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**5PM March 31, 2020 Special Town Council Meeting
Tue, Mar 31, 2020 5:00 PM - 10:00 PM (MDT)**

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**RECORD OF PROCEEDINGS
SPECIAL MEETING AGENDA OF THE
TOWN COUNCIL OF THE TOWN OF FRISCO
MARCH 31, 2020
5:00PM**

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

Call to Order:

Gary Wilkinson, Mayor

Roll Call:

Gary Wilkinson, Jessica Burley, Daniel Fallon, Rick Ihnken, Hunter Mortensen, Deborah Shaner, 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:

New Business:

Agenda Item #1: Emergency Ordinance 20-12, an Emergency Ordinance of the Town of Frisco, Colorado, providing for the Deferral of the Payment to the Town of Sales Taxes Collected by Retailers, declaring an Emergency; and Providing for the Immediate Effective Date of this Ordinance STAFF: NANCY KERRY 1) MAYOR OPENS PUBLIC HEARING 2) STAFF REPORT 3) PUBLIC COMMENTS 4) MAYOR CLOSSES PUBLIC HEARING 5) COUNCIL DISCUSSION 6) MOTION MADE 7) MOTION SECONDED 8) DISCUSSION ON MOTION 9) QUESTION CALLED

Agenda Item #2: Emergency Ordinance 20-11, an Emergency Ordinance of the Town of Frisco, Colorado, providing for the Deferral of the Payment to the Town of Fees for Water Service, declaring an Emergency; and Providing for the Immediate Effective Date of this Ordinance STAFF: NANCY KERRY 1) MAYOR OPENS PUBLIC HEARING 2) STAFF REPORT 3) PUBLIC COMMENTS 4) MAYOR CLOSSES PUBLIC HEARING 5) COUNCIL DISCUSSION 6) MOTION MADE 7) MOTION SECONDED 8) DISCUSSION ON MOTION 9) QUESTION CALLED

Agenda Item #3: Emergency Ordinance 20-13, an Emergency Ordinance of the Town of Frisco, Colorado, providing for the Suspension of the Disposable Bag Fee in the Interest of Public Health, declaring an Emergency; and Providing for the Immediate Effective Date of this Ordinance STAFF: NANCY KERRY 1) MAYOR OPENS PUBLIC HEARING 2) STAFF REPORT 3) PUBLIC COMMENTS 4) MAYOR CLOSSES PUBLIC HEARING 5) COUNCIL DISCUSSION 6) MOTION MADE 7) MOTION SECONDED 8) DISCUSSION ON MOTION 9) QUESTION CALLED

Agenda Item #4: General Discussion/Action on COVID -19 Response STAFF: NANCY KERRY 1) MAYOR OPENS PUBLIC HEARING 2) STAFF REPORT 3) PUBLIC COMMENTS 4) MAYOR CLOSSES PUBLIC HEARING 5) COUNCIL DISCUSSION 6) MOTION MADE 7) MOTION SECONDED 8) DISCUSSION ON MOTION 9) QUESTION CALLED

Adjourn:



MEMORANDUM

P.O. BOX 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL

FROM: NANCY KERRY, TOWN MANAGER

RE: CORONAVIRUS-19 STRATEGIC RESPONSE PLAN IN SUPPORT OF LOCAL BUSINESSES AND COMMUNITY MEMBERS; CONSIDERATION OF ADOPTION OF EMERGENCY ORDINANCES TO (1) DEFER REMITTANCE OF SALES TAX, (2) DEFER REMITTANCE OF WATER UTILITY PAYMENTS, AND (3) DEFER COLLECTION AND REMITTANCE OF DISPOSABLE USE BAG FEES; IN ADDITION, (4) TOWN OF FRISCO ECONOMIC RELIEF ASSISTANCE (BUSINESSES, RESIDENTS, AND NON-PROFITS), (5) REPORT OF CAPITAL IMPROVEMENT PROJECTS FOR INFRASTRUCTURE INVESTMENT, AND (6) REPORT OF 2020 COMMUNITY EVENTS

DATE: MARCH 31, 2020

Summary and Background:

This report is presented to the Town Council for consideration of actions to provide economic support and relief to community members and the Town's small business owners in response to the COVID-19 global pandemic and the reverberating economic aftershocks.

On March 5, 2020, the Colorado Department of Public Health and Environment (CDPHE) public health laboratory confirmed the first presumptive positive COVID-19 test result in Colorado.

On March 11, 2020, the World Health Organization ("WHO") declared Coronavirus-19 ("COVID19") a pandemic effecting the entire globe.

On March 11, 2020, with the number of cases escalating, Colorado Governor Polis issued an Executive Order (D 2020 003) declaring a statewide emergency.

On March 12, 2020, Summit County and Towns within the County agreed to suspend all gatherings and events throughout the County with 50 or more expected attendees, through April 30, 2020.

On March 13, 2020, Frisco Town Manager directed all non-essential staff to work from home in accordance with Summit County's and Governor Polis's Public Health and Executive Orders and suspended all operations at the Frisco Adventure Park, History Museum, and Visitor's Center.

On March 14, 2020, the President of the United States declared a national emergency due to the continuing spread of COVID-19.

On March 16, 2020, Summit County Public Health Director, Amy Wineland issued a Public Health Order directing social distancing standards limiting contact with others and significant limitations on business operations in the County.

On March 16, 2020, the Frisco Town Council held a (virtual) Special Meeting and adopted Ordinance 20-10 Declaring a Public Health Emergency in the Town of Frisco.

On March 18, 2020, the Town of Frisco held a (virtual) meeting with local businesses owners to share and gather information relating to impacts from the pandemic.

On March 20, 2020, the Frisco Town Council held a (virtual) Special Meeting to discuss the growing pandemic and its resulting health, societal, and economic impacts and requested staff bring forward more information regarding projected sales tax losses.

On March 22, 2020, Colorado Governor Jared Polis issued Executive Order 2020-24 directing all employers to keep a minimum of 50% of their workforce at home.

On March 24, 2020, the Town Council held a (virtual) regular meeting and reviewed rough financial estimates should the Town receive limited or no sales tax revenues and were provided information as to the Town's reserves and capital improvement projects that could be delayed should the economic crisis deepen.

At the March 24, 2020 meeting, the Town Council directed staff to return with ordinances to consider (1) a deferral of the remittance of sales tax revenues and (2) a deferral of the remittance of water utility payments.

The Town Council also asked staff to provide guidance to consider financial assistance for local businesses and re-evaluate capital improvement projects from an economic stimulus perspective. The Town Council also asked for information related to the Town's planned 2020 community events in terms of go/no-go dates.

Following the March 24, 2020 Town Council meeting, Governor Polis encouraged Towns and communities who have a disposable bag fee to consider deferring the collection of those fees during the pandemic crisis.

On March 24, 2020 and March 27, 2020, the Town of Frisco held additional (virtual) meetings with local business owners to share information related to federal and state financial (stimulus) assistance and gather information from local business owners regarding the types of financial assistance most helpful to them from the Town of Frisco during the crisis.

