
A PRIVATE GUIDE

The Boulder Homeowner's

Sundance

GAZETTE



Vol. III · Third Edition

Boulder, Colorado

Summer 2026

Six months out. The honeymoon is over — new rules, new pricing battles, new lessons. What a Boulder homeowner actually needs to know now.

· Published by Joel Ripmaster · Broker, Boulder, Colorado ·

FROM THE EDITOR

A reality check

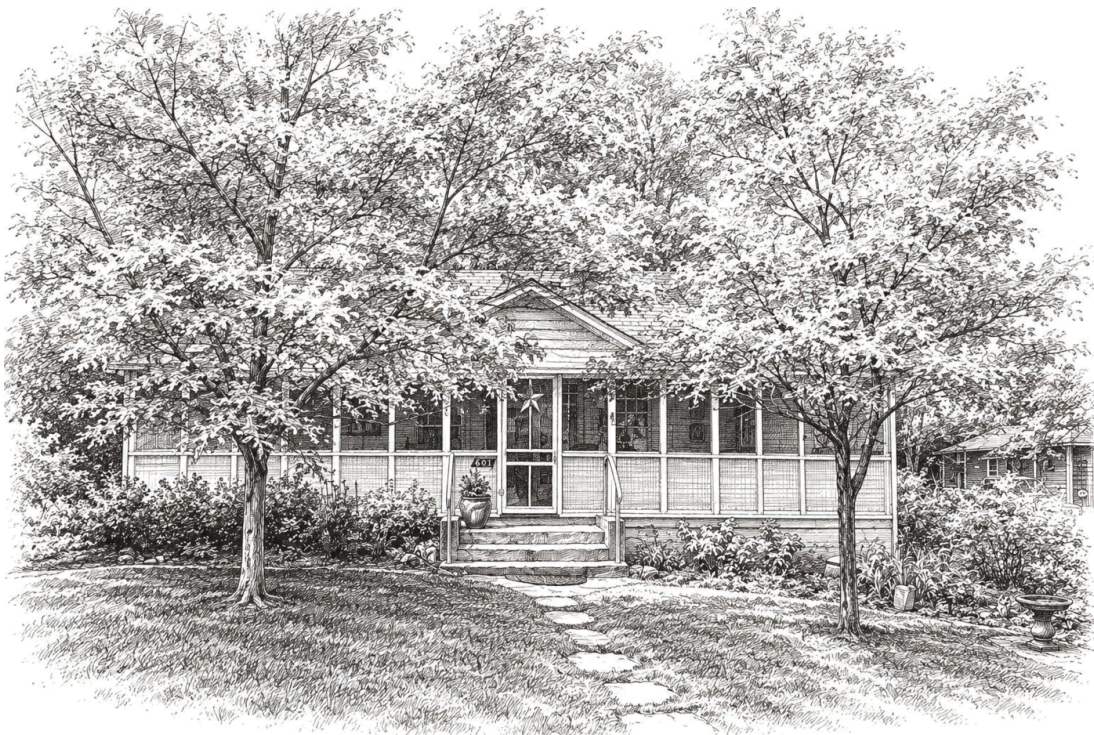
Vols. I and II said: here's what's coming, here's how to think about it. Six weeks later, the conversation has changed. Boulder homes are listing at \$5,000 a night for festival week. The City just passed a permanent festival-permit ordinance. Chautauqua took a stop-work order trying to winterize for the festival. And Park City is having its first quiet summer in forty years. Here's what you actually need to know now.

WHAT THIS ISSUE IS

The Third Edition of *The Boulder Homeowner's Sundance Gazette*. Less about preparation. More about what's actually happening on the ground six months out — and what to do about it before the festival arrives.

WHAT YOU'LL FIND INSIDE

- **Dispatches** — what's moved since June
- **The \$5K Mistake** — Boulder's lodging-pricing problem
- **The Permitting Lesson** — Ordinance 8751 + the Chautauqua story
- **The Atlas** — neighborhoods, with properties on the market
- **By the Numbers** — June 2026 data dispatch



Dispatches

What's moved since the Second Edition. Six weeks of news, sorted into the two departments that return each issue.

