



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: SEPTEMBER 27, 2022

Communications:

Media Coverage

- Writer John Meyer of the **Denver Post** reached out to communications staff to include Frisco in his story about CDOT's Pegasus service and how to recreate by using public transportation, rather than a personal vehicle- "[Here's how outdoor adventurers can make the most of CDOT's new Pegasus shuttle to Summit and Eagle counties](#)". We were able to provide photography, and he used a Frisco Bay Marina stand up paddle board photo as the lead image. Denver Post's website, The Know, sees 3,070,271 unique monthly visitors.
- The Dillon Reservoir is included in the **Denver Post's** piece, "[Paddleboarding in Colorado: Where you can go, where you can rent, and tips for a fun day on the water](#)," which also ran in print – [see here](#). The Denver Post has a circulation of 192,405 and sees 3,070,271 unique monthly visitors.
- The Frisco Bay Marina is covered in an **Uncover Colorado** piece titled "[12 Lakes with Boat Rentals near Denver](#)". This piece had an estimated audience of 35,097.
- **Westword** covered Frisco as a place to paddleboard in "[Get Outside: Ten Peaceful Places to Paddleboard in Colorado](#)," highlighting the Frisco Bay Marina and the Dillon Reservoir rec path.
- **Westword** also covered Frisco in "[Get Outside: Ten Colorado Boating Destinations With Beautiful Views](#)". Westword sees 1,200,857 unique monthly visitors.
- **TravelAwaits** featured Frisco in, "[10 Incredible Frisco, Colorado Vacation Home Rentals In The Mountains](#)" TravelAwaits sees 4,912,699 unique monthly visitors.
- The Run the Rockies Trail Half Marathon and 10K was covered in **9News'** "[50 things to do in Colorado this weekend: Aug. 12-14](#)" Channel 9 has 1,760,016 unique monthly visitors.
- Electric car road trips and Frisco's "mountain views and postcard-perfect downtown" were featured as part of the Denver to Aspen road trip in **Travel Noire**, "[The Best US Road Trips For Electric Cars In 2022](#)" Travel Noire has 573,753 unique monthly visitors.

- **Yahoo News also pushed this story**, [“The Best US Road Trips For Electric Cars In 2022”](#), and they have 63,857,976 unique monthly visitors.
- While communications staff and Frisco’s PR team discourage coverage of day trips, **Trip101** did make the choice to cover Frisco in their article, [“10 Best Day Trips From Boulder, Colorado - Updated 2022”](#). Trip101 has 2,408,439 unique monthly visitors.
- Frisco’s Main Street, businesses, and marina were mentioned in **A Taste of Koko’s** travelogue, [“5-Day Colorado Road Trip in A Camper Van”](#). A Taste of Koko has 35,809 unique monthly visitors.
- The Uptown on Main was featured on **KEKBFM.com’s** [“Colorado's Top Outdoor Bars to Visit Immediately Before Summer Ends”](#) with 26,839 unique monthly visitors and in **KOOL1079.com’s** [“Colorado's Top Outdoor Bars to Visit Immediately Before Summer Ends”](#) with 20,047 unique monthly visitors.
- Outer Range Brewing was highlighted in **Go World Travel’s** [“Take A Tour Of The Best Craft Breweries In Colorado”](#) Go World Travel has 120,881 unique monthly visitors.
- **The Frisco Adventure Park was mentioned in Whimsy Soul’s** [“23 Best Things To Do In Breckenridge This Winter That Aren’t Skiing”](#). Whimsy Soul has 346,759 unique monthly visitors.
- Frisco’s “pretty downtown” and Rocky Mountain Coffee Roaster are given as a reason to make Frisco part of your leaf peeping road trip in **Matador Network’s** [“These 6 US Road Trips Are Some of the Most Beautiful You Can Take This Fall”](#). Matador Network has 1,741,988 unique monthly visitors.

Communications

- From July on, Communications staff has spent a significant amount of time and resources on communicating Frisco’s strategy around PFAS and providing the best possible water to Frisco residents, businesses, and visitors. This included drafting and distributing a more [in depth piece regarding the facts around PFAS in Frisco’s water](#) and ongoing testing and strategies around continuing to provide the safest water possible.
- Staff is continuing to implement the communications plans for the Trails Master Plan update and Community Report.
- On September 2, 2022, The Town of Frisco released a [Request for Proposals \(RFP\) for a broadband strategic plan](#) that would address how to best serve the internet needs of Frisco residents and businesses and how public and private entities could work together towards a common goal of improving broadband capability in Frisco through the installation of a fiber network throughout Town. During the virtual meeting for interested parties on September 13, five firms attended, and two more parties have voiced their interest. Proposals are due on October 14 for this four to six month planning process.
- Staff partnered with CodeGeek, the Town’s web developer, to provide staff with training on [FriscoGov.com](#) and [TownofFrisco.com](#) in order to enable staff to continue to quickly and consistently update website content, which supports the perception of reliability of these platforms as an up-to-date resource and to continue to optimize search engine placement of Town websites.

