

Optimal Space Utilization Data Analytics

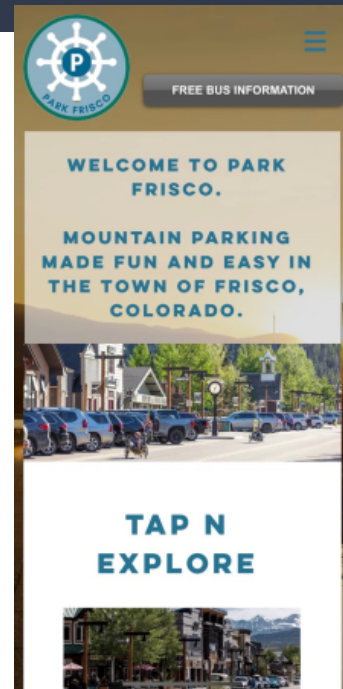
Park Frisco - Summer 2022



The Complete Turnkey Solution for Park Frisco

Park Frisco provides the following, free of cost to the Town of Frisco:

- Park Frisco covered all upfront costs with no ongoing costs
- Park Frisco Ambassador Team
- Park Frisco Management Team
- Payment Stations and Payment Station Management
- Signage - design, implementation, and install
- Logo design and implementation
- Parkfrisco.com - mobile and desktop friendly
- 24/7 payment/appeal portal
- Park Frisco Customer Care Team
 - All inquiries on any platform were responded to in one business day or less
- Data reporting and analysis
 - Occupancy Reports, length of stay, season passes sales and utilization, turnover, Optimal Space Utilization Data Analytics, Customer Experience Report
- Ongoing consulting on optimizing the guest experience



Park Frisco passed along local feedback throughout the season to the Town of Frisco to help better serve Town of Frisco and Frisco Marina guests.

Park Frisco regularly worked with the Town of Frisco regarding operational changes and updates for both real time and planned events.



Parkfrisco.com Analytics 2022 Year-to-Date

Year-to-Date Highlights (06/01/22 site launch):

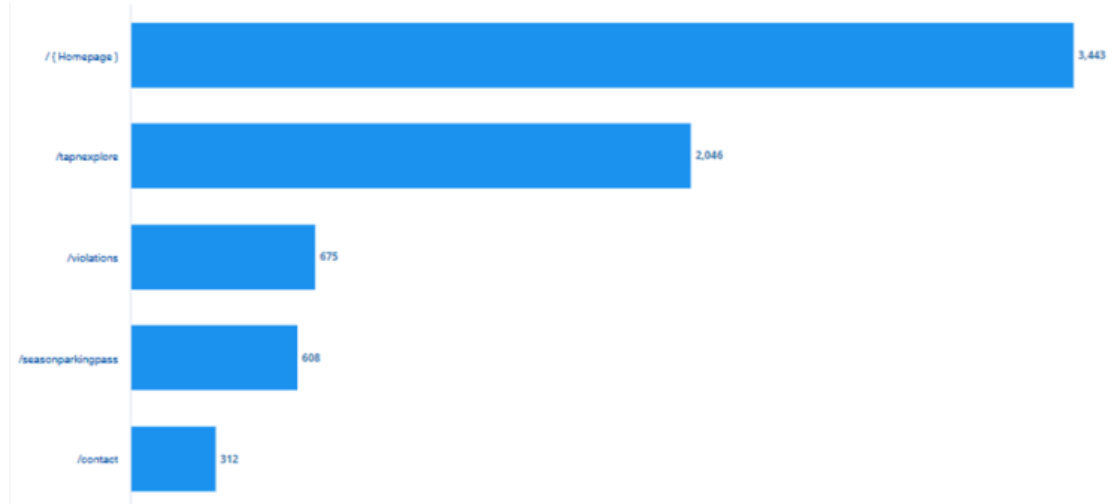
- 7,084 page views during the summer season
 - Brand new website
- 86 website updates on demand based on customer feedback
 - Constantly trying to create a solution that meets the need of our valued customers

Top three pageviews:

- Home
- Tap N Explore
- Violations

Top visitor by city:

- Denver
- Breckenridge
- Texas (Unknown City)



