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June 1, 2020 Town Council Meeting

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**RECORD OF PROCEEDINGS  
SPECIAL MEETING AGENDA OF THE  
TOWN COUNCIL OF THE TOWN OF FRISCO  
JUNE 1, 2020  
10:00AM**

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

**CALL TO ORDER:**

Hunter Mortensen, Mayor

**ROLL CALL:**

Hunter Mortensen, Andrew Aerenon, 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:**

**OLD BUSINESS:**

Agenda Item #1: Planning Commission Interviews and Potential Appointment STAFF: DON REIMER 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: Frisco Bay Marina – Phase II Update STAFF: DIANE MCBRIDE 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 #3: Strategic Housing Plan Update STAFF: DON REIMER 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 #4: Capital Projects 2020 Update 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 #5: Yiftee Agreement - Shop Local Campaign: Love Frisco, Shop Frisco 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:**



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**TO: MAYOR AND TOWN COUNCIL**  
**FROM: DON REIMER, COMMUNITY DEVELOPMENT DIRECTOR**  
**RE: PLANNING COMMISSION ROLES AND RESPONSIBILITIES, AND INTERVIEW &  
APPOINTMENT OF TOWN OF FRISCO PLANNING COMMISSION CANDIDATES**  
**DATE: JUNE 1, 2020**

**Summary & Background:** The Town of Frisco Municipal Code, Chapter 41, Planning Commission, states that the Planning Commission shall consist of seven (7) members appointed by the Town Council, and that Planning Commissioner terms shall coincide with the terms of office of the Town Council. As a new Council has been elected and sworn in, expiring Planning Commissioner terms must be refilled.

**Planning Commission Roles and Responsibilities:** Chapter 41 of the Town Code states that the Planning Commission shall have the powers and perform the duties specified by Article 23, Title 32 of the Colorado Revised Statutes, and any other duties conferred on it by the Town of Frisco or State of Colorado. It is also the duty of the Planning Commission to oversee the preparation and periodic revision of a Master Plan for the Town and certify that Plan to the Town Council for their adoption.

In its role as a quasi-judicial body, the Planning Commission has full approval authority over major site plan reviews and major modifications to approved site plans, conditional uses, and Preliminary Plats and Variances. The Planning Commission forwards recommended actions to the Town Council on Code Amendments, Planned Unit Developments (PUD), rezoning, and annexation applications. The Planning Commission also serves as the appeal body for certain administrative approvals such as administrative and minor site plans and minor modifications to approved site plans, Final Plats, minor amendments to an approved PUD or any other decision by the Community Development Department or Town Manager as may be permitted under Unified Development Code (UDC), Chapter 180 of the Town Code. Any decision by the Planning Commission may be appealed to Town Council.

The UDC was adopted as Chapter 180 of the Town Code by Ordinance 17-04 on June 27, 2017, repealing the former Chapters 157 (Subdivision) and 180 (Zoning). The Code identifies and designates zoning districts for every area within Town limits, specifies review procedures, submittal requirements, review standards and criteria for specific uses and types of development, as well as processes for administration and for enforcement of violations.

The review standards in the UDC are very prescriptive in several areas, such as permitted uses, and dimensional standards (e.g. height, setbacks, density, lot coverage, minimum snow storage, parking, and similar), where, unless there are exceptions specified in the Code, the application either meets or does not meet the standard. For those portions of the application, if the proposal meets the standard, it shall be approved. Other aspects of an application review

can be more interpretive, such as development standards related to compatibility with neighborhood character, deviations from the bulk plane, building color, and design variety. It is these aspects of review of an application where it is critical that the Planning Commission employs clear and consistent judgement in determining whether an application meets or does not meet the particular standard, and clearly state the reason for the determination, as these standards are frequently the cause for appeals of decisions.

As there will be at least two new Planning Commissioners resulting from the appointments, Staff will be conducting a Planning Commissioner training session in June to review these principles with the entire Planning Commission to ensure that all Commissioners understand meeting procedures to ensure a clear public record of the proceeding, and review and decision making authority.

**Planning Commission Interviews and Appointments:** Chapter 41 of the Town Code states “The Planning Commission shall consist of seven (7) members appointed by the Town Council. The term of each appointed member shall coincide with the terms of office of the Town Council of the Town of Frisco...All members of the Planning Commission shall be bona fide residents in the Town of Frisco.” Planning Commissioners serve 4-year terms.

At this time, four seats are available for appointment to the Planning Commission; three 4-year terms and one 2-year term are open. Two of the 4-year terms are occupied by current commission members who have requested be reappointed: Robert Franken and Kelsey Withrow, who were each first appointed in 2016. The other 4-year term was previously held by Jason Lederer who has completed his term and has chosen not to reapply. The 4-year terms will run from 2020 to 2024. The term of new council member Andy Held needs to be filled to complete that term and will run for two (2) more years until 2022.

For information purposes, the terms the other three members of the Planning Commission, Andy Stabile, Donna Skupien, and Lina Lesmes, run through 2022. The current planning commission has had a very productive few years with a heavy load of development applications, and the Frisco Community Plan Update.

Staff advertised the commission vacancies for two weeks in the *Summit Daily* and on the town’s website. In addition to the two current members seeking reappointment, seven additional residents have submitted letters of interest for the current vacancies. Typical past practice has been to not interview commission members that are seeking reappointment; however, each was asked to submit a letter of interest and those are attached first. Applications from potential new members follows in the order in which they will be interviewed. All of the applicants have indicated they reside within the Town of Frisco. Below is a list of candidates, their physical address, and length of residency in Frisco.



*Want to help shape the future of Frisco?  
Want to be involved in the community?*

**PLANNING COMMISSION VACANCY**  
(one 2-year term and three 4-year terms)

We are seeking community minded citizens for reviewing development applications, long-range planning, and making land use recommendations to the Town Council. Commissioners must reside within the Town of Frisco. Meetings are held on the first and third Thursdays of each month at 5:00 p.m. Applications are available at Town Hall and [www.friscogov.com](http://www.friscogov.com)

**Please submit a candidate application by 5:00 p.m., Friday, May 15th to:**  
Town of Frisco  
Community Development Department  
P.O. Box 4100, Frisco, CO 80443  
or to [cherylm@townoffrisco.com](mailto:cherylm@townoffrisco.com).  
Call (970) 668-2576 for more information

**Interviews:** Interviews have been scheduled in 10 minute blocks; starting at 10:00 a.m. Candidates are:

	<u>Time</u>	<u>Name</u>	
1.	10:00 – 10:15	Robert Franken	(Current Planning Commissioner)
2.	10:15 – 10:30	Kelsey Withrow	(Current Planning Commissioner)

Council interviewed seven candidates at the May 26<sup>th</sup> meeting including:

<u>Name</u>	<u>Physical Address</u>	<u>Resident of Frisco</u>
Steven Alberico	112 Alpine Drive	7 years
Chuck Capel	201 S. 4 <sup>th</sup> Avenue	5 years
Patrick Gleason	108 Primrose Place	4 years
Greg Hess	213 Emily Lane	7 years
Megan Hunzeker	309 S 3 <sup>rd</sup> Avenue, #2	6 years
John Lehr	2A Miner’s Creek Road	1 ½ years
Ira Tane	96 Creekside Drive	5 years

**Planning Commission Terms:** The Council should select three applicants for 4-year terms (each ending on April 30, 2024) and one applicant to a 2-year term (ending on April 30, 2022).

**Interview Questions:** Following are potential questions for the Council’s use in the interview process.

1. Why are you interested in serving on the Frisco Planning Commission?
2. What qualities, experience, or skills do you have that you feel qualify you or would enhance your ability to serve on the commission?
3. Applying the Town’s regulations in the face of opposition can be difficult. How would you respond to this type of situation?
4. What do you think are the major issues facing the town of Frisco?
5. What do you feel are the most important values to the Frisco community?

**Staff Recommendation (to occur during regular meeting):** Review applications and interview responses and appoint (*insert 3 names*) to the Frisco Planning Commission for 4-year terms ending on April 30, 2024, and (*insert 1 name*), to the Frisco Planning Commission for a 2-year term ending on April 30, 2022.

**Reviews and Approvals:** This report has been reviewed and approved by:

Nancy Kerry, Town Manager

**Attachments:**

Attachment A: Applications (in Order listed above)

## Mattka, Cheryl

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**From:** Robert Anton Franken <anton8@me.com>  
**Sent:** Wednesday, May 6, 2020 11:14 AM  
**To:** Reimer, Don  
**Cc:** Mattka, Cheryl  
**Subject:** Re: Planning Commission Openings

Dear Don and Town Council.

It has been a privilege to serve as a Planning Commissioner for the Town of Frisco and I am eager to continue my service in this role for another term. I believe I have used my voice in the best interest of the citizens of Frisco while in this capacity and pledge to continue to do so, if I am re-appointed. As a mostly retired person, my resume basically stands as presented during my initial appointment.

Please do not hesitate to let me know if you need anything else from me to evaluate my reappointment.

Have an awesome and blessed day—

Robert

Robert Anton Franken  
+1 (970) 281-2311  
Twitter: @anton80443  
Instagram: anton80443

Sent from my iPad

> On Apr 24, 2020, at 13:46, Reimer, Don <DonR@townoffrisco.com> wrote:

>

> Hello Kelsey and Robert

>

> Thank you for letting Cheryl know that you are interested in continuing on the Planning Commission. As current members, we don't need you to reapply, but we would like a short e-mail stating your interest in continuing as Planning Commissioners, and if you have an update resume since the last time you were appointed (2016?) that would be appreciated as well. At this point, Planning Commissioner appointments are scheduled for the May 26 Town Council meetings. There are two open seats, as Jason indicated he is not seeking reappointment, and Andy Held has been "promoted" to the Town Council. The two year term noted below is to fill Andy's seat.

>

> Please feel free to contact me with any questions.

>

> Thanks

>

> Don Reimer

>

> From: Cheryl Mattka [mailto:cherylm@townoffrisco.com]

> Sent: Friday, April 24, 2020 1:35 PM

> To: Reimer, Don

> Subject: Planning Commission Openings

>



# PLANNING COMMISSION APPLICATION

PO Box 4100 Frisco, CO 80443  
1 Main Street, Frisco, CO 80443  
970-668-5276

Last Name: Franken First: Robert Middle: Anton

Phone: 970-281-2311 Home Address: 101 E Main #204 - PO Box 2073  
E-Mail Address: anton8@me.com Frisco, CO 80443

Education: Bachelor of Business Admin (Finance); Master of Arts (Financial Economics)  
Trade School or Licenses/Certifications: Certified Meeting Manager (CMM)

Current Employer: Retired  
Address of Employer: \_\_\_\_\_  
Position: \_\_\_\_\_ Work Phone: \_\_\_\_\_

How long have you lived in the Town of Frisco?	<u>5 yrs FT resident, 10+ yrs owner property</u>
Are you a Frisco Business Owner or Manager?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Do you, or the company you work for, do business with the Town?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Have you ever been employed by the Town of Frisco? If yes, when and in what position:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Do you have relatives presently working for the Town of Frisco? If yes, please list:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Are you currently serving on another committee or commission for the Town?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No



# PLANNING COMMISSION APPLICATION

PO Box 4100 Frisco, CO 80443  
1 Main Street, Frisco, CO 80443  
970-668-5276

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Why are you interested in serving on the commission? I think we all have a civic duty to support the community that we call home. I believe that the work of the Planning Commission is critical work especially at this time of growth pressures and limited land resources. It is not simply enough for me or anyone else to say "I've got mine...". We have to work to balance the demand with the resources and availability.

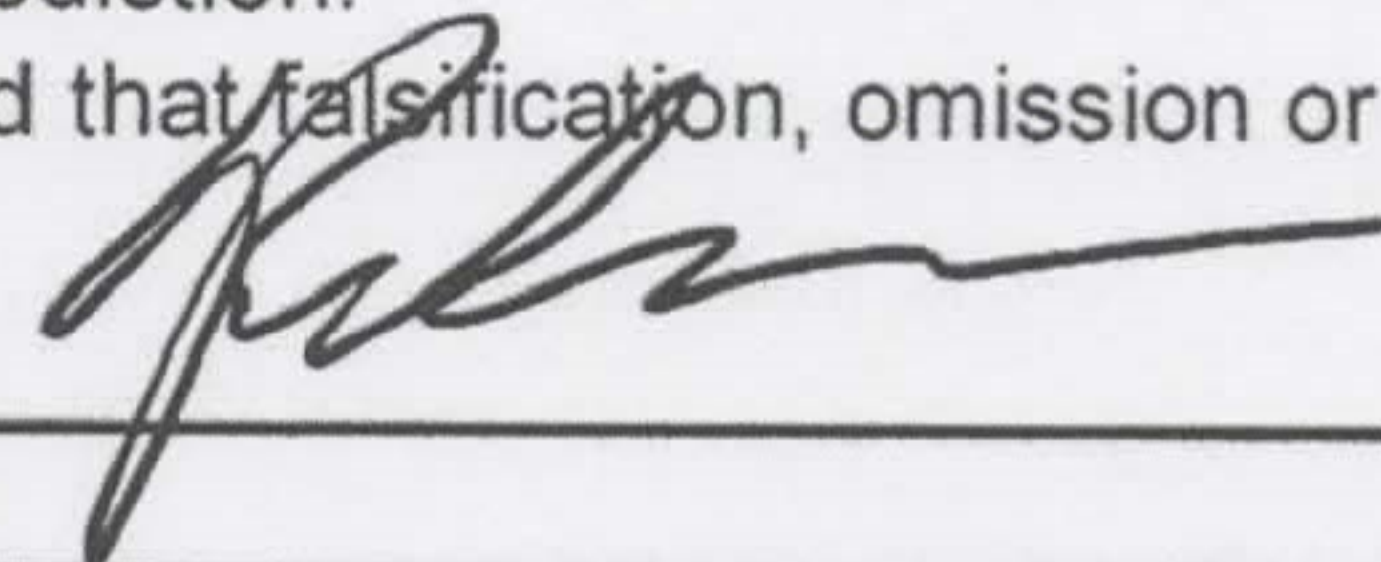
Why do you believe you are qualified for appointment? I believe I bring a unique set of skills to the Planning Commission. I have worked in government relations for statewide not for profit assisting with local planing and zoning as well as a political consultant for non-profits in 2 state capitals. Most importantly though, I believe I bring an intuitive sense of balancing policy & facts backed by research. I also have one year experience with 10-Mile Planning Commission.

What training, experience, education, or skills do you have that would enhance your ability to serve on the commission? I believe my seven years of lobbying in two state capitals (one of which was Colorado) along with my limited experience on the County's 10-Mile Planning Commission give a sense of the work and process involved as a member of Frisco's Planning Commission and that often you might be nobody's friend. That along with my 18 months of working to make the sale of the land mentioned above and the building of the Church experience.

What do you think are the major issues facing the Town of Frisco? I think the town is at a unique moment in its life balancing growth with our special lifestyle and culture. We have people who are happy they "have gotten their piece" and now want it to stay unchanged and we have the continued pressure of new people "wanting in". We are also faced with balancing those of us who are full time with those who build million dollar homes that sit vacant a lot. And we sit at the crossroads of the county.

**Please read the following, then sign and date.**

- I certify that the facts are true and correct contained in this Commission Application.
- I further certify that I have not been convicted of a felony under the laws of the State of Colorado or in another jurisdiction.
- I understand that falsification, omission or misrepresentation can result in a rejection of this application.

Signature: 

Date: 31 May 2018

Please submit your application to Community Development Department, Town of Frisco,  
1 Main Street, Frisco, CO 80443 or [cherylm@townoffrisco.com](mailto:cherylm@townoffrisco.com).



Kelsey O. Withrow  
P.O Box 1881  
Frisco, Colorado 80443  
kwithrow@slifersummit.com  
970-2312719

**April 27, 2020**

Town Council Members:

As a member of the Frisco Planning Commission since 2016 I know that I have been an integral part of ensuring that the vision of Frisco has been appropriately represented. I participated in the Community Plan task force and attended all work session and presentations in regard to updating the Frisco Community Plan. In addition, I worked diligently with my fellow Commissioners and staff to revise the Unified Development Code and was appointed to the Vice Chair of the Commission in 2018.

As a Frisco native, I have had the privilege of watching our small town grow and transform into what it is today. It has been a distinct honor for the last four years to be a member of the Commission and to be an active participant in making sure all new developments are suitable for Frisco. I love being at the planning phase of these projects and then watch them come to fruition and see their impacts on the community. Two projects that I have been especially proud of have been the improvements made to the PRA and the Marina. I love going down to the marina on a sunny summer afternoon and seeing both our residents and tourists enjoying the beach, and the "Big Dig" was not only pulled off successfully it has made a huge impact on the town's revenue potential. I am proud to have played a small role in that undertaking.

It is no secret that we have a finite amount of land left in Frisco and it is paramount that we are smart about how it gets developed. Developers need to be held to the letter of the code and pushed to implement greener buildings and ensure that the precious land is leaving a positive impact on our community. Many of the streets and buildings have changed over the years, but one thing remains a constant: great people, great views and great opportunities for business. It is these "greats" I want to serve by continuing to be on the Frisco Planning Commission.

I am a leader and a team player. Along with my history and perspective, I bring balance and vision to the Planning Commission. I appreciate your consideration and I look forward to continuing to serve this great community.

Sincerely,

Kelsey O. Withrow  
970-231-2719  
kwithrow@slifersummit.com

## Kelsey Withrow

PO Box 1881

Frisco, CO 80443

[kwithrow@slifersummit.com](mailto:kwithrow@slifersummit.com)

970-231-2719

### Summary of Qualifications

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- Real Estate Agent, Resort and Second-Home Specialist (RSPS)
- Extensive knowledge of the inventory and sales trends in the Summit and Park County area.
- Stellar interpersonal skills, client relations and negotiation tactics.
- Frisco native with extensive knowledge of the Summit County area.
- Member of the Town of Frisco Planning Commission since 2016 and The Ten Mile Planning Commission since 2019.

### Education

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#### Emily Griffith Technical College

2014

*Real Estate Broker*

*Certified Resort and Second-Home Specialist, RSPS*

*Member of CEBAA and NAEBA*

*Writing Winning Offers*

*Title Insurance 101*

#### Metro State University

2009

*Bachelor of Arts*

- Art History
- Studied abroad at St. Charles University of Prague, Czech Republic

### Work Experience

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#### Slifer Smith & Frampton Real Estate

08/17-Present

*Associate Broker*

- Licensed Realtor with 6+ years with residential and commercial real estate transactions.
- Adept in contract drafting, negotiation, market research and client analysis
- Tour, research and negotiate for multiple buyers.
- Process and close client files.

#### Buyer's Resource Real Estate

04/14-08/17

*Associate Broker and Office Manager*

- Tour, research and negotiate for multiple buyers.
- Coordinated the entire overhaul of company website and website and multiple database management.
- Marketing strategizing and assisted in ad design for multiple platforms.
- Accounting reports and sales.

#### Colorado Community Land Trust

02/14-2018

*Freelance Designer*

- Website management
- Project and material design

#### American Museum of Western Art

07/13-11/13

*Executive Assistant*

- Perform day to day administrative tasks.
- Website and multiple database management.
- Daily accounting reports and sales.
- Handle docent scheduling, correspondence and training and assist Curator with day to day projects.



# PLANNING COMMISSION APPLICATION

PO Box 4100 Frisco, CO 80443  
1 Main Street, Frisco, CO 80443  
970-668-5276

Last Name: Alberico First: Steven Middle: P

Phone: 815-685-0278 Home Address: 112Alpine  
E-Mail Address: stevenpalberico@gmail.com P.O. Box 2812

Education: BSME  
Trade School or Licenses/Certifications: Licensed Professional Engineer

Current Employer: retired  
Address of Employer: \_\_\_\_\_  
Position: \_\_\_\_\_ Work Phone: \_\_\_\_\_

How long have you lived in the Town of Frisco?	<u>7 years</u>
Are you a Frisco Business Owner or Manager?	Yes <input type="radio"/> No <input checked="" type="radio"/>
Do you, or the company you work for, do business with the Town?	Yes <input type="radio"/> No <input checked="" type="radio"/>
Have you ever been employed by the Town of Frisco? If yes, when and in what position:	Yes <input type="radio"/> No <input checked="" type="radio"/>
Do you have relatives presently working for the Town of Frisco? If yes, please list:	Yes <input type="radio"/> No <input checked="" type="radio"/>
Are you currently serving on another committee or commission for the Town?	Yes <input checked="" type="radio"/> No <input type="radio"/>



# PLANNING COMMISSION APPLICATION

PO Box 4100 Frisco, CO 80443  
1 Main Street, Frisco, CO 80443  
970-668-5276

Page Two

Why are you interested in serving on the commission? \_\_\_\_\_

I feel I should be part of determining the needs of the community for the workers, contractors and town council. I feel it is my obligation to assist the town council to make proper decisions for the future of Frisco.

Why do you believe you are qualified for appointment? \_\_\_\_\_

I am skilled in getting all stakeholders input to develop final solutions to benefit Town of Frisco. I have performed vulnerability studies, business case analysis and cost estimates. I have worked with various building codes during my career

What training, experience, education, or skills do you have that would enhance your ability to serve on the commission? \_\_\_\_\_

I am a licensed professional engineer, past operation supervisor, construction manager, site manager and project manager. My past duties were engineering, developing budgets, planning, maintaining schedule and quality, analytical decisions, procurement and conflict management. Also, I was employed constructing homes and commercial buildings.

What do you think are the major issues facing the Town of Frisco? \_\_\_\_\_

Develop affordable workforce and seniors housing. Improving and documenting town infrastructure to insure appropriate capacity for future development.

***Please read the following, then sign and date.***

- I certify that the facts are true and correct contained in this Commission Application.
- I further certify that I have not been convicted of a felony under the laws of the State of Colorado or in another jurisdiction.
- I understand that falsification, omission or misrepresentation can result in a rejection of this application.

**Signature:** Steven P. Alberico

**Date:** 5-15-2020

***Please submit your application to Community Development Department, Town of Frisco, 1 Main Street, Frisco, CO 80443 or [cherylm@townoffrisco.com](mailto:cherylm@townoffrisco.com).***



# PLANNING COMMISSION APPLICATION

PO Box 4100 Frisco, CO 80443  
1 Main Street, Frisco, CO 80443  
970-668-5276

Last Name: Capel First: Charles "Chuck" Middle: W

Phone: 512-912-6778 Home Address: 201 S 4th Ave  
E-Mail Address: chuck\_capel@yahoo.com Frisco, CO 80443

Education: B.S. Computer Science  
Trade School or Licenses/Certifications: \_\_\_\_\_

Current Employer: Self  
Address of Employer: \_\_\_\_\_  
Position: \_\_\_\_\_ Work Phone: \_\_\_\_\_

How long have you lived in the Town of Frisco?	<u>Part time 5</u>
Are you a Frisco Business Owner or Manager?	Yes <input type="radio"/> No <input checked="" type="radio"/>
Do you, or the company you work for, do business with the Town?	Yes <input type="radio"/> No <input checked="" type="radio"/>
Have you ever been employed by the Town of Frisco? If yes, when and in what position:	Yes <input type="radio"/> No <input checked="" type="radio"/>
Do you have relatives presently working for the Town of Frisco? If yes, please list:	Yes <input type="radio"/> No <input checked="" type="radio"/>
Are you currently serving on another committee or commission for the Town?	Yes <input type="radio"/> No <input checked="" type="radio"/>



# PLANNING COMMISSION APPLICATION

PO Box 4100 Frisco, CO 80443  
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Page Two

Why are you interested in serving on the commission? \_\_\_\_\_

We began visiting regularly in 2008 and purchased in 2014 with the goal of relocating at a later date. We finalized the relocation in November and now I would like to contribute where I can. In the 12 years I've witnessed many positive changes and would like to see that continue.

Why do you believe you are qualified for appointment? \_\_\_\_\_

I'm comfortable reading and understanding the code along with reviewing and understanding architectural and technical drawings.

What training, experience, education, or skills do you have that would enhance your ability to serve on the commission? \_\_\_\_\_

I've lived in a variety of locations and have been exposed to both no growth and high growth environments. I've witnessed the good and the bad and can bring that insight into the process.

