



AGENDA

Marketing & Events Advisory Committee (MEAC)

Wednesday, October 9, 2024 @ 9 AM

Council Chambers

200 Broadway, Eagle, CO

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CALL TO ORDER AND ROLL CALL

BUSINESS ITEMS

- 2025 MEAC Event Funding Request Application – PRESENTATIONS

	MEAC Presentations	
October 9	Event Name	Requesting Party
9:00 AM - TEAMS	Ice Castles	Kyle Standifird, Ice Castles LLC
9:15 AM	Gearvana	Mike McCormack, Gearvana
9:30 AM	Yoga in the Park	Yvonne Glassman, YOB
9:45 AM	Eagle Climbing	Larry Moore, Eagle Climbing + Fitness
10:00 AM	ShowDown Town	Tim Felton & Greg Bloom, Vail Valley Foundation
11:00 AM	EagleARTS	Tara Novak, EagleARTS
10:30 AM	Mushroom Festival	Hamilton Pevec, Hamilton Mushrooms
10:45 AM	Farmers Market	Angela Mueller, Ren Events
11:00 AM		
11:15 AM	Biztoberfest	Michelle Morgan, Eagle Chamber
11:30 AM	Down Valley Vibes	Brian Kunkel, 2nd Street Tavern
11:45 AM		
October 10		
9:00 AM - TEAMS	Access Unbound	Elizabeth Latenser

CRITERIA - MEAC will evaluate applications based on the criteria below:

- Event provides positive economic impact through sales tax & lodging tax
- Event provides a sense of community and enhanced quality of life
- Event provides a well-rounded, diverse audience
- Event provides marketing and brand awareness to the town of Eagle
- Event growth potential
- Event producer demonstrates ability to successfully implement event

MEAC FUNDING TIMELINE

2024	Timeline
October 9	Event producers requesting more than \$5,000 make presentations to Marketing & Events Advisory Committee (MEAC)
October 10	MEAC will evaluation and conclude funding recommendations
October 22	Staff to present MEAC funding recommendations to Town Council
November	Event producers will be notified of approved funds. Funds will not be available until after January 1, 2025.

ADJOURN

	MEAC Presentations			
Wednesday, OCT 9	Event Name	Requesting Party	2024 Amount Received	2025 Amount Requesting
9:00 AM - TEAMS	Ice Castles	Kyle Standifird, Ice Castles LLC		25,000
9:15 AM	Gearvana	Mike McCormack, Gearvana		7,500
9:30 AM	Yoga in the Park	Yvonne Glassman, YOB	1,000	3,000
9:45 AM	Eagle Climbing	Larry Moore, Eagle Climbing + Fitness	7,500	15,000
10:00 AM	ShowDown Town	Tim Felton & Greg Bloom, Vail Valley Foundation	50,000	50,000
11:00 AM	EagleARTS	Tara Novak, EagleARTS	3,000	20,000
10:30 AM	Mushroom Festival	Hamilton Pevec, Hamilton Mushrooms	7,100	10,000
10:45 AM	Farmers Market	Angela Mueller, Ren Events	500	33,000
11:00 AM				
11:15 AM	Biztoberfest	Michelle Morgan, Chamber	2,000	10,000
11:30 AM	Down Valley Vibes	Brian Kunkel, 2nd Street Tavern	in-kind	10,000
11:45 AM				
Thursday, OCT 10				
9:00 AM - TEAMS	Access Unbound	Elizabeth Latenser		10,000

2025 MEAC Event Funding

Event	Requesting Party	2024 Request	2024 Awarded	2025 Request
SPECIAL EVENTS				
Ice Castles, LLC	Ice Castles, LLC			25,000
Gearvana	Gearvana			7,500
Yoga in The Park	Yoga Off Broadway	3,500	1,000	3,000
ASCLHigh School Regional Championships	Eagle Climbing + Fitness	10,000	7,500	15,000
ShowDown Town	Vali Valley Foundation	50,000	50,000	50,000
Eagle Mushroom & Wild Food Festival	Eagle Mushroom & Wild Food Festival	6,000	5,500	10,000
Eagle Farmers Market	Ren Event Productions			33,000
EagleARTS	Murder Mystery	3,000	3,000	20,000
EagleARTS	Fall ARTwalk Festival			
EagleARTS	Holiday ARTwalk (with Waissalfest)			
Biztoberfest	Eagle Chamber of Commerce	10,000	2,000	10,000
Down Valley Vibes	Your Fathers Office / 2nd St Tavern			10,000
Access Unbound: All Wheels Crit Ride	Access Unbound			10,000
Eagle County BMX State Race	Eagle County BMX	3,000	500	3,000
Vail Cup Soccer Tournament	Vail Valley Soccer Club	4,000	1,000	5,000
Triple Crown World Series	Triple Crown Sports	5,000	1,000	5,000
Pond Hockey Event	Eagle Valley Skating Association	2,500	1,000	1,000
Indigenous Wisdom Gathering	The Tipi Raisers	5,000	5,000	5,000
Mountain Youth / Youthapalooza	Mountain Youth			5,000
Bikes & BBQ	The Cycle Effect			5,000
RM Sport Riders - Take a Kid Dirt Biking Day	Rocky Mountain Sport Riders			1,000
Race #2 Haymaker Classic	Colorado High School Cycling League	7,500	5,000	7,500
Race #3 Haymaker Classic	Colorado High School Cycling League	7,500	5,000	7,500
Rocky Mountain Walk to End Alzheimer's	Alzheimer's Association	1,000	500	1,000
Dynafit Boneyard Boogie	Vail Recreation District	500	500	1,500
VRD Mountain Bike Race Series	Vail Recreation District	1,000	500	1,200
Mountain Tots Jingle Jog	Mountain Tots Preschool	1,000	750	750
Fiesta Pride	Mountain Pride	-	-	5,000
Trick or Treat Street	Slifer Smith & Frampton	-	-	700

Event	Requesting Party	2024 Request	2024 Awarded	2025 Request
Annual Highway Cleanup & Eagle River Cleanup	Eagle River Watershed Council	\$ 2,000	\$ 2,000	\$ 2,000
Eagle Ranch Pumpkin Patch	Cub Scout Pack 229	800	800	900
Eagle Ranch Pumpkin Patch	Eagle Community Gardens	450	450	450
Little League Opening Day	Mountain Recreation	4,000	2,000	2,000
Eagle County Fair and Rodeo	Eagle County Fair and Rodeo	1,500	1,500	1,500
Eagle Easter Egg Hunt	Eagle Vineyard Church	2,500	500	2,000
Porchlight Players Theater Company	Porchlight Players, Ltd.	2,500	2,500	2,500
Vail Sportsmanship Tournament	Vail Mountaineer Hockey Club	7,500	1,500	
Habitat Home Dedication	Habitat for Humanity	3,000	500	
Music and a Movie	Kaleidoscope Productions	10,000	6,000	
Haymaker Jam	The Cycle Effect	5,000	5,000	
Mountain Rats Festival	Mountain Rats Festival	10,000	5,000	
Christmas on Broadway Parade	Downtown Business Alliance	6,500	2,500	
	Totals	176,250	120,000	267,500

2025 BUDGET \$ 100,000

Form Name:	2025 Request for Event Funding
Submission Time:	September 23, 2024 4:03 pm
Browser:	Chrome 128.0.0.0 / OS X
IP Address:	73.3.104.217
Unique ID:	1268540916
Location:	40.3495, -111.8998

Name	Kyle Standifird
Business / Organization	Ice Castles, LLC
Phone	(801) 380-1682
Email	kyle@icecastles.com
Address	1280 S. 1380 W. #16 Orem, UT 84058
Website	www.icecastles.com
Business Type	For Profit
Event Name	Ice Castles
Event Date / Times	Late December through early March. Monday/Thursday 4pm-10pm; Friday 4pm-10:30pm; Saturday 1pm-10:30pm; Sunday 1pm-8pm
Location / Venue	Eagle River Center
Event Description	Our objective is to create the most magical winter experience in the world. We build an approximate acre-sized Ice Castle that features tunnels, slides, towers, walls, caverns, lights, music, sculptures, and a variety of other awe-inspiring ice creations.
Town of Eagle Resources (Eagle Police Department, Public Works)	None
Event Duration	Late December through early March, weather permitting
New Event or Annual Event?	New
Anticipated Overall Attendance	80,000+
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	25,000
Previous Town Funding Amount	n/a
Other Event Funding Sources	Ticket revenue and concessions/merchandise offering
Anticipated Net Revenue	\$1,800,000

How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	Ice Castles fosters a sense of community by providing a fun, family-friendly environment where locals and visitors can gather, socialize, and enjoy winter activities together. It is a truly unique winter attraction that compliments the other local winter offerings in the area and the event raises the profile of Eagle, making it known as a unique destination for winter attractions.
Describe the potential benefits to the town of Eagle.	We have found that the communities we operate in experience a significant economic impact as our guests eat at local restaurants, shop local, and stay overnight. Because of the unique aspect of our attraction, we generate on average over 3 billion media impressions each season, which brings a large awareness to the Town. We also employ 35-45 staff members during the winter with our hiring focused on local residents as much as possible.
How will you evaluate the overall success of the event?	We evaluate success primarily by overall attendance figures as well as obtaining feedback both from our guests and from local partners (City/County officials and business community) to ensure we are a positive partner in the community.
Producer Qualifications. Tell us about yourself.	We have built over 40 Ice Castles across North America over the past 12 years of our history and have happily received over 5 million visitors since our beginning. We are one of the only groups in the world who do what we do.

Form Name:	2025 Request for Event Funding
Submission Time:	September 9, 2024 5:06 pm
Browser:	Chrome 127.0.0.0 / OS X
IP Address:	98.50.42.184
Unique ID:	1263749820
Location:	39.6354, -106.7588

Name	Mike McCormack
Business / Organization	Gearvana - product expo, demo & sale
Phone	(970) 485-5847
Email	mikemac@breckepic.com
Address	88 Seabry Street PO Box 5410 Eagle, CO 81631
Website	www.gearvana.net
Business Type	For Profit
Event Name	GEARVANA
Event Date / Times	Sep 5-7, 2024
Location / Venue	Eagle River Center
Event Description	A successor of sorts to the Western CO Outdoor Sportsman Expo, GEARVANA promotes Eagle's qualities as a premier destination for multiple outdoor activities including running, cycling, fishing, hunting, rafting/kayaking/SUP, skiing, dirtbiking, and more. GEARVANA leverages the high concentration of manufacturer's reps located throughout the mountain region, pairing them (and their sales samples) with a gear hungry public, in an easily accessible indoor venue at the Eagle River Center.
Town of Eagle Resources (Eagle Police Department, Public Works)	None
Event Duration	3 days
New Event or Annual Event?	New
Anticipated Overall Attendance	5000
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	7500
Previous Town Funding Amount	0

Other Event Funding Sources	vendor fees
Anticipated Net Revenue	\$15,000
How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	GEARVANA underscores the Town of Eagle's location and demographic makeup as synonymous with the outdoor themes and activities that drive Colorado's recreation economy. If you love the outdoors, Eagle is among Colorado's best basecamps. Easily accessible (and with its own airport!), Eagle's location makes it the ideal jumping in (or off) point for big backcountry adventures. The lure of a decent sale is almost irresistible to mountain dwellers, many of whom lack access to premier brands and product lines, especially at sale prices. GEARVANA fosters a community-gathering energy that's welcoming, positive and filled with enthusiasm and FUN.
Describe the potential benefits to the town of Eagle.	GEARVANA drives destination traffic from vendors AND attendees. They'll book lodging and short term rentals, dine in Eagle's F&B outlets, and witness firsthand the amazing-ness of our community. The event will also box out competition and take the lead for these types of sample and product sales within the greater mountain region. By getting there first, Eagle stakes a claim on the concept. This will be cemented by effective marketing to both attendees and vendors. A very specific list of "ingredients" in Eagle's cupboard make GEARVANA possible here, while also rendering it impossible in up-valley locations that are more highly marketed and can tap larger funding resources. Eagle has space. Parking. Inexpensive lodging. Camping. River access. Trails. Nightlife. It's welcoming in a way that's unique to the valley.
How will you evaluate the overall success of the event?	Experienced producers understand that most events have a maturation arc somewhere between 3-5 years. We look for positive signs and trends, reasons for improvement and optimism, and also for the cracks in the type of stress test that you can only see by actually producing the event a time or two. Success in this regard is a bit of a qualitative assessment, but that's valuable. More black and white measureable would be; 1. number of vendors 2. number of attendees 3. event P&L 4. community response

Producer Qualifications. Tell us about yourself.

I ran Breckenridge Ski Resort's Competition Department for several years before taking a senior marketing position at Beaver Creek Ski Resort where I was responsible for many of the events produced collaboratively with the Beaver Creek Metro District.

A 40-year veteran of the bike industry, I co-founded Breck's Firecracker 50 and founded The Breck Epic MTB Stage Race, the world's premier mountain bike stage race. I also built the Eagle Outside Festival from scratch, along with the original Firebird 40. A resident of Eagle since 2012, I also created Singletrack Sidewalks and MTB101 (now Vail Valley Ride) before handing it off to my then-admin.

I have served as the marketing and brand director for several premier brands within the bike industry and worked for several years as a senior account executive at Backbone Media, widely regarded as the most prestigious public relations and media agency in North America.

I've owned Uncommon Communications since 2012 which offers marketing strategy, public and media relations, communications and crisis management services to a wide variety of brands within the outdoor industry.

Form Name:	2025 Request for Event Funding
Submission Time:	September 11, 2024 6:44 am
Browser:	Safari 11.1.1 / OS X
IP Address:	216.147.121.226
Unique ID:	1264323321
Location:	39.7388, -104.9868

Name	Yvonne Glassman
Business / Organization	Yoga Off Broadway
Phone	(970) 471-4365
Email	yogaoffbroadway@gmail.com
Address	PO BOX 5589 EAGLE, CO 81631
Website	Www.yogaoffbroadway.com
Business Type	For Profit
Event Name	Yoga in The Park
Event Date / Times	Sundays June-August (9:00-10:15AM)
Location / Venue	Eagle Town Park
Event Description	Outdoor Donation Based Yoga at the Eagle Town Park. This is year 17 for this event! Yoga in The Park traditionally offers yoga at the town park for donations benefiting a local non profit. This event in year's past has attracted visitors from Glenwood all the way to Silverthorne. We typically have 75-100 attendees
Town of Eagle Resources (Eagle Police Department, Public Works)	restrooms and the stage power
Event Duration	Sundays June-August
New Event or Annual Event?	Annual
How many years has it occurred?	17
Anticipated Overall Attendance	Over 1000 people during the summer
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	3000
Previous Town Funding Amount	1000
Other Event Funding Sources	None. The event is free.
Anticipated Net Revenue	None (donations pay the instructors and proceeds go to local non-profit)

How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?

This event brings a variety of people to down town. These visitors typically then visit local restaurants to have lunch, coffee, brunch after class.

Describe the potential benefits to the town of Eagle.

This event is the largest outdoor yoga class in our valley (and I believe the largest from Summit to GWS). If we are given a larger funding request we can market the event in a larger fashion than we have been able to do in the last few years. A larger marketing budget allows us to print more event posters, allows us to do paid ads online, and allows us to market in magazines such as The Covered Bridge. The last few years we have only received \$1K. We are grateful for that contribution but the funds only covered marketing within Eagle and Gypsum. As you know marketing is very expensive.

How will you evaluate the overall success of the event?

We keep attendance of each event and speak to local businesses after the event.

Producer Qualifications. Tell us about yourself.

Yvonne Glassman. I have produced large and small events in Eagle since 2005. Some of my larger events include Eagle YogaFest and Yoga in The Park. I have a background in event production, marketing, PR, and own a local business in the town of Eagle.

Molly Furtado

From: Yvonne deGorter Glassman <yogaoffbroadway@gmail.com>
Sent: Wednesday, September 11, 2024 8:51 AM
To: Molly Furtado
Cc: The Vitality Collective
Subject: Re: Post-event report

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Molly

Yes, I will absolutely do that for you. I feel the event went well from our end. We had good attendance 50-100 people each week but as anticipated we didn't have a lot of donations so we pretty much just covered our costs for instructors.

I think an area for improvement would be to increase our marketing efforts for next year, but that being said, the cost for print, posters, online ads... is quite pricey right now. I think I can speak for Sophia and myself when I say that our businesses just don't make enough money to support the marketing efforts needed to reach the entire valley (like we were able to do in year's past).

In 2010-2018 YIP received larger support from MEAC funds and we marketed the event from GWS all the way to Silverthorne. During those years we had an average of 125 persons per week and some weeks we had over 250. During those years we had lots of visitors from out of town as well as from our entire valley. Having the ability to market to the second homeowners in Edwards and Vail really helped drive up those numbers.

Obviously the more people that attend the more support we give other local businesses as attendees will typically stop downtown for coffee, lunch, juice, and possibly to shop after class.

I would love to see this event get back to 100+ attendees each week and I believe some extra funding for more posters, targeted social media ads, and a print ad or article would greatly help.

Thank you for reaching out. I will get the recap form to you all.

Yvonne



Yvonne deGorter Glassman

Form Name:

Submission Time:

Browser:

IP Address:

Unique ID:

Location:

2025 Request for Event Funding

September 23, 2024 1:56 pm

Safari 15.1 / OS X

216.98.199.8

1268488851

39.5135, -106.364

Name	Larry Moore
Business / Organization	Eagle Climbing + Fitness
Phone	(970) 949-6366
Email	larry@eagleclimbing.com
Address	700 Chambers Ave Unit 7 Eagle, CO 81631
Website	eagleclimbing.com
Business Type	For Profit
Event Name	ASCL High School National Championships, ASCL Middle + High School Local Competitions, USA Climbing Qualifying Competitions
Event Date / Times	3/7-3/9/2025, April 2025, October 2025, December 2025
Location / Venue	Eagle Climbing + Fitness

Event Description	ASCL High School National Championships: We are proud to host the first annual National Championships this spring as the culmination of the 2024-2025 season. Athletes, their families, and coaches from at least 5 states will travel to Eagle for a 2 day climbing competition. We will have welcoming events on 3/7, with the competition on 3/8 and 3/9. These athletes and families will be staying multiple nights and dining in Eagle throughout the event. Saturday will be 100 nationally qualified athletes, and Sunday will be an open event for 100 other teammates and athletes who want to be a part of this inaugural event. We plan to have a catered dinner for attendees and team building events for those that aren't competing each day to keep the families and athletes engaged and in town. In addition to the National Championships, Eagle Climbing + Fitness will also host two local ASCL competitions, which serves as a qualifying events for the Regional Championships next year in October and December of 2025, dates to be determined. These single day events will host athletes from all over the Western Slope. We are one of two gyms in this region that can host both bouldering and rope climbing in one event, so we tend to be one of the most popular events. We expect over 100 athletes for each competition, traveling with coaches and parents to come to Eagle for each event, and some athletes traveling from the farthest distances will likely stay one night in town. Again, gas stations, restaurants, and hotels will see business from these visitors. We also host two USA Climbing Regional Qualifying events annually, one for the Bouldering Season and one for the Sport Climbing season. We will also use these competitions to invite Collegiate level competitors during their season. Again, as the only full service climbing gym in the High Country, we are a popular destination for competition climbers. These events are one day events that attract 100+ climbers, with 50+ coaches and parents in tow. Once again, many businesses in town will enjoy the economic benefits of the large volume of visitors. We are requesting more funds this year to support a national caliber inaugural event. This will include bringing in Nationally Certified Routesetters which will cost more on our end. We will also need to close our facility completely for 2 full days during the competition, and significant portions of the gym will be closed during the week preceding the competition while the routesetters create and edit their climbs.
Town of Eagle Resources (Eagle Police Department, Public Works)	none
Event Duration	1-3 days
New Event or Annual Event?	Annual

How many years has it occurred?	ASCL: 18 years in CO, first year for Nationals; ASCL and USA Climbing Qualifiers: 6 years at EC+F
Anticipated Overall Attendance	ASCL Nationals: 100 each day, ASCL Locals: 100+, USA Climbing Qualifiers 100+
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	15000
Previous Town Funding Amount	7500
Other Event Funding Sources	Registration fees for climbers
Anticipated Net Revenue	-8000
How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	Climbing is an incredibly inclusive sport, the camaraderie amongst the climbers, the coaches, and even the families is unlike any other competitive sport we've seen. The climbers are really just competing against the individual climbs, and so it's easy and natural for them to cheer each other on and help each other figure out a path up each climb. We see this same positivity at all levels of the sport - whether it's a local or qualifying competition, all the way to Championship level events, and even at the professional World Cup and Olympic level. The climbers are genuinely happy for their rivals when they climb their best. This sort of positivity and camaraderie aligns so well with Eagle's values. ASCL and USA Climbing have broadened their scope for inclusion and diversity, as we continue to do within our facility and community.
Describe the potential benefits to the town of Eagle.	The potential benefits to the Town of Eagle include hundreds of room nights, excellent marketing exposure for the Town of Eagle and all of its amenities, great PR exposure for our climbing + fitness facility to keep drawing people back to Eagle. This will create spillover of guests to other options in Eagle including mountain biking, the river park and town shops, restaurants and pubs. The ASCL has grown tremendously for the 2023-2024 and the upcoming 2024-2025 season, and has expanded to a dozen new states.
How will you evaluate the overall success of the event?	Communicate with our local merchant friends and partners to see the effect on their sales during the event. Provide opportunity for people to give feedback during and after the event, so that we can learn about ROI and opportunities for improvement.

