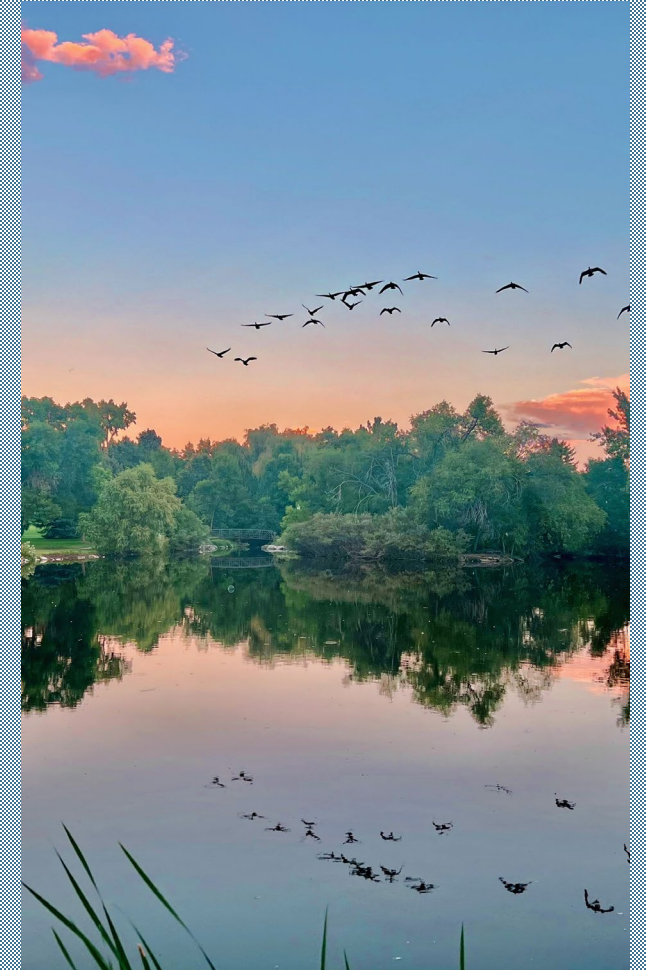


# COMMUNICATIONS, MARKETING, AND EVENTS PROGRAM OVERVIEW

Jessica Bixenman

SEPTEMBER 9, 2025



# TODAY'S OBJECTIVES

- Effective Municipal Communication
- Review the Current State of the Communications Dept
- Future Visioning
- 2026 Workplan and Priorities

# VISION AND MISSION STATEMENT

“The mission of the Communications Department is to support the goals of City Council by creating and maintaining a comprehensive communications program that contributes to an exceptional level of understanding and trust between the City of Littleton and the numerous constituencies it serves.”

# EFFECTIVE PUBLIC SERVICE COMMUNICATIONS

What do we really mean when we talk about communications?

