



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: FEBRUARY 14, 2022 FOR FEBRUARY 22, 2022 TOWN COUNCIL MEETING

Communications:

Media Coverage

- **5280 Magazine** covered Wassail Days in "[26 ways to celebrate the holidays in Colorado this month](#)". 5280 online reaches 239,347 unique monthly visitors.
- **5280 Magazine** covered Frisco's soon-to-open new restaurant, [Suga Moon's BBQ & Cocktails](#), in a 5280 Magazine story, "7 New Mountain-Town Restaurants to Try this Ski Season." 5280.com reaches 239,347 unique monthly visitors.
- **5280 Magazine** featured Frisco in their story, "[First-Timer's Guide: Frisco, Colorado](#)." The piece features several of the town's businesses and experiences, and provides in-depth details about the various recreational activities to participate in, the arts & culture scene, and places to shop, stay, eat and drink. [5280.com](#) reaches 239,347 unique monthly visitors.
- Wassail Days was covered on **Channel 2- KWGN-TV**, the local Denver CW affiliate station. The segment aired during their [morning news show](#). This news program reaches over 10,000 viewers.
- Wassail Days was also featured in the [Colorado Expression December 2021 newsletter](#) detailing Wassail Days activities and links to the Town of Frisco website. This newsletter is distributed to about 5,500 subscribers.
- The Frisco Nordic Center was mentioned in a **Denver Post** piece, "[Where to cross-country ski in Colorado to find affordable fun, great views](#)". DenverPost.com reaches 3,027,194 unique monthly visitors. The article was also [published by Colorado Daily](#). ColoradoDaily.com reaches 36,492 unique monthly visitors.
- **Out There Colorado** mentioned Frisco in their piece "[Blast down 1,200 feet of snow at mountain town tubing hill in Colorado](#)". Out There Colorado sees over two million website visitors per month.
- **The Gazette** featured a photo spread on the tubing hill titled "[Thrill-Seeking Snow Tubing at Frisco Adventure Park](#)". Their photographer was covering the Breckenridge snow sculpture event and made a stop at the Frisco Adventure Park to take some photographs. The Gazette sees an average of 906,233 monthly visitors to their website.

- The ball field at the Frisco Peninsula made the list of [“The most picturesque ballparks in Colorado”](#) on the Colorado Rockies portion of the **SB Nation** website.
- Boulder’s **Yellowscene** magazine included the Frisco Adventure Park in their article [“Locavore Adventure Gift Guide 2021”](#).
- Frisco’s Outer Range Brewing was the lead photo in **Axios’** piece [“The best Colorado beer and breweries in 2021”](#). Axios is a national outlet that delivers news, media trends, tech, business and politics in an efficient and shareable way. The digital site reaches 4,865,120 unique monthly visitors.
- Frisco was featured in [Travel Lemming](#), an independent online travel guide written by locals and expert travelers. Over 400,000 readers use their guides each month.
- Frisco was mentioned in a **9News** piece, [“9Things to do in Colorado this February 11-13 weekend,”](#) which highlights the Frisco Gold Rush and Spontaneous Combustion. 9News.com reaches 2,306,500 unique monthly visitors.
- Frisco had feature coverage in **Mountain Living Magazine’s** piece by Heidi Kerr-Schlaefer, [“Wintertime Fun in Frisco, Colorado,”](#) which features a large variety of recreational activities, including tubing at Frisco Adventure Park, snowshoeing at the Nordic Center, Two Below Zero sleigh rides and more. She also mentions a few of the businesses in the area, including the Frisco Inn on Galena. Mountain Living Magazine reaches 24,843 unique monthly visitors.
- A [blog post](#) by freelance writer, Heidi Kerr-Schlaefer, who Frisco hosted in 2021 mentions Frisco as an ideal place to try skijoring.
- **The Manual** covered Frisco in a piece titled [“6 Spectacular National Forests for Cross-Country Skiing”](#). Featuring the White River National Forest, the story highlights the Frisco Nordic Center as a place that, “...caters to cross-country skiers of all abilities, with rentals, introductory lessons, and clinics for experienced skiers, along with 15 miles of groomed trails nestled along shores of the Dillion Reservoir.” The Manual states its mission as showing men how to live a life that is more engaged; whether it be fashion, food, drink, travel, grooming, or culture. The digital site reaches 2,257,340 unique monthly visitors.

Communications and Marketing

- A [Request for Proposals \(RFP\) for a five-year arts and culture strategic plan](#) was released on Friday, February 4, 2022 (proposal deadline March 16, 2022) with Council’s direction and edits. The media release and RFP info were not only sent to media, but also relevant planners and firms that have been involved in similar planning processes throughout Colorado, as well as being posted at the Colorado Chapter of the [American Planning Association’ website](#) and the [national APA website](#). Seven people from interested firms attended the RFP pre-proposal meeting on February 11, 2022.
- Staff has been focusing resources into communicating about the [Complete Streets draft comment period](#), [Pay as You Throw/Universal Recycling](#) informational meetings and survey, [lead testing and corrosion control system installations](#), and changing public health orders.
- In partnership with the Colorado Tourism Office, the Town did a [targeted Facebook campaign](#) with a 100% match grant for the Town’s \$2,500 investment (new video with content from recent video shoot), as well as a takeover of the [Visit Colorado Instagram account](#) (213k followers) from February 10-12, 2022.

- On December 28, 2021, staff organized the [dedication of the sculpture, “Soaring Eagle” by Michail Razvan Constantine, to Ann McCreery](#) who died at the age of 99 on November 14, 2021. Frisco Town Council wished to honor McCreery’s contribution to the arts in Frisco through this dedication on the day of her celebration of life. The new dedication plaques will be permanently installed once temperatures allow.

