



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: OCTOBER 15, 2021 FOR OCTOBER 26, 2021 TOWN COUNCIL MEETING

Communications:

Media Coverage

- 5280 included Frisco in their story titled, "[4 Great Bike Rides for Seeing Fall Foliage in Colorado](#)", featuring Frisco's Tenmile Recpath up to Vail Pass. The writer also included a quote from Bob Hufnagel of Rebel Sports, and she chose to feature Tavern West and Frisco Inn on Galena as places to eat and stay. 5280 sees 310,438 unique monthly visitors.
- Travel Lemming, a Colorado-owned small business that publishes online travel guides in the US with 1 million+ readers per year highlighted Frisco in their article titled "[25 Fun Day Trips from Boulder, Colorado \(for 2021\)](#)". Frisco shies away from coverage that positions the town as a day trip destination, but we appreciated that this writer authentically loves Frisco and independently chose to include Frisco.

Communications

- **Ptarmigan Fire**

Veronika Hewitt and Vanessa Agee reported to the pop-up Joint Information Center (JIC) in Silverthorne on the evening of Monday, September 27 to assist with Ptarmigan Fire communications. This staff worked various shifts from Monday through Thursday, until the JIC was made virtual due to decreased communication needs and fire activity. Our staff handled the following tasks: writing and recording hotline messages; answering the hotline; writing media releases for the County, US Forest Service, and Summit Fire; live streaming the briefings; monitoring social media; getting and reporting fire activity updates for a common understanding of the fire in the JIC, and prepping public briefing speakers with the questions staff were fielding on social media and the hotline. Staff also pushed and continues to push the fire messaging and posts through Town of Frisco social channels as well to get people to the most accurate sources of information.

This support for other jurisdictions is due to a professional understanding between entities, including the towns in Summit County, Summit County Government, the White River office of the US Forest Service, area ski resorts, and the school district. When available, communications staffs across the county provide support to each other during situations that require crisis communications, which means that our communications capabilities are expanded and supported when the need arises in our individual jurisdictions. David Boyd of the US Forest Service said of our team "I have had the pleasure to work with this JIC several times, and you all rock. I go to fires across the west, and you are the best

I've seen without question". It is an extraordinary learning opportunity for our team, and a chance and honor to serve the whole Summit County community.

- **Outreach Highlights**

- Communications staff has also administered and promoted a **Promenade survey**, a **Halloween survey**, and a **short term rental conversion survey** over the past month to support discussions and decisions around those topics.
- Communications staff attended the **Frisco Complete Streets** public meetings to gauge attendance, outreach efforts, and answer any questions around events. We saw healthy attendance at the public meetings and at the open workshops and arrived at some clarity around how people are finding out about these processes. Not surprisingly, we discovered that it was largely a combination of outreach efforts that made most people aware of this public process, and people largely saw the meeting information in at least two different ways, such as postcard and on Nextdoor. This underscores the importance of reaching out in multiply ways- postcards, ads in the paper, media releases, mass emails, blogs on [FriscoGov.com](https://www.frisco.gov), and social media in order to encourage participation for a diverse group of people. On Friday, October 15, Communications staff started outreach on the design concepts that came out of those well attended meetings, and those communications are intended to solicit feedback on these conceptual designs.

- **Filming**

The communications staff issued two photography/film permits for Frisco in the past month. As these are commercial projects for Charles Schwab and Christy Sports using Town property, site fees were charged.

- **Gap Project Thank You Lunch**

On Monday, October 18 from 12-1pm at the B-1 Lot at Summit Boulevard and Marina Road, communications and event staff will set up a thank you lunch for the workers on the CDOT Gap Project to recognize their hard work. A ribbon cutting for this project will likely happen during the week of October 24, and communications staff have offered their assistance.

Events:

- **Fall Fest**

Fall Fest took place on Saturday, September 11. Due to the staffing shortages in the restaurants, the event was reformatted to feature one restaurant, Ein Prosit, selling sausages and pretzels. German beer was on tap, and Rising Sun Distillery was there selling two different cocktails. There were also three free make and take art booths: Friends of the Dillon Ranger District had wood "cookies" for children to decorate, Frosted Flamingo had glove puppets for children and adults, and Sunny Side Up Frisco had re-usable bags for folks to decorate in honor of the Town of Frisco's efforts to move to reusable products. Fall Fest was held in conjunction with the Summit County Arts Council's Arts at Altitude Show, which took place on the Historic Park lawn on Friday, September 10 and Saturday, September 11. The event also featured live music in the Historic Park gazebo on Friday and Saturday. The Friends of the Dillon Ranger District staffed and ran the beer and wine booth and raised \$6,300 through their efforts.