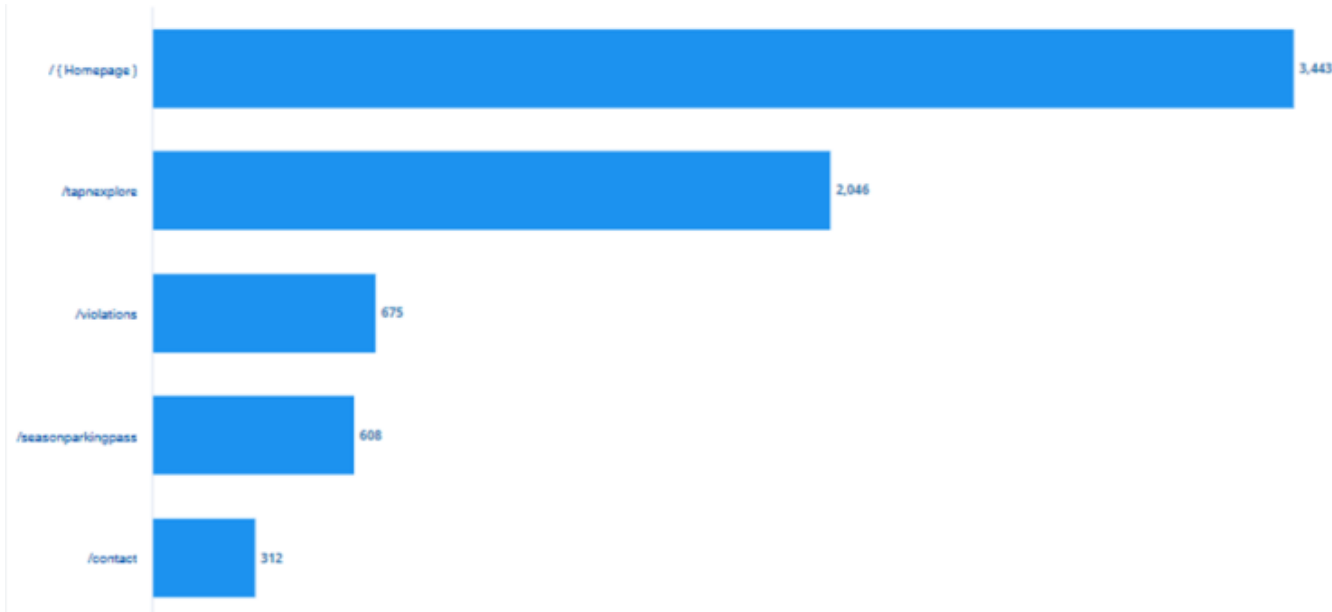
88.4% of visitors access parkfrisco.com directly

