



“Excellent organization, great community feel, great variety in brewers, outstanding musical performances.

“A game-changer – we connected with a new client at the event who turned into one of our biggest accounts.

“Sponsoring an event wasn't just advertising, it was being part of something bigger. We're proud to support and be recognized.



Dear Valued Members,

As we step into the new year, I want to extend a heartfelt thank you to our members, partners, and community for making 2025 such a meaningful year. Through your engagement, collaboration, and participation, the Chamber was able to support local businesses, elevate key priorities, and contribute to a strong and vibrant Louisville.

The Chamber exists to serve our members, and the impact of that work is made possible through your involvement. When you show up, share ideas, and support one another, it strengthens our entire business community.

## **2025 at a Glance**

In 2025, the Chamber focused on building capacity, strengthening relationships, and delivering programs that reflect the needs of our members. We launched a new operating system and membership program to improve service, guided by a two-year strategy focused on long-term growth.

- 53% increase in membership
- 50+ events and programs delivered across networking, advocacy, education, and community engagement
- 15 networking events hosted across Louisville, including collaborative events with Lafayette, Broomfield, Superior, and Erie Chambers
- 6 signature community events and 3 large-scale member events
- 8 promotional initiatives launched to support member visibility and engagement
- 7 business focus groups convened to elevate member voices and inform priorities
- 5 advocacy events and 4 targeted advocacy programs
- 6 advocacy engagements at the city and state level on behalf of local businesses
- 6 monthly city and regional meetings attended to represent the business community
- 7 strategic partnerships formalized to expand impact and resources
- Monthly Louisville Loop communications keeping members informed and connected

These efforts reflect the collective energy of our members and partners and our shared commitment to a connected and thriving Louisville.

We are excited about what lies ahead. Our 2026 program and full calendar of events will be available by the end of January, so please keep an eye out for our upcoming 2026 program launch email.

Thank you for being part of the Chamber and for the many ways you contribute to our local business community. I look forward to another year of connection, collaboration, and shared success.

Warm regards,  
Gillian Millar  
Executive Director



## CONNECT

- **New Program:** Built new operating system, launched new chamber membership model and new website.
- **8 First Friday Open House Events**
- **7 Networking Events** in Variety of locations around Louisville
- **3 Member Events:** Awards & Golf Scramble, Superhero Conference by Superior Chamber
- **7 Focus Groups**
  - Hospitality - May
  - Health & Wellness June
  - Food & Beverage Oct
  - Retail & Shopping Oct
  - McCaslin - Sept
  - Downtown/DELO - Nov
  - SOBO/CTC - Jan
- **Communications**
  - Marketing and sponsorship management
  - What not to Miss | You're invited | News Feed | Louisville Loop | Discover Louisville | Event Specials | Social Media | Web Updates
- **Signature Community Events**
  - Taste of Louisville - Dinner on Main
  - Taste of Louisville - Fun Run & Dog Jog
  - Summerfest
  - Labor Day Memory Square Park Bar
  - Pints in the Park
  - Parade of Lights
- **Promotional Marketing Initiatives**
  - Vote Favorites Taste of Louisville
  - Summer Promotion Card
  - Supporting DBA Small Business Saturday
  - Leads Group (Twice a month)
  - Member Perks
  - Community Offers
  - Member Events Calendar
  - Member News Feed
- **7 Focus Groups**
  - Hospitality - May
  - Health & Wellness - June
  - Food & Beverage - Oct
  - Retail & Shopping - Oct
  - McCaslin - Sept
  - Downtown/DELO - Q4
  - SOBO/CTC - 2026

