



2026 Littleton DDA Annual Operating Plan

Updated 09/19/25

I. Introduction

- **Purpose of the Plan**

This Annual Operating Plan establishes the LDDA's focus for 2026, aligning all activities, budgets, and agreements with the five priority areas of the adopted Plan of Development. The plan continues initiatives and plans from 2025 as well as introducing new initiatives.

- **Connection to the Plan of Development**

The POD serves as the guiding framework for all LDDA initiatives. For 2026, program areas are fully aligned with the POD's five priorities, ensuring the budget and operating plan directly reflect strategic goals.

- **Context from 2025**

- Strong investment in *Clean & Safe* and *Business-Friendly & Vibrant*.
- Progress made in Administration, Marketing/Engagement, and foundational partnerships.
- Several POD-aligned "low-hanging fruit" initiatives were identified for immediate action in 2026 without requiring long-term dependencies or large-scale partnerships.

II. Vision, Mission, and Values

- **Vision:** A vibrant and welcoming district built through collaborative efforts that preserves the district's unique character and feel and promotes economic growth.
- **Mission:** 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.
- **Values:** Impact, Collaboration, Community, Legacy.

III. 2026 Priorities & Work Plan

The following sections are organized by the five POD priorities. Each includes Goals, Key 2026 Initiatives, and suggested performance measures.

1. Beautiful & Welcoming

Goal: Create an experience that is beautiful and welcoming for all who come downtown and encourage repeat visits.

2026 Initiatives:

- Enhance the City's flower program by focusing on seasonal beautification efforts in downtown gateways, and high-visibility areas not impacted by Project Downtown.
- Begin public art installations and advance work of the Public Art Committee.
- Continue holiday tree program to enhance Downtown during the holidays and support tree canopy growth throughout the area.

Performance Measures:

- Number and quality of beautification projects completed.
- Number of public art pieces installed.
- Success of holiday tree program as evaluated by number of sponsors and general community feedback collected at end of program.

2. Well-Connected

Goal: Ensure downtown is well-connected so residents and regional visitors have easy access via all transportation modes.

2026 Initiatives:

- Enhance Little's Creek Trail connections and cleanliness with continued contracted cleaning and maintenance services.
- Design and distribute a printed Downtown map/guide (with QR code link to website) updated quarterly; explore mobile-friendly version.
- Build relationships with transportation partners to support access improvements.

Performance Measures:

- Number of guides distributed / QR code scans.
- Completion of trail enhancement / maintenance projects by LDDA contractors.

3. Improved Parking Experience

Goal: Provide improved parking options and educate the public on available choices.

2026 Initiatives:

- In partnership with the City and as part of the Project Downtown phase 1 project, assist in conducting a parking audit and assessment of the entire DDA district (employees, visitors, lot inventory, signage assessment).
- Engage with Transportation & Mobility Commission and staff to address City's strategic planning efforts regarding the updated Transportation Master Plan.

Performance Measures:

- Parking study completion.
- Parking inventory and map launched on website.

4. Clean & Safe

Goal: Maintain a clean and safe downtown to improve visitor experience and attract investment.

2026 Initiatives:

- Continue cleaning and maintenance services with CSG at current levels.
- Continue snow removal services with CSG at current levels.
- Continue to regularly conduct lighting audits throughout the downtown core.

Performance Measures:

- Monthly cleaning and maintenance service reports.
- Completed work requests and lighting improvements via Xcel Energy.

5. Business-Friendly & Vibrant

Goal: Support a thriving business environment and a dynamic downtown experience.

2026 Initiatives:

- Redevelop LDDA website for improved functionality, visitor/business resources, and integrate a user friendly mapping integration to help users navigate the district effectively.
- Support development strategy and Real Estate Committee work to explore revenue growth, district expansion, and site promotion.
- Develop a robust district database in preparation for Project Downtown including property owners, business owners, general managers, tenants, property managers, key community partners and stakeholders, City departments and council, etc.
- Continue implementing consistent communications and marketing efforts throughout the year including e-newsletters, blogs, social media, holiday, and event support.
- Successfully host and co-produce the Block Party.
- Continue to produce the Holiday Tree Program, a temporary program that supports beautifying downtown until Project Downtown is moving forward, for the third and final year.

Performance Measures:

- Number of business support initiatives completed; number of business participation in initiatives.

- Launch a new website.
- Number of business and property owner meetings.
- Event attendance, revenue, and awareness.
- Number of positive press mentions of LDDA initiatives, events, and efforts.

IV. Administrative & Governance Functions

- Maintain effective governance, compliance, and reporting through the IGA and board oversight.
- Secure grants and sponsorships to supplement TIF revenue.
- Monitor legislative and city-level policy developments impacting downtown.

V. Implementation & Evaluation

- Quarterly reporting to the board on progress within each priority area.
- Mid-year operating plan review and adjustments.
- Year-end evaluation with measurable outcomes tied to the POD priorities.