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MEMORANDUM

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P.O. Box 4100 ♦ FRISCO, COLORADO 80443

**TO: MAYOR AND TOWN COUNCIL**  
**FROM: VANESSA AGEE, COMMUNICATIONS DIRECTOR**  
**RE: 2023 RESOLUTIONS FOR SPECIAL EVENT STREET CLOSURES AND NO PET EVENTS**  
**DATE: JANUARY 10, 2023**

**Summary and Background:**

Frisco's special events are intended to enhance the quality of life of residents and visitors and to support a thriving economy throughout the Town.

- Each year the street closure resolution brings thoughtful consideration regarding how to maintain harmony between the economic vitality of Main Street and surrounding businesses and the community's desire for events on and around Main Street.
- The no pet event resolution honors the health and safety of event attendees and pets by determining which events are not appropriate for pets.

**Analysis:**

The street closure and no pet resolutions for 2023 reflect the best assumptions regarding a realistic and changed 2023 events calendar. There may be several event additions due to the Arts and Culture strategic plan and community wishes, and staff will provide Town Council with updates regarding any proposed additions as they arise. The following are notable street closure request changes:

- The Concert in the Park series will continue with 12 concerts in 2023 and have been shifted to a week earlier in June to reflect the availability of Thursday, June 15, 2023 due to the departure of the BBQ Challenge and to take advantage of the extended daylight in June. The feedback was overwhelmingly positive regarding the increase to 12 concerts from nine in the summers of 2021 and 2022, and staff is directing the Town's booking agent to continue to source local and national music acts and refocus on taking advantage of band routing in order to source higher quality musical acts. The closure of Main Street between 1<sup>st</sup> Avenue and 2<sup>nd</sup> Avenue for the Concert in the Park Series has proven to be a popular decision, which was first recommended by Chief Wickman due to safety concerns, and has clearly made these concerts more enjoyable, roomier, and safer.
- The Wassail Days lighting and fireworks on November 25, 2022 now also includes a new closure on Granite Street from 2<sup>nd</sup> Avenue to 3<sup>rd</sup> Avenue. This is a new condition from Summit Fire and EMS and now requires a brief Granite Street closure for approximately 15 minutes during the proximate fireworks display set off from the unpaved lot off of Granite Street between 2<sup>nd</sup> and 3<sup>rd</sup> Avenues .

**Financial Impact:** Events, including labor from different departments, are part of the approved 2023 budget.

**Alignment with Strategic Plan:** Frisco's events support vibrant culture, arts, and recreation; a thriving economy; a sustainable environment; and an inclusive community.

**Environmental Sustainability:** Events inherently use resources that might not otherwise be used and can create significant waste. Efforts to mitigate event impacts are consistently evaluated and improved. Frisco's own events and third-party events are required to show how they will reduce and divert waste, and the impact on open space and trails are consistently discussed when planning events and considering third party events. Therefore, special events also create an opportunity to talk about the Town's sustainability goals with attendees and can create new habits, which attendees may implement at home.

**Staff Recommendation:** Staff recommends approval of the Resolution 23-03 No Pet Event Designations and Resolution 23-04 Street Closures for 2023 Events.

**Reviews and Approvals:**

This report has been reviewed and approved by:

Tom Fisher, Town Manager  
Diane McBride, Assistant Town Manager and Director of Recreation and Culture  
Leslie Edwards, Finance Director

**Attachments:**

Attachment 1: Resolution 23-03 No Pet Event Designations for 2023 Events  
Attachment 2: Resolution 23-04 Street Closures for 2023 Events