## Audience

Community

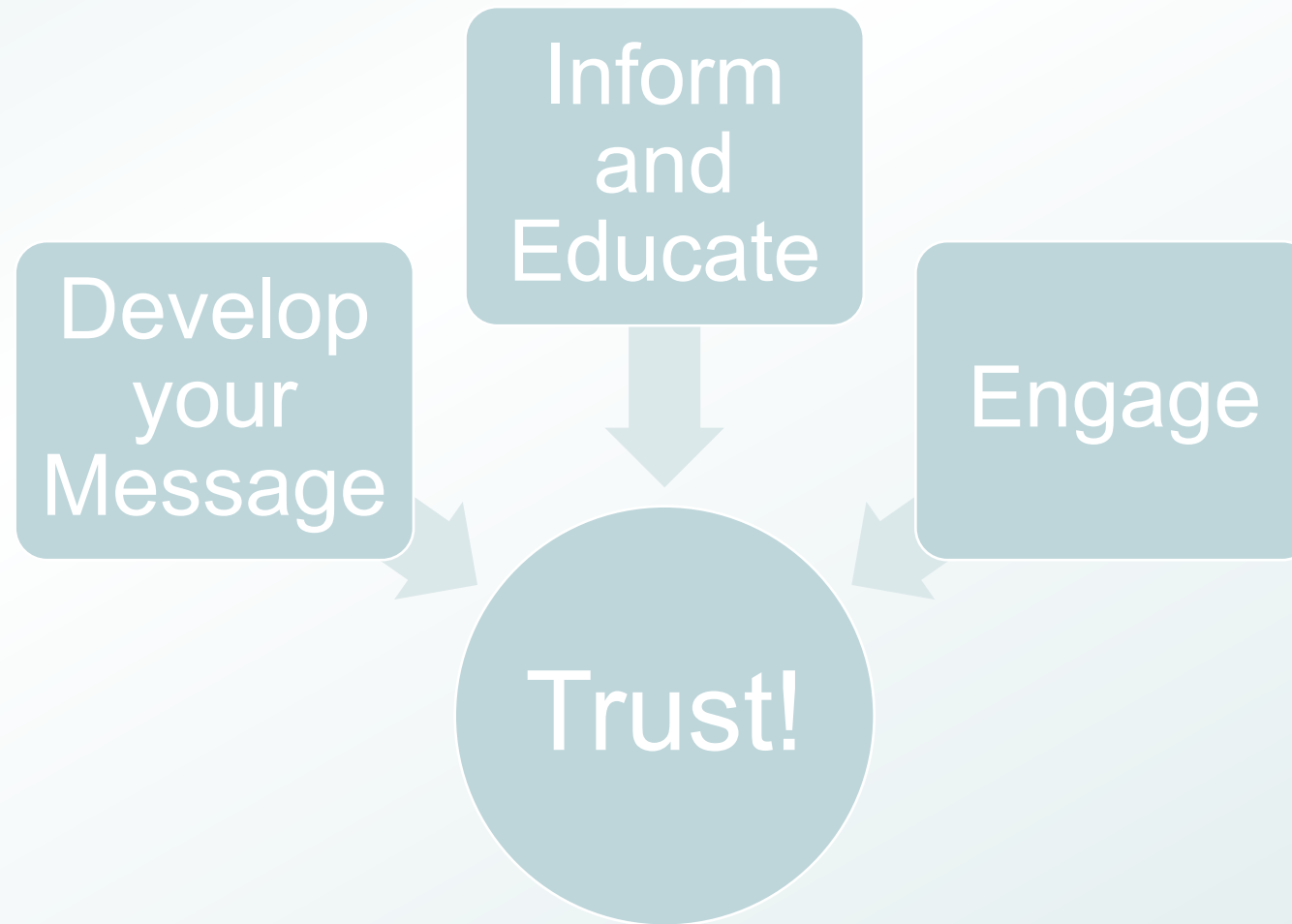
Visitors

Staff

Media



# EFFECTIVE COMMUNICATION STRATEGY



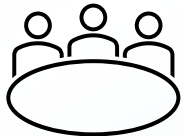
# EFFECTIVE COMMUNICATION STRATEGY



Develop your Message



Inform and Educate



Engage

“The two words ‘information’ and ‘communication’ are often used interchangeably, but they signify quite different things. *Information* is giving out; *Communication* is getting through.”

Sydney J. Harris, Journalist and Author

# EFFECTIVE COMMUNICATION GOALS

1	Transparent
2	Accountable
3	Authentic
4	Strategic, Not Reactive
5	Consistent
6	Collaborative
7	Inclusive



# COMMUNICATIONS DEPARTMENT TODAY





# SOCIAL MEDIA PRESENCE

Total followers across all platforms: 32,179



Facebook: 11,675



X: 11,394



Instagram: 5,911



LinkedIn: 3,119



**Littleton, CO – Government**  
LG [Aug 09, 15:00](#)

👑 We're only one week away from the Western Welcome Week Grand Parade and Festival on Saturday, August 16! The parade down Littleton Boulevard and Main Street begins at 10 a.m. and features marching bands, floats, equestrians, and

**84,098 reach**  
**2.57 % engagement rate**



**Littleton, CO – Government**  
LG [Aug 14, 15:07](#)

THROWBACK THURSDAY: Did you know this year is the 97th anniversary of Littleton's annual Western Welcome Week celebration? Soon after Houstoun Waring became editor of the Littleton Independent, he began looking for ways

