



**Town of Eagle
Marketing & Events Advisory Committee (MEAC)
Meeting Held in Eagle Town Council Chambers**

Thursday, October 7 & Friday, October 8, 2021

Agenda

1) 8:30am – Administrative Items

- a. Committee Member Roll Call
- b. Review of today's review process

2) 8:45am - Review of MEAC Funding Requests above \$5,000 (10 minutes each)

- a. *8:45am – 2nd Friday Artwalk on Broadway, EagleARTS*
- b. *8:55am – Murder on Broadway, EagleARTS*
- c. *9:05am – ASCL High School Regional Climbing Championships, Eagle Climbing & Fitness Center*
- d. *9:15am – Bonfire Block Party, Optimum Events*
- e. *9:25am – Christmas on Broadway 2022, Eagle Chamber*
- f. *9:35am – Haymaker Classic Northern Conference Mtn Bike Championships, Colorado High School Cycling League*
- g. *9:45am – Haymaker Classic Southern Conference Mtn Bike Championships, Colorado High School Cycling League*
- h. *9:55am – Eagle Yoga & Art Fest, Yoga Off Broadway*
- i. *10:05am – Mountain Rats Festival*
- j. *10:15am – Music & a Movie, Kaleidoscope Productions*
- k. *10:25am – Triple Crown Baseball World Series, Triple Crown Sports*

3) Discussion of other funding applications if time allows.

4) Confirmation of meeting Friday, October 8, 2021, starting at 8:30am in Council Chambers, Eagle Town Hall



5) Confirm next monthly meeting – Thursday, November 4, 2021. 8:30am to 10:00am

6) Other Business

7) Adjourn

*For more information call
Brian Hall, Events Manager, Town of Eagle. (970) 328-9625*



2022 MEAC & Community Funding Program Dates

MEAC Funding Application Schedule	2021	2022
Release MEAC and Community Funding RFP's	Monday, August 19, 2020	Monday, August 2, 2021
Deadline for MEAC & Community Funding Applications	Friday, October 23, 2020	Thursday, September 30, 2021
MEAC Review of Funding Application	Wednesday, November 11, 2020	Thursday, Oct 7 & 8, 2021
MEAC Final Reviews & Allocations	Tuesday, Dec. 8, 2020	Thursday, Oct 14, 2021
Presentation to Town Council	Tuesday, Dec. 8, 2021	Tuesday, November 9, 2021

Community Funding Program Schedule	2021	2022
Release MEAC and Community Funding RFP's	Monday, August 19, 2020	Monday, August 2, 2021
Deadline for MEAC & Community Funding Applications	Friday, October 23, 2020	Thursday, September 30, 2021
Review of Community Funding Applications – Brandy & Brian	Wednesday, November 11, 2020	Wednesday, Oct 6, 2021
Funding Requests to Town Council for voting.	NA	Wednesday, October 13, 2021
Town Council Average Allocation Outcomes to Town Council for confirmation.	Tuesday, Feb 9, 2021	Tuesday, November 9, 2021

**Dates may be updated. Please check townofeagle.org for current schedule.*

For more information contact Brian Hall, TOE Special Events Manager
(7/5/21)

Town of Eagle – Special Events Department

PO Box 609 • 200 Broadway • Eagle, CO 81631 • www.townofeagle.org • events@townofeagle.org • 970-328-9625

Form Name:	MEAC Funding
Submission Time:	September 30, 2021 6:30 am
Browser:	Safari 15.0 / OS X
IP Address:	205.220.129.17
Unique ID:	867710722
Location:	38.071098327637, -84.593399047852

Event Producer Information

Name	Tara Novak
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Business Name	EagleARTS
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Phone	(970) 376-4772
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Email	info@eaglearts.org
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Address	PO Box 4841 Eagle, CO 81631
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Website	www.eaglearts.org
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# of years your organization has been in business	3
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Business Type	Non profit
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Event Details

Event Name	2nd Friday ARTwalk
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Event Description

EagleARTS plans to continue improving our successful 2nd Friday ARTwalk experience for our vendors, downtown businesses, and attendees in 2022. In an effort to drive visitors directly into our downtown businesses will continue producing 2nd Friday ARTwalks with artists placed inside businesses and inviting select food trucks to park on private property downtown for eight months of the year and have two closed street outdoor festivals with more artists, vendors, entertainment, and interactive family activities for a total of 10 ARTwalks between March and December. There will be no ARTwalk in January, but in February we will kick off our 2022 season with an interactive Murder Mystery event. (Please see our other proposal for details and a separate funding request.)

Background:

Eagle ARTS began producing monthly 2nd Friday ARTwalks in November 2018 as an initiative of the Revitalization of Broadway Committee of the Biz Advocacy Council (now the Downtown Business Alliance). ARTwalk soon became the most active and profitable night of the month for downtown businesses drawing visitors from Eagle and neighboring counties.

Entering our third year, every month, ARTwalk features a variety of attractions including artist booths inside business storefronts, live musicians, interactive activities, sidewalk sales, and giveaways. Beginning in July 2020, Covid regulations meant moving ARTwalk out into the street, with artists and businesses setting up 20 booths along a partially closed Broadway in July, August and October. In September we produced a joint event with the Eagle Chamber of Commerce's annual Business Roundup when we filled Broadway between Grand and 4th with over 40 booths featuring artists and businesses from around the Vail Valley.

In 2021 we continued hosting our monthly ARTwalks featuring artists inside of downtown businesses each month, but the popularity of our 2020 summer series encouraged us to expand our summer series and close Broadway from Grand to 4th Streets on the 2nd Friday of the month from May to September. Our 2021 summer series has been a tremendous success with 800 - 1,000 enjoying over 40 booths, live music on every block, food trucks, performances by dancers from More2Dance and acrobats from P.L.A.Y., and a climbing wall from Eagle Climbing & Fitness. Some of our vendors came regularly from neighboring counties and even the front range.

Location	Broadway St between Grand & 4th
Start Date/Time	Mar 11, 2022 05:00 PM
Event Duration	3 hours
Is this an annual event?	Yes

How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?

We thank the members of MEAC for their commitment to economic development in Eagle. Based on the criteria of the RFP for 2022 events and the Town of Eagle Strategic Plan, we believe ARTwalk is one of the top events in Eagle offering regular opportunities for economic growth, investment, and community development. The goals of ARTwalk are designed to match those of the MEAC Funding Program Priorities:

- Provide a sense of community and an enhanced quality of life for residents and guests / Provides for a well-rounded, varied annual calendar to a diverse audience - over 800-1000 people attended each of our summer series events 2021 and their number one reason for attending is to see friends and socialize. People of all ages attend ARTwalk each month and bring their entire family. With offerings like arts projects for kids, a climbing wall from Eagle Climbing & Fitness, performances by dancers, musicians, and acrobats, and a children's sprinkler means there is something for everyone!
- Elevate the profile of Eagle as a recreational destination - the ARTS are a proven economic driver and tourism attraction. Having a broad offering of activities means Eagle has something to offer the entire family
- Enhances the economic development and sustainability of the Town of Eagle - downtown businesses are excited for ARTwalk every month as it increases their exposure, which leads to businesses being attracted to move to and invest in our vibrant downtown community
- Increase sales and lodging tax revenues and length of tourist visits - 98% of our attendees are local, but as mentioned previously, over 2/3 of attendees say they made a purchase either from an ARTwalk vendor, a downtown business, or both. And if they didn't make a purchase at a local business, the exposure to offerings downtown means they may make a trip back
- Encourage visitor loyalty; increase return rates and brand awareness - more than 75% of survey respondents have attended 2 or more ARTwalks and more than one quarter say they have attended 5 or more!
- Provide marketing and public relations value - Eagle is mentioned in all of our advertising on social media, ads in the paper and on the radio, and in our earned media
- Increase website and social media channel traffic - we tag the Town in social media posts, and link from the EagleARTS website to the Town website

Is this a New or Existing event?

Existing

Previous location	Broadway Street
How many years has it occurred?	3
Anticipated Attendance	800-1000 per event
Anticipated # of participants	60 vendors
Anticipated # of spectators	800-1000 per event
Will any portion of the event take place outside of Eagle?	No
Expected Demographics of attendees - Eagle County	98%
Out of State	1%
In State	1%
Previous Town Funding	\$2800 in 2020
Cash Request	15,000
In-Kind Services or additional needs from Town of Eagle.	Town support services, such as setting of street barricades, re-routing the ECO bus from Broadway, Police presence to monitor dismount zone, the use of cones and stakes to set street closure signs beginning the day before the events, hanging of banners across Broadway at 2nd Street for the summer, and the promotion of ARTwalk on the town calendar and variable message sign on Grand Avenue.
Total Sponsorship Goal	53,000
Other Event Funding Sources	\$10,000 Fundraiser, \$12,500 ARTwalk application and booth fees, \$9000 gallery sales, other grants
Anticipated Net Revenue	\$19,500 net annual total for EagleARTS
Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.	The Town of Eagle will be listed as an ARTwalk sponsor based on our existing Sponsorship levels, depending on the amount of funds awarded. Benefits may include listing of the Town of Eagle as a sponsor on the EagleARTS website, with the Town logo and a link to the Town website, inclusion of the Town of Eagle logo on all posters and flyers, inclusion of the Town logo on print ads in the local newspaper, mention of the Town as a sponsor in radio advertising and in earned local media.
Describe the benefits the Town will receive in exchange for financial support.	The Town will benefit from sales tax generated by business and vendor sales. Additionally, residents will benefit from an improved quality of life, attracting more investment in downtown and greater Eagle.

How will you evaluate the ROI to the town and the overall success of the event?

We will increase the solicitation of survey respondents to quantify attendee demographics and purchasing. The technology we plan to purchase will allow us to track attendance and push surveys out to people's mobile devices. We will also be able to push out coupons and specials from downtown businesses and track redemption.

EagleARTS will also move to a model of applying for an Event License with the CO Department of Revenue, thus collecting sales information from vendors after each event, which will result in knowing specific sales numbers from each event. We will also survey businesses to understand their sales revenue, and thus the exact statistics on sales taxes collected for the town.

Please submit your 2021 event recap if you received funding

https://s3.amazonaws.com/files.formstack.com/uploads/3190935/68794325/867710722/68794325_meac2022-eaglearts_artwalk.pdf

Form Name:	MEAC Funding
Submission Time:	September 30, 2021 3:39 pm
Browser:	Chrome 93.0.4577.82 / Windows
IP Address:	216.98.199.112
Unique ID:	867965888
Location:	37.996299743652, -107.88050079346

Event Producer Information

Name	Larry Moore
Business Name	Eagle Climbing + Fitness
Phone	(970) 328-0893
Email	larry@eagleclimbing.com
Address	700 Chambers Ave. Unit 7 Eagle, CO 81631
Website	eagleclimbing.com
# of years your organization has been in business	3
Business Type	For Profit

Event Details

Event Name	ASCL High School Regional Championships and Local Qualifying Competition
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Event Description

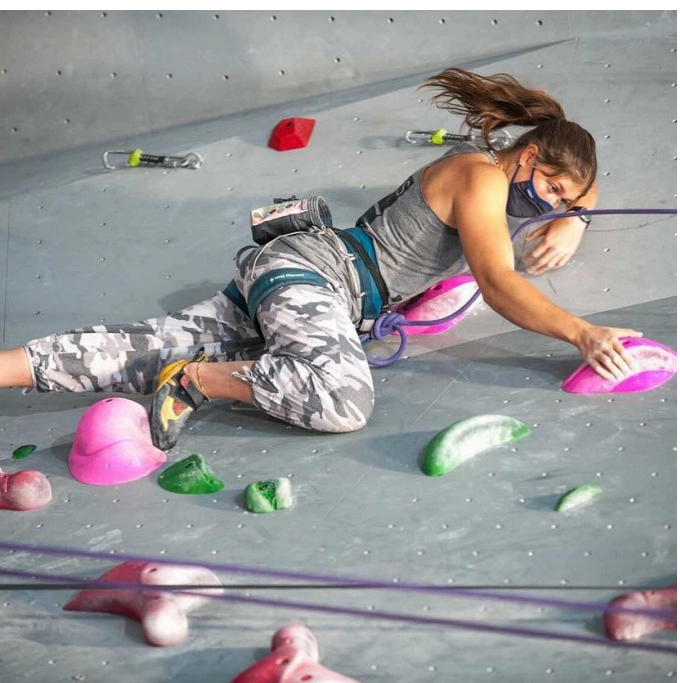
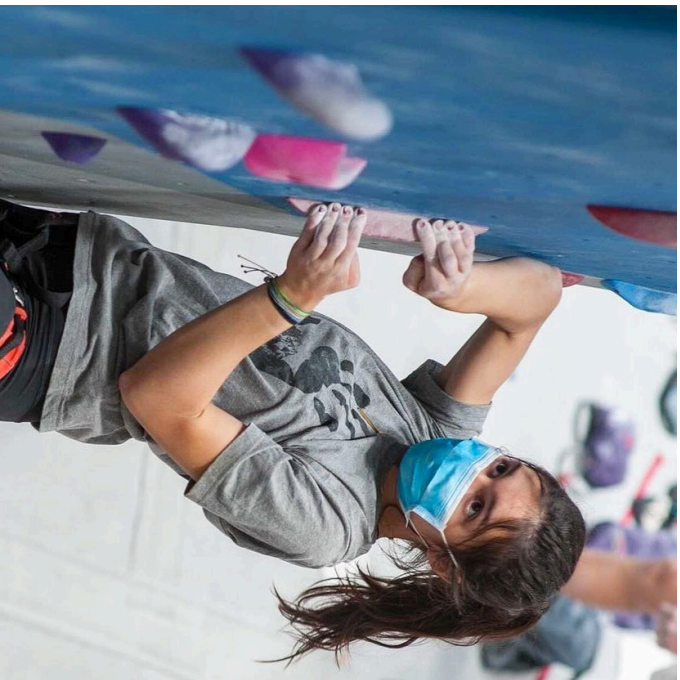
The ASCL High School Climbing League hosts 4 Regional Championships throughout the state, as a qualifier for the State Championships. Eagle Climbing + Fitness is proud to host the Western Slope Regional Championships on February 12, 2022. We will host 180+ athletes and their families from throughout the Western Slope and Southern Rockies for this incredible event. We will have three separate waves of competition, for the Varsity and Junior Varsity climbers, so many families will be here for the entire day, meriting an overnight stay for at least one night. Since the event is all day, most people will also be dining out for 1-3 meals during the competition.

In addition to the Western Slope Regional Championships, Eagle Climbing + Fitness will also host a local competition, which serves as a qualifying event for the Regional Championships in December 2022. This single day event (date to be determined) will host athletes from all over the Western Slope. We are one of two gyms in this region that can host both bouldering and rope climbing in one event, so we tend to be one of the most popular events. We expect close to 100 athletes, traveling with coaches and parents to come to Eagle for the day, and some athletes traveling from the farthest distances will likely stay one night in town. Again, gas stations, restaurants, and hotels will see business from these visitors.

Location	Eagle Climbing + Fitness
Start Date/Time	Feb 12, 2022 08:00 AM
Event Duration	12 hours
Is this an annual event?	Yes
How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?	By bringing visitors in from all across the Western Slope and Southern Rockies, we will elevate Eagle's profile as an incredible destination, while bringing in sales tax and lodging revenues, and we will naturally diversify the audience as the high school competitors will be traveling with their families to the event. This exposure will drive visitation to Eagle, while increasing the town's marketing, brand awareness and public relations value as a destination and increasing the town's website traffic. We will provide a strong reason to "Get Off Here".
Is this a New or Existing event?	Existing
Previous location	Grand Valley Climbing, Grand Junction
How many years has it occurred?	15 years
Anticipated Attendance	3808
Anticipated # of participants	180

Anticipated # of spectators	200
Will any portion of the event take place outside of Eagle?	No
Expected Demographics of attendees - Eagle County	10%
Out of State	0%
In State	100%
Previous Town Funding	\$2,500
Cash Request	\$6,000
In-Kind Services or additional needs from Town of Eagle.	Town of Eagle marketing
Total Sponsorship Goal	\$6,000
Other Event Funding Sources	Registration revenue
Anticipated Net Revenue	-\$3,500
Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.	The potential benefits to the Town of Eagle include 100 room nights, excellent marketing exposure for the Town of Eagle and all of its amenities , great PR exposure for our climbing + fitness facility to keep drawing people back to Eagle. This will create spillover of guests to other options in Eagle including mountain biking, the river park and town shops, restaurants and breweries.
Describe the benefits the Town will receive in exchange for financial support.	Enhanced reputation for the amenities available in our town and exposure for other businesses as a result of bringing guests to Eagle. We will promote the Town of Eagle and give thanks for their support through marketing, raffle prizes, social media exposure, advertising and website exposure.
How will you evaluate the ROI to the town and the overall success of the event?	Communicate with our local merchant friends and partners to see the effect on their sales during the event. Provide opportunity for people to give feedback during and after the event, so that we can learn about ROI and opportunities for improvement.
Please submit a P&L/event budget	https://s3.amazonaws.com/files.formstack.com/uploads/3190935/68794317/867965888/68794317_asclhighschoolregionalchampionship2022_-_profitlossformeacapplication_2022.docx
Please submit your 2021 event recap if you received funding	https://s3.amazonaws.com/files.formstack.com/uploads/3190935/68794325/867965888/68794325_meac_ascl_state_champs_2021_event_recap.pdf

Event Recap: ASCL High School State Climbing Championships Eagle, Colorado - 2021



June 3, 2021



ASCL High School State Climbing Championships: May 1-2, 2021



Larry Moore
Phone: 970-328-0893
larry@eagleclimbing.com



Overall Event Highlights & Successes

- Successfully hosted a 2 day, state wide event during the COVID era
- Provided the opportunity for 200 High School athletes to compete at the State Championships during a very challenging year
- Brought attention to the Town of Eagle and its amenities to participants and families from across the state
- Received coverage in local newspaper, ASCL website and correspondence, the Climbing Business Journal will be doing a feature article on us as well
- Provided a \$1,000 donation to the ASCL Scholarship Fund
- Helped support various local businesses, including Best Western, GreenTree Suites, Stout House, Boneyard, City Market, gas stations and many others



COVID 19 - Impacts

Due to the pandemic,

- This Championship event was spread out over 2 days (7 separate competition waves), instead of the normal 1-day event. Each wave had an average of 30 climbers from just a few schools in the same city or region.
- We implemented a system to allow 1 spectator per competitor during their competition wave (we've never had to limit spectators before).
- We had to close our entire facility for the entire 2 days (usually for competitions we can keep our fitness and training areas open to the public).
- All competitors, coaches, spectators, and staff kept masks on for the duration of the event.



