



Economic Vitality Committee
Thursday, November 14, 2024, 1:00 PM
Public Meeting Room / Eagle Town Hall
200 Broadway, Eagle, CO

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

PUBLIC WIFI – Eagle Guest

MEETING ACCESS

- a This will be an in-person meeting with access via MS Teams.

Microsoft Teams meeting

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 281 056 687 804

Passcode: Bx3Xsm

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[+1 469-770-0416,,144295671#](#) United States, Dallas

Phone Conference ID: 144 295 671#

CALL TO ORDER AND ROLL CALL - 1:00 PM

APPROVAL OF MINUTES

- a Minutes dated October 10, 2024

STAFF & OTHER UPDATES

- a Community Development Report
b Staff Reports
c Chamber and DDA Updates (as appropriate)

BUSINESS & DISCUSSION ITEMS

- a Economic Development Plan Implementation

Action #1: Rebrand Eagle as "Open for Business"

- Tap fees: Report on results so far; next steps, including memo to Council.

Action #2: Create a guide navigating the Town's process.

- Community Development: report on requested development guide.

- b Dashboard: discuss Joel's analysis (attached)
Ice Castles plan and role for mobility data?
- c Council: actionable recommendation for Town Council

ADJOURN

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



Nikki Davis
Economic Development & Housing Specialist

EVC MEETING NOTES 10/10/24

In Attendance - Members: Mick Daly, Matt Felser, Kim Fritzler **Staff:** Nikki Davis **Council Members:** Nick Sunday, Bryan Woods

This meeting became a work session, since we did not have a quorum.

The topics are listed below, and the full meeting is available in the recording. Key items:

2025 Budget for Economic Development work:

- Digital Dashboard: \$10,000 similar to 2024
- Programmatic Work: \$75,000, \$15-25k for each:
 - destination marketing campaign.
 - retail recruitment strategy
 - business incentive program
- EVC can help to prioritize use that money in early 2025.

Economic Development Plan (recommendation from Council Members)

- EVC needs to come up with actionable items for Council approve, to see more progress on implementation. Staff are stretched; Council direction will help.
- Start with TIF (below).

“Open For Business”: Tap Fee/PIF Improvements and New Business ‘Guide’

- Nikki and Tom G met to agree short term steps to improving the spreadsheet, explaining ‘why’ PIF, and (like Breckenridge) explicitly articulate on the website examples that help estimate what fees might be. Better transparency would be good.
- Report on progress needed.
- Medium/Long-term steps will need research and need to be prioritized by staff.

Celebrating Wins

- Get a 5-minute item on the Council agenda, to get good news in front of the public.

Next EVC Meeting (November 14th)

- Focus on Tap Fees/PIF and New Business Guide – Community Development Dept. requested to attend.
- EVC to vote unanimously for a written formal staff memo to be sent to Council.
- Full attendance will be important.

RECORDING

[Recording Link](#) (index below)

Community Development Update	0:00:07
2025 Budget and Economic Development Work	0:02:34
Core Transit and Potential Coordination for Ice Castles in Eagle	0:08:53
Hidden Table Games Mobile Vending Permit Issues	0:11:03
Role of Social Media in Town Communication	0:13:35
West Eagle Housing Project	0:18:47
Affordable Housing Accelerator Project and Regional Affordable Housing Assessment	0:25:41
DDA Grant Program Application Process	0:33:30
Mobility Data Use in the Digital Dashboard	0:38:07
Committee Priorities and Continued Implementation of Economic Development Plan	0:45:49
Community and Council Management and Prioritization	0:51:52
Use of Consent Agenda when Presenting Policy Considerations	1:02:45
Potentially New Grocery Store in East Eagle	1:09:06
Reminder about Public Open House for Potential Improvements to Capitol Street	1:13:29

COMMUNITY DEVELOPMENT

October 2024

Planning

LONG RANGE PLANNING

ReCode Eagle – The Land Use and Development Code (LUDC) – [link to code](#)

- Staff will be presenting the next round of updates to the Land Use Code at the December 3rd work session. This will be a joint work session with both Town Council and the Planning Commission to discuss the following topics:
 - Employee Dwelling Unit use standards
 - Broadway design standards and visioning discussion
 - Chapter 4.17 - Administration and Procedures and the Administrative Manual

WUI Code

- Staff are actively engaged in the County-wide Wildland Urban Interface (WUI) Code update process, led by the Eagle County Wildfire Collaborative. This initiative involves collaboration with jurisdictions throughout the valley to create a WUI Code that caters to our local needs.
- The group held a meeting on October 10th to identify the process for incorporating WUI Code elements into Towns' codes and discussed how the WUI Code will intersect with the state legislated Resiliency Code that will be adopted in 2025. The next meeting is scheduled for November 21st

LAND USE APPLICATIONS IN PROGRESS

For more information and to access project documents, visit the Town's [Active Land Use Applications Page](#).

