ECONOMIC IMPACT OF THE TOURISM AND VISITOR INDUSTRY

2022

IN THE CITY OF
GOLDEN, COLORADO

December 2023

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INTRODUCTION

Background

This report summarizes the results of an economic impact analysis of the travel and tourism industry in the City of Golden, CO. Visitor counts to the City were measured, along with key visitor characteristics, and spending by visitors within the City of Golden was quantified. Jobs, labor income, value added (GDP), and business sales (output) created/supported by visitors and their spending in Golden were estimated, along with associated sales and lodging tax revenue impacts to the City.

Methodology & Data Sources

Datafy is the source for all visitation data (trips, unique visitors, trip length, visitor days) along with key visitor characteristics (geographic origin, demographics, point-of-interest destinations within the City). Datafy is a *c*ommercially-available visitor data platform, based on phone geolocation, vehicle, and credit card transaction information.

Direct visitor spending within the City of Golden in 2022 was estimated by applying Datafy visitation data to spending demand and capture/leakage models developed by **Anderson Analytics**, based on data from a variety of sources, including:

2022 Longwoods Travel USA Report for Colorado; Dean Runyan Associates; U.S. Bureau of Labor Statistics (BLS), Consumer Expenditure Surveys, 2020-2021, western region and national; U.S. Census Bureau, 2017 Economic Census, of all industries in Colorado and the United States; Census Bureau, Annual Retail Trade Survey 2021; BLS, Quarterly Census of Employment and Wages (QCEW); Census Bureau, Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statistics (LODES); International Council of Shopping Centers (ICSC); U.S. Department of Agriculture (USDA), Economic Research Service (ERS), Food Expenditure Series; Centers for Medicare & Medicaid Services (CMS), Office of the Actuary, National Health Statistics Group; the Nielsen Company; Deloitte; Edmunds; Colorado Department of Revenue, Annual Reports; Colorado Legislative Council Staff; and data provided by the City of Golden Finance Department and by Visit Golden.

The visitor spending impacts in this report, unless otherwise noted, represent spending within the City of Golden only.

Methodology & Data Sources – continued

The portion of total estimated visitor spending subject to the City's 3.00% sales tax was delineated, along with lodging and accommodations spending subject to the City's 6.00% lodging tax, and City tax revenues resulting from direct visitor spending in 2022 were estimated.

The economic impact of direct visitor spending in the City of Golden in 2022 – jobs, labor income, value added (GDP), and economic output created/supported by visitor spending – was modeled utilizing the economic impact modeling platform **IMPLAN**. These include the direct economic impacts in the City of Golden, along with indirect and induced economic impacts throughout Jefferson County, CO:

IMPLAN® model, 2021 Data for Jefferson County, CO, using inputs provided by the user and IMPLAN Group LLC, IMPLAN System (data and software), 16905 Northcross Dr., Suite 120, Huntersville, NC 28078, www.IMPLAN.com.

Consumption spending by the holders of the jobs created/supported by visitor spending in the City of Golden was also modeled utilizing Anderson Analytics spending demand and capture/leakage models, and the associated City sales tax impacts were also estimated and included in the fiscal impacts.

This study methodology was conducted for the City of Golden as a whole, along with two geolocation "points of interest" – the Coors Brewery Tours, and the Clear Creek Whitewater Park. Separate economic impact analyses were prepared for 2022 visitation to the Coors Brewery Tours and the Clear Creek Whitewater Park, respectively.

KEY FINDINGS

Total Economic Impact

Direct visitor spending of $191.4 million within the City of Golden generated a total estimated economic impact of $167.7 million in the Golden area economy in 2022 including indirect and induced impacts. This total economic impact generated or supported over 1,500 jobs.

$167.7 million

Total Economic Impact of Tourism & Visitor Industries in Golden Area Economy in 2022

$191.4M

Direct Visitor Spending in City

$167.7M

Total Economic Impact
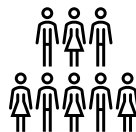
1,534

Total Jobs Supported

Fiscal (Tax Revenue) Impacts

Visitor spending in 2022 resulted in a total of almost $6.0 million in sales and lodging tax revenues to the City of Golden. Visitor spending impacts contributed about 24% of the 'bricks & mortar' sales tax base Citywide in 2022.

$5.97M

City Taxes Generated

23.9%

Citywide 'Bricks & Mortar' Taxable Sales

KEY FINDINGS - continued

Total Visitors to Golden

Tourist trips, business trips, and visits to family and friends resulted in an estimated total of 5.75 million visitor days in the City of Golden during 2022. Over three-quarters of that total resulted from trips to Golden by visitors residing 50+ miles away. "Marketable" or tourism trips from visitors less than 50 miles away within the Denver Metro area and Front Range market comprised the balance of visitor days.

With the global travel industry still recovering from the effects of the COVID-19 pandemic, total visitor days in Golden were about 7% lower than in the pre-pandemic year 2019. However, the 2022 total had recovered considerably as compared to 2020.

annual	Visitor Days	Trips	Avg. Trip Length	Unique Visitors
2022	5,753,981	3,220,220	1.8 days	1,203,876
2021	5,624,947	3,508,413	1.6 days	1,341,483
2020	5,023,041	3,432,794	1.5 days	1,227,839
2019	6,213,493	4,162,911	1.5 days	1,619,434

YTD	Visitor Days	Trips	Avg. Trip Length	Unique Visitors
1-Oct-23	3,985,313	2,765,113	1.4 days	1,359,078
1-Oct-22	4,773,507	2,504,553	1.9 days	958,824

Sources: Datafy – Caladan Model. Anderson Analytics.

Direct Visitor Spending

Visitors to the City of Golden spent over $191 million across a number of industries in the City in 2022. Visitors spend directly on lodging and accommodations, food and beverage, recreation/entertainment, retail shopping, and local transportation. Visitor spending subject to the City's sales tax – taxable spending – totaled over $110 million in 2022. Spending subject to the City's lodging tax totaled almost $43 million.

	TOTAL Spending	TAXABLE Spending	LODGING TAX Spending
Lodging / Accomm.	$46,817,963	$46,634,244	$42,758,467
Retail	$100,404,699	$35,482,560	$0
Food & Beverage	$21,655,578	$21,406,132	$0
Rec. / Entertainment	$17,734,856	$4,294,761	$0
Local Transportation	$4,740,847	$2,791,032	$0
TOTAL	**$191,353,943**	**$110,608,730**	**$42,758,467**

Sources: Anderson Analytics spending model. Visitor data from Datafy – Caladan Model

VISITS & VISITOR DAYS

Tourist trips, business trips, and visits to family and friends resulted in an estimated total of 5.75 million visitor days in the City of Golden during 2022. Over three-quarters of that total resulted from trips to Golden by visitors residing 50 or more miles away. "Marketable" or tourism trips from visitors less than 50 miles away within the Denver Metro area and Front Range urban corridor comprised the balance of visitor days.

Over 1.2 million unique visitors made trips to the City of Golden in 2022, and 92% of those visitors came from over 50 miles away from Golden.

2022 – Annual Visitation: Golden, CO

% from 50+ miles away

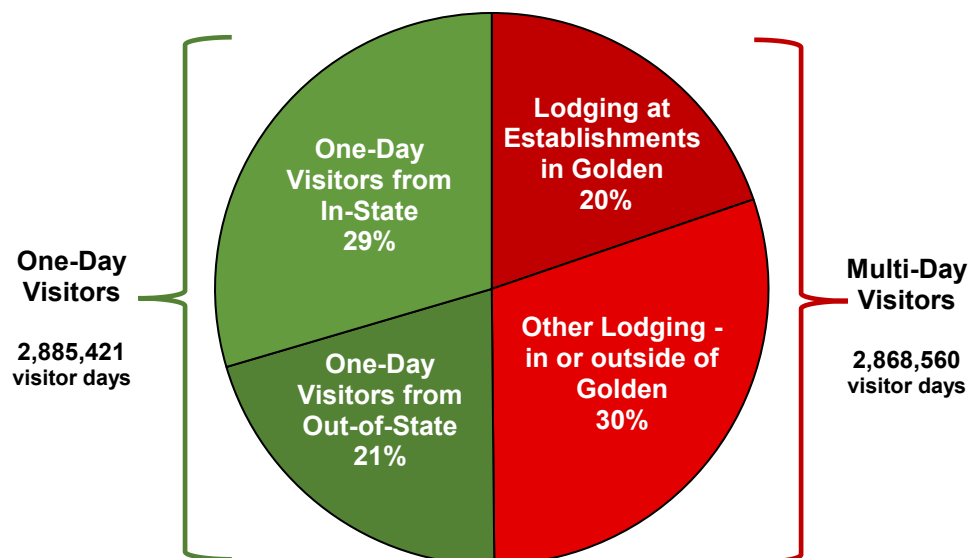**Visitor Days = 5,753,981**   **78%**

Total Trips = 3,220,220   **60%**

Unique Visitors = 1,203,876   **92%**

Source: Datafy – Caladan Model. Anderson Analytics.

2022 – Total Annual Visitor Days to Golden

One-Day Visitors from In-State 29%

Lodging at Establishments in Golden 20%

One-Day Visitors from Out-of-State 21%

Other Lodging - in or outside of Golden 30%

One-Day Visitors

2,885,421 visitor days

Multi-Day Visitors

2,868,560 visitor days

Sources: Datafy – Caladan Model. Anderson Analytics.

Of the 5.75 million visitor days in 2022, 50% were the result of multi-day trips to Golden (overnight visitors) – staying overnight either in or outside of the City. One-day visitors comprised the other half of total visitor days in 2022.

Geolocation data from Datafy allowed the delineation of overnight stays at lodging establishments within Golden. About 20 percent of total visitor days to Golden involved a stay at a hotel, motel, B&B, or RV park within the City of Golden. Thirty percent of total visitor days in 2022 resulted from stays at short-term rentals (in or outside of Golden), stays with friends & family (in or outside of Golden), and stays at lodging establishments located outside of the City of Golden.
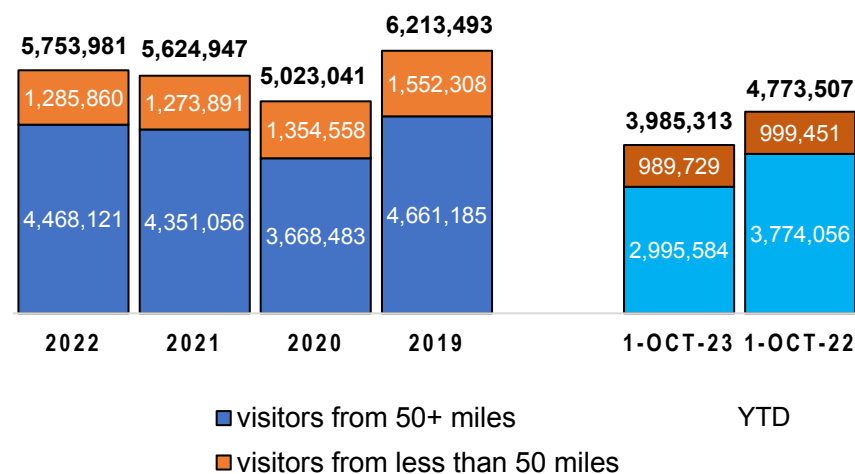
Total Visitor Days to the City of Golden

Total visitor days to Golden totaled 5.75 million in 2022. That amount was up 2.3% from 2021. With the global travel industry still recovering from the effects of the COVID19 pandemic, total visitor days to Golden in 2022 were about 7% lower than in the pre-pandemic year 2019. However, the 2022 total had recovered considerably from 2020.

