



## MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

**TO:** MAYOR AND TOWN COUNCIL  
**FROM:** VANESSA AGEE, COMMUNICATIONS DIRECTOR  
**RE:** COMMUNICATIONS, MARKETING, AND CULTURE DEPARTMENT UPDATE STAFF REPORT  
**DATE:** SEPTEMBER 12, 2023

### Communications:

#### Media Coverage Highlights

- The NY Times published "[Can Affluence and Affordable Housing Coexist in Colorado's Rockies?](#)", which references Frisco several times and even links to the Town's website. In addition, the Denver Post also re-tweeted this story. The NY Times website has over 596 million visits each month.
- **5280** featured Frisco's Historic Lecture Series in a piece, "[14 Fun Things to Do in the Mountains this August](#)." The digital site sees 323,477 unique monthly visitors.
- **The Denver Gazette's** OutThere Colorado published [a story about the free Kid's Sandcastle Competition](#) at the Frisco Bay Marina. The digital site sees 1,089,118 unique monthly visitors.
- The Sandcastle Competition was also covered by [Mountain Town Magazine](#).
- The **Little Family Adventure** travel blog positioned Frisco as one of the "[13 of the Best Colorado Mountain Towns in Summer](#)," highlighting the Dillon Reservoir and Lily Pad Lake Trail. The story was picked up by [MSN](#) as well. The digital sites see 10,050 (Little Family Adventure) and 168,879,495 (MSN) unique monthly visitors.
- As a result of hosting Kylie Bearse, she published a destination story with [vibrant imagery about her visit on her blog](#), **Approachable Outdoors**. It mentions various activities to enjoy in town, several hiking trails and restaurants, and the AC Marriott which hosted her. She also posted on [Instagram](#) throughout the weekend. Kylie's personal Instagram page has 40.3K followers and her blog, Approachable Outdoors, has a little under 10K followers.
- **Fox31** included the Town of Frisco's [Timberline Cruiser Regatta in a weekend roundup](#). The digital site sees 1,936,868 unique monthly visitors.
- **Momtastic** featured the Frisco Peninsula Recreation Area in a story, "[6 Hiking Trails in Colorado for Adventure-Loving Kids](#)." The national family blog sees 184,797 unique monthly visitors.
- Frisco was included in a **Denver Post** story, "[5 serene Colorado lakes to explore with your paddleboard](#)," highlighting the Frisco Bay Marina. For reference, The Denver Post sees 2,868,644

unique monthly visitors. The Loveland Reporter-Herald and Estes Park Trail-Gazette also picked up this story.

- Zane Myers, Frisco Events Manager, appeared on **Channel 9's Colorado and Company** to talk about Frisco as the [place to be on July Fourth](#). This segment also re-aired after the noon broadcast for additional exposure. KUSA's Colorado & Company reaches a total viewership of more than 1.8 million.
- Smart Meetings included Frisco in their piece "[Togetherness Through Team Building](#)". The magazine has a circulation of 44,000.

## Communications and Marketing

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

The FACC has already tackled two projects since they were appointed in May. They launched a grant and prize program for 4<sup>th</sup> of July parade floats to add vibrancy and artfulness to the parade. Four grants and four prizes were given, and there is a plan to launch the program in March 2024 to provide even more support and planning time for artful floats. The FACC also executed a successful mural program, selecting seven local artists to install seven murals in the "parklet awkward" spaces between closely installed parklets on Main Street. The mural project was covered twice by [the Summit Daily News](#), and on August 19, even Congressman Joe Neguse [posted on his social media about Frisco's mural project](#).



- **Single Use Plastics and Bag Fee/Content Changes**

Communications staff did significant outreach to businesses prior to the consideration of the bag fee/content changes and single use plastic ordinance. Staff used the [FriscoGov.com blog](#), mass and targeted emails, traditional mail, and phone calls to inform businesses that Council would be discussing and voting on these changes. Communications staff will now work with environmental programs staff through 2024 to communicate with businesses about implementation.

