



Colorado
Association of
Ski Towns 2026
Winter Meeting
Salida, Colorado

Going to the Voters for
Funding: Colorado
Mountain Community
Ballot Measure
Observations & Trends

David Flaherty, CEO



About Magellan Strategies



We are a professional public opinion research firm specializing in measuring and understanding resident and voter opinion for local governments, school districts, special districts, and public policy organizations.

Since 2007, we have conducted more than 1,000 ballot measure, community & policy surveys in Colorado.



Our Awesome Mountain Community Clients



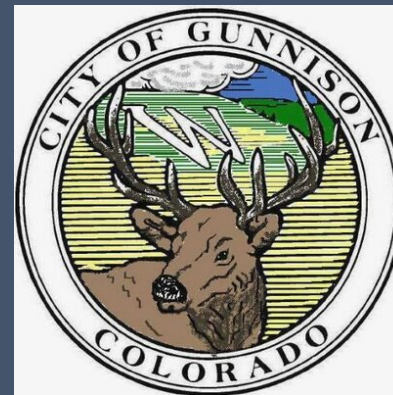
Some Results From Our 2024 & 2025 Ballot Measure Surveys



Ballot Measure Survey Track Record

	Magellan Survey Yes %	Actual Yes Result	Difference
City of Lafayette 2025 Mill Levy for Recreation & Facilities	53%	53%	0%
Adams County Five Star Schools 2025 Mill Levy for Staff, CTE, Security	55%	52%	3%
City of Westminster Fire & Roads 2025 Sales Tax for Fire Services & Roads	61%	52%	9%
Carbondale & Rural Fire Protection District 2025 Sales & Mill Levy Tax for Operations	59%	60%	1%
Manitou Springs School District 14 2025 Mill Levy Tax for Building Improvements	51%	53%	2%
South Metro Fire Rescue 2025 Mill Levy Tax for Needs	54%	55%	1%
Town of Castle Rock 2024 Sales Tax for Public Safety	57%	55%	2%
Westminster Public Schools 2024 Mill Levy Extension	70%	70%	0%
Arapahoe County 2024 De-Brucing Ballot Measure	60%	70%	10%
City of Leadville 2024 0.5% Sales Tax for Pool	50%	52%	2%
City of Lakewood 2024 De-Bruce Extension for Services	50%	52%	2%
Mesa County Valley School District 51 2024 Sales Tax Extension for Operations	60%	59%	1%
Town of Avon 2024 Use Tax for Housing	57%	53%	4%
Gunnison County Libraries 2024 Mill Levy for Library Constuction	46%	42%	4%
Adams County Five Star Schools 2024 \$830 Million Bond Debt	51%	54%	3%

Understanding the Built-In Ballot Measure “Headwind” in Odd-Year Election Cycles



Frisco

Magellan Strategies Voter Registration and Past Election Turnout Report

Sex	Registration		2024		2023		2022		2021		2020	
Female	1,220	45.9%	942	48.5%	573	49.2%	820	49.3%	562	50.1%	999	47.4%
Male	1,438	54.1%	999	51.5%	591	50.8%	844	50.7%	560	49.9%	1,110	52.6%
Total	2,658	100.0%	1,940	100.0%	1,164	100.0%	1,663	100.0%	1,122	100.0%	2,109	100.0%

Age Group	Registration		2024		2023		2022		2021		2020	
18-34	716	26.9%	415	21.4%	152	13.1%	286	17.2%	138	12.3%	497	23.6%
35-44	468	17.6%	323	16.6%	169	14.5%	280	16.8%	188	16.8%	389	18.4%
45-54	427	16.1%	327	16.9%	206	17.7%	306	18.4%	198	17.6%	391	18.5%
55-64	458	17.2%	365	18.8%	247	21.2%	338	20.3%	228	20.3%	361	17.1%
65+	589	22.2%	510	26.3%	390	33.5%	453	27.2%	370	33.0%	471	22.3%
Total	2,658	100.0%	1,940	100.0%	1,164	100.0%	1,663	100.0%	1,122	100.0%	2,109	100.0%

Party	Registration		2024		2023		2022		2021		2020	
Unaffiliated	1,454	54.7%	1,022	52.7%	557	47.9%	813	48.9%	494	44.0%	984	46.7%
Democrat	798	30.0%	641	33.0%	430	36.9%	602	36.2%	450	40.1%	745	35.3%
Republican	329	12.4%	232	12.0%	161	13.8%	222	13.3%	168	15.0%	346	16.4%
Libertarian	44	1.7%	23	1.2%	9	0.8%	17	1.0%	6	0.5%	24	1.1%
Other	33	1.2%	22	1.1%	7	0.6%	9	0.5%	4	0.4%	10	0.5%
Total	2,658	100.0%	1,940	100.0%	1,164	100.0%	1,663	100.0%	1,122	100.0%	2,109	100.0%

Town of Vail

Magellan Strategies Voter Registration and Past Election Turnout Report

Sex	Registration		2025		2024		2023		2022		2021		2020	
Female	1,978	43.3%	878	47.7%	1,388	46.0%	863	47.2%	1,076	45.0%	869	46.4%	1,577	46.2%
Male	2,588	56.7%	961	52.3%	1,631	54.0%	967	52.8%	1,314	55.0%	1,005	53.6%	1,838	53.8%
Total	4,565	100.0%	1,839	100.0%	3,019	100.0%	1,829	100.0%	2,390	100.0%	1,874	100.0%	3,415	100.0%

Age Group	Registration		2025		2024		2023		2022		2021		2020	
18-34	1,434	31.4%	241	13.1%	728	24.1%	301	16.5%	449	18.8%	343	18.3%	1,060	31.0%
35-44	905	19.8%	303	16.5%	520	17.2%	283	15.5%	383	16.0%	259	13.8%	543	15.9%
45-54	672	14.7%	276	15.0%	484	16.0%	298	16.3%	402	16.8%	310	16.5%	532	15.6%
55-64	632	13.8%	370	20.1%	502	16.6%	351	19.2%	449	18.8%	381	20.3%	535	15.7%
65+	922	20.2%	649	35.3%	785	26.0%	596	32.6%	707	29.6%	581	31.0%	745	21.8%
Total	4,565	100.0%	1,839	100.0%	3,019	100.0%	1,829	100.0%	2,390	100.0%	1,874	100.0%	3,415	100.0%

Party	Registration		2025		2024		2023		2022		2021		2020	
Unaffiliated	2,597	56.9%	958	52.1%	1,601	53.0%	914	50.0%	1,182	49.5%	899	48.0%	1,685	49.3%
Democrat	1,133	24.8%	538	29.3%	844	28.0%	566	30.9%	736	30.8%	594	31.7%	1,059	31.0%
Republican	719	15.8%	323	17.6%	517	17.1%	326	17.8%	434	18.2%	355	18.9%	611	17.9%
Libertarian	50	1.1%	5	0.3%	19	0.6%	13	0.7%	25	1.0%	18	1.0%	39	1.1%
Other	66	1.4%	15	0.8%	38	1.3%	10	0.5%	13	0.5%	8	0.4%	21	0.6%
Total	4,565	100.0%	1,839	100.0%	3,019	100.0%	1,829	100.0%	2,390	100.0%	1,874	100.0%	3,415	100.0%

City of Gunnison

Magellan Strategies Voter Registration and Past Election Turnout Report

Sex	Registration		2024		2023		2022		2021		2020	
Female	2,287	46.3%	1,639	49.5%	975	52.0%	1,256	49.1%	801	51.7%	1,618	48.6%
Male	2,652	53.7%	1,673	50.5%	901	48.0%	1,302	50.9%	747	48.3%	1,709	51.4%
Total	4,938	100.0%	3,311	100.0%	1,876	100.0%	2,558	100.0%	1,548	100.0%	3,326	100.0%

Age Group	Registration		2024		2023		2022		2021		2020	
18-34	2,165	43.8%	1,167	35.2%	413	22.0%	791	30.9%	308	19.9%	1,399	42.1%
35-44	942	19.1%	668	20.2%	380	20.3%	495	19.4%	261	16.9%	548	16.5%
45-54	646	13.1%	505	15.3%	338	18.0%	386	15.1%	248	16.0%	415	12.5%
55-64	444	9.0%	352	10.6%	245	13.1%	331	12.9%	262	16.9%	386	11.6%
65+	741	15.0%	619	18.7%	500	26.7%	555	21.7%	469	30.3%	578	17.4%
Total	4,938	100.0%	3,311	100.0%	1,876	100.0%	2,558	100.0%	1,548	100.0%	3,326	100.0%

