



AGENDA

Marketing & Events Advisory Committee (MEAC)

Wednesday, April 5, 2023 – 9:00 am

Council Chambers / Eagle Town Hall

200 Broadway, Eagle, CO

This agenda and the meetings can be viewed at www.Townofeagle.org.

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CALL TO ORDER AND ROLL CALL

APPROVAL OF MINUTES

MEAC Meeting: March 1, 2023

BUSINESS AND DISCUSSION ITEMS

- Presentation from EagleARTS on new event request for June 10
- Block Party Update

STAFF UPDATE

- Town produced events:
 - Cleanup & Hard2Recycle – May 20
 - Whitewater Wednesdays – June 7, 14, 21, 28
 - Flight Days – 2023 Theme: Music Takes Flight – June 23 & 24
 - July 4th Kids Bike Parade – July 4
 - Youth Whitewater Safety Rodeo – July 22
 - Community Table – Sunday, August 20

UPCOMING EVENTS



DISCUSSION AND FUTURE AGENDA ITEMS

- The Town invites you to the next Eagle Chamber Mixer on Thursday, April 20th at el Segundo at 5pm; hosted by the Town in collaboration with Comcast.
- Com Dev ReCode Eagle Presentation May 3?
Com Dev to release the consolidated public draft of the new land use code on Monday, April 17th. Between April 17 – May 15 they will be conducting public outreach around town, speaking with the

community and various stakeholder groups. While MEAC may have limited involvement with the land use code, this presentation could be educational and hopefully Com Dev will gain a couple more stewards that will help spread the word about the project.

ADJOURN

I hereby certify that the above Notice of Meeting was posted by me in the designated location at least 24 hours prior to said meeting.

Molly Furtado
Special Events Manager



**Marketing & Events Advisory Committee (MEAC)
Unapproved Meeting Minutes
Wednesday, March 1, 2023, at 9:00 AM
Council Chambers - Eagle Town Hall
200 Broadway Eagle, CO 81631**

This agenda, meetings, and information about the Committee can be viewed at www.Townofeagle.org.

The public is invited to comment at the end of each agenda item

9:00 a.m. CALL TO ORDER and ROLL CALL

Call to Order at: 9:02

Roll Call:

Committee members present: Holli Snyder, Kim Fritzler, Anna Robinson, Erinn Hoban, Chad Milam, Lizzy Owens

Committee members absent: Danita Dempsey, Heather Hower

Staff Present: Molly Furtado

Town Council Present: Sarah Parrish

9:04 a.m. APPROVAL OF FEBRUARY MINUTES

MOTION to approve the FEBRUARY MEAC meeting minutes by Lizzy Owens and second by Holli Snyder Motion passed unanimously.

BUSINESS AND DISCUSSION ITEMS

- Review Revised Bylaws that will be submitted to Town Council for approval.
- Discussion to make are that terms are 2 years starting in Jan of alternating even and odd years.
- Discuss roles of newly appointed Secretary, Erinn Hoban and alternate member, Kim Fritzler

STAFF UPDATE

- New Assistant Town Manager, Melissa Daruna, starts March 20

- *Experience includes 4 years leading the statewide conservation nonprofit, Keep It Colorado, and 9 years in local government at the Ken-Caryl Ranch Metropolitan District. Originally from the Chicagoland area, Melissa relocated to Colorado in 2009 and moved to Eagle with her family this past summer. She has a degree in Recreation, Parks, and Tourism Administration from Western Illinois University and a law degree from the University of Illinois Chicago Law School.*
- Block Party update – venue will remain the same as in previous years.
 - Ted will attend April MEAC meeting with map and possible talent announcements
 - Ted requested extended end time on Sunday, Larry suggested he communicate with Broadway businesses. Extended time contingent on positive feedback from businesses.

Discussion included: Ted is considering going to 8pm on Sunday. Most businesses are closed on Sunday other than Red Canyon, Brushcreek, Roam and maybe North Coast. Considerations also include public works removal of the stage at midnight. Also this might be dependent on the considerations of performers.

- Flight Days – Town is collaborating with Indigenous Wisdom Summit. 2023 theme is SOUND OF MUSIC!
 - Flight Days Committee: Kim, Holli, Lizzy
 - Flight Days Volunteers: Erinn, Chad
 - Flight Days Fundraising, Sponsorship Levels have been created: \$3,000 from Eagle Ranch HOA, verbal commitment from Vail Health and Slifer/K2 Real Estate

Discussion Included: Creative needs to reflect the collaboration.

