



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

**TO: MAYOR AND TOWN COUNCIL**

**FROM: VANESSA AGEE, MARKETING AND COMMUNICATIONS DIRECTOR**  
**ZANE MYERS, EVENTS COORDINATOR**

**RE: 2022 RESOLUTIONS FOR SPECIAL EVENT STREET CLOSURES AND NO PET EVENTS**

**DATE: JANUARY 11, 2022**

**Summary and Background:** Frisco's special events are intended to enhance the quality of life of residents and visitors and to support a thriving economy throughout the Town.

- Each year the street closure resolution brings thoughtful consideration regarding how to maintain harmony between the economic vitality of Main Street and surrounding businesses and the community's desire for events on Main Street.
- The no pet event resolution honors the health and safety of event attendees and pets by determining which events are not appropriate for pets.

**Analysis:** The street closure and no pet resolutions for 2022 reflect the best assumptions regarding a realistic 2022 events calendar and are a return to a full event calendar. The following are notable street closure requests:

- The extension of the Concert in the Park series from nine concerts to 12 concerts is reflected in the 2022 street closure resolution. The feedback was overwhelmingly positive during the extended concert series in the summer of 2021, and a September 8 final concert date respects the rapid loss of daylight in late September. Also, the closure of Main Street between 1<sup>st</sup> Avenue and 2<sup>nd</sup> Avenue for the Concert in the Park Series has proven to be a popular decision, which was first recommended by Chief Wickman due to safety concerns, and has clearly made these concerts more enjoyable, roomier, and safer.
- The return of the Howard Alan Art Show was made at the request of 3<sup>rd</sup> party event producer, [Howard Alan Events & American Craft Endeavors](#), for August 13-14, 2022. This art show did not happen in 2020 or 2021 due to the pandemic, the Promenade, and the desire to keep the enjoyment of Main Street very simple during both summers. Art shows have experienced their share of controversy here and in surrounding communities with some businesses maintaining that these shows detract from brick and mortar sales, and some businesses making the argument that art shows provide

animation which draws people with disposable incomes and inspires more spending, including in local businesses. This art show will be required to provide a fee of \$5,000 for use of public property (as happened in 2019). The show organizers would also be required to offer booth space (but not the needed equipment such as tents and display gear) free of charge to any artists with a residence or business in Frisco who wish to display and sell their own art during this two-day event.

- The Wassail Days concert was a new addition in 2021, as the free tubing and sledding events and the Soup Cup were determined to have played out their roles and were eliminated from the 2021 Wassail Days schedule. The Sunday afternoon Wassail Days concert was moderately well attended, and staff will be evaluating how to make this event a better draw that serves the community and economic vitality of Town going forward.

**Financial Impact:** Events, including labor from different departments, are part of the approved 2022 budget.

**Alignment with Strategic Plan:** Frisco's events support vibrant culture, arts, and recreation; a thriving economy; a sustainable environment; and an inclusive community.

**Environmental Sustainability:** Frisco's own events and third party events are required to show how they will reduce and divert waste, and impact on open space and trails are consistently discussed when planning events and considering third party events. Therefore, special events also create an opportunity to talk about the Town's sustainability goals with attendees and can create new habits, which attendees may implement at home.

**Staff Recommendation:** Staff recommends approval of the no pet resolution as written and requests discussion from Council regarding the street closure resolution.

1. Should the Concert in the Park Series continue with 12 concerts?
2. Should the Howard Alan Art Show return to Main Street in August 2022?

**Approved By:**

Tony O'Rourke, Town Manager  
Leslie Edwards, Finance Director

**Attachments:**

2022 No Pet Events Resolution

2022 Street Closures Resolution