



2025 Operating Plan for the Littleton Downtown Development Authority (LDDA)

Overview

The Littleton Downtown Development Authority (LDDA) was established by a vote of the downtown district in November 2022, following a year-long public engagement process. Voters approved the formation of the LDDA, including a mill levy (up to 3 additional mills) and the use of Tax Increment Financing (TIF) as primary funding mechanisms. Initial funding through ARPA (American Rescue Plan Act) allowed the LDDA to operate through December 2023, TIF and assessments supported the organization in 2024. Additional opportunities for federal, state, and local grants remain a focus.

With City Council approval of the Downtown Plan of Development on May 16, 2023, the LDDA initiated its role as a vital advocate for the district, working to make downtown Littleton more beautiful, welcoming, well-connected, clean, safe, and business-friendly. In 2025, the LDDA will focus on maintaining services, supporting small initiatives that activate the community, and evaluating long-term projects that align with the Downtown Plan.

As a separate government entity regulated by state statute (CSR 31.25.801), the LDDA is accountable to its board and operates in close coordination with city departments to advance its mission. This operating plan outlines the key goals and tasks for 2025, continuing the work of the previous two years and expanding services based on the Littleton Downtown Plan of Development.

LDDA Goals for 2025

1. **Support businesses within the boundaries of the LDDA:**
 - Ensure small businesses have the tools, resources, and support they need to thrive.
 - Provide assistance during periods of construction and infrastructure development.
2. **Leverage city investments and initial projects within the district:**
 - Collaborate closely with City departments to align LDDA projects with larger city infrastructure and redevelopment efforts, maximizing impact.
3. **Ensure sustainable operational and project funding:**

- Continue to explore and apply for grants, partnerships, and additional funding sources to support LDDA activities.
- 4. Maintain professional administration of the LDDA and its programs:**
 - Develop strong internal procedures and maintain high-quality legal, administrative, marketing, and financial services.

Strategies & Action Items

1. Administration & Governance

- **Draft the 2025 operational plan and budget:**
 - Collaborate with the LDDA board and City staff to ensure the plan reflects the strategic goals outlined in the Littleton Downtown Plan of Development.
- **Create an Intergovernmental Agreement (IGA) with the City of Littleton:**
 - Clarify roles and responsibilities for both the City and the LDDA, including shared services and resources (e.g., public works, marketing, and event support).
- **Facilitate successful onboarding of new board members:**
 - Provide thorough orientation and training to incoming members.
- **Maintain professional services:**
 - Continue contracts for legal, accounting, marketing, and bookkeeping services to ensure the efficient operation of the LDDA.
- **Identify alternative funding sources:**
 - Seek grant opportunities from federal, state, and local agencies, as well as private foundations, to support long-term projects and initiatives.
- **Strengthen internal processes:**
 - Develop enhanced systems for vendor management, budgeting, and communication with City departments, ensuring streamlined operations.

2. Support for Projects & Downtown Development

- **Collaborate with the City on Project Downtown:**
 - Partner with City staff in the design phase of the Village concept, focusing on elements like wayfinding, trash, lighting, tree canopy, signage, landscaping, and electrical access.
- **Plan for the management of public realm elements:**
 - Work with the City to understand the management and maintenance needs for public infrastructure improvements during and after Project Downtown, ensuring the LDDA is prepared to include these in future operating budgets.

- **Parking Strategy:**
 - Work alongside the City to evaluate parking operations, access, and supply and demand in conjunction with Project Downtown, including,
 - With the City, conduct a comprehensive survey of surface parking lots, including ADA-accessible spots, and analyze parking usage within the district, engage with private property owners to explore the potential for public-private partnerships in parking management, including leasing underused spaces and investigate technology solutions, such as apps or sensors, to improve parking access and management.
- **Cleaning and Maintenance Services:**
 - Secure an annual contract with a third-party vendor for cleaning and maintenance services.
 - Increase service frequency to twice monthly from April to October, ensuring high-traffic areas are well-maintained.
 - Maintain a zero-inch tolerance snow removal policy for key streets, including Main Street and Alamo Street, and adjacent streets between Rapp and Bega Streets.
- **Denver Water Project Communications:**
 - Collaborate with the City and Denver Water to ensure businesses and the public are informed about water line projects, minimizing disruption to downtown activities.

3. Small Business Support

- **Micro-Grant Program:**
 - Develop and launch a micro-grant program offering financial support to locally-owned businesses through small grants aimed at enhancing storefronts, signage, or operational improvements.
- **Signage Planning:**
 - Assist businesses in planning and managing temporary signage during construction phases to ensure visibility and minimize business disruption.
- **Safety & Crime Prevention:**
 - Strengthen relationships with the Littleton Police Department (LPD) SET team by organizing joint business safety initiatives as needed.
 - Consider hosting meet-and-greets between business owners and LPD community officers to foster trust and share crime prevention strategies.
- **Business Resource Packet:**
 - Continue distribution of the LDDA business resource packet for new and existing businesses that provides information on available services, marketing tools, and safety programs.

- **Business Welcome Meetings:**
 - Continue meeting with all new businesses that open within the LDDA boundaries to introduce the LDDA, share the business resources packet, and assist in providing resources, tools, and networking that will support a new business opening in downtown Littleton.
- **Track Business Openings, Closings, and Relocations:**
 - Work with City departments to maintain a comprehensive list of business changes within the district.

4. Marketing & Community Engagement

- **Digital Communication:**
 - Continue building the LDDA's digital presence through regular updates on the website, social media, and e-newsletters, sharing news on development projects, business opportunities, events and activations, and other news affecting downtown Littleton.
- **Event Support & Sponsorship:**
 - Sponsor and support community events, such as block parties, to foster vibrancy downtown and provide exposure for local businesses.
- **Create a Business Directory and Map:**
 - Develop a printed and digital directory that highlights downtown businesses, amenities, and parking options for distribution to visitors, hotels, and local organizations (Chamber of Commerce, LMA, Visit Littleton).
- **Holidays and Seasonal Marketing:**
 - Partner with local organizations to promote seasonal events and decorations, enhancing the festive atmosphere and driving foot traffic to downtown businesses.
 - Launch seasonal marketing campaigns that encourage shopping, dining, and visiting downtown Littleton.
 - Enhance the holiday ambiance downtown by producing the Holiday Tree program, lining Main St. with trees and lighting.