	2022	2021	2020	2019	1-OCT-23	1-OCT-22
Total	5,753,981	5,624,947	5,023,041	6,213,493	3,985,313	4,773,507
visitors from less than 50 miles	1,285,860	1,273,891	1,354,558	1,552,308	989,729	999,451
visitors from 50+ miles	4,468,121	4,351,056	3,668,483	4,661,185	2,995,584	3,774,056

■ visitors from 50+ miles

■ visitors from less than 50 miles

YTD

Sources: Datafy – Caladan Model. Anderson Analytics.

The total number of distinct trips to Golden by a unique visitor totaled 3.22 million in 2022. That total was down 8 percent from 2021 and down a considerable 23 percent from 2019. All the drop in 2022 was attributable to a decline in visitors from 50+ miles, as trips by visitors from the less than 50 mile market actually posted a slight increase in 2022. Year-to-date data through the beginning of October 2023 shows trip volume continuing to increase, with a 10% increase in trips to Golden over the same period in 2022.

Total Trips to the City of Golden

	2022	2021	2020	2019	1-OCT-23	1-OCT-22
Total	3,220,220	3,508,413	3,432,794	4,162,911	2,765,113	2,504,553
<50 miles	1,285,860	1,273,891	1,354,558	1,552,308	989,729	999,451
50+ miles	1,934,360	2,234,522	2,078,236	2,610,603	1,775,384	1,505,102

■ visitors from 50+ miles
■ visitors from less than 50 miles

YTD
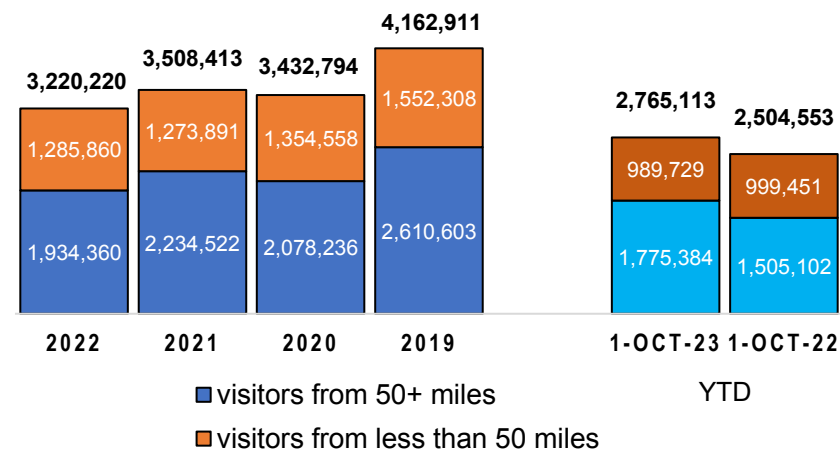
Sources: Datafy – Caladan Model. Anderson Analytics.

Total annual trips and unique visitors were in fact lower in 2022 than in 2020, but the average trip length (number of consecutive days visiting Golden per trip) in 2022 was notably higher for visitors from 50+ miles away than in the previous years.
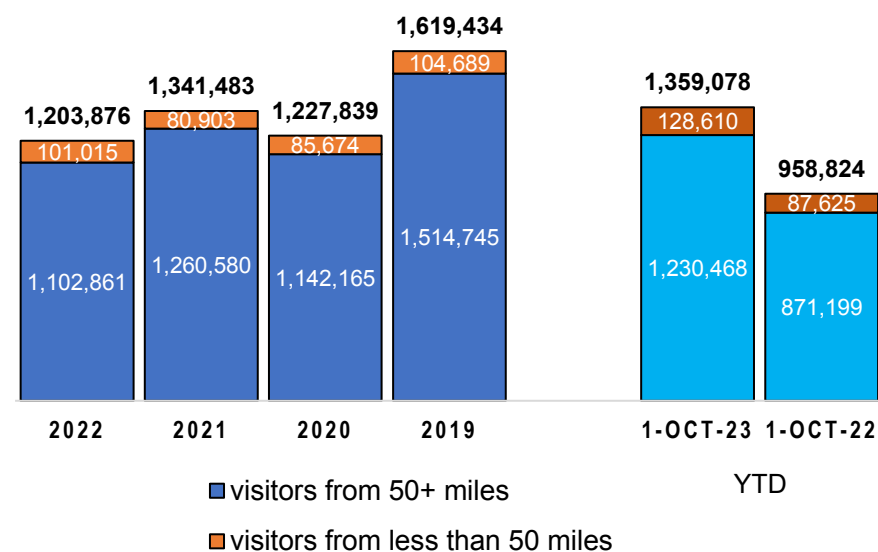
Average Trip Length to City of Golden
visitors from 50+ miles

2022	2021	2020	2019	thru 1 Oct. 2023	thru 1 Oct. 2022
2.3 days	1.9 days	1.8 days	1.8 days	1.7 days	2.5 days

Sources: Datafy – Caladan Model. Anderson Analytics.

Over 1.20 million unique visitors made trips to Golden in 2022. Though total unique visitors in 2022 was also down from prior year's totals, visitors from the less than 50 mile market actually posted a slight increase in 2022. According to Datafy's year-to-date estimated visitation data, total unique visitors to Golden through the beginning of October 2023 was 41% higher than during the same period in 2022. The estimated total unique visitors through October 2023 was higher than annual totals from 2020 through 2022.

Unique Visitors to the City of Golden

Year	Total	visitors from less than 50 miles	visitors from 50+ miles
2022	1,203,876	101,015	1,102,861
2021	1,341,483	80,903	1,260,580
2020	1,227,839	85,674	1,142,165
2019	1,619,434	104,689	1,514,745
1-OCT-23 YTD	1,359,078	128,610	1,230,468
1-OCT-22 YTD	958,824	87,625	871,199

■ visitors from 50+ miles
■ visitors from less than 50 miles

Sources: Datafy – Caladan Model. Anderson Analytics.

Visitor Markets - Definitions

The total number of visitor & tourism trips to Golden was defined as total trips to one or more destinations within the City of Golden made by:

- All visitors from 50+ miles away from Golden – (typical definition of "travel visitor").

- Visitors from less than 50 miles away from Golden visiting just one or more of six local tourism points-of-interest, excluding residents and commuters – (estimated "Metro Market – marketable visitors").

Travel Visitors (from 50+ miles)
Colorado Tourism Office research reports, like the Longwood's International Travel USA Visitor Profile and Dean Runyan Associates annual economic impact reports, typically define travel visitors as all visitors living 50+ miles away from their destination. This encompasses tourism or "marketable" trips, as well as business trips, visits to family and friends, and all other trip purposes.

Metro Market – Marketable Visitors (<50 miles)
Visitors from the Front Range urban corridor, including those living less than 50 miles away, are also an important market for Golden's travel & tourism industry. Though the < 50-mile visitor market is often excluded from travel & tourism economic impact studies due to methodological challenges, it can be an important visitor market for planning and marketing purposes and is increasingly of interest in the context of sustainable tourism.

Commuters (defined as making 10 or more visits in a month to Golden) were filtered out of all data sets.

Utilizing Datafy's data filtering capabilities, an estimate of "Metro Market – marketable visitors" was thus prepared. All residents of the City of Golden plus all commuters were filtered out of the data set. "Marketable" trips from visitors less than 50 miles away from Golden were then estimated based on trips made just to one or more of the following local tourism points-of-interest: Coors Brewery, Golden History Museum & Park, Clear Creek Whitewater Park corridor, Miners Alley Playhouse, Downtown Golden, or Colorado Railroad Museum.
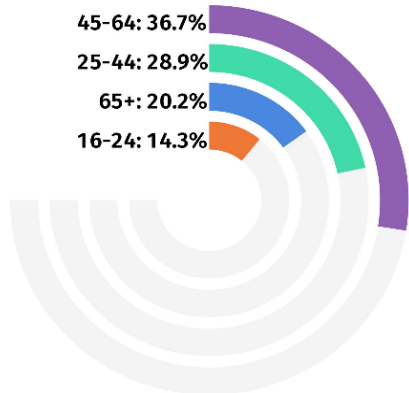
Detailed visitor estimates by month since 2019 is presented for each market in Appendix A.

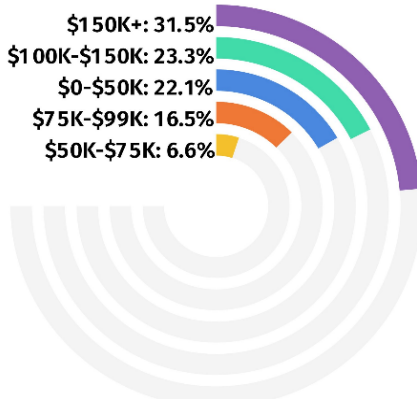# Characteristics of Travel Visitors to Golden (from 50+ miles) - 2022

Age
- 45-64: 36.7%
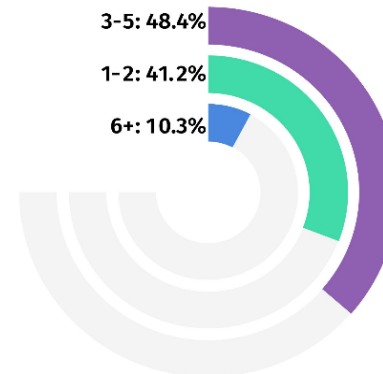- 25-44: 28.9%
- 65+: 20.2%
- 16-24: 14.3%

Income
- $150K+: 31.5%
- $100K-$150K: 23.3%
- $0-$50K: 22.1%
- $75K-$99K: 16.5%
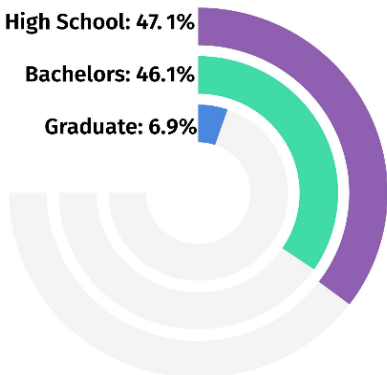- $50K-$75K: 6.6%

