Commerce

Innovative Business of the Year: Techtonic Group

Rising Star Award: Boulder Organic Foods

2016

Virginia Patterson Businessperson of the Year Award: Gerry Agnes, Elevations Credit Union

Franny Reich Local Business Heroes: Liz Hanson, City of Boulder; George Karakehian, Art Source International

Community Leadership Awards: Ken

Hotard, Boulder Area Realtor Association; Will Toor, Southwest Energy Efficiency

Project
Chamber Champion: Dianna Rands, Chill

Digital Marketing

2015

Virginia Patterson Businessperson of the Year Award: Judy Amabile, Product Architect/Polar Bottles

Industry Leadership Award: Zayo Group

Franny Reich Local Business Hero:

Ron Secrist, Boulder Community Health Foundation

Community Leadership Award: The Yes on 2A Campaign

Chamber Champions: Elvira Ramos, The Community Foundation Serving

Boulder County; Barb Truan, Renaissance

Management

2014
Virginia Patterson Businessperson of the Year Award: Ryan Martens, Rally Software
Franny Reich Local Business Hero: Dave and Dee Hight, McGuckin Hardware
Community Leadership Award: Nick and Helen Forster, eTown
Chamber Champion: Ro Medina, University of Colorado Career Services/BYP Chair
Industry Leadership Award: The Brewers

2013
Virginia Patterson Businessperson of the Year Award: Frances Draper, University of Colorado
Franny Reich Local Business Hero: Richard Polk
Business Innovator of the Year: Blake Jones

2012
Members of Distinction: John Regur, Dutch Creek Financial; Christina Savage, iSupportU
Virginia Patterson Businessperson of the Year Award: Brad Feld, Foundry Group
Key Contributor of the Year: Bob Noun, NREL
B2140 Young Businessperson: Lee Shainis, Intercambio
Best Place to Work: Gnip
Community Sustainability Leader: Boulder Community Hospital

2011
Members of Distinction: Brent Hultman, Taggart Insurance; Jan Autry, Without Bounds
Virginia Patterson Businessperson of the Year Award: Lou Dellacava, LJD Enterprises, Inc.
Key Contributor of the Year: Susan Connelly, Colorado Chautauqua Association
B2140 Young Businessperson: Shaun Oshman, iSupportU
Best Place to Work: Western Disposal
Community Sustainability Leader: University of Colorado Boulder
Franny Reich Lifetime Achievement: Frank Day, Craftworks Restaurant

2010
Members of Distinction: Elayne Oligschlaeger, The Pampered Chef; Peggy Altschuler (Goehringer), Home Based Business
Virginia Patterson Businessperson of the Year Award: George Karakehian, Art Source
Key Contributor of the Year: Rich Wobbekind, CU Leeds School
B2140 Young Businessperson: Matt Kolb, Pedal to Properties
Best Place to Work: Namaste Solar

Community Sustainability Leader: Elevations Credit Union
Franny Reich Lifetime Achievement: Tom Eldridge, Tom's Tavern

2009
Members of Distinction: Barb Batt, U Creative Group; Lawrence Cunningham, Buffalo Sports Properties; Jim Lieberman, Array Biopharma
Business Person of the Year: Bob Morehouse, Vermilion
Volunteer of the Year: Karen Pickering, Hix Insurance Associates

2008
Members of Distinction: Benjamin Reed and Tyson Brawley, Goozmo, LLC; Chris Ratay, RE/MAX Alliance
Businessperson of the Year: Stephen Tebo, Tebo Development Company
Volunteer of the Year: Dan King, Boulder Outlook Hotel
Franny Reich Lifetime Achievement Award: Virginia Patterson

2007
Members of Distinction: Melissa Dunning, Megalo Software Systems, Inc.; Cathi Hight, Hight Performance Group; Scott Monette, Flagstaff House
Businessperson of the Year: Ken Hotard, Boulder Area Realtor Association
Volunteer of the Year: Susan Osborn, Empowered for Life
Franny Reich Lifetime Achievement Award: Bob Charles, B & J Enterprises

2006
Members of Distinction: Theresa Pickner; Debbie Thornholt, Silver Star Printing
Businessperson of the Year: Clair Beckmann
Volunteer of the Year: Michael Deragisch, University of Colorado
Franny Reich Lifetime Achievement: Lane Earnest

2005
Member of the Century: Ed Regal
Business of the Century: Roche Colorado
Franny Reich Lifetime Achievement Award: Denis Nock

2004
Member of Distinction: Barb Truan
Businessperson of the Year: Steve Miller, Puddle Car Wash
Volunteer of the Year: Wendy Reynolds
Small Business of the Year: Illegal Pete's

2003
Members of Distinction: Joan Tallman, Colorado Business Bank; Judi Schulte, Inn on Mapleton Hill; Rich Wobbekind, CU Boulder
Businessperson of the Year: Bill Reynolds
Volunteer of the Year: Cathi Hight
Small Business of the Year: Nuf Said Advertising

2002
Members of Distinction: Mike Noesen, US Bank; Craig Reynolds, Lord & Reynolds Clair Beckmann; Karla Collins-Friar, Aegis Staffing
Businessperson of the Year: Frank Day
Volunteer of the Year: Ed Regal

2001
Members of Distinction: Jean Atwood, Atwood Company; Carlo Beuf, Rocky Mountain RAM; Barry Frangipane, Consume, Inc.
Businessperson of the Year: Alexander "Sandy" Bracken
Volunteer of the Year: John Tayer

2000
Members of Distinction: Catherine Bedell, Adopt a School Program, Barb Truan, Pat Engstrom, Doreen O'Donovan, Ken Hotard
Businessperson of the Year: John McFerran
Volunteer of the Year: Joanne Wheeler Smith, Granny Smith's, Barry Cohen

1999
Members of Distinction: Josie Heath, Libby Cook & Michael Gilliland, Don Schmidt
Businessperson of the Year: Colleen Conant
Volunteer of the Year: Theresa Pickner

1998
Members of Distinction: Deborah Rosenberger, Bill Reynolds, Bruce Rose
Businessperson of the Year: Virginia Patterson
Volunteer of the Year: Bob Charles

1997
Members of Distinction: Gary Beels, Bill Hayes, Ed Regal, Jim Ziegler
Businessperson of the Year: Bob Greenlee
Volunteer of the Year: John Mozeliak

1996
Businessperson of the Year: Carol Riggs
Volunteer of the Year: Diana Royce Smith

1995
Businessperson of the Year: Denis Nock
Volunteer of the Year: Kris Urbonas

EVENTS & PROGRAMS

Connect, revitalize, and maximize your Boulder Chamber membership benefits. Whether you aim to boost business through events, showcase expertise as a speaker, enhance brand recognition with giveaways, or become a quarterly nonprofit partner with Boulder Young Professionals, **engaging with us is the right choice**. Contact our Member Relations Team to explore the full range of opportunities available to you through our various events and programs.

SIGNATURE EVENTS

Ahead of the HR Curve
Boulder Chamber Golf Tournament
Boulder Economic Forecast
Boulder Economic Summit
Boulder Star Lighting Ceremony
Celebration of Leadership
Colorado Football Boulder Chamber Kickoff Luncheon
Day of Caring with Mile High United Way
From Council to Congress
Leading Change: Harnessing the Power of Diversity, Equity and Inclusion in Business
Women's Night of Connection
Women Who Light The Community

NETWORKING EVENTS

Beer With John
Bolder Young Professionals Disc Golf Throwdown
Business After Hours
Business Before Hours
Coffee With John
Connect Boulder Quarterly Luncheon
Orientation
Running Club
Virtual Speed Networking

PROGRAMS

Bolder Young Professionals
Business Women's Leadership Group
Equity Amplification Program
Leadership Fellows Boulder County
Nonprofit Professionals Group



Elevate your business through sponsorship and partner opportunities!