Party	Registration		2024		2023		2022		2021		2020	
Unaffiliated	2,798	56.7%	1,755	53.0%	926	49.4%	1,241	48.5%	608	39.3%	1,442	43.4%
Democrat	1,162	23.5%	899	27.2%	584	31.1%	761	29.7%	573	37.0%	1,087	32.7%
Republican	817	16.5%	575	17.4%	334	17.8%	501	19.6%	345	22.3%	711	21.4%
Libertarian	67	1.4%	30	0.9%	20	1.1%	34	1.3%	17	1.1%	53	1.6%
Other	94	1.9%	52	1.6%	12	0.6%	21	0.8%	5	0.3%	33	1.0%
Total	4,938	100.0%	3,311	100.0%	1,876	100.0%	2,558	100.0%	1,548	100.0%	3,326	100.0%

Town of Avon

Magellan Strategies Voter Registration and Past Election Turnout Report

Sex	Registration		2025		2024		2023		2022		2021	
Female	1,582	45.4%	528	47.8%	1,137	47.0%	549	47.3%	876	47.3%	566	48.3%
Male	1,899	54.6%	576	52.2%	1,282	53.0%	611	52.7%	974	52.7%	606	51.7%
Total	3,480	100.0%	1,104	100.0%	2,418	100.0%	1,160	100.0%	1,849	100.0%	1,172	100.0%

Age Group	Registration		2025		2024		2023		2022		2021	
18-34	1,091	31.4%	180	16.3%	628	26.0%	174	15.0%	412	22.3%	177	15.1%
35-44	696	20.0%	205	18.6%	465	19.2%	211	18.2%	343	18.6%	217	18.5%
45-54	561	16.1%	187	16.9%	428	17.7%	214	18.4%	330	17.8%	218	18.6%
55-64	539	15.5%	212	19.2%	421	17.4%	249	21.5%	384	20.8%	280	23.9%
65+	593	17.0%	320	29.0%	476	19.7%	312	26.9%	380	20.6%	280	23.9%
Total	3,480	100.0%	1,104	100.0%	2,418	100.0%	1,160	100.0%	1,849	100.0%	1,172	100.0%

Party	Registration		2025		2024		2023		2022		2021	
Unaffiliated	2,038	58.6%	589	53.4%	1,295	53.6%	584	50.3%	917	49.6%	564	48.1%
Democrat	884	25.4%	355	32.2%	688	28.5%	362	31.2%	605	32.7%	391	33.4%
Republican	466	13.4%	151	13.7%	381	15.8%	202	17.4%	306	16.5%	207	17.7%
Libertarian	27	0.8%	4	0.4%	19	0.8%	5	0.4%	11	0.6%	5	0.4%
Other	65	1.9%	5	0.5%	35	1.4%	7	0.6%	10	0.5%	5	0.4%
Total	3,480	100.0%	1,104	100.0%	2,418	100.0%	1,160	100.0%	1,849	100.0%	1,172	100.0%

City of Glenwood Springs
Magellan Strategies Voter Registration and Past Election Turnout Report

Sex	Registration		2025		2024		2023		2022		2021	
Female	3,407	49.8%	1,388	53.9%	2,545	51.9%	1,243	52.5%	2,105	51.7%	1,406	52.5%
Male	3,435	50.2%	1,186	46.1%	2,363	48.1%	1,124	47.5%	1,967	48.3%	1,273	47.5%
Total	6,842	100.0%	2,574	100.0%	4,908	100.0%	2,367	100.0%	4,071	100.0%	2,678	100.0%

Age Group	Registration		2025		2024		2023		2022		2021	
18-34	2,098	30.7%	278	10.8%	1,151	23.5%	266	11.2%	790	19.4%	353	13.2%
35-44	1,309	19.1%	492	19.1%	960	19.6%	391	16.5%	726	17.8%	439	16.4%
45-54	965	14.1%	400	15.5%	740	15.1%	362	15.3%	672	16.5%	422	15.8%
55-64	886	12.9%	404	15.7%	745	15.2%	416	17.6%	715	17.6%	506	18.9%
65+	1,584	23.2%	1,000	38.9%	1,312	26.7%	932	39.4%	1,168	28.7%	958	35.8%
Total	6,842	100.0%	2,574	100.0%	4,908	100.0%	2,367	100.0%	4,071	100.0%	2,678	100.0%

Party	Registration		2025		2024		2023		2022		2021	
Unaffiliated	3,849	56.3%	1,314	51.0%	2,571	52.4%	1,149	48.5%	1,959	48.1%	1,136	42.4%
Democrat	1,770	25.9%	787	30.6%	1,410	28.7%	744	31.4%	1,288	31.6%	956	35.7%
Republican	1,055	15.4%	430	16.7%	834	17.0%	458	19.3%	762	18.7%	563	21.0%
Libertarian	58	0.8%	11	0.4%	36	0.7%	13	0.5%	40	1.0%	15	0.6%
Other	110	1.6%	32	1.2%	57	1.2%	3	0.1%	22	0.5%	8	0.3%
Total	6,842	100.0%	2,574	100.0%	4,908	100.0%	2,367	100.0%	4,071	100.0%	2,678	100.0%

Salida

Magellan Strategies Voter Registration and Past Election Turnout Report

Sex	Registration		2025		2024		2023		2022		2021	
Female	2,787	51.3%	1,695	53.7%	2,267	52.9%	1,497	53.3%	1,842	53.0%	1,372	53.1%
Male	2,648	48.7%	1,463	46.3%	2,020	47.1%	1,310	46.7%	1,632	47.0%	1,211	46.9%
Total	5,434	100.0%	3,158	100.0%	4,287	100.0%	2,806	100.0%	3,473	100.0%	2,582	100.0%

Age Group	Registration		2025		2024		2023		2022		2021	
18-34	1,147	21.1%	366	11.6%	749	17.5%	295	10.5%	463	13.3%	238	9.2%
35-44	999	18.4%	516	16.3%	742	17.3%	442	15.8%	563	16.2%	391	15.1%
45-54	880	16.2%	537	17.0%	689	16.1%	440	15.7%	555	16.0%	422	16.3%
55-64	824	15.2%	529	16.8%	723	16.9%	513	18.3%	641	18.5%	495	19.2%
65+	1,584	29.1%	1,210	38.3%	1,384	32.3%	1,116	39.8%	1,251	36.0%	1,036	40.1%
Total	5,434	100.0%	3,158	100.0%	4,287	100.0%	2,806	100.0%	3,473	100.0%	2,582	100.0%

Party	Registration		2025		2024		2023		2022		2021	
Unaffiliated	2,921	53.8%	1,545	48.9%	2,108	49.2%	1,261	44.9%	1,510	43.5%	1,032	40.0%
Democrat	1,623	29.9%	1,142	36.2%	1,442	33.6%	1,075	38.3%	1,320	38.0%	1,044	40.4%
Republican	783	14.4%	445	14.1%	671	15.7%	451	16.1%	609	17.5%	488	18.9%
Libertarian	45	0.8%	13	0.4%	29	0.7%	13	0.5%	24	0.7%	12	0.5%
Other	62	1.1%	13	0.4%	37	0.9%	6	0.2%	10	0.3%	6	0.2%
Total	5,434	100.0%	3,158	100.0%	4,287	100.0%	2,806	100.0%	3,473	100.0%	2,582	100.0%