Parkfrisco.com is most visited on Sundays at 10 AM



Parkfrisco.com Analytics 2022 Year-to-Date

7,084 Total Page Views

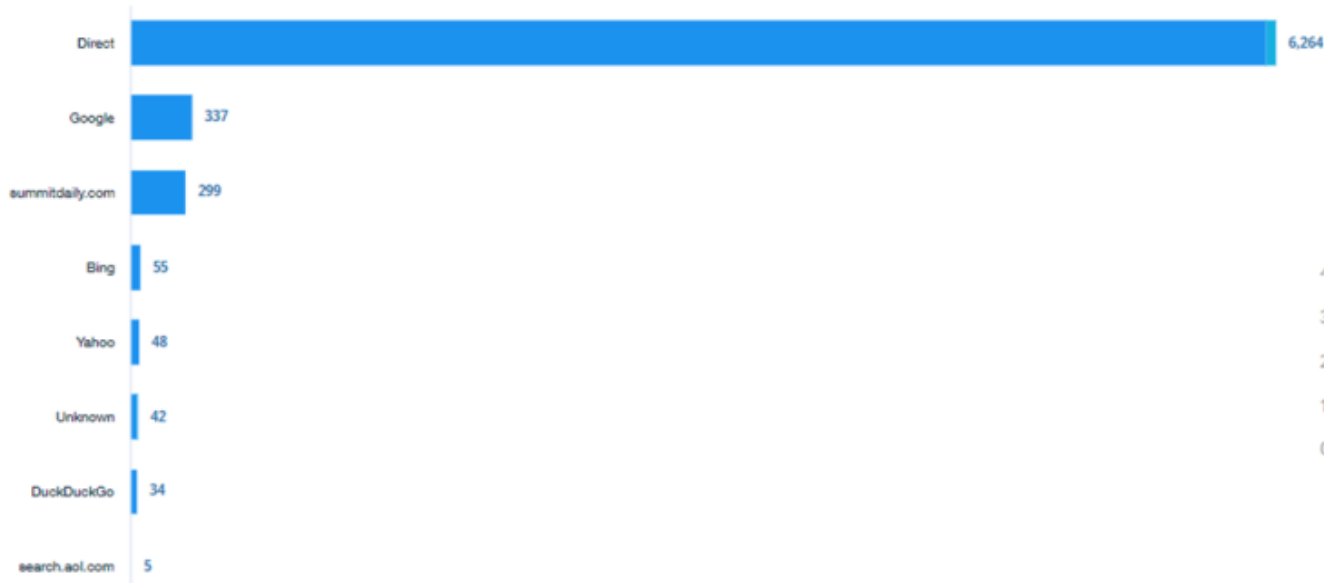


Top Views by Country



Parkfrisco.com Analytics 2022 Year-to-Date

Traffic Sources

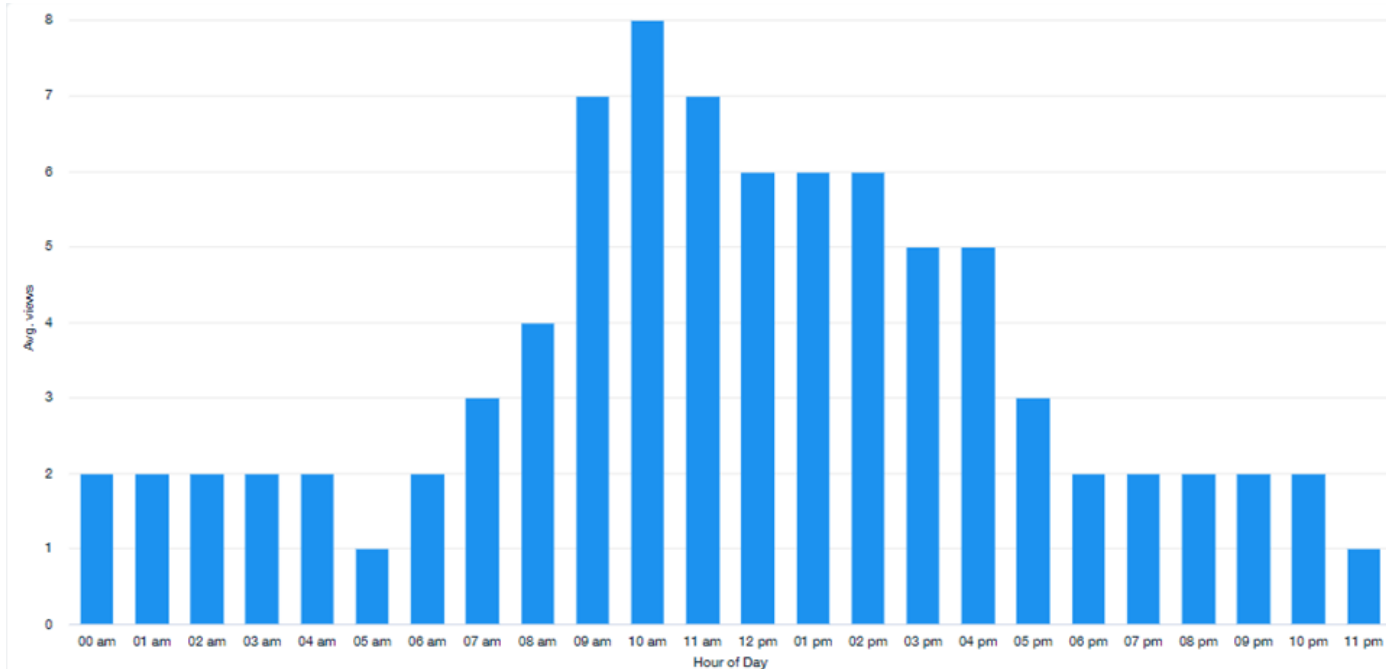


Average Sessions by Day



Parkfrisco.com Analytics 2022 Year-to-Date

Average Views by Hour of the Day



Parkfrisco.com Analytics 2022 Year-to-Date

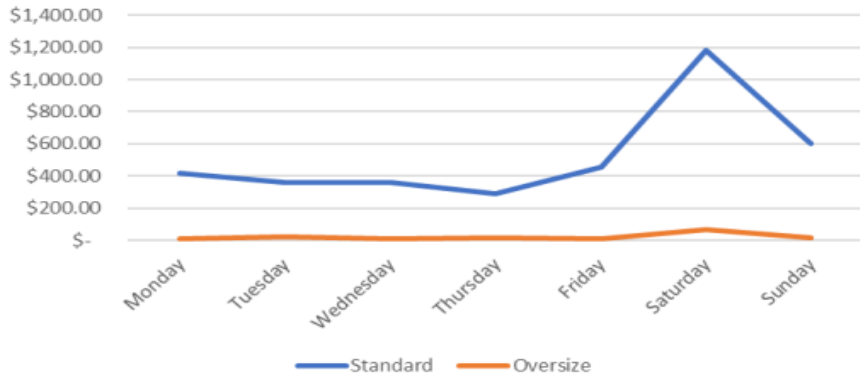
Top 20 Visitors by City

Country	Region	City	Page views	Site sessions	Unique visitors
United States	CO	Denver	2,067	1,099	850
United States	CO	Breckenridge	961	455	352
United States	TX	Unknown	592	308	245
United States	CO	Unknown	539	283	237
United States	CO	Dillon	442	199	153
United States	Unknown	Unknown	288	157	130
United States	CO	Frisco	261	96	70
United States	CO	Littleton	159	75	62
United States	CO	Colorado Springs	87	36	30
United States	CO	Aurora	75	46	41
United States	CO	Silverthorne	68	34	28
United States	MO	Kansas City	65	20	13
United States	CO	Arvada	51	31	17
United States	MO	Unknown	48	26	25
United States	CO	Avon	41	20	17
United States	CO	Parker	40	19	17
United States	CO	Englewood	38	24	21
United States	OK	Unknown	38	17	15
United States	IL	Chicago	35	20	16
United States	CO	Louisville	32	20	4