- West Eagle Housing - Annexation, Major Development Permit, Subdivision, Zoning
 - Applications were presented to the Planning Commission on September 17th and the Town Council on October 8th and October 22nd. The next Town Council hearing will be on November 19th.
- North Broadway – Annexation and Zoning
 - The Applicant withdrew their annexation and zone/rezone request to CMU2. A new annexation and zone/rezone request to PUD with a CMU2 base district is anticipated.
 - The timing of the formal submittal is unknown.
- Reserve at Hockett Gulch – PUD Amendment and Major Development Permit (Phase 1b and II)
 - Request will run concurrently with PUDA24-01.
 - 2nd round referral comments were sent to the applicant, staff is waiting on a revised application.
- Eagle Ranch Minor PUD Modification
 - A minor PUD amendment within Section C, #9, of the Eagle Ranch PUD Guide to: 1) update wording from "Building Envelope" to "Limits of Disturbance" and 2) Allow for the DRB to approve limited plantings outside of the 16,500 sf limits of disturbance, based on criteria.
- 7 Hermits at Haymeadow Filing 6
 - An application plat and condominiumize 11 residential condos and 6 garages in Building F and 11 residential condos and 6 garages in Building G, also known as 7 Hermits Condominiums Filing 6.

- Town Council Consent Agenda – November 12, 2024
- ReCode Adjustments (3rd Amendment)
 - Joint work session with Town Council and Planning Commission is scheduled for December 3rd.
 - Public Hearing dates have not yet been scheduled

NOTABLE UPDATES

- Staff continue developing Standard Operating Procedures (SOPs) and internal policies to enhance consistency, undergo a critical review of where we can improve, and create tools to assist new staff. This work will likely be ongoing. Staff is developing a policy for when planning consultants are utilized (the circumstances for utilizing town planners vs consultants, a reimbursement policy and agreement, etc.)
- Staff has met with members of the community on development proposals ranging from small administrative permits to larger development, subdivision, and annexation applications. Pre-application meetings in 2024:
 - October-1
 - September - 1
 - August - 5
 - July - 1
 - June – 6
 - May –3
 - April – 5
 - March – 8
 - February – 6
 - January - 2
- Community Development provides Spanish translation services. These services are utilized by Court, Administration, IT, Building, etc. We have provided **13 points of contact**, this includes walk-ins, phone calls, and transfers from other departments and bilingual support for meetings.
- Staff is composing a “RFP” for new Software.
- Jackie obtained certification for LEED Green Associate.
- Peyton and Jessica completed a 12-week high performance leadership course through the Professional Development Academy on November 8, 2024.
- Per the Town's opting in to Proposition 123 at the State level, staff are currently working on an Affordable Housing Accelerator Program with a consultant team. The outcomes are to create a land inventory of parcels in Town where affordable housing projects could be feasible and to craft recommendations for Town processes to facilitate the expedited review of affordable housing applications, per the legislation. The consultant team will be visiting Town in early November and holding a focus group meeting to better understand the community's perspective on this project.

Administrative Approvals (Encroachment Permits, Sign Permits,)

- Currently reviewing 1 Sign Permits.
 - 10 Sign Permits have been approved and issued so far this year.
 - 2 encroachment permit has been approved and issued this year.

MAJOR CONSTRUCTION PROJECTS

Business Name	Location	Status
Hockett Gulch Apts.	16186 Hwy 6	TCO issued for all 6 buildings. The final building is anticipated for next Summer.
Haymeadow	91 Mountain Hope Circle	Building A-D TCO complete.
Habitat for Humanity	3 rd Street	TCOs complete.

Slope and Hatch	115 East Second St Unit 1	Construction work commenced. Sign Permit issued. Inspections progressing.
Stone Concepts of Colorado	85 Marmot Ln	Permit pending.
Eagle County BMX	1700 Bull Pasture Rd	Permits released
Eagle Pool	1700 Bull Pasture Rd	Inspections progressing
Alpine Lumber Shed	111 Chambers	Permit progressing

Building

The figures below show general activity levels not broken down by permit type (building, electrical, plumbing, mechanical, etc.)

TYPE OF WORK PERFORMED	EOY 2023	YTD 2024
Inspections (n/i Planning, Public Works)	1,885	1789
Permits Processed	411	301

- Staff currently engaged in a Regional Net Zero [Building] Cohort with other municipalities in both the Eagle Valley and Roaring Fork Valley. One meeting left.
- Recent updates to our permitting software, Community Core, now allow for contractors to upload registration documents for renewals and new accounts. This allows for enhanced service delivery by reducing staff processing of documents via email

P&Z and Council Meeting Schedule

November 2024
November 5 th – (Planning Commission) – CANCELLED- Election Day
November 12 th – (Town Council) • CT24-07 7 Hermits at Haymeadow Filing 6 for Buildings F and G (consent agenda)
November 19 th – (Planning Commission) - CANCELLED
November 19 th – (Town Council) Special Meeting (6pm) • AN23-01 West Eagle Housing
November 26 th – (Town Council) - CANCELLED
December 2024
December 3 rd – Work Session (Town Council and Planning Commission) • Updates to the Land Use and Development Code, topics: - o Employee Dwelling Unit use standards - o Broadway design standards and visioning discussion - o Chapter 4.17 - Administration and Procedures and the Administrative Manual
December 3 rd – (Planning Commission) •
December 10 th – (Town Council) •
December 17 th – (Planning Commission) •

December 24th – (Town Council) – **CANCELLED**

Upcoming Hearings in an alternative format.