**15,150 reach**  
**5.19 % engagement rate**



Littleton

# VIDEO PRODUCTION & STREAMING



- 72 videos and reels published
- 136,164 views
- 53,749 reach

## LittletonGov YouTube

- 217,000 views
- 12,000 impressions
- 420 new subscribers (1,791 total subscribers)

## Channel 8 YouTube

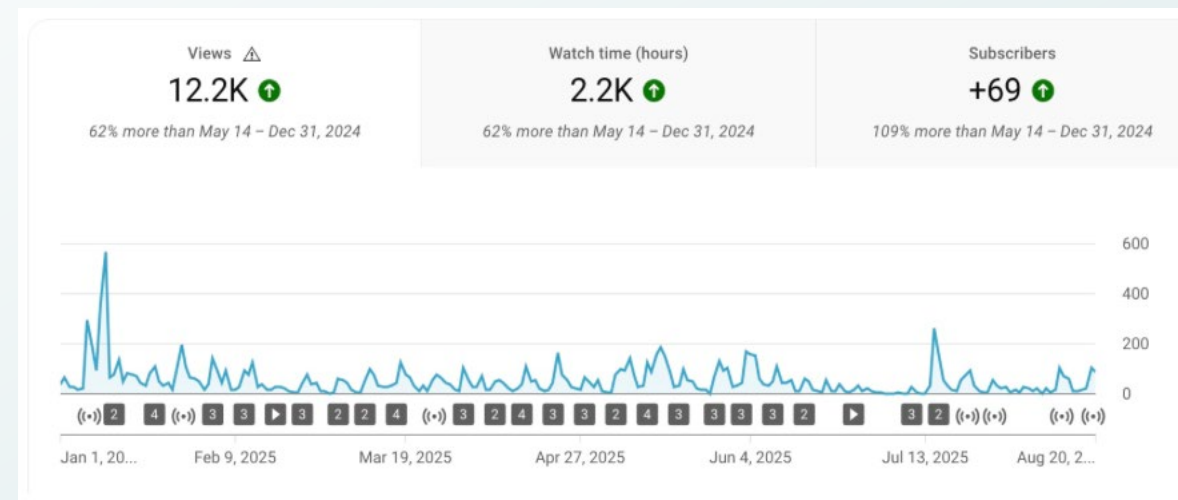
- 12,000 views
- 69 new subscribers

## LittletonGov Facebook Stats from Last 90 days:

- Video views: 63,818
- Video reach: 63,086
- Reel views: 23,142
- Reel reach: 22,375



## Your videos got 217,622 views in 2025



# NEWSLETTERS

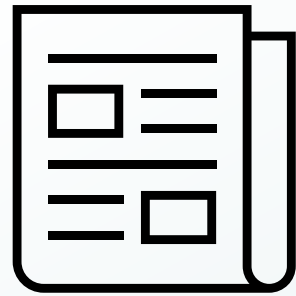
## Littleton Report Print

- 6 issues mailed to 22,550 addresses

## Littleton Report Online

- 3,779 subscribers + 14% from 2024

## Littleton at Work



Friday, August 22, 2025

*This e-newsletter is designed to provide information regarding city programs and services, and those of its agency partners. The Littleton City Council and staff encourage supporting Littleton businesses and community programs.*

### In this issue...

- [Tri-Cities Mayors Accept Climate Protection Award](#)
- [Charter Review Committee Gets to Work](#)
- [Work Begins on Broadway at Lee Gulch Culvert Repair](#)
- [Littleton's First 'Complete Street' Opens on Euclid Avenue](#)
- [Business Owners: Check Out Building Electrification Workshop](#)
- [Feedback Sought on Jackass Hill Park Plans](#)

### What's Inside

All meetings, programs, and events listed in this issue are subject to change or cancellation.