COUNCIL WATCH

JUNE 18, 2026 · CITY COUNCIL

Ordinance 8751 — Boulder adopts a permanent "Special Festival Events" permit

The Council adopted a new permit class for festivals drawing 15,000 or more attendees, after a public hearing. The framework is modeled directly on Park City's — Boulder explicitly imported the playbook. It relaxes food-truck spacing rules during qualifying festivals, sets new temporary-signage standards (including extra protections for landmarked buildings), and requires outdoor-lighting compliance. The Planning Board recommended approval unanimously, with members noting BIFF and Roots Music could also benefit. Not just for one festival — this is a permanent change to Boulder's events code.

Boulder Reporting Lab · boulderreportinglab.org

JUNE 14, 2026 · FESTIVAL LODGING

Lodging-license counts triple: 260 issued, 610 pending

The Second Edition reported 225 Festival Lodging applications received as of April. By June, the City had issued more than 260 licenses with roughly 610 more pending — a near-quadrupling of the inventory pipeline in two months. Combined with Boulder's existing 600-plus standard short-term rental licenses and the ~2,900 hotel rooms inside city limits, the inventory math is starting to come into focus. So is the pricing problem (see Part Two).

Boulder Reporting Lab · boulderreportinglab.org

MAY 28, 2026 · CHAUTAUQUA

Chautauqua takes a stop-work order — and an eight-week shutdown

The 127-year-old Chautauqua Auditorium is being winterized for the first time in its history to host Sundance screenings — and the City issued a stop-work order in May after inspectors found unpermitted structural and demolition work. The fines came in at \$7,600, the shutdown ran nearly eight weeks, and the Chautauqua Association booked roughly \$400,000 in lost concerts, cancellations, and moved graduations. Permits were approved April 24; the work is back on track. The broader story is treated as a feature in Part Three.

Boulder Reporting Lab · boulderreportinglab.org

SPRING 2026 · VISIT BOULDER

Visit Boulder publishes a hospitality and pricing guide

The destination-marketing arm released a guide for Boulder hospitality operators and homeowners covering the festival's published nightly-rate framework, recommended guest-service practices, and explicit cautions against speculative pricing. As of early June, Visit Boulder reports approximately 70% of city hotel inventory has committed to keeping festival-week rates within the festival's official guidance. The STR side of the market remains uncommitted in roughly the same proportion — the most important pricing conversation of the year, and the subject of Part Two of this issue.

Visit Boulder · bouldercoloradousa.com/sundance-film-festival

JUNE 2026 · BOULDER BUDGET OFFICE

City still holds its "year-one realistic" line on Sundance revenue

Continuing from coverage in the Second Edition: Boulder's budget analysts have not changed their stance. Festival-related sales-tax revenue will be added to the city's model only once the receipts arrive — which means the 2027 numbers won't actually reshape the city's revenue forecast until the late-2027 budget cycle. A useful counter-signal in a season heavy with optimistic projections, and worth carrying into any homeowner conversation about what the festival will "do" for the city's coffers next year. The honest answer is: not much, until February 2027 at the earliest.

Boulder Reporting Lab · boulderreportinglab.org

LINEUP WATCH

LIVE · SUNDANCE.ORG

Sundance's official lodging portal goes live

The Institute opened lodging.sundance.org, an official Sundance-branded portal for festival accommodations, with listings spanning Estes Park to Aurora. Useful as a sanity check on what the festival's audience is actually being shown — and a reminder that the official "festival-week pricing" guidance now has a public face. Sundance's own posted nightly rates run from \$250 for a 1BR / 1BA up to roughly \$1,386 for a 4BR / 2.5BA.

