



Littleton

DOWNTOWN
DEVELOPMENT AUTHORITY

2024 ANNUAL REPORT

DEAR DISTRICT STAKEHOLDER...

As we reflect on the past two years since the Littleton Downtown Development Authority (DDA) was established, we are proud of the progress we've made and excited for the future.

Our first year was spent organizing and building a strong foundation from scratch. With that foundation in place, we were able to navigate our second year successfully, as highlighted in this report, delivering meaningful results for our community and downtown.

Looking ahead, our plans for the Littleton DDA and the community we serve are ambitious. We aim to build on this momentum, continue fostering a vibrant downtown, and create a lasting impact for residents, businesses, and visitors alike.

Thank you for being an essential part of our story. Your support and engagement are the heart of our success, and we hope you'll continue to stand with us as we write the next chapter for Downtown Littleton together.

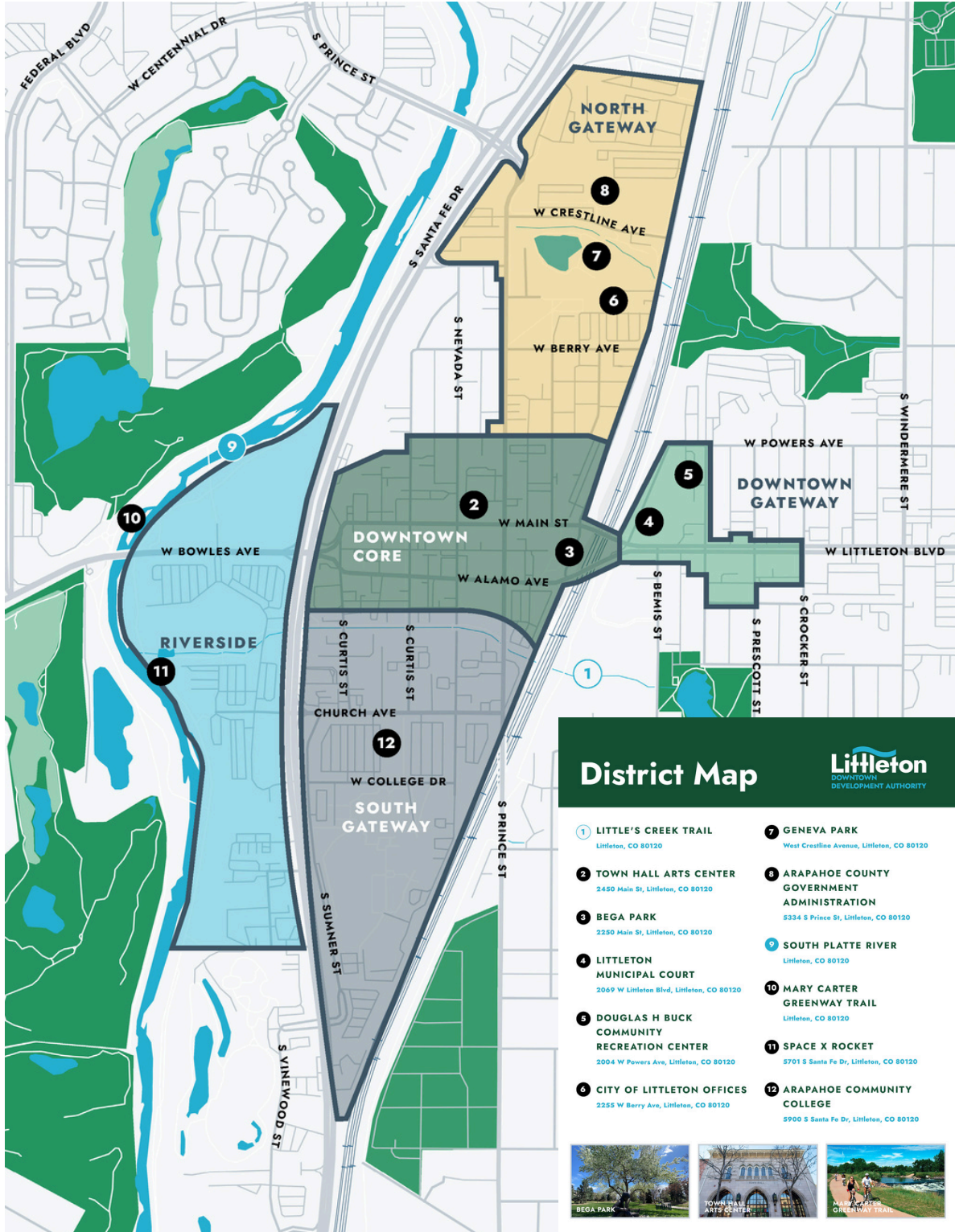
Jenny Starkey

Executive Director

Littleton Downtown Development Authority



DISTRICT BOUNDARIES



DOWNTOWN LITTLETON BY THE NUMBERS

Employees



5,633

Residential Units



799

Businesses



407

A VIBRANT DISTRICT...