### Littleton at Work - 8/14/25



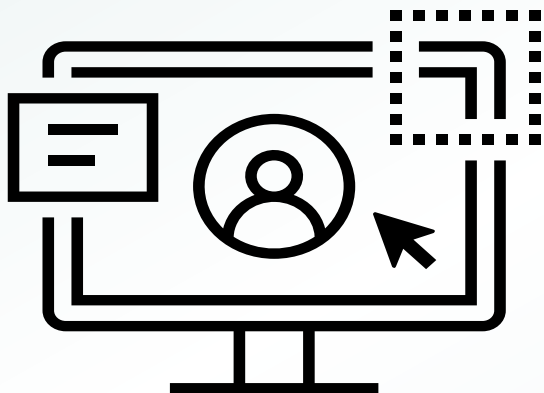
**Matt Ristaino**  
Media Strategist

### Engagement Pulse Survey to Launch Later This Month

The second annual Engagement Pulse Survey will be available beginning August 25!

The purpose of this survey is to get a better understanding of morale and satisfaction with our workplace so that we can measure our progress as an organization in the future. The short and confidential survey consists of 20 questions, rated on a one-to-five scale, and should only take you a few minutes to complete.

# GRAPHIC DESIGN AND PRINT SERVICES



- LRP and LRP design and production
- Littleton Calendar and Annual Report
- Inter-departmental design, consulting and application
- Brand awareness, development and application
- Print Management





# EVENTS

**Community Events** (Community engagement, education or connection vs large-scale entertainment)

*Boards & Commissions Dinner*



LITTLETON BUSINESS CHAMBER'S

*State of the City*

2025 BREAKFAST AND AWARDS



 **MEET  
GREET  
& EAT!**  
with City Council

**Festival** (Celebration or entertainment often with vendors, performances and multiple attractions)



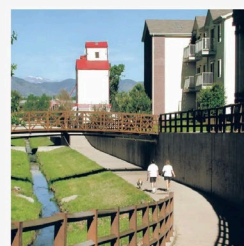
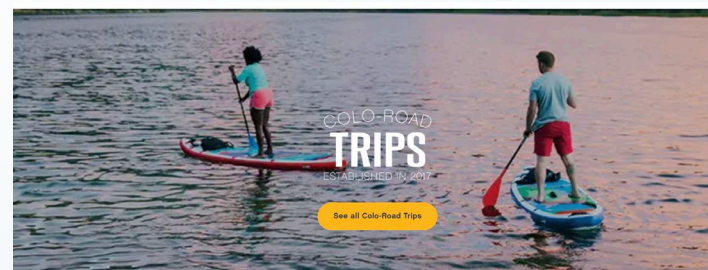
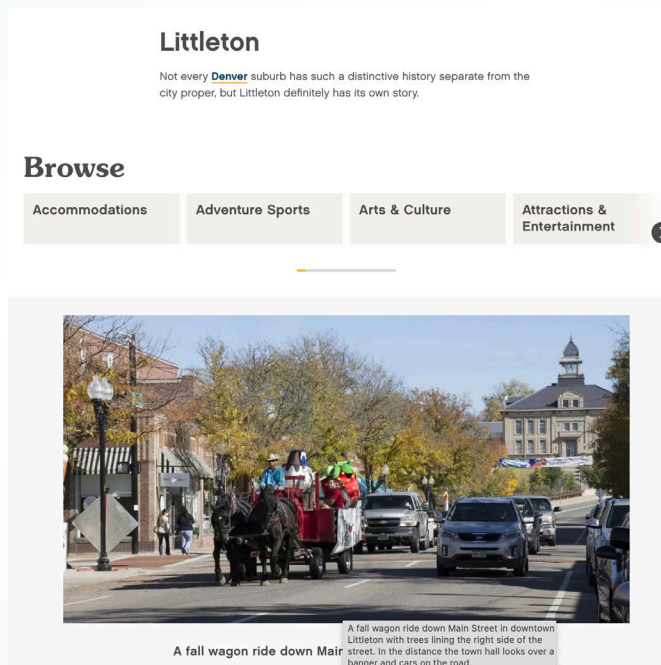
 *Candlelight Walk*

# VISIT LITTLETON



Manage and market the Visit Littleton brand across the platforms below to increase awareness for events and businesses in Littleton

- Website and Social Media
- Paid Advertising
- Marketing Campaigns



## 3 Days A Summer Tour of Littleton

Enjoy this small town with a big personality. You'll stroll through a charming historic district, stop in shops and enjoy fine dining. Littleton is the ideal spot for a long weekend getaway.

