

David Martus

2026 Mayoral and City Council Candidate Questions

Thank you for participating in the Downtown Boulder & University Hill Candidate Roundtable on **Wednesday, September 23**.

In addition to the questions you will be asked during the Roundtable, the Downtown Boulder Partnership is asking each candidate to provide written responses to three questions important to the Downtown Boulder and University Hill business communities.

DEADLINE: Monday, September 21, 2026 at 5:00 p.m.

Responses are limited to **200 words per question**.

Your responses will be reproduced as submitted and distributed to attendees at the Candidate Roundtable. They may also be shared electronically with the broader Downtown Boulder and University Hill business communities.

Please review your responses carefully before submitting. Downtown Boulder Partnership will not edit candidate responses for content, grammar or length. Responses exceeding the 200-word limit may be truncated at 200 words.

Please provide original responses. If AI tools were used in developing or editing your responses, we ask that you acknowledge that use at the end of this form.

Email *

daveforboulder@gmail.com

Candidate Name *

David Martus

Office Sought *

☐ Mayor

☒ Council Member

1. Economic Vitality: Tools to Spur Economic Vitality

The recent proposal to create a Downtown Development Authority was intended to provide a long-term tool for investment and economic development in Downtown Boulder, University Hill and the Civic Area. While the proposal did not advance to voters this year, the economic challenges that prompted the discussion remain.

Do you believe Boulder needs a significant new strategy or investment tool to strengthen these commercial districts? If you support reconsideration of a DDA, explain why. If you do not, what specific alternative tools, investments or strategies would you support to spur economic development and ensure the long-term economic vitality of these areas?

Maximum: 200 words

I support the fundamental mission of a DDA, but the lack of detailed coordination with impacted agencies would have led me to vote no as well. With appropriate planning and communication among agencies and stakeholders, I support reconsidering a DDA.

In the meantime, there are steps we can take that do not require a new authority:

Reduce unnecessary permitting complexity & delays - lowering development costs and planning uncertainty

Improve cleanliness, lighting, and safety (extend police patrols); and

Close the roughly 25% occupancy-cost gap between downtown and other commercial areas, which is pricing out innovative "missing" concepts that could thrive here

We should understand what businesses will thrive in the downtown and Uni Hill areas that are not directly on Pearl Street Mall. For instance, what group or groups of consumers led to the circa 20% drop in sales tax collections downtown (ex., Pearl Street Mall).

The bigger issue is that after decades of being the first choice of new businesses, The City of Boulder now needs to compete vigorously with nearby cities that offer attractive location options.

2. Public Safety & the Business Environment

Boulder businesses continue to raise concerns about public safety, illegal drug activity and disruptive behaviors in public spaces. These issues can affect employees, customers, visitors and the day-to-day ability of businesses to operate successfully.

What do you believe businesses should reasonably expect from the City when it comes to maintaining safe and welcoming commercial districts? What specific actions or approaches would you support to address these concerns while balancing the needs and rights of everyone in our community?

Maximum: 200 words

Businesses should be able to expect a public safety presence to match their operating hours. Police patrols that end in the evening do not match the cadence of visitors downtown, especially on The Hill. Council should address the Police Department's staffing shortage and what will fill the gap.

On drug activity and disruptive behavior, I support strict enforcement of the ban on rough sleeping, ending service delivery in public parks, and prioritizing services for unhoused individuals with local ties. We should always balance compassion and enforcement. The latest city metrics show a multi-year improvement.

3. Communication & Engagement with the Business Community

Decisions made by City Council can have significant financial and operational impacts on local businesses. Business owners and employees often participate in public meetings, surveys, working groups and other engagement opportunities, yet there can be frustration when they feel their input has not meaningfully influenced the final decision.

If elected, how will you personally engage with Boulder's business community? What can business owners expect from you in terms of accessibility, communication and listening, particularly if you disagree with them? Please describe the specific practices or commitments you would make to ensure the business community has an ongoing and meaningful voice in City decision-making.

Maximum: 200 words

I spent 25 years in institutional finance building consensus among people with different views, and I would bring that same approach to Council: listen first, be clear about facts and tradeoffs, and work toward practical agreement.

Concretely, I would make myself accessible and respond directly to outreach, not only at public hearings. I would push to involve the community earlier in the process. Too often it feels like Council has already settled on a direction/decision before staff presents three to five "options" to the community. Extensive public comment then occurs, and Council picks the middle option, sometimes with minor tweaks — an illusion of choice rather than real input. Let's get community input earlier in the process to help us build the short list of options up front.

I will bring financial acumen that complements the existing council makeup, paired with a common-sense, pragmatic approach to deliver policy that makes sense to the business community.

AI Disclosure *

Did you use an artificial intelligence tool in developing or editing any portion of your responses?

☒ Yes

☐ No

AI Use Disclosure

Please briefly describe how AI was used in developing or editing your responses.

AI was used in the following ways:

- * For my answers to reflect the body of work from previous questionnaires, my website, and my platform in order to be consistent.
- * For initial research that is personally confirmed.
- * For clarity, spelling, and grammar

Final Acknowledgement

I have reviewed my responses and understand that they may be reproduced and distributed as submitted. I understand that responses are limited to 200 words per question and that Downtown Boulder Partnership may truncate responses that exceed the stated word limit. I understand that my responses need to be received by 5 p.m. on Monday, September 21, 2026 to be included in the packet that will be handed out to attendees and posted on the Downtown Boulder Partnership website.

By checking the box below, I confirm that I have read and agree to the Final Acknowledgment above. *



Confirm

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