Producer Qualifications. Tell us about yourself.

Larry has been a climbing coach for 24 years, and has coached numerous athletes to the national level. He has hosted dozens of successful USA Climbing Competitions during the past 20 years (at least 2 per year). Additionally, Larry has been the volunteer coordinator for the USA Climbing World Cups and North American Cups in Vail during the Mountain Games for the past 15+ years.

As the Managing Owner of Eagle Climbing + Fitness, Larry has been intricately involved with every competition during the gym's existence. The staff at Eagle Climbing + Fitness also has decades of competition experience, as route setters, former competitors, coaches, etc. The reputation of events at Eagle Climbing + Fitness has continued to grow, leading to the opportunity to host the first ASCL National Championships.

*We will email the Post-Event Report from ASCL Regionals 2024 - it far exceeds the 10 MB max file size.

Form Name:	2025 Request for Event Funding
Submission Time:	September 20, 2024 9:37 am
Browser:	Chrome 128.0.0.0 / Windows
IP Address:	50.229.184.50
Unique ID:	1267634669
Location:	39.9564, -85.9651

Name	Timothy Felton
Business / Organization	Vail Valley Foundation
Phone	(970) 777-2015
Email	tfelton@vvf.org
Address	90 W Benchmark Road # 300 Avon, CO 81620
Website	www.vvf.org
Business Type	Non profit
Event Name	ShowDown Town
Event Date / Times	June 26, July 10/17/24/31 and August 7/14. 6:30-8:30PM
Location / Venue	Eagle Town Park
Event Description	ShowDown Town is a free concert series that brings the community together with different types of music each week and a mix of food vendors and other community sponsors.
Town of Eagle Resources (Eagle Police Department, Public Works)	Extra Duty Officers, access to the electrical pedestals, traffic cones, as deemed necessary by Town of Eagle
Event Duration	Thursdays, Late June through the middle of August
New Event or Annual Event?	Annual
How many years has it occurred?	21
Anticipated Overall Attendance	5,000 (2024 Survey recorded 3640 which didn't include anyone under 18)
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	\$50,000
Previous Town Funding Amount	\$50,000
Other Event Funding Sources	Vendor Fees and Sponsorship
Anticipated Net Revenue	NA

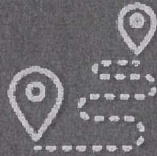
How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	We invite all community members to attend and have a range of different types of music so that everyone can find something that they would enjoy.
Describe the potential benefits to the town of Eagle.	We help to provide a fun and inviting environment where local community members and businesses can come together to enjoy each other's company and support local food vendors.
How will you evaluate the overall success of the event?	Positive Community Survey Results as well as partner feedback.
Producer Qualifications. Tell us about yourself.	The Vail Valley foundation puts on world class events throughout the valley. We put on the Stifel Birds of Prey World Cup Ski Races as well as the GoPro Mountain Games and Vail Dance Festival. We also manage the Vilar Performing Arts Center and the Gerald R. Ford Amphitheater. We have strong working relationships with the production company and vendors that we have put on this event with for many years and would plan to continue to do so with.
Please submit a Post-Event Report.	https://www.formstack.com/admin/download/file/16940785915

2024 SHOWDOWN T



7 SHOWS*

THURSDAYS
JUNE 27-AUGUST 15



96%

ATTENDEES CAME TO
EAGLE SPECIFICALLY
FOR THE EVENT



89%

DIVERSITY
RATE



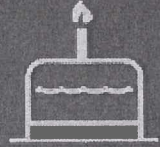
92

NET PROMOTER
SCORE



3.8*

AVERAGE # OF
CONCERTS ATTENDED



52**

AVERAGE
RESPONSE

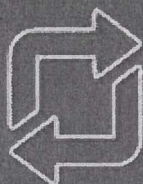
*2024 NUMBERS IMPACTED BY 6/27 SHOW C
**REFERS TO THE AVERAGE ADULT AGE. CHILDREN UNDER 18 ARE N

TOWN HIGHLIGHTS



3,640*

ESTIMATED TOTAL
ATTENDANCE



87%

"VERY" - "EXTREMELY
LIKELY" TO RETURN



13

COMMUNITY
SPONSORSHIPS



\$67,000*

ESTIMATED REVENUE
GENERATED TO THE
TOWN OF EAGLE

AGE OF
ENTS

CELED DUE TO SEVERE WEATHER
URVEYED OR ACCOUNTED FOR IN THIS AVERAGE.

Form Name: 2025 Request for Event Funding
Submission Time: September 23, 2024 4:56 pm
Browser: Chrome 128.0.0.0 / OS X
IP Address: 167.94.108.144
Unique ID: 1268558758
Location: 39.6354, -106.7588

Name	Tara Novak
Business / Organization	EagleARTS Nonprofit
Phone	(970) 376-4772
Email	tara@eaglearts.cog
Address	120 Broadway St Eagle, CO 81631
Website	https://eaglearts.org
Business Type	Non profit
Event Name	2025 Murder Mystery + Fall ARTwalk Festival + Holiday ARTwalk(with Wassailfest)
Event Date / Times	Tentative proposed dates/times: March 14, 2025, September 12, 2025, and either December 5 or 12, 2025 (depending on the Chamber)
Location / Venue	All three events will take place within various businesses along downtown Broadway.
Event Description	Murder Mystery - An award-winning immersive murder mystery game for which downtown Eagle will transform into a crime scene as ticketed guests interview suspects at various businesses in search for clues to guess whodunnit. Fall ARTwalk Festival - Closed street festival... Enjoy the beautiful fall weather while strolling the art galleries, local businesses, and vendor booths on Broadway with friends and family. Find creations by the local artist community while enjoying live music, performers, food trucks, and more! Holiday ARTwalk with Wassailfest - Shop local and find unique handmade gifts by local artists while strolling Historical Broadway Street. Visit art galleries and artist popups inside participating businesses, along with musicians and culinary delights in collaboration with the Eagle Chamber of Commerce's annual WassailFest.

Town of Eagle Resources (Eagle Police Department, Public Works)

For our Fall ARTwalk Festival we are requesting 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, and the promotion of ARTwalk on the town calendar, social media, and variable message sign on Grand Avenue. For Murder Mystery and HolidayARTwalk we would appreciate the promotion of the events on the town calendar, social media, and variable message board on Grand Avenue (and anywhere else the Town uses to promote events).

Event Duration	Time for all events: 5-8 p.m. (may vary slightly)
New Event or Annual Event?	Annual
How many years has it occurred?	6
Anticipated Overall Attendance	Murder Mystery = Approx 150-200 people. ARTwalk events can vary 500-1000 people, fluctuating over the three-hour timeframes.
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	\$20,000 total for all three events.
Previous Town Funding Amount	Murder Mystery 2024 = \$3,000. ARTwalk 2024 = \$0. Murder Mystery 2023 = \$2,000. ARTwalk 2023 = \$11,000. Murder Mystery 2022 = \$1,500. ARTwalk 2022 = \$10,000.
Other Event Funding Sources	Artist Booth fees, Business Host Fees, So far in 2024 = \$4,000 from Colorado Creative Industries Previous years we have received funding from CCI + Americans for the Arts. Event funding grants have diminished post-Covid. And we took a bit of a break this past year pursuing as many grants, unsure of our trajectory. With continued strong support of the Town of Eagle in support of producing our events, we plan to resume applying for more grants (as we have in the past) and have a strong list of regular sponsors we will reach out to.
Anticipated Net Revenue	We anticipate breaking even.

How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?

Artists, arts organizations, and artistic activities in general can play a valuable role in the development and long-term health and sustainability of our community. 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.

Arts events lead to shared experiences that help build bridges and bonds among diverse peoples in our community - strengthening 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 Valley. In their many diverse forms - which appeal to residents across a wide spectrum - the arts touch the daily lives and are essential nourishment for the spirit and souls of everyone in our community.

More statistics available at Colorado Business Committee for the Arts - CBCA.org

Describe the potential benefits to the town of Eagle.

The Town of Eagle will be listed as a sponsor for our three events based on our existing sponsorship levels, depending on the amount of funds awarded. Further, the town will benefit from sales tax generated by business and vendor sales. Our three events provide local artists and merchants much-needed opportunities to sell their work, promote their businesses, and generate income to support themselves and their families, as well as attract hundreds of visitors who will not only spend at our local businesses generating tax revenue for the Town, but also see the Town of Eagle as a unique, creative, and vibrant place to hang out.

On a national level, the nonprofit arts and culture industry is a billion dollar business that supports jobs, generates revenue for local, state, and federal governments, and is the cornerstone of tourism. Additionally, the arts drive an increased tax base, stronger social networks and community cohesion, reduced health risks, higher empathy, and more community pride. All of these factors make it possible for communities to progress toward their goals.

How will you evaluate the overall success of the event?

We evaluate the overall success of each event based on attendance and post-event surveys.

Producer Qualifications. Tell us about yourself.

We started ARTwalk on Broadway in 2018 with the idea of creating events that would build cultural and economic vitality in Eagle's Historic Downtown core. Due to the success of our monthly events, in 2019 we officially established EagleARTS as a nonprofit organization to provide a foundation for our efforts. EagleARTS is dedicated to enhancing the quality of life in Eagle, Colorado through the development of arts and culture. We have given local artists, musicians, and performers the opportunity to show off their talents, while also promoting our storefront merchants and local organizations. With the collaboration of our local government, local businesses, and the artisan community, we continue to produce programs and events that nurture and showcase the creativity of our community while building economic vitality.

Form Name:
Submission Time:
Browser:
IP Address:
Unique ID:
Location:

2025 Request for Event Funding
September 22, 2024 4:31 pm
Chrome 128.0.0.0 / OS X
73.34.26.102
1268187779
39.2438, -107.2128

Name	Hamilton Pevec
Business / Organization	Eagle Mushroom and Wild Food Festival
Phone	9703409525
Email	Hamiltonsmushrooms@gmail.com
Address	PO Box 1225 Eagle, CO 81631
Website	eaglemushroomfest.com
Business Type	Non profit
Event Name	Eagle Mushroom and Wild Food Festival 2025
Event Date / Times	Friday August 8, 5pm - Sunday August 10, 2025
Location / Venue	Brush Creek Pavilion
Event Description	The Eagle Mushroom & Wild Food Festival kicks off at the Brush Creek Pavilion on Friday, August 8, 2025, at 5 p.m. with a welcoming Meet N' Greet, followed by an engaging Keynote Speaker. The evening will continue with live music, food trucks, and exhibitors in the park, offering a family-friendly atmosphere to enjoy the local community and its natural beauty. On Saturday, August 9, and Sunday, August 10, participants can take part in guided forays on U.S. Forest Service land or hands-on workshops at the Pavilion. The identical daily schedules give attendees the flexibility to explore one day and learn practical skills the next. Saturday night, at least two dinner options will be available: a sophisticated, mushroom and wild food dinner with wine pairings at a local restaurant, and a more relaxed, family-friendly dinner at the Pavilion. The festival concludes with a special mycological presentation at the Pavilion, featuring an identification table for mushrooms and wild foods. Throughout the event, expert guides and mycologists will be on hand to connect with attendees, offering insight into the wonders of the natural world while fostering a sense of community and appreciation for the wild spaces that make Eagle special.
Town of Eagle Resources (Eagle Police Department, Public Works)	Police officers at Brush Creek Pavilion

Event Duration	3 days
New Event or Annual Event?	Annual
How many years has it occurred?	16
Anticipated Overall Attendance	500-600 over the 3 day event
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	\$10,000
Previous Town Funding Amount	\$5,500
Other Event Funding Sources	Ticket sales, Sponsors, Vendor commissions
Anticipated Net Revenue	\$0-\$500

How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?

The Eagle Mushroom & Wild Food Festival (EMF) is one of only two annual mushroom festivals in Colorado, the other being the Telluride Mushroom Festival (TMF), held the following weekend. Our aim is to attract the diverse group of "mycophiles" traveling between the two festivals, drawing participants from across the U.S., particularly from both coasts and Colorado's Front Range.

The mushroom community is known for its inclusivity, and the EMF brings together 450-500 attendees from Eagle, Garfield, and Pitkin counties, as well as other parts of the state and country. The event highlights the charm of a small mountain town, with its welcoming atmosphere, stunning national forests, and breathtaking mountain views. Participants seek a unique experience in an authentic mountain setting.

We offer engaging educational programs, including expert presentations on the role of mushrooms, forays into the U.S. Forest Service lands, chef-led cooking classes, and meals featuring locally sourced mushrooms. Hands-on workshops provide practical education for all-from the "myco-curious" to the dedicated enthusiast. These activities cater to everyone, from experts to families and children, making the festival accessible and enjoyable for all.

Describe the potential benefits to the town of Eagle.

Town of Eagle will be listed in all promotional and advertising material as a major sponsor. The town will have the benefit of being promoted as a regional focus point in the mushroom and foraging communities along with the economic multipliers of attracting new tourist spending in Eagle.

EMF draws individuals and families to Eagle who are eager for a unique experience that deepens their understanding of edible mushrooms and wild foods, all while enjoying the town's historic charm, breathtaking views, and surrounding wilderness. Organized by dedicated local volunteers, nearly 75% of all funds raised through ticket sales and sponsorships go directly back into the community. These funds support local businesses by purchasing products and services, such as restaurants for special events, live bands for free concerts, chefs for cooking classes, experts for guided forays, and promotional and advertising materials.

How will you evaluate the overall success of the event?

Number of tickets purchased, number of attendees per event, and income exceeding expenses. We will offer a customer survey for ticket buyers to offer us feedback and get a sense of how attendees felt about the event, so we can continue to improve the over all experience and success.

Producer Qualifications. Tell us about yourself.

Mary Ann Morrison and Scott Schlosser, long-time local supporters of the Eagle Mushroom & Wild Food Festival, are thrilled to continue their involvement as board members. As two of the key organizers behind the success of the 2024 event, their passion and dedication have been instrumental in driving the festival forward, and they are excited to help shape its bright future.

Hamilton Pevec is the founder and CEO of Hamilton's Mushrooms, president of the Western Colorado Mycological Association, and the newly appointed executive director of the Eagle Mushroom & Wild Food Festival (EMF), where he also serves as president of the board of directors. A dedicated husband and father of two, Hamilton has built a career in filmmaking and event production, organizing a wide variety of events including festivals, retreats, and film festivals. In 2024, he was honored with the prestigious "Executive Director's Award" by Britt A. Bunyard, editor-in-chief of Fungi magazine and executive director of the Telluride Mushroom Festival.

Lucien Pevec is the co-founder of Hamilton's mushrooms and is a lifelong mushroom and wild food enthusiast. He brings years of experience as an entrepreneur and not for profit board member to the EMF board as the newly appointed Secretary.

Form Name:	2025 Request for Event Funding
Submission Time:	September 23, 2024 11:33 am
Browser:	Safari 17.6 / OS X
IP Address:	73.243.118.244
Unique ID:	1268427537
Location:	39.6362, -106.6218

Name	Angela Mueller
Business / Organization	Eagle Farmers Market
Phone	(970) 401-3320
Email	eaglefarmersmarket@gmail.com
Address	3011 Basingdale Blvd Vail, CO 81657
Website	https://www.eaglefarmersmarketandartshow.com
Business Type	For Profit
Event Name	Eagle Farmers Market
Event Date / Times	June 21- Sept 20
Location / Venue	2nd Street, west side
Event Description	Discover the freshest produce from local farms, tempting baked goods, and handcrafted artisanal creations. Join us at the town Park in Eagle on Saturdays to experience a vibrant culinary adventure! Indulge in a wide array of protein options and take-home delights. Our market is a hub of community connections and delicious finds waiting just for you. Come and explore the Eagle Farmers Market, where quality meets community in every bite and purchase.
Town of Eagle Resources (Eagle Police Department, Public Works)	Public Works
Event Duration	9:00-1:00 pm
New Event or Annual Event?	Annual
How many years has it occurred?	3
Anticipated Overall Attendance	6000
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	33000

Previous Town Funding Amount	500
Other Event Funding Sources	Vendor Fee, sponsor
Anticipated Net Revenue	5000
How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	The Eagle Farmers Market has enjoyed the beautiful setting of the Park for the past two years, offering a wonderful atmosphere. However, despite the park's appeal, its hidden location has made it difficult for vendors to thrive. The local producers, bakers, and artisans who bring fresh bread, produce, and handcrafted items are finding it financially unsustainable. To increase visibility, we believe relocating the market to 2nd Street would be an ideal solution. This location would allow the tents to be more visible to those traveling on Highway 6, attracting more visitors and creating a vibrant, easily accessible community center. With the ongoing push to buy local and support local businesses, this move will help foster stronger connections within the community while ensuring the market's long-term success.
Describe the potential benefits to the town of Eagle.	The Eagle Farmers Market offers numerous benefits to the town and its community. It serves as a central gathering spot, encouraging residents to come together, connect, and engage in a shared space. The market acts as a powerful reminder to buy local, reinforcing the importance of supporting local businesses, farmers, and artisans. This not only boosts the local economy but also strengthens community ties. As Eagle continues to thrive, creating more family-friendly and visitor-centric locations becomes increasingly important. The market offers a perfect venue for both locals and tourists to explore what the town has to offer. By bringing together local businesses, artisans, and residents, the market fosters a vibrant atmosphere that encourages interaction, exploration, and community involvement. This strengthens Eagle's reputation as a dynamic and welcoming place to live, visit, and do business.
How will you evaluate the overall success of the event?	The success of the event will be evaluated through direct feedback from vendors and local businesses to understand their experience and gauge the market's impact on their sales and engagement. We will also create a survey to collect valuable insights from participants, vendors, and attendees. The information gathered will be shared with the Town, allowing for a comprehensive assessment of the market's performance and areas for improvement. By combining qualitative feedback and data from the survey, we'll gain a clear understanding of the event's overall success and its benefits to the community.