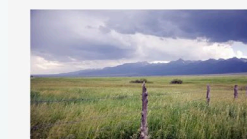
## Cities & Towns

Colorado is the eighth-largest state in the U.S. and offers over 100,000 square miles to explore. Navigate the map to discover new places, or search for a specific city to start your journey.

Explore Buena Vista...

Explore cities by experiences

Airports Certified Creative District Hot Springs Michelin Stars Train Trips Welcome Centers



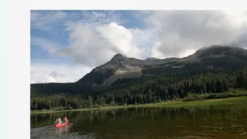
Silver Cliff



Black Hawk



Rico



Paonia



Bow Mar



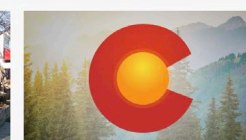
Florence



Littleton



Lafayette

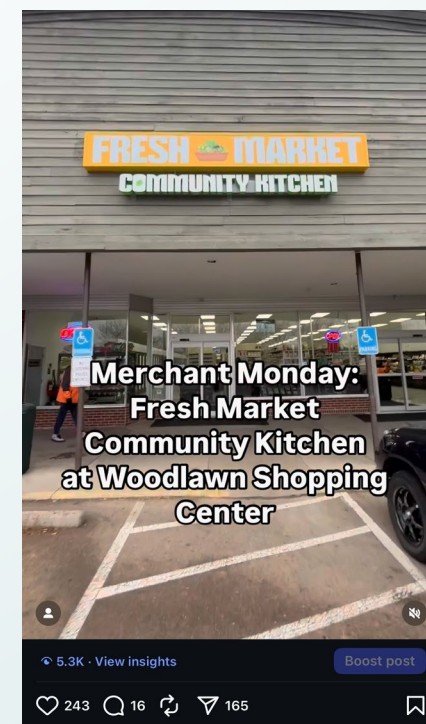
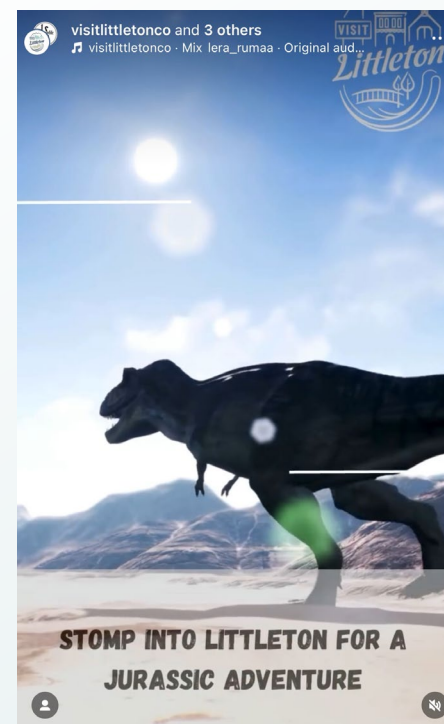


Saguache

# VISIT LITTLETON



- City Lifestyle Littleton magazine
- Open Rewards
- Social media growth
- Website growth





# COMMUNICATIONS

## Informing and Connecting



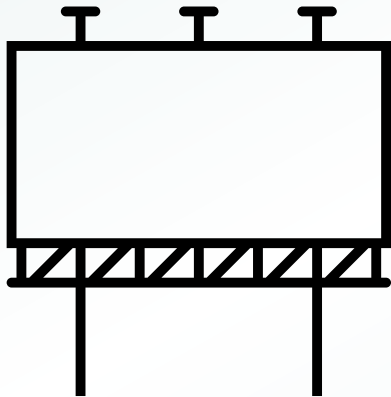
- Public relations & media relations
- Facilitate a network of local PIO's and communicators to collaborate
- Public information campaigns
- Emergency and crisis communications
- Internal communication (staff updates, newsletters, intranet)
- Speechwriting

Traffic Alert: Lane Closure On Broadway Beginning Monday  
*"Starting Monday, September 15 traffic on Broadway will be reduced to one lane for resurfacing."*



# MARKETING

## Promoting and Persuading



- Advertising (digital, print, outdoor etc.)
- Branding and Design
- Market research and analytics
- Social media marketing & paid campaigns
- Influencer Marketing
- Website design/SEO
- Events and materials

