

Littleton Economic Notes

June 2013

www.littletongov.org

Littleton Businesses

Inside Scoop Creamery has opened at 5654 S. Prince St. just in time to provide relief from the scorching summer sun. Owners Andrew Myhre and Steve Longman are offering 24 different flavors of ice cream with flavors rotating from week to week. And they seem to have it all, from the unusual, such as Kahlua Chip, Chi Tea Latte and Grand Marnier, to the tried and true all-American vanilla, chocolate and strawberry. In addition, there is a possibility that a bit of morphing may go on with the shop throughout the year with additional items offered as well.

720.708.0618; [facebook.com/insidescoopcream](https://www.facebook.com/insidescoopcream)

Skin Essentials has recently expanded and moved to a new location at 2559 W. Main St., where it celebrated its 15th anniversary in downtown Littleton this month. Starting from scratch, owner Beth Pestotnik has grown and nurtured her businesses by responding to her customers' needs and continually investigating products and procedures to bring on board that are best for her clientele. The medical skin care and day spa salon provides a range of skin care from a therapeutic facial to anti-aging or skin rejuvenation, customizing treatments to suit each client.

720.283.0492; www.skinessentialsco.com

Craft Scraps, located in the Woodlawn Shopping Center at 1500 W. Littleton Blvd, was the subject of a Business Focus section of the *Denver Post*'s YourHub section in June. Owners Michelle Shockey and Amanda Abraham—crafters themselves—have filled their store with items they buy from folks who have leftover scraps from projects or items they no longer want. They also offer a wide variety of new crafting items. From skeins of yarn, spools, ribbon, rubber stamps, old dominos, broken jewelry industrial and vintage pieces to fabric, thread, and quilting notions, the shop has just about anything a crafter could want. 303.798.2192;

www.craftscraps.com

Another recent YourHub article in the *Denver Post* featured Hudson Garden and its summer concert series. Located at 6115 S Santa Fe Dr., the Garden started holding concerts

some 15 years ago. Since it began featuring classic rock (it is currently the only venue to feature this type of concert in Colorado) it has seen a steady stream of sold out concerts. 303.797.8565; www.hudsongardens.org

Other

Because there have been a number of questions recently from businesses concerning serving wine and other alcoholic beverages, we are including the following information from the City Clerk's office:

According to city code, alcoholic beverages may be served (not sold) at PRIVATE, INVITATION ONLY (persons personally known to the host/hostess) parties that are NOT advertised and are NOT open to the public. If a business does not have a liquor license or a Special Events Permit (non-profit, political candidate, or club (ex. Elks)), it may not serve complementary spirits, wine or malt liquor to customers, either during business hours or after closing. This also applies to grand openings and holiday parties/picnics. For more information please go to the city's website at <http://www.littletongov.org/index.aspx?page=170> or contact the City Clerk's office at 303.795.3780.

Calendar

HDLM: Wednesday, July 3, 8:00 a.m. to 9:00 a.m., Town Hall Arts Center

Insights

The Business Case for Pinterest by Recca Larson, Economic Intelligence Analyst



AOV=Average Order Value

What is Pinterest?

As its name suggests, Pinterest is an online pin-board. Users create boards of pinned items they like on topics of interest that are organized by category. For example, marketing consultant, author of *The Ultimate Guide to Pinterest for Business* and “certified chocoholic” [Karen Leland](#) recently created a Pinterest board on dark chocolates featuring photos of her favorite chocolate treats.

How big is Pinterest?

Approaching 50 million users, Pinterest has achieved major social network status, even though it’s only been around since 2010. Although Pinterest was first viewed as a hobby site, over 5,000 businesses have Pinterest boards. Top brands on Pinterest include Whole Foods, the Travel Channel, Better Homes & Gardens, West Elm, Lowe’s, L.L. Bean, Major League Baseball and the Wall Street Journal.

Why should businesses care about Pinterest?

Pinterest is the only major online network where people actively look for images of products, with many people using the site as a “pre-shopping cart” for gathering images of products they plan to purchase.

A [Rich Relevance Shopping Insights study](#) conducted late last year revealed that Pinterest users spent an average of \$168.83 per order, dramatically more than the \$94.70 spent by Facebook users.

If you’re interested in exploring the possibilities of using Pinterest for marketing, our Economic Development team can help you develop a customized Pinterest marketing strategy. Contact Recca Larson at 303-795-3758 or rlarson@littletongov.org to schedule an appointment.

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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