



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: MARCH 15, 2022 FOR MARCH 22, 2022 TOWN COUNCIL MEETING

Communications:

Media Coverage

- **9News** included the Frisco Freeze Winter Fat Bike Race in [“9Things to do in Colorado this weekend: Feb. 18-20”](#). The digital site reaches 2,306,500 unique monthly visitors.
- **9News** included Mardi Gras 4 Paws in a roundup, [“9Things to do in Colorado this weekend: Feb. 25-27”](#). The digital site reaches 2,306,500 unique monthly visitors.
- **SPOKE+BLOSSOM** also included Mardi Gras 4 Paws in a roundup, [“8 Ways To Celebrate Mardi Gras 2022 In Colorado”](#). This quarterly magazine promotes Western Colorado as an incredible place to live, work, and play.
- Forbes Magazine covered Frisco in the article [“Under-The-Radar Destination in the Rockies”](#). The digital site reaches 13,008,749 unique monthly visitors.
- **The Points Guy** published the online story, [“Top 5 Colorado ski resorts for the ultimate Rocky Mountain spring break”](#). The author featured Copper and Frisco at the top of the piece. The Points Guy provides hands-on travel advice—how to maximize any trip. Now a lifestyle travel resource, the site reaches 5,484,926 unique monthly visitors.
- Frisco was covered in the piece, [“30 Epic Spots for Sledding and Snow Tubing in Colorado”](#), published on **Trekaroo** that highlights snow tubing at the Adventure Park. Trekaroo is an online publication that inspires and equips families to explore the world. It reaches 202,362 unique monthly visitors.
- Frisco was covered in two articles published on [Colorado.com](#). The piece, [“Snow Tubing & Sledding in Colorado”](#), highlights the Frisco Adventure Park, Frisco’s central location to the surrounding ski resorts and more. Featuring Frisco’s 2 Below Zero, the piece, [“Magical Winter Activities for the Whole Family”](#), also highlights The Uptown on Main, Nuevo Vallarta and Frisco Lodge Bed & Breakfast. [Colorado.com](#) reaches 215,550 unique monthly visitors.
- The Frisco Adventure Park was also covered in a **Denver Post** piece, [“Where to go snow tubing in Colorado”](#). [DenverPost.com](#) reaches 3,027,194 unique monthly visitors.

- [Channel 2's Daybreak featured Snowshoe for the Cure](#), including an interview with Volunteer Chair Sue Kober, [here](#), which saw 15,673 viewers.
- **Channel 2's Colorado's Best** [website featured Snowshoe for the Cure in February](#). The digital site reaches 2,324,039 unique monthly visitors.
- **Channel 2's Colorado's Best** also aired a [Snowshoe for the Cure segment](#), which saw 2,917 viewers.
- Additionally, **FOX31** did [an interview with Kober for Snowshoe for the Cure](#), which saw 7,166 viewers.
- **9News** included the event in a roundup, "[9Things to do in Colorado this weekend: Dinosaurs, Frida Kahlo and more](#)." The digital site reaches 2,306,500 unique monthly visitors.
- Frisco Brewski was covered in March's Colorado Expression newsletter, which reaches 5,500 subscribers.

Communications and Marketing

- The Town was approved for the [Colorado Tourism Office's \(CTO\) Paid Media Coop](#), and with an investment of \$10,000, the CTO will fund for a value of \$52,607 to the Town of Frisco. The Town was also able to receive matching funds of \$2,500 for the Colorado Tourism Office summer 2022 Facebook Coop, as well as a three-day takeover of the [VisitColorado Instagram account](#).
- Communications staff worked with Finance to create a webpage with the domain name [Frisco-ChildCare.com](#), along with a media release, [blog post](#), social media posts, and bilingual flyers to create widespread awareness about Frisco's new child care tuition assistance program.
- Communications and Events staff worked with the Town Clerk to organize, promote, record, and livestream the Candidates' Forum on March 10 at 10 Mile Music Hall. The forum saw 45 in person attendees and anywhere from 20-35 viewers online. The forum is being broadcast on SCTV and is on the [Town's government YouTube channel](#), which has been promoted through social media.
- Communications staff have been promoting the many [sustainability efforts and opportunities](#) available currently, including Party for the Planet, Solarize Summit, Tame the Tap for Fix a Leak Week, and I70 Coalition's Break up with Your Car, through a [blog post](#) and social media.

Events:

- **Events Coordinator Opening-** A new Events Coordinator has been hired and is scheduled to start in late March.
- Saturday, February 26 from 2:30pm-4:00pm on 3rd Avenue and the sidewalks of Main Street- [Mardi Gras 4Paws](#) saw over 100 dog participants, which the benefiting organization, Hope for Animals, believed was better attended than in past years, and the energy and interest on Main Street sidewalks was strong with one visitor from Great Britain noting "this is the best surprise and coolest town".



- Saturday, February 26 - FrozenFrisco display by MakeFrisco and “opening reception” at the Frisco Nordic Center- part of the [Eat, Ski & Be Merry](#)- was well attended and enjoyed.