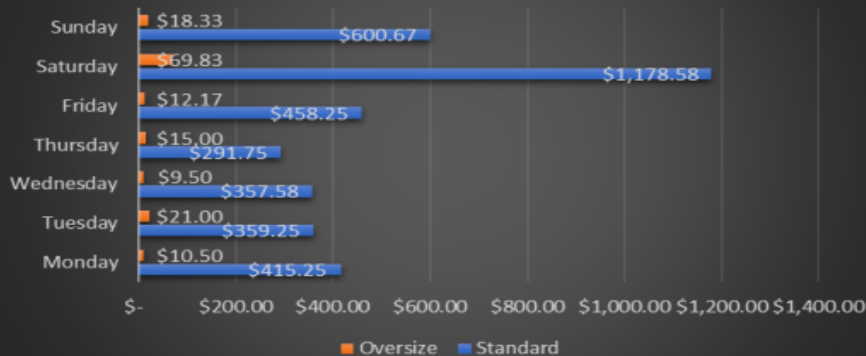


June Data Analytics

June Revenue



June Revenues

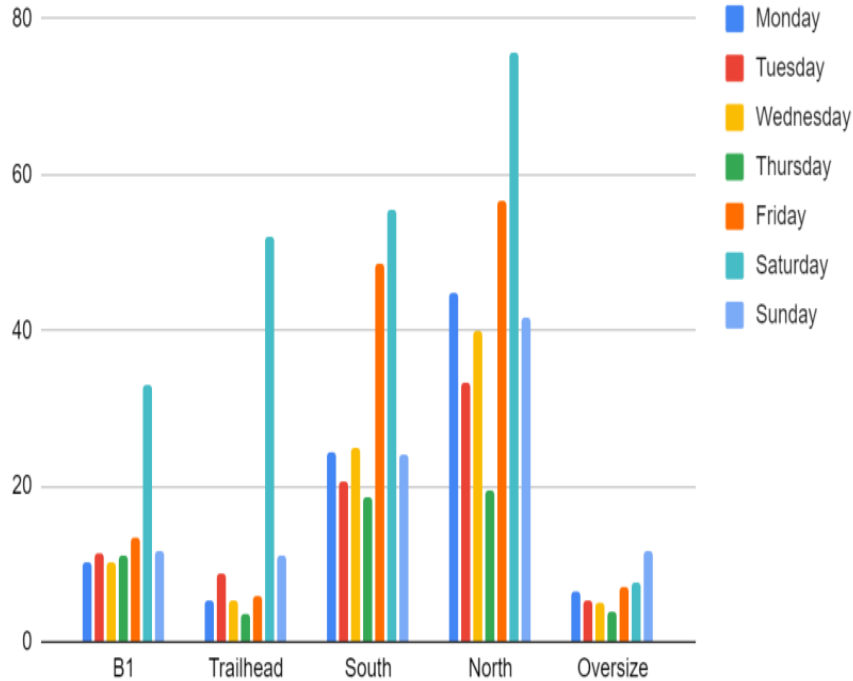


June Date	Oversized Spaces Average Transaction Amount	Standard Spaces Average Transaction Amount
10	\$ 4.50	\$ 2.01
11	\$ 12.50	\$ 3.21
12	\$ 11.75	\$ 3.61
13	\$ 1.50	\$ 1.89
14	\$ 2.00	\$ 2.46
15	\$ -	\$ 2.12
16	\$ 6.75	\$ 2.58
17	\$ 7.50	\$ 2.90
18	\$ 10.63	\$ 3.49
19	\$ 2.00	\$ 2.98
20	\$ 3.90	\$ 2.54
21	\$ 7.20	\$ 2.17
22	\$ 5.40	\$ 2.65
23	\$ 9.00	\$ 2.54
24	\$ 10.00	\$ 2.76
25	\$ 8.04	\$ 3.09
26	\$ -	\$ 2.87
27	\$ 5.25	\$ 2.06
28	\$ 7.00	\$ 2.26
29	\$ 1.50	\$ 2.16
30	\$ -	\$ 2.48
Averages:	\$ 5.54	\$ 2.61



June Data Analytics

June



June had 4,073 transactions at the Marina with Colorado Average Vehicle

Occupancy being 2.8. The Marina saw over 11,400 visitors from June 10 - June 30.

North and South are the busiest lots due to their premium location at the Marina.

Overall, the highest occupancy days are peak days, with Saturday being the most popular.

North Lot is where the majority of ADA guests park.

63% of transactions were Tap N Explore - easy to use contactless payment in three seconds

Average length of stay for Marina visitors:

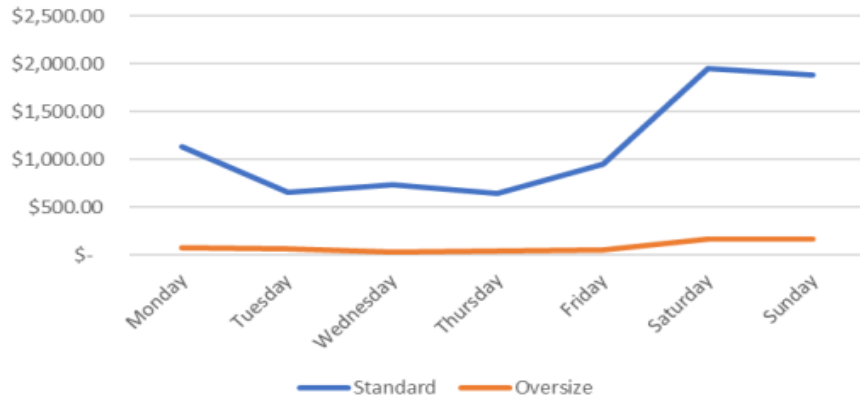
Oversized Spaces - 3 - 3.5 hours (including 30 min free)

Standard Spaces - 2.5 - 3 hours (including 30 min free)