## PROMOTE

## ADVOCATE

- **Advocacy Events**
  - Marketing, Media & AI Summit
  - Leaders Lunch - Biz West Editor Chris Wood
  - Leaders Lunch - City Manager - Diana Langley
  - Leaders Lunch - Mayor - Chris Leh
  - State of the City
- **Advocacy Programs**
  - Education Programs with SBDC throughout the year.
  - Neurodivergent Programming through Superior
  - Latin Chamber Programs
  - Colorado's Recovery Friendly Workplace Initiative
- **Advocacy Engagement**
  - At the State Legislature
  - Through engagement with Northwest Chamber Alliance
  - ✓ HB 1005: Film Tax Credits
  - ✓ HB 1208: Tipped Wage
  - ✓ HB 1272: Construction Defects
  - At City level - City Council Member Advocacy
  - DELO Underpass Considerations
  - Energy Code Revisions
  - Council Work Plan comment re Minimum Wage
- **Advocacy Meetings**
  - NWCA | LRC | EVC | Advocacy Committee | PACE | Biz West Editorial Board | Front & Center
- **Committee Meetings**
  - Membership Events | Taste | Pints | Parade | Ambassadors | Executive | Finance | Board of Directors
- **Partnerships**
  - World Trade | SBDC | Workforce | Colorado's Recovery Friendly Workplace Initiative | Commuting Solutions | City of Louisville, Economic Vitality Manager | DBA | Louisville Museum | Downtown Women's Collective
- **Projects**
  - Directory 2025 and 2026
  - DBA / Street Faire future planning
  - City Grant Review
  - County Grant update and strategy
  - Membership audit & membership revisions
  - 2026 strategy & planning
  - Discover Louisville concept
  - Membership Drive : Retention & New Members

# MAKE THE MOST OF YOUR MEMBERSHIP



## INTERACTIVE INFO HUB

### *Grow your visibility*

- Post your events
- Post to member news feed
- Member 2 Member Discounts
- Community Offers
- Member Spotlight\*
- Member Social Media Collaborations\* \*Connect Plus Upgrade

## DIRECTORY & DIGITAL GUIDE

### *Expand your reach*

**SIGN UP BY JAN 14**

- 10,000 copies
- Modernized distribution plan
  - Every Event (Tote & Guide)
  - High visibility racks locally
  - Digital Billboards regionally
- 260,000 Digital Impressions
- Update throughout the year

View full distribution plan on  
Member Resource page

**Let's make sure you're getting the most from your Louisville Chamber membership!**

### **Your Membership Review** - Get Connected to the Info Hub

- Log in or reset your username and password
- Check that your business information is accurate
- Verify your directory listing
- Review your billing contact and representatives
- Make sure your logo, photos, and description are up to date

### **Make the Most of Your Membership Tools**

- Post your events, news, and promotions
- Register for Chamber events directly through the Hub
- Follow the Chamber News & Calendar to stay informed

### **Plan Ahead for 2026**

- Review the 2026 Event Guide for sponsorships, booths, and hosting options
- Sign up for committees or networking programs
- Explore event partnerships and advertising opportunities

### **Connection & Community**

Attend Chamber events and engage with other members

## **Member Stats (Dec 2025)**

53% Membership Growth in 2025



## Member Resource Page



[2026 Event Guide](#)

[2026 Membership Benefits](#)  
[Directory Distribution Guide](#)

## How to Guides for Your Info Hub

- [How to add Events, Member Perks, News Feed & Community Offers](#)
- [How to add representatives, billing, contact information and more.](#)
- [How to improve your listing and keywords.](#)

[Purchase 2026  
Directory Ad](#)



**CLOSES JAN 14**

## Annual Awards

**SAVE THE DATE**  
**FEBRUARY**  
**18th**

## Arrange a session to make the most our of your membership



[Connect Meetings Schedule](#)

[1:1 Connect Meetings](#)

## TESTIMONIALS

THANK YOU FOR YOUR FEEDBACK  
COMMENTS & QUESTIONS EMAIL [INFO@LOUISVILLECHAMBER.COM](mailto:INFO@LOUISVILLECHAMBER.COM)

“As a new business in Louisville, joining the Chamber has been one of our greatest decisions. The kindness, support, and genuine community spirit we’ve experienced are unmatched. The Chamber’s incredible networking opportunities have helped us connect with so many wonderful families and businesses, and we’re truly grateful to be part of such a welcoming community”

