



## 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: JANUARY 12, 2021**

### **Media Coverage:**

- Boston Magazine made mention of Frisco's enviable pedestrian promenade in their article "[How Boston Could Save Winter by Finally Doing Something Fun with Its Streets](#)". Boston Magazine reaches 816,000 monthly online visitors.
- Channel 4 featured the "[Love Frisco, Winter Frisco](#)". The audience reach for KCNC-TV Denver is 2,511,208 viewers.
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- The "Love Frisco, Winter Frisco" story was also syndicated on [Yahoo news](#), with an additional reach of 446,714,476.
- Cheapism.com covered Frisco in their online piece "[14 Holiday Road Trips You Can Still Take Amid Coronavirus](#)" highlighting "locally owned shops" and the town's proximity to 6 ski resorts. Cheapism.com has a monthly reach of 1 million.
- MSN also picked up "[Holiday road trips you can still take amid coronavirus](#)", and their monthly reach is 593,000.
- The Frisco Adventure Park's tubing hill was included in a round-up on Colorado Parent, highlighting the "[5 Awesome Spots to Snow Tube](#)." Colorado Parent online reaches 5,326 monthly visitors.
- The Gazette, based in Colorado Springs, included [the tubing hill opening in their coverage](#). The Gazette has 906,233 monthly online visitors.
- The Denver Gazette picked up the [same tubing story](#) with a monthly online reach of 18,000.
- The Denver Post included a mention of Wassail Days in the story, "[Turn your backyard into a cozy winter getaway](#)." It ran in this Sunday's paper under the "Festival Inspired Fare". The weekend circulation for The Denver Post is 265,254.

- Wassail Days is mentioned in the December edition of In Good Taste Denver. In Good Taste Denver receives 10,225 unique monthly visitors.
- Channel 4 mentioned Frisco's Black Lives Matter mural during their "4 The Arts" program, which had a segment covering "Art Activism in Colorado". The entire program is 20 minutes long (which can be watched here), but the short clip that mentions Frisco is HERE. The audience reach for KCNC-TV Denver is 2,511,208 viewers.
- Channel 4 also covered the opening of ice skating at Meadow Creek Park. Again, the audience reach for KCNC-TV Denver is 2,511,208 viewers.
- New Country 99.1, out of northern Colorado, covered the opening of the tubing hill.
- OutThere Colorado mentioned Frisco two times recently in the following digital pieces. OutThere Colorado focuses on the state's great outdoors, and it receives 1.62 million unique monthly visitors online.
  - Tubing Hill Opening
  - "Free public skating rink opens in Colorado mountain town"
- The Town of Frisco is featured in the January 2021 issue of Denver Life Magazine. Providing an overview of winter activities, with an emphasis on the Two Below Sleigh Rides and showcasing why Frisco is an ideal getaway this season. Denver Life Magazine highlights the thriving culinary, fashion, art, home design and entertainment offerings in Denver and along the Front Range. Coverage includes lifestyle, travel and outdoor adventure surrounding the Mile High City. It has a circulation of 40,000.
- In a recent article in 5280 (both print and online), the writer positions Frisco as part of an ideal winter getaway, with mentions of the Frisco Adventure Park, the Nordic Center, and Two Below Zero Sleigh Rides in a piece titled "4 Adventure-Packed Road Trips for Every Season". The print edition has a circulation of 90,441 readers, while 5280.com reaches 259,408 unique monthly visitors.

## **Love Frisco, Winter Frisco**

From November 15, 2020 to January 5, 2021 2,602 gift cards have been issued, including bonus and purchased cards, with a total value of \$166,160. During that time, \$92,174 have been spent at 59 different local businesses in 2,029 different transactions.

### **Bonus card breakdown-**

- 256 \$10 bonus cards
- 208 \$25 bonus cards
- 835 \$40 bonus cards
- Total \$41,160 in bonus e-gift cards issued

As of January 5, 2021, there are \$6,939 remaining in the Yiftee account for bonus e-gift cards and bonus e-gift card fees.

## **Frisco Dining**

[FriscoDining.com](http://FriscoDining.com) was launched on October 30. The Town of Frisco had professional exterior photographs taken of every dining establishment in order to make this process completely “touchless” for restaurants. Information Center staff continue to contact restaurants to update provided services.

### **Frisco Business Assistance Grant Programs**

Upon Town Council’s approval of the resolution establishing the General and Innovation Frisco Business Assistance Grant Programs on December 21, Town staff launched this grant program on December 26 on a new platform, [Survey Monkey Apply](#), intended to make the process easier and more efficient to allow for quicker review and disbursement of funds. Typically, it takes upwards of a month to build and launch a grant program through this tool, but Tasha Wilson and Sole Drumright worked together to launch this grant program in the 5 days over Christmas.

### **Five Star Program**

The Communications, Marketing and Events Department led the Five Star certification process and created Frisco’s processes for coordinating inspections and reporting to the County, and Town staff from every department volunteered to train as inspectors and participate in the process with the Information Center staff managing inspection scheduling. Staff inspected and certified 25 restaurants in several days. Loli Respini did outreach to restaurants with primarily Spanish speakers and guided them through the process and inspection.

