



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: NOVEMBER 14, 2023

Communications:

Media Coverage Highlights

- Frisco's Wassail Days was covered in a **Powder Magazine** piece, "[Frisco Ready to Wassail Your Senses Nov. 25–Dec. 3](#)". This comes as a result of ongoing outreach surrounding Wassail Days and includes background information about the English tradition, along with details of the upcoming tasting samplings and events in Frisco. Powder Magazine shares the latest news and reviews about powder, avalanche safety, and skiing, and their site reaches 924,398 unique monthly visitors.
- **Only In Your State** published "[Your Ultimate Guide To Winter Attractions And Activities In Colorado](#)." This feature positions Frisco as an ideal town to visit for Christmas, highlighting Wassail Days and the town's proximity to Copper Mountain. Only In Your State sees 8,663,785 unique monthly visitors.
- Wassail Days is included in **5280's** latest roundup, "[11 Fun Things To Do in the Mountains This November](#)." Under the Summit County heading, this piece highlights the weeklong winter gathering among dozens of Frisco businesses and calls out limited-edition mugs offered to visitors who try at least 12 samples, along with the upcoming tree lighting. 5280 is the city magazine in Denver and sees an online readership of 324,685.
- The website **Singletracks** [mentioned the opening of the Aftermath trail](#) on the Frisco Peninsula. This site has a reach of 454,000.
- **The Colorado Sun** covered RV living through the lens of the housing crisis in their piece, "[Long-term RV camping could help alleviate Colorado's housing crisis — but only with more support](#)", which mentions Frisco's work with Unsheltered in Summit. This site has a reach of 2 million.
- Frisco hosted **influencer Laura Holmes** with dinner and bike rentals for a fall mountain biking trip, and she [did a blog](#) and Twitter, Facebook, Instagram, and [Triptipedia](#) posts.
- Due to an ongoing relationship with travel writer, Heidi Kerr-Schlaefer, she included Frisco in a **Mountain Living** story, "[Fall in Love with Autumn in the Colorado Mountains](#)". This positions Frisco as one of the most ideal destinations for fall colors along with mentions of great hikes in the area. Mountain Living reaches 39,528 unique monthly visitors.

- **9News** included Frisco’s Run the Rockies in a weekend roundup, “[9Things to do in Colorado this weekend: Sept. 15-17](#)”. The digital site sees 3,168,194 unique monthly visitors.
- **TravelAwaits** also highlighted Frisco and Summit County piece, “[9 Best U.S. Small Towns To Visit In The Fall](#).” The digital site sees 2,132,989 unique monthly visitors.
- **9News** featured Frisco’s Fall Fest in a roundup, “[9Things to do in Colorado this weekend: Sept. 8-10](#)”. The digital site sees 3,168,194 unique monthly visitors.
- **The Gazette** highlighted Frisco in a piece, “[These 8 bike paths offer a true tour of Colorado — and they might be more important than ever](#),” featuring the Summit County Recreational Pathway System. The digital site sees 1,141,546 unique monthly visitors.

Communications, Marketing, and Culture Updates

- **Frisco Arts and Culture Council (FACC)**
The FACC directed staff to contract with Pacific Coast Conservation out of Denver to create a maintenance and repair plan for the seven pieces of public art currently owned by the Town. Subsequently, conservation staff assessed, photographed, cleaned, and maintained all of the pieces and will be providing a comprehensive plan with recommendations for future routine maintenance and schedules and treatment for each of the identified artworks, including detailing what maintenance can be carried out if conservation and repair are necessary. Staff will also work with this group in the future to determine which materials will work best for future public art requests for proposal.
- **Frisco Town Talk**
The first Frisco Town Talk with Town Manager, Tom Fisher, was held on September 21 at Mountain Dweller Coffee from 8:30-9:30am with a healthy attendance of 35+ residents. Topics ranged from short term rentals to dog parks to improvements at the Frisco Elementary pedestrian crossing. Several issues were brought back to staff for resolution and/or to connect with the concerned resident. The next Town Talk is on November 15 from 5:00-6:30pm at Highside Brewing. Staff plans to host 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 emergency communications regarding the Safeway standoff and outreach regarding US Forest Service pile burns and trail closures/improvements at Zach’s Stop, the CDOT exit 2023 open house, School District survey requests, Main Street and Highway 9 closures for maintenance and construction, a Planning Commission vacancy, and more. Staff continue to work with outside organizations, such as the CDOT, Summit County Government, and the US Forest Service to amplify their communications, and recently, the Summit School District has reached out with communication requests.