On March 25, 2020, Colorado Governor Jared Polis requested the President of the United States declare a Major Disaster for the State of Colorado (and on March 28, 2020 the President approved the request declaring the State of Colorado a Major Disaster, which opens up access to federal funding and programs for Colorado and its residents).

On March 26, 2020, Governor Polis issued Executive Order 2020-017 ordering Coloradans to "stay at home whenever possible due to the presence of Coronavirus-19" with exceptions for "critical workers" and going out for food and necessities.

On March 27, 2020, Congress approved and the President of the United States signed into law, the Coronavirus Air, Relief, and Economic Security Act (CARES Act) (aka "COVID-19 Stimulus Package") providing approximately \$2.3 *trillion* dollars in economic and health care relief funding. Included in the CARES Act is approximately \$2.2 *billion* for the State of Colorado, of which 45% is decided to cities with a population of 500,000 or more (City of Denver). Colorado municipal agencies will be able to seek financial assistance directly to the State of Colorado, and its various departments, and federal agencies including FEMA.

This report is prepared and presented to the Town Council to address a local response resulting from the aforementioned actions pertaining to the global COVID-19 pandemic.

Analysis:

COVID Sales Tax Projected Impacts

During the March 24, 2020 Town Council meeting, the Council requested staff conduct additional analysis regarding the potential loss revenues, which are noted in the table on the right. Staff projected losses incurred by local businesses and lodging properties between 50% for grocery stores in March to 100% of lodging revenues in April. The overall loss between March and April of tax revenues is approximately \$1.1M, which does not include Tubing Hill losses. The Town Council was informed at the last Council meeting, the loss of revenue from closing Frisco Adventure Park might exceed \$300,000.

Obviously, these figures are estimates based on the projected losses from businesses. While grocery stores remain open, they are only open to essential foods, most of which are not taxed. Restaurants are open for take-out and delivery and have anecdotally reported severe losses. Most retail stores have been deemed, 'nonessential' by Public Health Officials and therefore closed to the public.

Business Impacts

Although the chart indicates the Town's projected losses, these losses correlate to a projected reduction in the Town's economic activity. Using similar projections, the Town's economic activity for the months of March and April could be reduced by \$25M+ in gross sales or more. These projections **do not consider** how long the crisis might last beyond April, nor how long the economy will need to recover.

Economic Relief: ChooseColorado.com, CARES Act and ChooseFrisco.com

Governor Polis established an Interagency Community and Economic Team and various subcommittees to develop creative and innovative solutions for economic assistance. Businesses can access information through ChooseColorado.com to obtain bridge loans, emergency relief grants, and long-term financial assistance for businesses and non-profits.

Additionally, as noted above, on March 27, 2020, Congress passed a \$2.3 trillion dollar economic stimulus packaged titled the Coronavirus Air, Relief, and Economic Security Act (CARES Act). The stimulus package provides a wide range of economic assistance to address the health care crisis and economic relief for businesses.

To assist to our local community members who may need help navigating and understanding the often-complex bureaucracy of federal and state agencies, the Town of Frisco established a Strategic Economic Response Team (SERT) and has re-purposed four employees who volunteered to help provide direct assistance to our local community members. Together, SERT and the Town's Communication and marketing team members have launched an easy to understand webpage of federal and state assistance resources for businesses, and residents/employees: www.ChooseFrisco.com.

Town of Frisco					
Analysis of Potential Losses March and April 2020 (COVID-19)					
Major Categories					
2019	2020	2019	2020	Losses	
Grocery-20% of TOF Annual Sales Tax - Projecting Losses of 50-70%					
March '19 Actual	March 2020 Proj Loss	April '19 Actual	April 2020 Proj Loss		
\$201,316	-\$100,658	\$136,680	-\$95,676	-\$196,334	
Retail-22% of TOF Annual Sales Tax - Projecting Losses of 60-80%					
March '19 Actual	March 2020 Proj Loss	April '19 Actual	April 2020 Proj Loss		
\$177,960	-\$106,776	\$123,388	-\$98,710	-\$205,486	
Restaurants-17% of TOF Annual Sales Tax - Projecting Losses of 60-80%					
March '19 Actual	March 2020 Proj Loss	April '19 Actual	April 2020 Proj Loss		
\$180,804	-\$108,482	\$97,559	-\$78,047	-\$186,530	
Other Sales ~40% of TOF Annual Sales Tax - Projecting Losses of 75-90%					
March '19 Actual	March 2020 Proj Loss	April '19 Actual	April 2020 Proj Loss		
\$442,373	-\$265,424	\$251,354	-\$201,083	-\$466,507	
Total All Categories					
\$1,002,453	-\$581,340	\$608,981	-\$473,517	-\$1,054,857	
Lodging Taxes - Projecting Losses of 80 - 100%					
March '19 Actual	March 2020 Proj Loss	April '19 Actual	April 2020 Proj Loss		
\$135,967	-\$108,773.60	\$19,945	-\$19,945	-\$128,719	
					-\$1,183,576

Town of Frisco Economic Response Options

(1) Sales Tax Deferral

As requested by the Town Council, attached for consideration is an “Emergency Ordinance of the Town of Frisco, Colorado, Providing for the Deferral of the Payment to the Town of Sales Taxes Collected By Retailers, Declaring an Emergency” (Ordinance 20-12). The ordinance as drafted offers for the Town Council’s consideration the deferral of payment of the Town’s sales taxes collected between March 1 and April 30, and payable on April 20, 2020 and May 20, 2020. The Ordinance could be amended to defer the remittance of sales taxes collected in one or both of March and April, or any other month. Adoption of the Ordinance would be effective immediately.

Financial impact: As noted in the chart on the previous page, staff estimated the Town’s sales tax revenue losses to exceed \$1M as a result of COVID-19 due to the unprecedented and swift closure of our local businesses. Deferring the remaining sales tax has been noted by local businesses as a ‘negligible (although helpful) benefit’ given their substantial sales losses.

(2) Water Utility Payment Deferral

Also requested by the Town Council, attached for consideration is an “An Emergency Ordinance of the Town Of Frisco, Colorado, Providing for the Deferral of the Payment to the Town of Fees for Water Service” (Ordinance 20-11). The ordinance as drafted offers for the Town Council’s consideration the deferral of payment of all water service and usage fees owed to the Town for service between January 1, 2020 and March 31, 2020, allowing customers (both residential and businesses) to defer payment without penalty or interest to a **date to be set by the Council**.

Financial impact: Water fees assessed and collected for the first quarter of 2019, were \$209,548. However, those fees did not include the amended rate structure as approved by the Town Council in November of 2019. Noted during the March 24, 2020, there is a healthy reserve in the Water Fund in excess of \$3M. Therefore, should the Town Council choose to defer water fees for the first quarter of 2020 (due April 1, 2020), the fund balance is sufficient to sustain services.

