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**RECORD OF PROCEEDINGS  
REGULAR MEETING AGENDA OF THE  
TOWN COUNCIL OF THE TOWN OF FRISCO  
JULY 14, 2020  
4:00PM**

STARTING TIMES INDICATED FOR AGENDA ITEMS ARE ESTIMATES ONLY AND MAY  
CHANGE

**CALL TO ORDER:**

Hunter Mortensen, Mayor

**ROLL CALL:**

Hunter Mortensen, Andrew Aerenson, Jessica Burley, Daniel Fallon, Andy Held, Rick Ihnken,  
and Melissa Sherburne

**PUBLIC COMMENTS:**

Citizens making comments during Public Comments or Public Hearings should state their names and addresses for the record, be topic-specific, and limit comments to no longer than three minutes.

NO COUNCIL ACTION IS TAKEN ON PUBLIC COMMENTS. COUNCIL WILL TAKE ALL COMMENTS UNDER ADVISEMENT AND IF A COUNCIL RESPONSE IS APPROPRIATE THE INDIVIDUAL MAKING THE COMMENT WILL RECEIVE A FORMAL RESPONSE FROM THE TOWN AT A LATER DATE.

**MAYOR AND COUNCIL COMMENTS:**

**STAFF UPDATES:**

**PROCLAMATION:**

Park and Recreation Month Proclamation

**CONSENT AGENDA:**

Minutes June 23, 2020

**NEW BUSINESS:**

Agenda Item #1: Main Street Pedestrian Promenade Discussion Staff: Nancy Kerry 1) Mayor opens public hearing 2) Staff report 3) Public comments 4) Mayor closes public hearing 5) Council discussion 6) Motion made 7) Motion seconded 8) Discussion on motion 9) Question called

Agenda Item #2: Mid-Year Budget Discussion, Potential Budget Amendments Staff: Nancy Kerry 1) Mayor opens public hearing 2) Staff report 3) Public comments 4) Mayor closes public hearing 5) Council discussion 6) Motion made 7) Motion seconded 8) Discussion on motion 9) Question called

**ADJOURN:**

**From:** Joyce Burford <[joyceburford@gmail.com](mailto:joyceburford@gmail.com)>

**Sent:** Monday, June 22, 2020 1:12 PM

**To:** Wickman, Tom <[TomW@townoffrisco.com](mailto:TomW@townoffrisco.com)>; Gardner, Luke <[LukeG@townoffrisco.com](mailto:LukeG@townoffrisco.com)>

**Cc:** Gary Wilkinson <[garywilkinson68@aol.com](mailto:garywilkinson68@aol.com)>

**Subject:** Thank you

Dear Chief Wickman and Officer Gardner,

Just a note to thank you for all your help and support regarding the Sylvia Conway dog situation. Janice emailed me to inform me of the outcome of Sylvia's court date and Gary and I were very grateful and relieved when we heard the news.

It's been a long, unpleasant situation and  
in the end, it was the right course of action and we are very appreciative of both of you and the Police Department and the Town of Frisco for your professionalism and dedication.

We wish you the best for a successful summer season and the rest of 2020.

Best regards,  
Joyce Burford

## Pappas, Janice

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**From:** Wickman, Tom  
**Sent:** Monday, June 22, 2020 2:35 PM  
**To:** Pappas, Janice  
**Subject:** FW: Thank you

FYI

Best regards,  
Tom

Tom Wickman  
Chief of Police  
Frisco Police Department  
PO Box 4100  
Frisco, CO 80443  
970-668-3579  
970-668-5638(fax)



*"Police others as you would have others police you."*

**From:** Joyce Burford <joyceburford@gmail.com>  
**Sent:** Monday, June 22, 2020 1:12 PM  
**To:** Wickman, Tom <TomW@townoffrisco.com>; Gardner, Luke <LukeG@townoffrisco.com>  
**Cc:** Gary Wilkinson <garywilkinson68@aol.com>  
**Subject:** Thank you

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It's been a long, unpleasant situation and in the end, it was the right course of action and we are very appreciative of both of you and the Police Department and the Town of Frisco for your professionalism and dedication.

We wish you the best for a successful summer season and the rest of 2020.

Best regards,





## MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

**TO:** TOWN COUNCIL  
**FROM:** DIANE MCBRIDE, ASSISTANT TOWN MANAGER / RECREATION & CULTURE DIRECTOR  
**CC:** LINSEY JOYCE, ASSISTANT REC & CULTURE DIRECTOR / PROGRAMS MANAGER  
KATIE BARTON, GENERAL MANAGER – ADVENTURE PARK  
ROSE GORRELL MUSEUM MANAGER  
TOM HOGEMAN, GENERAL MANAGER - MARINA  
**RE:** **RECREATION & CULTURE DEPARTMENT REPORT – JUNE 2020**  
**DATE:** JULY 14, 2020

### Overview

This report is a summary of June operations and programs, with a brief recap of operations since March 13, 2020, when all operations ceased due to the COVID-19 pandemic.

All recreation and culture operations and programs opened and/or ran in June.

- Staff submitted the Summit County School-Aged Program Provider Reopening Strategy to the County on May 8<sup>th</sup> to safely open youth summer camps. The County reviewed and approved the plan and youth summer camps, including Frisco Fun Club and Sports Camps, opened for summer business on June 8<sup>th</sup>. All safety protocols are in place and include social distancing, face coverings, staff and participant health checks, etc. Camps are going well and parents and campers are very appreciative of all our efforts.



- Staff also submitted the Marina Reopening Strategy plan to the County to open the Marina on May 8<sup>th</sup>; the County approved the plan on May 12<sup>th</sup> and both the Frisco Bay Marina and the Dillon Marina opened for business on May 23<sup>rd</sup>. All safety and additional disinfecting policies are in place. Preliminary revenues for June indicate that the rental boat business was high and exceeded June 2018 revenues by nearly \$60k. The June 2018 rental revenues were previously the highest revenues on record.
- Trail work on the Peninsula Recreation Area (PRA) started in May and continues at this time. This work is per the USFS-approved Master Development Plan, and included in the GOCO/CPW grant. Summer 2020 work includes construction of 4k of new Nordic trails, 4 miles of new single track, and 4 miles of improved single track, mostly on the Perimeter trail.
- The museum opened to the public on June 10th and continues to experience good attendance. Additional cleaning protocols are in place, and numbers permitted within the schoolhouse and other buildings is limited. The Lunchtime Lectures are now virtual. Staff also launched the Community Collection Project which focuses on gathering stories and documenting our community's response to the COVID-19 outbreak:

<https://www.townoffrisco.com/play/historic-park-and-museum/community-collection-project/#title>

A special “thank you” to Public Works facilities staff who modified workstations at the schoolhouse (see photo) and the Day Lodge, limiting guest/staff interactions for the safety and well-being of all.



Just like businesses have had to adapt during these unprecedented times, so have operations and programs within the Recreation and Culture Department. For each of the operations and all youth programs, new protocols are in place for more consistent disinfecting, cash handling, enforcing rules and ordinances, monitoring staff and participants, record keeping, etc. New programs have also emerged such as the Frisco Solo Running Series; staff have connected with other industry leaders and participated in such events as “Pass the Glove” video for museums across the US; long-term planning efforts continue for the marina and the PRA; and staff continue to work together on projects such as the naming of trails at the PRA after local mining claims.

All recreation and culture events scheduled to run in June were either canceled or postponed, and this in turn has also affected revenues. Such events include:

- Run the Rockies 10k and half marathon originally scheduled for June 6<sup>th</sup> has been rescheduled to September 19<sup>th</sup>.

- Bacon Burner 6k in conjunction with the Colorado BBQ Challenge originally scheduled for June 20<sup>th</sup> has been rescheduled to September 26<sup>th</sup>
- The June Mountain Goat Races have been postponed to August 4<sup>th</sup> and 18<sup>th</sup>; July races are still tentative at this time for July 14<sup>th</sup> and 28<sup>th</sup> as staff continue to work on changes to the event to make it safe and enjoyable for all participants, parents, staff and volunteers.
- Frisco Triathlon originally scheduled for July 11<sup>th</sup> has been canceled. Staff worked very closely with Summit County Public Health on the logistics of the event; the County was supportive of all the measures staff put in place to make the event safe for all participants and staff and volunteers. The biggest concern was the start times and waves limited to 10 participants every 15 minutes. Under such limitations, the start times alone would be well over 6 hours at the Marina, which is not practical nor safe for an event of this magnitude.
- Founder's Day has been revamped into a new physically distant format with a variety of virtual and outdoor activities based around this year's themes: art, history, and nature. The event originally scheduled for one day, July 5<sup>th</sup>, is now running July 5<sup>th</sup>-11<sup>th</sup> with activities that include educational historic stories, fun take-home crafts, a kid's clean-up day and a Frisco-based scavenger hunt for the whole family to enjoy.

The report below details each of the different divisions (Adventure Park, Marina, Historic Park and Museum, Recreation Programs and Events) within the Department. Attendance numbers (as appropriate) are presented for June and financials are all presented for May.

### **Adventure Park**

For the purpose of this report, the Adventure Park consists of all aspects of the Peninsula Recreation Area (PRA) including the tubing hill, ski and ride hill, field and facility reservations, concessionaire operations, the bike park, the skatepark, disc golf, trails and the Nordic Center. Finances are broken down into 1160 accounts (tubing hill, ski and ride hill, Day Lodge) and 1170 accounts (Nordic and Trails).

Work continues at this time with Lose Design on the Peninsula Recreation Area's Comprehensive Vision and Project Implementation Plan. Lose Design gave an update to Council on May 26<sup>th</sup> and continues to work on the project at this time. Once the report is in a near final form, it will be presented to the Advisory Committee, Planning Commission, and Town Council.

June highlights for the **Adventure Park (1160)** included the following:

- The Day Lodge, Nordic Center, and the yurt are all home to summer youth camps. Due to COVID-19, the facilities could not be rented out in June to large groups. Weddings and other private rentals canceled in May and June for the summer months, and as such, the facilities were all transformed to accommodate state licensing requirements for youth summer programs. The Day Lodge officially became a state licensed childcare facility to help accommodate and house youth programs. These facilities are closed to the public, although the Day Lodge ticket office remains open for information, disc sales and limited F&B sales.
- The bike park, skate park and disc golf course are all open at this time. Signage is present letting participants know of the social distancing and face covering requirements. Port-o-potties are in place throughout the park.



Staff began construction and dirt work on the new blue feature in the bike park. Hollow fence posts from the old skate park were used for the new drain, and used decking wood from the old magic carpet walkway was used on the feature.

- The ballfield is open and youth teams were on the field a total of 8 days in June.
- Only one seasonal staff member was hired for his expertise with the jumps and maintenance of the bike park. There are two, 10-month positions that remain vacant at this time, as well as one, full-time year round maintenance operator position that recently became vacant. Staff will continue to work internally to fill these positions while managing the budget and operational needs.
- Year to date revenues through May are down nearly 27% compared to 2019 figures at this time. The tubing hill abruptly closed for business on March 13<sup>th</sup> due to COVID-19, and as a result of this, tubing hill revenue came to an immediate end. Summer rentals of the Day Lodge have also been canceled, thereby affecting rental income. Staff is actively prepping now for the winter season in anticipation for many operational and logistical changes to the business.

**Table 1: Frisco Adventure Park Figures (1160)**

	YTD Actual 2020*	Budget 2020	YTD Actual 2019	YTD Actual 2018
Revenue – 1160	<b>\$959,195</b>	<b>\$2,062,000</b>	\$1,316,440	\$1,356,968
Expenses – 1160	<b>\$510,099</b>	<b>\$1,424,721</b>	\$568,391	\$636,090

*\* Financials are presented through May, 2020, as final June financials are not available at this time.*



June highlights for **Nordic and trails (1170)** included the following:

- Trail work continued on the PRA and included the following:
  - Completed 5 day cutting of hazard trees along the Perimeter Trail using TSH Contractors
  - Purchased and spread certified weed-free hay on top of Hanimal's Trail
  - Seeded, laid jute mats and hayed Hanimal's Trail
  - McGill Trails began Perimeter Trail improvements
  - TOF crew continued work on Eureka Patch with machine and finish-grade
  - Manager completed flagging of all Nordic trail construction for Summer '20
  - Mulch and excavator construction of Gibers and Gibers Shortcut Nordic Trails
  - TOF crews cut all corridors for Nordic Trail construction on Reichel's, Buzzsaw and Giber's
  - Continued GPS mapping of all new Nordic and summer trails; FS Field visit on July 2<sup>nd</sup> approved construction improvements on Perimeter Trail
- June 22<sup>nd</sup> began three-week rental period of skid steer mulcher followed by excavator
- Like other operations and businesses, the Frisco Nordic Center closed on March 13<sup>th</sup> for the season. Lessons, rentals, sales and programs and events came to a halt. The snow was still good and the community continued to look for ways to safely exercise while social distancing. As such, staff continued to groom the Nordic trails daily, and the rec pathway towards Breckenridge 2x/week, to give skiers an outlet during this difficult time. The trails were groomed until April 12<sup>th</sup> and the feedback from the community was exceptionally positive. Here are some of the most representative and/or unique responses to the grooming. The notable thread that connects the "thank yous" is residents' comments about grooming contributing to their mental well-being during this time of Covid-19 and social distancing stress.



- *Just wanted to give you a HUGE THANK-YOU for continuing the grooming of the Nordic trails for as long as you did. Being able to skate ski every day has been a huge help to my well-being!*
  - *I want to thank you so very much for keeping the Nordic ski trails open and free to the public these last few weeks. My husband and I have used them everyday, and we are able to stay distanced from any other skiers. I'm wondering if it is possible to pre-purchase a season ticket for the 2020-21 season. I've never joined before, but I would like to support you now if I can. Otherwise I'll wait til next fall and join at that time. Thank you, again, for making this outdoor activity available to us during this time of distancing and isolation.*
  - *I realize I should have been doing more of this all along. I've XC skied more the last 3 weeks than the 3 previous years.*
  - *Thank you and the Town of Frisco for providing this. As active as this community is, to groom the center provides a healthy outlet on a number of kilometers that achieves the desired separation that is so important.*
  - *Of interest to you & ToF..... I've spoken to quite a few folks on the trails (all with more than 6 ft between us) who say they have dusted off old x-s and skate skis, they are doing anything possible to stay outside exercising. Everyone has said, Hey I forgot how much fun this was. So hopefully next winter FNC will have more folks joining as members. Extra benefit of keeping the trails groomed when everything else is shut down!*
  - *Yay! This makes such a difference for the health and well-being of the community. Thank you!*
  - *And finally from Sam Massman, the Forest Service Mountain Sports Administrator, "I need to pass on a few thank you's that I have heard this week from different folks for continuing to groom the Nordic Center so... Thank You :)"*
- Year to date revenues through May are still faring quite well due to the successful months of January, February and early March. Staff is optimistic that, provided the Nordic season can operate for the 2020-2021 season, season pass sales will be successful. Staff is also preparing at this time for changes to the business, rentals, lessons, etc., in response to COVID-19.

**Table 2: Frisco Nordic Center and Trails Figures (1170)**

	<b>YTD Actual 2020*</b>	<b>Budget 2020</b>	YTD Actual 2019	YTD Actual 2018
Revenue – 1170	<b>\$232,482</b>	<b>\$424,300</b>	\$273,720	\$194,260
Expenses – 1170	<b>\$160,523</b>	<b>\$536,314</b>	\$159,985	\$116,004

*\* Financials are presented through May, 2020, as final June financials are not available at this time.*

## **Marina**

June highlights for the Marina included the following:

- The Marina opened for business on May 23<sup>rd</sup> and has been busy ever since. New disinfecting and social distancing protocols are in place. Signage and enforcement for face coverings, social distancing and leashes for dogs are in place, especially on the beach area.
- June 2020 was the best June ever as far as revenues. Preliminary reports indicate revenues being ahead of June 2018 revenues (previous best revenues) by nearly \$60k. Kudos to the staff and everyone one who stepped in to help out.
- Bringing on new staff was one of the biggest priorities for the month. Lots of phone calls, emails, interviews and paper work. Staff includes seasonal part timers, full timers and a very successful junior program.
- Customer work orders was another big priority along with maintenance on the rental fleet and work boats.
- Staff added over 600 sq. ft. of new sections to the Paddle dock to help space everything out.
- Updates on projects include:
  - The fire suppression system work is ongoing at this time.
  - The fuel system RFP is out with bids due on 7/10.
  - Work continues on the lift station design.
  - Public Works continues to coordinate efforts with Xcel on power needs and requirements.
  - Planning efforts continue at this time for the Marina Phase 2 site improvements. Stais Architecture & Interiors presented Phase 2 site improvements to Council at the June 1<sup>st</sup> work session. Council was supportive of the improvements and directed staff to move forward with the design and approvals for the new office/guest service building and turnaround area. Staff will be in front of the Planning Commission on July 16<sup>th</sup> to review the marina master plan, phase 1 and Big Dig improvements, and phase 2 scope and details. Matt Stais and staff will return to Planning Commission on August 6<sup>th</sup> for a modification to the new building design and location. Pending these meetings, staff will return to Council in August for direction regarding the next steps with the new building and phase 2 site improvements.

- Revenues are tracking well at this time. Provided the summer operation can continue to operate, staff is optimistic about hitting budgeted revenue targets for the year.

**Table 3: Frisco Marina Figures (9000)**

	YTD Actual 2020*	Budget 2020	YTD Actual 2019	YTD Actual 2018
Revenue – 9000	\$556,261	\$1,580,200	\$469,687	\$811,982
Expenses – 9000	\$625,056^	\$2,966,802	\$1,945,174	\$678,084

\* Financials are presented through May, 2020, as final June financials are not available at this time.

^ Expenses are high due to debt services (\$136,250) and capital equipment purchases (\$213,331)

### **Historic Park and Museum**

June highlights for the Historic Park and Museum included the following:

- The FHPM reopened to the public on June 10, 2020, with limited operating hours. Over 12 days of June operations, approximately 900 guests visited the Schoolhouse. This number is indeed lower compared to 2019 figures due to the limited capacity in the schoolhouse and the fewer days of operation. However, in comparison, the Museum operated for 10 days in March 2020 and saw 736 guests, indicating that these reduced June numbers are still very positive and illustrate how the museum continues to be a popular destination for visitors to Frisco.
- The Summer Lunchtime Lecture Series is now virtual with speakers pre-recording their lectures or presenting their lectures live using Zoom via Facebook Live. The videos are posted on the Frisco Historic Park & Museum website, the Frisco Historic Park & Museum Facebook page, and the Town of Frisco YouTube for easy access. Staff use the number of peak viewers during live broadcast to measure attendance and have included the estimated number of reach to show the impact of shares, likes, and paid promotions. July lectures will be held every other Wednesday on Facebook.
  - June 10 – Chicano Movement, 10 peak live viewers, 475 reach
  - June 24 – Biology of Moose, 37 peak live viewers, 1,100 reach
- The Museum received a donation of over 15 pieces from a local family. Artifacts ranged from a 1900 extra-large wall map of the United States to a baby rattle and a set of beautiful beer steins. Artifacts are being evaluated for condition and historic relevance to the Museum mission.
- Museum staff is conducting a full inventory of the Museum collection. This inventory is verifying the location and condition of each object. Per the Collection Management Policy, the next inventory will take place in two years. The last documented inventory was in 2015.





- The Community Collection Project went live on May 18, 2020, as a supplement to staff efforts to gather objects related to the COVID-19 outbreak. Digital items can be donated through the collection project portal on our website. Staff will continue to document the community response to the COVID-19 outbreak into 2021.
- Year to date museum revenues are down significantly compared to 2019 figures. Revenues include donations, gift shop sales and rentals. Staff anticipates the donations and gift shop sales to recover, albeit slowly and not to full levels. Rentals are currently on hold pending public health orders.

**Table 4: Frisco Historic Park and Museum Figures (1125)**

	June 2020	June 2019	June 2018
Attendance	900	5,027	5,130

	YTD Actual 2020*	Budget 2020	YTD Actual 2019*	YTD Actual 2018*
Revenue – 1125	\$2,280	\$19,000	\$8,218	\$9,645
Expenses – 1125	\$73,871	\$298,099	\$111,662	\$117,295

\* Financials are presented through May, 2020, as final June financials are not available at this time.

### **Recreation Programs and Special Events**

June highlights for Recreation Programs and Special Events included the following:

- Summer camps were given the green light to operate from both the State and local Public & Environmental Health. Frisco camps started on June 8<sup>th</sup> and consisted of the following for the month of June:
  - June 8-30, Monday-Friday, Frisco Fun Club (maximum 50 kids/day; average = 37 kids/day)
  - June 8-12, Adventure Camp (filled with 20 kids/day)
  - June 15-19, Bike Camp (filled with 15 kids/day)
  - June 15-19, Water Camp (filled with 20 kids/day)
  - June 15-19, Skate Camp (filled with 12 kids/day)
  - June 22-26, Adventure Camp (filled with 20 kids/day)
  - June 22-26, LEGO Camp (filled with 10 kids/day)
- Frisco Fun Club, a state-licensed program, is running out of three (3) locations this year due to new social distancing requirements: Frisco Day Lodge, Frisco Nordic Center; and 3<sup>rd</sup> and Granite.

All “Outdoor-based youth programming” camps are also able to operate outdoors with social distancing, face coverings, and numerous disinfecting protocols in place.

- In light of all the new protocols, cleaning requirements, health screenings and reporting requirements, staff are doing a phenomenal job with the campers and providing exceptional camp experiences. Of the 21 seasonal staff, 13 are returning staff and 8 are new hires.

- All June events were postponed to either August or September. Staff remains hopeful that group gathering size regulations will allow us to host the races while implementing new protocols.
- Year to date revenues through May are tracking significantly behind 2019 year to date revenues due primarily to the cancelation or postponement of events.

**Table 5: Programs and Events Figures (1150)**

	June 2020	June 2019	June 2018
Frisco Fun Club	625	748	745
Bike Camp	75	75	100
Skate Camp	60	60	n/a
Adventure Camp	200	240	195
Water Camp	100	100	95
LEGO Camp	50	50	125
<b>TOTAL</b>	<b>1,110</b>	<b>1,273</b>	<b>1,260</b>

	June 2020	June 2019	June 2018
Run the Rockies Road 10k/Half Marathon	Postponed	300	513
Skate Park Grand Opening	n/a	200	n/a
Bacon Burner 6k	Postponed	470	455
Mtn Goat Races	Postponed	113	85
<b>TOTAL</b>	<b>0</b>	<b>1,083</b>	<b>1,053</b>

	YTD Actual 2020*	Budget 2020	YTD Actual 2019	YTD Actual 2018
Revenue – 1150	\$147,875	\$303,000	\$252,406	\$238,423
Expenses – 1150	\$110,532	\$489,230	\$101,756	\$157,419

\* Financials are presented through May, 2020, as final June financials are not available at this time.

**TOWN OF FRISCO  
PROCLAMATION  
DESIGNATION OF JULY AS PARK AND RECREATION MONTH**

WHEREAS, parks and recreation programs are an integral part of communities throughout this country, including The Town of Frisco; and

WHEREAS, our parks and recreation are vitally important to establishing and maintaining the quality of life in our communities, ensuring the health of all citizens, and contributing to the economic and environmental well-being of a community and region; and

WHEREAS, parks and recreation programs build healthy, active communities that aid in the prevention of chronic disease, provide therapeutic recreation services for those who are mentally or physically disabled, and also improve the mental and emotional health of all citizens; and

WHEREAS, parks and recreation programs increase a community's economic prosperity through increased property values, expansion of the local tax base, increased tourism, the attraction and retention of businesses, and crime reduction; and

WHEREAS, parks and recreation areas are fundamental to the environmental well-being of our community; and

WHEREAS, parks and natural recreation areas improve water quality, protect groundwater, prevent flooding, improve the quality of the air we breathe, provide vegetative buffers to development, and produce habitat for wildlife; and

WHEREAS, our parks and natural recreation areas ensure the ecological beauty of our community and provide a place for children and adults to connect with nature and recreate outdoors; and

WHEREAS, the U.S. House of Representatives has designated July as Parks and Recreation Month; and

WHEREAS, the Town of Frisco recognizes the benefits derived from parks and recreation resources; and

WHEREAS, the Town of Frisco supports the three pillars of the National Recreation and Parks Association: Health and Wellness, Conservation and Social Equity.

NOW THEREFORE, I HUNTER MORTENSEN, MAYOR OF THE TOWN OF FRISCO, COLORADO DO HEREBY OFFICIALLY PROCLAIM JULY 2020 RECOGNIZED AS PARK AND RECREATION MONTH IN THE TOWN OF FRISCO.

DATED THIS 14<sup>TH</sup> DAY OF JULY, 2020.

TOWN OF FRISCO

By: \_\_\_\_\_  
Hunter Mortensen, Mayor

ATTEST:

By: \_\_\_\_\_  
Deborah Wohlmut, CMC, Town Clerk



## MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

**TO: MAYOR AND TOWN COUNCIL**  
**FROM: NANCY KERRY, TOWN MANAGER, DON REIMER, COMMUNITY DEVELOPMENT DIRECTOR**  
**JEFF GOBLE, PUBLIC WORKS DIRECTOR, VANESSA AGEE, COMMUNICATIONS DIRECTOR**  
**RE: MAIN STREET PEDESTRIAN PROMENADE DISCUSSION**  
**DATE: JULY 14, 2020**

**Summary and Background:** The COVID-19 pandemic has wreaked havoc throughout the world. In the United States, a soaring infection and transmission rate shuttered the economy nearly overnight, which in turn triggered an economic collapse affecting far more than originally infected with the disease. These subsequent events have touched nearly every aspect of society, including our local community members, businesses, and public services.

To address the economic crisis, beginning in March of 2020, the Town of Frisco held frequent virtual meetings with the local business community. The business meetings were well-attended and offered opportunities for businesses to gather information, advice, and share their concerns.

One of the strategies discussed during the business meetings, was converting Main Street from a vehicular thoroughfare to a pedestrian/bicycle friendly space for outdoor dining and retail space, allowing the use of public space to expand shops and restaurants and meet physical distancing protocols. The use of public streets and parking spaces for outdoor dining and retail shopping has been strongly encouraged by Governor Polis, along with various health experts, in order to provide additional space for customers. To facilitate these solutions, in late May, Governor Polis directed the State Department of Revenue to expedite requests for the use of public spaces, including streets, for outdoor dining with alcohol service. Town Council followed suit and authorized businesses on Main Street to use public spaces and streets for expanded outdoor dining and retail.

The Frisco "Pedestrian Promenade" (a name suggested by a local business owner) opened on June 12, 2020. Opening Main Street to pedestrians allowed for expanded seating areas and retail space, while providing residents and guests the ability to access Main Street businesses while maintaining social distancing protocols mandated by State and County public health orders.

Since opening the Promenade, considerable feedback has been received (both supportive and critical) from community members, business owners, and visitors. On July 6, 2020, during a special meeting of the Town Council, the Council briefly discussed the Main Street Promenade, and thereafter, provided direction to staff to bring forward information to support a Promenade discussion at their July 14, 2020 regular meeting. Council requested staff analysis of the following:

- 1) Review of public comments and survey results
- 2) Options around reopening Main Street to vehicular traffic, while also allowing outdoor dining to continue in the parking spaces and other potential changes to the area.
- 3) Options around reopening Main Street to vehicular traffic during the weekdays, and closing it to vehicular traffic on the weekends.

**Analysis:** When the Promenade was first proposed in mid-May, staff began reaching out to businesses along Main Street to see which businesses would be interested in using public space, how much space would be needed, and for what purpose, in order to determine the initial extents of the Promenade. Initially, about 45 businesses responded with interest. Staff mapped out potential areas for each business and ultimately determined that the Main Street blocks between 2<sup>nd</sup> and 3<sup>rd</sup>, 3<sup>rd</sup> and 4<sup>th</sup>, and 4<sup>th</sup> and 5<sup>th</sup> Avenues contained the highest density of businesses that wished to participate, and that the Promenade should therefore be between 2<sup>nd</sup> and 5<sup>th</sup> Avenues, to respect the balance between business participation and parking availability.

All avenues were identified as needing to remain open to allow vehicular cross traffic on Main Street for continued access to neighborhoods on each side of Main Street and access to parking on those avenues. Other accommodations were identified for businesses outside of the Promenade area, such as use of sidewalk areas (Silverheels) or Town-owned parklets (Log Cabin Cafe). A fire lane was maintained down the center of Main Street at the request of Summit Fire, and has doubled as a bike lane and additional area for pedestrians.

The Town Council approved the Promenade at their May 26, 2020 Council meeting. The Council gave staff direction to strive for a June 12 opening date, which required quite a bit of coordination in a very short timeframe; the challenge was met and the Promenade opened on June 12<sup>th</sup> (three and half weeks ago as of this writing).

Within the Promenade area, although 45 businesses initially responded with some interest in using space on Main Street, 22 decided to use space on Main Street, excluding Log Cabin and Silverheels, which are outside of the Promenade area, but have been allocated space using parklets or sidewalks. While the most consistently used spaces have been for restaurants (10 within the extents of the Promenade), a variety of retail and service businesses have also participated, with Rebel Sports, Colisco, Shoe Inn, Remax, and the Sunnyside Studio as examples among the 12 non-restaurant businesses using Main Street space.

## **1. Review of Public Comments and Survey Results**

Since the June 12 opening, the Town has received over 75 written comments and over 150 responses to two surveys requesting feedback and input. A general summary of the feedback is:

- (a) restaurants overwhelmingly support the Promenade and would like to keep it open as long as possible,
- (b) retailers have mixed reviews with some indicating great success and others indicating business was down,
- (c) Frisco residents and guests overwhelmingly supporting the Promenade.

The complete list of public comments and survey results is included as an attachment to this report.

## **2. Reopening Main Street to Both Vehicular Traffic and Outdoor Dining and Shopping**

The Town Council directed staff to evaluate the potential of opening Main Street to vehicular traffic and creating outdoor dining and retail spaces in the parking spaces in an effort to meet the needs of as many businesses as possible and continue to provide additional space for the public.

a) Planning Perspective: There are a number of potential concerns that would need to be addressed (listed below) if the Promenade were changed to allow vehicular traffic to coming with outdoor dining and retail.

- The greatest concern is the loss of space for physical “social” distancing, which is the main purpose of the Promenade.
- The average sidewalk in most areas of Main Street is 10 feet wide with concrete extending from fronts of buildings to the brick area adjacent to the curb. While the Promenade has been open, businesses have been encouraged to keep the sidewalk (concrete area) open to pedestrians and use the brick area or street for signage. If Main Street reopened to vehicular traffic, these items would move back onto the sidewalk, constricting the area available for pedestrians and limiting the opportunities for physical distancing.
- A second challenge related to maintaining physical distancing is the loss of the street overall. The public health orders require maintaining *a minimum of* six feet of separation between seated patrons at adjacent tables. Using a 42-inch square table for four requires approximately six feet for the table and guests plus six feet in each direction to the next table setup. In a typical 9 x 20 parking space, *this would limit the number of tables per parking space to two*, which can be observed in practice at the Log Cabin. (The Log Cabin is utilizing two parklets covering 2 parallel parking spaces, which has created room for four tables). Using only parking spaces for outdoor space would effectively cut the available space for restaurant seating in half, or require extending restaurant seating space into spaces in front of adjacent businesses. All parking spaces on the north side of the street would need to be utilized to offer any meaningful outdoor seating, as they are parallel parking spaces and not diagonal.
- Finally, the design of parklets should be considered, as well as the components that make them attractive and enjoyable in certain settings. Parklets are a relatively new concept, first appearing in San Francisco in 2005. The American Planning Association (APA) published a, “*Planners Advisory Service Memo on Best Practices for Design and Implementation of Parklets*,” which discusses the use of parklets and design requirements in various locations to ensure safety of guests from passing traffic, accessibility for persons with physical disabilities, as required by the ADA, and a pleasant experience for the user (see attachment). While the Town and businesses could certainly develop some interim solutions to address some of these issues, when comparing the temporary parklets to the Pedestrian Promenade, the parklet solution is lacking when considering the user experience, ADA accessibility, and guest safety.

- b) Public Works Perspective. The Town's Traffic Control Supervisor (Assistant Public Works Director, Addison Canino) reviewed options for opening Main Street to comingled traffic and dining, given the equipment available today (there are currently no additional parklets available). Following the analysis described below, Mr. Canino made the determination he could not endorse the proposal using currently owned and available supplies.

Analysis: The Town of Frisco's parallel parking facilities measure 8 feet by 25 feet, per UDC 180-6.13.6: A.1. If one were to measure in the flow line in the curb, to the edge of the 3-foot pan, which connects to westbound traffic lane that would measure 11 feet in total. If the Town were to provide this space to businesses for seating or retail, there would have to be adequate safety measures in place to protect both the pedestrians and the traveling motorists. Currently, the Town of Frisco Public Works Department owns water filled barricades (Water-Wall, Water-Filled Barrier by Traffix Devices Inc.). At full capacity, these barriers weigh in at 1,110 lbs. These barriers are on the approved list of temporary barriers for the Federal Highway Administration (FHWA), meet a rating for a limited distance at slow speeds and low angles of impact, which is sufficient for how they are being utilized on the Promenade at this time, particularly because the barriers are not the only barrier between pedestrians and vehicles.

However, there are certain aspects of these barriers that need to be understood when considering using them as the sole barrier between community members dining or shopping in parking spaces and vehicles traveling down Main Street.