Producer Qualifications. Tell us about yourself.

Ren Events has produced events in Colorado: Eagle, Vail, and around the United States for the past 32 years. Our events have run from weddings, and town events, to Food and Wine events and the unique Farmers Market & Art Show. We have been engaged internationally, nationally, statewide, and locally. Ren Events has showcased our abilities locally and nationally and we see this continuing.

Please submit a Post-Event Report.

<https://www.formstack.com/admin/download/file/16951076004>



Post-Event Report

Event:

Date	6/22-9/28 Saturdays 9:00-1:30
Venue	Eagle Town Park
Daily Number of Attendees	100
Price if Ticketed Event	

Achievements and Opportunities

Summarize achievements (what worked well) and note improvements for next year.

Achievements:

The market continues to attract visitors, but its hidden location limits its visibility despite the activity. We aim to move it to a more prominent spot where it can be easily seen, creating an opportunity for everyone to engage with local produce, artisans, and businesses.

Opportunities:

We believe that 2nd Street, on the west side of Broadway, would be an ideal location for the market in 2025. By moving the market to this spot, we aim to increase shopper and dining traffic in the area, bringing more activity to Broadway and creating a lively atmosphere on Saturday mornings.

Feedback

Please provide feedback you received from delegates about the event.

We love the park. We have tried for two years and had banners on Broadway, on Capital. We sent out postcards about event early summer and are in Vail Daily and radio. This being said we see a handful of cars pass us on Saturday, the location is hidden and while amazing, we know to continue this for community, we need to move it to a location that is seen.

Budget

Provide a high-level view of budget performance.

MEAC Funding	\$ 500
Budgeted Income	\$ 21120
Budgeted Expenses	\$ 16800
Actual Income	\$ 6500
Actual Expenses	\$ 7595

Sponsors

Please list additional sponsors:

Event Promotion

Detail the different ways the event was promoted. Please note the cost of each promotional activity, and its reach (e.g. number of people who received the email, saw the post, etc.). Activities can include social media posts, announcements, email campaigns, Facebook advertisements.

Activity	Cost	Reach
Vail Daily weekly Add	1200	
Radio	1000	
Postcard/banners and flyers	3000	

Photos

Please add a link to where photos or videos of the event are stored.

Form Name:	2025 Request for Event Funding
Submission Time:	September 23, 2024 8:50 pm
Browser:	Chrome 128.0.0.0 / Windows
IP Address:	64.184.241.86
Unique ID:	1268610483
Location:	39.6699, -106.9803

Name	Michelle Morgan
Business / Organization	Eagle Chamber of Commerce
Phone	(970) 306-2262
Email	michelle.morgan@eaglechamber.co
Address	PO Box 0964 Eagle, CO 81631
Website	eaglechamber.co
Business Type	Non profit
Event Name	Biztoberfest
Event Date / Times	September 4, 2025 from 4:30 pm to 7:30 pm
Location / Venue	Brush Creek Pavilion
Event Description	Public local business expo amidst an Oktoberfest celebration. Live music by local Oktoberfest entertainer, games, contests, prizes, food and beverages.
Town of Eagle Resources (Eagle Police Department, Public Works)	Public Works, TOE Events calendar,
Event Duration	3 hours
New Event or Annual Event?	Annual
How many years has it occurred?	2
Anticipated Overall Attendance	600
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	\$10,000
Previous Town Funding Amount	\$2,000
Other Event Funding Sources	Sponsorship revenue, Exhibitor revenue, beer and stein sales
Anticipated Net Revenue	\$15,000

How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?

Biztoberfest is a unique event because it serves a dual purpose. 1. Increase exposure for local businesses 2. Provide a vibrant, authentic Oktoberfest experience for local residents. This strategic multi-faceted approach connects locals and non-locals with local businesses. Biztoberfest is promoted locally and regionally through public platforms to encourage diverse attendance.

Describe the potential benefits to the town of Eagle.

This event is cherished by local residents and is viewed as an amenity of Eagle. It works well for local residents to bike to event. Local and regional marketing of local businesses, as well as the event itself, contributes to the economic vitality of Eagle, as it brings locals out into the community and non-locals to discover the quality of life and services Eagle offers. This event brings community members together to gather and celebrate the festivities together, building neighborly relationships and enhancing their quality of life.

How will you evaluate the overall success of the event?

On-site event experience assessment, surveys and feedback from sponsors, exhibitors and guests. Success will also be determined by the financial profitability of the event, as this event is a much needed revenue source for the Eagle Chamber.

Producer Qualifications. Tell us about yourself.

The Eagle Chamber of Commerce defines itself as an economic force of Eagle. As a Membership organization, we serve the needs of our Members and the business community at large by providing resources to support Member and non-Member businesses.

Please submit a Post-Event Report.

<https://www.formstack.com/admin/download/file/16953801580>

Biztoberfest

2024 Analysis

2024 Goals

#1

Make Exhibitors Happy

#2

Increase Attendance

#3

Increase Revenue

Expenses & Income

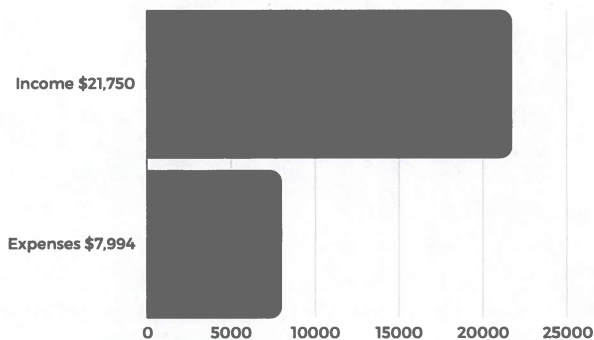
Expenses as of 9/23/24: \$7,994

Income as of 9/23/24: \$21,750

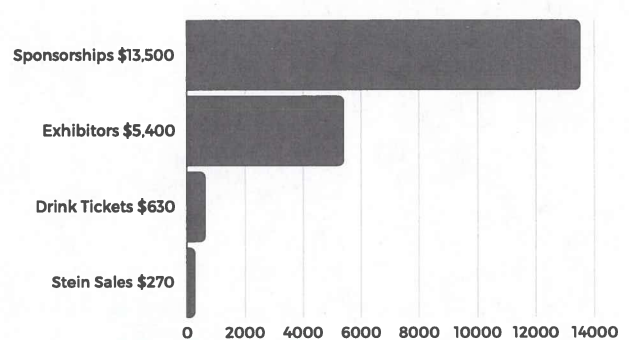
Expected Net profit: \$13,756

2023 Net profit: \$3,180

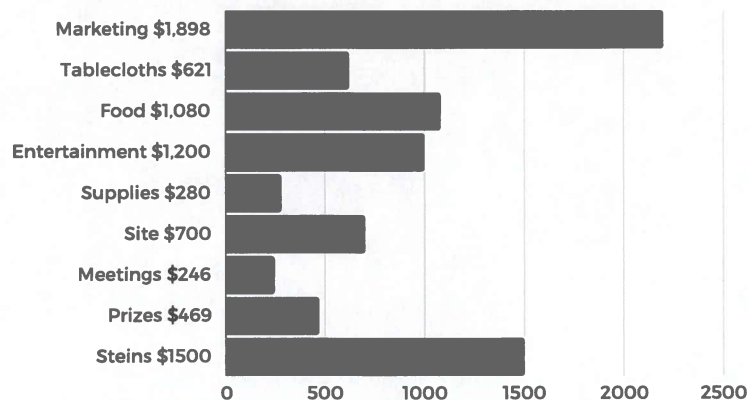
Income and Expenses



Revenue Sources

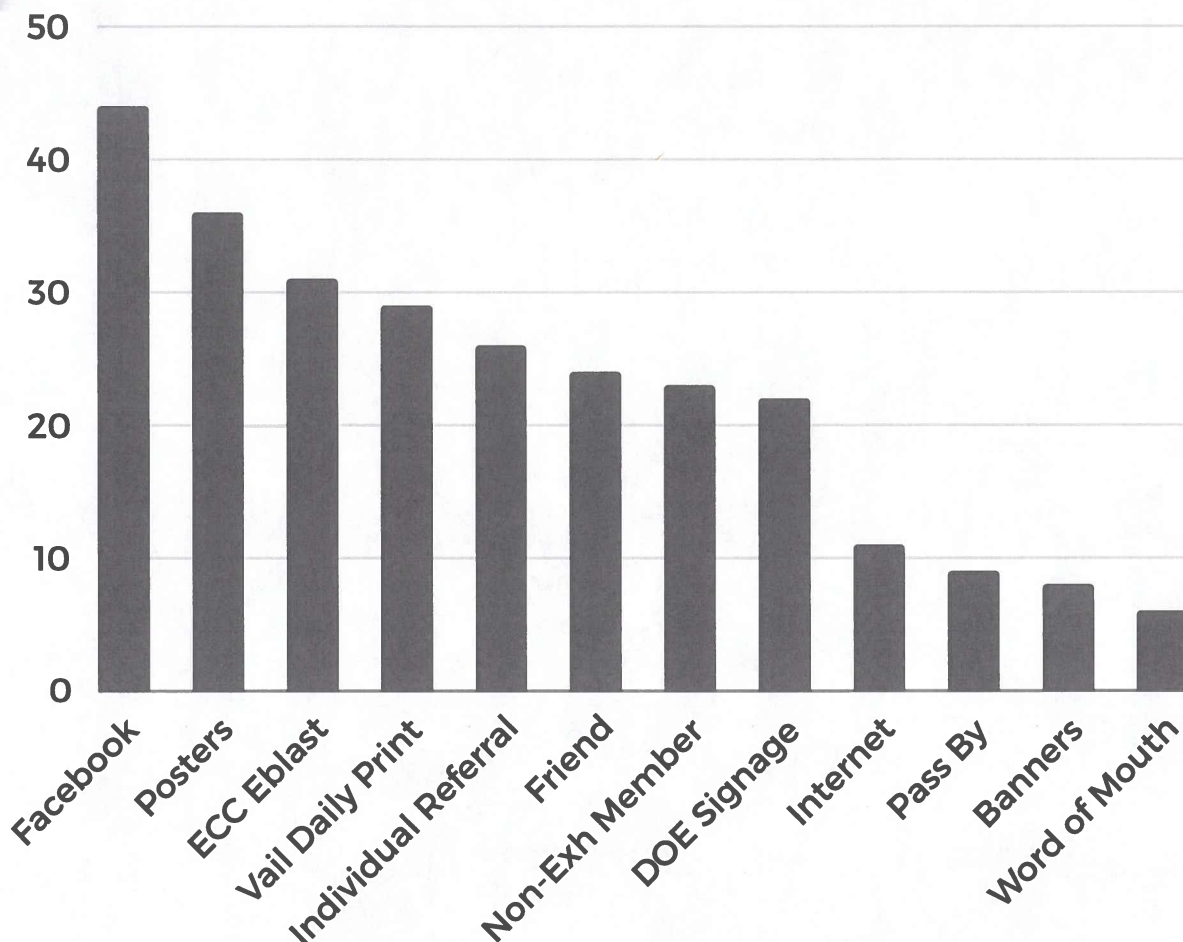


Expense Sources - Total \$7,994





Day of Event Guest Traffic Source Analysis



Day of Event Total Attendance On Record: 425
(more attended who did not register at the door)

Estimate based on 2 Exhibitors per booth and rough
estimated number of children. Other data is confirmed.

Non-Exhibitor Pre-Registrations: 64
Non-Exhibitor On-Site Paper Registrations: 250
Exhibitors: 70
Children: 25
Volunteers: 10
Vendors: 5
Employees: 1

2023 Day of Event Total Attendance: 256

Form Name:	2025 Request for Event Funding
Submission Time:	September 23, 2024 7:06 pm
Browser:	Chrome 128.0.0.0 / OS X
IP Address:	76.155.30.192
Unique ID:	1268590955
Location:	39.6699, -106.9803

Name	Brian Kunkel
Business / Organization	Your Fathers Office LLC
Phone	(970) 471-1288
Email	info@2ndstreeteagle.com
Address	127 W 2nd Street Eagle, CO 81631
Website	downvalleyvibes.com
Business Type	For Profit
Event Name	Down Valley Vibes
Event Date / Times	August 22 and August 23 from 3:00pm until 10:30pm
Location / Venue	127 W 2nd Street, Eagle, CO, 81631
Event Description	Welcome to Down Valley Vibes Fest, a grassroots music festival founded in 2024 by Brian Kunkel, Jesse Echtler, Richard Butters, Amber Griggs, Zach Gilliam, Kayla Back, Cheyenne Richardson of Second Street Tavern. Held at Second Street Tavern, The Collective on Second, and along Second Street, this vibrant event will showcase two rotating stages, 18 bands, and two DJs over Friday August 22nd and Saturday August 23rd, 2025. Enjoy a variety of food and vendors throughout the festival. Let's come together to celebrate the best of Colorado music and community.
Town of Eagle Resources (Eagle Police Department, Public Works)	Extra Duty Officers, Road Closures, Traffic Cones, Electrical Pedestlas, Marketing
Event Duration	Two Days
New Event or Annual Event?	Annual
How many years has it ocured?	1
Anticipated Overall Attendance	700 per day
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	10,000
Previous Town Funding Amount	0

Other Event Funding Sources	Ticketing revenue, vendor fees, sponsorship, alcohol sales
Anticipated Net Revenue	30,000
How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	Down Valley Vibes was created to be a street festival to highlight local Colorado bands and bring friends and family together for drinks, food, and camaraderie. We want to focus on bringing people to the downtown area of Eagle so downtown businesses can benefit from having a large crowd of locals in front of their doors and to promote local businesses through sponsorship. This is an event made by long time locals for locals.
Describe the potential benefits to the town of Eagle.	Income tax dollars, providing a community event for the people of Eagle that Eagle is lacking, tourism exposure of the town to people in the rest of the state, support of local bands, support of local businesses, and increase in hotel booking.
How will you evaluate the overall success of the event?	Selling out of all tickets, income tax revenue, total liquor sales, and positive feedback from the town and our local community.
Producer Qualifications. Tell us about yourself.	Produced 2024 Down Valley Vibes festival and was part of the bar ops team for Bonfire Block Party and Block Party Eagle.
Please submit a Post-Event Report.	https://www.formstack.com/admin/download/file/16953501243

Form Name:	2025 Request for Event Funding
Submission Time:	September 23, 2024 9:54 pm
Browser:	Chrome 129.0.0.0 / OS X
IP Address:	76.131.202.156
Unique ID:	1268619684
Location:	39.6354, -106.7588

Name	Elizabeth Latenser
Business / Organization	Access Unbound
Phone	9136695975
Email	elizabeth@accessunbound.org
Address	PO Box 5372 Vail, CO 81658
Website	www.accessunbound.org
Business Type	Non profit
Event Name	Access Unbound: All Wheels Crit Ride
Event Date / Times	Saturday May 31, 2025
Location / Venue	Downtown Eagle (exact route to be determined in conjunction with Town of Eagle)

Event Description	The Access Unbound All Wheels Criterium Ride is a fun-filled day of cycling for all ages and abilities, in the heart of downtown Eagle, Colorado! This event is designed to bring all riders together for a celebration of inclusive outdoor riding as we kick off the summer season! What is a criterium ride? A criterium, or crit, is a bicycle race that takes place on a closed course on public roads that are closed to normal traffic. Criterium races are known for being fast and very spectator friendly. From 11 am - 3 pm there will be a series of timed loops around a designated course in downtown Eagle. Riders will sign up for the heats that best match their age, mood or riding level. When you're not racing or cheering, enjoy live music and local food vendors. Heats and categories: * Strider Category for Kids: Little riders (ages 2-5) can show off their balance and speed on a short, safe course designed just for them. It's all about fun! * Kid loops: There will be heats for kids age 6 - 8 and 9 - 11 to enjoy the fast paced loop through downtown Eagle. * Teen Loop: For our energetic youth (ages 12-17), this could be a perfect introduction to criterium riding for teens developing their skills and looking for a thrill in a safe and supportive environment. * Adaptive Recreational: this category is open to all adaptive athletes with 2 wheels, hand cycle, recumbent bikes or trikes who want to enjoy a recreational ride. Adaptive riders are also welcome to sign up their corresponding age range. * Adaptive Competition: This is for the competitive adaptive racers with hand cycles and recumbent bikes. * Recreational Adults Loop: Adults looking for a non-competitive ride can take part in our recreational loop, designed to offer a fun and social experience. * Parade/Costume Loop: Perfect for friends and family who want to bring some flair and creativity to their ride! Prizes will be given to the best dressed! ANY bike or trike is welcome in this category. * Competitive Adults Loop: For serious cyclists, the competitive criterium will challenge your speed, endurance, and strategy. With a fast-paced loop through downtown Eagle, this race is sure to be an adrenaline-pumping experience.
Town of Eagle Resources (Eagle Police Department, Public Works)	Road Closures for the downtown "track", crowd barriers for specific corners, start and end inflatable arch, street sweeping, electrical hook up
Event Duration	11 am - 3 pm
New Event or Annual Event?	New

Anticipated Overall Attendance	60 participants and 120 attendees
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	10,000
Previous Town Funding Amount	N/A
Other Event Funding Sources	ticketing, corporate sponsorship for specific race heats, raffles
Anticipated Net Revenue	3,000
How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	This event sends a strong message that Eagle is a place where every individual has the chance to thrive, participate, and live a healthy life. We live in a very active and sport focused community but rarely are people with disabilities encouraged to participate alongside or in the same event as their peers. This cycling event will ensure people are seen and integrated into this community celebration. This is a celebration for all ages, abilities and levels. The inclusive para/adaptive categories will encourage participation from people with disabilities and is a great chance for people to see, cheer for, and better understand the adaptive needs of the disability community. This event reflects a unique commitment to accessibility and shows that the city is not only following but leading the charge in offering events that cater to a broad spectrum of its population.
Describe the potential benefits to the town of Eagle.	This event builds on and reinforces the strong outdoor, health and wellness, and inclusive community brand Eagle has already fostered. The crit is a chance to showcase Eagle's accessible elements, community spirit, and support of all abilities. Eagle may benefit from the strong marketing and publicity push that will be necessary to attract a wide variety of participants - families, competitive athletes, adaptive athletes, and much more. Eagle will be able to use unique social media content captured during the event to tell their story of the vision of this town. Attendees will drive traffic and revenue to the Town. The event is scheduled in late May and will bring people to downtown Eagle to support the businesses and restaurants which is helpful before the big summer visitor rush.

How will you evaluate the overall success of the event?

Success for this inclusive adaptive cycling event can be measured through a combination of quantitative and qualitative metrics, ensuring that the event not only meets logistical goals but also fosters community engagement, inclusion, and fun!

