



## MEMORANDUM

---

**P.O. Box 4100 ♦ FRISCO, COLORADO 80443**

---

**TO:** TOWN COUNCIL  
**FROM:** LINSEY JOYCE, RECREATION DIRECTOR  
**CC:** ERIN SOCKS, GENERAL MANAGER – ADVENTURE PARK  
ROSE GORRELL MUSEUM MANAGER  
LOGAN SNYDER, GENERAL MANAGER – MARINA  
GRANT MCKAY – PROGRAMS MANAGER  
**RE:** RECREATION & CULTURE DEPARTMENT REPORT – FIRST QUARTER  
**DATE:** APRIL 25, 2023

---

### Overview

This Department report highlights operations, programs, and events for the months of January, February, and March. Due to reporting delays within the UKG software, this report will highlight attendance numbers; the financials from January, February, March, and April will be presented in the May monthly report. Moving forward, the Recreation Department report will be completed monthly.

### Operations Highlights

Frisco Nordic staff were excited to have 100% of winter trails open on January 15, 2023. This date varies from year to year based on snow accumulation and wind on the upper trails.

Tubing Hill participation was up 30% from 2022 to 2023 for the combined months of January, February, and March. The increase can be attributed to having 5 lanes open and being fully staffed for both indoor and outdoor operations. Staff prepared for spring conditions by securing the hard bottom pieces onto the tubes; this allows the tube to move at a reasonable speed and not slow down as quickly in the soft, wet, snow.

Meg Dodson, Marina Guest Service Manager, secured nearly 500 lease agreements for slips, moorings, kayak racks, and dry storage. Tom Hogeman, Marina Service Manager, continues to focus on getting the new Marina work boat ready for summer operations. A new rescue boat is on order; however, it will not arrive for the 2023 summer season because it is a specialized, custom build. Staff are excited, nonetheless, to have a new rescue boat on Lake Dillon.

Frisco Historic Park & Museum staff remain busy planning, designing, and researching the 2023 exhibits: the 1916 all-women Board of Trustees is going into the Frank & Annie Ruth House in June, the Ute Peoples update in the Schoolhouse will happen next week, and the upcoming Avalanche exhibit in the Adventure Park Day Lodge happened in March. Staff also finalized plans for the Winter Lecture Series in March 2023. Lectures were held on Saturdays at 1:00pm at the Log Chapel from March 4 through April 1, 2023. Speakers were from historical organizations in neighboring counties, covering topics like the 10<sup>th</sup> Mountain Division and the history of Copper Mountain.

*Did you know?* The Train remains the most popular attraction at the Museum. Installed in 2005-2006 by the Randolph family, the train diorama represents Frisco at the turn of the century. Since August 2022, the train has made 2,200 trips equaling 5,375 laps around the diorama. The train is coin operated to help offset the high costs of maintenance and replacement parts. One trip equals 25 cents giving us around \$500 in the last six months, which is just over the cost of a train engine. To extend the life of the train engines, Museum staff rotates the direction of the train to ensure equal wear on the wheels.

### Program and Event Highlights

The Recreation Department coordinates a variety of on-snow winter events. Program staff work closely with Nordic staff to prepare all event logistics and to provide exceptional community events and races that showcase the incredible amenities at the Frisco Adventure Park. Nordic and Adventure Park staff also collaborate with non-profits and community organizations who utilize Adventure Park facilities and amenities for their organization's events.

In February, Pete Swenson, Nordic & Trails Manager worked alongside the Summit High School Nordic coaches to assist in the race logistics for the Colorado High School State Championships. Races took place over the course of two days, welcoming 175 high school athletes from across the state to the Frisco Nordic trails.

The 52<sup>nd</sup> Annual Frisco Gold Rush had the largest participation numbers in six years, welcoming 285 cross country skiers who competed in distances from 5k-20k.



*Image 1: Frisco resident and Nordic ski instructor, Jon 'JK' Kraemelmeyer, poses in his sit-ski after competing in the Gold Rush 5k ski race. JK placed 1<sup>st</sup> in the men 70-79 age category.*

In March, Team Summit hosted five Bubble Gum races at the ski and ride hill. This free, community event welcomes kids as young as two to ski or snowboard on dual slalom, downhill obstacle, or Nordic obstacle courses. Team Summit coaches and staff encourage and guide children through the courses and Town of Frisco staff operate the magic carpet and serve hot cocoa and cookies to participants after the event.