(3) Disposable Bag Fee

During Governor Polis’s press conference of March 25, 2020 issuing the state’s “Stay at Home” Executive Order, the Governor also “encouraged” Colorado cities and counties to waive plastic bag fees, encouraging people to use disposable plastic bags to prevent the possible spread of COVID-19. The Governor’s comments created some confusion in the community resulting a number of questions from the public as to the Town’s disposable bag fee.

Attached for the Town Council’s consideration is an ordinance “Providing for the Suspension of the Disposable Bag Fee in the Interest of Public Health,” the suspension of which would be effective on a **date to be set by the Council** and continue until a date certain or until the Mayor may declare the emergency has passed.

Financial impact: The disposable bag fee for the Town of Frisco was effective on January 1, 2020 therefore revenues were conservatively estimated at \$15,000 for 2020.

(4) Economic Relief Assistance (Businesses, Residents and Non-Profits), – Discussion

(a) Business Assistance

During the Town Council's March 24, 2020 meeting, the Council discussed consideration for business assistance and sought feedback from the local business community. The Town has held a four virtual meetings with local businesses. Responses for financial assistance indicated a far greater need than the Town has in available resources, which is logical given the local economy has likely suffered losses exceeding \$25M in the past few weeks. The CARES Act will provide SBA loans, which convert to grants, for businesses to cover their payroll costs for eight (8) weeks provided the business retains their workforce. Although the stimulus package of assistance will help most businesses, those funds may take weeks to obtain.

In the meantime, four employees in the Town's newly established Strategic Economic Response Team (SERT) are assisting local businesses by facilitating access to federal and state funds. There are a number of continually evolving and expanding programs at the state and federal level which may assist businesses. The Town's primary role in this will be to serve as an information clearing-house to assist business owners and residents in clarifying information regarding the various programs available for economic relief.

Local businesses have indicated assisting with their rent would be very helpful. The Towns of Breckenridge and Silverthorne are proposing rental assistance programs for businesses similar to what is proposed below for the Town Council's consideration:

Financial assistance for local Frisco businesses with priority to:

1. Businesses impacted by Public Health Orders severely limiting their business operations, including those required to close operations to on-site retail shopping or public consumption of goods and services
2. Located in the Town of Frisco retail and commercial zones (non-residential)
3. Locally owned ("locally" defined as resident of Summit County)
4. Between three (3) and 25 employees on payroll immediately prior to crisis
5. Established businesses in operation on or before January 1, 2019
6. Not affiliated with a corporation or "chain" retailer (e.g.: Starbucks)

Financial assistance defined as:

- Grants not to exceed \$ _____ or one-month's rent, whichever is less
- One grant per business owner/business partners regardless of number of businesses owned
- Landlord must agree to match the Town's contribution
- Funds paid directly to landlord
- Business Owner must apply for SBA emergency relief grant (\$10,000)
- Business Owner cannot be a full or partial owner of the property on which the business is located
- Excludes all owners and managers of lodging properties including short-term rentals

Financial impact: It is the Town Council's discretion as to the amount allocated for this program. \$500,000 at \$5,000 per grant, would assist 100 local businesses.

(4) Continued Economic Relief Assistance– Discussion

(b) Residents / Community members

The Town's residents have also been severely impacted by the public health orders, including loss of employment. There are several existing and emerging programs that may be utilized to support local residents and workers.

Unemployment (Federal and State)

The CARES Act will provide up to \$600 per week (for eight weeks) to persons who have lost their employment due to the COVID-19 crisis, which will be in addition to state unemployment.

Family Intercultural Resource Center (FIRC)

FIRC is the local non-profit with established programs to support a wide range of community members in need for food and shelter. FIRC has operated a Foodbank and a thrift store for a number of years. Unfortunately, the thrift store, which is a primary source of revenue for FIRC, has been closed due to the public health orders. At the same time, FIRC has reported an unprecedented increase in the number of community members seeking food and rental assistance.

Rental Assistance programs

FIRC has administered a rental assistance program for several years, providing a maximum of \$1,000 to any individual or household (funds are paid directly to the landlord). At its May 24, 2020 meeting, the Breckenridge Town Council committed to provide \$500,000 to FIRC to supplement their existing programs (allowing fifteen percent (15%) to support FIRC administration) with the caveat the funds are used for those who are (or were) employed by a business in the Town of Breckenridge. If the Frisco Town Council is inclined to offer similar assistance to Town residents and employees of Frisco businesses, staff recommends utilizing FIRC's established program for efficiency and expediency.

Other Rental Assistance programs

The Summit Combined Housing Authority (SCHA) is investigating various options for rental assistance through the Colorado Division of Housing (DOH) and Department of Local Affairs (DOLA) to provide direct financial assistance to renters in the community.

Financial impact: The Town recently provided \$10,000 to FIRC in emergency assistance from its General Fund. If the Town Council directs additional funding to FIRC, it is recommended the Council utilize 5A Housing Funds, up to a maximum of \$250,000 to assist 250 residents of Frisco in the following manner:

- A maximum of \$1,000 in rental assistance to Town of Frisco residents who recently lost their employment due to COVID-19 pandemic
- The amount of assistance cannot be greater than one-month's rent (or partial rent if recipient shares the monthly rent with other roommates, tenants, or partners)
- Resident must show proof of applying for the federal and state unemployment benefits
- Provide copy of rental agreement to FIRC and meet all of FIRC's guidelines

The Town Council may also wish to provide funding to FIRC for administrative expenses and require FIRC to apply for Colorado's New COVID Relief Fund authorizing up to \$25,000 to non-profit organizations each two-week period of the crisis.

(4) Continued Economic Relief Assistance– Discussion

(c) Local Non-Profits

The Town's 2020 budget included \$230,000 allocated for discretionary funds, most of which has been expended to the non-profit organizations. In light of COVID19, Council may receive additional requests from local non-profits to help support their operations and commitments to the community. Summit County Preschool recently submitted a request for financial assistance requesting between \$40,000 and \$80,000.

The Town of Frisco's discretionary funds are divided into two categories

- Summit County Common Application for Grant Funding process. A total of \$80,000 was budgeted although actual funding totaled \$69,400, leaving \$9,100 available.
- Specific Program Grants. A total of \$150,000 was budgeted for entities providing important health, welfare, and community services. Grants were dispersed in January, leaving \$10,600 available. However, please note, HC3 was specifically budgeted in the amount of \$35,900 for Energy Smart (\$20,900) and Resource Wise (\$15,000). However, HC3 has notified the Town their request was for \$36,800 (an additional \$900). Absent Council direction otherwise, the Town Manager will forward the \$900 to HC3.
- Therefore, approximately \$19,000 remains available to local non-profits from the Town's discretionary funds account should the Council wish to do so, in addition to other funds the Council may wish to consider.

(5) Capital Improvement Projects for Infrastructure Investment

During the Town Council's March 24, 2020 Council meeting, staff provided a list of capital projects scheduled for 2020 and proposed a list of projects to be delayed in order to retain financial resources during the crisis. Town Council asked for additional analysis from the perspective of continuing projects to help stimulate the economy during recovery period.

