



## 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:** DECEMBER 13, 2022

### Communications:

#### Media Coverage

- **9News** covered the tubing hill [Thanksgiving opening](#) in both live and recorded segments approximately fourteen times over 24 hours with between 11,000 and 22,000 viewers per segment. Coverage included Matt Renoux sliding down the hill early am. The digital site sees 2,262,807 unique monthly visitors.
- Freelance writer Jessica Hughes covered the Frisco Nordic Center and Adventure Park in a piece titled "[Top Nordic Ski Areas & Trails by Denver](#)," published by **Uncover Colorado**. The digital site sees 141,570 unique monthly visitors.
- **U.S. News & World Report** listed Frisco in relationship to Copper in their article "[17 Top Colorado Ski Resorts](#)". The digital site sees 37,182,877 unique monthly visitors.
- Frisco is also mentioned in a **Ski Magazine and Outside Magazine** story, "[Top 30 Ski Resorts in the West \(2023\)](#)," positioning Frisco as Copper's town. The piece was also published by **Yahoo Life**. We are working with our PR company on hosting writer, Samantha Berman, so she can experience even more of Frisco. Ski Magazine sees 124,256 UMV and Yahoo Life sees 405,937,546 UMV.
- **Channel 7** covered Frisco, Foote's Rest, and Outer Range as part of a winter weather and CDOT winter operations story "[Winter brings more tourists, traffic to the mountain](#)". This story had a reach of about 20,000 viewers.
- Frisco was covered in the piece, "[12 magical destinations that sparkle during the holidays](#)," published by **MSN**, highlighting Wassail Days and the Adventure Park. The digital site sees 177,502,189 unique monthly visitors.
- A lighting and fireworks video filmed and shared by Communications staff was published by **9News**, with the title, "[Frisco Wassail Days Lighting and Fireworks](#)." The digital site sees 2,262,807 unique monthly visitors.
- **Westword** featured the Frisco Adventure Park in a piece, "[Get Outside: Ten Places to Go Tubing in Colorado](#)." The digital site sees 944,258 unique monthly visitors.

- **Channel 2** did a Wassail Days' segment on the [Great Day Colorado Thanksgiving Show](#). The nearly 5-minute segment saw 3,510 viewers.
- **5280** included the Wassail Days in a roundup, "[Fun Things to Do in Denver, November 22 to November 28](#)." The digital site sees 353,741 unique monthly visitors.
- Wassail Days was also featured in a **Westword** piece, "[Winter 2022: Dozens of Holiday Events in and Around Denver](#)." The digital site sees 944,258 unique monthly visitors.
- **9News** included Wassail Days and the Turkey Day 5k in a roundup, "[9Things to do in Denver and Colorado this Thanksgiving weekend](#)." The digital site sees 226,2807 unique monthly visitors.
- **All Womens Talk** covered Frisco and Two Below Zero in a piece titled "[Best Places to Hitch a Romantic Ride in a Sleigh](#)". The digital site sees 896,988 unique monthly visitors.
- Frisco was featured in a **WorldAtlas** piece, "[Most Underrated Towns In Colorado](#)," highlighting the Dillon Reservoir, historic buildings and more. WorldAtlas is one of the largest publishing resources in geography, sociology, demography, environment, economics, politics, and travel. The digital site sees 4,420,492 unique monthly visitors.
- Frisco's Wassail Days was covered in a **Colorado Expression** feature story, "[Enjoy Hot Cider and Holiday Shopping at the Wassail Days in Frisco](#)."
- **In Good Taste Denver** included the annual Wassail Days event in a roundup, "[What's In Good Taste in November](#)." The digital site sees 10,225 unique monthly visitors.
- **9News** suggested the 46<sup>th</sup> Annual Run the Rockies Road race in "[9Things to do in Colorado this weekend: Sept. 16-18](#)". The digital site sees 2,262,807 unique monthly visitors.
- **Fox 31 covered Frisco in** "[10 great places to see fall colors in Colorado](#)". The digital site sees 1,869,068 unique monthly visitors.
- **NewsBreak** also covered Frisco in "[10 great places to see fall colors in Colorado](#)". The digital site sees 8,768,393 unique monthly visitors.
- **TravelAwaits** featured Summit County and Frisco in their article, "[9 Best U.S. Small Towns To Visit In The Fall \(2022\)](#)". The digital site sees 4,501,911 unique monthly visitors.
- **Fox 31** mentioned Frisco again in "[Peak fall color: Everything you need to know for this weekend](#)". The digital site sees 1,869,068 unique monthly visitors.