Household
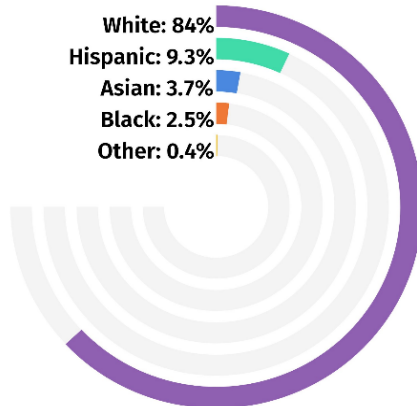- 3-5: 48.4%
- 1-2: 41.2%
- 6+: 10.3%

Education Level
- High School: 47.1%
- Bachelors: 46.1%
- Graduate: 6.9%

Ethnicity
- White: 84%
- Hispanic: 9.3%
- Asian: 3.7%
- Black: 2.5%
- Other: 0.4%

DATAFY

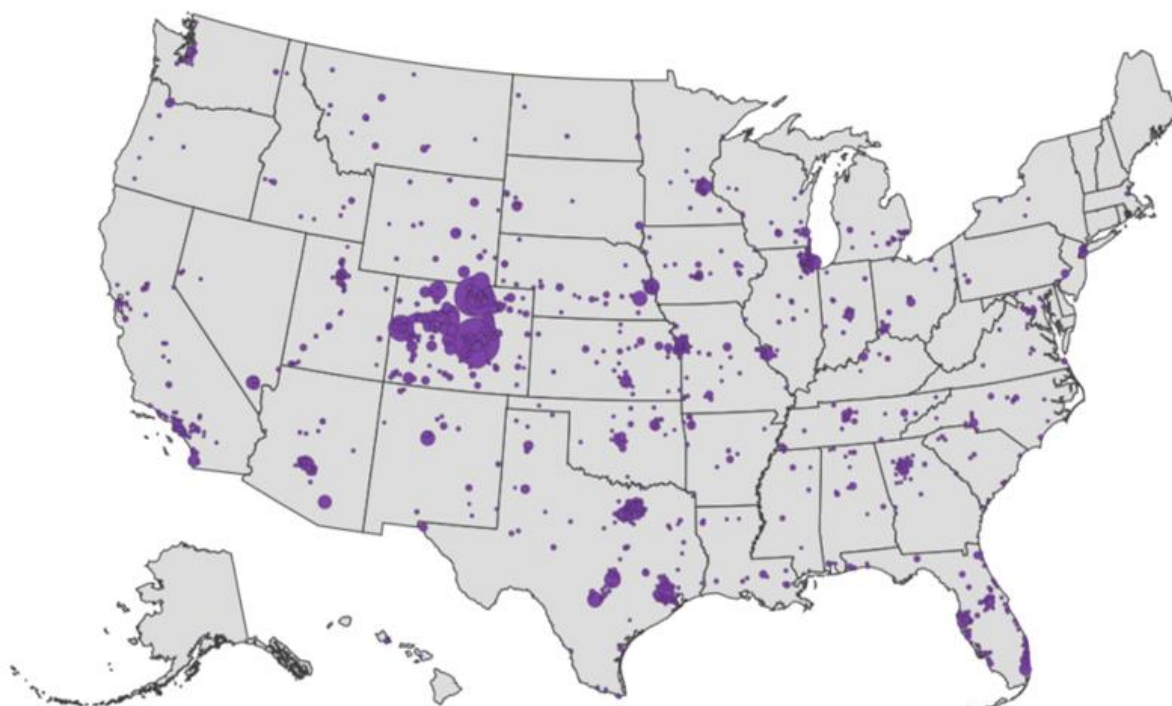# Characteristics of Travel Visitors to Golden from 50+ miles - 2022

Trip Density by Origin:

Caladan | © Datafy - All Rights Reserved
This data represents a statistical model based on a sample size of devices.

DATAFY

Top 20 Out-of-State MSA's:

MSA	Trips
Dallas-Fort Worth-Arlington, TX	66,936
Houston-Sugar Land-Baytown, TX	50,199
Chicago-Naperville-Joliet, IL-IN-WI	50,015
Kansas City, MO-KS	38,713
Los Angeles-Long Beach-Santa Ana, CA	30,578
Phoenix-Mesa-Scottsdale, AZ	30,021
Minneapolis-St. Paul-Bloomington, MN-WI	28,803
Atlanta-Sandy Springs-Marietta, GA	23,540
New York-Northern New Jersey-Long Island, NY-NJ-PA	23,385
Miami-Fort Lauderdale-Pompano Beach, FL	20,939
Austin-Round Rock, TX	20,712
St. Louis, MO-IL	20,435
Omaha-Council Bluffs, NE-IA	18,452
San Antonio, TX	14,004
Washington-Arlington-Alexandria, DC-VA-MD-WV	13,594
Tampa-St. Petersburg-Clearwater, FL	12,814
Cheyenne, WY	12,067
Oklahoma City, OK	12,030
Riverside-San Bernardino-Ontario, CA	11,855
Seattle-Tacoma-Bellevue, WA	11,798

Metro Market – Marketable Visitors <50 miles - 2022

Age
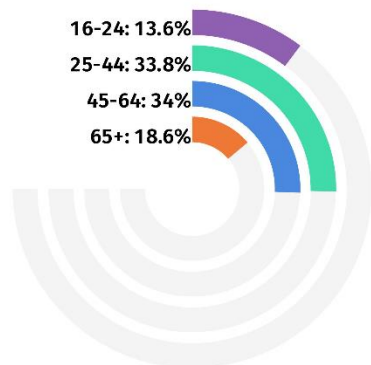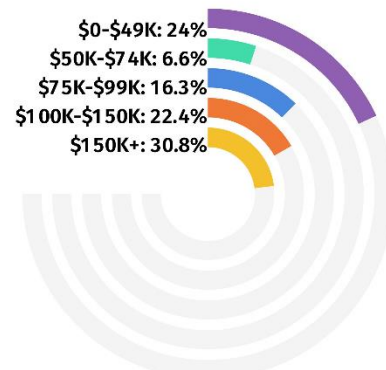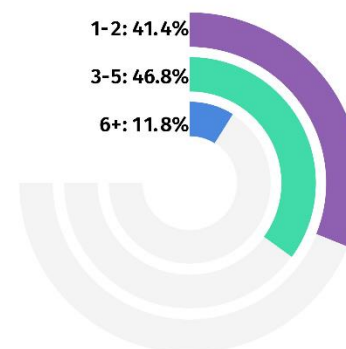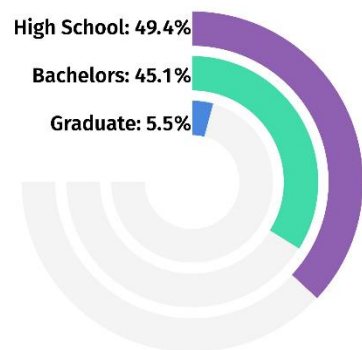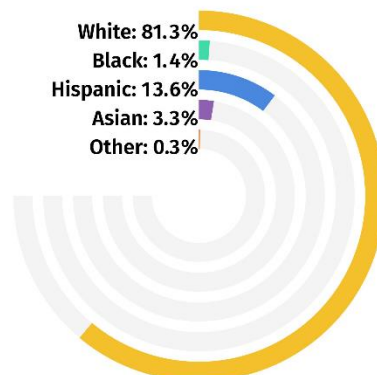
16-24: 13.6%
25-44: 33.8%
45-64: 34%
65+: 18.6%

Income

$0-$49K: 24%
$50K-$74K: 6.6%
$75K-$99K: 16.3%
$100K-$150K: 22.4%
$150K+: 30.8%

Household

1-2: 41.4%
3-5: 46.8%
6+: 11.8%

Education Level

High School: 49.4%
Bachelors: 45.1%
Graduate: 5.5%

Ethnicity

White: 81.3%
Black: 1.4%
Hispanic: 13.6%
Asian: 3.3%
Other: 0.3%

DATAFY

Visitor Spending

Visitors to Golden spent an estimated $191.4 million across a wide range of industries in 2022. Of that total, retail purchases at local stores and shops accounted for $100.4 million. The second largest category of spending was in lodging and accommodation which totaled $46.8 million.

Spending at local food & beverage establishments (restaurants and drinking places – grocery stores are classified as retail) totaled almost $22 million. Spending at recreation and entertainment establishments totaled an estimated $17.7 million.

TOTAL VISITOR SPENDING IN 2022
$191.4 MILLION
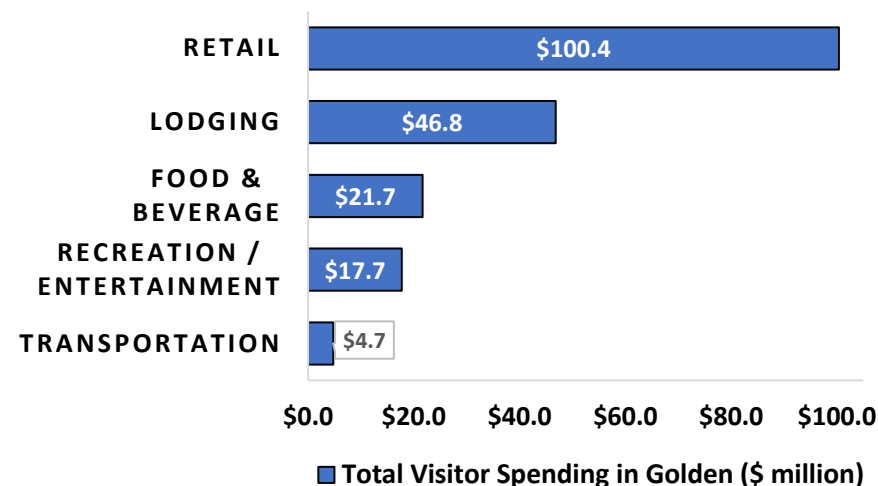
Sources: Anderson Analytics spending model. Visitor data from Datafy – Caladan Model

TOTAL - VISITOR SPENDING

Sources: Anderson Analytics spending model. Visitor data from Datafy – Caladan Model

About 78 percent of total visitor spending in 2022 in Golden was attributable to Travel Visitors (50+ miles market). The Metro Marketable Visitors market (<50 miles market) accounted for the balance which totaled an estimated $41.2 million. The visitors and spending by both markets are very important to the health of Golden businesses in the tourist & visitor industries.

The table to the right presents total estimated 2022 visitor spending in the City of Golden by detailed industry. The portion of that spending that is subject to the City's 3.00% general sales tax rate is also presented in the table. While total 2022 spending is estimated at $191.35 million, the portion subject to the city's sales tax is estimated at $110.6 million. Most of that difference is attributable to motor vehicle fuel sales at gasoline stations & convenience stores that is not subject to local sales taxes. Additionally, only a portion of sales at recreation/entertainment establishments are taxable because many admissions fees and most services are generally not subject to local or state sales taxes. Most sales in the lodging category are subject to the city's 3.00% sales tax plus a 6% lodging tax on overnight stays. The 6.00% tax also applies to short-term (less than 30 days) rentals of residential property in the City.

