



2025

Annual Report

The logo for Littleton Downtown Development Authority. It features a blue wavy line above the word "Littleton" in a bold, white, sans-serif font. Below "Littleton" are the words "DOWNTOWN" and "DEVELOPMENT AUTHORITY" in a smaller, blue, sans-serif font.

DEAR DOWNTOWN LITTLETON COMMUNITY,

The Littleton Downtown Development Authority was formed in 2023 by and for the property owners and businesses within the district, with a shared goal of supporting a vibrant, well-managed downtown. In 2025, the organization took a meaningful step forward, moving from early formation into a more focused, strategic phase of work.

While the LDDA has been guided by the Plan of Development since its inception, 2025 marked an intentional shift to place those priorities at the center of decision-making. Under the direction of the Board, the organization concentrated its time and resources on initiatives that aligned most closely with long-term goals, recognizing that not every priority can advance at the same pace in a single year.

This focus resulted in a year of strong outcomes. The return of the Downtown Littleton Block Party re-established a signature community event and demonstrated downtown's role as a regional destination. The launch of a Public Art Initiative laid the foundation for long-term investment in place and creativity. Sparkle & Stroll and the Holiday Tree Program continued to grow, supporting local businesses and reinforcing downtown as a welcoming place to gather. Expanded digital marketing and communications significantly increased visibility and awareness of Downtown Littleton, amplifying the impact of this work throughout the year.

The LDDA exists to serve the district and the people who invest in it. We are proud of the progress made in 2025 and remain committed to aligning our work with the Plan of Development as we continue building momentum.

Thank you to the property owners, businesses, board members, partners, and community members who make this work possible.

