



## Event Inventory for February 23, 2021 Town Council Event Discussion

### Special Events Information:

This event inventory represents Frisco's current calendar of events in a "normal" year based on 2019. In the list, the event name is followed by the department and/or division, and/or entity which produces that event and by one of three buckets used to illustrate event type:

1. **Civic/Community Events.** These events serve primarily to enhance the quality of life in Frisco.
2. **Character/Culture Events.** These events focus on a smaller audience, showcasing the Town's assets, and provide more intimate experiences.
3. **Signature/Legacy Events.** These events often have a long history in the community and are how many visitors and locals might have first been introduced to Frisco. These events typically have a significant economic development component and impact on local lodging, restaurant, and retail businesses.

Timing, background, purpose, event benefits, 2019 net revenue/loss (not including non-profit payout donations), and non-profit beneficiaries, if there are any, are also included.

Finally, there is a list of events that have been eliminated from the Town's calendar in the last 10 years, as resources have been shifted to events that better suit the current needs of the Town.

### Civic/Community Events

1. Lunchtime Lectures – Recreation & Culture Department/Frisco Historic Park & Museum
2. Eat, Ski, Be Merry - 3<sup>rd</sup> Party Event Summit Nordic Ski Club
3. Spontaneous Combustion Community Bonfire- Marketing & Events Department
4. 50+ Winter Games- 3<sup>rd</sup> Party Event Summit Seniors
5. Bubble Gum Ski Races- Recreation & Culture Department/Adventure Park
6. Easter Egg Hunt- Marketing & Events Department
7. Night(s) at the Museum - Recreation & Culture Department/Frisco Historic Park & Museum
8. Town Clean Up Day- Marketing & Events Department
9. Rock the Dock- Recreation & Culture Department/Frisco Bay Marina
10. Mountain Goat Kids Trail Race Series- Recreation & Culture Department
11. Bike to Work Day – Marketing & Events Department & Human Resources
12. Fall Locals' Party – Marketing & Events Department
13. Make A Difference Day - 3<sup>rd</sup> Party
14. Trick-or-Treat Street – Marketing & Events Department
15. Turkey Day 5k – Recreation & Culture Department
16. Rocky Mountain Nordic Youth Race- Recreation & Culture Department

### **Character/Culture Events**

1. Up & At 'em Ski Race- Recreation & Culture Department/Adventure Park
2. Frisco Freeze Fat Bike Race- Recreation & Culture Department/Adventure Park
3. Mardi Gras 4Paws- 3<sup>rd</sup> Party Event Hope for Animals
4. Frisco BrewSki- Recreation & Culture Department/Adventure Park
5. Bacon Burner- Recreation & Culture Department
6. Concerts in the Park – Marketing & Events Department
7. Timberline Cruiser Regatta – Recreation & Culture Department/Frisco Bay Marina and New Belgium Brewing
8. Founder’s Day- Recreation & Culture Department/Frisco Historic Park & Museum
9. 8<sup>th</sup> Annual Frisco Triathlon- Recreation & Culture Department
10. Courage Classic- 3<sup>rd</sup> Party Children’s Hospital
11. Run the Rockies Trail Half Marathon and 10k – Recreation & Culture Department
12. Putterhead Volleyball Tournament - 3<sup>rd</sup> Party Volleyball of the Rockies
13. Art on Main – 3<sup>rd</sup> Party Howard Alan Events and Craft Endeavors
14. Triple Bypass - 3<sup>rd</sup> Party Team Evergreen Cycling
15. Kids’ Sandcastle Competition – Recreation & Culture Department/Frisco Bay Marina
16. Strider for Life - 3<sup>rd</sup> Party Stork & Bear
17. Colorado High School Cycling League Race- 3<sup>rd</sup> Party Colorado High School Cycling League
18. Girls on the Run 5K – Recreation & Culture Department

### **Signature/Legacy Events**

1. 51<sup>st</sup> Annual Gold Rush Ski Races- Recreation & Culture Department/Adventure Park
2. Snowshoe for the Cure- 3<sup>rd</sup> Party Susan G. Komen
3. Run the Rockies Road Race Half Marathon and 10k – Recreation & Culture Department
4. 27<sup>th</sup> Annual Colorado BBQ Challenge – Marketing & Events Department
5. 4<sup>th</sup> of July- Marketing & Events Department
6. Fall Fest – Marketing & Events Department
7. Wassail Days – Marketing & Events Department

## Civic/Community Events

### **1. Lunchtime Lectures- Frisco Historic Park & Museum – Civic/Community**

**When:** Winter (8 lectures) and summer (12 lectures) series with special edition lectures scheduled throughout the year. In 2021, lectures will remain in a limited, virtual format until public health orders are more conducive to indoor and outdoor events.

**Background:** The Town took over operations at the Historic Park & Museum in 2007 and saw these events as a way to connect the community to their history.

