



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: JUNE 28, 2022

Communications:

Media Coverage

- The Denver Post included the Frisco BBQ Challenge in their article titled, "[Colorado's top summer festivals for 2022](#)". The Denver Post has an audience of 413,835 unique monthly visitors.
- Frisco was mentioned in a 9News piece, "[9Things to do in Colorado this weekend: June 17-19](#)". 9News.com reaches 2,306,500 unique monthly visitors.
- The Greeley Tribune listed the Frisco BBQ Challenge in their roundup of summer events, titled "[Colorado's Top Summer Festivals for 2022](#)". The Greeley Tribune has an online reach of approximately 20,000.
- Frisco now has a comprehensive [listing in 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.
- Livability.com featured Frisco in their article titled "[Great Greenways: 7 Cities for Cyclists and Nature Lovers](#)," which also included Boston, MA; Knoxville, TN, and Minneapolis, MN. Livability explores what makes small-to-medium sized cities great places to live. Through proprietary research studies, engaging articles and original photography and video, they examine topics related to community amenities, education, sustainability, transportation, housing and the economy. Millions of people explore their site each year researching specific cities and states, while also introducing themselves to some of the best places in the country through their Top 10 and Top 100 lists.
- Frisco was included in a "[From Wild to Mild](#)" story in the Spring/Summer 2022 issue of Mountain Meetings. Positioning Frisco as an ideal town for group activities, the story highlights the sailing excursions at Frisco Bay Marina and includes an image. Mountain Meetings has a circulation of 27,700.
- [Channel 4 covered the housing and STR report](#) from the last Town Council meeting, as well as the larger housing issues in Summit County.

Communications

- Staff assisted CDOT in clarifying and communicating the Highway 9 closures that were required to repair an area with asphalt that had a latent defect from the finish of the GAP project in 2021.
- On June 1, communications staff assisted with Governor Polis' visit to Frisco.
- On June 9, communications staff walked all Main Street businesses and handed out a [ParkSmartFrisco.com](https://www.parksmartfrisco.com) flyer from Madison Avenue to Summit Boulevard to communicate parking enforcement on Main Street and the implementation of paid parking at the Marina. There were more than a handful of businesses who still believed that paid parking was being implemented on Main Street due to the incorrect Summit Daily News article, and we were able to clarify.

Events:

Town Clean Up Day on May 21

Town Clean Up Day saw similar numbers to 2019 with about 250-300 people attending some portion of the event. Staff will make improvements to the volunteer BBQ in 2023.

Frisco BBQ Challenge from June 16-18

Despite doing very, very minimal advertising, this event was very well attended. It is too early to provide a complete budget recap, attendance data, and feedback from the community and vendors, but this will be done during a work session with Council in the future in order to re-evaluate this event for future years. Preliminarily, we are able to see that Hogback sales were down 21% compared to 2019, indicating that the event did shrink. We received feedback about long lines and BBQ vendors running out of food. This was expected due to the unreliable market for vendors this year and pent up demand, as well as the inherent nature of BBQ, which is a finite resource, as it is typically cooked/smoked overnight.

Bike to Work/Wherever Day on June 22, 2022

Event staff set up a burrito and coffee station from 7:30 to 10:30 am at the Frisco Historic Park as part of [Bike to Work/Wherever Day](#). The attendance numbers were not available for this event when this recap was written.

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 is free [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 Non-Motorized 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 is open 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.

Frisco/Copper Visitor Information Center:

May 2022

- The Visitor Information Center saw 1,269 visitors in May 2022 (VIC saw 965 visitors in May 2021).
- The Visitor Information Center answered 79 phone calls in May 2022 (VIC answered 103 phone calls in May 2021)

Restroom Usage

May 2022

- Men's Restroom Usage: 6,376 in May 2022 (3,948 in May 2021)
- Women's Restroom Usage: 5,847 from May 12 through May 31, due to a device malfunction (4,559 in May 2021)

Information Staff Updates

- In an effort to better assist the Marina staff this summer, the Visitor Center staff participated in guest service training and tour at the Marina.
- The Visitor Information Center staff, along with staff from other departments, participated in a social media boot camp hosted by B PR and are excited to use the skills and information they learned to create more engaging social media content.
- Public Works staff touched up the concrete outside the men's restroom and put new mirrors in the men's restroom.
- Visitor Information Center staff are working on creating an activity guide for families that focuses on activities for children.
- The Visitor Center staff worked with the Dillon Ranger District to update all camping information for the summer.

Literature Distribution

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

- Restaurant Guide: 275
- Summit Rec Path Map: 125
- Summit County Map: 0
- 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: 800

Walk in Visitors 2015-2022