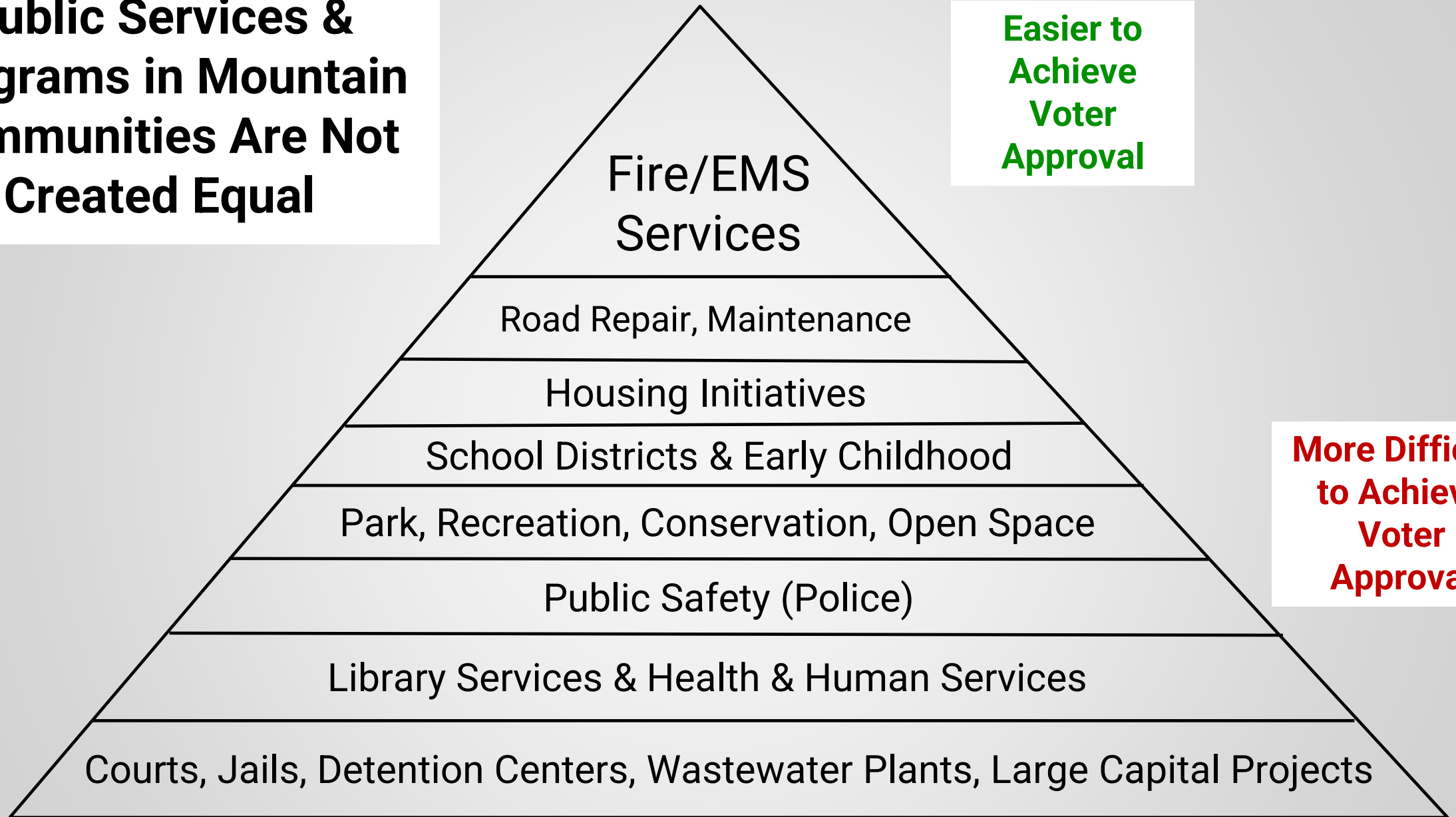
Public Services & Programs in Mountain Communities Are Not Created Equal