60% of the population within 1 mile are highly educated

35% of the population within 2 miles is between 20-45 years old

32% of the population within 5 miles are homeowners

GREAT FOR BUSINESS

Downtown Littleton is home to many merchants, restaurants, and businesses within the downtown core and complemented by civic and cultural institutions like Arapahoe Community College and the Town Hall Arts Center.



CSG PARTNERSHIP

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 cleaning and maintenance services that includes custodial maintenance, graffiti removal, and pressure washing. In addition to these services, CSG provides snow removal services throughout the downtown core.

15,435

LINEAR FEET OF SIDEWALK
PRESSURE WASHED



SNOW REMOVAL PROGRAM

In 2023, the Littleton Downtown Development Authority (LDDA) began offering snow removal services throughout the downtown core, specifically along Main Street and Alamo Avenue between Bega Park and Santa Fe Drive. The pilot program set a 0" tolerance, meaning that at the first sign of precipitation, crews were on site to administer services throughout the storm. Since beginning the snow removal program in October 2023, LDDA has provided twelve (12) snow removal services throughout the downtown core.

The snow removal program transitioned to a permanent offering at the beginning of the year and expanded to include all public rights of way along Main Street and Alamo Avenue between Rapp Street and Bega Street and all North-South side streets connecting Main and Alamo including Rapp, Curtice, Nevada and Prince Streets.

With each snow incident, the DDA sends a corresponding email communication with snow removal plans and procedures *before* each snow storm.

2,239

**HOURS OF SNOW REMOVAL
AND ICE MITIGATION**



CLEANING & MAINTENANCE

The DDA transitioned summer cleaning/maintenance and winter snow removal programs from pilot to full-time services to improve the visitor experience and attract businesses to downtown including:

- Sidewalk and street sweeping
- Trash removal
- Pressure washing walkways
- Graffiti removal
- Snow removal and ice mitigation

DDA'S CLEANING & MAINTENANCE SERVICES 2024 AT A GLANCE



SWEEPING

370



SNOW REMOVAL

982



TRASH PICKUP

136



PRESSURE WASHING

49



GRAFFITI REMOVAL

64

**Numbers represent the amount of times a particular task was logged by CSG*

**Snow Removal was the only service provided during January and February*

BUSINESS COMMUNITY

WEBSITE

The **Business Resources** section was especially important in providing important information relevant to owning property and businesses in Downtown Littleton. Website features such as the **Business Directory**, **Events Calendar** and **News** section provided marketing support for businesses within the district:

- Business Directory expanded to include Services within the district
- Promoted 175 events on the Events Calendar
- Posted 35 blog posts

MONTHLY NEWSLETTERS & E-BLASTS

The DDA distributed 2 newsletters each month -- a public newsletter that featured district businesses, events, and community news, and a business newsletter that served 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. Additional e-blasts were distributed as needed.

BI-ANNUAL NETWORKING EVENTS

The DDA hosted 2 networking events for community stakeholders with over 100 combined attendees included Property Owners, Business Owners, Residents, City Staff and Council Members, as well as special guests Corporal Luke Bishard from the Littleton Police Department and Mayor Kyle Schlachter.

BUSINESS RESOURCE PACKET

The DDA created a Business Resource Packet catered to *ALL* business and property owners within the boundaries of the district. The packet contains essential information that can and should be used to help navigate operating a business and/or property downtown.

WELCOME EMAILS + IN-PERSON MEET & GREETINGS

In addition to providing essential services and resources to district businesses, the DDA staff established relationships with businesses:

- Sent 17 welcome emails to new and existing businesses
- Had 8 in-person meet and greets with businesses

2024 OPENINGS

The DDA tracked business activity in the district throughout the course of the year, including new openings, closings, and changes in ownership. In 2024, we celebrated 10 new business openings in Downtown Littleton:

- Spellbound Books
- W.E. Oneil Construction
- Shug
- Little Man Ice Cream
- The 49th
- Eleven11 Laser + Skincare
- Taj Mahal Indian Cuisine
- True Find Boutique
- HouseHome
- Creative Littleton