COVID 19 - Impacts

What learnings from COVID-19 do you foresee rolling forward into future events.

- As the sport of climbing continues to grow in popularity, the State Championships will likely become a 2 day event in the future.

What were the biggest challenges caused by the COVID-19 pandemic.

- Logistics/planning for 200 competitors, closing down our facility for 2 days

Include any testimonials of feedback from attendees regarding your COVID-19 response.

- “Incredible event during a challenging time.” “So grateful I could watch my grandson compete in his final High School competition.” “We’re so glad this event could happen, and it far exceeded our expectations. Great job!”



Estimate Attendance

- Estimated attendance: 200 athletes, 25 coaches and 180 spectators
 - If non-ticketed event, what method did you use to estimate attendees: Registered athletes and coaches, spectator check-in process for COVID compliance
- Number/percentage of people who came specifically for event: 100%
- Number/percentage of people who attended the event last year: 80%



Estimate Attendee Profile Results



Attendees came from (local, regional, out of state, international):

Statewide, from 4 separate regions



Event Strengths & Weaknesses

- How did the event exceed expectations? As COVID restrictions eased up, we were able to allow a limited number of spectators. Originally, we had planned to have no spectators. We also provided a live stream of the event for family members who were not able to attend the event in person.
- What are areas for event improvement? Eased restrictions would allow for a more social environment and allow the competitors to see each other perform and strategize better based on knowing others' results.
- How did this year's event compare to last year? We had to spread the event over two days, closing our facility to the public for both days. We had to run 7 rounds of climbing to limit the exposure of athletes to other Regions, as well as limit the number of spectators allowed in the facility. The climbing aspect of the event was once again first-class, with exceptional feedback from athletes and coaches.



Community Contribution

How did the event impact Eagle's sense of community?

It provided High School athletes an opportunity that no other gym in the State was willing to provide, showing that the Town of Eagle is a community that embraces bringing people together, in a safe manner, even during on of the most challenging times in history. We showed that Eagle is an incredibly hospitable Town by providing special pricing at our local hotel, dinner specials for guests, and on-site food for the convenience of our guests. We also shared with our guests many of our favorite restaurants and taprooms, as well as the River Park and mountain biking, building their interest in visiting our Town again in the future.



Marketing Successes



What are the top 3 successful marketing tactics, executions or results from your event/program?

- Providing details and specials regarding what to do in Eagle. Showcasing our first-class climbing facility to our visitors. Being stewards of Eagle by sharing what we love and providing details to access our favorite venues in Town.



Potential for Growth & Sponsorship /Media Exposure

- How do you see the event evolving next year? We may continue to use the 2 Day format, as our field of athletes continues to grow each year.
- What sponsors do you plan to target next year? More restaurants to provide greater opportunities for guests and expanded exposure for our local businesses.
- How will you leverage media exposure and extend the marketing reach next year? Work to get more support for media exposure from the Town and local businesses, reach out to the new VailDaily Live TV show for media exposure, as well as local radio stations.



Event Budget

Item	\$
Total Event Budget:	\$6,000
MEAC Funds:	\$2,500
Cash Sponsorship (not MEAC):	
In-kind Sponsorship:	
Marketing Budget:	\$500
Profit & Loss:	-\$3,500
How did you use the MEAC funds? (marketing, operations, staff, venue, etc.)	Off set losses from event production and closing of the facility for 2 days



Additional Information/Appendix

- Provide final marketing plan and samples: We worked with the ASCL to host and plan this annual championship climbing event
- Event website address: eagleclimbing.com/competitions climbtheleague.org
- Any Press Clippings? vaildaily.com/news/state-climbing-championships-wrap-up-in-eagle/
- Link(s) to photos or video content: [Instagram.com/eagleclimbing](https://www.instagram.com/eagleclimbing)
[Facebook.com/eagleclimbing](https://www.facebook.com/eagleclimbing)





Profit/Loss Projection for ASCL High School Climbing League Regional Championships
02/12/2022 and Local Competition 12/2022

Anticipated Revenue	\$6000
Marketing Expense	\$500
Production (Routesetting)	\$3000
Staffing	\$2000
Projected loss of income from closure of facility in preparation of event and during event	\$3500
Projected Loss	\$3000

Form Name:	MEAC Funding
Submission Time:	September 30, 2021 12:09 pm
Browser:	Chrome 94.0.4606.61 / Windows
IP Address:	71.211.10.168
Unique ID:	867881276
Location:	38.762901306152, -104.84790039062

Event Producer Information

Name	Ted Wenninger
Business Name	Gore Creek Concessions - DBA Optimum Events
Phone	(970) 390-1025
Email	ted@optimumeventsco.com
Address	PO Box 1644 Eagle, CO 81631
Website	www.optimumeventsco.com
# of years your organization has been in business	5
Business Type	For Profit

Event Details

Event Name	Bonfire Block Party
Event Description	The Bonfire Block Party has become known as the Eagle Valley's official "kick off to summer". Ranked the number one festival in the Eagle Valley for three straight years, we cannot wait to bring back the much anticipated Bonfire Block Party. The Block Party feature renowned national, regional and local bands and artists to Eagle. A favorite of locals, the Block Party has grown to roughly 5,000 (per day) event goers looking to see their friends, rub elbows and dance the night away. The many out of town guests who attend the event come to experience the many outdoor activities Eagle has to offer including biking, rafting, fishing, hiking, disc golf and camping. This year, the Bonfire Block Party has a heightened level of anticipation within the Eagle community, event producers and beer lovers across the country. The 2022 event will provide the opportunity for both communities to bid Andy Jessen a proper Block Party farewell. Losing Andy and his companions to the Silverton avalanche has weighed heavy on the hearts for all who knew him, worked with him, volunteered with him and drank beer with him. We cannot wait for the opportunity to properly raise a Bonfire beer with the throngs of thousands and send our friend and his family our love during the Bonfire Block Party.

Location	Downtown Eagle on Broadway between 5th and Grand Ave.
Start Date/Time	Jun 03, 2022 06:00 AM
Event Duration	June 3rd, 4th & 5th
Is this an annual event?	Yes

How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?

1.) Provide a sense of community and an enhanced quality of life for residents and guests.

For the past 5 years (not including 2021) the Bonfire Block Party has evolved into THE favorite event of locals. Not only does the event give locals a reason to brag about our amazing community but offers out of towners a reason to visit Eagle and experience all the wonderful outdoors activities which have been developed and occur in our backyard.

2.) Elevate the profile of Eagle as a recreational destination.

The Block Party reaches a massive number of non Eagle Valley residents via the large scale marketing plan used to promote the event. With Eagle as the destination on all marketing materials, and a cross channel marketing program which features Eagle's many outdoor resources we are confident the Block Parties reach has brought countless guests to Eagle. Many come for the music but use the days to take a ride, paddle, cast, hike etc...

3.) Appeal to diverse target markets and demographics.

Music is a natural way to reach people across all demographics and age groups. We do our best to bring bands and artists who appeal to many different groups of people and will continue to do so especially within the hispanic/latino communities.

4.) Enhances the economic development and sustainability of the Town of Eagle

As cliché as it might be, we say it all the time - "A Rising Tide Floats all Boats". With the crowds of people coming to Eagle for the Block Party, many local restaurants and shops have boasted their highest grossing revenue days during the event. In addition, Eagle has benefited from the "Covid Housing Boom" and we believe there is value in events like the Block Party which confirm that Eagle is the jewel of the Eagle Valley. In addition, the event has consistently sold out local lodging in Eagle and packed hotels all the way to Vail and Glenwood.

5.) Increase sales and lodging tax revenues and length of tourist visits.

As mentioned in the Aforementioned bullet, the Block Party consistently sell out local lodging facilities to the extent that guests are now booking rooms up valley and in Glenwood. To help bring more guests to Eagle over the three day event, we will be offering an RV and camping program at the Eagle County Fairgrounds in the hopes the community can capture more of the dollars our guests bring to the valley.

6.) Encourage visitor loyalty; increase return rates and brand awareness.

Our survey's show that once a first time Block Party guests experiences Eagle and all the town has to offer they often intend to visit again. With events like the Block Party, Eagle Outside Festival, Mountain RATS and others, the perfect mix of live entertainment, outdoors activity and easy living are bound to bring visitors back throughout the year. We have even had multiple attendees tell us that they moved to Eagle after coming to the

Block Party.

7.) Provide marketing and public relations value.

The Bonfire Block Party allots a sizable amount of money for marketing to target would be attendees who express interest in live music and lead active outdoor lifestyles. Our marketing program reaches millions of people each year and engages consumers long after the event closes. We also boast a heavy PR program focused on the front range and beyond. Please see attached "Bonfire Block Party Recap -2019" for actual numbers.

8.) Increase website and social media channel traffic

Year over year our web and social platforms have grown in followers. We pride ourselves on creating new content which keep users engaged and actively using our social channels to access information on the Block Party and all our community offers.

Is this a New or Existing event?	Existing
Previous location	Downtown Old Eagle
How many years has it occurred?	5
Anticipated Attendance	5,000-10,000 per day TBD
Anticipated # of participants	100-200 artists and musicians
Anticipated # of spectators	5,000-10,000 per day
Will any portion of the event take place outside of Eagle?	No
Expected Demographics of attendees - Eagle County	40%
Out of State	20%
In State	40%
Previous Town Funding	\$5,000
Cash Request	\$20,000
In-Kind Services or additional needs from Town of Eagle.	Public works and Police Participation
Total Sponsorship Goal	\$100,000.00
Other Event Funding Sources	Tickets, Bars Sales, Merchandise
Anticipated Net Revenue	Pending Attendance but Hope to Achieve \$50,000 in net revenue
Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.	2022 has the potential to be the most attended Bonfire Block Party. Assuming the Town comes along for the ride, we are looking to elevate the Block Party experience with more nationally recognized bands, the kind which will make any other community jealous that Eagle has the event. As we always say, "a rising tide floats all boats" and we hope all businesses and the town will benefit, as in the past, from attendees spending money on lodging, food, restaurants, equipment, bikes, gas, etc... We expect all lodging in Eagle to be packed for the weekend with additional room nights on Thursday and Sunday before and after the event. Additional camping and RV options will also be available to increase in town occupancy and revenue spending during the event. As mentioned, our already robust marketing and PR program will be bolstered by additional marketing dollars to assist in selling the increased volume of tickets we expect in 2022.

Describe the benefits the Town will receive in exchange for financial support.

Benefits received by the Town of Eagle will be both tangible and intangible. As in the past we would like to offer the town tangible benefits such as complimentary tickets to the event including merchandise and concessions. More valuable to the town will be name and, or logo inclusion on the vast amount of marketing and PR we produce to promote the events. Additional cross channel marketing with Eagle Outside and the community are always available and we hope to continue to work with local businesses, transportation services and outside groups to promote the Town of Eagle.

How will you evaluate the ROI to the town and the overall success of the event?

The Block Party will evaluate ROI on multiple levels including, booked lodging/camping, tax dollars generated, ticket sales, spot checks on local restaurants and businesses. Naturally, we will be evaluating all media spends to provide aggregates clicks, views, reads etc... on all purchased media coupled with all purchased and non-purchased media and PR.

It is very important to us that the Town of Eagle embrace the event as it has in the past. We believe the Bonfire Block Party to be a destination experience for many and for those who live in the community, a massive value which affords local bragging rights.

Please submit a P&L/event budget

https://s3.amazonaws.com/files.formstack.com/uploads/3190935/68794317/867881276/68794317_bonfire_block_party_-_projected_budget_-_2022.pdf

Please submit your 2021 event recap if you received funding

https://s3.amazonaws.com/files.formstack.com/uploads/3190935/68794325/867881276/68794325_bonfire_block_party_-_2019_recap.pdf

BONFIRE BREWING

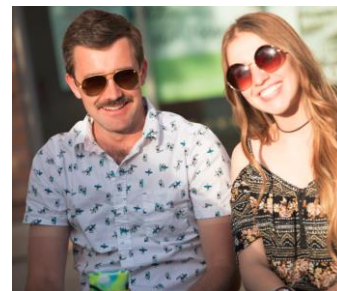
Block Party

MAY 31-JUNE 2, 2019 ★ DOWNTOWN EAGLE, CO

2019

EVENT WRAP-UP

OPTIMUM EVENTS



2019 HIGHLIGHTS

2019 featured three outdoor stages and late-night Happy Ending parties in the Brewery Taproom

Friday, May 31 | ~4k in attendance

The Sessh [Bonfire Stage]

Amasa Hines | North Mississippi

Allstars [Haymaker Stage]

The Runaway Grooms [Happy Ending]

Black Joe Lewis & the Honeybears

Railroad Earth [Boneyard Stage]

Saturday, June 1 | ~5k in attendance

The Evolution [Bonfire Stage]

The Lil Smokies | J. Roddy Walston & The

Business [Haymaker Stage]

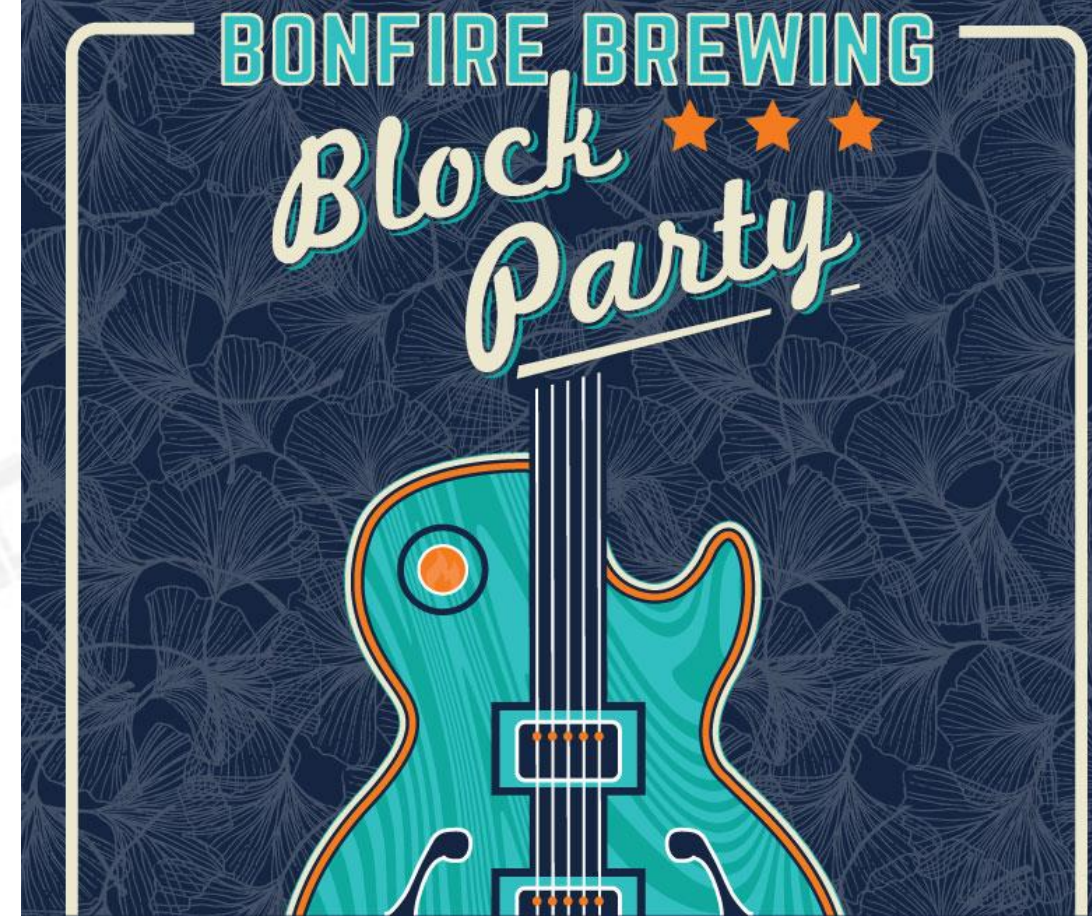
Hardscrabble [Happy Ending]

Ripe | Twiddle | Trombone Shorty & Orleans Avenue [Boneyard Stage]

Sunday, June 2 | 320 in attendance

Sayonara Sunday Bloodies & Bluegrass

with The Lil Smokies



MAY 31 - JUNE 2, 2019 | DOWNTOWN EAGLE, CO

TROMBONE SHORTY ★ RAILROAD EARTH
& ORLEANS AVENUE
TWIDDLE ★ NORTH MISSISSIPPI
ALLSTARS
J. RODDY WALSTON ★ RIPE ★ BLACK JOE LEWIS
& THE BUSINESS & THE HONEYBEARS
THE LIL SMOKIES ★ AMASA HINES ★ THE EVOLUTION ★ THE SESSH
HAPPY ENDINGS LATE NIGHT BANDS: HARDCRABBLE ★ THE RUNAWAY GROOMS

NEW FOR BBP 2019

Eventbrite New ticketing system allowed for pre-sales of several ticket types and a dynamic pricing structure for each: Holiday Pre-Sale, Early Bird, Online and Day-Of tickets that were sold beginning in December 2018.

Bookend Main Stages Boneyard Stage (2nd Street) and Haymaker Stage (3rd Street) both hosted marquis musical acts on Friday and Saturday with alternating headliners.