What do you think are the major issues facing the Town of Frisco? \_\_\_\_\_

Current events aside, I believe raw land, parking, attainable housing, architectural diversity and the heavy reliance on tourism are all issues that the town will have to address in the future.

**Please read the following, then sign and date.**

- I certify that the facts are true and correct contained in this Commission Application.
- I further certify that I have not been convicted of a felony under the laws of the State of Colorado or in another jurisdiction.
- I understand that falsification, omission or misrepresentation can result in a rejection of this application.

Signature: *Cheryl Corp*

Date: 5/14/2020

Please submit your application to Community Development Department, Town of Frisco,  
1 Main Street, Frisco, CO 80443 or [cherylm@townoffrisco.com](mailto:cherylm@townoffrisco.com).



# PLANNING COMMISSION APPLICATION

PO Box 4100 Frisco, CO 80443  
1 Main Street, Frisco, CO 80443  
970-668-5276

Last Name: Gleason First: Patrick Middle: J

Phone: 970-485-4812 Home Address: 108 Primrose  
E-Mail Address: patrick.gleason46@gmail.com Frisco, CO 80443

Education: Bachelors of Architecture  
Trade School or Licenses/Certifications: Registered Architect, CO,MO. AIA; NCARB; LEED GA

Current Employer: BSA Lifestructures  
Address of Employer: Denver, CO  
Position: Principal In Charge - Desing Director Work Phone: 970-485-4812

How long have you lived in the Town of Frisco?	<u>4 yrs</u>
Are you a Frisco Business Owner or Manager?	Yes <input type="radio"/> No <input checked="" type="radio"/>
Do you, or the company you work for, do business with the Town?	Yes <input type="radio"/> No <input checked="" type="radio"/>
Have you ever been employed by the Town of Frisco? If yes, when and in what position:	Yes <input type="radio"/> No <input checked="" type="radio"/>
Do you have relatives presently working for the Town of Frisco? If yes, please list:	Yes <input type="radio"/> No <input checked="" type="radio"/>
Are you currently serving on another committee or commission for the Town?	Yes <input type="radio"/> No <input checked="" type="radio"/>



# PLANNING COMMISSION APPLICATION

PO Box 4100 Frisco, CO 80443  
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970-668-5276

Page Two

Why are you interested in serving on the commission? \_\_\_\_\_

I believe strongly in our ability as citizens to influence the shape and trajectory of our Town. As a full-time resident, I am personally committed and passionate about this charge. I have served on numerous focus groups with Sue and others to discuss Main Street; North Main; the Marina; the Adventure Park; Summit Blvd; and Town Parks.

Why do you believe you are qualified for appointment? \_\_\_\_\_

I have 20 years experience as a commercial architect and have helped plan projects as large as 6 million square feet which are collections of projects resulting in coherent campuses. I understand land planning and Urban planning at a macro level as almost all of my professional projects involve interactions with the communities that surround them. This includes scale; typologies; access; utilities; openspaces; circulation; and all other aspects of building and community design.

What training, experience, education, or skills do you have that would enhance your ability to serve on the commission? \_\_\_\_\_

I am a licensed architect in Colorado and Missouri. I have practiced on mega scale projects down to small scale projects for over 20 years. I am, well versed in reading all major of architecture, planning, and engineering documents. I work with contractors and developers regularly as well as municipalities to evaluate, evolve, and implement complicated project proposal such that all parties are satisfied and the communitie and stakeholders are all better off than before we started. I am know widely in my field as a collaborator, keen negotiator, and creative designer.

What do you think are the major issues facing the Town of Frisco? \_\_\_\_\_

From a Planning point of view, I would focus on the North Main initiatives, improvements to Summit Blvd, Granite and Gallena streets as secondary arteries, and finally Parks and Open Spaces. More information on any of these if requested

**Please read the following, then sign and date.**

- I certify that the facts are true and correct contained in this Commission Application.
- I further certify that I have not been convicted of a felony under the laws of the State of Colorado or in another jurisdiction.
- I understand that falsification, omission or misrepresentation can result in a rejection of this application.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

5/7/20

Please submit your application to Community Development Department, Town of Frisco, 1 Main Street, Frisco, CO 80443 or [cherylm@townoffrisco.com](mailto:cherylm@townoffrisco.com).





# PLANNING COMMISSION APPLICATION

PO Box 4100 Frisco, CO 80443  
1 Main Street, Frisco, CO 80443  
970-668-5276

Last Name: Hess First: Greg Middle: \_\_\_\_\_

Phone: 970-418-2346 Home Address: 213 Emily Lane  
E-Mail Address: greg@greghessconsulti Frisco, CO 80443

Education: BSBA- The Ohio State University  
Trade School or Licenses/Certifications: General Contractor, Licensed Mediator and Arbitrator

Current Employer: Hess Custom homes  
Address of Employer: Box 5089, 721 Granite Street, Frisco, CO 80443  
Position: President, owner Work Phone: 970-418-2346

How long have you lived in the Town of Frisco?	_____ / years
Are you a Frisco Business Owner or Manager?	Yes <input checked="" type="radio"/> No <input type="radio"/>
Do you, or the company you work for, do business with the Town?	Yes <input checked="" type="radio"/> No <input type="radio"/>
Have you ever been employed by the Town of Frisco? If yes, when and in what position:	Yes <input type="radio"/> No <input checked="" type="radio"/>
Do you have relatives presently working for the Town of Frisco? If yes, please list:	Yes <input type="radio"/> No <input checked="" type="radio"/>
Are you currently serving on another committee or commission for the Town?	Yes <input type="radio"/> No <input checked="" type="radio"/>



# PLANNING COMMISSION APPLICATION

PO Box 4100 Frisco, CO 80443  
1 Main Street, Frisco, CO 80443  
970-668-5276

Page Two

Why are you interested in serving on the commission?  
To help maintain the unique character and style that is Frisco

Why do you believe you are qualified for appointment?  
I have been involved in construction for over 30 years and have a substantial knowledge of building and development. My arbitration and mediation background should help throughout the thought process.

What training, experience, education, or skills do you have that would enhance your ability to serve on the commission?  
Same answer as previous question.

What do you think are the major issues facing the Town of Frisco?  
Affordable Housing (both for purchase and rentals), parking, I would like to see the Net Zero Energy Code adapted for additions and remodels.

**Please read the following, then sign and date.**

- I certify that the facts are true and correct contained in this Commission Application.



# PLANNING COMMISSION APPLICATION

PO Box 4100 Frisco, CO 80443  
1 Main Street, Frisco, CO 80443  
970-668-5276

Last Name: Hunzeker First: Megan Middle: Anne

Phone: 9703667244 Home Address: 309 S. Third Ave. 2  
E-Mail Address: Megan@meganmoui Frisco, CO 80443

Education: BSBA, University of Denver 2007  
Trade School or Licenses/Certifications: Licensed Real Estate Broker

Current Employer: Cornerstone Real Estate Rocky Mountains LLC  
Address of Employer: 202 S. Ridge St. Breckenridge, CO 80424  
Position: Associate Real Estate Broker Work Phone: 9707713959

How long have you lived in the Town of Frisco?	<u>6 years</u>
Are you a Frisco Business Owner or Manager?	Yes <input checked="" type="radio"/> No <input type="radio"/>
Do you, or the company you work for, do business with the Town?	Yes <input checked="" type="radio"/> No <input type="radio"/>
Have you ever been employed by the Town of Frisco? If yes, when and in what position:	Yes <input type="radio"/> No <input checked="" type="radio"/>
Do you have relatives presently working for the Town of Frisco? If yes, please list:	Yes <input type="radio"/> No <input checked="" type="radio"/>
Are you currently serving on another committee or commission for the Town?	Yes <input type="radio"/> No <input checked="" type="radio"/>



# PLANNING COMMISSION APPLICATION

PO Box 4100 Frisco, CO 80443  
1 Main Street, Frisco, CO 80443  
970-668-5276

Page Two

**Why are you interested in serving on the commission?**

I want to help shape the future of Frisco. I would like to give back to my community and help Frisco to continue to be an amazing place to families and individuals. I have a young daughter and my dream is for her to grow up in a special place with incredible opportunities. I would like to further immerse myself into this community and meet more like minded business professionals in our city.

**Why do you believe you are qualified for appointment?**

I have been a Frisco resident for over 6 years and a Frisco homeowner for 3 years now. I am very proud to call Frisco my home. With my knowledge and insight in Real Estate and the current market trends I have my finger on the pulse. I am very organized, passionate and focused on making Frisco a great place to live and visit. I have a lot of Colorado pride and love helping people find homes in Summit County, but my favorite town is Frisco - hands down. I am constantly showing off all that our amazing city has to offer.

**What training, experience, education, or skills do you have that would enhance your ability to serve on the commission?**

I have a background in retail marketing. I worked for Vail Resorts Development Company assisting with the marketing and sales of One Ski Hill Place and Vail Ritz Carlton. I have been a Real Estate Broker for close to 5 years in Summit County. At the University of Denver I received a minor in Leadership. I have strong presentation skills from multiple client listing appointments and development meetings with local business and community members. I currently serve on 2 committees for Summit Assoc. of Realtors and I am a committee chair head and volunteer for Breckenridge Film Festival.

**What do you think are the major issues facing the Town of Frisco?**

The limited remaining buildable space in Frisco.

**Please read the following, then sign and date.**

- I certify that the facts are true and correct contained in this Commission Application.
- I further certify that I have not been convicted of a felony under the laws of the State of Colorado or in another jurisdiction.
- I understand that falsification, omission or misrepresentation can result in a rejection of this application.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Please submit your application to Community Development Department, Town of Frisco, 1 Main Street, Frisco, CO 80443 or [cherylm@townoffrisco.com](mailto:cherylm@townoffrisco.com).**



# PLANNING COMMISSION APPLICATION

PO Box 4100 Frisco, CO 80443  
 1 Main Street, Frisco, CO 80443  
 970-668-5276

Last Name: Lehr First: John Middle: S

Phone: 402 651 3611 Home Address: 2A Miners Creek Rd  
Frisco, CO 80443  
 E-Mail Address: jlehr77@gmail.com (PO Box 1198)

Education: AB Duke University (Economics), MBA Wharton School Univ. of Pennsylvania (Finance)  
 Trade School or Licenses/Certifications: Insurance Producer, Insurance Consultant, CPCU

Current Employer: Retired. Formerly Area President / Area Chairman of Arthur J. Gallagher (NYSE AJG)  
 Address of Employer: President and Principal shareholder Grace/Mayer Insurance; all in Omaha, NE  
 Position: \_\_\_\_\_ Work Phone: \_\_\_\_\_

How long have you lived in the Town of Frisco?	<u>1 1/2 years</u>
Are you a Frisco Business Owner or Manager?	Yes <input type="radio"/> No <input checked="" type="radio"/>
Do you, or the company you work for, do business with the Town?	Yes <input type="radio"/> No <input checked="" type="radio"/>
Have you ever been employed by the Town of Frisco? If yes, when and in what position:	Yes <input type="radio"/> No <input checked="" type="radio"/>
Do you have relatives presently working for the Town of Frisco? If yes, please list:	Yes <input type="radio"/> No <input checked="" type="radio"/>
Are you currently serving on another committee or commission for the Town?	Yes <input type="radio"/> No <input checked="" type="radio"/>



# PLANNING COMMISSION APPLICATION

PO Box 4100 Frisco, CO 80443

1 Main Street, Frisco, CO 80443

970-668-5276

Page Two

Why are you interested in serving on the commission? We have come to love our new town and want to do all we can to preserve and enhance its charm, livability, and sustainability. I have experienced first hand the effects of strategic thoughtful development and its opposite, and know how important making the most important things the most important is. While I live here and am making friends, I have no financial/business interests in the local development/real estate community, with the result that my independent voice will help shape beneficial community standards and development.

Why do you believe you are qualified for appointment? I have spent nearly 30 years building and running a successful 85 person multi-line insurance brokerage/consultancy. This involved financial, HR, planning, sales, sales management, community relations, M&A, legal, accounting, facilities, and IT. There were constant disparate challenges from clients, employees, and insurers that I managed in a collaborative strategic way, increasing our employee count over 300% and our enterprise value ten-fold. I enjoyed both "the forest" and "the trees" while leaning heavily on the amazing team we built.

What training, experience, education, or skills do you have that would enhance your ability to serve on the commission? A significant portion of my clientele were real estate developers/managers/owners, so I had the opportunity to sit on their sides of the table through their triumphs, struggles, and the many phases (and delays!) in between. We also did a meaningful amount of Public Entity work. I also performed a lot of not-for-profit board/trustee work culminating in the \$23 million fundraising, land acquisition, design and construction professional interviewing/hiring, construction, congregational votes, sale of old building, and move to our new synagogue on a first of its kind multi-faith campus as president. Finally, post retirement I have done some real estate investing which has heightened my sense of "good" development.

What do you think are the major issues facing the Town of Frisco? BALANCE and VISION. There's so much to balance - developers vs. neighbors, density vs. views, tourist draws vs. community necessities, sustainability vs. economic reality, free market vs. affordability, charm vs. modernity, and now vs. later. All are important and all must be incorporated in all of our planning. My vision - my guiding light, is that we make Frisco the best Frisco possible - we neither want to be Breck, Aspen, nor Silverthorne. We want to be the best mountain community for its citizens and visitors 12 months a year!

### Please read the following, then sign and date.

- I certify that the facts are true and correct contained in this Commission Application.
- I further certify that I have not been convicted of a felony under the laws of the State of Colorado or in another jurisdiction.
- I understand that falsification, omission or misrepresentation can result in a rejection of this application.

Signature: [Handwritten Signature]

Date: 5/15/20

Please submit your application to Community Development Department, Town of Frisco, 1 Main Street, Frisco, CO 80443 or [cherylm@townoffrisco.com](mailto:cherylm@townoffrisco.com).



# PLANNING COMMISSION APPLICATION

PO Box 4100 Frisco, CO 80443  
1 Main Street, Frisco, CO 80443  
970-668-5276

Last Name: Tane First: Ira Middle: \_\_\_\_\_

Phone: 631.987.0222 Home Address: 96 Creekside Drive  
E-Mail Address: iratane@gmail.com Frisco, CO 80443

Education: College Degree  
Trade School or Licenses/Certifications: \_\_\_\_\_

Current Employer: Copper Mountain/part time  
Address of Employer: 209 Ten Mile Circle, Copper Mountain, CO 80443  
Position: Foreman Lost and Found Work Phone: 970.968.2882

How long have you lived in the Town of Frisco?	<u>5/20: FT/P1</u>
Are you a Frisco Business Owner or Manager?	Yes <input checked="" type="radio"/> No <input type="radio"/>
Do you, or the company you work for, do business with the Town?	Yes <input checked="" type="radio"/> No <input type="radio"/>
Have you ever been employed by the Town of Frisco? If yes, when and in what position:	Yes <input type="radio"/> No <input checked="" type="radio"/>
Do you have relatives presently working for the Town of Frisco? If yes, please list:	Yes <input type="radio"/> No <input checked="" type="radio"/>
Are you currently serving on another committee or commission for the Town?	Yes <input type="radio"/> No <input checked="" type="radio"/>



# PLANNING COMMISSION APPLICATION

PO Box 4100 Frisco, CO 80443  
1 Main Street, Frisco, CO 80443  
970-668-5276

Page Two

Why are you interested in serving on the commission? \_\_\_\_\_

I have a vested and personal interest in the history and future of Frisco and believe it is my civic duty to give back to the Town in the capacity that I am most qualified. I think Frisco is a great place to live and work and I would like to see that opportunity continue for generations to come. Great communities don't happen by accident, but by great planning.

Why do you believe you are qualified for appointment? \_\_\_\_\_

My background is a balance between sustainable development and critical preservation/protection. Having worked and volunteered time in planning and development. I have seen the benefits of an inclusive planning process. I owned a successful construction business and performed all functions necessary from conception, acquisition, planning, financing, permitting, construction & sales.

What training, experience, education, or skills do you have that would enhance your ability to serve on the commission? \_\_\_\_\_

I am a retired home builder and Past President of Long Island Home Builders Assoc and also a Director of NYS Home Builders Ass. I also served on the Board of the Long Island Housing Partnership (<http://lihp.org/mission.html>) a non-profit providing housing assistance and development throughout Long Island. I currently serve on Summit County-Wide Planning Commission. I also served on other community non profit boards.

What do you think are the major issues facing the Town of Frisco? \_\_\_\_\_

The most immediate and obvious issue facing Frisco (County, State and Country too) is economic and social recovery/rebirth from COVID19. That being said, we need to recognize that our wonderful lifestyle, health and well being is based on our local economy: Tourism, Hospitality and Service. To that end, we need to be focused on the seasonal and full time workforces' ability to have adequate housing and healthcare. These objectives need to work hand in hand with environmental concerns and community consent.

## **Please read the following, then sign and date.**

- I certify that the facts are true and correct contained in this Commission Application.
- I further certify that I have not been convicted of a felony under the laws of the State of Colorado or in another jurisdiction.
- I understand that falsification, omission or misrepresentation can result in a rejection of this application.

Signature: Ira Tane

Date: 5/4/2020

Please submit your application to Community Development Department, Town of Frisco,  
1 Main Street, Frisco, CO 80443 or [cherylm@townoffrisco.com](mailto:cherylm@townoffrisco.com).





MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

**TO: MAYOR AND TOWN COUNCIL**  
**FROM: TOM HOGEMAN, MARINA GENERAL MANAGER**  
**RE: FRISCO BAY MARINA – PHASE II UPDATE**  
**DATE: JUNE 1, 2020**

**Summary and Background:** The Frisco Town Council contracted with Stais Architecture & Interiors for the comprehensive design of Phase 2 Marina Site Improvements in August 2019. Preliminary concepts for the overall site plan, site improvements, office/guest service building design and F&B options were presented to the Town Council at the January 14, 2020 work session. Council was supportive of the preliminary concepts and directed staff return at a later date to provide additional details and costs associated with conceptual plans and phasing options.

In light of the 2019 Coronavirus (“COVID-19”) global pandemic, the follow-up marina presentation to Council was postponed until May 26. At the May 26 work session, Mr. Stais will update the Council on the full conceptual phase 2 plan with costs and phasing options.

Some marina capital projects are in progress at this time, as they were either started before the COVID-19 pandemic and/or have been prioritized as needed infrastructure. Other projects are on hold at this time pending Council review and approval.

The request of Council is to review and comment on the presentation by Mr. Stais.

**Analysis:** Council adopted the Frisco Marina Park Master Plan on June 26, 2018. The comprehensive plan developed a formalized long-range plan for the Marina with maps, images, site plans, details, phasing, and estimated costs. As a result of this plan, additional planning efforts, financing, and timing, both the big dig excavation project and phase 1 site improvements to the Marina were completed in 2019. Approximately four (4) new acres of land were created at the Marina as a result of this work. This new land is referred to as the “Phase 2 Site.”

Conceptual drawings and the budget for proposed Phase 2 site improvements were shared with Council at the January 14, 2020 meeting. Phase 2 projected costs at that time were \$3.3M for the construction of a new office/guest service building (\$1.5M), infrastructure (\$1.5M) and the remodel of the existing Lund House/F&B building (\$300k). An additional \$500-\$750k was also included for site plan improvements to include the entry/arrival experience, drop-off updates and the plaza outside the current Lund House. Total for these Phase 2 projects is ~\$4M, but does not include costs of the overall Phase 2 site plan for the playground, pavilion, walkways, landscaping, etc.

At the January 14 Council meeting, Council requested a plan for phasing options and costs for site improvements to the entire Phase 2 marina site. This overall site plan and costs, including new construction, remodeling, site work, landscape, and new amenities, will be reviewed by Mr. Stais and his project team and are estimated at a total cost of \$6,701,000.

Costs for all Phase 2 site improvements are included in this report for Council review. Staff is not recommending moving forward with all these projects at this time due to funding and the uncertainty of the catastrophic impacts of the COVID-19 virus. As a reminder, the marina is an enterprise fund, meaning it is not dependent upon the Town's general fund. However, there is currently only \$4.9M in the marina capital fund balance, thereby making it unrealistic to finance all these projects at this time.

Phase 2 site improvements include:

**FBM phase 2 cost projections**

infrastructure costs	1,500,000
guest service/office building	1,500,000
remodel Lund/Isi Grill/Baths	150,000
site work: building & turnaround area	874,000
site work: remaining paths & site	1,027,000
restroom	750,000
pavilion	500,000
playground	400,000
<b>Total</b>	<b>6,701,000</b>

1. **Infrastructure Costs.** Many of these projects are currently under contract and include the following:
  - a) Fire suppression system for the docks.
  - b) Fuel system. Design is complete; project is pending schedule per RFP
  - c) Sanitary sewer lift station. Currently under contract with Murraysmith for the final design of the lift station and reporting for CDPHE permitting.
  - d) New Electric Service. Staff is coordinating with Xcel for load information.

Overall infrastructure costs for Phase 2 are estimated at \$1.5M. Staff recommends keeping \$400k in the 2020 capital budget at this time for the fire suppression system, lift station design and permitting, the fuel system and utilities. If the sanitary sewer lift station is permitted, an RFP could be released for construction pending Council approval at a later date.

2. **New office/guest service building.** The schematic building design is near completion at this time and Mr. Stais will be submitting for development application for future construction pending Council approval. The building is 2,290ft<sup>2</sup>, and reflective of a reduced budget that still accounts for the majority of operational needs. Council was supportive of the size, scope, functionality and location of the new building at the January 14 Council meeting.

Construction costs for this new building are estimated to be \$1.5M. Staff recommends finalizing the design and submitting for development application, and thereby keeping ~\$65,000 in the 2020 budget. A decision regarding construction does not need to occur at this time.

3. **F&B.** The information presented to Council on January 14 included a remodel of the Lund House, Island Grill and current Bath House for an estimated cost of \$300k. Council recommended a scaled down renovation of the existing F&B facility and Lund House that would include kitchen upgrades, improved bathrooms, and the repurposing of the Lund House for storage/offices/and possible additional restaurant space.

Scaled down renovation costs are estimated to be \$150k. This work is expected to await completion of the new guest service/office building so Marina operations can move out of the Lund House.

4. **Additional site improvements.** These additional site improvements include new walkways, sidewalks, playground, green space, landscape, restrooms, and a pavilion area. Costs are broken down as follows:

- a) Site work: building and turnaround area: \$874k
- b) Site work: remaining paths and site: \$1,027,000
- c) Restrooms: ~\$750k
- d) Pavilion: ~\$500k
- e) Playground: ~\$400k

Staff is very cognizant of timing and spending at this time and recommends moving forward this summer season with the following site improvement projects that can be completed internally utilizing Recreation and Public Works staff:

- Restripe close-by trailer parking to create 34 new parking spaces for passenger vehicles, convenient to existing Marina operations area
- Move trailer parking to lot B-1
- Adjust concrete barriers and add road base to create a better interim dropoff area for beachgoers and boaters; begin to retrain people to see the use patterns in a new way; cars, peds, bikes
- Consider location and expanded space for bike racks
- Add road base to create temporary paths to improve pedestrian connections
- Expand Lund House/Island Grill seating onto existing asphalt as more room will be needed for social distancing
- Add separate, interim fire access to pier/docks so fire lane does not disturb expanded seating

**Financial Impact:** On January 22, 2019, the Town Council approved Ordinance 19-01 authorizing issuance of Marina Enterprise Revenue Bonds in an amount not to exceed \$6,000,000 to provide funding for capital projects to expand capacity at the Marina to complete the first two phases of the Frisco Marina Park Master Plan.

The marina is an enterprise fund with the major source of revenue coming from the rentals of boats, slips and moorings. Revenues for this fund are unique and dependent upon water levels, as well as the economy. There is currently \$4.9M in the Marina capital fund balance. There is a four-month reserve required for this fund. It is clear at this time that no general funds will be available to support additional projects at the marina for the near future; however, with \$4.9M in the fund balance, Council may opt to fund additional marina-specific projects this year.