In a letter from John R. Baxter, P.E., Director of the Office of Safety Design, dated November 30, 2004, addressed to Traffix Devices Incorporated, he described tests conducted on the use of these barriers in terms of stopping distance (see attached letter). The bottom line based on tests conducted, the Town would need to provide additional stopping distance between the barriers and outdoor dining. There are options, such as anchoring the system at its terminating ends, which would require driving steel pins into the asphalt and into the sub grade to achieve a proper anchor (which in turn has its own negative impacts). Other options would be to use cement barriers, lower the speed limit to 10mph or construct parklets. Cement barriers are effective as a safety measure, but unattractive and, on the north side of the street, would take up too much room to offer meaningful space for outdoor dining. Constructing effective parklets or purchasing parklets (as described by Community Development) might be the best solution to comingle vehicular traffic with outdoor seating, but that requires time and resources.

### **3. Reopening Main Street to Vehicular Traffic during the Weekdays, and Closing it to Vehicular Traffic on the Weekends**

The Town Council directed staff to evaluate the potential of opening Main Street to vehicular traffic during the week, Monday through Friday, and closing it to vehicular traffic on the weekends. This essentially creates the Main Street Promenade on Saturdays and Sundays only. There are significant resources involved with this option, including, but not limited to:

- a) Setting up and taking down the Promenade each week will take approximately 100 hours of Public Works' staff time.
- b) Significant time and resources for the businesses to set up and take down their spaces.
- c) Mixed and confusing messaging to the public

**Proposed Recommendations:** Staff have narrowed down the recommendations on the Main Street Promenade for Council to consider, in no particular order:

**1. Keep the Main Street Promenade open with potential signage and barrier improvements.**

**Signage Improvements:** Several comments from public feedback focused on signage, bicyclist speeds, and enforcement of masks and physical distancing. Over the past several weeks staff has adjusted signage within and near the Promenade to address these concerns, which might have now resulted in “sign fatigue” and sign clutter. However, there are competing opinions on the signs: for example, some of the changes were the direct result of businesses requesting specific signs to let automobiles passing by know dining, shopping and lodging are available on Main Street. Some of the signs are traffic code compliant signs (font and size). Other signs added ask bicyclists to dismount and slow down. In addition, staff has allowed businesses some limited off-premise signage to direct customers to locations within *and near* the Promenade.

Staff believes signage could be improved to reduce clutter and increase functionality should the Town Council determine to extend the Promenade. For example, during the “Step Up Main Street” project, Main Street was closed to all traffic, including pedestrians. During that project, small print directory signage was put up for pedestrians on each block and side of Main Street to guide them to specific businesses. The Promenade is markedly different than the “Step Up Main” project and naturally invites pedestrian exploration. Leveraging our experience from the Step Up Main Street, there are some strategic opportunities to communicate with Promenade guests. Staff has identified an opportunity to place “Main Street Mile” maps/banners, rather than just directories, throughout the site to encourage pedestrian traffic through the three block Promenade and beyond. These banners/maps would need to be placed at least four (4) feet off the ground and suitable locations would need to be identified. The Main Street Mile maps would be colorful and based on an existing map listing guest-centric businesses. As another example, “Detour” signs are at the intersections of Granite with 3<sup>rd</sup> and 4<sup>th</sup> Avenues. These signs could be adjusted to promote a more positive message, such as “Main Street business access and parking” to encourage those that may be driving by to stop and visit.<sup>1</sup>

**Barriers Separating Businesses Improvements:** There has been feedback that the metal barriers between businesses are not attractive. Staff agrees with that sentiment. Options range from purchasing “jackets” to cover the barriers at \$70+ each for plain, one color coverings, or \$120 for coverings with Frisco-specific images and designs; purchasing more flower boxes; or providing funding options for businesses to improve the look and appearance of the separators. Businesses serving alcohol are required to have their service area contained. See attachment for examples of other businesses separators.

Should Council decide to keep the Main Street Promenade open, staff would recommend setting an end date to provide businesses certainty in planning for staffing, infrastructure, and marketing.

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<sup>1</sup> In addition, “mask required” signs could be stenciled with chalk paint throughout the Promenade in many colors to promote reading, awareness, and healthy behavior.



**2. Reopen Main Street to both vehicular traffic and expand onto parking spaces for outdoor dining and shopping.**

Please review details associated with this strategy under the previous “Analysis.”

**3. Reopen Main Street to vehicular traffic during weekdays, and close it to vehicular traffic on weekends.**

Please review details associated with this strategy under the previous “Analysis.”

**4. Eliminate the Main Street Promenade and open Main Street and all parking to vehicular traffic.**

**Overall Recommendations:** On May 26, 2020, the Town Council adopted Resolution 20-19 providing the direction and rationale to establish the Promenade and license agreement with businesses:

- “the use of certain streets, or areas within streets, and other public areas for the expansion of businesses to accommodate physical distancing requirements, and ‘
- to assist businesses in re-opening under the requirements of public health orders”.

The purposes by which the Promenade was established, remain critical and remain an ongoing concern in the community. Therefore, it is the recommendation of staff that the Promenade remain open throughout the summer. A specific end date (such as Labor Day 2020, which is September 7) will provide businesses certainty in planning for staffing, infrastructure, and marketing and provide an opportunity for the Town to make Promenade improvements as recommended.

**Attachments:**

1. Resolution 20-19
2. American Planning Association Parklets Memo
3. Examples of Business Separator Barriers
4. A Friendly Business Guide for Outdoor Expansion Tactics by Studio Seed
5. Public Comments and Survey Results
6. 2004 Letter Regarding Barrier Testing

**Attachment 1:  
Resolution 20-19**

**TOWN OF FRISCO  
COUNTY OF SUMMIT  
STATE OF COLORADO  
RESOLUTION 20-19**

A RESOLUTION OF THE TOWN OF FRISCO, COLORADO, APPROVING A FORM OF REVOCABLE LICENSE AGREEMENT FOR USE IN CONNECTION WITH THE TEMPORARY USE OF TOWN RIGHTS-OF-WAY FOR BUSINESS ACTIVITIES, AND AUTHORIZING THE TOWN MANAGER TO COMPLETE AND APPROVE SUCH AGREEMENTS

WHEREAS, under state and county public health orders, business that have already been burdened by long closures are now being allowed to open subject to strict physical distancing and related public safety requirements; and

WHEREAS, the Town Council desires to assist such businesses by providing for the use of certain streets, or areas within streets, and other public areas for the expansion of businesses to accommodate physical distancing requirements; and

WHEREAS, by way of Council Resolution No. 20-18 the Town Council has authorized the closure of certain streets to vehicular traffic, the procurement of face coverings, hand-sanitizer and barriers, and the preparation of a Shop Frisco program to assist local businesses in re-opening under the requirements of public health orders; and

WHEREAS, to accommodate the re-opening of businesses through the temporary use of public rights-of-way and other areas, the Town Council desires to approve a form of revocable license agreement and to authorize the Town Manager to complete such agreements and execute them on behalf of the Town.

NOW, THEREFORE, IT IS HEREBY RESOLVED AND ORDERED BY THE TOWN COUNCIL OF THE TOWN OF FRISCO, COLORADO THAT:

Section 1. Revocable License Agreements Authorized. The Town Manager is hereby authorized and directed to use the Revocable License for Use of Public Right of Way or Public Place, in substantially the form attached hereto, in connection with any use of Town property for commercial purposes under the authorizations set forth in Council Resolution No. 20-18. The Town Manager is hereby authorized and directed to complete such agreements with respect to the various licensed premises to be described in Exhibit A thereto, and the various operational requirements and limitations to be set forth as Exhibit B thereto. The operational requirements and limitations shall include but need not be limited to such provisions as the Town Manager may deem necessary or desirable to protect public and private property, the safety and convenience of the public, and the aesthetics of the Town. Upon the completion of such agreements, the Town Manager is authorized to execute them on behalf of the Town of Frisco.

Section 2. Effective Date. This Resolution shall take effect immediately upon adoption.

PASSED AND APPROVED THIS 26th DAY OF MAY, 2020.

TOWN OF FRISCO, COLORADO

  
Hunter Mortensen, Mayor

ATTEST:



Deborah Wohlmuth, CMC  
Town Clerk

Attachment 2:  
American Planning Association  
Parklets Memo



# PAS MEMO

## Parklets: Best Practices for Design and Implementation

*By Anastasia Loukaitou-Sideris, PhD, and Madeline Brozen*

During the 19th century, streets and sidewalks in America's central-city areas were vibrant social spaces hosting activities like street peddling, display of wares, and public speaking (Loukaitou-Sideris and Ehrenfeucht 2009). With the proliferation of the automobile in the 20th century, roads became the exclusive domain of vehicles, and even sidewalks progressively emptied of people and social activity (Blomley 2011). Now, however, a number of U.S. cities—San Francisco, Philadelphia, New York, and Los Angeles, among others—are seeking to reclaim some streets and sidewalks as public spaces.

Many urban areas suffer from a lack of public open space but have an overabundance of street pavement. Considering roads as public spaces presents an opportunity for decreasing a city's open space deficit. However, roads require modifications in order to operate as public spaces. Such modifications can take place at a small scale by converting sites formerly occupied by automobiles into places for people to enjoy.

Such ideas are behind the recent emergence and proliferation of *parklets*—settings that emerge from the low-cost conversion of small and underused residual spaces originally devoted to cars into places where people can enjoy passive or active recreation. Parklets present an opportunity for creating public open space through repurposing, redesigning, and modifying roadway spaces.

Given that parklets are a relatively recent phenomenon, there is limited guidance for cities wishing to initiate parklet projects. By examining case studies of cities with established parklet programs, this *Memo* identifies lessons learned and offers recommendations to cities and designers interested in reclaiming and converting residual roadway spaces into parklets.

The *Memo* first gives a brief overview of parklet evolution and precedents. It then examines parklet programs in selected North American cities and identifies their goals, challenges, design guidelines, and implementation. The last part of the *Memo*

presents policy recommendations and guidance for planners on how to implement parklets.

### Parklet Evolution and Precedents

The idea of the parklet in its current expression emerged in San Francisco in the form of temporary installations intended to extend the social life and pedestrian space of the sidewalk into parking spaces. Temporary parklets first appeared in 2005, when Rebar, a San Francisco art and design studio, converted a single metered parking space into a temporary two-hour public park in downtown San Francisco. The parklet featured a "lawn" made of artificial turf, a shade tree, and a park bench.

This initial action developed into an ongoing national event known as "[Park\(ing\) Day](#)" (Rebar Group 2012). Every year on the third Friday of September, community groups and individuals in cities across North America and Europe transform parking spaces into a diverse array of urban parks for a day.

More permanent city-initiated efforts to increase the amount of public space mirrored the efforts of Park(ing) Day. In 2007, then-New York City Mayor Michael Bloomberg released [PlaNYC](#). This 30-year plan, [updated in 2011](#), included visionary goals such as "ensuring all New Yorkers live within a 10-minute walk of a park" and ways to "re-conceptualize and green our streets and sidewalks as public spaces" (City of New York 2011). Over the following year, the New York City department of transportation, under the leadership of Commissioner Janette Sadik-Khan, started to implement this strategy and in 2008 launched the [NYC Plaza Program](#), which included the conversion of Times Square into a pedestrian plaza. This program, which now includes both a "Plaza Program" and a "[Street Seats](#)" program for parklets, allows community nonprofit groups to propose the conversion of spaces for cars into spaces for pedestrians (NYC Department of Transportation 2012a).

During a visit to San Francisco, Mayor Bloomberg discussed his city's enthusiasm for creative public spaces and challenged

San Franciscans to initiate a similar program. In response, the City of San Francisco Mayor's Office, in partnership with other city agencies, implemented the first San Francisco pilot plaza project, Castro Commons, at the site of a triangular intersection on 17th, Market, and Castro streets. This effort was followed by five parklet installations that converted curbside parking spaces in 2010. In the years that followed, privately financed and installed parklets quickly multiplied in San Francisco.

The conversion of underused, residual automobile-oriented spaces into places to relax, recreate, or engage in the public life of the city is part of at least three broader trends in reshaping urban public space.

### *Use of Residual Space*

There is a long tradition in public space design and implementation to leverage residual spaces into active public spaces or new community parks (Trancik 1986). These include roadway medians, spaces under bridges, traffic islands, roadway edges, freeway caps, and parking lots. These spaces are often valued for their availability because their "leftover" status does not require expensive acquisition or intense competition for their use. Approaches for the reclamation of residual spaces vary widely but typically require creative site-specific design solutions and engagement with the local community. Solutions tend to be long-term in intent and design, and may vary widely in scale. A successful example of reclaiming a residual space is the celebrated reuse of the [High Line](#) in New York City.

### *Tactical Urbanism*

There is a growing interest across North America in creating or transforming public space with a "quicker, lighter, cheaper" ethos (Nordic Urban Design Association & Project for Public Spaces 2010). This trend has also been called "D-I-Y (do-it-yourself) urbanism," "guerrilla urbanism," or "pop-up urbanism." These terms reflect the small-scale, affordable, flexible, and often temporary nature of tactical urbanist interventions, as well as their accessibility and appropriateness for community or advocacy group-led projects. This use of temporary tactics allows for more affordable public space creation in an era of limited public resources, but also encourages experimentation and adaptation (Hou 2010).

Many tactical urbanism projects use pilot programs or interim uses to avoid lengthy bureaucratic approval processes. This enables cities or community groups to try public space interventions, see what works, and build a supportive constituency for a project. For more on this topic, see the September/October 2015 *PAS Memo*, "[Harnessing the Power of Tactical Urbanism for Planning Success](#)."

### *Car-Free Streets*

The development of parklets also aligns with the trend to transform street space to pedestrian or other nonautomobile-centered uses. There is a broad spectrum of public space interventions within this category, including temporary or permanent street closures and conversion to spaces for walking and cycling, car-free days, and open streets initiatives, where

streets are closed to car traffic during specific hours and days (often during weekends) to enable biking and walking (Street Plans Collaborative and Alliance for Biking & Walking 2012). Although car-free spaces tend to be larger in than parklets, there is a common lineage in the concern for expanding pedestrian space in urban areas. Car-free streets range from permanent pedestrianization strategies to temporary closures that enable pedestrian or event use, such as car-free days during [CicLAvia](#) in Los Angeles, a one-day closure of downtown streets for cycling or other non-motorized uses.

### **Parklet Design and Implementation**

Parklets are typically created by building a platform on the pavement to extend the sidewalk space (Figure 1) and retrofitting it with benches, planters, tables and chairs, umbrellas, and bike racks. Parklets vary based on the following characteristics:

- **Location:** Former parking spaces, street medians, traffic triangles, repurposed travel lanes and parking lots, or excess asphalt pavement at angled or irregular intersections.
- **Surrounding land uses:** Commercial (most frequently) or residential.
- **Size:** One or multiple parking spaces extending along the length of a block.
- **Shape:** Linear, square, rectangular, triangular, or irregular.
- **Duration:** Seasonal (usually during spring and summer) or year-round.
- **Type of activity:** Passive or active recreation.



Figure 1. Platform installation in San Francisco. Courtesy San Francisco Bicycle Coalition ([sfbike.org](#)).



To understand how parklets are designed and implemented, we examined programs in nine North American cities: Long Beach, Los Angeles, Oakland, and San Francisco in California; Minneapolis; Montreal; New York City; Philadelphia; and Vancouver, British Columbia. We conducted interviews with (1) public officials with experience in the development, implementation, and administration of parklet programs in North America; (2) community partners and business owners of establishments adjacent to specific parklets in the case study cities; and (3) designers of specific parklets in the case study cities.

The nine parklet programs display a number of commonalities as well as differences. In the following sections, we discuss the variety of their origins and goals, planning process and design guidance, design considerations, and evaluation methods.

### *Origins and Goals*

Before installing their first parklets, most cities implemented pilot projects for converting street rights-of-way to public spaces. By beginning with a small number of pilot installations, cities were able to shape formal parklet programs and also determine which city departments and mechanisms were best equipped to implement such projects.

Additionally, selected pilot projects helped to generate positive interest from the public and decision makers for additional projects. Seeking projects that could be implemented quickly and with less municipal investments of time and funding, cities found that parking space conversions provided a number of advantages over larger plaza projects, including easier availability of sites, smaller scale, lower cost, shorter construction time, and opportunities for private participation and responsibility in the development and maintenance of parklets.

All nine cities sought to achieve similar goals with their parklet projects. A primary goal is to provide inviting public spaces for people. Parklets foster social interaction by providing spaces for people to linger, sit down, and converse, particularly in areas where existing sidewalks are narrow. An additional goal is to enhance streetscapes by converting dull pavement into landscaped, well-designed public spaces, which can help surrounding businesses. Overall, cities implementing parklets are working to increase livability by providing benefits to residents, businesses, community groups, and visitors.

One notable difference among cities is the level of public access to the parklets. The majority of cities examined make every effort to demonstrate that parklets are public space, requiring a sign on each installation denoting that the space is open to the public. In Montreal and Long Beach, however, it is up to the private business that maintains the parklet to allow the general public (in addition to the patrons of the business) to use the space.

### *Design Guidance*

In all but a few cases, parklets are designed by outside architects and landscape architects rather than by in-house municipal staff. Nevertheless, most cities issue urban design guidelines that provide general guidance to designers and ensure

that parklet design is consistent to city standards. Some cities go as far as providing a specific kit of parts for designers to select from, as in the Los Angeles program. All programs require that the parklet installation must maintain curbside drainage.

Parklets are not appropriate for every street, and for this reason, cities also set safety requirements regarding allowable locations for installation. Design guidelines and placement requirements help to ensure that parklets are placed in appropriate contexts rather than along high-traffic major arterials. Most frequently, cities use speed limits to determine where parklets can be installed. Some cities use more specific requirements such as land-use type and proximity to other open spaces. Table 1 (p. 4) summarizes urban design guidelines for parklets in six cities.

### *Design Considerations*

Three major considerations influenced parklet design in the cities interviewed: the surrounding land uses, the shape and size of the parklet, and the duration of the installation.

Surrounding land uses are an important consideration for site design. Most cities want parklets installed in areas where there is a demand for pedestrian amenities. Parklets in commercial areas are the most common and have the greatest design diversity.

Ensuring the public nature of these installations is an important consideration. This includes designing an open edge from the sidewalk into the parklet and using distinctly different seating from those of the adjacent businesses. Conversely, parklets designed in residential areas must provide space for people to sit in ways that do not constitute nuisances to adjacent residences (e.g., noise, public sleeping).

The shape of the site also drives the design process. The most commonly used sites are curbside parking spaces. These sites are usually designed with a fairly standard format of landscaped edges, a railing, and installed benches or movable seating. Parklets can expand upon this standard format, as demonstrated by San Francisco designs; one such installation focuses on landscaping and creating immersive seating areas (Figure 2, p. 5), while another uses the railing to double as a stand-up bar (Figure 3, p. 5).

Diagonal parking spaces can be more advantageous than parallel spots because they provide a larger area for the parklet. The larger the site, the more opportunity for creative design, including using travel lanes or connecting traffic triangles or pedestrian refuges to the adjacent sidewalk.

A third major consideration in the design process is the duration of the installation, which can range from a single day to permanent. Park(ing) Day installations feature one-day parklets, with community groups bringing portable materials such as fabric, tables, and plastic chairs into a site. Such installations often serve as an inspiration for a more permanent construction.

New York City, Minneapolis, and Philadelphia host seasonal parklets that have simplified designs, are not bolted into the roadbed, and are disassembled and stored during the harsh winter months (Figure 4, p. 5). In contrast, San Francisco's parklets are installed year-round, are lightly bolt-

**Table 1. Parklet Design Guidelines in Select Cities**

<i>City</i>	<i>Size</i>	<i>Street selection guidelines</i>	<i>Wind/Visibility</i>	<i>Barriers</i>	<i>Engineer's stamp requirement</i>
<i>Los Angeles</i>	6' wide and 32' long, generally. Applicants can request parklet sites from 1 to 4 parking spaces in length.	25 mph or less. Streets with 30 or 35 mph speed limit may be considered on a case-by-case basis and additional 5' buffer between parklet and nearest vehicular travel lane may be required	Applicants can select from multiple 42" tall perimeter treatment options from "kit of parts" including low planter with steel and wood railing or diagonal slat perimeter in wood or steel	4' distance from parklet to wheel stop in front and back, 2 fiberglass planters with retroreflective tape between parklet and back wheel stop and 2 flexible posts	Yes
<i>Minneapolis</i>	May not exceed 32' in length, 1/2" max gap between parklet and curb, and no wider than 6'	Commercial corridor, 30 mph or lower speed limit, 20' from intersection	Must have vertical elements to be visible to passing vehicles; must include a continuous physical barrier along the three street edges; must maintain clear, unobstructed sightlines to and from the street	Wheel stop 4' from parklet, flexible bollards 7' from curb, both provided by the city	No
<i>New York City</i>	6' width, as flush to the curb as possible; at a minimum 12' must be flush with sidewalk. Standard design is 20' long	Active corridors, close to transit with narrow sidewalks and/or lack of open space	Should have vertical elements so that it is visible from vehicles; 3' tall perimeter treatment or deck planters	DOT assesses site to determine safety improvements: traffic markings, flexible bollards, and wheel stops may be installed	Yes
<i>Oakland</i>	6' width for parallel parking, 15' from the curb line where there is diagonal parking, at least one parking space away from a corner with certain exceptions allowed, decking is flush with the curb and has gaps no greater than 1/2"	Speed limit of 25 mph or less (consideration may be given to other streets on a case by case basis) with parking lanes. Site must not have cross slope exceeding a 2% grade	A portion of the parklet edges should be visually permeable. Planters, railing, cabling or a combination at least 42" above the parklet deck required along roadway with openings that do not allow larger than a 4" sphere to pass through.	4' distance from parklet to wheel stop; 3' wheel stop installed 1' from curb; reflective soft hit posts	Yes
<i>Philadelphia</i>	6' width, as flush to the curb as possible with no more than 1/2" gap from curb, 1–2 parking spaces but longer and shorter sites considered	25 mph maximum speed limit, generally in commercial corridors; should not be located in front of establishments that serve alcohol; not recommended for streets with historic paving materials; 20' from marked crosswalk, 32' from corner without crosswalk	Should have some vertical elements but not obstruct driver views; must be constructed with light-colored or reflective materials. Should be stable under wind loads of 80 mph with open guard rails. No wall or rail may be higher than 3'.	Must have reflective soft hit posts and may have wheel stops installed 4' from curb	No
<i>San Francisco</i>	6' width, flush with curb (1/2" gap maximum). 17" side buffer. 80" min overhead.	25 mph or less and away from corner. Parklets on streets with speed limits over 25 mph may be considered on a case-by-case basis.	Visually permeable outside edge; railing may be required	Wheel stop 4' from end of parklet front and back	No





Figure 2 (Left top). Landscape-focused parklet. Courtesy San Francisco Planning Department; Figure 3 (right). Safety railing doubling as stand-up bar, San Francisco. Courtesy Bruce Damonte Photography; Figure 4 (Left bottom). Simplified parklet design in Minneapolis for storage during winter months. Courtesy Madeline Brozen.

ed into the roadway, and require a yearly permit renewal. The lifespan of these year-round installations has yet to be determined, as most projects have existed for less than three years as of this writing.

Projects with the longest duration are permanent parklets that often require pouring concrete to create a lasting structure. These more permanent projects require coordination among city departments, and the processing of their permits often takes much longer. Overall, the duration of the installation influences the selection of materials, type of construction, and design.

### Permitting

For parklet projects, cities create general design guidelines and review plans in order to grant permits, but once the project is approved, the installation, maintenance, and liability insurance are the responsibility of the permit holder. This differs from traditional municipally driven projects in the public right-of-way. The liability (in the range of \$1–3 million) for the parklet lies with the property or business owner, who must also handle

all maintenance concerns with a maintenance agreement in place (Table 2).

Only half of the case study cities require submitted parklet designs to have a licensed engineer's stamp. Staff in cities not requiring a stamp on designs believe that such a stipulation is costly and a barrier for community organizations wanting to create a parklet. Cities that require the stamp do so because of safety concerns. Regardless of whether a stamp is required, the purpose of design guidelines is to ensure that parklet design meets certain safety considerations.

When submitting a parklet design, applicants typically pay a permit fee ranging from \$75 to \$1,300. This fee pays for the city to review the design plans, inspect the site before and after installation, and ensure basic safety precautions. Cities typically require wheel stops and other safety features to protect the sites from being damaged by adjacent cars and flexible bollards delineating the parklet edge in the street. Some cities provide wheel stops and flexible bollards to community partners, while others do not. Table 2 summarizes selected characteristics of the nine parklet programs.

**Table 2. Selected Characteristics of Municipal Programs**

<i>City</i>	<i>Current number of sites (2016)</i>	<i>Departments Involved</i>	<i>Permit Required and Cost</i>	<i>Insurance/Liability</i>	<i>Duration</i>
<i>Long Beach</i>	4 with 1 in construction	Department of Public Works with approvals from Department of Water and Power, Department of Traffic and Fire Department	\$819 with yearly renewal	Between \$1–2 million liability coverage	Year-round
<i>Los Angeles</i>	5	Department of Transportation with permit issued by Department of Public Works Bureau of Engineering, Bureau of Contract Administration inspect site after installation to verify site was installed to approved specifications	"A" permit \$273 base fee (exact fee may vary depending on size and shape of parklet) plus inspection fee of \$85/hr with 8 hr. minimum	\$1 million general liability insurance	Year-round
<i>Minneapolis</i>	8	Department of Public Works and Department of Community Planning and Economic Development	Encroachment Permit (\$75 non-residential fee), Land Use/Obstruction Permit during construction	\$1 million general liability insurance	Spring–October 31
<i>Montreal</i>	90 (approximate as of 2012)	Department of Public Works	\$600 for application; \$7,625 fee with parking meters; \$2,207 fee without parking meters	\$2 million	April to October
<i>New York City</i>	9	Department of Transportation	Application required but no fee charged	\$1–3 million depending on size	March 1 until December 15
<i>Oakland</i>	7 sites installed, 10 additional sites permitted	Planning Department with reviews and approvals from Department of Public Works	\$1,300 permit fee; \$127 yearly renewal/inspection fee	\$1 million in general liability insurance	Year-round; applicants must renew yearly
<i>Philadelphia</i>	6	Deputy Managing Director's Office of Transportation & Infrastructure with design review by Streets Department and permit issued by Department of Licenses and Inspection	Pedestrian Enhancement Permit renewable for up to three years, \$125 each year	Permittees must have workers compensation and employers liability, general liability insurance automobile liability insurance, all at \$1M per occurrence	April–November
<i>San Francisco</i>	47	Department of City Planning and coordination with Department of Public Works, and SF Municipal Transportation Agency	\$258 for new application; does not include SFMTA processing or meter removal fee; must renew permits yearly	\$1 million	Year-round
<i>Vancouver</i>	21	Engineering Department's Street Activities Branch	\$200 review fee; \$1,000 program cost recovery fee; \$200 for site inspection before and after installation; \$125 to remove each parking meter; \$500 annual renewal fee	Commercial general liability insurance with at least a \$2 million limit	Year-round



## Post-Implementation Evaluation of Parklets

All cities studied found their programs to be successful. The parklet programs created new spaces for people using innovative treatments of the street right-of-way. While not every city has conducted a formal post-occupancy evaluation, the data that exist (San Francisco Great Streets Project 2010; New York City Department of Transportation 2012b; Loukaitou-Sideris et al. 2013) along with anecdotal evidence suggest that both users and sponsors are responding positively to parklets and demanding more of them. In San Francisco, the city received over 100 applications during a request for proposals. In fact, demand for parklets is so significant that the city is harboring concerns about their saturation in particular neighborhoods and the demand on city resources to review proposals and issue permits.

According to a San Francisco report (Street Plans Collaborative and Alliance for Biking & Walking 2012), parklets help generate foot traffic in commercial areas, thus increasing the number of customers for local businesses. These results mirror experiences in other cities. Pedestrians on a street hosting two parklets in downtown Los Angeles increased after their installations, and people were more likely to walk on the side of the street that had the two parklets (Loukaitou-Sideris et al. 2013).

Philadelphia boasts that its parklets boosted the revenue of adjacent business by nearly 20 percent (Philadelphia Mayor's Office of Transportation and Utilities 2012). Parklets in Long Beach have contributed to two full-time and four part-time jobs in adjacent restaurants (Loukaitou-Sideris, Brozen, and Callahan 2012). A survey administered by the City of Vancouver found that 60 percent of residents viewed parklets as a community asset, regardless of whether or not they had spent time there. These results indicate positive public sentiments for the projects (Vancouver 2015).

## Challenges and Responses

One challenge for parklets is their typical location on city streets, with different municipal agencies having jurisdiction within the right-of-way. Coordination among the different departments, including city planning, transportation, and public works, during the permitting and installation process can be problematic at times, so having one lead agency is preferable for parklet planning and implementation processes. In the cases of San Francisco and Philadelphia, the lead agency is the mayor's office. In Oakland and Vancouver, it is the city planning department, while the department of transportation is the lead agency in New York City. San Francisco's program began in the mayor's office, but the program is now housed in the city planning department, demonstrating that lead agency roles can change over time.

Permits are the mechanism through which cities exercise control by creating a standard framework for ensuring the safety of parklet installations in the public right-of-way. But at the outset of parklet pilot projects most cities lack an institutionalized permitting process due to their innovative nature, and this can pose a challenge. Some cities have used street closure or minor street encroachment permits to pilot

their initial parklet installations, while simultaneously working to revise their municipal code for the creation of a standard parklet permit. In some cases, such as in New York City, a permit is not required, but rather an interested party can apply for permission to install a parklet through the city's parklet program. A city's permit strategy largely depends upon the local context, but viable options include piloting through an existing permit, as done in Los Angeles; modifying municipal code to create a parklet-specific permit, as seen in Oakland; or moving forward without a permit, as is the case in New York City.

Lastly, financial challenges face individuals and community groups hoping to sponsor parklets. Though the cost, which typically ranges from \$15,000 to \$70,000, is relatively modest for a road project, it may be beyond the means of local groups. Additionally, the local sponsor has to have the ability to take on \$1–3 million of insurance and should be able to maintain the parklet.

## Implementing Parklets: Guidance for Planners

The concept of parklets has caught on quickly because it provides a low-cost and innovative way to reclaim residual and underutilized road spaces. Planners must understand a variety of considerations when working with community partners to create a welcoming, well-used, and unique place in the right-of-way.

The following is a list of policy recommendations based on the lessons learned from our case studies:

- **Identify residual spaces in priority areas.** Not all sites or all neighborhoods are appropriate for parklets. Parklets work well where there is a certain level of foot traffic, where automobile traffic is low-speed, and where there are surrounding establishments that can provide a level of natural surveillance. City planners can develop an inventory of residual spaces in priority areas (with low amounts of open space) that fit these criteria and encourage their conversion into parklets.
- **Encourage variety in parklet design.** Parklets can be functional and aesthetic assets for cities, especially if they demonstrate unique and innovative architectural and landscape designs. Planners should encourage innovation and experimentation in design. While no two parklets should look alike, providing a "kit" of parklet parts to interested community groups and allowing them to creatively mix them up may provide necessary guidance to groups not familiar with design. Design competitions or charrettes may produce a rich inventory of parklet design ideas.
- **Tailor design to community needs.** Depending on community needs and the character of the surrounding area, parklets may facilitate passive or active recreation, offer age-specific activities (young children, senior citizens, etc.), and incorporate neighborhood-specific cultural and landscape elements in their design.
- **Provide urban design guidelines.** Design guidelines

## Further Resources for Parklet Design and Implementation

These helpful resources offer further guidance on parklet programs and more information on the programs in the cities featured in this article.

### General Guidance

[\*Reclaiming the Right-of-Way: A Toolkit for Creating and Implementing Parklets\*](#). This toolkit provides detailed guidance for creating parklets from the conversion of parking spots and other underutilized spaces for cars into places for people.

[\*Reclaiming the Right-of-Way: Evaluation Report\*](#). This report provides a comprehensive evaluation of two parklets in downtown Los Angeles and a methodology of how to conduct such evaluations.

### Boston

[\*City of Boston Parklet Evaluation Report\*](#). Evaluation of four city parklets provides findings from the city's pilot parklet program and recommendations for parklet implementation and future evaluation.

### Long Beach, California

[\*Long Beach Guidelines and Conditions for Temporary Sidewalk Extension, or "Parklet"\*](#). This one-page sheet lists the City of Long Beach guidelines and conditions for applicants wishing to install parklets.

### Los Angeles

[\*"People St. Parklets"\*](#). This City of Los Angeles website includes useful information, links to applications for parklets, and a technical appendix with detailed parklet drawings.

[\*People St. Kit of Parts for Parklets\*](#). A kit with parklet parts and configurations that are preapproved by the city.

### Minneapolis

[\*Minneapolis Parklet Application Manual\*](#). This document includes guidelines and conditions for applicants in Minneapolis wishing to install parklets.

### New York

[\*New York City "Street Seats."\*](#) Program information for the city's parklet program. Includes links to [application to install a Street Seat](#) and [maintenance agreement](#).

[\*2011 Pilot Program Evaluation Report: Curbside Public Seating Platforms Sponsored by Local Businesses\*](#). This report by the NYC Department of Transportation evaluates New York's pilot parklet program.

### Oakland

[\*City of Oakland Notice of Parklet Opportunity, Applications for Proposal\*](#). This document includes the City of Oakland's guidelines and conditions for applicants wishing to install parklets.

### Philadelphia

[\*City of Philadelphia Parklets: Guidelines and Application\*](#). This report includes guidelines for placement, design, and operation for parklets in Philadelphia.

### San Francisco

[\*San Francisco Parklet Manual, Version 2.2\*](#). This manual compiled by the San Francisco Planning Department details the goals, policies, processes, and guidelines for creating parklets in San Francisco.