**Purpose of Event:** The purpose of the lectures is to provide easy-to-access educational talks and an opportunity to highlight the Frisco Historic Park and Museum for Frisco locals and visitors. A community event providing free educational lectures from experts in their fields, while creating space for connection for the primary audience of adults 65+.

**2019 Net Revenue/Loss:** **-\$5,300**

**Non-profit Benefitted:** N/A

### **2. Eat, Ski, Be Merry- 3<sup>rd</sup> Party Event Summit Nordic Ski Club – Civic/Community**

**When:** Early February- event is cancelled for 2021

**Background:** Eat, Ski, Be Merry was started in 2017 as a fundraiser for the Summit Nordic Ski Club. The goal was to create an event that didn't feel like a fundraiser, but felt like an experience and community gathering. It has been a sold out event from since it's inception (Max capacity of 450 ppl).

**Purpose of Event:** The goal is to bring the magic of cross country skiing (at night!) and Frisco Nordic's awesome trails to the community while also raising money for the Summit Nordic Ski Club. Funds raised are used to help keep nordic ski program costs lower for all families; Summit Nordic Ski Club subsidize 30% of all fees with fundraising.

**2019 Net Revenue/Loss:** **-\$2,200**

**Non-profit Benefitted:** Summit Nordic Ski Club, \$28,000

### **3. Spontaneous Combustion Community Bonfire- Marketing & Events Department – Civic/Community**

**When:** February- event is cancelled for 2021

**Background:** Started by M. John Fayhee and eventually taken over by the Town of Frisco for safety reasons

**Purpose of Event:** This event encourages community spirit and celebration by re-purposing discarded Christmas trees, which would otherwise end up in the landfill, for a fun and festive community bonfire and fundraiser for the Summit Nordic Ski Club, which sells chili, beer and gluhwein. The event ends with a fireworks display.

**2019 Net Revenue/Loss:** **-\$3991.65**

**Non-profit Benefitted:** Summit Nordic Ski Club, \$4,500

### **4. 50+ Winter Games- 3<sup>rd</sup> Party Event Summit Seniors – Civic/Community**

**When:** Late January/Early February- event is cancelled for 2021

**Background:** Started in 1980 as a fundraiser for Summit Seniors.

**Purpose of Event:** The 50+ Winter Games is in its 41<sup>st</sup> year, and is a chance for friendly competition for the senior athletes in Summit County.

**2019 Net Revenue/Loss:** 3rd Party event- Direct cost to TOF- access to Nordic Center for event participants

**Non-profit Benefitted:** Summit County Seniors, \$18,000

5. **Bubble Gum Ski Races- Recreation & Culture Department- Civic/Community**

**When:** Monday Nights, January-March- event is cancelled for 2021

**Background:** Started in 2015 by Jon 'Zeke' Zdechlik and Team Summit

**Purpose of Event:** This is a chance for kids and adults to try out racing in a non-competitive, fun environment at a free community race where family and friends race against each other in a friendly competition.

**2019 Net Revenue/Loss:** **-\$1,980**

**Non-profit Benefitted:** In kind, Team Summit

6. **Easter Egg Hunt- Marketing & Events Department – Civic/Community**

**When:** Held on Easter Sunday, typically in early April

**Background:** This event was started by the Summit Chamber and was an Easter Egg hunt on all of Frisco Main Street. The event was taken over by the town for budgetary and safety reasons, and now spans two blocks of Main Street and the Frisco Historic Park & Town Hall green spaces.

**Purpose of Event:** This is a wildly popular community event, which serves an obvious need not already served in the community and provides a space for celebration by providing children in the community with a fun opportunity to hunt for eggs.

**2019 Net Revenue/Loss:** **-\$1,452.79**

**Non-profit Benefitted:** N/A

7. **Night(s) at the Museum- Frisco Historic Museum – Civic/Community**

**When:** 4 events typically held in May, August, October, December, events will be rescheduled once public health orders allow

**Background:** May Night at the Museum has celebrated Historic Preservation Month since 2008. August Night at the Museum was initially held as a book release party in 2014; the event now promotes local authors with a lecture and book signing. Nightmare at the Museum is every October dating back to 2013. Wassail Night at the Museum, part of the town-wide Wassail Days, is held each December since 2011.

**Purpose of Event:** The Night at the Museum event series follows an historic industry standard of social events oriented towards community members who may not have opportunity or motivation to visit the museum during regular business hours. The Night at the Museum events create new advocates and supporters for local history and culture through quarterly social events. Audience extends from young couples to families to Frisco's retired community. These events also act as a thank you to the community for their continued support. The Town receives positive press coverage, visible support of local history, and economic support for local businesses contracted for food and entertainment.

**2019 Net Revenue/Loss:** **-\$8,500**

**Non-profit Benefitted:** N/A

**8. Town Clean Up Day- Marketing & Events Department- Civic/Community**

**When:** Held in May, will happen in a physically distanced, safe manner in 2021 (much like 2020)

**Background:** This event is a collaboration between the all the towns in Summit County to clean up after winter.

**Purpose of Event:** The intention of this event is to clean the community and celebrate, as the Town emerges from winter and residents can reconnect, while cleaning and at the community BBQ, on what is hopefully a beautiful spring day.

