



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: TOWN COUNCIL
FROM: LINSEY JOYCE, RECREATION DIRECTOR
CC: ERIN SOCKS, GENERAL MANAGER – ADVENTURE PARK
LOGAN SNYDER, GENERAL MANAGER – MARINA
GRANT MCKAY, PROGRAMS MANAGER
ZANE MYERS, SPECIAL EVENTS MANAGER
RE: RECREATION & CULTURE DEPARTMENT REPORT – APRIL 2023
DATE: MAY 23, 2023

Overview

This Department report highlights operations, programs, and events for the month of April. This report will highlight attendance numbers; the financials will be presented in the May monthly report.

2023 Summer Events Preview

The Town of Frisco staff are excited to offer a full summer lineup of athletic events, community events, and free concerts. Athletic events range from untimed fun runs to competitive multi-sport endeavors. Free concerts will showcase a variety of musical genres, including bluegrass, rock, reggae, jam band, blues, Americana, and more.

The summer concert lineup was released on May 9. New this year- a Summer Kickoff Concert will be held on Friday, June 9 on our own stage set up on Main Street. At the October 25, 2022 Council meeting, Council gave staff direction to bring back a June Concert on Main Street with a larger musical act. This concert will kick off at 4:00pm with the band, Boostive, and the headliner, The Original Wailers, will perform starting at 6:00pm.

The Concerts in the Park series returns to the Frisco Historic Park on Thursday, June 15 and will run for 12 consecutive Thursdays through August 31 with each night's concert starting at 5:30pm.

Per Council's direction, staff have also booked a well-regarded band for the 4pm concert on July 4th. Yonder Mountain String Band will headline with their broadly appealing and beloved progressive bluegrass. This is sure to draw a big local crowd so the stage will be set up on 1st Avenue to accommodate the band and audience.

For the seventh year, the Town of Frisco is hosting the Mountain Goat Kids Trail Running Series; a series of four kids' trail running races at the Frisco Adventure Park. Kids may choose from three distances (.5 – 1 mile, 1.5 – 2 miles, and 5k.) Races will start at 5:45pm on the following Tuesdays: June 6, June 20, July 11, and July 25.

The Frisco Triathlon will take place on Friday, July 14. The event is sold out with 300 athletes who will compete in a 3k stand-up-paddle board, 5k run, and 13k mountain bike race. The event will start at the Frisco Bay Marina and will finish at the Peak One boat ramp.

The Run the Rockies Trail 10k and Half Marathon will take place on Saturday, August 12. The event will lead runners through the Frisco Peninsula trails, showcasing new singletrack. Racers will start and finish at the Frisco Nordic Center.

The Run the Rockies Road 10k and Half Marathon will take place on Saturday, September 16. This is a fast course that will lead runners through Ten Mile Canyon. Runners will start near Copper Mountain and will follow the paved recreation path to finish on Main Street in Frisco.

Table 1: 2023 Summer Event Schedule

2023 Summer Events	
Date	Event
Saturday, June 3, 2023	Rock the Dock
Tuesday, June 6, 2023	Mountain Goat Kids Trail Race #1
Friday, June 9, 2023	Summer Kick Off Concert
Thursday, June 15, 2023	Concert in the Park
Tuesday, June 20, 2023	Mountain Goat Kids Trail Race #2
Thursday, June 22, 2023	Concert in the Park
Thursday, June 29, 2023	Concert in the Park
Tuesday, July 4, 2023	Frisco's Fabulous Fourth of July
Thursday, July 6, 2023	Concert in the Park
Tuesday, July 11, 2023	Mountain Goat Kids Trail Race #3
Thursday, July 13, 2023	Concert in the Park
Friday, July 14, 2023	Frisco Triathlon
Thursday, July 20, 2023	Concert in the Park
Tuesday, July 25, 2023	Mountain Goat Kids Trail Race #4
Thursday, July 27, 2023	Concert in the Park
Thursday, August 3, 2023	Concert in the Park
Thursday, August 10, 2023	Concert in the Park
Saturday, August 12, 2023	Run the Rockies Trail Half Marathon & 10k
Thursday, August 17, 2023	Concert in the Park
Thursday, August 23, 2023	Concert in the Park
Thursday, August 31, 2023	Concert in the Park
Saturday, September 9, 2023	Fall Fest
Saturday, September 16, 2023	Run the Rockies Road Half Marathon & 10k

Adventure Park

For the purpose of this report, the Adventure Park consists of all aspects of the Peninsula Recreation Area (PRA) including the tubing hill, ski and ride hill, field and facility reservations, concessionaire operations, the bike park, the skatepark, disc golf, trails and the Nordic Center.

April highlights for the Adventure Park (1160) included the following:

The 22/23 tubing season finished strong with a 24% increase of tubing participants from April 2022 to April 2023. Desirable snow conditions and full staff coverage allowed for five tubing lanes to remain open until closing day, Sunday, April 9.

Once the tubing hill was closed, operations staff worked promptly to prepare the Slopeside Hall construction zone. This included snow removal, emptying the yurt of supplies, and relocation of two storage shipping containers, and one Tough Shed. Operations staff also built the free terrain park once the tubing hill lanes were flattened. The terrain park opened on April 21.