- Community Table – Sunday, August 20 - *NEW location for 2023* Capital Street closure in Eagle Ranch
 - Each year the location will switch back & forth from Capital Street to Broadway Street (odd number of year in Eagle Ranch, even number of year in Downtown Eagle)
- Event Calendar

EVENT CALENDAR

MAR 10 ARTWALK - MURDER ON BROADWAY
5PM | BROADWAY ST.

MAR 12 DAYLIGHT SAVINGS -
SPRING FORWARD

MAR 13 COFFEE WITH A COP
7AM - 9AM | STOUT HOUSE

MAR 17 ST. PATRICK'S DAY

MAR 20 FIRST DAY OF SPRING

Discussion included: What the point of Coffee with a Cop?

MOTION to ADJOURN at 9:56 by Holli Snyder and second by Lizzy Owens. Motion passed unanimously.



June ARTwalk Festival Funding Presentation

Background

EagleARTS is appreciative of the vote of confidence MEAC and the Town of Eagle have provided us by awarding us \$11,000 for the 2023 ARTwalks. We recently concluded an in-depth evaluation of feedback received from artists and our host businesses and the financial realities of the 2022 ARTwalk series.

- Overall, our host businesses like the indoor gallery nights because it brings more people into their shops and restaurants than would on another night of the month, however artists do not feel the foot traffic is large enough to warrant continued participation.
- Restaurants do well during the closed street festival events and the local shops and artists do well in the early months of the summer, but as the summer progresses, attendees are less likely to make purchases from artists or shops and instead are there to enjoy being outdoors, socializing and listening to music.
- Additionally, artist feedback indicates that the set-up and breakdown time takes a lot of work for a three-hour event.

Additionally, with Covid pretty much behind us, there is greater competition for vendors and attendees with the draw of numerous other activities, events, and travel opportunities. Inflation and increased cost of living has also seen a significant increase in the compensation being requested by bands and musicians.

Finally, EagleARTS has been unable to even break-even on producing monthly ARTwalks, even with one partner making only a small stipend and another foregoing any pay for an endeavor requiring the equivalent of a full-time job for two people. In 2022 EagleARTS lost almost \$7,000 producing ARTwalk, a profit margin of -39%.

2023 Revised MEAC Funding



EagleARTS plans to continue improving the ARTwalk experience for our vendors, downtown businesses, and attendees by producing ONE outdoor festival to kick off the summer beginning on the evening of Friday, June 9 from 6-9 PM, continuing into Saturday, June 10 from 10 AM to 6 PM.

In our original 2023 MEAC Funding Request, we requested \$22,000 for the production of ARTwalks throughout 2023 and stated that:

"If our full funding request is received from the Town, we will commit to having four Closed Street Festivals from May to August. If full funding is not received, we will have to limit ourselves to a single closed-street event in May when we can feature a larger number of artists, vendors, and entertainment."

Since our full funding request was not met, we have come up with a plan for hosting a single festival and decided June would have more reliable weather, especially given the snowier than usual winter we have been experiencing.

In a 2021 survey of attendees, the closure of the street for pedestrian traffic ranked 5th in order of importance behind artists, food trucks, entertainers, and visiting with friends. We are going through the process of having discussions with the downtown businesses to determine whether we will request a street closure of Broadway, or move the event to Town Park. The weekend of June 9th will be a busy one for Eagle with the Little League and BMX Tournaments so traffic flow and access to downtown businesses is of concern. (The GoPro Games are also that weekend, so there is an opportunity to market an alternative activity to competitors and their families.)



If the consensus among downtown businesses is that a street closure is preferred, we will require the Town to place street barricades on Friday evening and remove them on Saturday evening. We will also require the use of cones and stakes to set street closure signs beginning Thursday afternoon. These services will not be necessary if we utilize Town Park.

Regardless of which location we decide upon, we also request that the Town hang banners promoting ARTwalk across Broadway at 2nd and 4th Streets beginning in mid-May until after the event, as well as the promotion of ARTwalk on the town calendar and variable digital message board on Grand Avenue.

Potential Benefits to the Town

We believe this approach still meets the criteria for 2023 events, the Town of Eagle Strategic Plan, and the recent survey of residents by offering regular opportunities for economic growth, investment, and community development.

