



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: JULY 27, 2021

Communications:

Media Coverage

Channel 7 covered the [Promenade opening day](#) multiple times on the morning of June 18 using the media release and photographs that the Town provided. Channel 7 has an average reach of 44,000.

Channel 7 also did a [story on new Frisco summer and winter trails](#).

Channel 9 also covered the Promenade- [9 Things to do in Colorado this weekend: June 18—20](#). Channel 9 has an average reach of 80,000.

There has been a continuing interest in covering housing issues, which continues to result in significant coverage focusing on Frisco, as an example of the impact of rising housing costs.

- [The Colorado Sun](#)

Fodor's featured Frisco in the ["Best beaches in the U.S. that are nowhere near the ocean."](#) Fodor's reaches 2,012,485 unique monthly visitors.

Fox 31 covered [fire restrictions again](#), pulling from a Town release.

Out There Colorado featured Frisco Bay Marina in their article ["10 places to go paddleboarding in the Colorado mountains"](#).

PureWow featured Frisco trails, after connecting with Pete Swenson, for their article ["The 15 Best Hikes in Colorado"](#). [PureWow.com](#) sees 4,845,347 unique monthly visitors.

As a result of media hosting, the article ["Spend the Weekend Adventuring in Frisco, Colorado"](#) was published on Teton Sports' Adventure Blog. Teton Sports' Adventure Blog sees 94,470 unique monthly visitors.

The Denver Post's The Know, published an article titled, ["Mountain day trips from Denver that are perfect for visitors in town for the All-Star Game."](#) Frisco is the first feature in the roundup and it includes an image of Dillon Reservoir. We don't pitch stories encouraging day visits, but appreciate this coverage. For reference, The Know sees 4,169,550 unique monthly visitors.

The Denver Post's "The Know" website also published an article "[More winter, summer trails are coming to the Frisco Nordic Center.](#)"

Frisco is included in the USA Today piece, "[Hit Colorado's best beaches on this warm-weather road trip.](#)" The article includes Dillon Reservoir and things to do in Frisco, including an overnight at the Frisco Inn on Galena and dinner at Tavern West. USA Today 10Best reaches 1,390,225 unique monthly visitors.

Media hosting has increased with many travel writers interested in traveling again, and hence, travel coverage in support of economic development has been increasing. Frisco has hosted five media trips since June 7 and will host two more by mid-August.

Communications

- The Town promoted [a video highlighting the Promenade](#) and public art to show the neighborhood feel and art loving vibe of Frisco.
- Frisco also partnered with the Colorado Tourism Office to [promote video content about all that Frisco has to offer](#) with some new footage from recent photo/video shoots that more accurately represent the diversity of visitors to Frisco.

Events:

- [The Concert in the Park Series](#) is now a 12 concert series, rather than the nine concerts planned in past years. The first concert was held on June 17, 2021 with the last concert planned for September 2, 2021. These concerts have been well received and visitors and locals alike have shown up in robust numbers to hear live music again. The second concert of the series featuring P6SIX had a substantial amount of rain during the concert, and attendees put on their rain jackets and continued dancing.
- On Friday June 25th, Frisco hosted a kick-off event for the 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. The kickoff event included refreshments, a book giveaway, and a visit from the author. Despite stormy weather, the event saw 15 families in attendance to complete the walk, with several of the children wearing mermaid outfits. Staff is working on refreshing the walk with a new book later this summer.
- The Special Events Team facilitated the efforts of Emily Carisch, a 16 year-old Summit High School student, who organized Summit County's first ever **Pride Parade** on Frisco Main Street. Events worked to select a safe parade route that was in harmony with the Promenade and Hwy 9 detours and coordinated road closures with the Frisco Public Works Department and Police Department. The parade saw over 150 participants.
- [Frisco's 4th of July events](#) this year included three chalk artists from the Denver Chalk Arts Festival who worked within the Promenade to create large scale chalk art pieces throughout the weekend. The 4th of July kicked off with a human powered "Bikes and Barks" parade at 10:00 am. This parade was 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 parade saw over 300 participants. The day also featured a free balloon twister, a free caricature artist, and roving aerial acrobats on the Promenade. The adult marching band, [Gora Gora](#), strolled up and down the street at three intervals during the day as well.



- The **Breckenridge Music Airstage** was rented for a pop-up concert at the Adventure Park on Sunday, July 11, featuring a DJ Benje booked by Todd Altschuler of Ten Mile Music Hall. The **National Repertory Orchestra** string ensemble performed a pop-up concert at the Frisco Bay Marina on Monday, July 12. These were the first two out of five pop-up concerts and saw about 100 people at each. The National Repertory Orchestra will perform again at the Frisco Bay Marina on Monday, July 26; the Airstage featuring Wrenn and Ian and the Bruce Cook Band will perform at the Mountain Goat Kids Trail Run on Tuesday, July 27; and Dragondeer will be at the Frisco Bay Marina on Sunday, August 22.



Frisco/Copper Visitor Information Center:

- The Information Center saw 3,860 visitors in June 2021 (VIC saw 1,026 visitors in June 2020 with a four-person capacity limit in the building).
- The Information Center answered 172 phone calls in June 2021 (VIC answered in 424 in June 2020)

June of 2020 was the first month the Visitor Center was open again last year after being closed for two and a half months due to quarantine. Being fully open now in 2021, with no capacity limits, has shifted visitor referral numbers closer to pre-pandemic years. For example- in June of 2020, visitor referrals to local restaurants accounted for 6% of total referrals, and in June of 2021, that percentage doubled to 12.5%. For reference, in June of 2019, 16% of referrals were to local restaurants.

Restroom Usage

- Men’s Restroom Usage: 7,338 in June 2021 - (5,132 in June 2020)
- Women’s Restroom Usage: 8,062 June 2021 - (3,671 in June 2020)

June 2021:

- Catherine Carroll became the Interim Information Center Manager after Tasha Wilson’s departure on July 6. Catherine has been at the Visitor Information Center since July 2017 in the Guest Services and Marketing Lead role. Recruitment for this position is near completion.
- Tasha Wilson held a quarterly Lodging meeting where they discussed summer events in Frisco, the new Town of Frisco website and business directory and any lodging property updates.
- Tasha Wilson worked with Town staff from multiple divisions, including the Historic Park & Museum, Recreation, Events, Marketing, the Frisco Bay Marina, and local artist/shop owner Ash from Sunny Side Up Studio, to bring the MakeFrisco Community Painted Sailboat project to reality. The sailboat will live on 3rd Ave and was painted by Frisco Fun Club in mid-July. This project is a shining example of multiple departments and community members working together towards a common goal.
- The Visitor Information Center has been assisting the Frisco Bay Marina with rental reservations during the summer of 2021 for a total of \$2,702.34 in rental transactions in June.

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 in June 2021.

- Restaurant Guide: 325
- Summit Rec Path Map: 525
- Summit County Map: 600
- Scenic Byway Handout: 275
- CO State Map: 600
- Lodging Brochure: 90
- Frisco Business Map: 1,000
- Frisco Hiking Map: 1,000
- An approximate total of literature pieces: 4,415