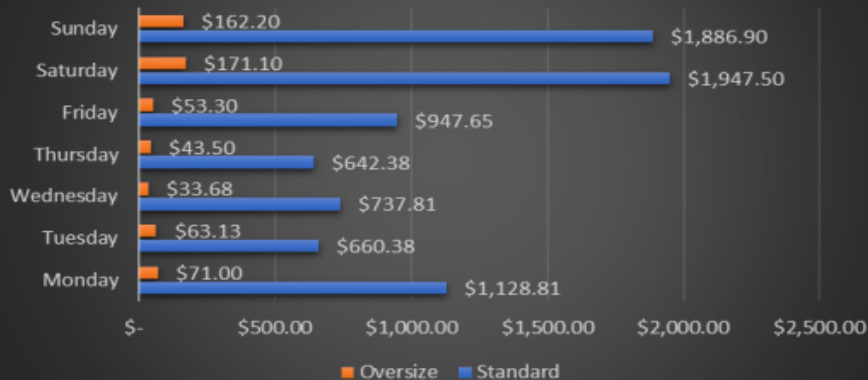


July Data Analytics

July Revenue



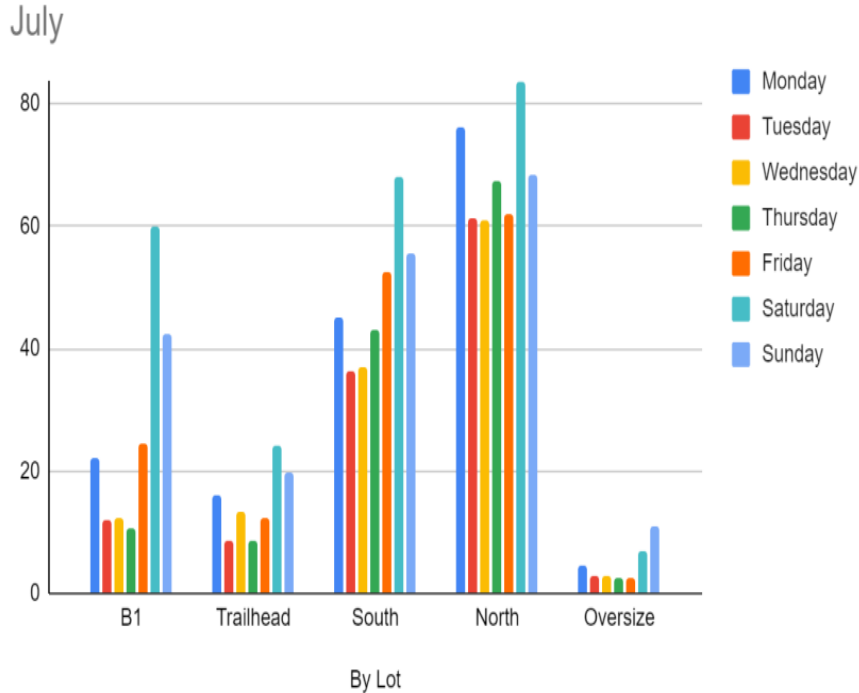
July Revenue



July Date	Oversized Spaces Average Transaction Amount	Standard Spaces Average Transaction Amount
1	\$ 9.30	\$ 2.88
2	\$ 11.22	\$ 4.02
3	\$ 10.58	\$ 3.83
4	\$ 10.54	\$ 4.80
5	\$ 1.50	\$ 2.91
6	\$ 3.75	\$ 2.51
7	\$ 4.50	\$ 2.39
8	\$ 4.30	\$ 3.56
9	\$ 8.58	\$ 4.28
10	\$ 9.71	\$ 3.72
11	\$ 4.50	\$ 2.58
12	\$ 7.50	\$ 2.78
13	\$ 6.30	\$ 2.64
14	\$ 4.71	\$ 2.67
15	\$ 3.30	\$ 3.03
16	\$ 10.91	\$ 4.15
17	\$ 12.25	\$ 4.33
18	\$ 3.50	\$ 2.42
19	\$ 3.50	\$ 2.56
20	\$ 3.75	\$ 2.58
21	\$ 4.79	\$ 2.48
22	\$ 4.65	\$ 3.03
23	\$ 9.85	\$ 3.96
24	\$ 5.50	\$ 3.09
25	\$ 4.73	\$ 2.57
26	\$ 6.94	\$ 2.79
27	\$ 3.79	\$ 2.73
28	\$ 5.40	\$ 2.61
29	\$ 3.95	\$ 2.91
30	\$ 10.82	\$ 4.22
31	\$ 6.95	\$ 3.59
Averages:	\$ 6.08	\$ 3.04



July Data Analysis



July had 10,623 transactions at the Marina with Colorado Average Vehicle

Occupancy being 2.8. The Marina saw over 29,744 visitors in July, almost tripling visitation from June.

North and South are the busiest lots due to their premium location at the Marina.

Overall, the highest occupancy days are peak days, with Saturday being the most popular.

North Lot is where the majority of ADA guests park.