The goals of ARTwalk are designed to match those of the MEAC Funding Program Priorities:

- *Provide a sense of community and an enhanced quality of life for residents and guests / Provides for a well-rounded, varied annual calendar to a diverse audience* – Beautiful art, food vendors, and live music provides a sense of community and an enhanced quality of life for residents and guests. When surveyed in 2021, attendees indicated that their number one reason for attending ARTwalk is to see friends and socialize.
- *Elevate the profile of Eagle as a recreational destination* – the ARTS are a proven economic driver and tourism attraction. People of all ages attend ARTwalk and bring their entire family. With offerings like arts projects for kids, a climbing wall from Eagle Climbing & Fitness, and performances by dancers, musicians, and acrobats, means there is something for everyone!
- *Enhance the economic development and sustainability of the Town of Eagle* – downtown businesses are excited for ARTwalk every month as it increases their exposure, which leads to businesses being attracted to move to and invest in our vibrant downtown community. Businesses report an increase of anywhere from 15-50% in revenue during ARTwalk. Our participating artists are also selling their wares, fostering the development of their businesses, which could one day grow into a storefront. EagleARTS also educates new artists interested in participating in shows about how to set up their displays and price their art for success.
- *Increase tax revenues and length of tourist visits* – 98% of our attendees are local, but as mentioned previously, over 2/3 of attendees say they made a purchase either from an ARTwalk vendor, a downtown business, or both. And if they didn't make a purchase at a local business, the exposure to offerings downtown means they may make a trip back another time.
- *Provide marketing and public relations value* – The Town of Eagle is mentioned in all of our advertising on social media, the radio, and in our earned media. In print ads the Town logo is usually included. The networking we do (in the Valley and around Colorado) and awards we have earned reflect brightly on the Town.
- *Increase website and social media channel traffic* – we regularly tag the Town in social media posts, and link from the EagleARTS website to the Town website.



What Does the Town Get?

In the past, EagleARTS has promoted ARTwalk heavily, placing two ads in the Vail Daily before each event, and with numerous placements on KZYR the week of each event. We also advertise in Mountain Lifestyle Magazine, a quarterly publication. With only one event, we will be able to increase advertising to include ads in Covered Bridge Magazine, ads in Spanish in the Vail Daily's weekly Vail Vida Latina and the local

Spanish speaking radio station, and possibly ads in the papers of neighboring counties. The Town of Eagle would be mentioned as a sponsor on all of these, with logo inclusion when appropriate.

EagleARTS also markets ARTwalk via email and social networks. Our current reach includes (but not limited to):

- *797 Newsletter Subscribers (a 30% increase from 2021)*
 - *45% Average Read Rate (up from 36.4% in 2021)*
- *Eagle Chamber of Commerce newsletter subscribers*
- *Vail Valley partnership newsletter subscribers*
- *Instagram Followers*
 - *EagleARTS - 1,077 (30% increase from 2021)*
 - *ARTSPaCE - 752*
 - *Vail Valley Art Guild - 697*
- *Facebook Followers*
 - *EagleARTS - 1,000 (5% increase from 2021)*
 - *ARTSPACE - 996*
 - *Vail Valley Art Guild - 436*
 - *(Group)What's Happening in Eagle, CO - 3,700 Members (250%+ increase from 2021)*

Notes on The Impact of the Arts

Arts-based community development—and the deep integration of arts and culture into communities' pursuits of healthier, more vibrant, more equitable places—has a long history in the United States that stretches back thousands of years to the first Native American tribes and places through post-colonization history as well.

Artists, arts organizations, and artistic activities in general play a valuable role in the development and long-term health and sustainability of our communities. Research shows that communities with a vibrant cultural scene are more desirable to live in, have greater economic stability, and attract a more diverse and educated workforce.

Nationally, the nonprofit arts and culture industry generated \$166.3 billion of economic activity during 2015—\$63.8 billion in spending by arts and cultural organizations and an additional \$102.5 billion in event-related expenditures by their audiences. This activity supported 4.6 million jobs and generated \$27.5 billion in revenue to local, state, and federal governments (a yield well beyond their collective \$5 billion in arts allocations).

This study puts to rest a misconception that communities support arts and culture at the expense of local economic development. In fact, communities are investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism. Arts & Economic Prosperity 5 shows conclusively that, locally as well as nationally, the arts mean business!

The arts drive an increased tax base, stronger social networks and community cohesion, reduced health risks, higher empathy, and more community pride. These things, together, make it possible for communities to progress toward their goals.