Extended Venue Box office was located on 3rd Street and Broadway with greater pedestrian and vehicle drop off access Larger Bike Valet for up to 250 bikes/day

Free Local Shuttles sponsored by Epic Mountain Express with pick-up/drop-off points in Eagle Ranch Village and the Eagle Pool & Ice Rink





BLOCK PARTY GO-TOs



NEW BEER RELEASES

Bonfire Brewing featured their crowd-pleasers and a new Kombrucha [beer/kombucha].



LOCAL FOOD TRUCKS

10 Vail Valley-based food trucks were onsite: Ekahi Grill, Rocky Mountain Taco, Nicki's Quickie, Mr G's Cuisine, Landshark Catering, Caribbean Fusion, Ticino Grill, Pizza Magoo's, Sweet Coloradough and Dippin' Dots.



SAFE RIDES HOME

Turtle Bus and Eco Transit provided discounted and free round-trips from up Valley to the event.



NONPROFIT PARTNERSHIP

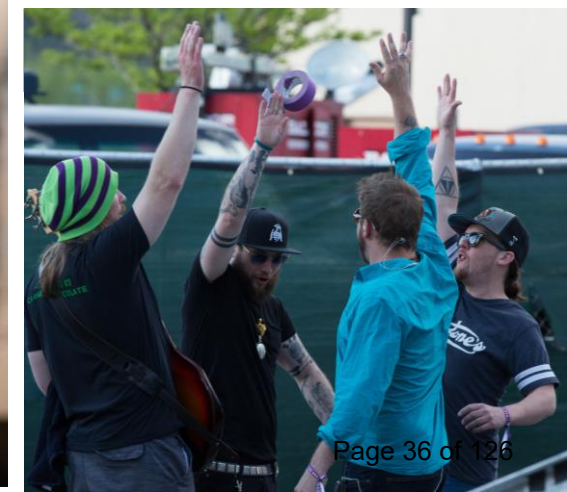
The Cycle Effect hosted the free Bike Valet and a portion of all ticket proceeds benefited this Eagle County organization totaling \$5,000.

MEDIA | ADVERTISING



SOCIAL MEDIA

- **FACEBOOK PAGE** | Promoted and shared posts on new BBP Facebook page [1,075 followers]. Achieved 52k impressions
- **FACEBOOK EVENT** | Event was “co-hosted” by Optimum Events, Bonfire Brewing, all attending bands and major sponsors [17 total] – increasing organic reach significantly. Event achieved 52k impressions + 3.7k audience responses.
- **FACEBOOK & INSTAGRAM** | Used extensive demo & geo targeting for boosted video & photo posts, serving 100-mile radius from Eagle. Used “Eagle, CO” as location with every post.
- **INSTAGRAM** | Posted to new Bonfire Block Party channel [502 followers]. Tagged Optimum Events, Bonfire Brewing + all bands + relevant sponsors.
- **PARTY GURU** | New street team partnership leveraged social media influencers on Front Range music scene.
- **INFLUENCERS** | Engaged 2 “mountain lifestyle” social media influencers with 20k followers on Instagram

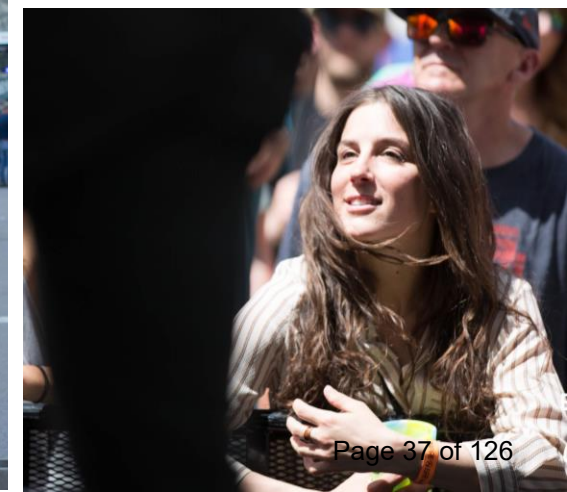


MEDIA | ADVERTISING



TRADITIONAL MEDIA

- **ELEVATION OUTDOORS** | Print | Co-op ad with Eagle Outside Festival in spring 2019 issue
- **VAIL DAILY** | Print | 12 total 1/4, 5/8 & Cover Banner ads
- **EVERYTHING VAIL VALLEY WEEKLY** | Print | 2 Full-page ads
- **VAILDAILY.COM** | Digital | Display, Marquee & Parallax ads
- **EMAIL** | Ticket-buyer database [managed by Optimum] through MailChimp with 4.8k members. Additional inclusion in Everything Vail Valley email newsletter.
- **TRADE PUBS** | email | 2 emails sent to **BandsInTown** subscription-based database, geo + demo-targeted [6k members], including Denver. 1 email sent to **JamBase** subscription-based database, geo + demo-targeted [6k members], including Denver.
- **RADIO** | 134 :60 second spots on KZYR + 3 in-studio interviews + liner notes and band-recorded intros. 63 :60 second spots on The Mile + 1 in-studio interview.
- **FACEBOOK** | Geo + demo targeted audience = 38k impressions, 865 event responses, 298 website referrals, relevance score of 8 (out of 10).
- **YOUTUBE** | Geo + demo targeted audience = 57k impressions, 25k video views, 194 clicks, .37% CTR



MEDIA | PUBLIC RELATIONS



EDITORIAL COVERAGE

- **PRESS RELEASES** | 10 total sent to local and regional members of the press | Additional media support provided by Bonfire Brewing's agency of record RadCraftBeer. 10 staff and freelance journalists attended Eagle events.
- **MEDIA HITS** | 9News KUSA, Aspen Sojourner, Craftbeer.com, Mountain Flyer, Vail Beaver Creek Magazine, Vail Valley Magazine, Swift Publications [Vail Daily, Summit Daily, Daily Weekly], KZYR, AMT radio [KTUN, KKCH].

45 Pieces of Coverage

6.29m Online Readership

38.6k Est. Online Views

1.57k Social Media Shares



9 Things to do in Colorado this weekend: May 31-June 2
The stars of Hollywood visit the Mile High City, Larimer Square transformed into a work of art and festivals kick off summ

J Roddy Walston and The Business
Published by J Roddy Walston & The Business [?] -
Here we are in the middle of a little pregame for the Bonfire Block Party in stunning Eagle, CO on 6/1. These beer and amazed and we are STOKED to see y'all out there!
<https://www.eventbrite.com/e/bonfire-block-party-2018>



Ripe
Published by Emily Vincent [?] - 2 hrs -
Bonfire Block Party is right around the corner! We can't wait to party with you in Colorado. Get your tickets and join us!
Tickets: <http://bit.ly/2VW6kO8>





2019 SALES TAX REVENUE FROM BAR SALES:

\$12,742

2019 ADDITIONAL SALES TAX FROM FOOD SALES:

\$4,500 [estimated]

DEMOGRAPHICS

Gender	52% Male	48% Female
Ages	22 – 35	38%
	36 – 55	48%
	56 +	12%
Income	\$61 – 85k	17%
	\$86 – 99k	11%
	\$100k +	42%



2019 BLOCK PARTY BUDGET

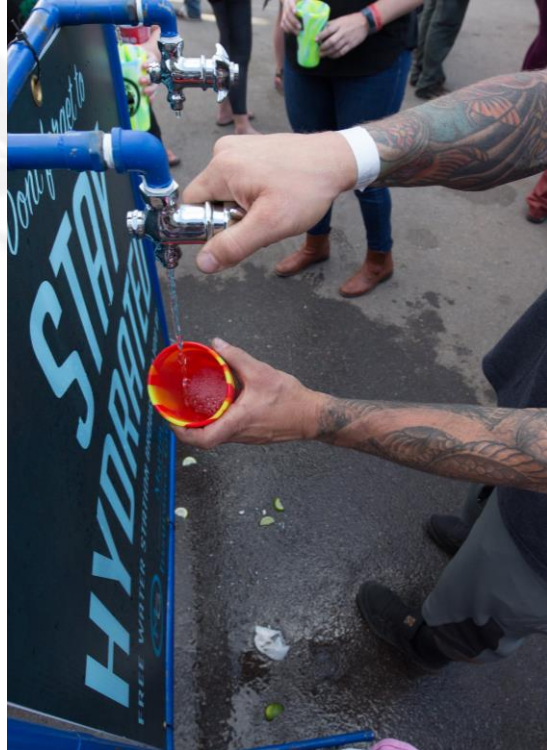


BONFIRE BREWING
Block Party ★ ★ ★
Eagle, CO

Revenue Roll-Up	
Ancillary Revenue	\$47,355.00
Food Vendor Revenue	\$7,550.00
Govt Support	\$10,000.00
Ticket Sales	\$240,786.91
Concession Revenue	\$141,119.92
Total Revenue Projection	\$446,811.83
Expense Roll-Up	
Artist Hospitality	\$6,430.40
Artist Lodging	\$12,157.13
Contingency	
Cost of Goods	\$35,726.75
Equip Rental	\$63,278.76
Experience (VIP & Sayonara Sunday)	\$31,169.84
Insurance	\$1,559.08
Labor	\$45,953.31
Marketing	\$15,015.76
Signage	\$30,511.46
Supplies	\$887.29
Talent - Day One	\$57,000.00
Talent - Day Two	\$105,500.00
Talent - Day Three	\$5,000.00
Talent Booking Fee	\$16,750.00
Total Expense Projection	\$426,939.78
NET EVENT CONTRIBUTION	
\$19,872.04	

STRENGTHS & OPPORTUNITIES

- RECORD-BREAKING TICKET REVENUE
- DYNAMIC TICKET PRICING & PRE-SALES
- 11 BANDS ON 3 OUTDOOR STAGES
- 2 HAPPY ENDING LATE-NIGHT PARTIES
- STATE-WIDE MEDIA COVERAGE
- COORDINATED LAW ENFORCEMENT AND ONSITE MOBILE COMMAND UNIT
- 201 KEGS OF BEER SOLD
- EXPANDED VOLUNTEER PROGRAM
- \$5K EARNED FOR THE CYCLE EFFECT
- ENHANCED CAMPING OPTION WITH FAIRGROUNDS ADDITION
- ADJUSTED PRICING LED TO INCREASED MERCHANDISE SALES
- COOPERATION WITH ALL PARTNERS TO KEEP PARTY-GOERS HAPPY AND SAFE

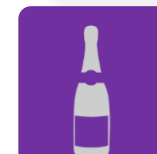


BONFIRE BREWING *Block Party* Eagle, CO

Looking Ahead:

NEW DATES are later than
the GoPro Mountain
Games in Vail.

**Friday 6.12 – Sunday 6.14
2020**



BONFIRE BREWING

Block Party

Eagle, CO



OPTIMUM
EVENTS



	BONFIRE BLOCK PARTY - ROLL-UP 2022						
	Revenue Roll-Up						
	Ancillary Revenue	\$148,010.00					
	Food Vendor Revenue	\$8,000.00					
	Govt Support	\$20,000.00					
	Ticket Sales	\$665,000.00					
	Concession Revenue	\$246,200.43					
	Total Revenue Projection	\$1,087,210.43					
	Expense Roll-Up						
	Artist Hospitality	\$40,000.00					
	Artist Lodging	\$35,000.00					
	Contingency	\$30,000.00					
	Cost of Goods	\$68,000.00					
	Equip Rental	\$133,200.00					
	Experience (VIP, Saynara Sunday)	\$38,150.00					
	Insurance	\$5,000.00					
	Labor	\$86,228.31					
	Marketing	\$75,000.00					
	Merch Cogs	\$20,592.00					
	Signage	\$25,000.00					
	Supplies	\$25,000.00					
	Talent - Day One	\$150,000.00					
	Talent - Day Two	\$225,000.00					
	Talent - Day 3	\$8,000.00					
	Talent Booking Fee	\$38,300.00					
	Total Expense Projection	\$1,002,470.31					
	NET EVENT CONTRIBUTION	\$84,740.12			\$0.00		

Form Name:	MEAC Funding
Submission Time:	September 29, 2021 12:47 pm
Browser:	Chrome 94.0.4606.61 / Windows
IP Address:	209.193.93.178
Unique ID:	867348847
Location:	44.780498504639, -107.55449676514

Event Producer Information

Name	Mary Ann Morrison
Business Name	Eagle Chamber of Commerce
Phone	(970) 306-2262
Email	info@eaglechamber.co
Address	200 Broadway, Suite 120 Eagle, CO 81631
Website	eaglechamber.co
# of years your organization has been in business	75
Business Type	Non profit

Event Details

Event Name	Christmas On Broadway
Event Description	Christmas On Broadway with parade, live music and bonfire; Peppermint Station and Santa's Workshop.
Location	Broadway Street - 5th Street; Town Park
Start Date/Time	Dec 04, 2021 05:09 PM
Event Duration	4 hours
Is this an annual event?	Yes
How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?	Christmas on Broadway brings the community together in preparation for the Holiday Season; attracts residents from the throughout the valley to enjoy the only Christmas Parade in Eagle County; local restaurants, bars, eateries traditionally have a wait list for dinner following the parade. This truly is a community focused event.
Is this a New or Existing event?	Existing
Previous location	Broadway
How many years has it occurred?	25 +
Anticipated Attendance	1500

Anticipated # of participants	350
Anticipated # of spectators	1500
Will any portion of the event take place outside of Eagle?	No
Expected Demographics of attendees - Eagle County	98
Out of State	1%
In State	1%
Previous Town Funding	0.00
Cash Request	\$5,000
In-Kind Services or additional needs from Town of Eagle.	police support; public works crowd control barriers
Total Sponsorship Goal	\$7,000
Other Event Funding Sources	sponsors
Anticipated Net Revenue	\$1000
Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.	Christmas on Broadway showcases Eagle's historic character and hospitality to town residents and others from throughout the county. Retailers, restaurants, bars, and eateries experience a bump in business with food and drink establishments having wait list for service following the parade. COB's marketing includes all sponsors or financial supporters of the event. There is a full marketing campaign including social media, radio, newspaper and E-blasts advertising the event.
Describe the benefits the Town will receive in exchange for financial support.	The Town of Eagle will be included in all promotional material with its logo on banners, posters, print ads and mentioned in radio ads along with recognition from Parade Central the night of the parade. The town will also receive the increased sales tax from revenue from the local businesses that night.
How will you evaluate the ROI to the town and the overall success of the event?	COB's success will be evaluated by an estimated number of parade participants, parade attendees and the residual overflow to restaurants and etc.

Form Name:	MEAC Funding
Submission Time:	September 30, 2021 2:07 pm
Browser:	Chrome 94.0.4606.61 / Windows
IP Address:	67.162.132.130
Unique ID:	867935426
Location:	40.049598693848, -105.27690124512

Event Producer Information

Name	Kate Rau
Business Name	Colorado High School Cycling League
Phone	(720) 272-9282
Email	kate@coloradomtb.org
Address	1165 Oakdale Place Boulder, CO 80304
Website	https://coloradomtb.org/
# of years your organization has been in business	12
Business Type	Non profit

Event Details

Event Name	Race #4 Haymaker Classic - North Conference Championships
Event Description	In 2022, the Colorado High School Cycling League would like to request that Race #4 of the North Conference Series be held on the Haymaker Trail System on October 8th-9th. Venue set-up and course pre-ride will occur on Friday, October 7th. Teams from Colorado and New Mexico will participate in cross-country mountain bike racing on Saturday, October 8th and Sunday, October 9th.
Location	Haymaker Trail System, Eagle, CO
Start Date/Time	Oct 07, 2022 08:00 AM
Event Duration	Friday (Set-Up & Pre-Ride): 8:00am-5:30pm / Saturday & Sunday (Race Days): 6:30am-6:00pm
Is this an annual event?	Yes

How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?

Goals of the Town of Eagle

Increases Sales and Lodging Tax Revenues:

With an estimated 1,250 attendees, including participants, the Colorado High School Cycling League believes that sales and lodging tax revenues will be positively impacted. In the past, hotel owners and members of our community have mentioned that lodging has been at capacity during Colorado High School Cycling League event weekends.

Encourages Overnight Destination Visits:

Colorado High School Cycling League teams, coaches, riders, parents, and staff know the Town of Eagle as an outdoor recreation destination. The Colorado League plans to host our Annual Coach Summit in the Town of Eagle on April 29-May 1, 2022. This will be the 1st Colorado League event of 2022 and the beginning of our promotion of the Town of Eagle as an overnight destination to our community.

Increases Brand Awareness:

Over the past 9 years, the Colorado High School Cycling League has been strongly bound to Town of Eagle. With the proposal of a 2-weekend race series, our goal is to increase brand awareness to more members of the Colorado League community. It is notable that new families and coaches are exposed to Eagle every year because it is an interscholastic support where new student-athletes and supporters will visit the area for the first time.

Provides Marketing and PR Value:

The Colorado High School Cycling League aims to provide positive marketing and promotional value to the Town of Eagle through Colorado High School Cycling League newsletters, social media reach, and regional as well as local press.

Appeals to a Diverse Audience:

The Colorado High School Cycling League community ranges in location and socio-economic status. By bringing families from Colorado, Wyoming, and South Dakota to the Town of Eagle, the Town will continue to establish itself within our community and its' reach as a premier outdoor recreation destination. The Colorado League provides scholarships to student-athletes who are needed assistance in order to participate.

Provides for a well-rounded, varied annual calendar:

By hosting the 2022 Colorado High School Cycling League Race Series

September 8-10, 2022 (South Conference) and October 7-9, 2022 (North Conference), we believe our event helps balance the Town of Eagle's 2022 events calendar and thereby extending the Town's event season.

Growth Potential / Sustainable Event:

The Colorado High School Cycling League is currently experiencing 24.6% growth between 2019 and 2021. In 2021, the Colorado High School Cycling League has 1,991 registered riders. This growth comes on top of yearly growth of 15%-20% per year since 2010.

Producer Qualifications:

We hope that the Colorado High School Cycling League has demonstrated itself as a positive and beneficial partner over the years. We believe that our race production is top notch as a result of our experience and the support of the Town of Eagle. By bringing a 2-weekend race series to town, we believe we will be able to further demonstrate our capability to produce exceptional races that benefit host communities.