68% of transactions were Tap N Explore - easy to use contactless payment in three seconds

Average length of stay for Marina visitors:

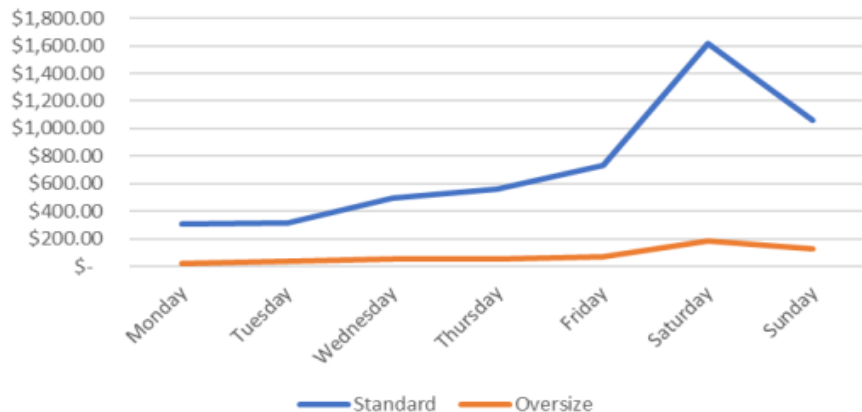
Oversized Spaces - 3 - 3.5 hours (including 30 min free)

Standard Spaces - 3 - 3.5 hours (including 30 min free)

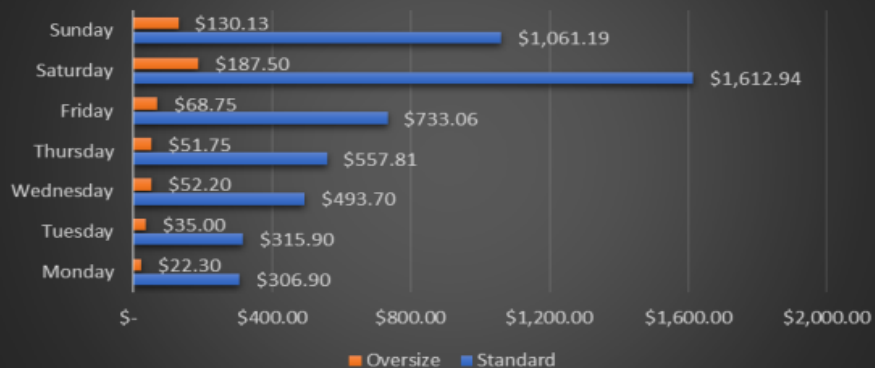


August Data Analytics

August Revenue



August Revenue

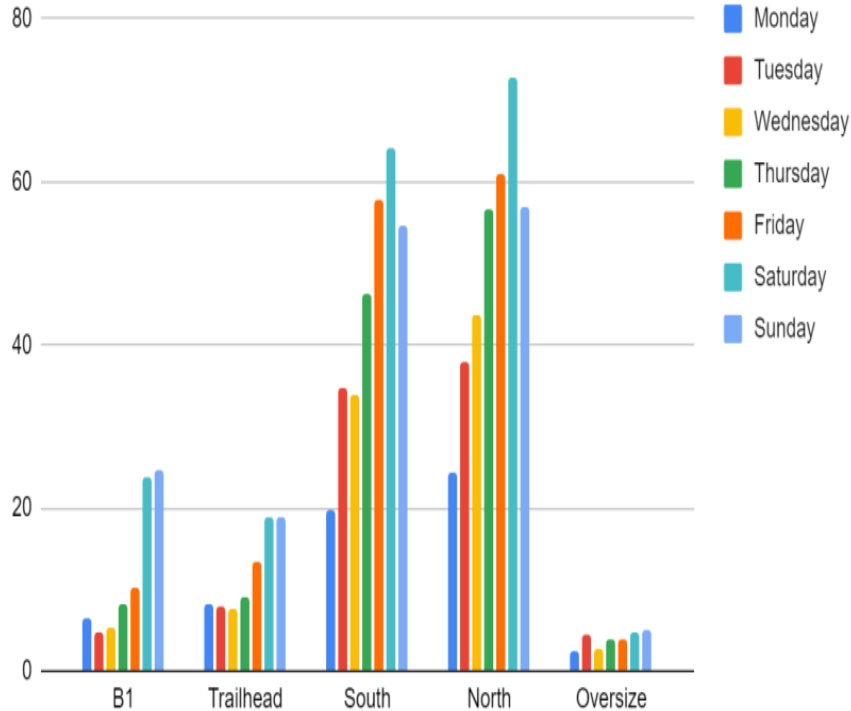


August Date	Oversized Spaces Average		Standard Spaces Average	
	Transaction	Amount	Transaction	Amount
1	\$	3.38	\$	2.43
2	\$	6.25	\$	2.48
3	\$	5.75	\$	2.30
4	\$	3.62	\$	2.45
5	\$	7.12	\$	3.88
6	\$	8.00	\$	4.25
7	\$	9.43	\$	3.45
8	\$	8.00	\$	1.83
9	\$	7.13	\$	2.21
10	\$	6.35	\$	2.62
11	\$	8.06	\$	2.61
12	\$	4.63	\$	2.82
13	\$	12.18	\$	4.55
14	\$	8.28	\$	3.97
15	\$	7.50	\$	1.56
16	\$	-	\$	1.82
17	\$	4.80	\$	2.35
18	\$	5.79	\$	3.84
19	\$	9.31	\$	6.31
20	\$	4.94	\$	8.31
21	\$	6.50	\$	7.58
22	\$	4.00	\$	4.25
23	\$	4.88	\$	2.50
24	\$	3.00	\$	4.08
25	\$	5.79	\$	3.55
26	\$	6.42	\$	4.88
27	\$	11.48	\$	6.19
28	\$	10.08	\$	5.11
29	\$	4.75	\$	3.39
30	\$	6.06	\$	3.70
31	\$	6.43	\$	3.82
Averages:	\$	6.42	\$	4.15



August Data Analytics

August



August had 7,243 transactions at the Marina with Colorado Average Vehicle Occupancy being 2.8. The Marina saw over 20,280 visitors in August.

