



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

ROLL CALL

STAFF PRESENT

Lizzy Owens
Holli Snyder
Sarah Parrish
Chad Milam
Jaimie Mackey
Danita Dempsey
Heather Hower
Erinn Hoban
Anna Robinson
Molly Furtado

NOT IN ATTENDANCE

Kim Fritzler

ADOPTION OF AGENDA

MOTION: Member motioned to adopt the amended agenda as presented.

Based on MEAC Objectives and Criteria, MEAC will recommend to Council the following awarded funds for 2023:

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.



Event	2023 Request	MEAC 2023 Recommendation
MEAC EVENTS		
Eagle Mushroom & Wild Food Festival (changed date from first weekend in AUG)	5,500	3,000
Christmas on Broadway Parade (per the direction of Council, this will be a 2023 town-produced event)	6,500	-
The Block Party - NEW DATES in AUG?	20,000	17,500
Cindy Eskwith Memorial Vail Cup Soccer Tournament	4,000	1,000
Triple Crown World Series	5,000	1,000
FLIGHT DAYS FUN RUN (cancelled application 11/15)	1,300	-
Mountain Rats Festival	10,000	5,000
Eagle Farmers Market & Art Show	3,500	3,000
Murder on Broadway	5,000	2,000
2022 LG Tri Sprint Triathlon Duathlon move to GYP?	1,000	500
Race #2 Haymaker Classic	15,000	5,000
Race #4 Haymaker Classic	15,000	5,000
2nd Friday ARTwalk	22,000	11,000
ASCLHigh School Regional Championships and Local Qualifying Competition	6,000	6,000
Music and a Movie (2 Thursdays in June)	10,000	5,000
2023 Rocky Mountain Walk to End Alzheimer's	1,000	500
Dynafit Boneyard Boogie	750	500
Haymaker Jam (exact name to be determined / updated to be culturally relevant) (CONFIRM DATE)	5,000	5,000
VRD Mountain Bike Race Series	1,000	500
Colorado High School Cycling League Annual Coach Summit		
Eagle Farm to Table		
Eagle Yoga & Art Festival		



Revolution Enduro Mountain Bike Race		
Spring LAX Jam & Fall LAX Jam		
USA Climbing Qualifying Event		
COMMUNITY EVENTS		
23rd Annual Community Pride Highway Cleanup and 29th Annual Eagle River Cleanup	\$ 2,000	1,000
ShowDown Town (would like to see discount for vendors)	17,500	15,000
2nd Annual Quilt & Fiber Fair	1,500	-
Eagle Ranch Pumpkin Patch (increase rental in 2023)	700	700
Yoga in The Park (move to programming in 2023)	3,501	1,000
Little League Opening Day	2,500	1,500
Eagle County Fair and Rodeo	2,000	1,000
Eagle Easter Egg Hunt (call it "eagle egg hunt")	800	500
Dinner Theatre Production	2,000	1,400
Eagle Ranch Pumpkin Patch	400	400
Family Food Festival (use towards marketing)	2,500	1,000
The Rummage Sales of Eagle County		
Event Series on Broadway		
Our Community Table		
Colorado High School Rodeo Aug. 19-21, 2022		
New Year's Eve 2022 Fireworks		
	172,951	95,000

2023 PROPOSED \$
BUDGET 95,000