



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: KATIE BARTON, ADVENTURE PARK GENERAL MANAGER
RE: CONCESSIONAIRE AGREEMENT – SNOW SCHOOLERS
DATE: OCTOBER 26, 2021

Summary and Background: The Town of Frisco has been offering beginner ski and ride lessons at the Frisco Adventure Park in a partnership with Copper Mountain for the past 10 years. The concessionaire agreement has been a one-year agreement whereby the Town of Frisco staff books the lessons and Copper Mountain instructors teach the lessons at the Adventure Park. Over the last four years, Copper Mountain has decreased their availability of lesson times and instructors at the Adventure Park due to staffing shortages and the struggle to teach lessons at both Copper and Frisco. In September 2021, Copper Mountain staff informed Frisco that they would not be able to staff ski and ride instructors at the Frisco Adventure Park this season.

The demand for ski and ride lessons at the Frisco Adventure Park is high. The terrain and the environment at the Park is ideal for learning. The Frisco Adventure Park staff would like to offer ski school lessons this winter season through a private company, Snow Schoolers. Snow Schoolers will provide a full service of skiing and snowboarding lessons including children lessons, private lessons and group lessons during the current tubing hill/ski & ride hill operating hours. Snow Schoolers will provide and hire all the instructors and will manage all bookings and guest communication for the lessons. The Town of Frisco will assist with marketing by adding Snow Schoolers to our website and providing guest facing communication.

Analysis: Staff feels that offering ski and snowboard lesson to the general public through a concessionaire agreement is the most beneficial and economical way to offer a desired amenity for both the guest and the Town of Frisco. Snow Schoolers has successfully operated as an independent ski school program at several California resorts for the past few winters. These resorts are similar in size to the Frisco Adventure Park. Snow Schoolers operates as a software platform for a virtual ski school, meaning guests sign up for lessons online and instructors create their own schedules by signing up to coach these different lessons. This new model is the “Uber driving for ski coaching.”

Town of Frisco staff checked references at two ski resorts in Tahoe, CA, and received overwhelming positive feedback in regards to the Snow Schoolers programs, staff, guest

experience, and revenue generation.

Staff believes a one-year contract with this concessionaire is practical. The concessionaire may request renewal after that term has expired and any renewal will be brought before Council for approval.

Financial Impact: The Town of Frisco will receive 20% of lesson sales from Snow Schoolers. This concessionaire agreement is comparable to the Copper Mountain agreement that was in place in 2020. Under that agreement, a total of 105 lessons were taught at the Park, with the Town collecting \$2,415 and Copper Mountain collecting \$6,930.

Alignment with Strategic Plan: Per the Town of Frisco Strategic Plan, providing quality core services is the heart of the Town of Frisco. The Town recognizes the importance of its recreational opportunities as essential to the Town's vibrancy, providing unique opportunities for visitors and locals to explore, play, experience, and share with the broader community. Snow Schoolers provides visitors and locals alike with the opportunity to take part in a fun, healthy, outdoor activity.

Environmental Sustainability: Snow Schoolers will operate within the existing tubing hill/ski & ride hill operations and hours with no additional impacts.

Staff Recommendation: Staff recommends that Council approve the Snow Schoolers contract for one year.

Approved By:

Tony O'Rourke, Town Manager

Attachments:

Attachment 1 – Contract for Goods and/or Services with Snow Schoolers

Attachment 2 – Snow Schoolers Participant Agreement

Attachment 3 – Frisco Peninsula Recreation Area Assumption of Risk and Release of Liability Agreement