**2019 Net Revenue/Loss:** \$-4,502

**Non-profit Benefitted:** N/A

**9. Rock the Dock- Recreation & Culture Department- Frisco Bay Marina – Civic/Community**

**When:** 1st weekend in June, uncertain for 2021

**Background:** Beginning in 2006 and originally called the “Marina Opening Party”, this event was renamed in 2014 to “Rock the Dock”, which is more reflective of the nature of the event.

**Purpose of Event:** This event is intended to be a celebration with the community and Marina customers to mark the unofficial start of the boating season, highlight the marina facilities, and provide a fun way for Marina customers to meet each other and the staff. Past years have also included a motor and paddle sport gear swap.

**2019 Net Revenue/Loss:** \$-1,800

**Non-profit Benefitted:** N/A

**10. Mountain Goat Kids Trail Race Series- Recreation & Culture Department – Civic/Community**

**When:** Four events from June-July

**Background:** This event began in 2015 with the goal of challenging kids to live healthy, active lifestyles, while encouraging families to spend time on the trails together. It is a sister series to the Mountain Goat Kids Series started by a group of dads in the Denver area.

**Purpose of Event:** "Inspiring Kids to Dig Deep"- Community event to get kids active and inspire determination, perseverance, and a sense of accomplishment in our youth- active, thriving recreation opportunity for families and specifically youth ages 2-15.

**2019 Net Revenue/Loss:** \$1,047.20

**Non-profit Benefitted:** N/A

**11. Bike to Work Day – Marketing & Events Department & Human Resources – Civic/Community**

**When:** June, in coordination with Colorado Bike to Work Day, will likely be held in 2021

**Background:** Bike to Work Day was founded by the League of American Bicyclists in 1956 and is a part of Bike to Work Week, which is in turn part of National Bike Month.

**Purpose of Event:** To engage residents in the sustainable and healthy habit of utilizing their bikes for their commute by making riding your bike to work a communal and fun activity.

**2019 Net Revenue/Loss:** -\$1,720

**Non-profit Benefitted:** N/A

**12. Fall Locals' Party – Marketing & Events Department – Civic/Community**

**When:** 3<sup>rd</sup> weekend in September, unsure if this is happening in 2021

**Background:** In 2012, Town Council directed staff to provide a new locals' celebration, as many locals were missing the community gathering and celebration that occurred at Music on Main.

**Purpose of Event:** This event is a celebration of Frisco locals; showcases a beloved local asset, the Frisco Bay Marina; and gives Frisco locals a chance to win motor and paddle sport rentals. The event is also a fundraiser for the Summit Community Care Clinic with food donated by Tavern West and Bobby and Stephanie Kato.

**2019 Net Revenue/Loss:** \$-9,680

**Non-profit Benefitted:** \$2,551.02 was raised for the Summit Community Care Clinic

**13. Make A Difference Day - 3<sup>rd</sup> Party – Civic/Community**

**When:** October, will likely happen in 2021.

**Background:** National event that started in 1992. Each town in Summit County participates by finding a project that a local non-profit needs help with and connecting them with a team of volunteers.

**Purpose of Event:** The event encourages community service and volunteerism, while meeting the needs of non-profits and the community.

**2019 Net Revenue/Loss:** Use of TOF supplies and resources: tables, tents, and Nordic lodge. Any expenses are reimbursed by the Rotary Club MADD fund.

**Non-profit Benefitted:** Non-profits change each year. 2019 Make a Difference Day supported FIRC, Lake Dillon Preschool, Far View Horse Rescue, Blue River Horse Center, and SOS Outreach. Event is typically project based, so all non-profits received volunteers for labor.

**14. Trick-or-Treat Street – Marketing & Events Department – Civic/Community**

**When:** October 31

**Background:** This event was previously run by the Summit Chamber as a way to give kids the opportunity to trick-or-treat since in a community with so many unoccupied and widely spaced homes. The Town of Frisco took over the event when it became necessary to close Main Street for the safety of the participants.

**Purpose of Event:** To give local children a safe, festive, and communal opportunity to trick-or-treat

**Net Revenue/Loss:** -\$1,000

**2019 Non-profit Benefitted:** N/A

**15. Turkey Day 5k - Recreation & Culture Department – Civic/Community**

**When:** Thanksgiving Day

**Background:** This event debuted in 2013 as a fundraiser for the Frisco Elementary STEM Program. The event idea for a Turkey Trot was developed by the Frisco PTSA President at the time, Joanna Snyder.

**Purpose of Event:** The Turkey Day 5k is a community event to burn some calories before feasting on Thanksgiving Day and provides an outdoor activity on Thanksgiving Day for locals and visitors alike.

