



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL

FROM: LINSEY JOYCE, RECREATION DIRECTOR

RE: WINTER OPERATIONS UPDATE

DATE: JUNE 13, 2023

Summary and Background:

The Frisco Adventure Park at the Peninsula Recreation Area is home to a variety of summer and winter recreational amenities. In 2020, the Frisco Town Council adopted the Comprehensive Vision and Project Implementation Plan. This Plan identified current uses and capacities for the different user groups, and now serves as a guiding document for future development and improvements.

The Frisco Adventure Park's vision is **to cultivate memorable Frisco recreational experiences**. This is achieved with a long-term focus on nurturing forms of recreation that will live in people's memories for years to come and remind them of the unique Frisco character that accompanied these experiences. The mission of the Frisco Adventure Park is **to provide and support a diverse range of year-round recreational activities that make all visitors feel welcome to the Frisco community**. This intention commits the park to maintaining a variety of recreational opportunities throughout all seasons. It also dedicates the park to providing a setting and environment that is welcoming to both local community members and visitors to the region. This vision and mission are supported by the pursuit of three goals:

- Implement and improve features that increase opportunities to generate funds to sustain park operations or Town initiatives.
- Implement and improve features related to basic park logistical functions.
- Implement and improve features that enhance the overall community value and park visitor experience, regardless of financial opportunity.

The purpose of the work session with Town Council on June 13, 2023, is to update Town Council on the 2022-2023 winter season. No formal action is needed at this time. Staff welcome the opportunity for Council to provide feedback, especially as it relates to future budgetary considerations.

Analysis:

The Peninsula Recreation Area (PRA) is the largest municipally owned recreational feature in the greater Summit County area. With 807 total acres, jointly managed by the Town of Frisco, the USFS, and Denver Water, the PRA is an important recreational asset for the Town and the region. The Frisco Adventure Park is situated on the approximately 220 acres of Town owned land at the PRA. It contains diverse, developed recreational amenities that make it an attractive and unique launching point for the diverse range of summer and winter recreational opportunities. The Frisco Adventure Park at the PRA is one of the features that establishes Frisco's identity as a unique mountain town.

The winter amenities at the Frisco Adventure Park include snow tubing, Nordic skiing, snowshoeing, beginner skiing/snowboarding, sledding, and sleigh rides/dinners. Town of Frisco staff manage the tubing hill, ski and ride hill, the Nordic Center, and the free sledding hill. Staff are also responsible for special events, programs and private rentals. Two operations are concessionaire operations: Two Below Zero Sleigh Rides and Snowschoolers Ski and Snowboard Lessons.

During the presentation on June 13, 2023, staff will review each of these operations and provide participation numbers and financial details, as most appropriate.

Financial Impact:

Funding for services at the Frisco Adventure Park is recorded in the General Fund. Total expenses are over \$2M annually and include salaries, benefits and operating expenses. Revenues are in excess of \$2M annually.

Construction of major capital facilities at the Adventure Park is funded through the Capital Improvement Fund. Specifically for 2023 and 2024, construction of Slopeside Hall is being funded through the Capital Improvement Fund.

Expenditures are also taken out of the Lodging Tax for recreation events and the operation and maintenance of recreation/tourism based Town facilities.

Alignment with Strategic Plan: Vibrant Recreation is one of the strategic priorities for Town Council which includes evaluating current and future uses of the PRA.

Environmental Sustainability:

Environmental sustainability is at the heart of all operations at the Adventure Park.

Staff Recommendation: No Council action is required at this time.

Approved By:

Tom Fisher, Town Manager
Diane McBride, Assistant Town Manager
Leslie Edwards, Finance Director