Attached to this report is the detailed analysis of the Capital Improvement Projects for 2020, identifying projects to continue or deferred during this initial phase of the crisis.

Financial impact: Given the largest capital expense budgeted in 2020 was for property acquisition, delaying projects in that category will provide \$2.5M in available funding for other priorities.

(6) Community Events Report

During the Town Council's March 24, 2020 Council meeting, a Councilmember asked for information and analysis regarding the Towns substantial list of events for 2020 and in particular, what are the go/no-go dates for continuing the events given all public health order direct social distancing and the discontinuance of events.

Attached is a detailed report from the Communications and Marketing Department addressing Council's questions and concerns.

Notably, it is community events that helped to spur economic recovery after the Great Recession and are often considered vital to promoting our iconic Town of Frisco.

Financial impact: Most events are not intended to generate revenue for the Town itself (as an entity), but rather for Town businesses.

Summary

Included in this report are a variety of options for the Town Council's consideration to provide community and local businesses support in the near term stemming from the economic impacts of the global pandemic. Staff is also providing support through our newly established Strategic Economic Response Team to help both residents and businesses owners navigate federal and state resources.

Staff Recommendation:

- (1) Sales Tax: Should the Town Council choose to adopt the "Emergency Ordinance of the Town of Frisco, Colorado, Providing for the Deferral of the Payment to the Town of Sales Taxes Collected By Retailers, Declaring An Emergency", (Ordinance 20-12), **staff recommends the Council specify the months of deferment (April and /or May 2020).**
- (2) Water Fees: Should the Town Council choose to adopt the "An Emergency Ordinance of the Town Of Frisco, Colorado, Providing for the Deferral of the Payment to the Town of Fees for Water Service" (Ordinance 20-11), **staff recommends the Council specify the date to which the payments, penalties and interest are deferred (e.g.: 30, 60, or 90 days).**
- (3) Disposable Bag Fees: Should the Town Council choose to adopt the "An Emergency Ordinance of the Town Of Frisco, Colorado, Providing for the Suspension of the Disposable Bag Fee in the Interest of Public Health," (Ordinance 20-13) **staff recommends the Council specify the date the deferment is discontinued (e.g.: 30, 60, or 90 days).**
- (4) Economic Relief Assistance for Businesses, Residents, and Non-Profits: Should the Town Council elect to provide one or more of the options for economic relief, staff recommends the Council specify the following:
 - a. Business Assistance: terms and criteria for providing business assistance and the amount of funding to be allocated (e.g.: \$500,000 = \$5,000 for 100 businesses).
 - b. Resident/Community Member assistance: terms and criteria for providing assistance to residents as proposed through FIRC and the amount of funding to be allocated (e.g.: \$250,000 = \$1,000 for 250 residents, plus an amount for FIRC administrative costs).
 - c. Non-Profit Assistance: terms and criteria for providing assistance to non-profit organizations and the amount of funding to be allocated.

Staff will return with a resolution approving the terms, criteria, and budget amendments if so directed by Town Council.

Reviews and Approvals:

This report was written by Town Manager, Nancy Kerry together with assistance from Public Works Director Jeff Goble and Assistant Director Addison Canino, Community Development Director Don Reimer, Finance Director Bonnie Moinet, Communications Director Vanessa Agee, and Assistant Town Manager Diane McBride and all of our related staff team members.

Attachments:

- Attachment 1: Emergency Ordinance Deferring Remittance of Town Sales Tax (Ord 20-12)
- Attachment 2: Emergency Ordinance Deferring Remittance of Water Fees (Ord 20-11)
- Attachment 3: Emergency Ordinance Deferring Collection and Remittance of Disposable Bag Fees (Ord 20-13)
- Attachment 4: Sales Tax Revenue Projections (does not include Frisco Adventure Park)
- Attachment 5: Report / Capital Improvement Project List
- Attachment 6: Report / Community Events, Marketing and Public Relations

Attachment 1

Emergency Ordinance Deferring

Remittance of Town Sales Tax

**TOWN OF FRISCO
COUNTY OF SUMMIT
STATE OF COLORADO
EMERGENCY ORDINANCE 20-12**

AN EMERGENCY ORDINANCE OF THE TOWN OF FRISCO, COLORADO, PROVIDING FOR THE DEFERRAL OF THE PAYMENT TO THE TOWN OF SALES TAXES COLLECTED BY RETAILERS, DECLARING AN EMERGENCY; AND PROVIDING FOR THE IMMEDIATE EFFECTIVE DATE OF THIS ORDINANCE.

WHEREAS, on March 10, 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, the World Health Organization has declared the coronavirus (COVID-19) to be a worldwide pandemic; and

WHEREAS, the coronavirus (COVID-19) has been confirmed to exist in Summit County; and

WHEREAS, the Town Council is empowered by its home-rule authority and Section 31-15-401(1)(b), C.R.S., to do all acts and make all regulations which may be necessary or expedient for the promotion of health or the suppression of disease; and

WHEREAS, pursuant to Section 160-2.3.A. of the Code of Ordinances of the Town of Frisco, every retailer who collects sales tax shall file a return, whether or not tax is due, and remit any tax owed to the Town on or before the twentieth day following the end of the reporting period; and

WHEREAS, as a result of the sudden and unexpected cessation or near cessation of commercial activity that has resulted from COVID-19 pandemic, the Town Council finds and determines that the adoption of this ordinance and the temporary economic aid provided herein is necessary for the promotion of health and the suppression of disease, and to aid businesses in meeting obligations in the short-term while waiting for state and federal aid that is pending .

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

Section 1. Deferral of Payment of Sales Tax Collected. Notwithstanding any provision of Section 160-2.3.A. of the Code of Ordinances of the Town of Frisco, all sales taxes collected by a retailer after March 1, 2020 and owed to the Town on and as of April 20, 2020, and on and as of May 20, 2020, may be deferred, without penalty or interest, and paid to the Town on or before _____, 2020; provided, however, that any retailer who shall defer the payment of taxes to the Town pursuant to this ordinance shall nonetheless file a timely and complete sales tax return on or before April 20, 2020, and May 20, 2020, and shall set forth therein the respective amounts that would be paid to the Town but for the deferral provided herein.

Section 2. Police Power and Emergency Finding. The Town Council hereby declares that a public health emergency relating to the coronavirus (COVID-19) exists within the Town, and that the public health emergency is creating sudden economic hardship to which a response by this emergency ordinance is appropriate, in order to aid businesses in meeting short-term obligations while state and federal recovery aid is pending.

Section 3. Conflict with Other Laws: If any provision of this Ordinance conflicts with any provision of the Code of Ordinances of the Town of Frisco, or any provision of the Town's policies, this Ordinance shall control.

Section 4. Effective Date. This Ordinance shall take effect immediately upon adoption.

PASSED AND APPROVED THIS 31ST DAY OF MARCH, 2020.

