A PRIVATE GUIDE

The Boulder Homeowner's

Sundance Gazette

Vol. IV · Fourth Edition *Boulder, Colorado* *October 2026*

Countdown to opening night · **~105 days** · *Jan. 21, 2027*

Just over three months out. Sundance revealed the Shape of the Fest in late July. Pass and package pricing is live, and tickets go on sale October 15. The market is being priced in real time.

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

FROM THE EDITOR

The shape of it

On July 30, Sundance published the Shape of the Fest — the closest we have yet to a real picture of what the eleven-day festival will look like in Boulder. Fourteen venues, a specific arrival flow around Pearl Street and CU, and — this month — the release of pass and package pricing. The public sale lands October 15. What follows is the October dispatch for the Boulder homeowner, past the point where guesswork counts.

WHAT THIS ISSUE IS

The Fourth Edition of *The Boulder Homeowner's Sundance Gazette*. Two-plus months of Council, Institute, and lodging news since Vol. III. A close read of the July 30 announcement and the September pricing release. A refreshed Atlas with four Madison & Company listings on the market, including a new Newlands-area estate on Upland. An updated numbers dispatch, and the October checklist for anyone still listing.

WHAT YOU'LL FIND INSIDE

- **Dispatches** — Council, Institute, and lodging updates since July
- **The Shape of the Fest** — what the July announcement actually said
- **The Atlas** — six neighborhoods, four listings on the market
- **By the Numbers** — October 2026 data dispatch
- **The October Checklist** — the next forty-five days, in decisions



PART ONE

Dispatches

What's moved since the Third Edition. Two months of Institute, Council, and lodging news, sorted into the two departments that return each issue.

INSTITUTE WATCH

JULY 30, 2026 · SUNDANCE INSTITUTE

"Shape of the Fest" — the Institute reveals the Boulder schedule and venue plan

The Institute published its first substantive look at what the 2027 festival will actually look like on the ground. **Fourteen venues**, an 11-day run, an arrival flow anchored on Pearl Street with a secondary node at CU. Sundance framed the release as its "Shape of the Fest" preview — not the lineup, which is still December, but the operational picture. For Boulder homeowners, the useful signal is where the crowds will actually be: downtown, CU's south edge, and Chautauqua, in roughly that order.

Boulder Reporting Lab · boulderreportinglab.org

SEPT. 16, 2026 · SUNDANCE INSTITUTE

Pass and package pricing released — public sale October 15

The Institute published full pass and package pricing in mid-September. **Full festival pass: $7,500.** First-half: $6,100. Second-half: $4,500. Full Festival Ticket Package (10 tickets): $925. Encore Ticket Package: $675. Matinee Ticket Package: $350. Single film tickets: $37. The **public pass & package sale begins October 15**; donor and membership presales run Oct. 5, 8, and 13. This is the hard commercial signal we've been waiting on — the moment the audience starts making actual travel decisions. Industry and out-of-state pass-holders historically lock lodging within two to three weeks of pass release. Any Boulder homeowner listing for the January window should have the calendar open and priced within the framework before Oct. 15.

Left Hand Valley Courier · lhvc.com · Sundance Institute · festival.sundance.org

AUGUST 31, 2026 · SUNDANCE INSTITUTE

Volunteer applications open — 2,000 volunteers being recruited

The 2027 Festival volunteer application opened August 31. The Institute is targeting roughly **2,000 volunteers** to staff the eleven-day run. The volunteer cohort is a demand tail that doesn't show up in the festival's headline attendee numbers but does show up on Pearl Street — coffee daily, meals for ten straight nights, and, for the out-of-Boulder volunteers, short-term local housing needs.

Sundance Institute · sundance.org

COUNCIL WATCH

EFFECTIVE JULY 2026 · CITY OF BOULDER

Ordinance 8751 in effect — first Special Festival Event permits filed

The permit ordinance adopted in June is now the operating framework for Sundance-adjacent operations. The City's Sundance Operations "Rules of the Road" page is the coordination hub; Special Festival Event permit applications for showrooms, screenings, and industry activations have started flowing through. Application processing has been substantially faster than the Chautauqua timeline that dragged this spring — early signals from the department suggest a shortened turnaround on clean applications.

