



Objective: Establish next steps and roles for each group to achieve through the remainder of 2024, in service of strengthening Eagle's economy.

Context: [Economic Development Plan](#), [Quality of Life Initiatives & Survey](#)

- I. Overview of Summit 1
- II. Summary of Quality of Life survey results:
 - a. More visitation for economic growth, but we are overcrowded.
 - b. More development for housing opportunities and affordability and a call to stop developing, no more people.
 - c. Pushing sales tax toward 10% felt too high but strong support for sales tax revenue being utilized overall.
 - d. Considering how we balance the call to do more, take care of what we have, increase sales tax revenues without increases taxes and consider overcrowding while being asked to bring more economic development.

What experiences already exist in Eagle?

- Outdoor recreation – mountain biking, hiking, river access, camping, cross country skiing
- Great coffee shops
- Great restaurants but need more
- Arts with opportunities to grow
- Bike shops but no gear shops
- Some retail – need more. There is approx. 450,000 sqft of existing retail space, however, we have vacant units.
- Well loved community events and some visitor-focused events
 - Concerts in the park / Showdown Town – whole community comes out, how do we replicate this attention for other events or even just businesses?
- Larger sports events that draw visitors (state championships / races)
- Friday night rodeos
- Drive by traffic – commuters to/from Gypsum, airport traffic, etc.
- Cycling, kids sporting events, rodeo, several shopping areas (that need improvement). Nice neighborhoods, access to trails from your backyard. New bike park and BMX track

What businesses or industries can we attract with the infrastructure we have?

- Hotels
- Gear shop
- Outdoor industry brands – river brands or an outfitter



- Winter activities that are not skiing to give skiers a break or provide something for those who don't ski
- If families are the biggest demographic, how do we engage them in the visitor style events (Mountain Rats as an example)
 - Make events easy and unique.
 - The variety of community events and support have dropped off, partially due to funding. Can't be staffed, marketed, or executed in the same way.
 - What about events for adults, or the people without kids? Missing this key market. There are LOTS of people here who do not have children at home. Mushroom festival is a good event for this group but what else?
- Capitalize on drive-by traffic.
- With some marketing and simple improvements we could better utilize our river park. It's a beautiful space but it feels disconnected from the rest of town. Food trucks helped. Maybe live music in summer? Love the family tubing idea.

Livability Standards – What else does a healthy community need as it grows?

- What is the investment needed for infrastructure along the commercial corridors – what is the value per acre of development
- We need a mix of vital resources with retail opportunities – need to go to the bank and post office and will likely also grab a coffee or shop for a gift if it is easy and right there.
- Regional visitors – people from other communities nearby coming to our community to spend money.
- Connectivity between business centers and fairgrounds.
- Better signage around town directing cyclist, people camping at sylvan, and other visitors to local restaurants and shops.
- Need more people here. Many businesses are struggling because we don't have enough people purchasing.

Success stories to highlight

- Fresh Tracks – common need for residents AND visitors.
- Cross pollination of businesses – pet store and dry cleaning or humane society all right next to each other, walkable to other stores.
- Social media is an inexpensive start but could we also consider marketing in some tourist magazines? Feature local businesses and business owners as paid ad space. It wouldn't hurt to consider marketing to Vail and Beaver Creek as we are a short drive away from vacationers AND if they fly into Eagle they pass right by us.