Jenny Starkey
Executive Director

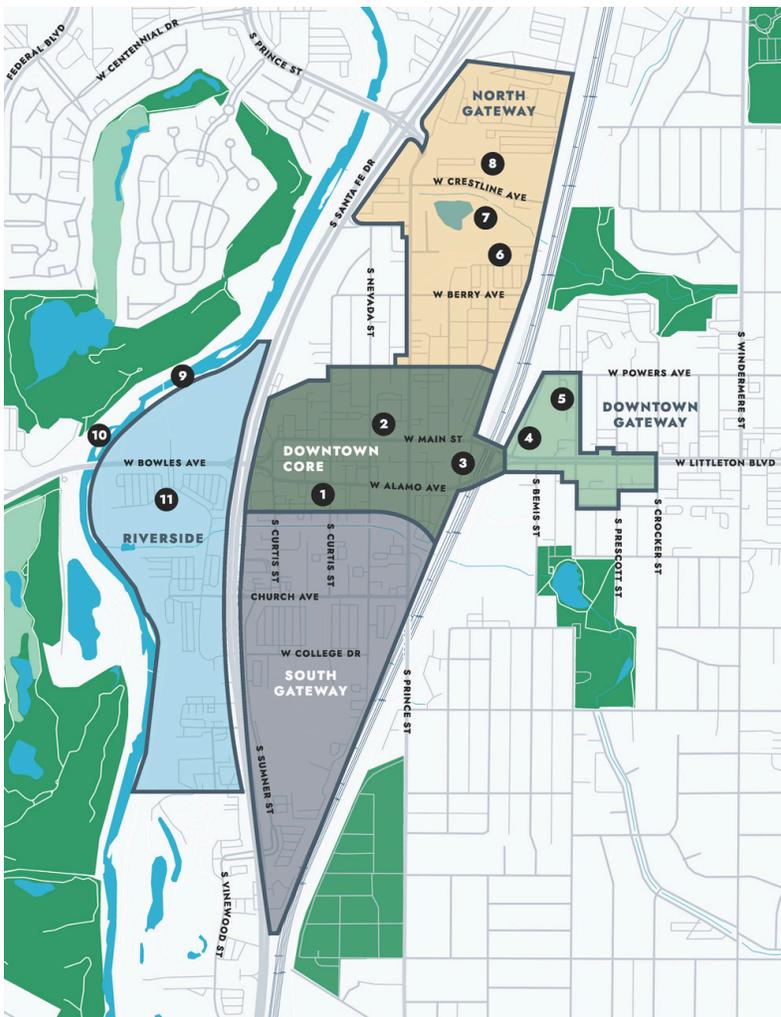


WHO WE ARE & WHAT WE DO

The Littleton Downtown Development Authority (LDDA) is a public organization dedicated to strengthening the economic vitality and long-term success of Downtown Littleton. Working in partnership with the City of Littleton, local businesses, property owners, and community stakeholders, the LDDA focuses on creating a downtown that is welcoming, well-managed, and positioned for sustainable growth.

The LDDA is guided by the Plan of Development, a long-term strategic framework that sets priorities and directs investment over the next 30 years. In 2025, the organization aligned its work with five key priorities identified in the Plan of Development: **Clean and Safe, Beautiful and Welcoming, Well-Connected, Improved Parking Experience,** and **Business Friendly and Vibrant.**

Through these priorities, the LDDA delivers essential services, launches targeted initiatives, and convenes partners to support businesses, enhance the public realm, and create a downtown where residents, visitors, and businesses can thrive.



District Map



- | | |
|---|--|
| <ul style="list-style-type: none"> 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 MUNICIPAL BUILDING
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 | <ul style="list-style-type: none"> 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 |
|---|--|



CLEAN AND SAFE

A clean and safe downtown is foundational to economic vitality and community confidence. In 2025, the LDDA prioritized consistent, proactive maintenance and snow removal services to ensure Downtown Littleton remained welcoming, accessible, and functional for businesses, residents, and visitors throughout the year. These efforts focused on reliability, responsiveness, and clear communication, reinforcing downtown as a place where people feel comfortable spending time in all seasons.



CLEANING & MAINTENANCE

Keeping Downtown Littleton clean and well-maintained is a core function of the LDDA. The LDDA contracts with Consolidated Services Groups (CSG) to provide regular cleaning and maintenance services throughout the district, including custodial maintenance, graffiti removal, sweeping, and pressure washing. In addition to maintaining sidewalks and public spaces, CSG conducts a quarterly lighting audit across the DDA district to support safety and visibility.

In 2025, the LDDA increased the frequency of cleaning and maintenance services to every other week during the warm weather months from May through October to improve the visitor experience and support downtown businesses. Cleaning and maintenance services were also expanded to include power washing along Littles Creek Trail, extending investment beyond the core commercial corridor.