Sundance Institute · lodging.sundance.org

JUNE 2026 · FRONT RANGE

Sundance shows up at Pride — Longmont, Boulder, Denver

The Institute extended its summer programming with a presence at Longmont Pride, Boulder Pridefest, and Denver Pridefest throughout June. New since our Second Edition coverage. Most visible Sundance-branded community activity in the region to date — and a sign that the festival's Boulder rollout is being treated as a multi-month cultural campaign, not just a January event.

Denverite · denverite.com

JULY 13, 2026 · RED ROCKS

Red Rocks bill expands: Little Miss Sunshine + Andrea Gibson

The Red Rocks date previously announced for Little Miss Sunshine now also includes Andrea Gibson's *Love Letters from the Afterlife*, a poetry-set screening produced with Denver Film. Tickets (\$25 GA / \$50 VIP) remain available at press time — worth flagging if a Boulder client is plugged into the festival's pre-arrival calendar and wants the Red Rocks moment.

Visit Boulder & Denver Film · bouldercoloradousa.com

JUNE 2026 · PEARL STREET

Pearl Street keeps churning: Falcha and Evilo arrive

Two more storefronts opened or were confirmed on Pearl in the last six weeks. Falcha (1320 Pearl, Nepalese gifts) and Evilo Oils & Vinegar (1420 Pearl, opened in March, getting wider coverage now) join the Giant Group and 2nd Street arrivals tracked in our Second Edition. Pearl Street's 50th anniversary coincides with Sundance — expect more activity through the fall.

Axios Boulder · axios.com/local/boulder

LOOKING AHEAD · THE INSTITUTE

The December lineup announcement is the next visible booking spike

Sundance traditionally announces its full festival lineup in early December — a six-to-seven-week window before the festival opens. For Boulder homeowners watching the booking calendar, December is the month with the most predictable spike in Festival Lodging inquiries; Park City data across the last decade shows a sharp jump in inbound booking volume in the seventy-two hours after the lineup goes public. The Second Edition's pre-festival timeline still applies. The First Edition still rents.

Sundance Institute · festival.sundance.org

THROUGH SUMMER · CU BOULDER

Macky, Roe Green, and Muenzinger venue upgrades remain on schedule

Construction begun in May on Macky Auditorium (a Dolby Atmos audio install) and CU's two other confirmed Sundance venues — Roe Green Theatre and Muenzinger Auditorium — continues through the summer, with the University tracking late-2026 completion ahead of the January 21 opening. CU's status as a confirmed venue cluster is what makes the University Hill / east-of-Broadway corridor newly relevant to festival lodging math — a story for a later issue.

CU Boulder Today · colorado.edu/today

LIVE · SUNDANCEGAZETTE.COM

The First and Second Editions are online in full, with expanded sources

The *Gazette's* website hosts Vols. I and II in full-page reader format, with expanded source lists for each edition — every dispatch citation, every study, every ordinance link a reader might want to check for themselves. The Third Edition publishes to the site the same week it lands in your mailbox. Bookmark it: everything the print issues gesture at, in one place.

The Gazette · sundancegazette.com

FROM THE BROKER'S DESK — JUNE 2026

A standing column. A few patterns worth flagging from the listing side of the conversation this month.

- **The pricing question.** Pricing strategy is the right conversation to have in July and August — before a listing goes live, not after. The headline number a homeowner sees on a neighbor's listing is rarely the right anchor for their own.
- **HOA boards are getting active.** Three Boulder HOAs have already passed Sundance-week STR exceptions; several more are taking the question up over the summer. If your board hasn't, the talking-points sidebar in Part Three is a starting framework.
- **Tenant-sublease licenses are quieter than expected.** The April expansion that let tenants apply with landlord consent has produced fewer applications than projected. Owners considering a tenant-sublease arrangement should expect to drive the conversation — the renter is often unaware the option exists.
- **The first-weekend pattern.** Across the festival's history, demand peaks on the opening weekend, settles through the middle, and rebuilds slightly at the close. Pricing the back half of the festival window the same as the front is the most common error in year-one markets.
- **Walking distance is still the asset.** "How far from Pearl Street venues?" is the single most-asked question from Sundance industry travelers, by a wide margin. Mapleton Hill, Whittier, and Chautauqua remain the priority targets.