Form Name:	2023 Request for Event Funding
Submission Time:	October 10, 2022 1:01 pm
Browser:	Safari 15.5 / OS X
IP Address:	74.214.244.212
Unique ID:	1019880470
Location:	38.5677, -109.5271

Name	Jennifer Filipowski
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Business Name	EagleARTS
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Phone	(336) 745-7669
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Email	marketing@eaglearts.org
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Address	PO Box 4841 / 120 Broadway Eagle, CO 81631
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Website	https://www.eaglearts.org
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# of years your organization has been in business	4
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Business Type	Non profit
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Event Name	2nd Friday ARTwalk
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Event Description

EagleARTS began producing monthly 2nd Friday ARTwalk in November 2018 as an initiative of the Revitalization of Broadway Committee of the Business Advocacy Council (now the Downtown Business Alliance). "Gallery night" styled ARTwalks, with participants strolling the sidewalks of Broadway visiting local merchants and the artists they were hosting, soon became the most active and profitable night of the month for downtown businesses, drawing locals and visitors from Eagle and neighboring counties. For the July event, in 2019, we decided to hold our first ARTwalk "Festival", inviting our artists to have booths on the street, along with music and activities. This event was a big hit; which at that point, we planned to do just once a summer as a special celebration.

When Covid hit in 2020, we had the big challenge of how to keep ARTwalk going; regulations meant moving ARTwalk out into the street, in the "Festival" style manner, to allow for safe spacing, with artists and businesses setting up booths along a partially closed Broadway in July, August and October. In September 2020 we were delighted to collaborate with the Eagle Chamber of Commerce, producing a joint event combining ARTwalk and the Chamber's annual Business Roundup. With this combination we were able to expand our networking and fill Broadway Street with vendors from Grand Avenue to 4th Street, featuring artists and businesses from around the Vail Valley. By holiday time, luckily, restrictions lifted and we were able to have very successful indoor ARTwalks indoors, with our locals eager to "shop local" for their holiday shopping needs.

In 2021 we continued hosting our monthly ARTwalks featuring artists inside of downtown businesses each month; but with the popularity of our 2020 summer series, we were encouraged to expand our summer series "Festivals", closing Broadway from Grand to 4th Streets on 2nd Fridays, each month from May to September. Our 2021 summer events were very popular with Eagle County residents with attendees enjoying vendors, live music, children's crafts, food trucks, dancers, acrobats, and a climbing wall. Some of our vendors came from neighboring counties and even the front range.

Heading into 2022, with our mission of connecting artists, businesses, and the community in mind, we decided to reduce the "festival" style events to only 3. We noticed in 2021, that attendees tended to stick to the street and not patronize the Broadway merchants, so we wanted to bring the attention back to most month's being "gallery night" style ARTwalks, with the merchants hosting the artists. This has worked fine, but tricky to retrain the public on how and why this was necessary.

In 2022, EagleARTS received almost \$7,000 in donations and sponsorships in addition to the \$10,000 awarded from the Town of Eagle 2022 MEAC funds. We were also the recipient of a \$10,000 one-time Arts Recover Grant from the National Endowment for the Arts and Colorado Creative Industries. We plan to apply for more grants, however we count on the continued strong support of the Town to produce ARTwalk.

EagleARTS plans to continue improving the ARTwalk experience for our vendors, downtown businesses, and attendees.

After producing ARTwalks for four years we believe we have a better understanding of the pattern of successful months and formats. With these lessons in mind, we are proposing the following schedule for 2023.

January - NO ARTwalk

February 10 - Valentine's Day ARTwalk Gallery Night

March 10 - Murder on Broadway (please see our separate Request for Funding)

April 7 - Spring ARTwalk Gallery Night

May 12 - ARTwalk Street Festival** (closed street event)

June 9 - ARTwalk Street Festival (closed street event)

July 7 - ARTwalk Street Festival (closed street event)

August 11 - ARTwalk Street Festival (closed street event)

September 8 - ARTwalk Gallery Night

October 13 - NO ARTwalk (Eagle County Schools Fall Break/Shoulder Season)

November 10 - ARTwalk Gallery Night

December 8 - Holiday ARTwalk Gallery Night (Wassailfest)

Food trucks with street permits will be invited to park on Broadway during all Gallery Nights, and we will be able to offer two food vendors without street permits to use space on private property downtown. During some summer months when we have special entertainment, we may request a small closure of 2nd Street between Broadway and the alley to the West.