SWEEPING
1,012



SNOW/ICE MITIGATION
2,341
**506 HOURS*



TRASH REMOVAL
47



PRESSURE WASHING
172
**56,385 LINEAR FEET*



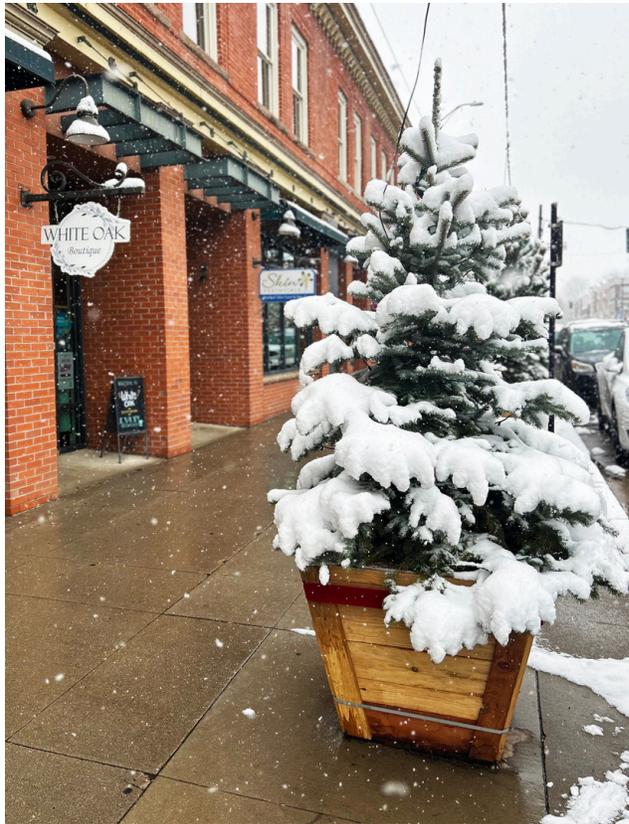
GRAFFITI REMOVAL
74



LIGHTS INSPECTED
128
**8 REPORTED TO XCEL*

Statistics represent the total number of instances tasks were performed and logged by CSG.

SNOW REMOVAL



Since 2023, the Littleton Downtown Development Authority has provided snow removal services throughout the downtown core, including Main Street and Alamo Avenue between Rapp Street and Bega Street, as well as all north south side streets connecting Main and Alamo, including Rapp, Curtice, Nevada, and Prince Streets. In 2025, snow removal was extended south one block of Alamo Avenue for further coverage and reach.

The program operates under a zero-inch tolerance, meaning crews are mobilized at the first sign of precipitation and remain on site throughout each storm. With every snow event, the LDDA sends advance and follow-up email communications outlining snow removal plans and procedures, ensuring businesses and property owners are informed and prepared.



**SNOW EVENTS
RECORDED AND
RESPONDED TO IN 2025.**

BEAUTIFUL AND WELCOMING

Creating a downtown that feels welcoming, cared for, and distinctive is central to fostering community pride and encouraging people to gather, linger, and return. In 2025, the LDDA advanced the Beautiful and Welcoming priority through targeted investments that enhanced the public realm and celebrated Downtown Littleton’s character. These efforts balanced immediate visual impact with long-term stewardship, supporting a downtown experience that feels both vibrant and authentic.



LDDA HOLIDAY TREE PROGRAM

In 2024, 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 2026.

The program was partially funded by district businesses and community members. All 34 trees were replanted -- 2 on the private property of designated sponsors and the remaining 32 were donated to the City of Littleton, Arapahoe Community College, and Littleton Public Schools to be planted in City boundaries.



EVERLASTING EVERGREEN SPONSORS



PEACEFUL PINE SPONSORS



FESTIVE FIR SPONSORS



SNOWY SPRUCE SPONSORS



17

SPONSORS

\$18.5K

TOTAL SPONSORSHIP FUNDS RAISED (NO GRANTS)

PUBLIC ART INITIATIVE



In 2025, the LDDA launched a new Public Art Initiative to strengthen Downtown Littleton’s identity, celebrate local creativity, and enhance the public realm as a place for connection and discovery. Designed as a long-term investment in place and people, the initiative establishes a clear framework for bringing meaningful, high-quality public art into the district while aligning with community values and City priorities. This foundational year focused on building the structure, partnerships, and resources needed to support thoughtful and sustainable public art in the years ahead.

2025 HIGHLIGHTS:

- Formed a dedicated LDDA Public Art Committee to guide vision, policy, and implementation
- Developed a phased Public Art Initiative launch plan, including goals, priorities, and implementation strategies
- Identified priority locations and infrastructure needs to support future public art installations
- Secured grant funding from the City of Littleton’s Arts & Culture Board to initiate the program
- Advanced early planning and coordination to position the initiative for artist engagement and installation phases in 2026

BUSINESS FRIENDLY AND VIBRANT

A vibrant downtown depends on visibility, activity, and strong relationships with the businesses that call it home. In 2025, the LDDA advanced the Business Friendly and Vibrant priority through strategic marketing, signature events, and direct business engagement, focusing resources on initiatives that delivered measurable impact while building long-term momentum for Downtown Littleton.