By mid-April, skate park enthusiasts appeared with shovels, anxious to get back on their skateboards. Only minimal snow remained in some of the deep bowls, and all other features were open.

Staff continue to manage facility rentals as graduation parties, weddings, and family reunions fill the summer schedule.

Table 2: Frisco Adventure Park Figures (1160)

	April 2023	April 2022	April 2021
Tubing Hill Participation	3,402	2,676	3,901
Ski & Ride Hill Participation	70	65	259
Snow Schoolers Ski/Ride Lessons	115	33	n/a

April highlights for Nordic and trails (1170) included the following:

Not only did the desired snow coverage and cooler temps allow for the tubing hill to remain open, but nearly all the Nordic trails remained open through closing day, Sunday, April 9. These conditions allowed a nearly 300% increase in day pass visits from April 2022 to April 2023. Season pass holder visits also saw a jump with 227 skiers in April 2022 compared to 133 skiers in April 2021, a 71% increase.

Nordic staff wrapped up the winter season by completing inventory and moving winter equipment to the Day Lodge basement. The Nordic Center is quickly transitioned into the state licensed childcare facility, Frisco Fun Club, with staff moving camp supplies into the building in the middle of May.

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

	April 2023	April 2022	April 2021
Day Pass Visits	429	108	232
Season Pass Holder Visits	227	133	166

Special Events

For the purpose of this report, Special Events include community events and festivals. April highlights for the Special Events division included the following:

Staff hosted the annual Easter Egg Hunt at the Frisco Historic Park on Sunday, April 9. The lawn of the Historic Park remained covered in snow, but that didn't stop 400 kids from coming out for 60 seconds of gathering eggs! Staff set up bins around the event for parents to drop their eggs into as they left the event, allowing them to be reused for next year's event.

As the busy summer concert schedule quickly approaches, Special Events Manager, Zane Myers, worked closely with a booking agent to secure bands for 12 Concerts in the Park, a June summer kick-off concert, and the Fourth of July concert.

Recreation Programs and Athletic Special Events

For the purpose of this report, Programs and Special Events include youth afterschool programs, youth athletic programs, and athletic special events. April highlights for Recreation Programs and Special Events included the following:

The new afterschool, downhill ski program, Zeke's Shredders, came to an end with 30 kids enrolled in the program. This wraps up the successful collaboration between the Town of Frisco and Summit Nordic Ski Club (now under direction of Team Summit,) and Team Summit. The success of afterschool on-snow programs can be attributed to continued collaboration between Nordic Center staff, Programs staff, and Adventure Park staff.

Programs staff hosted the Trail Running Film Festival on April 27. This film festival was on 'global' tour which allowed Town staff to welcome 50 running enthusiasts to the Frisco Day Lodge to view nine films. Staff also encouraged participants to register for Run the Rockies races by offering a discount on registration fees.

Staff continue to interview and hire camp counselors and sports instructors for the upcoming summer camp season. Staff are also busy planning daily activities and field trips for Frisco Fun Club, which will welcome kids to the first day of camp on Friday, June 2.

Table 4: Programs and Athletic Events Figures (1150)

	April 2023	April 2022	April 2021
Winter Fun Club	100	63	58
Zeke's Shredders Ski Program	60	n/a	n/a
Wednesday Remote Learning	n/a	n/a	48
After School Art	n/a	60	85
After School Library	n/a	57	n/a
After School SNOW Education	n/a	62	n/a
After School Fun Club	375	n/a	n/a
Trail Running Film Festival	50	n/a	n/a

Frisco Bay Marina

Marina staff focused on recruiting, interviewing, and hiring summer seasonal staff during the month of April. Managers also focused their time on building and revamping the staff training schedule; seasonal staff training will kick off on May 15. By the end of April, the Marina was fully staffed for the summer season, and ready to operate seven days a week. A soft opening for the 2023 summer season is slated for Friday, May 26, with the summer kick off Rock the Dock event taking place on Saturday, June 2.

Construction on the boat ramp, as well as landscaping projects, started up in April and will continue through May. The projects are on schedule to be completed by the end of May. The grass area will not be usable until July 4th weekend, and staff are excited to utilize and activate this space.

Staffing Updates:

Marina staff welcomed Katrin Laird-Anderson as the new Guest Service Supervisor. Katrin will split her time between the Frisco Marina in the summer at the Frisco Nordic Center in the winter.

Special Events staff welcomed Chris Faessen as the new Special Events Lead. Chris has been working at Public Works for the past 1.5 years and will work alongside Zane Myers in planning and executing community events and concerts.

Acadia Stewart, Youth Recreation Supervisor, is heading to Yellowstone National Park for the summer before landing back in her home state of Maine, to pursue new adventures. Acadia has been working for the Town for 3 years, leading youth programs.

Programs staff welcomed Katheryn (Katie) Bradbury as the new Youth Recreation Supervisor. Katie will work alongside Grant McKay and oversee all afterschool and youth programs.

Managers continue to welcome summer seasonal staff as they gear up for another busy summer season. Seasonal staff assist in our marina operations, youth programs, trail maintenance, bike park maintenance, and special events.

