



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: JUNE 27, 2023

Communications:

Media Coverage

- [Colorado Public Radio covered the Granite Park groundbreaking](#), specifically Frisco's partnership with CDOT, and interviewed Mayor Hunter Mortensen. This piece had a reach of 230k.
- **9News** also covered the Granite Park groundbreaking in a piece titled "[Frisco and CDOT to break ground on affordable housing complex for employees, residents](#)". This piece had a 3.05M reach.
- **KKCO (NBC)** out of Grand Junction also covered the [Granite Park groundbreaking](#). This broadcast had a reach of 6.67k.
- Frisco's short term rental regulations are covered slideshow in two **Business Insider** pieces posted to **MSN** titled "[Airbnb is suing New York City over short-term rental rules. The outcome could disrupt your next vacation in cities across the US](#)" and "[Airbnb has descended on America's small cities. Now locals must decide how to contain it](#)". This site had a reach of 157M.
- As the result of a staff media release, [CBS4 covered the opening](#) of the Frisco Bay Marina. This broadcast had a reach of 5.14k viewers.
- **Vacationaldea.com** covered Frisco and the Frisco Inn on Galena in their piece titled "[25 Best Romantic Weekend Getaways from Boulder, Colorado](#)". The site has a reach of 1.03M.
- Frisco is mentioned in a piece, "[10 Truly Underrated Towns Worth Visiting In Colorado](#)," published by **The Travel**. Frisco's PR team has reached out to the writer to request corrections about swimming not being permitted at Dillon Reservoir and the ski resorts in proximity to Frisco. The digital site sees 2,232,873 unique monthly visitors.
- The Frisco Bay Marina and Dillon Reservoir are included in a **Denver Post** piece, "[5 serene lakes to explore on a paddle board](#)," published in the Sunday newspaper. The Denver Post has a print circulation of 192,405.
- Published on [OutThere Colorado](#), [The Gazette \(Colorado Springs\)](#), and [The Denver Gazette](#), Frisco is featured in a piece, "5 great summer water destinations in Colorado," highlighting the kayak rentals at the Marina. For reference, OutThere Colorado sees 1,089,064 unique monthly visitors; The

Gazette sees 706,157 unique monthly visitors; and The Denver Gazette sees 266,716 unique monthly visitors.

- Frisco's Next Page Books was mentioned in Powder piece posted to MSN titled "[Colorado's high country literary offerings run deep](#)". This site has a reach of 157M.
- **9News** included the Town of Frisco's June 9 Summer Kickoff Concert in "[9Things to do in Colorado this weekend: June 9-11](#)". The digital sites see 2,879,700 unique monthly visitors.
- Frisco is featured in Country Living piece picked up by **MSN**, "[These Small Lake Towns Across America Are Seriously Charming](#)," highlighting Dillon Reservoir and the "Main Street charm...in full swing in this town surrounded by breathtaking peaks". This piece had a reach of 178M.
- The **Sterling Journal-Advocate** mentions Frisco in a piece about the Cyle Effect titled "[Sharing the Outdoors: The Cycle Effect, a story of empowerment from an Outdoor Equity Grant](#)". This piece had a reach of 18.7k.

Communications and Marketing

- **Parklets**

Communications staff took the lead on the parklet process by creating an [online process](#) to apply for parklets and reaching out to businesses multiple times via mass email, phone, texts, and personal visits to ensure that any business that wanted a parklet had an opportunity to have a parklet(s) placed in front of their business. Communications staff collected license agreements, insurance, and payment with the assistance of Town Clerk staff who notarized agreements and worked through liquor license extensions. Community Development staff subsequently created a map to support Public Works in placing parklets.

Seventeen (17) businesses are receiving 38 parklets total and five blocked off parking spaces (Rebel Sports) on Monday, June 19. In comparison, 11 businesses received 30 parklets total and five blocked off parking spaces (Rebel Sports) in 2022. All the requested parklets are being placed on Main Street.

- **Frisco Arts and Culture Council (FACC)**

The inaugural FACC met on May 26 and June 16 and have already launched a [4th of July artful parade float grant](#) and awards for July 4th floats. The FACC has also directed staff to draft an RFP/RFQ for their review for up to five multiuse path murals and to begin planning the community dinner in September 2023, as suggested in the [Frisco Arts and Culture Strategic Plan](#).

