

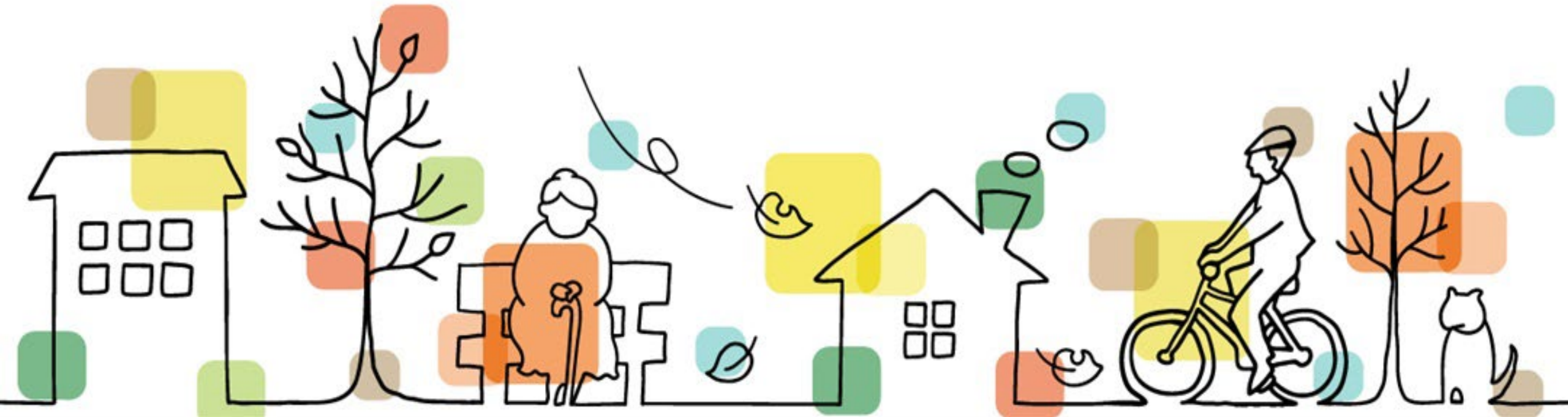


City of Littleton Arts & Culture Economic Impact Study:

