

Business Ideas for Downtown Littleton, etc.

Council Member Peggy Cole

February 29, 2008

1. Create a restaurant mecca offering a variety of ethnic foods

Target groups:

- diners in the middle and upper income groups in Littleton, unincorporated Littleton, Englewood and Sheridan, Jefferson County, Highlands Ranch, Douglas County, including current and future residents with access to the current and extended Light Rail
- Out-of-town visitors to the Museum, as well as shoppers in Historic Downtown Littleton

Examples:

- A Chinese restaurant of the ambience and caliber of the Palace Chinese Restaurant that also serves dim sum at least on Saturdays and Sundays and hopefully also before and/or after plays and other cultural events
- An Indian restaurant of the caliber of Little India (2390 South Downing Street, Denver) that has a buffet at least on Saturdays and Sundays and hopefully also before and/or after plays and other cultural events

2. Encourage production and sale of upscale souvenirs of Littleton

Target groups:

- middle and upper-income visitors who want some "special" to remember their visit(s) to Littleton and residents who want to send something special to friends and family; items could be sold not only Downtown, but also, e.g., at the Museum

Examples:

- high quality sweatshirts, t-shirts, hats/caps, etc. with pictures of South Platte Park, the Town Hall Arts Center, the Depot, City sculptures (some of these might be re-embroidered)
- historic photos of Littleton (framed and unframed) – the Museum has an extensive collection and could suggest popular ones
- reproductions of quilts at the Museum (particularly the Rose in the Wilderness); some of these might be reproduced in the size of a throw or a baby quilt
- photos and postcards of historic and other special places, things and activities in Littleton (e.g., the Candlelight Walk, living-history demonstrations at the Museum (single or multiple activities); these might also be sold online
- Southwest Line poster, magnets, etc., commemorating the opening of the Southwest RTD Line (Can we get permission to reproduce these?)
- high quality refrigerator magnets with historic and other special places in Littleton

3. Encourage a business that handles quality historic costumes

Target groups:

- Theatrical groups throughout the metro area
- Others who want historic costumes for various events throughout the year

4. Encourage businesses that sell local handcrafts (weaving, etc.) to enhance works of local potters and artists.

5. Encourage a business that sells upscale purses (e.g., Coach and Brahmin) and upscale casual and dress shoes.