



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: MARCH 23, 2021

Marketing:

Media Coverage

- The Frisco Nordic Center was [highlighted in 303 Magazine](#). In the piece, the writer highlights the benefits of Nordic skiing and various places around the state that make for a great day trip to experience the activity, including details about the Frisco Nordic Center, as well as links to the website for lessons, clinics and rentals. 303 Magazine reaches 202,958 unique monthly visitors.
- Frisco partnered with the Colorado Tourism Office to host freelance writer Pam LeBlanc in Colorado last winter to explore some of Colorado's lesser-known ski areas, she wrote the feature story, ["Colorado Ski Gems"](#) for Texas travel publication, Austin Travels. The story documents her ski adventures at Monarch, Copper and A-Basin and also includes dining and lodging tips; she made Frisco her basecamp as she explored Copper and A-Basin.
- The Town of Frisco is [featured in the January 2021 issue of Denver Life Magazine](#). Providing an overview of winter activities, with an emphasis on the Two Below Sleigh rides, the writer showcased why Frisco is an ideal getaway this season. For reference, Denver Life Magazine highlights the thriving culinary, fashion, art, home design and entertainment offerings in Denver and along the Front Range. Coverage includes lifestyle, travel and outdoor adventure surrounding the Mile High City. It has a circulation of 40,000.
- Town staff did [an interview with Fox31 sharing information about the 2021 virtual Snowshoe for a Cure](#) and directing viewers to learn more on the Town of Frisco website. The average reach for a Fox31 morning news segment is 10,280 viewers.
- Frisco hosted Go World Travel writer Carri Willbanks in mid-February, which resulted in Frisco being featured. [Her piece "Family Fun in Frisco, Colorado"](#) mentions shopping on Main Street, winter hiking, sleigh rides, tubing, dining, and lodging. Go World Travel magazine covers world travel in more than 90 countries. Readers find inspiring travel articles, travel videos, and even helpful travel guides. The website reaches 32,996 unique monthly visitors.
- Good Tourism sustainability blog included a mention of Frisco in their [early February blog](#) describing Town Council's discussion of social and economic effects of tourism, the impacts of COVID-19, and next steps.

- Writer Lois Smith Brady wrote about a Frisco based elopement in [the New York Times Vows column, "Warm Hearts at an Icy Elopement"](#); the Vows column regularly covers more unusual nuptial locations. Sarah Bishop and Kacey Harris, both from San Antonio, Texas, exchanged vows on the shores of a frozen Dillon Reservoir and celebrated their nuptials together at Outer Range Brewing Company and with a snowmobile outing. The New York Times online receives 29.98 million unique monthly visitors.
- The Brick Magazine out of Ann Arbor, Michigan used Frisco as an example of the success of outdoor dining in their article ["Safely Supporting Dexter"](#).
- Outer Range's Bird Craft was recently featured in The Denver Post's "The Know." The article, ["Five new restaurants to try in the mountains this winter, from omakase to an après lounge-style steakhouse,"](#) includes a mouth-watering description and photo of Bird Craft. The Denver Post reaches 3,744,643 unique monthly visitors.
- Thirst Magazine covered the Frisco Nordic Center in their article ["Room to Breathe: Cross-Country Skiing is this Winter's Savior"](#). Thirst has approximately 75,000 readers per issue.

Frisco Business Assistance Grant Programs

The Frisco Business Assistance Program Innovation and General Grants now have a March 31, 2021 deadline, and applications continue to be submitted, but at a slower pace than in January or early February.

Five Star Program

Town staff from every department continue to inspect new Five Star Businesses (primarily personal fitness and indoor event venues) and spot check businesses, as required by the State. Also, Community Development staff are assisting Silverthorne in inspecting and certifying their indoor event venues.

Summit High Winterfest Art Project

Public Works staff from the Town of Frisco, Town of Breckenridge, and Summit County came together to build [snow sculpture blocks for an outdoor art project for Summit High kids](#). Frisco Public Works hauled snow to the site and provided a front end loader with an operator to help fill the blocks with snow, and communications staff worked on the logistics/planning, as well as day of "block stomping". It was a great way to support local youth with a safe venue to create snow art.



Special Events:

Summer 2021 Planning

The Special Events staff has been working on a realistic 2021 summer events calendar based on Public Health Orders, vaccine rollout, and the [State's estimates regarding event capacities](#) for this coming summer. Also, event industry organization, the International Festival and Events Association, has indicated to their

membership that large scale events will likely not occur again until 2022 in Colorado. Staff have been using this information, along with the information from Destimetrics, to plan a summer of events, which align with the character of the town while remaining competitive with other destinations in order to support the recovery of Frisco businesses.