- **Capital Open House at Town Clean Up Day**

Communications staff put together boards, set up the room, and staffed (along with Addison Canino) the first Frisco Capital Open House. Almost 40 residents stopped by to find out more about Town construction projects.

- **Graduate Banners**

Communications and Visitor Information Center staff started reaching out in March to secure photographs from Frisco graduates for the Main Street banners. Because schools are not allowed to provide graduate names or contact information, staff use social and traditional media, networking, and scholarship applications to reach out and find graduates. Every effort is made to find and follow up consistently until staff have secured as many photographs as possible. It is a resource intensive (but gratifying) process, and this year there were 21 graduate banners. The Town of Frisco also paid for professional photography for two graduates; this is offered to reduce the barriers for participation in support of increased inclusivity. Banners were put up in mid-May and taken down in mid-June. Banners are distributed back to graduates and their families.

- **Summer Marketing Coop with the Colorado Tourism Office**

In May and in partnership with the Colorado Tourism Office, the Town did a targeted [Facebook](#) campaign with a 100% match grant for the Town's \$2,500 investment, as well as a takeover of the [Visit Colorado Instagram account](#) (230k followers).

The Town is also able to take advantage of the Colorado Tourism Office's digital coop program with an investment of \$25,000, which results in \$93,145 of value due to the CTO's matching funds and competitive negotiated rates. Frisco is able to maximize its resources in support of local businesses due to this CTO program. The Town also opted into the Do Colorado Right digital ad campaign to continue to promote "[Adventuring Responsibly](#)" in Frisco.

- **Solarize Summit**

Communications staff reached out via social and traditional media, emails, and text messages to get the word out about Solarize Summit. The strategy was to simply encourage residents/businesses to sign up for free assessments by the end of May (rather than forcing them to immediately think about the choices around buying solar panels), and 22+ Frisco residents/businesses subsequently signed up for free assessments.

- **Granite Street Outreach**

Communications staff did outreach through Granite Street area resident mailers, blog posts, social media, media release, and text messages to reach anyone interested in the Granite Street design and open houses on June 14. There was robust participation, especially at the Granite Street area resident specific open house.

- **Road and Bridge Work Communications**

Communications staff have been working with Public Works to [communicate the significant amount of road and bridge work](#) coming in the next several weeks.

Frisco Historic Park and Museum:

April

April Monthly Visitor Count	
2023	1550
2022	1378
2021	1003

April Monthly Programs (Field Trips/Tours/Lectures/Events)	
2023	41
2022	0
2021	6

May

May Monthly Visitor Count	
2023	1713
2022	1446
2021	1709

May Monthly Programs (Field Trips/Tours/Lectures/Events)	
2023	85
2022	132
2021	62

Museum Operations:

- The Museum's free [summer lecture series](#) began on June 14 and will run through August 30 and is newly sponsored by Frisco's Charles Schwab office.
- The Museum is also offering a full slate of tours to include: [Historic Walking Tours](#), the [Mines of Mount Royal Bike Tours](#), [Masontown Historic Hiking Tours](#), and [Trails to History Hiking Tours](#).
- On Saturday, June 24 from 4pm-6pm, the Museum will be [hosting the launch of their new exhibit, "Thank You for Voting"](#). This new exhibit has been in the works for two years, as staff dug into the archives and collections to pull out the stories in this exhibit. "Thank You for Voting: Women Seize Frisco's Government" examines the 1916 town election, which resulted in Frisco's first female mayor and six women on the board of trustees. There will be a short talk about the exhibit by Museum Manager, Rose Gorrell, followed by a reception in the Historic Park Gazebo with live music from Mud Season, food from Chimayo, and handcrafted mocktails from local business, Unintoxicated Nightlife, in honor of the 1916 Colorado Prohibition.
- The Frisco Fun Club came to the Museum on their spring break for an educational scavenger hunt. As Frisco kids are typically very well-versed in the Museum offerings, this scavenger hunt went deep into the historic houses and exhibits to test their knowledge of Frisco's history.
- The Museum is fully staffed for the summer with both the summer seasonal part time position and summer internship position filled.
- The train remains the most popular feature of the Museum. From March 6 to May 31, 2023, the train ran 2,125 laps, equaling approximately 31.5 hours and 840 quarters. Every few months, Museum staff clean the tracks and engine and reverse the direction of the train to ensure even wear on the wheels.
- The Museum launched a geocache in the Historic Park with 11 finds in the first three weeks. The geocache adds another level of engagement to the Historic Park by having users solve clues with answers found in the Schoolhouse and historic buildings. The clues lead to the geocache's location and the code to unlock it. Users log their find and share their success on the geocache site. The geocache assists the Museum in providing an educational experience for all through the power of the internet and the geocaching community.
- The Ute Tipi is up and ready for summer. Staff took the opportunity to update the signage at the entrance of the tipi for historical accuracy and with new photographs. The tipi will remain up from May through the beginning of October. It is large enough for adults and children to enter with three log seats in the center.
- Two staff members attended the American Alliance for Museums conference in Denver from May 19 through May 21. The AAM is one of the biggest museum-specific organizations in the United States. Panel sessions ranged from interpretation to community engagement. Staff connected with museums across the country and locally and built relationships for future partnerships.