“The honeymoon is over. The conversation has moved from what's coming to what's it actually going to cost.”

SAVE THE DATES — THE SIX MONTHS AHEAD

Now	601 Chautauqua Park on the market	July 13	Red Rocks · Little Miss Sunshine + Andrea Gibson
August	Early-bird Festival Lodging listings open; the first wave sets the market anchor	October	Sundance programming announcement expected; measurable booking spike follows
December	Full festival lineup published; second, larger booking spike	Jan. 21–31, 2027	The 2027 Sundance Film Festival, Boulder

The \$5K mistake

Boulder homes are listing at \$5,000 a night for festival week. Some are quietly asking \$10,000. The festival itself just published a price list to the contrary. A look at the gap — and why it matters for every other listing in town.

THE PRICING GAP, AND WHO'S NOTICING

By June, Boulder Reporting Lab was tracking homes posted on short-term-rental platforms at **\$5,000+ per night for Sundance week**. Some listings have crossed \$10,000. At the same time, the festival published its own official lodging portal at lodging.sundance.org — and the rates posted there run roughly **\$250 a night for a one-bedroom up to about \$1,386 for a four-bedroom**. The numbers don't agree, and the gap is no longer a footnote.

Visit Boulder, the city's destination-marketing arm, has been running a quiet two-track campaign all spring: ask hotels and lodging operators to keep festival-week rates within the festival's published ceiling, and ask Boulder homeowners to do the same. By early June the agency reported it had **about 70% of the city's hotel inventory committed at "affordable" festival rates**. The short-term rental side is moving slower. A Visit Boulder hospitality guide circulated in May explicitly warns property owners away from "speculative" pricing.

WHY THIS IS THE BROKER'S HEADACHE

The instinct to ask big is understandable. Park City Sundance-week comps have hit eye-watering numbers. But three things are different about Boulder's year one. First, the festival is publishing its own pricing — every Boulder host is now competing visibly against an official rate sheet. Second, Sundance's housing director Jill Grano has been on the record warning that the audience for \$5K/night Boulder rentals isn't who Boulder thinks it is — Sundance audiences are not the

Hamptons audience. Third, the cohort that *does* pay festival premiums — sponsors, brands, longer-stay industry — books months ahead and walks the moment they see the math not penciling.

The downstream effect for everyone listing in 2027: a wave of over-priced inventory in October will be the worst possible signal to send. Booked first weekend before Halloween is a strong year. Empty calendar in mid-November with rates still at \$5K is a year that doesn't recover. **The discipline question — what to ask, when to drop, when to hold — is the most important pricing call a Boulder homeowner will make this year.**

WHAT THE SPILLOVER LOOKS LIKE

One useful side-channel: search-engine and Airbnb internal data shows festival-week interest already spilling outward. Reported demand spikes in **Longmont, Lafayette, Erie, Louisville, and Nederland** ranged from 50% to more than 100% in search volume year-over-year as of late spring — even before peak booking season. The audience is willing to drive 20–30 minutes if Boulder rents itself out of the market. That's the alternative homeowners in Whittier and Mapleton Hill should be benchmarking against, not the Park City top-of-market.

SUNDANCE'S OWN PUBLISHED NIGHTLY RATE CEILING

- **1BR / 1BA** — approximately \$250/night.
- **2BR / 1BA** — approximately \$416/night.
- **2BR / 2BA** — approximately \$533/night.
- **3BR / 2BA** — approximately \$850/night.
- **3BR / 3BA** — approximately \$983/night.
- **4BR / 2.5BA** — approximately \$1,386/night.
- *Source: lodging.sundance.org, June 2026 snapshot. Treat as the festival's own anchor — not your ceiling, but the number every guest is now seeing first.*

None of this means Boulder homeowners can't ask above the festival ceiling — premium homes, walking-to-Pearl locations, and concierge-grade amenities should and do command more. As a market check, the active-inventory band for the Chautauqua and Flagstaff-adjacent tier of Boulder single-family homes is currently running from roughly \$2.5M for a rebuilt cottage on a generous lot to \$8M for a summit-view estate. That's the sale market. Festival week is the same market, temporarily compressed. But the right framing for 2027 is *premium over an honest base*, not *fantasy over no base at all*. Joel is happy to walk through what a defensible ask looks like for any specific home — the kind of conversation worth having before a listing goes live, not after the calendar's gone quiet.

