



Littleton

DOWNTOWN
DEVELOPMENT AUTHORITY

BUSINESS RESOURCE PACKET

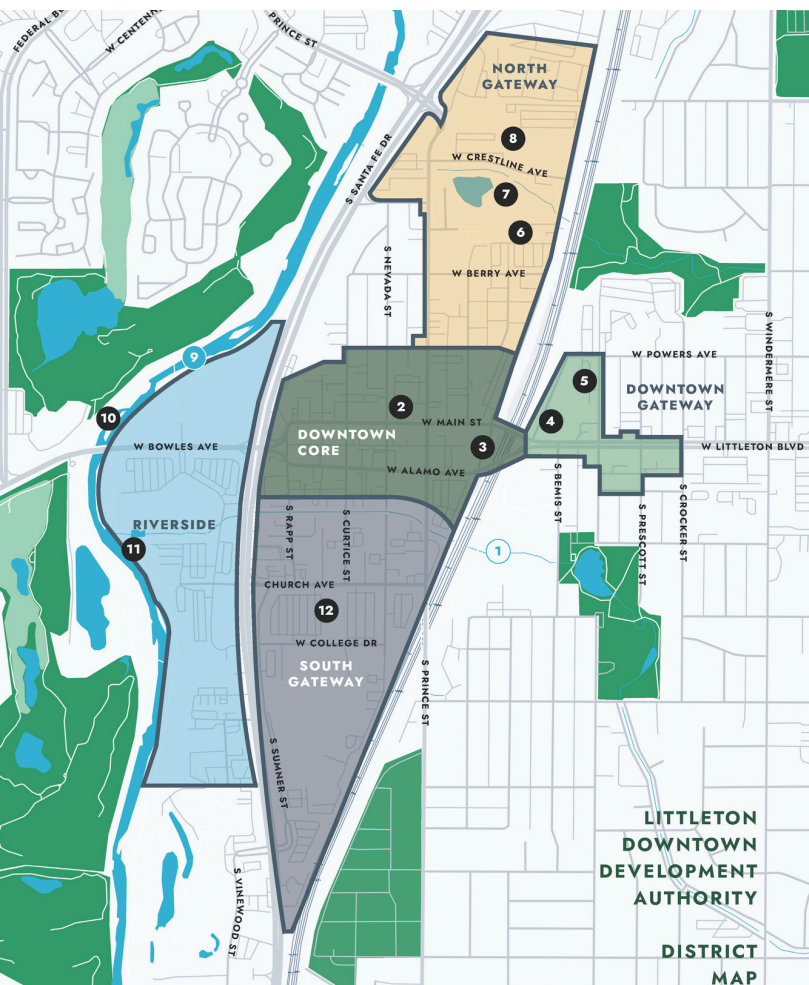
WELCOME TO THE LITTLETON DDA!

You are receiving this Business Resource Packet because you are either a business operating in or a property owner within the boundaries of the Littleton Downtown Development Authority (LDDA). This packet contains essential information that can and should be used to help you navigate owning a business and/or property in our downtown community. This includes, but is not limited to the benefits of being located within the DDA, our services, clean and safe resources, marketing opportunities, and more. We're thrilled to have you in Downtown Littleton and look forward to working with you!

WHO WE ARE & WHAT WE DO

Littleton Downtown Development Authority (LDDA) is your coalition of champions for steering the economic vitality of Downtown Littleton through collaborative efforts that cultivate a vibrant community. Our district boundaries include four subareas representing core areas of business in Downtown Littleton: Downtown Core & Gateway, Riverside, North Gateway, and South Gateway.

Visit the [ABOUT](#) section of our website to learn more about the Littleton DDA, our leadership, and how we operate.