Visitor Spending in Golden	TOTAL Spending	TAXABLE Spending
Furniture & Home Furnishings Stores	$43,124	$43,124
Electronics & Appliance Stores	$63,515	$63,515
Building Materials, Garden Stores	$1,686,394	$1,686,394
Food & Beverage Stores	$17,283,633	$17,016,332
Health & Personal Care Stores	$523,094	$514,929
Gasoline Stations & Convenience Stores	$65,361,755	$2,056,995
Clothing & Clothing Accessories Stores	$1,009,209	$1,009,209
Sporting Goods, Hobby, Book & Music Stores	$6,863,528	$5,981,049
General Merchandise Stores	$3,905,526	$3,820,897
Miscellaneous Store Retailers	$3,664,921	$3,290,116
Retail	**$100,404,699**	**$35,482,560**
Hotels and Motels	$39,087,662	
Other Traveler Accommodation	$7,730,301	
Lodging	**$46,817,963**	**$46,634,244**
Full-Service Restaurants	$8,887,681	
Limited-Service Restaurants	$8,440,565	
All Other Food Services and Drinking Places	$4,327,332	
Food & Beverage	**$21,655,578**	**$21,406,132**
Performing Arts Companies	$987,883	
Spectator Sports	$1,599,430	
Independent Artists, Writers, and Performers	$94,084	
Promoters of Performing Arts, Sports, Events	$893,799	
Museums, Historical Sites, Similar Institutions	$4,516,038	
Other Amusement & Recreation Industries	$8,467,570	
Fitness and Recreational Sports Centers	$1,176,051	
Recreation / Entertainment	**$17,734,856**	**$4,294,761**
Motor Vehicle & Parts Dealers	$4,018,565	$2,377,374
Automotive Repair & Maintenance	$722,282	$413,659
Transportation	**$4,740,847**	**$2,791,032**
TOTAL Visitor Spending	**$191,353,943**	**$110,608,730**

Sources: Anderson Analytics spending model. Visitor data from Datafy – Caladan Model.

Calculation of Daily Visitor Spending

Daily spending patterns were modeled for different segments of total visitors to Golden: less than 50 mile vs. 50+ mile visitors, in-state vs. out-of-state, one-day vs. multi-day trip, and by lodging type. Spending metrics per visitor from the 2022 Longwoods Travel USA Report for Colorado, along with 2022 data from Dean Runyan Associates for Colorado and Jefferson County, were adjusted to reflect the actual mix of household incomes for visitors to Golden as measured by Datafy, utilizing spending pattern and propensity to consume functions driven by 2021 Consumer Expenditure Survey data and other sources. These spending demand amounts were broken into detailed goods and services categories based on data from the Consumer Expenditure Survey, the 2017 Economic Census, and the Census Bureau's Annual Retail Trade Survey, and were categorized as either taxable or non-taxable by the City of Golden. The flow of goods and services demand to detailed industry sectors was then modeled based on distribution channel data for Colorado from the Economic Census, with adjustments made to reflect the mix of recreation and entertainment industry sectors in the market area around Golden.

Due to Golden's location within the broader Denver Metro and Colorado market, most visitors to the City of Golden are likely to do some of their daily spending at establishments outside of the City. Two leakage/capture factors were incorporated into the spending pattern models to account for this dynamic. A local market area around the Golden was defined to encompass destinations located outside of the City (e.g., Red Rocks, Lookout Mountain, Colorado Mills). A portion of visitor spending was modeled to occur outside of the local market area based on spending-at-destination data from Longwoods.

The proportion of spending within the local market area occurring in the City was then modeled based on the relative size of each retail, recreation/entertainment, food & beverage, and transportation sector within the City as compared to the local market area, based on industry employment estimates. An inventory of all such business establishments and employment counts in the City of Golden in 2022 was manually prepared using data from Data Axle, D&B Hoover's, and Esri.

As shown below, only 28% of the average total daily spending by overnight/multiday visitors to Golden, and only 26% by one-day visitors, was estimated to occur within the City itself.

Average Daily Visitor Spending - 2022:

	Total Daily Spend		Amount Spent in the City of Golden	
	Overnight (Multiday)	Day Trip	Overnight (Multiday)	Day Trip
TOTAL Spending =	$137.67	$103.71	**$38.97**	**$26.80**
Retail	$43.15	$49.47	**$16.53**	**$17.97**
Lodging	$38.35	$1.68	**$15.37**	**$0.75**
Food & Beverage	$19.16	$23.71	**$3.32**	**$4.11**
Rec. & Entertainment	$20.67	$21.43	**$2.99**	**$3.10**
Transportation	$16.33	$7.42	**$0.75**	**$0.88**

Sources: Anderson Analytics spending model. Based on data from: Longwoods International; Dean Runyan Associates; BLS Consumer Expenditure Survey 2021; 2017 Economic Census; Datafy; and additional sources.

ECONOMIC IMPACT METHODOLOGY

This economic impact analysis begins by measuring direct spending by tourists and visitors to the Golden area economy and then assesses the downstream effects of that spending on the broader economy. An input-output modeling system known as IMPLAN was employed to assess the impacts of the direct tourist spending in Golden. The IMPLAN modeling software measures the impact of the flow of dollars through an economy by estimating the direct effect, indirect effect, induced effect, and total effect.

- **The direct effect** is the first-round impact generated by the spending that occurs as a direct result of events and activities that occur within a defined area or facility. For example, visitor spending on lodging, at retail stores, and at local restaurants represent direct economic impacts.

- **The indirect effect** consists of re-spending of the initial or direct expenditures, or, the supply of goods and services resulting from the initial direct spending at a business establishment. For example, a patron's direct expenditures on a restaurant meal causes the restaurant to purchase food and other items from suppliers. The portion of such purchases that occur within local, regional, or state economies is counted as an indirect economic impact or supply chain effect.

- **The induced effect** represents changes in local consumption due to the personal spending by employees (and business owners) whose incomes are affected by direct and indirect spending. The amount of personal income those workers spend in the local economy is considered an induced impact.

Indirect and induced impacts are often referred to as multiplier effects. The relationship between direct spending and the multiplier effects can vary based on the industry and type of direct effect spending and depends on the specific size and characteristics of a local area's economy.

The models used in this analysis calculate the direct, indirect, induced and total impacts for a broad set of indicators:

- **Output** – total sales or revenues generated by firms, governments and households.

- **Value Added** – newly created goods and services resulting from the direct spending (analogous to gross domestic product).

- **Labor Income** – employee salaries and government mandated benefits and self-employment income required to produce the additional goods and services.

- **Employment** – total full-time and part-time jobs generated.

Economic Impact Framework

The following flow chart traces the typical flow of dollars resulting from the direct spending by tourists and visitors and the associated multiplier effects and impacts:

DIRECT IMPACTS
Direct visitor spending

RETAIL

LODGING

FOOD & BEVERAGE

RECREATION/ENT

TRANSPORTATION

INDIRECT IMPACTS
Purchases of goods and services from suppliers

B2B GOODS & SERVICES PURCHASED

SUPPLY CHAIN EFFECTS

INDUCED IMPACTS
Consumer spending of wages of local employees

HOUSEHOLD CONSUMPTION

INCOME/WEALTH EFFECTS
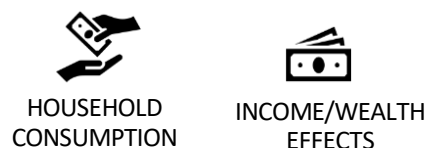
TOTAL IMPACTS
Direct, indirect, and induced impacts

SALES

JOBS

VALUE ADDED (GDP)

LABOR INCOME

TAXES

ECONOMIC IMPACT FINDINGS

Direct Impacts

The $191.4 million in direct visitor spending to business establishments and institutions within the City of Golden created or supported an estimated total of 1,230 direct jobs located within the City in 2022.

Visitor Supported Employment in Golden = 1,230 jobs

Retail = **245 jobs**

Lodging = **462 jobs**

Food & Beverage = **238 jobs**

Recreation & Entertainment = **272 jobs**

Transportation = **12 jobs**

Business Sales Impacts (Output)

"Output" is the total production value of an industry. For service sectors, output = total sales. For retail/trade sectors, output = gross margin (total sales less value of goods sold).

Direct visitor & tourism spending in the City of Golden was estimated to generate total economic output of $118.7 million in the City in 2022.

Output from the indirect and induced impacts in Jefferson County was estimated to total $49.0 million.

Total economic output in the Golden and Jefferson County area economy resulting from visitor spending in the City was estimated to total $167.7 million in 2022.