[\*San Francisco Citywide Assessment of Parklets and Plazas\*](#). A summary of data collected for a summer 2014 public life study.

should not stifle parklet design and experimentation, but must ensure that appropriate safety standards are met.

- **Streamline the permitting process.** Part of the appeal of parklets is that they are relatively easy to plan and install. Planning agencies should ensure that the permitting process is simple and low-cost. At the same time, permits should be renewed annually, giving cities the opportunity to monitor operation and maintenance.
- **Designate a lead staff person and public agency.** While various public departments have jurisdiction over city streets, it is essential that a particular city agency (and ideally a particular staff person) takes the lead in coordinating and streamlining the parklet planning and installation process.

- **Streamline maintenance requirements.** Cities should make the expected levels of maintenance very clear to parklet sponsors and keep a watchful eye to guarantee that all maintenance requirements are met.

### Conclusion

Currently, excitement about parklets is spreading across North American cities. Parklets are re-imagining small portions of the urban landscape from ordinary car-storage spaces into beautiful public space assets for urbanites to enjoy. If successful, the parklet "movement" will reclaim underutilized roadway spaces, converting them to meaningful social places.

## About the Authors

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## **Attachment 3: Examples of Business Separator Barriers**





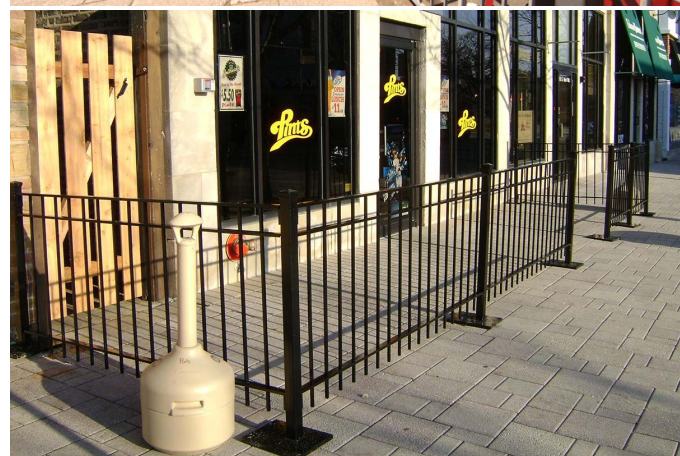




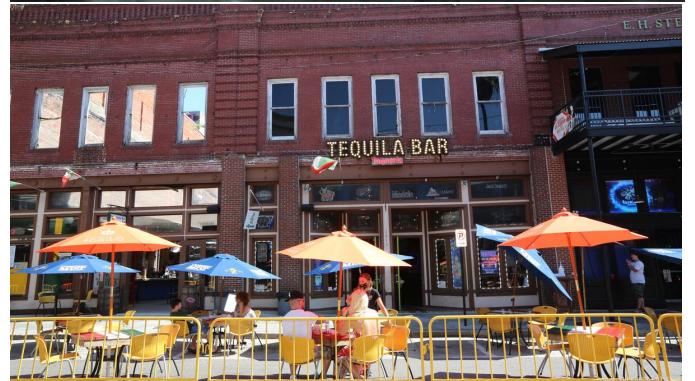
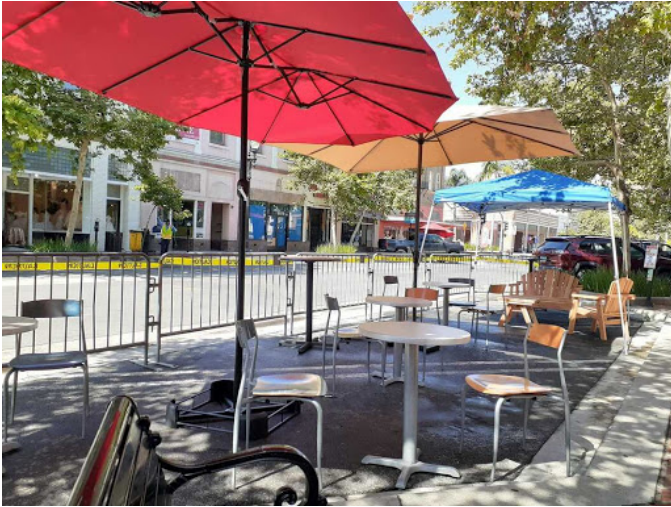








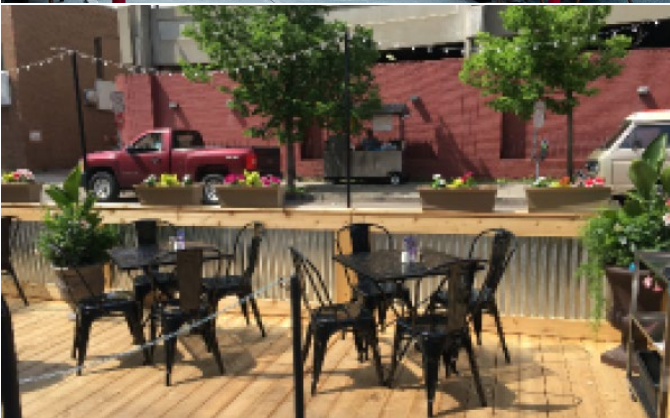




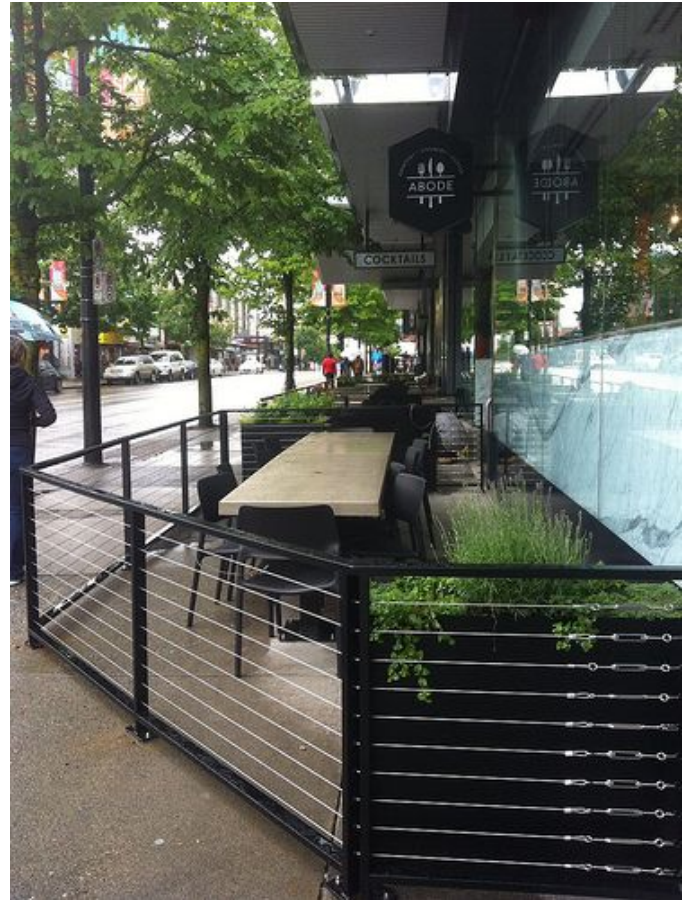












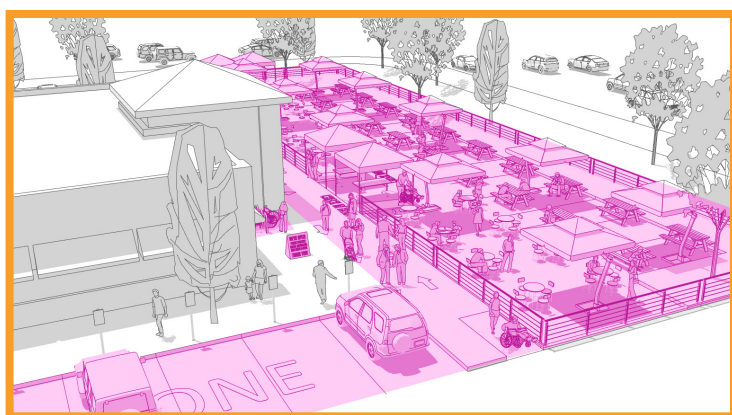
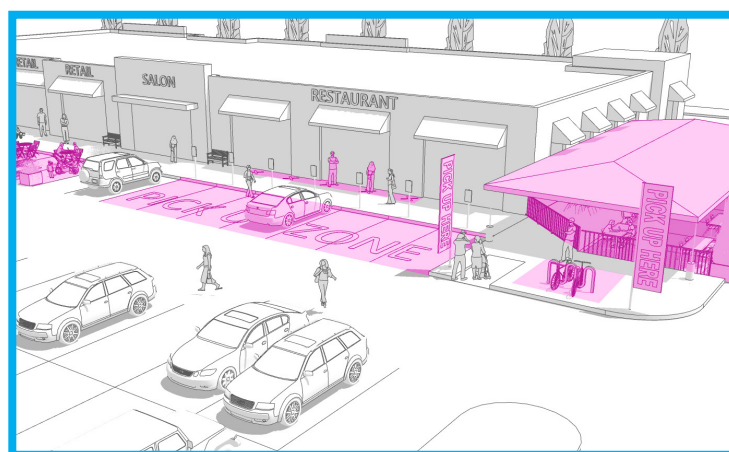




**Attachment 4:**  
**A Friendly Business Guide for Outdoor  
Expansion Tactics by Studio Seed**



# A FRIENDLY BUSINESS GUIDE FOR OUTDOOR EXPANSION TACTICS



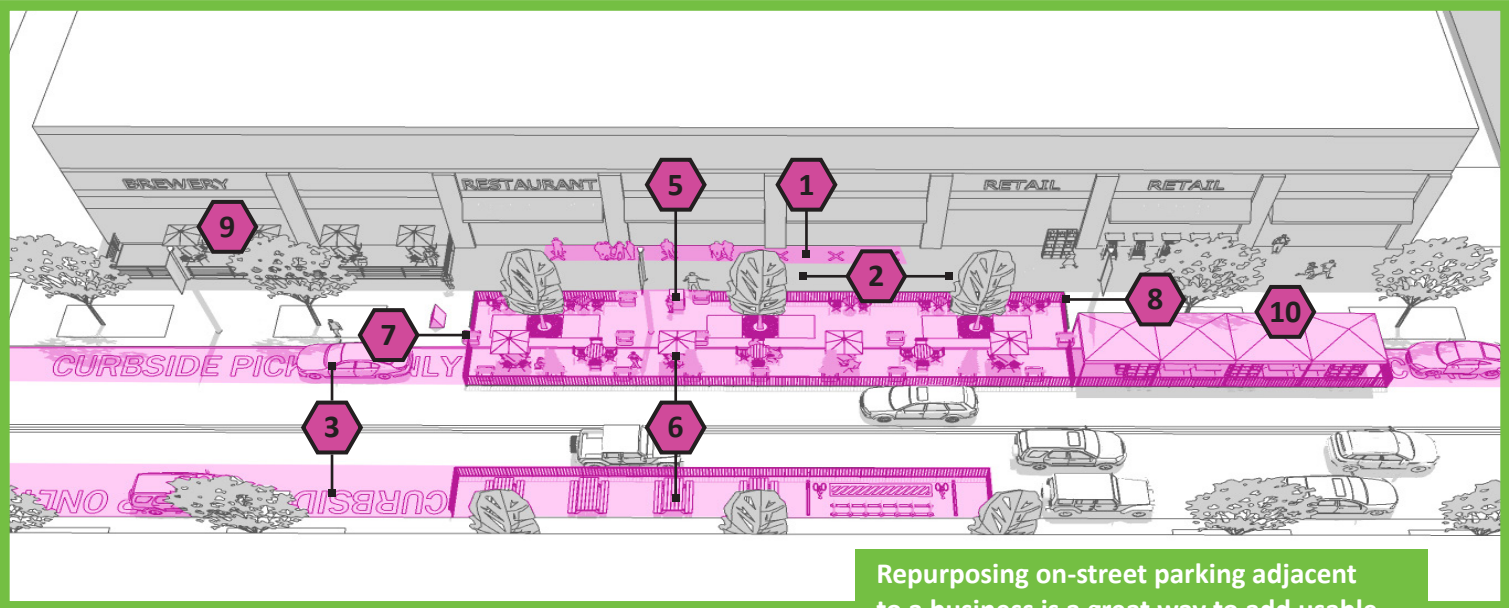
## HOW TO USE THIS GUIDE:

- 1 FIND YOUR CONTEXT
- 2 REFER TO GUIDELINES
- 3 EXPLORE DESIGN IDEAS & RESOURCES

*This guide is meant to be a resource for communities and businesses considering temporary outdoor expansion to support the success of local business in the age of COVID-19 and a phased statewide reopening strategy. It offers design ideas and guidelines for outdoor expansion tactics for various contexts, covering a wide array of potential situations and solutions.*

# MAIN STREET CONTEXT

## REPURPOSING ON-STREET PARKING



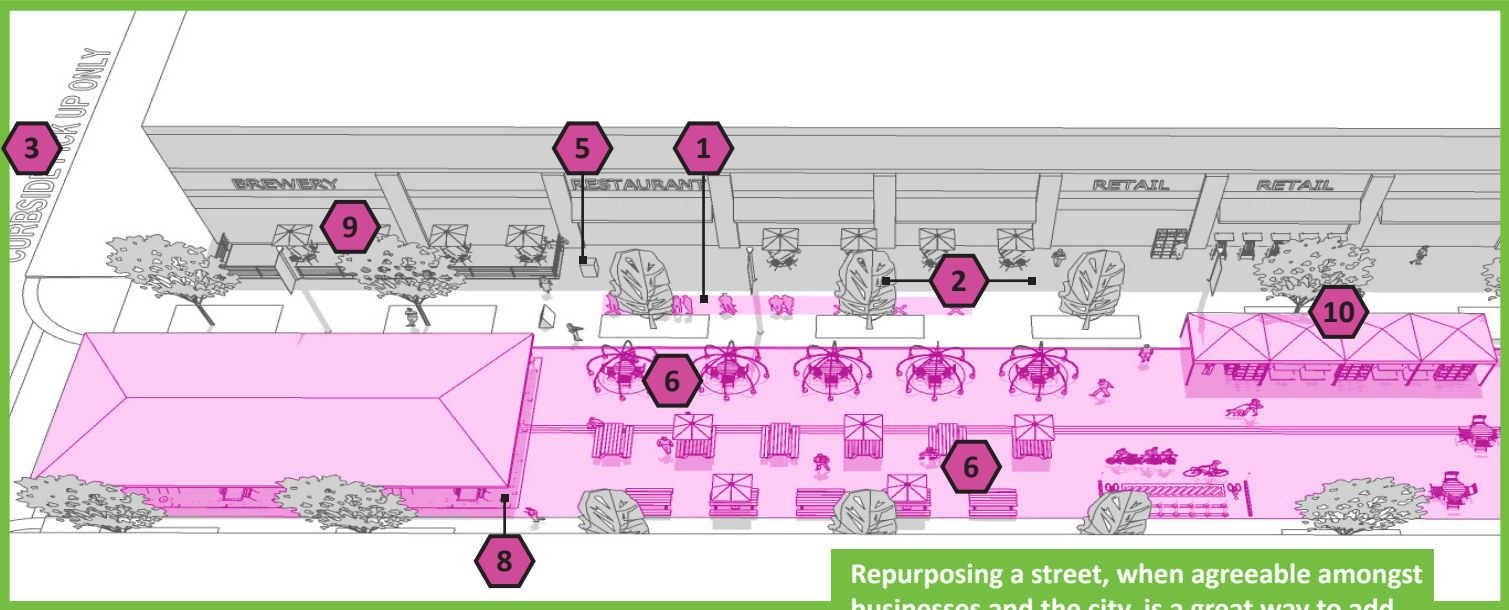
Repurposing on-street parking adjacent to a business is a great way to add usable outdoor space and expand business capacity. Refer to the end of the document for guidelines, resources and design ideas.





# MAIN STREET CONTEXT

## REPURPOSING A STREET

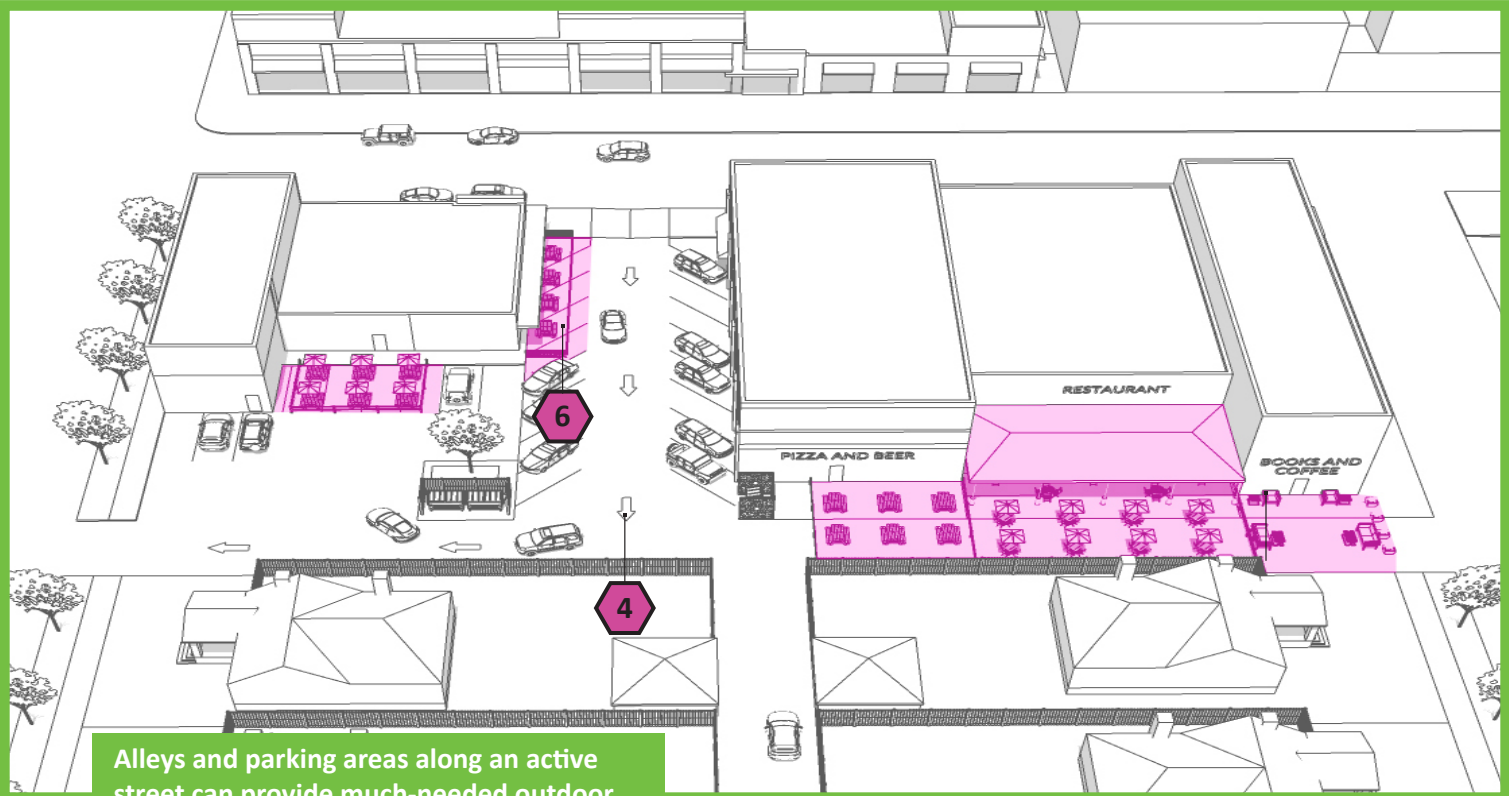


Repurposing a street, when agreeable amongst businesses and the city, is a great way to add usable outdoor space and expand business capacity. Refer to the end of the document for guidelines, resources and design ideas.

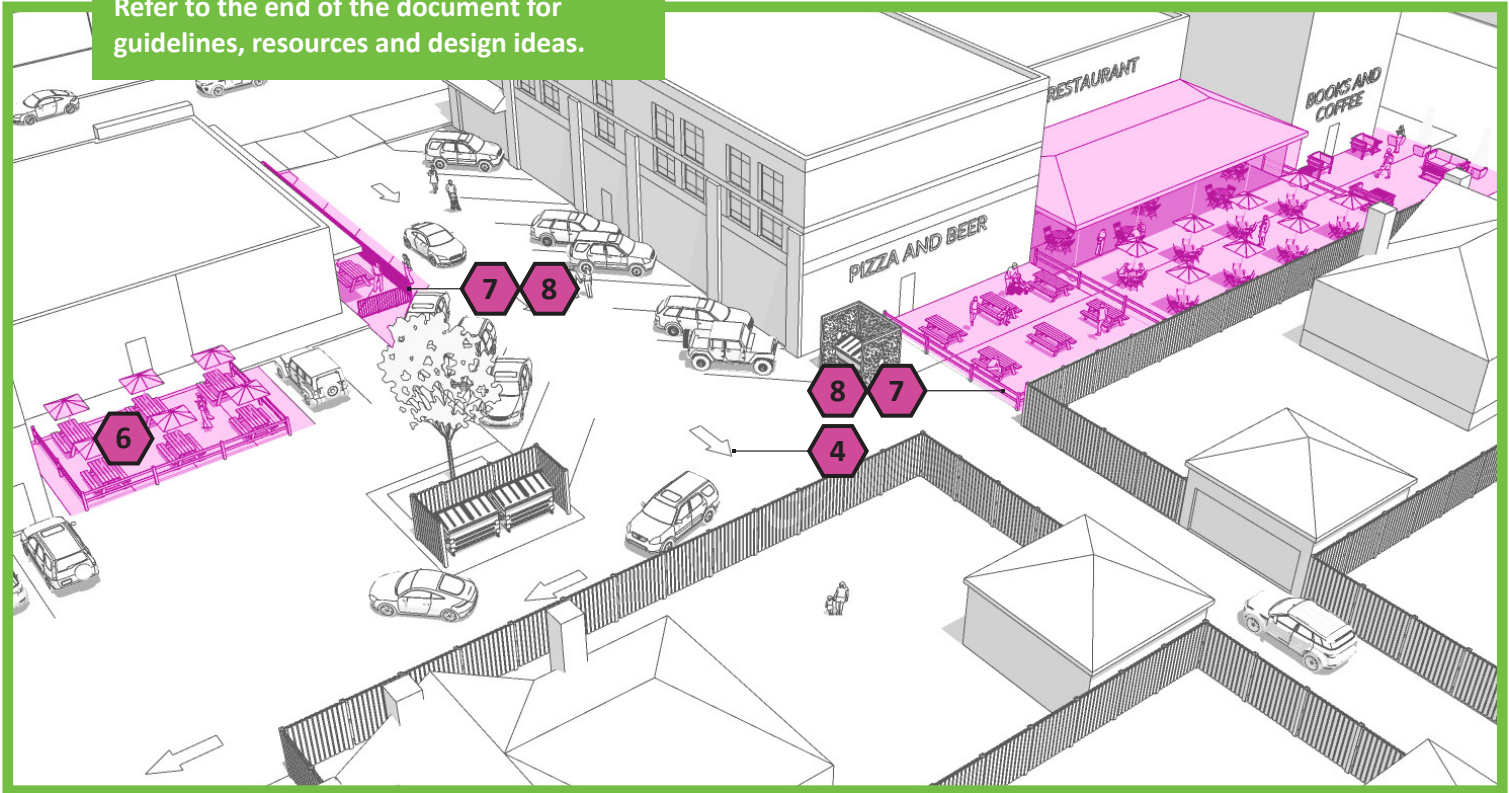


# MAIN STREET CONTEXT

## REPURPOSING AN ALLEY AND REAR PARKING



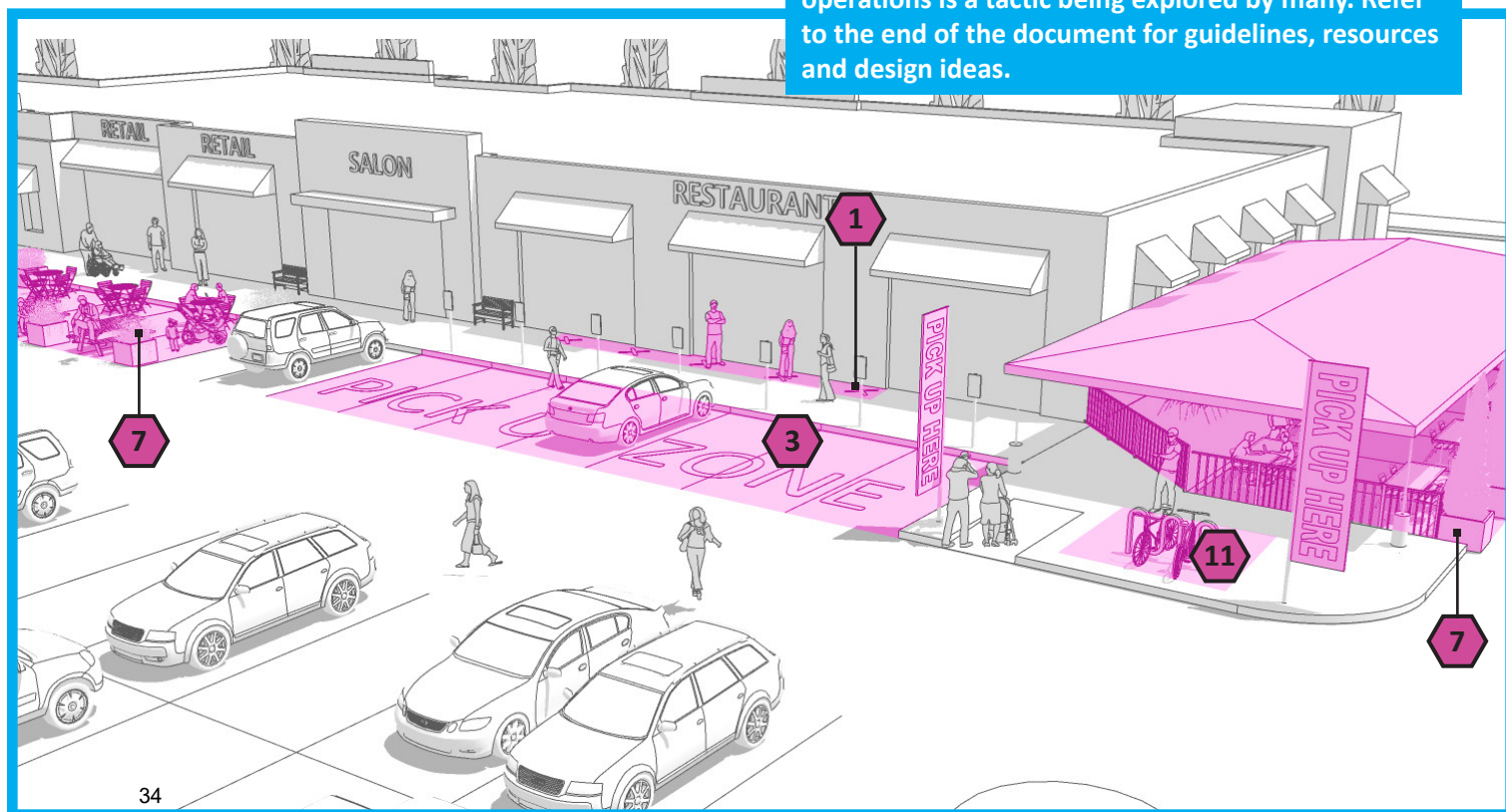
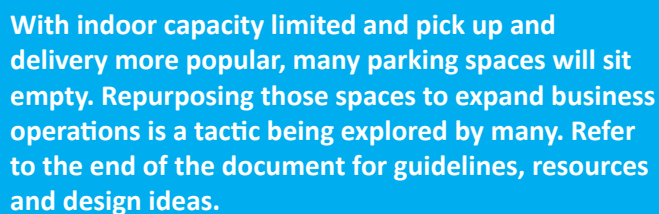
Alleys and parking areas along an active street can provide much-needed outdoor space for businesses to occupy temporarily. Refer to the end of the document for guidelines, resources and design ideas.





## REPURPOSING OFF-STREET PARKING

studio seed  
WWW.STUDIOSEED.ORG

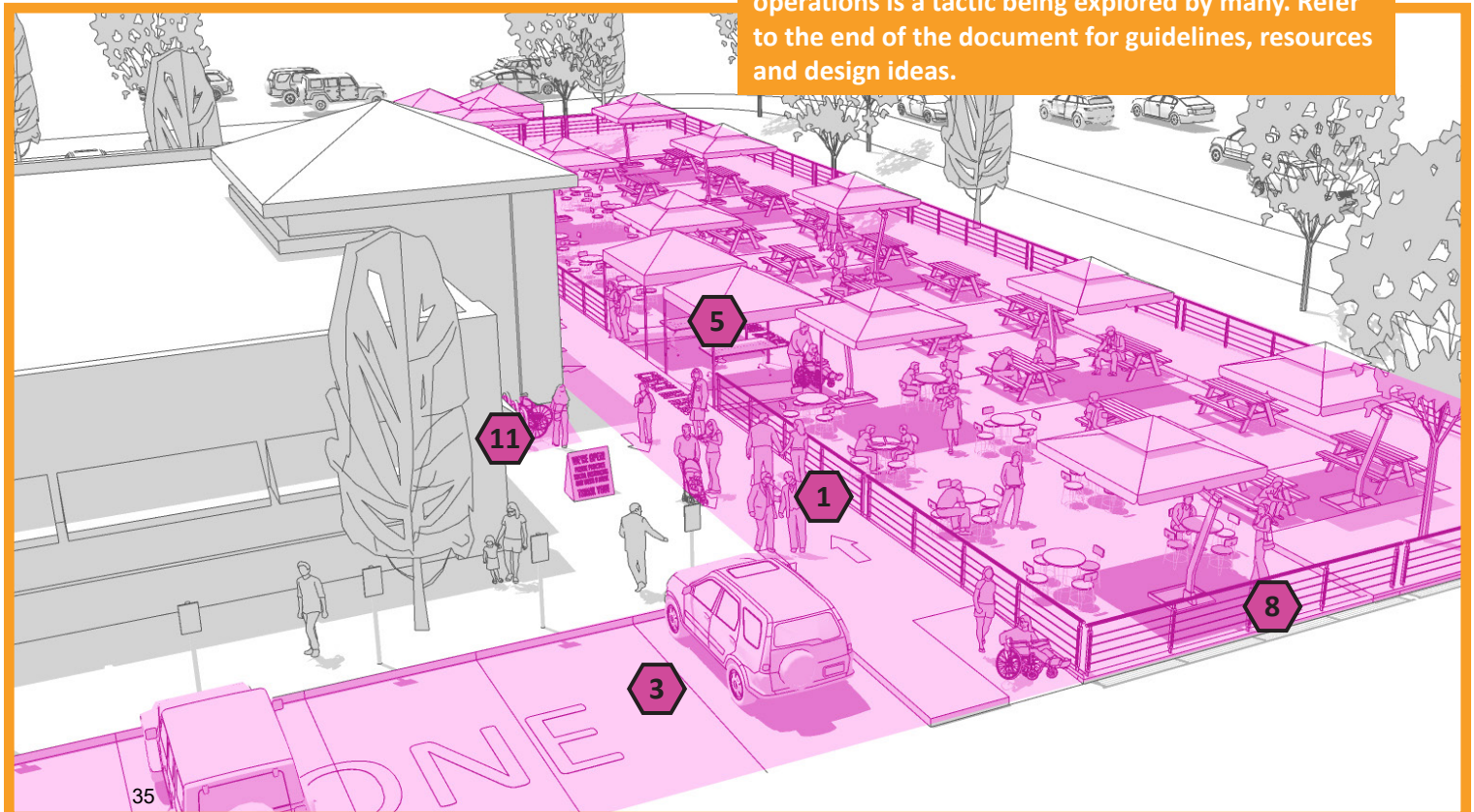


# STAND-ALONE CONTEXT

## REPURPOSING OFF-STREET PARKING



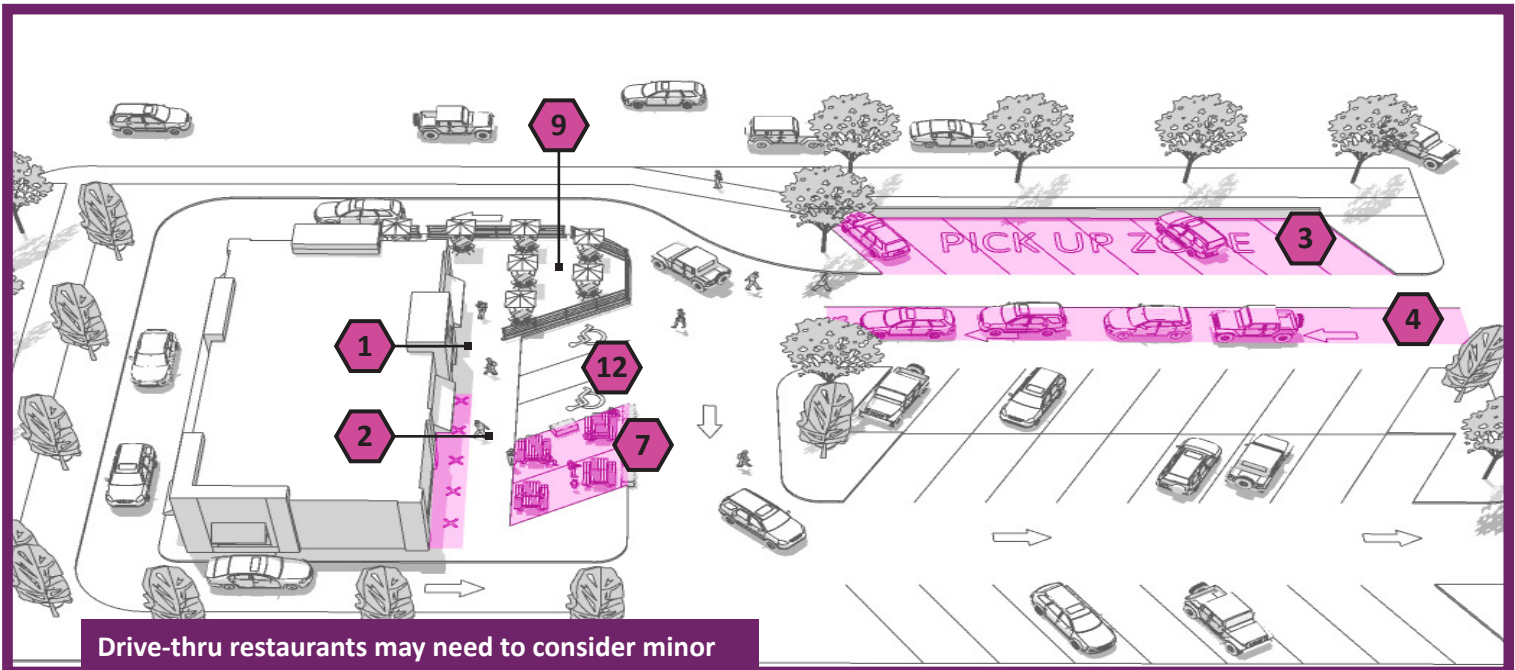
With indoor capacity limited and pick up and delivery more popular, many parking spaces will sit empty. Repurposing those spaces to expand business operations is a tactic being explored by many. Refer to the end of the document for guidelines, resources and design ideas.