Is this a New or Existing event?	Existing
Previous location	Haymaker Trail System, Eagle, CO
How many years has it occurred?	8
Anticipated Attendance	1,250 (625 Per Day)
Anticipated # of participants	700 (350 Per Day)
Anticipated # of spectators	1,100 (550 Per Day)
Will any portion of the event take place outside of Eagle?	No
Expected Demographics of attendees - Eagle County	2
Out of State	4
In State	96%
Previous Town Funding	\$7,500 (2019 - 1 Race Weekend) / \$15,000 (2020 - 2 Race Weekends Did Not Take Place Due to COVID19) / \$15,000 (2021 - 2 Race Weekends)
Cash Request	\$15,000 (2022 - 2 Race Weekends) / \$7,500 Per Race Weekend
In-Kind Services or additional needs from Town of Eagle.	Public Works: Parking Assistance & Way Signage, Police Services, Venue Preparation (Trail Work),
Total Sponsorship Goal	\$28,000 (2022 - 2 Race Weekends) / \$14,000 Per Race Weekend
Other Event Funding Sources	Registration Fees, Sponsorships
Anticipated Net Revenue	-\$35,867.30

Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.

The 2022 Colorado High School Cycling League Race Series will bring teams and riders to the Town of Eagle. Coaches, parents, athletes, staff, and volunteers will require lodging, fuel/gas, as well as food and beverage throughout the event weekend. Anecdotes from community members have included sold-out lodging accommodations and full restaurants and bars. In addition, many members of the Colorado League community will visit local businesses for evening activities. In the past, visits to the Back Bowl, Bonfire Brewing, 7 Hermits, Bonfire (Formerly The Dusty Boot), and the Capitol Movie Theater have been very popular.

The Colorado High School Cycling League is committed to co-marketing and co-promoting the Town of Eagle as a mountain biking destination throughout the year. We believe this will help to generate visits both prior and post-event.

Describe the benefits the Town will receive in exchange for financial support.

The Town of Eagle will have the opportunity to welcome and address our community at the awards ceremony on Saturday and Sunday. The Colorado High School Cycling League would also like to offer the Town of Eagle the opportunity to set up in our vendor expo at no cost to the Town of Eagle.

The Colorado High School Cycling League will also co-brand all marketing materials and communications in order to highlight the Town of Eagle's support of this event.

How will you evaluate the ROI to the town and the overall success of the event?

We will evaluate ROI to the town by surveying our attendees, via SurveyMonkey, about the success of the event and their experiences in Eagle. Questions will focus on,

- 1) Organization of the Event
- 2) Quality of Venue & Course
- 3) Lodging Location & Number of Nights
- 4) Food & Beverage Spending
- 5) Additional Spending

Estimated ROI Model

Financial ROI = 30-40 x \$7,500 Investment or \$225,000 to \$300,000.

A financial ROI of \$225,000 from the estimated 1,250 total attendees will be met with a spending rate of \$180 per person.

A financial ROI of \$300,000 from the estimated 1,250 total attendees will be met with a spending rate of \$240 per person.

The Town of Eagle will see immediate economic impact in the form of lodging, food & beverage, and additional spending. The later impacts will be seen through future visits to the Town of Eagle by coaches, teams, families, and Colorado High School Cycling League staff members.

Form Name:	MEAC Funding
Submission Time:	September 30, 2021 2:02 pm
Browser:	Chrome 94.0.4606.61 / Windows
IP Address:	67.162.132.130
Unique ID:	867933395
Location:	40.049598693848, -105.27690124512

Event Producer Information

Name	Kate Rau
Business Name	Colorado High School Cycling League
Phone	(720) 272-9282
Email	kate@coloradomtb.org
Address	1165 Oakdale Place Boulder, CO 80304
Website	https://coloradomtb.org/
# of years your organization has been in business	12
Business Type	Non profit

Event Details

Event Name	Race #2 Haymaker Classic - South Conference
Event Description	In 2022, the Colorado High School Cycling League would like to request that Race #2 of the South Conference Series be held on the Haymaker Trail System on September 10th-11th. Venue set-up and course pre-ride will occur on Friday, September 9th. Teams from Colorado and New Mexico will participate in cross-country mountain bike racing on Saturday, September 10th and Sunday, September 11th.
Location	Haymaker Trail System, Eagle, CO
Start Date/Time	Sep 09, 2022 08:00 AM
Event Duration	Friday (Set-Up & Pre-Ride): 8:00am-5:30pm / Saturday & Sunday (Race Days): 6:30am-6:00pm
Is this an annual event?	Yes

How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?

Goals of the Town of Eagle

Increases Sales and Lodging Tax Revenues:

With an estimated 1,250 attendees, including participants, the Colorado High School Cycling League believes that sales and lodging tax revenues will be positively impacted. In the past, hotel owners and members of our community have mentioned that lodging has been at capacity during Colorado High School Cycling League event weekends.

Encourages Overnight Destination Visits:

Colorado High School Cycling League teams, coaches, riders, parents, and staff know the Town of Eagle as an outdoor recreation destination. The Colorado League plans to host our Annual Coach Summit in the Town of Eagle on April 29-May 1, 2022. This will be the 1st Colorado League event of 2022 and the beginning of our promotion of the Town of Eagle as an overnight destination to our community.

Increases Brand Awareness:

Over the past 9 years, the Colorado High School Cycling League has been strongly bound to Town of Eagle. With the proposal of a 2-weekend race series, our goal is to increase brand awareness to more members of the Colorado League community. It is notable that new families and coaches are exposed to Eagle every year because it is an interscholastic support where new student-athletes and supporters will visit the area for the first time.

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Provides for a well-rounded, varied annual calendar:

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September 9-11, 2022 (South Conference) and October 7-9, 2022 (North Conference), we believe our event helps balance the Town of Eagle's 2022 events calendar and thereby extending the Town's event season.

Growth Potential / Sustainable Event:

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Is this a New or Existing event?	Existing
Previous location	Haymaker Trail System, Eagle, CO
How many years has it occurred?	8
Anticipated Attendance	1,250 (625 Per Day)
Anticipated # of participants	700 (350 Per Day)
Anticipated # of spectators	1,100 (550 Per Day)
Will any portion of the event take place outside of Eagle?	No
Expected Demographics of attendees - Eagle County	4
Out of State	4
In State	96%
Previous Town Funding	\$7,500 (2019 - 1 Race Weekend) / \$15,000 (2020 - 2 Race Weekends Did Not Take Place Due to COVID19) / \$15,000 (2021 - 2 Race Weekends)
Cash Request	\$15,000 (2022 - 2 Race Weekends) / \$7,500 Per Race Weekend
In-Kind Services or additional needs from Town of Eagle.	Public Works: Parking Assistance & Way Signage, Police Services, Venue Preparation (Trail Work),
Total Sponsorship Goal	\$28,000 (2022 - 2 Race Weekends) / \$14,000 Per Race Weekend
Other Event Funding Sources	Registration Fees, Sponsorships
Anticipated Net Revenue	-\$35,867.30

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- 3) Lodging Location & Number of Nights
- 4) Food & Beverage Spending
- 5) Additional Spending

Estimated ROI Model

Financial ROI = 30-40 x \$7,500 Investment or \$225,000 to \$300,000.

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A financial ROI of \$300,000 from the estimated 1,250 total attendees will be met with a spending rate of \$240 per person.

The Town of Eagle will see immediate economic impact in the form of lodging, food & beverage, and additional spending. The later impacts will be seen through future visits to the Town of Eagle by coaches, teams, families, and Colorado High School Cycling League staff members.

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Submission Time:	September 30, 2021 1:23 pm
Browser:	Chrome 94.0.4606.61 / Windows
IP Address:	67.162.132.130
Unique ID:	867915193
Location:	40.049598693848, -105.27690124512

Event Producer Information

Name	Kate Rau
Business Name	Colorado High School Cycling League
Phone	(720) 272-9282
Email	kate@coloradomtb.org
Address	1165 Oakdale Place Boulder, CO 80304
Website	https://coloradomtb.org/
# of years your organization has been in business	12
Business Type	Non profit

Event Details

Event Name	2022 Colorado High School Cycling League Annual Coach Summit
Event Description	The 2022 Colorado High School Cycling League Coach Summit will be held over 2.5 days, Friday, Saturday, & Sunday. Coaches from the North & South Conference (South Dakota, Wyoming, Colorado, & New Mexico) will gather to participate in collaborative workshops focused on their professional development.
Location	Brush Creek Pavilion & Studio, Eagle, CO
Start Date/Time	Apr 29, 2022 04:30 PM
Event Duration	Friday: 4:30pm - 8:00pm Saturday: 8:00am - 7:30pm Sunday: 8:00am - 5:00pm
Is this an annual event?	Yes

How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?

Increases Sales and Lodging Tax Revenues:

With an estimated 50-80 attendees, the Colorado High School Cycling League believes that sales and lodging tax revenues will be positively impacted.

Encourages Overnight Destination Visits:

Colorado High School Cycling League coaches know the Town of Eagle as an outdoor recreation destination. The Colorado League plans to host our Annual Coach Summit in the Town of Eagle on April 29-May 1, 2022. This will be the 1st Colorado League event of 2022 and the beginning of our promotion of the Town of Eagle as an overnight destination to our community.

Increases Brand Awareness:

Over the past 10 years, the Colorado High School Cycling League has been strongly bonded to Town of Eagle. With the proposal of a 2.5-day Coach Summit, our goal is to increase awareness of our existing partnership and brand awareness to both new and returning coaches of the Colorado High School Cycling League community.

Provides Marketing and PR Value:

The Colorado High School Cycling League aims to provide positive marketing and PR value to the Town of Eagle through Colorado League newsletters, social media reach, and regional as well as local press.

Appeals to a Diverse Audience:

The Colorado High School Cycling League community ranges in location and socio-economic status. By bringing coaches from South Dakota, Wyoming, Colorado, and New Mexico to the Town of Eagle, the Town will continue to establish itself within our community and its' reach as a premier outdoor recreation destination.

Provides for a well-rounded, varied annual calendar:

By hosting the 2022 Colorado High School Cycling League Annual Coach Summit April 29-May 1, 2022, we believe our event helps balance the Town of Eagle's 2022 events calendar and thereby extending the Town's event season.

Growth Potential / Sustainable Event:

The Colorado High School Cycling League is currently tracking for 24.6% growth between 2019 and 2021. This growth comes on top of yearly growth of 15%-20% per year since 2010.

In 2021, the Colorado High School Cycling League currently has 1,991 registered riders and over 800 coaches.

Producer Qualifications:

We hope that the Colorado High School Cycling League has demonstrated itself as a positive and beneficial partner over the years. By bringing a 2.5-day Coach Summit to the Town of Eagle, we believe we will be able to further demonstrate our partnership and commitment to the Town of Eagle.

Is this a New or Existing event?	Existing
Previous location	Brush Creek Pavilion & Studio
How many years has it occurred?	7 - Event Did Not Occur in 2020 & 2021
Anticipated Attendance	50-80
Anticipated # of participants	50-80
Anticipated # of spectators	0
Will any portion of the event take place outside of Eagle?	No
Expected Demographics of attendees - Eagle County	3%
Out of State	3%
In State	97%
Previous Town Funding	\$1,850 (2018) / \$1,500 (2019) / \$2,000 Not Fulfilled (2020 - Event Did Not Take Place Due to COVID19) / \$0 (2021 - Event Did Not Take Place Due to COVID19)
Cash Request	\$2,000 (2022)
In-Kind Services or additional needs from Town of Eagle.	Brush Creek Pavilion & Studio Rental
Total Sponsorship Goal	\$4,000 (2022)
Other Event Funding Sources	\$2,000 Sponsorship & 2-day event registration is \$175 per coach. 1-day event registration is \$100 per coach. 1/2-day registration is \$50 per coach. The Colorado High School Cycling League subsidizes coach registration fees upon approval of submitted scholarship applications. The Colorado High School Cycling League also covers the cost of CPR/First Aid training for those coaches who are interested in completing these certifications.
Anticipated Net Revenue	\$8,875

Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.

The 2022 Colorado High School Cycling League Annual Coach Summit will bring coaches to the Town of Eagle. Coaches will require lodging, fuel/gas, as well as food and beverage throughout the event weekend. Many Colorado League coaches will visit local businesses for evening activities. In the past, visits to the Back Bowl, Bonfire Brewing, 7 Hermits, Bonfire (Formerly The Dusty Boot), and the Capitol Movie Theater have been very popular.

The Colorado High School Cycling League is committed to co-marketing and co-promoting the Town of Eagle as a mountain biking destination throughout the 2022 calendar year. We believe this will help to generate visits both prior and post-event.

Describe the benefits the Town will receive in exchange for financial support.

The Town of Eagle will have the opportunity to welcome and address our coach community. The Colorado High School Cycling League would also like to offer the Town of Eagle the opportunity to set up a table inside Brush Creek Pavilion with Town information for our community members to take.

The Colorado High School Cycling League will also co-brand all marketing materials and communications in order to highlight the Town of Eagle's support of this event.

How will you evaluate the ROI to the town and the overall success of the event?

We will evaluate ROI to the town by surveying our attendees, via SurveyMonkey, about the success of the event and their experiences in Eagle. Questions will focus on,

- 1) Organization of the Event
- 2) Quality of Sessions & Presenters
- 3) Lodging Location & Number of Nights
- 4) Food & Beverage Spending
- 5) Additional Spending

Estimated ROI Model

Financial ROI = 4-5 x \$2,000 Investment or \$8,000 to \$10,000.

A financial ROI of \$8,000 from the estimated 50 total attendees will be met with a spending rate of \$160 per person.

A financial ROI of \$10,000 from the estimated 50 total attendees will be met with a spending rate of \$200 per person.

The Town of Eagle will see immediate economic impact in the form of lodging, food & beverage, and additional spending. The later impacts will be seen through coach, team, and family visits to the Town of Eagle prior to the Colorado High School Cycling League fall races.

Form Name:	MEAC Funding
Submission Time:	September 20, 2021 7:13 pm
Browser:	Chrome 93.0.4577.63 / Windows
IP Address:	68.170.40.250
Unique ID:	863053903
Location:	44.556198120117, -105.66649627686

Event Producer Information

Name	stacey todd
Business Name	Vail Rec Dist
Phone	(970) 343-5868
Email	stacey.todd@vailrec.com
Address	700 S. Frontage Road E Vail, CO 80657
Website	www.vailrec.com
# of years your organization has been in business	39
Business Type	Government

Event Details

Event Name	Dynafit Boneyard Boogie Trail Run
Event Description	The Dynafit Boneyard Boogie kicks off the 2022 Vail Trail Running Series, a seven-race series taking place at various locations around Eagle County. The series has been running for over 30 years. The Boneyard Boogie in Eagle was added in 2009 and features an 13k scamper through pinyon groves and juniper shrubs on the East Eagle Trail network. Beginning and finishing at the Eagle Pool and Ice Rink, the course has an elevation gain of 1,448 feet reaching a maximum elevation of 7,650 feet.
Location	Eagle Pool and Ice Rink - Boneyard Trail, Pool and Ice Trail
Start Date/Time	May 14, 2022 09:00 AM
Event Duration	4 hours
Is this an annual event?	Yes

How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?

The Boneyard Boogie is produced by the Vail Recreation District bringing 30+ years of combined event experience using an existing trail network in Eagle. This provides an opportunity for athletes to experience a trail system in a safe environment allowing participants to grow comfortable and possibly return to the trails for future trips. This race takes place during the middle of May prior to Eagle Outside festival and many other Summer events on a weekend that does not compete with other events. By partnering with an Eagle lodging property and hosting our awards at The Boneyard (or similar business), we are offering our participants an opportunity to experience Eagle. Eagle partners have an opportunity to promote their business to our participants via e-newsletters and athlete bags. The Vail Recreation District produces a Dynafit Trail Running Series press release, a Boneyard Boogie Presented by Eagle Outside press release and a Boneyard Boogie racer detail email. The press releases are communicated to an audience of over 8,000 trail runners as well as sent to our media partners. Each release includes a mention of Town of Eagle. The racer detail email is communicated to all race participants with detailed messaging of race day logistics. Each of these are executed by our professional marketing team creating and providing valuable marketing and PR for the Town of Eagle. By hosting the Boneyard Boogie, the Town of Eagle is providing a world class race experience for guests and Eagle County residents at a minimal cost.

Is this a New or Existing event?	Existing
How many years has it occurred?	11
Anticipated Attendance	300
Anticipated # of participants	250
Anticipated # of spectators	50
Will any portion of the event take place outside of Eagle?	No
Expected Demographics of attendees - Eagle County	50%
Out of State	3%
In State	47%
Previous Town Funding	\$500
Cash Request	\$1000
In-Kind Services or additional needs from Town of Eagle.	none

Total Sponsorship Goal	\$2500
Other Event Funding Sources	Entry Fees, Additional Sponsorship
Anticipated Net Revenue	\$0
Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.	The Boneyard Boogie is tentatively scheduled for Saturday, May 14, 2022. This provides the opportunity for participants to stay the night prior, the night after or both nights. We partner with an Eagle lodging property to promote and offer lodging at a race participant discount. Messaging is delivered on our website and through emails. The Vail Recreation District produces a Dynafit Trail Running Series press release, a Boneyard Boogie Presented by Eagle Outside press release and a Boneyard Boogie racer detail email. The press releases are communicated to an audience of over 8,000 trail runners as well as sent to our media partners. Each release includes a mention of Town of Eagle. The racer detail email is communicated to all race participants with detailed messaging of race day logistics. Each of these are executed by our professional marketing team creating and providing valuable marketing and PR for the Town of Eagle. The Boneyard Boogie brings 225-250 athletic guests to town. We allow our partners access to our athlete bags and email communications to promote their business providing a unique opportunity for small business marketing.
Describe the benefits the Town will receive in exchange for financial support.	In exchange for financial support, Town of Eagle/Eagle Outside logo will be present in the trail running series poster, website, magnets and postcards. Details are outlined in the attached recap. Logo/Text is also added to all email communication with participants and press releases. Race day, Eagle Outside signage is present at the start and finish area and a number of comp entries will be provided for the Town to use at their discretion
How will you evaluate the ROI to the town and the overall success of the event?	At the completion of the Dynafit Trail Running Series, a third party implements survey to poll the participants of the series. Results of the survey will be available near the end of October. The survey will outline the scope of success by showing room nights, length of stay, intent to return, etc...