Total Output Impacts in 2022

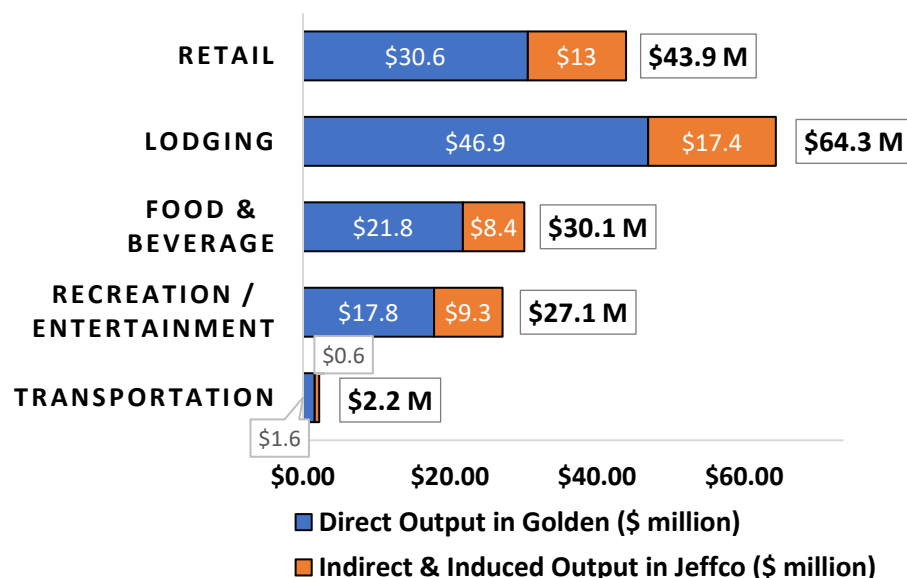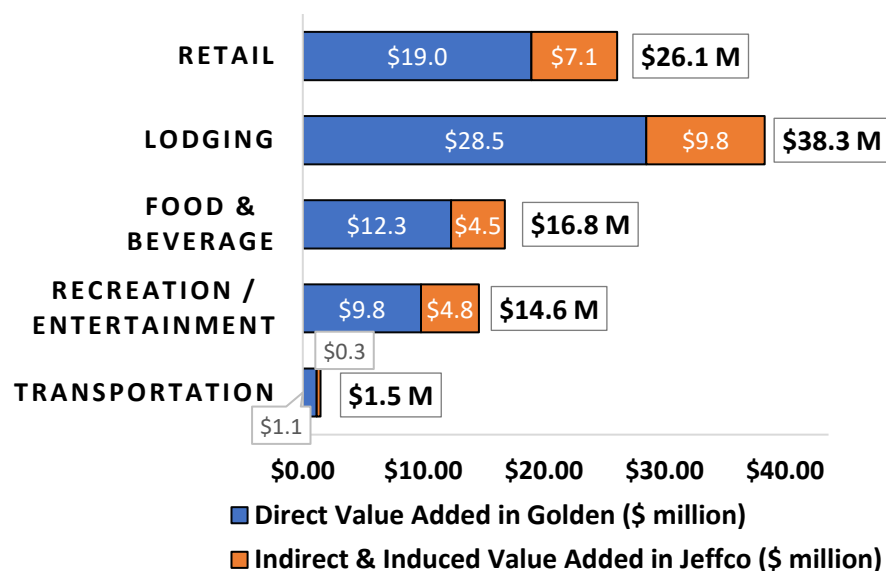| Output - Economic Impact	Direct in City of Golden	Indirect + Induced in Jeffco	Total Impact
Furniture & Home Furnishings Stores	$17,609	$8,565	$26,174
Electronics & Appliance Stores	$25,506	$14,337	$39,844
Building Materials, Garden Stores	$689,998	$237,561	$927,559
Food & Beverage Stores	$5,860,287	$2,426,751	$8,287,038
Health & Personal Care Stores	$153,029	$73,671	$226,701
Gasoline Stations & Convenience Stores	$16,944,618	$7,472,966	$24,417,584
Clothing & Clothing Accessories Stores	$461,189	$244,329	$705,519
Sporting Goods, Hobby, Book & Music Stores	$3,142,962	$1,465,545	$4,608,507
General Merchandise Stores	$1,275,210	$440,496	$1,715,705
Miscellaneous Store Retailers	$1,988,690	$987,887	$2,976,577
Retail	**$30,559,098**	**$13,372,109**	**$43,931,207**
Hotels and Motels	$39,190,514	$14,301,024	$53,491,538
Other Traveler Accommodation	$7,750,642	$3,076,497	$10,827,139
Lodging	**$46,941,156**	**$17,377,521**	**$64,318,677**
Full-Service Restaurants	$8,927,988	$3,290,486	$12,218,474
Limited-Service Restaurants	$8,478,844	$3,575,859	$12,054,704
All Other Food Services and Drinking Places	$4,346,957	$1,495,630	$5,842,587
Food & Beverage	**$21,753,790**	**$8,361,976**	**$30,115,765**
Performing Arts Companies	$997,097	$708,724	$1,705,821
Spectator Sports	$1,602,657	$1,029,030	$2,631,688
Independent Artists, Writers, and Performers	$94,873	$22,340	$117,213
Promoters of Performing Arts, Sports, Events	$900,794	$728,562	$1,629,356
Museums, Historical Sites, Similar Institutions	$4,532,474	$2,650,177	$7,182,651
Other Amusement & Recreation Industries	$8,522,039	$3,605,110	$12,127,149
Fitness and Recreational Sports Centers	$1,183,616	$549,419	$1,733,035
Recreation / Entertainment	**$17,833,550**	**$9,293,363**	**$27,126,913**
Motor Vehicle & Parts Dealers	$875,952	$303,091	$1,179,043
Automotive Repair & Maintenance	$724,973	$281,803	$1,006,777
Transportation	**$1,600,925**	**$584,895**	**$2,185,820**
TOTAL - Output ($ millions)	**$118.689**	**$48.990**	**$167.678**

Sources: IMPLAN. Per inputs from Anderson Analytics spending model, with visitor data from Datafy – Caladan Model.

Value Added (GDP) Impacts

"Value Added" is the value of newly created goods and services resulting from the direct spending (analogous to gross domestic product). Value added is equal to total output minus intermediate inputs (goods and services that are used for the production of other goods and services rather than for final consumption).

Direct visitor & tourism spending in the City of Golden was estimated to create/support total direct value added of $70.7 million in the City in 2022. Indirect and induced value added impacts were estimated to total $26.5 million in the Jefferson County economy. Total value added impacts in the Golden and Jefferson County area economy were $97.2 million, resulting from visitor spending in the City of Golden in 2022.

Total Value Added (GDP) Impacts in 2022

RETAIL $19.0 $7.1 **$26.1 M**
LODGING $28.5 $9.8 **$38.3 M**
FOOD & BEVERAGE $12.3 $4.5 **$16.8 M**
RECREATION / ENTERTAINMENT $9.8 $4.8 **$14.6 M**
TRANSPORTATION $0.3 $1.1 **$1.5 M**

$0.00 $10.00 $20.00 $30.00 $40.00

■ **Direct Value Added in Golden ($ million)**
■ **Indirect & Induced Value Added in Jeffco ($ million)**

Value Added (GDP)	Direct in City of Golden	Indirect + Induced in Jeffco	Total Impact
Furniture & Home Furnishings Stores	$10,796	$4,435	$15,230
Electronics & Appliance Stores	$14,432	$7,466	$21,898
Building Materials, Garden Stores	$479,986	$128,308	$608,293
Food & Beverage Stores	$3,827,094	$1,294,336	$5,121,429
Health & Personal Care Stores	$102,478	$38,773	$141,250
Gasoline Stations & Convenience Stores	$10,245,673	$3,999,088	$14,244,761
Clothing & Clothing Accessories Stores	$211,944	$120,112	$332,056
Sporting Goods, Hobby, Book & Music Stores	$1,992,939	$760,757	$2,753,695
General Merchandise Stores	$799,282	$242,450	$1,041,733
Miscellaneous Store Retailers	$1,272,257	$520,392	$1,792,650
Retail	**$18,956,881**	**$7,116,115**	**$26,072,996**
Hotels and Motels	$22,860,854	$8,022,153	$30,883,007
Other Traveler Accommodation	$5,616,238	$1,804,720	$7,420,958
Lodging	**$28,477,092**	**$9,826,872**	**$38,303,965**
Full-Service Restaurants	$5,301,198	$1,789,531	$7,090,730
Limited-Service Restaurants	$4,150,063	$1,859,469	$6,009,532
All Other Food Services and Drinking Places	$2,832,538	$831,365	$3,663,903
Food & Beverage	**$12,283,800**	**$4,480,365**	**$16,764,165**
Performing Arts Companies	$365,118	$393,468	$758,586
Spectator Sports	$543,659	$532,480	$1,076,139
Independent Artists, Writers, and Performers	$66,835	$12,084	$78,918
Promoters of Performing Arts, Sports, Events	$256,684	$376,108	$632,792
Museums, Historical Sites, Similar Institutions	$2,451,441	$1,327,791	$3,779,232
Other Amusement & Recreation Industries	$5,374,471	$1,872,765	$7,247,236
Fitness and Recreational Sports Centers	$755,783	$268,484	$1,024,268
Recreation / Entertainment	**$9,813,991**	**$4,783,179**	**$14,597,170**
Motor Vehicle & Parts Dealers	$645,734	$169,961	$815,695
Automotive Repair & Maintenance	$490,636	$163,963	$654,600
Transportation	**$1,136,370**	**$333,925**	**$1,470,294**
TOTAL - Value Added ($ millions)	**$70.668**	**$26.540**	**$97.209**

Sources: IMPLAN. Per inputs from Anderson Analytics spending model, with visitor data from Datafy – Caladan Model.
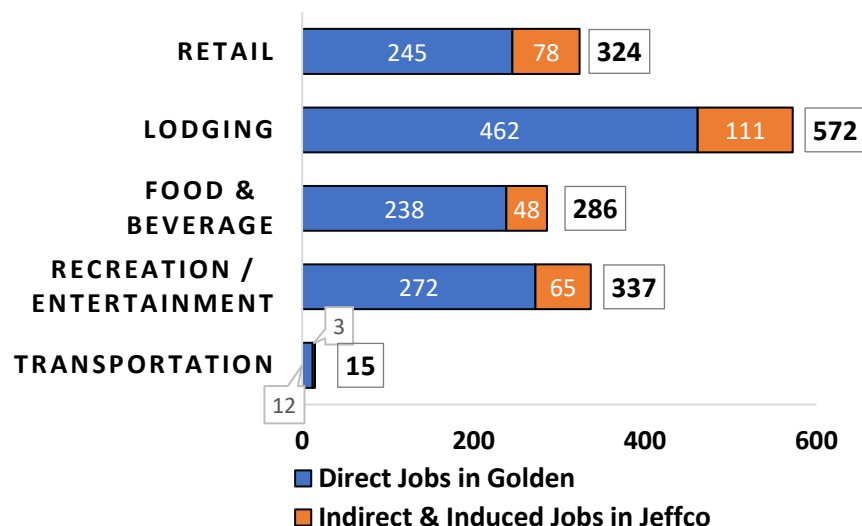
Employment Impacts

Direct visitor & tourism spending in the City of Golden was estimated to create/support a total of 1,230 direct jobs located in the City in 2022. This includes all full-time and part-time job positions – (estimated FTE direct jobs in Golden totaled 1,054).

The indirect & induced employment impacts of visitor & tourism spending in Golden were estimated to total 304 jobs throughout Jefferson County. The indirect & induced jobs are in all industries impacted by the direct business activity in Golden.

The total estimated employment impact of Golden's visitor & tourism industries in 2022 was 1,534 jobs.