- Saturday, March 5 at the Frisco Nordic Center- [Snowshoe for the Cure](#)- This event drew just shy of 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 provided logistical, planning, equipment, and communications support, including Nordic Center course selection and marking.



- **Frisco BBQ Challenge (June 17 and 18, 2022 with June 16 kick off concert) Update**
In response to community and business feedback and Council direction, staff have refocused BBQ Challenge on great food and drink, places for friends and family to gather, and live music. Staff made the strategic decision to move away from the name “Colorado BBQ Challenge” and instead reflect the

local and smaller scale of the event by referring to it as the “Frisco BBQ Challenge”. There are no plans for advertising beyond Summit County, and Frisco’s PR firm has been directed to not make BBQ Challenge a significant focus of PR efforts regionally or nationally. Event artwork (please see small sample below) is tagged with a “back to basics” message. Also, the event webpage at FriscoBBQ.com describes what to expect and what not to expect in order to set expectations early and help attendees determine if this is still the event they are looking for; this message was also emphasized on social. There is an understanding that pent up demand, as well as the significant brand recognition built up over 26 event years, will likely drive substantial attendance so there is a strategic effort not to draw more attendance.

On January 5, 2022, vendor and competitor registration opened for the Frisco BBQ Challenge. The non-selling competitor spaces filled within several minutes and are now on a waitlist. As in past years, non-competing vendor spots are still filling, and vendors who serve non-BBQ and more carnival type food were informed in late 2021 that the direction of the event had changed away from this type of food.

For context in 2019, this was the vendor breakdown:

- 25 selling BBQ competitors
- 50 were registered as non-competing vendor only booths. Of those 50 vendors:
 - 16 sold BBQ or another savory food (Mexican, oysters, corn, empanadas, etc.)
 - 16 sold as type of dessert item
 - 15 were non-selling type booths (TV8, Summit Daily, Summit County Republicans, etc.)
 - 3 were other alcoholic beverage options (Outer Range, Highside, Margaritas)

For 2022, the event currently has:

- 17 selling BBQ competitors
- 14 non-competing vendors- this includes some dessert, kabob, and a few other non BBQ vendors.
- Events, Information Center, and Communications staff have been reaching out to past BBQ vendors and newly identified vendors, and we feel confident that this outreach is paying off. Non-competing vendors have historically been slow to sign up. We have created a marketing piece directed to vendors to help with this outreach, which is a new strategy. We have heard that some vendors are no longer in business due to the impacts of the pandemic, including long term COVID, and out of state vendors are hesitant to travel due to gas prices.
- The event will not have any booths that are not selling BBQ, any type of complimentary food, or beverages.

The event site will shrink by at least one block to include Main Street from 5th to Madison Avenues to accommodate this more focused vendor list, but there will be more spaces provided for shaded seating. The event will no longer have ancillary components that take away from the focus on food, music, and gathering places for friends and family, which means that bouncy houses, mechanical bulls, the Whiskey Tour, chef demos in the Historic Park, and the firefighter cookoff will no longer be part of the event in order to focus on the events primary goals. Pig races will remain, as they are a signature component with a minimal footprint. Staff will continue to monitor space needs and adjust the event site accordingly. Music is currently being booked by our booking agency and will be announced in late May, as in past years, to accommodate our ability to take advantage of routing and the cost savings that this approach brings.



Frisco/Copper Visitor Information Center:

February 2022

- The Information Center saw 881 visitors in February 2022 (VIC saw 149 visitors in February 2021 with a four-person capacity limit in the building).
- The Information Center answered 238 phone calls in February 2022 (VIC answered 160 in February 2021)

Restroom Usage

February 2022

- Men's Restroom Usage: 4,689 in February 2022 (2,064 in February 2021)
- Women's Restroom Usage: 3,125 in February 2022 (1,611 in February 2021)

Information Staff Updates:

- Information Center Manager, Jessica Holley, has been assisting the Frisco Adventure Park with training the new Guest Service Manager, Erin Socks, on the town-wide POS system, filling in as needed at the Adventure Park, and helping to troubleshoot issues as they arise.
- The Visitor Center assisted with FrozenFrisco by serving as the pickup location for 5 gallon buckets and ice luminary books for artists.
- To continue promoting the Town of Frisco, the Visitor Center staff participated in an Instagram takeover with the Colorado Tourism Office. Frisco's posts had 503,519 impressions, 11,408 engagements, and 602 followers gained.
- The Visitor Center staff has been assisting the Frisco Bay Marina by taking rack and storage payments for a total of \$540 for the month of February.
- The Visitor Center staff assisted the Frisco Adventure Park by making reservations for both tubing and the ski/ride hill over the phone for a total of \$2,220 for the month of February.

This is the approximate amount of literature distributed through the self-serve stations next to the front door of the Information Center in February 2022.

- Restaurant Guide: 175
- Summit Rec Path Map: 0
- Summit County Map: 300
- Scenic Byway Handout: 0
- CO State Map: 250
- Lodging Brochure: 0
- Frisco Business Map: 0
- Frisco Hiking Map: 300
- Frisco Bay Marina: 0
- Winter Responsible Recreation: 30
- An approximate total of literature pieces: 1,055

Walk in Visitors 2015-2022