Form Name:	MEAC Funding
Submission Time:	September 30, 2021 2:06 pm
Browser:	Safari 15.0 / OS X
IP Address:	67.166.60.206
Unique ID:	867935118
Location:	39.631401062012, -106.52220153809

Event Producer Information

Name	Angela Mueller
Business Name	Ren Event Productions
Phone	(970) 401-3320
Email	info@reneventproductions.com
Address	3011 Basingdale Blvd Vail, CO 81657
Website	https://reneventproductions.com
# of years your organization has been in business	22
Business Type	For Profit

Event Details

Event Name	Eagle Farm to Table Series
Event Description	Please join us for a chef-crafted dinner, sourced from the fields of Colorado farmers, featuring seasonal and local ingredients. Dinner will be held rain or shine in Eagle Town Park, so please dress accordingly and bring your sense of outdoor culinary adventure! Wine and beer will be included in the price. Chefs will be announced soon.
Location	Eagle Town Park, Eagle CO
Start Date/Time	Jul 10, 2022 06:00 PM
Event Duration	2 hours
Is this an annual event?	Yes

How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?

The Farm to Table Series will work with the community and give them one more place to have the ability to meet, and be a community. Our goal is to strengthen the sense of community.

We will be working on a lodging plan to have when guests purchase their tickets, they will receive a link to lodging in Eagle Colorado.

The Eagle Farmers' Market and Farm to Table Series will work together to ensure we utilize all produce and product is from Colorado.

Our PR will create press releases and send out beginning January.

Provide a sense of community and an enhanced quality of life for residents and guests.

The Farm to Table Series will utilize Produce, and product from the Eagle Farmers' Market & Art Show. We will work together to let public know our community building events are occurring. We will work with lodging to ensure that we offer a stay over and what they can do on Sundays, or Fridays in Eagle. Showcasing the biking, the hiking, the yoga.

Our social media presence will grow both the events and the Town of Eagle. We have a media plan that will enhance the event from December to July.

We created this event to give guests a chance to stay in Eagle for a weekend and explore.

Is this a New or Existing event?	New
Anticipated Attendance	130
Anticipated # of participants	12
Anticipated # of spectators	0
Will any portion of the event take place outside of Eagle?	No
Expected Demographics of attendees - Eagle County	40
Out of State	10
In State	50
Previous Town Funding	0
Cash Request	3000
In-Kind Services or additional needs from Town of Eagle.	Trash pickup

Total Sponsorship Goal	5000
Other Event Funding Sources	tickets,
Anticipated Net Revenue	400
Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.	The PR will be coming from ThinkBig Media. We will be setting this to become a yearly event. The Room nights from event: We will estimate 10 room nights for this event. The benefit of bringing an event that will promote the restaurants of Eagle and giving them a chance to shine, will entice guests to go and visit their locations after the event.
Describe the benefits the Town will receive in exchange for financial support.	The Town of Eagle will receive 4 tickets to the Farm to Table event. We will utilize the logo for any of the press/ads that go out.
How will you evaluate the ROI to the town and the overall success of the event?	We will continue to attract guests that visit Eagle. The event will bring guests into town not only to experience the series, but to visit Eagle businesses. We see when we have these events, the restaurants and vendors see an increase of at least 25% for the next few weeks. We will continue to support the community and ROI by having events to support the Town of Eagle.
Please submit a P&L/event budget	https://s3.amazonaws.com/files.formstack.com/uploads/3190935/68794317/867935118/68794317_eagle_farmtotablep_and_.xlsx

Eagle Farm to Table Budget		
Profit and Loss		
January - September, 2021		
	Total	
Income		
Event income		
Tickets sales	\$11,000.00	
Sponsorship		
Sponsorship	\$5,000.00	
Gross Profit	\$16,000.00	
Expenses		
Accounting/Tax Return Prep	\$100.00	
Advertising and Promotion	\$3,000.00	
Rental	\$2,850.00	
Graphic Work/website	\$3,000.00	
Payroll Expenses	\$3,500.00	
permits/fee	\$150.00	
Social Media	\$2,000.00	
Supplies	\$1,000.00	
Total Expenses	\$15,600.00	
Net Operating Income	\$400.00	
Thursday, Sep 30, 2021 09:43:14 AM GMT-7 - Cash Basis		

Form Name:	MEAC Funding
Submission Time:	September 30, 2021 11:22 am
Browser:	Safari 15.0 / OS X
IP Address:	67.166.60.206
Unique ID:	867858417
Location:	39.631401062012, -106.52220153809

Event Producer Information

Name	Angela Mueller
Business Name	Eagle Farmers' Market & Art Show
Phone	(970) 401-3320
Email	info@reneventproductions.com
Address	3011 Basingdale Blvd Vail, CO 81657
Website	https://reneventproductions.com/event/eagle-farmers-market/
# of years your organization has been in business	22 years
Business Type	For Profit

Event Details

Event Name	Eagle Farmers' Market & Art Show
Event Description	The Eagle Farmers Market & Art Show started with a few tents last year and we see it growing in 2022. We will have entertainment and bring people from all over to enjoy the Rocky Mountains on a Friday. Stroll through EagleTown Park in Eagle, while shopping for produce, food and art from Colorado. The Market begins June 24th and goes through September 23, 2022. Fourteen Fridays in Eagle.
Location	Eagle Town Park, Eagle CO
Start Date/Time	Jun 24, 2022 09:30 AM
Event Duration	9:30 am - 2 pm till Sept 23, 2022
Is this an annual event?	Yes

How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?

We have found that our events bring guests that has enthusiasm for food, biking, hiking and spending time outdoors. They are conscious of health and wellness and our event brings items made/grown in Colorado. The goal of every Market is to remind everyone that we have a community and we support our small business community. Bringing small business made in Colorado and grown in Colorado to a location that locals and guests can come support showcases our love of community.

Our vendors will include locals of all demographics and we will ensure we are catering to what the Eagle County diverse population. We will have our produce vendors work with SNAP or a program to allow all incomes the ability to purchase locally grown produce.

This event will bring in 30-50 vendors every Friday. We will be bringing 250-500 guests every Friday into Eagle. Our goal is to showcase Eagle as a location to support and be a part of. We will work on yoga classes during our events, music at several of the Fridays and a location that locals and guests celebrate.

We see guests stay longer when there is ambient music, food and a social gathering place for them. We ask for funding for this portion of the event.

We will increase the social media presence of Eagle as we invite locals, guests and surrounding areas to come and be a part of the online presence during winter months and actual market during the summer.

History:

In 1992, Angela Mueller began planning small events in the Vail Valley. With just herself, a family, and a growing reputation for amazing events, Angela turned her passion into a business, and Ren Event Productions came to life. Angela and her team at Ren Productions are specialized in providing quality event planning and consultation services for corporations, associations and charitable organizations.

The team at Ren Productions has experience with a wide range of events and shows, collaborating with a variety of clients. Ren has a network of staff and vendors to ensure all of the elements of each event blend together seamlessly. Ren is not just an event and production company. Cultivating relationships is what we do. It's our source of inspiration and an ever-present reminder of why we love our jobs. Whether a client or internal employee, a vendor or local farmer, these connections are key to our innovation, creativity, culinary insight, and most importantly, to satisfying the locals and guests in Colorado and beyond.

Is this a New or Existing event?

Existing

Previous location	Eagle River Park
How many years has it occurred?	1
Anticipated Attendance	5600
Anticipated # of participants	55
Anticipated # of spectators	5600
Will any portion of the event take place outside of Eagle?	No
Expected Demographics of attendees - Eagle County	80
Out of State	10
In State	10
Previous Town Funding	0
Cash Request	2000
In-Kind Services or additional needs from Town of Eagle.	Garbage/Compost pick up
Total Sponsorship Goal	8000
Other Event Funding Sources	Vendor Fee: 25,000
Anticipated Net Revenue	450
Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.	The event will broaden the town's appeal. Through the continued support of key vendors and working with our PR company, we will bring in press to showcase what Eagle has to offer. We will include surrounding state press to come enjoy their time in Eagle, Colorado. We will continue to gather more positive impressions of what Eagle has to offer. We will constantly evaluate the event to look for ways to grow and make the event more accessible. The funding will make it possible for Eagle Farmers Market to broaden the event's appeal. We will be able to increase the marketing budget to allow a larger social media effort. Our PR firm ThinkBig will allow us to promote our event through their data base.
Describe the benefits the Town will receive in exchange for financial support.	The ability to walk out the door and be able to purchase made/grown in Colorado produce/items. The Town of Eagle logo will be present on all advertising and a social media campaign.

How will you evaluate the ROI to the town and the overall success of the event?

Our ROI will be evaluated by a survey of guests that come to event. We will ask vendors to collect email addresses and send out a thank you to all guests/locals with option for survey. The survey will ask them age, and money spent in town during the market. The survey will put participants in a drawing for a \$150 visa gift card.

Please submit a P&L/event budget

https://s3.amazonaws.com/files.formstack.com/uploads/3190935/68794317/867858417/68794317_eagle_farmers_market_p_and_l.xlsx

Ren Event Productions LLC		
Profit and Loss		
January - September, 2021		
	Total	
Income		
Event income		
Eagle Farmers Market Vendor	18,000.00	
Sponsorship		
Entertainment Sponsorship	2,000.00	
Gross Profit	\$20,000.00	
Expenses		
Accounting/Tax Return Prep	150.00	
Advertising and Promotion	2,850.00	
Music/Rental	1850	
Graphic Work/website	4500	
Banners	1,000.00	
Payroll Expenses	5,500.00	
permits/fee	150	
Social Media	4,000.00	
Supplies	0.00	
Total Expenses	\$20,000.00	
Net Operating Income	\$0.00	
Thursday, Sep 30, 2021 09:43:14 AM GMT-7 - Cash Basis		

Form Name:	MEAC Funding
Submission Time:	September 29, 2021 3:54 pm
Browser:	Chrome 94.0.4606.61 / Windows
IP Address:	209.193.93.178
Unique ID:	867433807
Location:	44.780498504639, -107.55449676514

Event Producer Information

Name	Tom Boni
Business Name	Eagle Mushroom & Wild Food Festival
Phone	(970) 366-1435
Email	eaglemushroomfest@gmail.com
Address	PO Box 964 Eagle, CO 81631
Website	eaglemushroomfest.com
# of years your organization has been in business	11
Business Type	Non profit

Event Details

Event Name	Eagle Mushroom & Wild Food Festival
Event Description	The 12th Annual Eagle Mushroom and Wild Food Festival will be held August 26 through Sunday August 28, 2022 in Eagle Ranch. It brings national experts in mushroom and wild food foraging, cuisine, cultivation and adventuring to Eagle, CO. The festival provides guided mushroom and wild food forays, presentations on a variety of mushroom and wild food topics by qualified individuals at the Capitol Theatre on Saturday morning, followed by mushroom Cooking Classes at Zealous School, and several mix and mingle events at local businesses, including a four-course wine-paired dining experience at The Assembly.
Location	Eagle Ranch businesses
Start Date/Time	Aug 26, 2022 05:00 PM
Event Duration	2 1/2 days
Is this an annual event?	Yes

How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?

The Mushroom Festival attracts individuals throughout the county, front range and up-valley second-homeowners, seeking a new experience that combines education, outdoor activities along with a new culinary experiences. All festival events and programs are held at Eagle businesses that also receive payment for their services; nearly ninety percent of all event income, sponsorship and ticket sales, is spent in Eagle. In addition, the festival secures hotel rooms for its speakers for up to three nights each and many attendees also stay at our hotels.

Is this a New or Existing event?	Existing
Previous location	Eagle Ranch businesses
How many years has it occurred?	11
Anticipated Attendance	250
Anticipated # of participants	50
Anticipated # of spectators	70
Will any portion of the event take place outside of Eagle?	Yes
If Yes, where	Fulford and Sylvan Lake State Park
Are you receiving funding from other municipalities	no
Expected Demographics of attendees - Eagle County	55%
Out of State	9%
In State	36%
Previous Town Funding	\$3000
Cash Request	\$4,500
In-Kind Services or additional needs from Town of Eagle.	Include in local events on eagleoutside.com & Highway 6 electronic sign
Total Sponsorship Goal	\$18,000
Other Event Funding Sources	sponsors, ticket sales
Anticipated Net Revenue	\$2,500

Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.	All festival events and programs are held at Eagle businesses which in turn are reimbursed for their services, including sales tax charged for meals or food served. In addition to what businesses are paid from the producer, most receive additional sales that also generates local sales tax revenue. Nearly ninety percent of all event income, sponsorship and ticket sales, is spent in Eagle. The festival secures hotel rooms for its speakers for up to three nights each and many attendees also stay at our hotels. The organizing committee spent \$8,520, or 30 percent of its budget, promoting the Eagle Mushroom & Wild Food Festival, Eagle, Colorado through Facebook, Vail Daily, Public Radio (KUNC - Ft. Collins & Aspen), KZYR and eaglemushroomfest.com
Describe the benefits the Town will receive in exchange for financial support.	The town is promoted as a major sponsor of the Eagle Mushroom & Wild Food Festival, logo on promotional material, website, and in print media where feasible. In exchange for the town's financial support, thirty tickets will be offered to the town to distribute for the Saturday morning classes/presentation.
How will you evaluate the ROI to the town and the overall success of the event?	All festival events and programs are held at Eagle businesses that also receive payment for their services; nearly ninety percent of all event income, sponsorship and ticket sales, is spent in Eagle. In addition, the festival secures hotel rooms for its speakers for up to three nights each and many attendees also stay at our hotels. The producers track attendees' home location, compare attendance with prior years, and follow the numbers reached through Facebook and digital media. The festival's net proceeds will benefit the Eagle Economic Vitality Foundation, the Eagle Chamber's 501(c)(3), to supports its programs and training classes for the Eagle's business community.
Please submit your 2021 event recap if you received funding	https://s3.amazonaws.com/files.formstack.com/uploads/3190935/68794325/867433807/68794325_2021_mush_wild_food_festival_recap.xlsx

Eagle Mushroom & Wild Food Festival

August 26 -29, 2021

Income:

Tickets	\$15,556.00
Sponsors	\$12,328.00
Total Income	\$27,884.00

Expenses:

Speakers	\$2,550.00
Events/Programs	\$12,207.24
Marketing	\$8,520.00
Misc.	\$1,350.00
Lodging	<u>\$581.00</u>
Total Expenses	\$25,208.24

ROI \$2,675.76

Attendance:

Eagle	65	29.3%
Gypsum	16	7.0%
Edwards	24	10.8%
Minturn	5	2.3%
Avon	12	5.4%
Front Range	25	11.3%
Western Slope	25	11.3%
Unknown	50	22.5%

70.6%

Total Attendance 222 99.9%

Form Name:	MEAC Funding
Submission Time:	September 16, 2021 8:47 am
Browser:	Chrome 91.0.4472.77 / OS X
IP Address:	66.86.89.9
Unique ID:	861136415
Location:	39.61009979248, -106.7991027832

Event Producer Information

Name	Yvonne deGorter
Business Name	Yoga Off Broadway
Phone	(970) 471-4365
Email	yogaoffbroadway@gmail.com
Address	PO BOX 5589 6 Condor Dr Eagle, CO 81631
Website	www.yogaoffbroadway.com
# of years your organization has been in business	13
Business Type	For Profit

Event Details

Event Name	Eagle Yoga+Art Fest 2022 (Name will change)
Event Description	Eagle YogaFest is an annual event that occurs in Eagle, CO. It was held successfully for 5 years before I took a hiatus to reevaluate the structure of the festival (and then COVID). This event features outdoor and indoor yoga for three days featuring local and national yoga instructors. The attendance on year 5 was 250 paid attendees from all over the country. A 2021 survey said that 100% of attendees surveyed (that responded) would attend the festival. This fall we have decided to diversify the festival offering to take advantage of the artist communities. Many artists regularly attend yoga and meditation classes to assist them in the creative process. Many yogis are now taking painting and pottery classes since the pandemic as a creative outlet for expression. In surveying the art and yoga communities both feel this type of event would be an amazing opportunity to learn from both yoga instructors and artists to create a well-rounded weekend of yoga, art, and evening music performances. Personally, the community of Eagle is missing opportunities for events that are centered in the arts. I believe this festival would be a welcome addition for our friends in the music and art communities.

Location	Brush Creek Park/ Eagle River Park (only two classes at the river)
Start Date/Time	Sep 30, 2022 05:00 PM
Event Duration	Friday evening, Sat all day, Sunday AM
Is this an annual event?	Yes
How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?	Eagle YogaFest attracts attendees and instructors from all over the country. In years past, these attendees stayed at our hotels, ate at our restaurants, and shopped in our stores. A recent survey shows that 100% of our out-of-town attendees would attend the festival again if we held it in the fall of 2022. Our goal is to stimulate the existing businesses in town by providing the opportunity for businesses to host some of the instructors/classes (similar to Mushroom festival). In year's past we also worked with local businesses to offer event participants discounts and specials at their establishments.
Is this a New or Existing event?	Existing
Anticipated Attendance	250
Anticipated # of participants	200
Anticipated # of spectators	50 (we typically have family members that come with for the weekend)
Will any portion of the event take place outside of Eagle?	No
Expected Demographics of attendees - Eagle County	50%
Out of State	10%
In State	40
Previous Town Funding	5000 (2018)
Cash Request	\$7500
In-Kind Services or additional needs from Town of Eagle.	Brush Creek Pavilion and Studio buildings
Total Sponsorship Goal	2000
Other Event Funding Sources	Ticketing, VIP packages, Other local sponsors, vendors
Anticipated Net Revenue	40,000

Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.

