



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: VANESSA AGEE, COMMUNICATIONS DIRECTOR
RE: COMMUNICATIONS, MARKETING, AND EVENTS DEPARTMENT STAFF REPORT
DATE: APRIL 26, 2022

Communications:

Media Coverage

- Great Britain's **Independent** included Frisco in their story about Colorado mountain towns and their housing issues in an article titled ["Real life in Colorado ski towns where the rich play and locals live in cars"](#). The Independent has an online reach of 3,018,441.
- 10 Mile Music Hall was covered in a Westword piece, [The Best Concerts in Denver This Weekend](#), that highlighted two sold-out shows for the weekend of March 25-26 at 10 Mile. Westword is a free alternative weekly newspaper based in Denver, which sees 1,286,171 unique monthly visitors.
- OutThere Colorado covered the passage of the excise tax in an article titled ["Colorado mountain town votes to increase short-term rental tax by 50 percent"](#). Out There Colorado sees over two million website visitors per month.
- Frisco's Easter Egg Hunt was covered in the **9News** piece, ["51 Easter egg hunts in Denver and around Colorado"](#). 9news.com sees 2,306,500 unique monthly visitors. Staff did not submit this event information to regional news outlets, so they must have discovered through online research.

Communications and Marketing

- **Governor's Award for Downtown Excellence-** On Thursday, April 14, 2022 at the awards dinner for the annual [Downtown Colorado, Inc.](#) conference, the Town of Frisco earned [the Governor's Award for Downtown Excellence](#) based on the Town's pandemic business and community response. Vanessa Agee put together the nomination package earlier this year, which included information about the strategic economic response team, business meetings, the Promenade, parklets/CDOT grant, Love Frisco Shop/Stay/Dine program, public art, individual housing financial support, a retooled online dining guide and other business marketing support efforts, and the four business grant programs that the Town administered, as well as supporting videos, photography, media releases, and advertising collateral. The full breadth and vision of Town Council's response to this historic moment and the staff who executed that response were acknowledged and celebrated with this significant award. Veronika Hewitt was able to attend the ceremony and received the award on behalf of the Town of Frisco.

- Since February, staff has been working on the **Frisco graduate banner project** where the Town designs and hangs custom banners on lamp posts along Frisco's Main Street to honor this year's high school graduates who live in Frisco. The Town of Frisco first displayed graduation banners in May of 2020, as a way of honoring Frisco's students in absence of an official graduation ceremony due to the pandemic. This has since become a tradition worth repeating each year. There are 30 Frisco graduating seniors, and as of April 18, staff has collected 12 photographs with the assistance of the Peak School and Summit School District (which cannot share student names or contact info but has been forwarding photography requests from Town staff). The Town is also offering free professional portraits for any Frisco graduates who don't have them to ensure that this effort is inclusive and easy for area families. Staff continues to reach out to the community for help spreading the word so the Town can get as many portraits as possible onto Main Street banners.
- Communications staff is leading the communications regarding the after-hour's demolition work scheduled from May 2 through May 13 for the Police Department remodel; work is scheduled for evening, night, and early morning in order to mitigate the impact on police staff and Town Hall business. Communications staff also applied for a Permit to Exceed Noise Ordinance Limits, which requires a direct mailer and a two week comment period ending on April 25, 2022; Community Development provided speedy and significant assistance with this permit. As of April 18, 2022, no comments in response to the direct mailer have been received.

Events:

- In early April, the events team welcomed the new **Events Coordinator**, Lisa Long. Lisa has worked in hospitality, owned her own cleaning business, and for seven years, served as a property manager for Vail Resorts owned employee housing. She brings a wealth of organizational and planning experience and currently resides in Silverthorne.
- The [Easter Bunny](#) returned to Frisco Main Street on Sunday, April 17, 2022 to hide approximately 5,000 Easter eggs; the seven egg limit to accommodate different egg hunting speeds and abilities was disregarded this year, as it was particularly windy and inclement, resulting in less egg hunters than in past years. Children ages 0-8 were invited to hunt for eggs throughout the Frisco Historic Park and the Frisco Town Hall areas, and egg hunt areas were divided into three age groups to better meet the needs of each age group. The Easter Bunny visited with children before and after the egg hunt on Main Street, sporting a fresh look due to a friendlier and cuter new costume. The Frisco Easter egg hunt started in 2002 and returned this year after a two year pause due to the pandemic; in 2020 and 2021, staff provided Easter eggs to community groups, schools, and individuals so they could more safely stage their own Easter egg hunts in their own homes or yards.



- [Frisco's Town Clean Up Day](#) will return on Saturday, May 21, 2022 at 9:00 am with a volunteer BBQ to follow at 11:30 am at the Frisco Historic Park. Clean up check-in begins at 9:00am at the Frisco Historic Park, where participants can pick up canvas gloves, safety vests, orange trash bags, and receive area assignments (or just go to their favorite clean-up spot). In 2020 and 2021, Town Clean Up Day was a weeklong event with residents picking up trash on their own and celebrating their weird, valuable, and gross finds with a Town social media contest.

Frisco/Copper Visitor Information Center:

March 2022

- The Visitor Information Center saw 1,170 visitors in March 2022 (VIC saw 223 visitors in March 2021 with a four-person capacity limit in the building).
- The Visitor Information Center answered 644 phone calls in March 2022 (VIC answered 139 in March 2021)

Restroom Usage

March 2022

- Men's Restroom Usage: 7,038 in March 2022 (3,171 in March 2021)
- Women's Restroom Usage: 7,698 in March 2022 (3,303 in March 2021)

Information Staff Updates:

- The Visitor Information Center had a booth at the Snowshoe for the Cure event on March 5. Staff had a spin the wheel game for prizes, and staff provided information about the Town of Frisco to encourage participants to enjoy Frisco's Main Street and Summit Boulevard business district.
- Visitor Information Center staff answered 644 phone calls this month- 406 more calls than February 2022, and of the 644 total calls, 552 were tubing/Adventure Park calls.
- The Visitor Center staff assisted the Frisco Adventure Park staff by making reservations for both the tubing and the ski/ride hill. The Visitor Information Center made \$1,613 in tubing reservations and \$1,400 in ski/ride hill reservations in March 2022.

This is the approximate amount of literature distributed through the self-serve stations next to the front door of the Information Center in March 2022.

- Restaurant Guide: 150
- Summit Rec Path Map: 0
- Summit County Map: 0
- Scenic Byway Handout: 0
- CO State Map: 0
- Lodging Brochure: 100
- Frisco Business Map: 1,000
- Frisco Hiking Map: 400
- Frisco Bay Marina: 0
- Winter Responsible Recreation: 25
- An approximate total of literature pieces: 1,675

Walk in Visitors 2015-2022