- **Trail Closure and Phone Scam Communications**

Not all communications are afforded a lot of planning time. Staff found out just a few days prior that the US Forest Service would be closing the Peaks Trail from Zach's Stop to the Bill's Ranch Trail for a month starting September 1 to complete the boardwalk project. Staff jumped into action to prepare a media release, [a blog post](#), social media posts, a text alert, and a mass email to let the community know about this imminent closure. We also created signs to place onsite to alert users of the pending closure, as none had been placed by August 31. These signs included a QR code to [the blog post](#), which describes alternate routes to Rainbow Lake.

On August 31 around 4:15pm, the Frisco Police Department alerted communications staff to a phone scam where the caller was claiming to be a Frisco Police Officer, and by approximately 5:30pm, communications staff got out a media release, [a blog post](#), social media posts, a text alert, and a mass email to alert the community to this scam.

- **Road and Bridge Work Communications**

Communications staff have continued to work with Frisco and Summit County Public Works to [communicate the significant amount of road and bridge work](#) this summer, including on [Dillon Dam](#) and [Granite Street and Main Street](#).

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

#### **June 2023, 2022, and 2021 by comparison**

Monthly Visitor Count	
2023	4565
2022	4354
2021	3473

Monthly Programs (Field Trips/Tours/Lectures/Events)	
2023	358
2022	312
2021	166

#### **July 2023, 2022, and 2021 by comparison**

Monthly Visitor Count	
2023	6621
2022	6801
2021	5422

Monthly Programs (Field Trips/Tours/Lectures/Events)	
2023	1282
2022	1038
2021	756

### **Museum Operations:**

- The Summer 2023 Lecture Series had a strong year, with lectures spread between the Historic Park Gazebo and the Old Frisco Community Center. The 2023 series had 527 attendees in June and July, with another 200 projected for the five talks in August (#'s not yet in after the last lecture on August 30). Speaker and topic ratings have remained high, with 4.48 (out of 5) for speaker quality and 4.55 (out of 5) for topic engagement. In 2022, the lecture series saw 627 attendee's total.
- The Schoolhouse Museum welcomed the Model A Ford Club Colorado as a stop on their Summit County Scavenger Hunt. Club members from 20 different states explored the Historic Park and chatted with staff about transportation history. Other stops in the scavenger hunt included Breckenridge and Loveland Pass.

- On June 24, the Museum hosted the exhibition launch party for the “Thank You For Voting: Women Seize Frisco’s Government” in the Frank & Annie Ruth House. This is the first major exhibit in many years with in-house research, design, and fabrication. Staff spent two years working on researching and refining the exhibit scope to tell the full story of the first female mayor and board of trustees in 1916.
- Adventure tours this summer include the popular Masontown hike, the family-friendly Mines of Mount Royal bike tour, and the free Trails to History tour. Staff continues to expand tour content with new research and images. Staff also updated the Town tour on Main Street with a new route to take construction and crowds into consideration during the busy summer months.
- The Mines of Frisco & Beyond Hiking Guide by Blair Miller (Museum staff member) and Charlotte Clarke was completed ahead of schedule and has been distributed to Next Page, Summit Historical, and the Information Center, as well as the Schoolhouse Museum gift shop. This is the third edition of the popular hiking guide with new images, new historic mining sites, and new stories with an upgraded spiral binding. The book launch party was held on August 5.
- Museum staff attended the Denver Fan Expo where Jana Arnold, Museum Guest Services Specialist, presented her research on Frisco’s women and how they compare to the pop culture superheroes. This talk was well attended with over 30 people, many of whom had visited Frisco in the past year. This presentation ties into the Museum’s mission to provide educational experiences outside of the Museum’s physical footprint.
- The 2023 Frisco History Day was the largest on record, with 700 people in attendance. Activities ranged from a DIY flower crown station to burro rides to cowboy poetry. Local organizations, such as the Forest Service, had tables at the event to raise awareness and connect attendees to their organizations’ mission. Altitude Performing Arts held a dance showcase, while the Summit County Dance Chicks taught line dancing. The Shaky Hand String Band closed the day with a well-attended concert at the Historic Park Gazebo.
- Museum staff hosted the Dillon Preschool on July 28 for a program on fossils. The preschoolers learned about the different types of fossils and made fossil imprints to take home. Staff expanded educational programming at the Museum in 2022 to include pre-k through fifth grade with custom programming matched to state standards and curriculum. Staff is developing middle and high school programming, with an expected launch in 2024.