Events:

- **Frisco Halloween Trick-or-Treat Street** will be on Monday, October 31 from 5:00-7:00 PM with trick-or-treating at local businesses, a silent disco at the Historic Park, the return of the business decorating contest and train on Main Street, and the 2nd Annual Summit County Animal Shelter Halloween Dog Parade. Staff chose an earlier time than typically seen prior to 2020 based on surveys/feedback in 2021 when the event was held even earlier, as Halloween was on a Sunday. Staff wanted to have the event earlier due to this feedback, a better chance of warmer temperatures, and more daylight. Businesses without Main Street locations will once again be offered a space at the Frisco Historic Park.
- **Wassail Days** will start on small business Saturday, November 26 and will go through December 4, as per ongoing feedback from local businesses. Lighting will kick off Wassail Days on November 26, and the mug design for this year's "12 sips of wassail" is currently being designed by a local artist.
- With the 12th concert in the series, **Concerts in the Park** ended on September 13 with great weather and a beloved local band, the Beau Thomas Band. While it was a rainy summer, which impacted the series, there were still many well attended Thursdays. Staff will continue to challenge the Town's booking agent to bring a few more touring acts, along with great local bands.
- **Frisco Fall Fest** on September 10 saw beautiful weather, a local and regional arts show from the Summit County Arts Council, food from Prosit, and beer, wine and margaritas benefitting Friends of the Dillon Ranger District. Staff, current and former council members, and the team from 23.4 also used this as an opportunity to do outreach for the arts and culture strategic plan. Over the course of almost four hours, about 230 people interacted with the team and the art project created by Frisco Public Works. Also, staff implemented use of a r-cups (reusable cups) for this event through a company on the Front Range, and it was well received and successful with attendees and volunteers.



Long wooden tables during Fall Fest (and a dog wearing a hat)



Art display during Fall Fest

- **Building Hope Mayor's Cup Presented by the Town of Frisco** brought 30 teams together at the Raven Golf Club on September 19. The Town of Frisco provides significant organizational, marketing, and logistical support to this tournament and sponsors the burritos and coffee prior to play. The Towns of Breckenridge, Dillon, Frisco, and Silverthorne and Summit County all had teams at the event to support Building Hope. There were many local sponsors, including businesses from Frisco, and seven sponsors of this event were exceptionally generous with their support:

Champion Fore Hope sponsors

- Breckenridge Grand Vacations/BGV Gives- who also sponsored two additional teams
- Vail Health
- FirstBank

Friends FORE Hope sponsors

- iFurnish
- PCL Construction
- Stais Architecture & Interiors
- The Canteen Tap House and Tavern

Frisco/Copper Visitor Information Center:

June 2022

- The Information Center saw 3,887 visitors in June 2022 (VIC saw 3,860 visitors in June 2021).
- The Information Center answered 120 phone calls in June 2022 (VIC answered 172 phone calls in June 2021)

July 2022

- The Information Center saw 5,658 visitors in July 2022 (VIC saw 5,573 visitors in July 2021).
- The Information Center answered 99 phone calls in July 2022 (VIC answered 158 phone calls in July 2021)

August 2022

- The Information Center saw 4,404 visitors in August 2022 (VIC saw 2,520 visitors in August 2021).
- The Information Center answered 98 phone calls in August 2022 (VIC answered 79 phone calls in August 2021)

Restroom Usage

June 2022

- Men's Restroom Usage: 15,571 in June 2022 (7,338 in June 2021)
- Women's Restroom Usage: 19,594 in June 2022 (8,062 in June 2021)

July 2022

- Men's Restroom Usage: 18,494 in July 2022 (2,056 through July 6, 2021 due to device malfunction)
- Women's Restroom Usage: 24,558 in July 2022 (5,147 through July 22, 2021 due to device malfunction)

August 2022

- Men's Restroom Usage: 15,426 in August 2022 (8,680 in August 2021)
- Women's Restroom Usage: 18,014 in August 2022 (6,828 in August 2021)

Information Staff Updates

- This summer security cameras were installed at the Visitor Center as a part of the town-wide camera project.
- Jess Holley attended the quarterly Care for Colorado Coalition meeting where a panel discussed wildfire prevention and ways to help educate visitors about campfire safety. The staff has been promoting this information in person to the Information Center audience and via social media.
- The Visitor Center worked with The Next Page and participated in this year's Where's Waldo Challenge, and communications staff assisted with passport printing, as this event encourages visits to local businesses. Staff had a great time assisting children and their families in finding Waldo and promoting the other local businesses that also participated.
- Information Center staff saw a gap, and therefore, created a Kid's Guide to Summit County to help better assist and support visitors with children.
- This summer the Visitor Information Center exterior got a fresh coat of paint.

- From July 21 – July 23, the Town participated in another Visit Colorado Instagram takeover. Through this takeover, Information Center staff was able to showcase the best of what Frisco has to offer in the summer. Visit Colorado has 220,000 followers on Instagram.
- Staff continues to work with Stais architecture and Norris Designs on designs for the Information Center remodel and addition, in addition to the expanded scope which includes a redesign of the Old Town Hall Park behind the Visitor Information Center.

Literature Distribution

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

June 2022

- Restaurant Guide: 250
- Summit Rec Path Map: 200
- Summit County Map: 600
- Scenic Byway Handout: 100
- CO State Map: 250
- Lodging Brochure: 150
- Frisco Business Map: 1,000
- Frisco Hiking Map: 1,200
- Frisco Bay Marina: 300
- Winter Responsible Recreation: 0
- An approximate total of literature pieces: 4,000

July 2022

- Restaurant Guide: 350
- Summit Rec Path Map: 500
- Summit County Map: 600
- Scenic Byway Handout: 50
- CO State Map: 500
- Lodging Brochure: 125
- Frisco Business Map: 1,000
- Frisco Hiking Map: 400
- Frisco Bay Marina: 150
- Winter Responsible Recreation: 0
- An approximate total of literature pieces: 3,675

August 2022

- Restaurant Guide: 325
- Summit Rec Path Map: 325
- Summit County Map: 300
- Scenic Byway Handout: 50
- CO State Map: 250
- Lodging Brochure: 175
- Frisco Business Map: 1,000
- Frisco Hiking Map: 1,200
- Frisco Bay Marina: 0
- Winter Responsible Recreation:
- An approximate total of literature pieces: 3,625

Walk in Visitors 2015-2022