“The discipline question — what to ask, when to drop, when to hold — is the most important pricing call a Boulder homeowner will make this year.”

The permitting lesson

Boulder just passed a permanent festival-permit ordinance, modeled directly on Park City. The same week, Chautauqua took a stop-work order trying to winterize for January. Two stories, one lesson: the rules are being written on the fly — and the city has been honest about who's paying.

ORDINANCE 8751, PLAINLY

On June 18, Boulder City Council adopted **Ordinance 8751**, a new permit class for festivals drawing 15,000 or more attendees. Sundance is the obvious near-term application, but the ordinance is written to be permanent and broadly applicable — the Planning Board noted that BIFF, Roots Music, and other major Boulder events could qualify. The framework was modeled on Park City's playbook, and the city said so publicly.

The mechanics that matter to a Boulder homeowner: food-truck spacing rules are relaxed during qualifying festivals (Pearl Street will look denser); temporary signage gets new standards, with additional protections for landmarked buildings; outdoor-lighting compliance is required. The Planning Board recommended approval unanimously. The ordinance also formalizes coordination between special-events permitting, public works, fire, and BPD — most of the operational announcements between now and January will flow through this framework.

THE CHAUTAUQUA STORY

Two weeks before the ordinance was adopted, the Chautauqua Auditorium took a stop-work order. The 127-year-old building is being winterized for the first time in its history — a confirmed Sundance venue, and the only one of the festival's confirmed locations not on a college campus or downtown. The Colorado Chautauqua Association raced to get the structural and demolition work done, and city

inspectors found portions had been started without final permits.

The numbers tell the cost. The fines came in at **\$7,600**. The shutdown ran nearly **eight weeks**. The Association booked roughly **\$400,000 in lost concerts, cancellations, and moved graduations**. The permits were approved on April 24; the work is back on track. The Auditorium will host Sundance screenings in January. But the larger fundraising picture is still open — Chautauqua's winterization is part of an **\$8 million capital campaign of which roughly \$6–7 million is still to be raised**. No direct city, state, or Sundance funding has been committed to the project.

WHAT BOTH STORIES MEAN FOR A HOMEOWNER

The connection is not subtle. Boulder is rewriting its operational rules *and* its venue stock in real time, six months out from the festival. A 127-year-old building took a citation and a \$400K hit trying to comply with a deadline that didn't have slack in it. A new permit class is now permanently part of Boulder's events code. If the institutional players are this exposed to the ramp-up, individual homeowners should expect their own rules to move further before January — Festival Lodging requirements, parking rules in the neighborhoods nearest venues, HOA pressure on both sides of the short-term rental fight.

TALKING POINTS FOR YOUR HOA — ADAPTED FROM JILL GRANO'S LOBBYING PLAYBOOK

Sundance's Colorado housing director, Jill Grano, has spent the spring asking Boulder HOAs to relax short-term rental bans for festival week. The most effective version of that pitch, condensed:

- **This is one week, not a policy change.** A board can authorize a Sundance-only exception without altering the year-round STR rule.
- **The Festival Lodging License has teeth.** \$215 in fees, occupancy verification, defensible occupancy framing, and an annual cap. It is not the standard STR pathway.
- **The alternative is unmanaged.** Owners will sublet on their own with or without the HOA's blessing; a one-week framework is the version the board can actually enforce.
- **Two precedents.** Several Boulder HOAs have already passed Sundance-week exceptions. Worth asking your board manager which ones, and how the language was drafted.