2024 Land Use Projects

Projects	October				November				December			
West Eagle												
Annexation, Zoning, Subdivision, Development Permit												
Referral (3-week second round of referral ending August 19th)												
Annexation Acceptance (August 27th)												
Planning Commission Public Hearing (September 17th)												
Town Council Public Hearing (October 8th)												
Haymeadow												
Condo Plat - 7 Hermits Filing 6												
Referral Review												
Town Council (consent agenda)												
Public Improvements Agreement												
Referral Review												
Town Council Consent Agenda												
Preliminary Plan/Final Plat												
Referral Review												
Planning Commission Public Hearing												
Town Council Public Hearing												
Code Amendment - Chapter 4.17												
Joint Work Session												
Planning Commission Public Hearing												
Town Council Public Hearing												



To: Mayor and Town Council
From: Larry Pardee, Town Manager
Date: November 12, 2024
Re: Town Manager Report

Administration and Organization Update:

FY 2025 RAISE Funding Update: On November 1, 2024, the Town of Eagle received the FY 2025 RAISE Funding Opportunity Notice, offering \$1.5 billion in grants through the Bipartisan Infrastructure Law. As a 2024 Project of Merit, the Town's Grand Avenue Multimodal Reconstruction Project (GRANT14083451) qualifies for this round's reserved funding.

To confirm our interest in being considered for FY 2025 RAISE Round 1, please respond by December 2, 2024, with one of the following:

- Yes – Consider this project for FY 2025 RAISE Round 1 funding.
- No – Do not consider this project for FY 2025 RAISE Round 1.

An informational webinar for 2024 Projects of Merit will take place on November 7 at 2:00 p.m. ET, with registration on the RAISE website; a recording will also be available.

KLJ and Town staff are scheduled to meet on November 13 to discuss the next steps for pursuing the RAISE grant. Round 1 selections are based on projects rated "Highly Recommended" in 2024, which our application is considered and will be announced by January 13, with no modifications to the application accepted. Should our application be unsuccessful in Round 1, we have until January 30 to submit a revised application for Round 2.

The Eagle Police Department hosted an active threat response training session on Tuesday, October 22, or Thursday, October 24, from 9:30 a.m. to 12 p.m. for all Town of Eagle employees and Council members. Led by Lt. Luke Causey, the sessions provide essential insights into responding safely to potential threats within Town Hall, covering best practices, common misconceptions, and an overview of police procedures. The training was informational and non-physical, designed to foster an engaging, supportive environment similar to that provided for schools and community organizations. A big thank you to Lt. Luke Causey for his leadership and professionalism!

On October 31, 15-20 children from St. Mary's Preschool visited Town Hall to celebrate Halloween with a festive trick-or-treat parade. The children went through various departments, starting in the administrative office, bringing a cheerful Halloween spirit to staff and adding a lively touch to the day. Special thanks to Molly Furtado for organizing this delightful event for kids and staff, emphasizing fun over fright! 🎃

West Eagle Affordable Housing Update: We continue collaborating closely with Tori Franks and Jeff Shroll on the West Eagle development, carefully aligning each element with regulatory and project requirements. We aim to maintain steady progress, meeting all requested items identified by the Council to ensure the project aligns with the West Eagle Subarea Plan and our new Recode zoning.

Workforce Recruitment and Strategic Planning: In 2024, we made significant strides by filling 25 key positions, reinforcing our commitment to creating a thriving, engaged community. With four full-time roles open, we remain dedicated to attracting top-tier talent to enhance our service delivery. Moving forward, we are strategically pausing recruitment for positions funded by the general fund. This approach allows us to focus on long-term fiscal health by aligning future hires with stable, ongoing revenue sources, ensuring our workforce's sustainability and quality of service.

Economic Development:

On Wednesday, October 30, the Town of Eagle staff, in collaboration with Economic & Planning Systems (EPS), continued discussions on the Commercial Linkage Fee initiative to connect commercial development to local housing solutions. As part of this effort, financial assessments for proposed annexations are progressing with EPS's expertise, with upcoming draft recommendations on infrastructure financing and revenue-sharing strategies to be shared with the Town Council.

Additionally, the Town is actively working with East Eagle Partners to explore development opportunities in previously annexed areas and finalize the annexation of Parcels A and F together. These initiatives reflect our commitment to fostering balanced growth in the East Eagle Subarea, addressing housing needs, and supporting sustainable community development aligned with the long-term vision for Eagle.

Community Engagement & Meetings: This report highlights our recent community outreach efforts and critical regional and project-specific meetings. Our top priority is to engage with stakeholders, stay abreast of developments, and contribute to our Community's growth.