Just a week later, the events time spearheaded the certification process for personal fitness and approved two businesses before the move from Level Red to Level Orange was announced. Vanessa Agee continues to sit on the Five Star committee, as planning continues for the County’s variance request for a Level Yellow Five Star program when Summit County is in Level Orange not only in name but in numbers.

### **Special Events:**

Wassail Days kicked off on November 28 with small business Saturday. Wassail tasting, which was always intended to create a welcoming atmosphere and inspire visits to local businesses, is not possible this year, but events staff has instead encouraged visits to local businesses by incorporating the Love Frisco program, a window display scavenger hunt, and a Wassail Days reusable bag giveaway. Event highlights included:

- The special events staff delivered 2,400 re-usable bags to local retailers for giveaways with the purchase of \$50 or more, and several businesses have needed more bags after just five days. There have also been inquiries regarding the artist who created the art for the bags.
- The window display scavenger hunt features Marvin the Moose holding Wassail ingredients to provide children with a fun holiday activity and to encourage shoppers to look into business windows to discover unexpected holiday gift ideas.
- Santa has made surprise visits around Frisco, including Main Street, local neighborhoods, Basecamp, Summit Boulevard and more, using a jeep (without a top) driven by Town staff and donated by Groove Silverthorne for this use to add just a touch of unexpected magic.

- Santa's Calling- Zane Myers, Don Reimer, Jason Davis, and seven folks from Summit Fire and EMS Station 2 called 92 children during this year's Santa's Calling. There were 30 more phone calls than in past years. Events staff also assisted six other communities who reached out to Frisco from as far away as Nebraska, in order to set up their own Santa's Calling programs for 2020.

Some comments received from parents/guardians

- "Just wanted thank you guys for this great initiative; our two daughters were so excited with Santa's call. We appreciate what you all did to let us have such a special moment in these extraordinary days."
- "I just wanted to thank you for the call. My kids are still talking about it, and it was very magical for them. This was a big highlight for them in a year that has been challenging with all the shutdowns and schools moving to online learning. This was fantastic!"
- "Thank you so very much for the Santa call. This was such a special thing for our two boys! You made their day! Thank you again and Merry Christmas!"
- "Thank you for making the evening super special for my kiddo!"
- "Hi! Just wanted to thank you so much for posting the 'Santa call'. My son got his call and was so excited and happy! Thank you for keeping the Christmas spirit♥️. You're making a lot of kids happy!!"
- "Oh my goodness...Santa called and (my daughter) was BESIDE herself! BTW the only thing (my daughter) wants from Santa is a rainbow cheetah with spots...a BIG rainbow cheetah with spots...good luck Santa!"
- "...these calls have been a tradition in our family for many years. Thank you so much! Merry Christmas 🎄"

#### **Frisco/Copper Visitor Information Center:**

- The Information Center saw 554 visitors in October 2020 (2,091 in October 2019).  
The Information Center saw 280 visitors in November 2020 (1,970 in November 2019).  
The Information Center saw 291 visitors in December 2020 (4,230 in December 2019).
- The Information Center answered 129 phone calls in October 2020 (131 in October 2019).  
The Information Center answered 112 phone calls in November 2020 (192 in November 2019).  
The Information Center answered 367 phone calls in December 2020 (304 in December 2019).

#### **Restroom Usage:**

- Men's Restroom Usage: October 2020- 4,259 (5,328 in 2019)  
November 2020- 2,154

- December 2020- 2,575
- Women's Restroom Usage:      October 2020-      1,882 (missing data due to device malfunction)
- November 2020- 2,354
- December 2020- 2,313

## **Year End**

- In 2020, the Visitor Center assisted 9,377 walk-up guests (42,588 in 2019) and answered 3,004 phone calls (2,686 in 2019).
- Walk-in number have significantly decreased from 2019 due to the pandemic.
- However, phone calls have increased by approximately 12% from 2019.

## **December**

- Activity referrals in December 2020 increased by 6% compared to December 2019.
- Restaurants referrals also increased by 5% in December 2020 compared to December 2019 – this may be due to the 5 Star program and questions regarding its effect on local dining options.
- Local event referrals increased as well in December 2020 by 4%, many of these referrals were for the Love Frisco, Winter Frisco e-gift card program. This particular increase is interesting considering that in 2020 the Town did not host a traditional Wassail Days, which would have been the Center's typical December event referral.

## **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.

## **October**

Frisco Hiking Map: 1,000

Restaurant Guide: 100

Summit Rec Path Map: 300

Summit County Map: 600

Scenic Byway Handout: 380

CO State Map: 250

Lodging Brochure: 150

Total of 2,780 approximate pieces of literature, not including the Museum and Marina brochures.

## November

Restaurant Guide: 100  
Summit County Map: 300  
CO State Map: 250  
Lodging Brochure: 100  
Nordic Center Map: 100  
Total of 850 pieces of literature.

## December- NA