SPONSORSHIP BROCHURE
qrco.de/sponsor-brochure



Go beyond your attendance. Become a preferred vendor!

VENDOR INTEREST FORM
qrco.de/vendor-interest



Nurturing Boulder's Future Leaders

LEADERSHIP FELLOWS

BOULDER COUNTY

Leadership Fellows Boulder County provides approximately 35 emerging and transformational leaders from across sectors with a broad understanding of Boulder County's economic, civic, and cultural drivers.

The program offers participants a deep appreciation for social, environmental, and economic interests that leaders must balance in their decisions, with a strong emphasis on transformational leadership practices.

2024 COHORT GRADUATES

Lance Buchanan

Mental Health Partners

Garrett Chappell

Premier Members Credit Union

Theodore "Tedd" Davis

ResEPA

Devin Edgley

Boulder Chamber

Gabriela Galindo

FLAWS

Mary Gaylor

HomeAhead Furniture Bank

Ruth Gelfarb

Congregation Har HaShem

Rachel Klein

Kaiser Permanente

Susan Krejci

BizLove

Lauren Maggio

J.P. Morgan Private Bank

Mario Martinez Varelas

City of Boulder - Housing & Human Services

Lizbeth Mendoza

Boulder County Public Health

Olivia Merithew

Embassy Suites Boulder

Nathan Merrill

ConnectAndSell

Angela Maria Ortiz Roa

City of Boulder

Laura Panizza

EFAA

Amy Robinson

FNBO

Nubia Saenz

Community Food Share

Sara Schey

Independent Financial

Jon Svoboda

Bank of Colorado

Citlalli Vazquez Gomez

City of Longmont, Children, Youth, & Families Department

Assata Welles

Community Foundation

Lisa Wilder

Hither + Yon Adventure Company



Become part of a group of emerging, transformational leaders.

LEARN MORE

boulderchamber.com/leadership-fellows





Elevating Our Community EQUITY AMPLIFICATION PROGRAM

The Equity Amplification Program provides Boulder’s community of culturally & racially diverse business owners and leaders with community, networking, leadership, and educational programs designed to support the individual, their business, and the surrounding Boulder community.

This program is just one step in the Boulder Chamber’s effort to support and amplify the voices of businesses that have historically been marginalized and underrepresented in our organization. Our goal is to ensure that all business leaders find a welcome and inclusive home in the Boulder Chamber.

2025 PARTICIPANTS

AdderlyArt
 Amirah Counts, Realtor
 Ana’s Art Gallery
 Ann Cooper & Associates
 Artanis Home
 Berkshire Hathaway Home Services
 Blackat Video Productions
 Bodhi Locks
 Brooklyn Barber Academy
 Carol Banks Design LLC
 Code Ninjas
 Community By Design
 Culture Energized
 Curate Boulder
 CYL Sauna Studio
 Dance with Georgia
 DEI4BIZ
 Delta Developmental
 Djimi Djama
 Diverse Health Information
 E678_Ebikes LLC

Executive Committee, African
 American Cultural Events
 Fa’Dorah Digital
 Four Corners Hair
 Hayward Forward
 Lashawnda Jenkins
 LDH
 Lisbeth Joe
 Maids and Beyond
 Makeshift Entertainment Media
 Education
 Makeshift Film Group
 Mateo Restaurant
 McCord Consulting Group
 McBoat Photography
 Meditate with Jessie
 Mini Money Management
 Mon-Rae Facility Services
 Mukuyu Collective LLC
 NAACP Boulder County
 New Orleans Chefs of Colorado
 Outworld Brewing

Overwrite
 Persona Inc
 Rae’s and Kay’s Melting Pot
 ResEPA
 Social Dance Mastery
 Substooth Fair
 Superior Notary Service
 The Dreamatorium
 Working Within
 Working To Change The Narrative
 Women’s Wilderness
 YJ Rollins Management
 Young Professionals DJs



Interested in becoming a participant?

LEARN MORE
boulderchamber.com/equity-amplification-program



Scan the QR code to view this year's magazine and read our stories.



LIFTOFF

From the classroom to the cosmos, our students are pushing the boundaries of possibility. Public education is the catalyst from which our future is born.

Learn more at:
MAGAZINE.SVVSD.ORG

ST. VRAIN VALLEY SCHOOLS
academic excellence by design

The City of Boulder congratulates the Boulder Chamber on 120 years of partnership



Boulder is home to three vibrant General Improvement Districts: the Downtown, University Hill and Boulder Junction. Managed by the city's Community Vitality Department, the success of our districts depends on great partnerships with businesses, community members and local organizations like the Boulder Chamber.

Benefits for District Businesses:

- Business and economic support, including affordable commercial programs, outdoor dining and EcoPasses.
- Efficient parking management and enforcement in seven parking structures, five surface lots and on street paid parking.
- Enhanced transportation options including Lime scooters, B-cycle, ride share, bike racks, and pedestrian infrastructure.
- Vibrancy investments such as special events, murals, wayfinding, and public art.
- Partnerships on cleanliness and beautification, including the Ambassadors.

Learn more by visiting bldr.fyi/boulderdistricts



Your Business, Your Community HELPING MEMBERS SAVE, GROW, AND FIND BELONGING

Scott Firle

Associate Vice President of Investor Strategy

Cate Cook

Member Relations Manager

Lindsey Sharp

Member Development Partner

Running a business in the Boulder area comes with unique challenges. The costs of doing business continue to rise. Property taxes are higher. The minimum wage has increased. Insurance is more expensive. If you own a small business, you feel the impact of these changes even more than larger companies.

On top of that, many small businesses and nonprofits are struggling to gain exposure and reach new customers. In our annual Boulder Chamber membership survey, many shared that hiring and retaining employees is also a concern.

“You’re not alone in facing these challenges,” says Scott Firle, Associate Vice President of Investor

Strategy at the Boulder Chamber. “We’re doing everything we can to support members, because what makes Boulder Boulder is going to places like the Boulder Bookstore or OZO Coffee Roasters and having relationships with the people who own and run those businesses.”

The Boulder Chamber is a growing network of more than 1,300 organizations. The majority—78%—are small businesses with fewer than 50 employees, and about 12% are nonprofits. We’re here to foster a strong support system that helps your business grow and succeed.

HELPING YOU GROW WITHOUT EXTRA EXPENSES

With rising costs, plus the need for marketing exposure, we’ve reduced financial barriers for members. Events for over 25 networking groups and programs, such as The Boulder Young Professionals and Business After Hours, are now FREE.

Nonprofit members now receive a

discount for signature events. “We don’t want price to be a reason that someone can’t connect with their community,” explains Scott.

You might know that a recent law requires businesses with five or more employees to provide a retirement plan. To offer small businesses a low-cost retirement savings solution for employees, we launched a 401(k) program in 2024. Through a partnership with Lincoln Financial Group, members can join a group plan at a lower cost than if they were to do so on their own.

SHINING A SPOTLIGHT ON YOUR BUSINESS (FOR FREE)

In 2024, the Boulder Chamber expanded marketing opportunities for members. The monthly newsletter now includes volunteer member spotlights. Business members can also post events, news, offers, and job openings through their member information hub, which feeds content into our website and newsletters. “These tools

can help you reach thousands of local businesses, employees, and residents for free,” Scott says.

We’re also featuring nonprofit members in a monthly video series to share their stories with a larger audience. The Boulder Chamber has acquired the Boulder County Film Commission, so you can expect more training and connections to resources this year about telling your business’ story through video.

GROWING TOGETHER: MORE OUTREACH TO WELCOME NEW MEMBERS

You might have heard from us more last year... and that was intentional! Leaders across Boulder Chamber departments are now involved in outreach to existing and new members of our community.