TOWN OF FRISCO, COLORADO

Gary Wilkinson, Mayor

ATTEST:

Deborah Wohlmuth, CMC
Town Clerk

Attachment 2

Emergency Ordinance Deferring

Remittance of Water Fees

**TOWN OF FRISCO
COUNTY OF SUMMIT
STATE OF COLORADO
EMERGENCY ORDINANCE 20-11**

AN EMERGENCY ORDINANCE OF THE TOWN OF FRISCO, COLORADO, PROVIDING FOR THE DEFERRAL OF THE PAYMENT TO THE TOWN OF FEES FOR WATER SERVICE, DECLARING AN EMERGENCY; AND PROVIDING FOR THE IMMEDIATE EFFECTIVE DATE OF THIS ORDINANCE.

WHEREAS, on March 10, 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, the World Health Organization has declared the coronavirus (COVID-19) to be a worldwide pandemic; and

WHEREAS, the coronavirus (COVID-19) has been confirmed to exist in Summit County; and

WHEREAS, the Town Council is empowered by its home-rule authority and Section 31-15-401(1)(b), C.R.S., to do all acts and make all regulations which may be necessary or expedient for the promotion of health or the suppression of disease; and

WHEREAS, pursuant to Section 171-11.1.3. of the Code of Ordinances of the Town of Frisco, fees for water service from the Town's water system shall be paid to the Town quarterly; and

WHEREAS, as a result of the sudden and unexpected cessation or near cessation of commercial activity that has resulted from COVID-19 pandemic, the Town Council finds and determines that the adoption of this ordinance and the temporary economic aid provided herein is necessary for the promotion of health and the suppression of disease, and to aid individuals and businesses in meeting obligations in the short-term while waiting for state and federal aid that is pending.

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

Section 1. Deferral of Payment of Water Fees. Notwithstanding any provision of Section 171-11.1.3 of the Code of Ordinances of the Town of Frisco, all fees owed to the Town for water service between January 1, 2020 and March 31, 2020 may be deferred, without penalty or interest, and paid to the Town on or before _____, 2020.

Section 2. Police Power and Emergency Finding. The Town Council hereby declares that a public health emergency relating to the coronavirus (COVID-19) exists within the Town, and that the public health emergency is creating sudden economic hardship to which a response by this emergency ordinance is appropriate, in order to aid individuals and businesses in meeting short-term obligations while state and federal recovery aid is pending.

Section 3. Conflict with Other Laws: If any provision of this Ordinance conflicts with any provision of the Code of Ordinances of the Town of Frisco, or any provision of the Town's policies, this Ordinance shall control.

Section 4. Effective Date. This Ordinance shall take effect immediately upon adoption.

PASSED AND APPROVED THIS 31ST DAY OF MARCH, 2020.

TOWN OF FRISCO, COLORADO

Gary Wilkinson, Mayor

ATTEST:

Deborah Wohlmuth, CMC
Town Clerk

Attachment 3

Emergency Ordinance Deferring

Collection and Remittance of Disposable Bag Fees

**TOWN OF FRISCO
COUNTY OF SUMMIT
STATE OF COLORADO
EMERGENCY ORDINANCE 20-13**

AN EMERGENCY ORDINANCE OF THE TOWN OF FRISCO, COLORADO, PROVIDING FOR THE SUSPENSION OF THE DISPOSABLE BAG FEE IN THE INTEREST OF PUBLIC HEALTH, DECLARING AN EMERGENCY; AND PROVIDING FOR THE IMMEDIATE EFFECTIVE DATE OF THIS ORDINANCE.

WHEREAS, on March 10, 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, the World Health Organization has declared the coronavirus (COVID-19) to be a worldwide pandemic; and

WHEREAS, the coronavirus (COVID-19) has been confirmed to exist in Summit County; and

WHEREAS, the Town Council is empowered by its home-rule authority and Section 31-15-401(1)(b), C.R.S., to do all acts and make all regulations which may be necessary or expedient for the promotion of health or the suppression of disease; and

WHEREAS, Article II of Chapter 124 of the Code of Ordinances of the Town of Frisco establishes a disposable bag fee in order to promote waste reduction and sustainable practices; and

WHEREAS, in order to limit the risk that COVID-19 may be spread through the use of reusable bags, the Town Council finds and determines that the adoption of this ordinance and the temporary cessation of the disposable bag fee program provided for herein is necessary for the promotion of health and the suppression of disease.

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

Section 1. Each provision of Article II of Chapter 124 of the Code of Ordinances of the Town of Frisco, concerning a disposable bag fee, shall be suspended and shall be of no force or effect from the effective date of this Ordinance until _____, 2020, or until such date as the Mayor may declare that the public health emergency has passed pursuant to Section 5 of Town of Frisco Ordinance 20-07, whichever shall first occur.

Section 2. Police Power and Emergency Finding. The Town Council hereby declares that a public health emergency relating to the coronavirus (COVID-19) exists within the

Town, and that the public health emergency makes it necessary and appropriate to suspend the disposable bag fee program on an emergency basis as set forth herein.

Section 3. Conflict with Other Laws: If any provision of this Ordinance conflicts with any provision of the Code of Ordinances of the Town of Frisco, or any provision of the Town's policies, this Ordinance shall control.

Section 4. Effective Date. This Ordinance shall take effect immediately upon adoption.

PASSED AND APPROVED THIS 31ST DAY OF MARCH, 2020.

TOWN OF FRISCO, COLORADO

Gary Wilkinson, Mayor

ATTEST:

Deborah Wohlmuth, CMC
Town Clerk

Attachment 4

Sales Tax Revenue Projections

Does not include Frisco Adventure Park

Town of Frisco

Analysis of Potential Losses March and April 2020 (COVID-19)

Major Categories (Does not include Frisco Adventure Park)

2019	2020	2019	2020	Losses
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Grocery-20% of TOF Annual Sales Tax - Projecting Losses of 50-70%

March '19 Actual	March 2020 Proj Loss	April '19 Actual	April 2020 Proj Loss	
\$201,316	-\$100,658	\$136,680	-\$95,676	-\$196,334

Retail-22% of TOF Annual Sales Tax - - Projecting Losses of 60-80%

March '19 Actual	March 2020 Proj Loss	April '19 Actual	April 2020 Proj Loss	
\$177,960	-\$106,776	\$123,388	-\$98,710	-\$205,486

Restaurants-17% of TOF Annual Sales Tax - Projecting Losses of 60-80%

March '19 Actual	March 2020 Proj Loss	April '19 Actual	April 2020 Proj Loss	
\$180,804	-\$108,482	\$97,559	-\$78,047	-\$186,530

Other Sales ~40% of TOF Annual Sales Tax - Projecting Losses of 75-90%

March '19 Actual	March 2020 Proj Loss	April '19 Actual	April 2020 Proj Loss	
\$442,373	-\$265,424	\$251,354	-\$201,083	-\$466,507

Total All Categories

\$1,002,453	-\$581,340	\$608,981	-\$473,517	-\$1,054,857
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Lodging Taxes - Projecting Losses of 80 - 100%

March '19 Actual	March 2020 Proj Loss	April '19 Actual	April 2020 Proj Loss	
\$135,967	-\$108,773.60	\$19,945	-\$19,945	-\$128,719

-\$1,183,576

Attachment 5

Report

2020 Capital Improvement Projects

RESPONDING TO COVID-19
Capital Improvement Project List

Marina (90-9000-4444 – \$1,100,000)

Thus far, the projects that are scheduled to take place at the Marina are; Phase Two, which involves the new Marina operations building and redesigning the surrounding areas to make them more inviting to guests, and overall make the area easier to navigate. Extending the utilities to the new building area is an absolute must for future developments to take place. With the new building, and the possibility of new restrooms in the future, a new lift station is required as the older one cannot handle the projected capacity of the new and future facilities.