The marina opened for business on May 22 per the approved “*Summit County Marina Reopening Strategy*” and Summit County Public Health and CDPHE guidelines. Provided the

marina remains open for the summer months, slip, mooring, rack, and storage revenues are projected to meet budgeted revenues for the year. This revenue accounts for ~30% of the total marina revenue. Rentals of power and paddle sport boats account for ~45% of the total revenue and are expected to see a reduction in revenues due to social distancing and disinfecting guidelines, meaning not as many vessels will be going out each day. Staff is accounting for this with a ten percent (10%) operational reduction in expenditures at this time. Staff has also delayed the start dates of seasonal staff.

Staff recommends completing the infrastructure needs and the design and approvals for the new office/guest service building in 2020 at a cost of approximately \$465,000. Staff also recommends completing the additional site improvements in-house. Additional project and funding requests will be brought forth to Council as appropriate at a later date.

**Alignment with Strategic Plan:** Per the 2019-2020 Town of Frisco Strategic Plan, the improvement of the waterfront marina is a goal for Council. The Town recognizes the importance of its recreational opportunities as essential to the Town's vibrancy, providing unique opportunities for visitors and locals to explore, play, experience, and share with the broader community. Such vibrant recreation is central to the community's economic vitality and therefore a high priority for the Town Council to maintain, sustain, and protect for future generations. In developing the site plans and concepts, the team also acknowledged the goals of the recently formed Public Arts Committee to reflect the future land spaces and uses of the Marina.

**Environmental Sustainability:** Per the 2019-2020 Town of Frisco Strategic Plan, the Town of Frisco will take action to collaboratively protect and sustain our treasured environment, by ensuring new development achieves a balance between the natural and built environment and implementing initiatives to address climate change. The proposed marina plans aim to strike that balance between the natural and built environment. Vehicular and pedestrian conflict is minimized, the turnaround/drop off area is pulled back and away from the water, buildings are repurposed, and new construction is of a smaller scale and designed as a net zero ready building, with net zero upgrades included as bid alternates subject to Council approval. Environmental sustainability is a priority for this project.

**Staff Recommendation:** Staff recommends the following at this time:

- Complete the infrastructure projects within the \$400k capital budget for the fire suppression system, lift station design and permitting, the fuel system and utilities. If the sanitary sewer lift station is permitted, an RFP could be released for construction pending Council approval at a later date.
- Finalize the schematic design and approvals for the new marina office/guest service building at a cost of ~\$65k. There are sufficient funds in the marina capital fund balance at this time should Council chose to pursue construction this year.
- Complete site improvement work that can be completed internally by TOF staff this summer.
- Review additional site plan options with Council for further consideration.

This fiscally conservative approach will help alleviate operational concerns for the summer of 2020 and will position the Town well for future projects.

**Reviews and Approvals:** This report has been reviewed and approved by:  
Diane McBride, Assistant Town Manager  
Bonnie Moinet, Finance Director  
Nancy Kerry, Town Manager



MEMORANDUM

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P.O. Box 4100 ♦ FRISCO, COLORADO 80443

**TO: MAYOR AND TOWN COUNCIL**  
**FROM: DON REIMER, COMMUNITY DEVELOPMENT DIRECTOR**  
**EVA HENSON, HOUSING COORDINATOR**  
**RE: STRATEGIC HOUSING PLAN UPDATE**  
**DATE: JUNE 1, 2020**

**Summary and Background:** Increasing the number of workforce and affordable housing units has for several years been a focus of the Town of Frisco and the other jurisdictions in Summit County. Over the past several years, the Town has undertaken a number of efforts in furtherance of this goal, including partnerships to develop deed restricted units available for sale or for rent, buy downs of existing properties in return for a deed restriction on those units, and density bonus provisions in the Town Development Code to encourage private developers to create deed restricted units as part of a larger development.

In the 2019-2020 Town of Frisco Strategic Plan, implementation of housing solutions was identified as a high priority goal of the Council. As part of that larger goal, several actions were identified, including development of a Strategic Housing Plan, implementing a partnership with CDOT for development of a project on CDOT owned property within the Town, and strengthening deed restriction covenants.

Two current potential projects are currently being discussed: a private developer has proposed a partnership with the Town for a public-private partnership to develop private and Town owned parcels jointly; and the Town has executed a Workforce Housing Planning Agreement with CDOT to jointly pursue development of the CDOT lot. This memo is intended to provide background on the Town's prior Housing efforts and funding sources, and on potential next steps in creating additional workforce housing in the Town of Frisco.

**Housing Needs Assessment Background and History:** Part of the challenge in developing affordable housing has been understanding how much housing is needed and what people are looking for versus how much it costs to build. Another part of the challenge has been establishing uniform (and coordinated) housing policies, strategies, and funding approaches to get the housing built.

In 2002, Summit County, Breckenridge, Dillon, Frisco, Montezuma and Silverthorne formed the Summit Combined Housing Authority (SCHA), authorized by state statute, to combat the housing crisis facing the larger community. The Authority is governed by a Board of Directors, comprised of one director for each jurisdiction.

An initial Housing Needs Assessment was prepared by SCHA in 2005, and in 2013 SCHA completed a new study in conjunction with Summit County, Town of Breckenridge, Town of

Frisco, Town of Silverthorne, and Town of Dillon. These studies examined the housing conditions of the county and updated general locations and quantities of housing throughout the County, and updated the economic and demographic characteristics of housing supply and demand. In 2016, a Housing Demand update was completed. This report gave an update on the units built since 2013 and didn't update any other preferences / needs / assumptions.

Most recently, SCHA commissioned a Housing Needs update that was completed on March 5, 2020, however SCHA had to cancel the public roll-out of this report due to the current public health order prohibiting public gatherings. The [2019 report](#) was prepared by Economic & Planning Systems, Inc., on behalf of SCHA. In the executive summary, it notes that Colorado's mountain and resort communities have become synonymous with almost entirely out-of-reach housing costs, a housing supply constrained by land, labor shortages, high construction costs, and the second homeowner market, as well as an ever-expanding workforce.

**Funding for Affordable Housing:** Since its inception, the SCHA has put a number of initiatives in front of voters with Referred Measure 5A. The measure was initially approved by voters in November 2006, authorizing a temporary sales and use tax of .125% and a scaled impact development fee for affordable housing for a period of 10 years. In November 2015, SCHA again went to the voters receiving approval to extend the tax in perpetuity.

On Nov. 1, 2016, voters authorized an additional temporary sales tax of .6% for housing for a 10-year period and will sunset on 12/31/2026. The impact fee and enhanced tax – at a rate of .725% – are estimated to contribute \$11,300,000 over the next 10 years to SCHA. The impact fee is expected to bring in \$50,000 per year and the sales tax is expected to contribute \$1,070,000 per year for the same time period.

An additional 0.6 percent special district sales tax was approved by voters for 2017 to increase funding for housing projects throughout Summit County. This tax was expected to generate approximately \$10 million over a ten-year period, at which time the tax sunsets in 2026.

The primary source of revenue for this fund is sales tax, which has been heavily impacted by COVID-19. As presented in the April 14, 2020 memo on potential budgetary impact related to COVID 19, Staff is projecting a 25% decrease in revenues or \$407,000 for 2020. However, the 2019 fund balance exceeded the amount budgeted by \$914,748 due to higher than projected revenues last year. As a result, the Housing Fund will absorb revenue reductions, even with the recent allocation of \$287,500 for the Residential Assistance Program Council recently approved (Resolution 2020-11). The projected fund balance at the end of 2020 will be approximately \$3.5M.

**Commitments:** In the 2020 Budget, \$390,000 has been budgeted from 5A Fund for the Housing Helps Program. Per the Agreement recently entered into with CDOT, up to \$100,000 may be utilized for initial planning for the CDOT lot.

**Prior Workforce Housing Projects:** There are 153 affordable housing units located in various developments around town. Many of these units were made available because of incentives in Frisco's land use regulations.

#### **South End Village**

In May of 1998, the Town of Frisco purchased a parcel of land located at the corner of 8<sup>th</sup> Avenue and Belford Street for the purpose of developing it as affordable housing. The Town issued an RFP in 2003 seeking a developer to build the project, and in August 2004, Town

Council approved the Development Agreement that authorized the Town to work with the selected developer to construct an affordable housing project.

The land for this multi-family housing project was owned by the Town of Frisco and transferred to the developer as part of a partnership to develop affordable housing on the parcel. The agreement between the Town and the developers required that at least 60% of the units be available for sale to individuals or families earning 80% of Area Median Income (AMI), 25% of the units be available at 100% of AMI, with the remainder available at market rates. The South End Village project consists of six constructed buildings, encompassing two detached single-unit townhomes, three attached 2-unit townhomes, and two condominium units. The units were sold to Frisco and Summit County full-time residents via a lottery system that was held in June 2005.

### Peak One

A 12.5-acre Town-owned parcel of land, termed the Peak One Parcel, was annexed in early 2009 with the intention of developing affordable housing. The Town of Frisco worked with Brynn Grey Partners to develop Peak One in accordance with the Peak One Master Plan. Ground was broken in 2010, Phase I was completed in 2011 and the final phases were completed in 2015.

Peak One Neighborhood includes 69 homes, both single family and duplexes. 61 of the units are restricted to families earning between 80-160% AMI; 8 are market value; and all 69 of the homes are restricted to people in the local workforce. In 2016, Housing Colorado honored Frisco's Peak One Neighborhood with the Eagle Award for its outstanding contribution to affordable housing in Colorado.

### Mary Ruth

In late 2016, Frisco Town Council decided to move ahead with this workforce housing project on town-owned land at 306 Galena Street. This project included the construction of 9 units of workforce housing: one studio; five 1-bedroom units and two 2-bedroom units. Four rental units were available for employees working in Frisco and/or the Ten Mile Basin area and the remaining units were made available to Town of Frisco employees. The already existing 2-bedroom unit in the historic Mary Ruth House on this property was also improved and remains workforce housing.

Funding for the units being built as rentals for Town of Frisco employees came out of the Town's capital improvement fund, and funding for the units being rented to employees of Frisco businesses came from 5A revenues. The Town of Frisco currently manages these properties. These long-term rental units have automatic lease renewals, and pets are allowed with permission. Construction was completed in November 2018 by Compass Homes.

### Basecamp

In February 2017, Brynn Grey, the developer of the Whole Foods/Basecamp development, proposed building 24 units of workforce housing requiring an amendment to the covenant and agreement related to Pad 5 at the Basecamp Development to allow residential units on the 2<sup>nd</sup> floor or above. Residential units were not listed as prohibited in the original covenant agreement for the Basecamp Development, nor expressly noted as a permitted use, therefore the developer received approval of an amendment from the Town to the covenant to allow for 24 units of workforce housing. The developer also constructed an additional deed restricted unit on the ground level as a requirement to offset lot coverage and height incentives they were utilizing. The residential units were completed in February 2019.

Coyote Village

In 2018, the Town of Frisco used a combination of Town Capital Improvement Fund and SCHA 5A Fund balances to initiate a limited buy-down program for four existing market-rate units in the Coyote Village development north of Frisco Elementary School. As a result of this program deed restrictions have been placed on these four units so that they will remain affordable workforce housing units available for purchase.

Prior Projects – Private Density Bonuses

Section 180-5.5.1 of the Town Development Code includes provisions that allow a private developer to create additional “bonus” market-rate units of density within a development if the same number of deed restricted units are also created. Over the past several years, developers have used these and other Code provisions to create approximately 60 deed restricted units throughout the Town, including within Boulevard Bend, Condos off Main, Town Centre, Drake Landing, Towers at Lake Pointe and Marina Point, among others.

**Town of Frisco Rental Units – Inventory:** The town currently has 16 units in their rental inventory with various sizes and accommodations for employees that are full time or seasonal.

- Mary Ruth – 306 Galena
  - 8 units and 2-bedroom Mary Ruth House
  - Each apartment includes a washer and dryer and a storage locker or garage
- Public Works
  - 2 units, each are 1-bedroom/1-bath
- 1<sup>st</sup> and Main Building
  - One Studio unit and one 1-bedroom/1bath unit
- 113 Granite Street
  - One 1-bedroom cabin
- 117 Granite Street
  - One 1- bedroom cabin
- 760 Pitkin Street
  - One 3-bedroom/3-bath duplex unit
  - 1 car garage

**Deed Restrictions and Deed Monitoring:** When a deed restriction covenant is placed on a property, it is important that the Town regularly monitors the deed restriction to ensure that the deed-restricted unit continues to be occupied and used in accordance with the terms of the covenant. SCHA initiates the housing deed monitoring by contacting all homeowners with a link to fill out their information. SCHA reviews the respondent’s answers and flags relevant properties that may be in violation of the covenant and also the properties that did not respond.

Frisco has 153 deed restricted units and in 2019, 67 owners of deed restricted properties did not respond to the initial request. A second request was sent by SCHA, and the Town notified the non-responders by email and letter. From that notification the response rate was much higher due to the additional outreach. After SCHA provides the Town an updated list of potential violations, the Town reviews the potential violations to decide what actions to take. The Town can also request SCHA to audit properties. In September, 2020 monitoring cycling begins again.

**Frisco Housing Task Force:** In 2017, the Town of Frisco established a Housing Task Force comprised of community leaders to discuss potential options for continued development of workforce housing project and policy recommendations for Council’s consideration. The final report, dated March 23, 2018, is included as Attachment 1 for reference.



Policy recommendations made by the task force included regulatory provisions, business assistance programs, a buy down program, and regulation of short-term rental properties. At this time, the business assistance and buy down recommendations have been approved by Town Council in September 2019 as the Housing Helps program, with further details below. Regulations for short-term rental properties have also been developed and implemented, but are not addressed in this report.

### Housing Helps Program

Town Council has previously discussed at their November 12, 2019 meeting additional details about the Housing Helps Program, which was initially approved through Resolution 19-27 in August 2019. With policy direction provided, staff has drafted documentation to implement and market the program for properties within the Town of Frisco. For 2020, \$300,000 has been budgeted for the Housing Helps Program, plus an additional \$90,000 for business owners looking to purchase properties for employees of the business, and the following options could be applied:

- Provide financial assistance to a buyer as a down-payment assistance program (buyers may include businesses) in exchange for a deed restricting occupancy to local workforce community members.
- Provide financial assistance to a current property owner (including businesses) to construct an accessory dwelling unit provided the owner restrict occupancy to local workforce community members. Purchase a market rate housing unit and resell the property with a deed restricting occupancy to local workforce community members.
- The deed restriction recorded on a property will not have an AMI cap but will generally parallel the Town's standard deed restriction covenant related to employment qualifications. Financial assistance will be evaluated on a case-by-case basis. A maximum of \$75,000 in financial assistance may be provided for each individual property.
- A home energy assessment will be provided for any single-family and duplex units being deed restricted through the Housing Helps Program to protect the investment of the Town and inform the property owner of existing conditions.

As of the date of this memo, there has not been any expenditures of the \$390,000 in funds allocated to the program for 2020.

**Housing Task Force Project Recommendations:** In addition to Housing Policy recommendations, the Housing Task Force identified several publicly and privately owned properties which could be suitable for further consideration in the short, medium and long term. At that point in time the Mary Ruth project discussed above was in process of construction. Projects with a short-term focus were identified as town-owned properties such as the Community Center, 113 Granite, and the lot at the corner of 3<sup>rd</sup> and Granite, commonly known as the Sabatini Lot. Medium term projects are properties which were not owned by the Town, but which were suitable for development and could be developed in partnership with the other governmental agencies which owned those properties. Long term projects are properties not owned by the Town and not immediately available for development, but which could be in the future. This report provides an update on one of each: the Town-owned "Sabatini" lot, the CDOT Lot, and Lake Hill.

### Glassman / Sabatini / 113 Granite

In 2018, a ballot measure was proposed that would have allowed construction of housing units on the Community Center property, however the ballot measure was not passed. In late 2019,

the owner of the property adjacent to the Sabatini Lot, Nathan Glassman, approached the Town to inquire about opportunities for a public private partnership to jointly develop the southern half of the block between 2<sup>nd</sup> and 3<sup>rd</sup> Avenues on the north side of Granite Street, possibly to include development of the 113 Granite Street property also owned by the Town.

In early 2020, the Town held an open house to seek input, feedback and ideas about a potential public-private partnership for a new housing community at town owned properties on Granite Street between 1<sup>st</sup> and 3<sup>rd</sup> Avenues. The most recent open house was held on February 26, 2020.

- The Town owns the lot located at the corner of 3<sup>rd</sup> and Granite Street. This lot is also commonly referred to as the “Sabatini” lot. This site is about a half-acre.
- Nathan Glassman owns the lot located at the corner of 2<sup>nd</sup> and Granite Street. Address is 207 Granite. This site is about a half-acre.
- The private property owner (Nathan Glassman) has indicated an interest in partnership with the Town to develop the privately owned lot and Town owned lots together. No contracts or agreements are currently in place.
- Both properties are zoned Central Core District and have a broad range of permitted options for development.
- The town and Housing Task Force studied public-private opportunities with these sites previously and Town Council has indicated delivering housing as a primary strategic action item.
- The Town has not issued an RFP for development because they only own their lot, and the other lot is privately owned. The Town cannot do an RFP on private land.
- The sites have been discussed for use in parking and/or housing and a goal of this process is to determine if partnership could be a good way to maximize and achieve these goals.
- We are currently in a discovery / conceptual phase to analyze and determine opportunities and benefits of a public-private partnership. This means we are studying the site to understand how the site can be more efficiently developed to achieve more town goals by developing the site together, while also engaging the community to understand priorities.
- The site is a key potential site for housing because it is located in close proximity to employment, transit, open space and recreation and meets goals for Community Plan adopted in 2019.

The development team has requested an opportunity to present their findings from the open houses and community feedback; this is tentatively scheduled for the June 9, 2020 Town Council meeting.

#### CDOT Lot:

For a number of years, the Town of Frisco has discussed the opportunity to enter into a partnership with CDOT to develop a workforce housing project on the lot owned by CDOT located at 619 Granite Street, Lots 18-24, Block 12, Frisco Townsite. For the past year, Town staff along with CDOT staff have pursued a formal agreement, which was presented to Town Council on April 14, 2020 and approved. The Memorandum of Understanding (MOU) directs CDOT and the Town to jointly undertake all necessary actions to design and develop a workforce housing project.

The Agreement requires CDOT and the Town to share all costs (excluding each agency’s staffing and personnel costs) to develop 80% construction drawings and final construction cost

estimates for the designed project. The Agreement sets forth the parameters allowing the Town to lead in the selection and possible engagement of professional consultants and contractors, subject to the approval and participation of CDOT, and does not bind CDOT or the Town to the final construction of a project. Both parties have no obligation to construct the project, which is important given the design and potential construction costs are not yet known. Under the agreement, up to \$200,000 may be expended on the initial planning effort (\$100,000 each by Town and CDOT).

### Lake Hill

The Lake Hill property, located along Dillon Dam Road in unincorporated Summit County and adjacent to the Town of Frisco, is a workforce housing project being spearheaded by Summit County. 436 housing units of a variety of types, including single family detached, duplexes, townhouses, and large multifamily buildings are contemplated. In 2000, the Town of Frisco identified the 44.81-acre parcel as a desirable location for affordable workforce housing. In 2011, Summit County took a lead on the acquisition of this property at the request of the Town of Frisco, and in 2016, Summit County finalized the purchase this land from the United States Forest Service (USFS).

In March 2017, Frisco Town Council discussed the Lake Hill Master Plan in a joint meeting with Summit County Commissioners. While there is much support for the plan, Frisco Town Council members noted unresolved concerns including but not limited to the following: traffic flow at Dillon Dam and Summit Boulevard / Highway 9, the amount of proposed units and availability of water. There has been no request to annex this property into the Town of Frisco, but Summit County has involved Frisco in stakeholder planning throughout the process. As of the date of this report, Summit County is continuing to develop the Lake Hill Impact study which will assist in continued planning for development of the property.

**Alignment with Strategic Plan:** Implementation of Affordable Work Force housing has been identified by Council as a high priority goal in the 2019-2020 Town of Frisco Strategic Plan.

**Staff Recommendation:** This report is prepared for Council's information and background in consideration of potential project proposals, the upcoming Council Retreat and Strategic Planning Session, and continued development of the Town of Frisco Strategic Housing Plan.

**Reviews and Approvals:** This report has been reviewed and approved by:

Nancy Kerry, Town Manager

### **Attachments:**

Attachment 1: Housing Task Force Final Report



# 2018 TOWN OF FRISCO HOUSING TASK FORCE REPORT





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### Acknowledgements

## INTRODUCTION

As Frisco continues to grow as a community and tourist destination, the enriched economy and housing costs have created a divide between what workers can afford and what's available. Living in smaller spaces and taking on extra roommates can only go so far in making the area more affordable, which is why the Town of Frisco is taking action and seeking creative new solutions. In November 2006, Frisco, Summit Combined Housing Authority (SCHA), Summit County, and the other incorporated municipalities received funding from voters in the form of Measure 5A, a sales/use tax and impact fee. The sales tax and impact fee were extended in perpetuity in 2015, and in November 2016, voters added a 0.6% sales tax for 10 years to be used for "affordable housing purposes to help local workers and their families continue to live in our community, including but not limited to constructing affordable workforce rental and owner-occupied housing units."

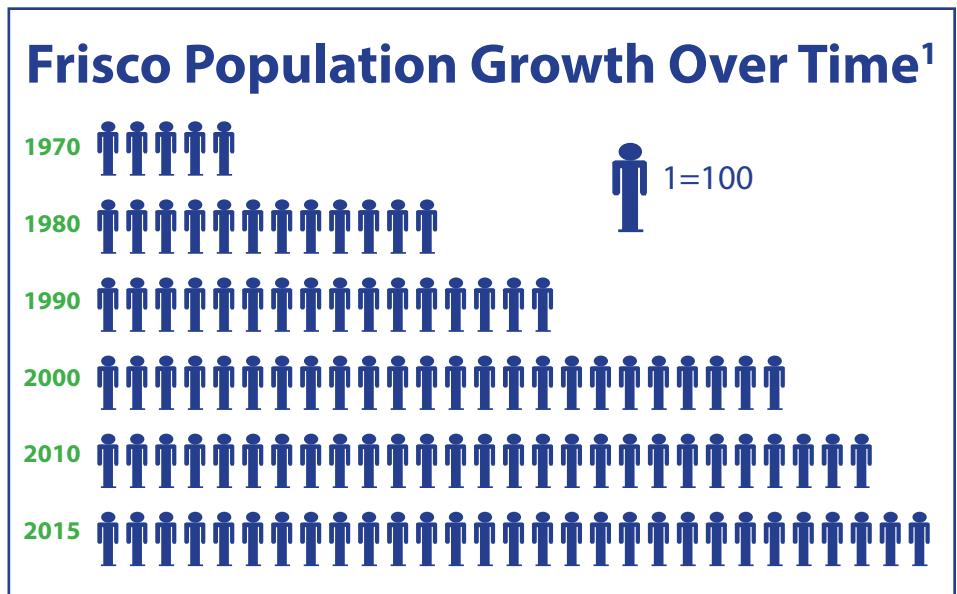
The affordability of housing for workers in Frisco is an ever-evolving problem that requires innovative and collaborative solutions. The Town of Frisco recognizes that there is not one single solution to deal with this issue, but it rather requires a multi-pronged approach. An update to the 2013 Housing Needs Assessment created by the SCHA shows that as of 2016, even workers making 120% of the Area Median Income (AMI), need help to be able to live in Summit County. For 2015, the average residential home sale came in at \$554,432 in Frisco, considerably higher than the \$407,000 price point considered affordable for workers making 150% of the AMI. The cost to purchase or rent a home in Summit County has continually increased with the average price of homes sold in 2015 coming in 12-13% higher than those sold in 2012. In Frisco, there was a more than 20% increase in cost over the same time period.

With these figures and challenges in mind, the Frisco Town Council created a Housing Task Force to look at how the Town can help to fill in the gap through workforce housing initiatives. In March 2017, 15 individuals from the community were selected as members of the Task Force to help create a dynamic and comprehensive approach to dealing with affordable housing in the Town of Frisco. The members of the Task Force each brought a unique perspective and background to the group from developers and local business people to mortgage specialists and a land use planner. The Task Force quickly split into two groups, Policy and Project, and spent the next six months working on solutions. Their approach to this subject involved extensive recommendations, a design charrette, and evaluation of multiple sites for potential use as affordable housing.