Volunteer Ambassadors have also played a key role in making sure each of our 1,300 members feels supported, heard, and included. The number of Ambassadors doubled last year, and this group of now 50 people is a valued extension of our team.

There’s evidence our expanded outreach is having the desired impact! “There was nearly a record number of businesses in 2024 seeking to join the Boulder Chamber,” shares Scott. “Our Boulder Chamber Orientation has been selling out at 75 attendees every other month.” Orientations provide an opportunity to learn about the Boulder Chamber and network with staff, members, and businesses. And there’s always something great to eat, with catering by Boulder Chamber members, such as Pasta Jay’s and Italic Catering!

EXPANDING NETWORKING OPPORTUNITIES TO HELP YOU MAKE THE RIGHT CONNECTIONS

Another sign of the Boulder Chamber’s increasing dynamism is the

rise in event attendance across the board. Industry-specific networking groups, like the Nonprofit Professionals Group and the Boulder Home Professionals Group, have been especially popular. We’re exploring a few new groups to add in the coming year to connect more businesses within other key industries. “Specialized networking groups help members find the right contacts for their field,” says Scott.

To spice things up, Business Before Hours and Business After Hours events are held at unique member locations around Boulder. This allows members to connect in settings they otherwise wouldn’t likely access. In 2024, this included places like the Network Wellness Center, Via Mobility, Board & Bolt woodworking studio, Boulder Country Day School, and the Nick Ryan Gallery.

One Beer With John event was held at the Marriott rooftop lounge, which many attendees didn’t know existed. “We love hosting events in places that surprise people,” Scott says. “Not only do you get to visit other member locations, but you can attend events of all sizes, from intimate experiences to large celebrations, where you can connect 1:1 or butterfly.”

GUIDING YOU THROUGH CHANGES AND OPPORTUNITIES

As we move through the Boulder Chamber’s 120th anniversary year, you can expect special celebratory activities. Stay tuned for a historical exhibit at the Museum of Boulder, showcasing the Boulder Chamber’s impact and leaders since 1905.

While we celebrate the past, we will continue connecting you to resources that support day-to-day business operations, even in the face of evolving business conditions. Along those lines, inclusion remains a core value of the Boulder Chamber and support for your diversity, equity, and inclusion (DEI)

goals remains a top priority. The Leading Change conference will continue to offer skills that help businesses create a more inclusive and welcoming workplace for a diverse workforce.

A PLACE WHERE EVERYONE IS WELCOME AND SUPPORTED

“While there’s a lot happening in our world right now, we’re fortunate to work in Boulder,” concludes Scott. “And we want you to feel welcome and supported. Whether you need marketing support, networking opportunities, or just someone to point you in the right direction, we are here to help. You can count on the Boulder Chamber to be a partner in your success.”



Rediscover the benefits of your Boulder Chamber Membership.

LEARN MORE
boulderchamber.com/member-benefits



Help us grow your network when you refer a new member.

LEARN MORE
boulderchamber.com/referral-program



An Era of Reconnection EVENTS & PROGRAMS THAT INSPIRE AND BUILD COMMUNITY

Maye Cordero

Senior Director of Events & Programs

Megan Sanders

Senior Events Coordinator

Erika McNab

Senior Programs Coordinator

What makes an event meaningful? At the Boulder Chamber, events are more than just gatherings. They spark impactful conversations and create value for you and your business. Last year, you attended Boulder Chamber events in record numbers. Hopefully, you found learning, connection, and fun!

MEANINGFUL PROGRAMMING AND VALUABLE BUSINESS CONNECTIONS

The Boulder Chamber kicked things into high gear last year, fully launching our business community out of the post-COVID doldrums. Everything is changing, including twists on the delivery of important business content and new ways to bring our business leaders together.

Consider our Economic Summit. With the designation of Boulder as the country's hub for quantum technology, we delivered a panel of individuals who led the charge in that national competition. The Summit also included an interactive trade show. It was the perfect mix of business information sharing and high-value networking.

In general, all our events are designed to build strong relationships. At the same time, we look to expose our members to strong content that is useful for your strategic planning.

LEADING CHANGE, EMPOWERING LEADERS: INAUGURAL DEI CONFERENCE

In 2024, the Boulder Chamber, in partnership with the NAACP Boulder County and the Latino Chamber, hosted the inaugural "Leading Change: Harnessing the Power of Diversity, Equity, and Inclusion in Business" conference. This all-day event was meticulously designed to serve as a roadmap for action-

able DEI strategies.

"When we are diverse, we are stronger," says Maye Cordero, Senior Director of Events & Programs. "The Boulder Chamber aimed to reaffirm its commitment to diversity and inclusivity by providing tools and resources for leaders to elevate DEI and help their businesses thrive."

The conference featured a keynote presentation by Dr. Reiland Rabaka, Director of the Center for African & African American Studies at the University of Colorado Boulder. Attendees participated in thought-provoking sessions on topics including "Inclusion and Belonging in the Workplace," "Leveraging Technology for DEI," and "De-escalation Training."

The impact was significant: Over 100 attendees, representing more than 55 businesses, participated in nine hours of insightful discussions and workshops. Looking ahead, the Boulder Chamber remains committed to supporting

diversity and advancing DEI initiatives.

SUPPORTING THOSE WHO SUPPORT BOULDER: NEW NONPROFIT PROFESSIONALS GROUP

Nonprofits play a vital role in Boulder's business ecosystem and represent about 12% of Boulder Chamber members. Recognizing their unique needs, the Nonprofit Professionals Group launched last year in partnership with Boulder Chamber Ambassador Patty Breech from the Purpose Collective, whose leadership helped shape this initiative into a valuable resource for nonprofit professionals. So far, more than 30 nonprofits have taken advantage of tailored support to grow their impact.

"It started with a listening session," Maye explains. "Nonprofit leaders shared the tools and connections they needed to advance their missions. From there, we built targeted sessions and programming designed to support them in a meaningful way."

One session focused on financial sustainability—specifically, how to secure funding from community foundations, private sector partners, and grants. Another event tackled an unconventional topic: cannabis and philanthropy. Cannabis industry and nonprofit leaders shared their experiences with this funding source.

"Meet the Newsroom" returned, connecting nearly 60 nonprofit professionals with local media representatives. The goal was simple: amplify nonprofit stories and reach wider audiences ahead of the holiday fundraising season. The event is now a staple in annual programming. In 2025, stay tuned for a new volunteer and nonprofit fair. It will match potential volunteers and board members with nonprofits looking for support.

REFRESHED APPEARANCE, UNWAVERING COMMITMENT: THE BOULDER CHAMBER REBRAND

With the Boulder Chamber celebrating its 120th anniversary in 2025, it was time for a brand refresh. "The Boulder Chamber is different from many other chambers of commerce," explains Maye. "Not only because of its many entities—Transportation Connections, the Boulder Economic Council, or the newest additions of the Boulder County Film Commission and the Commercial Brokers of Boulder—but also because of the way we work. We're flexible, agile, and ever-changing."

Our previous brand didn't quite reflect that dynamism. So in 2024, we worked with long-time Boulder Chamber member Vermilion for an assessment and development of new concepts. This process involved extensive engagement with members, design professionals, community stakeholders, and our Board of Directors.

The goal was to capture the full depth of the Boulder Chamber's evolution over the past 17 years, since the last brand adjustment, and to unify our family of programs and services. The refreshed visual identity and messaging represent the organization we are today. It also reflects our commitment to continue serving you, the Boulder business community, for years to come.