Events:

Events Coordinator Opening

In December, Zane Myers was promoted from the Events Coordinator position to the Events Manager position, and therefore, staff has been recruiting for the Events Coordinator position since December with multiple interviews. All of the staff in the department are working to cover event planning and day of execution duties to keep events moving forward.

Wassail Days

The return of Wassail Days from November 27 (small business Saturday) through December 5 was well received with a large community gathering at the lighting on Saturday, November 27 and robust business visits reported through the 12 Sips of Wassail card. 2,020 Twelve Sips of Wassail cards were redeemed at the Visitor Information Center, which equals 24,240 visits to local businesses tracked by the card; more visits are likely because there are participants who do not fill out and redeem the card, but still Wassail. Mug redemption was largely moved outside during the busier days to honor everyone’s health and to better engage participants and potential participants. For comparison, there were 1,786 cards redeemed for mugs in 2019.

The Wassail business winners were announced on Thursday, December 9 with Rivers Clothing Company in 1st place, Frisco Lodge in 2nd place, and RE/MAX Properties of the Summit in 3rd place. They will all received a commemorative trophy to display in their businesses.

The Sunday afternoon après concert with Hazel Miller saw windy conditions and cold temperatures at the Historic Park with a medium sized crowd. This is a new addition to Wassail Days, and staff is already exploring other options for the final Sunday of Wassail Days that might be more “weather resistant at this time of year than an outdoor concert.

Spontaneous Combustion

Spontaneous Combustion bonfire and fireworks happened on February 12 at 6:00pm with fireworks at 8:00pm. Staff works to create awareness of the event locally to bring the community together, but does very little promotion of the event beyond that. Yet, there were still 250-350 people at this event. Beverage and food sales benefitted Summit County Preschool; a fundraising report is not yet available.



Upcoming Events

- Saturday, February 26 from 2:30pm-4:00pm on 3rd Avenue and the sidewalks of Main Street- [Mardi Gras 4Paws](#)
- Saturday, February 26 at 5:00pm- FrozenFrisco display by MakeFrisco and “opening reception” at the Frisco Nordic Center- part of the [Eat, Ski & Be Merry](#)
- Saturday, March 5 at 9:00am at the Frisco Nordic Center- [Snowshoe for the Cure](#)- This event is anticipated by Colorado Komen staff to draw around 250-300 participants. This is a significant drop from attendance rates of over 2,000 participants 10 years ago. There has been a gradual decline over the years likely due to several factors: the Komen staff in Colorado is now down to two people with no one dedicated to events, Tubbs/K2 are no longer national Komen event sponsors offering logistical and equipment support, and there is no longer a local volunteer organizer spearheading this 3rd party event. The Town continues to provide logistical, planning, equipment, and communications support, including Nordic Center course selection and marking.

Frisco/Copper Visitor Information Center:

November 2021

- The Information Center saw 2,556 visitors in November 2021 (VIC saw 280 visitors in November 2020 with a four-person capacity limit in the building).
- The Information Center answered phone 115 calls in November 2021 (VIC answered 112 in November 2020)

December 2021

- The Information Center saw 2,286 visitors in December 2021 (VIC saw 291 visitors in December 2020 with a four-person capacity limit in the building).
- The Information Center answered phone 193 calls in December 2021 (VIC answered 367 in December 2020)

January 2022

- The Information Center saw 672 visitors in January 2022 (VIC saw 203 visitors in January 2021 with a four-person capacity limit in the building).
- The Information Center answered 154 phone calls in January 2022 (VIC answered 186 in January 2021)

Restroom Usage

November 2021

- Men’s Restroom Usage: No data recorded due to device malfunction
- Women’s Restroom Usage: 5,295 from November 1 through November 30, 2021 (2,354 in November 2020 – missing numbers for half of the month due to device malfunction)

December 2021

- Men’s Restroom Usage: No data recorded due to device malfunction
- Women’s Restroom Usage: 4,855 from December 1 through December 31, 2021 (2,313 in December 2020)

January 2022

- Men’s Restroom Usage: 1,717 from January 20 through January 31, 2022 (2,526 in January 2021)
- Women’s Restroom Usage: 3,392 from January 1 through January 31, 2022 (2,313 in January 2021)

Information Staff Updates:

- The Visitor Information Center had a booth at the Girls on the Run event on November 13 where they had a spin the wheel game for prizes and information and advice about the Town of Frisco for the many out of county participants at this event.
- Staff virtually attended the Colorado Governor's Tourism Conference and learned valuable information about Colorado tourism coming back from the pandemic.
- The Visitor Center staff has been supporting the distribution of Town of Frisco reusable bags to local businesses. Businesses are expressing appreciation for the bags and letting staff know that customers are loving them. All 30,000 bags have been distributed, and Community Development staff are evaluating whether more should be ordered for 2022.
- Visitor Center staff has made \$1,982 in tubing reservations from the beginning of the season through January 31.
- The Visitor Center went through the application process to make the Town of Frisco a **Care for Colorado Stewardship Member**.
 - With this membership, the Town will be able to utilize Care for Colorado and Leave No Trace messaging on the Town's websites, social media outlets, printed guides, and maps.
 - The Town of Frisco staff are now also eligible for Leave No Trace workshops/trainings and will be attending quarterly membership meetings to network and continue to improve ideas on how to best promote sustainable tourism in Frisco and Summit County.
 - The Town's website now includes Care for Colorado and Leave No Trace messaging for visitors, and this will continue to be updated and added throughout the website.
- At the direction of Council, the Information Center staff is continuing to brainstorm improvement ideas for the 2023 remodel.
- Staff revised and revamped the relocation packet for new Frisco/Summit County residents.

Walk in Visitors 2015-2022