Participant Metrics

- Number of Participants: Ensure each heat/category has at least 10 riders.
- Diversity of Participants: Attract a diverse group of athletes, including a range of disabilities, ages, and backgrounds.
- Participant Satisfaction: Surveys can measure the participants' overall experience, from registration to race-day logistics, and highlight areas for improvement.

Spectator and Community Engagement

- Attendance Numbers: The number of spectators and local attendees indicates the community's interest and support for an event like this.
- Volunteer Involvement: The number of local volunteers willing to help with set up, race logistics, and more, will measure how engaged the community was in supporting the crit.

Media and Publicity

- Media Coverage: The amount and quality of media hits the event receives (local news, blogs, social media) can be a measure of its reach and success.
- Social Media Engagement: A recap of social media mentions, shares, and posts about the event can indicate public interest and how well the race resonated beyond the immediate community.

Producer Qualifications. Tell us about yourself.

Elizabeth Latenser has 20 + years of experience in live event production and nonprofit management. For more than 4 years, Elizabeth ran logistics and strategy for the Sundance Film Festival in Park City Utah. She has a passion for community building and storytelling in all forms. Elizabeth is the Executive Director of Access Unbound and dedicated to creating more access to the outdoors for people with disabilities.

Elizabeth will hire event producers 11Eleven Creatives who specialize in corporate, non-profit and boutique events locally, nationally, and internationally. They travel the globe to bring ideas to life, people together, and brilliantly collide the two worlds of immersive experiences and creative visual content production. 11Eleven Creatives inspire, engage, entertain, and captivate a wide range of audiences. Delivering over 45 years of combined experience, their team is passionate about creating unforgettable moments that leave a lasting impression.

Form Name:	2025 Request for Event Funding
Submission Time:	September 23, 2024 1:27 pm
Browser:	Chrome 128.0.0.0 / Windows
IP Address:	24.8.175.90
Unique ID:	1268476825
Location:	39.6362, -106.6218

Name	Christie Noteware
Business / Organization	Eagle County BMX
Phone	(970) 471-1778
Email	cnote926@gmail.com
Address	1700 Bull Pasture Rd Eagle, CO 81631
Website	https://www.usabmx.com/tracks/1798
Business Type	Non profit
Event Name	Eagle County BMX State Race
Event Date / Times	TBD
Location / Venue	ECBMX Track
Event Description	Every year each track in the state hosts a State Race. Our state race is usually the most attended in the Colorado. We usually have 250 riders and 60+ Motos for our race. It brings in families from around the state to enjoy our beautiful town and ammenities.
Town of Eagle Resources (Eagle Police Department, Public Works)	N/A
Event Duration	Pre-Reg and Practice are 2 hours, Race approx 3-4 hours total of 5-6 hours
New Event or Annual Event?	Annual
How many years has it occured?	14
Anticipated Overall Attendance	500+
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	\$3000
Previous Town Funding Amount	\$500
Other Event Funding Sources	Registration Revenue
Anticipated Net Revenue	\$4000-\$5000

How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	This is a once a year event that brings together the BMX families from all over Colorado. The kids love coming to race in Eagle and really enjoyed the new dirt jumps this past summer. The families spend money and time in our town and love the fact the kids can ride bikes to dinner after the races are over for the day. The event is open to the public and many people walking or biking stop by to see what is going on. Riders range from 2 years old to 68 years old so it is a great event for everyone!
Describe the potential benefits to the town of Eagle.	Families stay in hotels and camp, go for dinner in town and enjoy the amenities such as the Bike Park, and River Park
How will you evaluate the overall success of the event?	We evaluate the success of this event by the number of motos/riders that come to attend. We are usually the biggest draw for the State Series and we want to keep that going!
Producer Qualifications. Tell us about yourself.	I have been part of Eagle County BMX for 8/9 years now. I have been helping run the track with Jay Lucas for the last 5/6 years. I love to get the kids out there riding bikes and off screens. It is a great "family" that we have created at the track. I feel I have brought in many families from Eagle to try out the track as I also have been the PTO president for Brush Creek Elementary for the last 4 years and use that to promote biking to the kids as well. Our strider race series sees approximately 10-14 4 and under kids each week with out 5 and under novice class with 12-14 riders each week. I love watching all the kids ride- it makes me smile to see kids out there having fun.
Please submit a Post-Event Report.	https://www.formstack.com/admin/download/file/16951833440

TRACK OPERATOR REPORTING FORM

Track Name: Eagle County BMX Track Number: 1798 Track State: CO
Event Name: ECBMX Race For Life and SQR/GC Weekend Date Begin: 07/26/2024 Date End: 07/27/2024

RACE FEES

Race Date	Race Type	Point Value	Race Canceled	Sanction Fee	Insurance Fee	Surcharge Fee	Donation Fee	Race Fee
07/26/2024 07:00 PM	Race For Life, Si	1x	☐	\$25.00	\$0.00	\$0.00	\$0.00	\$25.00
07/27/2024 12:00 PM	Qualifier/State	3x	☐	\$0.00	\$343.50	\$687.00	\$0.00	\$1,030.50
Event Race Fees:								\$1,055.50

MEMBERSHIP SIGNUP FEES

Signup Type	New Signups	Renew Signups	1-Day Converts	Total Signups	Signup Fee	Signup Total
FULL MEMBER	0	1	0	1	\$80.00	\$80.00
Event Membership Signup Fees:						\$80.00

FEE SUMMARY AND CERTIFICATION

Race Fees & Membership Fees: \$1,135.50
Additional Track Donation: \$0.00
Track Payment Adjustment: \$0.00
Track Payment: \$1,135.50

Reason for Payment Adjustment

TRACK OPERATOR: Certify this report by signing below. Mail the original signed copy, all applications and scored set of moto sheets together with the appropriate funds to the sanction offices. It is recommended that you make and retain a copy for your records.

If the appropriate funds are not included with this form, track points will not be processed. This total package must be postmarked within 48 hours or your respective track points may be forfeited.

Reports that are not submitted directly through the Race Manager program using the Electronic Track Operator Reporting Package (ETorp) facility will be charged a \$10 manual data processing fee.

Signature of Track Operator: Christie Noteware Date: 07/27/2024

Form Name:

Submission Time:

Browser:

IP Address:

Unique ID:

Location:

2025 Request for Event Funding

September 9, 2024 10:23 am

Chrome 116.0.0.0 / OS X

73.153.192.57

1263569864

39.6199, -106.5113

Name	Lisa Reeder
Business / Organization	Vail Valley Soccer Club
Phone	(970) 390-4481
Email	tournament@vailsoccer.com
Address	PO Box 2728 Edwards, CO 81632
Website	www.vailsoccer.com
Business Type	Non profit
Event Name	Cindy Eskwith Memorial Vail Cup Soccer Tournament
Event Date / Times	October 3-5, 2024
Location / Venue	Eagle County numerous soccer fields

Event Description

The Vail Cup is a soccer tournament that occurs the first weekend of October in the Vail Valley. The tournament for 2024 will host 195 teams, the largest tournament to date. We, for the first time, will have a significant amount of games on Friday night leading up to the tournament weekend. This is something we plan on continueing moving forward.

Teams travel from within the state of Colorado and surrounding states to play

soccer in our picturesque community. The Vail Cup utilizes soccer fields from Vail Mountain School to the town of Eagle and Gypsum. The tournament also

occurs during a traditionally slow time of year, filling the valley's hotels, restaurants and shops with families, players, coaches. The Vail Cup has been running for over 20 years.

195 Teams

Over 3000 athletes

250 Volunteers

Referees

150-200 Coaches

Over 12,000 Attendees

Teams travel from all over Colorado, Utah and Wyoming, New Mexico

Event begins Friday night and ending Sunday evening. This encourages 2-3 room night stays.

Town of Eagle Resources (Eagle Police Department, Public Works)	NA
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Event Duration	Friday evening plus 8 am to dark both weekend days
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New Event or Annual Event?	Annual
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How many years has it occured?	20+
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Anticipated Overall Attendance	15,000
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Will any portion of the event take place outside of Eagle?	Yes
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If Yes, where	All over Eagle County
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Are you receiving funding from other municipalities	Town of Vail (17,000); Town of Edwards (5,000); Town of Avon numerous trade(s) throughout the year
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Amount Requesting for 2025	5000.00
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Previous Town Funding Amount	1000.00
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Other Event Funding Sources	Yearly sponsorship support from businesses
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Anticipated Net Revenue80,000

How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?

This event brings a very diverse group to the valley. Soccer teams from several demographics and several surrounding states spend the weekend with their families attending the soccer tournament and enjoying the fall foliage and local atmosphere of the valley. Teams use this tournament as a bonding and community experience for their teams. The tournament supports over 65% of the scholarships we give our club members so that they can participate in the sport at the club level. The club supports a diverse group of players and their families with our scholarship program.

Describe the potential benefits to the town of Eagle.

We continue to add field use and lodging nights and restaurant visits to the Town of Eagle. The players and families have ample down time to visit the local businesses in Eagle between games. This year we will have games Friday night also, added support to the Eagle economy. We also let all teams that will be playing in Eagle and close by know that their games will be played in Eagle during the tournament so that they can secure lodging down valley in Eagle near the fields they will play their games at. The local Eagle fields that we use have games Friday night and Saturday from 8 am - 7 pm and Sunday 8 am - 5 pm.

How will you evaluate the overall success of the event?

We will do a survey after the event; we have done this for several years.

Producer Qualifications. Tell us about yourself.

I have been the tournament director of the event for about 10 years in conjunction with the Vail Valley Soccer Club staff, coaches, volunteers. We have had many successful tournaments and continue to grow every year. In order to continue to be a success we appreciate the financial support of the local towns throughout our tournament.

Form Name: 2025 Request for Event Funding
Submission Time: September 3, 2024 11:37 am
Browser: Chrome 128.0.0.0 / Windows
IP Address: 198.99.81.172
Unique ID: 1261596922
Location: 40.5377, -105.0546

Name	Roland Rivera
Business / Organization	Triple Crown Sports
Phone	9706720556
Email	rrivera@triplecrownsports.com
Address	3930 Automation Way Fort Collins, CO 80525
Website	https://www.tcworldseries.com/
Business Type	For Profit
Event Name	Triple Crown Baseball World Series
Event Date / Times	July 8-20 (Tues-Sun) 7:30am-6:00pm
Location / Venue	Eagle Sports Complex/Freedom Park/Gypsum Sports Complex
Event Description	Youth Baseball Tournament FORMAT: Each team will be guaranteed a minimum of 5 games. Double elimination playoff bracket. ?AWARDS: Team Awards - 1st Place through 3rd Place; Individual Awards - 1st/2nd Place. EQUIPMENT REQUIRED: One dozen baseballs included with each entry. (All game balls must be NFHS approved) GAME TIMES AVAILABLE: June 27th, 2025 by Noon MT
Town of Eagle Resources (Eagle Police Department, Public Works)	Parks maintenance, schedule coordination
Event Duration	1 special event day (ESC on July 8, 16 Tues (8am-12:30pm) Opening and five play days per session July 9-13 and July 16-20
New Event or Annual Event?	Annual
How many years has it occurred?	4
Anticipated Overall Attendance	2500 (includes players and families)
Will any portion of the event take place outside of Eagle?	Yes

If Yes, where	Gypsum
Are you receiving funding from other municipalities	NO
Amount Requesting for 2025	\$5000
Previous Town Funding Amount	\$1500
Other Event Funding Sources	Entry fee, lodging residuals, merchandise
Anticipated Net Revenue	\$65,000
How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	Event provides positive economic impact through sales tax & lodging tax Event provides a sense of community and enhanced quality of life (local leagues and teams participate, Rocky Mtn Blaze program) Event provides a well-rounded, diverse audience , many out of state teams, varied socio economic backgrounds and ethnicities) Event provides marketing and brand awareness to the Town Event sustainability and potential growth
Describe the potential benefits to the town of Eagle.	Out of town tourism impacts local businesses at ALL levels (min 6 night stays per session), SIGNIFICANT LODGING COMMUNITY IMPACT, tax rev generation, local teams level of competition growth and development of youth
How will you evaluate the overall success of the event?	TCS will continue to monitor the attendance and growth of the event in upcoming years, the feedback we get from the lodging community and how cohesive that process is with contracting and room block, condo unit support is IMPORTANT. Also, local team participation and general market feedback on quality of facilities, amenities (concessions, vendors etc.) support.

Producer Qualifications. Tell us about yourself.

Triple Crown now manages roughly 200 youth and college events across the country and Mexico in baseball, basketball, fastpitch, lacrosse and volleyball. With Dave and Annette's son, Keri King, taking over as CEO in 2017, the company is still family owned and employs nearly 60 full-time staff in its corporate headquarters in Fort Collins, Colorado. Triple Crown hires approximately 400 seasonal employees to facilitate the production of events each year and has individually-owned franchises in territories across the U.S.

Please submit a Post-Event Report.

<https://www.formstack.com/admin/download/file/16857533533>

POST EVENT REPORT

Event Name: Triple Crown World Series

of Attendees 2023: 2310

Event Date: July 10-21, 2024

Method of Calculation: 66 teams x 35 people per team

Was a Survey Completed (N/A):

66 teams x 35 people per team

Method of Survey:

Complete survey should be submitted to events@townofeagle.org

Annual Event YES

New Event

Weather Conditions: overall very good

Specific Successes:

smooth schedule and facility support, very experienced event staff and solid umpiring crews, stayed on schedule, no issues with neighborhood parking adjacent to Freedom Park neighbors, decent lodging support in Vail Valley

Specific Challenges:

gopher holes in ESC outfield, sporadic concessions support at ESC

Ideas For Next Year:

more consistant weekend help with field crews

OTHER COMMENTS:

overall a really smooth and fun year!

Profitability:

Total Revenue 2023: 24 final numbers not in

Total Expenses 2023: 201 K in 2024

Profit/Loss:

Sponsorship:

Sponsor Revenue: \$1500

Sponsor Highlights:

overall a really smooth and fun year!

Marketing Summary:

Media Outlet	Target Market	Circulation	Publication Date	Sample Copy	Link to Ad
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Marketing Successes:

website and TCS data base

Marketing Opportunities:

likely more for local vendors

Potential for Growth:

based on facility availability and local league play in July

Link to Photo/Video Assets:

<https://www.tcworldseries.com/news>

<https://www.tcworldseries.com/photos.html>

Form Name:	2025 Community Sponsorships
Submission Time:	September 11, 2024 8:24 am
Browser:	Chrome 128.0.0.0 / Windows
IP Address:	98.50.43.218
Unique ID:	1264361304
Location:	39.6354, -106.7588

Community Grant Program

Name	Andrew Clark
Organization	Eagle Valley Skating Association
Program Title	Rocky Mountain Pond Hockey Championships
Email	andyalliance@aol.com
Phone	9709140045
Mailing Address	P O BOX 812 Eagle, CO 81631
Business Type	Non Profit
Dollar Amount Requested	\$ 1,000
Previous funding amount from the Town.	\$ 1,000
Describe the program for which the town's financial support is requested.	The Rocky Mountain Pond Hockey Championships is a fundraising event for Battle Mountain High school hockey and attracts youths(ages 9-15), High school(15-18) and families throughout the region to join in a 2 day outdoor hockey event.
Describe the need for the town's financial support.	Each year the event provides food, beverage, and event management for hundreds of people to enjoy the Eagle Town park. The event is manned by volunteers but costs associated with the event can be significant. As a fundraiser for Battle Mountain hockey it is important to raise funds to keep participation costs as low as possible.
Describe the benefits the town will receive for financial support.	Hundreds of participants will be in Eagle for the two day event and will be supporting local businesses.

Signature



Form Name:

Submission Time:

Browser:

IP Address:

Unique ID:

Location:

2025 Request for Event Funding

September 18, 2024 3:57 am

Chrome 128.0.0.0 / Windows

37.14.93.151

1266724936

41.4231, 2.188

Name	Lori Ventimiglia
Business / Organization	The Tipi Raisers
Phone	(970) 456-7196
Email	lori@thetipiraisers.org
Address	7830 W. Alameda Ave, Ste: 103-186 Lakewood, CO 80226
Website	https://www.thetipiraisers.org/
Business Type	Non profit
Event Name	Indigenous Wisdom Gathering
Event Date / Times	Friday - Monday of Flight Days weekend
Location / Venue	Town Park

Event Description	2025 will be our third year participating in Eagle Flight Days celebrations; offering opportunities for the Eagle community to deepen connections made with Native participants and build on their understanding of the importance of integrating Indigenous wisdom in the modern world. The 2025 Indigenous Wisdom Gathering will be offered in the Tipi at Town Park on Friday with offerings including meaningful dialogue, art and goods vendors and presentations led by our Native friends from various Tribes around the region. We invite the public to join the Gathering as we re-learn the ancient wisdom that our ancestors held and is still deep inside us all. When Native and non-Native people come together in this way, opportunities emerge to understand each other's culture, engage in genuine dialogue and create lasting friendships. The day will consist of the following: -Tipi raising ceremony -Indigenous Dancers and Drumming -Horse painting presentation -Storytelling and reconciliation dialogue in the Tipi Plus food and Native art vendors Other activities and discussion amplifying Indigenous Wisdom will be offered throughout the weekend to engage the public. These will not be a part of Flight Days nor located in Town Park.
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Town of Eagle Resources (Eagle Police Department, Public Works)	Traffic assistance with horses as per previous years
Event Duration	Friday - Monday
New Event or Annual Event?	Annual
How many years has it occurred?	10
Anticipated Overall Attendance	100
Will any portion of the event take place outside of Eagle?	Yes
If Yes, where	Gypsum and Edwards
Amount Requesting for 2025	5000
Previous Town Funding Amount	5000
Other Event Funding Sources	Grant funding and donations subsidizes this event
Anticipated Net Revenue	0

How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?

The Indigenous Wisdom Gathering honors the history of the First Nations who inhabited that region before colonization and offers opportunities for reconciliation, mutual understanding and building friendships across cultural lines of difference.

Describe the potential benefits to the town of Eagle.

The previous gatherings held at Flight Days garnered overwhelmingly positive feedback from local townspeople about this event. It complements the Flight Days activities in a variety of ways, adding depth, diversity, historic and cultural education and visual appeal.

Other benefits are through our partnerships throughout the Eagle Valley. Building on the previous two years, we are excited to continue our collaboration with local families as well as the Eagle Valley Land Trust, Vail Symposium and First Lutheran Church in Gypsum. Targeted engagement with the local schools and youth organizations is an area we would like to develop further in 2025.

Additionally, our circle of supporters from the front range and across the country have attended in previous years. Adding to the local economy through lodging, retail and restaurant patronage.

How will you evaluate the overall success of the event?

Below are some ways that we will be able to measure how well the Indigenous Wisdom Gathering is meeting its goals of fostering cultural understanding, building relationships, and contributing to the community's vibrancy.

Track diversity and number of attendees, including locals, visitors from the Tipi Raisers community, and tourists.

Document engagement in specific activities such as the Tipi raising, horse painting, and reconciliation dialogue.

Attendee feedback on cultural learning, reconciliation dialogues and overall experience.

Record the number of meaningful connections made between Native and non-Native participants.

Track whether attendees express interest in continued learning or follow-up events.

Producer Qualifications. Tell us about yourself.