Public Services & Programs in Mountain Communities Are Not Created Equal

Easier to Achieve Voter Approval

More Difficult to Achieve Voter Approval

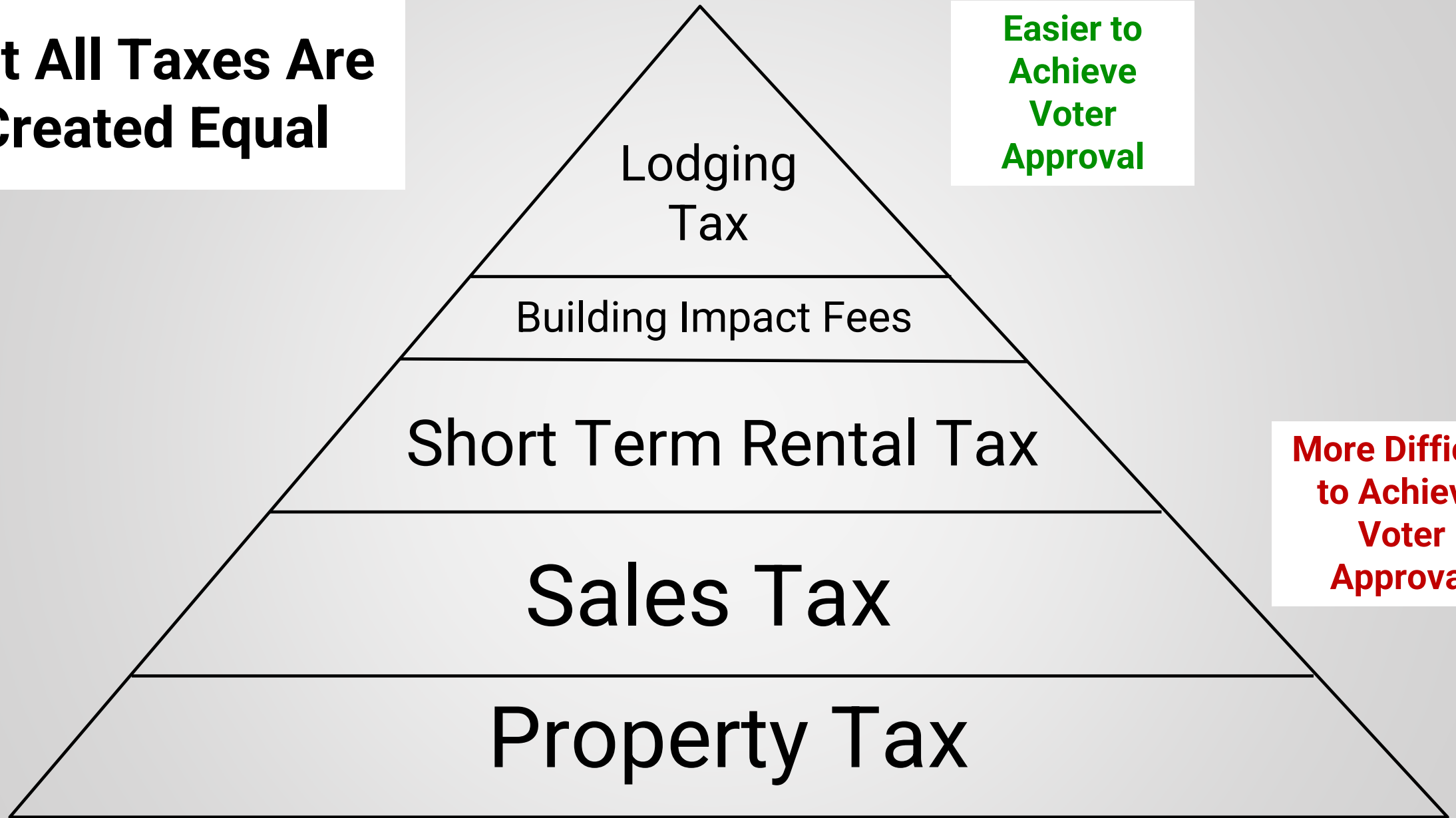


Not All Taxes Are Created Equal



Not All Taxes Are Created Equal

Easier to Achieve Voter Approval



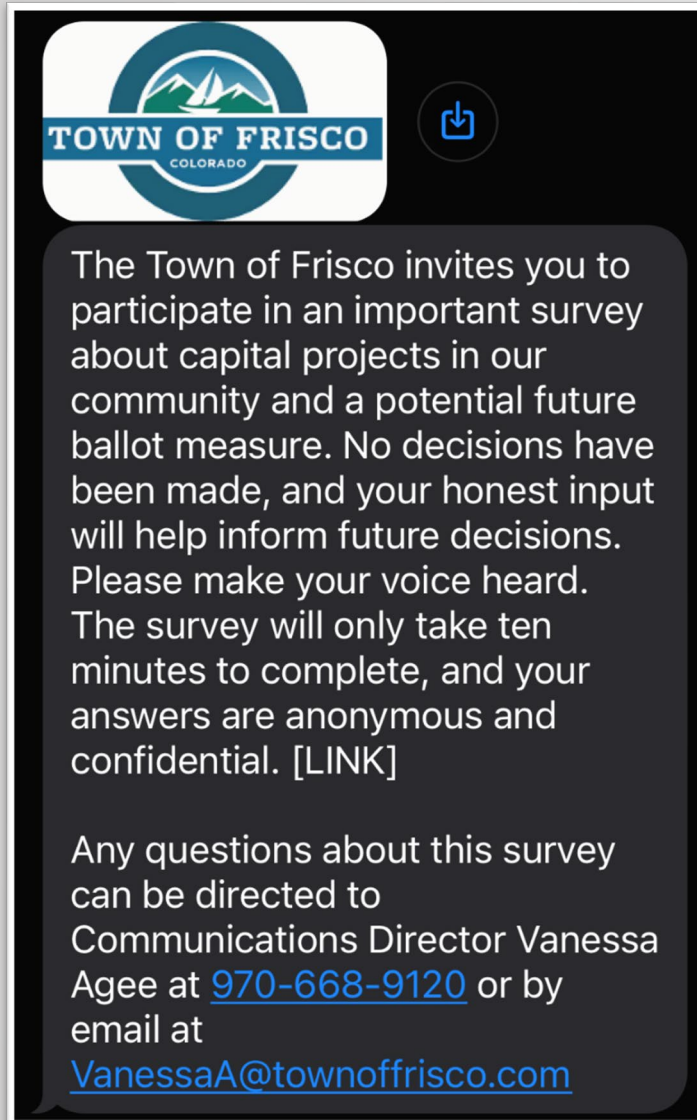
Town of Frisco Capital Projects Survey



June/July 2025



Methodology

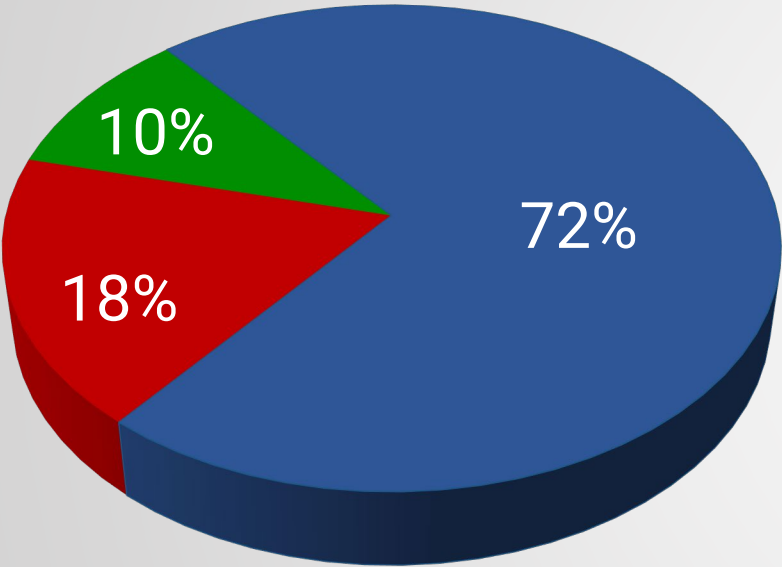


Magellan Strategies is pleased to present the results of a survey of 333 registered voters in Frisco, CO. The interviews were conducted from June 11th to July 9th, 2025.

The overall survey responses have a margin of error of $\pm/- 5.02\%$ at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.

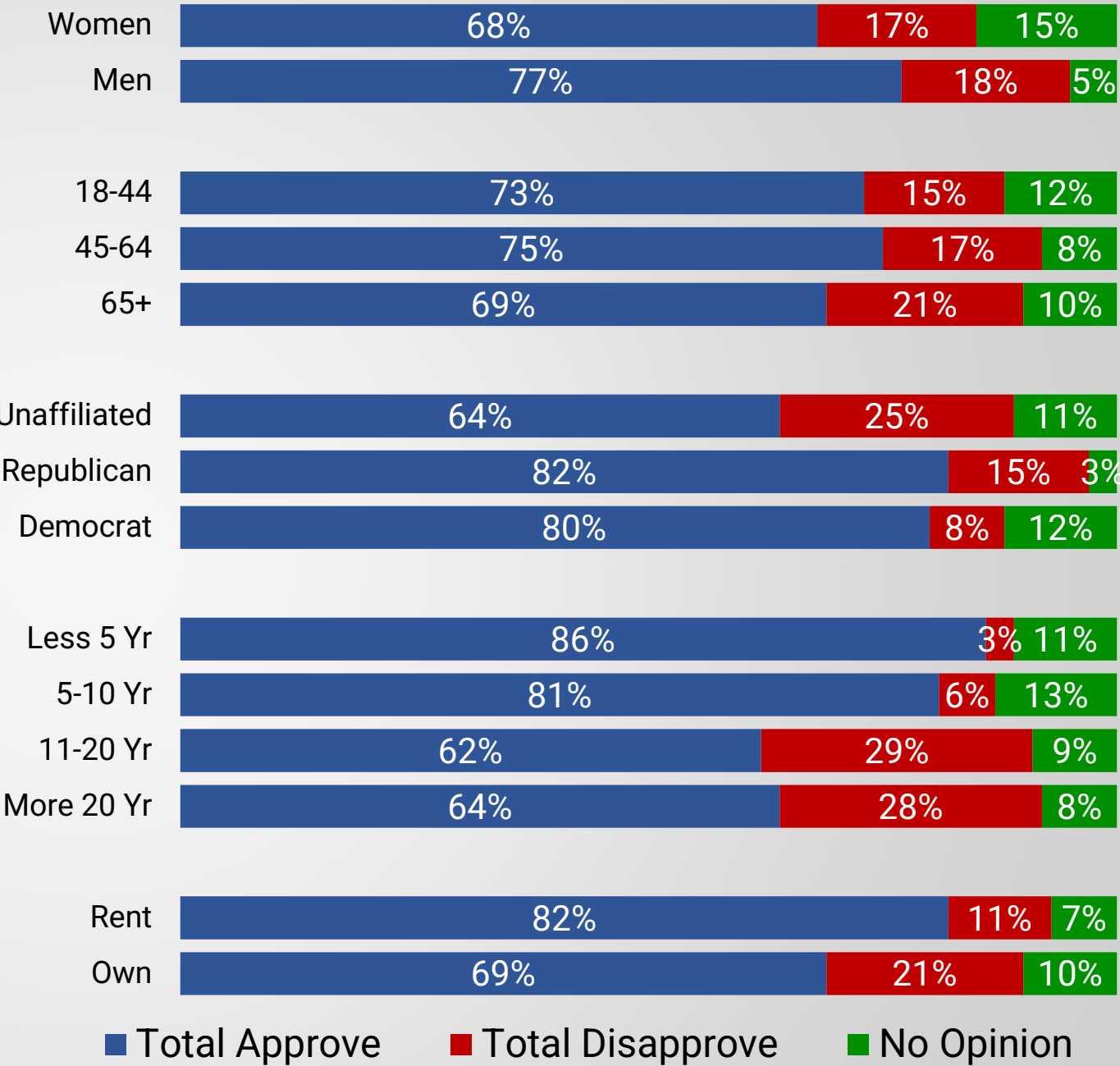
The survey data were weighted to represent the anticipated turnout demographics for an odd-year election in Frisco.

Do you approve or disapprove of the job the Town of Frisco is doing in providing services and programs for residents?



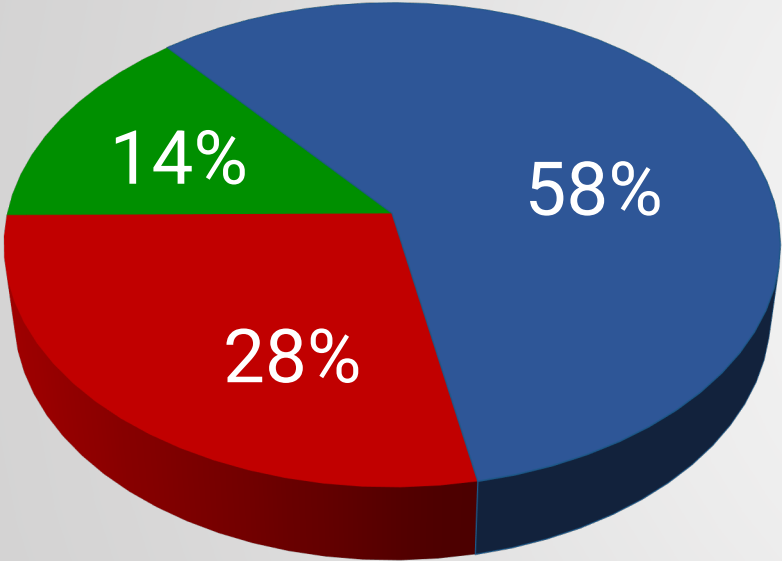
- Total Approve
- Total Disapprove
- No Opinion

Strongly Approve	26%
Somewhat Approve	46%
Strongly Disapprove	6%
Somewhat Disapprove	12%