Frisco Historic Park and Museum:

August 2023, 2022, and 2021 by comparison

Monthly Visitor Count	
2023	5025
2022	4975
2021	2559

Monthly Programs (Field Trips/Tours/Lectures/Events)	
2023	571
2022	283
2021	203
Bathroom Tracker- August	408

September 2023, 2022, and 2021 by comparison

Monthly Visitor Count	
2023	4688
2022	3973
2021	1777

Monthly Programs (Field Trips/Tours/Lectures/Events)	
2023	195
2022	177
2021	69
Bathroom Tracker- September	676

October 2023, 2022, and 2021 by comparison

Monthly Visitor Count	
2023	2316
2022	2367
2021	1465

Monthly Programs (Field Trips/Tours/Lectures/Events)	
2023	2348
2022	1337
2021	1001
Bathroom Tracker- October	208

Museum Operations Updates

- **Museum in the Schools-** Museum staff continue to work with Summit High School to present Frisco and Summit County history in the classroom. Museum staff member, Blair Miller, joined Joe Kassay's history classes to talk about Westward Expansion and its impact on Colorado. This meets the Museum's mission to provide educational programming for all ages and is the first step towards a Traveling Trunk program that can serve multiple grades with state standard content. It is also part of the mission to keep Frisco's history relevant and expand the Museum's footprint outside of the Schoolhouse to reach the community as a whole.
- The **Mystery at the Museum** saw 261 participants over three hours to solve the mystery of Pug Ryan's identity. Mystery at the Museum is a whodunit style clue game where participants talk to characters and solve puzzles and brain teasers to gather clues. Each mystery is historic and related to Frisco's history

with characters and plot lines pulled from newspapers, research, and folklore. This year, the Museum partnered with Theatre SilCo to elevate this event with costumes, makeup, and improvisation.

- Astro Mark hosted a **pop-up viewing event of the solar eclipse** on October 14, 2023. Over 200 participants showed up to view the eclipse using the telescope and eclipse glasses. This met the Museum's mission to promote fun, educational programming. The high participant turnout demonstrated a need in the community for educational programming for all ages that extends into science topics. Museum staff is planning another eclipse viewing for April 2024.
- **Trick-or-Treat Street** was a success with the return of the trackless train. The Museum rents the train every year from a company out of Denver. Train rides are free to kids and adults of all ages for the duration of the event. This is the third year the Museum has offered train rides, and it continues to be one of the most popular attractions for local kids on Halloween.
- **New staff-** The Museum welcomed AJ Hauser to the team as the Museum Maintenance Technician. He comes with a strong background in maintaining residential properties, project management, and woodworking.
- The first **Park After Dark events** went well with Star Gazing on September 16 and Silent Disco on September 30. Silent Disco was very popular with a wide age range and positive feedback across the board. Participants have requested these events happen again with several suggestions for a winter-themed Silent Disco. Park After Dark events are designed to bring in residents during the shoulder season through creative programming.
- **Museum assistance sought for the Frisco Backyard Plan-** Museum staff took the US Forest Service team to Masontown as part of USFS efforts to document and log historic sites, remnants, and artifacts in the area. Museum staff continues to work with and be a resource for the USFS on this aspect of the Frisco Backyard Plan.
- **Winter hours-** The Museum has started winter operating hours- Tuesday from 12:30pm-5:00pm, Wednesday through Sunday from 10am-5pm, and closed on Mondays. Staff continues to offer Town Tours every Saturday and Sunday at 11am.
- As part of the **Frisco As I Remember project**, Museum and Communications staff had an outreach table at Fall Fest to share information about the project. Staff also brought out photographs from the collection that were missing information to ask the community to help identify people, places, and dates. The Frisco As I Remember project looks to bring in new memories and stories from Frisco's not so distant past to ensure we can continue telling Frisco's story in the future.
- The **Mines of Frisco & Beyond Third Edition book** went out earlier this summer with the launch party on August 5. Local historian and teacher Charlotte Clarke and Blair Miller, from the Frisco Historic Park & Museum, co-authored the new edition. The event started with a brief talk about the book followed by music from Leon Joseph Littlebird and food from Deli Belly's. Despite some rain showers, the attendance was strong at 125 people.
- **Travel group visit-** The Village Travel Seniors visited the Historic Park & Museum in August with 50 seniors from across the Midwest. The group took an hour-long guided tour of the Historic Park led by Museum staff. The staff at Village Travel Seniors was so impressed they have already booked another visit for 2024!
- Museum staff attended a social hour for the **Breckenridge Summit High School Reunion** on August 26 to share the Frisco As I Remember Project and gather stories and memories from attendees. The

oldest attendees graduated in 1954, and subsequently, Helen Lundgren Gaudreau, Class of '54, generously sat down with Museum staff to flip through the 1954 yearbook and talk about life for teenagers in Summit County.

