

1. How Valuable are these events to you and friends of yours in the community?

The NGAC finds community events to be valuable in building the community culture in Littleton. Some members do have reservations about the health and wellness steps for Weekends on Main, the overall feeling is that the support of small businesses and the emphasis on community allows the citizens of Littleton to remain connected to their city.

2. How do you feel about the modifications the city is making due to COVID-19?

The modifications to health and safety standards and the extensions of patios to allow a greater restaurant capacity are steps that the NGAC feels is essential to promote the safety of citizens, while also providing a sense of normalcy to everyday activities, while promoting City of Littleton businesses, such as dining and shopping. We do want to ask council if there is a plan in place to monitor number of participants at happenings such as Weekends on Main and if there is a plan to disseminate information should an outbreak occur as a result of the weekend modifications?

3. What are your thoughts on virtual events – do these help people feel connected?

Virtual events are a great way to bridge the community gap while in-person events maintain capacity limits or have yet to resume. People feel more connected through a virtual platform when they are unable to connect in person.

The city has the ability to utilize these virtual platforms to promote small businesses and host events such as silent auctions or business giveaways in addition to the currently offered public services, such as library events, museum tours, community arts, etc.

4. Are Community events such as the Criterium, Weekends on Main, and Western Welcome Week something that will be missed if they do not come back?

Western Welcome Week: The NGAC believes that Western Welcome Week is an important city event that has been ingrained into the culture of the City of Littleton. The loss of Western Welcome Week takes away a major opportunity for people to be involved in their community and businesses to capitalize on the event.

Weekends on Main: While Weekends on Main was in direct response to the COVID-19 pandemic as an effort to help small businesses, the NGAC believes it will be a good opportunity to continue and expand upon community involvement. It will also consistently drive business to stores and restaurants along Main Street in future summers when more people gather, and it can then be marketed as an event. Outside of the context of the pandemic, we feel that it should be re-marketed as a Summer/Fall monthly event, rather than weekly, to accommodate other resumed events as well as lessen the resource strain on closing Main Street.

Criterium: Many NGAC members have not actively participated in this event in the past and would not feel that the loss of this event would be felt by the community nearly as strongly as Western Welcome Week. However, it is important to note that there is a large cycling

community in the City of Littleton that would likely miss this event. Any event in the downtown area will bring people to Main Street, which drives economic development and benefits the city.

5. Events like these are hard to accomplish in larger communities (Aurora – 374K), does the size of the community, and ability to have events like these influence your decision on where you may live in the future?

Littleton's location is uniquely situated where the City's influence is felt by many neighboring counties. The attendance of City events is more expansive than just City residents. Many in the NGAC feel that Littleton is a good place to live and their decision is based on the community feel, with limited influence from the events held by the City. The greater reason and value behind the events speak to the overall quality of life that the City can provide. Therefore, while events may not be a direct influence, the intention does aid in the decision to settle in the City of Littleton.

6. What events would you miss if they did not come back and why?

The NGAC touched on this subject previously. Other events mentioned would include the Candlelight Walk, the Summer Concert Series, First Fridays, the Historic Littleton Scavenger Hunt, Bemis Library Events, and the Town Hall Arts Center Productions. The NGAC feels that these events and services offer important resources and community to the citizens of Littleton and would negatively impact the city if they were not brought back once the immediate threat of COVID-19 passes.

7. Overall impressions of Weekends on Main

The NGAC has decided to break out the overall response to Weekends on Main into four categories:

Local Business Response: Many small businesses, who were not restaurants and able to utilize the outdoor areas, were hesitant at how the weekend would provide traffic for their enterprise. However, after the initial weekend, the majority were pleasantly surprised at the amount of foot traffic and were not negatively impacted by the closing of Main Street. InTea remarked that there was a lot of energy and joy that was brought into the downtown area, which was important for bringing the community together again.

Pedicabs: Offering pedicab transportation from Arapahoe Community College and Main Street was effective and efficient for the Weekends on Main clientele. However, the pedicabs were not always safe in their routes to and from the parking area. A direct route or designated lanes for their use may be helpful in avoiding traffic hazards in the future, along with implemented and posted guidelines of how the cabs are cleaned between clients.

Health Concerns: Many citizens of all ages were excited and present during the first few Weekends on Main. However, there are other citizens in the downtown area, living close to Main Street, who expressed concern regarding the increased traffic, especially if they were not comfortable participating or leaving their homes. The advertising and commercial put out by the

City of Littleton had an “event” feel, which gave the impression that downtown Littleton was a place to gather, rather than a place to come, support small businesses and then leave. The NGAC feels this would be great to market as an “event” in the future, the current necessity is that Weekends on Main should be felt as an economic need rather than an opportunity to socialize with the community.

Future: Weekends on Main will be a great opportunity in the future to gather people in the Downtown Littleton area and promote the goods and services that the city has to offer. The Al Fresco Dining experience is unique and enjoyable in the expansion of the patios onto Main Street and allows restaurants to increase their footprint. The NGAC would like to see this progress to a gathering event, but currently feel it needs to be marketed differently with a higher emphasis on taking pedicabs rather than parking in surrounding neighborhoods.