## BACKGROUND

Summit County’s permanent resident population has consistently grown since 1970, with Frisco alone growing from 471 residents in 1970 to 2,927 in 2015 according to data from the State Demographer and U.S. Census. Since 2000, the County population has grown by 28.7% with Breckenridge seeing the largest rate of growth at 109% in the same time period. This growth has led to consistent difficulties in finding affordable housing for people who want to live and work within the County.

In 2002, Summit County, Breckenridge, Dillon, Frisco, Montezuma and Silverthorne formed the Summit Combined Housing Authority, authorized by state statute, to combat the housing crisis facing the community. The purpose of SCHA is to “effect the planning, financing, acquisition, construction, reconstruction or repair, maintenance, management and operation of housing



projects or programs pursuant to a multijurisdictional plan in order to provide dwelling accommodations at rental prices or purchase prices within the means of families of low or moderate income and to provide affordable housing projects or programs for employees of employers located within the jurisdiction of the authority.” The Authority is governed by a Board of Directors, comprised of one director for each jurisdiction.

Since its inception, the SCHA has put a number of initiatives in front of voters with Referred Measure 5A. The measure was initially approved by voters in November 2006, authorizing a temporary sales and use tax of .125% and a scaled impact development fee for affordable housing for a period of 10 years. In November 2015, SCHA again went to the voters receiving approval to extend the tax in perpetuity.

Finally, on Nov. 1, 2016, voters authorized an additional temporary sales tax of .6% for housing for a 10-year period. The impact fee and enhanced tax – at a rate of .725% – are estimated to contribute \$11,300,000 over the next 10 years to SCHA. The impact fee is expected to bring in \$50,000 per year and the sales tax is expected to contribute \$1,070,000 per year for the same time period.

The Frisco Housing Task Force used this information as well as information on the town’s collateral, buying options, and current debt to examine how best to move forward with new and existing housing opportunities.

Year	REVENUES		EXPENDITURES	
	.125% Tax	Impact Fee	Capital Projects <sup>2</sup>	Admin. Fees (SCHA)
2007	\$65,050	\$6,300	--	\$27,822
2008	\$197,084	\$39,957	\$40,000	\$35,881
2009	\$139,408	\$71,914	\$53,919	\$39,668
2010	\$146,438	\$53,040	\$110,361	\$86,336
2011	\$128,311	\$58,691	\$156,176	\$42,711
2012	\$136,896	\$76,515	\$134,076	\$36,941
2013	\$148,941	\$54,950	\$156,586	\$44,762
2014	\$164,435	\$200,279	\$134,761	\$44,282
2015	\$186,973	\$139,848	\$33,129	\$35,962
2016	\$204,393	\$116,626	\$405	\$42,323
Total	\$1,517,929	\$818,120	\$819,413	\$436,688

1 - See Appendix A for full data set. All number rounded to nearest 100. 2 - Capital expenditures related to Peak One Neighborhood.

## BACKGROUND

In 2013, the Summit Combined Housing Authority released a Workforce Housing Needs Assessment to evaluate the need for affordable housing and develop strategies with the County and municipalities for new and existing initiatives. The assessment was then updated in 2016 to show how conditions had changed in terms of available and needed units as well as the demographics of the workforce.

Eligibility for many of the income- or deed-restricted housing units in Summit County is determined by using the Area Median Income (AMI) – a figure calculated by the U.S. Department of Housing and Urban Development (HUD). In

**30% AMI : \$18,500**

**In 2016, a single person making \$18,500 made 30% of the Area Median Income**

**60% AMI : \$36,960**

**80% AMI : \$49,280**

**100% AMI : \$61,600**

**120% AMI : \$73,920**

**140% AMI : \$86,240**

**160% AMI : \$98,560**

2012, the AMI was calculated to be \$89,800, but by 2016 it had dropped to \$82,300. Since the initial needs assessment was conducted, HUD has changed how it calculates AMI, and mortgage interest rates have increased meaning that at each AMI level workers can afford to pay less in rent every month than was possible in 2012. This factor combined with rising housing costs and a shrinking inventory of available units means that more and more people are in need of assistance. Given all of the above factors, even households earning more than 120% AMI may be in need of assistance.

Summit has also seen the unemployment rate drop from 6% in 2012 to 2.25% in 2016, lower than the pre-recession rate of 2.7% in 2007. This means that many workers will need to move into the area to fill open positions, creating a larger need for affordable housing. Currently, SCHA estimates that 659 units will need to be constructed to catch-up with the current workforce needs, and 1,025 units will need to be constructed by 2020 to keep-up with the workforce needs. Of those units, 249 will be needed in the Ten Mile Basin to catch-up; 310 units will be needed by 2020 to keep up.

Based on U.S. Census and State Demographer data, the Ten Mile Basin is home to 14% of Summit County's permanent resident population and has already constructed 586, or 24%, of the workforce housing units in the County. Between 2012 and 2016, Frisco built or approved 61 workforce units and as of 2017 has Request for Proposals out for two new developments.

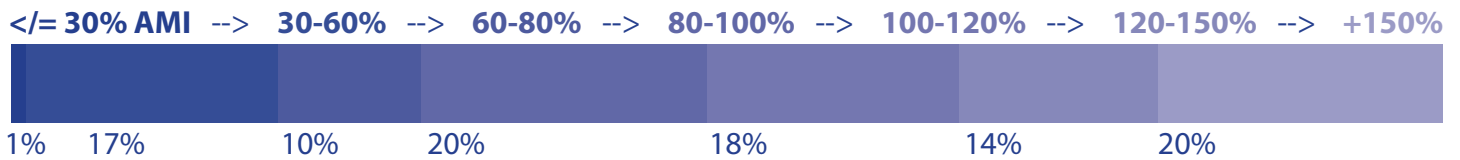
Vacancy rates across the County have remained near 2%, while in 2015 the rental vacancy rate was near zero percent. Market units are also being lost to short-term rentals and second homeowners as local workers retire or move away. It is estimated that 56 units are lost per year to second homeowners, while there is currently no official estimate of units that have moved from long-term to short-term rentals. According to SCHA, the lack of available units has continued to drive up the market rate – at a pace exceeding 10% per year – so that “households must now earn over 100% AMI to afford median market rates.” The median countywide rent was calculated at \$1,898 per month, affordable to anyone making 110% AMI.

With this in mind, Frisco established a Housing Task Force to come up with strategies to help workers in the Ten Mile Basin and in Summit County as a whole. Over a period of six months in 2017, the town hosted multiple meetings with the Housing Task Force – which was divided into two groups, a project-based group and policy-based group – to look at areas that would be good for housing developments; create a tool kit for the town, developers, and citizens; as well as strategies for how to ease the strain on local workers. In October, the town also held a panel discussion with other municipalities in the Rocky Mountain region to determine what policies areas have found beneficial when dealing with short-term rentals.

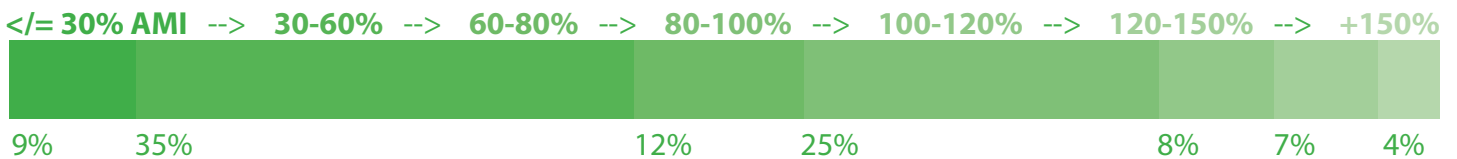
# SCHA Housing Assessment Data<sup>1</sup>

## HOUSEHOLDS BY AMI

### Owners



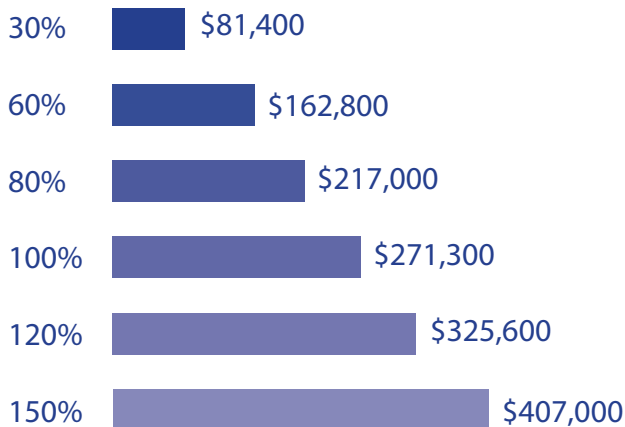
### Renters



## 2016 MAXIMUM AFFORDABLE HOUSING COSTS BY AMI

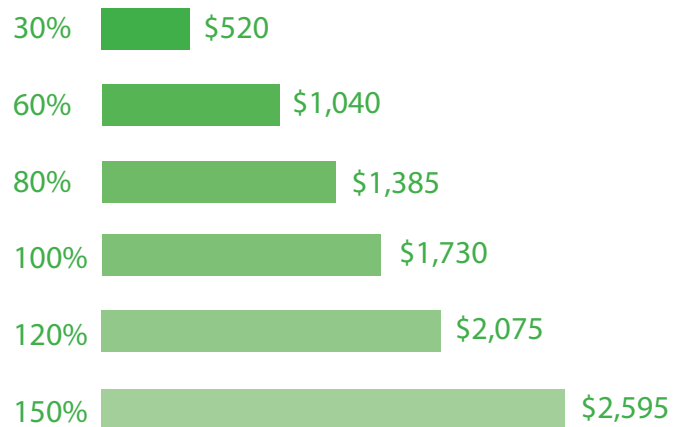
### Max Purchase Price

AMI LEVEL



### Max Rent

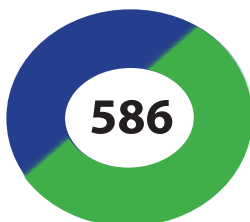
AMI LEVEL



### TOTAL WORKFORCE HOUSING UNITS 2016<sup>2</sup>

188 OWNED

398 RENTED



### CONSTRUCTED / PERMITTED HOUSING UNITS 2013-16<sup>2</sup>

63 DEED/  
INCOME  
RESTRICTED

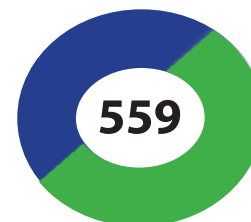
109 MARKET RATE



### HOUSING UNITS NEEDED 2016-20<sup>2</sup>

249 CATCH-UP

310 KEEP-UP



1 - Source:: 2016 Summit County Housing Demand Update, SCHA. See Appendix B for data set. 2- Information for Ten Mille Basin only.





## HOUSING TASK FORCE POLICY GROUP MEMBERS

### COMMUNITY MEMBERS

Brett Amedro

Doug Berg

Tom Castrigno

Lina Lesmes

Kasey Provorse

Elena Scott

Doug Sullivan

### TOWN COUNCIL MEMBER

Kim Canselosi

### TOWN STAFF

Joyce Allgaier  
*Community Development  
Director*

Bill Gibson  
*Assistant Director*

## POLICY GROUP

Over the course of six months the Policy Group, consisting of community members, town staff, and a town council member met to establish the following goals and recommendations for affordable housing in the Town of Frisco:

### REGULATORY DIRECTIONS

#### GOAL

Stimulate the increase of production and creation of affordable housing through town policies, incentives, and regulatory procedures.

#### RECOMMENDED ACTIONS

- Waive or reduce development application, water tap, and building permit fees and expedite reviews for projects that include deed-restricted affordable housing.
- Subsidize sanitary sewer tap fees for deed-restricted affordable housing. (The Frisco Sanitation District operates as a municipal district and charges its own fees that, due to regulatory constraints, cannot be waived or reduced.)
- Provide property tax rebates for long-term rentals and deed-restricted affordable housing.
- Establish an Affordable Housing Overlay District that incentivizes workforce housing projects by allowing waivers and/or deviations from the underlying zoning and development standards, but ensure compatibility with the neighborhood.
- Evaluate the exemption of parking space areas from lot coverage calculations for deed-restricted accessory units in order to allow for more density.



The Peak One Neighborhood provides affordable-housing units for the local workforce.

- Eliminate the 100% AMI income restriction for deed-restricted accessory units and instead only apply the “workforce restriction” of at least 30 hours per week yearly in the county.
- Replace the for-sale-by-owner transactions of affordable housing with a prioritized lottery system for projects involving public property or funding.

### ACTIONS CONSIDERED BUT NOT RECOMMENDED AT THIS TIME

- Eliminating the density bonus affordability restrictions (max. % of AMI).
- Increasing or decreasing the density bonus requirement that one-half (½) of the on-site bonus units be deed restricted as affordable housing.
- Reducing the density bonus requirement that two off-site deed-restricted affordable units must be provided in lieu of one on-site affordable unit.
- Expanding the density bonus program to the residential zone districts.
- Replacing the for-sale-by-owner transactions of affordable housing with a prioritized lottery system for projects involving private property and funding (example: density bonus units).

### POTENTIAL ACTIONS NEEDING FURTHER EVALUATION

- Reduce the parking requirements for all deed-restricted affordable-housing units and long-term rental lock-offs.
- Require workforce housing mitigation with development projects (examples: inclusionary zoning, commercial linkage, annexation requirements, etc.).



Partnerships between businesses, the town, and nonprofits can help local businesses retain workers.

## ASSISTING LOCAL BUSINESSES

### GOAL

Help local businesses maintain a reliable and sustainable workforce base through potential partnerships (between businesses, governments, nonprofits, etc.) tax benefits, deed restrictions, and the creation and retention of affordable-housing options.

### RECOMMENDED ACTIONS

- Increase marketing efforts to inform local businesses about workforce-housing opportunities and incentives, and identify financial institutions willing to assist local businesses with housing. Ensure that businesses and business groups/associations are aware of options for helping to create workforce-housing options, including information about zoning incentives (ADUs and bonus units), that businesses can qual-

ify as the owners and renters of deed-restricted housing units, and other incentives as they become available.

- Explore financial incentives for local businesses to create workforce housing (example: down payment assistance).
- Sell deed-restricted, buy-down units to local businesses to manage themselves for housing employees.
- Create business incentive program priorities and standards, and a housing “tool kit” of information that can assist businesses in developing workforce housing.

### POTENTIAL ACTIONS NEEDING FURTHER EVALUATION

- Research additional business incentive opportunities.

## BUY DOWNS

### GOAL

Capitalize on retaining existing housing for locals as an option to building all new units.

## RECOMMENDED ACTIONS

- Establish a buy-down program (buy, deed restrict, and then re-sell units; pay property owners to deed restrict their property; negotiate with developers of new buildings; etc.) Include funds to support this initiative in annual town budget.
- Create buy-down program priorities and standards. Evaluate the costs and benefits of buy downs compared to the construction of new units.
- Explore income tax incentives for the “donation” of an affordable-housing deed restriction.
- Establish a reserve fund for the purchase of deed-restricted affordable-housing units in foreclosure to preserve the deed restriction. Coordinate with SCHA and lenders to assist owners in financial difficulty to keep their loan current while selling the property to avoid a foreclosure.
- Support the SCHA and other organizations providing financial assistance to buyers and renters (example: down payment and security deposit loans).
- Establish requirements that protect affordable-housing units from future home owner

association special assessments caused by poor maintenance and management practices of the association to preserve the affordability of the unit.

- Establish limitations on home owner association dues for affordable-housing units and dues related to common area elements (example: swimming pools) to preserve the affordability of the unit.
- Implement a town program whereby, the town may take quick action to secure a contract or option on a property. Consider authorizing the town manager or other town representative to work directly with real estate agents to make offers. Establish a fund within the town budget for such acquisitions. Reach out to real estate entities to inform them of the town’s goals and make them aware of our nimbleness to take action.
- Evaluate opportunities to utilize Colorado Housing and Finance Authority (CHFA) and United States Department of Agriculture Rural Development funds along with the Summit Combined Housing Authority as a means to leverage funding.

## ACTIONS NOT RECOMMENDED

- Use of public funds to offset ownership costs (example: HOA dues and assessments).
- Use of public funds to assist with rental costs (example: first/last month deposits).

## SHORT-TERM RENTALS

### GOALS

- Preserve and build Frisco’s sense of community as a place where people live year round. Maintain Frisco’s small town residential character by minimizing the impacts that can arise from short-term rentals.
- Acknowledge that Frisco has an economy driven by tourism and we must tailor our short-term rental approach to our own values and goals versus those of front range or other communities.
- Reclaim and encourage the preservation of the long-term rental stock by making long-term renting more appealing, or just as appealing as short-term rentals, to property owners.
- Strive for a balance in the community between being a community that is characterized

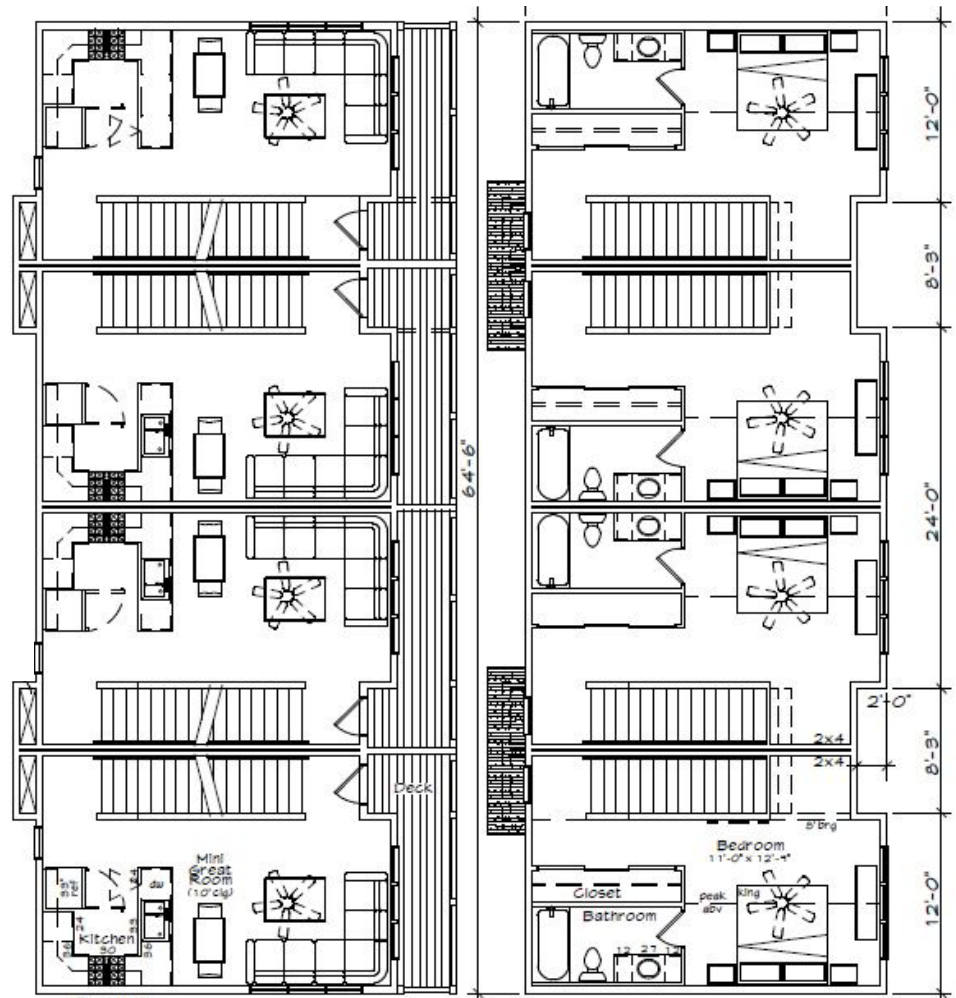


by year-round, local residents and tourism lodging and uses.

- Level the playing field between vacation-rental homes and other commercial lodging, licensing, impact mitigation, parking, and life/safety requirements, among others.
- Acknowledge that there is a long history of vacation-rental homes in the Frisco community. Vacation rentals are an important source of “hot beds”, keep lights on in neighborhoods, increase visitorship to Main Street, and add to a sustainable economy. There is a reliance on income by some short-term rental hosts.
- Short-term rentals should “pay their own way” in terms of licensing, administration, enforcement, monitoring, and mitigation impacts, among other costs.

## RECOMMENDED ACTIONS

- Adopt a definition of short-term rentals that means, “the rental of property for a time period of 30 days or less.”
- Upgrade town licensing provisions with new specifications and requirements for property owners of short-term rentals including:
  - Increase fees to levels that are directly proportional to the costs to the town associated with licensing, tracking, enforcement, monitoring, and other administrative tasks.
  - Require documentation from the short-term rental owner that basic life/safety standards are met with regard to egress, smoke alarms, fire extinguisher, carbon monoxide detection, etc. Such building inspection documentation would be pro-



ABOVE AND OPPOSITE PAGE: Illustrations of proposed housing development at Mary Ruth Place.

vided and signed by a private licensed building professional, paid for by the property owner.

- Require that the owner provide a local contact for the property that is available for contact 24 hours a day (for contact by the renter, neighbors, and town) for tenant assistance, emergencies, and violation and complaint management. All licensed short-term rental properties will be listed on the Town of Frisco’s website, including license and registration number (with Airbnb, VRBO, FlipKey, etc.), property address, name of owner, name and phone number of 24-hour contact, and other pertinent information.

- Require that notice be provided to property owners in the vicinity and associated HOA (if one exists) at the time of issuance of a short-term rental license. Applicants shall provide a list of mailing addresses of the associated HOA and property owners within 200 feet of the boundary of the subject short-term rental property. (Such mailing labels are attainable from Summit County Assessor’s Office at a fee to be paid by the applicant and submitted at the time of license application.) Such notice of the short-term rental license application and approval would be prepared and sent by the town and at a minimum include short-term



The sketch plan for the Peak One Neighborhood, an affordable housing development for the Frisco workforce.

rental property address, owner’s name and phone number, and name and number of 24-hour contact.

- Require owner to create an information sheet that is posted inside the unit, regarding 24-hour contact, emergency phone numbers, refuse and recycling rules/processes. Town can create template for this information sheet.
- Require that application includes floor plan (including number of bedrooms), site plan, including parking spaces, and description of refuse/recycling operations.
- Create loss of license/fine schedule for violations with town attorney. Take a “three strikes, you’re out,” approach with the

penalty of a revoked license. Confirm and memorialize what constitutes a violation.

- Establish a maximum occupancy for the short-term rental unit. Allow maximum of two people per unit plus two per bedroom. A scaled floor plan showing unit layout, bedroom locations and dimensions must be provided at time of license application in order to determine occupancy and enforce.
- Limit the number of people allowed at outdoor gatherings and events on the property to no more than twice the number of allowed occupants.
- Parking must be provided on the subject property in designated parking spaces that conform to code standards. (Parking is not

allowed on streets, neighboring properties or on lawn/landscaped areas.) A scaled parking site plan must be provided at time of license application.

- Require mitigation of nuisances and impacts such as:
  - Require motion sensors on exterior lights and require dark sky outdoor lighting in compliance with code.
  - Require bear-proof refuse and recycling containers.
  - No amplified music is allowed for outdoor gatherings in residential areas.
  - No outdoor camping tents, temporary sleeping structures, or RV use is allowed.
  - Visiting pets must abide by nuisance and leash laws.
- Short-term rental provisions will

be enforced by the town. Licenses may be revoked if violations are found and renewal fee will be required, once allowed to reapply for a license after a six-month waiting period. Complaints received by the town will be documented and forwarded to the property owner and 24-hour contact.