A YEAR-LONG CELEBRATION FOR 120 YEARS OF IMPACT

"In celebration of the Boulder Chamber's milestone anniversary, there will be the usual beloved activities, plus some new ones, with special twists to elevate the experience," says Maye. For example, this year's "Celebration of Leadership" ceremony will be a gala at the Boulder Theater, featuring an Oscars-style awards reveal and 1920s theme. The golf tournament will also take a step back in time with a historic theme, contests,

and costumes.

Additionally, the Boulder Museum will host an art exhibit showcasing the Boulder Chamber's history. In collaboration with the Carnegie Library, photos, items, and documents will bring the timeline to life. "The story of the Boulder Chamber is the story of our members," Maye says. "This exhibit will highlight businesses that have shaped our community throughout the past 120 years." The exhibit opens in October 2025.

THE BEST IS YET TO COME: MORE EVENTS, MORE CONNECTIONS, MORE FUN

Celebrating 120 years is not only about looking back. It's about looking forward to the future of Boulder's business community. So, what's next? More tailored events for you to come together, find community, and grow your business.

"People are showing up to events in record numbers," Maye notes. "We're in an era of reconnection—people want to be together, learn, collaborate, and have fun. The Boulder Chamber is here to make that happen." Stay tuned for more exciting opportunities in 2025 and beyond.

Our events and programs are designed with you in mind!



Discover upcoming networking opportunities and join us.

LEARN MORE
qrco.de/bcc-events



Driving Economic Growth HOW BOULDER BUSINESSES ARE LEADING THE WAY

Joe Hovancak

*Vice President of Economic Vitality
Executive Director, Economic Council*

Matt Wiggins

Senior Director of Economic Vitality

Boulder's economy depends on the success of businesses like yours. Every time you hire someone or open your doors to customers, you lift Boulder's economy and support a more vibrant community. But running a business here isn't always easy.

High office vacancies, rising costs of doing business, and attracting and retaining employees are just a few of the challenges you're up against. At the Boulder Chamber, we're working to support your success—and make sure Boulder stays a place where businesses of all sizes can thrive.

TACKLING BOULDER'S OFFICE VACANCY CHALLENGE

As of early 2025, about 23% of office spaces citywide are vacant. In downtown Boulder, the vacancy

rate is even higher, at 29%. Affecting more than just property owners, empty offices mean fewer workers downtown and less foot traffic in local restaurants and businesses.

To help solve this, the Boulder Chamber launched an Office Vacancy Taskforce. This group brings together local business leaders, real estate experts, and city officials to find creative ways to fill these empty spaces. Joe Hovancak, Vice President of Economic Vitality, explains: "We're exploring ideas including incentives for startups, an expedited permitting process, and encouraging the adaptive reuse of office spaces."

COLLABORATING WITHIN INDUSTRIES TO SOLVE SHARED CHALLENGES

The Boulder Chamber's five sector partnerships bring together businesses within industries to discuss common challenges and brainstorm solutions. These industries include food and beverage, manufacturing, healthcare, tech, and professional services. "Outside these

partnerships, member businesses are competitors," says Joe. "But within them, they collaborate to solve issues and respond to policies that affect them."

"We ask these groups what's preventing them from being successful," adds Matt Wiggins, Senior Director of Economic Vitality & Special Projects. "Whether that's finding the right talent or responding to supply chain issues, we then take action to support them."

INVESTING IN TRAINING AND APPRENTICESHIPS TO FILL HIGH-DEMAND ROLES

The Boulder Chamber works with K-12 schools and Workforce Boulder County to connect graduating seniors with local job opportunities. For adults, we offer an apprenticeship program. Last year, 24 individuals completed an adult apprenticeship in one of 14 pathways, including medical assisting and industrial maintenance.

We partner with employers and instruction providers, including Front

Range Community College. “By combining coursework with on-the-job training, opportunities are created for people who wouldn’t otherwise have access to certain jobs,” explains Matt. New apprenticeship pathways in culinary arts, manufacturing, sustainability, and healthcare are launching this year.

In addition to apprenticeships, the Boulder Chamber distributed \$50,000 in grants to support trainings focused within the food, beverage, and hospitality industries. Local employers took advantage of programs such as ServSafe Alcohol and the Colorado Restaurant Association’s (CRA) Food Handling Manager certification. Roughly 150 employees attended these training sessions.

We also provided \$10,000 in wage offsets for businesses that hired apprentices through our partners at the CRA. “These examples show how intersectional partnerships with Boulder employers and educational institutions can fill open roles in particular sectors,” says Matt.

FUELING STARTUP SUCCESS WITH CAPITAL AND COACHING

Boulder is home to more than 475 startups, making it one of the country’s top entrepreneurial cities. We’re strengthening our partnerships with institutions like the University of Colorado Boulder. “Programs like the Techstars Boulder Accelerator equip students with the skills needed for today’s and tomorrow’s jobs,” says Joe.

The Boulder Chamber is also in the process of launching a Founders’ Summit with CU Boulder. It will be the first of its kind, bringing together entrepreneurs to help them grow, develop, and scale their businesses.

“We have a robust startup ecosystem, and we want to help early-stage companies scale,” says Joe. “We’re working to help startups gain access to venture capital investors, because both financial resources and business knowledge

are needed to succeed.”

POSITIONING BOULDER AS A LEADER IN QUANTUM TECH

In 2024, the Boulder Chamber supported Oxford Ionics, a quantum technology company from the UK, to establish its U.S. headquarters in Boulder.

“We hosted their leadership team, introduced them to local officials and partners, and helped them see why Boulder would be the right place for their U.S. operation,” explains Matt. “This year, they expect to grow their Boulder office and build a manufacturing plant, which will bring even more jobs and economic growth to the community.”

Boulder is well-positioned as a hub for the quantum industry. With nearly 50 quantum companies already here, we are committed to helping this fast-growing industry develop.

UNITING INDUSTRY LEADERS TO STRENGTHEN BOULDER’S ECONOMY

Because no business can solve Boulder’s economic challenges alone, the Boulder Chamber Economic Council brings together over 60 local C-Suite leaders from 16 different industries who are committed to helping Boulder thrive.

Each month, they meet at a different business location to discuss what’s working (and not) in a particular industry. For example, a gathering at Celestial Seasonings focused on bolstering Boulder’s natural products industry. Diverse perspectives from across industries spark creative solutions and drive growth.

BRINGING BOULDER’S BUSINESS COMMUNITY TOGETHER

Nearly 500 small business leaders, community members, and nonprofit partners attended the 2024 Economic Summit. Our first-ever trade show featured more than 30 ven-

dors from various industries, showcasing their work for free.

“Our top industries were represented,” says Joe. “But a thriving community isn’t just about business—it also includes arts and culture, so organizations like our local radio stations were also there.” The event facilitated connections across company sizes and industries.

WHEN YOU SUCCEED, BOULDER SUCCEEDS

As we celebrate the Boulder Chamber’s 120th anniversary, we will be here as a partner in your business’ success. “We seek to make your day-to-day operations more efficient,” says Matt. “Whether that’s recruiting the right talent for your business or understanding the implications of economic factors, we’re here to help.”

By using the resources of our economic vitality programs to shape workforce development, we can build a stronger, more broadly beneficial economy for all. “Our job is to drive bold initiatives that foster an environment where your business can thrive,” concludes Joe. “When you succeed, Boulder succeeds.”



Partner with us for all your workforce and business needs.

LEARN MORE
bouldereconomiccouncil.org



Your Voice At The Table

HOW THE BOULDER CHAMBER ADVOCATES FOR YOU

Jonathan Singer

Senior Director of Policy Programs

Devin Edgley

Policy Programs and Special Projects Manager

Running a business in Boulder is full of challenges—and many of them are tied directly to policies, regulations, and decisions made at the city, county, state, and even federal levels. As a business owner, the policies shaping Boulder's economy affect your bottom line.

