



## MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

**TO:** MAYOR AND TOWN COUNCIL  
**FROM:** VANESSA AGEE, COMMUNICATIONS DIRECTOR  
**RE:** COMMUNICATIONS, MARKETING, AND CULTURE DEPARTMENT STAFF REPORT  
**DATE:** APRIL 25, 2023

### Communications:

#### Media Coverage

- **9News** included the Town of Frisco's Easter Egg Hunt in an [Easter Egg Hunt roundup](#). The digital sites see 2,879,700 unique monthly visitors.
- Frisco is featured in a piece picked up by **MSN**, "[23 Best Lake Towns in the United States](#)," highlighting Dillon Reservoir and the "charming downtown area with shops, restaurants, and art galleries". The digital site sees 215,787,652 unique monthly visitors.
- The opening of the AC Marriott is seeing a lot of coverage, including pieces in [Hospitality Net](#) and [Mile High CRE](#). The Hospitality Net sees 104,101 unique monthly visitors, and Mile High CRE sees 30,324 unique monthly visitors.
- CBS Colorado Channel 4 covered the Frisco Historic Park's 40th anniversary in a piece titled "[Colorado mountain town asking for help documenting history on museum's anniversary](#)" and aired this piece three times over 24 hours. CBS Colorado Channel 4 reaches more than 19,000 local viewers and a national audience of 2.7 million.
- **The Denver Post** covered Frisco's groomed rec path in the story, "[Where to cross-country ski by the light of the full moon in Colorado](#)." The digital site sees 3,543,385 unique monthly visitors.
- **The Travel** included Frisco in a piece, "[10 Perfect Mountain Towns Worth Visiting In Colorado](#)." The national travel site sees 2,118,142 unique monthly visitors.
- **A Luxury Travel Blog** covered the Frisco Nordic Center in their piece "[6 Colorado ski gems](#)". Denver Colorado Luxury Magazine is a quarterly publication dedicated to destination travel, events, people of interest, hotels, top-rated restaurants, and the bustling art scene in Denver. It has a readership of approximately 25,000.

#### Communications and Marketing

- Events have transitioned to the Recreation Department to support greater efficiencies and provide more resources to events, and the Historic Park and Museum is now part of the Communications, Marketing, and Culture Department to more efficiently support Arts and Culture Plan implementation and continue

to encourage the preservation of historic assets and the telling of Frisco's historic story.

- Communications staff worked with Community Development staff to host the Promenade/Parklet open house at Highside Brewing, which had forty-six (46) attendees; 33 indicated that they were from a local business. Several business owners and community members commented to staff that they appreciated the opportunity to speak with Town Council and the Town Manager in person. Communications staff compiled the feedback report, which includes comments and “voting” results from the boards. This report will be included in the Council packet for the May 9 Town Council meeting. RRC Associates will also be at the May 9 meeting to present survey results, and their report will be included in the packet as well.
- Some notable, recent communications efforts:
  - Local investment opportunities for [Certificates of Participation to fund workforce housing](#)
  - [Granite Street improvements](#)
  - Waste reduction [Strong Future Community Grants](#) for businesses, non-profits, and HOAs
  - Forest Service [comment period and open house for the “Frisco Backyard” plan](#)
  - [Frisco Planning Commissioner vacancy](#)
  - [Nonprofit event opportunities](#)
  - Forest Service [controlled burns near Frisco](#).
- Jessica Dastous has taken on the role of Communications Coordinator. Jess comes to the Town with a Master's in marketing and with seven years of marketing experience, which includes owning her own marketing business. She has significant experience in digital marketing and social media.
- Staff have been working on the Frisco graduate lamp post banner program since February to get as many graduate photographs as possible. Again this year, the Town is offering free portrait photography with a local photographer to break down the barriers for participation, and two students have already been connected with the Town's photographer. Banners will go up in mid-May and will be taken down in June and provided to graduates. All but a few banners are picked up each year. Also, another local town reached to Frisco in late March for information about how to start their own graduate banner program.

#### **Frisco Historic Park and Museum:**

Monthly Visitor Count	
2023	1849
2022	2023
2021	931

Monthly Programs (Field Trips/Tours/Lectures/Events)	
2023	74
2022	34
2021	7

#### **Museum Operations:**

- The Winter Lecture Series returned in March after a two-year hiatus. Lectures were moved to Saturdays at 1:00 pm in the Historic Park Log Chapel based on participant feedback. Topics focused on local history with museums and history professionals sharing their most recent work. The most popular topic was the Leadville Matchless Mine with their presentation on Debunking the Myths of the Tabors.

- The Museum held a special edition outreach event in partnership with the Colorado Rapid Avalanche Deployment (C-RAD) on March 21<sup>st</sup> at the Adventure Park Day Lodge. Mayor Hunter Mortensen shared his expertise in the history of avalanche safety and the modern techniques used today. C-RAD was on site with several avalanche dogs and their handlers to answer questions. The Museum raised over \$500 for C-RAD.
- Museum Manager Rose Gorrell was invited to be the speaker at the Summit Historical Society Women of Distinction luncheon, honoring two Frisco women, Helen Foote and Andy Sears. This was a great opportunity to share the Museum's mission and history and extend the Museum's footprint outside of Main Street. Staff were also able to soft launch the 2023 Frisco As I Remember project in honor of the Museum's 40<sup>th</sup> anniversary at the event.
- Museum staff have begun installation of the "Thanks for Voting: Women Seize Frisco's Government" exhibit in the Frank & Annie Ruth House. This exhibit examines the 1916 election of seven women to the Frisco's Board of Trustees following the collapse of Frisco's government in 1913 and the lasting impact of Colorado women's political participation. The exhibit is scheduled to open June 2023 with an exhibit launch party on June 24, 2023.

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

- The Information Center saw 1,351 visitors in March 2023 (VIC saw 1,170 visitors in March 2022)
- The Information Center answered 114 phone calls in March 2023 (VIC answered 644 in March 2022)

#### **Restroom Usage:**

- Men's Restroom Usage: 5,948 in March 2023 (7,038 in March 2022)
- Women's Restroom Usage: 7,115 in March 2023 (7,698 in March 2022)

#### **Information Center Operations:**

- Information Center Manager Jess Holley assisted with interviews for the Events Lead and Communications Coordinator positions.
- Visitor Center staff are working on their yearly audit and update of the frequently asked questions book, as well as the relocation packet to ensure that they contain the most up-to-date information.
- Visitor Center staff supported the Frisco Adventure Park with booking and refunding tubing. The Visitor Center took in \$531.20 in tubing reservations in March.
- Visitor Center staff have begun supporting the Frisco Bay Marina with boat reservations and inquiries for the summer season.

#### **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 in March 2023.

Restaurant Guide: 125  
Summit Rec Path Map: 0  
Summit County Map: 0  
Scenic Byway Handout: 0  
CO State Map: 0  
Lodging Brochure: 50  
Frisco Business Map: 0  
Frisco Hiking Map: 400

Frisco Bay Marina: 0  
 Winter Responsible Recreation: 0  
 An approximate total of literature pieces: 575