Two other projects which are currently going on would be the fuel system design and the fire suppression standpipe. Both are critical to operations and were intended to be incorporated in to the Big Dig and Phase 1, but the budget did not allow it at the time. Below, you will see what phase these projects are in, and their financial impact. It should be noted that design of the new operations building and landscaping has been done by two local firms; Stais Architecture & Interiors and Norris Design.

Public Works, Diane McBride and Tom Hogeman have discussed using the skills and knowledge that Public Works staff has in regards to civil construction, and have decided that using that skill set can eliminate some costs associated with civil work.

Phase Two

Currently in the final phase of design and ready to be put out to bid. Current predictions show a preliminary cost for all of the work being done at \$3,648,300 (numbers provided by Matt Stais). This work would include the infrastructure costs, operations building construction, remodel of the Lund House/Island Grill and remaining site improvements.

Fire Suppression Standpipe

The fire suppression standpipe is needed, by Fire Code, to allow fueling from the docks. FP2 Fire has been working on the design and are currently waiting for approval from Summit Fire. The Town entered into a contact with Johnson Controls to construct the system, and they are currently waiting on the final design, and are available to get started as soon as that has been approved. \$99,773 is Johnson Controls proposed price for the work to be completed.

Fuel System Upgrades

The fuel system has been designed by Galloway and the RFP is going to be put out some time in the near future. \$100,000 was budgeted for the fuel system upgrade. Public Works will be tasked with doing some of the preliminary work to keep costs lower than anticipated.

Lift Station

RFP has been issued and bids were received and reviewed by staff. \$66,673 is the bid from Murray Smith, which is the preferred engineer, based on their proposal and their usage of local contractors. Staff was thinking that it would be best to go with the civil engineer which is working on the rest of the site.

Town of Frisco
Capital Improvement Projects 2020 – Underway, Ready or Proposed to be Deferred

Utilities

Staff has been discussing this project with Xcel Energy, and an application has been applied for. No numbers have been formalized at this point in time for the utilities, but this should roughly come in at \$300,000. This is the best guestimate of pricing from Town Staff. Power will need to be extended all the way down to the new building pad, as well as down to the gangway, to supply power to the docks in the future.

Possible timeline:

2020 would include construction of the fire suppression system, fuel system, utility expansion, lift station and final design of Marina operations building.

2021 would include construction of the Marina operations building

WATER FUND 40-4000-xxxx TOTAL POSSIBLE DEFERRMENTS= \$350,000

Demo & Abandonment of Wells 1&2 (40-4000-4444 – \$150,000)

This project can be deferred to a future year. Local contractors could be used if desired. No action on this as of 3/26/20

New Fire Hydrant (40-4000-4444 – \$50,000)

This project must go forward as a mandate from Summit Fire for the construction of the Holiday Center. This can be done by a local contractor. No action taken on this as of 3/26/20

Abandon Fire Hydrant (40-4000-4444 – \$35,000)

This project must go forward to allow for the construction of the Gap project. This project can be attached to the new fire hydrant listed above to help economize the work. No action taken on this as of 3/26/20

Water Conservation Efforts (40-4000-4444 – \$479,000 combined)

As of the 4th quarter of 2019 only \$26,000 has been rebated to customers. Council can decide to reduce funding by any amount or keep it as is. Staff recommends a reduction of \$200,000 if Council desires.

Lead & Copper Treatment 40-4000-4444 - \$500,000

This project is State mandated at this time so it must move forward. This project is currently in design phase with the Town's water engineers

LODGING TAX FUND 80-8000-XXXX – TOTAL POSSIBLE DEFERRMENTS = \$50,000

Town wide forestry Management (80-8000-4592 – \$25,000)

This can be deferred to future years. No action has been taken as of 3/26/20.

Weed Control (80-8000-4593 – \$25,000)

This can be deferred to later years, can be handled by in house staff if needed. No action has been taken on this as of 3/26/20.

Town of Frisco
Capital Improvement Projects 2020 – Underway, Ready or Proposed to be Deferred

Capital Improvements Fund 20-2000-XXXX

PRA Temp Offices (20-2000-5077 – \$60,000)

Temporary offices have been located and were scheduled to be delivered in spring of 2020.

PRA Development Placeholder (20-2000-5077 – \$1,000,000)

Town staff would like to change this \$1,000,000 to \$200,000. In doing this, staff would like to give money back to use at Council's discretion, and keep that \$200,000 for getting designs done and ready for construction at a later date.

Visitor Information Center Design (20-2000-4567 – \$25,000)

Town Staff was in discussions with O'Bryan Partnership. Utility locates would be next step in design.

Frisco Police Department Expansion (20-2000-4567 – \$100,000)

At the meeting on March 10, 2020, Council was briefed on the expansion of the Frisco Police Department. Town Council did agree, unanimously, to move forward and go out to bid. Town staff will continue to work with TC3. RFP pending.

Town Hall Atrium Design (20-2000-5095 – \$40,000)

Buildings Division supervisor, Keith Bilisoly, is ready to write an RFP for this, as he has the most knowledge of this area of Town Hall.

Alley Paving (20-2000-5087 – \$230,000)

The low bidder for this project was Columbine Hills Concrete, out of Silverthorne, and Public Works staff is awaiting Council's decision about Frisco's budget to send out the notice to award.

Granite Street Design ()

An RFP has been issued and bids were received by the Town. Marcin Engineering, out of Breckenridge, submitted a bid, which ended up being one of the lowest. If they were to be chosen, Town staff could fulfill some duties that they have not accounted for (i.e. community/public outreach). Before this moves further it is worth going out to the community to see what they would like for this future design.

Council Chambers Upgrades (20-2000-4567 – \$30,000)

Last year, Town Manager, Nancy Kerry, tasked the Buildings Division with upgrading Council Chambers at Town Hall. The project was a resounding success and this would continue that process.

Walter Byron Park Site Improvements (20-2000-5093 – \$750,000)

This design build project has been awarded to Harrington, and the design is at 50%. Construction is slated to begin in August of 2020. A grant was awarded for the playground equipment, so this will reduce cost.