**2019 Net Revenue/Loss:** \$7,407

**Non-profit Benefitted:** Frisco Elementary STEM Program- \$3,680

**16. Rocky Mountain Nordic (RMN) Youth Race - Recreation & Culture Department & Summit Nordic Ski Club – Civic/Community**

**When:** December

**Background:** This youth Nordic event was held at the Frisco Nordic Center in 2018 and 2019, but not in 2020 due to the pandemic. Summit Nordic Ski Club (SNSC) typically counts on hosting this race every other year because RMN prefers to offer diverse courses from year to year, but SNSC tends to have an advantage when pitching an early season race at Frisco Nordic Center due to snowmaking and Frisco's Nordic's reputation for having early season snow.

**Purpose of Event:** This event provides an early season race venue for youth Nordic skiers from ages 8-20, and spotlights the Frisco Nordic Center to skiers from around the west, while supporting youth sports.

**2019 Net Revenue/Loss:** In kind support- staff labor, extra grooming/snowmaking, and use of Nordic facilities from Friday-Sunday.

**Non-profit Benefitted:** Summit Nordic Ski Club some race fees and primarily sponsor revenue- \$9,000-\$10,000

## Character/Culture Events

### 1. Up & At 'em Ski Race- Recreation & Culture Department - Character/Culture

**When:** Typically, a 5-race Nordic ski series from December to February starting at 7am on a weekday. In 2021, it is a 4-race virtual "solo" series utilizing Strava.

**Background:** The Up and At 'Em Ski Series started in 2018 and emerged from the Frisco Cup races established in 2017. This series was developed as a training series leading up to the Frisco Gold Rush and other regional/state races and was scheduled early morning on weekdays to accommodate those folks who want to race before beginning their work day.

**Purpose of Event:** Community Nordic Race Series developed to showcase Frisco's Nordic Center trails. Prepares residents and occasionally visitors for the Frisco Gold Rush while showcasing the Frisco Nordic Center.

**2019 Net Revenue/Loss:** **-\$685**

**Non-profit Benefitted:** N/A

### 2. Frisco Freeze Fat Bike Race- Recreation & Culture Department- Character/Culture

**When:** Late February- event is cancelled for 2021

**Background:** The inaugural event was held in 2017. This event was added to the event schedule to give fat bikers a chance to utilize the Frisco Nordic Trails without affecting Nordic ski users.

**Purpose of Event:** Provide an opportunity for competitive fat bikers to use Frisco Nordic trails, as fat bike events continue to be a growing trend, especially with residents .

**2019 Net Revenue/Loss:** **-\$1,000**

**Non-profit Benefitted:** N/A

### 3. Mardi Gras 4Paws- 3rd Party Event Hope for Animals - Character/Culture

**When:** The Saturday before Mardi Gras, typically in February- event is cancelled for 2021

**Background:** This event started in 2015 , the idea of the late Melinda Griffin, owner of the Lost Cajun. The idea was sparked by the Mystic Krewe of Barkus Parade in New Orleans, and this costumed dog parade is intended to celebrate the passion and love for dogs in the community. This event showcases the fun, quirky and creative side of locals and visitor humans and dogs alike, while creating animation that draws attention to Main Street, as pets are dressed in costume and paraded up and down Main Street sidewalks.

**Purpose of Event:** The event was designed to benefit and was largely staffed by volunteers from the League of Animal and People of the Summit, and when they had a challenge recruiting volunteers in the cold winter months, Hope for Animal Rescue of Clear Creek took on this event, as they help to foster and adopt out animals in Summit County. It is also an excellent way to animate Main Street with a winter event that has no impact on Main Street, as sidewalks are used.

**2019 Net Revenue/Loss:** **-\$1,500** and use of TOF supplies - tables and tents, Public Works assistance with road closure and Marketing & Events Department assistance with overall production.

**Non-profit Benefitted:** Hope for Animals of Clear Creek; \$600

**4. Frisco BrewSki- Recreation & Culture Department – Character/Culture**

**When:** March- event is cancelled for 2021

**Background:** This event began in 2013 as a way to get 'non-skiers' to try a new winter sport in a fun, unintimidating environment.

**Purpose of Event:** The event promotes local breweries, and attracts a different crowd, which may have never been exposed to the Frisco Nordic Center otherwise, and it shows off the quirky and passionately outdoors character of the town by joining outrageous costumes with Nordic skiing.

**2019 Net Revenue/Loss:** **-\$2,407**

**Non-profit Benefitted:** Friends of the Dillon Ranger District; \$1,000.00

**5. Bacon Burner- Recreation & Culture Department - Character/Culture**

**When:** Saturday of Father's Day weekend as part of the BBQ Challenge

**Background:** The Bacon Burner 6k was added to the BBQ Challenge schedule of events in 2013.

**Purpose of Event:** Opportunity for racers to "earn their BBQ" by adding this fun 6k as an active component to BBQ.

**2019 Net Revenue/Loss:** \$4,026.5

**Non-profit Benefitted:** N/A

**6. Concerts in the Park – Marketing & Events Department - Character/Culture**

**When:** Series of 9 concerts spanning from June through August. Planning to have an expanded concert schedule in 2021 with protocols that support public health.