**McKenna Aslin, Owner, Art Major**

“The Louisville Chamber continues to be the bridge between local business and city leadership. Their leadership during the South Street Underpass project is a great example of how collaboration and advocacy can make Louisville an even better place to live, work, own a business and grow together. As a business owner of several businesses in Louisville, I’m grateful for their commitment to making Louisville more connected, accessible, and vibrant for everyone. The Chamber has always been more than an organization, it’s a heartbeat for local business and community connection”

**Justin Livingston, Vice President of Franchise Development, Ziggy Coffee.**

“The Louisville Farmers Market is a proud partner of the Louisville Chamber of Commerce. Cooperative relationships enhance successful community events, and the Chamber is a proven supporter in making the farmers' market shine. The Chamber is willing to go above and beyond to ensure that all Louisville events thrive. I am grateful for all the efforts the Chamber has made to not only support events but also evaluate to ensure that we can make each year better.”

**Kelly Millar, Louisville Farmers Market**

“The Louisville Chamber is a forceful advocate for the business community, and a trusted partner to City leaders and professional staff. That balance is the reason why they’ve quietly achieved more in 2025 than the last few years combined.”

**Bill Rigler, Principal, Greenlight Strategy**

“As a small locally owned business in Louisville, we face countless challenges on a daily basis. Having the Chamber at our back when added pressures come is life-saving. Knowing we can call on her and have credible action be a result is extremely valuable and appreciated.”

**Garret Nicodemus, Rocky Mountain Tap & Garden General Manager/Owner**



# 2026 ENGAGEMENT OPPORTUNITIES

**SPONSOR | HOST | NETWORK | PARTICIPATE | VOLUNTEER**

## SIGNATURE COMMUNITY EVENTS

- Feel Good Festival **FEB 28**
- Taste of Louisville **JUN 5-6**
- Pints in the Park **AUG 29**
- Parade of Lights **DEC 4**

## CHAMBER EVENTS

- Annual Awards Ceremony **FEB 18**
- Education Summit: Marketing, AI & Security **APR**
- Golf Scramble **OCT**
- State of City/Annual Chamber Meeting **NOV**
- Leaders Luncheons (**Quarterly Events**)

## NETWORKING EVENTS

- Third Thursday Member Hosted Networking
- First Friday Open House & Friday Socials
- Ribbon Cutting / Business Celebrations
- Annual Broomfield & Louisville Mixer
- Annual Lafayette & Louisville Mixer
- Table at SuperiHer Conference
- Annual Summer BBQ: Superior, Lafayette, Erie, & Louisville
- NWCA Pickleball Tournament: Boulder, Superior, Lafayette, Louisville, Broomfield, Longmont & Latino Chambers
- Additional Multi-Chamber events announced throughout the year.

## LEADS GROUPS

- Leads Group
- Home Pro Group (NEW)

## AREA FOCUS GROUPS

- McCaslin, Centennial, Dillon, Cherry
- South Boulder Road
- Downtown/ DELO
- Colorado Tech Center -CTC

## INDUSTRY FOCUS GROUPS

- Hospitality & Entertainment
- Health & Wellness
- Business Services, Tech & Innovation
- Real Estate, Property, Construction, Contractors, Home & Auto
- Shopping & Retail
- Media & Marketing
- Community, Government & Non-Profit