Town of Frisco

Capital Improvement Projects 2020 – Underway, Ready or Proposed to be Deferred

Town Hall Dumpster Enclosure (20-2000-5094 – \$50,000)

There has been internal discussion with Town staff about the design for this. Utility locates have been done and potholed for their actual location. In order to not move the transformer located directly behind the current enclosure, it has been decided that it will maintain its current footprint. No RFPs have been issued at this time.

Storm Water System Repairs (20-2000-5091 – \$150,000)

This Project is slated to be done in late summer / early fall. This project is important to the infrastructure of the Town and in our professional opinion should be completed this year. This project could be accomplished by local contractors. No action has been taken on this project as of 3/26/20.

Historic Park Deck & Stair Replacement (20-2000-5071 – \$36,000)

This project is slated to go out to bid in May. This project is important due to safety issues with the old structure and should be accomplished as soon as possible. This project could be accomplished by local contractors. No action has been taken on this as of 3/26/20.

Fiber Conduit / Gap project (20-2000-4992 – \$400,000)

This project is currently in the planning / negotiation process to be installed in conjunction with the Gap project. Funding for this can be reduced by half and still be accomplished. PW recommends that we continue moving forward with design and negotiations. No funds have been expended so far.

Granite Street Housing Water line replacement (20-2000-4657 – \$18,000)

This project can be deferred to future years. If Council desires project could move forward using local contractors.

Equipment Purchases (20-2000-4101 – \$955,500)

In our opinion all equipment purchases can be deferred with the exception of the 930K Loader (\$265,000). The current loader that is up for replacement is nearing the end of its' warranty and could begin to cost the Town large sums of money for repairs that are now covered by warranty. As more hours are put on this machine and the warranty expires we will begin to see a substantial reduction in its' trade in value. This reduction could be as much as \$10,000 per 500 hours put on the machine after warranty expires. Bids have been received for most equipment but no further action has been taken. Staff recommends to proceed with the purchase of this loader. Bids have been received and staff will be recommending the Cat Loader from Wagner for a total cost (after a current trade in value of \$109,540) of \$181,184. This action would leave a savings of \$774,316 in this line item.

Attachment 6

Report

Community Events, Marketing and Public Relations

TOWN OF FRISCO

RESPONSE TO COVID-19: 2020 COMMUNITY EVENTS, MARKETING / PUBLIC RELATIONS

The Town of Frisco utilizes paid marketing, PR strategies, events, and an information center as economic development tools to support a \$255,000,000 local economy largely made up by small businesses. The Town's marketing efforts also drive business to Town assets such as the Marina, the Frisco Historic Park, recreation events and programming, and the Frisco Adventure Park. Frisco events also serve a purpose beyond economic development; they support community and quality of life. For example, some events, such as the Trick or Treat Street and Town Clean Up Day, are not intended to drive economic development, but are about supporting resident quality of life and community connection. In light of the COVID-19 crisis and subsequent pause in the economy, the strategy around all of these economic development tools need to be re-strategized due to logistical, health, and economic needs and with the realization that once we are ready, the Town will need to remind people that Frisco is a safe and wonderful place to visit and stay.

Paid Marketing and PR

The Town's general paid marketing budget has not increased in over five years in response to the understanding that visitor levels were where they needed to be based on community and business feedback. There was a call to shift more emphasis on promoting Frisco as a destination for winter vacations, as summer already had significant visitor numbers, and that has been the strategy for over five years. In 2019, our general marketing budget spend roughly broke down in this way: 45% spent to promote events, 7% to general summer, 20% to year round efforts like visitor guide created with Copper and CTO Colorado guide, 26% to general winter, and 2% is misc.

In 2015, the Town of Frisco contracted with a new public relations firm, B PR, which specializes in marketing travel destinations. In 2014, the Town had less than 10 instances of significant national and regional media coverage, and due to substantial PR efforts by 2019, the Town had well over 80 pieces of coverage in publications like the New York Times, the Washington Post, USA Today, and Better Homes and Gardens. These are publications are unreachable with the Town's paid advertising budget so story pitching and hosting media are necessary in order to receive this type of coverage.

Once staff moves beyond this initial crisis response, re-strategizing our marketing approach will be the first priority, but with sensitivity to the unknowns of the ongoing public health response and changing travel behavior. In anticipation of needing to provide more direct support to businesses, last week marketing staff assigned a local photographer to a project, which will over the next year provide professional photography to all local businesses for their websites and print and digital advertising. Frisco's charming built environment and natural beauty are our calling card, and photography best illustrates that story. Frisco has developed and maintained equity with a loyal "fan" base, and is ideally situated within a one to three hour drive of Colorado's largest visitor markets. Most overnight stays in Colorado are from Coloradoans, and this travel ready Colorado audience sustained us through the recession and will be the first to be ready to make overnight travel plans in Colorado. They will be an integral part of our recovery marketing plan.

TOWN OF FRISCO
RESPONSE TO COVID-19: 2020 COMMUNITY EVENTS, MARKETING / PUBLIC RELATIONS

Marketing Budgets

\$250,000 General marketing budget/\$130,000 spent- The Town spends approximately 30% of our main promotions budget locally on the Summit Daily, local radio and several other platforms.

\$60,000 marketing budget from lodging tax/\$14,000 spent

\$50,000 PR and media hosting budget/\$13,000 spent

\$60,000 Adventure Park Marketing budget/\$40,000 spent

\$40,000 Marina budget/\$27,000 spent

\$15,000 Historic Park budget/\$2,000 spent

\$16,000 Recreation Event budget/\$8,000 spent

\$15,000 Nordic Center marketing budget/\$8,000 spent

Visitor Information Center

The Frisco/Copper Visitor Information Center serves as a conduit between visitors and local businesses and in many instances is also a conduit between the Town and local businesses. The Information Center staff organizes quarterly lodging meetings, and this will continue. Also, the Information Center is ideally situated to develop and administer a “Shop Local, Shop Frisco” program. A local business is able and willing to provide gift card technology for this program at a reasonable rate, and it may make sense to re-purpose \$30,000 of the general marketing budget for a program of this type. It may work something like this; someone pays \$75 for a \$100 “Shop Local, Shop Frisco” gift card. The final number of gift cards would depend on expenses, but we would likely be able to sell over 1,100 “Shop Local, Shop Frisco” gift cards as part of this program. This would be a powerful way to stimulate our local economy, while partnering with a local business for logistical support and utilizing the expertise and business relationships of the Visitor Information Center.

EVENTS: NEXT PAGE
RESPONDING TO COVID-19 CRISIS

Events

Two departments, the Marketing and Events Department and Recreation Department, produce most of the Town's events. This analysis will include events through June 30, 2020. The Easter Egg Hunt is not included, as it was cancelled in compliance with the Summit Public Health Order to suspend all events through April 30, 2020.

