



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: JUNE 22, 2021

Communications:

Media Coverage

There has been increased interest in covering housing issues, which resulted in significant coverage focusing on Frisco as an example of the impact of rising housing costs.

- [Colorado Public Radio](#)
- [Channel 9](#) and [Channel 9 on May 19](#)
- [Channel 4](#)
- [The Colorado Sun](#)

Stage 1 fire restrictions declared by the Towns of Dillon, Frisco, and Silverthorne also saw significant coverage in conjunction with reporting about the Straight Creek Fire and emphasizing personal responsibility and safety around fire risk:

- [Channel 9](#)
- [Channel 7](#)
- [Channel 4](#)
- [Channel 2](#)

Media hosting has increased with many travel writers interested in traveling again, and hence, travel coverage in support of economic development is growing as well.

- Trip 101 with a reach of 1 million covered Frisco as an overnight destination in their article ["Top 5 Cabins In Frisco, Colorado"](#).
- The Gazette (Colorado Springs) covered Frisco in their article ["Eating, drinking, hiking and more in Summit County: Local tips for your next summer adventure."](#) Local tips mentioned include: Frisco Bay Marina, Frisco Peninsula, Butterhorn Bakery, and Outer Range Brewery. The Gazette sees 788,889 unique monthly visitors.
- Mile High Mamas covered Frisco in their piece titled ["Colorado Summer Vacation Guide"](#). In the piece, which features Frisco as the first destination, the writer outlines "where to play" activities including Frisco Bay Marina, the Frisco Bike Park, Frisco Adventure Park, and more. MileHighMamas.com reaches more than 10,600 unique monthly visitors.

Communications

- A new TownofFrisco.com website launched on April 27, 2021 featuring a new business directory to better support local businesses, more photography, easier to navigate architecture, more focus on community programs (youth camps and programs, athletic events, etc...), and an even friendlier mobile site. This was a herculean effort led by Marketing Manager Nikki Harper with Information Center Manager Tasha Wilson managing the business directory component.
- Staff has been working in coordination with Colorado Department of Transportation (CDOT) staff to spread the word about parklets funded through a CDOT Revitalizing Main Street grant and how the parklets will be used on the Promenade. CDOT even included a [Frisco parklet photo taken by staff on their Facebook page](#), and CDOT Executive Director Shoshana Lew provided the following quote for Frisco's Promenade media release: "CDOT is excited to see the Revitalizing Main Streets grant funded parklets in Frisco are being used and enjoyed by residents and visitors alike. The parklets allow local businesses to expand into areas they weren't able to utilize before and also create better space for pedestrians and cyclists on already existing sidewalks. We're looking forward to seeing the parklets used during the Frisco Pedestrian Promenade this summer."

Special Events:

Town Clean Up Week

For a second year, the Countywide Town Clean Up was a weeklong event held from May 15-23, 2021. Wildflower seeds, gloves, and orange trash bags were available all week for self-service pick up in the front vestibule at Town Hall. In lieu of the usual volunteer picnic celebration, the Town of Frisco supported local businesses by awarding Love Frisco, Shop Frisco gift cards as prizes in a social media contest. While the Social Media contest saw lower participation this year, the amount of trash picked up was equivalent to 2020.

Summer Planning

The Special Events Department has been working diligently to plan a fun summer of events. Public health restrictions changed quickly to allow for events, and hence, staff rapidly implemented event ideas.

- [The Concert in the Park Series](#) is now a 12 concert series, rather than the nine concerts planned in past years, starting on June 17, 2021 with the last concert on September 2, 2021. Twenty-two non-profits applied to provide beverage service and sales to their benefit during these concerts, and staff selected 12 non-profits through a random drawing. Non-profits selected include: Breckenridge Outdoor Education Center, Breckenridge Film Fest, Colorado Learning Connections, the Frisco Chapter of the Summit Chamber, High Country Conservation Center, Mountain Dreamers, Northwest Colorado Center for Independence, Summit Community Care Clinic, Smart Bellies, Summit Musicians Relief Fund, Summit County Preschool, and Women of the Summit. Staff is currently coordinating liquor license applications and memorandums of understanding with the selected entities.
- [Frisco's 4th of July events](#) this year will include three chalk artists from the Denver Chalk Arts Festival who will work within the Promenade to create large scale chalk art pieces. There will also be a free balloon twister, a free caricature artist, and roving aerial acrobats on the Promenade. The adult marching band, [Gora Gora](#), will also stroll up and down the street at three intervals during the day. And the day will kick off with a human powered "Bikes and Barks" July 4th parade at 10:00 am. This parade is intended to highlight sustainability goals around human powered transportation, the walkability and bikeability of Frisco, and community values around celebrations that support quality of life.
- The **Breckenridge Music Airstage** is also being pursued by staff for three concerts and to present two **National Repertory Orchestra concerts**. These concerts will be held at locations other than the Historic Park and would be held on Sundays, Mondays, Tuesdays, or Wednesdays. More details to come on these concerts.

