



BOULDER THRIVES

Commercial District Revitalization

Vision: A vibrant Boulder where commercial districts are economically competitive, highly occupied, and attractive locations for business investment, innovation, and employment.

Goal: Reduce office vacancy to below 7% while increasing business investment and economic activity.

Strategic Priority	Priority Statement
Commercial Attraction, Business Recruitment & Market Positioning	Increase commercial occupancy by attracting, retaining, and expanding businesses that activate vacant office and commercial space.
Business Competitiveness & Investment Readiness	Improve Boulder's competitiveness by advancing policies, incentives, infrastructure, and development processes that encourage business investment.
Commercial District Revitalization & Placemaking	Strengthen Boulder County's commercial districts by supporting redevelopment, adaptive reuse, placemaking, and coordinated partnerships that increase district vitality, business activity, and long-term investment.





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Strategic Priority	Annual Objectives
Commercial Attraction, Business Recruitment & Market Positioning	• Strengthen Business Recruitment • Shape the Boulder Business Narrative • Support Business Retention & Expansion • Convert Strategic Opportunities into Long-Term Investment
Business Competitiveness & Investment Readiness	• Advance Land Use and Regulatory Reform • Improve Development Processes • Strengthen Investment Competitiveness
Commercial District Revitalization & Placemaking	• Support Commercial District Revitalization • Encourage Adaptive Reuse & Property Activation • Leverage Community Partnerships & District Assets

Cross-Pillar Strategic Priorities

These priorities support all Boulder Together pillars and provide the framework for collaboration, resiliency, policy engagement, and community participation.

Strategic Priority	Priority Statement
Community Capacity & Systems Alignment (COLLABORATION)	Strengthen cross-sector collaboration, organizational capacity, and system alignment to achieve shared community outcomes and address complex challenges that no single organization can solve alone.
Community Resilience & Response (RESILIENCY)	Strengthen the regional Boulder business community's ability to prepare for, respond to, and recover from disruptions through centralized communications, coordinated partnership, and resilience planning.
Strategic Intelligence & Advocacy (ADVOCACY)	Monitor policy issues impacting Boulder together priorities and advance informed solutions.
Inclusive Economic Opportunity & Community Engagement (INCLUSIVITY)	Strengthen inclusive access, participation, and opportunity across Boulder Together initiatives.