### Smoother Roads Ahead: Broadway Upgrades Begin Monday

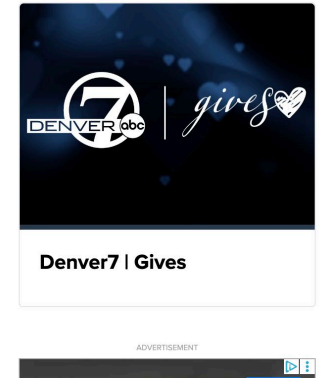
*“We’re investing in better, safer streets for our community. Beginning Monday September 15 crews will be resurfacing to extend the life of the roadway and improve your daily drive.”*

# MEDIA RELATIONS



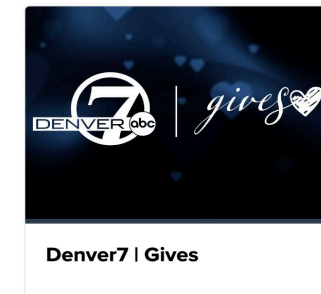
- Press Releases
- Pitching Stories
- Talking Points
- Facilitative Interviews
- Responding to Inquiries

## 'Once in a lifetime': City of Littleton to build trail underpass below busy Broadway



## City of Littleton breaks ground on first affordable housing development funded through ordinance

The Inclusionary Housing Ordinance requires new developments with five or more units to designate at least five percent of those as affordable units. Developers can also pay a fee-in-lieu.



# DISCOVERY ANALYSIS

## Strengths

- Teamwork
- Adaptability
- Dedicated and passionate
- Positive collaborative relationships
- Engaged Community

## Weaknesses

- Limited Resources
- Quantity of Initiatives
- Internal Communication
- Lack of process and policy
- Brand consistency

## Opportunities

- Re-tool to be able to support and prioritize core services
- Engagement
- Marketing and advertising
- New technology
- Website

## THE VISION: HOW DO WE...?

Become more strategic and less reactive?



```
graph TD; A[Become more strategic and less reactive?] --> B[Create unified messaging?]; B --> C[Engage audiences more deeply?]; C --> D[Leverage technology to bring documentation and processes up to date?];
```

Create unified messaging?

Engage audiences more deeply?

Leverage technology to bring documentation and processes up to date?

