



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: NOVEMBER 22, 2021 FOR NOVEMBER 30, 2021 TOWN COUNCIL MEETING

Communications:

Media Coverage

Frisco coverage has picked up due to some media hosting, events like Wassail Days and Turkey Day 5k, and a transition to winter travel. There were notable media mentions in the past month, including in Condé Nest Traveler and MSN.

- Frisco, the Frisco Bay Marina, Frisco Bike Park, and Peak One Campground were mentioned in **Condé Nest Traveler's** piece "[The Best RV Campgrounds in the U.S. for Your Next Trip](#)". Condé Nest Traveler reaches 3 million unique monthly visitors.
- **Axios** referenced Frisco twice; first, in their special [e-newsletter](#) guide to this winter's ski season in a piece titled "7 ways to enjoy winter off the slopes" and then Frisco's Outer Range Brewing Co. received a mention in a piece titled "[Post-pow: Where to après across Colorado](#)". Axios is a national outlet that delivers news, media trends, tech, business and politics in an efficient and shareable way, and Denver is one of six cities that have its own local version of the e-newsletter. The digital site reaches 4,865,120 unique monthly visitors, and their newsletter reaches 80,000 subscribers.
- Channel 9 mentioned Frisco's Turkey Day 5k in their "[9 Things to do in Denver and Colorado this Thanksgiving weekend](#)". They have a digital reach of 2 million unique monthly visitors.
- Cheapism listed Frisco as #8 in their piece titled "[Holiday Road Trips Away From the Crowds](#)". Cheapism has a digital reach of 725k unique monthly visitors.
- Frisco was included in the **Colorado Parent** round-up, "[Magical Sleigh Rides To Take With Your Family](#)." Colorado Parent sees 12,538 unique monthly viewers.
- Turkey Day 5k was featured in a **Colorado Runner** piece titled, "[Just One Week until the Town of Frisco Turkey Day 5K](#)." Colorado Runner reaches 10,831 unique monthly visitors. This piece was also picked up by [Spot On Colorado](#). Spot on Colorado reaches 22,810 unique monthly visitors.
- Turkey Day 5k was also included in the Glenwood Springs Post Independent piece titled "[Turkey Trots are a fun family Thanksgiving tradition, and there seems to be one around every corner](#)." The article includes photos of past Turkey Day 5k events, as well as a link to The Town of Frisco website. The

Post Independent reaches 142,535 unique monthly visitors.

- Holiday 2021 issue of Denver Colorado Luxury Magazine featured Frisco in their four-page spread, “[A Frisco Frolic](#),” which highlights a bit of the town’s history, activities to enjoy at the Nordic Center, and places to dine. Denver Colorado Luxury Magazine is a quarterly publication dedicated to destination travel, events, people of interest, hotels, top-rated restaurants and the bustling art scene in Denver. It has a readership of approximately 25,000.
- Mile High Mamas posted a detailed [description and event listing for Wassail Days](#). Mile High Mamas was created as an entertaining community resource for Colorado moms. 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.
- Frisco is included in the story, “[12 Colorado Towns That Feel Like You’re In A Hallmark Christmas Movie](#),” from TravelAwaits. The article labels Frisco, “the epitome of the Hallmark movie town,” and touches on Wassail Days. TravelAwaits reaches 3,589,123 unique monthly visitors.
- Wassail Days was listed in a holiday event round-up in MileHighGayGuy in an article titled “[Experience a True Winter Wonderland in Colorado this Holiday Season](#)”. MileHighGayGuy.com features news, views, information, politics, nightlife, entertainment, sports, culture, and personalities of interest to the gay community in Denver and throughout Colorado.
- Frisco was mentioned in a recent MSN round-up in the piece, “[12 destinations that are absolutely magical at Christmastime](#)” featuring Frisco’s Wassail Days celebration. MSN online reaches 215+ million readers.
- Frisco was also in a PlanetWare piece, “[10 Top-Rated Things to Do in Frisco, CO](#)”. PlanetWare has a digital reach of 4,798,202.