Visitation Drivers, Resource Activation, and Data-
Driven Strategies



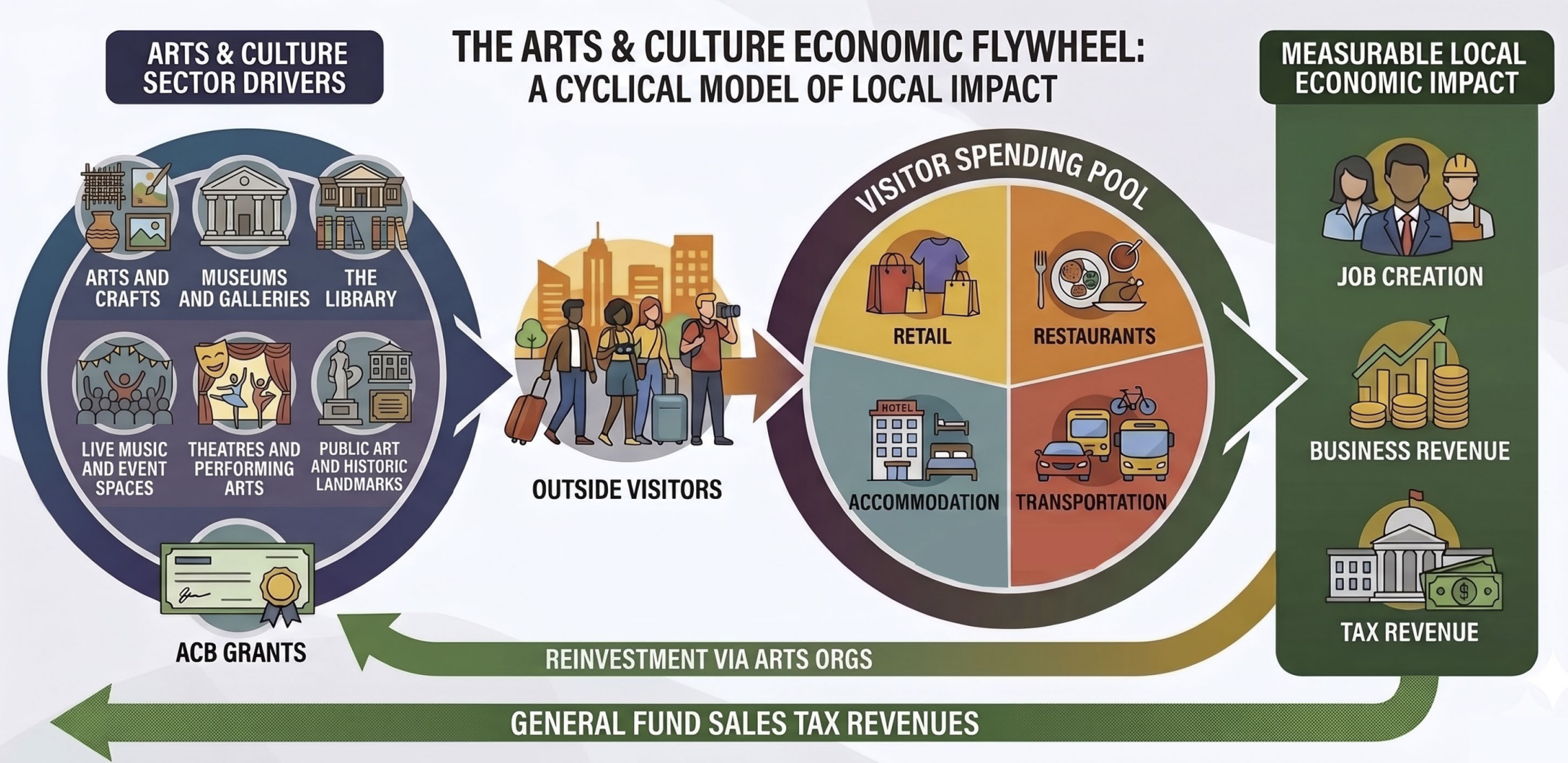
July 28, 2026



Study Goals and Objectives

- **Comprehensive Assessment:** Measuring the baseline economic and fiscal impacts of local cultural businesses, venues, public events, and grant allocations.
- **Objective Framework:** Providing City Council and the Arts & Culture Board (ACB) with data-driven tools to evaluate future funding requests.
- **The Lodging Tax Connection:** Validating the use of the voter-approved 5% lodging tax to stimulate tourism and local commerce.

Arts and Culture Flywheel



Economic Impact Model



WHAT IT SHOWS YOU

DIRECT EFFECTS

Spending by Littleton's arts and culture organizations, venues, and visitors generates immediate economic activity through local jobs, facility operations, and event-related purchases.

INDIRECT EFFECTS

Arts and culture organizations support a network of local suppliers—such as caterers, printers, contractors, and marketing firms—whose business activity grows alongside the creative sector.

INDUCED EFFECTS

Spending by Littleton's arts and culture organizations, venues, and visitors generates immediate economic activity through local jobs, facility operations, and event-related purchases.

Total Economic Impacts of Arts & Culture

Impact	Employment	Income (\$ Millions)	Output (\$ Millions)
Businesses	369	\$19.3	\$41.8
Events	45	\$1.8	\$5.5
ACB Grants	6	\$0.4	\$0.9
Totals	420	\$21.5	\$48.2

Note: Because analysis is restricted strictly to Littleton zip codes, these figures represent a conservative baseline rather than a full regional footprint.

Operational vs. Event-Driven Impacts

- **Visitor spending** (i.e. outside money) is the source of economic impact.
 - **Operational Anchors:** The daily business of local nonprofits, cultural venues, and businesses generates \$41.8 million in output and supports 369 jobs (~88% of the sector's total impact).
 - **Public Event Influx:** Standalone public events generate \$5.48 million in output and support 45 jobs.
 - **The Power of Trip Chaining:** Events act as primary economic anchors: over a third of attendees engage in trip-chaining - dining and shopping locally before or after a performance.

Core Venues

- **Hudson Gardens:** A premier regional driver bringing thousands of monthly visitors. Alone, it supports **41 jobs** and drives **\$5.2 million** in economic output (accounting for 10% of total sector employment).
- **Town Hall Arts Center:** A vital performing arts anchor on Main Street. Generates **\$1.8 million** in economic output and supports the equivalent of **14 full-time jobs** through a year-round production cycle.
- **Spending Catalysts:** Both anchors serve as the catalysts for surrounding downtown restaurant, retail, and late-evening hospitality spending.

Lodging Tax and ACB Grants

- **Direct Lodging Capture:** Arts and culture visitors account for a solid baseline of 5% to 10% of Littleton's annual lodging tax revenues.
- **Direct Fiscal ROI:** Between 15% and 20% of every single grant dollar distributed by the Arts & Culture Board (ACB) is recouped directly back to the city via lodging taxes alone.
- **Self-Sustaining Efficiency:** For every \$10.00 distributed in ACB grants, \$1.50 to \$2.00 is returned straight to the city's tax base, proving that cultural funding effectively pays for itself.

Sector Gap Analysis

- **Outperforming the State & Nation:** Littleton's arts and culture sector contributes 0.92% to City GDP, significantly beating the national average (0.50%) and the Colorado average (0.35%).
- **Local County Comparison:** Core cultural industries comprise 0.43% of Littleton's total output, higher than both Boulder County (0.33%) and Jefferson County (0.25%).
- **Strategic Opportunity:** To solidify this strength, Littleton should pursue a formal Creative District Designation via the Colorado Office of Economic Development.
- **State-Level Benefits:** Designation unlocks state technical assistance, coordinated marketing with the Colorado Tourism Office, and increased out-of-state tourism draws.

Decision Framework

- **Prioritize Win-Wins:** Actions in the top-right quadrant (like Recommendation 2-1: identifying/promoting existing venues, and strategic placemaking) maximize ROI and should receive expedited support and priority funding.
- **Maintain a Balanced Portfolio:** While Win-Wins drive growth, the long-term health of Littleton requires funding purely foundational community enrichment projects that do not recoup costs.
- **Targeted Budget Allocation:** Establish a dynamic budget allocation baseline (e.g., 40% focused on economic impacts, 60% on community enrichment) to keep policy balanced.



Supporting Arts & Culture Sector

- **A Proven Economic Engine:** Littleton's arts and culture sector is a vital economic and fiscal flywheel, sustaining 420 local jobs and driving \$48.2 million in annual economic output.
- **Fiscal Self-Efficiency:** ACB grants demonstrably pay for themselves, with 15% to 20% of distributed grant dollars directly recouped by the City via lodging taxes alone.
- **Data-Driven Governance:** Adopting the Strategic Decision Framework and Weighted Scoring Rubric ensures future investments objectively maximize both fiscal return and community value.
- **Immediate Priority:** Pursue official Colorado Creative District Designation to unlock state-level marketing and technical resources, compounding the city's current economic advantage.
- **The Bottom Line:** Active municipal stewardship of these cultural assets will stabilize the local tax base while ensuring Littleton remains a vibrant, premier destination to live, work, and visit.

Questions?

Email: Kevin Williams, Director Emeritus
kwilliams@bbcresearch.com
bbcresearch.com