# FUTURE OF COMMUNICATIONS DEPARTMENT

Strategy Development



Building Capacity

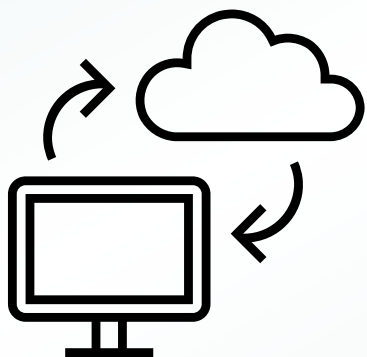
Processes

Policies

Resources

# FUTURE OF COMMUNICATIONS DEPARTMENT

Collaboration & Technology



Collaboration

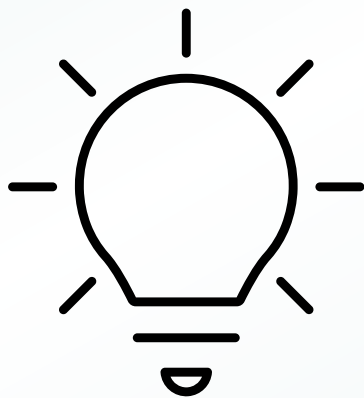
Streamline

Consistent  
Messaging

Leverage  
Technology

# FUTURE OF COMMUNICATIONS DEPARTMENT

Exploration and Innovation



Exploration

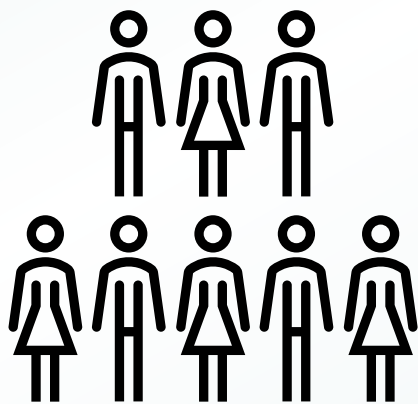
Culture Shift

Diverse Perspectives

Foster Growth

# FUTURE OF COMMUNICATIONS DEPARTMENT

Community Engagement



Engagement

Framework

Toolkit

Training



# FUTURE OF COMMUNICATIONS DEPARTMENT

Visit Littleton



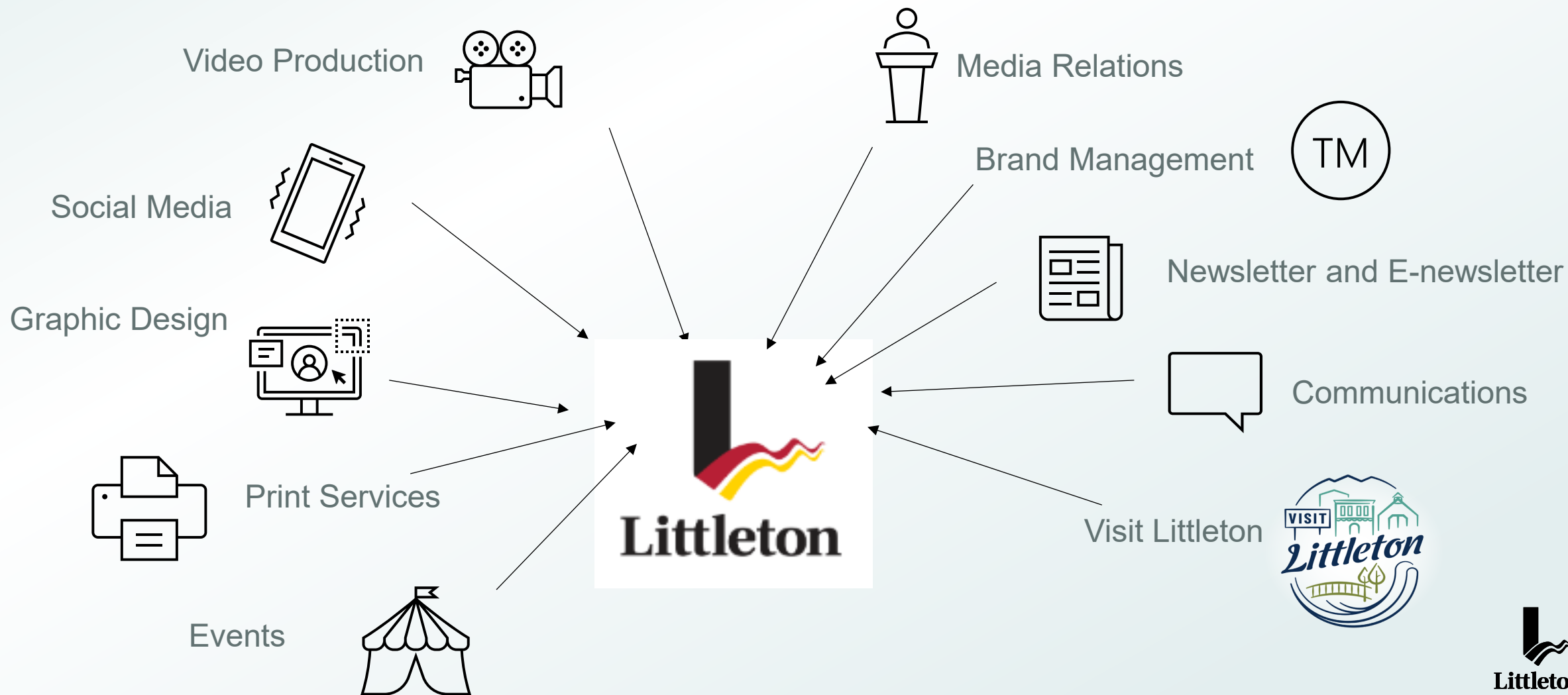
Attract Visitors

Image

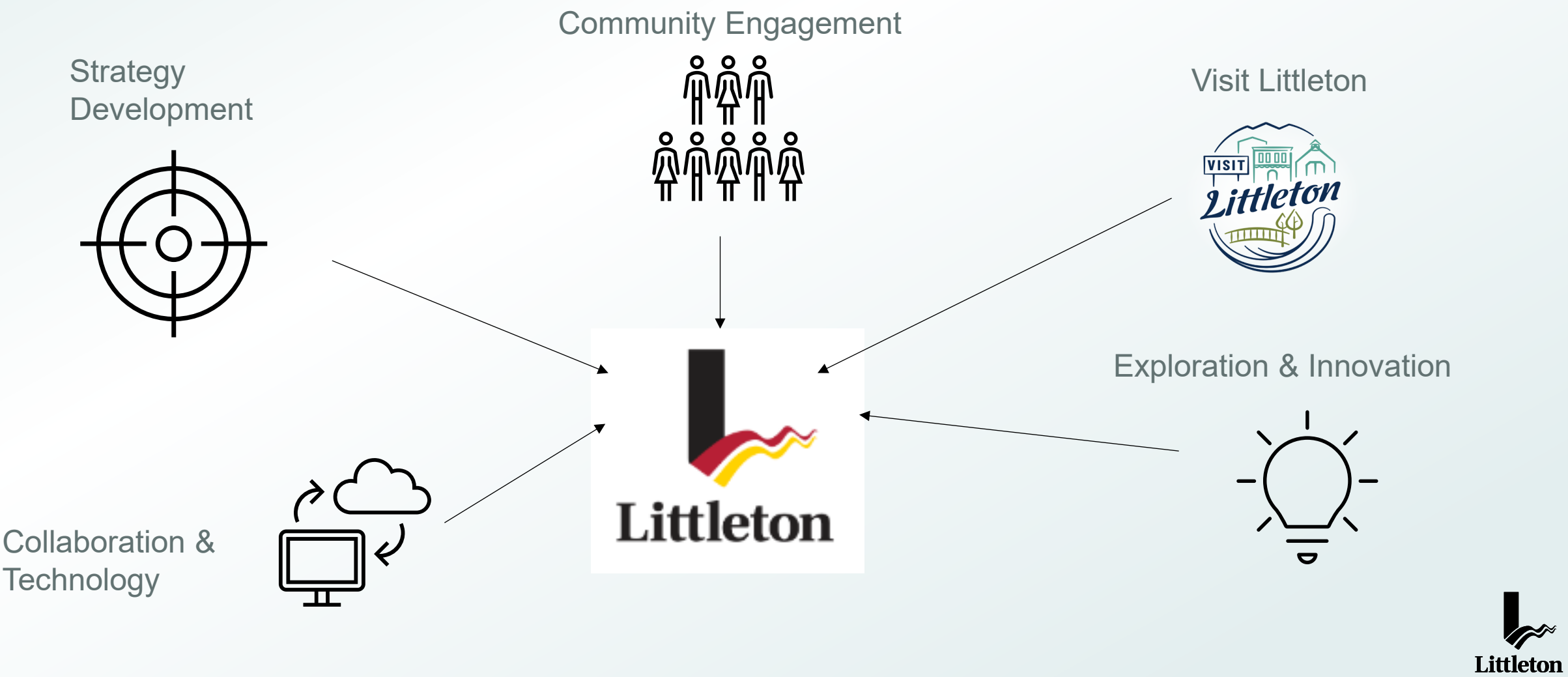
Awareness

Experiences

# FUTURE OF COMMUNICATIONS DEPARTMENT



# FUTURE OF COMMUNICATIONS DEPARTMENT



# 2026 WORKPLAN AND PRIORITIES

- Website Refresh
- Refresh/rebrand of Littleton Report Online
- Policy updates and Development
- Communication and Engagement Training
- Community Engagement (Engagement HQ)
- Visit Littleton Marketing
- 150/250 Sesquicentennial Campaign



Robust and  
Resilient Economy

## **2 - 3 Year Initiatives + Major Projects / Programs**

**15**

Create and implement a plan to market Littleton's unique character and increase tourism, sales tax revenue, and support Littleton businesses.

*Maintain and market Visit Littleton website to increase regional and state-wide profile as a destination for business and leisure travel.*

“If communication is not your top priority, all your other priorities are at risk.”

Bob Aronson- Communications Consultant