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

#### **June**

- The Information Center saw 2,954 visitors in June 2023 (VIC saw 3,887 visitors in June 2022) - BBQ event in June 2022- not in 2023
- The Information Center answered 98 phone calls in June 2023 (VIC answered 120 calls in June 2022) - BBQ event in June 2022- not in 2023

#### **July**

- The Information Center saw 5,990 visitors in July 2023 (VIC saw 5,650 visitors in July 2022).
- The Information Center answered 118 phone calls in July 2023 (VIC answered 99 calls in July 2022)

## **Restroom Usage:**

### **June**

- Men's Restroom Usage: 11,917 in June 2023 (15,571 in June 2022)- BBQ event in June 2022- not in 2023
- Women's Restroom Usage: 15,530 in June 2023 (19,594 in June 2022)- BBQ event in June 2022- not in 2023

### **July**

- Men's Restroom Usage: 18,691 in July 2023 (18,494 in July 2022)
- Women's Restroom Usage: 186 (only got numbers for July 1 due to device malfunction) in July 2023 (24,558 in July 2022)

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

- Visitor Information Center Manager, Jess Holley, attended the kickoff meeting for the Destination Stewardship Program with Care for Colorado Coalition.
- July was a busy month for water bottles. The Visitor Center staff handed out 200 water bottles.
- The Visitor Center staff supported museum staff when they were shorthanded.
- The Visitor Center participated in the Where's Waldo scavenger hunt facilitated by the Next Page Book Store in independent businesses and Town facilities throughout Frisco.
- Visitor Center staff had a training day where staff took the historic boat tour through the Summit Historical Society, toured the museum in Dillon, toured the Barney Ford Museum in Breckenridge, and experienced the Country Boy Mine in Breckenridge. These tours assist staff in being able to better serve visitors and locals when they come to the VIC for activity information.
- The Visitor Center handed out all 70 PACT Poo Kits, which they had received as a part of Gunnison and Crested Butte's ["Doo" Colorado Right campaign](#). They handed out all 70 kits within 12 days of receiving them, largely due to the coverage from [Channel 4 of this program and Frisco's participation](#).
- Jess attended the Care for Colorado Coalition quarterly meeting where the Colorado Tourism Office discussed their Destination Stewardship strategic plan. Both Vanessa Agee and Jess Holley have done hour long stakeholder interviews with the Destination Stewardship planners.
- VIC staff are working with Katie Kent and Pete Swenson to display Care for Colorado messaging at local trailheads, in an effort to promote responsible recreation in Frisco and beyond.

## **Literature Distribution:**

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

### **June**

Restaurant Guide: 975

Summit Rec Path Map: 400

Summit County Map: 300

Scenic Byway Handout: 165

CO State Map: 300

Lodging Brochure: 30

Frisco Business Map: 1,000

Frisco Hiking Map: 800

Frisco Bay Marina: 75

Winter Responsible Recreation: 0

An approximate total of literature pieces: 4,045

### **July**

Restaurant Guide: 335  
 Summit Rec Path Map: 575  
 Summit County Map: 600  
 Scenic Byway Handout: 125  
 CO State Map: 300  
 Lodging Brochure: 175  
 Frisco Business Map: 1000  
 Frisco Hiking Map: 400  
 Frisco Bay Marina: 75  
 Camping: 75  
 An approximate total of literature pieces: 3,660

### Walk in Visitors 2016-2023