- The **Frisco As I Remember Project open house** was August 30. Participants filled out short answer forms and provided a quick story about their lives when they first moved to Summit County. Museum staff continues to reach out to former residents and visitors of Frisco to invite them to participate in the project. The project will have tables at different events and races throughout the fall to continue gathering stories and memories from current and former residents.
- **The Summer Lecture Series** wrapped at the end of August with Rose Gorrell sharing the story of the creation of the Historic Park. 840 participants in total attended the 13 week lecture series at the Historic Park Gazebo and the Old Frisco Community Center. Participants at each lecture were asked to rank the speaker and the topic on a 1-5 scale and what suggestions they had for the future. Overall scores were very strong for such a long series with topics at 4.6 and speaker quality at 4.5.

Frisco/Copper Visitor Information Center:

August

- The Information Center saw 4,048 visitors in August 2023 (VIC saw 4,404 visitors in August 2022).
- The Information Center answered 104 phone calls in August 2023 (VIC answered 98 calls in August 2022)

September

- The Information Center saw 3,125 visitors in September 2023 (VIC saw 3,035 visitors in September 2022).
- The Information Center answered 83 phone calls in September 2023 (VIC answered 72 calls in September 2022)

October

- The Information Center saw 1,688 visitors in October 2023 (VIC saw 1,822 visitors in October 2022).
- The Information Center answered 62 phone calls in October 2023 (VIC answered 83 calls in October 2022)

Restroom Usage:

August

- Men's Restroom Usage: 16,167 in August 2023 (15,426 in August 2022)
- Women's Restroom Usage: 19,241 in August 2023 (18,014 in August 2022)

September

- Men's Restroom Usage: 13,575 in September 2023 (13,655 in September 2022)
- Women's Restroom Usage: 17,346 in September 2023 (17,282 in September 2022)

October

- Men's Restroom Usage: 8,656 in October 2023 (8,980 in October 2022)
- Women's Restroom Usage: 6,411 in October 2023- for 9 days the counter was not working (11,284 in October 2022)

Frisco/Copper Visitor Information Center Operations:

- **Destination stewardship and the Colorado Tourism Office-** Jess Holley and Vanessa Agee met separately with Julie Klein from the Colorado Tourism Office to discuss Destination Stewardship and tourism impacts on Frisco and Summit County.
- **Fill it Forward program-** The Information Center is now participating in the Fill it Forward program which involves stickers that are put on the reusable water bottles that are handed out at the Visitor Center. The goal is to have people scan the QR code on the sticker to log how many times they refill their water bottle. This will help provide us with better information on how many people continue to use the bottles once they leave Frisco.
- Visitor Information Center staff attended the **Governor's Conference on Tourism** in Fort Collins.
- **Dark Skies outreach-** The Visitor Information Center has been working with Martie Semmer to get Dark Skies educational materials to hand out to guests to discuss the importance of protecting our night skies.
- The Visitor Information Center participated in **Trick-or-Treat Street** and saw approximately 1,741 trick-or-treaters.

Literature Distribution:

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

August

Restaurant Guide: 500
 Summit Rec Path Map: 650
 Summit County Map: 300
 Scenic Byway Handout: 150
 CO State Map: 600
 Lodging Brochure: 100
 Frisco Business Map: 0
 Frisco Hiking Map: 800
 Frisco Bay Marina: 0
 Camping: 25
 An approximate total of literature pieces: 3,125

September

Restaurant Guide: 375
 Summit Rec Path Map: 300
 Summit County Map: 300
 Scenic Byway Handout: 225
 CO State Map: 0
 Lodging Brochure: 80
 Frisco Business Map: 1000
 Frisco Hiking Map: 800
 Frisco Bay Marina: 0
 Camping: 0
 An approximate total of literature pieces: 3,080

October

Restaurant Guide: 175
 Summit Rec Path Map: 200

Summit County Map: 0
 Scenic Byway Handout: 125
 CO State Map: 0
 Lodging Brochure: 30
 Frisco Business Map: 0
 Frisco Hiking Map: 400
 Frisco Bay Marina: 0
 Camping: 25
 An approximate total of literature pieces: 955

Walk in Visitors 2016-2023

