



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: VANESSA AGEE, COMMUNICATIONS DIRECTOR
RE: COMMUNICATIONS, MARKETING, AND CULTURE DEPARTMENT UPDATE STAFF REPORT
DATE: FEBRUARY 27, 2024

Communications:

Media Coverage Highlights

- In the 2024 Family Travel Awards, **Good Housekeeping** designated Frisco as the “[Small Town Adventures](#)” winner of the Breathtaking Western Regions category. The review specifically called out Frisco’s commitment to sustainability and walkability. Good Housekeeping reaches 44 million+ unique monthly visitors.
- **Best Life** listed Frisco in a piece titled “[The 20 Coziest Winter Towns for a Holiday Getaway, New Data Shows](#)”. This piece has a reach of 3 million.
- **Scary Mommy** included Frisco in a piece, “[19 Small Towns That Feel Like They’re From A Christmas Movie](#),” highlighting the town’s proximity to Denver, the pedestrian-friendly Main Street, and Wassail Days. Scary Mommy sees 1,958,194 unique monthly visitors.
- **OutThere Colorado** published a feature story about Frisco Adventure Park, “[Family-friendly adventure park offers tubing, snowshoeing, sleigh rides, and more in Colorado](#).” It highlights the various activities to participate in at the Adventure Park, as well as mentions of the Nordic Center and Two Below Zero sleigh rides. The digital site sees 1,454,632 unique monthly visitors.
- **Architectural Digest** listed Frisco as #6 in their piece, “[The Top Winter Wonderland Destinations in the United States](#)”. Subsequently, Thrillist with a reach of 4 million reposted this list in their piece “[America's Top Winter Wonderland Destinations, Ranked](#)”.
- **9News** included Frisco’s Turkey Day 5K and Wassail Days in a weekend roundup, “[9Things to do in Colorado this Thanksgiving weekend](#).” The digital site sees 2,883,028 unique monthly visitors.
- In November 2023, Frisco’s PR and communications team set up in studio interviews with [9News](#) and [Fox 31](#) to talk about Wassail Days. A local business owner, Lua Ton, offered to travel to Denver for these two segments to explain Wassail Days and Frisco business participation/benefits. In total, the segments reached 42,906 viewers.
- Frisco is included in a piece, “[The Best Places to Visit in November for Couples: Weather & Travel Guide](#),” published by **The Knot**. Highlights include Wassail Days, the Nordic Center, Frisco Historic Park and Museum, GatherHouse, Two Below Zero sleigh rides, and several lodging accommodations.

The Knot is the nation's largest source for wedding news and inspiration, and the digital site sees 15,633,425 unique monthly visitors.

- **WorldAtlas** featured Frisco in a story, "[7 Most Underrated Towns In Colorado To Take A Trip To](#)," mentioning the town's proximity to ski resorts, the Adventure Park, and places to eat and stay. The digital site sees 4,706,911 unique monthly visitors.
- Frisco is mentioned in a roundup by **The Travel**, "[10 Easy Colorado Hikes That Lead To Surprisingly High-Elevation Views](#)," featuring the Rainbow Lake hike. The digital site sees 2,779,516 unique monthly visitors.
- As a result of working with the Colorado Tourism Office for inclusion in their holiday press release, Frisco's Wassail Days and Two Below Zero sleigh rides are featured in a piece by **Northern Ireland Travel and Leisure News**, "[Christmas Celebrations in Colorado](#)." The digital site sees 18,211 unique monthly visitors.
- **5280 Magazine** published a story, "[The Best Places to Eat and Drink Along I-70 While You Wait Out Ski Traffic](#)," featuring Outer Range Brewing and Prosit in Frisco. The piece was also included in their December 12, 2023 e-newsletter. 5280.com sees 351,066 unique monthly visitors, and The Local newsletter has 15,000 subscribers.
- In December 2023, the Town hosted influencers, the [Traveling Bitners](#), and their social media content saw over 23,000 impressions.
- **OutThere Colorado** published a feature piece on Frisco's Spontaneous Combustion event, "[Mountain town collects trees to fuel 'spontaneous combustion' bonfire](#)." The article highlights the event details, including the fireworks. The digital site sees 1,454,632 unique monthly visitors.
- The Frisco Adventure Park is included in an article by **The Gazette**, "[7 of the best sledding and tubing destinations in Colorado's mountains](#)," as well as in a piece by **Only In Your State**, "[Summit County Is The Perfect Colorado Winter Travel Destination](#)." The digital sites see 1,072,744 and 3,822,509 unique monthly visitors.
- **The Planet D** highlighted the Adventure Park and Two Below Zero in a story, "[Winter in Colorado - Top Activities for an Unforgettable Season](#)." The travel blog sees 408,820 unique monthly visitors.
- Frisco is included in a piece titled "[21 Best Mountain Towns in Colorado \(By a Local\)](#)," published on **Travel Lemming**. The article features Frisco's year-round activities, including sailing in the summer and Nordic skiing in the winter, proximity to Denver and other nearby ski resort towns, and the Frisco Bay Marina and the Frisco Adventure Park. It also highlights Frisco BrewSki as an event worth visiting for in March. The digital site sees 437,726 unique monthly visitors.
- **Springs Magazine** included the Frisco Adventure Park in a piece, "[Favorite Spots for Snow Tubing in Colorado](#)," highlighting the writer's snow tubing experience. Linking back to the Town of Frisco website, the piece also recommends dining at Pure Kitchen, Bread + Salt, and Outer Range while in town. The digital site sees 17,873 unique monthly visitors.
- **Springs Magazine** also published a weekend getaway feature on Frisco. The piece, "[Weekend Getaway: Snow-Globe Moments in Frisco](#)," positions the town's non-skiing recreational fun, such as cross-country, snow tubing, and sleigh rides with Two Below Zero. It also highlights Wassail Days during the holiday season, as well as Summit Mountain Rentals for accommodations and several dining spots. The digital site sees 17,873 unique monthly visitors.