# DRIVE THRU CONTEXT

## REPURPOSING OFF-STREET PARKING

















Drive-thru restaurants may need to consider minor adjustments to accommodate safe distancing and vehicular queuing and circulation. Refer to the end of the document for guidelines, resources and design ideas.



# OUTDOOR EXPANSION GUIDELINES



## CIRCULATION

- 1 Provide queuing space with ground markers spaced six feet apart to remind customers to safely distance and to the extent feasible, provide separate entrances and exits.    
- 2 Ensure there is adequate space for people to walk or roll by. A minimum of five feet should be provided.    
- 3 Designate “grab and go” areas by dedicating certain parking spaces or curbside areas for pick up to provide convenient options for patrons who do not wish to dine in. Provide signage and/or pavement markings to direct users.    
- 4 When there is the possibility for a surge in automobile arrivals during certain time periods, provide clear signage and/or markings to safely direct and manage traffic without causing backups.  




## DINING AREAS

- 5 Where feasible, designate an area for customers to check-in and encourage advance reservations to avoid crowding.   
- 6 Set up flexible seating in former parking spaces. Tables should be spaced to allow a safe distance (six feet) between groups of patrons.    
- 7 Add planters, screens, fencing or other barrier to clearly identify the space and buffer from passing cars.    
- 8 Provide an appropriate vertical barrier when alcohol will be served. Liquor licenses must be approved by the state.   
- 9 Businesses with existing outdoor seating may continue with original rules, except that seating must be spaced appropriately for physical distancing.    















## RETAILERS

- 10 Retailers may also choose to repurpose on-street parking for open air displays and purchasing. Encourage retailers and restaurants to work together to cross-promote one another.  









## BICYCLE PARKING

- 11 Provide bicycle parking to encourage alternative travel modes. When feasible, work together with adjacent businesses to provide a bike corral.   

## SAFETY

- 12 Do not remove accessible parking spaces and consider the Americans with Disabilities Act when providing temporary seating by building ramps, if needed, to access new seating areas.    
- Always clearly display rules and guidelines about social distancing, appropriate face covering and staying home when feeling ill. Provide hand sanitizer for guests in a visible location.    
- Do not block fire hydrants or fire lanes.    
- Do not place heaters under umbrellas.    

## SIGNAGE

- Increased signage may be necessary to explain new rules. When possible, consolidate messaging and keep it simple to avoid confusion.    
- Provide ample visibility into businesses. Do not clutter windows with signage.    



# OUTDOOR EXPANSION DESIGN IDEAS

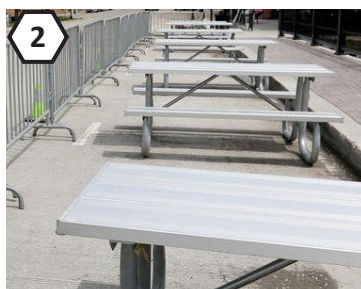
The following photo examples provide design ideas for temporary installations for outdoor expansion. They are organized by topic and each topic includes four variations based on estimated cost and sturdiness (see reference

diagram in bottom right corner.) They are meant to show a range of ideas and are not representative of all options. Creativity is encouraged!

## SEATING



Amazon bistro set



Picnic tables



Durable plastic set



Wrought iron set

## PARKLETS



Tables in parking spot



Tables and tents in parking spot



Raised aluminum and decking

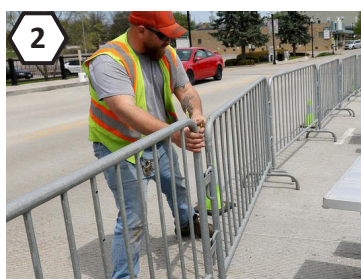


Wood decking and seating with built-in planters

## STREET/PARKING BARRIERS



Plastic netting



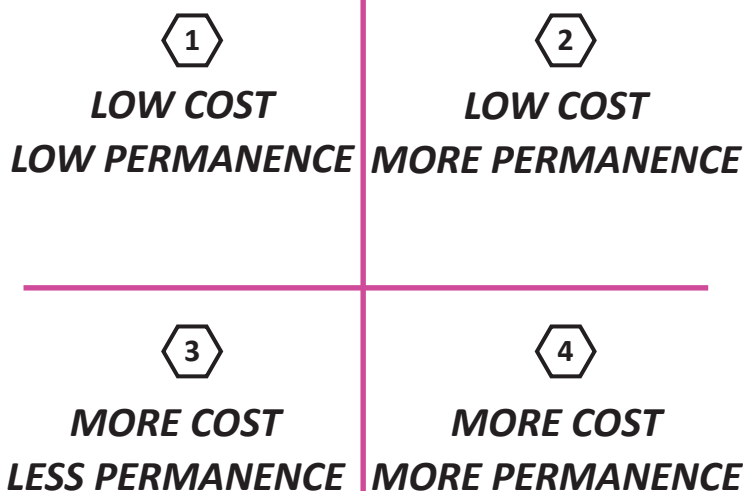
Aluminum fencing



Plastic barriers



Concrete "Jersey" barriers





# OUTDOOR EXPANSION DESIGN IDEAS

## DESIGNATED ALCOHOL AREA



Rope and bollards



Aluminum posts and mesh



Picket fence and tent



Wrought iron fencing

## PLANTERS/LANDSCAPING



All-in-one, ready-to-go



DIY planters



Trough planters



Professional grade planter

## PHYSICAL SEPARATION/DISTANCING



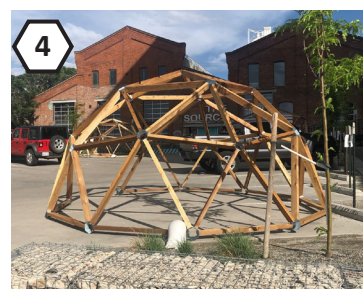
Space out tables



Create visible/wearable separators



Separate with fencing



Iconic "pods"

<p>1</p> <p><b>LOW COST</b></p> <p><b>LOW PERMANENCE</b></p>	<p>2</p> <p><b>LOW COST</b></p> <p><b>MORE PERMANENCE</b></p>
<p>3</p> <p><b>MORE COST</b></p> <p><b>LESS PERMANENCE</b></p>	<p>4</p> <p><b>MORE COST</b></p> <p><b>MORE PERMANENCE</b></p>



# OUTDOOR EXPANSION DESIGN IDEAS

## OTHER AFFORDABLE DESIGN IDEAS



Laminate paper flooring, plastic planters, common patio seating



Trough planters, tire planters, reflective vertical traffic bollards



Umbrellas, plastic tables and chairs



Astro turf flooring, plastic planters and barriers, picnic tables



Terra cotta planters



Paint, games and food trucks



Barrel reuse for tables



Hay bale benches with blankets

## WHAT ARE OTHER COMMUNITIES DOING?

Downtown Colorado, Inc. has been providing FREE resource calls for the state of Colorado. Many communities have added photos and resources to this [Google Drive](#). Click on the link to see examples from other communities!



# OUTDOOR EXPANSION RESOURCES

## RENTALS AND PURCHASES

### [The Recess Factory](#) - Erie, CO

- Flexible payment options
- Delivery and setup
- Event Fencing + sandbags/securing options
- Oktoberfest style tables and benches
- Tents + sandbags/securing options



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Joseph Brandt

Estimator

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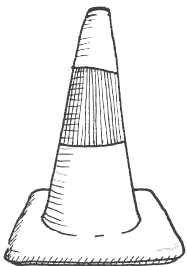
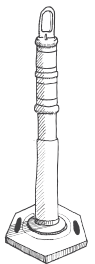
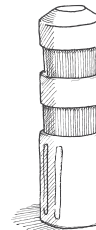
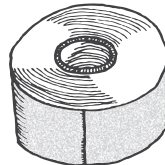
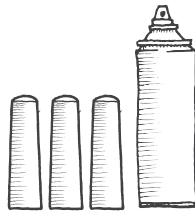
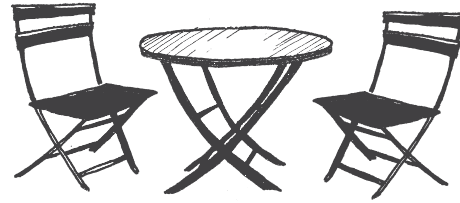
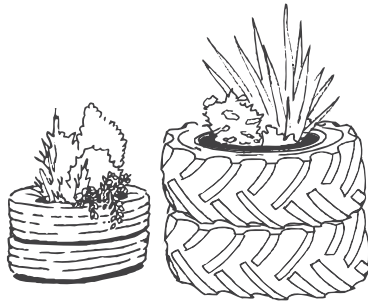
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# OUTDOOR EXPANSION RESOURCES

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## TACTICAL URBANIST'S GUIDE TO MATERIALS AND DESIGN

VERSION 1.0

DECEMBER 2016 | CREATED BY THE STREET PLANS COLLABORATIVE, WITH FUNDING FROM THE JOHN S. AND JAMES L. KNIGHT FOUNDATION

[Tactical Urbanist's Guide to Materials and Design](#) - Materials Resource (by The Streets Collaborative)

[Bistro Set on Amazon for \\$109](#) - Lightweight, moveable, colorful 3-piece bistro set

Grand patio 3pc Metal Folding Bistro Set, 2 Chairs and 1 Table, Weather-Resistant Outdoor/Indoor Conversation Set for Patio, Yard, Garden-Yellow

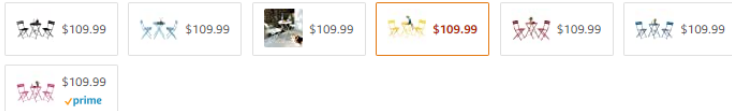
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★★★★★ 47 ratings

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Roll over image to zoom in

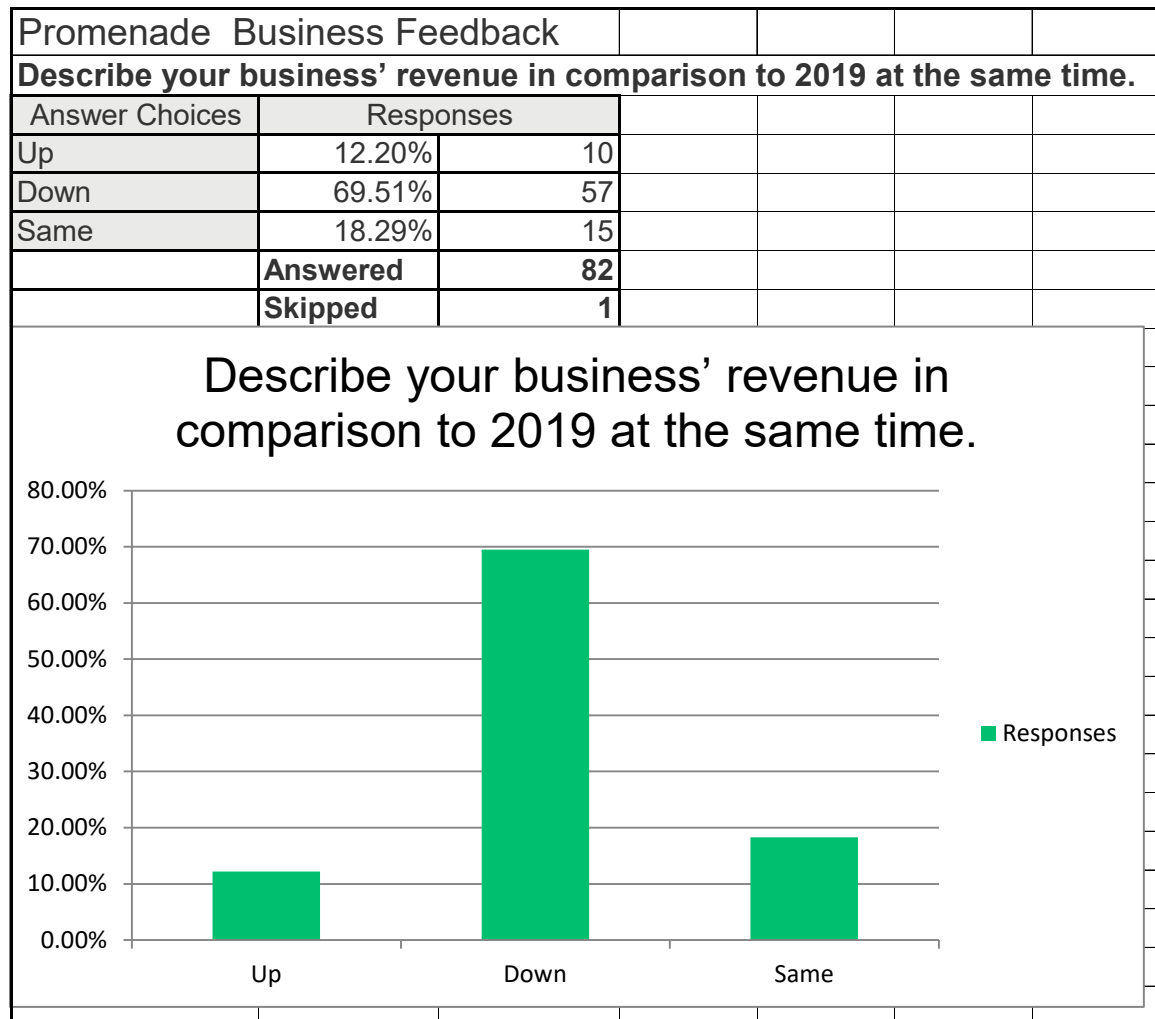




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## **Attachment 5: Public Comments and Survey Results**





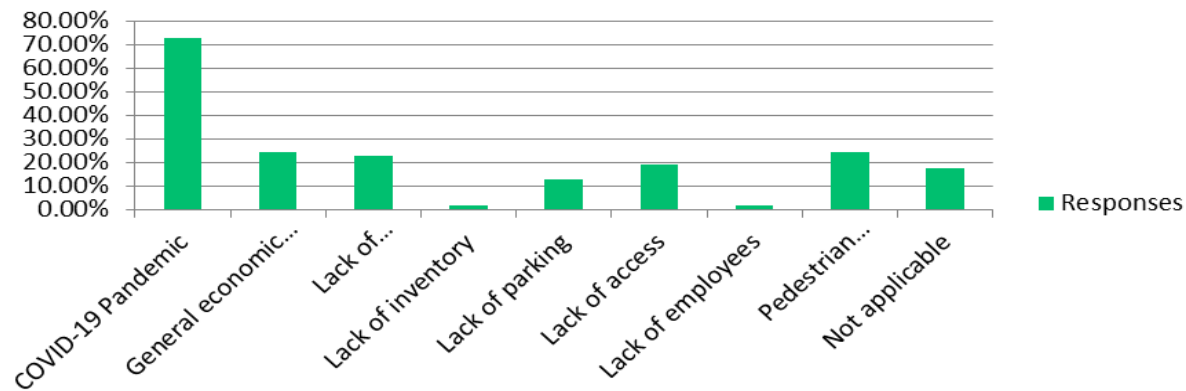
## Promenade Business Feedback

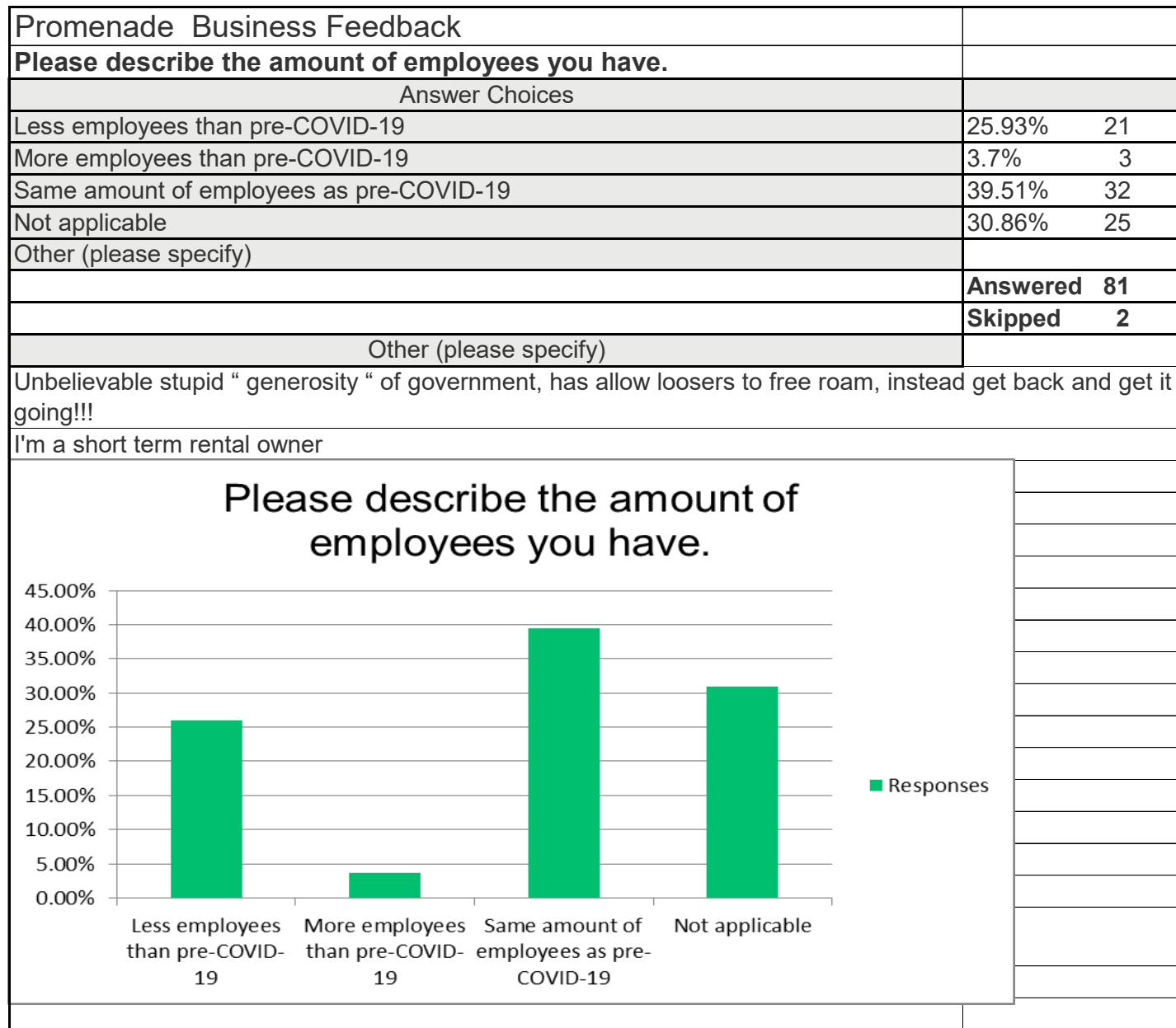
**If your business' revenue is down in comparison to 2019 at the same time, do you believe it is because of (check all that are applicable):**

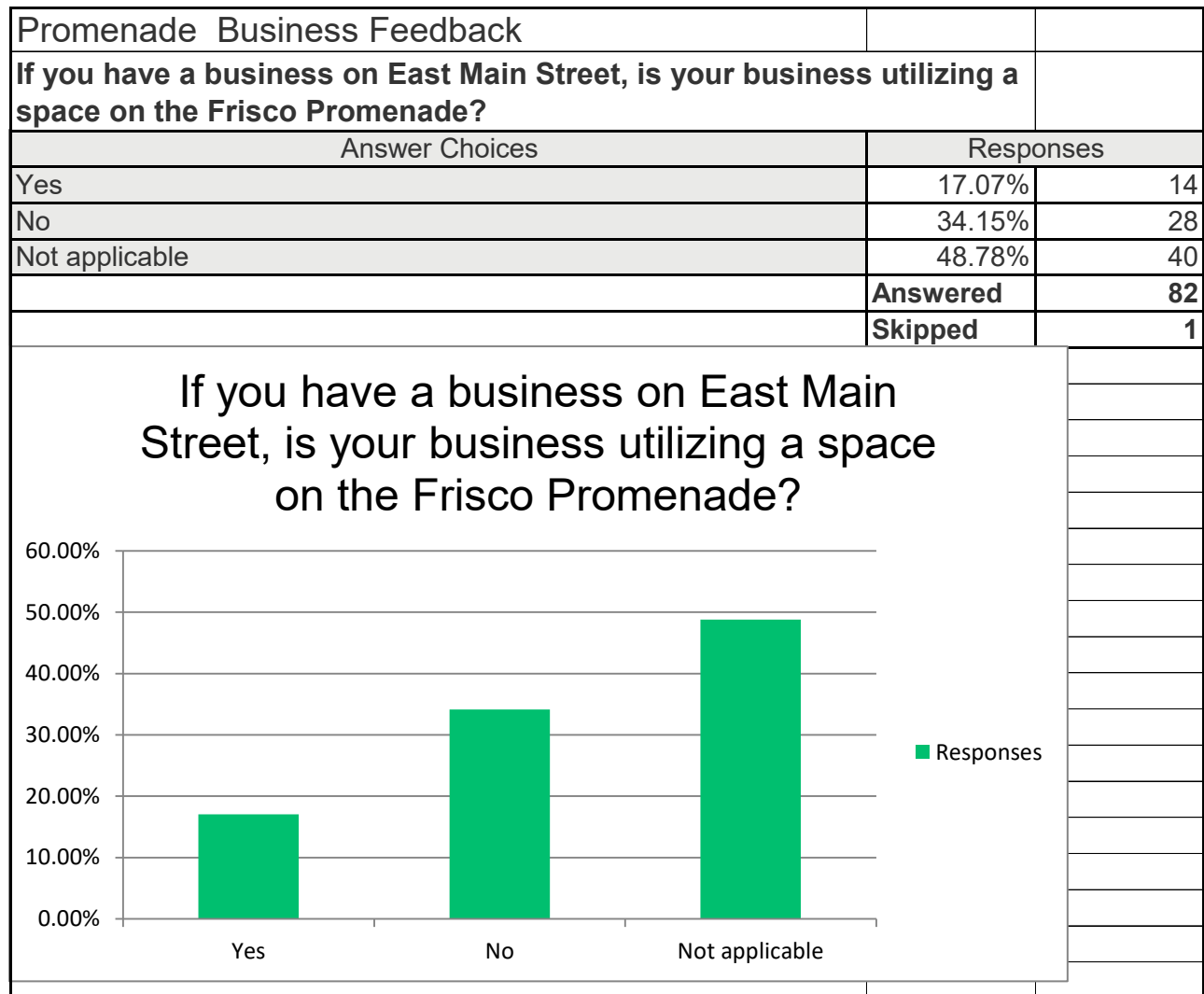
Answer Choices	Responses
COVID-19 Pandemic	72.58% 45
General economic downturn	24.19% 15
Lack of visitors/tourism	22.58% 14
Lack of inventory	1.61% 1
Lack of parking	12.9% 8
Lack of access	19.35% 12
Lack of employees	1.61% 1
Pedestrian Promenade	24.19% 15
Not applicable	17.74% 11
Other (please specify)	
	<b>Answered 62</b>
	<b>Skipped 21</b>
Other (please specify)	
Frisco is dependent on I—70 traffic. Historically, many of our customers traveling on I-70 has had pull over and drove through the town and mostly they stopped and spent some money in the town. Now, with Main Street closed, I estimate that we are losing about 15-20% of the revenue. People see a closure and they just moved on.	
The county is still partially shut down and that discourages locals and tourists.	
COVID restrictions placed on us by county and state politicians has increased the time required for each patient; therefore, a full schedule is only 65% of a previously full schedule. We are working an additional 10 hours a week to get our numbers up to 80%.	
Lower average ticket sales.	
How can we not be down for the year of 2020 when we were closed for 3 months?? <input type="checkbox"/>	
Please note that since opening on June 13th business has been very strong. The promenade has allowed for this success.	

Being closed 2nd to 3rd no thru traffic gets to 2nd. Less walk ins, less accessible parking, especially for those who are eligible for disabled parking.

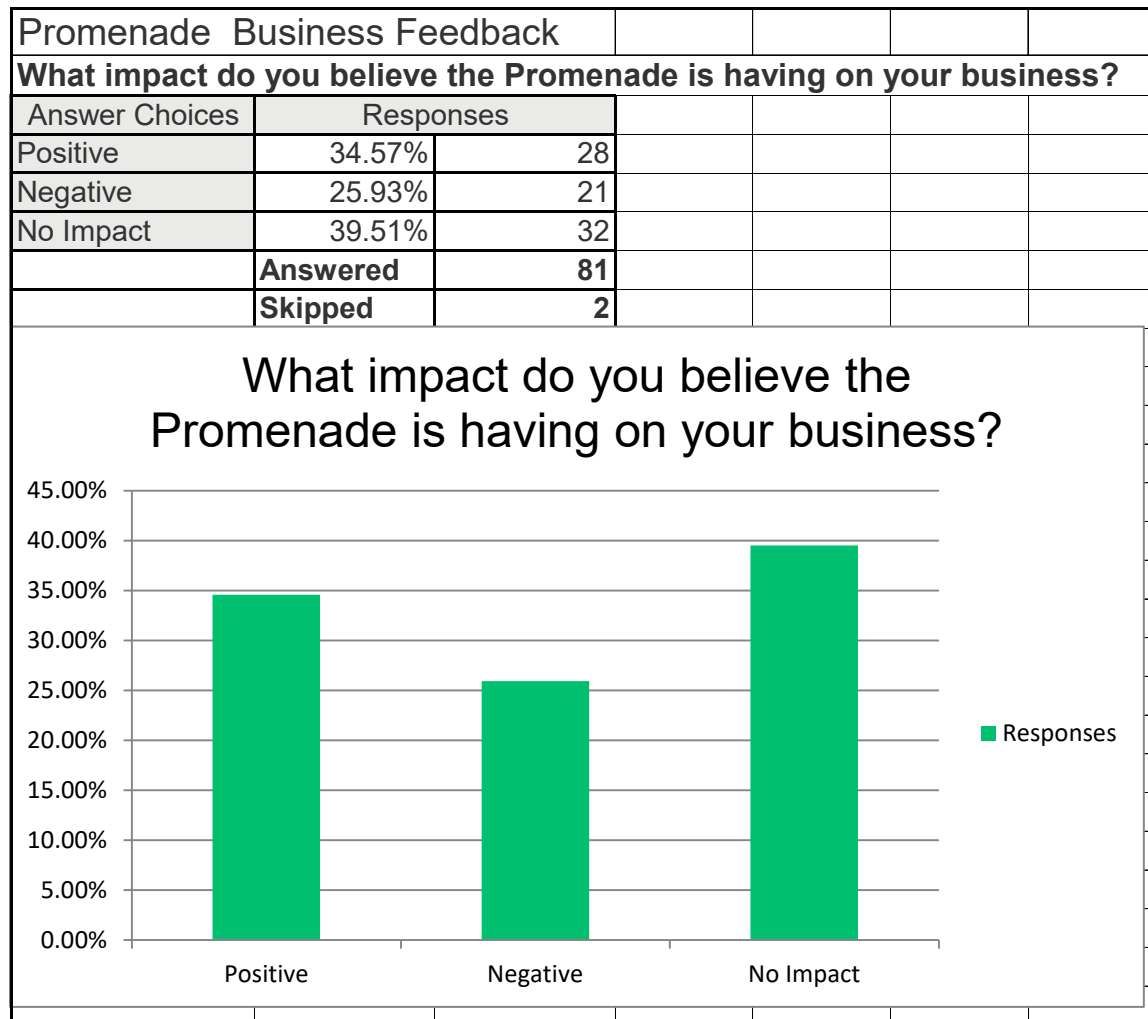
If your business' revenue is down in comparison to 2019 at the same time, do you believe it is because of (check all that are applicable):











Promenade Business Feedback
<b>What is your general impression of the Frisco Pedestrian Promenade?</b>
<b>Answered 83</b>
<b>Skipped 0</b>
Responses
Great option for restaurants to expand space, and for patrons to be able to enjoy outdoor dining.
Very crowded and disorganized in terms of social distancing, mask wearing, a big imposition on the local community who no longer feel safe being in their own downtown. The town has gone overboard to generate sales tax at the expense of the visitors and locals. Cut the programs and projects of the town in order to balance the budget.
Too crowded. Looks like a petri dish of invaders who have no respect for others.
Generally I like it. I'm not sure if it is having a negative impact, but if so I don't think it is much of one. Personally I enjoy it.
Why? Why, we were talking about closing Main Street for the weekends and then it's closed for 6 weeks???! Makes me wonder, why I wasted my time with all the meetings? Why?
We think it is positive. It has helped our business and tourists seem to like it.
I think the town has done a great job. Very positive results.
I love it! I'm quite sure it has saved my business
i am surprised
I like it
needs more visitors
I think most people are happy with it.
The lights add to more inviting atmosphere as do all the planters and if more restaurants had umbrellas at their tables that would help (though it is an added cost to them).
It discourages people especially older, younger families (with children under 6 or 7) and even moderately disabled people

I love it. It's well put together, everything flows well, and it's cute and welcoming.
Positive. Lots of tourists seem to be parking on the 6th/7th block and heading down there. The lights are very pretty, it would be nice to see them stay up year round and crisscross the street from pole to pole.
Excellent
It is bringing too many people who want to congregate on the sidewalks and street
Good for restaurants only
Positive
Our guests say they like it
I feel it is good for the majority of main street business
I like it for the business involved
It does not encourage shopping and purchasing due to insufficient parking in proximity to the shops. Shoppers do not wish to carry large items longer distances to their vehicles. The street is a waste of space. The Promenade serves to encourage patrons to linger at restaurants and bars possibly, but not to shop.
I think the idea makes sense to keep the restaurants and retail stores in business. Frisco needs the sales tax from these business operating.
More walking traffic. We are grateful for the TOF to have made such and effective plan
It feels and looks like a typical festival that are held each year... art show etc.
Love the idea
More open and friendly. Encourages community.
I like it, think it could be a neat summer enhancement
Our organization is in Denver
FANTASTIC. HAS BEEN A GREAT HELP TO MY MAIN STREET CLIENTS AND FRIENDS. SOME OF WHOM WERE CONSIDERING NOT REOPENING AGAIN
Love it, great for businesses on the block. Town has been great to work with.
It would be good if we would have more tourists.
Open air food court, dog park, street party, bike rally. Very unimpressive. Loosing tourists unable to drive thru town. With i70 feeding bumper to bumper past Walmart enroute to Breck, you have strangled Main St. dog poop on sidewalks. You have allowed 6 restaurants who already have outside seating to Shanghai business for the entire retail sector!
Total waste of space 90% of the time. Let's open the street to cars again
Makes it feel like a great small town.

I think the Promenade has had a very positive impact on my business as it has provided a bright and inviting feature to our town in the wake of the negative impact from Covid-19
awesome, great to see people out and about
Seems to be working.
Nice
Very innovative and well managed. It has generated so much positive energy. Impressive
Good for the restaurants, less for other businesses perhaps
Good for restaurants not for retail. Too many younger groups congregating and drinking socializing!
love it! Love our space in front of log cabin
I like the non-motorized aspect of Main Street and my family and friends believe it is great as it plays into our natural mountain, outdoor, active setting
fantastic
Not necessary, do not care for it.
As I've said before, sounded like a great idea. Festive and fun. In reality it stinks. Nobody's coming to the Emporium. Apparently they are too lazy to walk a couple blocks which I don't understand. But I'm seeing the proof in the numbers. And when it rains or blows- you don't have people spending money inside or out. You must be seeing it in lower Sales taxes?! <input type="checkbox"/>
Sounded like so much fun, but please stop it!!!!
..wasn't sure what to expect but things seem to be going better than anticipated.
Haven't been since the first weekend. I wasn't Impressed with the amount of people in close quarters and many without masks. Seemed like the good (giving restaurants additional space to keep people safe and physically distanced), there was enough bad to counteract the desired outcome. So I think it's a wash on desired outcome.
Ugly, often empty, street with little new business ,, mostly younger crowd not spending money
It creates a festival/party atmosphere where people gather in groups without social distancing and few masks.Loss of parking is a negative.
The Town and business have done a good job in making it very inviting.
Not attractive but good for restaurants not retail
I like the lack of cars parked in front of my business.
Great idea!
I do not think it is as successful as we had hoped. Weather has made it empty a good share of the time. I do not see people carrying shopping bags, children do not pay attention when entering the intersections, bikes do not slow down going into the intersection at 4th and Main. I fear it is a matter of time until someone gets hurt.