Photo Credit: Little Man Ice Cream



MARKETING

The DDA implemented a holistic marketing strategy aimed at increasing awareness and visitation to downtown:

- Utilized the website to promote **175** community events, tell **35** local stories, and publicize **129** district businesses
- Provided timely information about downtown through **24** newsletters and various e-blasts
- Launched social media marketing on **2** platforms and posted consistently each week
- Printed and distributed marketing collateral for various events and programs
- Conducted outreach and secured media interviews throughout the year with various media partners
- Executed a holiday marketing campaign that included a shopping & dining promotion, holiday activations, influencer partnerships, and social media advertising
- Added **14** branded LDDA banners throughout the Downtown Core area

WEBSITE

35K Web Page Views

19K New Users

EMAIL

850 Email Subscribers

58% Email Open Rate

SOCIAL MEDIA*

102K Facebook Views

39K Facebook Reach

65K Instagram Views

20K Instagram Reach

**Social media analytics represent total views and reach from May - December.*





HOLIDAY TREE PROGRAM

The DDA created a holiday tree program to bring back some of the festive holiday spirit formerly created by the holiday lights on downtown trees that were removed in 2023 due to disease. Working with local landscaping company, Designs by Sundown, the DDA purchased, installed and maintained **34** live evergreen trees strung with lights along Main Street from mid-November through the end of January 2025.

The program was partially funded by district businesses and community members, with 3 trees being sponsored in memoriam. All 34 trees were replanted -- 5 on the private property of designated sponsors and the remaining 29 were donated to the City of Littleton and Arapahoe Community College to be planted in district boundaries.

21

SPONSORS

\$47,500

GRANT + SPONSORSHIP FUNDS RAISED



THANK YOU TO THE SPONSORS OF THE HOLIDAY TREE PROGRAM

INDIVIDUAL CONTRIBUTORS:
 Jane Ringer
 The Macbeths
 Brickley Memorial
 Susan Stein
 Andy & Penny Behr
 Western Environment & Ecology
 The Stewart Family
 Jim Bisetti in Memory of Roxanne Canino Bisetti

SPARKLE & STROLL

One of the main goals of the holiday campaign was to support our district businesses. The DDA did this by creating a community-driven “bingo game” that encouraged residents and visitors to shop and dine at local businesses. Participating businesses were given promotional materials, Sparkle Cards, and stamps. Customers were able to collect stamps throughout a 6-week period and submit stamped cards for a chance to win prizes valued up to \$500. This initiative helped increase visibility and foot traffic for small businesses while fostering community engagement for residents and visitors who shopped and dined in the district.

49

BUSINESSES
PARTICIPATED

176

SPARKLE CARDS
SUBMITTED

9

WINNERS
SELECTED





A HALLMARK HOLIDAY

The holiday season is Downtown Littleton’s time to shine. From a sparkling Main Street to a shopping promotion that stimulated our local economy, this holiday season in Downtown Littleton was straight out of a Hallmark movie.

HOLIDAY WEBPAGE

The DDA website transformed into a holiday headquarters for November and December. A custom holiday themed webpage was created to serve as a hub for all of Downtown Littleton’s holiday happenings. This webpage was supplemented with 5,000 rack cards that were distributed to all ground-floor businesses in the district.

SANTA CLAUS

The DDA commissioned a local Santa Claus to make appearances on weekends throughout the holiday season. On Saturdays and Sundays from November 30th to December 21st, Santa Claus was seen riding around downtown in his antique car, taking pictures, and passing out toys to children.

ROAMING CAROLERS

The DDA commissioned Denver’s premier Victorian caroling company, The Original Dickens Carolers, to perform along Main Street on Saturdays from November 30th to December 21st. This added even more holiday spirit to this festive time of year.





INFLUENCER PARTNERSHIPS

The DDA partnered with Denver metro area social media influencers to promote Downtown Littleton’s holiday programming and Sparkle & Stroll to segmented audiences that included families, young couples, foodies, local residents, and small business enthusiasts.



@days.in.denver

15,571 Views

11,611 Reach



@datenightdenver

25,060 Views

17,239 Reach



@foodingdrinkingcolorado

10,000 Views

2,000 Reach



@raynakingdenver

14,128 Views

8,813 Reach



@kikiswirlzz

3,395 Views

2,501 Reach



SOCIAL MEDIA ADS

The DDA ran a holiday ad campaign on Facebook and Instagram to amplify holiday messaging. In total, 4 separate ads ran to a targeted audience within 5 miles of the downtown core between November 20th and December 31st with the goal of raising awareness about holiday programming and driving foot traffic to the district.