- Frisco's Mountain Dweller was featured in the **Axios Denver** newsletter as part of an article about the [best I-70 coffee shops](#). Outer Range Brewery and Butterhorn Bakery were also mentioned. Axios sees 15,159,682 unique monthly visitors and the Denver newsletter has 110,000 subscribers.
- Frisco's February events were featured in a **5280** piece, "[17 Fun Things to Do in the Mountains this February](#)." Highlights include Eat, Ski, Be Merry; the Gold Rush Nordic races; and Spontaneous Combustion, linking each event back to the Town of Frisco website. The story was also published in their e-newsletter. 5280.com sees 351,066 unique monthly visitors, and The Local newsletter has 15,000 subscribers.
- Frisco was featured in a piece by **Explore**, "[An Underrated Lake Town In This Beautiful Mountain State Truly Comes Alive In The Winter](#)." The story highlights the town's winter activities at the Adventure Park, Nordic Center and Main Street, including Butterhorn Bakery, Ein Prosit, Highside Brewing, Frisco Historic Park and Museum, and the Frisco Lodge. Explore.com sees 630,258 unique monthly visitors.
- **9News** included Spontaneous Combustion, as well as the Gold Rush Nordic races, in an event roundup, "[9Things to do in Colorado this Feb. 9-11 weekend](#)". 9News.com sees 2,883,028 unique monthly visitors.
- **9News** included Frisco Freeze winter fat bike race in their weekend event roundup, "[9Things to do in Colorado this weekend: Feb. 16-18](#)". 9News.com sees 2,883,028 unique monthly visitors.
- **9News** covered Frisco's RFP for the tunnel mural project, "[Town of Frisco searching for artist to paint mural in pedestrian tunnel](#)". This piece had a reach of 3 million.
- Channel 7 also covered Frisco's RFP for the tunnel mural project, "[Frisco Arts and Culture Council seeking artist to complete mural in tunnel under Highway 9](#)". This piece had a reach of 1 million.
- OutThere Colorado covered the new Adventure Park terrain park in their piece, "[New terrain park for skiers and snowboarders opens in Colorado](#)". The digital site sees 1,454,632 unique monthly visitors.
- Fox31 also covered the terrain park in their piece, "[Frisco develops hike-to terrain park addition for town's adventure park](#)". This piece had a reach of 2 million.
- Freeskier Magazine include Eat, Ski, Be Merry in their piece, "[2024 Winter Ski Events You Won't Wanna Miss](#)". This piece had a reach of 110k.