I LOVE IT. The additional seating is saving my restaurant. I have been able to bring back all of my pre covid staff that did not move away.
A dangerous mix of lack of social distancing, mask wearing and general disregard for the reality of the coronavirus dangers.
Excellent, I wouldn't be on main St as much if it weren't for this
I love it! It is drawing people to walk the area and hang out. The restaurants have more tables, which is critically important to their future, and the enjoyment of our visitors and locals.
I like it a lot. I think it's great for the town.
Ok, but it needs more shaded areas , umbrellas here and there aren't really attractive, perhaps pergola s would provide shade and an airy□ Feel,
I was down there this afternoon, Tuesday, 6/30/2020. I thought the restaurants and merchants would jazz up their spaces more but that costs \$. The customers seemed to be enjoying the area!
Ok on 3rd and 4th but we don't need it on 2nd to 3rd. All the businesses are mainly take out. Don't need it mid week, let commerce happen. Can it only be on weekend? It took away 70 parking spaces!
Nothing but positive from every visitor
Outdoor seating seems to be bringing people to Frisco. Without the outdoor seating I don't think people would be coming to eat at the restaurants.
I like the idea but have concerns
Turned Main Street into a ghost town Monday thru Friday
Open air food court, dog park, street party, bike rally. Very unimpressive. Loosing tourists unable to drive thru town. With i70 feeding bumper to bumper past Walmart enroute to Breck, you have strangled Main St. dog poop on sidewalks. You have allowed 6 restaurants who already have outside seating to Shanghai business for the entire retail sector!
It is inadequately signed, the identification signage is hard to read, there is limited PIZAZZ to the detour signage, there is no arrival statement, no arrival signage, no wayfinding signage, the parking signage is placed in the ROW on the wrong property and it is rather lackluster with respect to creating a destination experience for the visitor.
Neutral. Looks not well attended.
It is a good way for restaurants to be able to serve more customers and people seem to like being able to hang out there.
Well-planned, creative, practical idea that is already successful judging by the numbers of people I saw today!
Positive
Love it
I feel it is a genius decision to attract tourists to the town of Frisco overall. It showcases the heart of Frisco and that is spilling out to the entire town. Lastly, it is saving the jobs of hundreds of food and beverage workers as well as retail.

I love the idea, and how the restaurants have been able to spread out, however by us Prosit is providing music that in the later times of the evening does effect our guests with noise and crowd control, and there are a lot of drunk people hanging out in our driveway more than normal. Many unsupervised children are running around our property.
i honestly don't know as i am unusual because most of my sales are at out of town events. i think maybe promenade causes less folks randomly driving on main street and actually walking the whole length rather than just on promenade. my husband is a musician and it is very weather dependent when playing outside. i am almost ambivalent about the promenade, but i think cars driving by hwy 9 are less likely to explore Frisco unless the had a plan to do so before arriving.
It is great. It gives people an easy way to socially distance, which is definitely important - we are seeing trends of Covid cases growing so we all need the space.
Great idea. Creates a "local buzz" and "place to be".
It's fun.

Promenade Business Feedback
<b>What are the components/aspects of the Promenade that you like?</b>
<b>Answered 79</b>
<b>Skipped 4</b>
Responses
inviting, social atmosphere, entertainment
Outside seating
Open air. Helpful to downtown merchants.
I like how much more peaceful it is without cars. I like drinking coffee in the street. I like that people can spread out and be safer.
I believe, that asphalt on main could last several more years longer....
Outdoor social distancing. We can have much more seating.
Great job by the town for local business.
Being able to serve more people and having the pleasure of social distancing.
seeing activity, music on the street
side walk eating
It's creating more business for restaurants because of having tables outside. People seem to really be enjoying the new Promenade.
It allows people to have more social distancing while moving down the Promenade compared to if only the sidewalks were available. It also allows for the businesses to have their customers outside and spread out which is much safer than if we had parking on the street and people could only use the limited space inside and a couple of spaces on the sidewalks. Someone commented that one "could not see the businesses", don't quite understand that when it is more difficult with having cars parked in front of them and if you're just driving down the street you don't see much.
Decor (flowers and lights)☐
Wide open streets☐
Giving businesses to option to use space and get more exposure
I like the community feel. I like safely riding my bike to the post office on Main Street. Patients walk down there both before and after appointments.
Kid friendly. Better vibes than breck . Not sure why. Maybe because kids ride scooters.

Open feeling that tourists are liking.□
Just wish everyone would be more careful with social distancing and wear masks outside!
Helpful for restaurants.
Increased food traffic
Our guests say they like being outside
Gives a safer place for our visitors to spend money in our community
I like the bike path being on the middle, like that Prpbat can play music outdoors.
N/A
I like that the open area enabling support of local businesses.
Welcoming design. Love the music on the street
Walkability
Being outside
Outside seating, more interaction.
no cars, more walking availability
EVERYTHING
Its an attraction to visitors. It helps drive customer traffic.
Eating outside.
Outside seating for restaurants but not exclusive use of Main Street for them. Nothing else
The park let is front of Log Cabin is the only well utilized and good looking area. The lights are a nice touch.
Open area, all fresco shopping and dining, safety, community feel.
I like the fact that closing down Main St to Pedestrian only (and Bike) traffic has allowed visitors to stroll down Main St casually and actually spend time checking out the businesses that are here.
allows restaurants more seating under physical distancing, can still drive and park on cross streets
It allows consumers to stroll around during COVID-19. The blocked off areas are more festive than a road with traffic on it too.
Allows for social distancing and gives boost to local business
Please see previous response
Helping affected businesses that lost all revenue for a period of time and are not reduced.
provides tables for restaurants. fun atmosphere.
being outside with walking traffic vs cars, vans, motor homes, etc
small town feel. safe for pedestrians, bikers. allows small business and staff to make money.



more seating area at restaurants
Looks fun
It is very easy to keep a social distance from others and feel safe.
Restaurants are able to seat more people and possibly keep their businesses from closing.
None
The barriers at the ends of the streets put in by the town look good.
The chance for Buisness to maximize their opportunity to generate revenue due to COVID-19 restrictions.
Outdoor seating for restaurants
less chance for bikers on main Street to be backed into or cut off from cars.
Social distancing and eating outside.
I like that it allows restaurants to have more space. I like the added lighting the town has put out.
The size of my promenade space has allowed us to be near normal capacity even with the limit of 50 guests indoors.
The effort that the town has made to try new ideas even if this version isn't working out
Space, no cars, more sunny spots, more bike and walk friendly
The space, the feel with the lights.
Lay out and signage
Options to eat out
Seemed to be lots of room but I did read it gets more crowded at night.
Feel good free spirit vibes
Outdoor restaurant seating.
The laid back shopping experience
Nothing
Outside seating for restaurants but not exclusive use of Main Street for them. Nothing else
The notion that the Town took the initiative in responding to unprecedented change
Option to keep businesses open
Plenty of room to keep your distance from the unmasked tourists.
outdoor seating, bike lane, people having fun, relaxing and shopping
Increased foot traffic
Easy to get around without walking into people without masks
I like that you can still drive across Main Street through 2nd, 3rd, 4th, and 5th Avenues.
More space for people to spread out and more space for restaurants to serve

so friendly and fun to socialize.
Space and the live music pop-ups.
More outside dining tables. Reminds me of a piazza in Italy.
It's nice to see people out and about enjoying themselves and patronizing local businesses.

Promenade Business Feedback
<b>What are the areas for improvement on the Promenade?</b>
<b>Answered 68</b>
<b>Skipped 15</b>
Responses
Lack of informing of visitors to wear masks, distance and be kind to others.
Covid exposure amongst visitors. <input type="checkbox"/>
Covid exposure to workers/locals. <input type="checkbox"/>
Looks disorganized; no welcome sign or pleasant entry. Looks like a highly signed street closure. Very negative entrance. Signs should ask people to wear masks, distance
I'm a little concerned about the safety impact of intersections being open with cross traffic coming through, I don't think people on bikes/pedestrians are always aware. That being said at my cross street 3rd Ave. not many cars come through.
???
Make more signage of mandatory masks. The Amber alert was a great idea today.
Keep until labor day and go from there.
Maybe more signs reminding locals and visitors alike to wear a mask...even when walking the promenade.
Frisco, Where Summit Blvd is and Dillon Dam Road
take off the masks and open the road
I did have one client tell me that she thought it looked a little ghetto. Ha! I understand that it was created quickly, so the esthetics wasn't the main focus.
The fencing could be improved upon as it looks too much like "cages", maybe if they were disguised better or had something draped over them.
Allow people to drive through and park. Especially now when there are fewer people in town
Bikers should not be allowed to ride bikes through it. They should have to walk their bikes.
I can't really speak to this point as our business is not in the Promenade zone. However, It has caused parking congestion on our end of Main street in the afternoons/evenings, but if this helps the businesses on Main Street do better, then the parking is merely a minor inconvenience.
Not very attractive. We are not able to take part as there is no available space in front of our business.
Bikers are out of control in and out. An accident waiting to happen. And the signage for no bikes on sidewalks is being ignored at 610 Main.

Shade
none well done
Make it a little more visually inviting. The metal barriers look like animal corrals.
There's no way to control how many people are hanging out inside the defined areas with limitations, like at Probst. There have been way more people that the regulation allows every time I have walked past. Seems folks from out of town cannot read the signs regarding masks and regulations, making it hard for larger gathering places (bars) to be able to comply with social distancingz
Re-open the street
I think that it could be expanded to included additional business.□ It would be great to have masks enforced when people are walking around. It would also be great to have the retail stores utilize the outdoor space.
It is ideal as it is
Would be nice to have social distance seating in other areas besides the food/ bar sites
Enforce distancing and masks when indoors.
The silver metal fences are ugly
APPEARANCE. METAL FENCING COULD AND SHOULD BE UPGRADED. MAYBE SOME SIGNAGE ETC.
I think Main Street should be open on weekdays. We are loosing a lot of walking business.
Close it. Ugly, boring. No charm. Just pavement dining. Enforce social distancing. Stop the night parties. We are going to be covid closed again after all of our solution protocols! Where is parking enforcement? Bike or sidewalks?! Not an enforcement person in sight. Is everyone on paid furlough?
Improvement? Need to deconstruct the thing.
More Main Street operators to participate
I have had visitors popping in my shop looking for sunscreen....maybe would be nice to offer a dispenser at the Visitor Center?
Not sure, something that would cause more consistency in the furniture/styles being used. Nicer stuff? I don't like the barricades being used for restaurant space, for example.
Needs more enforcement - some businesses taking advantage and violating rules.
N/A
none
ambiance and aesthetics - I think consistency of business spacing would be great if considering this for future - some businesses look more inviting than others
Through traffic but limited parking



Close it NOW
Signage for Mandatory Masks Required Indoors..posted EVERYWHERE. We have had more than a few conflicts with guests who seem clueless or simply refuse to be part of the immediate solution and have to ask them to leave which is not good for the towns image.
Haven't been since first weekend because I didn't feel safe so don't know
Open the street to traffic
The metal barriers look bad. <input type="checkbox"/>
Monitoring of distancing and mask wearing
Perhaps make street one way & keep some area for restaurants but have parking for retail
I believe masks should be mandatory for awhile.
Use the Main St parking spaces fenced off for extra space for restaurant seating, allow traffic to go through town on Main St. Lower the speed limit through town to 15 during this period.
I cannot come up with any as of this survey.
Open Main Street to traffic while maintaining restaurant bump outs. <input type="checkbox"/>
Enforcement of virus related protection protocols needs to improve.
Maybe more clear signs for bike lanes
The inconsistency of the fencing and the lack of professional look of the town's signs.
Bike lane
Shade
Not putting restaurant tables from next door's business in front of my business. Have extra handicap accessible parking for my business. Don't close my block as it's not necessary to be closed.
Including more of mainstreet- down to Ollie's, stork and bear ( like how breck extended theirs )
Bicycles should be walked not ridden down the Main Street also concerned about pedestrians paying attention to the crosswalks
Get rid of it before we loose the best two weeks of the year!!!
Close it. Ugly, boring. No charm. Just pavement dining.Enforce social distancing. Stop the night parties. We are going to be covid closed again after all of our solution protocols! Where is parking enforcement? Bikes on sidewalks?!..! Not an enforcement person in sight. Is everyone on paid furlough?
see # 8, I would suggest that a quick urban design effort be made to create an interesting arrival experience. We are in competition with others to do so.
Looks a little « bare » and uninviting.
More activities but that is a double edged sword. Too many people not a good thing.

none that I can think of
Shade
Handle bicycles better.
If there are businesses that are not using their Main Street space, they should sublet those spots to businesses in town that are ready to take some initiative. That way it looks full and festive.
Signage for parking, and also when you go from section to section that is a car cross street people are not paying attention to that and stopping in the middle of the street, or walking out into it without looking. That part is extremely dangerous, lots of little kids shooting out before parents.
Perhaps the town could work with musicians to have a more frequent schedule so businesses can tell patrons when there will be music playing
Extend store shopping hours. Add some street musicians or entertainers for children.
It would be nice to have street performers and art displayed, similar to the Pearl Street Mall in Boulder.

Promenade Business Feedback
<b>Describe the impact the Promenade is having on your business?</b>
<b>Answered 76</b>
<b>Skipped 7</b>
Responses
the more people want to be on main street, the better it is for all businesses
Quality of life has gone down for locals!
None
It is impossible to tell, but I have had some good sales days comparable to 2019 and other days much lower. I would say that's an overall response to the pandemic/economy rather than whether people can drive by my store.
Describe above. It's very short sighted. I hope, businesses and Town do the math. Numbers will tell otherwise in October and November, if missing 15-20% of additional sales from passing motorists will help through the off season. Closure of Main Street is all flashy and new, but it will affect businesses later of the year.....
It is definitely helping all of the restaurants. If they had only indoor seating, they could possibly go out of buisnes.
Positive.
NOTHING BUT GOOD!
didnt work for 3 months and got back with other customers and respect the town of frisco protocol for the COVID-19
more people walking by
littleFrisco
Parking is a little bit of an issue, but it hasn't been terrible.
I'm doing less in sales
More exposure to people walking by!
Very minor, but parking for afternoon/evening patients. So we are having patients late to appointments.
Definitely more people coming in.□
They are very cooperative with face coverings. Nice people that are having fun.
Negligible. Not open on the busy weekends when parking may be a concern.
Positive
We are not on main street but our guests seem to like it
My clientele is 90% local and the main complaint is parking but I know it was going to be an issue so I am closed on Fridays mostly for that reason.
None



Traffic flow is slow, large items have to be carted to the rear of the buildings in order to load
It is not having an impact on my business.
More customers comfortable to walk leisure and ship about
People are more comfortable to come to Frisco since they know something like this is available.
None
Na
zero renters due to town guidelines
NONE, WE ARE S SERVICE BUSINESS OFF OF MAIN STREET HOWEVER, MY CLIENTS AND FRIENDS ARE SHOWING AN INCREASE IN SALES...
Positive. Gives us more seating for additional customer traffic.
I think people drive side streets and don't go back to Main, or take exit 203 to look for hotels.
Strangling parking, thoroughfare to what's "perceived as a street party". Strangling retail. These bikers, dog walkers, strolling groups are NOT social distancing nor are they shopping. They are out fresh air and cheap day.
We are down. Way down. And folks poach parking for the laundromat customers constantly do they don't have to hike.
Very positive.
Visitors and customers are finding my shop when normally they miss my location as it is tucked back a bit from Main St. I have had way more walk in visitors than last year.
not applicable
Really nothing for us, other than having more people hanging around. We'll see as our summer season heats up.
None
N/A
None
Lack of shopper due to no parking on Main St
poisitive
none
my guests love it
Tanking it. Nobody's coming in.
So far it has been better than expected and a pleasant surprise.
Restaurants inside the promenade that never had music are now increasing their hours because they have the space to have live music now - increasing competition and access for people to enjoy live music.
Lack of new business, no chance to attract tourist traffic

1. Our street space is not visible from our store interior.□
2. Less parking changes the type of customer that comes downtown.□
3. More people that spend less.□
4. Drinking crowd.
I believe that people and visitors are excited to get out and eat, shop and get back to life and the promenade has encouraged this in a positive way.
Less shoppers
I feel things are quieter due to the pandemic, and Frisco is doing well.
I do not have any possibility of drive by business. I have had a couple of guests have a parking issue during the day.
100% positive impact. Our guests have enjoyed being outside and feel more comfortable eating outside during covid-19.
The general lack of Main Street access is slowing bookings
None
Positive!
Not applicable
No impact on my business
Taken away all my parking. 22 diagonal and 8 parallel parking spots in our block. Total 30 parking spaces. Coffee roasters closes at 12.30pm, deli bellies had 3 outside tables prior to covid. Moose jaw has only 4 tables on road now. Lost Cajun is mostly take out. I have less walk in traffic now.
I've had the best month in business to date!!
None.
We have been pleasantly surprised by the business we've had
No parking For three blocks means no customers, and is ever worse for the handicap and older senior shoppers who can not walk 10 blocks round trip from some remote gravel pit even with nothing in their hands. Thus they buy nothing. Further there is no Handicap parking in violation of ADA. What few young hang out in the street late afternoon taking in the view and a beer are not shopping at all, and their numbers are even less in threatening weather. You could shoot off a canon down the entire Main Street and not hurt anybody!!!!!!
Strangling parking, thoroughfare to what's perceived as a "street party". Strangling retail. These bikers, dog walkers, strolling groups are NOT social distancing nor are they shopping. They are out for fresh air and a cheap day.
Limited with exception of our need to more closely monitor unauthorized parking on private property.
None. We have basically lost all revenues from tourism and turned our rental to long term rental.
Positive as we are on the 100 east main block and people are parking and walking past our gallery.
I haven't given thought to this question because of the type of online work I am doing.

Positive
none
Thanks to the fresh ideas of The Next Page Book Store, I was invited to a book signing event in the Promenade. There I showcased all the books published by Peak 1 Publishing, LLC, including those written by a Veteran Top Gun Air Force Pilot.
We receive a lot of drive by business and not having Main Street open for cars makes it very hard for people to get to us. Signs are not easily marking that the streets have certain businesses.
Very positive from a customer perspective. Not one parking complaint that I know of.
Guests are loving it. It makes them spend more time dining in Frisco than going to Breckenridge or Copper.
None.



Promenade Business Feedback
Any other comments or feedback?
Answered 49
Skipped 34
Responses
Signs should tell people to wear masks, distance and not convene in big groups.
To me it is a big picture thing. Retail is important but I also think it is important to keep the restaurants alive in order to maintain the draw of our Main St area. Not sure what they will do in winter, but at least for a few months they can utilize the extra outdoor seating and maybe that will help them be able to stay afloat.
Frisco always feels like, it's has to compare to Breckenridge and it seems like it's always copying Breckenridge. Can Town of Frisco be at least for one original??? Please? Closure of Main Street is not helping solving COVID problem and economic situation. It allows people concentrate on Main Street without purpose. In regular years people would go directly to the store or restaurant or hotel. As of now, people are walking back and forth without any direct goal. It's absurd!!!
I am not sure that it is the closed Main
Do not let old timers like Philippe and others bully local officialls. Businesses have spent a lot of money on tables,chairs, platforms, etc. For this promenade. Also, if the towm made the ridiculous decision to close only certain days to traffic where would businesses put the outside equipment when the street is open? Again, how much did the town spend to stop the program after only four weeks. Please people be reasonable and again not bullied by so few.
I'm confused by the complaints from some retailers.....this is obviously getting people walking our streets and getting a broader picture of what our town has to offer.
Frisco has 3 liquer stores and 3000 full time residents, with out our Denver resients and more tourists the governors mandates will really hurt the town
Thank you for all that you are doing to make this transition as easy as possible.
I think many forget the real purpose of the Promenade is to try and protect everyone's health and still allow business to try and make it thru this difficult time. If we just had the usual Main St. with parking open that would force everyone onto the sidewalks and into the buildings which is a much greater health risk to all.

I am wearing my mask properly every day, all day except for lunch. I have daily headaches, lower O2 levels, and an increased heart rate from it. Masks are unhealthy and dangerous when used this way. They are also completely worthless in preventing the spread. Not once have I seen the town/county/state discuss how people can strengthen their immune systems.
I am uncomfortable working in the environment of a street festival. It makes me very nervous to see so many people talking laughing eating in close proximity.
No
We think its great
I want to say thank you to the town of Frisco for trying their best to keep business operational during this pandemic. Also asking for feedback to make it better. Your doing a good job!
It was just fine the way it was.
Customers love it. Only issue is that parking on 5th ave is 100 percent occupied by Butterhorn employees taking away convenient parking for customers for all shops and restaurants□
I won't use the promenade on weekends especially anywhere near Probst as the people g in and out without masks or distancing and I know some are from Texas and Arizona where COVID Is getting spread rapidly
KEEP IT UP. GOOD JOB BY ALL. WOULD BE NICE TO KEEP IT OPEN UNTIL AFTER LABOR DAY WEEKEND.□ THANK YOU...
Thank you
I don't see any positive effect on our business.
Last Saturday at 4:00 I counted 62 people leaving the promenade area until 1 spotted TWO bags...both greeting cards!! If you proceed it's this, just refund my sales tax and commercial property taxes for Main Street ownership. Put parklets up at restaurants if you must and open the streets. Find staff who appreciate their jobs and will actually listen to shop owners who actually have "skin in the game". If tax revenues are down, jobs should be cut! We have bike trails, parks, dog parks, that is NOT the purpose of Main St.
Haven't seen many TOF staff doing any oversight there. The signs for bikes are nice but no one follows them. Thanks for trying.
I hope that the town considers keeping this portion of Main St as a Promenade as it lends to the charm of Frisco....everyone that has stopped in my shop has commented on how much they are enjoying it!
I like the idea and I how it is working out.
It remains to be seen how the holiday will affect it
I hope the Promenade is something that is considered each summer for Frisco

That's it. Thanks for asking.
Desperately need Masks Required Indoors signage!
Please open the street as only 1 or 2 restaurants are benefited and the retail sales are way down
The metal barriers around the restaurant tables look temporary and ugly. □ Open the street and create push outs for restaurants. This creates the least amount of disruption by keeping Main St open, and allows safe distances without groups loitering that you see in the open street.
I commend the Town on taking positive action to support Frisco businesses!
Let me know if I can help.
I do not think the pedestrian promenade has been as successful as hoped. The street party atmosphere in front of Prosit on Tues and Fri needs better supervision
The promenade should be open through a minimum of Labor Day and I would support through the month of September as well. When the weather turns and outdoor seating is no longer an option, if the current 50% capacity limitations are still in place, I foresee a tough road for Frisco's Restaurant community for the winter season.
Keep it up
SMART MOVE - thank you!
Frisco needs a parking garage , like that of silverthorn ...
Please open up our block. If restaurants need extra tables then give them a parking space to do so! They don't need 30 parking spaces to achieve this. Or just do promenade on weekends or do a one way system keeping diaganol parking and west to east open.
Thank you for everything but I remain neutral as I want the entire town to succeed. Do whatever you need to do moving forward to make this work as a whole!
I don't see a lot of people wearing a mask. I have concerns that a few people may end up spreading the virus, so I try to avoid the area. I have ordered take out from a few of the restaurants but will not eat in the area.
Last Saturday at 4:00 I counted 62 people leaving the promenade area until I spotted TWO bags....both greeting cards!! If you proceed it's this, just refund my sales tax and commercial property taxes for Main Street ownership. Put parklets up at restaurants if you must and open up the streets. Find staff who appreciate their jobs and will actually listen to shop owners who actually have "skin in the game". If tax revenues are down, jobs should be cut! We have bike trails, parks, dog parks, that is NOT the purpose of Main st.
Happy you did it and thankful for the support Frisco gives the business community.
Hope the new order coming from Gov Polis today won't make it harder for businesses to do their jobs!
No



We need to think outside the box. These are unprecedented times. If there are businesses that are not seeing the sales they would like, they need to try some new marketing strategies. I have lived here for twenty-three years, and I have never seen so many people in the town of Frisco outside of events than these past few weeks. So, there are people in town and those who choose to rely on the stale ways of customers stumbling in are not taking advantage of new ways and new ideas. If they were to put half the energy of complaining into a solution, they would reap the benefits. Bring back the Promenade every summer.

Please continue this Friday morning through Sunday night.

Please continue it! To have it just Thurs-Sun would be very confusing for our visitors. But it would be nice to have some form of "management" to let people know about the mask rule and the social distancing rule.

It would be great to do this every summer between Memorial Day and Labor Day. I think it would be well received, and it would be good for local businesses.

**From:**  
**To:** [Gilbertson, Nora](#); [Wohlmuth, Deborah](#); [Wilson, Tasha](#); [Reimer, Don](#)  
**Subject:** Promenade  
**Date:** Friday, June 26, 2020 9:19:46 AM

---

Hello everybody,

I just wanted to thank you all for getting everything organized for the Main St. Promenade. It has been a huge success for the restaurant as the limited seating inside is hard. My employees as well are very happy to be busier and to just to be back to work full time. We have even hired a bunch of new employees. I have noticed that other restaurants and businesses seem to be benefiting as well with seating outdoors. I have also been praised by customers who would not normally go out due to COVID that they can feel more comfortable sitting outside. I have read some bad feedback from a few barking locals, some of who are benefiting from this, and it makes me wonder why they wouldn't want to have more people enjoying our town.

I hope we can keep this going for the summer as we have spent a lot of time and money, as well as all of TOF employees who have put in a lot of effort as well .

Sorry for the long email but I think we need some positive feedback. Keep up the great work.

Thanks,  
xxxxx

Sent from my iPhone

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Frisco promenade  
**Date:** Sunday, July 05, 2020 8:17:23 AM

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

Carolyn Gentling | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

-----Original Message-----

From: xxxxx  
Sent: Saturday, July 04, 2020 1:49 PM  
To: TOFInfo <[tofinfo@townoffrisco.com](mailto:tofinfo@townoffrisco.com)>  
Subject: Frisco promenade

As a resident of Main Street, I and my husband hope that you will carry on with the promenade in its current form for the rest of the summer. We are currently comfortable dining outside and walking from shop to shop well distanced from other pedestrians. We are not likely to continue to do so if everyone is crowded onto the sidewalks.

I understand that some retailers are finding it challenging, but I also do not see them making a lot of extra effort to bring people into their stores. Instead of using the money you would need to spend to take down and put up barriers and signs every few days, maybe the town could provide tents to some of the retailers so that they might have a better street presence.

Respectfully,

xxxxx

Sent from my iPad

**From:** [Henson, Eva](#)  
**To:** [Reimer, Don](#); [Gibson, William](#)  
**Subject:** FW: Input!!! on Frisco Promenade  
**Date:** Friday, June 26, 2020 3:29:01 PM

---

Just keeping you in the loop on feedback for Frisco Promenade from Rick - Eva

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**From:** xxxxx  
**Sent:** Friday, June 26, 2020 3:15 PM  
**To:** Kerry, Nancy  
**Cc:** Henson, Eva; Agee, Vanessa; Goble, Jeff; Gilbertson, Nora; Moinet, Bonnie  
**Subject:** Input!!!

Good afternoon.

Just finished 3 days of school. I will forward Program Updates and Changes to you well before next Wednesdays meeting.

Wanted to let you know that setting up the Frisco Promenade Has saved my Frisco Main Street clients from having to close the doors. They collectively contributed almost \$4.2 Million Dollars to the Frisco economy in 2019.

I have ask them for input along with additional friends and business owners. While some, very few, Retailers have noticed a minor decline in sales due to parking the comments were overwhelmingly positive. With few or no restaurants open there would be NO retail at all. The most complaints have come from landlords who generally haven't given there tenants much of a break if any at all. They are the ones that hardly ever give any input to the overall wellbeing of our community unless it directly has an effect on their personal finances and then all they do is criticize the efforts of many who have, very unselfishly, are trying to help all that are involved.

On behalf of many clients, friends and myself I implore you to "stay the course" and only enhance the Promenade not dismantle or reduce it in any fashion.

Please share this with Council, Staff and anyone else that you deem appropriate.

Kindest personal regards.

xxxxx



**From:** [Agee, Vanessa](#)  
**To:** [Kerry, Nancy](#); [McBride, Diane](#); [Reimer, Don](#)  
**Subject:** FW: Online Form Submittal: Report a Concern  
**Date:** Monday, June 29, 2020 8:44:17 AM  
**Attachments:** [image005.png](#)

---

FYI- V

**Vanessa Agee | Marketing and Communications Director**



**Mailing PO Box 4100, Frisco, CO 80443**  
**Physical 1 Main Street, Frisco, CO 80443**  
**Email [VanessaA@TownofFrisco.com](mailto:VanessaA@TownofFrisco.com)**  
**Office 970-668-9120**  
**Mobile 970-333-9513**  
**[FriscoGov.com](http://FriscoGov.com)**  
**[TownofFrisco.com](http://TownofFrisco.com)**



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**From:** Jason Lederer [mailto:Jason.Lederer@summitcountyco.gov]  
**Sent:** Monday, June 29, 2020 8:35 AM  
**To:** Agee, Vanessa <VanessaA@townoffrisco.com>  
**Subject:** FW: Online Form Submittal: Report a Concern

Hello, Vanessa:

There is not a lot I can do with these anonymous reports since I cannot really direct them to our dispatch. However, I thought I would to share with you as an FYI since it is specific to Frisco. Perhaps some signage in the promenade about the PHO and face covering requirements would be helpful. Simply because I live in Frisco and am out a bunch walking my dog, I do not see many visitors wearing face coverings, even with the sandwich board signage in the parks. I shared with our BOH folks as well.

Thanks!

Jason

Jason Lederer, Temporary Public Information Officer  
Also, Summit County Open Space and Trails  
(970) 668-4213  
[Jason.Lederer@SummitCountyCO.gov](mailto:Jason.Lederer@SummitCountyCO.gov)

---

**From:** ManagerAdmin  
**Sent:** Monday, June 29, 2020 7:40 AM  
**To:** Covid Questions <[CovidQuestions@summitcountyco.gov](mailto:CovidQuestions@summitcountyco.gov)>  
**Cc:** ManagerAdmin <[ManagerAdmin@summitcountyco.gov](mailto:ManagerAdmin@summitcountyco.gov)>

**Subject:** FW: Online Form Submittal: Report a Concern

Good morning,

Please see below.

**Thank you,**

**April Paige**

*Executive Administrative Manager*

*Attorney/BOCC/Manager's Office*

*Summit County Government*

*PO Box 68*

*Breckenridge, CO 80424*

*(970) 453-3402*

[www.SummitCountyCO.gov](http://www.SummitCountyCO.gov)

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**From:** [noreply@civicplus.com](mailto:noreply@civicplus.com) <[noreply@civicplus.com](mailto:noreply@civicplus.com)>

**Sent:** Sunday, June 28, 2020 2:08 PM

**To:** ManagerAdmin <[ManagerAdmin@summitcountyco.gov](mailto:ManagerAdmin@summitcountyco.gov)>

**Subject:** Online Form Submittal: Report a Concern

## Report a Concern

Report-a-Concern submissions are monitored only Monday through Friday, 8 a.m. to 5 p.m., holidays excepted. Only use this form for non-emergency issues. If you have an emergency, call 911. *Please do not use this form to report crimes.* If your concern pertains to an issue inside a local municipality, please contact that town directly.

---

Please use one form per request.

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Non-emergency crimes      [Online Crime Reporting Form](#)

---

(Section Break)

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Your contact information (optional)

*Your name, phone number and email address are not required. However, we encourage you to provide this information so that we may follow up with you regarding your concern. Notice: All or parts of your submission may constitute a public record subject to public disclosure pursuant to the Colorado Open Records Act, §§ 24-72-201, et seq., C.R.S.*

---

First name      *Field not completed.*

---

Last name      *Field not completed.*

---

Phone number	<i>Field not completed.</i>
Email address	<i>Field not completed.</i>
Location of concern	frisco
Description of the concern you are reporting or service you are requesting	<p>I am a restaurant worker in frisco and I am concerned about the spread of coronavirus. The restaurant I work in is doing better than most but as soon as we get busy, the cleaning and safety protocols go out the window, I have also talked to my friends in other restaurants and they said they don't do much cleaning, no temperature checks, and are not diligent about wearing masks. While we do wear masks at my restaurant and require customers to wear masks while moving about the restaurant, many guests forget or just don't care. And as I'm sure you know, adding alcohol to the mix does not help, people become far more careless about mask wearing and social distancing. And the promenade is full of people biking, jogging, walking and loitering in close proximity to dining guests, with almost nobody wearing masks. While I understand the economic impact of shutting down businesses, I feel that having restaurants open in any capacity other than take out and delivery is a terrible idea during a pandemic. I have seen it first hand and I would be very surprised if I, my coworkers and our guests have not all been exposed. I have chosen to remain anonymous because I am already viewed by many coworkers and friends as "taking this all too seriously" because I choose to protect others by wearing my mask at all times and cleaning my hands and hard surfaces on a regular basis.</p>

Email not displaying correctly? [View it in your browser.](#)

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Main st promenade  
**Date:** Monday, July 06, 2020 8:04:06 AM

---

Hello Don,  
This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

**From:** xxxxx  
**Sent:** Sunday, July 05, 2020 9:17 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Main st promenade

Town Council,

I am writing in support of the main st promenade. I am a restaurant manager for a restaurant on main st. and I live on e block off of main st. I spend a lot of time working, observing, discussing, and enjoying the promenade. I have heard some of the talking points and read the most recent summit daily article with several arguments against the promenade. I know you are all busy, but please Bear with me as I think several points need to be addressed.

