



Town of Eagle
Marketing & Events Advisory Committee (MEAC) - AGENDA
Wednesday, November 2, 2022 @ 9am
At Town of Eagle Council Chambers, Eagle Town Hall

1) Administrative Items

- Committee Member Roll Call

2) 2023 Funding Applications

- Event producers requesting \$5,000+ in funding will be asked to answer questions and provide a brief overview of their event. Each presenter is allocated 15 minutes.

Presentation Time	Event Name	Requesting Party
9:00 AM	The Block Party	Ted Wenninger, Rock Mtn Ramble
9:30 AM	ShowDown Town	Peggy Wolfe, Vail Valley Foundation
9:45 AM	Mountain Rats Festival	Clark Gundlach, Mountain Rats
10:00 AM	Mushroom & Wild Food Festival	Mary Ann Morrison, Eagle Mushroom & Wild Food Festival
10:15 AM	Christmas on Broadway	Kat Conner, Downtown Business Alliance
10:30 AM	Murder on Broadway	Jennifer Filipowski, EagleARTS
	ARTwalk	Jennifer Filipowski, EagleARTS
10:45 AM	Haymaker Jam	Vicki Flynn, The Cycle Effect
11:00 AM	Music and a Movie	Stephen Ridgway, Kaleidoscope Productions
11:15 AM	ASCL High School Regional Championships	Larry Moore, Eagle Climbing + Fitness
11:30 AM	CO High School Cycling League - Race #2	Kate Rau, CO High School Cycling League
ZOOM	CO High School Cycling League - Race #4	Kate Rau, CO High School Cycling League



MEAC will evaluate all event funding requests using the rating system, which is listed below. The proposed budget available for the 2023 MEAC Special Events Funding combined with the 2023 Community Funding is \$95,000.

Objectives and Criteria

To qualify for MEAC funding events must support these strategic priorities and objectives:

- Enhance the sense of community for Eagle residents by providing opportunities for connection.
- Balance the quality of life for residents with the need for vitality in our business community.
- Support events and programs that showcase and protect our unique character, traditions, and resources.
- Support cultural events and programs that promote diversity.
- Create clear, concise, and consistent event marketing and communications.
- Actively collaborate with community partners and stakeholders.

	Points
Event provides positive economic impact through sales tax and/or 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

- December 13 - MEAC recommendations presented to Town Council
- Event producers will be notified of awarded funds prior to the new year.
- January 2023 – Funds made available
 - If awarded \$5,000+ half the funds will be distributed with a signed contract, half the funds will be distributed upon completion of the event.
 - To receive awarded funds, the event producer must submit an invoice to Staff events@townofeagle.org