MARKETING & COMMUNICATIONS

Marketing and communications play a critical role in positioning Downtown Littleton as a destination while amplifying the businesses, events, and experiences that make the district unique. In 2025, the LDDA focused on building consistent, high-quality communication channels that supported local businesses, strengthened community awareness, and created a strong foundation for larger campaigns and activations.

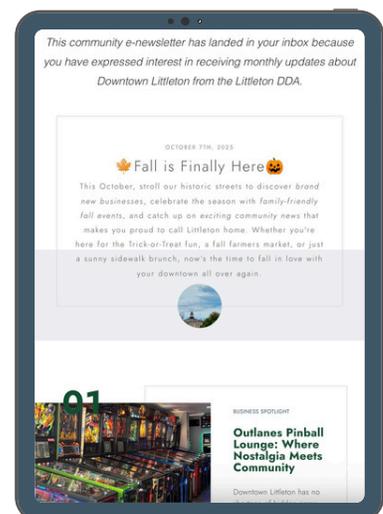
OWNED CHANNELS

MONTHLY EVENT CALENDAR

The LDDA launched a monthly event calendar across its social media channels, promoting a wide range of merchant-led activities, from beer tastings and sewing classes to game nights and community gatherings. These calendars quickly became among the LDDA’s most popular social media posts, generating strong reach and engagement and serving as an effective tool to amplify merchant offerings and drive awareness of Downtown Littleton’s diverse experiences.

MONTHLY NEWSLETTERS

The LDDA distributed two newsletters each month, including a public newsletter featuring district businesses, events, and community news, and a business newsletter serving as a key information source for the local business community. Content included DDA updates, upcoming events, marketing opportunities, and other essential information for businesses and stakeholders within the district. Additional e-blasts were distributed as needed. **A total of 77 e-blasts were sent in 2025 with an average open rate of 65%.**



DIGITAL MARKETING & VISIBILITY

The LDDA expanded its digital presence in 2025, using social media to tell seasonal stories, spotlight multiple businesses at once, and position Downtown Littleton as a cohesive destination. The introduction of themed carousels and reels connecting moments such as peach season, Halloween, and football strengthened cross-promotion among merchants and increased engagement across platforms.

Social media reach and visibility surged, delivering nearly 600,000 views and expanding reach by 168 percent in one year. Engagement more than doubled, with over 10,000 interactions reflecting strong audience interest in local businesses, events, and community-focused content. The LDDA’s online community grew by 2,500 followers, with the majority of growth achieved organically through consistent content and limited, targeted boosting.

583K

INSTAGRAM VIEWS

55K

INSTAGRAM REACH - UP 168% FROM 2024

10K

INSTAGRAM CONTENT INTERACTIONS - UP 100%

2.5K

NEW INSTAGRAM FOLLOWERS ADDED

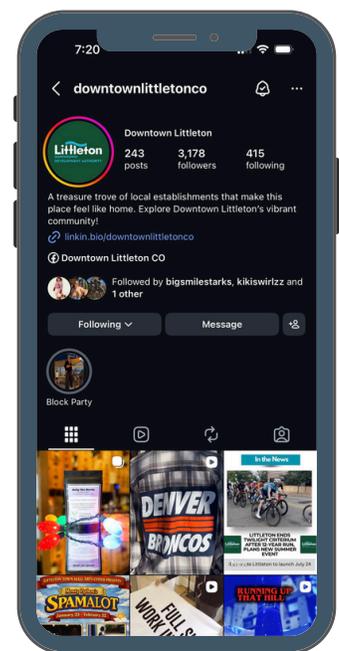
61K

FACEBOOK VIEWS

1.2K

FACEBOOK CONTENT INTERACTIONS

- 301 LINK CLICKS
- 3.6K PAGE VISITS
- 255 PAGE FOLLOWS



EARNED MEDIA AND INFLUENCER PARTNERSHIPS

Strategic influencer partnerships and earned media amplified Downtown Littleton’s visibility throughout the year, supporting both the Downtown Littleton Block Party and Sparkle & Stroll campaign. Influencers included a mix of paid and trade collaborations with community-focused audiences across the Denver metro area. Combined, these efforts shared Downtown Littleton content with an engaged audience of more than 140,000 potential followers.