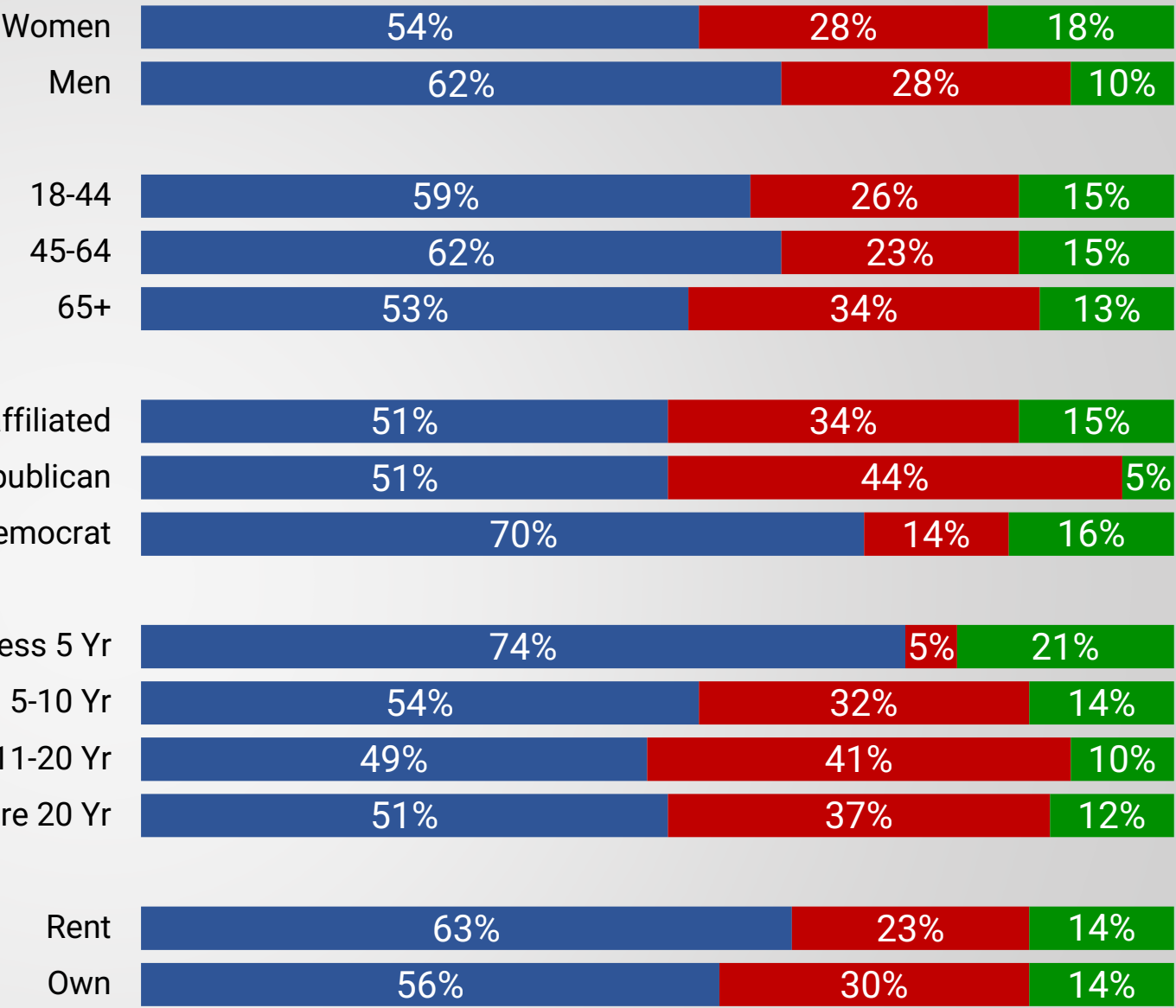
Do you agree or disagree with the following statement?

The Town of Frisco is fiscally responsible and spends taxpayer money wisely.



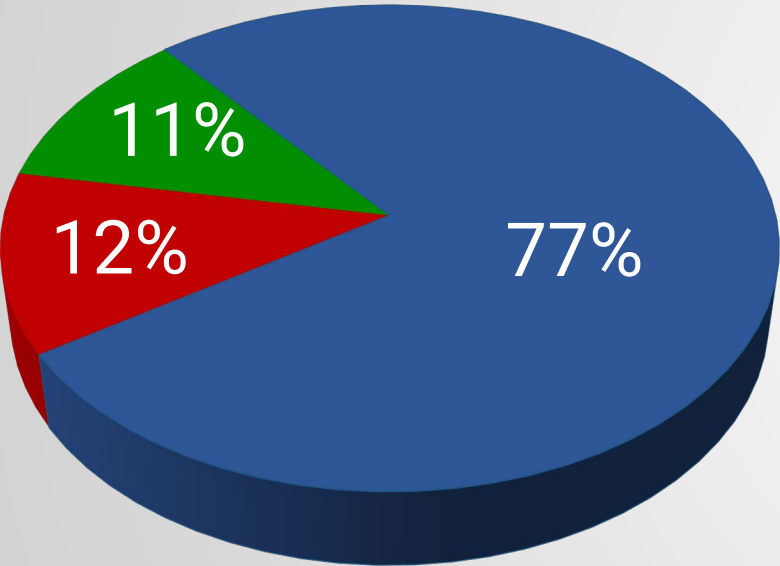
■ Total Agree
■ Total Disagree
■ No Opinion

Strongly Agree	17%
Somewhat Agree	41%
Strongly Disagree	8%
Somewhat Disagree	20%



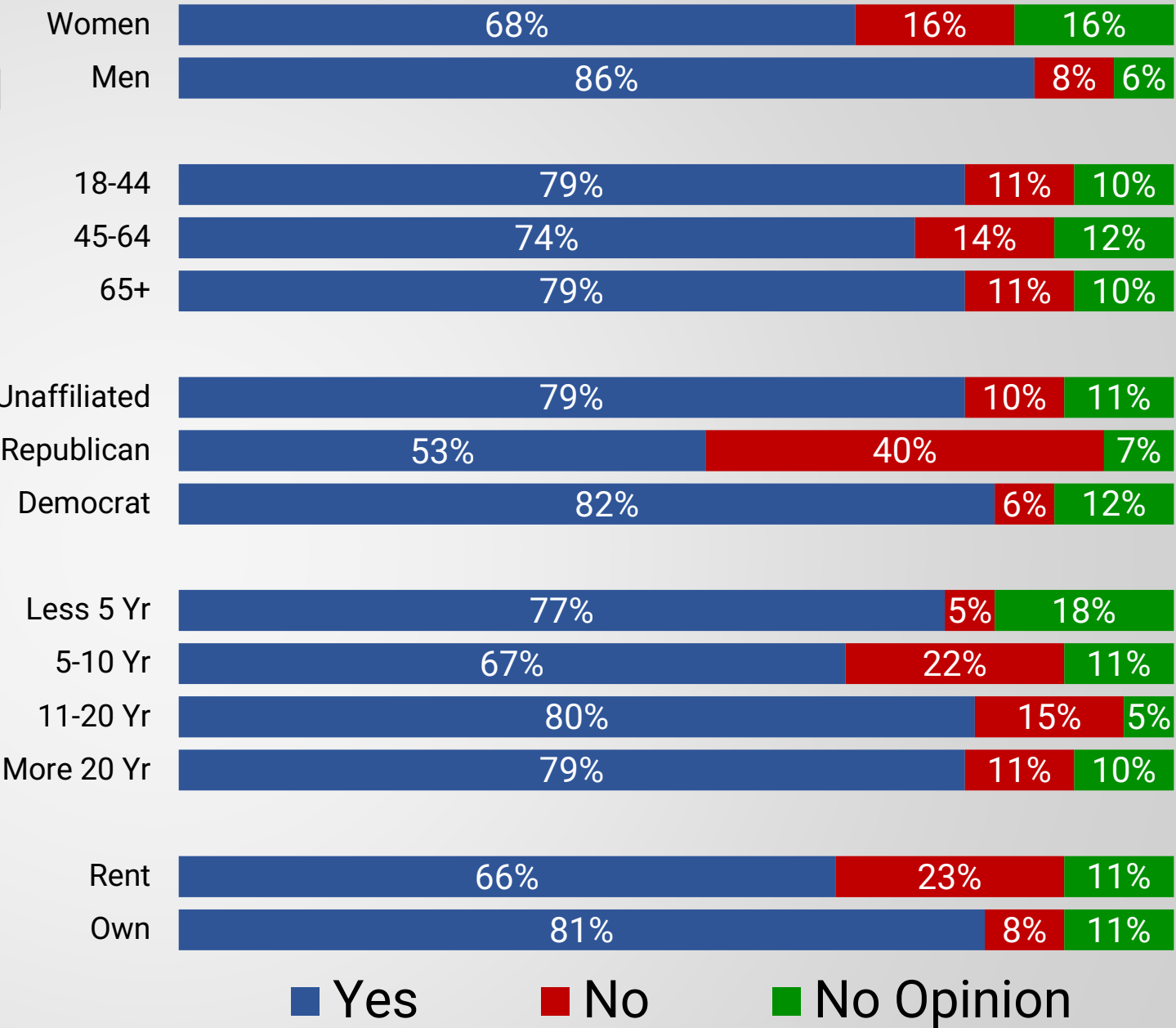
■ Total Agree ■ Total Disagree ■ No Opinion

Do you think the Town of Frisco has the financial resources needed to provide residents with an acceptable level of services and programs?