In direct partnership with our Native relatives, we engage youth and volunteers of all ages as we address conditions of poverty on Native reservations, amplify Indigenous wisdom and create unique opportunities for reconciliation.

?We are a multi-cultural and intergenerational community in which an exchange of courageous conversations and mutual understanding are emphasized, inevitably leading to an organic evolution of friendship and respect across cultures and lines of difference.

Staff Bios can be found at thetipiraisers.org/tipi-raisers-team

Form Name:	2025 Request for Event Funding
Submission Time:	September 23, 2024 4:17 pm
Browser:	Chrome 128.0.0.0 / Windows
IP Address:	167.94.108.179
Unique ID:	1268546097
Location:	39.6354, -106.7588

Name	Mikayla Curtis
Business / Organization	Eagle River Youth Coalition, Inc. dba Mountain Youth
Phone	(970) 949-9250
Email	mcurtis@mountainyouth.org
Address	PO Box 4613 Edwards, CO 81632
Website	www.mountainyouth.org
Business Type	Non profit
Event Name	Mountain Youth Community Events
Event Date / Times	Various throughout the year, primarily February, June, August, September
Location / Venue	Eagle Ice Rink, Eagle Town Park, Eagle River Park, Seagull's Cycles and various locations throughout Eagle

Event Description

Mountain Youth is requesting support for four different events throughout the year that take place in the Town of Eagle and are intended to provide a meaningful and engaging experience for residents across the Eagle River Valley. The four events are ice skating and bike scavenger hunt through the Move Chat Connect series, Youthapalooza - an annual youth and community organization gathering, and Sustainable Splash - a youth-initiated event focused on river safety and sustainability. Each event is part of Mountain Youth's efforts to honor youth voice, bring community together, and give youth and families an opportunity for connection and involvement.

Move Chat Connect is part of Mountain Youth's behavioral health education series that focus on connecting youth, families, and community members with behavioral health experts. Move Chat Connect builds upon this education series to connect mental and physical health benefits, give families an opportunity to do a free activity together, leverages and engages partnerships with other local organizations, and improves overall family and community connection and health. The Move Chat Connect Bike Scavenger Hunt event brings youth and families together in small groups with a bike leader to solve clues, bike to locations across the Town of Eagle, and connect with a community partner who offers a health education activity at those various locations. The event began in 2022 as a collaboration between family education and the Valley's Voice youth leadership program. Youth came up with the clues, while the family education team figured out partners to work with and host stations at those clue locations. Partners who make the event successful include: Seagull's Cycles who hosts the welcome and post event gathering location for community building and to hear from a speaker, a bike maintenance workshop beforehand, and overall event support and marketing; Vail Valley Mountain Trails Alliance provides bicycles and helmets for individuals who do not have them and want to participate, as well as a station activity; Eagle Valley Outdoor Movement supports with a bike leader for Spanish speaking families, supports overall event development, and marketing; Vail Valley Ride hosts a station during the scavenger hunt and supports with overall event development and marketing. In years past, the event has been able to recruit 10-20 participants, with great opportunity to grow and include more partners and community members. The event includes free dinner, Spanish-speaking group leaders, donated bike maintenance class, a behavioral health presenter and live interpretation, and in-kind use of bikes and helmets from VVMTA.

Move Chat Connect has also been hosting a family ice skating night since 2022 in partnership with Valley's Voice, Aprendiendo Juntos (our Spanish language behavioral health speakers series), and Tu Guia (a youth-led academic and tutoring support program for elementary youth). Mountain Youth receives in-kind use of the Eagle Pool & Ice Rink from Mountain Rec, as well as skate rentals. The initial event was a huge success with over 150 community members, more than 50% Hispanic/Latino. One thing learned from the evening that has since been expanded into the event is

Spanish skating instruction right before or during the event to support Spanish-speaking parents/caregivers who want to learn more skills and be able to take their children on their own. The event continues each year with Mountain Rec support and continues to engage over 120 participants each time. The event includes donated ice time and rentals from Mountain Rec, free dinner and childcare, Spanish ice-skating instruction, a behavioral health presenter and live interpretation.

Youthapalooza is an annual gathering of youth with community organizations to connect youth with opportunities and fun activities. Each year, youth advisors organize, plan and execute this large event that takes place in local parks. Eagle Town Park hosted the most recent event in August 2024, and previously in summer 2022. Partner organizations are invited by youth to host a booth, activity, and share ways to get involved with their organization or participate in programs. This year's event had approximately 125 youth and 50 adults connect with 34 organizations through activities, games and prizes. The event gleamed youth ownership and partners shared it was the most organized event they'd been to all summer. Staff are proud of how youth have taken ownership of the event and feel a sense of responsibility in executing it. The event unfortunately was cut short due to a thunderstorm that rolled in halfway through, and agencies and staff had to clean-up quickly, otherwise staff believe more youth and families would have attended. Additionally, the youth band that had intended to play was unable to due to weather but will be invited back in the future. Looking forward to 2025, Mountain Youth is already working with partners to plan Youthapalooza. Eagle Town Park is the perfect setting for this event as it has enough space for partners to set-up and provide activities, has access to a stage and electricity, convenient and accessible facilities, and a playground on site. It's right next to a bus stop as well, making it accessible for youth and families. What makes Eagle even more successful as an event venue is that it brings in a local crowd of youth and families, whereas other locations can be a mix of local and visiting youth and families. For 2025, staff and partners are looking to host the event in June, at the start of summer to better connect youth and families to programs and activities throughout the summer. This will support community goals of ensuring youth and families are aware of and can access local programs that will provide safe, healthy spaces throughout the summer, and prevent high risk behaviors that may occur in unsupervised spaces. The overall goal of the Youthapalooza event is for youth and families to recognize the plethora of organizations that provide programs and services for youth and families, create connections with them that will hopefully lead to ongoing involvement and participation, and most importantly to have fun and connect as a community. Middle and high school youth are the focus population for the event and are provided vouchers for food from a participating food truck, provided giveaways and swag from participating organizations, and the event is free of charge for all.

Sustainable Splash is a youth-led passion project that has been able to

hold two events over the past two summers. Focused on environmental sustainability, river health, and water safety, the event invites youth and families to connect with health, education, and emergency response organizations at the Eagle River Park. The youth identified goals of the event are:

- Food, Fun & Games at the River for all!
- Bring our community together over a shared love of our environment
- Advocate for river health through the expertise of community partners
- Have fun!

Organizations that have participated with this event in the past include Walking Mountains and Eagle Valley Outdoor Movement, Mountain Rec, ECO Trails, Vail Health Think First, CO Parks and Wildlife, SOS Outreach, Holy Cross Energy, Timberline Tours, Eagle River Coalition, ECO Open Space and Natural Resources, EVHS green team and rugby team, and Vail Mountain Rescue. Organizations provide a booth with fun activities that have different focus areas related to sustainability and safety, and engage with participants. The event brought approximately 130 people to the Eagle River Park in August 2024. Looking forward to 2025, while the youth who initiated this event has since gone on to college, Mountain Youth is hoping to partner with Town of Eagle and similar organizations to continue to bring an event to the river park that focuses on safety and sustainability and continues to engage youth, families and community members in overall river health and safety practices. Middle and high school youth are provided vouchers to purchase food from the food trucks, swag is provided by partner organizations, and the event is free for all to attend.

Town of Eagle Resources (Eagle Police Department, Public Works)

Mountain Youth kindly requests Town of Eagle to include funded events in the Town's newsletter and variable message board. For the bike scavenger hunt, if the Town of Eagle would like to host a station during the scavenger hunt and provide an activity, that would be helpful. Additionally, the support of extra duty officers may help with safety during the event, however, participants are broken into smaller teams, which has less overall impact on traffic as their clues take them to different parts of the town. For Youthapalooza, support through staff planning and presence at the event, including support with overall planning and event logistics, set-up and clean-up, disposal of zero waste items, and a booth at the event would be appreciated. For Sustainable Splash, partnership with the Town of Eagle to coordinate and host the event would be ideal to create continuity for the community and sustainability in the event itself.

Event Duration	2-3 hours, depending on the event
New Event or Annual Event?	Annual
How many years has it occurred?	2-4 years, depending on the event
Anticipated Overall Attendance	Anticipated overall attendance of all events is 485. Anticipated attendance for ice skating is 125, for the bike scavenger hunt is 35, for Youthapalooza is 200, and for Sustainable Splash is 125.
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	\$5,000
Previous Town Funding Amount	\$1,236 from the 2024 community grant fund
Other Event Funding Sources	Mountain Youth is supported by diverse funding partners including federal, state and local government grants from SAMHSA, CDOT, CDPHE, CO Attorney General's Office, Office of District Attorney, Fifth Judicial District, Eagle County, Eagle County School District, and Towns of Vail and Avon. Private state and local foundations include El Pomar, Colorado Health Foundation, Daniels Fund, Vail Health Behavioral Health, Eagle River Foundation, Slifer Smith & Frampton Foundation, and Vail Resorts EpicPromise. Local businesses include Alpine Bank, Firstbank, and Community Banks of Colorado. Mountain Youth is also generously supported by individual donors who help to make all our work possible, as well as in-kind support from local schools, libraries, governments, and organizations.
Anticipated Net Revenue	\$0 - Mountain Youth does not charge for any program, activity, event or service.

How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?

Mountain Youth Community Events are designed to bring community together, connect through activity and education, and learn about different resources and opportunities. All events are open to every youth and family in the Eagle River Valley, facilitated in English and Spanish or have interpretation services available, provide food at all events, and provide childcare when necessary. The organization also works with numerous partners to make the events possible and focuses on creating connections between partners, between youth and families with partners, and more importantly between youth and families who attend and participate. All events are intended to encourage community, provide fun, promote positive behavioral health, and increase access to programs and resources. Mountain Youth works to create an engaged community that pursues healthy behaviors. All programs and efforts are designed to reach diverse populations of youth and families - inclusive of Spanish-speaking, Latinx and LGBTQ+ - and focus on creating a community of educated, supported, and healthy individuals, making the Town of Eagle a vibrant and healthy community.

Describe the potential benefits to the town of Eagle.

Mountain Youth strives to ensure the community is aware of supporters and partners that make programs possible. Town of Eagle support would be included on flyers, marketing and promotional posts for events that occur in the Town and would be commensurate with level of funding and support for the specific program or event. Specific marketing efforts will be dependent on the event and could be inclusive of inclusion in press releases, event opening remarks, event flyers and social media posts, and support spotlight through social media channels. All supporters are listed in the Mountain Youth annual report. Mountain Youth welcomes the opportunity to work with Town staff to best meet the Town's desire and needs for marketing inclusion that best demonstrate the Town of Eagle's support.

How will you evaluate the overall success of the event?

Success of events are evaluated for the number of individuals served through efforts, their satisfaction with the event and its impact on behavioral health, as well as partner feedback on event goals and satisfaction with their involvement in planning and executing events. Mountain Youth collects event attendee demographics through an anonymous online or print survey that each person is asked to complete when they arrive, or visit the welcome table (for larger events). Attendees of Move Chat Connect events are asked to complete a post-event survey that shares the impact the event had on their level of knowledge or skill related to the facilitated activity, as well as impact on their behavioral health. Attendees for larger events are asked to share their overall satisfaction with the event, ways to improve it, and the impact of the event in creating a sense of community and improving behavioral health. Partners are asked to complete an evaluation following the event to share what worked well and what they would like to see done differently or improved upon in the future. Event evaluations are shared with the organizing bodies to inform improvements for future events and better connect event goals with outcomes.

Producer Qualifications. Tell us about yourself.

Mountain Youth has been facilitating community education programs and events since 2010 to bring youth, parents and community members together with content experts to build their knowledge of challenges facing youth, engage in dialogue at the event and continued in the home, and connect with resources to support them in overcoming tough situations or engage in new opportunities. Each year, Mountain Youth has grown activities and reach, engaging more Hispanic/Latinx and Spanish-speaking community members and increasing focus on LGBTQIA+ activities and supports. Specific to the proposed events, Mountain Youth has been facilitating Move Chat Connect since 2021, growing partnerships and opportunities to serve more youth and families each year through various activities. Youthpalooza has been held since 2021 and each year has been improved upon by staff and youth advisors and engaged new organizations and youth in the event. This year, partner organizations said it was the best organized community event they attended all summer. Sustainable Splash has been held for the past two summers, growing from 100 to 130 attendees, and enhancing partners and support at the event. Staff have worked with partners and youth advisors to make improvements each year and will continue to use this feedback to inform future events. Overall, Mountain Youth was founded as a coalition and is rooted in working with all youth serving agencies to provide programs and efforts. Staff prioritize collaboration in all events and ensure partners have an opportunity to support planning and execution of events. This approach enables the organization to leverage resources, expertise, and collaboration to lead successfully executed events that encourage a diverse range of youth and families to participate and engage with community organizations and activities.

Form Name:	2025 Request for Event Funding
Submission Time:	September 9, 2024 10:27 am
Browser:	Chrome 128.0.0.0 / OS X
IP Address:	184.166.122.141
Unique ID:	1263572450
Location:	39.0809, -108.4925

Name	Shannon Casson
Business / Organization	The Cycle Effect
Phone	(970) 306-7572
Email	grants@thecycleeffect.org
Address	PO Box 1503 Eagle, CO 81631
Website	www.thecycleeffect.org
Business Type	Non profit
Event Name	Bikes & BBQ Celebration
Event Date / Times	May 17, 2025 12-3 pm - Women's Mountain Bike Clinic, 4-8 pm - Food, Party & Prizes
Location / Venue	Women's Mountain Bike Clinic at Terrace Park followed by celebration at Moe's BBQ
Event Description	The Cycle Effect's 2025 Bikes & BBQ fundraiser is more than a celebration-it's a powerful investment in our mission to empower Latina and BIPOC-identifying girls through mountain biking. The day kicks off with a Women's Mountain Bike Clinic, fostering skills and confidence for women of all levels. Following the clinic, the community comes together to connect for a lively celebration with food, live music, and raffle prizes, all in support of breaking down barriers to outdoor recreation. By funding this event, you're directly contributing to mentorship, leadership development, and health equity for young women who face significant challenges in our community. Your support enables us to expand access, create inclusive spaces, and change lives through the transformative power of belonging in the outdoors.
Town of Eagle Resources (Eagle Police Department, Public Works)	Use of Terrace Park
Event Duration	12-3 pm: Women's Clinic, 5-8 pm: Bikes & BBQ Celebration Event
New Event or Annual Event?	Annual
How many years has it occurred?	8
Anticipated Overall Attendance	150-200

Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	\$5,000
Previous Town Funding Amount	\$5,000
Other Event Funding Sources	A \$150 registration fee will be charged for the Women's Clinic in addition to the proceeds earned from raffle tickets.
Anticipated Net Revenue	\$10,000
How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	The Cycle Effect's Women's Mountain Bike Clinic and Bikes & BBQ Fundraiser align with Eagle's vision of creating a vibrant, diverse, inclusive, and unique community. By combining outdoor recreation with local culture, the event fosters community connections and enhances quality of life. The Women's Clinic offers an inclusive space for women of all skill levels to engage in mountain biking, while the BBQ Fundraiser provides a social gathering that strengthens community bonds. The event showcases Eagle's natural beauty and biking culture, supporting local businesses and traditions. It also promotes diversity by attracting Latina and BIPOC participants and offering a bilingual program. Economically, the event boosts local sales and lodging tax revenues and increases Eagle's visibility as a premier destination for outdoor recreation. In summary, this event enhances the community's quality of life, showcases Eagle's unique character, promotes diversity, supports local businesses, and has significant growth potential, making it a strong candidate for MEAC funding.

Describe the potential benefits to the town of Eagle.	The Cycle Effect's Women's Clinic and Bikes & BBQ Fundraiser offer significant benefits to the Town of Eagle by enriching the community socially, culturally, and economically. Economic Benefits: The event attracts participants and spectators from within and outside Eagle, boosting local businesses. Partnering with Moe's BBQ and other sponsors encourages dining, shopping, and lodging, generating sales and lodging taxes. This economic boost aligns with Eagle's goal of balancing quality of life with business vitality. Community Building: The Women's Clinic fosters a sense of community by bringing together women of all ages and backgrounds. The Bikes & BBQ Fundraiser extends this, offering a social space for residents and visitors to connect, strengthening social bonds and enhancing Eagle's quality of life. Diversity and Inclusivity: The event promotes inclusivity, particularly for Latina and BIPOC women. Its bilingual nature ensures accessibility, making it a welcoming environment that reflects Eagle's commitment to diversity. Showcasing Eagle: Highlighting Eagle's scenic trails, the event promotes the town as a premier mountain biking destination, aligning with its traditions and natural resources. Collaboration and Growth: Strong collaboration between The Cycle Effect, local businesses, and the community enhances the event's impact. With growth potential, the event can continue to benefit Eagle economically and socially. In conclusion, this event aligns with Eagle's goals, making it a valuable addition to the community.
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How will you evaluate the overall success of the event?	The Cycle Effect will evaluate the success of the Women's Clinic and Bikes & BBQ Fundraiser through multiple metrics. First, we will track participant numbers, aiming for another sold-out women's clinic, as in 2024. Participant feedback will be gathered via surveys to assess satisfaction, skill improvement, and sense of community. We will also measure the event's economic impact by monitoring sales from attendees. Social media engagement and post-event visibility will be analyzed to gauge marketing success. Additionally, we will track the diversity of participants, ensuring the event continues to attract and include women and families from Latina and BIPOC communities.
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Producer Qualifications. Tell us about yourself.

The Cycle Effect is well-qualified to produce a successful event in 2025, building on our strong track record. In 2024, our Women's Clinic sold out, demonstrating high demand and effective event management. We have extensive experience in organizing community-focused events that blend outdoor recreation with social engagement, successfully fostering inclusivity and diversity, especially among Latina and BIPOC women. Our established partnerships with local businesses, sponsors, and community members ensure strong collaboration and support. Additionally, our proven ability to secure funding, manage logistics, and deliver impactful programs positions us to execute another successful Women's Clinic and Bikes & BBQ Fundraiser in 2025 and beyond.