The honest read on Ordinance 8751 is that Boulder has imported the parts of the Park City system that work and adapted them for Pearl Street. The honest read on Chautauqua is that the festival's arrival is forcing decades of deferred maintenance into a single year. Both are reasons to expect the next six months to move faster than the last six.

“Boulder is rewriting its operational rules and its venue stock in real time, six months out. The 127-year-old building took the citation. Individual homeowners should expect their own rules to move further before January.”

The Atlas

Six neighborhoods, profiled for festival utility — walking distance, character, what to know. With the hidden Boulder alongside, for the homeowners staying put. Returning each issue.

Geography, in Boulder, is destiny — at least for ten days in January. The closer to Pearl or CU, the more the festival matters.

Mapleton Hill · 5–15 min walk to Pearl
Boulder's third — and largest — designated historic district, immediately northwest of downtown. Victorian and Queen Anne houses built 1895–1910, plus Craftsman bungalows and Tudor Revivals. Exterior changes require a Landmark Alteration Certificate. Aggregator data places single-family homes broadly in the \$1.5M–\$5M range; recent five-bedroom listings have reached \$4M–\$6M.

Coffee. Spruce Confections. **Restaurant.** Salvaggio's Deli. **Trailhead.** Mt. Sanitas, at 4th & Mapleton. **Transit.** Walk to Downtown Boulder Station; RTD SKIP along Broadway.

Newlands · 1–1.5 mi to Pearl

Tree-lined streets between roughly Iris and the foothills, mixing 1920s–40s cottages with mid-century post-war single-family homes and a layer of high-end new builds. Aggregator-reported median around \$2.1–\$2.3M over the trailing twelve months. Families converge at the Ideal Market shopping center for coffee and pastries.

Coffee. Ideal Market plaza. **Restaurant.** Lucky's Bakehouse Cafe. **Trailhead.** Wonderland Lake, at the neighborhood's north edge. **Transit.** RTD SKIP on Broadway, 204 on north Broadway.

Whittier · 5–10 min walk to Pearl

Directly abuts the east end of the Pearl Street Mall — one of Boulder's original residential neighborhoods, about 4,000 residents on a little over half a square mile. Bungalows, Craftsmans, Victorians, plus farmhouses dating to the late 1800s. Aggregator-reported median around \$1.16M, up sharply year-over-year. Dense, walkable, a hot Festival Lodging target.

Coffee. The Laughing Goat on Pearl. **Restaurant.** Boulder Dushanbe Teahouse. **Trailhead.** Boulder Creek Path. **Transit.** Walk to Downtown Boulder Station; HOP and SKIP nearby.

North Boulder (NoBo) · 1.5–2.5 mi to Pearl

Mid-century brick ranches and post-war bungalows, with newer modern townhomes and mixed-use condos along Broadway in the NoBo Art District. Anchored by First Friday Art Walks. Aggregator-reported median around \$1.1M, with the Holiday/Boulder Meadows micro-neighborhood running close behind. A more lived-in feel than Mapleton or Whittier, and a regular focus of STR coverage.

Coffee. Lucky's Bakehouse, Amante. **Restaurant.** Proto's, Tangerine, Verde. **Trailhead.** Wonderland Lake; Foothills via Lee Hill. **Transit.** RTD SKIP; HOP extended to Boulder Junction in late 2025.

Table Mesa · 10–15 min drive to Pearl

South Boulder, roughly 3.5 miles below Pearl. Mid-century ranches, split levels, and newer semi-custom Craftsmans. Zillow puts the typical home value for Table Mesa South near \$1.1M, up sharply year-over-year. Quieter than Mapleton or Whittier; lower-density STR market, but a strong base for filmmakers and longer-stay pass-holders who want distance from the festival's center of gravity.

Coffee. The Cup, OZO. **Restaurant.** Southern Sun Pub. **Trailhead.** NCAR–Table Mesa, into the Mesa Trail and Flatirons. **Transit.** US36/Table Mesa Station — AB1/AB2 to DIA, Flatiron Flyer to Denver, DASH, 204, 206.