In a 2021 survey of attendees, the closure of the street for pedestrian traffic ranked 5th in order of importance behind artists, food trucks, entertainers, and visiting with friends. In 2022, visitors were confused by the alternating formats from month-to-month. May has historically always been our most well-attended festival. The weather is great, people are ready to get outside, and there is little competition with any other events in the valley. If our full funding request is received from the Town, we will commit to having four Closed Street Festivals from May to August. If full funding is not received, we will have to limit ourselves to a single closed-street event in May** when we can feature a larger number of artists, vendors, and entertainment. During the other summer months, we will utilize private property and large right-of-way areas on the sidewalks in front of participating businesses for artists to set out their work.

We are asking the Town and MEAC for \$22,000 in funding for the production of ARTwalks throughout 2023. Funds will be used to support the following event needs:

- Improved signage (10ft feather flags) to draw attention to open/participating businesses during ARTwalk

- Increased Marketing & Advertising
- Payment of Event Production Staff

Location / Venue	Broadway Street in Downtown Eagle
Start Date/Time	Feb 10, 2023 05:00 PM
Event Duration	Every 2nd Friday of the month (February to December) from 5-8 PM
Is this an annual event?	Yes

How will this event align with the Town of Eagle's vision to create a vibrant mountain community that is diverse, inclusive, and unique.

Now in our fourth year running, 2nd Friday ARTwalk continues to feature a variety of attractions; gallery shows, artist booths, live musicians, interactive activities, sidewalk sales, and giveaways. We have had steady participation and attendance, but our numbers have been slightly reduced due to an increasing number of other competing events as the world continued its return to normalcy post-Covid.

Surveys of 100 attendees from the summer 2021 events indicated that three-quarters of the attendees attended 2 or more ARTwalks, and more than two thirds of attendees said they made a purchase from both an ARTwalk vendor AND a downtown business. Downtown businesses claim it is their best night of the month. However, as the summer went on in both 2021 and 2022, our business owners noticed a stark reduction in the number of people entering their shops during closed-street ARTwalk Festivals.

We hope and believe you recognize both the importance of the arts to this community's past and future successes. We want to ensure you appreciate and reflect the compelling needs of the arts as you make future decisions about the discretionary use of funds available to support the development of our community.

- ARTwalk provides local artists (small businesses) a much-needed opportunity to sell their work and generate income to support themselves and their families, and attracts visitors who spend at local businesses generating tax revenue for the Town.
- Studies show that exposure to the arts improves academic performance by children, as well as teaches them essential skills that promote future creativity and innovation.
- Arts events lead to shared experiences that help to build bridges and bonds among diverse peoples in our community, strengthening the community itself and fueling its attractiveness to the current and new residents we all want and need for future successes.

More generally, the arts entertain, educate, enrich and inspire residents across this community. In their many diverse forms - which appeal to residents across a wide spectrum - the arts touch our daily lives and are essential nourishment for the spirit and soul of everyone in our community.

2nd Friday ARTwalks have been a success thanks to numerous partners and sponsors including: (*indicates the business is an ARTwalk Gallery Night Host)

Town of Eagle
Colorado Creative Industries
National Endowment for the Arts
Alpine Bank
Mountain Lifestyle Properties*
ARTSPaCE workshop+gallery*

Everyday Outfitters*
Hood Insurance
Inner Light Juice*
QuietKat*
Bryan Desmond Homebuilders
OCG*
FoodSMITH/Mountain Flour
Nurture Skin & Body*
ROAM*
Antlers & Rosé*
Eagle Chamber of Commerce
ReconInsight
Butters' Properties
Yoga Off Broadway*
Vail Valley Art Guild*
Xfinity

Is this a New or Existing event?	Existing
Previous location	Broadway Street, Eagle
How many years has it occurred?	4
Anticipated Overall Attendance	200 to 1,000 at each event depending on the month
Anticipated # of participants	10-20 artists and food vendors + 10 host businesses in some months, up to 60 artists, businesses and food vendors during full festivals
Anticipated # of spectators	200 to 1,000 at each event depending on the month
Will any portion of the event take place outside of Eagle?	No
Expected Demographics of attendees - Eagle County	95%
Out of State	0%
In State	5%
Previous Town Funding Amount	\$10,000
Amount Requesting for 2023	\$22,000
Town of Eagle resources needed	EagleARTS is additionally requesting Town support services for our annual ARTwalk Festival, including setting of street barricades, the use of cones and stakes to set street closure signs beginning the day before the event, hanging of banners across Broadway at 2nd and 4th Streets for the summer, and the promotion of ARTwalk on the town calendar and variable message sign on Grand Avenue.
Other Event Funding Sources	vendor and host fees, grants, corporate sponsors
Anticipated Net Revenue	break even with full funding request

Describe the potential benefits to the Town of Eagle, including estimated room nights, marketing, PR, etc.