City of Boulder · bouldercolorado.gov

SEPT. 23 – NOV. 20, 2026 · FESTIVAL LODGING

The festival lodging permit window narrows into fall

The City has posted the practical processing window for remaining Festival Lodging Rental License activity: initial submission steps at approximately **120 days out**, final submissions at approximately **60 days out**. Translated: the useful window for a clean-inspection turnaround runs from late September through November 20. Anyone still weighing whether to apply should treat mid-October as the practical cutoff rather than a hard one.

City of Boulder · bouldercolorado.gov

LATE SUMMER 2026 · CHAUTAUQUA

Chautauqua winterization: back on schedule, still $7M short

The scope on the winterization story we flagged in Vol. III has grown. What was described in June as an **$8M capital campaign** is now sized at **$11 to $15 million** — radiant floor heat, insulation, a new greenroom, a concession bar, an underground event space, and additional bathrooms, compressed into thirteen months instead of a three-year renovation. The Colorado Chautauqua Association has raised roughly half; **$7 million remains**. Permits are back in order and crews are on schedule for the January festival.

KGNU · kgnu.org

CONFIRMED · VISIT BOULDER

Regional inventory picture, confirmed through late September

The three-tier framing Visit Boulder updated in late summer continues to hold: **~3,000 city hotel rooms**, **10,000+ within a twenty-minute drive**, **74,000+ within forty miles**. That is the structural answer to any "will there be enough beds" conversation. The pricing conversation, as always, is a separate question. See Part Two.

Visit Boulder · bouldercoloradousa.com

MID-OCTOBER 2026 · CU BOULDER

Macky, Muenzinger, Roe Green venue readiness on track

CU's three confirmed Sundance venues continue through their late-2026 upgrade sequence. Macky's Dolby Atmos install, flagged in Vol. III, is reported on schedule, with Muenzinger and Roe Green following behind. The University Hill / east-of-Broadway corridor is the Festival Lodging district Boulder didn't previously have — which is why that market segment is pricing differently than Pearl Street this October.

CU Boulder · colorado.edu

FROM THE BROKER'S DESK — OCTOBER 2026

A standing column. What's been landing on the phone and in the inbox this month.

- **The August window was the first honest test.** Listings priced within roughly 1.5x of the Sundance published framework saw the first bookings clear cleanly. Listings against a Park City ceiling did not. The second wave of adjustments is happening in real time. See Part Two.
- **October 15 is the real inflection.** The public pass and package sale begins that day and the audience starts making travel decisions inside 72 hours. Anyone still holding an unbooked calendar should have a written pricing plan on the desk by Oct. 10, not Oct. 20.
- **Insurance calls have picked up.** STR endorsements from standard homeowner policies remain the single most-underappreciated line item. If a written rider hasn't been requested yet, October is late, not early.
- **HOA momentum is building.** More Boulder boards have taken up the Sundance-week exception question over the summer. The talking-points sidebar from Vol. III has been used in at least four board conversations we're aware of.
- **The concierge question.** A rising share of inquiries this month have been about turnkey services — cleaning, guest packet, transport, restocking. Not every property needs the full menu, but the ones commanding premium asks generally are being asked for it.

> *"August was the first honest test. The homeowners who priced within the framework got bookings. The ones who priced against a fantasy are still watching an empty calendar."*

WHAT WE'RE WATCHING BETWEEN NOW AND JANUARY

The pass-sale response	How quickly the $7,500 full festival pass clears vs. the half-festival options. Early signal on which audience segment anchors Boulder.
Chautauqua fundraising	The $7M gap needs to close in a compressed window. Watch for a naming-rights announcement or coordinated late-fall campaign.
VelareLX activity	Luxury STR firms setting rates against guest budget rather than nightly card. A new pricing signal worth tracking alongside the published band.
CU venue readiness	Macky's Dolby Atmos install plus Muenzinger and Roe Green upgrades through late 2026 — all three gating the University Hill Festival Lodging market.
The year-two conversation	What Park City's post-Sundance economy did (lodging +21%, sales tax +10%) tells us about Boulder's 2028 outlook, not just year-one week.
The permit queue close-out	Whether the Sept. 23–Nov. 20 window clears the remaining Festival Lodging applications or carries a backlog into December.
The second rate wave	Whether homeowners who priced against the Park City ceiling in June reposition to the Sundance portal band — and how quickly.
The December lineup drop	Second and larger booking spike inside 72 hours. Last honest window to reprice before January.
Boulder's hospitality coalition	Whether the ~70% hotel commitment to the published rate framework holds through the booking spike or begins to crack.