**Background:** Started when Music on Main, which was phased out due to the determination that the return on investment did not outweigh the resulting Main Street closure and challenges brought by large crowds. Subsequently, the free Concerts in the Park series was born, as a strategic way to use a smaller budget and spread it out over nine weeks to entertain people at the Historic Park with up and coming bands.

**Purpose of Event:** To draw locals and visitors alike down to Main Street and the Historic Park for a concert that ends at 7:00pm when they can then go to local restaurants and bars for dinner and to retailers that are still open, and to encourage visitors to extend their weekend stay to Thursday night. Each concert benefits a non-profit, which is able to raise between \$800 and \$4,000 dollars in a 2-hour time span by selling food and drinks.

**Net Revenue/Loss:** **-\$21,731.34**

**2019 Non-profit Benefitted:** The combined fundraising of the nine non-profits in 2019 resulted in over \$20,000 raised.

**7. Timberline Cruiser Regatta – Recreation & Culture Department – Frisco Bay Marina and New Belgium Brewing - Character/Culture**

**When:** June weekend, 2021 event and silent auction fundraiser will likely happen but the after party with a band, food, and live auction will likely not

**Background:** Event started in 2007 as a way to get the Frisco Bay Marina sailing community together to sample a more laidback sailboat racing event. This event is a collaboration between the Frisco Bay Marina and New Belgium Brewing.

**Purpose of Event:** Frisco Bay Marina boaters get to be a part of the sailing community on Dillon Reservoir, and this highlights Frisco Bay Marina as a sailing option (rather than just the Dillon Marina). The event is also a fundraiser for youth sailing.

**2019 Net Revenue/Loss:** \$-750

**Non-profit Benefitted:** Dillon Yacht Club's Junior Sailing Program- \$1,500

**8. Founder's Day- Frisco Historic Park & Museum - Character/Culture**

**When:** The Sunday after Fourth of July- 2021 event will be a hybrid of in-person and virtual but ultimately will depend on public health orders.

**Background:** The event dates back to 2004, when more than 2,000 people gathered at the park for ice cream in celebration of the 125th anniversary of the town's founding. The date itself holds special significance as the anniversary of the opening of the Historic Park.

**Purpose of Event:** The current event acts as a community celebration of Frisco history and the people who made that history, and the event promotes community engagement with local history. It mimics a summer carnival combined with historic elements, and highlights the Town's heritage, while supporting local businesses providing entertainment and services. The event also provides positive press coverage for the Historic Park and draws from a broad audience made up of locals and visitors.

**2019 Net Revenue/Loss:** -\$4,800

**Non-profit Benefitted:** N/A

**9. 8<sup>th</sup> Annual Frisco Triathlon- Recreation & Culture Department - Character/Culture**

**When:** 2nd Saturday in July- event moving to a Friday in 2021 to limit crowding at Marina and accommodate race waves over a longer period of time.

**Background:** The Frisco Triathlon started in 2014 as an evolution of the Frisco Duathlon (Run/Bike/Run), which began in 2012.

**Purpose of Event:** The Frisco Triathlon is a unique spin (stand up paddle board, mountain bike, & trail run) on a triathlon embracing stand up paddle boarding trends and showcasing the Frisco Bay Marina and the Frisco Peninsula trails. It is a unique and fun opportunity for Coloradans to enjoy something that demonstrates Frisco outdoor activities more fully.

**2019 Net Revenue/Loss:** \$4,332

**Non-profit Benefitted:** N/A

**10. Courage Classic- 3rd Party Children's Hospital - Character/Culture**

**When:** June/July- currently planning to hold the event in 2021

**Background:** The event has a 30 year history and passes through Frisco on the Recreation Path system each year.

**Purpose of Event:** The event raises funds for Children's Hospital, and Frisco is included on their scenic mountain route.

**2019 Net Revenue/Loss:** 3rd Party event- they pay for Frisco Police staffing for a Highway 9 crossing

**Non-profit Benefitted:** Children's Hospital Colorado Foundation, 2019 unknown, but 2018 event raised \$3 million

**11. Run the Rockies Trail Half Marathon and 10k – Recreation Department - Character/Culture**

**When:** 2nd Saturday in August

**Background:** The Run the Rockies Trail Races were developed in 2012 to attract trail runners to Frisco and make it a full running weekend in early June. The event later moved to its own weekend in August to accommodate the growing interest in trail running.

**Purpose of Event:** To provide a trail race for residents and visitors, while showcasing the trails at the Frisco Peninsula.