Regarding retailers, the point was argued that the shops are seeing mostly "millenials" who do not have the money to spend at the shops. I am a millennial. I am 33, I have a husband, a child, a dog, and am attempting to save enough money to be a homeowner in this town one day. So while I do not have an excess of disposable income I do actively support our local economy. We shop at rivers, colisco, stork and bear, buy our dog food at A and A, use the dog wash at the laundry mat, the list goes on. Millennials are not the problem these stores are having. I have a feeling that some of the stores that are seeing millennials come in and not spend money are the stores that do not have products desirable to our age group. There are multiple stores on main st that have product lines geared more towards mature women, stores my mother in law loves when she visits. I can tell you from conversations with restaurant guests there is a large portion of this target age group that is not comfortable being inside places for extended periods of time. This would explain less purchases more than the tired talking point of millenials being the problem.

Regarding the point made about people not feeling comfortable because there are people walking down the street with no mask. I ask how closing the promenade will solve that situation? Our town is still going to be busy. Texas and the front range have not stopped coming up here nor will they. So when our town is still full, but the promenade is closed, that leaves only the sidewalks for people to walk on, I am sure we are all aware there is a large percentage of people who are refusing to wear masks. So instead of having more space for people to spread out while they walk, shop, and eat everyone will be in closer proximity to each other on sidewalks and forced indoors. With the same people not taking masks seriously. Then, how uncomfortable will people feel?



Regarding bicycles. Bicyclists disregarding signage about slowing down or not riding on the sidewalk was a problem before the promenade and will be a problem after. It has been a problem in every city I have ever lived. This is someone who is looking for problems and I don't even think much more time is needed for this point. The town has put up signage, there is room for discussion about enforcement, but is far from a reason to handicap our businesses.

In regard to anyone saying the promenade needs to be closed, I ask what is the alternative plan to help businesses survive this time? What I hear in these arguments are people being uncomfortable with changes. They want their town to be the way it always has been. However, a pandemic does not allow for status quo to remain. Closing down the promenade will not make a 30 yr old want the same product as a 60 yr old, it does not make someone believe a mask is useful to society, it does not make a bicyclist all of the sudden start obeying signs. What it does is take our businesses out at the knees. It is probably true restaurants will see the biggest benefit from the promenade, but restaurants make up a large percentage of our main st. If these businesses are forced to half or less of their capacity what do we really think the possibilities are of all of our restaurants making it to the other side of this. Are empty store fronts really a better option?

With any new endeavor there are learning opportunities and possibilities to make this better. I propose that be the conversation, let's make the promenade better. Let us have a community conversation about successes and concerns and make the promenade more successful. Towns all across the country are taking similar steps and if we close the promenade we will be taking a step back. I have not heard any proposals on how we will help our businesses if we close the promenade.

Thank you for your time,

XXXXX

**From:** [Info=townoffrisco.com@mg.townoffrisco.com](mailto:Info=townoffrisco.com@mg.townoffrisco.com) on behalf of [TOFInfo](#)  
**To:** [Boilard, Brodie](#); [Wohlmuth, Deborah](#)  
**Subject:** New submission from Post a Comment for the Town of Frisco  
**Date:** Monday, June 29, 2020 4:59:28 PM

---

**Your Full Name**

XXXXXX

**Email**

[X](#) \_\_\_\_\_

**Phone**

X

**Physical Address**

Dillon, Colorado 80435  
United States  
[Map It](#)  
\_\_\_\_\_

**Your Comment**

The promenade on Frisco Main is helping keep your restaurants afloat. Without this, so many small locally owned businesses will fail and this street will have very little to offer. Please, please keep it open for restaurants and if Covid regulations are seeming to be broken then maybe town officials, health inspectors, or police should be on the street helping our community and businesses enforce these rules to keep everyone safe and healthy.

**Submitted from:**

<https://www.frisco.gov/your-government/comment/>

**From:** [Info=townoffrisco.com@mg.townoffrisco.com](mailto:Info=townoffrisco.com@mg.townoffrisco.com) on behalf of [TOFInfo](#)  
**To:** [Boilard, Brodie](#); [Wohlmuth, Deborah](#)  
**Subject:** New submission from Post a Comment for the Town of Frisco  
**Date:** Monday, June 29, 2020 7:00:55 AM

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**Your Full Name**

XXXXX

**Email**

[\\_\\_\\_\\_\\_](#)

**Phone**

**Physical Address**

Frisco, Colorado 80443  
United States  
[Map It](#)  
[\\_\\_\\_\\_\\_](#)

**Your Comment**

Closing main street revitalizes the core of frisco.I am the owner of the Butterhorn Bakery and Cafe.we have already surpassed last years sales for June.Sales tax revenue and employment numbers should be the factors used to determine the success of this project.please don't judge the results prematurely Let the numbers speak not emotions and unfounded opinions, keep main street closed until the facts say different.

**Submitted from:**

<https://www.frisco.gov/your-government/comment/>

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Keep it Going  
**Date:** Sunday, July 05, 2020 8:16:24 AM

---

Hello Don,  
This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

---

**From:** xxxxx  
**Sent:** Saturday, July 04, 2020 2:30 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Keep it Going

Hello Town of Frisco,

We at the Butterhorn rely on having the main street closed to employee all the awesome people who live and pay taxes here. This summer, we have created more jobs instead of laying people off, which we would have done if the street had not closed. Butterhorn has also generated more revenue for the town, beat record sales, and have delighted customers with incredible views while they dine outside. We have had very little push back with all new regulations, most visitors are just happy we are open. So long as the Promenade stays open we will provide excellent experiences which will keep tourists coming back long after this crisis subsides. Without it we will loose business and likely long standing employees with it.

## **Butterhorn Bakery and Cafe**

**408 Main St**  
**Frisco, CO 80443**  
**(970)668-3997**



**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: New submission from Contact Us  
**Date:** Friday, June 26, 2020 3:59:19 PM

---

Hi Don,

This came to the TOF Inbox. Sending this your way.  
Carolyn

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

---

**From:** website=townoffrisco.org@mg.townoffrisco.com  
<website=townoffrisco.org@mg.townoffrisco.com> **On Behalf Of** Contact Us Notification  
**Sent:** Friday, June 26, 2020 3:48 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** New submission from Contact Us

Name
XXXXX
Email
Phone
Your question
I wanted to say that I think the Main Street closure is great, but PLEASE put signs up designating it a "Slow Zone" for bikes. I think just a friendly reminder will be enough to get people to act responsibly. Thanks!!

**From:**  
**To:** [Wohlmuth, Deborah](#)  
**Subject:** FW: Your Feedback Regarding the Frisco Pedestrian Promenade is Appreciated!  
**Date:** Friday, June 26, 2020 11:37:51 PM  
**Attachments:** [image001.png](#)

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Evening Deborah,

Thanks for all your help with setting our business up for success. Apologies on the lack of effort from my attorney on the LL transfer. I provided some thoughts below in red based on the bullets you emailed over.

We would love to hear from you about what worked and what didn't work on the Promenade. Based on business feedback, we've already ordered new master banners for Highway 9 that include lodging so please reply to this email with any feedback. **Banners would be awesome, any traffic the town can steal from other towns the better.**

- What was your general impression of the Frisco Pedestrian Promenade on this first weekend? **I was hesitant at first as we were having a challenge bringing back staff off of unemployment and was worried about liquor issues that could arise from the Promenade not being a blanket walking liquor license (Like Breck Oktoberfest) enforcement, extra staff requirements, sanitation, etc. I think execution has been better than expected and we've been very happy. Marketing efforts have been great and town support has been amazing.**
- What were the components you liked? **The ability to borrow barricades made the process easier to implement and Public Works was extremely quick to accommodate. The lighting program looks great and blends into main street well.**
- What were the areas for improvement? **Right now our team is pretty happy with the program. Open container on main street could be an interesting twist but I'm sure insurance, security, and licensing requirements for the city would prove difficult and costly.**
- If you own/manage a local business on Main Street, what impact do you believe the Promenade had on your business? **Definitely positive, more foot traffic.**

I'll have more next I'm sure after we have a couple busy days and 4<sup>th</sup> of July.

Thank you,

xxxxx

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**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Love the Promenade!!!  
**Date:** Friday, July 03, 2020 2:11:49 PM  
**Attachments:** [FFC Logo\\_110518 Email Size.png](#)

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

---

**From:** xxxxx  
**Sent:** Friday, July 03, 2020 2:10 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Love the Promenade!!!

Happy Independence Day holiday weekend all!

I just wanted to send a quick note expressing how much I appreciate and have thoroughly enjoyed the promenade setup on Main street. It's been fantastic for both locals and visitors and wish we would have done it years ago.

Please consider keeping it this way thought the summer and certainly in the summers to come.

Thank you all for all you do!  
-xxxxxxx



**From:** [Info=townoffrisco.com@mg.townoffrisco.com](mailto:Info=townoffrisco.com@mg.townoffrisco.com) on behalf of [TOFInfo](#)  
**To:** [Boilard, Brodie](#); [Wohlmuth, Deborah](#)  
**Subject:** New submission from Post a Comment for the Town of Frisco  
**Date:** Saturday, June 27, 2020 8:10:21 AM

---

**Your Full Name**

XXXXX

**Email**

\_\_\_\_\_

**Phone**

**Physical Address**

Fridco, Colorado 80443  
United States  
[Map It](#)  
\_\_\_\_\_

**Your Comment**

Thank you Frisco for the town promenade. It looks beautiful and our locals and visitors are loving it. I work at one of the restaurants on Main St. and it has made a huge impact on our business, for the owner and the employees. Our guests rave about the unique experience of dining with such amazing views. Frisco is everyone's favorite!! Thanks Frisco for supporting your local businesses and for providing such a great experience!

**Submitted from:**

<https://www.frisco.gov/your-government/comment/>

**From:**  
**To:** [Wohlmuth, Deborah](#)  
**Subject:** RE: Your Feedback Regarding the Frisco Pedestrian Promenade is Appreciated!  
**Date:** Tuesday, June 16, 2020 6:40:09 PM  
**Attachments:** [image001.png](#)

---

Deb,

I am holding out judgement until we get a bit further. The weekend before the promenade opened we had about half of our rooms rented. The weekend of the promenade we dropped significantly on Friday night but had about the same on Saturday night as the weekend before. I do not like the fact that I had loud obnoxious drunks to chase away from my driveway, that is now closed, around 10p. However, I have had to contend with those walking up Main St even before the promenade. Now they just hang out. There does seem to be a bit of a "Street Party" atmosphere in front of Prosit a good share of the time. Especially when there is live music. People do not always appear to follow the physical distancing, or have masks on.

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Frisco Main Street  
**Date:** Friday, July 03, 2020 1:02:09 PM  
**Attachments:** [image001.png](#)

---

Hi Don,

Another positive response to the Promenade 😊

**Tasha Wilson | Manager | Frisco/Copper Visitor Information Center**



**Mailing PO Box 4100, Frisco, CO 80443**  
**Physical 300 Main Street, Frisco, CO 80443**  
**Email [TashaW@TownofFrisco.com](mailto:TashaW@TownofFrisco.com)**  
**Office 970-668-5547**  
**[FriscoGov.com](http://FriscoGov.com)**  
**[TownofFrisco.com](http://TownofFrisco.com)**

*"The mission of the Visitor Information Center is to create a welcoming, professional and knowledgeable center that encourages the best experience for visitors and locals."*

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**From:** xxxxx  
**Sent:** Friday, July 03, 2020 12:06 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Frisco Main Street

Dear Town of Frisco,

I really like your Main Street summer/covid plan. I live in Dillon and I needed to drop off an item to be tailored. I thought it was going to be a mess and a real pain and it was NOT! The portion of Main Street you blocked gives perfect consideration to not creating a traffic problem on the highway to Breckenridge. Finding a place to park was easy. People mingling in the street were happy. I could avoid people who decided they were too good for masks.

When I returned a few weeks later, more people were shopping and enjoying their meals. I love eating outside but transportation noise and odors are generally a poor mix. You have created a lovely, slow down and enjoy the mountain life atmosphere.

Well done!

xxxxxxx  
Dillon resident

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Frisco Promenade  
**Date:** Tuesday, June 30, 2020 12:04:24 PM

---

-----Original Message-----

From: xxxxxx  
Sent: Monday, June 29, 2020 6:13 PM  
To: TOFInfo  
Subject: Frisco Promenade

I am writing to express my enthusiastic support for the Promenade. I live a block from Main Street. I have increased my walks on Main Street as a result of the promenade. I have been ordering take out from the restaurants and shopping in the stores.

I can imagine the promenade as a permanent part of summer life in Frisco. I am so delighted to watch visitors smiling, taking pictures and enjoying family time. We are not going to have an immediate economic recovery but this is a great step in the right direction.

xxxxxx



**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Promenade Love  
**Date:** Sunday, July 05, 2020 8:25:36 AM

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

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**From:** xxxxxx **Sent:** Friday, July 03, 2020  
6:59 PM  
**To:** TOFInfo <[tofinfo@townoffrisco.com](mailto:tofinfo@townoffrisco.com)>  
**Subject:** Promenade Love

**From:** xxxxxx  
**Date:** July 3, 2020 at 6:39:33 PM MDT  
**To:** [TOF@townoffrisco.com](mailto:TOF@townoffrisco.com)  
**Subject:** Promenade Love

Hi! We are part-time residents owners in Frisco and we LOVE the promenade. We stayed an extra day this week to make the dyes at the Sunny Side Uo Art Studio and had a meal at the Lost Cajun. We also had dinner outside at Greco's and loved it. Came back the next day for Next Page & smoothies. Biked to Foote's Last Rest for ice cream and live music. Enjoyed coffee and doughnuts at the coffee roasters and live music Friday in front of the Emporium. Thank you! Proud of Frisco. And the flowers are AMAZING!!

xxxxxx  
308 W. Main



**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Main Street  
**Date:** Friday, July 03, 2020 8:12:19 AM

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

**From:** xxxxx  
**Sent:** Thursday, July 02, 2020 8:53 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Main Street

To whom it may concern,

Frisco Main Street is the best place in the world. My soul feels happy and I just love spending money and showbiz on the streets.

Please never change it. Ever.

Sincerely,  
xxxxxx  
Summit County resident since 2007

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Promenade fan  
**Date:** Sunday, July 05, 2020 8:23:39 AM

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

---

**From:** xxxxxx  
**Sent:** Friday, July 03, 2020 8:19 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Promenade fan

Greetings: I really like the Frisco promenade. The pedestrian area is great and I love eating outside.

Best regards,  
xxxxxx

Get [Outlook for iOS](#)



**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Promenade  
**Date:** Tuesday, June 30, 2020 12:04:29 PM

---

---

**From:** xxxxxx  
**Sent:** Monday, June 29, 2020 6:03 PM  
**To:** TOFInfo  
**Subject:** Promenade

Dear Town of Frisco

Bravo! I am a third generation Coloradan and we have owned property here in Frisco since the mid-1980s. I am so proud of my home town to have made a decision that was both brave but also one that shows foresight and vision. We are facing a new world and we must respond with innovate ideas that will make people feel comfortable going out to shop, eat and socialize. Also we must support our small businesses and find ways to help them make it through this difficult time. On a personal basis, I love having so much space to walk and ride and not have to worry about whether there is a car coming. Like the small towns in Europe, Frisco is providing a lovely space for people to walk, bike and enjoy a public place in peace.

Regards  
xxxxxx

Frisco CO

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Promenade  
**Date:** Friday, July 03, 2020 3:25:56 PM

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

**From:** xxxxx  
**Sent:** Friday, July 03, 2020 3:23 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Promenade

Please consider keeping the promenade open as it is now. Enjoy the outside dining without the traffic.

Thank you.

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Promenade  
**Date:** Friday, July 03, 2020 2:39:05 PM  
**Attachments:** [image001.png](#)

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

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**From:** xxxxx  
**Sent:** Friday, July 03, 2020 2:35 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Cc:** Andy Aerenon <Andrew@aerenon.com>  
**Subject:** Promenade

Please keep/expand this concept so the restaurants/merchants can survive!

Thanks!

xxxxxx

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Promenade  
**Date:** Tuesday, June 30, 2020 12:04:18 PM

---

**From:** Jxxxxx  
**Sent:** Monday, June 29, 2020 6:18 PM  
**To:** TOFInfo  
**Subject:** Promenade

I love the promenade and hope it remains through summer. I am a full time resident.

xxxxxx

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**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Promenade  
**Date:** Friday, July 03, 2020 3:56:04 PM

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

**From:** xxxxx  
**Sent:** Friday, July 03, 2020 3:46 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Promenade

Hello Town of Frisco,

We are part time residents in Frisco and absolutely loving the Promenade. We wouldn't be comfortable having to dine inside so having the option to dine outside is wonderful. We spend half our time here (more now that we're working from home) and we patronize local restaurants and shops often. Again, without the outdoor option we wouldn't do nearly as much. I am part of the Summit County Association of Realtors as well and do business up here. Only having the Promenade open only on weekends doesn't make sense, we're here or let friends / clients stay at our home often as they search for property in Summit. The outdoor option to dine and be out and about is crucial.

Thank you,

xxxxxx



**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Promenade  
**Date:** Monday, July 06, 2020 8:05:34 AM

---

Hello Don,  
This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

**From:** xxxxx  
**Sent:** Sunday, July 05, 2020 6:54 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Promenade

As long time local, I just want to say how much my family and I love the Promenade. Great job Frisco!

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Promenade  
**Date:** Sunday, July 05, 2020 8:22:45 AM

---

Hello Don,  
This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

**From:** xxxxx  
**Sent:** Saturday, July 04, 2020 6:26 AM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Promenade

Please keep the promenade open weekdays and weekends.  
It's the best!  
xxxxxx

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: The Pedestrian Promenade  
**Date:** Monday, June 29, 2020 4:36:07 PM  
**Attachments:** [image005.png](#)

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

---

**From:** xxxxx  
**Sent:** Monday, June 29, 2020 4:22 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** The Pedestrian Promenade

Good afternoon,

I have heard that you are getting pressure from businesses unhappy with the Promenade? Have these people ever travelled to Europe and experience what is like to walk a section of town without vehicles? My wife and I love what has happened and we would love to see it remain even after the pandemic. It humanizes the experience. It allows you walk without having to worry about cars and also it is instrumental to have the extra real-estate in order to navigate around people not wanting to wear a mask. We are a community of active people and if you can't walk two blocks to go shopping maybe you these profile of visitors should go to a mall where ironically they would have to walk two blocks to get in. I am thinking this is more political than about quality of life and common sense practices.

We are love what you have done for us during these difficult times and you have our support. Keep on walking Main Street.

xxxxx

## Wohlmuth, Deborah

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**From:** Info=townoffrisco.com@mg.townoffrisco.com on behalf of Frisco Gov Website  
<Info@townoffrisco.com>  
**Sent:** Tuesday, June 23, 2020 8:44 PM  
**To:** Boilard, Brodie; Wohlmuth, Deborah  
**Subject:** New submission from Post a Comment for Town Council or General Meetings

Comments on Frisco Virtual Business Meeting: <https://www.frisco.gov/meeting/frisco-virtual-business-meeting-9/>

### Your Full Name

XXXXX

### Email

### Phone

### Physical Address

Frisco, Colorado 80443  
United States  
[Map It](#)

### Your Comment

This Frisco Promenade lacks, vision, cohesiveness and class. It is an open air food court serving basically five restaurants in a three block area, all of which already have outdoor seating on their premises!!! Retail is dead on Main Street compared to what it could be if the street were open. Count the bags coming out of that core area. I counted 64 people heading out of the east barricade last Saturday and TWO LOUSY CARD BAGS IN ALL!!!!!! You have created a dog park and a street party with virtually no retail income for the majority. We have millions of dollars invested in this county for rec trails, pocket parks, marinas, dog parks—why would you block a lovely Main Street, prohibit tourists from driving in from I70 to check us out, paralyze parking, overburden Granite St and shoot yourselves in the foot tax wise? There are 18 businesses between 4th and 5th ST and there are THREE booths. Where are the survey results? Where are the responses to letters sent? Where is the parking enforcement? I spent +\$700 to set up a classy booth that Don Reimer delineated for us in front of our store, but NO, the following morning barricades were not on 6th st, and I was excluded from the “core” after 25 years of sending you my tax revenue— and to add insult to injury I am now relegated to being an unenforced parking lot! Who’s gonna carry a rug on a bicycle? Other than possibly eating, bicyclists and skateboarders don’t do a lot of shopping when out recreating on prime commercial property! This situation is unsustainable financially. You are NOT helping the hemorrhaging of covid. Take the darned thing DOWN and let us get back to supporting ourselves (and you unfortunately).

### Submitted from:

<https://www.frisco.gov/meeting/frisco-virtual-business-meeting-9/>



**From:** [xxxxx](#)  
**To:** [robertsphilippe@aol.com](mailto:robertsphilippe@aol.com); [Kerry, Nancy](#); [Reimer, Don](#); [info@friscolodge.com](mailto:info@friscolodge.com); [marks@colorado.net](mailto:marks@colorado.net); [peteroninvestmentsllc@gmail.com](mailto:peteroninvestmentsllc@gmail.com); [Dan Fallon](#); [Held, Andy](#); [Mortensen, Hunter](#); [jeswsicab@townoffrisco.com](mailto:jeswsicab@townoffrisco.com); [Melissa Sherburne](#); [rickt@townoffrisco.com](mailto:rickt@townoffrisco.com); [editor@summitdaily.com](mailto:editor@summitdaily.com); [lovelyphilippe@gmail.com](mailto:lovelyphilippe@gmail.com); [trevorphilippe@gmail.com](mailto:trevorphilippe@gmail.com); [larryf7@comcast.net](mailto:larryf7@comcast.net); [stevie.day@hotmail.com](mailto:stevie.day@hotmail.com); [julie@studio269salon.com](mailto:julie@studio269salon.com); [ruth.bremer@tenmileview.com](mailto:ruth.bremer@tenmileview.com); [wyattwest@hotmail.com](mailto:wyattwest@hotmail.com); [egyptiandancer@hotmail.com](mailto:egyptiandancer@hotmail.com); [3snowdogs@gmail.com](mailto:3snowdogs@gmail.com); [abbystets15@gmail.com](mailto:abbystets15@gmail.com); [bbrucebartow@aol.com](mailto:bbrucebartow@aol.com); [bijaykhaling@gmail.com](mailto:bijaykhaling@gmail.com); [billb@elpininc.com](mailto:billb@elpininc.com); [debd1203@aol.com](mailto:debd1203@aol.com); [hidieireland@msn.com](mailto:hidieireland@msn.com); [hillarypapp@hotmail.com](mailto:hillarypapp@hotmail.com); [jackies.treasures@hotmail.com](mailto:jackies.treasures@hotmail.com); [janvalle2451@yahoo.com](mailto:janvalle2451@yahoo.com); [kaf3177@gmail.com](mailto:kaf3177@gmail.com); [kdtr219@gmail.com](mailto:kdtr219@gmail.com); [mooseart@comcast.net](mailto:mooseart@comcast.net); [penelopesMtnDesigns@gmail.com](mailto:penelopesMtnDesigns@gmail.com); [rallen@vintageskiworld.com](mailto:rallen@vintageskiworld.com); [Robertsphilippe@aol.com](mailto:Robertsphilippe@aol.com); [todd@toddpowell.com](mailto:todd@toddpowell.com); [txkiss66@yahoo.com](mailto:txkiss66@yahoo.com)  
**Subject:** Re: Frisco Main Street is a retail wasteland  
**Date:** Tuesday, June 23, 2020 9:34:20 PM

---

I just took the survey and voiced my very strong opposition to shutting down the streets. Everyone really needs to voice their opinion to be heard.

I know as a customer I wouldn't want to walk the length of 3 blocks just to pick up one or 2 items and for sure I wouldn't do it in the rain or snow. It should only be closed down for special events that are already bringing foot traffic in.

I believe this will not last long if enough people come to the city with valid points. Data and numbers never lie; if sales are down across all businesses then the city needs to do something.

[Sent from Yahoo Mail for iPhone](#)

On Tuesday, June 23, 2020, 12:15 PM, [robertsphilippe@aol.com](mailto:robertsphilippe@aol.com) wrote:

The closure of Main Street's 3 core commercial blocks has created a retail wasteland and is a form of extreme financial discrimination. The central area where retailers pay historically higher rents has been closed to parking and to thru traffic. Retail sales have tumbled just to allow a handful of restaurants to have a handful of extra tables in an unattractive asphalt parking lot setting. A street where at this peaking tourist season should be vibrating with business is rendered useless and is often described as "UGLY", and "DEPRESSING". Merchants outside of the core area and who pay less square foot rent seem to be doing ok because they have parking and thru traffic. Merchants in the affected area who pay higher rent are not doing ok. Lately a Town-Council member or two have been out getting the bad news from the local retail community. Their standard reply is "there is a plan B". Let's hope so as **plan A is DOA**. Before it is too late to save this important retail season the Town needs to pull the plug and let the pedestrian and vehicle traffic flow. This street closure has turned the "Main Street of the Rockies" into the "Wasteland of the Rockies". Close Main Street on Saturday and Sunday if you want **BUT MONDAY TO FRIDAY IS WHAT PAYS THE RENT and people are having a hard time paying the rent.**

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: main street promenade  
**Date:** Monday, June 29, 2020 1:44:13 PM

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

---

**From:** xxxxx  
**Sent:** Monday, June 29, 2020 12:47 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** main street promenade

We are enjoying the "Main St Mall" in Frisco!

We ride our bikes, stop in shops and talk to visitors (who are, thankfully, wearing masks.)

We still prefer "take out" to sitting 6' from another table, but it's nice to see folks enjoying our town safely.

The mini concert at Prosit last week was wonderful and enjoyed by many.

We hope this will continue through the summer (it also makes it easier for us to turn onto Main from 6th Ave ☐)

xxxxx

**From:**  
**To:** [NancyK@townof-frisco.com](mailto:NancyK@townof-frisco.com); [info@fricolodge.com](mailto:info@fricolodge.com); [vanessaA@townoffrisco.com](mailto:vanessaA@townoffrisco.com); [Reimer, Don](#); [marks@colorado.net](mailto:marks@colorado.net); [peteroninvestmentsllc@gmail.com](mailto:peteroninvestmentsllc@gmail.com); [trenaud@mdbrian.com](mailto:trenaud@mdbrian.com); [Dan Fallon](#); [Held, Andy](#); [Mortensen, Hunter](#); [Burley, Jessica](#); [mellissa.sherburne@gmail.com](mailto:mellissa.sherburne@gmail.com); [Ihnken, Rick](#); [editor@summitdaily.com](mailto:editor@summitdaily.com)  
**Subject:** "Livin' in a ghost town" new Frisco theme song  
**Date:** Monday, June 15, 2020 8:28:11 PM

---

Main Street Frisco Monday Happy Hour not so happy. Main Street closed area retail sales plummet, No relief in sight. Got street parking - got business, no street parking and you are out of luck. Open Main Street now before you start to lose businesses. Check out the Log Cabin Restaurant, they have extra street seating, they have open Main Street parking, they have traffic flow, they have business. Why can't the effected areas of closed Main Street have this same opportunity to survive? You are failing us big time.

-

**From:****To:**

[NancyK@townof-frisco.com](mailto:NancyK@townof-frisco.com); [Reimer\\_Don](mailto:Reimer_Don); [info@friscolodge.com](mailto:info@friscolodge.com); [marks@colorado.net](mailto:marks@colorado.net); [peterinvestmentsllc@gmail.com](mailto:peterinvestmentsllc@gmail.com); Dan Fallon; Held, Andy; Mortensen, Hunter; [jeswsicab@townoffrisco.com](mailto:jeswsicab@townoffrisco.com); Melissa Sherburne; [rickt@townoffrisco.com](mailto:rickt@townoffrisco.com); [editor@summitdaily.com](mailto:editor@summitdaily.com); [lovelyphilippe@gmail.com](mailto:lovelyphilippe@gmail.com); [trevorphilippe@gmail.com](mailto:trevorphilippe@gmail.com); [larryf7@comcast.net](mailto:larryf7@comcast.net); [stevie.day@hotmail.com](mailto:stevie.day@hotmail.com); [julie@studio269salon.com](mailto:julie@studio269salon.com); [ruth.bremer@tenmileview.com](mailto:ruth.bremer@tenmileview.com); [wyattwest@hotmail.com](mailto:wyattwest@hotmail.com); [egyptiandancer@hotmail.com](mailto:egyptiandancer@hotmail.com); [3snowdogs@gmail.com](mailto:3snowdogs@gmail.com); [abbystets15@gmail.com](mailto:abbystets15@gmail.com); [bbrucebartow@aol.com](mailto:bbrucebartow@aol.com); [bijaykhaling@gmail.com](mailto:bijaykhaling@gmail.com); [billb@elpininc.com](mailto:billb@elpininc.com); [debd1203@aol.com](mailto:debd1203@aol.com); [hidieireland@msn.com](mailto:hidieireland@msn.com); [hillarypapp@hotmail.com](mailto:hillarypapp@hotmail.com); [jackies.treasures@hotmail.com](mailto:jackies.treasures@hotmail.com); [janvalle2451@yahoo.com](mailto:janvalle2451@yahoo.com); [kaf3177@gmail.com](mailto:kaf3177@gmail.com); [kdtr219@gmail.com](mailto:kdtr219@gmail.com); [lovelyphilippe@gmail.com](mailto:lovelyphilippe@gmail.com); [mooseart@comcast.net](mailto:mooseart@comcast.net); [penelopesMtnDesigns@gmail.com](mailto:penelopesMtnDesigns@gmail.com); [rallen@vintageskiworld.com](mailto:rallen@vintageskiworld.com); [Robertsphilippe@aol.com](mailto:Robertsphilippe@aol.com); [todd@toddpowell.com](mailto:todd@toddpowell.com); [txkiss66@yahoo.com](mailto:txkiss66@yahoo.com); [vodkaandleather@yahoo.com](mailto:vodkaandleather@yahoo.com)

**Subject:**

Frisco Main Street is a retail wasteland

**Date:**

Tuesday, June 23, 2020 11:15:46 AM

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The closure of Main Street's 3 core commercial blocks has created a retail wasteland and is a form of extreme financial discrimination. The central area where retailers pay historically higher rents has been closed to parking and to thru traffic. Retail sales have tumbled just to allow a handful of restaurants to have a handful of extra tables in an unattractive asphalt parking lot setting. A street where at this peaking tourist season should be vibrating with business is rendered useless and is often described as "UGLY", and "DEPRESSING". Merchants outside of the core area and who pay less square foot rent seem to be doing ok because they have parking and thru traffic. Merchants in the affected area who pay higher rent are not doing ok. Lately a Town-Council member or two have been out getting the bad news from the local retail community. Their standard reply is "there is a plan B". let's hope so as **plan A is DOA**. Before it is too late to save this important retail season the Town needs to pull the plug and let the pedestrian and vehicle traffic flow. This street closure has turned the "Main Street of the Rockies" into the "Wasteland of the Rockies", Close Main Street on Saturday and Sunday if you want **BUT MONDAY TO FRIDAY IS WHAT PAYS THE RENT and people are having a hard time paying the rent.**

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Comments on the Frisco Promenade  
**Date:** Sunday, July 05, 2020 8:22:02 AM

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Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

**From:** xxxxx  
**Sent:** Saturday, July 04, 2020 7:29 AM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Comments on the Frisco Promenade

Good morning -

I know I'm not a resident, but perhaps, based on my past experience, I could offer up my viewpoint on the Frisco Promenade.

I have been listening to the public debate about the Promenade with interest. In the last Summit Daily article referring to "mixed" reviews from retailers, I noted that not a single retailer was quoted voicing their opposition. Rather, a Town Councilmember was quoted indicating he had heard concerns from some retailers. A Main Street lodger was also quoted.

My suspicion, based on my personal conversations with many retailers, is that most, if not all, retailers with concerns have the same physical address and the same landlord.

In my humble experience, I believe the traffic created by the Frisco restaurant community is inextricably linked to the success of retailers. No restaurants, no retailers. I would also humbly suggest that a comparison be made as to the historical sales taxes collected and remitted by the restaurants and retailers who are begging for the promenade to continue, versus those collected and remitted by those who claim the promenade is irrevocably hurting their business. I think you'll find the comparison is stark.

Now, of course, Town Council must represent all businesses and sales taxes generated cannot be the only deciding factor. That said, when performing a cost/benefit analysis, it MUST be A factor.

I would urge Town Council to ensure the analysis is done properly and that the difficult decisions made are based on historical and current data and the feedback of all of the business owners.

I would also like to thank Town Council for the work they have done in supporting the Frisco business community throughout the pandemic, they have shown real leadership and dedication.



Thank you!

xxxxx

**From:** [Kerry, Nancy](#)  
**To:** [Agee, Vanessa](#); [Goble, Jeff](#); [Reimer, Don](#)  
**Cc:** [Mark C Sabatini](#); [Mortensen, Hunter](#)  
**Subject:** FW: Feedback on Main Street  
**Date:** Wednesday, June 24, 2020 12:19:49 PM  
**Attachments:** [image001.png](#)

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Fyi – some helpful ideas

*~Nancy*  
**(C ) 970-406-2988**

**Nancy Kerry | Town Manager**



**Mailing PO Box 4100, Frisco, CO 80443**  
**Physical 1 Main Street, Frisco, CO 80443**  
**Email [NancyK@TownofFrisco.com](mailto:NancyK@TownofFrisco.com)**  
**Mobile 970-406-2988**  
**[FriscoGov.com](http://FriscoGov.com)**  
**[TownofFrisco.com](http://TownofFrisco.com)**



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**From:** xxxxx  
**Sent:** Wednesday, June 24, 2020 10:18 AM  
**To:** hunter.mortenson@gmail.com; Mortensen, Hunter <HunterM@townoffrisco.com>; Kerry, Nancy <NancyK@townoffrisco.com>  
**Cc:** 'Charlene Meeker' <charlenermeeker@gmail.com>  
**Subject:** FW: Feedback on Main Street

All,

My apologies for missing the weekly update. Initially, Staff has done a stellar job setting up the detour routes, making Main Street a pedestrian friendly venue, and doing so in a timely way. Great work!