Communications, Marketing, and Culture Updates

- **Frisco Arts and Culture Council (FACC)**
The Council organized an ice art event, FrozenFrisco, in partnership with Team Summit's Eat, Ski, Be Merry event. The Council also issued an [RFP for the Highway 9 tunnel mural](#) to be completed in late summer and organized sound and lighting workshops in March for youth and adults.
- **Frisco Town Talk**
The third Frisco Town Talk with Town Manager, Tom Fisher, was held on January 30 at 8:00 am at Rocky Mountain Coffee Roasters with about 20 attendees. Staff have been planning these informal chats every two months in different locations and at different times to accommodate a variety of personal and work schedules.
- **Communications Outreach**

- Staff have worked on communications outreach for overnight parking restrictions, as well as new on-street overnight parking options which were even covered by [Denver's Channel 7](#). This outreach included walking areas where cars are typically parked overnight and putting postcards with info on their cars over three early mornings.
- Communications staff have also been working to promote the new [Frisco Waste Reduction Business Grant program](#) in conjunction with messaging around elimination of single use plastics.
- Staff have also drafted and distributed information about the [two workforce units that the Town of Frisco is selling in February/March 2024](#) and have taken advantage of this outreach opportunity to explain all the Frisco Housing Helps options.

Frisco Historic Park and Museum:

November 2023, 2022, and 2021 by comparison

Monthly Visitor Count	
2023	1752
2022	1599
2021	1425

Monthly Programs (Field Trips/Tours/Lectures/Events)	
2023	456
2022	718
2021	239
Bathroom Tracker- November	225

December 2023, 2022, and 2021 by comparison

Monthly Visitor Count	
2023	2018
2022	1777
2021	1412

Monthly Programs (Field Trips/Tours/Lectures/Events)	
2023	299
2022	318
2021	180
Bathroom Tracker- December	300

January 2024, 2023, and 2022 by comparison

Monthly Visitor Count	
2024	1309
2023	1068
2022	800

Monthly Programs (Field Trips/Tours/Lectures/Events)	
2024	0
2023	31
2022	38
Bathroom Tracker- January	152

Museum Operations Updates

- Summit Historical Society invited Frisco Museum staff to a **book signing** at the Dillon Farmers Market for the Masontown book written by staff person, Blair Miller. Joint events supporting historical organizations' work in Summit County are critical for building community engagement and developing opportunities for further collaboration.
- Staff welcomed **Fun Club** to the Historic Park for a special scavenger hunt designed to encourage critical analysis of text, audio, and artifacts. Fan favorites included finding chamber pots, Ute Peoples timeline, and even identifying materials used for mining. As many Fun Club participants are seasoned Museum visitors, staff continues building out specialized programming designed to engage and enhance existing knowledge and experience.
- Staff installed a **mini pop-up exhibit** at the Visitor Information Center on the history of Wassail Days. The exhibit featured custom-made displays, labels for each mug created since 2008, and two small text panels. The exhibit was very well received by the public and a talking point for repeat Wassailers who compared mug designs and recalled their experiences and traditions from previous years. A larger exhibit on Wassail Days is set to launch in November 2024.
- The Museum welcomed **Joe Kramarsic to the guest service team**. Joe is an expert on the history of Colorado mountaineering, mountain climbing, and geography, with seven self-published books. He also serves as a volunteer consultant for the American Alpine Club Library and American Mountaineering Museum out of Golden, Colorado.
- Wassail Days 2023 **Storytime with Reindeer** had a turnout of approximately 90 parents and children who attended the story time and visited with a baby reindeer and Santa. This year's book was "The Snowy Day" by Ezra Jack Keats, read by Sandy Hayward from Next Page Bookstore, which won the Caldecott Medal in 1963 for the book's illustrations. Attendees were served hot chocolate, wassail, and cookies from Butterhorn Bakery. Children were also given take-home cookie decorating kits from the Frosted Flamingo.
- The Museum launched its third annual **Cheer Windows for Wassail Days**. Visitors to the Museum write down something that brings them joy, hope, or even a wish and pin it to the garland and light strands in the Schoolhouse windows. The Cheer Windows went up at the start of Wassail Days and remained up until the end of January.
- Staff attended the two-day **AASLH Virtual Summit for Small Museums**. The American Alliance for State and Local History facilitates trainings and information sharing between organizations across the United States. They also serve as a repository for best practices, leaflets, and technical guides for public history and museums. Staff's favorite panels were on community museums and their sense of space and place, and best practices for managing collections. Virtual summits are a great way for all staff members to benefit from information sharing events without travel and hotel costs.

- The Museum accepts research requests year-round regarding people, places, and things directly related to Frisco's history. Research requests from residents are often related to family ties or in connection with a project. Other recent research requests have come from internal Town of Frisco departments, federal agencies like the Forest Service, historians, and students. Most research requests are completed in two to four weeks, but others can take up to two to three months. In 2023, the Museum received 19 individual research requests ranging from photo requests to information for an obituary.
- In January, staff completed a rather special research request for the Wortman family looking for information about their grandparents, George and Lillian Wortman. Lillian had purchased the Southern Hotel (now called the Frisco Lodge) in the late 1910s, and most of their children attended school in Frisco. Staff began by taking a deep dive into primary sources to pull out the details, resulting in a three-page report detailing the life of George and Lillian. The Wortman family was very surprised to see a photo of George as part of the report, as George died before the grandchildren were born, and the family had never seen a photo of George, as no family photos of him existed.