**2019 Net Revenue/Loss:** \$10,917.33 shared between the road and trail Run the Rockies race events

**Non-profit Benefitted:** N/A

**12. Putterhead Volleyball Tournament - 3<sup>rd</sup> Party Volleyball of the Rockies - Character/Culture**

**When:** August- event likely in 2021

**Background:** Originally started as a memorial event, this volleyball tournament has been a fixture in Summit County since about 1990.

**Purpose of Event:** This volleyball tournament is all about having fun. The event brings participants to Frisco for multi-day event, and organizers encourage participants to stay in Frisco by promoting affordable lodging and nightlife.

**2019 Net Revenue/Loss:** 3rd Party event- Town permits use of multipurpose/baseball fields. No TOF supplies used and requires minimal staff time.

**Non-profit Benefitted:** Unknown

**13. Art on Main – 3rd Party Howard Alan Events and Craft Endeavors - Character/Culture**

**When:** 2nd weekend in August, may happen in 2021- dependent on Promenade plans

**Background:** This event was started in 2007.

**Purpose of Event:** This 3<sup>rd</sup> party juried art show features higher-end pieces and attracts art lovers to town. The layout of the event, with booths down the center of Main Street, brings animation to Main Street drawing visitors to Frisco businesses. Howard Alan Events rents Main Street for \$5,000 and collects and remits sales tax from the art sales, as well as marketing this event locally, regionally, and nationally. Per agreement, local artists/galleries may have a free booth space at this event.

**2019 Net Revenue/Loss:** 3rd Party event- \$5,000 site fee paid to the Town. Public Works staff open and close Main Street, and Events staff haul trash and monitor event.

**Non-profit Benefitted:** N/A

**14. Triple Bypass - 3rd Party Team Evergreen Cycling - Character/Culture**

**When:** Typically June, but is currently slated for August 2021

**Background:** The Triple Bypass was founded 31 years ago as a high profile cycling event that directly gives back to non-profits like Bicycle Colorado, the Colorado Mountain Bike Association, Special Olympics, and the Boy Scouts.

**Purpose of Event:** The event is one of the premier cycling events in the Rockies, and Frisco is included on their scenic mountain route.

**2019 Net Revenue/Loss:** 3rd Party event

**Non-profit Benefitted:** Donates to an array of nonprofit organizations each year

**15. Kids' Sandcastle Competition – Recreation & Culture Department Frisco Bay Marina - Character/Culture**

**When:** August, not sure for 2021

**Background:** The event started in 2011 as a way to showcase the new Marina beach at that time.

**Purpose of Event:** Fun activity for kids that brings families to the Marina. Mostly local and community focused event, which showcases the Marina, particularly the new beach area. Each year avalanche/search & rescue dogs judge the competition providing outreach for the Summit Sheriff's Office.

**2019 Net Revenue/Loss:** -\$700

**Non-profit Benefitted:** N/A

**16. Strider for Life - 3rd Party Stork & Bear - Character/Culture**

**When:** August, will likely happen in 2021

**Background:** This event was started in 2015 as a partnership between Frisco toy store, Stork and Bear, and a local who suffered a traumatic brain injury, had to be transported in a Flight For Life helicopter twice, and was looking for a way to give back to Flight For Life.

**Purpose of Event:** To raise funds for Flight For Life, while providing young children with a chance to ride their balance bikes on a special course created at the Frisco Adventure Park.

**2019 Net Revenue/Loss:** Town of Frisco supplies staff time, tables, tents and power.

**Non-profit Benefitted:** \$30,000 was raised for Flight For Life in 2019.

**17. Colorado High School Cycling League Race- 3rd Party Colorado High School Cycling League - Character/Culture**

**When:** Late August, not sure if it is happening in 2021

**Background:** The Colorado High School Cycling League is a 501(c)(3) nonprofit youth development organization, that serves students in Colorado, Wyoming, and New Mexico. The League's purpose is to build strong minds, bodies, and character, guided by the principles of inclusivity and equality. The League produces an interscholastic mountain bike race series, provides training and education to support coaches teams. They provide a comprehensive infrastructure to grow youth cycling in a fun, safe, and professional manner.

**Purpose of Event:** This is cycling event for high school students, which exposes students and parents to the trails at the Frisco Peninsula. The 2019 event brought 733 high school competitors to Frisco from around the state (including Summit County) and encouraged overnight stays in Frisco.

**2019 Net Revenue/Loss:** 3rd Party event – direct cost to TOF: Use of the Adventure Park facilities and terrain and several staff members dedicated to event production.

**Non-profit Benefitted:** Colorado High School Cycling League

**18. Girls on the Run 5K – Recreation & Culture Department- Character/Culture**

**When:** November

**Background:** In 2015, it became apparent to volunteers and the Girls on the Run (GOTR) Summit County Coordinator that an additional, centrally located race site needed to be added to the State schedule.

**Purpose of Event:** The event is culmination of a 10-week program, and the end goal for girls in 3rd-8th grades to complete a 5k. The GOTR Program encourages empowerment, limitless potential, and striving to make dreams come true. The event also generates lodging, retail, and restaurant business, as families from around Summit County and Colorado travel to this event.