I have driven the detour routes a number of times, spacing those drives in order to observe the high and the low traffic patterning throughout the day in both mornings and afternoons. This included observations on weekdays and on the weekend as well. My observations as follows:

1. There consistently appears to be underutilized space on both the Sabatini lot and the Glassman parcel. Seldom did I see anything near full capacities with parking. That, coupled

with poorly parked trailers, RV'S and the occasional construction truck it appeared to be poorly defined and poorly organized. I suggest that disorganization (of any type) leaves folks not wanting to park in the lots at this time.

2. The signage may need a refit of some type to better define the parking. How does the visitor know that this is public parking? I suggest that additional signage be placed to identify the FREE parking. Signage that is lively, perhaps with a balloon array, one of those vertical flags/banners, etc. or something else that INVITES the visitor to stop, shop, and stay.
3. A DETOUR sign creates the idea that "We need to get through this". Where do we go to FIND our destination? Absent any statement of ARRIVAL, refer to the comment #2, of attractive exciting signage there is, in my mind limited interest in stopping to explore the Promenade.
4. Might a mapping application be added to the website? One that includes images of the signage noted above as well? That way the digital visitor can orient themselves to that which now exists on the ground.

At any rate, these are my thoughts. Again, the Promenade has been well executed and with a few tweaks it will herald that we, the Town is open for business.

XXXXX

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**From:** XXXXX

**Sent:** Wednesday, June 24, 2020 8:52 AM

**To:** XXXXX

**Subject:** Re: Feedback on Main Street

I concur with his analysis. It has appeared to me, since COVID arrived, that certain council members were playing favorites with some Main Street businesses.

As for the signage issue, it was the FIRST thing I recommended when we began participating in the Friday meetings. Quality, legible, professional signs that help EVERYONE navigate are needed. All I notice is DETOUR, DETOUR, DETOUR...

It is sad that Craig has been placed in a position to make a decision about putting a boot on illegally parked cars. No one wins. I also noticed that Lodema put out a "No Parking" sign in the carport. I wonder how many more retailers are facing this issue. The empty lots are not exactly welcoming and think about rushing back to your car in one of these afternoon rainstorms. That is a hike.

It is all playing out and we will likely be shutting back down again soon.

Subject: Feedback on Main Street

To: Hunter Mortensen <[hunterm@townoffrisco.com](mailto:hunterm@townoffrisco.com)>, <[jessicab@townoffrisco.com](mailto:jessicab@townoffrisco.com)>, Dan Fallon <[barksrest@yahoo.com](mailto:barksrest@yahoo.com)>

Cc: Nancy Kerry <[nancyk@townoffrisco.com](mailto:nancyk@townoffrisco.com)>

Hunter,

I listened in to council's comments tonight about Main Street. Thought I'd share a perspective no one on your council looks at.

I'll start by going back to the beginning where Town of Frisco picked and chose businesses to receive rent support. Neither of my businesses were offered funding. My being open was the reason I didn't qualify. That was a complete slap in the face. With a stay-at-home order and no short-term rentals, does being open somehow provide me any income in a town of 3,000 people? No, not much. Councilor Fallon was the only one to go to bat for the rest of us that aren't restaurants here in Frisco. You folks don't seem to get there are businesses here that provide service, 12 months a year, to folks that actually live here. The \$40,000 I pay in property tax to the county doesn't cease to be owed in April, May and October. So I would appreciate if council would stop saying "we are all in this together" because town council clearly doesn't walk that talk.

As far as this street closure: Since I'm a minority in this town (a small service provider as opposed to a restaurant or large retailer) and it's ability to provide a great place to live I've just basically washed my hands on it. It does me ZERO benefit. I was down 70+% in April when I didn't qualify for assistance but thankfully the dog wash is open now so I'm only down about 50% for June. My out-of-town customers drive Main Street to find me and park there if a space is available. That business completely dried up. I advertise my private lot on all the electronic media. But not everyone reads it. I've had dozens of folks in the past 10 days tell me they're so happy to realize I have parking because walking 3 blocks with 80 lbs of laundry isn't in their plan. I would expect there's more service and retail that find that to be an issue for their customers too. Nobody likes the walk of shame. But as far as I can see you and council tend to just draw to your businesses you use. Not the rest of us that pay to play on Main Street. There is a cost. A big one—7 figures worth. I don't think you guys get that. You folks need to stop picking and choosing so as to give you the answers that fit your agendas. Phillippe sees a different perspective that you guys can understand or even realize is there. He has 100 tenants. He hears how close to closing some of these tenants are because they can't meet rent after the last 3 months and relief is far from being here. So you all can sweep him under the rug but he knows more about Main Street than all of us combined and he has more skin in the game. TOF should give those folks who have endured the economic ups and downs some higher value in these surveys. We were here before most of you showed up and we'll be here after the fallout and these short-termers on the numerous TOF boards move on to greener pastures.

Parking isn't being utilized. Every time I drive by the Sabatini lot it's barely used. Signage basically sucks. Detour doesn't tell you what's around the corner. It's seriously lacking. For me, I've become the easy parking space for folks. I've been patient with them and tell them to please move vs getting booted and paying me. I hate being the

parking nazi. It's not why I have a Main Street business. And it's definitely not why I live in Frisco. I've had nearly everyone look at me like I'm some bad guy because I want my laundry customers to park in my lot—not the guy “with a Butterhorn gift card” or some lady “wanting to run into the bookstore for a quickie”. The boot is out and I'm going start locking it onto cars. Today within 30 minutes I had 3 people try to just walk off the property. All gave me grief that I gave them the opportunity to move vs just putting the boot on their cars. One person said they couldn't see any of the 5 signs in my small parking area explaining the customer parking policy.

I've walked the promenade a couple times. Both on weekends and I was nearly ran over by flying bicyclist. It was as if we were pylons to race around. Weekdays are a total bust for the use of space from what I can see.

Please open up the road for weekday drivers to see what Main Street offers from the safe place inside their vehicles. A few parking spaces would be great too. Turn all these spaces into parklet's like Log Cabin has. Those will suffice for everyone and allow folks some space to get around. You can readjust the light poles to still work. Those are great but on weekday evenings not too many people see them in action. Thanks for taking time to listen and please share this with anyone you feel would like to hear my views.

Thank you,

XXXXX

Frisco, CO 80443



**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: frisco main street  
**Date:** Sunday, July 05, 2020 8:15:22 AM

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Hello Don,  
This came to the TOF Inbox. Sending this your way.

Carolyn Gentling | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

-----Original Message-----

From: xxxxx  
Sent: Saturday, July 04, 2020 5:30 PM  
To: TOFInfo <[tofinfo@townoffrisco.com](mailto:tofinfo@townoffrisco.com)>  
Subject: frisco main street

hello!

please keep the promenade open!

thanks,  
xxxxx

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Frisco Promenade - COVID Precautions  
**Date:** Friday, July 03, 2020 2:53:53 PM

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

**From:** xxxxx  
**Sent:** Friday, July 03, 2020 2:50 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Re: Frisco Promenade - COVID Precautions

Greetings! To whom it may concern, and with great care and concern for the town of Frisco and business owners seeking to operate and provide services safely, I would urge you to continue the Promenade setup through Labor Day.

As it happens, we travelled to Colorado from Iowa in mid June, and the visited Frisco the first weekend the Promenade was introduced. Frisco is a favorite place, and we love Greco's Pastaria so much that we always stop to eat there. We were thrilled Greco's was able to reopen that particular weekend and I can say the whole set-up made me feel more comfortable for our family to safely visit. This is such a difficult time, but that measure really made the difference. Colorado and the town of Frisco is so dear to our hearts, and we hope for the best possible outcome.

Kindest regards and healthy wishes,  
xxxxxx

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Frisco Promenade Feedback  
**Date:** Monday, June 29, 2020 11:36:32 AM

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Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

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**From:** xxxxx  
**Sent:** Monday, June 29, 2020 11:34 AM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Frisco Promenade Feedback

Dear Town of Frisco,

I have been a Frisco permanent resident since May 2002. Here's what I love about Frisco Promenade.

1. Outdoor dining – many of our restaurants won't be able to stay open with limited capacity. I want them to survive Covid19 until social distancing indoors is relaxed. Personally, I love the outdoor dining seating and the al fresco atmosphere, it's very inviting. Financially, as a lodging business owner in Frisco, visitors need dining options, they're dying to come out and be served, not take out or be turned away because restaurant is already full. We need restaurant seating.
2. Visitors want a reason to come to Frisco – walkable Main Street is a HUGE draw for those coming from a city, every guests I talk, love the idea that Main Street is open to pedestrian walking. It gives them an excuse to book Frisco lodging.
3. Live music – it's alive, welcoming and friendly.
4. Fun seating on Main Street – I love the seating non-restaurants are putting out on Main Street for anyone to use. I love it that these shop owners are being generous with their furnishings to set it up, very inviting.
5. Walkable Main Street – it's so nice to bump into friends I haven't seen in months on Main Street, it's a happy place to hang out despite our fickle afternoon t-storms.
6. Retail – walking promotes shopping. Retail is down because people are not spending, not because there's no parking.

I am so happy to be part of Frisco. Covid19 brought the best of everyone at Town of Frisco from council members to every member of each staff, it really showed that you care and we appreciate it very much. You have all gone out of your way to help local businesses, thank you.



**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: FRISCO PROMENADE  
**Date:** Sunday, July 05, 2020 4:08:57 PM

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Hi Don,

Here is another positive comment on the Frisco Promenade!

Thank you,

**Catherine Carroll** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [catherinec@townoffrisco.com](mailto:catherinec@townoffrisco.com)

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**From:** xxxxx  
**Sent:** Sunday, July 05, 2020 4:01 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** FRISCO PROMENADE

To Whom It May Concern:

I would like to thank the Town of Frisco for coming up with the idea of the Frisco Promenade. It is so nice to walk downtown and see the lights, people being able to eat out at our great restaurants and shopping in our unique stores. I would not feel comfortable eating out inside one of the restaurants but have enjoyed the take out and the outside decks. Frisco has done a great job making our Main Street inviting and a fun and safe place to be. Adding the street to walk on makes it so much easier to stay the 6 feet apart and keep the bikes off the sidewalks. My only wish is that maybe there was more enforcement of masks. Please consider keeping the Frisco Promenade open as long as possible to help our local businesses. Thank you.

xxxxx



**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Frisco Promenade  
**Date:** Monday, June 29, 2020 3:05:51 PM

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

**From:** xxxxxx  
**Sent:** Monday, June 29, 2020 3:04 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Frisco Promenade

It seems that so many decisions become controversial. Reading letters, both pro and con, in the Summit Daily I would like to give my support for the Promenade.

I live in Frisco and have spent time enjoying the Promenade either patronizing restaurants, cruising slowly on two wheels or just plain old strolling along.

In all instances I find that guests and locals are enjoying the experience. Not being able to park the car on Main Street has been an invitation to visit businesses that one might not have entered otherwise. Sure there are complaints, but I get the sense that many of those come from what I call 'chronic complainers'.

Restaurants have really benefited from the ability to expand their seating area. Retailers need to take advantage of the outdoor space to entice those on the Promenade to want to visit their space.

There seems to be plenty of parking to date.

I say keep up

--

**xxxxx**  
**Frisco, CO 80443**

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Frisco Promenade  
**Date:** Friday, July 03, 2020 4:43:01 PM

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

**From:** xxxxx  
**Sent:** Friday, July 03, 2020 4:37 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Frisco Promenade

To whom it may concern:  
PLEASE, PLEASE do NOT discontinue the Frisco Promenade. Visitors are sure enjoying it and businesses need it to survive during these trying times. It provides a nice, friendly atmosphere and encourages folks to walk about.

Thank you,  
xxxxxx

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**Frisco, CO 80443**

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Frisco Promenade  
**Date:** Friday, July 03, 2020 2:49:29 PM

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

**From:** xxxxx  
**Sent:** Friday, July 03, 2020 2:47 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Frisco Promenade

Dear Town Council,

I am a full-time Frisco resident and home owner. I wanted to reach out with my support of the Frisco Promenade on Main Street. During these times when social distancing is a necessity the Promenade allows our businesses and restaurants to be open and take advantage of the extra space. I feel that the Promenade also provides an extra "charm" to our Main Street Experience.

Please keep the Promenade open!

Thank you,  
xxxxxx

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Frisco Promenade  
**Date:** Friday, July 03, 2020 2:03:04 PM

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Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

---

**From:** xxxxx  
**Sent:** Friday, July 03, 2020 2:00 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Frisco Promenade

Good afternoon,

I'm writing to show my support for the Frisco Promenade. I feel this is a great thing for the town during these trying times. I doubt many restaurants can survive without it. If they can't survive, then we have more unemployed servers in Summit County. If they can't work, we will lose them as residents, taxpayers and business supporters.

I've lived in Summit county for 20 yrs, I've lived in Frisco for the last 8 yrs. I've visited the Frisco Promenade several times to try and support local restaurants. I find it very nice and very welcoming. I actually find parking easier this year than in years past. It's not hard to walk a block to get to main street. While my girlfriend and I were walking to the restaurant we stopped in to some retail stores bought several items.

Please keep the Frisco Promenade! It's keeping Frisco alive.

Thanks,

xxxxx  
Frisco, CO 80443

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: LOVE the Promenade!!  
**Date:** Friday, July 03, 2020 3:54:06 PM

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Hello Don.

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

**From:** xxxxx  
**Sent:** Friday, July 03, 2020 3:46 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** LOVE the Promenade!!

As a full-time local resident of Frisco, I have really enjoyed the option to get back out on Main St. It has also encouraged me to not only walk and browse, but buy products and services from Main Street businesses. PLEASE keep the Promenade available daily. Both the locals and Main Street businesses would appreciate the continued availability throughout the summer, especially during the week.

Thank you.

xxxxxx



**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Main street promenade  
**Date:** Sunday, July 05, 2020 8:20:51 AM

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Hello Don,  
This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

**From:** xxxxx  
**Sent:** Saturday, July 04, 2020 9:34 AM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Main street promenade

Today I am writing to express my support for keeping main street blocked off so restaurants and shops can run their business outside. This also should help with social distancing to slow the spread of covid 19

Thank you

xxxxxx

[Sent from Yahoo Mail on Android](#)

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: New submission from Contact Us  
**Date:** Sunday, July 05, 2020 8:14:43 AM

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Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

---

**From:** website=townoffrisco.org@mg.townoffrisco.com  
<website=townoffrisco.org@mg.townoffrisco.com> **On Behalf Of** Contact Us Notification  
**Sent:** Saturday, July 04, 2020 7:42 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** New submission from Contact Us

<b>Name</b>
xxxxx
<b>Email</b>
<a href="#">[redacted]</a>
<b>Your question</b>
Love the outdoor eating and social distancing with the promenade

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: New submission from Contact Us  
**Date:** Friday, July 03, 2020 3:54:56 PM

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

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**From:** website=townoffrisco.org@mg.townoffrisco.com  
<website=townoffrisco.org@mg.townoffrisco.com> **On Behalf Of** Contact Us Notification  
**Sent:** Friday, July 03, 2020 3:46 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** New submission from Contact Us

<b>Name</b>
XXXXX
<b>Email</b>
<b>Phone</b>
<b>Your question</b>
Just want to let the town know how much my wife and I love the promenade. We should make it a permanent summer time thing. Every tourist we've spoke with REALLY like it too. Have a great day

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Opinion on Promenade  
**Date:** Tuesday, June 30, 2020 12:04:35 PM

---

-----Original Message-----

From: xxxxx  
Sent: Monday, June 29, 2020 5:44 PM  
To: TOFInfo  
Subject: Opinion on Promenade

I am a full time resident of Frisco. I also work in Frisco.

I love the promenade. I am at an "at risk" age and I feel very safe at the restaurants and in the shops.

I have been at three of the restaurants in the last two weeks and I would not have gone if the tables were not spread out on the street.

I walk down Main Street often and have also shopped at two stores. I have spoke with the owners at Shoe Inn, Cornflower, Rivers and Summit Gold and they weren't complaining to me. Honesty, they were complaining about the person who's making the fuss!

Sent from my iPhone

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Please keep the promenade open on Main Street  
**Date:** Sunday, July 05, 2020 8:18:56 AM

---

Hello Don,  
This came to the TOF Inbox. Sending this your way.

Carolyn Gentling | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

-----Original Message-----

From: xxxxx  
Sent: Saturday, July 04, 2020 10:40 AM  
To: TOFInfo <[tofinfo@townoffrisco.com](mailto:tofinfo@townoffrisco.com)>  
Subject: Please keep the promenade open on Main Street

Please keep the promenade on Main Street open

Local home owner

Thanks

xxxxxx



**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Promanod  
**Date:** Monday, July 06, 2020 8:04:46 AM

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

Carolyn Gentling | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

-----Original Message-----

From: xxxxx  
Sent: Sunday, July 05, 2020 8:51 PM  
To: TOFInfo <[tofinfo@townoffrisco.com](mailto:tofinfo@townoffrisco.com)>  
Subject: Promanod

Keep it!!!!

Sent from my iPhone

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Promenade - for both tourists and locals to love  
**Date:** Tuesday, June 30, 2020 12:04:13 PM

---

**From:** xxxxx  
**Sent:** Monday, June 29, 2020 8:13 PM  
**To:** TOFInfo  
**Subject:** Promenade - for both tourists and locals to love

To whom it may concern.

I just want to say that as a 15 year Frisco local, I love the new Frisco Promenade and have been down there with my kids shopping or eating/drinking no less than 4-5 days a week since it opened. (compared to previous summers where I may have only been shopping/eating downtown 1-2 days a week.)

As a homeowner on both Granite Street (we own a townhouse where we have long term renters) and Creekside, we have not noticed much more of a negative impact on the traffic and parking than in previous years. And I have seen more folks from neighboring towns and Denver who are all just as excited as how much cozier and safer it has made Main Street.

Just wanted to share how great we think it is.

Cheers!

[xxxxxx](#)

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Promenade  
**Date:** Monday, July 06, 2020 8:06:34 AM

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

Carolyn Gentling | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

-----Original Message-----

From: xxxxx  
Sent: Sunday, July 05, 2020 5:03 PM  
To: TOFInfo <[tofinfo@townoffrisco.com](mailto:tofinfo@townoffrisco.com)>  
Subject: Promenade

Hi there,

I would just like to say how much I'm enjoying the main st promenade. We utilized the outdoor seating at Uptown, Sunny Side up and The Butterhorn.

My only suggestion is anything that could provide more wind breaks but I know that's a long shot. The semi-permanent wood decks near the log cabin curbside look great.

Thanks for thinking outside the square this summer.

Regards, xxxxx

Sent from my iPhone

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Promenade feedback  
**Date:** Sunday, July 05, 2020 8:26:33 AM

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

---

**From:** xxxxx  
**Sent:** Friday, July 03, 2020 4:46 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Promenade feedback

Hello

My opinion is the Town of Frisco should make the first priority that our students return to the classroom full time. As of now, the local schools are planning for two days of in person instruction per week. And you are debating what? Main Street? Wow!

xxxxxx

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Promenade  
**Date:** Monday, July 06, 2020 8:27:09 AM

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

**From:** xxxxxx  
**Sent:** Monday, July 06, 2020 8:14 AM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Promenade

Hello Frisco Town Council Members -

First off, THANK YOU for all of your help and openness in trying to get our Town to stay afloat during these times. I truly believe that you care for all of your merchants and believe that without us, this Town would not be what it is.

In regards to the Promenade, I have a few things to say -

- It is a wonderful way for people to practice social distancing. If it goes away, I do not believe our community will be as safe as it is now - they will all be on the sidewalks. People seem to be much more comfortable knowing that they have outside space to keep themselves away from others.
- Our customers have really appreciated it. They are "promenading" (their term, not mine) and are enjoying the relaxed atmosphere surrounding it.
- Our business had a better June than last year. People are really supporting local businesses!
- Not a single customer has complained about parking issues.

Please keep the Promenade open!

On another note, people are appreciative about the Love Frisco Campaign and think it is wonderful that the Town has stepped up to promote spending \$\$ in Town.

xxxxxx



**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Save the promenade  
**Date:** Sunday, July 05, 2020 8:24:22 AM

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

---

**From:** xxxxx  
**Sent:** Friday, July 03, 2020 8:17 PM  
**To:** TOFInfo <tofinfo@townoffrisco.com> **Subject:**  
Save the promenade

Please keep the promenade going. The local business owners and employees need it to survive. We need to take care of our locals!

xxxxx  
Sent from my Verizon, Samsung Galaxy smartphone

**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** FW: Save the Promenade!  
**Date:** Sunday, July 05, 2020 8:20:07 AM

---

Hello Don,

This came to the TOF Inbox. Sending this your way.

**Carolyn Gentling** | Guest Services & Marketing Lead | Town of Frisco  
Phone: 970-668-5547 | Email: [carolyng@townoffrisco.com](mailto:carolyng@townoffrisco.com)

**From:** xxxxx  
**Sent:** Saturday, July 04, 2020 10:33 AM  
**To:** TOFInfo <tofinfo@townoffrisco.com>  
**Subject:** Save the Promenade!

Hi,  
I am a long time local and I love the Main Street promenade. I think it gives the town a much more welcoming feel. Our guests have also really enjoyed it. They love walking down the street, popping into shops and dining outside. Thanks lease keep this around through Labor Day.

Thanks,  
xxxxxx

**From:** [Wohlmuth, Deborah](#)  
**To:** [Reimer, Don](#); [Agee, Vanessa](#); [Kerry, Nancy](#); [McBride, Diane](#)  
**Subject:** FW: THANK YOU!- Feed back for promenade!!!  
**Date:** Tuesday, June 16, 2020 8:27:00 AM

---

Unless there is a preferred method to gather this information, I am just going to forward as I receive.

Deb

Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

From: xxxxx  
Date: 6/16/20 7:04 AM (GMT-07:00)  
To: "Wohlmuth, Deborah" <[DeborahW@townoffrisco.com](mailto:DeborahW@townoffrisco.com)>  
Subject: THANK YOU!- Feed back for promenade!!!

- What was your general impression of the Frisco Pedestrian Promenade on this first weekend?  
the vibe was amazing and the town was SO alive- the only thing I heard was positive from everyone that came in my store or as i passed them on the street!
- What were the components you liked? EVERYTHING
- What were the areas for improvement?  
the bike lane, bikers are continuing to go way too fast through the pedestrian zone. Also, we need to get more businesses on board that haven't done anything in their space- I can help get creative with that too!
- If you own/manage a local business on Main Street, what impact do you believe the Promenade had on your business?  
It felt like a true summer weekend, my sales were amazing and people were in great spirit and many believe we should do this every summer! I own The Sunny Side Up Studio

Thank you and everyone again for all of the hard work and dedication to help us this summer!!!!

Sincerely,

xxxxx

**From:** [Wohlmuth, Deborah](#)  
**To:** [Agee, Vanessa](#); [Reimer, Don](#); [McBride, Diane](#)  
**Subject:** FW: Your Feedback Regarding the Frisco Pedestrian Promenade is Appreciated!  
**Date:** Thursday, June 18, 2020 11:07:46 AM

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**From:** xxxxx  
**Sent:** Thursday, June 18, 2020 10:50 AM  
**To:** Wohlmuth, Deborah <[DeborahW@townoffrisco.com](mailto:DeborahW@townoffrisco.com)>  
**Subject:** Your Feedback Regarding the Frisco Pedestrian Promenade is Appreciated!

On Jun 15, 2020, at 3:43 PM, Wohlmuth, Deborah  
<[DeborahW@townoffrisco.com](mailto:DeborahW@townoffrisco.com)> wrote:

We would love to hear from you about what worked and what didn't work on the Promenade.

- What was your general impression of the Frisco Pedestrian Promenade on this first weekend?

I thought it looked good, had a nice flow and that folks enjoyed it.

- What were the components you liked?

Seeing people out and about again and giving them space to be social.

- What were the areas for improvement?

At times, it seemed like there might be bike/pedestrian conflicts in the middle of the road as some bikes and skateboards were zooming through and pedestrians were not always looking out for them.

- If you own/manage a local business on Main Street, what impact do you believe the Promenade had on your business?

I believe it was a positive impact to me personally, but my situation is a bit different having my artshow booth on Main St and having my work in the Frisco Emporium and Arts Alive Gallery.

I had a bit of sales in the booth and made good contacts with my existing local and second homeowner base throughout the weekend (lots of second home owners returned to Frisco last week).

I also made a number of good leads with new prospects who were just passing by.

I was promoting and encouraging folks to visit the new Arts Alive gallery and Frisco Emporium as well as Gatherhouse. Arts Alive reported back to me that a few of them visited the gallery. Not sure of any impact in the Emporium.

I do wish there were a few more artists that could join me out there....but one really needs to have a solid booth and experience with extreme weather. The wind is a big factor out there. It was sketchy during the freaky storm on Saturday.

Thanks again for this opportunity.

xxxxx  
Frisco CO 80443 USA

**From:** [Wohlmuth, Deborah](#)  
**To:** [Reimer, Don](#); [Agee, Vanessa](#); [Kerry, Nancy](#); [McBride, Diane](#)  
**Subject:** FW: Your Feedback Regarding the Frisco Pedestrian Promenade is Appreciated!  
**Date:** Tuesday, June 16, 2020 8:27:51 AM

---

Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

From: xxxxx  
Date: 6/15/20 4:09 PM (GMT-07:00)  
To: "Wohlmuth, Deborah" <[DeborahW@townoffrisco.com](mailto:DeborahW@townoffrisco.com)>  
Subject: Re: Your Feedback Regarding the Frisco Pedestrian Promenade is Appreciated!

We had a pretty good weekend. With the new patio arrangement we managed to come in for the weekend only 19.6% off last year for the week Sunday-Saturday. We are trying to find a way to differentiate the Yiftee Mastercards from regular, but we processed a few.

Friday's wind turned our beautiful set up to matchsticks but we have rebuilt and are operating again. I would love to know if the town has a photographer with a drone so we can get some night photos for video or us all to put up on Facebook to promo the whole Promenade (including Silverheels/Kemosabe of course).

The only improvements really have to do with individual decor and of course, I need to order heavier bases but in that wind, nothing could help.

Thanks again for the sidewalk tables...people love them.

xxxxx



**From:** [TOFInfo](#)  
**To:** [Reimer, Don](#)  
**Subject:** Fwd: Feedback on Promenade  
**Date:** Monday, June 29, 2020 10:47:16 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)

---

Hello Don,  
This came to the TOF Inbox. Sending this your way.

Sent from my iPad

Begin forwarded message:

**From:** xxxxx  
**Date:** June 29, 2020 at 10:27:14 AM MDT  
**To:** TOFInfo <[tofinfo@townoffrisco.com](mailto:tofinfo@townoffrisco.com)>  
**Subject:** Feedback on Promenade

TOF:

Just wanted to share some input with you. Our guests love the Frisco Pedestrian Promenade; their feedback on it is overwhelmingly positive. That's also what I'm hearing from locals and the merchants/restaurants I frequent on Main Street. I applaud TOF for making a bold move at a time when bold moves are needed. Thank you!

Best,

[xxxxx](#)

**From:** [Kerry, Nancy](#)  
**To:** [Agee, Vanessa](#); [Reimer, Don](#)  
**Subject:** Fwd: frisco promenade  
**Date:** Wednesday, July 01, 2020 7:02:55 PM

---

FYI

~Nancy Kerry  
Town Manager  
Frisco, CO

Begin forwarded message:

**From:** xxxxx  
**Date:** July 1, 2020 at 6:56:19 PM MDT  
**To:** "Kerry, Nancy" <NancyK@townoffrisco.com>, "Mortensen, Hunter" <HunterM@townoffrisco.com>  
**Subject:** frisco promenade

Hello!

I just read the article online regarding today's meeting. I'm so sorry that I wasn't present, but we were too busy for me to take that time. As I'm sure others were. I want you to know that people are shopping. We have people waiting outside to come in, since we're only allowing 8 people at a time. The feedback we are getting from customers is very positive and it looks to me like there are a lot of people walking the promenade. It's not even the 4th yet! And, not that I want other retailers who were not as fortunate to know this, but June had better sales for us this year than last. Kids are not in school and many on unemployment are making more money, so they're spending.

I just want you to know once again how much I appreciate everything that the town has done for us. The promenade looks beautiful and it's working!

I won't miss another meeting! You've had our backs and I want to have yours too.

Thank you!!!

xxxxx

Frisco, Co 80443



**From:** [Boilard, Brodie](#)  
**To:** [Reimer, Don](#)  
**Cc:** [Kerry, Nancy](#)  
**Subject:** Fwd: New submission from Post a Comment for the Town of Frisco  
**Date:** Friday, July 03, 2020 1:18:56 PM

---

Brodie

Begin forwarded message:

**From:** Frisco Gov Website <Info@townoffrisco.com>  
**Date:** July 3, 2020 at 9:52:02 AM MDT  
**To:** "Boilard, Brodie" <BrodieB@townoffrisco.com>, "Wohlmuth, Deborah" <DeborahW@townoffrisco.com>  
**Subject:** New submission from Post a Comment for the Town of Frisco

<b>Your Full Name</b>
xxxxxx
<b>Email</b>
<a href="#">_____</a>
<b>Phone</b>
<b>Physical Address</b>
Copper Mountain, Colorado 80443 United States <a href="#">Map It</a>
<b>Your Comment</b>
I love the Frisco Promenade. This has made a safe place for locals and guests alike to experience dining, live music, and shopping in a fun, safe, open-air setting. I saw in the Summit Daily yesterday that the business owners had mixed emotions, but I think keeping the Promenade will help keep many Frisco businesses running throughout the uncertainty that this summer will bring.
<b>Submitted from:</b>
<a href="https://www.frisco.gov/your-government/comment/">https://www.frisco.gov/your-government/comment/</a>

**From:** [Info=townoffrisco.com@mg.townoffrisco.com](mailto:Info=townoffrisco.com@mg.townoffrisco.com) on behalf of [TOFInfo](#)  
**To:** [Boilard, Brodie](#); [Wohlmuth, Deborah](#)  
**Subject:** New submission from Post a Comment for the Town of Frisco  
**Date:** Saturday, June 27, 2020 9:14:23 AM

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**Your Full Name**

XXXXX

**Email**

[\\_\\_\\_\\_\\_](#)

**Phone**

**Physical Address**

Copper Mountain, Colorado 80443  
United States  
[Map It](#)

**Your Comment**

As a local resident who lives and works at Copper Mountain, I wanted to say how much my wife and I really enjoy the innovative approach operating under Covid restrictions taken with the Frisco Promenade. Such a great idea and a way for locals and visiting tourists to enjoy the space with their families and friends in a responsible manner. We have been out to eat several times and love the additional outdoor seating on the promenade, as it provides peace of mind rather than being seated in a more enclosed restaurant space. The Frisco promenade provides a really bright spot in our community during these challenging times! We hope to enjoy it throughout the summer. Thank you town of Frisco!

XXXXX

**Submitted from:**

<https://www.frisco.gov/your-government/comment/>

**From:** [Kerry, Nancy](#)  
**To:** [Reimer, Don](#)  
**Subject:** Main Street  
**Date:** Monday, June 29, 2020 4:18:37 PM  
**Attachments:** [image001.png](#)

---

For the file

~Nancy Kerry  
Town Manager  
Frisco, CO

Begin forwarded message:

**From:** xxxxx  
**Date:** June 29, 2020 at 2:41:56 PM MDT  
**To:** "Kerry, Nancy" <NancyK@townoffrisco.com>  
**Subject:** Re: Checking in

Hi Nancy -

Thanks for reaching out. Our June business is up 5-10% over last year. We are kind of blown away. I think the Promenade is great - we asked a lot of visitors this weekend what their thoughts were and everyone we asked thought it was a lovely experience. People are enjoying the fact that it allows them to socially distance easily. Also, not a single one of our customers has complained about parking that I know of.

XXXXX



**From:** [Info=townoffrisco.com@mg.townoffrisco.com](mailto:Info=townoffrisco.com@mg.townoffrisco.com) on behalf of [TOFInfo](#)  
**To:** [Boilard, Brodie](#); [Wohlmuth, Deborah](#)  
**Subject:** New submission from Post a Comment for the Town of Frisco  
**Date:** Monday, June 29, 2020 5:31:13 PM

---

**Your Full Name**

XXXXX

**Email**

\_\_\_\_\_

**Phone**

**Physical Address**

Dillon, Colorado  
80435 United States  
[Map It](#)  
\_\_\_\_\_

**Your Comment**

I think that if you care about the people who work in Frisco, you will keep the promenade going. Many businesses will have to let people go if this reverts back to car traffic. Not only does this provide a sense of community, but it also is a lifeline for restaurants who other wise would not survive at 50% (or less) capacity. I will say that many out of towners (and even a handful of locals) are not respecting the Covid regulations on main street and this does needs to be addressed. I would love to read about the reasons that are used for taking this away. If it's because its overall not as classy aesthetic, they should realize it's more important to keep our local economy going. Overall, we need to keep this going to ensure the success of our local businesses and I stand firm on that.