Communications

- **Reusable Bags**
The Communications, Events, and Visitor Information team coordinated and delivered free Frisco reusable bags with the support of employees from many departments. Bags were delivered to supermarkets, retailers, liquor stores, restaurants, the FIRC foodbank, and lodging. To this point, approximately 25,000 bags have been distributed to all of those locations; 30,000 bags total were ordered in April.
- **Communications Support**
Communications staff provided support after the tragic trench collapse near Breckenridge. This support for other jurisdictions is due to a professional understanding between entities in Summit, and 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.
- **Silverthorne and Dillon Destination Restart Workshop**
Vanessa Agee was invited to attend and participate in the Colorado Tourism Office’s (CTO) Restart Destinations program on November 8 to drive recovery as the Towns of Dillon and Silverthorne emerge from the COVID-19 pandemic. This was intended to be an opportunity which brought together tourism industry partners and other local tourism stakeholders to help define problems and co-create solutions that improve tourism and community in Dillon and Silverthorne.
- **Summit Chamber Board**

Vanessa Agee is now on the Summit Chamber Board representing the Town of Frisco. The first meeting that she attended was this week, and she connected with one of the board members, Catherine Schaaf of Early Childhood Options (ECO), who mentioned that ECO has a grant program to assist aspiring in-home daycares with licensing. Staff is still waiting on details of the program and any information about funding gaps/opportunities.

Events:

- **Halloween**

- **Trick-or-Treat Street** made a 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 and was met with a lot of compliments during and after the event from merchants and participants. Outdoor candy distribution, one-way pedestrian traffic, face coverings, and physical distancing were recommended to all participants. Approximately 900 ghouls and goblins participated in this year's event.
- The Summit County Animal Shelter joined in on the fun by hosting a **Halloween Dog Parade** starting at 3pm. This parade was free and intended to raise awareness about the Animal Shelter and the benefits of adopting a pet. Everyone with a dog was invited to attend, whether or not in costume, approximately 150 people and their canine companions participated.



- Events staff once again partnered with Stork and Bear for the annual **candy take back** effort, which distributes extra Halloween candy to active duty military and veterans through [Operation Gratitude](#). This has been a yearly tradition and partnership since 2015, donating over 200lbs of candy each year. The Town assists in sorting candy and mailing it to Operation Gratitude.

- **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; 55 businesses have signed up to participate, and they may also choose to sample something other than wassail in order to participate in the "Twelve Sips" if that better fits their capacity and needs. 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 the free Nordic ski day are both happening outside the event dates on November 7 due to scheduling preferences and a delayed opening of the Nordic Center.



Frisco/Copper Visitor Information Center:

- The Information Center saw 1,189 visitors in October 2021 (VIC saw 554 visitors in October 2020 with a four-person capacity limit in the building).
- The Information Center answered phone 52 calls in October 2021 (VIC answered 129 in October 2020)
- The Visitor Center saw 902 fewer people compared to October 2019. This could be due to it being our shoulder season, and visitors may still be hesitant to travel due to COVID.

Restroom Usage

- Men's Restroom Usage: No data recorded due to device malfunction (4,259 in October 2020)
- Women's Restroom Usage: 5,553 from October 1 through October 31, 2021 (1,882 in October 2020 – missing numbers for half of the month due to device malfunction)

October Updates:

- **Summit Suites Site Tour** - Information Center Manager Jess Holley set up and attended a site tour and meeting with the new general manager Josh Stuhr of what was the Baymont and is now Summit Suites. [Five Senses Hospitality](#), which purchased the Baymont this year, plans to make significant investments in remodeling this property. The plan is to remodel all common area spaces and 90% of the rooms before being able to change the name from Summit Suites to [AC Marriot](#) in 2022. The AC Marriot brand originated in Spain with a modern aesthetic with an emphasis on art.
- **New Marketing and Customer Service Coordinator** Valerie Serna started at the Information Center on October 19.
- The Visitor Center staff participated in **Trick-or-Treat Street** on Main Street on October 31 and saw roughly 900 trick-or-treaters.
- Jess Holley met with **Copper Mountain** to discuss new literature for the Visitor Center, and updating the TV content for this winter.

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 October 2021.

- Restaurant Guide: 225
- Summit Rec Path Map: 50
- Summit County Map: 300
- Scenic Byway Handout: 175
- CO State Map: 150
- Lodging Brochure: 40
- Frisco Business Map: 0
- Frisco Hiking Map: 0
- Frisco Bay Marina: 0
- An approximate total of literature pieces: 940

Walk in Visitors 2014-2021