**2019 Net Revenue/Loss:** -\$1,285

**Non-profit Benefitted:** Girls on the Run

## Signature/Legacy Events

### 1. 51st Annual Gold Rush Ski Races- Recreation & Culture Department – Signature/Legacy

**When:** Early February- event is cancelled for 2021

**Background:** This event started began in 1970, and is credited for the longest running Nordic race in Colorado.

**Purpose of Event:** Athletic event that showcases the Frisco Nordic Center to residents and visitors, and celebrates Frisco’s Nordic heritage and traditions, while providing a competitive Nordic race locally for adults and youth (often school and club athletes compete in large numbers).

**2019 Net Revenue/Loss:** -\$500

**Non-profit Benefitted:** N/A

### 2. Snowshoe for the Cure- 3rd Party Susan G. Komen – Signature/Legacy

**When:** Typically held the 1<sup>st</sup> Saturday in March with Town of Frisco “Pink Party” registration event on the Friday before, virtual format spanning 3 weeks for 2021

**Background:** Snowshoe For the Cure, originally Tubbs Romp to Stomp, was started in 2005 by local, Joan Davids, who pledged to raise \$1 million for Susan G. Komen if she beat breast cancer herself. She partnered with Tubbs Snowshoes to bring the event to the Frisco Nordic Center and accomplished her \$1 million goal in 11 years. Subsequently, Susan G. Komen directly took over the event to continue to raise awareness and fund the fight to beat breast cancer.

**Purpose of Event:** This event showcases Frisco as a winter destination, highlights the Frisco Nordic Center, and brings overnight visitors from the Front Range and across the country to Frisco to raise money for breast cancer detection and treatment- Komen donates to local efforts at the Community Care Clinic due to this event. Also, the registration party, Pink Party, is used to showcase local Frisco businesses, celebrate the community that comes together for this event, and encourage overnight stays.

**2019 Net Revenue/Loss:** \$-4,266.12 for event DJ and Pink Party. TOF in kind- use of the Nordic Center, Nordic staff marks the course and Public Works, Recreation & Culture Department, and Marketing & Events Department staff handle logistics such as stage set up, power, and directional signage, while the Police Department assists with traffic management.

**Non-profit Benefitted:** Susan G. Komen of Colorado, \$75,000

### 3. Run the Rockies Road Race Half Marathon and 10k – Recreation & Culture Department – Signature/Legacy

**When:** Typically first weekend in June, but due to annual recreation path flooding, avalanches debris, and other unforeseen circumstances, this event moved to mid-September in 2020 and will remain there.

**Background:** Run the Rockies Road 10k and Half Marathon began in 1976, and were presented by a privately owned race company, Event Marketing Group and Mike Heaston.

**Purpose of Event:** This event was used to serve as an early season, mostly downhill run to kick off the racing season, and now the event still showcases the recreation paths surrounding Frisco and provides a local opportunity for “road” races.

**2019 Net Revenue/Loss:** \$10,917.33 shared between the road and trail Run the Rockies race events

**Non-profit Benefitted:** N/A

4. **27th Annual Colorado BBQ Challenge – Marketing & Events Department – Signature/Legacy**

**When:** Held each Father's Day weekend in June- event uncertain for 2021

**Background:** This event was started in 1994 by friends BBQing in the Frisco Historic Park. The event has grown over time to include over 60 competing teams and an additional 40 vendors. It is a Kansas City BBQ Society sanctioned event and is a qualifying event for the American Royal, which is the Super Bowl of BBQ.

**Purpose of Event:** This event serves as the unofficial start of summer bringing residents (primarily on Thursday and Friday) and visitors together to enjoy music, food, street performers, and children's activities on Main Street. This event also serves as a significant fundraiser for Summit County non-profits. The event drives lodging at the beginning of the summer, but also has economic development value beyond the actual event itself; getting broadcast air time on regional news shows, as well as digital and print coverage regionally and nationally. The BBQ Challenge generates opportunities for over 400 volunteers to contribute to their community and non-profits and connect to their fellow community members. The Colorado BBQ Challenge sees more diverse attendees than any other event hosted in Frisco.

**2019 Net Revenue/Loss:** **-\$34,178**

**Non-profits Benefitted:** \$73,805- This event is a fundraiser for the Summit County Restaurant Association, the Summit County Chamber of Commerce, Advocates for Victims of Assault, Mountain Mentors, High Country Conservation Center, and the Summit County Senior Center.

5. **4<sup>th</sup> of July- Marketing & Events Department – Signature/Legacy**

**When:** July 4<sup>th</sup>- event uncertain for 2021

**Background:** This is an annual patriotic celebration. In 2019, Town Council decided to cancel the July 4<sup>th</sup> fireworks, as Breckenridge permanently cancelled their fireworks, and the infrastructure required to move the likely combined Frisco and Breckenridge fireworks' crowds out of Frisco post event was predicted to result in people waiting in stopped vehicles for two or more hours, making access for first responders very challenging. Council then stated that they would likely revisit a fireworks discussion once infrastructure improvements, such as widening Highway 9, had been made.