We thank the members of MEAC for their commitment to economic development in Eagle. Based on the criteria for 2023 events, the Town of Eagle Strategic Plan, and the recent survey of residents, we believe ARTwalk is one of the top events in Eagle, offering regular opportunities for economic growth, investment, and community development.

The goals of ARTwalk are designed to match those of the MEAC Funding Program Priorities:

Provide a sense of community and an enhanced quality of life for residents and guests / Provides for a well-rounded, varied annual calendar to a diverse audience - After four years, ARTwalk is known in the community as the place to be on the 2nd Friday of every month. It is a regular occurrence for old friends to run into each other and reconnect during the event. Beautiful art, food vendors, and live music bring downtown to life more than any other night of the month. This provides a sense of community and an enhanced quality of life for residents and guests. When surveyed in 2021, attendees indicated that their number one reason for attending ARTwalk is to see friends and socialize.

Elevate the profile of Eagle as a recreational destination - the ARTS are a proven economic driver and tourism attraction. People of all ages attend ARTwalk each month and bring their entire family. With offerings like arts projects for kids, a climbing wall from Eagle Climbing & Fitness, and performances by dancers, musicians, and acrobats, means there is something for everyone!

Enhance the economic development and sustainability of the Town of Eagle - downtown businesses are excited for ARTwalk every month as it increases their exposure, which leads to businesses being attracted to move to and invest in our vibrant downtown community. Local business owners report that their best day of the month is the 2nd Friday, thanks to ARTwalk, which means there has been more exposure and more sales tax revenue for the Town. Our participating artists are also selling their wares, fostering the development of their businesses, which could one day grow into a storefront. EagleARTS also educates new artists interested in participating in shows about how to set up their displays and price their art for success.

Increase tax revenues and length of tourist visits - 98% of our attendees are local, but as mentioned previously, over 2/3 of attendees say they made a purchase either from an ARTwalk vendor, a downtown business, or both. And if they didn't make a purchase at a local business, the exposure to offerings downtown means they may make a trip back another time.

Encourage visitor loyalty; increase return rates and brand awareness - more than 75% of survey respondents have attended 2 or more ARTwalks and more than one quarter say they have attended 5 or more!

Provide marketing and public relations value - Eagle is mentioned in all of our advertising on social media, ads in the paper and on the radio, and in our earned media. The networking we do (in the Valley and around Colorado) and awards we have earned reflect brightly on the Town.

Increase website and social media channel traffic - we regularly tag the Town in social media posts, and link from the EagleARTS website to the Town website

Describe the benefits the Town will receive in exchange for financial support.

In the past, EagleARTS has promoted ARTwalk heavily, placing two ads in the Vail Daily before each event, and with numerous placements on KZYR the week of each event. We also advertise in Mountain Lifestyle Magazine, a quarterly publication. We are also listed on multiple calendars around the valley including the Eagle Chamber of Commerce, EagleOutside, Vail Valley Partnership, and the Vail Daily. Going forward we want to increase our ad buys in the current publications and into additional publications, such as Covered Bridge and Vail Valley magazines, and on additional Eagle County radio stations. For our Festival we also want to expand ad buys to neighboring counties. The Town of Eagle would be mentioned as a sponsor on all of these, with logo inclusion when appropriate.

EagleARTS also markets the 2nd Friday ARTwalks via email and social networks. Our current reach includes (but not limited to):

771 Newsletter Subscribers (a 27% increase from 2021)
- 45% Average Red Rate (up from 36.4% in 2021)
- Eagle Chamber of Commerce newsletter subscribers
- Vail Valley Partnership newsletter subscribers

Instagram Followers
- EagleARTS - 1,034 (28% increase from 2021)
- ARTSPaCE - 743
- Vail Valley Art Guild - 685

Facebook Followers
- EagleARTS - 767 (3% increase from 2021)
- ARTSPACE - 996
- Vail Valley Art Guild - 423
- (Group)What's Happening in Eagle, CO - 3,300 Members (200%+ increase from 2021)

For full funding, we will also add the Town logo to all of the feather flags we purchase to designate all participating businesses and the Broadway street banner.

How will you evaluate the overall success of the event?

attendance numbers, applications received from vendors, surveys of host businesses, vendors, artists, and attendees. 2022 surveys have been sent to these various audiences and results will be shared with the town as soon as they are available

Please submit your event recap if you received funding in 2022

<https://www.formstack.com/admin/download/file/13512132726>

Event Producer Information

Event Details