COMMUNITY AND FESTIVAL EVENTS

Colorado BBQ Challenge- June 19 & 29, 2020

Net expenses- \$135,000 (\$30,000 already spent)

- Staff recommends planning for a smaller event by reducing the amount of vendors, and subsequently, giving preference to Summit County vendors. This would allow staff to spread the booths out more and support local businesses. Also, staff would recommend hiring local bands for all but headliner acts in order to support the local creative community. Staff would eliminate close contact activities like face painting, balloon art, and kids' bouncy houses, and event components such as the Whiskey Tour, the VIP thank you brunch, firefighter cook-off, and chef demos, which make social distancing challenging, would need to be reconsidered.

Demographics based on 2018 impact survey completed by RRC:

- Approximately 12,000-14,000 attendees
 - Approximately 36 percent overnight visitors, 27 percent day visitors to the town (i.e. those reporting that they would be returning to their home the night of the event), 30 percent full-time residents of Frisco/Summit County (11 percent of this group from Frisco), and 8 percent second homeowners.
 - 70 percent of respondents said that the Challenge was their principal reason for visiting Frisco
 - Estimated that \$877,000 gross spent by attendees to the BBQ Challenge with \$470,000 being spent on Hogbacks, which is event currency that is good at local businesses when they opt to accept them.
- **Go/No Go Date: May 4, 2020**
 - Postpone or Cancel? This is a legacy event, which is beloved by many locals, which supports local non-profits each year, and which provides significant economic impact. That said- staff believes that taking a more conservative approach by postponing the event may allow the Town to better plan in an uncertain future where conditions and health restrictions are currently less predictable. This event is sanctioned by the Kansas City BBQ Society, and they have indicated that Labor Day weekend (Friday and Saturday) and Friday, September 25 and Saturday, September 26 are available dates. Both dates have their challenges and benefits. Labor Day weekend is typically already busy, but therefore many other destinations choose to not do events that weekend. September 25 and 26 are late enough to increase the chance of inclement weather, and this make Frisco BBQ ineligible as a qualifier for a large national BBQ event , but these dates also would bring business to Town during a time that is slower and still honor the

TOWN OF FRISCO
RESPONSE TO COVID-19: 2020 COMMUNITY EVENTS, MARKETING / PUBLIC RELATIONS

legacy of this 27 year tradition. This is certainly the year to stretch out and maximize the potential of the fall shoulder season.

Town Clean Up Day- May 16, 2020

Expenses: \$4,000

- Instead of holding the event on one day, people could be spread out by participating in the event over the span of a week. People would be able to pick up supplies (bags and gloves) at Town Hall, the Visitor Information Center, or at businesses in town. People could then clean up their preferred section of town over the span of a week, and post photos of themselves cleaning. In lieu of a picnic, the Town would give away \$3,000 in gift certificates that will have been purchased from local businesses; the giveaway would be inspired by the social media posts showing people cleaning the town. A large dumpster would be located at a central location so bags could be dropped off there, and Public Works could pick up bags curbside around town, as they have in past years.
- **Go/No Go Date:** April 30, 2020
- Postpone or Cancel? This is an important community event with strategic timing around a needed spring clean up. This may serve to start bringing back some normalcy. Staff would recommend that the event be modified, but still held if possible.

Rock the Dock- June 6, 2020

Expenses: \$1,500

- This is a kickoff event for the Marina's season. It is oriented towards slip holders and other frequent users, but has seen increased attendance in the past two years. The event includes food and drink specials at the Island Grill and live music.
- **Go/No Go Date:** May 15, 2020
- Postpone or Cancel? This is a fairly low impact and low budget outdoor event, and cancellation will likely depend on public health recommendations.

First Concert in the Park- June 25, 2020

\$25,500 for all nine concerts

- Due to the outdoor setting, smaller attendance, and recently expanded event footprint onto Main Street, Concerts in the Park seem ideal for the current conditions, as they allow for social distancing measures. They also benefit local non-profits, and some of the concerts could be programmed with local bands to support the local creative community. The series also encourages folks to linger on Main Street post concert encouraging visits to local restaurants and bars.
- **Go/No Go Date:** May 1, 2020 for the whole series
- Postpone or Cancel? It may work to schedule local bands earlier in the season so these bands could then potentially be rescheduled for the end of the season. Locals have frequently requested that the series go a little longer so this may meet that goal.

TOWN OF FRISCO
RESPONSE TO COVID-19: 2020 COMMUNITY EVENTS, MARKETING / PUBLIC RELATIONS

RECREATION EVENTS

Run the Rockies Road Half Marathon & 10k – Saturday, June 6, 2020

Expenses: \$12,000

- If a 'no frills' model were pursued for this race and race t-shirts, swag and finisher gifts were eliminated, then roughly \$3k-\$4k could be saved. Also, roughly \$1k would be cut if racer pizza meals were eliminated; this is purchased from a local business. Large expenses that cannot be eliminated are timing, buses, and portable toilets. Demographics information based on registration in 2019- 300 attendees: 30% from Summit County, 49% from the Front Range, and 21% other
- **Go/No Go Date:** May 11 would allow 4 weeks for racers to plan and to get race swag and finisher items purchased.
- Postpone or Cancel? Staff would prefer to postpone the race until August or September, if permitting allows. This race has been challenging because of early season conditions in the Ten Mile Canyon, which have forced changes in the race route for several years. Therefore, staff was already considering a date change in 2021

Mountain Goat Kids Trail Running Series Races #1 on Tuesday, June 16 & #2 on Tuesday, June 30

Expenses: \$640/race or \$1,280 total

- There are not many expenses to cut on this race series. One option is to look at reducing the registration fee from \$15/race to \$5/race and simply give the kids pizza at the finish rather than a finisher bracelet and a commemorative Mountain Goat item. This would simplify the race and make it more affordable for families. Demographics information based on total registration for the first two races in the series in 2019: 290 participants: 53% from Summit County, 31% from the Front Range, and 16% other
- **Go/No Go Dates:** May 25 would allow 3 weeks to get race swag and finisher items purchased for the June 16 race. June 8 would allow 3 weeks to get race and finisher items purchased for the June 30 race.
- Postpone or Cancel? Race 1 is scheduled for June 16 and race 2 is scheduled for June 30; we would ideally opt to postpone these races, bumping our series into August.

TOWN OF FRISCO
RESPONSE TO COVID-19: 2020 COMMUNITY EVENTS, MARKETING / PUBLIC RELATIONS

Bacon Burner 6k – Saturday, June 20

Expenses: \$8,250

- If a 'no frills' model were pursued for this race and race t-shirts were eliminated, roughly \$3k-\$4k could be saved. T-shirts are the biggest expense for this race. There have also been discussions about making this a 'fun run', whereas there would be no timing or prizes. If timing is cut, there would be roughly \$1,200 in savings. However, this change may significantly diminish customer satisfaction and attendance. Demographics information based on registration in 2019: 470 participants: 24% from Summit County, 40% from the Front Range, and 36% other
- **Go/No Go Date:** dependent on BBQ Challenge; May 25 would allow four weeks to get race swag purchased for the race.
- Postpone or Cancel? This event is in conjunction with BBQ challenge so it is dependent on decisions made around that event.