



AGENDA

Marketing & Events Advisory Committee (MEAC)

Thursday, October 10, 2024 @ 9 AM

Council Chambers

200 Broadway, Eagle, CO

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CALL TO ORDER AND ROLL CALL

BUSINESS ITEMS

Presentation

Thursday, OCT 10		
9:00 AM - TEAMS	Access Unbound	Elizabeth Latenser

2025 MEAC Event Funding Request Application – Evaluation Process

- MEAC will evaluate events to ensure the investment in public funds is allocated effectively. Funds are awarded to those events that contribute to the overall objectives and criteria.

OBJECTIVES

- Enhance the sense of community for Eagle residents by providing opportunities for connection.
- Balance the quality of life for residents with the need for vitality in our business community.
- Support events and programs that showcase and protect our unique character, traditions, and resources.
- Support cultural events and programs that promote diversity.
- Create clear, concise, and consistent event marketing and communications.
- Actively collaborate with community partners and stakeholders.

CRITERIA

- 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 10	MEAC will evaluate and conclude funding recommendations
October 22	Staff to present MEAC funding recommendations to Town Council.
November	Notification of awards will be sent after the Town Council approves the final budget. Funds will not be available until after January 1, 2025.

ADJOURN

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

Molly Furtado
Special Events Manager