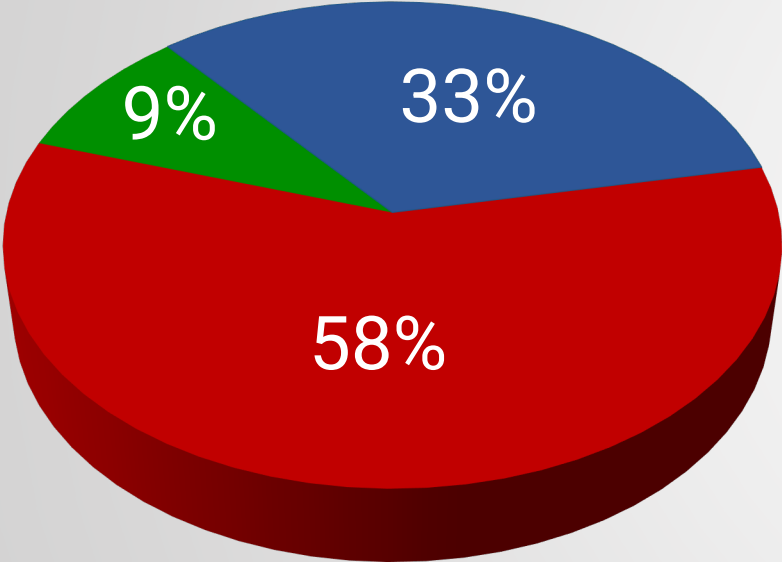


■ Total Yes
 ■ Total No
 ■ No Opinion

Yes, Definitely	34%
Yes, Probably	43%
No, Definitely Not	1%
No, Probably Not	11%

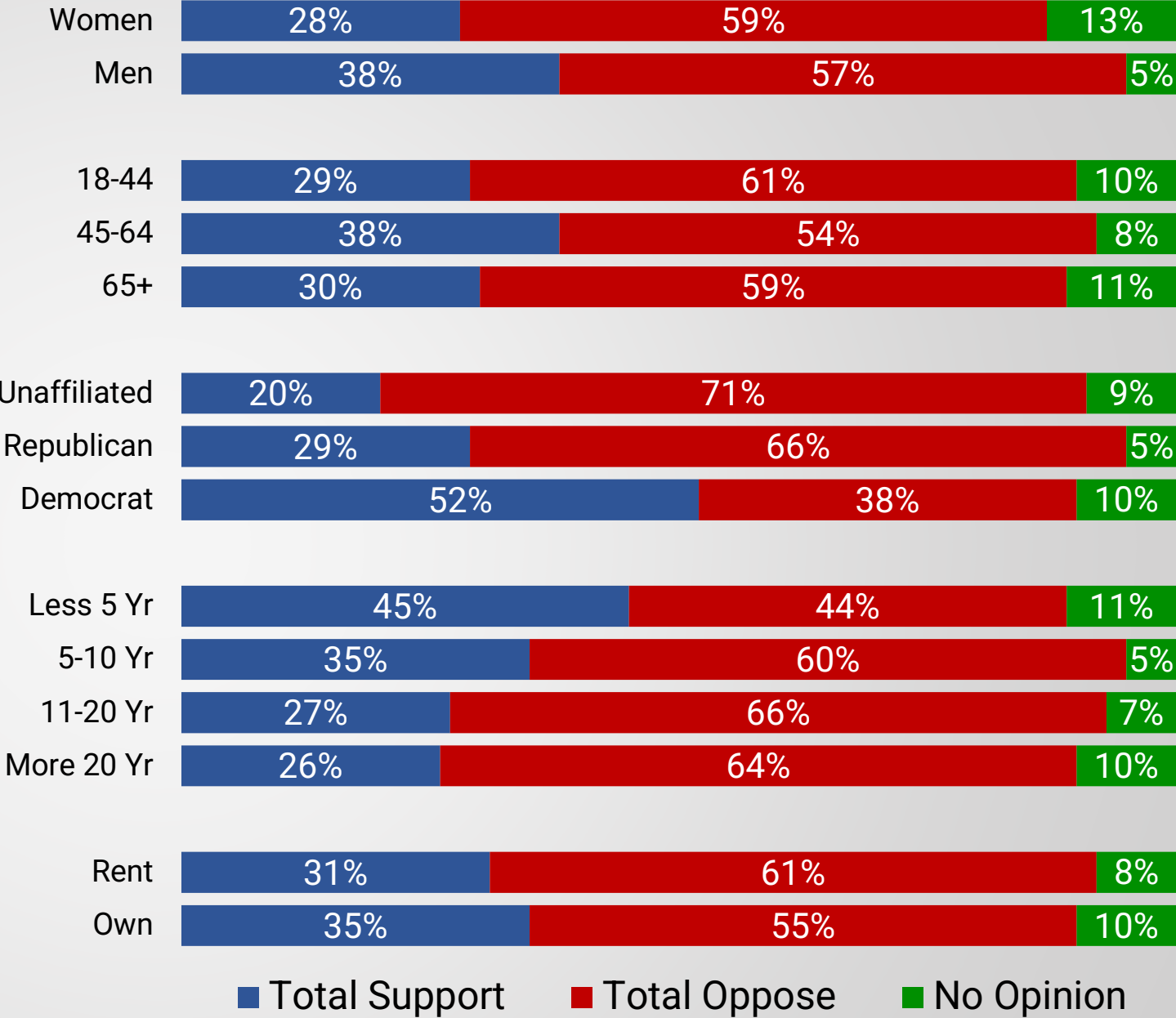


Generally speaking, would you support or oppose a tax increase to create a dedicated funding source for capital projects in the Town of Frisco?



■ Total Support
■ Total Oppose
■ No Opinion

Strongly Support	9%
Somewhat Support	24%
Strongly Oppose	41%
Somewhat Oppose	17%



Respondent Information



Town of Frisco staff is developing and refining a 10-Year Capital Program that presents a future plan to meet capital improvement needs in the community. While this is a plan and not a budget, and some of the projects that will be discussed in this survey are still relatively far off, the Town wants to be transparent and present options both to the community and the Town Council.

As part of this process, the next section of the survey identifies categories of potential capital projects. For each group of projects, please indicate whether you would be more likely to vote yes and approve a tax increase, or more likely to vote no and reject it, if funding for those projects was included or accelerated.

The first group includes infrastructure projects, with a total of 33 projects costing approximately \$60,875,000:

	Total More Likely Yes	Total More Likely No	No Difference	Much More Likely Yes	Somewhat More Likely Yes	Much More Likely No	Somewhat More Likely No
Fire mitigation in “Frisco’s Backyard”	79%	19%	2%	40%	39%	7%	12%
Multi-use pathway engineering and construction	57%	37%	6%	23%	34%	21%	16%
Road, lighting, parking, and sidewalk improvements	56%	39%	5%	20%	36%	17%	22%
Broadband/fiber infrastructure	55%	39%	6%	21%	34%	16%	23%
Power/utility undergrounding	50%	42%	8%	15%	35%	16%	26%
Traffic management	48%	46%	6%	18%	30%	22%	24%
Bridge replacements	46%	45%	9%	11%	35%	16%	29%
Town facility improvements and projects	36%	56%	8%	8%	28%	28%	28%
Signage and wayfinding	30%	57%	13%	7%	23%	30%	27%

In general, please describe which capital projects listed above are most important to you.

Fire Mitigation and Wildfire Prevention (34% of responses): There is a repeated emphasis on fire mitigation (often mentioned multiple times per response). This includes firebreaks, backyard fire safety, underground utilities for fire risk reduction, and forest management, and is seen as the most critical and urgent public safety need.

Trails, Recreation Paths, and Outdoor Access (31%): This Includes maintenance and expansion of multi-use paths, hiking and biking trails, trail signage, trailhead restrooms, and Nordic ski trails. Many tied this theme to both resident quality of life and visitor use management.

Infrastructure (Roads, Sidewalks, Lighting, Utilities) (26%): These responses encompass general infrastructure like road maintenance, sidewalks, lighting, snow removal, buried utilities, and broadband internet access. Often, these are framed as basic services the town must prioritize before recreational or aesthetic projects.

Marina Improvements (14%): This includes expanded marina facilities, power to boat slips, restrooms, improved food and beverage options, and better trail connectivity to the marina. Frequently, these responses are paired with concerns about equity in resident vs. visitor benefits.

In general, please describe which capital projects listed above are the least important to you.

Marina Improvements and Peninsula Projects (28%): Many said the marina has already received significant investment and should be self-sustaining through user fees. There is opposition to improvements like additional restrooms, food services, or expanded boat facilities.

Snowmaking and Adventure Park Enhancements (24%): Snowmaking was frequently named as wasteful, nonessential, or catering too much to tourists. Many responses also include general resistance to further investments in the Frisco Adventure Park.

Bike Park and Playground Improvements (21%): Many viewed these as niche, benefiting a narrow group (children, tourists, or elite riders).

Lighting, Signage, and Shade Structures (18%): Lighting improvements were criticized for disrupting “dark skies” or being unnecessary. Wayfinding signage and shade structures were considered low priority or cosmetic.