The Town of Eagle hosted the Mayors Managers Commissioners Partners Meeting held on October 25, 2024, bringing key stakeholders together to discuss several regional issues. Below are highlights from the agenda:

1. Wildland-Urban Interface (WUI) Code Updates - Eric Lovgren led a discussion on the latest updates to the WUI code, emphasizing the ongoing efforts to address wildfire risks in residential and commercial areas.
2. Forest Service Funding - Marcia Gilles provided a brief update on funding allocations for Forest Service projects. The update included recent initiatives aimed at forest preservation and community safety.
3. Shoshone Water Rights Purchase - Kathy Chandler-Henry shared progress on the Shoshone Water Rights acquisition, a vital water resource issue impacting long-term regional planning and conservation.
4. Leveraging Local Leaders Candidate Program - Chris Romer introduced a program to encourage local leadership development, highlighting the importance of training future leaders to address community challenges effectively.
5. Uinta Appeal at SCOTUS - Matt Scherr gave an update on the Uinta Basin Railway appeal at the United States Supreme Court, touching on the implications of the case for transportation and environmental policies in the region.
6. CML Policy Committee Appointments - Matt Scherr also spoke about recent appointments to the Colorado Municipal League (CML) Policy Committee, underscoring these appointees' role in advancing municipal policy priorities statewide.
7. Housing and Density Balance - Tom Edwards led an in-depth discussion on balancing housing needs and maintaining density limits to preserve community character and quality of life. This conversation aimed to explore solutions for responsible growth while honoring the region's unique lifestyle.
8. Western Rail Coalition Update - Matt Scherr provided the latest updates from the Western Rail Coalition, outlining the progress toward enhancing regional rail connectivity and transportation options.

The research from I-70 Coalition reveals that frequent travelers along the I-70 corridor remain unaware of CDOT's Pegasus shuttle, which operates 6-10 round trips daily between Denver and Avon throughout the year. This shuttle is designed to make travel along the I-70 mountain corridor more efficient and environmentally friendly, helping locals and visitors reduce congestion and lower carbon emissions.

The I-70 Coalition has produced a video we hope you'll share to promote the Pegasus service through your newsletters, websites, and social media channels. I've also sent this information to your communications staff (excluding those from Grand County, Glenwood, Eagle, and Aspen local governments/resorts, as the Pegasus route doesn't currently service those areas). However, if you can ensure this information reaches your audiences, your support would be greatly appreciated!

- This toolkit offers plug-and-play messaging for your convenience: ([I-70.Pegasus.Shuttle.Video.Toolkit](#))
- FB post to share or repost: ([Pegasus.Shuttle_facebook](#))
- Instagram post to share or repost: ([Pegasus_Instagram.com](#))

WORK SESSIONS: To help the Town Council keep track of upcoming work sessions, below is a table of topics to discuss over the next several months. Preparing in advance is helpful since it takes planning to execute a work session. Staff will keep this table in this report and make changes as needed. The topics are subject to change:

Date	Topic
December 3, Work Session	Updates to the Land Use Code: standards for employee dwelling units, Broadway design standards, and Chapter 4.17 Administration and Procedures, Planning Department.
January 7, 2025 Work Session	East Eagle Financing Strategy & Commercial Linkage Study
February 4, 2025 Work Session	1) Affordable Housing Accelerator Project (AHAP) 1-hour 2) Capitol Street - Conceptual Designs and Costs 1-hour
March 4, 2025 Work Session	
April 1, 2025 Work Session	
Request for Additional Work Sessions	Topic



To: Mayor and Town Council
From: Larry Pardee, Town Manager, and Department Leads
Date: November 12, 2024
Re: Department Updates for October 2024

October 2024

ASSISTANT TOWN MANAGER - SPECIAL PROJECTS

Pool Replacement Project

- The pools are taking shape as concrete and shotcrete work began at the end of October / start of November.
- Admin and Finance staff and Mountain Recreation staff are continuing to work on the COPs for the remainder of the pool funding.
- JHL, the CMGC, is working with their electrical sub to install the new/repurposed lights in the dirt lot adjacent to the facility. The lighting is incredibly important now given the earlier sunset and increased evening traffic to the ice arena.
- The construction team continues to plan ahead for weather delays and coordinate work and subs accordingly.
- Staff from the Town, Mountain Rec, and the design and construction teams met to discuss additional options for energy offsets for the pool's heating equipment. Ideas include solar PV offsets that could help with the entirety of the building's energy consumption, future electrification of the equipment for the pool, and solar hot water. While some of these ideas have been implemented in other communities, those communities have indoor pools. Staff are compiling information and will present an update and options for energy offsets at the December Town Council meeting.

Employee Housing and LERP

- Staff updated the LERP Guidelines following additional feedback received from Council at the October 22, 2024 meeting. The final, updated draft is presented to Council tonight for consideration.