District Map



- 1 LITTLE'S CREEK TRAIL**
Littleton, CO 80120
- 2 TOWN HALL ARTS CENTER**
2450 Main St, Littleton, CO 80120
- 3 BEGA PARK**
2250 Main St, Littleton, CO 80120
- 4 LITTLETON MUNICIPAL COURT**
2069 W Littleton Blvd, Littleton, CO 80120
- 5 DOUGLAS H BUCK COMMUNITY RECREATION CENTER**
2004 W Powers Ave, Littleton, CO 80120
- 6 CITY OF LITTLETON OFFICES**
2255 W Berry Ave, Littleton, CO 80120
- 7 GENEVA PARK**
West Crestline Avenue, Littleton, CO 80120
- 8 ARAPAHOE COUNTY GOVERNMENT ADMINISTRATION**
5334 S Prince St, Littleton, CO 80120
- 9 SOUTH PLATTE RIVER**
Littleton, CO 80120
- 10 MARY CARTER GREENWAY TRAIL**
Littleton, CO 80120
- 11 SPACE X ROCKET**
5701 S Santa Fe Dr, Littleton, CO 80120
- 12 ARAPAHOE COMMUNITY COLLEGE**
5900 S Santa Fe Dr, Littleton, CO 80120



LITTLETON
DOWNTOWN
DEVELOPMENT
AUTHORITY

DISTRICT
MAP

LITTLETON DDA'S VISION & PLAN OF DEVELOPMENT

The Littleton Downtown Development Authority's (LDDA) vision is a vibrant and welcoming district built through collaborative efforts that preserve the district's unique character and feel, and promotes economic growth.

We are committed to steering the economic vitality of the district through collaborative efforts that cultivate a vibrant community where businesses thrive, residents are actively engaged, and visitors are eager to return.

The LDDA is guided by the Plan of Development, a strategic and visionary plan that guides the organization's efforts for the next 30 years. The Plan of Development focuses on five key priorities including:

- Beautiful & Welcoming
- Well-Connected
- Improved Parking Experience
- Clean & Safe
- Business-Friendly & Vibrant

Visit our website to see Littleton DDA's [Plan of Development](#).

BUSINESS-FRIENDLY & VIBRANT

Boost vibrancy and business support throughout the district by providing consolidated professional downtown marketing and event planning and promotion.



LITTLETON DDA'S PLAN OF DEVELOPMENT

There are five primary themes of improvement for downtown that were established based on feedback from stakeholders and the general public. These themes create a framework from which a Downtown Development Authority can organize work programs. This chapter is organized by these themes for improving downtown, which include:

1. BEAUTIFUL & WELCOMING

Create an experience that is **beautiful and welcoming** for all that come downtown and create a place that people want to come back to.

2. WELL-CONNECTED

Create a downtown that is **well-connected** so that people from other parts of Littleton and the region have easy access to visit downtown via all forms of transportation.

3. IMPROVED PARKING EXPERIENCE

Create a downtown that has **improved parking** options and educate the public about them to increase awareness of the breadth of options.

4. CLEAN AND SAFE

Create a downtown that is **clean and safe** to improve the visitor experience and attract more businesses.

5. BUSINESS-FRIENDLY & VIBRANT

Create a downtown that is **business-friendly and vibrant** so more businesses want to locate here and are able to thrive.

WHO TO CONTACT

Keeping Downtown Littleton clean and safe for all visitors and residents is one of our top priorities. The LDDA contracts with Consolidated Services Groups (CSG) to provide snow removal services throughout the downtown core along Main Street and Alamo Avenue, including cross streets. In addition to snow removal services CSG provides monthly cleaning and maintenance services that includes custodial maintenance, graffiti removal, and pressure washing. The following contacts serve as your clean and safe resources in the district.

CLEANLINESS & MAINTENANCE

For a street light outage, contact...

Xcel Energy

[Outdoor Lighting Outage Report](#)

For non-emergency code violations, contact...

SeeClickFix

[Service Request Form](#)

24 hours a day, 7 days a week

HOMELESSNESS RESOURCES

[All-Health Network Co-Responder Program](#)

The Littleton Police Department and All-Health Network partner to reduce crime rates and provide necessary mental health and social services.

P: 303.730.8858

[Area Resources](#)

A comprehensive list of area resources to assist those experiencing homelessness maintained by Bemis Public Library.

SAFETY

Littleton Police Department

P: 303.794.1551 (non-emergency)

P: 911 (emergency)

[Littleton Police Department Website](#)

[Littleton Police Comment Form](#)

Special Enforcement Team (SET)

Officer Corporal Luke Bishard

P: 303.419.8125

E: lbishard@littletongov.org

Hours: Tuesday -- Friday | 12pm-10pm

SET Officers provide proactive safety services to the community. Business and property owners that have questions about crime and safety prevention and/or want to share recurring safety and community issues should contact Corporal Bishard.