Potential Ballot Measures



Thank you for your valuable feedback on capital projects. This feedback will be used to identify which projects are most valued and prioritized by residents.

As a next step, projects included on this list could be funded or accelerated by a voter-approved tax increase. Potential tax increases may include a sales tax or a lodging tax.

Sales Tax Ballot Measure



Following is the language of a potential 0.5% sales tax increase that may appear on a future ballot. After reading it, please indicate if you would vote yes and approve it or vote no and reject it.

SHALL TOWN OF FRISCO TAXES BE INCREASED \$1,700,000 ANNUALLY BEGINNING JANUARY 1, 2025, AND BY SUCH AMOUNTS AS ARE RAISED ANNUALLY THEREAFTER, BY AN ADDITIONAL SALES AND USE TAX OF 0.5 PERCENT (ONE-HALF OF ONE CENT)

FOR THE PURPOSE OF FINANCING CAPITAL PROJECTS FOR THE TOWN, INCLUDING:

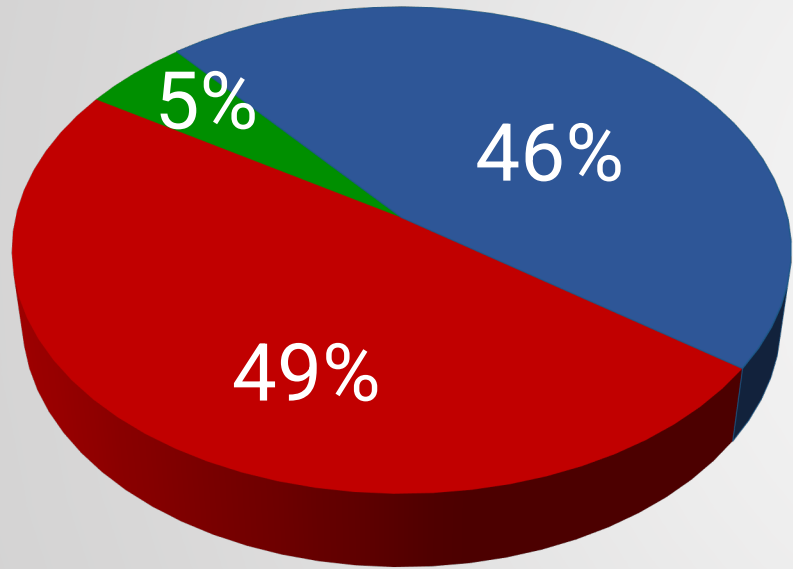
- INFRASTRUCTURE PROJECTS
- TRAIL, PARK, MARINA, AND RECREATION PROJECTS

AND SHALL THE RESULTING REVENUE AND INVESTMENT EARNINGS THEREON BE

ALLOWED TO BE COLLECTED, RETAINED, AND SPENT BY THE TOWN AS A VOTER APPROVED REVENUE CHANGE AND EXCEPTION TO LIMITS WHICH WOULD OTHERWISE APPLY UNDER ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION OR ANY OTHER LAW?

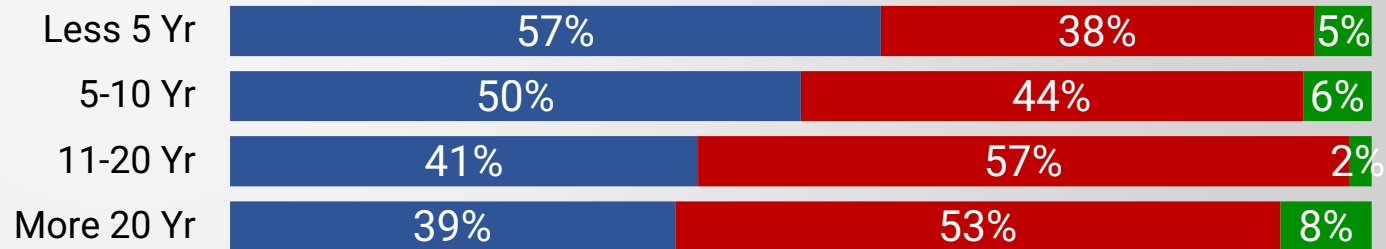
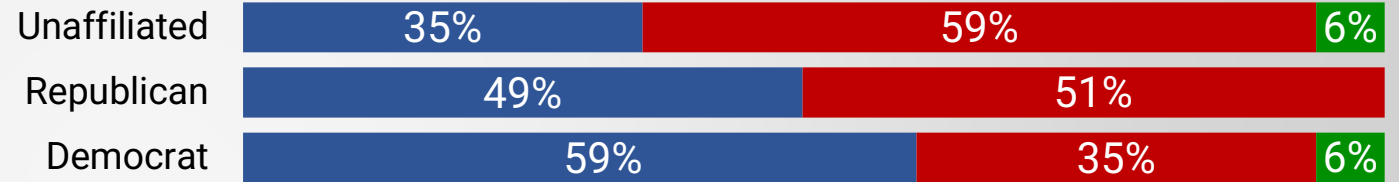
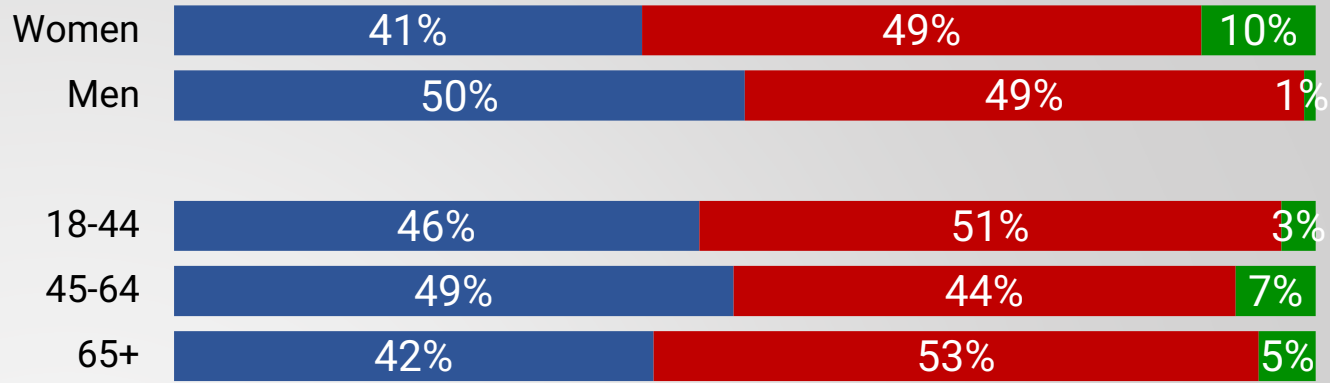
Frisco 0.5% Sales Tax

Following is the language of a potential 0.5% sales tax increase that may appear on a future ballot. After reading it, please indicate if you would vote yes and approve it or vote no and reject it.



■ Total Yes, Approve
■ Total No, Reject
■ Undecided

Definitely Yes	12%
Probably Yes	34%
Definitely No	25%
Probably No	24%



■ Total Yes ■ Total No ■ Undecided

Lodging Tax Ballot Measure



Following is the language of a potential 4% lodging tax increase that may appear on a future ballot. After reading it, please indicate if you would vote yes and approve it or vote no and reject it.

Lodging Tax Ballot Measure



SHALL TOWN OF FRISCO TAXES BE INCREASED \$1,600,000 ANNUALLY BEGINNING JANUARY 1, 2025, AND BY SUCH AMOUNTS AS ARE RAISED ANNUALLY THEREAFTER, BY AN ADDITIONAL LODGING TAX OF 4 PERCENT FOR THE PURPOSE OF FINANCING

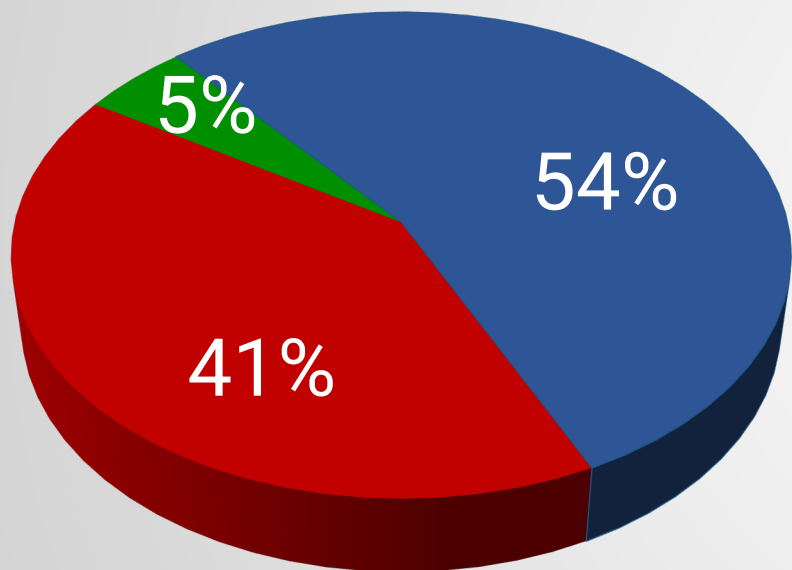
CAPITAL PROJECTS FOR THE TOWN, INCLUDING:

- INFRASTRUCTURE PROJECTS
- TRAIL, PARK, MARINA, AND RECREATION PROJECTS

AND SHALL THE RESULTING REVENUE AND INVESTMENT EARNINGS THEREON BE ALLOWED TO BE COLLECTED, RETAINED, AND SPENT BY THE TOWN AS A VOTER APPROVED REVENUE CHANGE AND EXCEPTION TO LIMITS WHICH WOULD OTHERWISE APPLY UNDER ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION OR ANY OTHER LAW?