- **Mayor's Cup**

The communications and events staff supported the Building Hope Mayors' Cup Golf Tournament from planning through the event day logistics on Monday, September 13 at the Raven Golf Club. Twenty-nine teams (max of 36 teams available) played in the Building Hope Mayor's Cup Presented by the Town of Frisco. The tournament had to be held at the Raven Golf Club, as Copper Creek only has nine holes available right now (likely in 2022 as well) due to construction. This increased expenses by 90%, but Building Hope was still able to raise \$25,000; for comparison, they raised almost \$40,000 in 2019

when the event was last held. The organizing committee, which includes Town of Frisco staff, will be looking at ways to bring down golf fee expenses for 2022.

- **Halloween**

- **Trick-or-Treat Street** will return to Main Street from Madison Avenue to 7th Avenue on Sunday, October 31 from 3-6pm; this timing was based on survey feedback that the Town received. Outdoor candy distribution, one-way pedestrian traffic (arrows chalked on Main Street weather permitting), face coverings, and physical distancing are being recommended to all participants. Also, staff is taking this opportunity to make changes in support of sustainability goals and will not be purchasing or distributing plastic jack-o-lanterns to participating businesses; instead, they will receive simple signage to indicate their participation.
- The Summit County Animal Shelter is joining in on the fun by hosting a **Halloween Dog Parade** starting at 3pm. This event is free and intended to raise awareness about the Animal Shelter and the benefits of adopting a pet. Everyone with a dog is invited to attend, whether or not in costume.

- **Wassail Days**

Wassail Days will kick off on Saturday, November 27 with the tree lighting and fireworks. Wassail tasting and the “Twelve Sips of Wassail” card will return to encourage local shopping and dining. The Wassail Days mug, which is a gift if participants complete the “Twelve Sips” card, was designed by the artists at Frisco Arts Collective; a different local artist has provided a design for the mugs in past years. Santa’s Calling and Breakfast with Santa will also return this year, and the event will run from November 27 through December 5; merchants have expressed that starting the event on “Small Business” Saturday and reducing it by a day works better for their business needs. Businesses can also choose to sample something other than Wassail in order to participate in the “Twelve Sips” if that better fits their capacity and needs.

Frisco/Copper Visitor Information Center:

- The Visitor Information Center saw 1,611 visitors in September 2021 (783 visitors in September 2020 with a four-person capacity limit in the building).
- The Visitor Information Center answered 62 phone calls in September 2021 (207 in September 2020)

Restroom Usage

- Men’s Restroom Usage: 9,414 from September 1 through September 21, 2021 (6,719 in September 2020)
- Women’s Restroom Usage: 3,622 in September- there were technical issues with the counters in the women’s and men’s bathrooms so there were a significant number of missed days (7,662 in September 2020)

September:

- Reusable water bottles are back in stock, and guests continue to be enthusiastic about having these as an option and are taking the pledge to use reusable water bottles in Frisco and at home whenever possible.
- The communications and events staff assisted in covering shifts while the Visitor Information Center was short staffed over the past month.
- The Visitor Information Center will soon be fully staffed, as the second Information Center Guest Service and Marketing Coordinator position has recently been filled.
- The Visitor Center continues to see an increase in questions regarding activities in the area and outdoor adventures. They saw an increase in these questions from 25% in August to 29.25% in September. This could be due to the leaves changing, and beautiful weather encouraging people to continue to get outside.

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 September 2021.

- Restaurant Guide: 525
- Summit Rec Path Map: 450
- Summit County Map: 600
- Scenic Byway Handout: 375
- CO State Map: 600
- Lodging Brochure: 30
- Frisco Business Map: 1,000
- Frisco Hiking Map: 400
- Frisco Bay Marina:
- An approximate total of literature pieces: 3,980