Attendees from out of town would likely arrive on Friday and spend two nights in our hotels or local VRBO. Marketing would include national social media platforms, Yoga Life Magazine, newspaper and magazine ads, online marketing and ads. The ads will feature the Town of Eagle as a family friendly destination. This festival is family friendly and many people plan a vacation here and enjoy the biking, hiking, and fishing as well.

Describe the benefits the Town will receive in exchange for financial support.

The Town will be listed on all marketing, PR, posters, collateral, and website. We will give the town 6 tickets to the event that can be given to whomever they choose.

How will you evaluate the ROI to the town and the overall success of the event?

After the event we survey the attendees and ask them the following:

1. Where they are from?
 2. Where did you stay while attending the event?
 3. Did you spend money on dining?
 4. If so how much did you spend (this is approximate)
 6. Did you spend money on shopping?
 7. If so how much did you spend (this is approximate)
 8. Did you enjoy any activities while in Eagle?
 9. Do you plan to attend Eagle YogaFest again in the future (100% of our previous attendees said yes).
-

Form Name:	MEAC Funding
Submission Time:	September 14, 2021 5:36 pm
Browser:	Chrome 93.0.4577.63 / Windows
IP Address:	73.95.176.14
Unique ID:	860399200
Location:	39.631401062012, -106.52220153809

Event Producer Information

Name	Terri Hanley Reichert
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Business Name	Vail Valley Charitable Fund - LG TRI
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Phone	(970) 331-5810
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Email	terri@vvcf.org
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Address	PO Box 2307 EDWARDS, CO 81632
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Website	vvcf.org
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# of years your organization has been in business	25
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Business Type	Non profit
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Event Details

Event Name	LG TRI
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Event Description

We hold the LG TRI each year in honor of Laura Genelin. Laura loved triathlons and was a dear member of this community, and we are honored to have this race in her memory and honor. We welcome adults, kids, experienced triathletes, and first-timers. Adults can race as individuals or form a team.

Our race takes an incredible volunteer effort, and we have fun, all for a great cause to benefit the Vail Valley Charitable Fund.

The Vail Valley Charitable Fund is pleased to announce that the 14th annual LG Sprint Tri will take place on July 9, 2022, at the Eagle Pool and Ice Rink. We follow all COVID19 guidelines and will be sure to adapt as needed to ensure everyone's health and safety.

Ever thought about participating in a triathlon? Well, if you can swim, bike, or run, you can TRI either individually or on a team! This year bring your kids and encourage them to TRI too. This event is open to all ages and abilities.

The ages 14 and up triathlon includes a 500-meter swim (10 laps in the Eagle Pool), a 12-mile bike loop along Brush Creek Road, and a 5K run through Eagle Ranch. Participants can sign up as individuals or members of a team, and after the race, enjoy an award ceremony with prizes from several local organizations.

The LG Kid's Tri will include three age groups: 6-7, 8-10, and 11-13. See lgtri.com for kids course descriptions.

The weekend kicks off on Friday, July 8, with registration, music, food, beverages, and a silent auction preview. During registration, join us for the LG Mountain Bike Ride - a family-friendly, non-competitive mountain bike ride on the famous Haymaker Ride around the Eagle Pool and Ice Rink. We'll have a community ambassador on hand to guide a ride for those new to Eagle's trail system - or go it alone and understand why we love the Eagle trail system so much. Stick around afterward to mingle with the community and enjoy beer, food, and music. All proceeds benefit the Vail Valley Charitable Fund.

This event is held in memory of a long-time local and Vail Valley Charitable Fund beneficiary, Laura Genelin, who lost her battle to cancer in July 2008. Proceeds from the LG Tri will benefit the Vail Valley Charitable Fund. We were created in 1996 to assist individuals living and working in the Vail Valley who are experiencing financial hardship due to a medical crisis or long-term illness. We distribute one-time grants up to \$5,000 and coordinate extended grant fundraisers for applicants requiring additional assistance. Since its inception, Vail Valley Charitable Fund has distributed 8.4 million dollars to over 1,800 local families. For details about how to donate or apply for a grant, go to www.vvcf.org.

Location	Eagle Pool and Ice Rink
Start Date/Time	Jul 09, 2022 07:00 AM
Event Duration	5 hours
Is this an annual event?	Yes
How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?	The LG TRI perfectly fosters a strong sense of community and an enhanced quality of life for residents and guests because the Genelin family still lives in Eagle and is an example of a community helping each other and then the "pay forward" that happens as a result. The Genelin family volunteer extensively and they also race. The LG TRI appeals to our community residents because it focuses on friendly competition that welcomes all ages, genders, fitness levels. The event educates residents on the work of the Vail Valley Charitable Fund and creates a culture of community support with one another. Further, the event puts focus on our trail system, encouraging residents and visitors to explore Eagle. We believe this event perfectly presents Eagle as a healthy and vibrant community that cares about the people who live and visit our town via support of the Vail Valley Charitable Fund. This event simply "feels good", the participants are so encouraging of one another, we are proud that event appeals to all demographics.
Is this a New or Existing event?	Existing
Previous location	Eagle Pool and Ice Rink
How many years has it occurred?	13
Anticipated Attendance	350
Anticipated # of participants	250
Anticipated # of spectators	100
Will any portion of the event take place outside of Eagle?	No
Expected Demographics of attendees - Eagle County	41
Out of State	12
In State	47
Previous Town Funding	500
Cash Request	1000
In-Kind Services or additional needs from Town of Eagle.	1000

Total Sponsorship Goal	20000
Other Event Funding Sources	Facebook Fundraising
Anticipated Net Revenue	21000
Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.	Estimated room nights between 5-10. Exposure to Town of Eagle Mountain Bike trail system through marketing efforts for the Friday night registration event. Vail Daily - Print ads, Press releases, Paige Genelin Column, Race Results •Radio - KZYR •303 Endurance •Newsletters - VVCF, VVP, DeLoit Accounting •Posters •Social Media - posts, event created, P2P fundraising There is a great opportunity to target non-local media outlets through peer-to-peer fundraising and Facebook ads
Describe the benefits the Town will receive in exchange for financial support.	Vail Daily - Print ads, Press releases Frequent newsletters to the LG TRI audience for registration reminders, racer tips and marketing about the Town of Eagle as a destination itself. Frequent Facebook and Instagram posts with similar content as newsletters. TOE Logo placement on LG TRI website and participant Tshirts.
How will you evaluate the ROI to the town and the overall success of the event?	We end each event with an extensive recap discussion with our planning team. The goal each year is to create an even better and safer racer and volunteer experience. Extensive feedback will be given through the TOE event recap.

Form Name:	MEAC Funding
Submission Time:	September 29, 2021 8:12 pm
Browser:	Chrome 93.0.4577.82 / OS X
IP Address:	66.86.90.122
Unique ID:	867513089
Location:	39.61009979248, -106.7991027832

Event Producer Information

Name	Clark Gundlach
Business Name	Color Coffee Roasters
Phone	(516) 603-2598
Email	clarkgundlach@gmail.com
Address	PO Box 4505 Eagle, CO 81631
Website	https://colorroasters.com/
# of years your organization has been in business	5
Business Type	For Profit

Event Details

Event Name	Mountain Rats Festival
Event Description	A strategically positioned end of summer weekend festival in Eagle that will deliver an end of summer celebration that includes a weekend full of world class ultra run events on our local trails, the 3rd annual Amazing Race, and the Firebird 50K MTB event, with live music, multiple vendors, beer, food, and coffees, all in a family focused setting at the Eagle Ranch Marketplace. Color Roasters hosts the event. Local sponsors, local businesses, and the Town of Eagle support the event each year. Competitors come from the entire western region including Colorado, New Mexico, Utah, and Wyoming.
Location	Town of Eagle and BLM trail system plus the bike paths around Eagle Ranch (The Amazing Race) centered on Eagle Ranch Marketplace.
Start Date/Time	Sep 17, 2022 07:00 AM
Event Duration	2 days
Is this an annual event?	Yes

How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?

The Festival has proven to be a strong local, community event that also attracts visitors from around the mountain west, supporting the Town of Eagle's outreach and marketing to outdoor enthusiasts. It supports Eagle Outside and its presence in the community, and delivers the Town of Eagle additional sales tax revenues from out of town event participants using our local businesses. It encourages non-Eagle residents to experience and discover ALL of Eagle (not just the I-70 front door). It also brings local families, runners, and bikers to an end-of-summer celebration. Finally, it supports and fundraises for local non-profit The Cycle Effect.

Is this a New or Existing event?	Existing
Previous location	same
How many years has it occurred?	6
Anticipated Attendance	400+
Anticipated # of participants	300+
Anticipated # of spectators	100+
Will any portion of the event take place outside of Eagle?	No
Expected Demographics of attendees - Eagle County	40-50% local
Out of State	10%
In State	90%
Previous Town Funding	4,000
Cash Request	5,000
In-Kind Services or additional needs from Town of Eagle.	Traffic assist on Sylvan Lake Rd at race starts, street signage
Total Sponsorship Goal	10,000
Other Event Funding Sources	Sponsorships and entry fees (Amazing Race only)
Anticipated Net Revenue	Breakeven

Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.	Potential Benefits include but are not limited to: In and out-of-state Run and Bike athletes discover Eagle. 50+ weekend nights for heads in beds, Event promotion throughout the year via digital communication. PR and Media support including the Vail Daily, Aspen Times and Trail Running Mag. Event promotion in specialty run retail throughout the state. Support to a local non-profit The Cycle Effect. Locals and families are provided a healthy, outdoor experience - and keeps local dollars local.
Describe the benefits the Town will receive in exchange for financial support.	See above.
How will you evaluate the ROI to the town and the overall success of the event?	The Mountain Rats event and its reputation in and out of the community continues to grow year after year. Ultra runners and bikers continue to discover the event while new runners and bikers experience their first ever competitive race. Because of its success and feedback from the community, the 2022 Mountain Rats Festival will have an expanded local MTB participation. We look forward to presenting the 2021 recap to MEAC soon, including evaluation of print and digital advertising. No 2022 Budget is completed at this time. Note entry fees for Trail and MTB races go to Gemini Adventures, not the Festival. Only The Amazing Race entry fee (\$25 per team) contribute to our funding.
Please submit a P&L/event budget	https://s3.amazonaws.com/files.formstack.com/uploads/3190935/68794317/867513089/68794317_mountain_rats_2021_pl.xlsx

Mountain Rats Festival 2021
The Amazing Race 2021
Budget Actual - Unaudited 9/21/21

Revenue - Sponsorship Commitments	
Talon Flats	\$2,000
Slifer - K2	\$500
Mountain Beverage	\$500
Eagle Ranch HOA	\$1,000
Amazing Race Entry Fees	\$650
Town of Eagle MEAC	\$4,000
Total Revenue	\$8,650

Expenses	
Color Roasters	\$2,349
Clark Gundlach Misc Expense Reimbursment	\$1,088
Design	\$405
Print	\$189
Advertising Print	\$2,412
Music	\$750
Supplies	\$115
The Cycle Effect	\$500
Event Management Fees	\$1,000
Total Expenses	\$8,808
Total Net Revenue/Loss	\$158

Form Name:	MEAC Funding
Submission Time:	September 30, 2021 7:14 am
Browser:	Safari 15.0 / OS X
IP Address:	205.220.129.17
Unique ID:	867729437
Location:	38.071098327637, -84.593399047852

Event Producer Information

Name	Tara Novak
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Business Name	EagleARTS
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Phone	(970) 376-4772
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Email	info@eaglearts.org
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Address	PO Box 4841 Eagle, CO 81631
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Website	www.eaglearts.org
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# of years your organization has been in business	3
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Business Type	Non profit
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Event Details

Event Name	Murder on Broadway
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Event Description

For one night, Broadway Street will be transformed into a murder scene! Event attendees will be deputized as detectives and issued clue books. They will then go to participating downtown businesses to hear suspects' alibis, conduct interviews, and look for clues. Once they have a guess as to whodunnit, they will submit their guess via our special app developed for the event. Guests who purchase VIP tickets will meet at a venue on Broadway for food & beverage and be able to hear the solution to the crime LIVE. There will also be a costume contest based on the theme of the game. We have not chosen a theme yet, but in 2020 it was a Speakeasy and Broadway was transformed into 1920's Chicago!

In order to produce the event safely (Covid), modifications will need to be made to the way we produced the event in 2020. During that event, guests crowded inside businesses to hear suspect alibis, and the Speakeasy did not allow for social distancing. For the 2022 event we will make adjustments to enable guests to watch a video of suspect alibis on their phone after scanning a QR code located in participating businesses. Suspects will be available to answer questions via live text.

Two different ticket levels will be sold -

- one price level for a team of 4 for the "Game Only" (unlimited number available)
- one price for a couple to play the game and gain access to a private event with food, beverages, and live music. There will be a costume contest related to the theme at the event. (number limited to size of venue to allow for social distancing)

This event is serving as the primary fundraiser for EagleARTS, a 501(c)3 nonprofit.

Location	Broadway Street Businesses
Start Date/Time	Feb 11, 2022 06:00 PM
Event Duration	4 hours
Is this an annual event?	Yes
How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?	As a community-based event, Murder on Broadway will first and foremost provide residents with a unique opportunity to gather and socialize during the winter months. Our previous event in 2020 already proved that such an event can elevate the profile as Eagle due to the attention we received from Downtown Colorado, Inc by being awarded the 2021 Governor's Award for unique events. There isn't anything like it elsewhere in the Rockies, so this is a unique branding opportunity for Eagle. Holding events downtown and driving people into our shops and restaurants exposes them to all that Eagle has to offer.

Is this a New or Existing event?	Existing
Previous location	Broadway Street Eagle
How many years has it occurred?	1 (in 2020)
Anticipated Attendance	400
Anticipated # of participants	400
Anticipated # of spectators	400
Will any portion of the event take place outside of Eagle?	No
Expected Demographics of attendees - Eagle County	95
Out of State	0
In State	5
Previous Town Funding	0
Cash Request	5000
In-Kind Services or additional needs from Town of Eagle.	Posting the event on the digital signboard, hanging of banner across Broadway
Total Sponsorship Goal	5500
Other Event Funding Sources	Ticket Sales, Business Sponsorships
Anticipated Net Revenue	7000
Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.	EagleARTS was awarded a 2021 Governor's Award by Downtown Colorado, Inc, for the production of our Murder Mystery event and the Town of Eagle was mentioned in all promotional materials published by DCI. We intend to market this event in other parts of Colorado, and based on the number of people who attended from outside Eagle County last time, and the positive exposure received from receiving the Governor's Award, we expect to attract people from all over the state. The event is also during the height of ski season and will be an attractive activity for tourists visiting Colorado.

Describe the benefits the Town will receive in exchange for financial support.

For a \$5,000 investment, the Town will receive Presenting Sponsor benefits including the placement of the Town logo on all printed (banners, flyers, event materials) and web-based materials, and on all advertising. The Town will be mentioned as Presenting Sponsor in radio ads, in earned media, and at the VIP reception. If the mobile app software we purchase to facilitate a hybrid event has the ability to be co-branded, the Town will also receive that benefit as well. The Town's social media pages will be tagged in all event promo posts, and the website linked from EagleARTS' web properties. The Town will also receive 2 sets of tickets for the game (2 teams of 4 people) plus tickets for 4 people to play the game and attend the VIP reception.

How will you evaluate the ROI to the town and the overall success of the event?

When evaluating software to facilitate the event, users will have to register so we will be able to track participation. We will also be able to push out a survey to all attendees to collect critical demographic information, including where the person is from and whether/where they stayed overnight.

Form Name:	MEAC Funding
Submission Time:	September 30, 2021 3:31 pm
Browser:	Chrome 94.0.4606.61 / Windows
IP Address:	76.120.3.99
Unique ID:	867963009
Location:	38.447299957275, -104.63200378418

Event Producer Information

Name	Stephen Ridgway
Business Name	Kaleidoscope Productions
Phone	(303) 800-6325
Email	stephen@kaleidoscope-co.com
Address	01 Violet St Golden, CO 80401
Website	www.kaleidoscope-co.com
# of years your organization has been in business	14
Business Type	For Profit

Event Details

Event Name	Music and a Movie
Event Description	Music and a Movie will be a 4 week series that features a one hour musical performance followed by a family friendly movie shown on a 16.5' x 10' LED video wall in the town park. The music will be focused on local acoustic solo and duo acts so that the screen can be rigged towards the front of the stage to maximize viewing. The movie selections will include at least one animated feature, and one movie from the 80's. Similar to ShowDown Town, this will be a free event and people would be able to bring their own chairs, food, and beverages. We would also like to bring in a select group of food vendors for the 4 weeks of shows. Kaleidoscope Productions is a full service event production company, and we own of the equipment necessary to put on the event. In addition to the technical production, we would have an event manager who will oversee the weekly operation of the event and work with the vendors, sponsors, and town staff to ensure a smooth operation. The 2022 dates for this event would be 8/18, 8/25, 9/8, 9/15
Location	Eagle Town Park Stage

Start Date/Time	Aug 18, 2022 06:00 PM
Event Duration	4 Weeks
Is this an annual event?	Yes
How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?	The primary focus of Music and a Movie would be to provide additional programming and entertainment to the residents of Eagle, and the families of Eagle County. In reviewing some of the comments from the recent town survey, it seems like there is a real demand for more entertainment and this event would certainly help fulfill that need. The town park is also a great facility, that is only really utilized for Flight Days and ShowDown Town. We feel like this event would be a great way to extend the Summer programming, and offer something more focused on family friendly entertainment. We do not see this event as being a big draw for people outside of the Vail Valley. which means there is probably not going to be a major increase in room nights because of the event. However, we do feel like it is an opportunity for people who are already visiting Eagle to get out and join the community, and ultimately spend money in the restaurants, bars, and with the on site food vendors.
Is this a New or Existing event?	New
Anticipated Attendance	500 + people
Anticipated # of participants	0
Anticipated # of spectators	0
Will any portion of the event take place outside of Eagle?	No
Expected Demographics of attendees - Eagle County	85
Out of State	5
In State	10
Previous Town Funding	0
Cash Request	15000
In-Kind Services or additional needs from Town of Eagle.	Vendor and stage power, and trash services.
Total Sponsorship Goal	5000
Other Event Funding Sources	Potentially vendor fees
Anticipated Net Revenue	20000

Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.