Eagle Villas / Nogal Park Update

- Staff met with Norris Designs and the Ulysses Development Group, who purchased Eagle Villas, to discuss a future renovation of the park between Eagle Villas and Red Mountain Townhomes. Norris Designs is going to prepare an updated proposal and scope of work that includes community engagement to determine the future of the park and ensure it is meeting community needs. Planning for the park update is in the proposed 2025 Capital Improvement budget, with implementation planned in 2026 or later, depending on available funding.

Staff Support and Culture

- The Assistant Town Manager (ATM) provides regular support to the Sustainability Specialist, Economic Development and Housing Specialist, IT Manager, Events Manager, and Communications and Marketing Specialist. In October, staff began the review process and reflected on the year's accomplishments and ideas for improvement. Performance reviews and development discussions began, bringing new excitement around the upcoming year.
- The ATM also assisted with other departments through the month of October, providing support to department leads and other staff to resolve challenges, elevate our culture and discuss new ideas for increasing our staff's engagement and collaboration.

ECONOMIC DEVELOPMENT

- The DDA's Downtown Project Investment Program awarded \$50,000 to nine local businesses. Over the course of three days, the DDA, with staff support, convened to hear presentations and deliberate on award allocations. Read more about the grantees and their projects in the press release, [available here](#). Coverage was also provided by the [Vail Daily](#). For this round of funding, grantees are asked to demonstrate project completion by May 31, 2025.
- Staff met with various economic groups and representatives from Eagle's business and recreation communities to discuss coordinated investment strategies and initiatives to boost visitation to Eagle during the Ice Castles event. Subsequently staff prepared and distributed an e-mail survey to Eagle businesses. The survey is designed to gauge general awareness of the event, how businesses are preparing, and if there is interest in coordinated marketing and/or sponsorship efforts. [The survey is available here](#) and is open through November 11.
- Staff attended the Open House for Capitol Street and 4th Street Proposed Improvements. Martha Miller from the Town's Engineering department will meet with the DDA on November 12 to collect input relative to the DDA's Plan of Development.
- Staff reconvened with EPS on the East Eagle Financing Strategy and Commercial Linkage projects. The next vital exercise is modeling transportation level of service (LOS) scenarios to inform development capacity allowances. Understanding how development and infrastructure might phase will enable EPS to model return on investment using a recommended suite of financing tools (i.e. metro districts, urban renewal authorities, and general improvement districts to name a few). Staff are aiming to present a draft report and gather feedback from the Council at the January 7 work session.
- As part of the ongoing efforts to demonstrate Eagle is 'Open for Business' the EVC are directing their efforts toward collaborating with staff on a user-friendly administrative guide for new and expanding businesses. The Planning team have initiated similar projects, experimenting with brochures and refining administrative sections in the Land Use Code.

HOUSING

- Staff assisted two employees with moving into the Town's housing units with leases starting November 1st. One tenant is at the Founders Place condo, another tenant is at the Overlook apartment. In addition to moving-day logistics, staff worked expeditiously to finalize new program documents required to facilitate the employee housing program. One bedroom at each property remains vacant. Core Transit has expressed interest in sub-leasing from the Town should vacancies remain.
- The Regional Housing Action Plan Partners continued to discuss the initial findings and identify areas where deeper analysis is required ahead of the presentations to municipal boards. Staff have scheduled EPS and Town of Avon's Housing Planner, Patti Liermann, to present on November 12.
- The Affordable Housing Accelerator Project (AHAP) is roughly 20% complete for the Fast-Track code review process and 5% complete for the land inventory analysis. Staff and Logan Simpson have a recurring bi-weekly

call to workshop each task and receive drafting updates. The Logan Simpson team will be in Eagle on November 21 & 22 to facilitate a stakeholder event and complete a site tour for in-person evaluation of the pre-identified land inventory sites. Staff are aiming to present a draft report and gather feedback from the Council at the February 4 work session.

- By invitation from DOLA, staff participated in a webinar and discussion aimed at gathering input on the development of Housing Needs Assessment methodologies, as mandated by SB27-174. Our session was tailored to Resort Area communities.