## Communications

- In November, Communications staff wrote and distributed a [PFAS update](#) to all water customers via email and regular mail (depending on billing preference) regarding the pilot testing anticipated to start in December and updating customers that Well 7 was still not in use in the general water system.
- Communications staff facilitated and organized sponsorship of the COO breakfast and attendance for a total of 23 staff and Town Council members.

## Events:

- Frisco's Trick-or-Treat Street was well attended with 1,000+ trick-or-treaters. The earlier start time (5-7 pm), train rides, the Animal Shelter dog costume parade, and return of the decorating contest were well received.



Photo Credit Joe Kusumoto



- **Wassail Days** started on small business Saturday, November 26, and went through December 4, as per ongoing feedback from local businesses. The lighting and fireworks on November 26 saw between 800 and 1,000 attendees, enjoying wassail, hot wine, and cookies to benefit the Family Intercultural Resource Center. 2,108 "12 Sips of Wassail" cards were turned in at the Visitor Information Center in exchange for a free Wassail mug, indicating at least 25,296 visits to local businesses due to Wassail Days. This is 88 more cards turned in and 1,056 more visits recorded than last year. Business Wassail winners have not yet been tallied and announced. Notably, this year saw a significant amount of local high school and middle school students participating in the "12 Sips of Wassail" journey.



Photo Credit Mike Murphy



## **Frisco/Copper Visitor Information Center:**

### **September 2022**

- The Information Center saw 3,053 visitors in September 2022 (VIC saw 1,611 visitors in September 2021).
- The Information Center answered 72 phone calls in September 2022 (VIC answered 62 phone calls in September 2021).

### **October 2022**

- The Information Center saw 1,822 visitors in October 2022 (VIC saw 1,189 visitors in October 2021).
- The Information Center answered 83 phone calls in October 2022 (VIC answered 52 phone calls in October 2021).

### **November 2022**

- The Information Center saw 2,994 visitors in November 2022 (VIC saw 2,556 visitors in November 2021).
- The Information Center answered 134 phone calls in November 2022 (VIC answered 115 phone calls in November 2021)

## **Restroom Usage**

### **September 2022**

- Men's Restroom Usage: 13,655 in September 2022 (9,414 in September 2021)
- Women's Restroom Usage: 17,282 in September 2022 (3,622 in September 2021)

### **October 2022**

- Men's Restroom Usage: 8,980 in October 2022 (No data for October 2021 due to device malfunction)
- Women's Restroom Usage: 11,284 in October 2022 (5,553 in October 2021)

### **November 2022**

- Men's Restroom Usage: 4,635 in November 2022 (No data for November 2021 due to device malfunction)
- Women's Restroom Usage: 4,988 in November 2022 (5,295 in November 2021)

## **Information Staff Updates**

- Three Visitor Information Center staff attended the Governor's Tourism Conference in Snowmass.
- Jess Holley trained Michael Goins at the Town Hall front desk on RecTrac so he can better assist guests with tubing reservations for the upcoming season.
- Information Center staff put together a list of mud season business openings/closures and Thanksgiving dinner options at Frisco restaurants.
- The Visitor Center and Communications staff participated in Trick-or-Treat on Main Street on October 31 by handing out candy.
- Jess Holley assisted the Green Team during the first Frisco Repair Fair on October 8.
- Jess Holley, Vanessa Agee, Addison Canino, and Susan Lee continue to work with Stais Architecture and Norris Design on the Visitor Center remodel and Old Town Hall Park.
- Information Center staff is working with the Recreation Department on gaining access to COTREX to be able to edit trails and to be able to notify app users of any trail closures in the area.
- Information Center staff worked a booth at Girls on the Run event in Frisco on November 12 where Frisco and Copper information was provided to participating families.
- Visitor Center staff took \$860.00 in tubing reservations in November.

## **Literature Distribution**

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

**September 2022**

- Restaurant Guide: 300
- Summit Rec Path Map: 300
- Summit County Map: 900
- Scenic Byway Handout: 50
- CO State Map: 250
- Lodging Brochure: 100
- Frisco Business Map: 1,000
- Frisco Hiking Map: 800
- Frisco Bay Marina: 0
- Winter Responsible Recreation: 0
- An approximate total of literature pieces: 3,700

**October 2022**

- Restaurant Guide: 0
- Summit Rec Path Map: 0
- Summit County Map: 300
- Scenic Byway Handout: 100
- 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

**November 2022**

- Restaurant Guide: 75
- Summit Rec Path Map: 0
- Summit County Map: 0
- Scenic Byway Handout: 0
- CO State Map: 250
- Lodging Brochure: 75
- Frisco Business Map: 0
- Frisco Hiking Map: 0
- Frisco Bay Marina: 0
- Winter Responsible Recreation: 0
- An approximate total of literature pieces: 400

Walk in Visitors 2015-2022