- Amend the licensing provisions to require owners, owner’s representatives, and property management firms to file a license for each short-term rental unit, including a discreet address for each unit.
- Implement license purchase of a required two-year time period with a six-month waiting period to disincentive speculation housing construction for short-term rental use.
- Implement a monitoring and tracking program of short-term rental license numbers, geographic location, number of rentals, complaints and violations, license

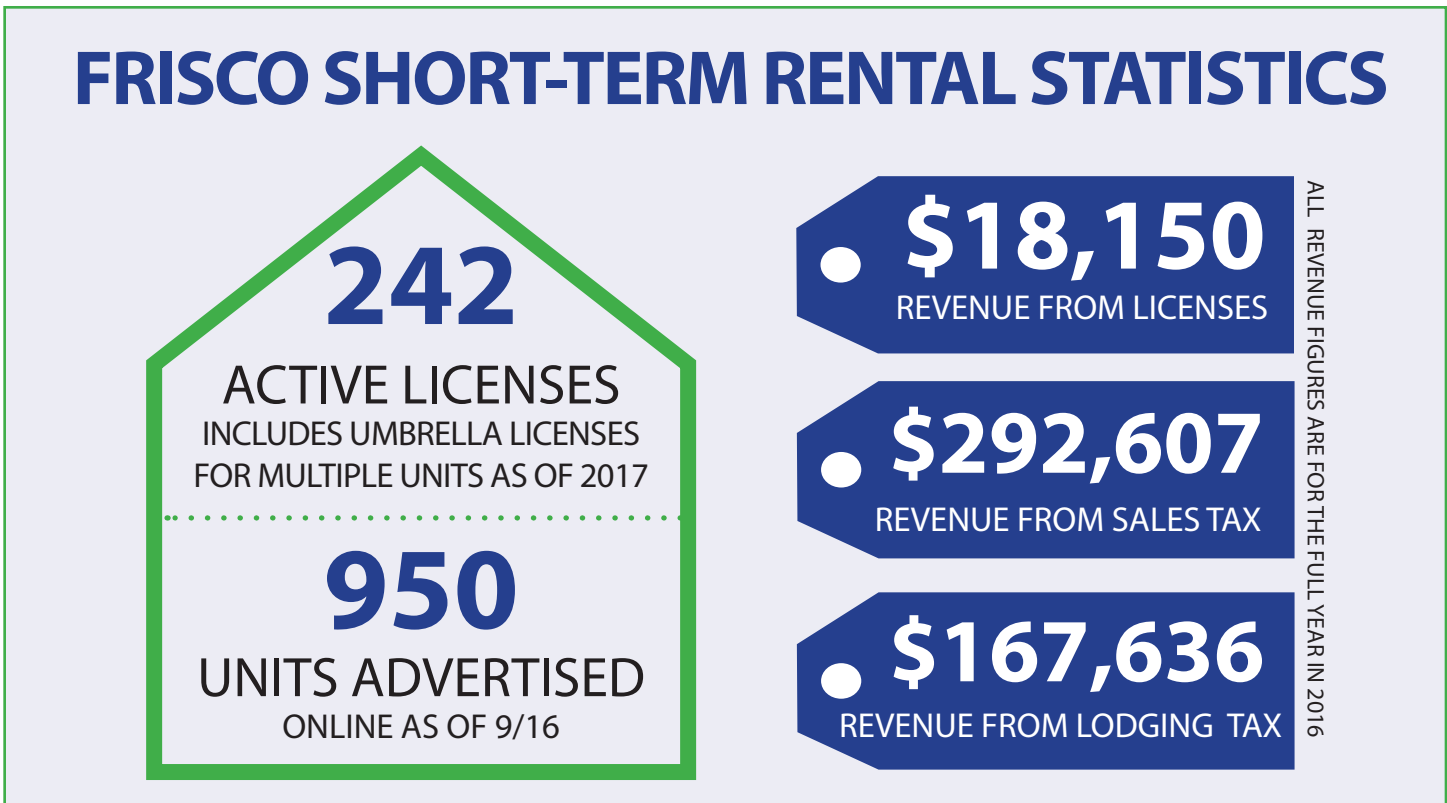
drop-outs, and other data that would be helpful to evaluating the potential for other actions or amendments to the licensing program, such as a cap or geographic area limitations.

- Increase marketing efforts to encourage long-term rentals.
- Support programs and partnerships with local nonprofits and property management companies that make the long-term rental process easier for property owners.

### ACTIONS NOT RECOMMENDED

- Use of a formal conditional use permit process due to prolonged processing time, staff time, and planning commission time. (Instead, use prescribed licensing standards that must be met by property owner in order to attain a license and official notification to owners in the vicinity of short-term rental licensee.)

- Restriction of short-term rental licenses by zone district or geographic area.
- Establishment of a cap or limit to the number of short-term rental units allowed in the town. (Reconsider a cap after monitoring and auditing for one to two years, and collecting better data to understand impacts, economic implications, and relationship to long-term rentals.)
- Requirement of sign-off by HOA, but yes, to notification.
- Prohibit market rate density bonus units from being short-term rented. (Note: deed-restricted affordable housing bonus units are already prohibited from short-term rental through the deed-restriction language.)
- Use of licensing fees to go into a dedicated fund for workforce housing due to legal limitations for use of fees (vs. taxes).





Members of neighboring communities that are also dealing with short-term housing rentals came to a panel discussion in Frisco in October 2017. From left to right: Michael Yerman, Crested Butte; Frank Lancaster, Estes Park; Jennifer Yobski, Georgetown; Jay Brunvard, Minturn; and Monica Wehner, Salida.

**FRISCO’S APPROACH**

As of 2017, Frisco requires short-term rental owners to acquire a business license and pay sales and lodging taxes. As of the same time, there were 242 active business licenses for short-term rentals in Frisco. Some of these licenses do cover multiple units, as property management firms and individual owners are allowed to host multiple units under one license. Staff estimates that 100-200 additional units operate under these umbrella licenses.

As of September 2016, third-party service providers estimate that 950 unique units were available to rent in Frisco.

A business license with the Town costs \$75 annually and must be renewed every year to remain in compliance.

**TAX BREAKDOWN**

Frisco Sales	2.0%
Frisco Lodging	2.35%
State Sales	2.9%
County Sales	2.0%
County Mass Transit	0.75%
Special District Sales	0.125%
<b>TOTAL TAX = 10.125%</b>	

Overall, the Town of Frisco collects 4.35% in taxes on short-term rentals with the state collecting an additional 5.775%. The full breakdown for Frisco’s tax collection is shown in the figure above.

Proceeds from the lodging tax benefit the Frisco Information Center, economic development initiatives, recreational amenities, and open space.

The Special District tax is used to help fund the Summit Combined Housing Authority and its initiatives, including education for potential homebuyers, renters, and landlords.

The County Mass Transit tax benefits the Summit Stage. The Stage offers free transportation services throughout Summit County for commuters with transfer centers in Breckenridge, Frisco, and Silverthorne. The bus line also services the major ski areas within the County and provides a commuter line for Lake County residents.

**HOW’S IT DONE?**

To hear how other communities are handling short-term rentals, view the Town of Frisco panel discussion at: [youtu.be/ZNweASHJuX0](https://youtu.be/ZNweASHJuX0)



## SHORT TERM RENTAL PANEL DISCUSSION MEMBERS

### COMMUNITITES OUTSIDE OF SUMMIT COUNTY

Jennifer Yobski  
*Town Clerk, Georgetown*

Michael Yerman  
*Community Development  
Director, Crested Butte*

Frank Lancaster  
*Town Administrator,  
Estes Park*

Scott Shine  
*Planning Manager,  
Durango*

Jay Brunvard  
*Treasurer, Minturn*

Monica Wehner  
*County Clerk, Salida*

*Several Summit County and  
local municipality officials were  
also in attendance, along with  
members of our local  
communities.*

## SHORT TERM RENTAL PANEL DISCUSSION

How to regulate short-term rentals has proven to be a perplexing problem for communities across the Rocky Mountain region. These accommodations are offered for less than 30-31 consecutive days, with some people choosing to rent out their entire home or condo unit and others renting out a room in their otherwise-occupied space.

Units switching from long-term to short-term rentals have accounted for a loss of available workforce housing, and can cause tension with neighbors in terms of parking, noise, and trash regulations in particular. In a study conducted four years ago with Town of Frisco employees, several noted that they were forced to leave their housing because the unit switched to a short-term rental. Several local employers have also noted losing employees when a unit switched.

According to the Colorado Association of Ski Towns' "Vacation Home Rentals: Issues, Emerging Trends and Best Practices," Airbnb offered more than 800,000 listings in 34,000 cities worldwide in 2015; HomeAway hosted more than 1 million listings. This growing business accounted for 36% of Frisco's lodging tax revenue in 2016 with hotels, inns, and B&Bs still accounting for the majority of revenue. The same split is true for sales tax revenue in terms of lodging and short-term rentals accounted for 3.4% of all sales tax revenue.

As these numbers are sure to increase in the coming years, Frisco officials felt it necessary to sit down with other Colorado communities to discuss what innovative approaches have worked well in dealing with this issue. Officials from six communities<sup>1</sup> outside of Summit County came to Frisco in October 2017 to discuss their approaches, what has worked and where issues are still occurring.

Regulating these units has proven to be a complex issue with communities taking a variety of approaches, and usually combining a number of different regulatory procedures. Several communities limit the amount of licenses available and then create a waiting list for any applications over the allotment. In Durango, Fort Collins and Manitou Springs, officials are using zoning laws to try to control how many units switch to short-term rentals. Durango, for example, only allows a set amount of rentals in each zone and only one unit is allowed on any street segment.

Both Fort Collins and Manitou Springs, along with several other communities, only allow short-term rentals by a primary resident, meaning that second homeowners and investment property groups are not allowed to host units.

1 - Scott Shine from Durango joined the panel discussion via conference call.





## HOUSING TASK FORCE PROJECT GROUP MEMBERS

### COMMUNITY MEMBERS

Brian Blankenmeister

Dan Fallon

Joe Maglicic

Lindsay Newman

Mark Sabatini

### TOWN COUNCIL MEMBER

Deborah Shaner

### TOWN STAFF

Randy Ready  
*Town Manager*

Brodie Boilard  
*Executive Assistant*

## PROJECT GROUP

Over the course of six months the Project Group, consisting of community members, town staff, and a town council member met in order to respond to the challenges surrounding workforce housing in the mountain community. The goal of the projects group was to develop a “business plan” for the delivery of workforce housing.

The “business plan” included the following elements:

1. Identification of vacant land parcels suitable for delivery of workforce housing.
2. Prioritization of parcels by short term (1 year out), medium term (1-3 years), long term (3-5 years or longer) or in progress (currently happening).
3. Analysis for each of the prioritized land parcel including potential number of units, partnership opportunities, utilities needed, and for sale versus for rent.

### WHEN PRIORITIZING LAND FOR DEVELOPMENT IN THE SHORT TERM (1 YEAR) THE FOLLOWING WAS CONSIDERED:

- Identify immediately available land or town owned land which included developed, undeveloped and underdeveloped lands.

### WHEN PRIORITIZING LAND FOR DEVELOPMENT IN THE MEDIUM TERM (1-3 YEARS), THE FOLLOWING WAS CONSIDERED:

- Identify lands suitable for annexation, and lands suitable for development as a partnership. Strategic partnerships with other governmental entities may include: Centura Health, Summit County, CDOT, School District, Sanitation District and Copper Mountain Resort.

### WHEN PRIORITIZING LAND FOR DEVELOPMENT IN THE LONG TERM (3-5 YEARS), THE FOLLOWING WAS CONSIDERED:

- Land without utilities
- Large projects that require joint partnerships
- May need rezoning

### NEXT STEPS CONTINUED:

- Evaluate town budget and explore other funding sources to acquire land outside of 5A money, use 5A money to build.
- Survey businesses to see if there is interest to create a Master lease/sale program – how to create a model to work with small businesses engagement.
- Include workforce housing units at all town sites.
- Manage sales/use tax collections and revenue streams to ensure the delivery of workforce housing remains a priority for the community.

# WORKFORCE HOUSING STRATEGIC ANALYSIS

## IN PROGRESS

Development of the following properties is in progress

### Mary Ruth Place on Galena Street - MAP ID 2

**STATUS** - Construction drawings, design underway, site plan refinements, sketch plan process underway

**TARGET WORKER** - Mix of TOF and Frisco-wide employees

**WINDOW OF OPPORTUNITY / TIMELINE** - Town Council goal to have completed in 2018, broke ground in 2018

**COST / PUBLIC INVESTMENT** - \$1.3M budgeted in 2017 with additional 5A money likely; admin/project oversight costs; potential to sell a free market unit for project capital; long term maintenance and operation costs if rental

**LOT SIZE / POTENTIAL UNITS** - 0.24 Acres (10,500 SF) 9 units proposed (Mary Ruth House + 8 new)

**NOTES** -Completion in 2018. Compass Homes as builder/NV5 as builders rep

**RENT / SALE** - Rental and/or sale - allows recovery of some funds, rental possible

## SHORT TERM

Development of the following properties is a short-term (1-3 year) priority

### Granite Street Property (Historic Park) - MAP ID 4

**STATUS** - 3 units (2 occupied by TOF, 1 not habitable), planning for this property could be coupled with master plan for First and Main and Historic Park

**RENT / SALE** - Sale

**WINDOW OF OPPORTUNITY / TIMELINE** - 2018

**TARGET WORKER** - Year Round Employees

**LOT SIZE / POTENTIAL UNITS** - 0.252 Acres (10,976 SF) 4 units + density bonus

**COST / PUBLIC INVESTMENT** - Units exist & served with utilities, upgrade needed

**NOTES** - RFP 2017/Build 2018. Potential Code Amendments

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### Town of Frisco Community Center - MAP ID 6

**STATUS** - No planning or analysis undertaken

**TARGET WORKER** - Year Round Employees

**WINDOW OF OPPORTUNITY / TIMELINE** - 2018

**COST / PUBLIC INVESTMENT** - TBD

**LOT SIZE / POTENTIAL UNITS** - 0.24 Acres (10,500 SF) 4 units + density bonus

**NOTES** - RFP 2017/Build 2018. Potential Code Amendments

**RENT / SALE** - Potential rental, condo, for sale

# SHORT TERM

Development of the following properties is a short-term (1-3 year) priority

## Sabatini Lot - MAP ID 7

**STATUS** - Vacant land.

park on 3rd.

**WINDOW OF OPPORTUNITY / TIMELINE** - Open

**RENT / SALE** - TBD

**LOT SIZE / POTENTIAL UNITS** - 0.48 Acres (21,000 SF) 8 units + density bonus.

**TARGET WORKER** - TBD

**PARTNERSHIP OPPORTUNITIES** - Adjacent lot would like to design this year and break ground next year –would like to talk with Town about Sabatini lot and a block project, possibly create pocket

**COST / PUBLIC INVESTMENT** - Town of Frisco-owned land.

**NOTES** - RFP 2018/Build 2019

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## Frisco Transit Center

**NOTES** - Add housing on-site on remainder parcels.

# MEDIUM

Development of the following properties is a medium (3-5 year) priority

## CDOT Property - MAP ID 5

**STATUS** - Ongoing discussions with CDOT underway, CDOT desires to gain CDOT employee units, willing to work with TOF as partner, possibly providing land. CDOT currently undertaking design and cost analysis.

**RENT / SALE** - CDOT - rental, TOF-seasonal and other rental (could be condo sales)

**TARGET WORKER** - Seasonal, year-round

**WINDOW OF OPPORTUNITY / TIMELINE** - TOF appears to be “first in line” with CDOT in discussions. CDOT is willing to work with the town to provide the land, allow town to build the project and provide number of units to CDOT. In spring 2017, CDOT seeking board approval to structure IGA with TOF.

**COST / PUBLIC INVESTMENT** - TBD (Land appraised at 1.8M in 2016), As contemplated, CDOT would provide land, Town builds (possibly with others?) and CDOT gets some units in return.

**LOT SIZE / POTENTIAL UNITS** - 0.56 Acres (24,500 SF)

**NOTES** - Charrette 2018, Feasibility matrix , site plan/site study Possible to build a variety of scenarios. Parking requirements tend to limit number of units. Potential Code Amendments

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## Walmart

**NOTES** - Speaking to Walmart about land to the south of the current building

# MEDIUM

Development of the following properties is a medium (3-5 year) priority

## Old Medical Center

**STATUS** - Open to discussion Possible Partnership.

**NOTES** - Feasibility matrix, site plan, site visit, Charrette 2018. Planning requirements may limit site coverage. Potential code amendments.



## First and Main Building (medium to long-term priority) - MAP ID 3

**STATUS** - Master plan to be developed for Historic Park and First & Main in 2018

**TARGET WORKER** - Mixed Use /Apartments

**WINDOW OF OPPORTUNITY / TIMELINE** - Open

**COST / PUBLIC INVESTMENT** - \$1.2M purchase agreement underway, 2031 payoff, presently owe \$1,024,000

**LOT SIZE / POTENTIAL UNITS** -0.197 (8,572 SF) 3 units + density bonus

**NOTES** - Disposition Planning 2018 Town in the process of purchasing building and land. Currently 2 apartments, abuts Town Alley. Joint venture with private developer

**RENT / SALE** - Rent

# LONG TERM

Development of the following properties is a long-term (5-10 year) priority

## South of Summit High School

**STATUS** - Possible partnership,

**PARTNERSHIP OPPORTUNITIES** - School District

**LOT SIZE / POTENTIAL UNITS** - 13 acres.

**NOTES** - Joint venture opportunity. Identify joint venture opportunity.



## Sewer District Property

**STATUS** - Possible partnership?

**NOTES** - Feasibility matrix, site plan, site visit, joint venture.



## Peninsula Recreation Area (PRA)

**NOTES** - Identify location of possible units on the property .

# LONG TERM

Development of the following properties is a long-term (5-10 year) priority

## Lake Hill - MAP ID 1

**STATUS** - Master plan complete, no entitlements yet. County has invested in master plan process, acquired land.

**WINDOW OF OPPORTUNITY / TIMELINE** - Multi-phase, 10-20 year project.

**LOT SIZE / POTENTIAL UNITS** - 45± acres. 436 units proposed.

**RENT / SALE** - Both, many unit types - SFD, Duplex, Multi-family.

**TARGET WORKER** - Wide variety of AMI's, year-round

**COST / PUBLIC INVESTMENT** - Provide water service; attain water rights from county, possible cost of any financial or in-kind contributions such as reduced or waived tap fees.

**NOTES** - County requesting water service. Considerations for TOF include seeking additional water rights from county, preference to Frisco employees for # of units, other; traffic impact analysis involvement, transportation improvements. Possibility for annexation petition in future. Town should involve itself in entitlement hearings. Will public infrastructure meet town standards? Phasing plan to be coupled with transportation upgrades.



## Pioneer Park

**STATUS** - Town owned land - Zone as Park, wetlands? Would have to go to vote.

**NOTES** - Feasibility Matrix/Site Plan/Site Visit.



## B1 Lot - Corner of Summit and Main

**NOTES** - Suggested land uses to be developed with update of Marina Masterplan 2018.

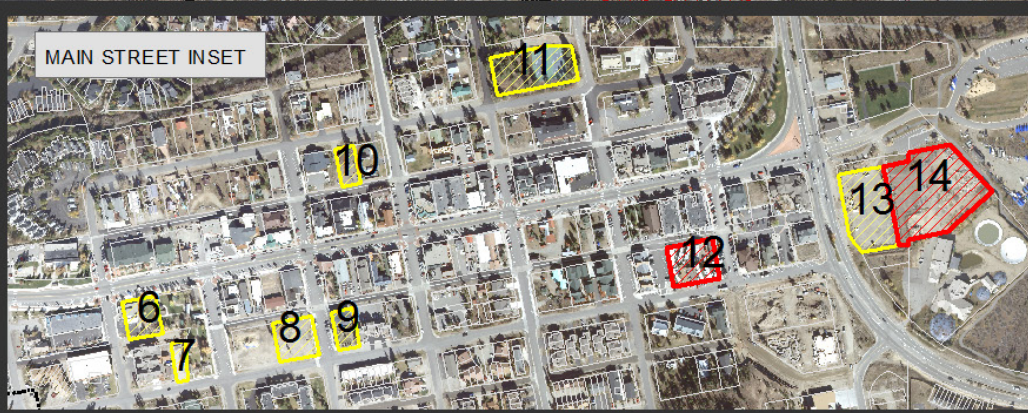
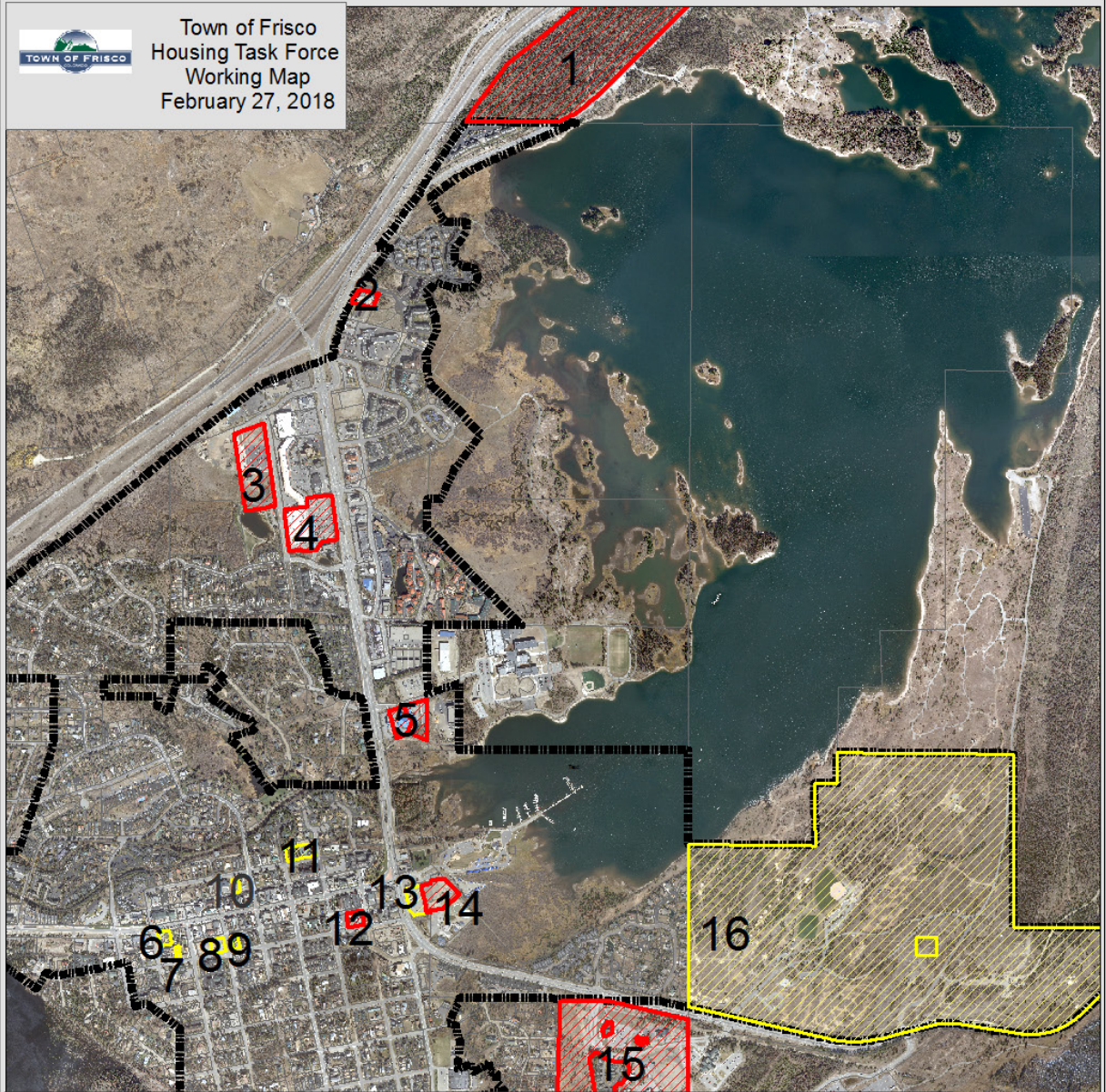


## Excess / unused right of way




**NOTES** - Identify all parcels suitable for abandonment, reuse for housing.



Town of Frisco  
Housing Task Force  
Working Map  
February 27, 2018



**Legend**

-  Potential Housing Sites
-  Town Owned, Potential Housing Sites
-  Frisco Town Boundary

This map is for display purposes only. Do not use for legal conveyance. This map is not survey accurate and should not be used for such.  
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## CHARRETTE PARTICIPANTS

*John Payne  
Studio PBA*

*JV DeSousa  
Reveal Design*

*Yong Cho  
Studio Completiva*

*Chris Jahn  
Davis Urban*

*Brock Reimer  
Norris Design*

*Megan Testin  
Norris Design*

*Tom Connolly  
tc3 Architects*

*Nicole Bleriot, Summit County  
Housing Director*

*Jason Dietz, SCHA Executive  
Director*

*Staff in attendance: Randy  
Ready, Town Manager,  
Joyce Allgaier, Comm. Dev. Di-  
rector, Bill Gibson, Comm. Dev.  
Asst. Director, Brodie Boilard,  
Executive Assistant*

## WORKFORCE HOUSING CHARRETTE

The Projects group created the “business plan” and then decided the best way to move forward was having a charrette. The goal was to create a vision for affordable housing in downtown Frisco on Town owned sites by working together with industry affordable housing experts to create unique solutions that fit with the character of downtown and that are executable.