SNOW REMOVAL

[Consolidated Services Group](#)

P: Robert Hardy | 720.237.4116

P: Jeramie Sly | 720.271.1994

Let’s help set your business up for success in Downtown Littleton. Think of this page as your “to-do list” for getting plugged in with the DDA and the downtown community. Check these 5 simple tasks off and you’ll be off to a great start. We’re here to help!



1. BOOKMARK THE DDA’S WEBSITE

Our website serves as the central hub for sharing important information, announcements, and news with the downtown audience. Be sure to bookmark the website URL in your browser: littletondda.org.



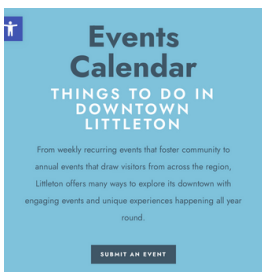
2. ADD/UPDATE BUSINESS DIRECTORY LISTING

Every restaurant, retail, and service-based business located within the LDDA boundaries will be included in the website’s Business Directory. Use the form on the [Business Resources](#) page to add or update your listing and be sure to select the sub-categories available that identify your business.



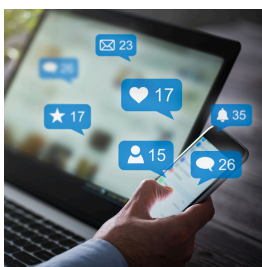
3. SUBSCRIBE TO EMAIL LIST

Be sure to subscribe to our email list via the [Business Resources](#) page -- you’ll want to check both boxes to ensure you don’t miss anything! From one-off announcements to monthly public and business newsletters, email is our primary means of communication with stakeholders.



4. SUBMIT YOUR EVENTS

Hosting an event? Our events calendar serves as a promotional tool for happenings ranging from local recurring events that foster community to annual signature events that draw visitors from across the region. Submit your events year around via the [Business Resources](#) page. Also, get involved in downtown’s [Signature Events](#).



5. FOLLOW US ON SOCIAL MEDIA

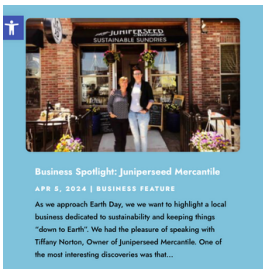
Follow us @downtownlittletonco on both [Facebook](#) and [Instagram](#) so we can follow you back and get connected on social.

As part of the DDA’s mission to boost downtown vibrancy and business support, we have implemented a professional marketing plan that includes the following digital marketing efforts that provide support to district businesses and aim to increase visitation and sales.



DDA’S WEBSITE

Our [website](#) allows users to stay up-to-date on all the latest DDA and Downtown Littleton news, events and developments. Website features such as the [Business Directory](#), [Events Calendar](#) and [News](#) section provide marketing support for businesses within the district.



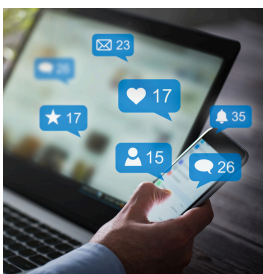
BLOG POSTS

In addition to increasing our website’s visibility, blog posts are an opportunity to provide additional marketing support for businesses within the district. They’re a great way to tell your stories and provide fresh and relevant website content each week. Blog posts can be found on the [News](#) section of the website.



E-NEWSLETTERS

We distribute 2 newsletters each month -- a public newsletter that features district businesses, events, and community news, and a business newsletter that serves as a source of information about the local business community, including DDA news, upcoming events, marketing opportunities, and other essential information for businesses and stakeholders within the DDA boundaries.