- Frisco will present a bilingual (English and Spanish) **story walk** on the new half mile Beach Trail at the Frisco Peninsula. A story walk is a short walk or hike which features pages of a book along a set path to engage children in both movement and reading. The selected book, [The Little Mountain Mermaid](#), emphasizes the importance of clean water and is by Colorado author, Sunnie Zenger. A kickoff event on June 25 will include refreshments, a book giveaway, and a visit from the author. Town staff has reached out to library staff to promote the walk and plan to donate a signed copy of the book to the library.

Frisco/Copper Visitor Information Center:

April Visitors

- The Information Center saw 215 visitors in April 2021 (VIC was closed April 2020 due to COVID-19).
- The Information Center answered 82 phone calls in April 2021 (VIC was closed April 2020 due to COVID-19).

May Visitors

- The Information Center saw 965 visitors in May 2021 (VIC was closed May 2020 due to COVID-19).
- The Information Center answered 103 phone calls in May 2021 (VIC was closed May 2020 due to COVID-19).

Restroom Usage

April

- Men's Restroom Usage: April 2021- 2,926 (1,901 in 2020)
- Women's Restroom Usage: April 2021- 2,286 (593 in 2020)

May

- Men's Restroom Usage: May 2021- 3,948 (2,501 in May 2020)
- Women's Restroom Usage: May 2021- 4,559 (No data due device failure in May 2020)

- The new business directory launched April 27, 2021. All 250 businesses with an existing directory listing received communication on how to login and edit their listing info. 197 businesses located in Frisco that did not have an existing listing received communication on how to list their business in the new online directory. The new directory features a much easier interface for businesses to interact with, an increased number of business categories for customers to find local businesses more easily, and updated business photography provided by the Town to make business listings more complete and more beneficial to businesses.
- On May 16, 2021, the Visitor Information Center re-opened its doors with no capacity limits and no mask requirements per Summit Public Health guidance. The info window is still offered as an option for guests.
- The two new staff members who filled the year-round variable hours guest service attendant position began working this month, Susan Thompson and JC Bingham. They bring an abundance of relevant experience and knowledge, as long-time Frisco residents.
- Compared to April 2021, questions regarding general Colorado information, such as scenic drives, road conditions and state map requests increased by 14%. Visitor Information Center staff assisted many visitors who were on road trips in May and helped them plan their visits to other parts of Colorado, as well as their time in Frisco.
- The Visitor Center re-implemented the visitor survey with a new QR code so visitors can take the survey from their own devices. Sixteen visitors took the survey from May 16 to May 31. Of those 16,

53.33% were staying in Frisco as their primary location, 20% were stopping through on a planned stop on a longer trip, 20% were stopping through on an unplanned stop on a longer trip, and 6.67% were “other”.

- Catherine Carroll, Guest Service & Marketing Lead, managed the social media contest for Frisco Town Clean Up Week on Instagram and Facebook. Participants of Clean Up Week were encouraged to post their pictures with #friscocleanup to be entered to win Love Frisco, Shop Frisco gift cards from May 15 through May 23. HC3 also donated reusable tote bags to be given to our three grand prize winners for #grossest, #icollectedthemost and #mostunique. Town of Frisco gave away \$2,550 of Love Frisco, Shop Frisco gift cards in prizes this year in support of the event and local businesses
- The Visitor Center assisted the Frisco Bay Marina with rental reservations and cancellations for the summer of 202 for a total of \$1,151 in rental transactions.
- After ten years with the Town of Frisco, Visitor Information Center Manager Tasha Wilson submitted her resignation, effective July 5, 2021. We will miss her greatly and wish her the best on her next adventure, as she moves out of Colorado to pursue new opportunities.

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.

April

Restaurant Guide: 100

Summit Rec Path Map: 50

Summit County Map: 100

Scenic Byway Handout: 100

CO State Map: 300

Lodging Brochure: 50

Frisco Business Map: 100

Frisco Hiking Map: 100

An approximate total of literature pieces: 900

May

Restaurant Guide: 150

Summit Rec Path Map: 150

Summit County Map: 150

Scenic Byway Handout: 100

CO State Map: 200

Lodging Brochure: 100

Frisco Business Map: 150

Frisco Hiking Map: 650 (we gave a full box of 500 maps to the camp hosts of Pine Cove and Peak One Campgrounds for their guests)

An approximate total of literature pieces: 1,650

Love Frisco, Winter Frisco

From November 15, 2020 to January 15, 2021 2,989 gift cards were issued, including bonus and purchased cards, with a total value of \$193,580. For Town Clean Up Week, Town of Frisco gave away 20 Love Frisco, Shop Frisco gift cards for a value of \$2,550 from the bonus card refund amount. As of June 1, 2021, \$179,140

have 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
- \$42,673 was been redeemed prior to April 1, 2021, when the bonus cards expired.
- Town of Frisco received a refund of \$4,089.89 from Yiftee for unspent bonus cards in May 2021.