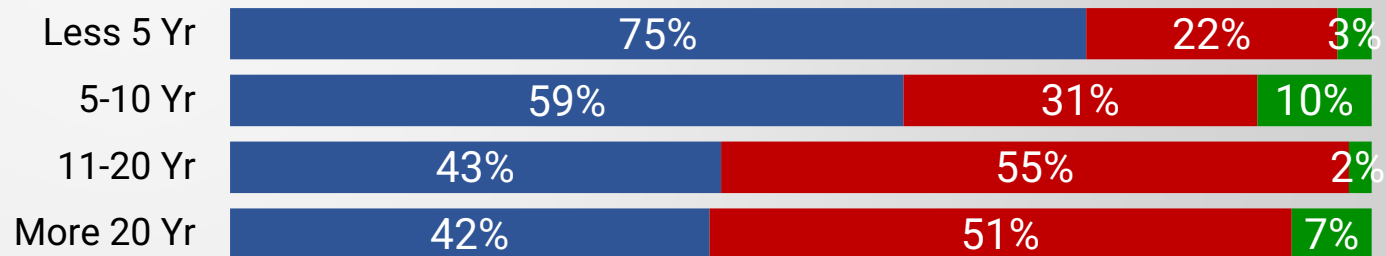
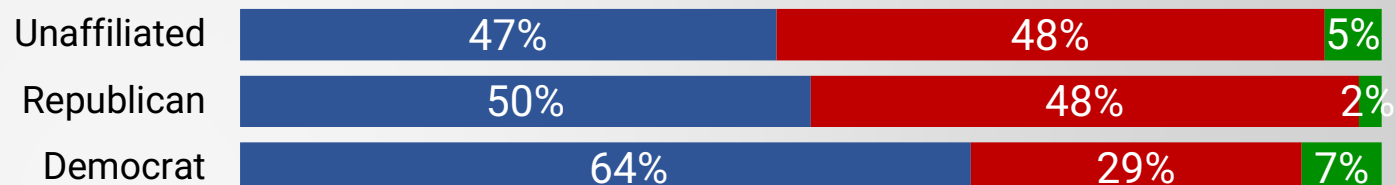
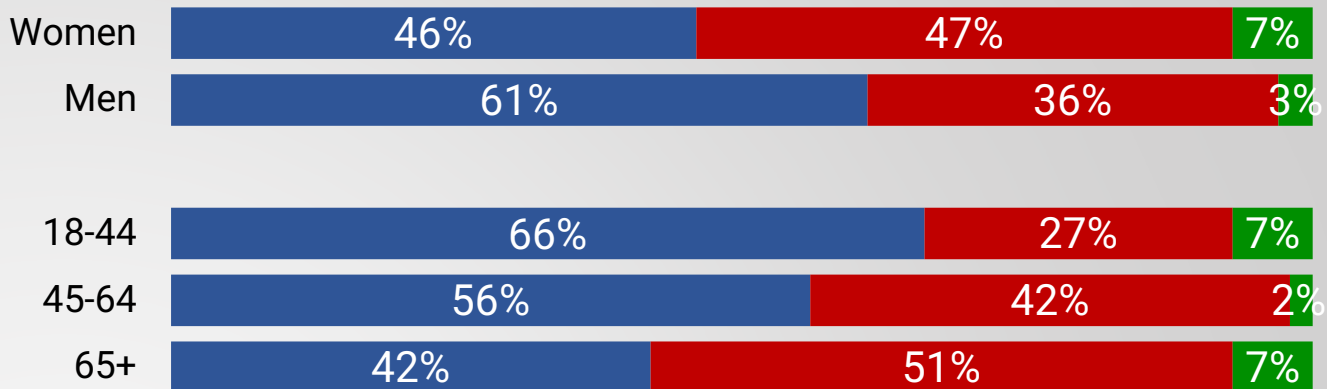
Frisco 4% Lodging Tax

Following is the language of a potential 4% lodging tax increase that may appear on a future ballot. After reading it, please indicate if you would vote yes and approve it or vote no and reject it.



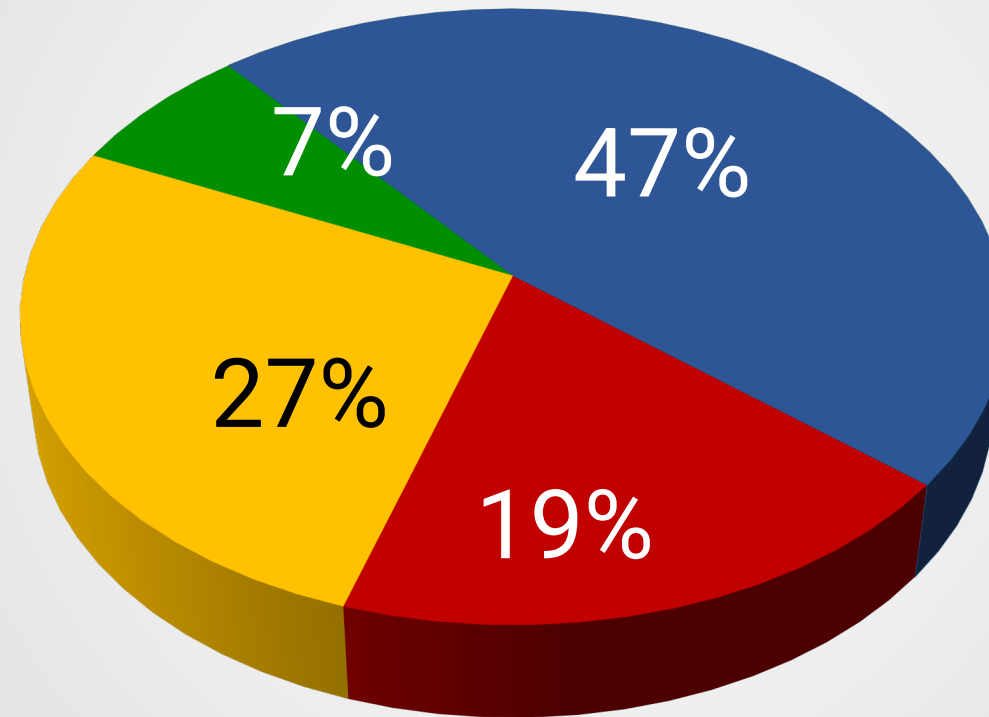
■ Total Yes, Approve
■ Total No, Reject
■ Undecided

Definitely Yes	23%
Probably Yes	31%
Definitely No	26%
Probably No	15%



■ Total Yes ■ Total No ■ Undecided

If you had to choose between the two ballot measures, which would you prefer to vote on this November?



■ Lodging Tax ■ Sales Tax ■ Neither ■ Unsure

Are there any final thoughts you would like to share with the Town of Frisco about these capital projects or a potential tax increase to fund them?

Opposition to Tax Increases: There is resistance to new taxes at this time, and many argue that the Town should use existing revenues more efficiently or cut spending rather than asking for more.

Transparency and Project-Specific Details: Many residents want more specifics and said they are hesitant to support any tax increase without clear plans, cost breakdowns, and project scopes. Many are more open to investment after these steps are taken.

Support for Funding from Tourists / Fair Cost Distribution: Some suggested that tourists, second homeowners, or STR guests should pay more for the infrastructure they use heavily. Ideas included: higher lodging taxes, use fees, and visitor-specific taxes. Some supported tax increases only if locals were shielded from the impact in some way.

Concern Over Town Identity and Overdevelopment: For some respondents, there is a concern that Frisco is losing its small-town charm and becoming too much like Breckenridge or Vail, with criticism of "nonessential" projects (e.g., snowmaking, art, marina upgrades) seen as catering to tourists rather than locals. There are calls to instead prioritize infrastructure and fire mitigation.

Thoughts & Questions?



Thank You for Your Time Today!



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