HIDDEN BOULDER — WHERE THE LOCALS GO

For homeowners staying put, and clients who want the un-touristy version.

Trails. Flagstaff Road's network runs emptier than Chautauqua. Betasso Preserve for creek-side singletrack. Marshall Mesa off Highway 93. Shadow Canyon out of South Boulder. Flatirons Vista off Doudy Draw for a three-mile loop.

Restaurants. Il Pastaio, tucked in a shopping center off Arapahoe. Carelli's, open since 1991. Rincon Argentino for empanadas. Aloy Thai. Blackbelly at 55th and Arapahoe. Zoe Ma Ma on 10th.

Coffee. Boxcar Coffee Roasters. OZO. Beleza Coffee Bar. Trident Booksellers & Café — the longest-running coffeehouse in Boulder. Alpine Modern.

Chautauqua · 1.5 mi to Pearl

Established 1898 as an adult-education campus; the Chautauqua Auditorium itself is a confirmed Sundance venue (see Part Three for the winterization story). Historic stone bungalows and cottages on hilly streets, plus mid-century and a handful of custom modern builds. Listings broadly \$1.5M–\$5M+. The Colorado Chautauqua Association also operates historic cottage rentals on its own land — a separate lodging system not subject to the city's STR ordinance.

Coffee/Restaurant. Chautauqua Dining Hall, Victorian-era, operating since 1898. **Trailhead.** Chautauqua, at 900 Baseline. **Transit.** RTD HOP, RTD 204; festival shuttles likely to supplement.

ON THE MARKET — SELECT LISTINGS

Four Madison & Company listings: three in the Chautauqua orbit, one a mountain estate above town.

601 Chautauqua Park

\$2,495,000 · 2 BR / 2 BA · 1,473 sqft · Built 1903

Inside the Chautauqua historic district. A 1903 cottage rebuilt inside; apple trees, native stone patio, sweeping Flatiron views.

820 6th Street

\$3,850,000 · 5 BR / 5 BA · 5,043 sqft · Built 1990

At the foot of Flagstaff, one block from Chautauqua Park. Newly remodeled kitchen, main-level office, lower-level rec/media room.

11780 Gold Hill Road

\$6,995,000 · 5 BR / 7 BA · 10,175 sqft · 108 acres

Whisper Mountain Ranch. A timber-frame residence on 108 acres above Boulder — described as the most private and largest available estate in Boulder County.

333 Bellevue Drive

\$8,000,000 · 5 BR / 8 BA · 8,427 sqft · Built 2004

Privately gated at the summit of Bellevue Drive; protected views across Chautauqua Park and the Flatirons. Flagstone, hand-worked copper, Honduran mahogany.

For showings, contact Joel · bouldersluxuryleader.com

By the numbers

June 2026 data dispatch. Six months out from the festival. Every figure here is sourced. Every projection is a range, not a forecast.

BOULDER'S JUNE INVENTORY CHECK

The pipeline as of mid-June 2026, in plain terms. ~2,900 hotel rooms inside city limits. 600+ standard short-term rental licenses outstanding (a pre-existing program). 260+ Festival Lodging Licenses issued specifically for Sundance. 610+ additional Festival Lodging applications pending review — a tripling of pipeline since April. The Festival Lodging program was originally projected to add roughly 1,000 units by 2027; on current trajectory it will likely exceed that.

Visit Boulder reports ~70% of city hotel inventory has agreed to keep festival-week rates within the festival's official pricing guidance. The remaining ~30% — and the entire STR side of the market — is where pricing discipline is being negotiated in real time. The Visit Boulder hospitality guide circulated in May explicitly warns against speculative pricing.

THE FESTIVAL'S OWN PRICE LIST

The Institute's official lodging portal at lodging.sundance.org is now live, with rates published in plain view. \$250 for a 1BR / 1BA on the low end. \$1,386 for a 4BR / 2.5BA on the high. That's the festival's anchor — the number every guest sees first. Boulder listings asking \$5,000+ per night (and some now at \$10,000) are visible against that anchor and tracked by both local reporters and Sundance's housing operation. Treat the

published ceiling as the baseline competitor, not the cap.