Day of charrette goals:

- Develop a program and yield for each site
- Develop complementary uses across town owned sites
- Build an understanding of the site for future study of financing, cost and phasing

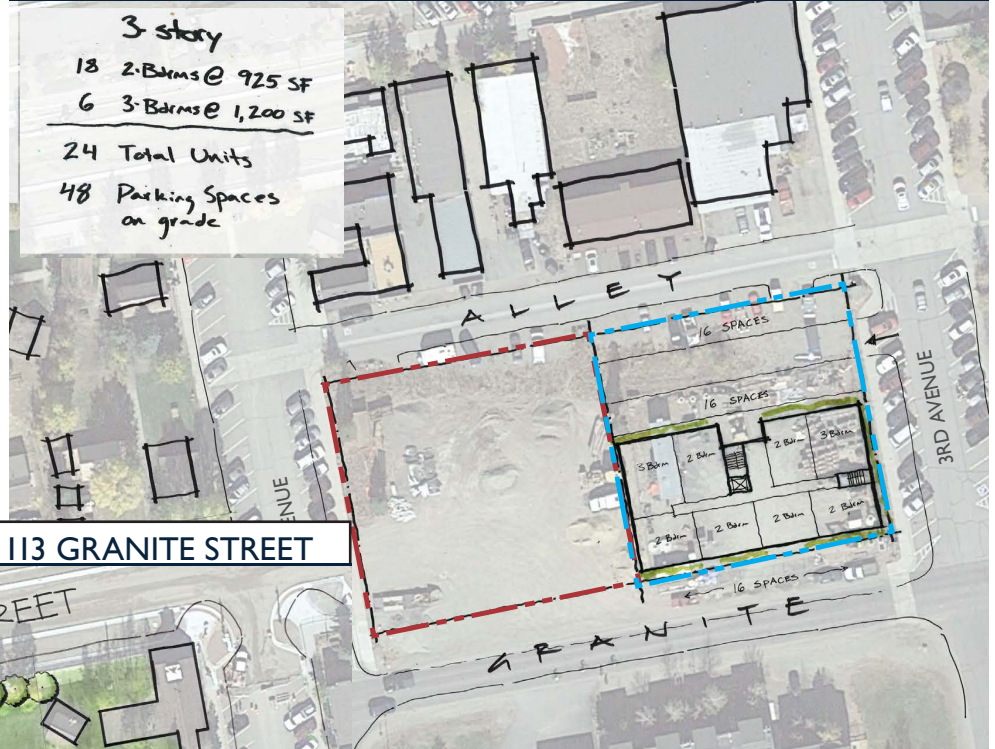


In the morning the group broke into 3 teams and were given a study site (Sabatini Lot, Sabatini Lot and Old Community Center, 1st and Main and 113 Granite St.) First the teams did a physical walk-through of respective study site. They then came back and developed sketches.

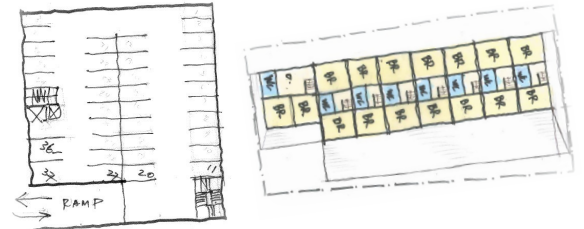


## SABATINI LOT

Mid-day each team "pinned up" to present concepts to the whole group. The teams discussed strengths, weaknesses, opportunities and challenges. The teams were challenged to describe how the sites work together, what is the variety of housing provided, and how do the sites completed each other uses integrated on each site.



## 1ST AVE AND MAIN STREET & 113 GRANITE STREET



In the afternoon the teams refined sketches and programs for their respective site and at the end each team did a recap after observing the other teams sketches. Presenting priorities for site development.

## OLD COMMUNITY CENTER



## OLD COMMUNITY CENTER







Old Community Center at 3rd & Granite St.

**RESULTS:**

The identification of lands suitable for development included both vacant parcels and those immediately suitable for redevelopment. The discussions resulted in full day charrette session and development of a vision for development on the parcels best suited for immediate use within the Town. The properties looked at during the charrette were the Old Senior Center / Community Center property at 3rd Avenue and Granite Street, 113 Granite Street (adjacent to the Frisco Historic Park), the 1st & Main parcel, and the Sabatini Lot (looked at the Town owned portion and the potential to partner with the land owner of the other portion of land). The parcels that emerged as immediate priorities from the detailed charrette process included:

1. The Old Senior Center / Community Center property at 3rd Avenue and Granite Street
2. 113 Granite Street (adjacent to the Frisco Historic Park)

The Projects Group and staff per the direction of council created a draft Request for Proposals for Planning/Development Services for the Old Senior Center / Community Center property at 3rd Avenue and Granite Street and 113 Granite Street (adjacent to the Frisco Historic Park).

Direction given in the RFP included a variety of housing options for development on the two parcels and should be dependent upon the type, the creativity of the developer and the design for each project. The RFP recommended that proposals for each parcel refer to



1st & Main Property

the recommendations from the Charrette as community context was an essential element of the visioning for the properties. Proposals were asked for rental and/or owner-occupied dwelling units targeted at income levels averaging 100% of the AMI.

Town Council is reviewing the two submitted RFPs and is pending a vote in early April.

### NEXT STEPS:

- Continue to have conversations with potential partners (CDOT, Centura, School District, County, Copper, and Sanitation District).
- Conceptual site analysis on potential private properties including; CDOT land on 7th and Granite, Centura Health Care land at old hospital location at Summit Boulevard and School Road, Summit County Transit Center, Sanitation District land on corner of Summit Boulevard and Marina Road, and the School District Middle School property.
- Explore all possible land acquisitions.



113 Granite Street Property



### AFFORDABLE HOUSING OPTIONS

The Sabatini Lot, First and Main Street, 113 Granite Street, and Old Community Center were focal points of the Housing Task Force Design charrette. The group focused on creating a wide variety of unit and parking options.

Sabatini Lot Property



# WORKFORCE HOUSING

Priority	Property	Status	Window of Opportunity-Timeline	Lot size/Potential No. of Units	Partnership Opportunities
Medium - Long	First & Main Building	Master plan to be developed for Historic Park and First & Main in 2018	Open	0.197 (8,572 SF) 3 units + density bonus	
Long	South of Summit High School	Possible partnership, Town Manager in conversations with		13 acres	School District
Long	Sanitation District	Possible partnership			Sanitation District
Long	Lake Hill	Master plan complete, no entitlements yet. County has invested in master plan process, acquired land.	Multi-phase, 10-20 year project	"45± acres 436 units proposed"	
Other Potential Development Sites	County Commons				County
Other Potential Development Sites	Old Country Kitchen	Land Acquisition Potential			
Long	Pioneer Park	Town owned land - Zoned as Park, wetlands? Would have to go to vote.			
Long	Peninsula Recreation Area (PRA)				
Long	B1 Lot-Corner of Summit and Main	Possibly part of the Marina Master Plan?			
Long	Excess/unused right away				

# STRATEGIC ANALYSIS

Rent/Sale	Target Worker	Cost/Public Investment	Additional Notes	Map ID2
rent	Mixed Use / Apartments	\$1.2M purchase agreement underway, 2031 payoff, presently owe \$1,024,000	Disposition Planning 2018 Town in the process of purchasing building and land. Currently 2 apartments, abuts Town Alley. Joint venture with private developer	3
			Joint venture opportunity. Identify joint venture opportunity.	
			Feasibility matrix, site plan, site visit, joint venture	
Both, many unit types - SFD, Duplex, Multi-fam	Wide variety of AMI's, year-round	Provide water service; attain water rights from county, possible cost of any financial or in-kind contributions such as reduced or waived tap fees	County requesting water service. Considerations for TOF include seeking additional water rights from county, preference to Frisco employees for # of units, other; traffic impact analysis involvement, transportation improvements. Possibility for annexation petition in future. Town should involve itself in entitlement hearings. Will public infrastructure meet town standards? Phasing plan to be coupled with transportation upgrades.	1
			Potential partnership with County.	
			Feasibility Matrix/Site Plan/Site Visit	
			Feasibility Matrix/Site Plan/Site Visit	
			Identify location of units on the property	
			Suggested land uses to be developed with update of Marina Masterplan 2018	
			Identify all parcels suitable for abandonment, reuse for housing	

# WORKFORCE HOUSING

Priority	Property	Status	Window of Opportunity-Timeline	Lot size/Potential No. of Units	Partnership Opportunities
In Progress	Mary Ruth Place on Galena Street	Construction drawings, design underway, site plan refinements	Broke ground in 2018	0.24 Acres (10,500 SF) 9 units proposed (Mary Ruth House + 8 new)	
Short	113 Granite Street Property (Historic Park)	3 units (2 occupied by TOF, 1 not habitable), planning for this property could be coupled with master plan for First and Main and Historic Park	2018	0.252 Acres (10,976 SF) 4 units + density bonus	
Short	TOF Old Community Center 3rd & Granite	No planning or analysis undertaken	2018	0.24 Acres (10,500 SF) 4 units + density bonus	
Short (1-3 years)	Sabatini Lot	Vacant land	Open	0.48 Acres (21,000 SF) 8 units + density bonus	Adjacent lot would like to design this year and break ground in 2019 – approach on possible block project, possibly create pocket park on 3rd
Short	Frisco Transit Center				County
Medium (3-5 years)	CDOT Property	Ongoing discussions with CDOT underway, CDOT desires to gain CDOT employee units, willing to work with TOF as partner, possibly providing land. CDOT currently undertaking design and cost analysis	TOF appears to be "first in line" with CDOT in discussions. In spring 2017, CDOT seeking board approval to structure IGA with TOF	"0.56 Acres (24,500 SF) 9 units + density bonus 23 units proposed"	CDOT
Medium	Old Medical Center	Open to discussion Possible Partnership			Centura
Medium	Walmart	Will contact Walmart about land to the south of the current building			

# STRATEGIC ANALYSIS

Rent/Sale	Target Worker	Cost/Public Investment	Additional Notes	Map ID2
Rental and/or sale -	Mix of TOF and Frisco-wide employees	\$1.3M budgeted in 2017 with additional 5A money likely; admin/project oversight costs; long term maintenance and operation costs if rental	Delivery in 2018. Summit Homes as builder/ NV5 as builders rep	2
Sale	Year Round Employees	Units exist & served with utilities, up-grade needed	RFP 2017/Build 2018 Potential Code Amendments	4
Potential rental, condo sales	Year Round Employees	TBD	RFP 2017/Build 2018 Potential Code Amendments	6
TBD	TBD	TOF-owned land	RFP 2018/Build 2019	7
			Add housing onsite on remainder parcels	
CDOT - rental, TOF-seasonal and other rental (could be condo sales)	Seasonal, year-round	TBD (Land appraised at 1.8M in 2016), As contemplated, CDOT would provide land, Town builds (possibly with others?) and CDOT gets some units in return.	Charrette 2018, Feasibility matrix , site plan/site study Possible to build a variety of scenarios. Parking requirements tend to limit number of units. Potential Code Amendments	5
			Feasibility matrix, site plan, site visit, Charrette 2018. Planning requirements may limit site coverage. Potential code amendments.	

## APPENDIX B - POPULATION DATA

### SUMMIT COUNTY PERMANENT RESIDENT POPULATION

AREA	1970	1980	1990	2000	2010	2015
<b>INCORPORATED</b>						
Breckenridge	548	818	1,285	2,408	4,540	5,027
Blue River	8	230	440	685	849	911
Dillon	182	337	553	802	904	955
Frisco	471	1,221	1,601	2,443	2,683	2,927
Montezuma	--	--	60	42	65	71
Silverthorne	400	989	1,768	3,196	3,887	4,394
<b>UNINCORPORATED</b>						
Lower Blue River Basin	--	--	2,533	4,592	3,672	4,051
Snake River Basin	--	--	1,765	4,187	6,726	7,422
Ten Mile Basin	--	--	532	837	1,292	1,425
Upper Blue Basin	--	--	2,344	4,356	3,376	3,726
<b>SUMMIT COUNTY TOTAL</b>	2,665	8,848	12,881	23,548	27,994	30,299

1970-2010 population is based on U.S. Census data.

2015 population is based on estimates from the State Demographer.

Additional information is available through the Summit County Government website at: [summitcountyco.gov/517/Permanent-Resident-Population](http://summitcountyco.gov/517/Permanent-Resident-Population).

<b>HOUSEHOLDS BY AMI</b>			
<b>AMI</b>	<b>OWNERS</b>	<b>RENTERS</b>	<b>TOTAL</b>
<b>&lt;=30%</b>	1%	9%	4%
<b>30.1-60%</b>	17%	35%	23%
<b>60.1-80%</b>	10%	12%	11%
<b>80.1-100%</b>	20%	25%	21%
<b>100.1-120%</b>	18%	8%	14%
<b>120.1-150%</b>	14%	7%	12%
<b>150+</b>	20%	4%	15%

<b>TOTAL WORKFORCE HOUSING UNITS BY REGION: 2016</b>					
	<b>COUNTY TOTAL</b>	<b>UPPER BLUE</b>	<b>SNAKE RIVER</b>	<b>LOWER BLUE</b>	<b>TEN MILE</b>
<b>OWNERSHIP</b>	692	451	44	14	188
<b>RENTAL</b>	1,748	532	541	278	398
<b>TOTAL NUMBER</b>	2,446	983	585	292	586
<b>TOTAL PERCENT</b>	100	40	24	12	24

<b>CATCH-UP AND KEEP-UP NEEDS 2016-2020</b>					
	<b>COUNTY TOTAL</b>	<b>UPPER BLUE</b>	<b>SNAKE RIVER</b>	<b>LOWER BLUE</b>	<b>TEN MILE</b>
<b>CATCH-UP</b>	659	124	170	113	249
<b>KEEP-UP</b>	1,025	375	170	175	310
<b>TOTAL UNITS</b>	1684	499	340	288	559

All data from the 2016 Summit County Workforce Housing Demand Update.  
 Available at: <http://www.summithousing.us/wp-content/uploads/2015/03/SC-2016-Update-final.pdf>



## ACKNOWLEDGEMENTS

### Contributors from neighboring areas:

Jay Brunvard  
*Treasurer, Minturn*

Frank Lancaster  
*Town Administrator,  
Estes Park*

Scott Shine  
*Planning Manager,  
Durango*

Monica Wehner  
*County Clerk, Salida*

Michael Yerman  
*Community Development  
Director, Crested Butte*

Jennifer Yobski  
*Town Clerk, Georgetown*

### Town council and town staff:

Kim Canselosi  
*Frisco Town Council*

Deborah Shaner  
*Frisco Town Council*

Randy Ready  
*Town Manager*

Bonnie Moinet  
*Finance Director*

Joyce Allgaier  
*CDD Director*

Bill Gibson  
*Assistant CDD Director*

Katie Kent  
*Planner*

Brodie Boilard  
*Executive Assistant*

Susan Gilmore  
*Administrative Assistant*

### Community members:

Brett Amedro

Doug Berg

Brian Blankenmeister

Tom Castrigno

Dan Fallon

Lina Lesmes

Joe Maglicic

Lindsay Newman

Kasey Provorse

Mark Sabatini

Elena Scott

Doug Sullivan





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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: CAPITAL PROJECTS 2020 UPDATE**  
**DATE: JUNE 1, 2020**

**Summary and Background:** For the past two months, the Town of Frisco, like nearly every other community, has been grappling with the catastrophic impacts of the COVID-19 virus. The virus has wreaked havoc on local communities across the country, buckling the health care system, and brought the U.S. economy to a halt although, as a people, we continue to demonstrate our resiliency.

The Town of Frisco's dependency on visitor spending is more evident than ever resulting in a loss of annual revenue currently estimated between a 25% and 40% decline. Given that no one is able to accurately predict the economic future with certainty, these estimates are reasonable, although actual figures could be better or worse. What is known, is that our revenues are down sharply and the recovery period is likely to exceed several years overall.

Therefore, it is prudent and necessary, to continually evaluate the Town's current and net financial position and make decisions to limit spending where appropriate, and simultaneously invest in the recovery efforts.

To that end, staff presented a detailed budget at the March 24, 2020 Town Council meeting and reviewed the list of proposed capital projects for 2020. In addition, the Town's finance director has maintained a close eye on the budget revenues and expenditures. Further, the Town Council appointed two Councilmembers (Ihnken and Sherburne) to serve as a Council Sub-committee to review the Town's budget and 2020 capital projects with staff in order to better understand the Town's financial projections.

**Analysis:** The Town Council Capital Projects and Finance (CPF) Sub-committee met with staff (Public Works, Finance, and Town Manager) and reviewed the attached list of capital projects remaining for consideration in 2020. The CPF Sub-committee also met with the Finance Director and Town Manager and reviewed revenue and expenditure estimates for the year. These meetings provided an in-depth opportunity for staff and the Sub-committee to evaluate the proposed projects and establish a series of recommendations.

**Analysis (Continued):**

**Financial projections:**

As shown on Table 1 (next page), staff analyzed three budget scenarios of declining revenues between 25%, 40%, and 50%. Each of these scenarios would result in a *negative cash flow* for the year ranging from \$2.8M (25%), \$5.3M (40%), or \$6.7M (50%). These reductions in revenue are essentially the guardrails of projected losses to which staff, together with the Council's Subcommittee, are recommending a definitive hold on most non-essential capital expenses through the remainder of the calendar year.

**Recommended Deferred Capital Expenses**

There is opportunity to recapture a majority of projected losses through deferred capital expenses and additional fund balance from the close out of 2019.

As shown in the attached list of capital projects (Attachment 1), deferring the recommended capital expenses would result in reducing expenditures by approximately \$4.7M.

It should be noted, the Town would continue to invest in the community through \$3M in capital projects, which are underway, critical to operations, or recommended to continue.

**Financial Impact:** Although all three scenarios shown on Table 1 result in a negative balance between revenues and expenses at the end of the year, the budget gap is resolved in each scenario through the (1) deferral of capital projects as recommended, (2) the additional \$1.6M in revenue from the close-out of the 2019 fiscal year, and (3) coupled with the eliminating the transfer of nearly \$900,000 to the capital projects fund. Obviously, the more sharply the revenues decline, the greater the overall impact to the Town's financial health.

The Town retains a healthy fund balance, which was \$6.5M at the beginning of the year. In each of the projections, the fund balance would *increase* at the end of the year, allowing the Town to enter 2021 with stable fund balance – *however*, fund balances are one-time funds and should not be used for reoccurring and on-going expenses except in extreme urgency, which the pandemic should certainly qualify.

Although the financial projections demonstrate there are sufficient funds available to navigate this year, a second wave of the pandemic resulting in stay-at-home public health orders, or a very slow recovery will likely require the need to utilize fund balance reserves into next year. Therefore, more than a 30-40% loss in revenue will likely also require further operational expense reductions to stabilize revenues for the next few years.

/// continued ///

**Table 1: Budget Scenarios**

	Adjusted Budget	Scenario A -25% Rev Reduction	Scenario B -40% Rev Reduction	Scenario C -50% Rev Reduction
<b>REVENUES</b>				
Taxes	10,679,968	8,009,976	6,728,380	5,339,984
Lic/Permit	653,800	523,040	326,900	326,900
IGA	245,000	171,500	122,500	122,500
Charges (Hill)	3,546,100	2,659,575	2,127,660	1,773,050
Investment	150,000	75,000	75,000	75,000
Other Reve	52,500	26,250	26,250	26,250
<b>Revenue Subtotal</b>	<b>15,327,368</b>	<b>11,465,341</b>	<b>9,406,690</b>	<b>7,663,684</b>
<b>EXPENSES</b>				
Sal & Benefits	7,052,584	7,052,584	7,052,584	7,052,584
Operating	6,704,452	6,704,452	6,704,452	6,704,452
Business Assistance	-	575,000	575,000	575,000
<b>Exp Subtotal</b>	<b>13,757,036</b>	<b>14,332,036</b>	<b>14,332,036</b>	<b>14,332,036</b>
<b>Rev-Exp</b>	<b>1,570,332</b>	<b>(2,866,695)</b>	<b>(4,925,346)</b>	<b>(6,668,352)</b>
		Scenario A -25% Rev Reduction	Scenario B -40% Rev Reduction	Scenario C -50% Rev Reduction
<b>PROPOSED ADJUSTMENTS</b>				
Eliminate CIP Transfer		<same>	893,347	<same>
2019 YE Close Out (Add'l Revenues)		<same>	1,600,000	<same>
Defer Capital Expenses		<same>	4,700,000	<same>
Reduce Operating Expenses		<same>	400,000	<same>
<b>Subtotal Adjustments</b>			<b>\$ 7,593,347</b>	
<b>Adjusted Year End Rev-Expenses</b>		<b>\$ 4,726,652</b>	<b>\$ 2,668,001</b>	<b>\$ 924,995</b>
<b>Fund Balance Change:</b>				
Beginning Fund Balance (2020)		\$ 6,581,902	\$ 6,581,902	\$ 6,581,902
Adjusted Year- End (see above)		\$ 4,726,652	\$ 2,668,001	\$ 924,995
Projected Year-End <b>Fund</b> Balance		\$ 11,308,554	\$ 9,249,903	\$ 7,506,897
Reserve Months @ Year End		9.8	8.0	6.5

**Staff Recommendation:**

The Town Manager recommends deferring the capital projects as shown in Attachment 1 and directing staff to return with an ordinance transferring those deferred expenses back to the General Fund to stabilize the 2020 Town budget.

**Approvals:**

This report was written by the Town Manager.