North and South are the busiest lots due to their premium location at the Marina.

Overall, the highest occupancy days are peak days, with Saturday being the most popular.

North Lot is where the majority of ADA guests park.

66% of transactions were Tap N Explore - easy to use contactless payment in three seconds

Average length of stay for Marina visitors:

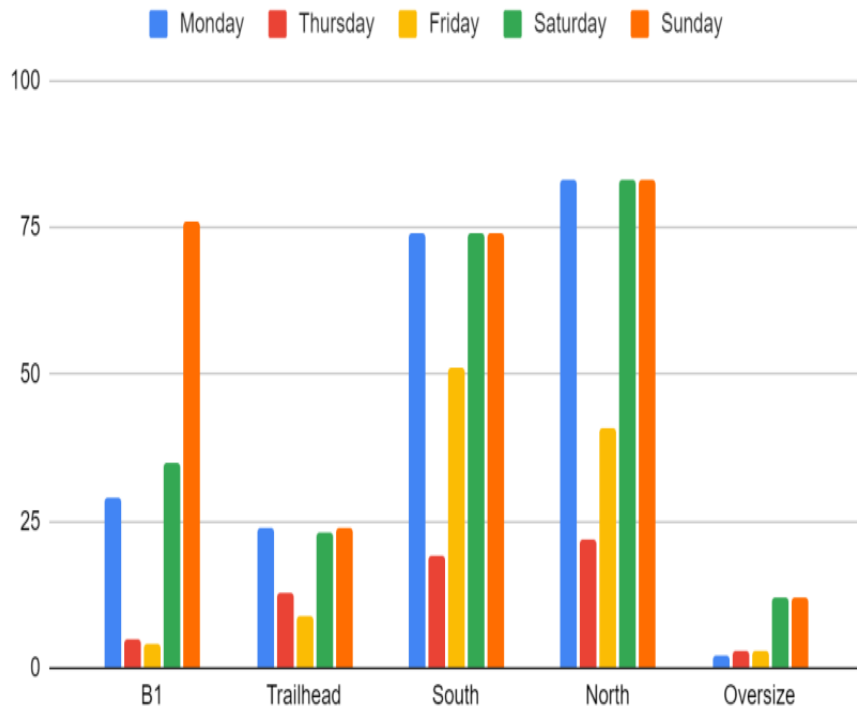
Oversized Spaces - 3 - 3.5 hours (including 30 min free)

Standard Spaces - 4 - 4.5 hours (including 30 min free)



September Data Analytics

September



September (Labor Day Weekend) had 1,368 transactions at the Marina with Colorado Average Vehicle Occupancy being 2.8. The Marina saw around 4,000 Labor Day Weekend

69% of transactions were Tap N Explore - easy to use contactless payment in three seconds

Average length of stay for Marina visitors:

Oversized Spaces - 3 - 3.5 hours (including 30 min free)

Standard Spaces - 2.5 - 3 hours (including 30 min free)

September Date	Oversized Spaces Average Transaction Amount		Standard Spaces Average Transaction Amount	
1	\$	4.29	\$	2.28
2	\$	4.34	\$	3.03
3	\$	7.23	\$	4.07
4	\$	11.59	\$	3.95
5	\$	11.45	\$	3.09
Averages:	\$	7.78	\$	3.28

Optimal Space Data Analytics - Turnover

June Turnover: **2.30**

July Turnover: **3.31**

August Turnover: **3.13**

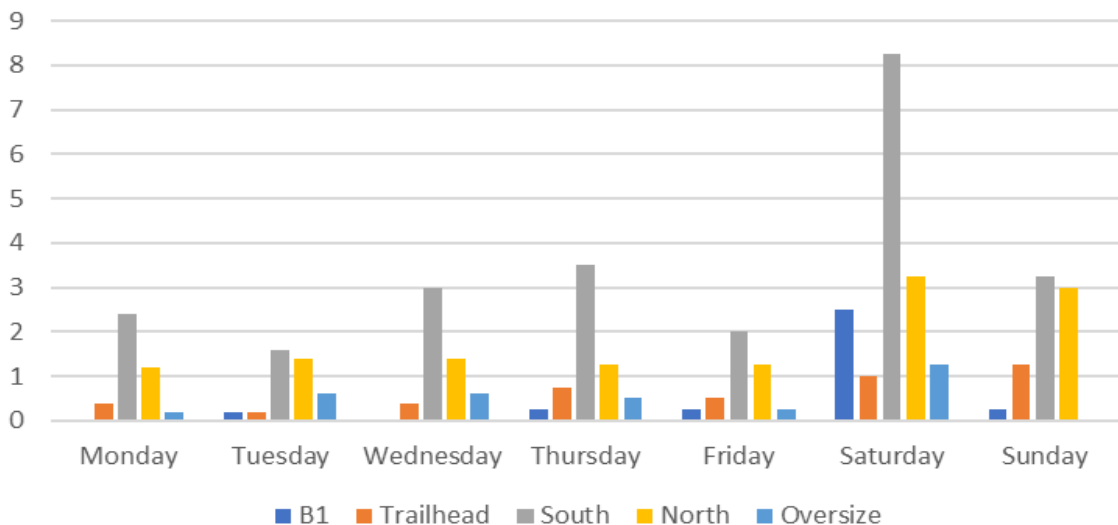
September Turnover: **3.24**



Turnover rate factors in season pass holders as well as employee parking

Passholder Analytics

Passholder Attendance



Passholders have clear preference for South Lot followed by North Lot.