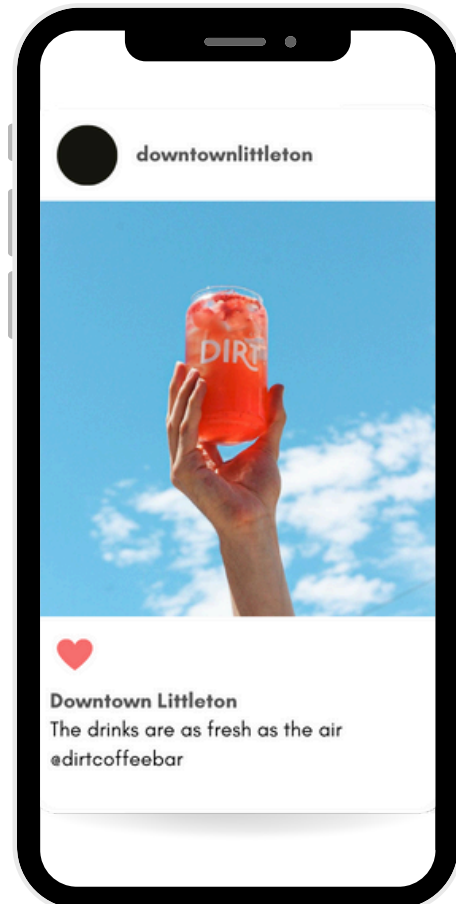
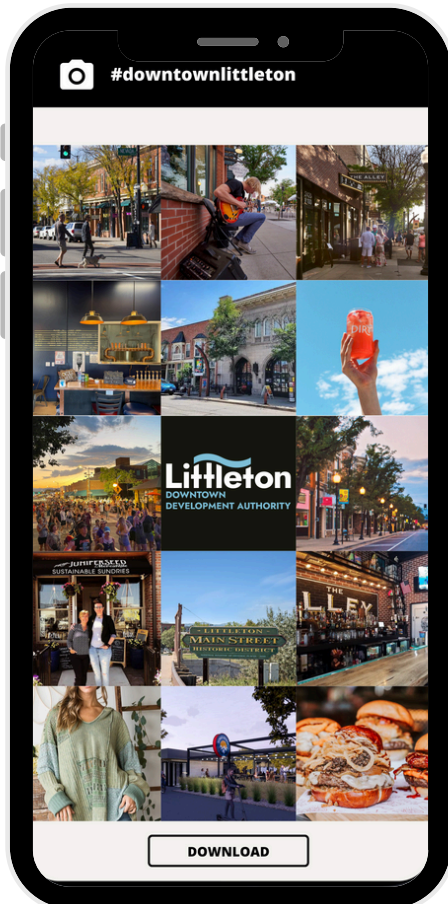


SOCIAL MEDIA CHANNELS

Littleton DDA is currently active on 2 social media platforms -- [Facebook](#) and [Instagram](#). The accounts are new and we continue to grow our audience by consistently posting on both of these channels to promote businesses and events within the DDA boundaries.

SOCIAL MEDIA FEATURES

When we know about your events and/or promotions ahead of time, we can better curate our content calendar to help get the word out. Submit your events via the [Events Calendar](#) page and we'll do our best to provide additional marketing support by featuring your events on our social media channels.



Tag @downtownlittletonco

A simple way for us to promote what's happening in the district is by reposting your social media posts.

Tagging us in your posts makes it easier for us to keep up with what you have going on and promote it on our Instagram and Facebook platforms.

Tag @downtownlittletonco on your posts, reels, and stories.

Business Feature

Like all of our promotional opportunities, social media coverage is a complimentary service.

Have something fun happening at your business? Let us know! We would love to feature you.

If you'd like to be featured, please email info@downtownlittleton.org

LOCAL PARTNERS

The Littleton DDA advocates for public investment in Downtown Littleton and works to maintain a vibrant business community through the following partnerships.



CITY OF LITTLETON

The City of Littleton is the local government authority that determines and executes measures within Littleton.



HISTORIC LITTLETON

Historic Littleton, Inc. is dedicated to preserving the historical and architectural heritage of the greater Littleton area through advocacy and education.



LITTLETON BUSINESS CHAMBER

The Littleton Business Chamber serves as a representative of businesses in the Littleton area and contribute to its members' success by promoting the economic and civic interests of the community.



LITTLETON MERCHANTS ASSOCIATION

The Littleton Merchants Association is a group of merchants, organizations and property owners who support and promote the business community within the Downtown Littleton area.



VISIT LITTLETON

Visit Littleton is a specific arm of the City of Littleton Economic Development Team dedicated specifically to tourism-related business.