THE REGIONAL SPILLOVER

Airbnb-search and platform-data leakage tracked through May and early June shows festival-week interest already moving outward from Boulder city limits:

- **Longmont, Lafayette, Erie, Louisville, Nederland** — search volume for festival-week dates up roughly 50% to 100%+ year-over-year as of late spring.
- **The drive-in tier** — guests willing to make the 20–30 minute commute from outside city limits, willing to pay for a quiet single-family home, not willing to pay for a \$5K Boulder ask.
- **The signal** — if Boulder over-prices, this is where the demand goes. The audience does have alternatives.

THE CAPITAL BEING COMMITTED

\$34 million in committed Colorado state and local taxpayer incentives over the festival's ten-year deal — the figure reported by Boulder Reporting Lab in the lodging-pricing piece. \$8 million in capital being raised for Chautauqua's winterization, of which roughly \$6–7 million is still to be raised. \$400,000 in concert and graduation revenue lost during the stop-work order. The City's own budget office continues to model Sundance sales-tax conservatively — booked only after the revenue arrives.

PARK CITY'S FIRST SUMMER WITHOUT SUNDANCE

Useful counter-context: how Park City is doing in the months after Sundance left.

- **May 2026 lodging revenue:** approximately +21% year-over-year in Summit County, per Park City Chamber data.
- **May 2026 sales-tax collections:** approximately +10% year-over-year across Summit County — the strongest month-on-month gain in over a year.
- **The takeaway:** Park City's summer economy is healthier than the post-Sundance commentary suggested it would be. A useful data point for Boulder homeowners thinking about long-run effects rather than the headline week.

THE CALENDAR, PLAINLY

Six months and change between now and the Boulder Sundance opening night on **January 21, 2027**. The next decision-heavy windows are **August** (early-bird Festival Lodging listings — the first wave sets the anchor for the rest of the market) and **October** (city-published programming announcement; a measurable booking spike follows). The choices made in those two months shape the eleven-day window in January.

“The gap between the \$5,000 Boulder ask and the festival's own \$1,386 4BR ceiling is the most important number in this issue. Every other number is a version of it.”

THE HOMEOWNER MATH — THREE WORKED TIERS

Illustrative only. Ranges drawn from Park City bedroom-tier data and Sundance's published

rate framework, treated as upper bounds. Not commitments; not a recommendation for any specific home.

Tier	Nights	Nightly range	Estimated gross	Est. net (after ~28% stack + fees + cleaning)
3BR · ~\$1.2M	7	\$700 – \$1,400	\$4,900 – \$9,800	~\$1,800 – \$6,200
4BR · ~\$2M	10	\$1,500 – \$3,000	\$15,000 – \$30,000	~\$9,900 – \$20,700
5+BR · ~\$5M	10	\$3,000 – \$6,000	\$30,000 – \$60,000	~\$20,500 – \$42,000

Net assumes ~12.8% all-in lodging tax to guest, ~15.5% Airbnb host fee, cleaning + \$215 Festival

Lodging fee. Add-ons (concierge, transport, curated stocking) can lift gross but rarely change the tier. Boulder's year-one rate ceiling will likely run below

Park City's most established weeks. Full sources at sundancegazette.com.

IF THIS ISSUE HELPED

Share it.

Send it to a neighbor, a friend with a second home, a client thinking about Sundance week. If they have questions, I'm the right first call.



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Third edition — Summer 2026

For a closer look — full source citations, the First and Second Editions, and what's coming next — visit sundancegazette.com.

This guide was built with the assistance of AI research tools and compiled from publicly available sources. Accuracy is not guaranteed. Festival details, municipal regulations, and market conditions will continue to evolve. Projections and estimates — including any reference to rental income, festival demand, or future market performance — are illustrative, not guarantees of outcome. Nothing in this guide is intended as legal, tax, or financial advice. Readers are responsible for independently verifying any and all information before relying on it.