



Town of Eagle  
Marketing & Events Advisory Committee (MEAC) - AGENDA  
**Wednesday, September 7, 2022 @ 9am**  
At Town of Eagle Council Chambers, Eagle Town Hall

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**1) Administrative Items**

- Committee Member Roll Call

**2) Public Comment**

- Jennifer Filipowski – EagleArts / ARTwalk

**3) 2023 Request for Funding Applications LIVE! September 1 – October 10, 2022**

- One application for Special Events
- One application for Community Programs
- Update on applications received to date

**4) Review selection process – Danita to provide a brief overview**

- Event producers requesting \$5,000+ in funding will be required to answer questions and provide a brief overview of their event at the MEAC monthly meeting on Wednesday, November 2, 2022, at 9am.

|                                                                         | Points |
|-------------------------------------------------------------------------|--------|
| Event provides positive economic impact through sales tax & lodging tax | 20     |
| Event provides a sense of community and enhanced quality of life        | 20     |
| Event provides a well-rounded, diverse audience                         | 20     |
| Event producer qualifications                                           | 10     |
| Event provides marketing and brand awareness to the Town                | 10     |
| Event sustainability and potential growth                               | 10     |
| Event provides a varied calendar date                                   | 10     |
| Total Points                                                            | 100    |

**5) Timeline**

- September 1 – OPEN Funding Requests
- October 10 – DEADLINE for funding applications
- November 2 – Event producers present to MEAC. 9am-12pm.
- November 3 – MEAC to evaluate funding applications. 9am-12pm.
- November - MEAC recommendations presented to Town Council. NOV 8?
- December – Event producers will be notified of awarded funds
- January 2023 – Funds made available



**6) MEAC's proposed new mission & objectives:**

- Next steps - Resolution

**7) Discussion Items**

**8) Upcoming Events**

**SEPTEMBER EVENT CALENDAR**

|            |                                             |
|------------|---------------------------------------------|
| SEPT 2     | Eagle Farmer's Market & Art Show            |
| SEPT 2     | Fill the Boot - 7 Hermits, benefiting MDA   |
| SEPT 4     | Yoga in The Park – last one                 |
| SEPT 7     | Yoga by the River                           |
| SEPT 9     | ARTwalk - Broadway Street Closure           |
| SEPT 9     | Eagle Farmer's Market & Art Show            |
| SEPT 10-11 | Colorado High School Cycling League         |
| SEPT 10    | Eagle River Clean Up Day                    |
| SEPT 14    | Yoga by the River                           |
| SEPT 16    | Eagle Outdoor Movie Series - SING 2         |
| SEPT 16    | Eagle Farmer's Market & Art Show            |
| SEPT 17-18 | Mountain RATS                               |
| SEPT 21    | Yoga by the River                           |
| SEPT 23    | Eagle Farmer's Market & Art Show – last one |
| SEPT 24    | Eagle Hard-to-Recycle                       |
| SEPT 24    | Vail Valley Walk to End Alzheimer's         |
| SEPT 28    | Yoga by the River                           |
| OCT 2      | Fall Festival / Pumpkin Patch               |