Total Employment Impacts in 2022

	Direct Jobs in Golden	Indirect & Induced Jobs in Jeffco	Total
RETAIL	245	78	324
LODGING	462	111	572
FOOD & BEVERAGE	238	48	286
RECREATION / ENTERTAINMENT	272	65	337
TRANSPORTATION	12	3	15

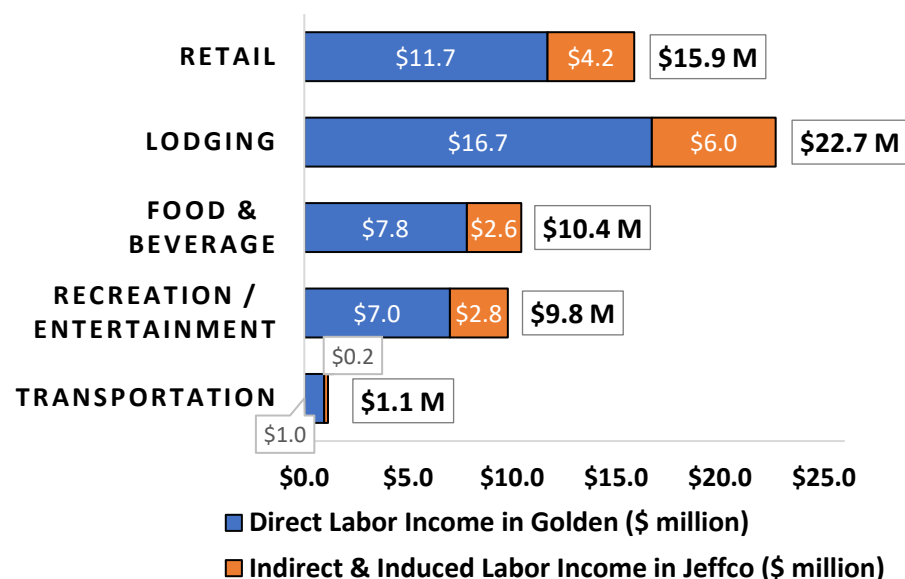| Employment - Jobs	Direct in City of Golden	Indirect + Induced in Jeffco	Total Impact
Furniture & Home Furnishings Stores	<1	<1	<1
Electronics & Appliance Stores	<1	<1	<1
Building Materials, Garden Stores	5	1	6
Food & Beverage Stores	61	14	75
Health & Personal Care Stores	2	<1	2
Gasoline Stations & Convenience Stores	95	45	140
Clothing & Clothing Accessories Stores	4	1	6
Sporting Goods, Hobby, Book & Music Stores	36	8	44
General Merchandise Stores	14	3	16
Miscellaneous Store Retailers	29	6	35
Retail	**245**	**78**	**324**
Hotels and Motels	337	92	429
Other Traveler Accommodation	124	19	144
Lodging	**462**	**111**	**572**
Full-Service Restaurants	102	19	121
Limited-Service Restaurants	77	20	97
All Other Food Services and Drinking Places	60	9	68
Food & Beverage	**238**	**48**	**286**
Performing Arts Companies	16	5	22
Spectator Sports	59	14	72
Independent Artists, Writers, and Performers	1	<1	1
Promoters of Performing Arts, Sports, Events	15	6	22
Museums, Historical Sites, Similar Institutions	49	16	64
Other Amusement & Recreation Industries	117	21	138
Fitness and Recreational Sports Centers	15	3	18
Recreation / Entertainment	**272**	**65**	**337**
Motor Vehicle & Parts Dealers	5	1	6
Automotive Repair & Maintenance	7	2	9
Transportation	**12**	**3**	**15**
TOTAL - Jobs	**1,230**	**304**	**1,534**

Sources: IMPLAN. Per inputs from Anderson Analytics spending model, with visitor data from Datafy – Caladan Model.

Labor Income Impacts

Labor income for the 1,230 direct jobs in the City of Golden in 2022 was estimated to total $44.20 million, including salaries, benefits and self-employment income. The average annual labor income per job was about $36,000 – (the average per FTE job position was about $42,000).

Labor income for the 304 indirect & induced jobs throughout Jefferson County, across all industries impacted by Golden's visitor & tourism business activity, was estimated to total $15.73 million. The average annual labor income per indirect & induced job was about $51,700.

Total Labor Income Impacts in 2022

Category	Direct Labor Income in Golden ($ million)	Indirect & Induced Labor Income in Jeffco ($ million)	Total
RETAIL	$11.7	$4.2	$15.9 M
LODGING	$16.7	$6.0	$22.7 M
FOOD & BEVERAGE	$7.8	$2.6	$10.4 M
RECREATION / ENTERTAINMENT	$7.0	$2.8	$9.8 M
TRANSPORTATION	$1.0	$0.2	$1.1 M

■ Direct Labor Income in Golden ($ million)
■ Indirect & Induced Labor Income in Jeffco ($ million)

Labor Income	Direct in City of Golden	Indirect + Induced in Jeffco	Total Impact
Furniture & Home Furnishings Stores	$7,971	$2,554	$10,525
Electronics & Appliance Stores	$14,894	$4,286	$19,180
Building Materials, Garden Stores	$235,627	$75,170	$310,796
Food & Beverage Stores	$2,647,396	$748,298	$3,395,694
Health & Personal Care Stores	$81,998	$22,181	$104,179
Gasoline Stations & Convenience Stores	$5,695,230	$2,380,670	$8,075,900
Clothing & Clothing Accessories Stores	$115,284	$71,532	$186,816
Sporting Goods, Hobby, Book & Music Stores	$1,371,629	$437,435	$1,809,064
General Merchandise Stores	$522,056	$144,486	$666,542
Miscellaneous Store Retailers	$1,000,154	$296,569	$1,296,723
Retail	**$11,692,239**	**$4,183,181**	**$15,875,420**

Hotels and Motels	$11,679,238	$4,911,298	$16,590,537
Other Traveler Accommodation	$5,043,020	$1,040,469	$6,083,489
Lodging	**$16,722,259**	**$5,951,767**	**$22,674,026**

Full-Service Restaurants	$3,503,110	$1,041,990	$4,545,100
Limited-Service Restaurants	$2,309,060	$1,084,812	$3,393,872
All Other Food Services and Drinking Places	$2,003,838	$489,306	$2,493,145
Food & Beverage	**$7,816,008**	**$2,616,108**	**$10,432,116**

Performing Arts Companies	$223,195	$190,631	$413,825
Spectator Sports	$704,638	$355,548	$1,060,185
Independent Artists, Writers, and Performers	$14,466	$7,106	$21,572
Promoters of Performing Arts, Sports, Events	$196,181	$211,629	$407,810
Museums, Historical Sites, Similar Institutions	$2,185,678	$777,155	$2,962,833
Other Amusement & Recreation Industries	$3,331,161	$1,091,562	$4,422,724
Fitness and Recreational Sports Centers	$352,388	$153,443	$505,832
Recreation / Entertainment	**$7,007,707**	**$2,787,074**	**$9,794,781**

Motor Vehicle & Parts Dealers	$472,934	$97,960	$570,894
Automotive Repair & Maintenance	$485,119	$89,713	$574,832
Transportation	**$958,052**	**$187,673**	**$1,145,726**

TOTAL - Labor Income ($ millions)	**$44.196**	**$15.726**	**$59.922**

Sources: IMPLAN. Per inputs from Anderson Analytics spending model, with visitor data from Datafy – Caladan Model.

Fiscal (Tax Revenue) Impacts

<div style="border: 1px solid; background: #fdf0cc;">

$5.969 million
City Taxes Generated - 2022

</div>

Direct visitor spending, along with the consumption spending impacts of visitor-supported employment, generated about $3.4 million in City sales tax in 2022.

	Sales Tax
Direct Visitor Spending =	$3,305,852
Visitor-Supported Employment Spending =	$97,285
Visitor Spending Sales Tax Impacts =	**$3,403,137**

Spending at lodging establishments in the City of Golden, including short-term-rentals (STR's), generated over $2.5 million in City lodging tax in 2022.

	Lodging Tax
Lodging Spending =	**$2,565,508**

The City of Golden realized $22.5 million in municipal sales tax revenues in 2022. Netting out the $8.3 million in sales tax generated by online/delivery sales and utilities, about $14.2 million in sales tax revenues were generated via "bricks & mortar" sales citywide.

Visitor spending impacts accounted for about 24% of the City of Golden's "bricks & mortar" sales tax base in 2022.

City of Golden "Bricks & Mortar" Sales Tax Revenues - 2022

Visitor Spend Impacts $3.4 million 24%

Citywide Total Sales Tax 'Bricks & Mortar' $14.2 million
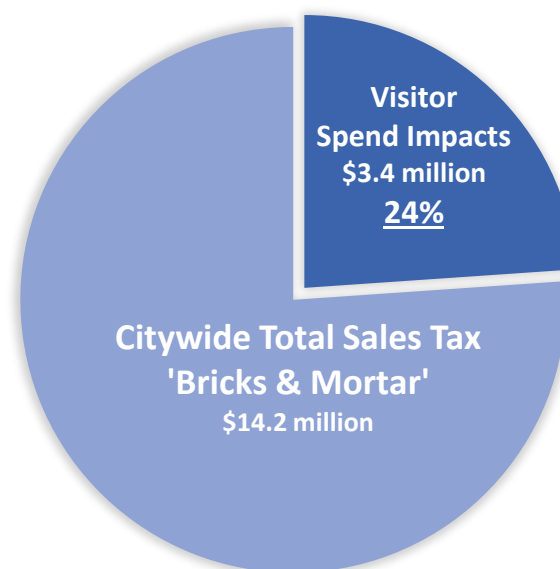
Sources: Per Anderson Analytics spending model. Visitor data from Datafy – Caladan Model. Employment and labor income impacts from IMPLAN.

ECONOMIC IMPACT FINDINGS IN CONTEXT

Golden Tourism & Visitor Industry 2022 – By the Numbers

5.75 MILLION VISITORS
An average of 15,764 tourists and other travel visitors found their way to Golden EVERY DAY.

$191.4 MILLION VISITOR SPENDING
Travel visitors and Metro Market visitors spent an average of $524,000 at Golden businesses EVERY DAY.

$59.9 MILLION LABOR INCOME
Direct income generated by tourism is the equivalent of $5,704 for every household in the City of Golden.

1,534 JOBS
The number of jobs supported by tourism comprises 7.6% of all jobs in Golden (20,328).

$6.0 MILLION LOCAL TAXES
Sales tax impacts ($3.4 million) accounted for 10.4% of the City's General Fund budget in 2022 ($32.6 million).

ECONOMIC IMPACTS OF SELECTED POINTS OF INTEREST

<u>Coors Brewery Tours</u>

Annual visitation data to the Coors Brewery Tours point of interest (geolocation area), including key visitor characteristics, was collected from Datafy for 2022.

<u>2022 – Annual Visitation:</u>

			% from 50+ miles away
Visitor Days	=	**127,488**	**65%**
% total City Visitor Days	=	**2.2%**	
% 50+ mile visitors lodging in Golden (hotels & RV parks)	=	**6%**	
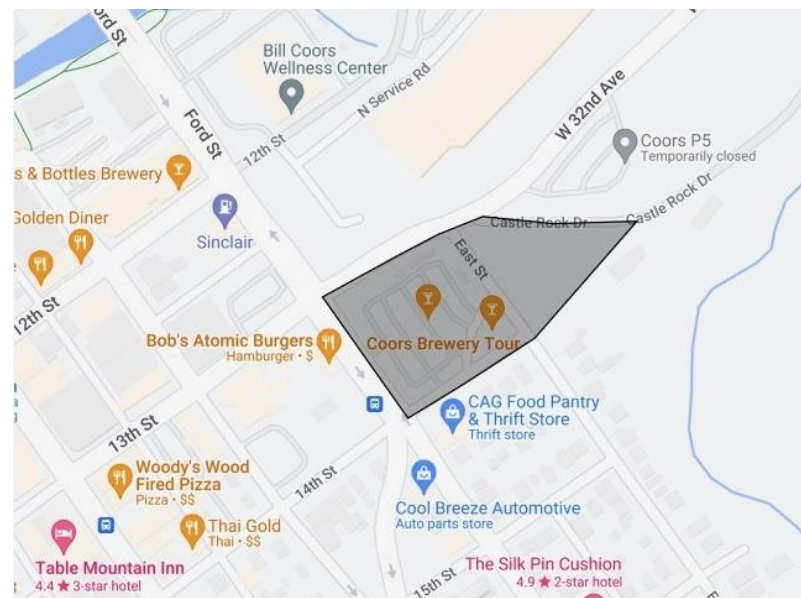
Total spending within the City of Golden by those visitors on the same day as their trip to the Coors Brewery Tours was also estimated, utilizing the same methodologies.