Frisco/Copper Visitor Information Center:

November

- The Information Center saw 3,527 visitors in November 2023 (VIC saw 2,994 visitors in November 2022).
- The Information Center answered 117 phone calls in November 2023 (VIC answered 134 calls in November 2022)

December (some late December closures due to staffing)

- The Information Center saw 1,389 visitors in December 2023 (VIC saw 2,296 visitors in December 2022).
- The Information Center answered 142 phone calls in December 2023 (VIC answered 142 calls in December 2022)

January (some early January closures due to staffing)

- The Information Center saw 468 visitors in January 2024 (VIC saw 864 visitors in January 2023).
- The Information Center answered 85 phone calls in January 2024 (VIC answered 125 calls in January 2023)

Restroom Usage:

November

- Men's Restroom Usage: 4,999 in November 2023 (4,635 in November 2022)
- Women's Restroom Usage: 5,558 in November 2023 (4,988 in November 2022)

December

- Men's Restroom Usage: 5,595 in December 2023 (5,194 in December 2022)
- Women's Restroom Usage: 5,854 in December 2023 (5,756 in December 2022)

January

- Men's Restroom Usage: 4,536 in January 2024 (4,694 in January 2023)
- Women's Restroom Usage: 4,802 in January 2024 (4,906 in January 2023)

Frisco/Copper Visitor Information Center Operations:

- Visitor Center staff compiled a list of Frisco businesses open on Thanksgiving and during the Christmas and New Year's holidays to better assist guests.
- From November through January, the Information Center handed out approximately 130 reusable water bottles.
- The first day of Wassail Days was Saturday, November 25, and it was the biggest day in the history of the event with 1,033 "12 Sips of Wassail" cards turned in for a free commemorative mug just that day. By the end of Wassail Days, a total of 2,050 "12 Sips" cards had been turned in which equates to 24,600 individual visits to Frisco businesses.
- Many local, Front Range, and out of state visitors noted that they come for the Wassail Days each year and that it has become a family tradition.
- The Visitor Information Center had some closures from December 23, 2023 through January 11, 2024 due to staffing issues. The Information Center is therefore particularly excited to have added full-time staff, Tracy Bowers and Amy Harrison, to our team as our Guest Service Specialists. Tracy comes to us from the Frisco Nordic Center, and Amy worked at the Adventure Park in 2018 and 2019.
- Information Center Manager, Jess Holley, also returned from maternity leave on January 9.
- Jess Holley attended the first Visitor Services Connection Call hosted by the Colorado Tourism Office. These meetings will be held quarterly as a way for visitor centers and Welcome Centers across Colorado to share relevant information, ideas for what is working, and solutions for things that aren't working.
- Some notable visitor comments: "Stepped into a magical place", "Stay funky Frisco", "Thanks for water refill", "great info, great personality", "Wassail was fun!", "Beautiful town", "You were so helpful and great!" "Beautiful town" and "Thanks for your help finding trails!"

Literature Distribution:

The Information Center is still tracking self-service outdoor literature distribution to better understand customer behavior and interests.

November

Restaurant Guide: 50
 Summit Rec Path Map: 50
 Summit County Map: 300
 Scenic Byway Handout: 50
 CO State Map: 0
 Lodging Brochure: 65
 Frisco Business Map: 1,000
 Frisco Hiking Map: 400
 Frisco Bay Marina: 0
 Camping: 0
 An approximate total of literature pieces: 1,915

December

Restaurant Guide: 30
 Summit Rec Path Map: 30
 Summit County Map: 0
 Scenic Byway Handout: 0

CO State Map: 0
 Lodging Brochure: 20
 Frisco Business Map: 0
 Frisco Hiking Map: 0
 Frisco Bay Marina: 0
 Camping: 0
 An approximate total of literature pieces: 80

January

Restaurant Guide: 0
 Summit Rec Path Map: 0
 Summit County Map: 0
 Scenic Byway Handout: 0
 CO State Map: 300
 Lodging Brochure: 0
 Frisco Business Map: 0
 Frisco Hiking Map: 0
 Frisco Bay Marina: 0
 Camping: 0
 An approximate total of literature pieces: 300

Walk in Visitors 2017-2024

