



AGENDA

**Marketing & Events Advisory Committee (MEAC)
Wednesday, September 6, 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.
PUBLIC WIFI – Eagle Guest

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CALL TO ORDER AND ROLL CALL

APPROVAL OF MINUTES

Meeting Minutes: August 2, 2023

BUSINESS AND DISCUSSION ITEMS

- Block Party Review / Post-Event Analysis
- Accepting 2024 Special Event & Community Grant Applications – September 11 - 25

	2023 Timeline
September 11 – 25	Submit Funding Applications
October 4	Presentations to MEAC by producer requesting more than \$5,000
October 5	MEAC will evaluate and conclude funding recommendations
	<i>*Funding recommendations are not confirmed without Town Council's approval</i>
November 14	MEAC funding recommendations present to Town Council
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December 2023	Event producers will be notified of approved funds.
	<i>Dates are subject to change</i>

UPCOMING EVENTS

September	
9/1/23	Eagle Farmer's Market & Art Show
9/8/23	Eagle Farmer's Market & Art Show
9/15/23	Eagle Farmer's Market & Art Show
9/16/23	Mountain Rats Festival
9/22/23	Eagle Farmer's Market & Art Show
9/22-24	Colorado High School Cycling League
9/23/23	Walk to End Alzheimer's
9/30/23	Vail Cup Soccer

DISCUSSION AND FUTURE AGENDA ITEMS

- Future agenda items

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



AGENDA

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CALL TO ORDER AND ROLL CALL

Call to Order at: 9:01 by Holly Snider, second by Anna Robinson

Committee members present: Heather Hower, Lizzy Owens, Kim Fritzler, Danita Dempsey,
Holly Snider, Anna Robinson

Committee members absent: Chad Milam

Staff Present: Molly Furtado

Town Council Present:

APPROVAL OF MINUTES

Motion to approve the June minutes at: 9:03 by Holly Snider, second by Lizzy Owens

BUSINESS AND DISCUSSION ITEMS

2024 Eagle Flight Days: Feedback regarding the Flight Days

- TP raising and the additional new events. Due to the wind the TP could not go there was a gap of a few hours without programming. Music was great but in the future the TP raising might not be a spectator sport. Overall, it was great and different is good. Cultural component is important.
- Vendors: It is difficult to get new vendors in the valley. Vendors who had a fee waived didn't show up. Ideas on how to improve on this including budget.
- Considerations on if we are trying to make the event bigger vs solidifying the event in Eagle while keeping it community.

2024 Funding Requests: The 2024 cycle begins next month. Considerations on the fact that the budget will be the same and how we think we will distribute those funds.

- Do we focus on a few that really pull toward our town and branding?
- What is the definition of big? Is it size? Is it signature event or smaller events that pulls toward our community values?
- What is important for funding in the community?
- What is the difference between a community event vs something that is community funding that comes from the Town Council?
- For the next meeting we need to focus on what is next. For September meeting can Molly bring in some ideas on how she would like to see this started. Taking a hard look at the rubric that we use the scoring criteria. Defining the community funding vs. the "events"

Quarterly MEAC meetings

- Considerations for cutting some of the months out but not Quarterly.
- Skip June, July?
- Create agenda items in April to start review for the funding that begins in the fall.

STAFF UPDATE

Community Table – August 20

- Eagle ranch this year
- "Doors Open" at 4.
- Tables are not being held, must check in
- Fundraiser for Speak UP Reach OUT

UPCOMING EVENTS

August	
8/1/2023	National Night Out
8/2/2023	Hat Tricks for Hanna
8/3/23	ShowDown Town Concert
8/4/23	Eagle Farmer's Market & Art Show
8/6/23	Yoga in the Park
8/10/23	ShowDown Town Concert
8/11-8/13	Block Party
8/11/23	Eagle Farmer's Market & Art Show
8/13/23	Yoga in the Park
8/18/23	Eagle Farmer's Market & Art Show
8/19/23	Sustainable Splash
8/20/2023	Community Table
8/20/23	Yoga in the Park
8/25/23	Eagle Farmer's Market & Art Show
8/27/23	Yoga in the Park

DISCUSSION AND FUTURE AGENDA ITEMS

- Future agenda items?

ADJOURN

Motion to Adjourn the at 10:16 by Holly Snider, second by Lizzy Owens

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

2023 Block Party

Post-Event Analysis

August 22, 2023 – Recap with the Town; Police Department, Public Works, Town Manager & Ted

POLICE DEPARTMENT

- Chief said it went great! Ted was very receptive to all new requirements put into place
- 3 ambi calls each night. No arrests.
- Next year - No parking on 3rd from capitol to wall. There were no NO PARKING signs on 2nd & 3rd. Ted said they were, but were moved.
- Parking permits/hang tags for vendors. Include phone number on hang tag
- Chief would like No parking on capitol street
- Security has authority to cut wrist bands
- Security was late day 2, not in place by time gates open 12:30pm
- Lost & found – contact box office, not PD
- Bike valet closes 11:30pm
- Second Street Tavern. Ted did not know about their “after-party” on Saturday night
- Brush Creek Saloon cannot serve alcohol outside
- Saturday complaints music too loud
- Remember Church service Saturday night & Sunday morning
- Traffic light 7pm-12am / cross walk button not used
- Too much security at campgrounds
- Ingress/regress flow great
- Great idea on wrist bands
- Park ambulance in PD parking lot