Part of the LDDA’s annual marketing efforts included a public relations strategy targeted to local and regional media outlets. Press releases and media alerts focused on major initiatives and seasonal moments, resulting in interviews and coverage across print, digital, and broadcast platforms.



HEADLINES AND BRAGGING RIGHTS

Littleton Businesses Thankful for Shoppers on Small Business Saturday | FOX 31

Downtown Littleton Block Party Returns | CBS4

Downtown Littleton Block Party Offers Free Fireworks, Music This Month | FOX31

Honnibrook Mead Cottage and iN-TEA Release Collab Drinks
Littleton Independent

Downtown Littleton Glows with Hallmark Holiday Magic
Littleton Independent

Local Retailers Celebrate Small Business Saturday in Colorado
Fox 31 Denver

Denver's 8 Best Suburbs | 5280 Magazine

Big Pride Littleton's Celebrations Double During Second Installment
Littleton Independent

Littleton's Town Hall Arts Center Set for Major Renovation
Littleton Independent

Local Coffee Shop Closing in Denver for New Spot in Littleton | KDVR

What to Expect at Littleton's 'Mile Long' Table Dinner Next Week
Littleton Independent

Brewing Up Opportunities, DIRT Coffee to Upgrade, Open Workforce Connection Center | Littleton Independent

Eleven Best Things to do in Littleton | Westword

Just Outside of Denver is a Colorado City Perfectly Blending a Charming Downtown with Ample Green Spaces | MSN

CAMPAIGNS

SPARKLE & STROLL

The LDDA supported district businesses for a second year with the Sparkle & Stroll holiday campaign, a community-driven shopping and dining promotion designed to increase visibility and foot traffic for local businesses. Participating businesses received promotional materials, Sparkle Cards, and stamps, encouraging customers to visit multiple locations over a six-week period and submit completed cards for prize drawings. The campaign fostered community engagement while supporting small businesses during the holiday season.

2025 SPARKLE & STROLL HIGHLIGHTS:

- 75 participating businesses
- 291 total submissions (147 online, 144 at Town Hall Arts Center)
- 174 ten-stamp cards
- 14 gift card winners selected throughout campaign
- 2 grand prize winners selected to receive prizes from participating businesses



EVENTS AND ACTIVATIONS

DOWNTOWN LITTLETON BLOCK PARTY

Back by popular demand, the 2025 Downtown Littleton Block Party marked the return of one of Littleton's most beloved community traditions and a major new initiative for the LDDA. Presented by the LDDA and the Littleton Merchants Association, with support from the City of Littleton and Visit Littleton, the event re-established Main Street as a place of celebration, connection, and shared civic pride. Bringing the Block Party back required a significant investment of time, funding, partnerships, and coordination, reflecting the LDDA's commitment to producing signature experiences that support local businesses while strengthening downtown's identity.

2025 BLOCK PARTY HIGHLIGHTS & OUTCOMES:

- Welcomed an estimated 14,000 attendees to Downtown Littleton, transforming Main Street from Sycamore Street to Rapp Street into a pedestrian-focused celebration
- Activated the district with 4 stages, 5 bands, 3 buskers, 2 stilt walkers, an aerial rig, creative zone, inflatable obstacle course, beer and wine gardens, and a fireworks finale
- Supported the local economy through 64 vendors and strong food and beverage sales, generating meaningful revenue for participating businesses
- Engaged the community through 65 volunteers and partnerships with 28 sponsors, reinforcing local ownership and collaboration
- Delivered strong marketing and visibility results with 12,484 webpage views, 68% email open rates, 85,600 PR impressions, and 25,795 social media views, all achieved with no paid advertising budget
- Generated \$106,608 in total revenue and \$11,841 in net income, establishing the Block Party as a viable financial engine to support future LDDA initiatives
- Collected extensive feedback from attendees, vendors, volunteers, and downtown businesses to inform improvements and guide long-term planning

The successful return of the Downtown Littleton Block Party reaffirmed the community's desire for large-scale, inclusive events and positioned the LDDA to refine and grow the event in the future.