That's why the Boulder Chamber's policy and advocacy work matters for you. As Jonathan Singer, Senior Director of Policy Programs at the Boulder Chamber, explains, "Our job is to stay attuned to what the government is doing for you, with you, and sometimes to you. We're here to make sure your voice is heard—and that the policies shaping our community work for you, not against you."

TACKLING RISING COSTS AND COMMERCIAL VACANCIES

Property taxes went up again last year, and commercial property owners—and the businesses renting from them—continued to carry a heavier tax burden than homeowners. That's why the Boulder Chamber jumped into action. "We helped push for property tax relief at the ballot box, and it was a success," Jonathan says.

We're also seeing high commercial vacancy rates, especially downtown. "Landlords and business owners both want a thriving downtown," Jonathan says. "We're bringing them into the same room to have honest conversations about rent, lease terms, and creative ways to fill empty spaces."

PRIORITIZING AFFORDABLE WORKFORCE HOUSING

Another major challenge for Boulder businesses is housing affordability. When your employees can't afford to live nearby, hiring and

retaining workers becomes even harder. "Since voters approved new Boulder County funding for affordable housing last year, our job is now to make sure that money is spent wisely," Jonathan says. "We're advocating for those dollars to help middle-income workers who are being priced out of Boulder but want to live where they work."

INVESTING IN PUBLIC SAFETY AND COMMUNITY HEALTH

Public safety concerns can also impact your business. Whether it's property theft, vandalism, or concerns about safety near your storefront, these issues affect your customers, employees, and peace of mind.

The Boulder Chamber supported the City of Boulder's Reimagine Policing Plan, which provides additional law enforcement resources while addressing the root causes of crime, such as mental health, addiction, and homelessness. The Boulder Police Department is now

fully staffed with 191 police officers.

“When we right-size public safety efforts and invest in support services, we build a safer, healthier community,” Jonathan explains. “That helps your business, and it helps everyone who lives here.”

ACCELERATING PERMITTING TO KEEP BUSINESS MOVING

If you’ve ever been frustrated while waiting on permits or inspections, you’re not alone. Slow permitting doesn’t just delay projects—it costs you money. “In recent years, we’ve pushed Boulder to make economic development a priority,” Jonathan says. “In 2024, we saw that happen.”

The City Council named economic development a top priority. As just one result, City staff have created efficiencies to speed up their notoriously slow permitting process. Response times are now 20% faster for permits and 66% faster for inspections, saving businesses time and money.

SECURING INVESTMENTS IN BOULDER’S FUTURE

Advocacy isn’t just about solving today’s problems—it’s also about preparing for tomorrow’s opportunities. That’s why the Boulder Chamber worked to position Boulder as a national hub for quantum technology, which is set to be the next major industry disruptor.

“We helped secure bipartisan legislation to bring \$44 million in tax credits to kickstart Colorado’s quantum industry, with Boulder at the center,” Jonathan says. “That’s good for innovation, attracting talent, and your business—no matter what industry you’re in.”

The Boulder Chamber also helped protect \$40-60 million in funding for transportation projects, including the Gunbarrel Shuttle and Bus Rapid Transit on Highway 119. The Gunbarrel Shuttle will be a critical

transportation link for businesses and workers. It will also make Gunbarrel a more attractive place to do business.

Earlier this year, Governor Polis visited the Boulder Chamber for the “State of the State” address. He shared his intent to create a plan for a railway from Denver through Boulder and Longmont by 2028—a development that the Boulder Chamber has long supported.

ADVOCATING FOR YOUR BUSINESS AT EVERY LEVEL

Some of the biggest issues affecting your business start far from Boulder. State and federal policies impact our local economy. “We’re staying connected with our state and federal congressional delegation to advocate for Boulder’s interests,” Jonathan says. “That includes advocating for fair tariffs, research funding for our national aerospace labs, and standing up for immigrant workers who are essential to our workforce.”

The Boulder Chamber is also creating a resource bank for businesses and community members—a place where you can find up-to-date information on changing policies and what they mean for you.

CELEBRATING THE PAST, SHAPING THE FUTURE

The Boulder Chamber’s 120th anniversary provides a chance to look back—and look forward. “Boulder’s history is full of bold decisions,” Jonathan says. “Think back to when the city bought Arapahoe Glacier to secure our water supply, which allowed for the growth of a community. In the 1950s and 60s, IBM and national labs came here, which shaped where we are today.”

What’s the next big opportunity? “Is it doubling down on quantum computing? Creating a sustainable bioscience hub? Investing in new cultural and arts venues?” Jonathan asks. “As a business owner, you get to help shape that future—

and the Boulder Chamber will be advocating right alongside you.”

YOUR VOICE MATTERS

While none of the challenges we face in Boulder will be solved overnight, we’ll continue working on your behalf. “Our commitment is to keep listening to you,” Jonathan says. “We’ll make sure your voice is heard at every level of government. We’ll work with you to create solutions that help your business thrive.”

Whether you need help understanding a new law, want to weigh in on future policy, or just need a clear answer about how government decisions affect your business, the Boulder Chamber is here to make sure Boulder’s policies work for you.



Discover more ways that we’re advocating for your needs.

LEARN MORE

boulderchamber.com/policy-programs



View the Policy Framework that shapes our work.

LEARN MORE

qrco.de/2025-framework



More Choices, More Freedom

TRANSPORTATION SOLUTIONS FOR YOUR BUSINESS

Darcy Kitching

*Senior Manager of Transportation
Executive Director, Transportation Connections*

Elaine Erb

Sustainable Transportation Planner

Will Shepherd

TDM Outreach Specialist

Transportation affects every part of your business—from how your employees get to work to how easy it is for customers to reach you. If your team members have long, expensive commutes, or if public transit isn't reliable, that affects your bottom line. Boulder Chamber Transportation Connections is here to help you navigate these challenges.

“Transportation and business success are closely connected,” says Karen Worminghaus, Senior Manager of Transportation at the Boulder Chamber. “If your employees have affordable, safe, and reliable ways to get to work, it saves them money and time—which helps your business, too.”

MAKING WORKFORCE HOUSING BUSINESS PRIORITY

One of the biggest transportation challenges for Boulder businesses is the jobs-housing mismatch. When workers can't afford to live near their workplace, they have longer commutes, especially if they rely on public transit. Living far from work often pushes employees to rely on driving a car. More cars on the roads lead to increased congestion and traffic, affecting all commuters.

“People who live and work in Boulder have an advantage when it comes to commute distance and access to local jobs,” says Darcy Kitching, Associate Executive Director & Business Outreach Manager for Transportation Connections. In 2022, non-Boulder residents commuted an average of 18 miles taking 32 minutes, compared to only four miles taking 15 minutes for Boulder residents. Darcy continues, “That's why the Boulder Chamber advocates for more affordable workforce housing op-

tions within the City of Boulder.”

As one step toward advancing our housing goals, the Boulder Chamber is working with city planners and policymakers to comply with House Bill 24-1313, which encourages housing construction along major transit corridors. Darcy notes, “It's a synergistic relationship that was the impetus for the Boulder Chamber's strong advocacy for HB 24-1313.”

ADVOCATING FOR A FASTER, MORE RELIABLE TRANSIT SYSTEM

Reliable public transportation is important for your employees, especially those who live outside of Boulder. But RTD hasn't been able to restore transit service within Boulder to pre-pandemic levels. This makes it more difficult for employees to depend on buses and trains for their commute.

Last year, the Boulder Chamber helped pass ballot measure 7A to keep transit moving and protect RTD's funding. The passage of 7A

allows RTD to reinvest its revenue in additional services and capital needs rather than refunding a small amount to Denver-area taxpayers.