PUBLIC WORKS

- Hard barriers to wall
- Parking passes for vendors and residences
- Thursday set-up was key to successful event
- Fencing still in place on Monday morning, created negative feedback, frustrated business owners
 - 5 portos left until Monday on 2nd street

SPECIAL EVENT MANAGER

- Molly to attend DDA & DBA for business/community feedback
- Communicate BETTER that Thursday set-up is necessary and fully supported by the Town

August 23, 2023 – DDA Meeting

- Adrienne from Roam stated her business was down 14% to last year. Spoke on behalf of ART Space, Flowerhound, Inner Light Juice, Everyday Outfitters, YOB – impact was too much and no benefit to the businesses.
 - Town helps the Event more than the businesses that are there day-in, day-out
- Marci feels it went similar to previous year. Great event for the community. Brings vibrancy to downtown.
- Yvonne – sent email Monday after the event to 111 email recipients stating she was unable to do business for 48 hours.
- Greg commented event needs to get back to “grass roots”, make it a locals event
- Jake suggested an “impact fund”
- Bryan claimed he invited Ted to attend DBA meetings for better communication.
- Molly asked DBA to send out email to businesses to communicate Thursday closure on behalf of the Town, which was not done.
- Recommendation for Ted to attend DDA & DBA meetings to communicate better
- Noise complaints? / Residents were upset about the noise
- Marci requested Molly to invite Ted to attend the DBA meeting on September 11

**2024
SPECIAL EVENTS &
COMMUNITY SPONSORSHIP
APPLICATION OPEN
SEPTEMBER 11 - 25, 2023**

Town of Eagle is accepting grant applications for 2024 special events and community programs that will take place in Eagle, Colorado.

Sponsorships are allocated to those that foster a strong sense of community and enhance the quality of life for residents and guests.

Please complete the online application for both special events and community sponsorships on EagleOutside.com/special-events

Applications must be received by 5:00 PM Monday, September 25th.

Questions? Email events@townofeagle.org

**SPECIAL EVENTS &
COMMUNITY SPONSORSHIP**



**APPLY ONLINE
[EAGLEOUTSIDE.COM](https://EagleOutside.com)**

Town of Eagle

Marketing and Events Advisory Committee (MEAC)

2024 Request for Event Funding

In 2011, Eagle Town Council established a Marketing and Events Advisory Committee (MEAC). The committee is composed of local community members and business owners, that are Eagle residents. MEAC's mission is to strengthen the fabric of the community by providing unique experiences.

MEAC pursues events that enhance the sense of community for Eagle residents by providing opportunities for connection. Events that 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.

MEAC encourages event organizers to produce a diverse collection of events. The Committee will evaluate events to ensure the investment in public funds is allocated effectively and producers will be held to a high level of accountability. MEAC will act in a sponsorship role, allocating funds to those events that particularly contribute to the overall objectives.

The proposed budget available for MEAC funding is to be determined following a review of Town of Eagle finances. The MEAC Funding Budget for 2023 was \$95,000. The final amount to be allocated will be approved by the Eagle Town Council following the approval of the Town of Eagle operating budget.

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.



Selection Process

MEAC will evaluate all grant applications using the rating system, which is listed below. The committee will then make recommendations to Eagle Town Council.

	Points
Event enhances the economic development and sustainability of the Town	20
Event provides a sense of community and enhanced quality of life	20
Event provides a well-rounded, diverse audience	20
Event increases sales and lodging tax revenues	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

Funding request applications must be submitted by September 25, 2023.

Event Funding Application

- Event producers requesting \$5,000+ in funding will be required to answer questions and provide a brief overview of their event at the MEAC monthly meeting on Wednesday, October 4th at 9:00am.
- The committee will evaluate the applications and make recommendations for funding to Eagle Town Council in November 2023. Producers will be notified in December 2023.

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The Town is committed to providing a single point of contact for event coordination. The Special Events Manager acts as a liaison between the event producer and the Town. Please work directly with the event manager for town resources (road closures, law enforcement, etc.).