TOTAL REACH = 54,963

TOTAL IMPRESSIONS = 99,180

LINK CLICKS = 3,365

<  **Downtown Littleton CO** ...

Posted by Miranda Edwards
13h · 🌐

There's no shortage of holiday happenings and festive things to do in Downtown Littleton.



 **Downtown Littleton CO** ...

Sponsored · 🌐

Experience the magic and joy of the holidays in Downtown Littleton. Sparkling lights, festive events, holiday shopping, and more!



-  Festive Tree Lined Street
-  Holiday Parade & Drone Show
-  Roaming Carolers
-  Shopping & Dining Promotions

littletondda.org



MEDIA & PR

Part of the DDA’s holiday marketing campaign included a pr and media strategy targeted to local media publications. Local outlets received press releases and media alerts about the tree program and holiday programming, resulting in multiple interviews and 4 media features including 3 publications and 1 television network.

Littleton Independent Support our journalism


LOCAL HEADLINES

Holiday tree program to light up Littleton’s Main Street

by **Nina Joss**
October 25, 2024

Facebook LinkedIn Bluesky Nextdoor X Reddit Email

English Spanish



MOST POPULAR ARTICLES

- Westminster closes in on cell tower at the 136th Avenue Walmart
- Castle Rock’s historic City Hotel moving ahead with renovation, addition of boutique lodging and restaurants
- Douglas County School Board to

LITTLETON | HOLIDAYS

Littleton Revives Holiday Magic With New Evergreens on Main Street

In 2023, the town’s decorative trees were removed along Main Street after contracting disease, draining the usual holiday spirit and charm.

By **Justin Goodrum** | January 3, 2025



LIFESTYLE AND ENTERTAINMENT

Downtown Littleton dives into holiday season with festive programs

Business groups have organized music, shopping initiatives and other fun

by **Nina Joss**
December 6, 2024

Facebook LinkedIn Bluesky Nextdoor X
Reddit Email

English Spanish



HEADLINES & BRAGGING RIGHTS

These Towns In Colorado Have The Best Main Streets

World Atlas

Why So Many Restaurants Are Opening in the South Denver Suburbs

5280: Denver's Mile High Magazine

Developer Begins Work on 115-Year-Old Building

The Denver Post

Littleton Has Final Fridays as a Way to Bring Excitement to Downtown

Littleton Independent

Castle Rock Meadery Adding Downtown Littleton Taproom

The Denver Post

Snarf's Sandwiches to Expand with Shop in Littleton

Littleton Independent

Here's the Scoop: Little Man Ice Cream is Coming to Littleton

Littleton Independent

Little Man Opening in Littleton, Where Main Street Stays True to Its Small-Town Vibe

Westword

Littleton's GraceFull Cafe Owner Wins Surprise Advocacy Award

Littleton Independent

Littleton Revives Holiday Magic With New Evergreens on Main Street

Westword

ORGANIZATION

The DDA fulfilled its commitment to steering the economic vitality of the district through collaborative efforts that cultivate a vibrant community:

- Hosted monthly Board Meetings
- Maintained consistent and transparent communication and posting with community via the website for all board activities
- Collaborated with community partners, including the City of Littleton, Project Downtown; Chamber of Commerce; and Littleton Merchants Association, on various programs and initiatives
- Represented the LDDA at various City Council and partner meetings, strengthening relationships with key stakeholders.
- Secured grant funding and sponsorship dollars for holiday tree program
- Secured Arts & Culture grant funding to be used in 2025



ABOUT THE DDA

LEADERSHIP

BOARD MEETINGS

INITIATIVES

RESOURCES

ONLINE BUSINESS LISTING

Board Meetings

When and where are board meetings for the DDA?

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)

BOARD OF DIRECTORS & STAFF

Ruth Graham, Chair
Ancient Art Health Center
& Graham Properties

Patrick Driscoll
City Council Member
District 1

Rob Stieg, 1st Vice Chair
NexCore Group

Catharina Hughey
DIRT Coffee

Brett Murphy, 2nd Vice Chair
Murphys Variety LLC

John Matthews
M-A Architects PC

Cheryl Calhoun, Treasurer
Arapahoe Community College

Bryan Morrow
EchoStar Corporation

Krista Falkenstine, Secretary
Alley Arts Studio

STAFF

Jenny Starkey
Executive Director

Danni Westblade
Administration & Outreach

Littleton Downtown Development Authority
2516 W Main Street
Littleton, CO 80120

info@downtownlittleton.org
littletondda.org



@downtownlittletonco

