

CITY OF LITTLETON
ARTS & CULTURE BOARD
MEMORANDUM

To: Littleton City Council
From: Littleton Arts and Culture Board
Date: July 9, 2026
Subject: 2026 Arts & Culture Economic Impact Report

PURPOSE

Provide the Littleton City Council with an overview of the 2026 Arts & Culture Economic Impact Report prepared by BBC Research & Consulting, and the stakeholder engagement process with the Arts & Culture Board.

LONG-TERM OUTCOME(S) SERVED

Robust and Resilient Economy; Vibrant Community with a Rich Culture.

DISCUSSION

The City engaged BBC Research & Consulting (BBC), a consulting firm in Denver, CO, to perform an economic impact study on Littleton's arts and culture economy. This directive was included in the recently adopted Arts & Culture Strategic Plan for 2025-2029 under Recommendation 2-5: Promote and measure arts and culture as economic drivers. The Economic Development Department was tasked to complete this recommendation.

Shortly after BBC initiated work on the economic impact study and gathered preliminary data and findings, their team presented a status update on the project and a summary of the initial information to the Arts & Culture Board on Thursday, March 12th, 2026. BBC and Economic Development staff invited feedback and discussion with the Board, which provided several suggestions for consideration, including:

- Clarification on purpose of study and its value for informing deliberations around policies and grant programs,
- Description of methodology used for sourcing and analyzing data, and suggested adjustments, and
- Direct and indirect financial impact of various investment types.

BBC utilized this feedback from the Board to make specific adjustments to the final report draft, and to ensure the study serves as a clear tool for both the Board and City Council in adopting future policies and initiatives. First, the Economic Impact Report addresses the study purpose and provides clear, proposed frameworks to utilize for decision making, as well as actionable

guidance of weighted scoring rubrics for projects and policy adoption. Second, the report also includes a detailed review of the methodology used to measure economic impact, and explains a key source of the visitor data utilized for the study. Finally, segregated impact analyses show the differences in economic impact between venues, events, and grants.

Overall, the report confirms that Littleton's arts and culture sector is both a community asset and a significant economic driver. The study estimates the sector supports approximately 420 jobs, generates \$21.5 million in labor income, produces \$48.2 million in annual economic output, and generates approximately \$1.8 million in annual tax revenue across all levels of government. Visitor activity is the primary driver of these impacts. Approximately 84% of tracked visitors originated outside Littleton, producing more than \$5 million in annual spending at local restaurants, retailers, hotels, and other businesses.

Looking ahead, the consultant recommends pursuing Colorado Creative District designation, continuing to evaluate projects through a balanced economic impact/community benefit framework, prioritizing investments that increase visitation while enhancing quality of life, and maintaining a balanced portfolio of funding for both destination attractions and community-based cultural programming. These recommendations align closely with the City's Comprehensive Economic Development Strategy and the 2025–2029 Arts & Culture Strategic Plan.

FISCAL IMPACT

The report indicates continued investment in arts and culture generates measurable economic and fiscal benefits through visitor spending, lodging tax generation, sales tax activity, and support for local businesses.

ACTION REQUESTED

This item is presented for information and discussion. No formal action is requested at this time.

ATTACHMENTS

2026 Arts & Culture Economic Impact Report (BBC Research & Consulting)