Form Name: 2025 Request for Event Funding
Submission Time: September 4, 2024 3:21 pm
Browser: Chrome 128.0.0.0 / Windows
IP Address: 63.228.81.51
Unique ID: 1262110545
Location: 39.6699, -106.9803

Name	Jen Swisher
Business / Organization	Rocky Mountain Sport Riders
Phone	(970) 389-3456
Email	jen.rmsr@gmail.com
Address	PO Box 1432 (physical address is 3730 Trail Gulch Rd in Gypsum) Avon, CO 81620
Website	www.rmsrco.com
Business Type	Non profit
Event Name	2nd Annual "Take A Kid Dirt Biking Day"
Event Date / Times	May 18, 2025 (all day)
Location / Venue	Dry Lake Motocross Park
Event Description	This is a special day at Dry Lake Motocross Park, all about the kids! The goal is to try to get parents and families to dedicate a day to taking their kids riding, and meet other families and kids that ride. It is a very popular community event. From our event poster last May: "Games * prizes * group rides * demo bikes * gear swap * goodie bags * free refreshments * and more! Whether your kid is a seasoned rider, or wanting to try a dirt bike for the first time, this event is sure to be fun for the whole family!"
Town of Eagle Resources (Eagle Police Department, Public Works)	Not necessary. We will use essential staff and volunteers to help with the event. More volunteers are always welcome!
Event Duration	Daytime hours of Sunday May 18th. Games & cook-out from 10:00 am - 2:00 pm. The park is open to ride from 9:00 am until sunset.
New Event or Annual Event?	Annual
How many years has it occurred?	This will be the second year. It was so popular last year, that we want to make it an annual occurrence!
Anticipated Overall Attendance	150-200

Will any portion of the event take place outside of Eagle?	Yes
If Yes, where	Gypsum, at the Dry Lake Motocross Park (many attendees live in Eagle).
Are you receiving funding from other municipalities	No
Amount Requesting for 2025	\$1000, which will provide free refreshments for all attendees (burger/hotdog cook-out) and some essential staffing for the event.
Previous Town Funding Amount	0
Other Event Funding Sources	Day passes will be \$30 per rider (spectators and kids ages 10 & under are FREE).
Anticipated Net Revenue	\$1000
How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	This event encourages all families with kids to attend and enjoy the sport of dirt biking together. Everyone is welcome, whether they are a seasoned rider, or wanting to try riding for the first time! This event specifically gives newcomers to the sport an opportunity to try it for the first time with free bike demos, and helmets and safety gear to borrow. There will be a fun event schedule for the kids, including dirt bike games, prizes, goodie-bags, and a free cook-out for the kids and their families! This event will introduce people to a sport that is fun for all ages, genders, backgrounds, and it brings people together. Dirt biking promotes physical and mental wellness through exercise and being outdoors, spending time with family and friends, and it's exciting and fun! The dirt biking "family" is an incredibly supportive group that is welcoming to newcomers and happy to offer help in any situation. The sport leads to many future opportunities such as social group rides and new friendships, racing and professional competition, travel, and a lifestyle that provides passion and fulfillment. Kids who enjoy dirt biking have a hobby to pursue which makes them happier, foster friendships, and helps keep them out of trouble! These kids grow up to be more active and productive adults. To get the word out, the event will be promoted online through our website and social medias. There will be event posters around town in public locations, and an ad in the Vail Daily. This will ensure that our event is inclusive, and everyone has a chance to hear about the event and attend.

Describe the potential benefits to the town of Eagle.

This event is a major service to the families in the Eagle community because of the opportunities it provides for kids who are beginners, kids who may really want to try dirt biking but haven't had the chance or the equipment to yet, and those who already ride and are looking to find friends to join. It is also a great social opportunity for the whole family to make connections with others local families who share common interests.

There will also be attendees from out of town. This will benefit the town of Eagle in the form of revenue gained from fuel purchases; food at grocery stores, convenience stores, and restaurants; lodging, and retail shops. Last year, we had visitors from as far away as Elizabeth, Steamboat Springs, and Grand Junction. With the event taking place early in the season, it is likely that visitors will enjoy it so much that they will return, tell their friends about the motocross park, and keep bringing more revenue to the town throughout the season.

This is a "feel good" event. There is nothing cuter than a bunch of little kids riding around on dirt bikes, playing games and chasing each other around the track, and hanging out by the BBQ excitedly talking about their day! The event was very well-received last year, with many people asking when the next one will be!

The town of Eagle will be listed as a sponsor at the event site, as well as in our newspaper advertisements, event posters, and on our website and social media accounts.

In summary, this feel-good event will benefit the families in the community by having a fun event and fostering the love of a sport that brings passion and fulfillment. Kids who enjoy dirt biking have a fun hobby to pursue, which helps keep them occupied and out of trouble! It is a benefit to local shops and businesses through revenue gained from people who travel here for the event. And it will benefit the town of Eagle through our marketing and thanking the town for sponsoring such a "cool" event!

How will you evaluate the overall success of the event?

We will be able to evaluate the attendance through day-pass sales (both pre-registered online & at the gate). Last year we had about 150 attendees and 70 riders. We would like to see a 50% increase this year!

Producer Qualifications. Tell us about yourself.

Rocky Mountain Sport Riders (RMSR) is a motorcycle club in Eagle County that has been in existence since the 1990s. The club became an official 501(c)(3) non-profit in 2013 with the main focus of trail stewardship of the five different motorized singletrack trail systems in Eagle County. In 2018, RMSR built the Dry Lake Motocross Park to serve the community, and has been operating the park and holding events there ever since.

I (Jen Swisher) am the Executive Director of RMSR and have a strong background in the sport of dirt biking. I ride for fun, organize group rides for the community, race competitively, and serve on the board of a dirt bike racing organization (RMEC). I am a USMCA-certified dirt bike coach and have taught many kids and adults how to ride. I strive to be a positive ambassador for the sport and encourage others to try it out. I enjoy planning rides and events that are inclusive and offer opportunities for the community.

Form Name: 2025 Request for Event Funding
Submission Time: September 23, 2024 12:13 pm
Browser: Chrome 129.0.0.0 / Windows
IP Address: 76.131.14.113
Unique ID: 1268444920
Location: 39.9038, -104.9419

Name	Kate Rau
Business / Organization	Colorado High School Cycling League
Phone	(720) 272-9282
Email	kate@coloradomtb.org
Address	5765 Arapahoe Ave. Ste. C Boulder, CO 80303
Website	https://coloradomtb.org
Business Type	Non profit
Event Name	Haymaker Classic - Race #2 & Race #3
Event Date / Times	September 5-7, 2025 (Friday 8:00am - 6:00pm / Saturday & Sunday 6:30am - 6:00pm) & September 19-21, 2025 (Friday 8:00am - 6:00pm / Saturday & Sunday 6:30am - 6:00pm)
Location / Venue	Haymaker Trail System, Eagle, CO
Event Description	In 2025, the Colorado High School Cycling League would like to request that Race #2 and Race #3 of the series be held on the Haymaker Trail System. Race #2 September 6th & 7th Race #3 September 20th & 21st Venue set-up and pre-ride will occur on Friday, September 5th and Friday, September 19th. Teams from Colorado, Wyoming, New Mexico, and South Dakota will participate in cross-country mountain bike racing on Saturday, September 6th, Sunday, September 7th, Saturday, September 20th, and Sunday, September 21st.
Town of Eagle Resources (Eagle Police Department, Public Works)	Public Works (Traffic Signage, Wayfinding Signage, Orange Cones, Water Truck, Welcome Variable Message Sign), Venue Preparation (Mowing Field, Course Preparation), Staff (Open Space)
Event Duration	Friday (Set-Up & Pre-Ride): 8:00am - 5:30pm / Saturday & Sunday (Race Days): 6:30am - 6:00pm
New Event or Annual Event?	Annual
How many years has it occurred?	11

Anticipated Overall Attendance	1,925 Per Race Weekend (Total 4-Day Attendance = 3,850)
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	\$15,000 (2 Race Weekends / \$7,500 Per Race Weekend)
Previous Town Funding Amount	\$10,000 (2 Race Weekends / \$5,00 Per Race Weekend)
Other Event Funding Sources	\$26,000 (2024 - 2 Race Weekends / \$13,000 Per Race Weekend)
Anticipated Net Revenue	-\$100,000 (2023 - 2 Race Weekends / -\$50,000 Per Race Weekend)

How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?

Town of Eagle / Colorado High School Cycling League Goals & Objectives

Increases Sales and Lodging Tax Revenues:

With an estimated 1,925 attendees, including participants, the Colorado High School Cycling League believes that sales and lodging tax revenues will be positively impacted. In the past, hotel owners and members of our community have mentioned that lodging has been at capacity during Colorado High School Cycling League event weekends.

Encourages Overnight Destination Visits:

Colorado High School Cycling League teams, coaches, riders, parents, and staff know the Town of Eagle as an outdoor recreation destination. The Colorado League plans to host 2 race weekends in 2025. Prior to the event weekends, the Colorado League will promote the Town of Eagle as an overnight destination for our community to visit and pre-ride the racecourse.

Increases Brand Awareness:

Over the past 12 years, the Colorado High School Cycling League has been strongly bound to Town of Eagle. With the proposal of a 2-weekend race series, our goal is to increase brand awareness to more members of the Colorado League community. It is notable that new families and coaches are exposed to Eagle every year because it is an interscholastic support where new student-athletes and supporters will visit the area for the first time.

Provides Marketing and PR Value:

The Colorado High School Cycling League aims to provide positive marketing and promotional value to the Town of Eagle through Colorado High School Cycling League newsletters, social media, and local press.

Appeals to a Diverse Audience:

The Colorado High School Cycling League community ranges in location and socio-economic status. By bringing families from Colorado, New Mexico, South Dakota, and Wyoming to the Town of Eagle, the Town will continue to establish itself within our community and its' reach as a premier outdoor recreation destination. The Colorado League provides scholarships to student-athletes who are needed assistance in order to participate.

Provides for a well-rounded, varied annual calendar:

By hosting 2 race weekends in 2025, September 6-7, 2025 and September 20-21, 2025, we believe our events will helps balance the Town of Eagle's 2025 events calendar and thereby extending the Town's event season.

Growth Potential / Sustainable Event:

The Colorado High School Cycling League continues to experienced growth year over year. This past month, September 6-8, 2024 and September 20-22, 2024, a total of 1,440 riders participated in the Haymaker Classic.

Describe the potential benefits to the town of Eagle.

The 2025 Colorado High School Cycling League Race Series will bring staff, coaches, parents, and riders to the Town of Eagle. Event attendees will require lodging, fuel/gas, as well as food and beverage throughout the event weekend. Anecdotes from community members have included sold-out lodging accommodations and full restaurants and bars. In addition, many members of the Colorado League community will visit local businesses for evening activities. In the past, visits to the Back Bowl, Grand Ave. Grill, Moe's BBQ, Red Canyon Café, and the Pickled Kitchen have been very popular.

The Colorado High School Cycling League is committed to co-marketing and co-promoting the Town of Eagle as a mountain biking destination throughout the year. We believe this will help to generate visits both prior and post-event.

How will you evaluate the overall success of the event?

We will evaluate ROI to the town by surveying our attendees, via SurveyMonkey, about the success of the event and their experiences in Eagle. Questions will focus on,

- 1) Organization of the Event
- 2) Quality of Venue & Course
- 3) Lodging Location & Number of Nights
- 4) Food & Beverage Spending
- 5) Additional Spending

The Town of Eagle will see immediate economic impact in the form of lodging, food & beverage, and additional spending. The later impacts will be seen through future visits to the Town of Eagle by coaches, teams, families, and Colorado High School Cycling League staff members.

Producer Qualifications. Tell us about yourself.

We hope that the Colorado High School Cycling League has demonstrated itself as a positive and beneficial partner over the years. We believe that our race production is top notch as a result of our experience and the support of the Town of Eagle. By bringing a 2-weekend race series to town, we believe we will be able to further demonstrate our capability to produce exceptional races that benefit host communities.

Please submit a Post-Event Report.

<https://www.formstack.com/admin/download/file/16951337929>

Form Name:	2025 Request for Event Funding
Submission Time:	September 19, 2024 11:07 am
Browser:	Safari 16.2 / OS X
IP Address:	67.190.9.118
Unique ID:	1267275533
Location:	39.9834, -105.143

Name	Melinda Gladitsch
Business / Organization	2025 Rocky Mountain Walk to End Alzheimer's
Phone	(970) 471-0175
Email	gladmelinda@gmail.com
Address	PO Box 1364 Edwards, CO 81632
Website	act.alz.org/rockymountain
Business Type	Non profit
Event Name	2025 Rocky Mountain Walk to End Alzheimer's
Event Date / Times	TBD - late September
Location / Venue	Brush Creek Park & Pavilion
Event Description	The Rocky Mountain Walk to End Alzheimer's will celebrate their 8th year in 2025 with each year building on the success of the previous year. The Town of Eagle graciously funded the walk each year since 2019. The 2025 walk will take place in late September at Brush Creek Park in Eagle. Final dates have not been determined. The event draws people of all ages and strives to be a fun, family event. We are expecting over 300 participants in 2024 and hope to exceed that in 2025. The 2024 walk will be held on Saturday, September 21st with registration beginning at 9:00 AM followed by a program and the 2-mile walk. This year, thanks to Visiting Angels and Capital Public House we are hosting a post event with live music by The Evolution.
Town of Eagle Resources (Eagle Police Department, Public Works)	In the past we have certainly notified Eagle Police of the event but have not required any extra duty officers. We hire a private security company to watch over the park on Friday night. We do use traffic cones but do not require road closures. We post crossing guards at the two places where our route requires it.
Event Duration	Friday AM (pick up key and begin set up) through Saturday at 2:00 PM (when cleaning is completed. The key is returned on Sunday morning at 8:00 AM
New Event or Annual Event?	Annual
How many years has it occurred?	2025 will be the 8th year of the event
Anticipated Overall Attendance	300

Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	\$1,000
Previous Town Funding Amount	\$500 in 2024
Other Event Funding Sources	In 2024, we have over 23 businesses and organizations that sponsor our event. We also raise revenue through individual fundraising. The Alzheimer's Association provides support staff and all event supplies/materials (tent & table rentals, marketing materials, etc.)
Anticipated Net Revenue	\$115,000 fund raised for the cause
How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	In 2023, nearly 300 walk participants broke out as follows: • 78% of participants identified as living in Eagle County • Of those from Eagle County, 68% were from up valley (Avon, Edwards, Minturn, Vail) • The remaining 32% of Eagle County participants were from Gypsum or Eagle • Remaining participants were from Glenwood Springs, Summit County, the front range and some out of state visitors Our event attracts people of all ages and backgrounds and we continue to work towards increasing our participant percent of the Hispanic community and other underserved communities.

Describe the potential benefits to the town of Eagle.	The Alzheimer's Association is very grateful and fortunate to have Edward Jones, Castle Peak, Visiting Angels, First Bank, Alpine Bank, Capital Public House and several of our walk teams from the town of Eagle. While the programs do not specifically categorize people by town, we can tell you that Eagle is well-served by Alzheimer's Association services and support. • Over 400 people in the Vail Valley are being supported with Alzheimer's Association programs in 2024. This support consists of: • Support Groups - 2 per month up and down valley, 30-40 participants, all programming & training provided by ALZ. • Educational Programs such as "The 10 Warning Signs of Alzheimer's" are offered to any organization or business that requests it with the programming provided by The Alzheimer's Association. • Individual Care Consultations - Alzheimer's Association personnel spend time with caregivers and those suffering from the disease to help them understand their diagnosis and think through care options. • 1-800 24/7 Help Line - cards in all senior meal delivery locally Marketing exposure for the Town of Eagle includes six weeks of Vail Daily advertising, ads and editorial in Singletree Magazine, local radio advertising, posters, flyers, yard signs and social media posts, presence on the local walk website (act.alz.org/rockymountain), promotion at local events as well as exhibit opportunities on the day of the event. Sponsors are also acknowledged at our Kick Off event, which was held this year at Route 6 in Eagle Vail with over 150 attendees.
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How will you evaluate the overall success of the event?	2025 goals have not yet been set but will include the following objectives: • Number of participants • Number of new and returning teams • Number of people engaged on the planning committee and as volunteers • Total revenue • Sponsorship revenue • Individual fundraising revenue
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Producer Qualifications. Tell us about yourself.

The Alzheimer's Association was founded in 1980 by a group of family caregivers and individuals who recognized the need for an organization that would unite caregivers, provide support to those facing Alzheimer's and advance research into the disease.

Today, the Association reaches millions of people affected by Alzheimer's and all other dementias. We are the leading voluntary health organization in Alzheimer's care, support and research.

Care & Support: We work on a national and local level to provide care and support for all those affected by Alzheimer's and other dementias.

Research: As the largest nonprofit funder of Alzheimer's research, the Association is committed to advancing vital research toward methods of treatment, prevention and, ultimately, a cure.

Advocacy: The Association is the leading voice for Alzheimer's disease advocacy, fighting for critical Alzheimer's research and care initiatives at the state and federal level.

More than 6 million people in the United States are living with Alzheimer's and other dementias.

It is currently ranked as the seventh leading cause of death in the United States, but recent estimates indicate that the disorder may rank third, just behind heart disease and cancer, as a cause of death for older people. It is the only major disease without widely available treatments or a cure.

There are over 600 Walks to End Alzheimer's nationwide, the largest fundraiser of the Alzheimer's Association. The Alzheimer's Association is the world's largest non-profit funder of Alzheimer's and all other dementia research, and are third in the world behind only the governments of the U.S. and China. In addition to funding research the Alzheimer's Association provides extensive services and support for those living with the disease and their caregivers.

Form Name: 2025 Request for Event Funding
Submission Time: September 23, 2024 11:04 am
Browser: Chrome 128.0.0.0 / Windows
IP Address: 66.198.212.74
Unique ID: 1268414693
Location: 39.6199, -106.5113

Name	Beth Pappas
Business / Organization	Vail Recreation District
Phone	(970) 479-2280
Email	bpappas@vailrec.com
Address	700 S. Frontage Rd. E Vail Recreation District Vail, CO 81657
Website	www.vailrec.com
Business Type	Government
Event Name	VRD Mountain Bike Race Series - Eagle Ranch Classic
Event Date / Times	May 28, 2025/4-8pm
Location / Venue	Eagle Ranch trails
Event Description	The VRD's Town MTB Series heads into its 41st year in 2025 with its annual eight-race series that hosts events across Eagle County. The Eagle Ranch Classic is the historic season kickoff. Races take place on Wednesday evenings from approx. 4-8pm for all ages and ability levels.
Town of Eagle Resources (Eagle Police Department, Public Works)	Request the closure of Arroyo Dr. between 4th of July Rd and Haystacker from 4-8pm on race day. Permission to use Eagle Open space trails.
Event Duration	4 hours
New Event or Annual Event?	Annual
How many years has it occurred?	20+
Anticipated Overall Attendance	300
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	\$1,200. The funding is used to offset the BLM usage fees which went up to \$7/participant in 2024.
Previous Town Funding Amount	\$500
Other Event Funding Sources	Registration fees, sponsorships

Anticipated Net Revenue

0

How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?

Local mountain bike series provides a sense of community and enhances the quality of life for guests and residents while showcasing Eagle's world class trails to people from other communities. The bike race is open to participants of all ages and ability levels.

Describe the potential benefits to the town of Eagle.

Because the VRD MTB series takes place on Wednesday evenings, the events do not generate substantial room nights, however they do encourage ancillary spending on food, gas, etc. by participants. The Town benefits by hosting these brand enhancing events which bring Eagle's target demographic to showcase the trail network and community. Additionally, the mountain bike events enhance the quality of life for Eagle residents by providing a safe and fun environment in which to compete in their own backyard.

How will you evaluate the overall success of the event?

The event's success can be determined by participation numbers and post-event feedback from racers and the community.

Producer Qualifications. Tell us about yourself.

The Vail Recreation District's (VRD) mission is to offer diverse and exceptional recreation opportunities that enhance the physical, social and emotional well-being of all its residents and guests. In 2024, the VRD's Sports Department produced over 30 of our own events including skimo, snowshoe, whitewater, mountain biking and trail running races in addition to helping coordinate and/or time dozens of community races including the Go Pro Mountain Games, Big Horn Gravel, Kids Adventure Games, Battle Mountain Cross Country Invitational and more.

Please submit a Post-Event Report.

