

TOMORROW BOULDER

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January 20, 2010

Boulder City Council
1777 Broadway
Boulder CO 80302

Dear Boulder City Councilors,

Businesses within the City of Boulder are competing with other businesses in nearby communities for citizen's shopping dollars. On a bigger scale, the City of Boulder is competing with nearby communities for sales tax revenue. This competition is real and it is intense and the Council needs to do everything possible to support local economic activity.

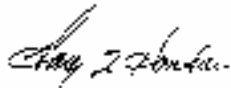
So, how do we think you can best support the local economy?

1. Do everything possible to accommodate the University of Colorado's operations and activities. C.U. is the engine that drives our local economy. With thousands of employees and tens of thousands of students the university brings enormous revenue into the community. Work diligently with the University on their development of a Conference Center and collaborate with them on a revitalization of the University Hill's Commercial District.
2. The Transit Village could provide a new retail center for the City and provide more housing and sales tax revenue. The funding deficit for FasTracks demands that a new vision for the Transit Village, based on current realities, be considered.
3. When businesses consider locating a facility to serve the Boulder market, they have choices about where to locate. The perception that Boulder is a hard and expensive community in which to locate a new facility can drive those businesses to neighboring towns. Just because a business locates in a nearby community doesn't mean we won't feel the effect here in Boulder. Our citizens can still shop in those other communities, and the net result is a loss of sales tax revenue to the City of Boulder. One has only to look at Costco in the Town of Superior to see how this works. While it is hard to quantify whether Boulder is a difficult community in which to locate, it is clearly a perception. What issues contribute to this perception?
 - a. Affordable housing requirements.
 - b. The aspect of Climate Action Plan energy efficiency regulations that are not yet fully understood.

As you consider these programs, please be mindful of the impacts they have on the deliberations of businesses considering locating in Boulder.

We anticipate numerous good ideas will be suggested as priorities at the retreat, and we know you have a protracted and complex discussion before you. Please keep in mind the City's long-term financial health is necessary to support the programs that citizens demand. Actions to bolster our local economy must be given priority.

Thank you for considering these ideas.

A handwritten signature in black ink, appearing to read "Gary Horton". The signature is written in a cursive style with a prominent initial "G".

Gary Horton.
Chair, Boulder Tomorrow.