**Submitted from:**

<https://www.frisco.gov/your-government/comment/>

**From:**  
**To:** [deanna murray](#)  
**Cc:** [robertsphilippe@aol.com](#); Kerry, Nancy; Reimer, Don; [info@friscolodge.com](#); [marks@colorado.net](#); [petersoninvestmentsllc@gmail.com](#); Dan Fallon; Held, Andy; Mortensen, Hunter; [jeswsicab@townoffrisco.com](#); Melissa Sherburne; [rickt@townoffrisco.com](#); [editor@summitdaily.com](#); [lovelyphilippe@gmail.com](#); [trevorphilippe@gmail.com](#); [larryf7@comcast.net](#); [stevie.day@hotmail.com](#); [julie@studio269salon.com](#); [ruth.bremer@tenmileview.com](#); [wyattwest@hotmail.com](#); [egyptiandancer@hotmail.com](#); [3snowdogs@gmail.com](#); [abbystets15@gmail.com](#); [bbrucebartow@aol.com](#); [bijaykhaling@gmail.com](#); [billb@elpininc.com](#); [debd1203@aol.com](#); [hidieireland@msn.com](#); [hillarypapp@hotmail.com](#); [jackies.treasures@hotmail.com](#); [janvalle2451@yahoo.com](#); [kaf3177@gmail.com](#); [kdtr219@gmail.com](#); [mooseart@comcast.net](#); [rallen@vintageskiworld.com](#); [Robertsphilippe@aol.com](#); [todd@toddpowell.com](#); [txkiss66@yahoo.com](#)  
**Subject:** Re: Frisco Main Street is a retail wasteland  
**Date:** Tuesday, June 23, 2020 9:46:37 PM

---

I agree & voiced my opinion.

Sent from my iPhone

On Jun 23, 2020, at 9:34 PM, xxxxx wrote:

I just took the survey and voiced my very strong opposition to shutting down the streets. Everyone really needs to voice their opinion to be heard. I know as a customer I wouldn't want to walk the length of 3 blocks just to pick up one or 2 items and for sure I wouldn't do it in the rain or snow. It should only be closed down for special events that are already bringing foot traffic in. I believe this will not last long if enough people come to the city with valid points. Data and numbers never lie; if sales are down across all businesses then the city needs to do something.

[Sent from Yahoo Mail for iPhone](#)

On Tuesday, June 23, 2020, 12:15 PM, [robertsphilippe@aol.com](#) wrote:

The closure of Main Street's 3 core commercial blocks has created a retail wasteland and is a form of extreme financial discrimination. The central area where retailers pay historically higher rents has been closed to parking and to thru traffic. Retail sales have tumbled just to allow a handful of restaurants to have a handful of extra tables in an unattractive asphalt parking lot setting. A street where at this peaking tourist season should be vibrating with business is rendered useless and is often described as "UGLY", and "DEPRESSING" . Merchants outside of the core area and who pay less square foot rent seem to be doing ok because they have parking and thru traffic. Merchants in the affected area who pay higher rent are not doing ok. Lately a Town-Council member or two have been out getting the bad news from the local retail community. Their standard reply is "there is a plan B". let's hope so as **plan A is DOA** . Before it is too late to save this important retail season the Town needs to pull the plug and let the pedestrian and vehicle traffic flow. This street closure has turned the "Main Street of the Rockies" into the "Wasteland of the Rockies", Close Main Street on Saturday and Sunday if you want **BUT MONDAY TO FRIDAY IS WHAT PAYS THE RENT and people are having a hard time paying the rent.**

**From:** [Info=townoffrisco.com@mg.townoffrisco.com](mailto:Info=townoffrisco.com@mg.townoffrisco.com) on behalf of [TOFInfo](#)  
**To:** [Boilard, Brodie](#); [Wohlmuth, Deborah](#)  
**Subject:** New submission from Post a Comment for the Town of Frisco  
**Date:** Sunday, June 28, 2020 2:58:46 PM

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**Your Full Name**

XXXXX

**Email**

[\\_\\_\\_\\_\\_](#)

**Phone**

**Physical Address**

Frisco, Colorado 80443  
United States  
[Map It](#)

**Your Comment**

Can we please limit the music level coming out of the Main Street area. I can appreciate the street closure to help the local businesses, however the past couple of weekends its been constant music coming into my condo. As locals we work all week and dont appreciate the constant nuisance this is creating. In the afternoon Im forced to keep my doors and windows closed and am still stuck having to hear the noise. If businesses want to have entertainment thats great but it should not come at the expense of comfort of local homeowners.

**Submitted from:**

<https://www.frisco.gov/your-government/comment/>

## Wohlmuth, Deborah

**From:** Info=townoffrisco.com@mg.townoffrisco.com on behalf of Frisco Gov Website  
<Info@townoffrisco.com>  
**Sent:** Tuesday, June 23, 2020 9:24 PM  
**To:** Boilard, Brodie; Wohlmuth, Deborah  
**Subject:** New submission from Post a Comment for Town Council or General Meetings

Comments on Frisco Virtual Business Meeting: <https://www.frisco.gov/meeting/frisco-virtual-business-meeting-9/>

### Your Full Name

xxxxx

### Email

### Phone

### Physical Address

610 Main St  
Frisco, Colorado 80435  
United States  
[Map It](#)

### Your Comment

Concerns:

- closure is encouraging a party atmosphere. Restaurants may be doing well but many retailers and service businesses are suffering. As in my letter to Nancy Kerry and the Town Council, I asked if each restaurant could assess what their needs would be for additional outside seating in the street . ( since they all currently have outside seating in their "footprint " of their restaurant. The closure should benefit ALL, not just a few. We as a town and county can not risk having an area that can not be monitored for social distancing, masks and protocols. which risks The behavior of many people have but our health and ultimately our businesses in jeopardy.

Also, we are seeing the effects of the rain. Rain and wind roll in.... folks exit.

Now you have a desolate several blocks until the weather clears.

I understood there was a parking plan to drive cars to Sabitini lot and side streets. When it was shared at the council meeting that the Sabitini lot is under utilized that was disappointing. Visitors are parking and FILLING blocks 5th thru 7th. On opening weekend both Friday and Saturday I had "0" customers in the store between 12:00-3:00. That was 6 hours of no traffic! That has never happened. Visitors parked and never moved. That does not translate into sales OR tax dollars. I have asked for 3 reserved spaces for my customers since a large percentage of my business is a destination shopper.

If this promenade continues I need spaces for my valued clients. These 2 blocks have become the " parking lot" for the promenade. Currently I am most impacted on the weekend. But as we get further into summer it could effect me negatively most of the week.

Dan, I appreciate your comments on the signage ( more specifically logo of businesses )and ambassadors. I did request from Don Reimer to put logo's on the signs like we did during Step up on Main, but was disappointed to see the generic "More Shopping " sign.

If there are only traffic levels coming through the tunnel that reflect 1999 volume what can we project that increase to be through August? This is interesting data.

In addition, our sidewalks are dangerous. Bicyclists are traveling at excessive speeds . There needs to be more signage, monitoring or something to make bikers walk there bikes if they are on sidewalk.

Thank you for your time.

I will be on the meeting forum tomorrow morning.

### Submitted from:



**From:** [Info=townoffrisco.com@mg.townoffrisco.com](mailto:Info=townoffrisco.com@mg.townoffrisco.com) on behalf of [TOFInfo](#)  
**To:** [Boilard, Brodie](#); [Wohlmuth, Deborah](#)  
**Subject:** New submission from Post a Comment for the Town of Frisco  
**Date:** Saturday, June 27, 2020 10:16:03 AM

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**Your Full Name**

XXXXX

**Email**

[\\_\\_\\_\\_\\_](#)

**Phone**

**Physical Address**

Frisco, Colorado 80443  
United States  
[Map It](#)  
[\\_\\_\\_\\_\\_](#)

**Your Comment**

Greetings,

I wanted to commend the town on the decision to block off Main Street and create The Frisco Promenade. It has helped bolster the local economy of the whole town of Frisco. Over the past two weeks, I have taken the initiative to ask the out of town guests, tourists, and visitors how they felt about the Promenade. Over a dozen families said that they had not visited Frisco before but they heard about the Frisco Promenade while living in Denver. The news has reached the front range about how Frisco has turned the lemons of COVID 19 into lemonade. They would not have come up if they hadn't heard about our new experiment. I feel it's safe to assume that while staying for the entire weekend, they would have gone to the supermarkets, gas stations, and other businesses throughout all of Frisco.

I know from my personal bartending experience, which dates back to 1999 when I worked at Golden Annies and has stayed on Main Street for over two decades, that this is financially helping myself, my co-workers, and the dozens of servers and bartenders that I consider family at restaurants spanning from Tavern West to High Side Brewery.

Please don't take away the Promenade because a few retired and wealthy residents who don't know the struggle of the workforce in this town are complaining. I hear from an overwhelming majority that the Promenade is a genius idea to expand the seating area for many businesses. I had some of the business owners who are outside the Promenade at my wedding recently and even they agree it is helping. I have also received feedback from countless locals that they wish the town would do this every summer for at least an eight-week time frame.

Thank you for thinking outside the box and helping the workforce to afford to stay as residents.

**Submitted from:**

<https://www.frisco.gov/your-government/comment/>



**From:** [Info=townoffrisco.com@mg.townoffrisco.com](mailto:Info=townoffrisco.com@mg.townoffrisco.com) on behalf of [TOFInfo](#)  
**To:** [Boilard, Brodie](#); [Wohlmuth, Deborah](#)  
**Subject:** New submission from Post a Comment for the Town of Frisco  
**Date:** Saturday, June 27, 2020 10:29:59 PM

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**Your Full Name**

XXXXX

**Email**

[m](#)\_\_\_\_\_

**Phone**

**Physical Address**

Silverthorne, Colorado  
80498 United States  
[Map It](#)  
\_\_\_\_\_

**Your Comment**

I absolutely love the promenade. Not only do I work on Main St, and have prospered from the amazing business and faces it's brought, I also have enjoyed the restaurants and stores with friends and family on my days off. While working, I have received amazing reactions and compliments from customers on how much they like the promenade.

**Submitted from:**

<https://www.frisco.gov/your-government/comment/>

**From:** [Info=townoffrisco.com@mg.townoffrisco.com](mailto:Info=townoffrisco.com@mg.townoffrisco.com) on behalf of [TOFInfo](#)  
**To:** [Boilard, Brodie](#); [Wohlmuth, Deborah](#)  
**Subject:** New submission from Post a Comment for the Town of Frisco  
**Date:** Saturday, June 27, 2020 1:37:21 PM

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**Your Full Name**

XXXXX

**Email**

[\\_\\_\\_\\_\\_](#)

**Phone**

**Physical Address**

Frisco, Colorado  
80443 United States  
[Map It](#)  
[\\_\\_\\_\\_\\_](#)

**Your Comment**

I went to the Main Street promenade for the first time on 6/26, and thought the concept was an awesome idea for a couple of reasons. After being holed up for months, it was great to get out in the community in a low risk atmosphere. I was able to see friends and acquaintances in a fun setting while supporting local businesses. It kind of has a Frisco bbq vibe which I look forward to every year. If it was not for the outdoor setting I would NOT have spent any money at local Main Street businesses as we are still in the middle of a pandemic and I am not willing to go indoors for non essential spending.

**Submitted from:**

<https://www.frisco.gov/your-government/comment/>

**From:** [Wohlmuth, Deborah](#)  
**To:** [Reimer, Don](#); [Agee, Vanessa](#); [Kerry, Nancy](#); [McBride, Diane](#)  
**Subject:** FW: Your Feedback Regarding the Frisco Pedestrian Promenade is Appreciated!  
**Date:** Tuesday, June 16, 2020 8:27:25 AM

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Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

From: xxxxx  
Date: 6/15/20 9:51 PM (GMT-07:00)  
To: "Wohlmuth, Deborah" <DeborahW@townoffrisco.com>  
Subject: Re: Your Feedback Regarding the Frisco Pedestrian Promenade is Appreciated!

What was your general impression of the Frisco Pedestrian Promenade on this first weekend?

We at Wyatt West have said this for years:

“Every time you close Main Street it impedes business.”

Customers want to drive in and easily park. When customers can’t, they tend to move on. It appears that all of the Restaurants have taken some advantage of this walk way, and as far as I know, none of the retail

We at Wyatt West think we have been dealt a very unfair and poor hand:

- Our allotted space is 15 wide. Our neighbor The 5th Ave Grill (which has Main Street frontage the same as our store) has a 30 foot wide space. Why is this?
  - Our allotted space is not in front of our store....it is about 20 feet to the west of our store. We cannot even see the space from inside our store.
  - It is not practical for us to use a space we cannot at least see from inside our store.
  - Parking is now at a high premium
- Regardless of these “negatives”, we initially “dressed up” our street space with items that could not readily be stolen, only to find that we were the only retail store participating.

Your questions and answers to them below:

- What were the components you liked?

It seems that this creates an area for people (generally younger) to come and hang out and party and drink.

- What were the areas for improvement?

Parking is very bad.

There is no enforcement of Social Distancing what so ever.  
Crowds sitting at Restaurant tables are Mostly to close to each other.  
Sidewalks are blocked in places causing customers to come much closer than 6 feet to get around tables.  
Mask wearing is inconsistent at best: We have had many customers say to us that we are the first store that has told them they must wear a mask to enter!

- If you own/manage a local business on Main Street, what impact do you believe the Promenade had on your business?

This cuts down on our business sales.  
Customers do not have the access to our business compared to when they can drive into downtown.  
Our exposure is much better when cars can drive down Main Street.

Through our experience in having a business on Main Street for Many many years, our sales drop every time Main Street is closed. Closing Main Street to traffic creates a diversion away from Main Street and makes it more difficult to get to.

Additionally, the weather can be treacherous .  
On Saturday we had an example of this with umbrellas, tables, flags , displays all blowing away in the storm. We were there and saw this.

Accessibility to Main Street is an enormous benefit we have over other mountain towns and shopping downtown areas. Closing Main Street severely limits parking and this accessibility .

Please forward this to everyone within the government office that it pertains to.  
Also, please let me know that you received this and what you think of it.

xxxxx  
Frisco, CO 80443

**From:**  
**To:** [Reimer, Don](#)  
**Subject:** Good Weekend!  
**Date:** Sunday, June 21, 2020 5:37:19 PM

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Hi Don,  
Hope you had a good weekend.

I wanted to report back to you about our impression of the open street for this weekend.

Not too surprisingly, it appears that restaurants are benefiting from the Promenade.  
Although this is creating a bit more of a party atmosphere at night, it does seem like it really is improving business.

Across the board, every customer Ive asked, likes the extra space and the open feel.  
It seems to create a more “happy” atmosphere for everyone.

The Shoe Inn, as well as a few others have hosted live music, which everyone seems to enjoy too.

Our sales were very good this weekend and although parking is an issue, I do think this seems to draw more people.....in a safer way.

We do have to remind many customers to put on their masks, but 99% are very obliging.

Thanks, and if you have received other feedback, I would be interested to hear what is said.

xxxxx  
Frisco, CO 80443

**From:**  
**To:** [Reimer, Don](#); [Aerenson, Andrew](#)  
**Subject:** Promenade  
**Date:** Tuesday, June 30, 2020 11:27:43 AM

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Hi Don and Andrew,  
Thanks for stopping by over the past two weeks.

The closure of Main Street to traffic has given many people a sense of comfort and freedom to move about in town without having to be “to close” (within 6 feet) of others.  
Customers really like this and the ability to sit in restaurants , as if things were normal.

The restaurants within the closure have benefited from this closure.  
The retail businesses , by and large , have not benefitted from this closure.

We have found that there is a younger crowd taking advantage of the open street much of the time creating a party/festival atmosphere. We have witnessed many times people gathering in groups (not families) , without masks, without social distancing.

As a property owner on Main Street, I prefer to have the street open  
I am a proponent of having “push out” spaces for restaurants that occupy parking spaces , similar to those in front of the Log Cabin. If some restaurants, such as the 5th Ave Grill need more space, they could be allowed to take up parking on 5th , in front of the north side of their restaurant. This would also apply to Bagalli’s and Bread and Salt , if needed.

Thanks for your time and help with this matter.

XXXXX  
Frisco, CO 80443



**Attachment 6:**  
**2004 Letter Regarding Barrier Testing**



U.S. Department  
of Transportation  
**Federal Highway  
Administration**

400 Seventh St., S.W.  
Washington, D.C. 20590

November 30, 2004

In Reply Refer To: HSA-10/B-130

Mr. Felipe Almanza  
TrafFix Devices Incorporated  
220 Calle Pinteresco  
San Clemente, California 92672

Dear Mr. Almanza:

In your October 12 letter to Mr. Richard Powers of my staff, you requested formal acceptance of a temporary water-filled barrier, called the TrafFix Water Wall, as a National Cooperative Highway Research Program (NCHRP) Report 350 temporary traffic barrier at test level 1 (TL-1). To support this request, you also sent a copy of KARCO Engineering's September 16 test report No. TR-P24135-01-NC and digitized video showing the tests that were conducted.

The TrafFix Water Wall consists of a freestanding series of units made from medium-density polyethylene. Each unit is 71-inches long by 18-inches wide and 32-inches tall with a wall thickness of 1/4 inch. Empty weight is approximately 77 pounds and the units weigh approximately 1100 pounds when filled with water. They are pinned together with a 1.25-inch diameter steel rod inserted through lugs formed into the ends of each segment. These details are shown in Enclosure 1.

You conducted two tests on the Water Wall, the NCHRP Report 350 tests 1-11 and 2-10. The first test consisted of a pickup truck impacting near the midpoint of a 124-foot long installation (21 units) at 25 degrees and a speed of 31.9 mph (TL-1 impact speed). The test installation was not anchored at either end and the reported barrier deflection was 15.5 feet. The truck reached a maximum roll angle of 28.8 degrees and come to rest with the front wheel on top of the barrier. In the second test, the small car impacted near the midpoint of a 154-foot long installation (26 units) at 20 degrees and a speed of 44.3 mph (TL-2 impact speed). Deflection was reported to be almost 6 feet and the vehicle again came to rest with the front wheel on the impact side resting on top of the barrier. As with all unanchored barrier installations, impacts nearer either end would have resulted in greater deflections. Impacts very near the ends would not have contained or redirected the vehicles. Since there is currently no crashworthy terminal for the Water Wall, its ends should be flared away from approaching traffic or adequately shielded. In both tests, all occupant risk values were well within Report 350 preferred ranges. Test summary sheets are shown in Enclosure 2.



Based on the reported crash performance of the TraFFix Water Wall with the pickup truck, it may be considered an NCHRP Report 350 TL-1 temporary traffic barrier (even though it has been shown to meet evaluation criteria for the small car at the TL-2 impact speed) and used at appropriate low-speed locations on the National Highway System (NHS) when selected by the contracting authority.

Please note the following standard provisions that apply to FHWA letters of acceptance:

- Our acceptance is limited to the crashworthiness characteristics of the TraFFix Water Wall and does not address its structural features, nor conformity with the Manual on Uniform Traffic Control Devices.
- Any changes to the tested design that may adversely influence its crashworthiness will require a new acceptance letter.
- Should the FHWA discover that the qualification testing was flawed, that in-service performance reveals unacceptable safety problems, or that the device being marketed is significantly different from the version that was crash tested, it reserves the right to modify or revoke its acceptance.
- You will be expected to supply potential users with sufficient information on design and installation requirements to ensure optimal performance.
- You will be expected to certify to users that the hardware furnished has essentially the same chemistry, mechanical properties, and geometry as the design that was crash tested.
- To prevent misunderstanding by others, this letter of acceptance, designated as number B-130 shall not be reproduced except in full. This letter, and the test documentation upon which this letter is based, is public information. All such letters and documentation may be reviewed at our office upon request.
- The TraFFix Water Wall is assumed to be a proprietary product. The use of proprietary hardware in a work zone on Federal-aid projects is generally of a temporary nature. These features are usually *selected by the contractor* for use as needed and removed upon completion of the project. Under such conditions they can be presumed to meet requirement (a) given below for the use of proprietary products on Federal-aid projects. On the other hand, if proprietary devices are *specified by a highway agency* for use on Federal-aid projects, except exempt, non-NHS projects, they: (a) must be supplied through competitive bidding with equally suitable unpatented items; (b) the highway agency must certify that they are essential for synchronization with existing highway facilities or that no equally suitable alternative exists or; (c) they must be used for research or for a distinctive type of construction on relatively short sections of road for experimental purposes. Our regulations concerning proprietary products are contained in Title 23, Code of Federal Regulations, Section 635.411.

Sincerely yours,

(original signed by John R. Baxter)

John R. Baxter, P.E.  
Director, Office of Safety Design  
Office of Safety

2 Enclosures



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MEMORANDUM

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P.O. Box 4100 ♦ FRISCO, COLORADO 80443

**TO: MAYOR AND TOWN COUNCIL**

**FROM: NANCY KERRY, TOWN MANAGER**

**RE: AN ORDINANCE AMENDING THE 2020 ANNUAL BUDGET**

**DATE: JULY 14, 2020**

**Summary and Background:** On March 11, 2020, the World Health Organization (“WHO”) declared Coronavirus-19 (“COVID-19”) a pandemic effecting the entire globe. Since that time, the virus has wreaked havoc on local communities across the country, buckling the health care system and bringing the U.S. economy to a halt. The Town of Frisco has not been immune to this crisis and its dependency on visitor spending has become more evident than ever. Early estimates project losses of annual revenue between 25% and 50%, or between \$3M and \$6.7M. While we cannot predict the economic future with any certainty, we do know that the Town’s revenues are down sharply and that the recovery period is likely to continue through the current year and into the upcoming year. Therefore, there are no revisions to budgeted revenues at this time.

At the beginning of the crisis, the Town took steps to establish relief programs to aid businesses and individuals within the Town in dealing with the extreme economic impacts that resulted from the public health regulations. Most recently, the Town has begun investing in recovery efforts by converting its Main Street to a pedestrian mall and establishing programs to encourage local lodging and shopping.

Additionally, throughout this time, the Town has continued evaluating its current financial position and has identified areas where savings can be realized. With the help of the Capital Projects and Finance Subcommittee, staff reviewed and identified significant savings through deferred capital projects (\$4.7M that would recapture a majority of projected losses.

State Statute 29-1-109 Budget Law and the Town’s Home Rule Charter require a budget amendment for supplemental appropriations. The law defines three bases for budget amendments: the receipt of unanticipated revenues, budgetary transfers and a downward revision of the original appropriation. Ordinance 20-\_\_ reflects necessary 2020 budget revisions, as we know them at this time, by adding new appropriations, revising existing appropriations and authorizing a fund to fund transfer.



**Analysis:** As discussed in previous meetings throughout this pandemic, sales taxes, which are collected by local retailers, are a derivative of a thriving economy; this source of revenue comprises 63% of General Fund revenues. Likewise, the Town's tubing hill generates approximately \$1.8M for this fund. Both of these sources are highly dependent upon a robust and thriving economy. With the Governor and Public Health officials ordering the immediate closure of all non-essential businesses, the Town's bustling economy came to a sudden and unexpected halt, which has resulted in the Town losing a significant portion of its annual revenues. However, recognizing that our businesses are critical to the Town's operations, Town Council took the following actions in order to be able to aid businesses and residents whose activities have been severely impacted by the CO-VID 19 virus crisis:

- Approved Emergency Ordinance 20-13 on March 31, 2020, providing for the temporary suspension of the disposable bag fee program to promote health and the suppression of the virus;
- Approved Resolution 20-11 on April 7, 2020, establishing economic relief programs in the form of a Business Assistance Program in the amount of \$500,000 and a Residential Assistance Program in the amount of \$250,000.
- Approved Ordinance 20-11 on April 14, 2020, deferring payment of all water service and usage fees owed to the Town for service between January 2, 2020 and March 31, 2020, allowing customers to defer payment without penalty or interest until July 1, 2020.
- Approved Ordinance 20-12 on April 14, 2020, waiving all penalties and interest on sales taxes owed to the Town for the month of March and April of 2020 until July 1, 2020.
- Amended Resolution 20-11 on April 28, 2020, to provide an additional \$75,000 to economic relief programs previously established, \$5,000 for the Business Assistance Program and the remaining \$70,000 to be used for costs associated with establishing the Frisco Main Street Promenade and sanitizing costs incurred as a result of the virus.
- Approved a shop local promotional campaign – Love Frisco, Shop Frisco – on May 28, 2020 in the amount of \$100,000 to stimulate spending in Frisco.
- Approved an additional amount of \$25,000 to the shop local promotional campaign to include lodging properties – Love Frisco, Stay Frisco – on June 1, 2020.
- Approved deferral of \$4.7 M of non-essential 2020 capital projects on June 1, 2020, recommended by the Town Council Capital Projects and Finance sub-committee and staff. Council approved this amount to be transferred from the Capital Improvement Fund to the General Fund.

**Financial Impact:** Listed below are the known adjustments, by fund, to the 2020 budget, based upon the earlier actions taken by Town Council.

**General Fund:** Staff previously presented three budget scenarios to Town Council, all three of which result in a negative balance between revenues and expenditures at the end of the year. This budget gap, however, is resolved in each scenario through the deferral of capital projects (\$4.7M), transferring that deferred amount to the General Fund, through the elimination of the



transfer from the General Fund to the Capital Improvement Fund (\$893,000) and through the surplus fund balance (\$1.6M) from 2019. Those budget scenarios are attached to this report for your review.

#### **General Fund Adjustments**

Eliminate transfer to Capital Improvement Fund	\$ 893,347
Additional fund balance from 2019	\$1,600,000
Transfer in from Capital Improvement Fund	\$4,700,000
Reduce operating expenditures department-wide	<u>\$ 400,000</u>
Addition to amounts available for operations	\$7,593,347
Business Assistance Program	\$ 505,000
Pedestrian Promenade	\$ 70,000
Shop Frisco/Stay Frisco	\$ 125,000
Additional cleaning-town facilities	<u>\$ 65,000</u>
Increases to expenditures	\$ 765,000
Net change to GF available resources	\$6,828,347

Staff's projections at this time indicate there are sufficient funds available to navigate this year, even if the Town were to experience a 50% loss of revenue. These adjustments to the 2020 General Fund budget would allow the Town to enter 2021 with a stable fund balance.

#### **Capital Improvement Fund Adjustments**

Town Council Capital Projects and Finance sub-committee and staff identified \$4.7M non-essential capital projects that will be deferred to a future year. Town Council directed staff to transfer this amount to the General Fund to offset potential losses of revenue. Additionally, the budgeted transfer of \$893,347 from the General Fund to the Capital Improvement Fund will not occur in 2020. This fund had a surplus fund balance of \$650,000 at the beginning of 2020; it is anticipated the fund balance in this fund will be relatively unchanged from original budget at year end.

#### **Water Fund Adjustments**

The Town's subcommittee and staff reviewed the capital projects in this fund; demolition and abandonment of wells was identified as non-essential and will not be completed in 2020, in the amount of \$150,000.

#### **SCHA 5A Fund Adjustments**

The 2020 budget authorized \$2.4M for capital projects to be expended from this fund in 2020. One of Council's remedies to provide economic relief was a Residential Assistance Program and it was determined this source of funding is appropriate to meet this need. This resolution directs \$387,500 be reallocated from the original \$2.4 to this program.





**Marina Fund**

The 2020 budget authorized a placeholder of \$1M for further improvements at the Marina. With the unknown economic impacts, staff recommended deferring all non-essential projects to a future date. Some projects were already in progress at the beginning of the pandemic and will be continued as planned; however, \$528,544 will be deferred.

**Staff Recommendation:** The Town Manager recommends adoption of Ordinance No. 20-\_\_, authorizing revising certain appropriations, appropriating additional sums of money and authorizing a transfer from the Capital Fund to the General Fund in order to offset anticipated losses of revenues brought about by the 2020 health pandemic.

**Attachments:**

Draft Ordinance

**TOWN OF FRISCO  
COUNTY OF SUMMIT  
STATE OF COLORADO  
ORDINANCE 20-XX**

AN ORDINANCE AMENDING THE 2020 ANNUAL BUDGET BY REVISING CERTAIN APPROPRIATIONS, APPROPRIATING ADDITIONAL SUMS OF MONEY AND AUTHORIZING A TRANSFER FROM THE CAPITAL FUND TO THE GENERAL FUND TO OFFSET ANTICIPATED LOSSES OF REVENUES BROUGHT ABOUT BY THE 2020 HEALTH PANDEMIC

WHEREAS, on March 11, 2020, the World Health Organization has declared the coronavirus (COVID-19) to be a worldwide pandemic; and

WHEREAS, on March 20, 2020, the Governor of the State of Colorado declared a statewide state of emergency in response to coronavirus (COVID-19); and

WHEREAS, on March 14, 2020, the President of the United States declared a national emergency in response to the coronavirus (COVID-19); and

WHEREAS, on March 26, 2020, the Frisco Town Council declared a public health emergency in the Town of Frisco; and

WHEREAS, the Town Council finds that the public health regulations that have been necessary to fight the pandemic have caused the sudden cessation, or near cessation, of most business activities within the Town to the great hardship of many residents, business owners and individuals employed within Frisco; and

WHEREAS, on April 7, 2020, the Town Council approved Resolution 20-11 authorizing \$787,500 to establish economic relief programs to aid businesses (\$500,000) and individuals (\$287,500) within the Town in dealing with the extreme economic impacts that have resulted from the public health regulations; and

WHEREAS, on April 28, 2020, the Town Council amended Resolution 20-11, allocating an additional \$75,000 to the economic relief program for businesses; and

WHEREAS, on May 26, 2020, the Town Council approved Resolution 20-18, redirecting unexpended funds in the amount of \$70,000 previously authorized for business assistance programs to expenditures related to Main Street and public right-of-way closure and to the procurement of face coverings, hand sanitizers and similar personal and public safety devices for provision to Frisco businesses, free of charge, for use in accommodating the re-opening of business within the Town; and

WHEREAS, on June 1, 2020, the Town Council approved deferral of 2020 capital projects in the amount of \$4,725,500 and authorized transfer of \$4,700,000 from the Capital Improvement Fund to the General Fund; and

WHEREAS, on June 1, 2020, the Town Council approved the amount of \$100,000 to establish a shop local program in order to invest in the local business community to help overcome the economic crisis caused by the pandemic; and

WHEREAS, on June 12, 2020, the Town Council approved an additional amount of \$25,000 to include lodging establishments (inns, motels, hotels) in the shop local program, in order to invest in the local lodging community to help overcome the economic crisis caused by the pandemic; and

WHEREAS, in order to offset anticipated losses of revenues brought about by the 2020 health pandemic and to provide the economic relief programs named above, the Town of Frisco, Colorado wishes to make the following revisions to the General Fund, the Capital Improvement Fund, the Water Fund, the SCHA 5A Fund and the Marina Fund.

NOW, THEREFORE, BE IT ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF FRISCO, COLORADO THAT:

Section 1. General Fund

- (a) Council approves the following supplemental appropriations to the General Fund to establish economic relief programs:

	<u>Original Budget</u>	<u>Amended Budget</u>
Business Assistance Program	\$0	\$505,000
Pedestrian Promenade	\$0	\$ 70,000
Shop Frisco/Stay Frisco Program	\$0	\$125,000

- (b) Council approves the following supplemental appropriation to various General Fund accounts for additional costs associated with cleaning Town facilities:

	<u>Original Budget</u>	<u>Amended Budget</u>
Additional costs for cleaning facilities and equipment	\$0	\$65,000

- (c) Council authorizes a transfer to the General Fund from the Capital Improvement Fund in the approximate amount of Capital Projects deferred for 2020:

	<u>Original Budget</u>	<u>Amended Budget</u>
Transfer <b>from</b> Capital Improvement Fund	\$0	\$4,700,000

- (d) Council gives authorization to forego budgeted transfer to the Capital Improvement Fund from the General Fund as shown below:

	<u>Original Budget</u>	<u>Amended Budget</u>
Transfer to Capital Improvement Fund	\$893,347	\$0

Section 2. Capital Improvement Fund

- (a) Council gives authorization to defer/postpone 2020 budgeted capital projects as shown below:

	<u>Original Budget</u>	<u>Amended Budget</u>
Capital projects	\$7,769,590	\$3,044,090

- (b) Council authorizes a transfer **to** the General Fund from the Capital Improvement Fund as shown below:

	<u>Original Budget</u>	<u>Amended Budget</u>
Transfer <b>to</b> General Fund	\$0	\$4,700,000

Section 3. Water Fund

(a) Council gives authorization to defer/postpone 2020 budgeted capital projects as shown below:

	<b><u>Original Budget</u></b>	<b><u>Amended Budget</u></b>
Capital Projects	\$1,232,000	\$1,082,000

Section 4. SCHA 5A Fund

(a) Council approves supplemental appropriations to the SCHA 5A Fund to establish economic relief programs as follows:

	<b><u>Original Budget</u></b>	<b><u>Amended Budget</u></b>
Residential Assistance Program	\$0	\$250,000
Administration-Residential Assistance Program	\$0	\$ 37,500
Capital Projects	\$2,400,000	\$2,112,500

Section 5. Marina Fund

(a) Council gives authorization to defer/postpone 2020 budgeted capital projects as shown below:

	<b><u>Original Budget</u></b>	<b><u>Amended Budget</u></b>
Capital projects	\$1,000,000	\$496,446

INTRODUCED, READ AND ORDERED PUBLISHED AND POSTED ON ITS FIRST  
READING THIS \_\_\_\_ DAY OF JULY, 2020

TOWN OF FRISCO:

\_\_\_\_\_  
Hunter Mortensen,  
Mayor

ATTEST:

\_\_\_\_\_  
Deborah Wohlmuth, CMC,  
Town Clerk