



MEMORANDUM

Meeting Date: 2/10/2025

To: Town of Grand Lake Board of Trustees
From: Steve Kudron, Town Manager

Re: KFFR Live broadcast Grand Lake SkiJor

Recently, the Town has approved a new Special Event Permit for the Grand Lake SkiJor to be held on Grand Ave. March 8 and 9, 2025.

This first-time event is approved with the intention of increasing visitation and the economy during a traditionally slow early spring weekend. Staff has received a request from the organizers to support a live broadcast on the County's radio station KFFR.

The Town has recently entered into a marketing agreement with KFFR to support broadcast advertising and programming during the second half of 2025. Staff believes this early addition will help to enhance the program plan KFFR has developed for the Town.

Staff Recommends the Board approve the request for marketing funds for the live broadcast of the Grand Lake SkiJor on March 8, 2025.

The Board should consider the request and direct staff further.