Next edition: Vol. V — early December 2026. The full festival lineup drops the week we go to press. Expect the pass-sale and permit-queue results, the first real STR booking data from Boulder's October window, and a refreshed Atlas with any new listings on the market.

PART TWO

The shape of the fest

On July 30, the Sundance Institute published its first substantive look at what the 2027 festival will actually look like in Boulder. Fourteen venues, an eleven-day run, an arrival flow centered on Pearl Street and CU. What the announcement said, and what it means for the homeowner four months out.

THE FOURTEEN VENUES, MAPPED

The Institute confirmed a fourteen-venue footprint spanning three geographic clusters. **Downtown** — the Boulder Theater, Boulder High School Auditorium, Casey Middle School Auditorium, and Cinemark Century Boulder — anchors the Pearl Street corridor. **The Dairy Arts Center cluster** in North Boulder adds the Boedecker Theater and Gordon Gamm Theater, plus eTown Hall a few blocks south. **The CU campus** contributes Macky Auditorium, Muenzinger Auditorium, and Roe Green Theatre. **Chautauqua Auditorium** sits west on Baseline, the only confirmed venue off a walk grid. Non-screening programming — talks, panels, industry rooms — will use the Boulder Public Library's Canyon Theater, the Dairy Arts Center, eTown Hall, and Old Main on CU.

WHERE THE AUDIENCE ACTUALLY GOES

The venue mix tells you where crowds concentrate. The heaviest foot traffic will be in the Pearl-to-Broadway grid — screenings, industry activations, restaurant reservations, and the natural after-hours flow along the mall. The CU south edge (University Hill, east of Broadway) becomes a real Festival Lodging market for the first time, coincident with Macky, Muenzinger, and Roe Green screenings. Chautauqua remains its own gravity well — a shuttle from Baseline, a lot of the arriving audience never quite finding its way past 9th Street.

The practical read for a Boulder homeowner listing: walking distance to any of those three clusters is the single most-priced amenity, in that order. Everything else — square footage, kitchen finishes, view — helps at the margin, but geography does the primary work.

WHAT THE SEPTEMBER PRICING RELEASE TOLD US

The September 16 pass release filled in the pricing picture the July announcement left blank. A full festival pass runs **$7,500**; half-festival passes land at $6,100 and $4,500. The **Full Festival Ticket Package** — ten in-person tickets — is $925, with Encore and Matinee packages at $675 and $350. Single film tickets are $37. For the Boulder homeowner, the number that matters is the pass price: $7,500 is a credible proxy for the average pass-holder's lodging budget per night. That math pushes the audience firmly toward the Sundance-published rate framework, not toward the June fantasy band.

The full film lineup remains a December drop. The public pass sale begins **October 15**. That sequence is standard Sundance choreography, and it's the sequence Boulder homeowners should be pricing against.

THE SEPTEMBER 16 PASS PRICING RELEASE — NEW THIS CYCLE

The audience side of the market, now anchored. The nightly lodging framework we published in Vol. III ($250 – $1,386) still stands on the supply side.

- **Full festival pass** — $7,500
- **First-half festival pass** — $6,100
- **Second-half festival pass** — $4,500
- **Full Festival Ticket Package** — $925 (10 in-person tickets)
- **Encore Ticket Package** — $675 (10 encore tickets)
- **Matinee Ticket Package** — $350 (10 matinee tickets)
- **Single film tickets** — $37
- *Source: festival.sundance.org/tickets. Public sale begins Oct. 15. Boulder-area vacation-rental listings on Sundance's own portal continue to advertise $1,600–$3,700/night — the honest premium above the Vol. III framework.*

THE AUGUST ANCHOR, HELD — AND THE SEPTEMBER PRICING CONFIRMED IT

What actually cleared in August was closer to the Sundance portal's own $1,600–$3,700 nightly band than to the $5,000-plus asks that were still visible on open STR platforms in June. The September 16 pass release then anchored the audience's budget side: $7,500 top-of-market, substantially less for half-festival and ticket-package buyers. The market has, in short, priced itself from both sides. Homeowners who anchored within roughly 1.5x of the Sundance framework are booked. Homeowners who anchored against a Park City top-of-market ceiling are watching an empty calendar and running out of time to reposition. A portion of the Sundance portal's Boulder inventory is also now being quoted by **VelareLX**, a luxury short-term rental firm pricing against guest budget rather than a nightly card — a signal worth tracking alongside the published portal band.

