



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: ERIN SOCKS, ADVENTURE PARK GENERAL MANAGER
DIANE MCBRIDE, RECREATION DIRECTOR/ASSISTANT TOWN MANAGER
RE: SNOW SCHOOLERS CONTRACT
DATE: NOVEMBER 8, 2022

Summary and Background: The Town of Frisco began offering beginner ski and snowboard lessons at the Frisco Adventure Park in a partnership with Snow Schoolers for the 2021-2022 season. Prior to last season, the Town contracted with Copper Mountain for such lessons but due to staffing constraints, Copper Mountain was no longer available to offer these lessons.

Snow Schoolers provided a full service of skiing and snowboarding lessons including children lessons, private lessons and group lessons during the tubing hill/ski & ride hill operating hours. Snow Schoolers provided and hired all the instructors and managed all bookings and guest communication for the lessons. The Town of Frisco assisted with marketing by adding Snow Schoolers to our website and providing guest facing communication. The relationship was positive and as a result, staff recommends working with Snow Schoolers again this winter season and through the 2026-2027 winter season.

Analysis: Offering ski and snowboard lessons 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 worked with Snow Schoolers for the 2021-2022 season and experienced a very positive working relationship. Staff believes a five-year contract with this concessionaire is practical and consistent with other concessionaire agreements.

Financial Impact: The Town of Frisco will receive 20% of revenues from Snow Schoolers. Under this agreement for the 2021-2022 season, the Town collected \$30,567 for such lessons.

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. They are in the process of securing a yurt/Weatherport for their operations, which is in the final planning and review phase with the Town of Frisco Building Department.

Staff Recommendation: Staff recommends that Council approve the Snow Schoolers contract for five years.

Approved By:

Tom Fisher, Town Manager

Leslie Edwards, Finance Director

Attachments:

Attachment 1 –Snow Schoolers Contract 2022-2027