

Littleton Economic Notes

May 2013

www.littletongov.org

Littleton Businesses

With the goal to serve Littleton and the surrounding areas with the best tasting steaks possible, La Vaca Meat Company, Inc. opened its doors on May 22 at 2489 W. Main St. on the main level of the La Vaca Cattle Company building. For three generations the family-owned business has been raising calves and living off the land in Colorado, Nebraska, and Nevada. They have taken their vast industry knowledge and passion for excellent beef quality to form the new meat company, which features only steaks that have been aged 40 days to achieve maximum tenderness and flavor. La Vaca is open seven days a week. 720.502.4400; sales@lavacameat.com; www.LaVacaMeat.com

The SAS Comfort Shoes store opened this month in Aspen Grove (7301 S. Santa Fe Dr.) on the west side of the center between WhiteHouse/BlackMarket and Chico's. Manager Janet Geist carries a range of men's and women's leather shoes that are handcrafted to be the best fitting and most comfortable shoes to be found. Customers can find shoes in sizes 6 to 15 for men and 4 to 12 for women and a variety of widths from slim to double wide depending on shoe size. Also featured in the store is a collection of leather purses. 303.797.2814; <http://www.sasshoes.com/>

A recent issue of the *Denver Post* profiled Altitude Paddleboards in its YourHub Section. Located at 2690 W. Main St., the focus of John and Nancy Bridenbaugh's shop is stand-up paddleboarding (SUP), which they promise is an easy and accessible sport for beginners. Active in water sports for years in Hawaii, the couple discovered SUP after moving to Colorado. They use their years of experience with this sport to help each of their customers find the equipment that is just right for them, whether they just want to cruise around calm waters, race, surf or ride along moving water. In addition to high-quality paddlboards and accessories, the Bridenbaugh's also offer demos and certified SUP instructions. Their store is open Wednesdays and Fridays and also by appointment. 720.810.4142; www.altitudepaddleboards.com

A Europtics store will be opening on Saturday, June 8 in Aspen Grove (7301 S. Santa Fe Dr.) at the north end of the center between Coldwater Creek and Talbots. The award-winning store will feature the finest in brand name designer eyewear from around the world, along with in-store eye exams. To celebrate their grand opening, frames will be offered at a 40% discount for customers purchasing prescription lenses. www.europtics.net

Saturday, June 15 is the date for this year's Littleton Home + Garden Tour that benefits the Colorado Center for the Blind's Summer Youth Program. Tours of some of Littleton's finest and most notable homes are available from 10 a.m. to 3 p.m. Tickets can be purchased in advance at the Center or at www.cocenter.org for \$20 and on the day of the tour at the Center for \$25. Refreshments and lunch will be available for purchase at the Center during home tour hours. For more information, please call 303.778.1130.

Sandy Prodan, has opened the Drip N Dry Laundromat at 5302 S. Federal Blvd. in the space formerly occupied by M & M Family Laundromat. Open seven days a week (9 a.m. to 9 p.m. Mon-Fri and 7 a.m. to 9 p.m. Sat-Sun), it is a complete self-service, coin-operated facility with attendant, that also offers drop off wash and fold services for customer convenience. Sandy also owns the Speed Queen Laundromat on Littleton Blvd. 303.794.0083; sq1360@comcast.net

Other

The Economic Development/Business Services Department is presenting a luncheon seminar, Power Up! Your Business Strategy, on Thursday, June 20 that will look at important factors for running a successful business. Topics discussed will include profiling your ideal customer, establishing your competitive edge, owning your market niche, building an effective marketing strategy and innovating to stay on top. The seminar will be held in the Community Room at 2255 W. Berry Ave. from 11:30 a.m. to 12:30 p.m.. If you would like to attend, please register [here](#) by June 17.

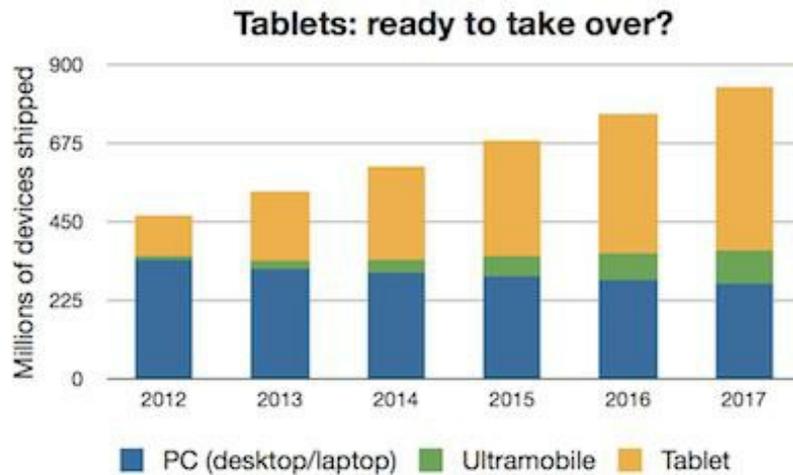
Calendar

HDLM: 8:00 a.m. to 9:30 a.m., Wednesday, June 5, Town Hall Arts Center

Power Up! Your Business Strategy Luncheon Seminar: 11:30 a.m. to 12:30 p.m., Thursday, June 20, Community Room, City Building

Insights

TAB-FASTIC! Tablets Offer Unique Marketing Opportunities



Source: <http://www.guardian.co.uk/technology/2013/apr/04/microsoft-smartphones-tablets>

Tablet use is exploding. In fact, Forrester Research forecasts that by 2017 over 50% of the U.S. population will be tablets users. Several recent reports focus on the unique marketing opportunities the growing use of tablets offers businesses and echo one another in recommending businesses consider the demographics and use patterns of tablet users when putting together a marketing plan.

A September 2012 Flurry Analytics survey <https://blog.flurry.com/bid/90987/the-truth-about-cats-and-dogs-smartphone-vs-tablet-usage-differences> looked at 6 billion sessions on 50 million tablets and smartphones and discovered:

- Smart phones are used more frequently than tablets but tablet sessions are twice as long
- Tablet use is at its highest between 7 and 10 p.m. and exceeds smartphone use during this time
- 12% more men use smartphones than women; 3% more men than women use tablets
- 30 is the average age of a smartphone user while 34 is the average age of tablet users

An Adobe Insights survey conducted over Black Friday and Cyber Monday in 2011 found that tablet users spent more on purchases than either computer or smartphone users. In March 2013 another Adobe Insights survey showed that for the first time tablets drove more website traffic than smartphones <http://blogs.adobe.com/digitalmarketing/digital-index/tablets-trump-smartphones-in-global-website-traffic/> .

Our team here in the Economic Development Department can work with you to develop a marketing strategy that includes customers and potential customers who are accessing your website and business information on a tablet. Please contact Jo Anne Ricca at 303-795-3748 to schedule a meeting. There is no charge for this service to registered Littleton businesses.

Past issues of the Littleton Economic Notes are on the City of Littleton website at

<http://www.littletongov.org/index.aspx?page=212>

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[Read](#) the VerticalResponse marketing policy.