None of this means Boulder homeowners can't command premium — walking-to-Pearl locations, concierge-grade amenities, and the Chautauqua-and-Flagstaff tier ($2.5M–$8M active sale market) do and should. But the honest framing for 2027 is *premium over the Sundance-published 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 the pass release, not after the calendar's gone quiet.

"The market has priced itself. The Sundance portal's own $1,600–$3,700 band is where the audience is actually landing."

PART THREE · A RECURRING DEPARTMENT

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 eleven days in January. The closer to Pearl, CU, or Chautauqua, 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. Our new Upland listing sits at the neighborhood's east edge.

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 creekside 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, currently in the middle of an $11–15M winterization (see the Dispatches update). 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: two in the Chautauqua orbit, a new Newlands-area estate on Upland, and a mountain estate above town.

601 Chautauqua Park
$2,295,000 · *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.

1480 Upland Avenue
$4,600,000 · *6 BR / 6 BA · 7,406 sqft · 0.85 acres · Built 1997*
Newlands-area, Moores subdivision. Prairie-inspired estate built by a respected local builder as his own residence — 12-foot ceilings, coffered and beamed, travertine floors, custom millwork. Two extra-large lots feel more like a private park, oriented to the Flatirons.

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 & 375 Bellevue Drive
$9,995,000 · *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

PART FOUR · A RECURRING DEPARTMENT

By the numbers

October 2026 data dispatch. Just over three months out from the festival, and with the September pass release in the record. Every figure here is sourced. Every projection is a range, not a forecast.

THE TWO NUMBERS THAT MOVED THIS CYCLE

Everything else — the ~3,000 city hotel rooms, the 70% affordability commitment, the Vol. III rate framework, the Park City summer indicators — held through August and September without meaningful change. Two numbers did move. **The Chautauqua winterization project** grew from the $8M campaign we flagged in June to a **$11 to $15 million** scope, with $7M still to raise and crews back on schedule for January. And **the Sundance Institute's September 16 pass release** anchored the audience side of the market for the first time: a $7,500 top-of-market pass, half-festival options at $6,100 and $4,500, ticket packages $350–$925, single tickets $37. Public sale is Oct. 15.

THE CALENDAR, JUST OVER THREE MONTHS OUT

Just over three months to the January 21, 2027 opening. The near-term decision windows: **Oct. 15** (public pass & package sale begins; first measurable booking spike inside 72 hours), **Nov. 20** (practical close of the Festival Lodging permit window), and **Dec. 15** (full lineup published, second and larger booking spike inside 72 hours). Anyone still holding an unbooked calendar this week should have a written pricing plan on the desk by Oct. 10 — hold, drop, or bundle a concierge offer to reposition.

WHAT ACTUALLY CLEARED, AUGUST–SEPTEMBER 2026

August gave us the first honest read on what Boulder homeowners *actually got* — not what they asked. September held the pattern, with the pass-release week producing the earliest booking spike. The ranges below are reconstructed from the bookings that cleared inside roughly 1.5x of the Sundance-published framework and from the vacation-rental listings the Sundance portal itself is advertising for Boulder properties, including those now quoted by VelareLX. Not asks; closed. The premium column shows the multiple over Sundance's own base.

Tier	Sundance framework ask	Actually cleared (est. band)	Premium over framework
1BR / 1BA	$250 / night	$300 – $425	~1.2 – 1.7x
2BR / 2BA	$533 / night	$600 – $900	~1.1 – 1.7x
3BR / 2BA (walkable)	$850 / night	$1,000 – $1,600	~1.2 – 1.9x
4BR / 2.5BA	$1,386 / night	$1,600 – $2,500	~1.2 – 1.8x
5+BR luxury	—	$2,500 – $3,700	Sundance portal top band

Ranges are estimates, not audited transactions. Reconstructed from Sundance's own lodging.sundance.org published band, the vacation-rental listings the portal is now advertising for Boulder-area properties, and the August booking pattern reported to the desk. Walkability, condition, and amenities move any specific home within the band.

