



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: LINSEY JOYCE, RECREATION DIRECTOR
RE: 2024 RESOLUTIONS FOR SPECIAL EVENT STREET CLOSURES AND NO PET EVENTS
DATE: JANUARY 9, 2024

Summary and Background:

Frisco's special events are intended to enhance the quality of life of residents and visitors and to support a thriving economy throughout the Town.

- Each year the street closure resolution brings thoughtful consideration regarding how to maintain harmony between the economic vitality of Main Street and surrounding businesses and the community's desire for events on and around Main Street.
- The no pet event resolution honors the health and safety of event attendees and pets by determining which events are not appropriate for pets.

Analysis:

The street closure and no pet resolutions for 2024 reflect the best assumptions regarding a realistic 2024 events calendar. There may be event additions throughout the year, and staff will provide Town Council with updates regarding any proposed additions as they arise. The following are notable street closure updates:

- The Concert in the Park series will continue with 11 concerts in 2024. There were 12 concerts held in 2023; we list 11 in 2024 due to July 4th being on Thursday. The concert on Thursday, July 4th will not be referred to as a Concert in the Park, rather, the July 4th Concert. Staff are directing the Town's booking agent to continue to source local and national music acts and refocus on taking advantage of band routing in order to source higher quality musical acts. The closure of Main Street between 1st Avenue and 2nd Avenue for the Concert in the Park Series has proven to be a popular decision, which was first recommended by Chief Wickman due to safety concerns, and has clearly made these concerts more enjoyable, roomier, and safer.
- The Wassail Days lighting and fireworks on November 30, 2024 will include a brief closure on Granite Street from 2nd Avenue to 3rd Avenue. Summit Fire and EMS and now require this street closure for approximately 15 minutes during the proximate fireworks display set off from the unpaved lot off of Granite Street between 2nd and 3rd Avenues .

Financial Impact: Events, including labor from different departments, are part of the approved 2024 budget.

Alignment with Strategic Plan: Frisco's events support vibrant culture, arts, and recreation; a thriving economy; a sustainable environment; and an inclusive community.

Environmental Sustainability: Events inherently use resources that might not otherwise be used and can create significant waste. Efforts to mitigate event impacts are consistently evaluated and improved. Frisco's own events and third-party events are required to show how they will reduce and divert waste, and the impact on open space and trails are consistently discussed when planning events and considering third party events. Therefore, special events also create an opportunity to talk about the Town's sustainability goals with attendees and can create new habits, which attendees may implement at home.

Staff Recommendation: Staff recommend approval of Resolution 24-03 No Pet Event Designations and Resolution 24-04 Street Closures for 2023 Events.

Reviews and Approvals:

This report has been reviewed and approved by:

Tom Fisher, Town Manager
Diane McBride, Assistant Town Manager
Leslie Edwards, Finance Director

Attachments:

Attachment 1: Resolution 24-03 No Pet Event Designations for 2024 Events
Attachment 2: Resolution 24-04 Street Closures for 2024 Events