<https://www.formstack.com/admin/download/file/16950884696>

2024 Budget



VAIL RECREATION DISTRICT

MOUNTAIN BIKE TOWN SERIES

MTB Series Budget - Eagle Events Only				
Revenue	2024 Budget	2024 Actual	Comments	
MEAC Contribution	\$1,000	\$500	Used to offset BLM usage fees	
Sponsorships	\$1,500	\$1,125		
Entry Fees	\$9,000	\$8,946	264 adults x \$29; 46 kids x \$15	
Total Revenue	\$11,500	\$10,571		
Expenses				
Advertising	\$2,000	\$1,700		
Operating Supplies	\$1,200	\$850		
Prizes/Awards	\$2,000	\$1,900		
Contract Labor	\$4,000	\$4,000		
Permit Fees	\$1,800	\$2,450	BLM fees = \$7/person (participants + staff). Raised in 2024	
Total Expenses	\$11,000	\$10,900		
Net Revenue	\$500	(\$329)		

Total event expenses does not include VRD full time employee salaries, liability insurance and other administrative costs

Form Name: 2025 Request for Event Funding
Submission Time: September 23, 2024 11:09 am
Browser: Chrome 128.0.0.0 / Windows
IP Address: 66.198.212.74
Unique ID: 1268417072
Location: 39.6199, -106.5113

Name	Wyatt Smith
Business / Organization	Vail Recreation District
Phone	(970) 479-2280
Email	wsmith@vailrec.com
Address	700 S Frontage Rd E Vail, CO 81657
Website	vailrec.com
Business Type	Government
Event Name	Boneyard Boogie 6K & 14K Trail Running Race
Event Date / Times	May 17, 2025 8:00am to 12:00pm
Location / Venue	Haymaker Trail, Pool & Ice Trail, Charlie Brown Trail, Boneyard Trail, Pool & Ice Parking Lot as well as the BMX Parking Lot, & The Bluffs Neighborhood
Event Description	The Dynafit Boneyard Boogie kicks off the 2024 Vail Trail Running Series with a 14K scamper through pinyon groves and juniper shrubs on some of Eagle's most scenic single track trails, with an elevation gain of 1,279 feet, reaching a maximum elevation of 7,718 feet. Both races will start and end at the Eagle Pool and Ice Rink, with the 14K starting at 9:00 A.M. and the 6K starting at 9:15 A.M.
Town of Eagle Resources (Eagle Police Department, Public Works)	Use of Eagle Open Space Trails. I would love to have a public works or officer help with traffic control with racers coming off of Charlie Brown Trail into the Bluffs. Polar Star Dr. has a big blind turn that I know the community of Upper Kiabab often speeds down.
Event Duration	Roughly 4 Hours
New Event or Annual Event?	Annual
How many years has it occurred?	10+
Anticipated Overall Attendance	300
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	1500

Previous Town Funding Amount	500
Other Event Funding Sources	registration fees & other race series sponsors
Anticipated Net Revenue	\$0
How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	Eagle has built some amazing trails over the last 20 years. I truly believe it is the best biking in Eagle County. This race brings athletes from all over Colorado into Eagle to see some amazing trails. After the race, all athletes are welcomed to the afterparty at a local Eagle restaurant to showcase the local cuisine. Many Eagle residents work up in Vail, so this race in our series brings the course to their back door rather than them having to commute up valley. I grew up in Upper Kiabab and loved cheering on the race every year while my brothers participated.
Describe the potential benefits to the town of Eagle.	During the Spring season, many locals travel west to avoid the mud and continue enjoying the outdoors. This race takes place in May and gives the locals something to do in their own back yard and experience some great trails with beautiful views of Red Canyon and New York Mountain. With the early start on a Saturday, some athletes will look into staying at hotels, visiting restaurants, utilizing other fun activities Eagle has to offer (whitewater park, pool & ice rink, bowling, movie theatre, etc.). With funding: TOE Staff will have 5 comp entries to the Trail Running Series Races, use of all media, logo inclusion on all our webpages regarding this race and series.
How will you evaluate the overall success of the event?	We evaluate the success of our races by the racer participation, initial racer feedback, racer surveys, and feedback from the community.
Producer Qualifications. Tell us about yourself.	I'm Wyatt Smith, Race Director of the Vail Trail Running Series. I grew up in Eagle my entire life and graduated from EVHS in 2012. I got my undergraduate degree from University of Colorado Boulder and have worked for the Vail Recreation District for 4 years. The Vail Recreation District has been hosting races in Eagle County for over 40+ years.
Please submit a Post-Event Report.	https://www.formstack.com/admin/download/file/16950920354



Post-Event Report

Event: Boneyard Boogie Trail Race 14K & 6K

Date	5/18/2024
Venue	Pool & Ice Rink and Town of Eagle Trails
Daily Number of Attendees	230 Racers & 100 Spectators
Price if Ticketed Event	Racer Registrations: \$30-\$55 depending on race, age, and when registering

Achievements and Opportunities

Summarize achievements (what worked well) and note improvements for next year.

Achievements:

- Race starting and finishing at Pool & Ice Rink parking lot allows for a great race with minimal impact on Town of Eagle operations.
- Afterparty at Capitol Public House showed off a new Eagle restaurant to the Eagle County community.

Opportunities:

- Brings both Eagle County Community and out of town visitors into Eagle to see the amazing trails and restaurants.
- Potential for a kids fun run to take place as well with the Eagle Open Space and amount of trails in the area.

Feedback

Please provide feedback you received from delegates about the event.

- There could be additional traffic control at the Polar Star Dr., Bluffs Neighborhood road crossing
- Having an additional aid station for the 14K due to racers experiencing heat fatigue

Budget

Provide a high-level view of budget performance.

MEAC Funding	\$ 500
Budgeted Income	\$ 10,857
Budgeted Expenses	\$ 8,958
Actual Income	\$ 9,987
Actual Expenses	\$ 9,203

Total event expenses does not include VRD full-time employee salaries and other costs

Sponsors

Please list additional sponsors:

- Dynafit, Capitol Public House, and Bloch & Chapleau

Event Promotion

Detail the different ways the event was promoted. Please note the cost of each promotional activity, and its reach (e.g. number of people who received the email, saw the post, etc.). Activities can include social media posts, announcements, email campaigns, Facebook advertisements.

Activity	Cost	Reach
Print – Posters, brochure packets	\$1200	Local & Visitor Reach
Media – Radio, Instagram, Facebook	\$1050	23,000 /week
Email	\$1000	11,000 households

Photos

Please add a link to where photos or videos of the event are stored.

<https://www.facebook.com/media/set/?set=a.981162227349601&type=3>

Form Name:	2025 Request for Event Funding
Submission Time:	September 20, 2024 8:52 am
Browser:	Chrome 128.0.0.0 / Windows
IP Address:	69.179.198.81
Unique ID:	1267616599
Location:	39.6354, -106.7588

Name	Joanie Monaghan
Business / Organization	Mountain Tots Preschool
Phone	(281) 798-0172
Email	board@mountaintotspreschool.com
Address	236 W. 3rd St. Eagle, CO 81631
Website	www.mountaintotspreschool.com
Business Type	Non profit
Event Name	Mountain Tots Preschool Jingle Jog 5K and Kid's Fun Run - Third Annual
Event Date / Times	December 6, 2025
Location / Venue	Downtown Eagle
Event Description	Fun Run event to support Mountain Tots fundraising goals. The event will include a 1K and 5K route option for participants. The routes will follow the same as the first two annual events, starting and ending on approximately Broadway and 4th street in downtown Eagle.
Town of Eagle Resources (Eagle Police Department, Public Works)	Traffic cones at road crossings. Electrical outlet access on Broadway for lighting and microphone.
Event Duration	2 hours
New Event or Annual Event?	Annual
How many years has it occurred?	2025 will be the third annual event.
Anticipated Overall Attendance	200
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	750.00
Previous Town Funding Amount	750.00
Other Event Funding Sources	Ticketing
Anticipated Net Revenue	\$2,000

How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	This event could become an anticipated annual event to bring community members together and support an essential cause - early childhood education. It is positive branding for the Town of Eagle and aligns with 'Eagle Outside' initiatives and events.
Describe the potential benefits to the town of Eagle.	Donor recognition shoutouts on race day, 4 free race entry tickets, Town's logo added to signage at the start/finish area, on our race website, and on a banner sign that will be posted at the three way stop on Capitol and Brush Creek Rd in the weeks leading up to the race. Race participants often visit the businesses on Broadway and around town before and after the race, creating additional sales tax revenue and supporting our local business community. Over 90% of our raffle prizes are solicited from businesses within Eagle, so the ongoing benefit and stimulus to our local economy keeps going for several weeks or months after the event ends as raffle prize winners use their gift cards or other prizes.
How will you evaluate the overall success of the event?	We will consider this event a success if registration and participation meets or exceeds our estimate of 200, if there is community support for this as an ongoing annual event, feedback from participants after the event. We have received positive feedback and growing support for this event in the first years of holding the event and expect that support to continue.
Producer Qualifications. Tell us about yourself.	I am an active community participant and current board member for Mountain Tots Preschool (MTP). I have been heavily involved in planning and putting on the Jingle Jog event, and other fundraising efforts, for the school for the last two years and will continue to participate and coordinate with other parent, school, and town members to make this event a success in 2025!

Form Name:
Submission Time:
Browser:
IP Address:
Unique ID:
Location:

2025 Request for Event Funding
September 16, 2024 9:07 pm
Chrome 128.0.0.0 / OS X
69.179.198.87
1266270567
39.6354, -106.7588

Name	Madison Partridge
Business / Organization	MOUNTAIN PRIDE
Phone	5155370551
Email	info@mountainpride.org
Address	PO Box 6443 Avon, CO 81620
Website	https://mountainpride.org/
Business Type	Non profit
Event Name	Fiesta Pride
Event Date / Times	June 2025 (Date TBD) 3-6 PM
Location / Venue	Brush Creek Pavilion and Park
Event Description	Fiesta Pride will be a vibrant celebration of Latinx LGBTQ+ culture and community, specifically designed to create a welcoming and inclusive space for individuals and allies alike. The event will feature a blend of cultural performances, food, music, and activities that reflect the diversity of the Latinx and LGBTQ+ communities. It will also offer resources and education, empowering participants with tools for advocacy, mental health support, and community building. Hosted in partnership with Mountain Pride and the MIRA Bus Program, Fiesta Pride will serve as both a celebration and a platform for advancing social equity and inclusivity.
Town of Eagle Resources (Eagle Police Department, Public Works)	Brush Creek Pavilion Usage
Event Duration	3 Hours
New Event or Annual Event?	Annual
How many years has it occurred?	1
Anticipated Overall Attendance	800
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	5000

Previous Town Funding Amount	0
Other Event Funding Sources	Belonging Colorado Grant, Private Donors, Corporate Sponsors
Anticipated Net Revenue	N/A Free Community Event
How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	Fiesta Pride embodies the Town of Eagle's vision by celebrating the intersection of Latinx and LGBTQ+ identities, two vibrant and diverse parts of our community. By bringing together people from different backgrounds, this event will create a dynamic, inclusive environment that fosters mutual understanding and connection. It will highlight the unique cultural contributions of the Latinx LGBTQ+ community, while also promoting the town's commitment to diversity and inclusivity. Attendees will experience the richness of cultural expression through music, dance, food, and art, ensuring that the event contributes to the town's reputation as a progressive and welcoming place where all individuals feel they belong.
Describe the potential benefits to the town of Eagle.	Fiesta Pride will bring numerous benefits to the town of Eagle. Economically, the event will attract attendees from across the region, supporting local businesses, restaurants, and shops. Culturally, it will enhance the town's reputation as an inclusive destination, showcasing Eagle as a community that values diversity and stands in solidarity with marginalized groups. Additionally, the event will foster community engagement and solidarity by bringing together residents and visitors in celebration of shared values. By providing a safe and affirming space for the Latinx LGBTQ+ community and their allies, Fiesta Pride will enhance the social fabric of Eagle and encourage ongoing conversations about diversity, equity, and inclusion.
How will you evaluate the overall success of the event?	The success of Fiesta Pride will be evaluated using both quantitative and qualitative metrics. Attendance numbers, participant demographics, and engagement with activities (workshops, performances, resource booths) will be tracked. We will also collect feedback from attendees through surveys, focusing on their experiences with inclusivity, cultural representation, and the overall atmosphere of the event. Additionally, we will measure social media engagement and local media coverage to assess the reach of the event. Lastly, we will evaluate the impact of community partnerships, including the number of resources distributed by the MIRA Bus and feedback from local organizations that participated in the event.

Producer Qualifications. Tell us about yourself.

Mountain Pride is a nonprofit organization dedicated to advocating for and supporting the LGBTQ+ community in the mountain regions. We work to create inclusive environments through events, education, and resource provision. We have a track record of successful community engagement, including the organization of Pride events, educational workshops, and advocacy campaigns in partnership with local businesses and governments. Our team has extensive experience in event planning, community outreach, and cultural programming, ensuring a well-organized and impactful Fiesta Pride event.

The MIRA Bus Program is a mobile resource center providing vital services to underserved communities across Eagle County. We are experienced in hosting community-focused events that provide resources in health, education, and advocacy, reaching vulnerable populations and building connections. Together, Mountain Pride and MIRA have the expertise to make Fiesta Pride a well-rounded event that combines celebration with meaningful support for the Latinx LGBTQ+ community.

Form Name:	2025 Request for Event Funding
Submission Time:	September 12, 2024 9:48 am
Browser:	Chrome 126.0.0.0 / Windows
IP Address:	23.31.84.213
Unique ID:	1264812427
Location:	39.6814, -104.8837

Name	Kim Fritzler
Business / Organization	Slifer Smith & Frampton Real Estate
Phone	19703765814
Email	kim@slifer.net
Address	1143 Capitol St., Suite 101A Eagle, CO 81631
Website	https://www.eagleranchhoa.net/
Business Type	Club or group without non profit status
Event Name	Trick or Treat Street
Event Date / Times	October 29, 2025 5pm-7pm
Location / Venue	Eagle Ranch Village
Event Description	Since 2008, the merchants of Eagle Ranch Village have come together every Wednesday before Halloween to host a fun, free event where kids can trick-or-treat around local businesses. This festive evening invites everyone to dress up in their favorite costumes and explore all that Eagle Ranch Village has to offer. From the inaugural event, DJ Kuchler spins spooky tunes in front of the Capitol Theater and the beloved "Thriller" flash mob makes its annual appearance! To get involved in the dance, visit "Thrill the World Eagle, Colorado" led by Tami Higbee. For every person who signs up to be a part of the flash mob, the Eagle Ranch HOA will make a donation to Speak Up Reach Out. Come for a night of trick-or-treating, dancing, and community fun!
Town of Eagle Resources (Eagle Police Department, Public Works)	extra duty officers, street barricades to close off capitol street from Founders avenue to Sylvan Lake Road
Event Duration	2 hours
New Event or Annual Event?	Annual
How many years has it occurred?	since 2008 (even during covid)
Anticipated Overall Attendance	500
Will any portion of the event take place outside of Eagle?	No

Amount Requesting for 2025	700.00
Previous Town Funding Amount	none
Other Event Funding Sources	Eagle Ranch HOA and all merchants purchase their own goodies to handout
Anticipated Net Revenue	0
How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	This event 1) Enhances the sense of community for Eagle residents by providing opportunities for connection. 2) Balances the quality of life for residents with the need for vitality in our business community. 3) creates the opportunity to actively collaborate with community partners and stakeholders.

Describe the potential benefits to the town of Eagle.

We established the event to take place on a Wednesday night as that was the slowest day of the week at the Dusty Boot and we wanted to increase business on a quiet night. Since then we've found the benefits are:

1. Boosts Local Economy:

Increases Foot Traffic: The event draws families and visitors to the town, allowing to step foot into local, restaurants, and businesses.

Promotes Local Businesses: By involving local merchants, the event provides an opportunity for businesses to showcase their offerings, potentially gaining new customers and engaging with current clients

2. Enhances Community Engagement:

Fosters Community Spirit: The event brings together residents of all ages, creating a sense of belonging and unity. It strengthens community bonds by providing a fun and safe environment for families to celebrate together.

Encourages Volunteerism and Participation: Local groups and organizations can get involved, helping to build a strong, engaged community. Last year MOPS and 2 churches participated.

3. Attracts some Visitors:

Showcases the Town's Character: Hosting festive and family-friendly events can help position Eagle as a vibrant and welcoming destination, encouraging repeat visits from attendees.

Increases Visibility: Unique events like this can attract media attention and social media shares, boosting the town's profile and bringing in visitors from nearby areas. Last year the Thriller flash mob was on the cover of the Vail Daily.

4. Supports Local Charities and Initiatives:

Raises Funds and Awareness: By linking the event to a charitable cause (like donating to Speak Up Reach Out), the town can support local nonprofits, raising both funds and awareness for important community initiatives.

5. Provides a Safe, Fun Environment:

Offers a Safe Trick-or-Treating Option: The organized event provides a controlled and safe environment for families, giving parents peace of mind while children enjoy trick-or-treating.

Encourages Healthy, Active Fun: With activities like dancing and flash mobs, the event promotes physical activity and fun for both kids and adults.

6. Strengthens Town Identity and Culture:

Builds a Tradition: Annual events create traditions that residents and visitors look forward to, helping to establish a unique cultural identity for the town.

Overall, such events contribute to a thriving, connected, and resilient community, enriching the town of Eagle both socially and economically.

How will you evaluate the overall success of the event?

A strong turnout is always a great sign and seeing the local restaurants busy on what may typically be a slow Fall night.

Form Name:	2025 Request for Event Funding
Submission Time:	September 24, 2024 3:45 pm
Browser:	Chrome 128.0.0.0 / Windows
IP Address:	64.184.241.85
Unique ID:	1268932913
Location:	39.6699, -106.9803

Name	Melanie Smith
Business / Organization	Eagle River Coalition
Phone	(952) 465-6094
Email	smith@eagleriverco.org
Address	PO Box 1477 461 Railroad Ave Gypsum, CO 81637
Website	www.eagleriverco.org
Business Type	Non profit
Event Name	25th Annual Community Pride Highway Cleanup and 31st Annual Eagle River Cleanup
Event Date / Times	Date TBD - Community Pride Highway Cleanup. Date TBD - Eagle River Cleanup
Location / Venue	Eagle County, Colorado
Event Description	Two annual county-wide cleanups, the Community Pride Highway Cleanup and the Eagle River Cleanup, are coordinated by the Eagle River Coalition, with the help of more than 1000 volunteers total between the events. In May of 2024, we removed 15+ tons of trash from Eagle County's roadways in the highway cleanup, and though we are still determining the amount of trash removed from waterways during the September 7 30th Annual Eagle River Cleanup, we estimate that more than 250 volunteers participated on that day. Both events annually contribute to residents' sense of ownership, beautification of the valley, and stewardship of local resources.
Town of Eagle Resources (Eagle Police Department, Public Works)	Eagle Police Department, Public Works, Extra Duty Officers
Event Duration	Each of the two events is scheduled for one day; most volunteers participate for several hours, but it is up to the team leaders of each section to determine their teams' logistics.
New Event or Annual Event?	Annual
How many years has it occurred?	25 years for the Community Pride Highway Cleanup and 31 years for the Eagle River Cleanup
Anticipated Overall Attendance	1,200 volunteers participate annually between the two events.