With RTD funding secured, Boulder is better positioned to expand and improve transit services. The Boulder Chamber is advocating for new regional Bus Rapid Transit (BRT) service along major commuter routes, including CO 119 (the Diagonal Highway) and CO 7 (Arapahoe Road). We're also working to reopen Boulder Junction at Depot Square Station—Boulder's premier transit-oriented development—which will once again provide critical local and regional transit connections.

IMPROVING SAFETY FOR ALL TRAVELERS ON BOULDER'S BUSIEST ROADS

Between 2017 and 2023, fatal crashes in Boulder increased five times, and serious injury crashes rose by 55%. The Boulder Chamber supports thoughtfully planned multimodal transportation projects on the City's Core Arterial Network (CAN), which will improve safety in busy areas, such as Folsom Street and 30th Street. Improvements include better crosswalks, protected bike lanes, and safer bus stops, while maintaining smooth automobile traffic flow.

"With improved infrastructure for walking, bicycling, and taking transit, the number of serious crashes will decrease," says Darcy. "When people are safe to use the mode of travel they choose, community health increases, and road congestion decreases."

PROMOTING SAVINGS THROUGH VANPOOLS, CARPOOLS, AND TAX CREDITS

Vanpools are a great solution for providing employees with a convenient and affordable way to commute. Last year, we subsidized CU Boulder's Vanpool program, which now runs 18 vanpools for over 100

employees.

The Boulder Chamber also partnered with the Colorado Department of Transportation to develop the Boulder Commuter Connections Program (BCCP). Among the 43 vanpoolers and 25 carpoolers, many were immigrants, shift workers, and people of color.

Last year, Boulder Chamber Transportation Connections successfully advocated for the two-year extension of Colorado's Alternative Transportation Options Tax Credit. "If you offer your employees commuting benefits—such as EcoPasses, vanpools, Lime e-scooter memberships, or BCycle bikeshare benefits—you can access a 50% tax credit through the end of 2026," Karen says. "The City of Boulder offers additional credits, so some businesses can save up to 75% on transportation benefits."

In 2024, the Boulder Chamber became Colorado Clean Commute certified, which gives employers tools to expand sustainable commuting options and save money. We also helped three local businesses achieve certification. This program supports employee well-being, recruitment, and retention while improving the region's air quality. We encourage you to follow suit!

CREATING A FUTURE WITH MORE TRANSPORTATION FREEDOM

As the Boulder Chamber celebrates its 120th anniversary, you can expect a special Connect Boulder event this June. "We're bringing in a speaker to talk about transportation innovation and the role it plays in driving future economic prosperity," Darcy shares.

Speaking of transportation innovation, the Boulder Chamber is pushing for Front Range Passenger Rail (FRPR) and Northwest Rail (NWR) service. These two projects would create fast, reliable service between Boulder, Denver, and Longmont. "Rail would have a sig-

nificant economic benefit for the community," Karen says. "It would provide wider access to talent, reduce traffic, and cut commuting time and costs."

Fundamentally, transit access is a component of freedom. "We want to empower you and your employees to make transportation choices that fit your needs," says Darcy.

LET'S CONNECT!

As we look ahead, Boulder Chamber Transportation Connections will be advocating for increased regional connectivity and local mobility in 2025. You don't have to solve your transportation challenges alone. We're your partner!

We're also here to help you understand and implement the transportation benefits that are available to you. "Whether you want to offer EcoPasses, set up a vanpool, take advantage of tax credits, or learn more about transportation policies that affect you, we're here to help," concludes Karen. Schedule your free consultation or come to an upcoming Connect Boulder luncheon to stay informed.

Since the completion of this article, Karen Worminghaus has taken on a contractor role with Transportation Connections. Darcy Kitching assumes the role of Senior Manager of Transportation and Executive Director of Transportation Connections.



Discover commuting solutions that work for you.

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bouldertc.org



Strengthening Boulder's Innovation Economy THROUGH DIVERSITY, EQUITY, AND INCLUSION

Carey Mason

Boulder Chamber Diversity Professional

The Boulder business community is known for its innovation. A critical part of that identity is the rich diversity of cultures and perspectives drawn to a welcoming community of the brightest minds and talent. That's why diversity, equity, and inclusion (DEI) efforts are so critical to sustaining Boulder's economic vitality.

Over the past year, the Boulder Chamber has deepened its commitment to DEI in words and in action. As Carey Mason, Diversity Professional at the Boulder Chamber, puts it, "The Chamber is not just talking about inclusion—it's embodying it."

ATTRACTING AND RETRAINING THE NEXT GENERATION OF WORKERS

If you run a business, you've likely faced challenges in hiring and re-

taining employees. The workforce is changing, and younger generations bring different expectations to the table. Part of being more attractive to young people is creating an inclusive environment.

As Baby Boomers retire, the younger workers replacing them are highly mobile. They can live in one place and work in another, which means that local businesses need to step it up to attract that talent pool. "Millennials and Gen Z workers are not only looking for a paycheck," says Carey. "They want to know that a company's values align with their own."

Businesses must be intentional about inclusion in hiring and workplace culture. In a truly inclusive workplace, differences in ethnicity, race, gender, and sexual orientation are not just tolerated, but celebrated. All employees feel valued and respected.

TURNING CONVERSATIONS INTO ACTION: DEI AT THE BOULDER CHAMBER

A Boulder Chamber milestone in 2024 was the first-ever DEI signature event: "Leading Change: Harnessing the Power of Diversity, Equity, and Inclusion in Business." It was an all-day gathering featuring workshops, panels, and keynote speaker Dr. Reiland Rabaka from the Center for African & African American Studies at the University of Colorado Boulder. Topics included creating a culture of inclusion, conflict resolution, and using inclusive language to promote belonging in the workplace.

A panel on inclusive hiring practices featured individuals from the Latino Chamber of Commerce, NAACP of Boulder County, Rocky Mountain Equality, and Workforce Boulder County. Each brought unique perspectives but shared common values. "Attendees didn't just listen; they interacted with one another and explored their dif-

ferences. There was real talk going on as the audience asked the panel tough, real-life questions, reflecting their hunger for understanding,” Carey recalls.

The Boulder Chamber also implemented Community Agreements for all major events in 2024 to ensure that they are safe spaces. Attendees acknowledge these agreements when they register for an event. A key component of these agreements is a structured process for addressing concerns. We want guests who report violations of the Community Agreements to know that we will address their concerns in a responsive and sensitive fashion.

Our website has also been revamped to highlight DEI efforts more prominently. Visitors can now easily find information about our commitment to DEI, the DE&I Committee, the Equity Amplification Program, Leadership Fellows, the Boulder Women’s Leadership Group, and more. These groups elevate diverse perspectives in the business community.

Internally, the Boulder Chamber is providing more DEI training for staff, board members, and volunteers. Twenty staff members attended our leadership training on micro-messaging. “Both membership and event attendance are at a high,” says Carey. “I hope that other businesses follow the Boulder Chamber’s lead and see how everyone benefits through DEI initiatives.”

NAVIGATING THE CHALLENGES TO DEI IN 2025

In 2025, DEI programs have faced direct challenges, and many federally funded organizations must now recalibrate their efforts. “It makes it that much more significant that the Boulder Chamber is not shying away from its DEI agenda,” says Carey. “Though some corporations have had to scale back their DEI programs, others like Costco, Apple, and Delta Air Lines

remain steadfast in their commitment. I’m also encouraged by the initiatives small businesses and our local government are pursuing. The Boulder Chamber is in great company!”

The Boulder Chamber will be a forum for open discussion and brainstorming; you won’t be alone in navigating the evolving landscape. “Currently, we’re discussing how to support minority-owned businesses, encourage welcoming workplace environments, promote affordable housing, and provide access to resources that help our businesses thrive. These are just some of the issues that we are bringing to the forefront of community discussions to tackle together,” Carey shares.

