



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: MAY 24, 2022

Communications:

Media Coverage

- The website, **Uncover Colorado**, featured the Frisco Bay Marina in their article titled "[Best Places to Rent a Boat in Colorado](#)". The website has a monthly reach of 51,418.
- 5280 covered the Frisco BBQ Challenge in a **5280 Magazine** piece, "[15 Colorado Food and Drink Festivals Worth Planning a Trip Around](#)" where they positioned the Frisco BBQ Challenge as a must attend event over Father's Day weekend, included a link to the Town of Frisco's website, and featured the BBQ Challenge in their lead image. [5280.com](#) sees 326,469 unique monthly visitors.

Even Governor Polis shared this article on his Facebook page:



- The Travel Channel referenced Frisco and Copper Mountain in a show called “[Doomsday Caught on Camera](#)” regarding the March 2019 avalanches on I70 west of Frisco. This show has a national audience of 147,494.
- KSL Broadcasting in Salt Lake City, UT published [an article about a new bike park in Utah](#). In that article a biker is quoted as saying “the only jumps that compare to Eagle Mountain are in Frisco, Colorado, which is eight hours away!”. KSL’s website has an estimated reach of 2,190,406.
- Frisco is covered in a piece, “[11 Prettiest American Mountain Towns to Visit This Summer](#),” published on **WorldAtlas**. WorldAtlas is one of the largest publishing resources in geography, and they cover other topics, including sociology, demography, environment, economics, politics, and travel. The digital site sees 4,040,062 unique monthly visitors.

Communications and Marketing

- The [Town of Frisco’s business directory](#) was recently honored with a NYX Silver Award for the work that the Town’s web developer, CodeGeek, and the Town did on Frisco’s business directory, which was re-launched in 2021. The [NYX Awards](#) recognizes, celebrates, and honors excellence in marketing, communication, and creativity across all facets of industries and mediums.
- 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. Outreach over that time has included social posts, a media release, a blog post, networking with area parents, reaching out to scholarship recipients, and outreach to the Peak School and Summit School District, which cannot share student names or contact info but which has been forwarding photography requests to parents and students. There are 31 Frisco graduating seniors, and this year the Town has produced 22 banners to hang for graduation. The Town was also able to provide free professional portrait services to the one graduate who made the request; this option was added this year to ensure that this effort is inclusive and easy for area graduates and their families. Once banners are taken down, they are made available to graduates and their families.
- On May 16, Communications staff was present while Mayor Mortensen attended and spoke at the groundbreaking for the I-70 Frisco to Silverthorne Auxiliary Lane project at the eastbound I-70 scenic overlook and at the celebration of the completion of the Colorado Highway 9 Widening from Iron Springs to Frisco ("Gap Project") at the Frisco Adventure Park. The Colorado Department of Transportation (CDOT) organized these two events where CDOT Executive Director Shoshana Lew was also present and spoke.

Events:

July 4th- Frisco’s Fabulous 4th of July celebration will include:

- 8:00am – 11:00am – Traditional [Team Summit Pancake Breakfast](#) right off of Main Street in front of the Old Community Center Building at 110 3rd Avenue. \$10 and \$5 for kids 8 and under to benefit Team Summit.
- 8:00am – 9:30am – **Free Kids’ Fishing Derby** at Meadow Creek Park- Colorado Parks and Wildlife will once again stock Meadow Creek Park, and new this year, there will be advance registration for up to 100 youth 14 and younger to participate in the free fishing derby; the event has been open to whoever shows up in past years and has therefore drawn over 150 participants some years, degrading the event experience and taxing resources.
- 1:00pm – **Frisco 4th of July “Bikes and Barks” human- and dog-powered parade** on Frisco Main Street-

- Everyone is invited to be a part of the parade, including dressed up dogs, people walking, people on bikes, dogs on bikes, people on scooters and skateboards,... as long as it doesn't have a motor.
 - A high school marching band from Minnesota will also be joining this year's parade.
 - Free parade registration will open on June 1, 2022 at [Frisco4th.com](https://www.frisco4th.com).
- 4:00pm – 6:00pm – Concert in the Historic Park Gazebo featuring the Saucy Bees, a funky four piece band, with some of Colorado's favorite musicians playing an eclectic blend of danceable and classic favorites. Staff kept this concert on Main Street to encourage a community vibe similar to Concerts in the Park and to respect the ongoing level of business and potential construction at the Marina. Staff will continue to work collaboratively with Recreation staff each year to re-evaluate the concert location.

On Tuesday, April 19, the Frisco July 4th fireworks display special event permit application was denied by the [Dillon Reservoir Recreation Committee](#) (DRReC), which includes Summit County, the Summit County Sheriff's Office, Denver Water, the US Forest Service (abstained from voting), and the Towns of Dillon and Frisco. The permit was denied by a majority of the committee, and the committee members cited concerns about impacts on traffic, watershed, and wildlife; ongoing major road construction in Summit County and on I70; anticipated fire danger; and a lack of consensus among the Towns and Summit County. This fireworks launch site next to the Dillon Reservoir has been used in the past because it was evaluated to be the most responsible location for shooting off fireworks, due to the ability to shoot fireworks over the water at that location, and this location is subsequently in DRReC's jurisdiction due to its proximity to the reservoir.

The April 19 decision was posted on the Town of Frisco website that day, and this information and the updated July 4th schedule were widely distributed on May 5 through a press release, mass emails, a blog post, and social media once staff had confirmation regarding talent for the concert and the continuance of the pancake breakfast.

Frisco/Copper Visitor Information Center:

April 2022

- The Visitor Information Center saw 760 visitors in April 2022 (VIC saw 215 visitors in April 2021 with a four-person capacity limit in the building).
- The Visitor Information Center answered 100 phone calls in April 2022 (VIC answered 82 in April 2021)

Restroom Usage

April 2022

- Men's Restroom Usage: 4,601 in April 2022 (2,926 in April 2021)
- Women's Restroom Usage: 1,375 from April 1 – April 7; data missing due to a device malfunction (2,286 in April 2021)

Information Staff Updates:

- The Visitor Information Center staff assisted the events staff at the annual Easter Egg Hunt.
- The Visitor Information Center staff have been reaching out to BBQ vendors in Colorado and surrounding states to help increase vendor participation in the Frisco BBQ Challenge.
- The Visitor Information Center staff assisted at the Historic Park and Museum by covering shifts while the museum was not fully staffed.

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

- Restaurant Guide: 75
- Summit Rec Path Map: 0
- Summit County Map: 300
- Scenic Byway Handout: 0
- CO State Map: 0
- Lodging Brochure: 0
- Frisco Business Map: 0
- Frisco Hiking Map: 400
- Frisco Bay Marina: 0
- Winter Responsible Recreation: 0
- An approximate total of literature pieces: 775