As mentioned above, we do not think that this event will specifically help drive room nights, however we do believe that by having entertainment in the park past the middle of August could be a factor in whether or not visitors choose to stay in Eagle, or one of the other local communities. In reality, that is probably a difficult thing to quantify, especially for a first year event that is a weekly series as opposed to a weekend long festival.

With that said, there will be marketing for the event, and the video wall that we use for the movie is the best marketing tool around. It is essentially a 160 sqft billboard for sponsorship before and after the movie, as well as being a platform for town branding and marketing.

Describe the benefits the Town will receive in exchange for financial support.

In exchange for financial support, we would offer the right to be the presenting sponsor of the event. This would include logo placement, and digital marketing on the video wall before and after the movie, as well as logo and branding on all printed, or other digital marketing media.

How will you evaluate the ROI to the town and the overall success of the event?

For this type of event, the primary evaluation would be measured in overall attendance. We have seen that ShowDown Town draws a large weekly crowd to the park, and although this is something different, we would hope to see a weekly attendance of 500+ in the park. We believe that with kind of attendance, the food vendors, and other bars and restaurants in Eagle would see an increase in traffic and revenue generated by the event.

Please submit a P&L/event budget

https://s3.amazonaws.com/files.formstack.com/uploads/3190935/68794317/867963009/68794317_music_and_a_movie_2022_pl.pdf

Profit and Loss Statement

Music and a Movie 2022

Prior Period	Budget	Current Period

Income

Town of Eagle MEAC Funding		15,000	
Sponsorships		5,000	
Total Income	0	20,000	0

Operating Expenses

Direct marketing		500	
Musical Entertainment		1,600	
Audio and Video Production		10,000	
Event Management		5,000	
Movie Licensing		2,400	
Miscellaneous		500	
Total Expenses	0	20,000	0

Form Name:	MEAC Funding
Submission Time:	September 30, 2021 7:05 pm
Browser:	Chrome 94.0.4606.61 / OS X
IP Address:	72.168.176.37
Unique ID:	868026713
Location:	31.989000320435, -83.321701049805

Event Producer Information

Name	Mike Day
Business Name	revolution enduro
Phone	(508) 243-5099
Email	mike@Revolutionenduro.com
Address	2164 COUNTY ROAD 4 ALMA, CO 80420
Website	revolutionenduro.com
# of years your organization has been in business	6
Business Type	For Profit

Event Details

Event Name	Revolution Enduro Series
Event Description	The Revolution Enduro Series is USFS Permitted multi-stop Mountain bike race tour in Colorado and surrounding states. Each venue is unique and encompasses the locations most suitable trails. Enduro is a form of Mtn Bike racing that includes multiple stages per day, and can be single or multi day events. The riders get a full day of riding trails, and the trails are selected with local land managers and with the guidance of local advocacy groups. The event's home base is a local establishment that will host awards, bike demos, sponsor village and lunch to the athletes. Shuttles will be provided by a local business .
Location	Hardscrabble Road/Sawmill Gulch Trail-Town Trails TBD
Start Date/Time	Jun 27, 2022 07:00 AM
Event Duration	1 Day
Is this an annual event?	Yes

How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?

Revolution Enduro is a family oriented event, and encompasses sustainable business practices. Our demographic supports the environment , and the outdoor industry. By better educating mtn bike riders from around the country, we can increase awareness for volunteering , donating and giving to the local community by patronage to the local businesses . We are a yearly event, and we hope to continue to grow our event within the goals of the local cycling and outdoor community.

Is this a New or Existing event?	Existing
Previous location	Same location
How many years has it occurred?	3
Anticipated Attendance	300-400
Anticipated # of participants	250
Anticipated # of spectators	100
Will any portion of the event take place outside of Eagle?	Yes
If Yes, where	National Forest
Expected Demographics of attendees - Eagle County	20
Out of State	30
In State	50
Previous Town Funding	2500
Cash Request	2500
In-Kind Services or additional needs from Town of Eagle.	NONE
Total Sponsorship Goal	n/a
Other Event Funding Sources	Registration
Anticipated Net Revenue	35,000

Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.

Marketing efforts through all of our social media outlets, websites, and newsletter.

All of our vendors are local to the Town of Eagle, or in county. Including our headquarters at a local Restaurant (Boneyard) Porta-potties, Shuttling (Timberline tours) in addition to local lodging options.

Potential room nights start as early as a month before the event, considering people like to practice, or pre-ride the course. With racer attendance at roughly 250, room nights could reach 1000 when considering spectators and family members of the athletes.

Describe the benefits the Town will receive in exchange for financial support.

We believe our attendees will be shopping at all the establishments before and after the race, the weekends leading up to the race as well. Bike shops specifically , breweries and restaurants , and lodging and air BB options. We will be donating to Hardscrabble Trail Alliance , and helping with volunteer efforts, which will help engage locals and visitors alike.

All of our vendors are local to the Town of Eagle, or in county. Including our headquarters at a local Restaurant (Boneyard) Porta-potties, Shuttling (Timberline tours)

Marketing efforts through all of our social media outlets, websites, and newsletter.

How will you evaluate the ROI to the town and the overall success of the event?

We will obtain some of this info by chatting with local businesses before and after the event. Talking with locals, donating to the local trail advocacy group and helping with trail building efforts.

We also collect demographic data through registration, and surveys.

At some venues we work with lodging partners to offer group rates to the attendees , in which case we can track with a code.

Hearing the opinions of locals and other attendees is usually a good indicator .

(I WAS DENIED ACCESS TO THE P&L TEMPLATE)

Form Name:	MEAC Funding
Submission Time:	September 30, 2021 12:53 pm
Browser:	Chrome 93.0.4577.82 / Windows
IP Address:	71.211.36.117
Unique ID:	867901469
Location:	38.810298919678, -104.70909881592

Event Producer Information

Name	Brian Welch
Business Name	Vail Valley Lacrosse Club
Phone	(720) 838-4395
Email	ad@vaillax.com
Address	P.O. Box 6353 Eagle, CO 81631
Website	www.vaillax.com
# of years your organization has been in business	9
Business Type	Non profit

Event Details

Event Name	Spring Vail Lax Jam and Fall Vail Lax Jam
Event Description	Youth Lacrosse Tournament- 2 tournament each year. Teams attend from all over the state to play in a weekend tournament. Youth ages, boys and girls, 3rd grade - 8th grade 1. The 2022 Spring Vail Lax Jam will be held on April 30th and May1st. Two locations Eagle Sports complex and Edwards Freedom Park. Around 100 teams attend: 2000 participants, and around 3500 spectators. 2. Fall Lax Jam will be held October 22nd and 23rd at the Eagle Sports Complex. About 35 youth teams, and 6 high school teams totaling around 500 participants, and 900 spectators
Location	Eagle County Sports Complex and Edwards Freedom Park
Start Date/Time	Apr 30, 2022 09:00 AM
Event Duration	2 days
Is this an annual event?	Yes

How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?

These annual tournaments are hosted in the offseason of our community when tourist travel is lower than other times of year. The tournaments bring families from all over the state to Eagle, and many of them make mini vacation out of the experience of traveling to a destination community that Eagle provides. They go hiking, biking, dine at restaurants, shop and more. Some arrive the day before games are schedule and stay extra nights in hotels. Total hotel room nights is around 3000. While many of the families have been attending the tournaments for years, there are also new families that attend each year and look forward to returning year after year. The attendees support our local businesses in many ways, especially our restaurants, hotels, breweries, grocery stores, gas stations, rental shops and more.

Is this a New or Existing event?	Existing
Previous location	Eagle County Sports complex and Edwards Freedom Park
How many years has it occurred?	5+
Anticipated Attendance	5000+
Anticipated # of participants	2000 (spring) 500(fall)
Anticipated # of spectators	3500 (spring) 900 (fall)
Will any portion of the event take place outside of Eagle?	Yes
If Yes, where	Edwards
Are you receiving funding from other municipalities	No
Expected Demographics of attendees - Eagle County	10
Out of State	1
In State	99
Previous Town Funding	3000
Cash Request	3000
In-Kind Services or additional needs from Town of Eagle.	none
Total Sponsorship Goal	5000
Other Event Funding Sources	Team Registration, Vendor fees, and Field Flag Sponsors (local businesses)

Anticipated Net Revenue	10000-12000
Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.	Both events are held during the shoulder season of Eagle County tourism. These events bring families from all over Colorado to enjoy a fun weekend of youth lacrosse that promotes sportsmanship and healthy activity. They stay in local hotels and dine at local restaurants in-between enjoying the beauty and landscape of the valley. The event draws a combined 3000+ room nights.
Describe the benefits the Town will receive in exchange for financial support.	Increased visitors to stimulate the local economy. Helping create memories and experiences that build loyal return visitors.
How will you evaluate the ROI to the town and the overall success of the event?	Communicate with local businesses to establish average revenue trends leading up to the event. Then follow up with those businesses to see how much the event impacted their revenue.

Form Name:	MEAC Funding
Submission Time:	August 19, 2021 12:15 pm
Browser:	Chrome 92.0.4515.131 / Windows
IP Address:	50.194.142.105
Unique ID:	849732184
Location:	40.519500732422, -105.06279754639

Event Producer Information

Name	Matt Pilcher
Business Name	Triple Crown Sports
Phone	(970) 672-0562
Email	matt@triplecrownsports.com
Address	3930 Automation Way Fort Collins, CO 80525
Website	www.tcworldseries.com
# of years your organization has been in business	40
Business Type	For Profit

Event Details

Event Name	Triple Crown World Series
Event Description	Week long, stay to play youth baseball tournaments that draws 10u-14u teams from Texas, California, Oklahoma, Utah, Nevada, Arizona, Kansas, Washington, Colorado and other states in the west. Typically a team consists of 12 players and families that are required to stay in our participating host hotels in the Eagle Valley for 6-7 nights.
Location	Eagle Sports Complex, Gypsum Sports Complex, Freedom Park, Ford Park
Start Date/Time	Jul 19, 2022 08:00 AM
Event Duration	July 19-31, 2022
Is this an annual event?	Yes

How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?

It will greatly increase sales and lodging tax and we will be able to prove this with our lodging tracking software. . It will without a doubt increase the Town of Eagle as a recreation destination as teams from hotter lower level elevation areas play golf, fish, raft, hike and engage in other great activities. With our multiple weeks and age group offerings, teams will be able to return annually to play ball. This will also increase their desires to return in the winter to ski, snowmobile, spend the holidays and more. I/We can also send marketing emails in the name of the Town of Eagle if this is desired. We are like an unofficial marketer for the Town of Eagle as we are working to sell our events in this destination. Website and social media is a priority and we can do whatever you'd like to promote the Town of Eagle. As mentioned, our target market stretches all over the western US and we can reach all types of demographics. Along with our customers/teams, we want to hire local restaurants, food trucks, and vendors to help them thrive off of these events.

Is this a New or Existing event?	Existing
Previous location	Eagle, Edwards, Gypsum
How many years has it occurred?	1
Anticipated Attendance	110 Travel Teams
Anticipated # of participants	1400
Anticipated # of spectators	3300
Will any portion of the event take place outside of Eagle?	Yes
If Yes, where	Gypsum, Edwards, Vail
Are you receiving funding from other municipalities	No
Expected Demographics of attendees - Eagle County	1
Out of State	70
In State	30
Previous Town Funding	none
Cash Request	20,000
In-Kind Services or additional needs from Town of Eagle.	Local business database to promote
Total Sponsorship Goal	20,000

Anticipated Net Revenue	200,000
Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.	4000 trackable room nights, returning tourism, on site expenditures of gas, food, services.....the town will be hopping!
Describe the benefits the Town will receive in exchange for financial support.	Exposure, economic impact, tourism, marketing, local participation for youth leagues, promotions, social media.
How will you evaluate the ROI to the town and the overall success of the event?	In our first year, a month ago we tracked 1500 room nights from our one event. We moved the event to Eagle in April and were still able to achieve this. In 2022 we are producing two week long, back to back events and now have an entire year to market this. In July of 2021, we have a report that shows \$300,000 in hotel revenue. We will more than double this in 2022. We have the software that can generate reports to show hard numbers for the Town of Eagle. Plus we will have an entire year to work with local businesses to include them into the event so it will be beneficial to them. I am imagining a massive "vendor row" at the Eagle Sports Complex of local Eagle businesses that our teams/families will gravitate to. We will promote local rafting and balloon companies, restaurants, and other services. The economic impact will be tremendous!

Matt Pilcher / Triple Crown Sports / 2022 Vail Valley World Series

> Expenses

	Estimated	Actual
Total Expenses	\$203,700.00	\$0.00

Site/Location/Operations	Estimated	Actual
Rental fees	\$35,000.00	
Insurance	\$0.00	
Sound/AV	\$200.00	
Construction or Equipment	\$20,000.00	
Trash/Composting	\$2,000.00	
Utilities	\$0.00	
Labor	\$12,500.00	
Traffic Control	\$0.00	
Banners - Printing &	\$500.00	
Signage	\$500.00	
Umpires	\$70,000.00	
Baseballs	\$6,000.00	
Vehicle	\$2,000.00	
<insert Other>	\$0.00	
Total	\$148,700.00	\$0.00

Food & Beverage	Estimated	Actual
Social food + Beverage	\$0.00	
Non-social food + Beverage	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
Total	\$0.00	\$0.00

Program/Lodging	Estimated	Actual
Entertainment	\$0.00	
Speakers	\$0.00	
Travel	\$0.00	
Hotel	\$15,000.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
Total	\$15,000.00	\$0.00

Marketing	Estimated	Actual
Advertising - Radio	\$0.00	
Advertising - Print	\$0.00	
Advertising - Social Media	\$0.00	
Public Relations	\$0.00	
Sales Team Expenses	\$0.00	
Media TV, Production & Distribution	\$0.00	
Graphic Design	\$0.00	
Website	\$0.00	
Collateral Materials	\$0.00	
Printing	\$2,000.00	
Novelties	\$35,000.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
Total	\$37,000.00	\$0.00

Prizes	Estimated	Actual
Prizes	\$3,000.00	
Cash Purse	\$0.00	
Total	\$3,000.00	\$0.00

Marketing	Estimated	Actual
Telephone/Internet	\$0.00	
Photography	\$0.00	
Transportation	\$0.00	
Permit Fees	\$0.00	
Postage/Shipping	\$0.00	
In Kind Trades	\$0.00	
Supplies-Office or Other	\$0.00	
Demographic Survey	\$0.00	
Sales Tax	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
Total	\$0.00	\$0.00

Matt Pilcher / Triple Crown Sports

Matt Pilcher / Triple Crown Sports / Vail Valley World Series

> Income

	Estimated	Actual
Total Income	\$402,000.00	\$0.00

Tickets/Admissions

Estimated	Actual	Estimated	Actual
0		Adults @ \$5.00	\$0.00
0		Children @ \$2.00	\$0.00
120		Teams @ \$2,375.00	\$285,000.00
0		<Insert Other> @ \$0.00	\$0.00
		\$285,000.00	\$0.00

Programs/Advertising

Estimated	Actual	Estimated	Actual
0		Covers @ \$0.00	\$0.00
0		Half-pages @ \$0.00	\$0.00
0		Quarter-pages @ \$0.00	\$0.00
0		<Insert Other> @ \$0.00	\$0.00
0		<Insert Other> @ \$0.00	\$0.00
0		<Insert Other> @ \$0.00	\$0.00
		\$0.00	\$0.00

Exhibitors/vendors

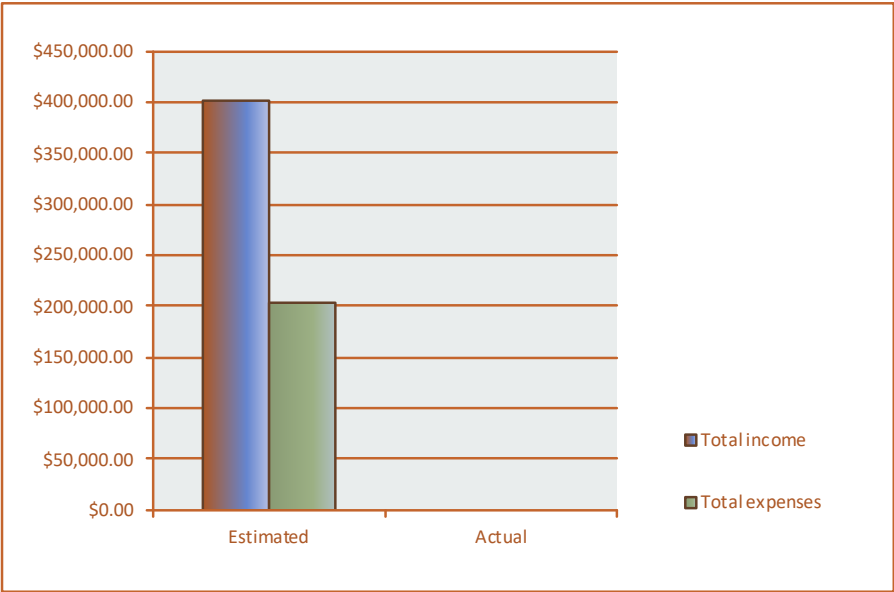
Estimated	Actual	Estimated	Actual
0		TC Merchandise sales @ \$0.00	\$50,000.00
0		Med. booths @ \$0.00	\$0.00
		Small booths @ \$0.00	\$0.00
0		<Insert Other> @ \$0.00	\$0.00
		<Insert Other> @ \$0.00	\$0.00
0		<Insert Other> @ \$0.00	\$0.00
		\$50,000.00	\$0.00