BOARD OF DIRECTORS

As provided by state law, the DDA is governed by a Board of Directors appointed to terms of up to four years by the City Council and includes one seat designated for a City Council Member. A majority of Board Members must reside or own property within the boundary of the DDA, and their primary power is to plan and implement the DDA's "plan of development, whether economic or physical." Visit our [Leadership](#) page for the current Board roster.

Board meetings are held on the third Wednesday of the month from 4:00-6:00 PM at Arapahoe Community College.

5900 S. Santa Fe Dr, Littleton, CO 80120
Conference Room (M1950)

Meeting agendas are posted a minimum of 48 hours in advance of the LDDA's board meetings as well as Meeting Minutes. A Zoom option is also always available for those who may not be able to attend meetings in person. Please be sure to check each agenda posting as the conference room location may change.

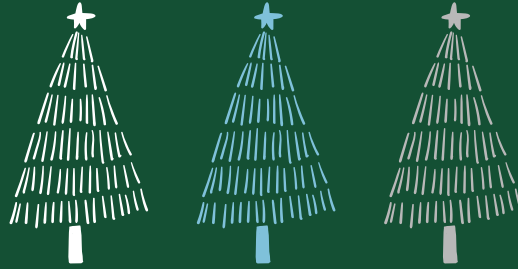
LDDA STAFF

Jenny Starkey
Executive Director
jenny@downtownlittleton.org

Danni Westblade
Administration & Outreach
info@downtownlittleton.org



LITTLETON DDA HOLIDAY TREE PROGRAM



Program Overview

The Littleton Downtown Development Authority's (LDDA) mission is to steer the economic vitality of the district through collaborative efforts that cultivate a vibrant community where businesses thrive, residents are actively engaged, and visitors are eager to return.

The Problem

The majority of the trees along Main Street in Downtown Littleton had to be removed due to disease. These trees provided many things, particularly shade, a green canopy, and holiday lighting and ambiance during the holidays. New trees are unlikely to be planted until the 2025 Denver Water project along Main St. is completed and the City's Project Downtown initiative begins.

The Solution

LDDA will purchase, install and maintain living trees along main street for the holidays. The trees will be placed in non-permanent structures along Main Street and lit with holiday lights November through January. At the program's completion, the trees will be moved and planted into permanent locations around Downtown Littleton, creating a stronger urban tree canopy and contributing to the long-term sustainability and greening of the downtown district.

SPONSORSHIP LEVELS

EVERLASTING EVERGREEN - \$2500

Partner alongside the LDDA to bring this incredibly unique vision to life. Everlasting Evergreen sponsors receive two (2) trees to plant at a location (private property) of their choice, or donate to an approved LDDA tree partner once program ends, in addition to:

- Logo placement on the LDDA website
- Logo and feature in the LDDA community e-newsletter
- Logo and feature in the LDDA business community e-newsletter
- Social media feature (1) and social media mentions (3)
- Presenting sponsorship recognition on all marketing materials and press materials
- LDDA Blog feature (1)
- On-site logo placement (tree plaques as applicable)

PEACEFUL PINE - \$1000

Peaceful Pine sponsors receive one tree to plant at a location (private property) of their choice, or donate to an approved LDDA tree partner once program ends, in addition to:

- Logo placement on the LDDA website
- Logo and mention in the LDDA community e-newsletter
- Logo and mention in the LDDA business community e-newsletter
- Social media mention (1)
- Name or logo prominently displayed on a plaque near sponsored tree

FESTIVE FIR - \$500

Festive Fir sponsor contributions will help create a magical atmosphere for residents and visitors alike by providing white sparkling holiday lights for all donated trees. In addition these sponsors receive:

- Logo placement on the LDDA website
- Logo in the LDDA community e-newsletter
- Logo in the LDDA business community e-newsletter
- Social media mention (1)
- Name or logo displayed on a plaque near sponsored tree

SNOWY SPRUCE

Have another idea of how to work with us during this festive season? Contact us to design a Snowy Spruce custom sponsorship package just for you or your company.

For more information, or to inquire about a sponsorship package, contact the Littleton Downtown Development Authority: info@downtownlittleton.org