**Attachments:**

Attachment 1: TOF 2020 Capital Project List (Projects Listed for Deferral and Postponement)

# ATTACHMENT 1

CAPITAL EXPENSES & PROJECTS  
RECOMMENDED FOR DEFERRAL / POSTPONEMENT

Project Description	Recommended	
	Deferred	Comments
<b><i>Recommended for Deferral:</i></b>		
Property Acquisition	2,500,000	Defer to future year
PRA Development - Placeholder	800,000	Delay to future year
Replace Tymco Sweeper	275,000	Delay to future year
Alley Paving	230,000	Council Consideration to Delay
Replace Cat 420F Backhoe	155,000	Delay to future year
Central Core and Gateway Plan	100,000	Delay to future year
Police Department Expansion	100,000	Delay to future year
Building Relocation Costs	100,000	Delay to future year
Material Screener	75,000	Delay to future year
Town Hall Kitchen Remodels	50,000	Delay to future year
Replace 2014 Ford Interceptor	47,000	Delay to future year
Restain/Paint Public Buildings	35,000	Internal Staff project@ 10,000
Town Hall Atrium Design	40,000	Delay to future year
Fuel Cell for PRA	45,000	Critical to efficient operations
Council Chambers Upgrade	30,000	Delay to future year
Town Hall Dumpster Enclosure	25,000	Internal Staff project
Technical consultant for historic preservation	25,000	Delay to future year
Design Upgrade VIC	25,000	Delay to future year
Replace Flatbed Trailer	18,000	Delay to future year
Replace Sturenburg Clock	15,000	Delay to future year
Funding for Public Art	10,000	Defer this portion
Ranger	10,000	Delay to future year
Ebikes for Trail Maintenance	5,500	Delay to future year
Nordic Rental Requirement	10,000	Defer this portion
<b>Total Deferred</b>	<b>\$4,725,500</b>	

ATTACHMENT 1

CAPITAL EXPENSES & PROJECTS

CONTINUING IN 2020

<b><u>Keep or Retain the Following Projects:</u></b>		
Asphalt Resurfacing Preservation	300,000	Critical to operations; Council approved
Audio Upgrade-Day Lodge	20,000	In progress
CDOT Gap Project	400,000	CDOT project (may not need more than \$150k)
Cloud-based Migration	12,200	Critical to operations
Community Survey	25,000	Completed
Concrete Replacement	50,000	Critical to operations
Crackfill Streets/Bike Paths	70,000	Critical to operations; partial reduction may be possible
Environmental Sustainability Projects	100,000	Goal of strategic plan
First & Main Building Repairs	5,000	Critical to Maintainance
Historic Park Desk/Stair Replacement	36,000	Critical to safety
Impact Analysis for Lake Hill Project	30,000	Placeholder
Mary Ruth Place Repairs & Maintenance	14,500	Critical to Maintenance
Nordic Rental Reequiptment	10,000	Keep portion
Playground/Site Improvements at Town Parks	750,000	Under Contract
Public Art	15,000	Important to community
Replace 2016 Cat 930K Loader	265,000	Purchased
Replace Washbay Pressure Unit	12,000	Critical to operations
Restain/Paint Public Buildings	15,000	Internal Staff project@ 10,000
Server Infrastructure Enhancement	90,000	Critical to operations
Skid Steer	40,000	Critical to operations
Storm System Repairs	150,000	Critical to operations
Temporary Office Structure-FAP	\$60,000	Delay to future year
Town Hall Elevator Power Unit	60,000	Critical to operations
Town Dumpster Enclosure (staff produce)	25,000	Cost savings by staff production
Trails Construction and Enhancements	223,390	Matching grant; could be delayed
Unified Development Code Amendments	48,000	Critical to operations
Water Line Replacement	18,000	Critical to operations
	<b>\$2,844,090</b>	
<b><u>General Fund Capital Expenses to Retain:</u></b>		
Reusable Bottle Strategy	25,000	Important to community
CC4CA Membership	7,500	Important to community
Communitywide Climate Action	25,000	Important to community
Compact of Colorado Communities Membership	1,200	Important to community
Green Team	12,600	Important to community
Solarize Summit Rebate Program	15,000	Important to community
Summit County Preschool	65,000	Important to community
Building Hope	10,000	Important to community
Child Advocacy Center	5,000	Important to community
Energy Smart	20,900	Important to community
Resource Wise	15,000	Important to community
Community Care Clinic	25,000	Important to community
Other Donations	9,100	not yet dispersed
	<b>\$236,300</b>	
<b>Total Capital Projects/Expenses Retained</b>	<b>\$3,080,390</b>	





MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

**TO: MAYOR AND TOWN COUNCIL**  
**FROM: TASHA WILSON, VISITOR INFORMATION CENTER MANAGER**  
**NANCY KERRY, TOWN MANAGER**  
**RE: AGREEMENT BETWEEN YIFEE AND TOWN OF FRISCO FOR LOVE FRISCO, SHOP FRISCO –**  
**A SHOP LOCAL PROMOTIONAL CAMPAIGN**  
**DATE: MAY 28, 2020**

**Summary and Background:**

On May 26, 2020, the Town Council heard a presentation and discussion regarding a shop local campaign, an idea generated through multiple business meetings with large representation from the community and primarily business owners. As the idea gained interest, staff members evaluated a variety of programs searching for an internet-based system that would be fairly simple to operate from both the consumer and business perspective. Staff sought a program that was (a) “internet based,” (b) accessible on mobile phone devices, (c) low-cost, and (d) customizable. The recommended company is Yiftee (yiftee.com). The company has a community “gift card” program that meets all of the stated goals. The “community gift card” program is internet based, accessible on mobile devices, moderately low-cost, customizable in terms of gift card size and allows the Town to absorb all of the costs.

The feedback from the community has been very positive. The goal of the program is to promote shopping with local Frisco merchants and to do so through financial support of the Town to stimulate spending in the community.

During the Town Council Meeting on Tuesday, May 26, 2020 Town Council directed staff to return to the Council with an agreement for the proposed program with the following components of a shop local promotion.

- An investment from the Town in the amount of \$100,000
- Limiting individual purchasing limit of \$500 per person
- Card amounts of \$50 and \$100 with 25% matching limit from TOF
- Gift cards providing a 25% “match” in gift card
- Provide an expiration date of September to incentivize spending this summer

**Discussion and Analysis:**

**Program Changes:** The Town Attorney, Town Manager and staff (Tasha Wilson) spoke with the CEO of Yiftee about the Council’s proposed limits (noted above). Feedback from the CEO indicated the proposed card amounts had potential to create unintended consequences including inequality of bonus value compared to purchase value and therefore recommends the following card values, which all have an equal 33% “gift/or matching value”:

- “Spend \$30 Get \$10”
- “Spend \$75 Get \$25”
- “Spend \$120 Get \$40”

The program is able to provide the Council's goal of limiting the consumer's purchase of bonus gift cards to reach a maximum 'spend value' of \$500.

The recommendation is as follows:

- Limit the value of bonuses allowed per individual to \$125, which equates to a consumer purchase of \$375, which totals \$500 in consumer spending.
- Bonus gift cards can expire on a date set forth by the Town Council (staff recommends September 15, 2020). The consumer's cards purchased using their own funds cannot expire.

**Implementation:**

Should the Town Council approve the attached agreement (Attachment 1), the program can be operational by mid-June and allows consumers to purchase the cards by August 31<sup>st</sup> and use by September 15, 2020.

To join, merchants will receive an email with information by June 10, 2020 and all they need to do is enter a credit card number provided to them into a credit card terminal or point of sale system that accepts credit cards.

**Financial Impact:**

The direct financial impact to the Town of Frisco is the \$100,000 to fund the program initially. The return on that investment, directly, is approximately \$300,000 as shown on the table below. The indirect return on that investment is difficult to quantify although it includes promoting the Town's local merchants, consumer offerings, and supporting local businesses.

**LOVE FRISCO, SHOP FRISCO (Shop Local Campaign)**

	Spend \$30 Get \$10	Spend \$75 get \$25	Spend \$120 Get \$40
Consumer Pays	\$ 30.00	\$ 75.00	\$ 120.00
Town Match	\$ 10.00	\$ 25.00	\$ 40.00
Shopping Value	\$ 40.00	\$ 100.00	\$ 160.00
Fees (5% of Match), +2.00	\$ 3.50	\$ 5.75	\$ 8.00
Town Cost per card (Fees+Match)	\$ 13.50	\$ 30.75	\$ 48.00
# of Cards per \$100k TOF	7,407	3,252	2,083
Consumer Spending/ \$100k TOF (incl TOF dol)	\$ 296,296	\$ 325,203	\$ 333,333
Sales Tax generated (ROI) 8.375%	\$ 24,815	\$ 27,236	\$ 27,917
Net Cost to Town (investment - sales tax)	\$ 75,185	\$ 72,764	\$ 72,083
Consumer Spending @ 200k	592,593	650,407	666,667
Consumer Spending @ 300k	\$ 888,889	\$ 975,610	\$ 1,000,000

**Future Budget Amendment:**

Staff has been directed to return to the Council with a budget amendment to address the changes to the 2020 budget caused by expenditures and loss of review as a result of the COVID-19 pandemic. Should the Town Council approve the attached agreement, staff will include the amount of funds authorized by the Council in the forthcoming budget amendment.

**Staff Recommendations:**

Based on the Town Council's direction to proceed with a shop-local program, and the multiple benefits derived from such a program, including, but not limited to: investing in the local business community, the need to help businesses overcome the economic crisis caused by the pandemic, the direct and indirect return on investment, staff recommends the following:

- Approve the attached agreement (Attachment 1)
- Move and approve an amount to fund the initial program, recommended at no less than \$100,000 and direct staff to include those funds in a forthcoming budget amendment.

**Merchant inclusion/exclusion**

Should the Town Council wish to specifically exclude any business categories, such exclusions could be achieved in the Council's motion to approve the agreement. For example, should the Council decide the public's funds should be limited to

- stimulate retail and restaurants, short-term and transient lodging, or
- exclude grocery stores, which are primarily owned by large corporations,
- or exclude corporate-owned businesses,

the Council could include these policy decisions in a motion to approve the agreement.

**Approvals:**

This report was written jointly by the Town Manager and Tasha Wilson.

**Attachments:**

Agreement between Yifee and the Town of Frisco

## Community Card Customer Agreement

THIS AGREEMENT (the "Agreement") is made effective as of June \_\_, 2020 (the "Effective Date") by and between Yiftee Inc., a Delaware corporation, with an address at 325 Sharon Park Drive #215, Menlo Park, CA 94025 ("Yiftee") and Town of Frisco, a Colorado municipal corporation with an address at \_\_\_\_\_ P.O. Box 4100, Frisco, CO 80443 ("Customer" or "Town of Frisco"). The parties agree as follows:

### 1. Definitions.

1.1 "Merchant" means a merchant, prospect or other contact that may be using or desire to use Yiftee Services to redeem eGifts.

1.2 "Participant" means a Merchant who has opted to participate in a Community Card by running an Activation Card and agreeing to the Merchant Agreement.

1.3 "Yiftee Services" means Yiftee's gift-giving platform. It is the technology foundation for Community Cards.

1.4 "Purchaser" means a person or entity that purchases or redeems eGifts.

1.5 "eGift" means a digital virtual gift voucher used as payment for goods or services at a Participant.

1.6 "Offer" or "Offers" mean specific benefits that Participants provide to consumers who use their Community Cards in their store, as determined by the Participants and posted on their eGift Card web page.

1.7 "Program" means a special bonus program offered by Customer as described in Appendix B. "Bonus gift" is a gift paid for by Customer that has its own requirements and terms as in Appendix B.

### 2. Merchant Enrollment.

#### 2.1 Merchant Enrollment Obligations

(a) Customer will collect a set of Merchants who have elected to participate in the Yiftee Services. Each Merchant must agree to the Yiftee Merchant Agreement located on the Yiftee.com website. Merchants who have not agreed to the Merchant Agreement will not be able to utilize the Yiftee Services to redeem eGifts. Customer will upload into the Yiftee Services or provide the names of the Merchants who intend to participate to Yiftee. Upon the agreed upon launch date, the billing for the Yiftee Services will begin ("Commencement Date"). This billing will include the agreed-upon cost for each Participant or group thereof as defined in Appendix A.

(b) Yiftee will provide to Customer or directly to Merchants, upon receipt of the set of Merchant names in 2.1a, a set of unique Activation Cards to be run by each Merchant. Customer will inform Merchants of their individual Activation Card and provide instructions on its use. Additionally, Customer will inform Merchants that running the Activation Card implies consent to the Merchant Agreement located on the Yiftee.com website.

(c) As Merchants run the Activation Cards, they will be included in the set of Merchants enabled to participate in the Yiftee Services, i.e. the Participants. Participant may also post their Offers to be available for eGift Card holders who redeem gifts in their stores.

(d) Yiftee will bill Customer or Merchants as described in Appendix A. Customer can add or remove Participants and fees will be adjusted accordingly, if applicable. There will be no retroactive adjustments allowed by Yiftee (that is, a cancelled Participant's billing obligation will result in that Participant's cost to Customer, as defined in Appendix A, to be eliminated beginning only on the next annual billing cycle). A Participant may be added to the list of Participants at any time ("Enrollment Time"), with billing adjustment for said Participant to begin immediately and to be included in the current month's billing.

(e) Yiftee and the Town of Frisco shall conduct the Program in accordance with the terms and conditions set forth in Appendix B, and each party shall comply with good, ethical and moral business practices and all applicable laws and regulations in engaging in any activities here under.

(f) Fees and payment terms applicable to the subject matter here under shall be as set forth in Appendix A. Customer is not entitled to compensation other than what is described in Appendix A.

(g) Customer is responsible and liable for any disputes or liability arising out of its relationships with Merchants and Participants.

## 2.2 Yiftee Materials.

Yiftee may provide Customer with certain materials for use in conjunction with promoting the Yiftee Services here under ("Yiftee Materials"). No rights or licenses, express or implied, are granted in those Yiftee Materials or otherwise, except as expressly and unambiguously set forth in this Agreement.

## 2.3 Limited Licenses.

Subject to the terms and conditions of this Agreement, Yiftee hereby grants to Customer, a non-exclusive, non-transferable, non-assignable, non-sublicensable right and license to access and use the Yiftee Services and Yiftee Materials solely for the purposes of Customer's performance of this Agreement.

## 2.4 Trademark License.

Subject to the terms and conditions of this Agreement, Yiftee hereby grants Customer and Customer hereby grants Yiftee a non-exclusive, non-transferable, non-assignable, non-sublicensable, royalty-free license to use Yiftee's or Customer's name, trade names, trademarks, service marks, and logos (collectively, a party's "Marks") solely in connection with Customer's and Yiftee's promotion and marketing of the Yiftee Services, subject to written usage guidelines, if any, made mutually available.

**3. Ownership.** As between the parties, Yiftee owns all right, title and interest in and to the Yiftee Services, Yiftee's Marks and the Yiftee Materials. Customer owns all right, title and interest in and to Customer's Marks.

**4. Warranties Disclaimer.** YIFTEE AND ITS LICENSORS MAKE NO WARRANTIES TO CUSTOMER, EXPRESS OR IMPLIED, AND SPECIFICALLY DISCLAIM ALL IMPLIED WARRANTIES OF MERCHANTABILITY, NONINFRINGEMENT, AND FITNESS FOR A PARTICULAR PURPOSE, AND ALL WARRANTIES ARISING OUT OF USAGE OR TRADE, COURSE OF DEALING AND COURSE OF PERFORMANCE.

**5. Liability Limitation.** EXCEPT FOR LIABILITY ARISING UNDER SECTION 7, NEITHER PARTY (NOR IT'S LICENSORS) WILL BE LIABLE OR OBLIGATED WITH RESPECT TO ANY SUBJECT MATTER OF THIS

AGREEMENT OR UNDER ANY CONTRACT, TORT, STRICT LIABILITY OR OTHER LEGAL OR EQUITABLE THEORY, WHETHER OR NOT ADVISED OF THE POSSIBILITY OF SUCH DAMAGES WHATSOEVER, FOR ANY SPECIAL, INDIRECT, INCIDENTAL, EXEMPLARY, PUNITIVE, RELIANCE OR CONSEQUENTIAL DAMAGES, INCLUDING LOSS OF PROFITS, REVENUE, DATA OR USE AND IN NO EVENT SHALL EITHER PARTY'S LIABILITY EXCEED THE GREATER OF \$500 OR THE AMOUNTS PAID AND/OR PAYABLE BY YIFTEE TO CUSTOMER (AND/OR BY CUSTOMER TO YIFTEE, IF PAYMENTS ARE PAYABLE BY CUSTOMER TO YIFTEE IN ACCORDANCE WITH PROPOSAL) HEREUNDER IN THE TWELVE (12) MONTH PERIOD PRECEDING THE APPLICABLE CLAIM.

## **6. Term and Termination.**

6.1 Term. This Agreement shall be effective as of the Effective Date and shall continue in full force on an annual period from the Effective Date, and thereafter shall automatically renew annually, unless and until either party terminates this Agreement pursuant to Section 6.2. Any part of the foregoing notwithstanding, nothing herein shall constitute a multiple fiscal year obligation pursuant to Colorado Constitution Article X, Section 20. Notwithstanding any other provision of this Agreement, the Town of Frisco's obligations under this Agreement are subject to annual appropriation by the Town Council of the Town of Frisco. Any failure of a Town Council annually to appropriate adequate monies to finance the Town of Frisco's obligations under this Agreement shall terminate this Agreement at such time as such then-existing appropriations are to be depleted. Notice shall be given promptly to Yiftee of any failure to appropriate such adequate monies.

### 6.2 Termination.

(a) Either party may, at its option, terminate this Agreement upon thirty (30) days written notice to the other party for any reason or for no reason whatsoever.

(b) Either party may terminate this Agreement if the other party materially breaches a term of this Agreement and fails to cure such breach within fifteen (15) days after receipt of written notice of such breach from the non-breaching party.

(c) Participants are obligated to honor all outstanding eGifts issued by Yiftee for the entire duration of those eGift's validity periods. Termination does not relieve Participants from honoring conditions outlined in the Merchant Agreement.

6.3 Effect of Termination. Upon any termination: (a) Customer shall immediately cease all promotion of the Yiftee Services and shall immediately return to Yiftee, or at the option of Yiftee, destroy, all Confidential Information (as defined below) of Yiftee disclosed to Customer, Yiftee Materials, and any Yiftee Services, hardware and software provided to Customer here under, (b) Yiftee shall immediately return to Customer, or at the option of Customer, destroy, all Confidential Information of Customer disclosed to Yiftee here under, and (c) all licenses granted under this Agreement shall immediately cease. The following Sections shall survive termination and remain in effect 1, 3, 4, 5, 6.3, 7 and 8. Any termination of this Agreement shall be without prejudice to any other rights or remedies available under this Agreement or at law.

**7. Confidentiality.** Because of this Agreement, the parties may have access to information that is confidential to the disclosing party ("Confidential Information"). Confidential Information shall include,

without limitation, Purchaser lists and information relating to the parties' products and pricing and all information designated as confidential by the disclosing party at the time of disclosure. A party's Confidential Information shall not include any information which (i) becomes generally publicly available through no wrongful act or omission of the receiving party; (ii) is lawfully acquired by the receiving party from a third party without any breach of a confidentiality obligation; or (iii) is independently developed without use of or reference to the disclosing party's Confidential Information. Each party agrees to maintain the confidentiality of the other party's Confidential Information using the same degree of care that it uses with regard to its confidential information of like nature, but in no event less than reasonable care, and to protect as a trade secret any portion of the other party's Confidential Information by preventing any unauthorized copying, use, distribution, installation or transfer of possession of such information. If required by law, the receiving party may disclose Confidential Information of the disclosing party, but will give adequate prior notice of such disclosure to the disclosing party to permit the disclosing party to intervene and to request protective orders or other confidential treatment therefor. The parties acknowledge that money damages will not be an adequate remedy if this Section 7 is breached and, therefore, either party may, in addition to any other legal or equitable remedies, seek an injunction or other equitable relief against such breach or threatened breach without the necessity of posting any bond or surety.

## **8. Non-solicitation**

During the term of this Agreement, neither party will (on behalf of itself or any other person or entity) solicit any Purchaser or Merchant of the other party to restrict, limit, or terminate such Purchaser's or Merchant's participation in the other party's products and services.

## **9. Miscellaneous**

9.1 Choice of Law. This Agreement shall be governed by and construed in accordance with the laws of the State of Colorado, without regard to the provisions of the conflict of laws thereof. The parties will resolve any disputes in the state or federal courts located in Summit County, CO, to whose exclusive jurisdiction and venue they irrevocably submit. Notwithstanding anything to the contrary, either party may pursue injunctive or other equitable relief in any court of competent jurisdiction.

9.2 Notices. Any notice or other communication required or permitted in this Agreement shall be in writing and shall be deemed to have been duly given on the day of service if served personally or by facsimile transmission with confirmation, or three (3) days after mailing if mailed by First Class mail, registered or certified, postage prepaid, and addressed to the respective parties at the addresses set forth above, or at such other addresses as may be specified by either party pursuant to the terms and provisions of this section.

9.3 Assignment. Customer may not assign or otherwise transfer, without the prior written consent of Yiftee, its rights, duties or obligations under this Agreement to any person or entity, in whole or in part. Yiftee may freely assign or otherwise transfer this Agreement in connection with the sale of all or substantially all of its business or assets. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and permitted assigns.

9.4 Severability. Any provision of this Agreement that is determined to be unenforceable or unlawful shall not affect the remainder of the Agreement and shall be severable therefrom, and the unenforceable or unlawful provision shall be limited or eliminated to the minimum extent necessary to that this Agreement shall otherwise remain in full force and effect and enforceable.

9.5 Entire Agreement. This Agreement constitutes the entire agreement between the parties and supersedes any and all prior agreements between them, whether written or oral, with respect to the subject matter hereof, and may not be amended, modified or provision hereof waived, except in a writing signed by the parties hereto. No waiver by either party, whether express or implied, of any provision of this Agreement, or of any breach thereof, shall constitute a continuing waiver of such provision or a breach or waiver of any other provision of this Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date.

Town of Frisco, Colorado:

YIFTEE, INC.

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

By: \_\_\_\_\_  
Name, Title: Donna Novitsky, Yiftee CEO

ATTEST:

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



## Community Card Customer Agreement

### APPENDIX A

#### Pricing

Customer and Participants are not required to pay Yiftee a subscription fee or a revenue share. Yiftee does not take a percentage of the cards that are redeemed in the Participants' stores.

#### Charges:

Purchasers pay the face value of the card plus a \$1+5% eDelivery fee at the time of purchase.

Participants pay Mastercard processing fees for a card-not-present (CNP) transaction upon redemption. Yiftee does not control these fees, they are set by the Merchant Acquirer who is their credit card processor.

Subject to applicable laws, Yiftee will implement a monthly maintenance fee on eGift Cards that have been inactive (i.e. no spending on the Card) for periods of greater than 12 months. This will be made clear to cardholders on the face of the eGift Card when implemented, as is required by law.

Yiftee eGift Cards do not generally expire. Subject to applicable laws, in some cases eGift Cards given by corporations or merchants as promotions, rewards and awards may have expiration dates. In the case of eGift Cards expiring, Yiftee retains 10% of the original eGift Card value not to exceed the remaining unspent funds and refunds the balance to the purchaser's Yiftee eGift Card account. eDelivery fees are not refunded.

Participants may choose, at their discretion, to post Offers to encourage Purchasers to use their Community Cards in their stores.

Participants may choose, at their discretion, to offer rebates as fund raisers to local groups such as schools, churches and other non-profits. Such programs are an incentive for the local groups to sell Community Cards to their members, and for the Purchasers to use them in specific stores who are offering rebates. Yiftee will work with the Participants and Purchasers to execute such programs.

No tipping is allowed on Yiftee eGift Cards.

## Community Card Customer Agreement

### APPENDIX B

#### Yiftee Community Card BOGO Program Description

**Community:** Town of Frisco

**Contact Name:** Tasha Wilson

**eMail:** tashaw@townoffrisco.com

**Phone:** 970-668-5547

**Start date:** June 1 or ASAP

**Stop date:** August 31, 2020 (or while supplies last)

**Bonus Gift Terms and Description:** Only 3 levels of cards can be purchased: \$30, \$75 and \$120 options – nothing else. They will get specific \$10, \$25 and \$40 bonus gifts, respectively. Buyers can get a maximum of \$125 in bonus gifts, in any configuration. Bonus gifts are not shown in the shopping cart on purchase but are sent to the card buyer within 24 hours by email. Card buyer can forward the bonus gift or use it him/herself. The terms including gift levels, expiration and bonus value should be clearly stated on Town of Frisco's web site to avoid customer misunderstanding.

**Offer description/banner copy:** Buy a \$30 gift, get a \$10 bonus gift; buy a \$75 gift, get a \$25 bonus gift; buy a \$120 gift, get a \$40 bonus gift. Up to a maximum of \$125 in bonus gifts per gift buyer. Offer expires 8/31/2020, or while supplies last. Bonus gifts do not appear in shopping cart on purchase but will be delivered within 24 hrs to gift purchaser's email. Purchaser can keep or forward bonus gifts as desired.

**Funding:** \$100,000 allocated to program. Yiftee recommends \$82,000 be deposited in advance by check or ACH into Love Frisco, Shop Frisco (LFSF) account and \$18,000 retained for eD fees on the gifts purchased by consumers. Actual eD fees will be billed monthly as incurred to a credit card on file (preferred) or can be invoiced, and adjustments can be made as we see the mix of gift values. Credit cards are preferred for eDelivery fees, but not accepted for bonus gift value deposit. Must have funds deposited pre-launch to pay for bonus gifts.