THE HOMEOWNER MATH — THREE WORKED TIERS, OCTOBER UPDATE

Illustrative only. Ranges narrowed from Vol. III's upper-bound estimates using the August–September booking pattern, the Sundance portal's own posted vacation-rental band, and the September pass-release signal. Not commitments; not a recommendation for any specific home.

Tier	Nights	Defensible nightly range	Est. gross	Est. net (after ~28% stack + fees)
3BR · ~$1.2M	7	$700 – $1,300	$4,900 – $9,100	~$1,800 – $5,700
4BR · ~$2M	10	$1,500 – $2,500	$15,000 – $25,000	~$9,900 – $17,000
5+BR · ~$5M	10	$2,800 – $3,700	$28,000 – $37,000	~$19,000 – $25,600

Ranges tightened at the top vs. Vol. III based on what actually cleared in August and what the Sundance portal itself is advertising for Boulder properties. Net assumes ~12.8% lodging tax to guest, ~15.5% Airbnb host fee, cleaning + $215 fee. Full sources at ***sundancegazette.com****.*

The October checklist

For anyone still listing. Six decision points between the pass release this month and the full lineup drop in December. Every item is either done or worth a phone call.

The pass release is in the record. The public sale begins October 15. Everything that follows on this page is the sequence Joel is walking existing clients through this week and next — not aspirational, not exhaustive, and not a legal checklist. It is the working list, and it is what separates the homeowners who will look back at January 2027 pleased with the outcome from the ones who will not.

THE COUNTDOWN — HARD DATES, IN DAYS

Days remaining to opening night (Jan. 21, 2027), measured from this issue's early-October mail date. Every one of these is a Joel-desk conversation already underway with current clients.

Oct. 10 · ~105 days	Written pricing plan in hand before the public pass sale.	***Oct. 15 · ~100 days***	Public pass & package sale opens; listing live on *lodging.sundance.org* and at least one direct channel.
Oct. 31 · ~85 days	Insurance rider filed; HOA notice on record.	***Nov. 20 · ~60 days***	Practical close of the Festival Lodging permit window.
Dec. 1 · ~50 days	Cleaner and turnover crew booked with deposit.	***Dec. 15 · ~35 days***	Full lineup drops; second booking spike inside 72 hours; last honest window to reprice.

Window	Decision	Why it matters
This week (Oct. 1 – 10)	Written pricing plan in hand before the Oct. 15 public sale	The pass tiers ($7,500 / $6,100 / $4,500) and ticket packages ($350–$925) are now public. The audience will begin pricing you inside 72 hours of Oct. 15. Have your number in writing before the noise starts.
Oct. 1 – 15	Listing live on *lodging.sundance.org* and at least one direct channel	The first measurable booking spike hits when packages go on sale. Being visible on the Institute portal is the single highest-leverage move of the month.
Oct. 15 – 31	Insurance rider filed; HOA notice on record	Standard homeowner policies almost never cover festival-week short-term rentals. STR endorsements take two to four weeks. October is late, not early.
Nov. 1 – 15	Cleaner and turnover crew booked and paid a deposit	Boulder's professional turnover capacity is finite. The homes that booked in August have already reserved crews for the January window.
Nov. 15 – Dec. 1	Concierge or turnkey tier chosen — guest packet, transport, restocking	The Vol. IV inbox tells us the ask being paid is turnkey, not just the roof. Decide what tier you're offering before the December booking spike.
Dec. 1 – 15	Pricing revisited the week the full lineup drops	The second, larger booking spike lands inside 72 hours of the lineup announcement. Anything unbooked at that point should be repriced or repositioned that week — not in January.

A working list, not a legal one. Every item above is a homeowner conversation Joel is already having this month. Two items punish waiting: the insurance rider and the cleaning crew. Both have real lead times. Neither compresses under pressure.

WHAT THIS LIST WON'T TELL YOU

What to charge for your specific home. That depends on walkability to Pearl, condition, and whether your calendar overlaps the four days with real screening density. Call the desk for the number.

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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Fourth edition — October 2026

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

BETWEEN EDITIONS

Joel answers Boulder homeowners' questions at The Boulder Lux Report · **luxhomereport.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.