HALLMARK HOLIDAY

The LDDA continued its Hallmark Holiday programming in 2025 by commissioning Santa Claus appearances and roaming carolers on weekends from late November through December. These activations added seasonal charm, encouraged downtown visitation, and supported holiday shopping and dining throughout the district.



BUSINESS SUPPORT

Business support in 2025 centered on proactive communication, coordination with partners, and direct engagement with downtown businesses. These efforts helped minimize disruption, build trust, and strengthen the overall business environment on Main Street.

DENVER WATER PROJECT

The LDDA worked closely with Denver Water and the City of Littleton to ensure construction impacts were clearly communicated to affected businesses. Weekly updates, meeting notifications, and project information helped mitigate disruption and improved coordination between project partners and Main Street businesses.

BI-ANNUAL NETWORKING EVENTS

The LDDA hosted two networking events for community stakeholders, welcoming more than 100 combined attendees including business owners, property owners, residents, City staff, and elected officials. These events provided opportunities to strengthen relationships, share information, and highlight downtown businesses. Host locations included Piccino Wood Oven Pizza and SHIFT Workspaces featuring Basho Sushi.

WELCOME EMAILS AND IN-PERSON MEET AND GREETES

The LDDA continued to prioritize relationship-building with district businesses by sending welcome emails to new and existing businesses and conducting in-person meet and greets. In 2025, the LDDA sent 12 welcome emails and conducted approximately 20 in-person visits.

2025 BUSINESS OPENINGS

In 2025, the LDDA celebrated nine new business openings in Downtown Littleton:

MANGO TREE COFFEE

SNARF'S

HONNIBROOK CRAFT MEADERY

RECORDS ON MAIN

RUBY JANE | VALLEYGIRL BOUTIQUE

OUTLANES PINBALL LOUNGE

KELLIE STONGER FINE JEWELRY

HEARTH

RELEASE BODY WORK + HEALING

ORGANIZATION AND GOVERNANCE

The Littleton Downtown Development Authority operates as a public organization governed by a volunteer Board of Directors representing property owners, businesses, and community stakeholders within the district. In 2025, the LDDA continued to strengthen its governance practices, increase transparency, and advance strategic conversations to ensure the organization is positioned to fully utilize its role and resources in support of Downtown Littleton.



GOVERNANCE AND OVERSIGHT

- Held regular monthly Board of Directors meetings in accordance with public meeting requirements
- Maintained transparent communication through publicly posted agendas, materials, and meeting summaries
- Represented the LDDA at City Council meetings and in ongoing coordination with City staff and partner organization

COMMITTEES AND STRATEGIC FOCUS

- Advanced Board committee work to support priority initiatives and long-term planning, including:
 - Public Art Committee
 - Downtown Littleton Block Party Committee
 - Investment Opportunity Committee

FUNDING AND STEWARDSHIP

- Secured grant funding and sponsorship dollars to support priority initiatives
- Continued responsible stewardship of district resources aligned with the Plan of Development



BOARD OF DIRECTORS

Ruth Graham, Chair

Graham Properties

Rob Stieg, First Vice Chair

NexCore Group

Catharina Hughey, Secretary

DIRT Coffee

Bryan Morrow, Treasurer

EchoStar Corporation

Cheryl Calhoun

Arapahoe Community College

John Matthews

M-A Architects PC

Krista Falkenstine

Alley Arts Studio

Eric Hyatt

Grande Station

Tom Barenberg

Platte River Bar and Grill

Pat Driscoll

City Council Member, District 1

STAFF

Jenny Starkey

Executive Director

Danni Westblade

Administration and Outreach

Sarah Neumann

Digital Marketing

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