SUSTAINABILITY

- The solar array has reached substantial completion. We are awaiting permission to operate from Holy Cross Energy and look forward to the official unveiling on November 14th.
- Staff created and released an RFP for an Energy Monitoring & Management System on Sept 27th, with proposals received by October 11th. Staff is working on selection of a system that will automatically pull in energy and gasoline fuel usage from our utilities. This data will allow the town to track progress toward our 2028 net zero goal and better use the ICLEI Clear Path greenhouse gas inventory tool for future internal inventories.
- Details are finalized for the bilingual energy resource night November 21st at Gardunos, with partners the Palmer Fund and Walking Mountains' Energy team. The goal of the resource night is to sign up income-qualified community members for energy rebates and for the 2025 Reenergize Program.
- The Sustainability Shoutout Program continued in October. 4 winners were drawn from the nominations: Martha Miller, Molly & Ryan Goebel, and Jamie Wilson. All employees were nominated by their peers for engaging in sustainability-based behaviors at work. They will all receive prizes and a highlight in Eagle Spirit.
- Staff Kira Koppel, Jamie Wilson, Jackie VanEyll, and Larry Pardee, as well as Councilmember Bryan Woods & Mayor Scott Turnipseed attended the Mountain Towns 2030 conference in Jackson this October. A few members of this group hosted a workshop focusing on how towns with limited resources and budget can embark on meaningful climate action work. The event was inspiration and provided valuable resources for staff.
- Staff has continued to work on formalizing our partnership with the Adam Palmer Sustainability Fund via MOU, as they are an essential partner for our work toward the 2030 net zero goal.
- Staff has received the Scope of Work for our Public Building Electrification Grant from the state. Staff is actively reviewing this scheduling the building energy assessments with Yearout Energy. The results of this planning effort will help staff further detail the implementation budget.
- Staff provided support for the Climate Action Collaborative restructuring/reprioritization exercise. This exercise involved convening local sustainability staff and setting mutual priorities for 2025 based on the funds the respective municipalities are contributing. This will provide clarity and direction to ensure CAC staff are working on initiatives that are important to all stakeholders, best served as regional efforts, and are relevant to their expertise.
- Staff continues further research and discussion around the pool project; specifically, to understand how we might reduce the amount of gas required to heat the pool and how we might be able to offset remaining use under the guidelines of the EEOP.
- Staff is working with the Building Department to provide options to council for EEOP modification specific to outdoor gas fireplaces and fire pits, as requested. This topic will be presented at the December 10th meeting.

COMMUNICATION & MARKETING

- Safe Streets for All (SS4a) Update: Completed first round of public engagement for SS4A. A recap of the results and next steps will be outlined at the Nov. 12 council meeting.
- Attended the Mountain Towns 2030 conference with staff. Key takeaways included:
 - We can change how we communicate sustainability and climate change to resonate with more people.

- The town of Eagle is accomplishing amazing initiatives on a limited budget.
 - We can always do more.
- Continuing to work on digital accessibility to train staff and remediate the website through an auditing process.
- Let's Illuminate Eagle! Marketing initiatives to drive ice castle visitors to Eagle businesses include working with the business community, Eagle Chamber, Vail Valley Partnership, Mountain Rec and Ice Castles staff. The town is coordinating marketing efforts including traditional and digital media buys to reach our valley residents and guests. We're also working on communicating to the Front Range and adjacent communities (Summit, Pitkin, Garfield Counties). Staff are creating a media asset library (posters, social, reels, etc.) to share with the community to promote Eagle during the ice castles exhibit. Again, the goal is to drive visitors into town and its businesses.
- News Shared in October (also see social posts in analytics): [Final Public Hearing](#) | [Cemetery Tank Replacement](#) | [Downtown Development Authority Grants](#) | [Used Motor Oil Drop Site Closed](#) | [Upper Basin Water Tank Rehabilitation](#) | [OSRAC Vacancies](#) | [Enhancing Open Space Soil and Vegetation](#) | [Phone it Forward](#)



October 2024 Analytics Report

EMPLOYEE NEWSLETTER LIST

(Segment: Campaign Pasted Segment - 01 May 2024 03:28:05 pm)

EAGLE SPIRIT | OCTOBER 2024

Subject
Delivered

Eagle Spirit Employee Newsletter
Wed October 9, 2024 12:25 pm

Successful deliveries	1 (100%)	Clicks per unique opens	100%
Total opens	265	Total clicks	53
Last opened	11/4/24 2:12PM	Last clicked	10/15/24 8:27PM

Sent October 1, 2024 • Eagle Today

Eagle Today | October 2024

Recipients **2953**
Subject Eagle Today
Delivered Tue October 1, 2024 8:00 pm

Email performance

Oct 1, 2024 - Nov 4, 2024

Open rate 58% 1713 opened	Click rate 11% 320 clicked	Bounce rate 0.30% 9 bounced	Unsubscribe rate 0.03% 1 unsubscribed
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Additional email details

