



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: SEPTEMBER 7, 2021 FOR SEPTEMBER 14, 2021 TOWN COUNCIL MEETING

Communications:

Media Coverage

- Amber Johnson, who the Town of Frisco hosted August 9-11, filed her story, "[Frisco, Colorado: The ultimate summer playground for families](#)," on [MileHighMamas.com](#). The site includes regular posts by some of Colorado's most popular mommy bloggers, events, family travel, activities, regular contests, restaurant picks, and product reviews. The website reaches more than 10,000 unique monthly visitors.
- **9News** included Frisco's Sandcastle Competition and Run the Rockies Trail 10K and Half Marathon in an article titled, "[9Things to do in Colorado this weekend: August 13-15](#)." The 9News website sees 2,892,388 unique monthly visitors.
- Writer Evie Carrick included Frisco in a **BuzzFeed** article titled, "[20 Of The Best \(And Most Underrated\) Small Towns In Colorado, According To Someone Who Grew Up There](#)." She highlights the town as the best for water sports. BuzzFeed sees 47,513,852 unique monthly visitors to their website.
- Hop Culture included coverage of Outer Range Brewing in their article "[Everything You Need to Know About Hop Culture x YETI Presents Beers With\(out\) Beards Women in Craft Beer Festival](#)". They see 156,000 unique monthly visitors to their website.

Communications

- Communications staff did a media release and several mass emails, along with in store visits, for the [upcoming plastic bag ban and move to 40%+ postconsumer content paper bags](#); outreach included distribution of signage for businesses to post at point of sale.
- Communications staff did public outreach about Frisco's latest lead level testing. During the latest round of testing for the Town of Frisco's Lead and Copper Monitoring Program, lead levels tested in exceedance of the maximum allowable limits, as six homes/buildings out of 40 homes/buildings tested in Frisco were found to have lead levels in exceedance of 15 parts per billion (ppb). Staff [updated the educational piece](#) from 2019 so it could be mailed to water customers immediately, distributed a media release, created and scheduled two ads in the paper, posted the educational piece publicly, did a [blog post on friscogov.com](#), and updated the [water pages on FriscoGov.com](#) as well. This is outreach that is required by The Colorado Department of Public Health Environment (CDPHE) when there is an exceedance of maximum allowable limits.

Filming

The Communications staff issued a permit for filming at the corner of Main Street and 4th Avenue on August 31. This was for a winter holiday scene featuring a dog adoption event, and local talent, including dogs from the animal shelter, was used for this scene. The film will be called “Furry Little Christmas” and will premiere on UPTv on November 1, 2021.

Events:

- [The last Concert in the Park](#) of the season was on Thursday, September 2. Over the course of the 12 Thursday night concerts, the 12 selected (through a hat draw) non-profits were able to raise just about \$30,000 in net alcohol sales alone; this number does not include tips or proceeds from any other snacks or items that the non-profits sold during their concert. The concerts were well attended despite numerous rainy nights.
- A new story walk will be installed to close out the summer and get more kiddos hiking at the Frisco Peninsula and reading. It will feature “Quigley the Quiet Hedgehog” from local Frisco author Claudine Norden. The book follows the adventures of a self-confident, assertive, and introverted hedgehog, and the book is aimed at ages two to ten.
- Three pop up concerts closed out the summer season: the National Repertory Orchestra at the Frisco Bay Marina on Monday, July 26; Wrenn and Ian and the Bruce Cook Band at the last Mountain Goat Kids Trail Run on Tuesday, July 27; and Dragondeer at the Frisco Bay Marina on Sunday, August 22.

Frisco/Copper Visitor Information Center:

July Numbers

- The Information Center saw 5,573 visitors in July 2021 (VIC saw 1,255 visitors in July 2020 with a four-person capacity limit in the building in July 2020).
- The Information Center answered 158 phone calls in July 2021 (VIC answered 547 calls in July 2020)

August Numbers

- The Information Center saw 2,520 visitors in August 2021 (VIC saw 1,200 visitors in August 2020 with a four-person capacity limit in the building in August 2020).
- The Information Center answered phone 79 calls in August 2021 (VIC answered 503 calls in August 2020)

August numbers saw a significant drop not only due to seasonal visitation changes, but because some visitors opted not to wear masks or even use the outdoor information window that was offered for guests who did not want to wear masks. The Town’s indoor mask requirement started on Monday, August 9, 2021.

Restroom Usage

July Restroom Numbers

- Men’s Restroom Usage: 2,056 from July 1 through July 6, 2021 (7,926 in July 2020)
- Women’s Restroom Usage: 5,147 from July 1 through July 22, 2021 - (9,815 in July 2020)

August Restroom Numbers

- Men’s Restroom Usage: 8,680 from August 10 through August 31, 2021 (7,327 in August 2020)
- Women’s Restroom Usage: 6,828 August 2021 - (8,300 in August 2020)

*There have been ongoing issues with the restroom counters being vandalized or stolen so numbers are not complete for July or August.

General Updates

- The new Visitor Information Center Manager, Jess Holley, moved over from the Adventure Park on August 31 to start training with interim Manager, Catherine Carroll, who is moving to Bend, Oregon. The Information Center is still one full-time staff member short, and despite efforts from the Communications staff to fill in, there will be up to four days in September when closures will be needed due to scheduled vacations and a subsequent lack of staff.
- Vanessa Agee and Jess Holley met with Chris Manley, President of Five Senses Hospitality, which purchased the Baymont (now Summit Suites) earlier this summer, to discuss their plans to transition to an AC Marriot in 2022 after an extensive remodel to all the common areas and rooms. The [AC Marriot](#) brand originated in Spain with a modern aesthetic with an emphasis on art; the plans for Frisco reflect this.
- In the Visitor Survey at the Information Center, staff updated the language in the gender question to be more inclusive. Along with “male” and “female”, there are now options for “non-binary” and “prefer to self-describe, below”. After updating the language in mid-July, 1.45% of survey takers responded as “non-binary”.
- Catherine Carroll and Vanessa Agee met with the Copper Mountain marketing team to discuss Copper literature at the Visitor Center, ongoing ways of growing this partnership and a Copper signage update at the Information Center.
- The Visitor Information Center gave away 225 free Frisco water bottles in July. There were only a handful of bottles left over for August distribution, and more bottles have been ordered to continue to promote abandoning single-use plastic bottles in favor of the safe and delicious drinking water available from the tap in Frisco and wherever folks might live.
- Museum staff updated their front desk exhibit at the Visitor Center. The exhibit features new artifacts along with new descriptions and stories from Frisco’s history.
- A demo security camera was installed outside of the public restrooms to test the potential of using this technology on other town facilities.

Literature Distribution:

The Information Center is still tracking self-service outdoor literature distribution to better understand customer behavior and interests under continuing 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 July and August 2021.

July Literature Distribution

Restaurant Guide: 450
Summit Rec Path Map: 600
Summit County Map: 900
Scenic Byway Handout: 350
CO State Map: 400
Lodging Brochure: 100
Frisco Business Map: 500

Frisco Hiking Map: 1,500
 Frisco Bay Marina: 800
 An approximate total of literature pieces: 5,600

August Literature Distribution

Restaurant Guide: 500
 Summit Rec Path Map: 750
 Summit County Map: 300
 Scenic Byway Handout: 300
 CO State Map: 350
 Lodging Brochure:
 Frisco Business Map: 1,000
 Frisco Hiking Map: 400
 Frisco Bay Marina:
 An approximate total of literature pieces: 3,600