# SPONSORSHIP & PROMOTIONAL INVESTMENT LEVELS

<p><b>SIGNATURE COMMUNITY EVENT</b></p> <p><b>TASTE OF LOUISVILLE</b></p> <p><b>Platinum</b> \$10,000 <b>Gold</b> \$2,500 <b>Silver</b> \$1000 <b>Exhibitor Booth</b> \$150/\$300*</p> <p><b>5 events for 1 sponsorship</b> 8000+ Attendees 200K Impressions</p>	<p><b>SIGNATURE COMMUNITY EVENT</b></p> <p><b>PINTS IN THE PARK</b></p> <p><b>Platinum</b> \$6,000 (SOLD) <b>Gold</b> \$1,500 <b>Silver</b> Beverage Partners <b>Exhibitor Booth</b> \$150/\$300*</p> <p>1000+ Attendees 200K Impressions</p>	<p><b>SIGNATURE COMMUNITY EVENT</b></p> <p><b>PARADE OF LIGHTS</b></p> <p><b>Platinum</b> \$2,000 <b>Gold : Hot Choc or Santa</b> \$500 <b>Silver: Parade Sponsor</b> \$250</p> <p>4000+ Attendees 50K Impressions</p>	<p><b>SIGNATURE COMMUNITY EVENT</b></p> <p><b>FEEL GOOD FESTIVAL</b></p> <p><b>Platinum</b> \$3,000 <b>Gold</b> \$750 <b>Exhibitor Booth</b> \$150/\$300*</p> <p>1000+ Attendees 60K Impressions</p>
<p><b>MEMBER EVENT</b></p> <p><b>ANNUAL AWARDS</b></p> <p><b>Platinum</b> \$3000 (SOLD) <b>Gold</b> Exclusive to Chamber Fellows <b>Welcome Drink</b> \$250</p>	<p><b>MEMBER EVENT</b></p> <p><b>EDUCATION SUMMIT</b></p> <p><b>Platinum:</b> \$1000 <b>Gold:</b> \$500 <b>Refreshment Sponsor</b> \$250 <b>Exhibitor Table</b> \$150/\$300*</p> <p><b>LEADERS LUNCH SERIES</b></p> <p><b>Platinum:</b> \$2000 <b>Gold:</b> \$500</p>	<p><b>MEMBER EVENT</b></p> <p><b>GOLF SCRABBLE</b></p> <p><b>Platinum</b> \$3500 (SOLD) <b>Gold</b> \$1000 Lunch \$1000 Golf Cart \$300 Hole Sponsor</p>	<p><b>MEMBER EVENT</b></p> <p><b>STATE OF CITY</b></p> <p><b>Platinum</b> Exclusive to Fellowship Level <b>Refreshment Sponsor</b> \$250 <b>Exhibitor Table</b> \$150/\$300*</p>
<p><b>EXCLUSIVE TO MEMBERS ONLY</b></p> <p><b>2026 T-SHIRT &amp; TOTES SPONSOR</b></p> <p>Volunteers, Ambassadors &amp; Staff All Events Your Logo on Tote bags distributed at events with Directory inside. (optional swag)</p> <p>\$1000</p>	<p><b>EXCLUSIVE TO MEMBERS ONLY</b></p> <p><b>2026 COMMUNITY GUIDE &amp; DIRECTORY</b></p> <ul style="list-style-type: none"> <li>Back Cover: \$2,000 (SOLD)</li> <li>Inside Back Cover: \$1,750</li> <li>Inside Facing Front: \$1,750 (SOLD)</li> <li>Inside Facing Back: \$1,750</li> <li>Full Page: \$1,150</li> <li>1/2 Page: \$750</li> <li>1/4 Page: \$600</li> </ul>	<p><b>MEMBER EVENT</b></p> <p><b>NETWORKING EVENTS/ BUSINESS CELEBRATION/ FIRST FRIDAY EVENTS/ RIBBON CUTTING</b></p> <p>Food &amp; Drink Cost Only</p>	<p><b>MEMBER EVENT</b></p> <p><b>BROOMFIELD ANNUAL MIXER &amp; NWCA PICKLEBALL</b></p> <p>\$250 Each Event</p> <p><b>HOLIDAY PARTY SPONSOR</b></p> <p>\$200 Per Sponsor</p>

YOU CAN INVITE A GUEST TO A MEMBER EVENT & USE IT AS A GREAT OPPORTUNITY TO NETWORK

\*NON-MEMBER PRICE

# FELLOWSHIP MEMBERS



Avista



**Sterling Bay**



**Huntington  
Bank**



**MEDIA PARTNERS**



**Daily Camera | COLORADO HOMETOWN WEEKLY**