Economic Gaps and Solutions

- Hotels and nicer places to stay.
- Gear shop
- Sporting goods store
- River sports store
- Getting people traveling through to stop and engage a business.
- Think beyond HWY 6 / Grand Ave and consider the traffic flowing through town to the bike park, ice rink, etc.
- Visitors may not go up Chambers to those businesses without a reason / businesses that attract visitors (what about the climbing gym?)
- We need an increased population to have a critical mass to support certain types of businesses. Need 10,000 people – with current development, we are getting close.
- Create connectivity between Broadway and Eagle Ranch – currently some people only stay in one corridor.
 - Circulator bus or trolley – Downtown, Eagle Ranch, fairgrounds, etc.
 - Free buses now with ECO Transit but what about the first / last mile in town?
 - Town is considering a Shift Bike program. The trolley ideas above would help too.
- How do we get people who are visiting for an event to stay longer, come in to town and spend money?
 - Friday night rodeos, HS sports events, etc.
- Consider a tax incentive or other incentive to bring in the industries we want.
- Consistency is key to helping people remember an event (same weekend each year, day of the month, etc.)
- Consider more advertising at events to draw people to restaurants / businesses.
 - Coordinated marketing campaigns during special events or other draws to Eagle – Ice Castles, for example, multiple businesses provide discount if you bring your Ice Castle tickets, or purchase group ad space to bring people to Broadway or Eagle Ranch.
- Airport ads for restaurants / shopping on the way to resorts.
- Would more people be here if there was more housing opportunities?
 - Workforce housing – keeping people here and employed here.
- Brochure of what to do in Eagle / marketing materials that can be handed out up valley to bring people down to Eagle.
 - Advertising co-op or partnered marketing for businesses
- Firehose Fridays on Broadway (like the end of the Flight Days parade).
- We want event producers to be able to fund their own events; however, the profit margins for a local business to produce their own event(s) are too small for the business to justify or handle financial losses – i.e. Yoga in the Park and Art Walk.



- DDA is working on some similar projects but how can we help put the right kinds of businesses in the right real estate? Our town has very little “flow” and lots of gaps in the “districts”.
- There is a need to increase the processing time for building permits in order to get businesses opened.

Breaking Down Barriers / Roles and Objectives – What can each organization do to help breakdown barriers?

General:

- Whose role is it to coordinating marketing?
 - Need funding and implementation help.
 - Minturn does town purchased ads to bring people in.
- How can some of these organizations help move and shift policies that are slowing down the town’s growth? Such as high tap fees, slow construction times, or housing projects that are being blocked.
- Consider burnout factor from those that have been active. It’s hard when it seems we aren’t making progress on items that have been discussed for over a decade.
- Chamber Ideas:
 - Current focus is to help existing businesses and members
 - Looking for funding to expand capacity
 - Outreach to businesses, what do they need and serve as a liaison between the businesses and towns.
 - Brining Hispanic and Latino community in more directly – computer literacy program
 - Believe there is a missed opportunity with the Visitor’s Center
- EVC Ideas:
 - Help staff and work with staff to adjust the priorities of the Economic Development Plan based on the Town Council’s direction.
 - There are implications for not putting a tax measure on the ballot – what happens to the Grand Ave. plan, for example. The same question exists for the Brush Creek extension.
 - EVC provides a constant reminder to Council that the Economic Development Plan took a lot of time, energy and money and it must be used to drive action.
- DDA Ideas:
 - One obstacle businesses and developers face is fees – interested in advocating for a change in the fee structure to a cash flow process – total can be due over time.



- “How To” brochure for the businesses – serve as a resource to help new developments / businesses make sure all the details are complete and in place.
- More signage on Highway 6 / I70 for businesses in town. Used Buena Vista signage that navigates people into their downtown area.
- Bus stop on Broadway instead of only at Town Park.
- EagleArts Ideas:
 - Holiday ArtWalk this year – in conjunction with the Chamber and Wassail-fest.
 - Bring back an ArtWalk-type style event that contains creative entertainment and engagement for a wide array of people/ages.
 - Provides new and existing businesses (artistic & otherwise) the opportunity to thrive and incubate into larger models.
- Eagle Ranch Ideas:
 - Building a merchants association for the businesses in that area.
 - Consider that we are ALL Eagle instead of siloed, separate commercial districts with a focus on improvements in one area over another.
- MEAC Ideas:
 - What are we doing with the “M” in MEAC – it stands for marketing but what does that look like? How does it factor into the capacity we have on staff?
 - Focus on marketing the Town within Eagle County, bring in local visitation or folks who are already traveling here.
 - Vail Valley Partnership will have some marketing resources for non-resort communities soon.