WHY INCLUSION MATTERS FOR BOULDER’S FUTURE

DEI is more than just the right thing to do; it’s good for business and the community. A stronger, more inclusive Boulder benefits everyone. Studies show that diverse businesses are more innovative and financially successful.

“The more thriving businesses we have in Boulder County, the more jobs we create and the more people who spend their money locally,” says Carey. Younger workers are drawn to employers who are inclusive. Plus, customers want to support businesses that align with their values.

As the Boulder Chamber celebrates its 120th anniversary this year, we’re looking both to the past and the future. Throughout its history, Boulder’s strength has come from different perspectives in the community. Welcoming diverse individuals into Boulder’s business community and amplifying their voices will be key in our next chapter.

“When we consider how to best position Boulder’s economy for future strength and resilience, a diverse and welcoming commu-

nity with aligned businesses is an essential strategic element of our success,” said Boulder Chamber President and CEO John Tayer. “Fortunately, these are core values to our organization, our members, and the Boulder community we serve.”

So, what can you do? Your actions matter. Challenge yourself and your organization to consider how you can contribute to supporting our collective goals for a more welcoming and inclusive community. We invite you to engage in the Boulder Chamber’s DEI efforts and look forward to supporting your work in this space. Together, we can build an innovation economy where every business and every individual can thrive.



Learn more about our Diversity, Equity, and Inclusion Efforts.

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BOULDER CHAMBER
**BOULDER COUNTY
FILM COMMISSION**

2025

The Boulder Chamber announced a strategic merger with the Boulder County Film Commission in early 2025. With this merger, the Chamber welcomed Bruce Borowsky—a seasoned filmmaker and the current Boulder County Film Commissioner—who has been active in Boulder’s film industry since 1990. This integration will undoubtedly strengthen the city’s film and creative industries, while paving the way for incredible opportunities. The union between the Boulder Chamber and Boulder County Film Commission is integral to the support of Boulder’s unique film industry.

- Excerpt taken from the Daily Camera

Newly INTEGRATED



2024

Early in 2024, the Boulder Chamber and Commercial Brokers of Boulder united efforts with the purpose of providing stronger aid to brokerages and business/property owners. This partnership ensures that both entities are better equipped to confront new challenges in the commercial real estate sector post-COVID.

By fostering this collaboration, the Chamber can leverage CBB's market expertise, while brokers benefit from the Chamber's intensive community insight. A key focus of this partnership is addressing office vacancies, which have plagued some sub-markets in the city, namely on Pearl Street.

- Excerpt taken from BizWest





BOULDER CHAMBER ARTS AND CULTURE

With the 8th highest concentration of artists in the country, Boulder's arts and culture sector plays a key role in building and sustaining Boulder's economically vibrant community. In communities across the nation, the arts and business sectors are successfully collaborating to contribute to the quality of life in their region, drive economic development, stimulate creativity and innovation, and strengthen the ability of business to recruit and retain a diverse group of individuals who will bring exceptional skills to the community.

In support of the local creative community and to highlight the important economic and cultural contributions the arts bring to Boulder, the Boulder Chamber had a permanent wall mural painted on the Chamber Center and Visitor Information building by renowned muralist Armando Silva. The project is part of the Chamber's presenting sponsorship of Street Wise, Boulder's first mural festival. The Boulder Chamber and Boulder Convention and Visitors Bureau asked Mr. Silva

to conceptualize a wall mural that communicates themes of community, and optimism.

In alignment with our commitment to the arts, annually, the Boulder Chamber commissions an original piece of artwork for the Boulder Star Cards and other items, including a special-edition Bookcliff Vineyards wine and a limited-edition Liberty Puzzle. Proceeds from these sales help to fund the expenses associated with the Boulder Star on Flagstaff Mountain.



The Boulder Chamber and the City of Boulder are proud stewards of the Boulder Star. This community asset has been shining bright since 1947.

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John Tayer (he/him)
President & CEO



The Princess Bride

Jacqueline McCauley (she/her)
Chief Operations Officer



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Joseph Hovancak (he/him)
Vice President of Economic Vitality
Executive Director, Economic Council

OPERATIONS



Hackers

Amy Barz (she/her)
Senior Director of Operations
Assoc. Executive Director, Boulder Chamber Foundation



Pretty Woman

Judi Zrimec (she/her)
Executive Assistant



Christmas Vacation

Kathleen Baer (she/her)
Office Manager

POLICY PROGRAMS



The Colorado Channel

Jonathan Singer (he/him)
Senior Director of Policy Programs



Shrek (Or The Wedding Singer... or Sweeney Todd)

Devin Edgley (she/her)
Policy Programs and Special Projects Manager

MEMBER RELATIONS



Interstellar

Scott Firl (he/him)
Associate Vice President of Investor Strategy



Erin Brockovich

Cate Cook (she/her)
Member Relations Manager



Almost Famous

Lindsey Sharp (she/her)
Member Development Partner

EVENTS & PROGRAMS



Eat, Pray, Love

Maye Cordero (she/her)
Senior Director of Events & Programs



The Labyrinth

Megan Sanders (she/her)
Senior Events Coordinator



Up

Erika McNab (she/her)
Senior Programs Coordinator

MARKETING & COMMUNICATIONS



Heavyweights

Courtney Warford (she/her)
Senior Marketing & Communications Manager



The Godfather Part II

Walker Cherry (he/him)
Marketing & Communications Intern

ECONOMIC VITALITY



Groundhog Day

Matt Wiggins (he/him)
Senior Director of Economic Vitality



Goodfellas

Louis Rosner (he/him)
Economic Development Analyst



My Neighbor Totoro

Eileen Drolet (she/her)
Workforce Development Coordinator

TRANSPORTATION CONNECTIONS



The Princess Bride

Darcy Kitching (she/her)
Senior Manager of Transportation
Executive Director, Transportation Connections



Triplets of Belleville

Elaine Erb (she/her)
Sustainable Transportation Planner



Avatar

Will Shepherd (he/him)
TDM Outreach Specialist

BOULDER COUNTY FILM COMMISSION



Pulp Fiction

Bruce Borowsky (he/him)
Boulder County Film Commissioner

COMMERCIAL BROKERS OF BOULDER



*The Lord of the Rings:
The Return of the King*

Rachel Austefjord (she/her)
Commercial Brokers of Boulder Operations Manager

LAISONS & ADVISORS



Bridget Jones Diary

Deborah Malden (she/her)
Arts & Culture Liaison



Alien or Aliens

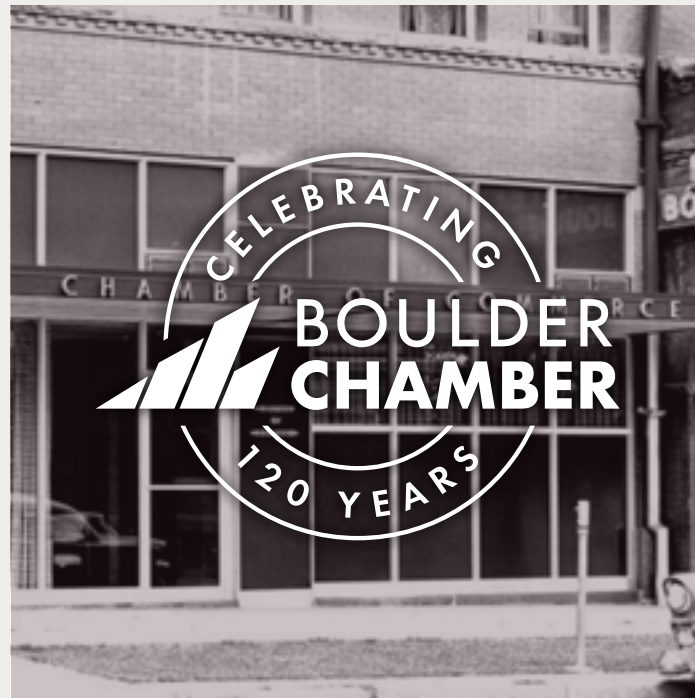
Carey Mason (he/him)
Diversity Professional



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2025 POLICY FRAMEWORK

Adopted February 2025



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The Policy Framework highlights the issues most critical to Boulder's economy, our member businesses and organizations, and sets the policy positions which guide our work.