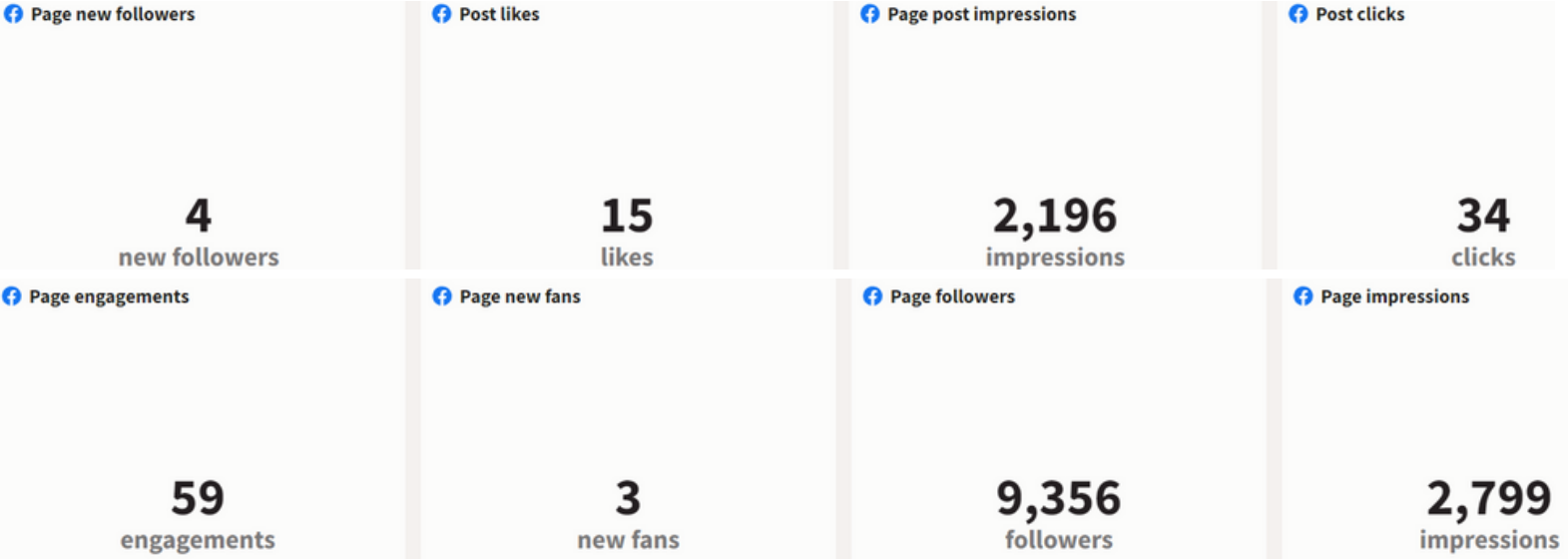
Successful deliveries	2,944 (99.70%)	Clicks per unique opens	18.68%
Total opens	2,960	Total clicks	637
Last opened	11/3/24 10:08AM	Last clicked	11/1/24 5:33AM

Town of Eagle Facebook: October 2024

Page fans 3,448 fans	New followers 28 new followers	Page reach 25,415 users	Page impressions 32,927 impressions
Posts 21 posts	Post photo views 540 clicks	Post clicks 1,267 clicks	Post link clicks 35 clicks

