



## 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:** JANUARY 24, 2022

### Communications:

#### Media Coverage

- [The Denver Post](#) (reach of 413,835), [Business Insider](#) (reach of 53 million), [Longmont Times Call](#) (reach of 74,000), and [The Fort Morgan Times](#) all carried articles about Granite Park and the Frisco's housing partnership with CDOT. Even a Tallahassee, FL television station with a reach of 137,000 picked up this story about CDOT with a mention of the partnership with Frisco in "[State governments rethink workforce housing during staffing shortage](#)".
- Frisco was mentioned in a recent **Family Destinations Guide** round-up, "[45 Best Weekend Getaways From Denver — Quick Trips!](#)" In the round-up, the write gives a nod to the Frisco Adventure Park, the Historic Park and Museum, as well as the Frisco Bay Marina. Family Destinations Guide features reviews of hotels, resorts, destinations, and attractions for the whole family. The website has a reach of more than 1.5 million unique monthly visitors.
- **UC Health** feature Mardi Gras 4Paws in their newsletter and website in an article titled "[6 lovely things to do in Colorado in February](#)". Frisco provided them with photography, which they subsequently used as their lead photo.
- **Fodor'sTravel** mentioned Frisco in the same breath with Keystone in their article "[Ditch the Slopes for These 10 Thrilling Winter Adventures Across America](#)". Fodor's has a monthly reach of 2 million.
- Frisco is covered in a piece, "[15 Best Mountain Towns in Colorado You Need to Visit](#)," published by **Trekaroo**. Highlights include Dillon Reservoir, the close proximity to various ski resorts, the pedestrian-friendly Main Street, the Vail Pass Bike Path, Hotel Frisco, and more. Trekaroo is an international blog serving a community of like-minded parents searching for advice and resources for traveling with family and children. The digital site sees 117,745 unique monthly visitors.
- Frisco's Up and At 'Em Race Series was featured in a **5280** roundup, "[Fun Things to Do in Denver, January 3 to January 9](#)." The story was also featured in 5280's e-newsletter. Their site currently sees 353,741 monthly visitors.
- Frisco is highlighted in a **SheBuysTravel.com** article, "[Fun Things to Do at Copper Mountain Ski Resort with Kids](#)." Their site has 175,918 monthly visitors.

- **All American Atlas** mentioned Frisco in a piece, "[19 Charming Small Towns in Colorado to Check Out](#)". All American Atlas is a national travel blog that sees 41,958 unique monthly visitors.
- The Frisco Nordic Center was covered in a **Westword** piece, "[Get Outside: Ten Cross-Country Skiing Destinations Near Denver](#)." The website sees 944,258 monthly visitors.
- Two Below Zero Sleigh Rides and Frisco were covered in a **Westword** piece, "[Get Outside: Ten Enchanting Winter Sleigh Rides in Colorado](#)." The digital site sees 944,258 unique monthly visitors.
- **Only In Your State** published a feature story, "[This Tiny Colorado Town Is The Grandest Winter Wonderland You'll Ever Visit](#)," highlighting what makes Frisco an ideal winter destination, including Wassail Days, the Spontaneous Combustion Bonfire and fireworks, and more. The website sees 6,762,084 unique monthly visitors.
- Frisco and Silverthorne were featured in a story, "[The State-cation Just Got So Much Cooler](#)," published in the December 2022 issue of **Colorado Parent**. The family-focused getaway piece highlights snowshoeing at the Nordic Center, dining on Main Street, the Frisco Historic Park and Museum, Wassail Days, the Adventure Park and Two Below Zero.

### Community Outreach

- Communications and events staff have been working with Copper Mountain since late October 2022 when Copper reached out regarding hosting the Colorado BBQ Challenge at Copper Mountain. Subsequently, Copper announced that they will be hosting the 28<sup>th</sup> Annual Colorado BBQ Challenge over Father's Day weekend 2023. Staff will continue to work with Copper on all facets of this event to facilitate the best possible transition and event.
- Communications staff worked on communications regarding the [Frisco pathways plowing pilot program](#) to gather more information regarding what the community wishes to see maintained and utilized as a year-round pathway. Staff have received about a dozen positive comments and two comments with feedback about not wanting to see the pathway between Dillon Dam Road and the Middle School plowed.
- Communications staff have also been consistently distributing communications about the [Christmas tree drop off](#) and [electric vehicle station fees](#).

### Events:

- Frisco will be hosting the [Spontaneous Combustion bonfire and fireworks](#) (with a DJ) at the corner of Summit Boulevard/Hwy 9 and Marina Road on Saturday, February 11 from 6pm-8pm. Once again this year, Summit County Preschool is stepping up to provide concessions sales. For several years now, this event has been scheduled on the same day as the Frisco Gold Rush Nordic races in order to celebrate the legacy of skiing and community in Frisco on the same day.
- [Mardi Gras 4Paws](#) returns two weekends later on Saturday, February 25 from 2:30pm-4pm with a whacky costumed dog parade down Main Street sidewalks and a street party on 3<sup>rd</sup> Avenue. This event will once again benefit [Hope for Animals Rescue](#), which has placed many dogs here in Summit County.

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

### **December 2022**

- The Information Center saw 2,296 visitors in December 2022 (VIC saw 2,286 visitors in December 2021).
- The Information Center answered 142 phone calls in December 2022 (VIC answered 193 phone calls in December 2021)

## **Restroom Usage**

### **December 2022**

- Men's Restroom Usage: 5,194 in December 2022 (No data for December 2021 due to device malfunction)
- Women's Restroom Usage: 5,756 in December 2022 (4,855 in December 2021)

## **Information Staff Updates**

- Wassail Days continued through December 4, 2022. The Visitor Center saw 3,645 total visitors during Wassail Days (November 26 – December 4) compared to 3,408 total visitors in 2021. The Visitor Center also had 2,108 12 sips cards redeemed compared to 2,020 in 2021.
- Visitor Center staff has been working on revising the FAQ book and guides to provide the most up-to-date information to guests.
- From December 8 – December 10, the Town of Frisco took over Visit Colorado's Instagram account where Frisco staff posted images and videos promoting Frisco and Copper Mountain. [Frisco gained 303 new Instagram](#) followers during this time and reached over 260,843 [Visit Colorado Instagram](#) users during the takeover.
- The Visitor Center continued to assist the Frisco Adventure Park in taking phone calls for refunds and bookings. The Visitor Center took in \$104 in tubing reservations for December.

## **Literature Distribution**

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

### **December 2022**

- Restaurant Guide: 125
- Summit Rec Path Map: 75
- Summit County Map: 0
- Scenic Byway Handout: 75
- CO State Map: 0
- Lodging Brochure: 50
- Frisco Business Map: 0
- Frisco Hiking Map: 0
- Frisco Bay Marina: 0
- Winter Responsible Recreation: 0
- An approximate total of literature pieces: 325

## Walk in Visitors 2015-2022