**Purpose of Event:** Frisco's Fabulous 4th of July celebration is a quintessential small town celebration on Frisco's picturesque Main Street. The day starts with Team Summit's pancake breakfast and continues with a kids' fishing derby at Meadow Creek Park, music in the Historic Park, a parade, street performers, kids activities and post parade concerts.

**2019 Net Revenue/Loss:** **-\$64,290**

**Non-profits Benefitted:** Team Summit Kicks off the day with a pancake breakfast, raising \$8,500, Team Summit and Summit Nordic Ski Club provide parade marshals for \$2,112, and the Frisco Chapter of the Summit Chamber runs the beer booth raising \$3,800.

6. **Fall Fest – Marketing and Events Department – Signature/Legacy**

**When:** 1<sup>st</sup> weekend after Labor Day in September- event uncertain for 2021

**Background:** This event started as an Oktoberfest and went through a rebranding to differentiate itself from Breckenridge's Oktoberfest. The event then became "Beetlefest" in an attempt to reduce the negative stigma from the pine beetle epidemic. As the pine beetle epidemic started to wane, the event once again went through a rebranding becoming Fall Fest. The current (since 2014) iteration of Fall Fest includes a "Flavors of Frisco" tent

showcasing Frisco's local restaurants, as well as the Summit County Arts Council's Meet the Artist Art Show in the Historic Park.

**Purpose of Event:** This event is intended to showcase Frisco's restaurants and local and regional artists, as well as providing a quiet alternative to rowdier Oktoberfest celebrations for locals and visitors.

**2019 Net Revenue/Loss:** ~~-\$17,861~~

**Non-profit Benefitted:** \$4,312 for Friends of the Dillon Ranger District

7. **Wassail Days – Marketing & Events Department – Signature/Legacy**

**When:** Late November/1st week in December, will likely happen in 2021

**Background:** This event was started in 2009 to encourage residents and visitors into Frisco businesses for holiday shopping and dining. The weeklong event kicks off with a community tree lighting with fireworks, and complemented by events that showcase Frisco's amenities to locals and visitors such as free tubing, a free Nordic ski day, and free sleigh rides. There is also a soup competition with tubing, which highlights Frisco's local restaurants and Adventure Park; caroling; Santa visits; and phone calls with Santa.

**Purpose of Event:** Through the "12 Sips of Wassail" card and Wassail sampling, locals and visitors are encouraged to shop and eat local. This event is also a way to celebrate the holidays and Frisco's particular beauty and charm during this season by bringing together residents and visitors.

**2019 Net Revenue/Loss:** ~~-\$26,208.~~

**Non-profit Benefitted:** The Family and Intercultural Resource Center raised \$900 for the Summit County Cares Campaign.

## **Events the Town of Frisco no longer hosts:**

### **Corvettes in the Rockies**

What: A Corvette car show that took place on Frisco Main Street. The event had run its course, was no longer seen as necessary to fill the event calendar, closed Main Street to vehicular traffic, and participants largely lodged in Breckenridge.

### **Circle the Summit**

What: A memorial bike race that started and finished in Frisco, raising funds to support the completion of the rec path on Swan Mountain.

### **Santa Dash for Cash/ Ugly Sweater Challenge**

What: This event was intended to add a recreational component to Wassail Days and add interest/activity on Frisco Main Street with an event that would be fun for both participants and spectators. It never gained traction, and the return on investment was minimal in light of the required Main Street closure. On the final year, staff moved this event to the Nordic Center, but participation remained low.

### **Frisco Free Family Fun Fair**

What: A carnival-like event hosted by Always Mountain Time in collaboration with the Town of Frisco at the Adventure Park before local children returned to school in August. The event had run its course after 14 years and was no longer as fresh or well attended. Strider for Life is now planned as a stand-alone event for that day.

### **Mount Royal Hillclimb**

What: A run up Mount Royal in conjunction with Fall Fest; this event replaced the 5k Beetle Stomp. The short distance, but difficult terrain, kept participant numbers low. It wasn't difficult enough for high alpine runners, and was too difficult for the typical 5k runner. A lack of growth in the event and the absence of meaningful connection to Frisco culture led staff to cancel this event.

### **Halloween Haunted House**

What: In a partnership with Mountain Mentors, Summit County youth were given the opportunity to design, build, market, and act in a haunted house in order to learn about business operations. The Town supplied the space in the 3<sup>rd</sup> and Granite building, and the staff to help build the haunted house and market it. Mountain Mentors decided that this event had run its course and wanted to focus their resources on other efforts.

### **Oktoberfest:**

What: A German Style festival hosted by a third party at the Peninsula Recreation Area, and the third party decided to no longer have the event.