



Town of Eagle
Marketing & Events Advisory Committee (MEAC) - AGENDA
Wednesday, October 5, 2022 @ 9am
At Town of Eagle Council Chambers, Eagle Town Hall

1) Administrative Items

- Committee Member Roll Call

2) Discuss Resolution No. 27 (series of 2015) as it relates to MEAC Bylaws – see attachment

3) Discuss Ordinance No. 24 (Series of 2020) as it relates to Town's lodging tax – see attachment

4) 2023 Request for Funding Applications – deadline is October 10, 2022

- Questions about selection process?
- Event producers requesting \$5,000+ in funding will be required to answer questions (what are the questions? do all applicants receive the same question?)

	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

- **Timeline**

- 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 8 - MEAC recommendations presented to Town Council
- December – Event producers will be notified of awarded funds
- January 2023 – Funds made available

5) MEAC's proposed new mission & objectives:

- Next steps - Resolution

6) Discussion Items

- Future Agenda Items – ideas?
 - Request Council work session to discuss MEAC 2023



7) Upcoming Events

OCTOBER EVENT CALENDAR

OCT 1	Vail Valley Soccer
OCT 2	Pumpkin Patch – Brush Creek Pavilion
OCT 5	Yoga by the River
OCT 8 & 9	Colorado High School Cycling League #4 Race
OCT 14	ARTwalk
OCT 22 & 23	Vail Valley Lax Jam
OCT 26	Trick or Treat Street – Capitol Street Closure