Snowshoe for the Cure

The Special Events staff has been working with the Susan G Komen Snowshoe for the Cure organizers on a virtual format for their popular annual event. The [event is taking place over three weeks from February 27th through March 20th](#). Participants may choose to snowshoe 2k, 5k, or 7k, or they may participate in the 'Blizzard' Challenge by completing 25 miles of snowshoeing during those three weeks. There are a variety of formats so that people can either "snowshoe in place" or at the Frisco Nordic Center, which has generously donated use of the Town's snowshoe trails to participants. The event has devoted attendees from across the country who are still travelling to complete their snowshoe and fundraising efforts in the name of tradition, while staying in local lodging and going to local restaurants and shops. Due to a national consolidation effort at Susan G. Komen, this event has an even farther reach this year. As of March 10, the event has had 210 participants who have raised over \$27,000. [This event's Facebook group](#) sees a lot of engagement with participants posting photos from their Snowshoe for the Cure adventures.

Special Projects

The Special Events team has helped to fill in at the tubing hill and Visitor Information Center, as needed, and has assisted with business outreach/education for the plastic bag ban.

Frisco/Copper Visitor Information Center:

- The Information Center saw 203 visitors in January 2021 (1,708 in January 2020).
The Information Center answered 186 phone calls in January 2021 (307 in January 2020).
- The Information Center saw 149 visitors in February 2021 (1,512 in February 2020).
The Information Center answered 160 phone calls in February 2021 (291 in February 2020).

Restroom Usage:

- Men's Restroom Usage: January 2021- 2,526 (1,925 in 2020)
Women's Restroom Usage: January 2021- 2,313 (1,857 in 2020)
- Men's Restroom Usage: February 2021- 2,064 (999 in 2020, 2020 data incomplete due to malfunction)
Women's Restroom Usage: February 2021- 1,611 (1,677 in 2020)

January Updates:

- Visitor Center staff hosted a quarterly Frisco Lodging Industry meeting virtually on January 14, 2021. The meeting agenda included information about a free marketing opportunity with the Colorado Tourism Office and information regarding the Town of Frisco business grant opportunities.
- Compared to January 2020, questions about other towns in Summit County has increased by 8% and questions about the Frisco Adventure Park/Frisco Nordic Center has increased by 5%. These increased could be an effect of folks looks to get outside more.
- Dining questions have decreased by 11%, this may be an effect of increased dining information available online and an increased familiarity with COVID-19 restrictions relating to this industry.

- The Visitor Center supported the Frisco Bay Marina by taking storage and service payments for a total of \$5,590 in payments.
- The Visitor Center also supported the Frisco Adventure Park by making reservations over the phone for a total of \$2,337 in reservations.

February Updates:

- Visitor Center staff updated the online business directory with professional photography in preparation for the launch of a newly designed business directory. Staff also participated in a training about the directory functions.
- Compared to February 2020, questions about general outdoor activities increased by 8.5% while questions about the Frisco Adventure Park/Frisco Nordic Center decreased by 7%. This fluctuation could possibly be due to how quickly reservations are being filled.
- The Visitor Center supported the Frisco Bay Marina by taking storage and service payments for a total of \$3,935 in payments.
- The Visitor Center also supported the Frisco Adventure Park by making reservations over the phone for a total of \$1,792 in reservations.

Literature Distribution:

The Information Center is still tracking self-service outdoor literature distribution to better understand customer behavior and interests under these current operational shifts. This is the approximate amount of literature distributed through the self-serve stations next to the front door of the Information Center.

January

Restaurant Guide: 100
 Summit Rec Path Map: 100
 Summit County Map: 100
 Scenic Byway Handout: 100
 CO State Map: 250
 Lodging Brochure: 100
 Frisco Business Map: 1,000
 An approximate total of 1,750 literature pieces

February

Restaurant Guide: 75
 Summit Rec Path Map: 75
 Summit County Map: 100
 Scenic Byway Handout: 50
 CO State Map: 100
 Lodging Brochure: 75
 Frisco Business Map: 250
 An approximate total of literature pieces: 725

Love Frisco, Winter Frisco

From November 15, 2020 to January 15, 2021 2,989 gift cards have been issued, including bonus and purchased cards, with a total value of \$193,580. As of March 4 5, 2020, \$154,514 has been spent at 61 different local businesses. Of those 61 businesses, 20 are restaurants, 28 are retail stores, three are liquor stores, four are lodging properties, and six are service providers.

Bonus card breakdown-

- 236 \$10 bonus cards

- 254 \$25 bonus cards
- 974 \$40 bonus cards
- Total \$47,670 in bonus e-gift cards issued
- \$36,945 has been redeemed as of March 4, 2021.