Revenue from other items

Estimated	Actual	Estimated	Actual
0		Cash Sponsorships @ \$0.00	\$0.00
0		In Kind Sponsorships @ \$0.00	\$0.00
0		Donations @ \$0.00	\$0.00
0		MEAC Funding @ \$0.00	\$0.00
0		Grants @ \$0.00	\$0.00
0		Lodging Commission/Surcharge \$0.00	\$67,000.00
0		<Insert Other> @ \$0.00	\$0.00
0		<Insert Other> @ \$0.00	\$0.00
		\$67,000.00	\$0.00

Matt Pilcher / Triple Crown Sports / Vail Valley World Series
> Profit - Loss Summary

	Estimated	Actual
Total income	\$402,000.00	\$0.00
Total expenses	\$203,700.00	\$0.00
Total profit (or loss)	\$198,300.00	\$0.00



Form Name:	MEAC Funding
Submission Time:	September 30, 2021 2:58 pm
Browser:	Safari 12.1.2 / OS X
IP Address:	216.98.199.112
Unique ID:	867948947
Location:	37.996299743652, -107.88050079346

Event Producer Information

Name	Larry Moore
Business Name	Eagle Climbing + Fitness
Phone	(970) 328-0893
Email	larry@eagleclimbing.com
Address	700 Chambers Ave. Unit 7A PO Box 4507 Eagle, CO 81631
Website	www.eagleclimbing.com
# of years your organization has been in business	3
Business Type	For Profit

Event Details

Event Name	USA Climbing Bouldering and Sport Qualifying Events - Youth and Collegiate
Event Description	We will host four USA Climbing Qualifying events, two for the Youth division and two for the Collegiate Division. The two events (1 for Youth and 1 for Collegiate) for the Bouldering season will take place in November 2022 (date to be determined) and the two events for the Sport season (roped climbing) will take place on February 5, 2022. These Qualifying events are sanctioned by USA Climbing and are the only events in our State for the entire Region, so they will attract climbers from all over Colorado and neighboring states that are part of our Region, as they are needed for athletes to advance to the Regional Championships.
Location	Eagle Climbing + Fitness
Start Date/Time	Feb 05, 2022 08:00 AM
Event Duration	9 hours
Is this an annual event?	Yes

How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?	By bringing visitors in from all across Colorado and nearby states (Utah, New Mexico, Oklahoma, Kansas, and Northern Texas), we will elevate Eagle's profile as an incredible destination, while bringing in sales tax and lodging revenues, and we will naturally diversify the audience as the competitors will be traveling with their families and coaches to the event. This exposure will drive visitation to Eagle, while increasing the town's marketing, brand awareness and public relations value as a destination and increasing the town's website traffic. We will provide a strong reason to "Get Off Here".
Is this a New or Existing event?	Existing
Previous location	Eagle Climbing + Fitness
How many years has it occurred?	3
Anticipated Attendance	200
Anticipated # of participants	120
Anticipated # of spectators	80
Will any portion of the event take place outside of Eagle?	No
Expected Demographics of attendees - Eagle County	30%
Out of State	15%
In State	85%
Previous Town Funding	None
Cash Request	\$4,000
In-Kind Services or additional needs from Town of Eagle.	Town of Eagle marketing
Total Sponsorship Goal	\$4,000
Other Event Funding Sources	Registration revenue
Anticipated Net Revenue	-\$4,500
Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.	The potential benefits to the Town of Eagle include hotel room nights, excellent marketing exposure for the Town of Eagle and all of its amenities , great PR exposure for the new climbing + fitness facility to keep drawing people back to Eagle. This will create spillover of guests to other options in Eagle including mountain biking, the river park and town shops, restaurants and breweries.

Describe the benefits the Town will receive in exchange for financial support.	Enhanced reputation for the amenities available in our town and exposure for other businesses as a result of bringing guests to Eagle. We will promote the Town of Eagle and give thanks for their support through marketing, raffle prizes, social media exposure, advertising and website exposure.
How will you evaluate the ROI to the town and the overall success of the event?	Communicate with our local merchant friends and partners to see the effect on their sales during the event. Provide opportunity for people to give feedback during and after the event, so that we can learn about ROI and opportunities for improvement.
Please submit a P&L/event budget	https://s3.amazonaws.com/files.formstack.com/uploads/3190935/68794317/867948947/68794317_usa_climbing_youth_and_collegiate_boulderingsport_profit_and_loss_report.docx

Form Name:	MEAC Funding
Submission Time:	September 29, 2021 10:33 am
Browser:	Safari 14.0.3 / OS X
IP Address:	98.50.8.171
Unique ID:	867279532
Location:	37.750999450684, -97.821998596191

Event Producer Information

Name	Kerri Thelen
Business Name	Vail Valley Soccer Club
Phone	(970) 390-7994
Email	director@vailsoccer.com
Address	PO Box 2728 Edwards, CO 81632
Website	www.vailsoccer.com
# of years your organization has been in business	27
Business Type	Non profit

Event Details

Event Name	Vail Valley Cup, Cindy Eskwith Memorial Soccer Tournament
Event Description	Vail Valley Cup, Cindy Eskwith Memorial Tournament The Vail Cup is a soccer tournament that occurs the first weekend of October in the Vail Valley. VVSC hosts up to 150 teams across the valley. Our 2018 survey reported the Vail Cup brought 14.4K attendees to the valley this weekend. Teams travel from within the state of Colorado and surrounding states to play soccer in our picturesque community. The Vail Cup utilizes soccer fields from Vail Mountain School to the town of Eagle. The tournament also occurs during a traditionally slow time of year, filling the valley's hotels, restaurants and shops with families, players, coaches. The Vail Cup has been running for 22 years. 150 Teams 2700 Athletes 250 Volunteers 150 Referees 150-200 Coaches Over 11,000 Attendees Teams travel from all over Colorado, Utah and Arizona Event begins Friday night and ending Sunday evening. This encourages 2-3 room night stays.

Location	Eagle County Fair Grounds, EVMS, Brush Creek Soccer Field
Start Date/Time	Oct 01, 2022 08:00 AM
Event Duration	2 days
Is this an annual event?	Yes
How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?	Estimated 14.4K Visitors Attend Tournament Direct Economic Impact \$2,847,685 Daily Spending \$197 150 Teams, 2700 Athletes, 14.4 Attendees • Two to Three room Nights per guest Attendee Profile: 76% overnight guests 90% visitors stayed two nights 7% stayed 3 plus nights 42% of visitors have income level of \$150,000 or more 14K people are brought to Eagle County the first weekend in October, a traditionally down time of the year. Eagle hotels, condos and restaurants are filled with players, families, referees and coaches. TOE benefits from the business patronage, sales tax revenue generated and future tourism exposure; estimated spending per family is \$194 per day. TOE Marketing Benefits -Logo representation on VVSC's website -Logo and Advertisement in tournament program, 3000 circulation -TOE Signage on the fields -TOE Represented on social media Logo representation on VVSC's practice jerseys (over 2000 jerseys) Thank you in the Vail Daily and Vail Cup Program Sponsorship acknowledgment and recognition through VVSC's membership and social media (six times a year with over 1200 combined local members) Tax revenue generated during the Vail Cup weekend and the additional 10-12 weekends of home games, hosted by VVSC. Benefits To The Town of Eagle's Youth: • Developing youth sportsmanship, character and integrity • Creating opportunity for under served youth • Creating opportunities to participate in a sport that has deep cultural roots with many Eagle's residents
Is this a New or Existing event?	Existing
Previous location	Same fields used
How many years has it occurred?	22

Anticipated Attendance	11,000 plus
Anticipated # of participants	2700
Anticipated # of spectators	8000 plus
Will any portion of the event take place outside of Eagle?	Yes
If Yes, where	Soccer Fields in Vail, Avon, Edwards and Eagle
Are you receiving funding from other municipalities	Requested haven't received
Expected Demographics of attendees - Eagle County	10%
Out of State	5%
In State	95% Denver and surrounding areas including our teams
Previous Town Funding	didn't receive past two years
Cash Request	7500.00
In-Kind Services or additional needs from Town of Eagle.	use of town fields if needed
Total Sponsorship Goal	10,000
Other Event Funding Sources	registration fees
Anticipated Net Revenue	64,700

Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.

It is extremely challenging to spread our tournament to Eagle. It requires additional referees, referee lodging, additional travel and field marshaling. The money being requested to is off set the additional expenses required to host event in Eagle.

Attendees in Eagle 2448 each day Total spending in TOE: 474,912

Sales Tax Revenue 39,892.00

With additional fields in Eagle in 2019

Adding additional fields will add will bring an additional 816 people per field, an a additional 360 additional room nights per field and additional spending of \$158, 304 per field added.

Town Of Eagle Benefits:

Room Nights; Friday and Saturday

TOE Business patronage

TOE Community Highlights, encouraging future travel and tourism Sale Tax Revenue

Community engagement

Family Friendly event that encourage travel from 48% of families with income levels \$150,000 or higher

Community Contribution

The Vail Valley Soccer Club is committed to enriching the lives of our citizens and youth of Eagle County through soccer. VVSC purchased stationary and portable goals and replaced the nets on local fields. The retail value of the equipment is over \$5000.00. The community at large benefits from this equipment. As it is utilized year round.

VVSC has been serving Eagle County for the past 27 years. The club has over 450 athletes registered. One third of our membership requires financial aid to participate in our club. Currently, VVSC has 30 teams competing in both the Denver Advanced League and the Mountain Region League of the Colorado Soccer Association. We are proud to have a competitive sports program that is inclusive of all our community members regardless of race, economical status or gender. One of VVSC's goals is to create an athletic environment that honors and represents our community both on and off the field. Our intention is to offer an affordable competitive athletic option for local youth. Many athletes are priced out of skiing, hockey and lacrosse in this valley and VVSC believes it is critical for all youth to find a sport that appeals to them within the community. Soccer has a universal language that encourages friendships, sportsmanship and leadership world wide. VVSC is proud to be part of a global community that bridges relationships, opportunity and growth for our youth.

Describe the benefits the Town will receive in exchange for financial support.	Estimated spending in TOE: Adding additional fields will add will bring an additional 816 people per field, an a additional 360 room nights per field and additional spending of \$158,304 per field added. TOE had full page AD in program TOE logo and information on website, facebook page, all marketing material and emailings. Year round tournament listing on getsoccer.com Year round tournament listing on coloradosoccer.org Year round tournament listing on www.vailsoccer.com Three direct emailings to Colorado Soccer Association membership 80,000 members. May, June, July Vail Cup information shared during Annual CSA Club Membership Meeting Print Advertising Accepted team emailing with TOE information and local specials and deals 4 times prior to event Signage in fields TOE Logo on VVSC Practice Jersey 2000 shirts
How will you evaluate the ROI to the town and the overall success of the event?	Hosting Event In Eagle advertising the TOE for future visits. Total Room Nights Sales Tax Generated Generated traffic and income to local Eagle Businesses, restaurants, gas stations and hotels. Including Eagle in our community event for Eagle Families. It allows Eagle families to enjoy a local event in their backyard.

Form Name:	MEAC Funding
Submission Time:	September 14, 2021 9:58 am
Browser:	Safari 14.1.2 / OS X
IP Address:	73.217.36.166
Unique ID:	860192661
Location:	39.645000457764, -106.59420013428

Event Producer Information

Name	Catie Davis
Business Name	Alzheimer's Association Colorado Chapter
Phone	(303) 813-1669 ext. 9613
Email	cdavis@alz.org
Address	455 Sherman St #500 Denver, CO 80203
Website	act.alz.org/vailvalleywalk
# of years your organization has been in business	41 years
Business Type	Non profit

Event Details

Event Name	Vail Valley Walk to End Alzheimer's
Event Description	The Walk to End Alzheimer's is a national series of over 600 walks and is the largest fundraiser of the Alzheimer's Association. The Alzheimer's Association is the world's largest non-profit funder of Alzheimer's and all other dementia research, and are third in the world behind only the governments of the U.S. and China. In addition to funding research the Alzheimer's Association provides extensive services and support for those living with the disease and their caregivers. The Vail Valley Walk to End Alzheimer's will celebrate their 5th year in 2022 with each year building on the success of the previous year. Even in 2020 when COVID-19 forced our walk to be virtual and many sponsors were unable to support us, we raised nearly \$90,000. In 2022, we plan to hold the event again at the Brush Creek Pavilion and Park as we did in 2018 and 2019 and will in 2021 on Saturday, September 25. A date for 2022 has not been set at this time but we will be looking at the late September timeframe.
Location	Brush Creek Pavilion and Park, Eagle, CO
Start Date/Time	Sep 08, 2022 08:12 AM

Event Duration	5 hours
Is this an annual event?	Yes

How will this event align with the goals of the Town of Eagle as identified in the Town of Eagle Strategic Plan and on the RFP document?

Our event and the services and support provided as a result of our fundraising provide a sense of community and an enhanced quality of life for residents and guests. More than 6 million people in the United States are living with Alzheimer's and other dementias. It is currently ranked as the sixth leading cause of death in the United States, but recent estimates indicate that the disorder may rank third, just behind heart disease and cancer, as a cause of death for older people. It is the only major disease without treatments or a cure.

While the programs do not specifically categorize people by town, we can tell you that Eagle is well-served by Alzheimer's Association services and support.

- Over 720 Eagle County residents were supported in 2020
- This support consists of:
- Support Groups - 2 per month up and down valley, 30-40 participants, all programming & training provided by ALZ. The down valley support group is held at the Golden Eagle Senior Center in Eagle.
- Educational Programs such as "The 10 Warning Signs of Alzheimer's" are offered to any organization or business that requests it with the programming provided by The Alzheimer's Association. Prior to COVID-19, educational programs were held at Castle Peak Senior Care as well as the Golden Eagle Senior Center in Eagle.
- Individual Care Consultations - Alzheimer's Association personnel spend time with caregivers and those suffering from the disease to help them understand their diagnosis and think through care options.
- 1-800 24/7 Help Line - cards with the phone number are placed in all senior meal deliveries for Eagle County
- Caregiver Connections respite care program

The Walk to End Alzheimer's appeals to diverse target markets and demographics. The cause to end Alzheimer's appeals to a broad audience since nearly everyone has been affected by the disease through the suffering of a parent, grandparent or family friend who either has the disease or is a caregiver for someone who has the disease.

We are the only walk between Denver and Grand Junction and include the entire I-70 corridor between those locations. The Glenwood Springs community has been especially active in our walk with five of our sponsors located there. Additional information on demographics can be found below.

Our hope would be to continue to hold this annual event in Eagle in late September exposing all attendees to the beauty of the town as well as recreational, dining and lodging options to encourage visitor loyalty; increase return rates and brand awareness for the Town of Eagle.

We provide marketing and public relations value and help Increase website and social media channel traffic

Through our marketing efforts which include six weeks of Vail Daily

advertising and sister publications in Glenwood Springs, Aspen and Summit County, ads and editorial in Singletree Magazine, local radio advertising, posters, flyers, yard signs and social media posts, presence on the local walk website (act.alz.org/vailvalleywalk), and promotion at local events such as concerts in the parks.

We are especially grateful and fortunate to have the Town of Eagle and several Eagle businesses listed below supporting us. In addition to services and support offered to those affected by the disease and their caregivers, we have several event sponsors from Eagle who are receiving marketing exposure as a supporter. 2021 Eagle sponsors include:

- Castle Peak Senior Care
- Eagle Valley Family Practice
- 1st Bank
- Alpine Bank
- US Bank
- Slifer Smith and Frampton Eagle office
- Visiting Angels
- Town of Eagle

Is this a New or Existing event?	Existing
Previous location	Brush Creek Park, Eagle CO
How many years has it occurred?	5
Anticipated Attendance	300
Anticipated # of participants	300
Anticipated # of spectators	300
Will any portion of the event take place outside of Eagle?	No
Expected Demographics of attendees - Eagle County	80%
Out of State	5%
In State	15%
Previous Town Funding	2018: \$0 2019: \$2,500 2020: \$0 2021: \$640
Cash Request	\$1,000
In-Kind Services or additional needs from Town of Eagle.	Permission to place signage in the flowerpots on Broadway the two weeks prior to the walk · Marketing of event within Town of Eagle marketing activities: website, electronic signage · Support from Town of Eagle police and fire departments to be on call on the day of the walk
Total Sponsorship Goal	2022 goals have not been sent, however, it is anticipated that we will be looking to raise around \$30,000 in sponsorship funding from local businesses and organizations.
Other Event Funding Sources	The primary costs of the event include the rental of Brush Creek Pavilion, marketing materials including posters, postcards and flyers, event materials such as route signage and tent rentals. Event planning and logistics are done entirely by local volunteers with support from one staff person with the Alzheimer's Association Colorado Chapter. Newspaper, magazine and radio advertising is all donated.
Anticipated Net Revenue	\$130,000

Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.

- All newspaper, magazine and radio advertising along with the event website, social media and printed promotional materials list the location as Eagle, CO creating awareness for the town.
- 80 percent of attendees will be from the Vail Valley with 60 percent outside of Eagle giving individuals outside of the town exposure to all that Eagle has to offer.
- 20 percent of attendees will be from outside of Eagle County including Western Slope, Front Range, Summit County, and out of state which could result in room nights.

Describe the benefits the Town will receive in exchange for financial support.

\$1,000 Bronze Level:
Logo on Walk website
Name on sponsor thank you signage
Business name on advertising
"Proud Sponsor" poster, yard sign, counter card, Promise Flower bouquet
Education opportunity for your employees/members
Logo on t-shirt
Logo on sponsor thank you signage
Business logo on advertising
2 local social media posts
10x10 exhibitor tent at event
2 logo yard signs on event course
Recognition from event stage

How will you evaluate the ROI to the town and the overall success of the event?

The overall success of the event and Town of Eagle ROI will be measured by a combination of total fundraising for the cause, event attendance and engagement planning committee members and volunteers.
