



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: ERIN SOCKS, GENERAL MANAGER – FRISCO ADVENTURE PARK
CC: LINSEY JOYCE, RECREATION DIRECTOR
RE: CONCESSIONAIRE AGREEMENT – JCBS CORP., D/B/A TWO BELOW ZERO DINNER SLEIGH RIDES/WAGON RIDES CONTRACT AGREEMENT AT THE PENINSULA RECREATION AREA
DATE: June 11, 2024

Summary and Background: The Concessionaire Agreement between JCBS CORP, d/b/a Two Below Zero Dinner Sleigh Rides/Wagon Rides, and the Town ran from June 23, 2009, to April 30, 2024. The relationship between John Lampe, President of JCBS CORP., and the Town has been very positive and professional during this time. JCBS CORP. supplies all equipment, livestock, staff, etc., for the business. JCBS CORP. provides a direct phone number and website for their business and does their own marketing.

This Concessionaire Contract Agreement will allow JCBS CORP to continue to offer evening dinner sleigh ride/wagon rides at the Peninsula Recreation Area for five (5) additional years. The agreement is set up as a one year term agreement with four (4) successive one year renewal terms, unless the Concessionaire or the Town provides written notice of the other party of its desire to terminate the agreement. JCBS CORP will continue to pay the Town five percent (5%) of the gross revenues from any or all revenues generated through activities on Town property. JCBS CORP will also be responsible for water costs associated with their operation through this new agreement.

Analysis: In 2014, Council approved a Concessionaire and Lease Agreement for JCBS CORP to operate check-in, at the Frisco Nordic Center and operate rides on the Peninsula Recreation Area. In 2017, Council terminated the previous agreement per staff recommendation, and a new contract was signed, allowing JCBS CORP to continue offering evening dinner sleigh ride/wagon rides at the Peninsula Recreation Area through April 30, 2024. This contract shifted guest check-in from the Frisco Nordic Center to a location NE of the ballfield. This shift has been a positive change that has allowed improved guest experience and parking for both sleigh/wagon rides and Nordic Center/trail users.

Financial Impact: Through the Concessionaire Agreement between the Town and the JCBS CORP., the concessionaire pays the Town 5% of all gross revenues collected. In 2023, the

Town collected \$59,174 in revenues from this operation. The 2024 budget (10-1170-3705) for this line item is \$65,000. The agreement before Council on June 11, 2024, has no impact on this budgetary line item.

Alignment with Strategic Plan: This agreement helps support a thriving economy by providing a unique guest experience year-round, that has a positive impact on residents and visitors. This operation supports Frisco's economy by recognizing, preserving, and improving upon the assets that sustain our community, including the Frisco Peninsula Recreation Area. The operation of Two Below Zero Sleigh/Wagon Rides also helps provide vibrant arts, cultural, and recreational opportunities on the Peninsula Recreation Area. These tours showcase the natural landscape, and many residents and guests return to enjoy additional recreational activities.

Environmental Sustainability: Concessionaire presently engages in the recycling of waste created and will continue to do so.

Staff Recommendation: Staff recommends the Town Council approve the Concessionaire Agreement for JCBS CORP, d/b/a Two Below Zero Dinner Sleigh Ride/Wagon Ride Services, dated June 11, 2024, to extend five (5) years per the details listed above, and further include water costs to be paid by the concessionaire.

Approved By:

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

Attachments:

- Attachment 1: Two Below Zero Dinner Sleigh Rides/Wagon Rides Concessionaire Agreement