*Image 2: In 2019 Rodney Robinson, Director of Development for Team Summit, presented Sheri Steeves, wife of former Frisco Adventure Park General Manager, Jon ‘Zeke’ Zdechlik, with a Bubble Gum race bib. Zeke was an inspiration to the Frisco ski community and created the Bubble Gum race series before he passed away in 2017.*

**Table 1: Program and Event Participation Figures, January – March 2023**

Date	Event	Participants
January 4, 2023	Up & At ‘Em Nordic Race #1	33
January 18, 2023	Up & At ‘Em Nordic Race #2	36
January 28, 2023	Eat, Ski & Be Merry*	400
February 2, 2023	Up & At ‘Em Nordic Race #3	32
February 11, 2023	Frisco Gold Rush	285
February 14, 2023	Senior Winter Games*	50
February 15, 2023	Up & At ‘Em Nordic Race #4	29
February 16, 2023	CO High School State Nordic Championships*	175
February 17, 2023	CO High School State Nordic Championships*	175
February 18, 2023	Frisco Freeze Fat Bike Race	109
February 22, 2023	Bubble Gum Kids Ski Race #1*	cancelled
March 1, 2023	Bubble Gum Kids Ski Race #2*	40
March 8, 2023	Bubble Gum Kids Ski Race #3*	40
March 15, 2023	Bubble Gum Kids Ski Race #4*	60
March 21, 2023	Then & Now: Avalanches & C-Rad	40
March 22, 2023	Bubble Gum Kids Ski Race #5*	60
March 29, 2023	Bubble Gum Kids Ski Race #6*	40
	<b>TOTAL</b>	<b>1,604</b>
<i>*Third party event hosted at the Frisco Adventure Park and organized by another entity</i>		

The grids below detail the overall attendance numbers from January - March for each of the different divisions (Adventure Park, Nordic Center, Historic Park and Museum, Recreation Programs and Events) within the Department.

**Table 2: Frisco Adventure Park Participation Figures (1160)**

	Jan-Mar 2023	Jan-Mar 2022	Jan-Mar 2021
Tubing Hill Participation	36,976	25,896	32,175
Ski & Ride Hill Participation	866	847	1,809
Snow Schoolers Lessons	1,672	460	n/a
<b>TOTAL</b>	<b>39,514</b>	<b>27,203</b>	<b>33,984</b>

**Table 3: Frisco Nordic Center and Trails Participation Figures (1170)**

	Jan-Mar 2023	Jan-Mar 2022	Jan-Mar 2021
Day Pass Visits	7,239	5,977	4,947
Season Pass Holder Visits	3,024	3,453	4,484
<b>TOTAL</b>	<b>10,264</b>	<b>9,430</b>	<b>9,431</b>

**Table 4: Frisco Historic Park and Museum Participation Figures (1125)**

	Jan-Feb* 2023	Jan-Mar 2022	Jan-Mar 2021
Attendance	2,409	4,023	1,973
Programs/Events/Tours	51	66	41
<b>TOTAL</b>	<b>2,460</b>	<b>4,089</b>	<b>2,014</b>

*\*Frisco Historic Park & Museum moved to the Marketing, Communications & Culture Dept. in March of 2023.*

**Table 5: Programs and Events Participation Figures (1150)**

	Jan-Mar 2023	Jan-Mar 2022	Jan-Mar 2021
Youth Afterschool Programs	1,759	623	458
Athletic Events	851	684	127
Kids Night Out	103	99	n/a
Winter Fun Club	160	123	130
Remote Learning	n/a	n/a	248
<b>TOTAL</b>	<b>2,873</b>	<b>1,529</b>	<b>963</b>

#### Staffing Updates:

Adventure Park staff welcomed Grant Barrick as the new Guest Service Lead. He will split his time between the Frisco Adventure Park in the winter and the Frisco Marina during the summer.

Acadia Stewart, Youth Recreation Supervisor, left the Town after three years working within youth programs. She is set to work at Yellowstone National Park this summer and then move back home to Maine to be closer to her family.

Abbey Crider, Recreation Guest Service Supervisor, left the Town after two years working within Marina operations and Nordic Center guest service. She moved to Florida to pursue a job at Halifax Marina in Daytona Beach.

Afterschool programs welcomed two new employees for the spring programs: Phil Aram and Danny O'Connell.

Danielle Hodges has been working for the Town in a variety of capacities over the past four years and is back working as a Guest Service Lead at the Tubing Hill. She also works after school programs from time to time.

Organizational changes rolled out at the beginning of March, bringing a positive shift to the Recreation Department:

- The Events division was previously a part of the Marketing, Communications, and Events team; they have now shifted to the Recreation Department. Zane Myers, Events Manager, will continue to oversee community events, such as Concerts in the Park, Fall Fest, Wassail Days, and more. Chris Faessen was hired as the Events Lead to work alongside Zane. Chris previously worked for Frisco's Public Works Department.
- The Frisco Historic Park & Museum has shifted to the Marketing, Communications, and Culture Department. They will continue to work closely with the Recreation Department on programs and events.
- Grant McKay was promoted to Recreation Programs Manager; he will continue to oversee all childcare programs and will take on all responsibilities associated with the Town's athletic events, including Run the Rockies, Mountain Goat Kids, Frisco Gold Rush, Turkey Day 5k, and more.
- Linsey Joyce was promoted to Recreation Director and will continue to lead and be a liaison for the Recreation Department.
- Diane McBride shifted her responsibilities fully to be the Assistant Town Manager. Over the past eight years she has split her time between Recreation and Culture Director and Assistant Town Manager.

Marina, Programs, and Events staff are focused on recruiting for summer operations and programs. Marina seasonal staff will begin to onboard the week of May 15<sup>th</sup>. Programs staff will onboard the week of May 22<sup>nd</sup>. Events staff will onboard the week of June 5<sup>th</sup>.