Will any portion of the event take place outside of Eagle?	Yes
If Yes, where	Both cleanups are county-wide.
Are you receiving funding from other municipalities	Town of Vail (\$3,500 for each event); Town of Avon (\$1000 for each event); Town of Gypsum (\$1000 for each event); Edwards Metro District (\$1000 for each event)
Amount Requesting for 2025	\$2000 (\$1000 for each event)
Previous Town Funding Amount	\$2000
Other Event Funding Sources	Funding support for these cleanup events comes from 20+ local businesses, individuals, corporations, clubs, foundations, Eagle County and numerous local municipalities, including Vail Resorts EpicPromise, Eagle River Water & Sanitation District, Upper Eagle Regional Water Authority, Eagle County, Edwards Metropolitan District, Encore Electric, Town of Gypsum, Town of Avon, Town of Vail, Alpine Bank, Alpine Quest Sports, Eagle Ranch Association, Slifer, Smith, & Frampton Foundation, Collett Enterprises, CarQuest, Colorado Department of Transportation and Vail Daily, as well as additional entities.
Anticipated Net Revenue	\$6,000
How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	The two community cleanup events, which bring together teams of volunteers to remove trash and debris from 140 miles of Eagle County roadways in the spring, and clean more than 70 miles of waterways each fall, are much-loved and highly-anticipated traditions. Benefiting the landscape and wildlife of the area, the efforts also beautify the valley's major roadways in time for the arrival of summer guests and remove trash and debris from the waterways at the end of the river recreation season and in time for the winter ski season. These popular cleanups encourage stewardship throughout the entire Eagle Valley, offering community members the chance to participate in the maintenance of our landscape and ecosystems. Many of the annual volunteers report to us that these events are a highlight for them, creating a sense of community, quality of life and well-being for them and their cleanup teammates. It is often said that the cleanups are "the most fun you can have cleaning up someone else's messes." Teams are made of groups of diverse volunteers, with residents and employees from every town within the community and represent and involve the full spectrum of our community's economic and cultural backgrounds.

Describe the potential benefits to the town of Eagle.	The Town will be able to take pride in contributing to the cleanliness of the valley and in presenting clean streams and roadways throughout Eagle to residents and visitors alike. The cleanup efforts of the volunteers relieves the town from paying staff to pick up trash. We also believe that there is benefit to be found in members of the community seeing their local town governments as supporters of cleanup efforts. With 25+ years of tradition behind each event and a clear upward trend in volunteer participation, towns throughout the valley benefit from supporting efforts that promote stewardship. This is especially the case, in light of the increase in the public's understanding of the importance of our watershed. The Town of Eagle will also be listed in media for the event.
How will you evaluate the overall success of the event?	Success will be evaluated by the outcomes of the Eagle River Coalition's two volunteer-driven annual cleanup events in 2025, including the number of volunteers engaged in the efforts and the amount of trash removed from the watershed's roadways and waterways.
Producer Qualifications. Tell us about yourself.	The Eagle River Coalition, previously known as Eagle River Watershed Council, is a forward-thinking organization of water experts, community leaders and river lovers who serve as local river advocates. Supported by staff and board members, visionary donors and other water resource stewards, we provide the framework to protect local waterways. Through restoration, advocacy, education, and water quality monitoring, we help ensure thriving river ecosystems and a robust local economy.
Please submit a Post-Event Report.	https://www.formstack.com/admin/download/file/16958382046

Post-Event Report – Eagle River Coalition 2024 Award

We appreciate the Town of Eagle's award of \$2,000 to the Eagle River Coalition in 2024 to support the 24th Annual Community Pride Highway Cleanup and the 30th Annual Eagle River Cleanup.

This spring, the highway cleanup brought together more than 800 volunteers and resulted in the removal of 17.5 tons of trash from Eagle County roadways.

We estimate that 250+ volunteers helped remove trash during September 7th's river cleanup and we are still calculating the amount of trash removed, though the event was considered a success.

Every year, we receive feedback from the community - the vast majority consisting of gratitude and appreciation for the coordination and volunteer efforts.



Form Name: 2025 Request for Event Funding
Submission Time: September 17, 2024 10:23 am
Browser: Chrome 128.0.0.0 / Windows
IP Address: 76.25.248.35
Unique ID: 1266471277
Location: 39.6699, -106.9803

Name	Janaine Frew
Business / Organization	Cub Scout Pack 229
Phone	(970) 331-3827
Email	jfrew@highaltitudeaccounting.com
Address	C/O Kim Durant Po Box 1567 Eagle, CO 81631
Website	https://www.denverboyscouts.org/districts/three-rivers/
Business Type	Non profit
Event Name	Eagle Ranch Pumpkin Patch
Event Date / Times	Sunday October 6th 10am
Location / Venue	Brush Creek Park & Pavilion
Event Description	The Eagle Ranch Pumpkin Patch, a community event hosted by Cub Scout Pack 229 and sponsored by the Eagle Ranch Homeowners Association provides pumpkin sales along with a range of activities including bouncy houses, face painting, climbing wall, games, crafts, bake sale, food concessions and a chance to get close up to fire trucks/ambulance/patrol vehicles for families within the community.
Town of Eagle Resources (Eagle Police Department, Public Works)	"No parking" signs, cones, reflective vests
Event Duration	4 Hours
New Event or Annual Event?	Annual
How many years has it occurred?	6 years hosted by Cub Scouts (estimated 10 or more years previously hosted by other organizations)
Anticipated Overall Attendance	200-30
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	900.00 (Having to pay for bouncehouses that were previously donated)

Previous Town Funding Amount	800.00
Other Event Funding Sources	Eagle Ranch Homeowners Association
Anticipated Net Revenue	2000.00
How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	The Eagle Ranch Pumpkin Patch is a key fundraiser for the Cub Scout Pack 229 also providing opportunities for vendors to connect with the community in a unique, annual ,fall event. The Cub Scouts mission is to prepare young people to make ethical and moral choices over their lifetime through opportunities for the whole family to join in engaging activities. This fundraising event offsets the dues each family pays for scouting in addition to covering fees and supplies for larger Pack meetings. The Eagle Ranch Pumpkin Patch showcases local businesses attracting the local community to support them and help to drive revenue. Providing the opportunity for vendors and families to connect in this setting adds to the quality of life providing positive energy for residents in addition to showcasing the Cub Scout's commitment to community.
Describe the potential benefits to the town of Eagle.	The Eagle Ranch Pumpkin Patch will be marketed by the Cub Scouts Pack 229 by hanging flyers on community bulletin boards, social media posts and word of mouth from the current 50 registered Cub Scouts sending promoting a positive family event in the Town of Eagle. The event brings many families into the Eagle Ranch area benefiting nearby businesses on a Sunday afternoon. The Eagle Ranch Pumpkin Patch has become an annual tradition showing off the town of Eagle and its unique family atmosphere while building a sense of community pride among the residents. Creating a sense of community is important for numerous reasons including positive mental-well being and a sense of pride amongst the residents can encourage members to better take care of their neighborhoods.
How will you evaluate the overall success of the event?	Success will be measured on the number of people attending, all of the pumpkins are gone, as well we break even and/or make a profit after our initial expenses.
Producer Qualifications. Tell us about yourself.	The Cub Scouts is an organisation for K-5th graders and led 100% by parent volunteers. Having hosted the event for the last 6 years we have a good understanding of all the parts and pieces needed to make this event a success and a wonderful enjoyable event for the local community. This event is an amazing fundraising opportunity for the cubs and gives them a great opportunity to serve their local community by volunteering for various positions at this event.

Form Name:	2025 Request for Event Funding
Submission Time:	September 16, 2024 11:19 am
Browser:	Chrome 128.0.0.0 / Windows
IP Address:	167.94.109.248
Unique ID:	1266062451
Location:	39.6354, -106.7588

Name	VALERIE GROSS
Business / Organization	Eagle Community Gardens
Phone	9705812599
Email	serialskier05@gmail.com
Address	920 Capitol st. Eagle, CO 81631
Website	https://www.facebook.com/groups/1441997822735935
Business Type	Non profit
Event Name	Pumpkin patch 2025
Event Date / Times	October 5th 2025
Location / Venue	Brush Creek Park
Event Description	Each year the Eagle Community Gardens celebrate the beginning of fall with the Eagle Ranch Pumpkin Patch. On the first Sunday in October, Eagle Community Gardens setup and sell over 500 pumpkins at Brush Creek Park, while the Eagle Cub Scouts round out the fun with carnival games, bouncy castles, a bake sale and BBQ. The event is produced by these two organizations as a fundraiser for each non-profit. This event has seen an amazing success and attendance year after year.
Town of Eagle Resources (Eagle Police Department, Public Works)	Traffic cones to mark where not to park
Event Duration	4 hours
New Event or Annual Event?	Annual
How many years has it occurred?	17+
Anticipated Overall Attendance	500+
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	\$450
Previous Town Funding Amount	\$450

Other Event Funding Sources	n/a
Anticipated Net Revenue	\$5000
How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	The event is a local focused event that provides our community members with a family friendly, affordable activity in our beautiful town. The draw is mostly Vail valley locals. Over the years, we have added the photo booth (in 2021 (?) as we have seen people dress up and love taking pictures in this beautiful setting. I have been offered several times to put a photo booth with the giant plastic signs (and charge for it) but that doesn't align with the values of using non-toxic organic products for our garden. One of our gardener creates a beautiful scene with haybales, scarecrows, fabrics and flowers. We want to keep this event as beautiful and simple as nature intended to be.
Describe the potential benefits to the town of Eagle.	The Town will be listed as a sponsor on all print and digital advertising. The event is regularly listed in Tricia's picks as a top weekend activity. Ads are run locally on social media. This is an event that attracts people from all over the valley and they would probably spend some money (breakfast or lunch) in Eagle.
How will you evaluate the overall success of the event?	A successful pumpkin patch will result in most if not all of the pumpkins being sold, raising around \$4,000 for the gardens (it is our only fundraiser) and smiling faces at the sight of our pumpkins with many photos taken! Occasionally there are a few dozen smaller pumpkins left at the end of the event, which are donated to the Castle Peak Senior Living Center.
Producer Qualifications. Tell us about yourself.	I have been part of this fundraiser for our non-profit as a volunteer helping with day-off duties since 2015. Then in 2020, I took on the role of chair of this event and with the help of my husband (Jeremy Gross, who is the Special Event manager for Town of Vail), we produced a safe covid-era event to carry on this fundraiser. The event hasn't changed much since its inception (besides that 2020 edition), so I have the timeline dialed in and know who to ask for help. Last year, I added Phat Jacks (the really big pumpkins) and this year, I ordered Cinderella pumpkins to add variety in the pumpkins we offer and make this event a show-stopper! Our gardeners make this event successful as they volunteer in large numbers to help me with set up, sell and deliver pumpkins and clean up. We are grateful for the local supports from the Eagle Ranch Association and the town of Eagle. The need for non-voluntary parking attendants surfaced in 2022, and that is why I'm now requesting this funding for the gardens every year.
Please submit a Post-Event Report.	https://www.formstack.com/admin/download/file/16918637887

Event Budget

Expenses

- \$1100 for the delivery,
- \$1985 for the pumpkins
- \$400 parking attendants (discounted rate to fit MEAC funding)

Income

- Digital payments : \$1595
- Checks: \$204
- Cash: \$4349
- Eagle Ranch Association sponsors the pumpkins purchase \$2000
- MEAC funding for parking attendants \$400

Gross total: \$8548

Net revenue: \$5063

Form Name:	2025 Request for Event Funding
Submission Time:	September 23, 2024 10:38 am
Browser:	Chrome 128.0.0.0 / Windows
IP Address:	167.94.109.175
Unique ID:	1268403612
Location:	39.6354, -106.7588

Name	Eddie Campos
Business / Organization	Mountain Recreation
Phone	(970) 999-0274
Email	ECampos@MountainRec.org
Address	1700 Bull Pasture Road Gypsum, CO 81631
Website	MountainRec.org
Business Type	Government
Event Name	Opening Day
Event Date / Times	TBD (6/14, 6/21, or 6/28) 9:30am-1:00pm
Location / Venue	Eagle Sports Complex
Event Description	Mountain Recreation's Baseball/Softball Opening Day is a fun, free, community-wide celebration to welcome summer. This day-long event showcases our youth baseball, softball, and t-ball teams while everyone enjoys a wide variety of activities and games-as well as free burgers and hot dogs on Mountain Rec.
Town of Eagle Resources (Eagle Police Department, Public Works)	N/A
Event Duration	3.5 Hours
New Event or Annual Event?	Annual
How many years has it occurred?	20+
Anticipated Overall Attendance	1,000-1,200
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	\$2,000
Previous Town Funding Amount	\$2,000
Other Event Funding Sources	Potential sponsorships
Anticipated Net Revenue	\$5,000

How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?

Opening Day celebrates all our youth across Eagle County that are registered for that year's baseball, softball, and t-ball teams. For over 20 years this event has contributed to promoting our small town spirit, by bringing people together, creating belonging for youth participating and parents and family taking part as well. Over the years Mountain Rec has been intentional about diversifying its communication methods to our community and we've seen the greatest increase in diverse participants in our baseball and softball leagues compared to any of our other leagues.

Describe the potential benefits to the town of Eagle.

The Town of Eagle would benefit from supporting Opening Day, because it directly impacts Eagle (and Gypsum, and Edwards) residents by providing recreation; keeping youth active, healthy, and connected. This also leads to sales in the Town of Eagle at nearby restaurants, gas stations, etc.

How will you evaluate the overall success of the event?

A successful Opening Day to us, is knowing we have provided a safe, fun, and enriching experience for all youth interested in the sport. Success means that kids for the first time get to know what is like to play on a team, and for others, learning how to hone their skills and pick up invaluable life skills through exposure to team sports.

We typically see over 1,000 people at the event, so continuing to build our registration numbers and parents/visitors attending the event is also important when evaluating our impact through this event.

Producer Qualifications. Tell us about yourself.

Founded in 1980, the Mountain Recreation district has grown significantly over its history to provide the communities of western Eagle County with a wide variety of quality, affordable recreational activities and facilities for youth and adults. The district's boundaries encompass an estimated area of 840 square miles in Eagle County, Colorado including the communities of Gypsum, Dotsero, Eagle, Edwards, Bond, McCoy, Cordillera, Lake Creek and Wolcott. The District manages three large indoor facilities, athletic fields, and outdoor activity areas. Our mission is to provide world-class recreational opportunities so everyone in our community lives a healthy and happy life. Our vision is to create experiences that make our community better than yesterday, where lifelong goals are achieved, and dreams are born. We don't settle for anything less than excellence in every area of our organization. We have the courage to be honest and adapt to change. Regardless of role, those values are embedded into our organization making us a true leader in recreation.

Form Name:	2025 Request for Event Funding
Submission Time:	September 23, 2024 1:54 pm
Browser:	Chrome 129.0.0.0 / Windows
IP Address:	65.100.177.9
Unique ID:	1268488023
Location:	37.2564, -107.0443

Name	Tanya Dahlseid
Business / Organization	Eagle County Fair and Rodeo
Phone	(970) 328-8892
Email	tanya.dahlseid@eaglecounty.us
Address	PO Box 850, 500 Broadway 500 Broadway Eagle, CO 81631
Website	www.eaglecounty.us
Business Type	Government
Event Name	Eagle County Fair and Rodeo
Event Date / Times	7/23-7/26/2025
Location / Venue	Eagle County Fairgrounds
Event Description	annual eagle county fair and rodeo
Town of Eagle Resources (Eagle Police Department, Public Works)	no extra resources needed
Event Duration	noon-11pm
New Event or Annual Event?	Annual
How many years has it occurred?	85 years
Anticipated Overall Attendance	14000
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	1500.00
Previous Town Funding Amount	1500.00
Other Event Funding Sources	rodeo admissions and vendors
Anticipated Net Revenue	600,000.00
How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	The event showcases events/shows for the entire community to enjoy.

Describe the potential benefits to the town of Eagle.

Lodging, restaurants, gas stations, and retail stores will benefit as 14, 000 people attend this event.

How will you evaluate the overall success of the event?

We have received multiple nominations by the PRCA and Mountain State Circuit Finals for our annual PRCA Rodeo.

Producer Qualifications. Tell us about yourself.

I have been with Eagle County for more than 20 years and I have managed the annual event for the last 8 years. Our event has increased each year by 20% regarding sponsorships. I truly love this event and enjoy being part of this great community. I'm very proud of our team that works on this event year around to make it so successful! Huge team effort!!

Form Name:

Submission Time:

Browser:

IP Address:

Unique ID:

Location:

2025 Request for Event Funding

September 22, 2024 5:05 pm

Safari 17.6 / OS X

71.211.7.64

1268193590

38.125, -105.4301

Name	Lee Adkins
Business / Organization	Eagle Vineyard Church
Phone	(970) 640-7832
Email	lee@eaglevineyard.com
Address	130 willow stone place Gypsum, CO 81637
Website	Eagle vineyard.com
Business Type	Non profit
Event Name	Eagle Egg Hunt
Event Date / Times	April 19th / 10 AM
Location / Venue	Eagle town Park
Event Description	Annual town of Eagle Easter Egg Hunt hosted by Eagle Vineyard Church
Town of Eagle Resources (Eagle Police Department, Public Works)	Power
Event Duration	3 Hours
New Event or Annual Event?	Annual
How many years has it occurred?	3 years
Anticipated Overall Attendance	600-900
Will any portion of the event take place outside of Eagle?	No
Amount Requesting for 2025	\$2000
Previous Town Funding Amount	\$500
Other Event Funding Sources	N/A
Anticipated Net Revenue	None
How will this event align with the town's vision to create a vibrant community that is diverse, inclusive, and unique?	This event fosters community involvement and growth. A place for people to celebrate their friends and family and enjoy the beautiful place we live.

Describe the potential benefits to the town of Eagle.

The local parks that were paid for by the taxpayers will continue to be used and local business will have a chance to showcase local foods and goods.

How will you evaluate the overall success of the event?

By the number of people attending

Producer Qualifications. Tell us about yourself.

My wife Rebecca and I are the pastors of Eagle Vineyard church and we have a heart to create fun, memorable, and safe events for children to experience with friends and families.

Form Name: 2025 Community Sponsorships
Submission Time: September 3, 2024 11:34 am
Browser: Chrome 128.0.0.0 / Windows
IP Address: 76.155.31.23
Unique ID: 1261595751
Location: 39.6699, -106.9803

Community Grant Program

Name	Ann Olin
Organization	Porchlight Players Community Theater Company
Program Title	Dinner Theater
Email	info@porchlightplayers.com
Phone	(970) 376-5718
Mailing Address	PO Box 5004 Eagle, CO 81631
Business Type	Non Profit
Dollar Amount Requested	\$2,500
Previous funding amount from the Town.	\$2,500
Describe the program for which the town's financial support is requested.	Porchlight Players hosts an annual dinner theater musical production every year at the Brush Creek Pavilion. This event has sold out every year and is a popular local mid-winter event. We produce six shows with an average attendance of 90 guests. We use local catering and rent the facility from the Town of Eagle, which brings in revenue to the town beyond what our grant request is for.
Describe the need for the town's financial support.	We apply the town's community grant funding to help pay for a portion of the rental fee for the Brush Creek Pavilion.
Describe the benefits the town will receive for financial support.	This event falls within the stated objectives of the Community Grant funding by enriching the lives of the community through offering local, convenient and economical access to live theatrical events .

Signature