Direct Visitor Spending (same day total in City)	=	**$8,568,954**
% total City Visitor Spending	=	**4.5%**
City Taxes Generated (sales tax & lodging tax)	=	**$209,986**

The economic impact of this visitor spending was also estimated, utilizing IMPLAN.

	Direct in City of Golden	Indirect + Induced in Jeffco	Total Impact
Jobs	88.8	19.2	108.0
Labor Income	$2,669,200	$946,057	$3,615,257
Value Added	$4,103,234	$1,619,251	$5,722,485
Output	$6,990,650	$3,087,394	$10,078,044

Sources: Datafy – Caladan Model. Anderson Analytics spending model. Economic impacts per IMPLAN.

ECONOMIC IMPACTS OF SELECTED POINTS OF INTEREST – continued

Clear Creek Whitewater Park

Annual visitation data to the Clear Creek Whitewater Park point of interest (geolocation area), including key visitor characteristics, was collected from Datafy for 2022.

2022 – Annual Visitation:

			% from 50+ miles away
Visitor Days	=	**305,149**	**42%**
% total City Visitor Days	=	**5.3%**	
% 50+ mile visitors lodging in Golden (hotels & RV parks)	=	**20%**	
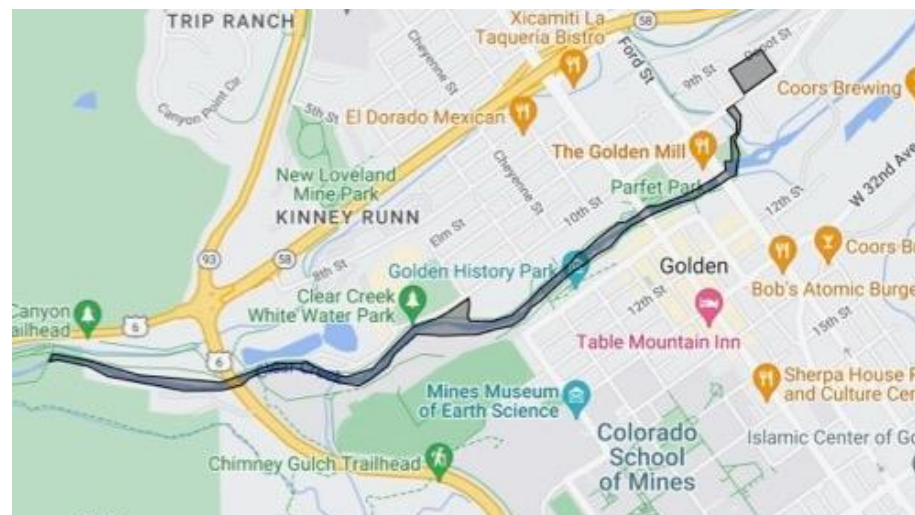
Total spending within the City of Golden by those visitors on the same day as their trip to the Clear Creek Whitewater Park area was also estimated, utilizing the same methodologies.

Direct Visitor Spending (same day total in City)	=	**$16,336,723**
% total City Visitor Spending	=	**8.6%**
City Taxes Generated (sales tax & lodging tax)	=	**$406,423**

The economic impact of this visitor spending was also estimated, utilizing IMPLAN.

	Direct in City of Golden	Indirect + Induced in Jeffco	Total Impact
Jobs	131.8	30.5	162.3
Labor Income	$4,322,786	$1,530,457	$5,853,243
Value Added	$6,612,527	$2,614,242	$9,226,769
Output	$11,412,048	$4,929,590	$16,341,638

Sources: Datafy – Caladan Model. Anderson Analytics spending model. Economic impacts per IMPLAN.

APPENDIX A

Total Visitor Days to the City of Golden
Jan. 2019 through Sep. 2023

Total Visitor Days to the City of Golden
visitors from <u>50+ miles away</u>
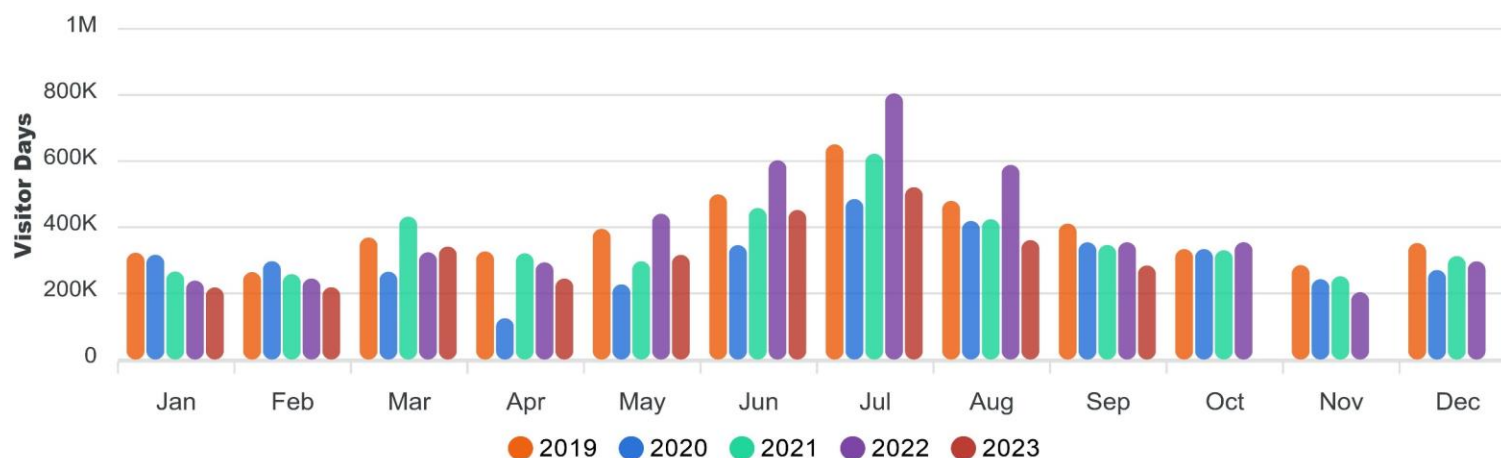
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	322.9K	264.3K	368.8K	326.9K	395.2K	499.4K	650.7K	479.7K	411.1K	333.8K	285.4K	352.2K
2020	316.9K	297.4K	265.6K	124.9K	227.4K	346.0K	485.3K	419.0K	354.5K	334.0K	242.8K	270.8K
2021	266.2K	258.4K	431.9K	321.2K	297.1K	458.1K	622.2K	424.2K	346.4K	330.4K	251.7K	312.8K
2022	238.7K	245.0K	324.3K	293.9K	440.6K	602.5K	804.8K	588.6K	354.6K	354.7K	203.6K	297.0K
2023	218.0K	218.6K	341.5K	244.9K	316.5K	452.2K	521.1K	361.1K	284.4K	0	0	0

Caladan | © Datafy - All Rights Reserved
This data represents a statistical model based on a sample size of devices.

DATAFY

APPENDIX A

Total Visitor Days to the City of Golden
visitors from <u>less than 50 miles away</u>

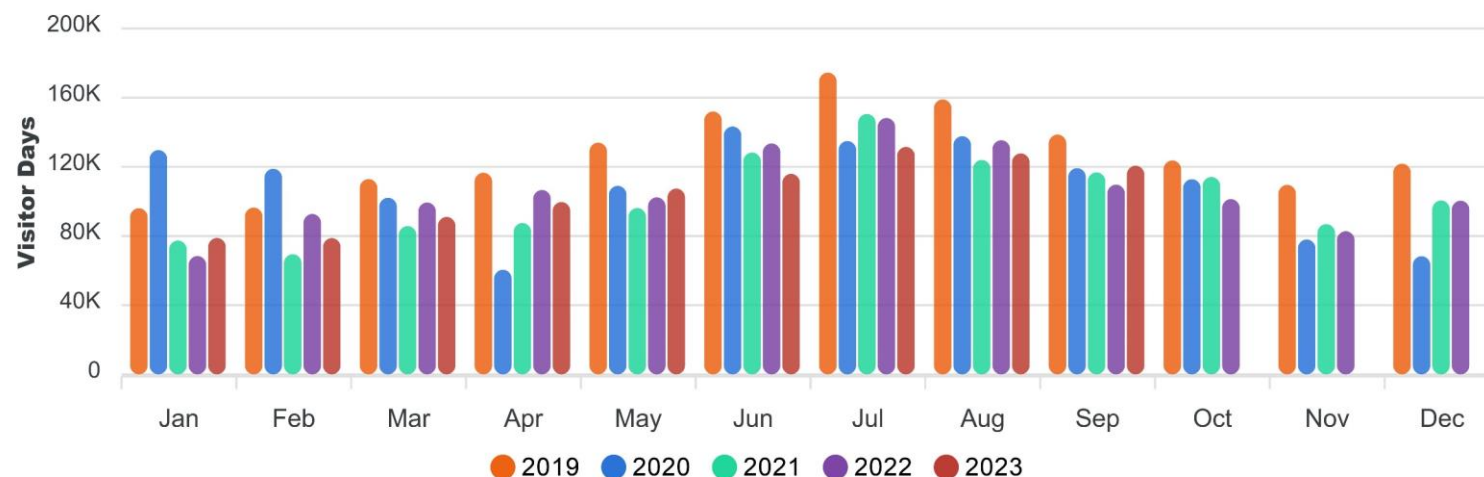|	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	96.1K	96.4K	112.9K	116.6K	134.0K	152.0K	174.5K	159.0K	138.7K	123.7K	109.6K	121.8K
2020	129.7K	118.9K	102.1K	60.5K	109.0K	143.3K	134.9K	137.7K	119.3K	112.9K	78.0K	68.3K
2021	77.4K	69.5K	85.8K	87.5K	96.2K	128.3K	150.6K	124.0K	116.8K	114.1K	86.9K	100.6K
2022	68.4K	92.7K	99.4K	106.6K	102.4K	133.6K	148.3K	135.4K	109.7K	101.3K	82.8K	100.4K
2023	78.8K	78.8K	91.0K	99.7K	107.4K	116.0K	131.5K	127.8K	120.7K	0	0	0

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This data represents a statistical model based on a sample size of devices.

