



Town of Eagle
Marketing & Events Advisory Committee (MEAC) - AGENDA
Thursday, November 3, 2022 @ 9am
At Town of Eagle Council Chambers, Eagle Town Hall

1) Administrative Items

- Committee Member Roll Call

2) 2023 Funding Allocations

- Each MEAC member will complete the provided spreadsheet that reflects the \$95,000 budget for the combined 2023 MEAC special events funding and the community events funding.
- MEAC will evaluate all event funding requests using the rating system, which is listed below.

	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

MEAC 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.