Responsibility of the event producer:

- It is the responsibility of the event producer to secure the venue and date with the Special Events Manager. Approval of funding does not secure the venue and/or date.
- To receive awarded funds, the recipient must submit an invoice to the Special Events Manager for the awarded funds.
 - If awarded more than \$5,000, half the funds will be distributed with a signed contract, half the funds will be distributed upon completion of the event.
 - Total Contribution may be reduced if the Recipient fails to produce satisfactory evidence that Recipient has fully complied with all conditions of this Agreement and all other applicable conditions of the permit.
- **At least 45 days** prior to the start of the Event, the Recipient shall complete and submit all additional permits that may be required for the Event.
- Recipient shall comply with all federal, state and Eagle County public health orders and guidelines.
- It is the responsibility of the event producer to notify ECO Transit (970-328-3557) and Eagle County Dispatch (970-479-2200) of street closures.
- Please work towards sustainable event production with a goal of zero waste events.
- Please provide the event manager with a final wrap up report of their event within 30 days of the completion of the event.

If you have any questions please contact Molly Furtado, Special Events Manager
molly.furtado@townofeagle.org



EVENTS	Request	Approved
Eagle Mushroom & Wild Food Festival	\$ 5,500	\$ -
Christmas on Broadway Parade	6,500	-
The Block Party	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	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
LG Tri Sprint Triathlon	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	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)	5,000	5,000
VRD Mountain Bike Race Series	1,000	500
23rd Annual Community Pride Highway Cleanup and 29th Annual Eagle River Cleanup	2,000	1,000
ShowDown Town	17,500	50,000
2nd Annual Quilt & Fiber Fair	1,500	-
Eagle Ranch Pumpkin Patch / Cub Scouts	700	700
Yoga in The Park	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	800	500
Dinner Theatre Production	2,000	1,400
Eagle Ranch Pumpkin Patch / Eagle Community Gardens	400	400

Family Food Festival (New Roots CO)		2,500	1,000
	TOTAL:	\$ 172,951	\$ 127,000
	AVAILABLE BUDGET:	\$95,000	\$95,000
	CONTINGENCY/REMAINING:		(\$32,000)

Total Paid Out as of 1/1/23:

Per GL 1/1/23

Variance

For Contingency use

PROGRAMS	Request	Approved
Adam Palmer Sustainability Fund	10,000	7,286
Buddy Werner League	1,000	500
Castle Lodge Toy Store	2,000	714
Eagle Air Alliance	\$ 5,000	-
Eagle Chamber of Commerce *	25,000	6,643
Eagle Climbing & Fitness	600	107
Eagle County Historical Society	2,500	2,357
Eagle Ice Rink	2,500	2,000
Eagle River Youth Coalition Inc. dba Mountain Youth	1,500	893
Eagle Valley Childcare / The Learning Tree	10,000	2,500
Eagle Valley Community Foundation	15,000	1,571
Eagle Valley Land Trust	5,000	1,071
EagleARTS - painting of benches	12,500	4,357
EagleARTS - painted piano	1,500	643
EagleARTS - storefront windows	2,500	714
Endorphin	30,000	-
EVHS Booster Club	2,250	821
Red Ribbon Project	1,000	714
Small Champions	10,000	2,857
SpeakUp ReachOut	2,000	1,286
St Mary's Preschool	5,000	1,643
Starting Hearts	3,000	1,000
The Cycle Effect	2,500	929
The Literacy Project	2,000	786
Vail Valley Mountain Trails Alliance	2,500	1,857
Vail Valley Partnership	5,000	1,357
Vail Valley Works	5,000	500
Your Hope Center	20,000	3,786
	-	

Extra Duty Law Enforcement

Producer shall assure the Event will be operated in a safe and secure manner and provide for all security needs for the Event. Contracts for services must be provided to the Special Events Manager at least forty-five (45) days prior to the first date of the Event. The Town will assign to Applicant, upon request and on an as-available basis, an extra-duty police officer in uniform to provide additional law enforcement on the premises and/or at the event of Business. The sole responsibility of the police officer while so assigned shall be to enforce the ordinances of the Town and statutes of the State of Colorado. The Town, in its sole discretion, shall determine the number of law enforcement officers needed for the Event. Business will compensate the Town at the rate of \$70.00 per hour, subject to a minimum of three (3) hours per work shift for a police officer. per work shift minimum of 3 hours for a police officer. If more than three officers are required, the fourth officer shall be a supervisor at the rate of \$73.00 per hour, subject to a minimum of three (3) hours per work shift.

Portable Toilets

Toilet facilities for events where alcohol is not available.

Toilet facilities for events where alcohol is available.

Duration of the event.

Example: Toilet facilities for events where alcohol is available, for more than 8 hours.

Patrons	Toilets	Sinks
<500	9	3
<1,000	12	6
<2,000	20	10
<5,000	50	25

LOST-CHILD AND "MEET ME" LOCATIONS

Because of the size of an event and the number of spectators at the venue, children will inevitably be separated from their adult supervisors. Planners must designate a place for lost children to be reunited with their parents or guardians and have a checklist to allow information to be disseminated quickly and accurately.

LOST AND Found

Planners must designate a location for items to be turned in and items to be picked up. The Town of Eagle and the Eagle Police Department is not responsible for lost items.

Parking for Persons with Disability

Vendors MUST provide their own generators.

The Town is not responsible for providing electricity to vendors.