Saturdays and Sundays have the highest Season Parking Passes use.

Total Season Passes sold: 190



Digital Signage

Incorporating digital signage will help educate parkers on where they can park. Educating and directing parkers to Main St. allows for a free parking alternative just a short walk away from the Marina.

Our recommendation would be to add digital signage pointing to free Main St. parking within a short walk to the Marina.

Digital signage is used throughout Summit County to educate parkers on parking availability, rates, and options.

Park Frisco can incorporate custom digital signage to help educate parkers how many stalls are available in lots to help with traffic flow and to inform guests while collecting occupancy data. This information can be directly integrated into the parkfrisco.com website, both desktop and mobile friendly.

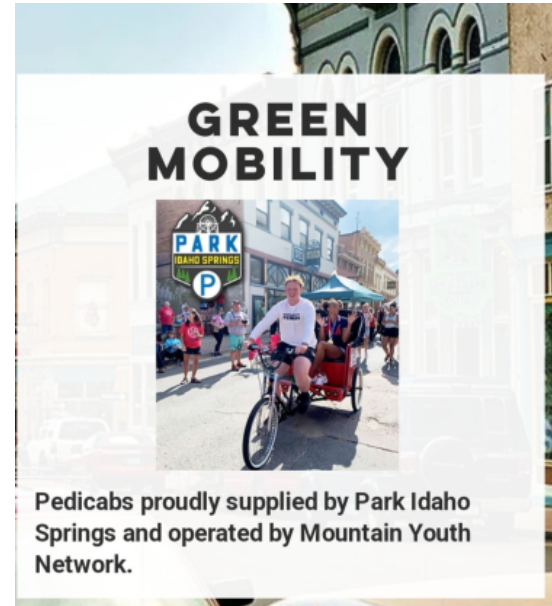


Pedicab for Main St. Frisco

Incorporate a youth network program such as the one that has been implemented in downtown Idaho Springs. This provides jobs to local youth while directly working with the addition of digital signage to educate guests about free Main St. parking.

This will provide a solution for parkers to easily be transported to the Marina if they do not wish to walk. This will also bring more guests into downtown Frisco, increasing business revenue.

This program can be implemented on peak days to help traffic flow throughout Frisco.



Frisco Main St. 3 Hour Parking

The Park Frisco Ambassadors received positive feedback from many employees, visitors, and residents on Main St. Employees and business owners saw a noticeable increase in revenue as spaces turned over more frequently due to the success of the program.

Additionally, when Park Frisco started enforcing the 3 hour parking, we saw many vehicles that parked on Main Street were employees of the businesses, and as such were not contributing monetarily to revenues of local businesses. With our compliance, business owners and employees either moved their vehicles to the correct parking locations or opted for more eco-friendly public transit. Because of this, not only does each space increase visitation, but also guest satisfaction.

Finally, Park Frisco Ambassadors were easily identified and a great source of information. They were able to provide recommendations for food, lodging, and entertainment. This is not only true for Frisco, but all of Summit County.



Frisco Marina Employee Parking

All employees parked in the B1 Lot unless otherwise authorized.

Due to the high occupancy of all lots at the Marina on peak days, it is recommended to redirect employees to Frisco Public Works (next to the Marina) to allow more guests to the Marina.

Allowing for more parking spaces to be available to guests will increase the customer experience as well as revenue into the Marina.

During non-peak days, Marina employees can park in the B1 Lot.



Recommendations per Park Frisco Analytics

The following recommendations are based on the analytics provided in the Optimal Space Utilization as well as observations by the Park Frisco Team and local feedback.

- To continue to encourage turnover and to match demand, it is recommended to increase the 3 hour rate to \$20 as it is the most popular rate and increase additional 30 minutes by \$5 intervals
 - Per page 15, Park Frisco is seeing an average of three turns a day. With the recommendation to increase the 3 hour rate on peak days, this would increase turns to approximately 6-7 per day, tripling visitation around 60,000 visitors
- Designate Season Permit Parking, per page 16.
 - We recommend a midweek and a premium season parking pass at the Marina in designated areas.
 - Monday - Thursday season parking pass at \$99, premium season parking pass at \$349
- Redirect employee parking on peak days to allow more visitation of guests to the Marina, per page 20.
- The recommendations above will increase local business sales tax due to more visitation in Frisco.
- Parkfrisco.com has become a mobility platform the the community, we recommend adding links to all shuttles, public transportation, bike routes, Adventure Park, Maria Rentals, ski areas, and map of downtown businesses.