**Maximum # of bonus gifts to give:** up to budget of \$100,000 including bonus gift and bonus eDelivery fee, plus eDelivery fees for giftor's purchase. Customer may add funds to the program under same terms if desired.

**Bonus Card dates and returned funds flow. Start validity:** when sent **End validity:** Sept 15, 2020. Gifts will be marked as expiring on Sept 15 but may be redeemed as late as Sept 30 due to some merchant processing equipment not accepting specific dates other than monthly. For gifts sent, Yiftee retains eDelivery fee and a restocking fee of 10% of original purchase price, and refunds any remaining unspent balance to LFSF account within the first 10 days of the following month (October). 100% of unspent balance remains in LFSF account. Customer may request that all or partial funds in LFSF account be returned by

ACH or check, or they can remain in the LFSF account for future gifting and programs. Town of Frisco has visibility of account balance at all times.

**# of reminders to be delivered to customers for bonus gift:** once every two weeks

**Bonus gift signature** (who it is from): Town of Frisco

**Bonus gift message** (255 char limit): Thank you for purchasing the Love Frisco, Shop Frisco Card! Enjoy this bonus gift - designed to support our independent restaurants and retailers as they safely reopen. In order to spur the economy quickly, this bonus gift will expire Sept 15, 2020

**Pricing:** Program Fee: waived (normally \$100/location)

Bonus gift cost as described above.

eDelivery fee for bonus gift cards: \$1/bonus gift sent, deposited in advance of campaign start along with gift funds.

Town of Frisco will pay eDelivery fee for consumer gift purchases of \$2.50, \$4.75 or \$7 per eGift for \$30, \$75, \$120 respectively, plus \$1 for the bonus gift = \$3.50, \$5.75, or \$8 per eGift+bonus gift combined.

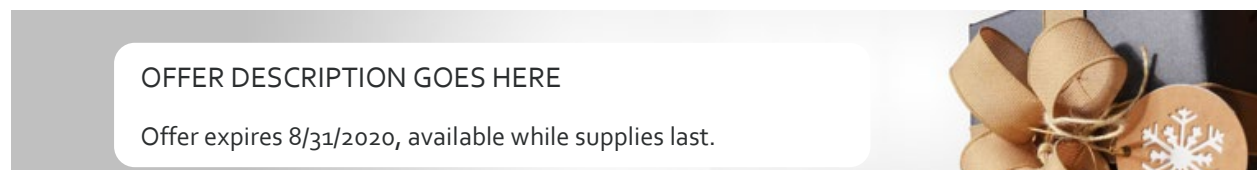
Town of Frisco will deposit \$82,000 (recommended) by check or ACH with Yiftee and retain \$18,000 for eDelivery fees to be paid monthly for actual incurred, as above. Yiftee will credit Love Frisco, Shop Frisco Card account with \$82,000 upon receipt. Town of Frisco has visibility of account balance at all times and can make adjustments and additions as needed.

## Sample Images and Messages

(edit as you wish)

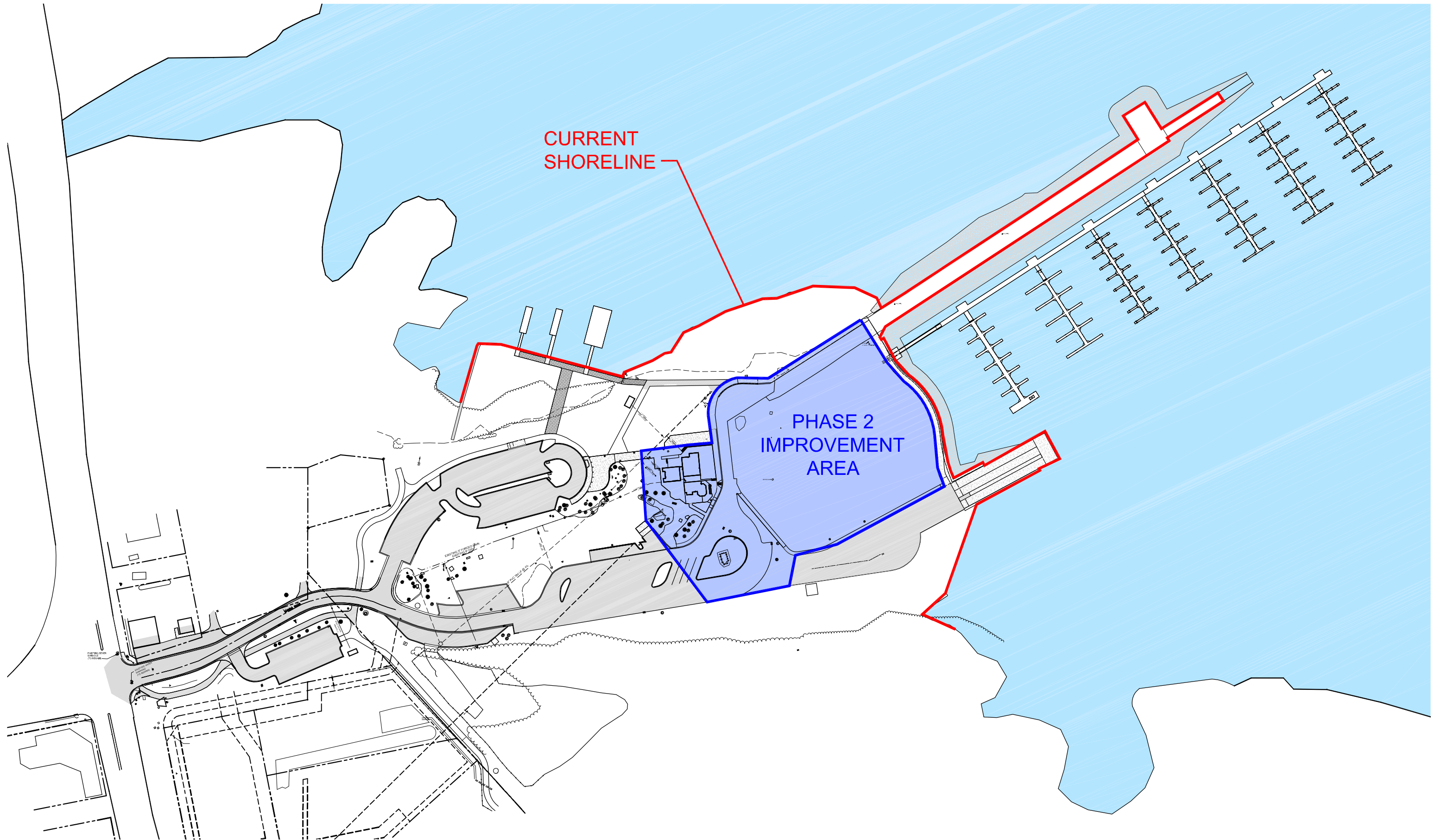
USE OUR CREATIVE with the Give Some Get Some graphic below or provide your own

Banner is 760 x 100 pixels minimum (include promo copy on banner, as below):



Gift card 300 x 200 pixels minimum:

We can use your regular card image or you can provide something custom.



CURRENT  
SHORELINE

PHASE 2  
IMPROVEMENT  
AREA

current neighborhood map

frisco bay marina

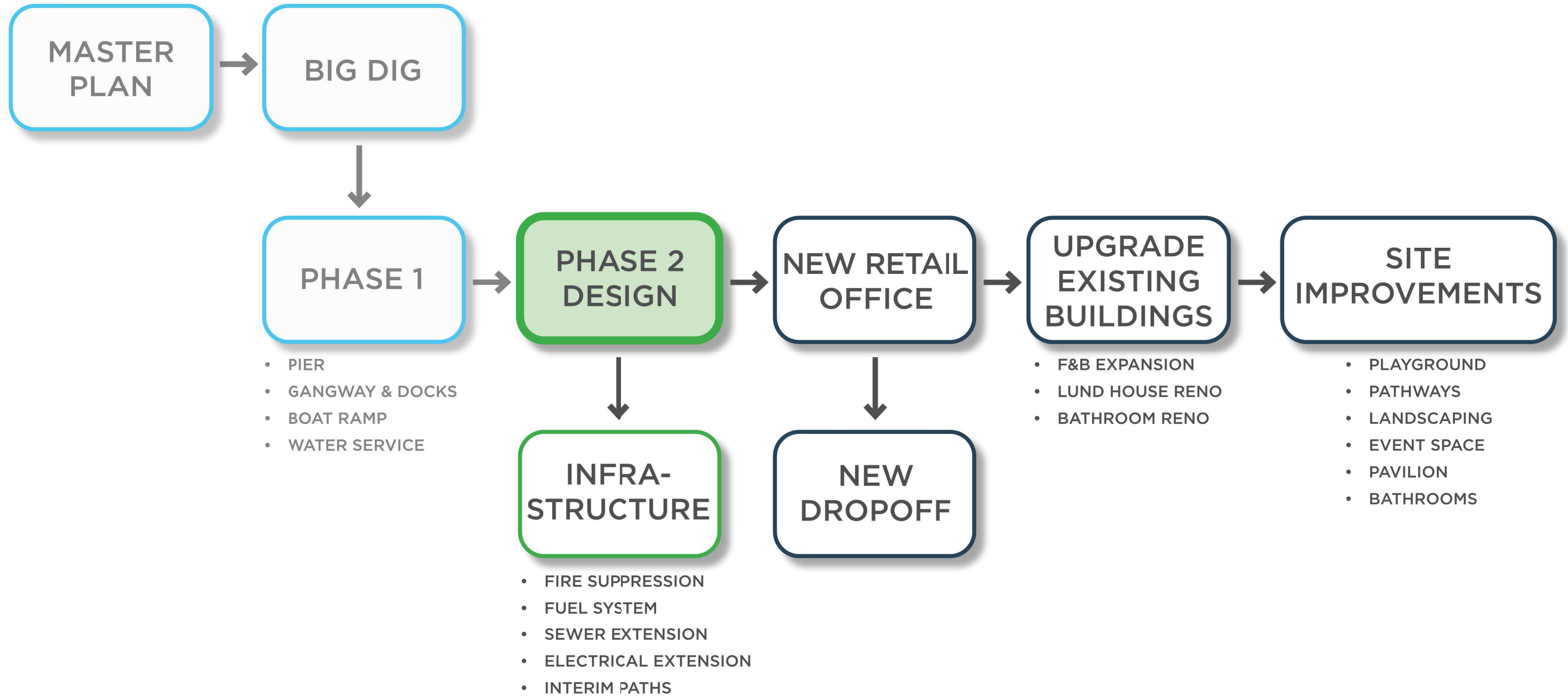
draft

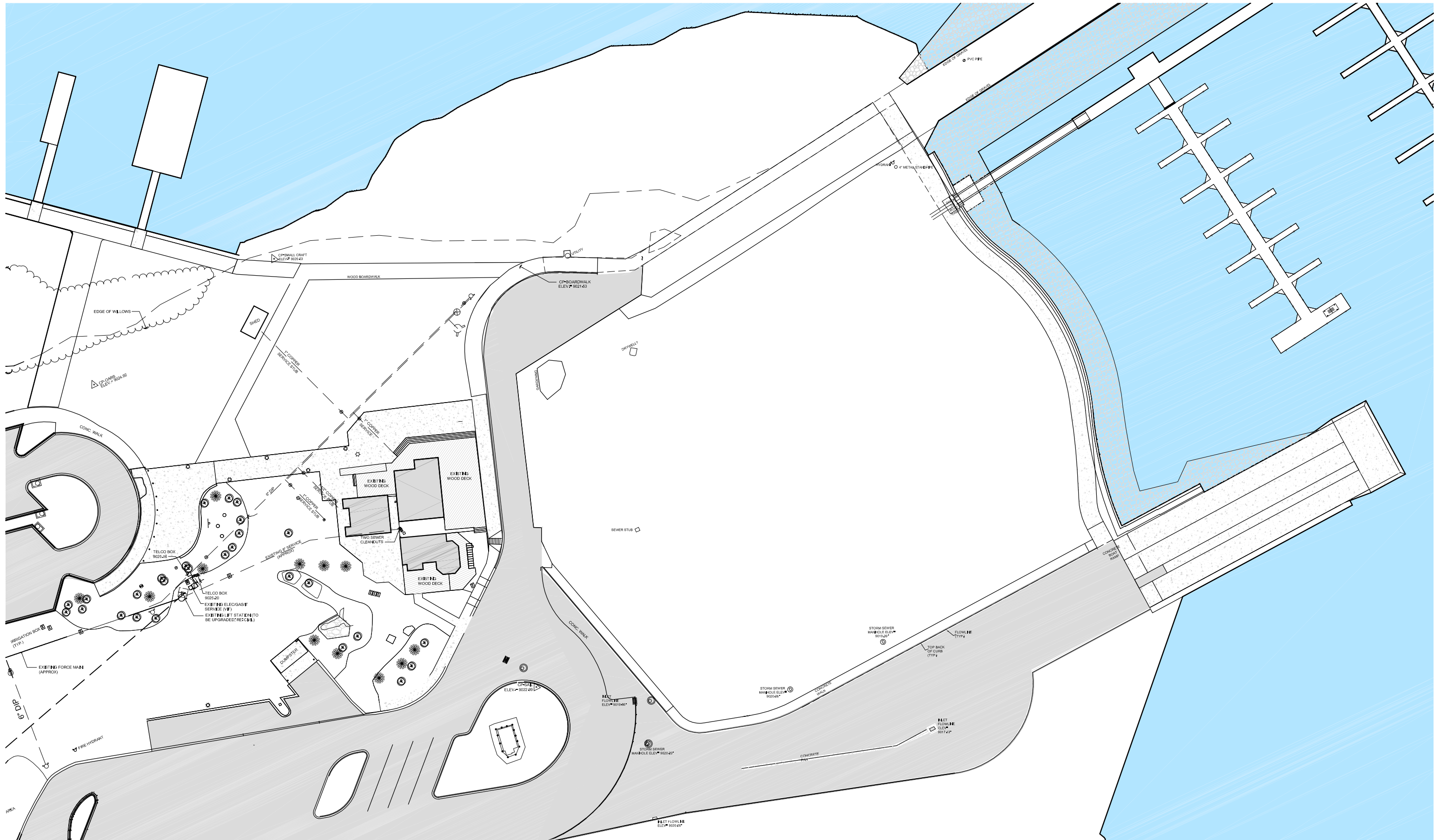
14 january 2020

scale: 1" = 160'-0"



2018 ..... 2019 ..... 2020 ..... FUTURE .....>





current site plan

frisco bay marina  
290 marina road . frisco . colorado

draft

26 may 2020

scale: 1" = 60'-0"





- CONCEPT PLAN LEGEND**
- ① Bike Parking
  - ② Drop-off
  - ③ Children's Playground
  - ④ "The Great Lawn"
  - ⑤ Proposed Fuel Tank
  - ⑥ Proposed Marina Office
  - ⑦ "The Beach"
  - ⑧ Restrooms
  - ⑨ Access to Temp Stage
  - ⑩ Outdoor Classroom
  - ⑪ "Hammockville"
  - ⑫ Stage
  - ⑬ Lawn Games
  - ⑭ Footwash / Drinking Fountain / Showers
  - ⑮ Landscape Berm / Buffer Edge
  - ⑯ Boardwalk
  - ⑰ Picnic Area



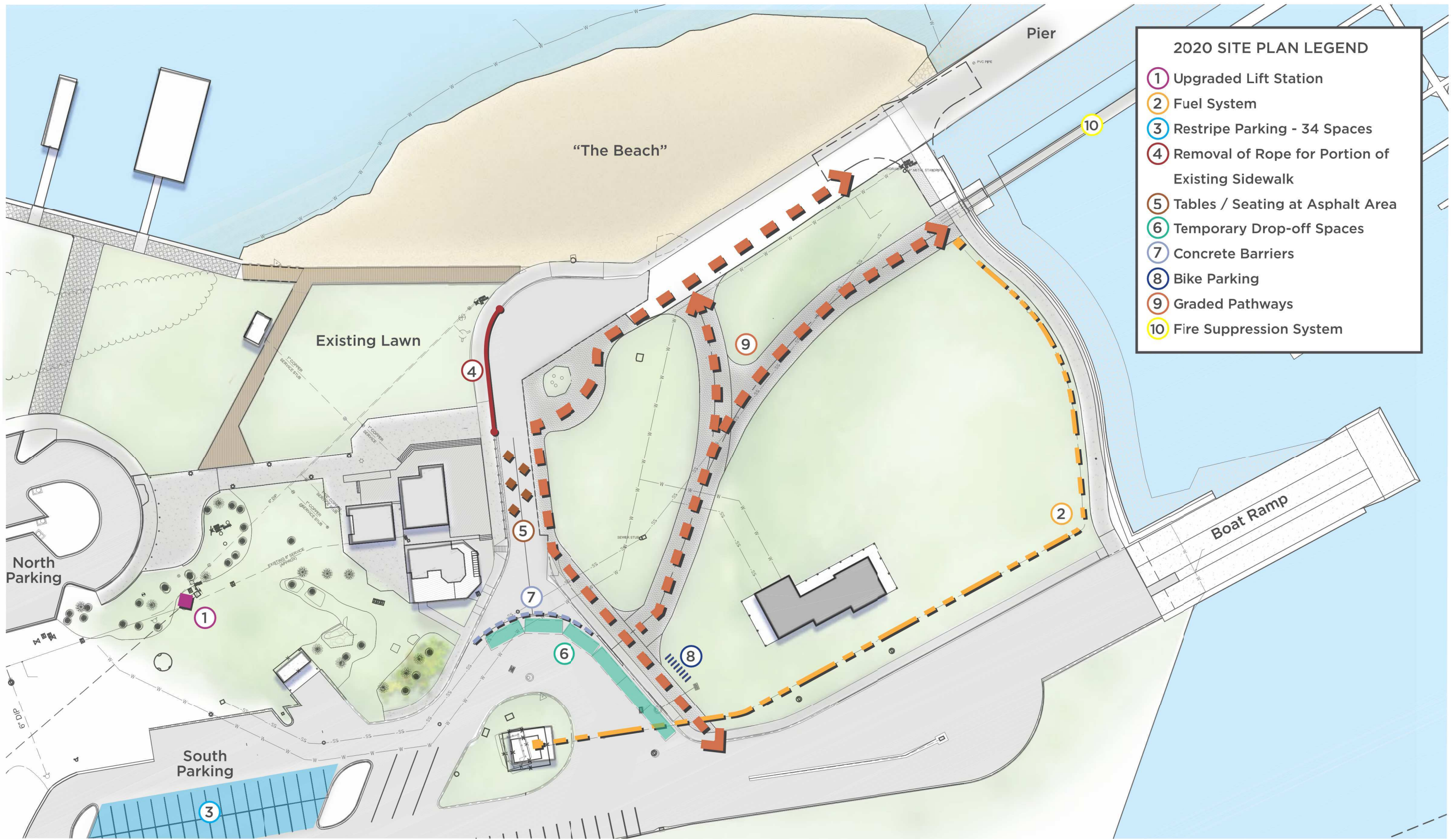
phase 2 site plan

frisco bay marina  
frisco . Colorado

26 may 2020

scale: 1"= 60'-0"





- 2020 SITE PLAN LEGEND**
- ① Upgraded Lift Station
  - ② Fuel System
  - ③ Restripe Parking - 34 Spaces
  - ④ Removal of Rope for Portion of Existing Sidewalk
  - ⑤ Tables / Seating at Asphalt Area
  - ⑥ Temporary Drop-off Spaces
  - ⑦ Concrete Barriers
  - ⑧ Bike Parking
  - ⑨ Graded Pathways
  - ⑩ Fire Suppression System

2020 site plan

frisco bay marina  
290 marina road . frisco . colorado

draft

26 may 2020

scale: 1" = 60'-0"







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# view from southwest

frisco bay marina  
290 marina road . frisco . colorado

draft

26 may 2020

scale:





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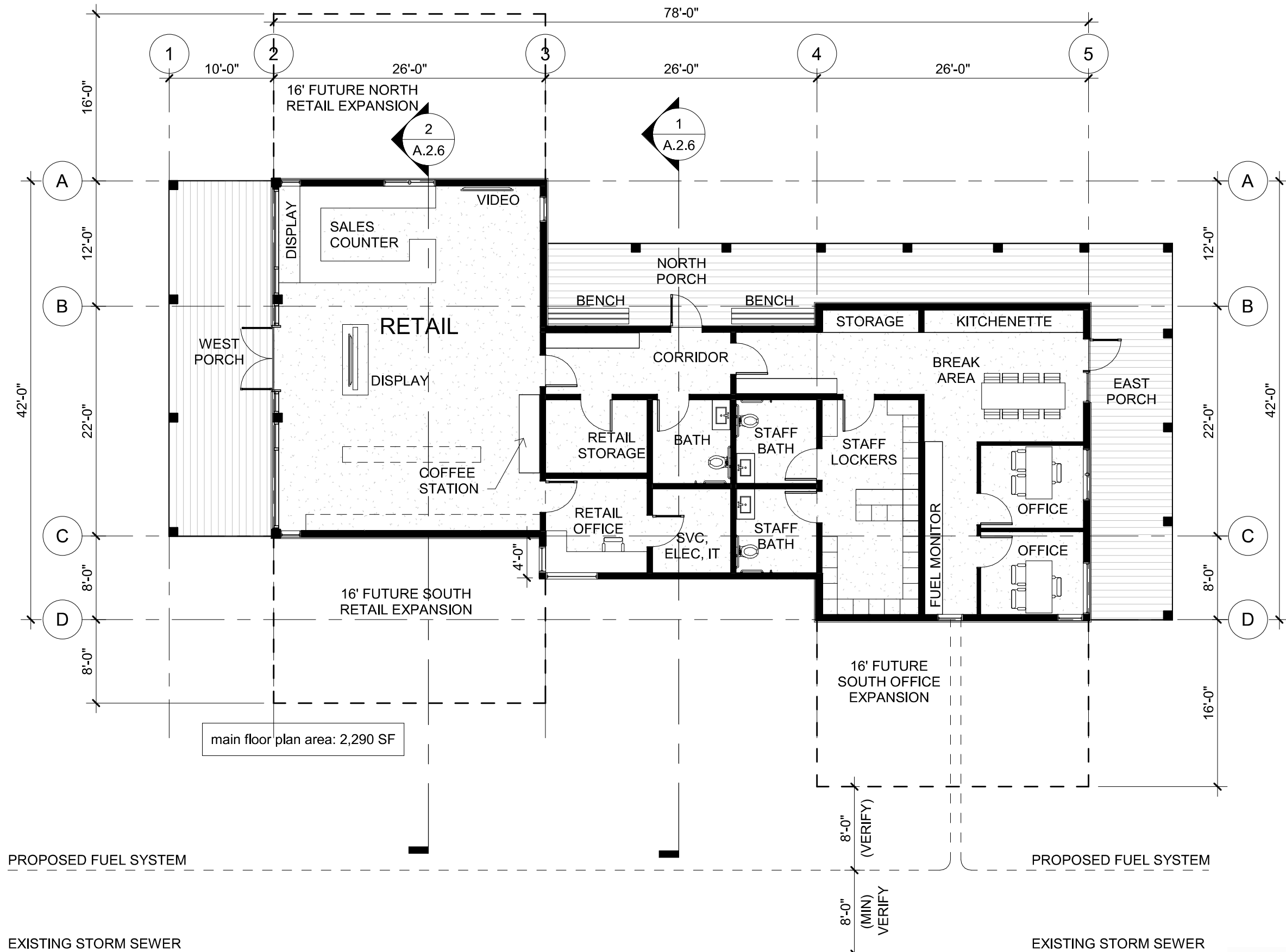
view from northwest

frisco bay marina  
290 marina road . frisco . colorado

draft 26 may 2020

scale:





main floor plan area: 2,290 SF

PROPOSED FUEL SYSTEM

PROPOSED FUEL SYSTEM

EXISTING STORM SEWER

EXISTING STORM SEWER

# main floor plan

frisco bay marina  
290 marina road . frisco . colorado

draft 26 may 2020  
scale: 1" = 10'-0"



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