- The Spring Museum Clean Up Week was held May 15 through May 18. Staff and building sponsors deep cleaned the 10 historic structures in the Historic Park, removing the winter's dust and debris from the exhibits. Staff is thankful to new building sponsors, the Rocky Mountain Bible Church and Catiana Huebner.

Frisco/Copper Visitor Information Center:

April

- The Information Center saw 819 visitors in April 2023 (VIC saw 760 visitors in April 2022).
- The Information Center answered 81 phone calls in April 2023 (VIC answered 100 calls in April 2022)

May

- The Information Center saw 1,443 visitors in May 2023 (VIC saw 1,269 visitors in May 2022).
- The Information Center answered 77 phone calls in May 2023 (VIC answered 79 calls in May 2022)

Restroom Usage:

April

- Men's Restroom Usage: 4,940 in April 2023 (4,601 in April 2022)
- Women's Restroom Usage: 6,066 in April 2023 (1,375 from April 1 – April 7, 2022 due to device malfunction)

May

- Men's Restroom Usage: 6,966 in May 2023 (6,376 in May 2022)
- Women's Restroom Usage: 8,446 in May 2023 (5,847 from May 12 – May 31, 2022 due to device malfunction)

Frisco/Copper Visitor Information Center Operations:

- Information Center staff assisted the events team onsite during the annual Frisco Easter Egg Hunt.
- Staff are working to revamp the Main Street Mile Map to give it a fresh look, to be more user friendly for guests, and to better support local businesses.
- On May 26, the Visitor Center received 70 PACT Poo Kits to distribute for free. Frisco reached out to receive these kits to support our continued campaign around "[adventuring responsibly](#)" in Frisco. This PACT Poo Kit program is part of Colorado Tourism Office's "Doo" Colorado Right campaign and is a way to spread awareness on how to appropriately do your business, while recreating outdoors. This effort was covered on [Channel 4, which featured the Frisco/Copper Visitor Information Center](#) with the website identifying the Information Center as a distribution spot, and the kits were all distributed by June 14 due to the interest generated by coverage.
- Staff attended a Care for Colorado in Action webinar where a panel discussed how they are successfully spreading the Care for Colorado messaging, and what is resonating with visitors.
- The Visitor Center continued to make Marina reservations.

Literature Distribution:

The Information Center is still tracking self-service outdoor literature distribution to better understand customer behavior and interests.

April

Restaurant Guide: 125

Summit Rec Path Map: 50

Summit County Map: 0

Scenic Byway Handout: 0

CO State Map: 0

Lodging Brochure: 0

Frisco Business Map: 1,000

Frisco Hiking Map: 0

Frisco Bay Marina: 0

Winter Responsible Recreation: 0

An approximate total of literature pieces: 1,175

May

Restaurant Guide: 100

Summit Rec Path Map: 125

Summit County Map: 300

Scenic Byway Handout: 0

CO State Map: 300

Lodging Brochure: 75

Frisco Business Map: 0

Frisco Hiking Map: 0

Frisco Bay Marina: 75

Winter Responsible Recreation: 0

An approximate total of literature pieces: 975

Walk in Visitors 2016-2023