Recalibrated Focus, Dynamic Impact

BOULDER TOGETHER

John Tayer

President & CEO

Joseph E Hovancak

Vice President of Economic Vitality

Executive Director, Economic Council

Launched by the Boulder Chamber in 2017 with the goal of addressing business challenges in the recruitment and retention of top workforce talent, Boulder Together has morphed into an essential element of the Boulder Chamber's efforts to tackle the issues that pose the greatest threat to economic and community vitality.

"We first ask our business leadership what issues of concern rise to the top as a barrier to their success," said Boulder Chamber President and CEO John Tayer. "When we find there is no satisfactory avenue for addressing that barrier, the Boulder Chamber will act to meet the challenge. That is Boulder Together."

For the past seven years, Boulder Together has focused on talent recruitment and retention. The underlying challenge was a lack of housing that was attainable for the full spectrum of Boulder's work-

force. Rolling up our sleeves and with the support of our business investors and subject matter experts, the Boulder Chamber tackled this challenge with exceptional results.

It would take an entire magazine to detail all the progress and major victories that Boulder Together chalked up over the past seven years.

HIGHLIGHTS

Achieving annexation of the CU South property, creating housing opportunities for over 1,000 faculty, staff, and upper-class students.

Creating an entirely new business-led apprenticeship program helping healthcare institutions and manufacturing businesses recruit critical talent.

The adoption of new micro-mobility tools, which already account for over one million trips and serve as alternatives to passenger cars.

Securing RTD support for a new on-demand Gunbarrel shuttle service that will begin operation later this year and serve as a model for other business districts.

Securing approval of the East Boulder Subcommunity Plan that provides the opportunity for over 5,000 housing units in traditional commercial zones.

Appreciating the initial success of our Boulder Together efforts while also recognizing the significant changes in the business landscape over the past seven years, the Boulder Chamber decided to take a fresh look at the priority challenges facing our economic vitality. It began with a survey of 6,000 businesses and nonprofits over the course of 2024. We reinforced our survey findings with additional focus group conversations that engaged key stakeholders. Ultimately, the story that it paints is of evolving concerns that demand our collective attention.

IN RESPONSE, BOULDER TOGETHER IS EVOLVING WITH A RECALIBRATION TO MEET THE CHALLENGES OF TODAY FOR A BRIGHTER BOULDER FUTURE

In a community that once considered itself somewhat isolated from urban conditions, we now find that a growing unhoused population and associated criminal activity are

creating a challenging environment for business operations. We cannot allow these conditions to fester. While demonstrating compassion for those who need our support, Boulder Together will apply the full attention of the business community to solutions that achieve positive, measurable results.

Intolerably high vacancy rates are visible in the real estate signs on empty office windows and the uncomfortably quiet restaurants at lunchtime. We need to fill our commercial spaces with businesses that recognize the magnetic effect of proximity to a vibrant downtown in their effort to attract a talented and creative workforce. Creative re-uses also are a part of the solution. Boulder Together will press on all opportunities to fill our commercial spaces and re-energize our commercial zones.

Speaking of energy, the vibrancy of Boulder's startup community took a gut punch during the COVID years. There is no question – as the investment and new business data tell us - entrepreneurship and innovation still thrive. However, we've lost some of the connective tissue that supports our new business leaders in their journey to success. Boulder Together will reinstitute the dynamism through a new generation of programs that identify mentorship, funding, and mutual support opportunities for our startup business leaders.

And, yes, as our innovation economy continues to grow, so will the insatiable demand for a talented workforce. That is why Boulder Together will continue focusing on the issues that serve as constraints to recruiting and retaining top talent. Our recalibrated strategies will focus on building more middle-income housing and transportation solutions that provide convenience to your commuting employees. At the same time, we will continue to strengthen our workforce development programming through measures that secure the best recruits from the University of Colorado and

Front Range Community College while providing enriching employment opportunities for students coming out of our local schools and those seeking career changes.

We are a different community than we were just eight years ago when we first launched the Boulder Together program. Our business leaders tell us that, and we see it all around us. That is why Boulder Together is different. Yet the mission is the same: We are tackling the greatest challenges to our collective economic vibrancy. It will take extra energy and resources to meet the high bar for success we've set for ourselves.

But we've demonstrated what we can achieve together, and now we look forward to rolling up our sleeves and meeting the challenges of today through the work of Boulder Together, **focusing on the areas of:**

- **Workforce Solutions:** Business Needs and Emerging Industries
- **Transportation:** Regional Connectivity
- **Transportation:** Local Mobility and Micro-Mobility
- **Housing Affordability:** Middle-Income Access and Attainability
- **Homelessness Reduction:** Strategic and Coordinated Solutions
- **Public Safety and Security:** Law Enforcement Support and Community Well-Being
- **Startup & Small Business:** Ecosystem Connectivity and Resilience
- **Commercial Vitality:** Marketing and Flexible Solutions

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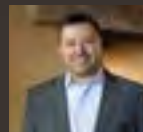
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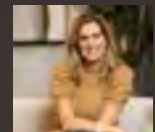
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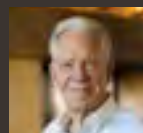
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BOULDER CHAMBER 2025 AMBASSADORS

Ambassadors are Boulder Chamber member volunteers. They provide outreach to new and prospective members by welcoming them into the community and assisting in navigation of Boulder Chamber Services. They also play a key member support role at our events and have quarterly networking events in our community.

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It's Just Stuff

Brian Keeler

Huntington Bank

Bruce Blake

Fisher Honda-Acura

Cam Low

Cultivate

Christine Harrell

Safehouse Progressive

Alliance for Nonviolence

Cynthia Case

Alpine Bank

Dara DiRito

Workforce Boulder County

Debi Richards

Individual

Devin Hays

Dream on 3

Drew Frank

Individual

Hannah Hester

Live West Realty

Harriet Ingham

Holmes Solutions

Jacob Taylor

Individual

Jarrold Ferstl

intelligents

Jeff Sidders

State of Colorado Division of Vocational Rehabilitation

Jen Spettel

YMCA of Northern Colorado

Jenny Desmond

Vive Mas Tours

Jesse Gilday

Boulder Philharmonic

Orchestra

Joyce Pollich

WKRE

Karen Lester

EdwardJones Financial Services

Kari Newman

Re/Max of Boulder

Kat Shanahan

Downtown Boulder Partnership

Kayla Carter

Boulder In A Basket

Kristina Lailas-Putterman

Individual

Liz Rachal

Turning the Corner HR

Lydia White

Vectra Bank

Margaret Price

Turnkey Exteriors

Matt Arveson

Shine

Matthew Jensen

WKRE

Merix Gustin

Plan Ahead Events Boulder

Olivia Merithew

Embassy Suites Boulder

Olivia Temple

Voices for Children, CASA of Boulder County

Pam Sutherland

Payroll Vault

Patty Breunch

The Purpose Collective

Percy Alzamora

Alzamora USA

Pierre Brogan

Individual

Rachel Borden

Symmetry360 Massage

Rebekah Hartman

OZO Coffee Roasters

Sara Pike

Boulder Museum of Contemporary Arts

Taylor Johnson

Dominion Promotions

Ugljesa Janjic

Janjic Architecture LLC

Ulla Merz

Individual



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