DATAFY

APPENDIX B

Lodging Inventory – in City of Golden

Area:	6th & Indiana
Address:	14600 W 6TH AVE FRONTAGE RD
Establishment:	**Residence Inn by Marriott Denver Golden/Red Rocks**
Type:	Hotel Upscale - Limited Service
Built:	2001
# Lodging Units =	**88**
Address:	14700 W 6TH AVE FRONTAGE RD
Establishment:	**Courtyard by Marriott Denver Golden/Red Rocks**
Type:	Hotel Upscale - Limited Service
Built:	2001
# Lodging Units =	**110**
F&B =	**Bistro - Breakfast/Lunch/Dinner/Bar**
Area:	Interplaza
Address:	17150 W COLFAX AVE
Establishment:	**Hampton Inn Denver-West/Golden**
Type:	Hotel Upper Midscale - Limited Service
Built:	1999
# Lodging Units =	**121**
Address:	17140 W COLFAX AVE
Establishment:	**Holiday Inn Express & Suites Golden - Denver Area**
Type:	Hotel Upper Midscale - Limited Service
Built:	2015
# Lodging Units =	**100**
Area:	Gateway
Address:	18485 W COLFAX AVE
Establishment:	**Origin Hotel Red Rocks**
Type:	Hotel Upscale - Limited Service
Built:	2018
# Lodging Units =	**124**
F&B =	**Nomad Taqueria + Beer Garden**
Area:	Basecamp
Address:	1630 8TH ST
Establishment:	**The Eddy Taproom & Hotel**
Type:	Hotel Upper Midscale - Limited Service
Built:	2021
# Lodging Units =	**48**
F&B =	**The Eddy Taproom & Lawn**

Area:	Downtown
Address:	800 11TH ST
Establishment:	**The Golden Hotel, Ascend Hotel Collection**
Type:	Hotel Upper Upscale - Full Service
Built:	1999
# Lodging Units =	**62**
F&B =	**Bridgewater Grill**
Address:	1310 WASHINGTON AVE
Establishment:	**Table Mountain Inn**
Type:	Hotel Upper Upscale - Full Service
Built:	1923
# Lodging Units =	**74**
F&B =	**Table Mountain Grill & Cantina**
Area:	Bed & Breakfasts
Address:	711 14TH ST
Establishment:	**The Dove Inn**
Type:	Bed & Breakfast
Built:	1937
# Lodging Units =	**10**
Address:	1523 FORD ST
Establishment:	**The Silk Pincushion**
Type:	Bed & Breakfast
Built:	1889
# Lodging Units =	**5**
Address:	906 12TH ST
Establishment:	**Pansy's Parlor Bed & Breakfast**
Type:	Bed & Breakfast
Built:	1879
# Lodging Units =	**4**
Area:	RV Resorts
Establishment:	**Dakota Ridge RV Resort**
Type:	RV Park
# RV Spots =	**141**
Establishment:	**Golden Terrace South**
Type:	RV Park
# RV Spots =	**84**
Establishment:	**Clear Creek RV Park**
Type:	RV Park
# RV Spots =	**33**

APPENDIX C

Golden – Inventory of Tourist/Visitor Related Businesses – Vintage 2022

Food & Beverage

West
Vice Kitchen. Wine. Whiskey
Nomad Taqueria & Beer Garden
atōst
Launch Espresso . Food . Spirits
Over Yonder Brewing Company

Central
Cheese Ranch Artisan Deli
Peak Donuts
Domino's Pizza
Santiago's
Schnepf's Restaurant at Fossil Trace
Subway - Central Golden
Starbucks
New Panda

North
Subway - North Golden
Amir Grill
Cannonball Creek Brewery
Xicamiti La Taqueria Bistro
Ali Baba Grill
Holidaily Brewing Co.
Big Daddy Bagels
Cast Iron Tavern
New Terrain Brewing

South
Pho Golden
Aladdin Mediterranean Grill
Morris & Mae Market
Bonfire Burritos
Coriander
Subway - Interplaza West
Wrigley's Chicago Bar & Grill
Bean Fosters
Croc Soup Company
Burger King
Roaming Buffalo Bar B-Que
Papa Murphy's Pizza
La Huacha Food Trailer
Bono's Italian Restaurant
El Tapatio
Pizza Hut Restaurant
Dirty Dogs Roadhouse
Footprints Fossil Trace
Tequila's Family Mexican Rest
Taco Bell
Starbucks
McDonald's
Sonic Drive-In
Louis' Café
Jack In The Box

Downtown
Bella Colibri
Okinawa Sushi
Trailhead Taphouse & Kitchen
Pangea Coffee Roasters
Bridgewater Grill
Snarf's Sandwiches
Windy Saddle Café
Golden Moon Speakeasy
Kona Bowls Superfoods
Anthony's Pizza & Pasta
Woody's Wood Fired Pizza
Opa Cocina
Jimmy John's
Goozell Yogurt and Coffee
Tributary Food Hall - All
Amore Gelato
The Bar@Tributary
Thai Gold Restaurant
Barefoot BBQ
Red Silo Coffee Roasters
Nosu Ramen
Ace-Hi Tavern
El Dorado Mexican Food Restaurant
El Callejon Restaurant
Goosetown Station
Sherpa House Restaurant & Cultural Center

Sources: Data Axle and Anderson Analytics.

APPENDIX C

Food & Beverage (cont.)

Golden City Brewery

Generous Coffee Shop

D'Deli

Bob's Atomic Burgers

The Golden Diner

Miners Saloon Brick Room

Golden Mill

Buffalo Rose

Hello Poke

Old Capitol Grill & Smokehouse

Golden Sweets

Indulge Bistro and Wine Bar

Vito's Pizza & Pasta

Mountain Toad Brewing

Higher Grounds Café

Mr. Miner's Meat & Cheese

Abejas

Gold Mine Cupcakes

Crepes & Co.

Barrels & Bottles

Cafe 13

Einstein Bros Bagels

Qdoba

Food & Beverage Stores

Canyon Point Wine and Spirits

Safeway

Golden Wine

Natural Grocers

Grateful Bread Company

East Tin Cup Market

Winery Liquors

King Soopers

Golden Village Liquor

Golden Town Liquor

Golden Liquors

Foss Co. Wine

Clear Creek Wine & Spirits

Earth Sweet Botanicals

Old Barrel Tea Company

San Telmo Market

Golden Goods

On the Rocks Wine & Spirits

Health & Personal Care

King Soopers Pharmacy

Walgreens

Belmar Pharmacy

Safeway Pharmacy

SUPERGANIX

Spinster Sisters Co.

Taspens Organics

Sources: Data Axle and Anderson Analytics.

APPENDIX C

Gas Stations

7-Eleven - McIntyre

7-Eleven - Washington

Loaf N Jug - Rubey

Valero

Sinclair

King Soopers Fuel Center

Conoco - Heritage

Golden Eagle Gas

U Pump It

Loaf N Jug - Warner

Heritage Liquor - Conoco

Circle K - Colfax

Kum & Go

Clothing

Alyth Active

Creekside Jewelers

Toad&Co

Baby Doe's Clothing

Truly BoHotique

YoColorado

Electronics Store

AT&T

Sporting Goods, Music, Hobby

Peak Cycles/ Bikeparts.com

Vital Outdoors

Peak Cycles/ Bikeparts.com

Icelantic Skis

Bent Gate Mountaineering

Golden Quilt Company

Golden River Sports

Trek Bicycle

Golden Bike Shop

Golden Rock Shop

Golden Fly Shop

Pedal Pushers

Mountain Side Gear Rental

Yeti Cycles

Powder7

Spyderco Factory Outlet

Runner's Roost

Miscellaneous Stores

Wild West Traders

Roots

The Green Paw & Spaw

Silver Horse

Christian Action Guild Thrift Shop

Blue Moose Trading Company

Marrygrams Cards + Gifts

Red Wagon Gift and Garden Shop

Spirits in the Wind Gallery

Rewind: A Consignment Shop

Sources: Data Axle and Anderson Analytics.

APPENDIX C
Miscellaneous Stores (cont.)

Petco
Goodwill
Bumps & Bundles Maternity & Kids
Period Six Studio
Golden Curiosity Shop
Pet Supplies Plus Pet Store
Golden Smoke
Igadl
Verts Neighborhood Dispensary

Furniture & Home Furnishings

Gallerie Quilt
Cleveland Creek Home Furnishings

General Merchandise

Dollar Tree
Kohl's
Duluth Trading Company

Building Supplies

Home Depot
Sherwin Williams

Automotive Vehicle & Parts Dealers

Big O Tires
SUPERTRAMP CAMPERS
Avalanche Harley-Davidson
TFOG Wheelsports
Advance Auto Parts
Peerless Tires

Goodyear
O'Reilly Auto Parts
Autozone
Carmax
Christopher's Dodge Ram
Autonation Buick GMC
Autonation Chrystler Jeep
Autonation Subaru
Camping World
TouRig
Slee Off-Road

Automotive Services

Christopher's Dodge
Advanced Automotive
Bodacious Diesel
Kaizen Collision
Grease Monkey
Jiffy Lube
John's Automotive Diagnostics
Autosport Collision
The Wash
Autowash
Golden Auto Clinic
Mountain Muffler
Performance Plus Auto Care
Cool Breeze Automotive
Corner Mechanic
Direct Tint
Trail Jeeps
Hogback Wash N Store
Clean Cars

Sources: Data Axle and Anderson Analytics.

APPENDIX C

Lodging

Courtyard by Marriott
Dakota Ridge RV Park
Dove Inn
Eddy Hotel
Golden Clear Creek RV Park
Golden Hotel
Golden Terrace South RV
Hampton Inn
Holiday Inn Express
Pansy's Parlor
Residence Inn by Marriot
Silk Pin Cushion
Table Mountain Inn
Origin Hotel Red Rocks

Arts, Entertainment, and Recreation

Miners Alley Playhouse
Golden History Museum & Park
Rocky Mountain Quilt Museum
Golden Game Guild
American Alpine Club & Library
Jefferson Symphony Orchestra
Foothills Art Center
American Mountaineering Center
Golden Visitors Center
Colorado School of Mines Green Center
Mines Museum of Earth Science
Splash Aquatic Park
Fossil Trace Golf Course
Adventure West River Tube & E Bike Rentals

Arts, Entertainment, and Recreation

Rocky Mountain Hiking Company
Coors Brewery Tour
Anytime Fitness
Bradford Washburn American
Clear Creek Ranch Park Merctl
Clear Creek Whitewater Park
Colorado Ice Soccer
CO School of Mines Aquatic
Fill & Fly LLC
Golden Parks Maintenance
Golden Puzzle Room
Grampsas Sports Complex
Jim Darden Field
Lockridge Arena
Marv Kay Stadium
Morrison Theatre Co. (dba Miners Alley)
Peak Performances Inc
Racing Underground
Ram Taxidermy
RMAC
Rocky Mountain Hockey Schools
School of Mines Softball Field
Stermole Track & Field Complex
Table Mountain Soccer Association
Team Player Productions
Trailhead Crossfit

Sources: Data Axle and Anderson Analytics.