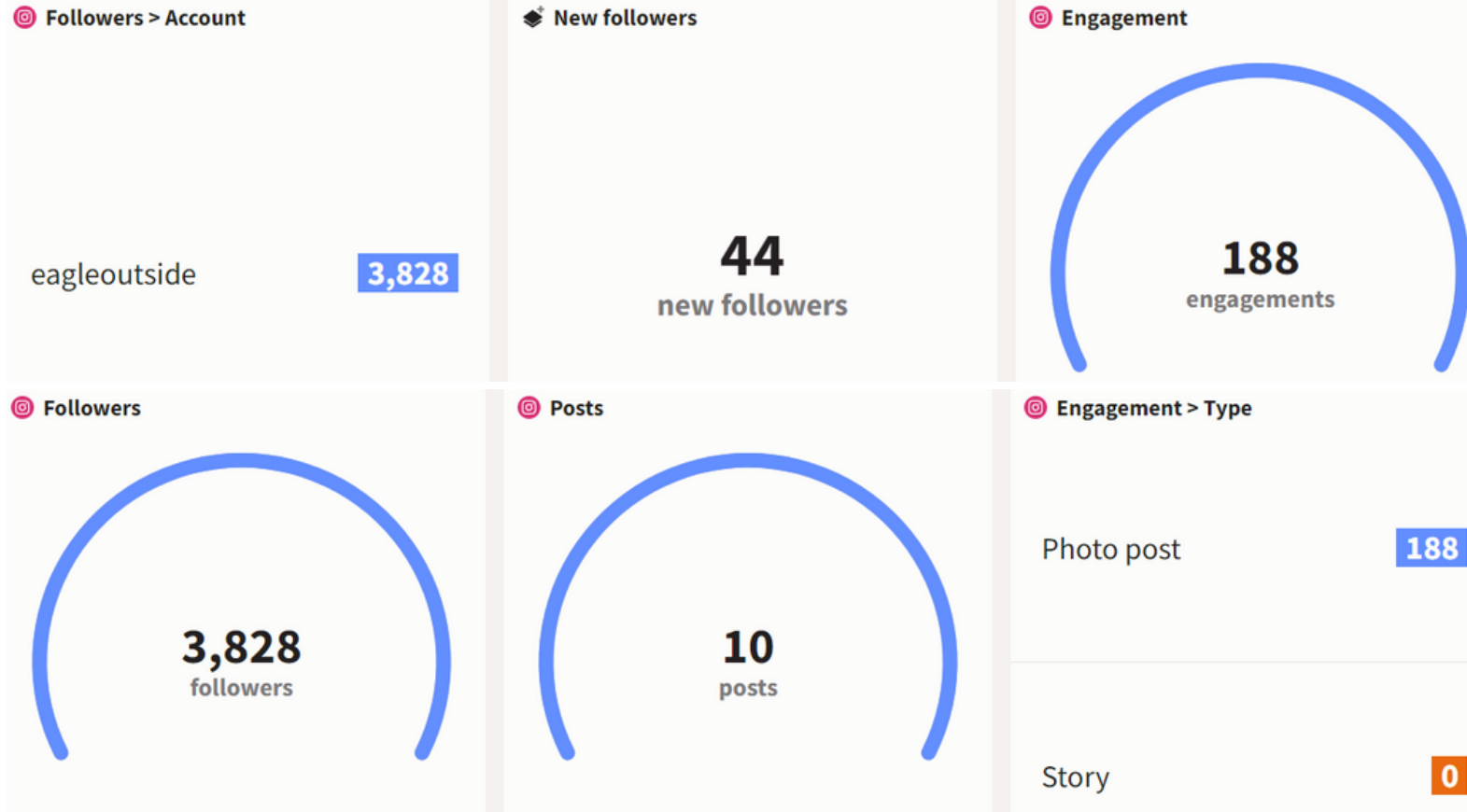
Posts table		REACTIONS	COMMENTS	SHARES
DATE	MESSAGE			
Town of Eagle, CO Oct 30, 16:03	Trick or Treat Street TODAY! Wednesday, October 30th 5pm-7pm Capitol Street in Eagle Ranch #dippindotsforthewin	15	0	1
Town of Eagle, CO Oct 29, 19:30	Check out this winter's transit schedule. The new schedule begins Dec. 1. Remember, it's free to ride from Eagle to Vail and back!	0	0	0
Town of Eagle, CO Oct 28, 20:01	⚠ Important Notice: Used Motor Oil Drop Tank Closed Due to recent contamination, our used motor oil drop tank is temporarily closed. During routine testing, our disposal vendor found that someone added a flammable chemical—likely gasoline—to the tank. This contamination requires specialized hazardous material disposal, which involves cleaning the tank before safely disposing of the material. This process is both time-consuming and costly, and the site will be closed for several weeks. The last time we addressed a similar situation, it cost the Town \$14,900. Please remember, only...	16	6	1
Town of Eagle, CO Oct 28, 14:10	Open House: Capitol St. & 4th St. Road Improvements 4:30-6:30 p.m. Tomorrow (Oct. 29) Eagle Town Hall, 200 Broadway The community is invited to an open house to provide input on proposed improvements to Capital Street between Grand Avenue and 5th Street and 4th Street between Broadway and Howard Street. Proposed improvements could include pavement and water main work. For questions, call 970-328-6678 or email publicworks@townofeagle.org .	5	0	0
Town of Eagle, CO Oct 27, 12:00	Sign up for notifications from the Town of Eagle and never miss an update. Whether it's community events, public meetings, important news, or emergency alerts, get the info that matters most to you right in your inbox. 📧 Sign up now: townofeagle.org/list.aspx	1	0	0
Town of Eagle, CO Oct 26, 17:20	Interested in learning more Eagle County Government's plan for open space. A Community Open House and Draft Plan Reveal Presentation is scheduled for Oct. 28. Visit: https://ow.ly/GRvE50TKYJb for info.	0	0	0
Town of Eagle, CO Oct 25, 18:01	Open House Oct. 29: Capitol St. & 4th St. Road Improvements 4:30-6:30 p.m. Tuesday, Oct. 29 Eagle Town Hall, 200 Broadway The community is invited to an open house to provide input on proposed improvements to Capital Street between Grand Avenue and 5th Street and 4th Street between Broadway and Howard Street. Proposed improvements could include pavement and water main work. For questions, call 970-328-6678 or email publicworks@townofeagle.org .	4	0	1
Town of Eagle, CO Oct 24, 16:01	Exciting progress at the new Eagle Pool! Who's ready for spring 2025? If only we could fast-forward through winter and dive in! The left structure is the future leisure pool and the right is the new lap pool. We're thrilled to be partnering with Mountain Recreation on this amazing project. Stay tuned for more updates. #eagleco #eagleoutside #mountainrec #swimming #pools	85	4	2
Town of Eagle, CO Oct 23, 23:00	Who's ready for the Thriller flash mob? Join us for Trick or Treat Street in Eagle Ranch next Wednesday, October 30th, 5pm-7pm.	23	2	1
Town of Eagle, CO Oct 23, 16:02	This Thursday! Join Eagle Valley Land Trust and the Town of Eagle for a morning of stewardship and camaraderie. We'll reseed areas that have been treated for noxious weeds, then enjoy lunch together. Stay for as much time as you have! Visit evlt.org/event/seeding to register.	2	0	0
Town of Eagle, CO Oct 22, 14:02	We're seeking a passionate community member to join the Open Space and Recreation Advisory Committee (OSRAC) as an alternate member! 🗳️ 🗳️ 🗳️ Help shape the future of Eagle's open spaces and trails by applying for this volunteer role (Jan 2025 - Dec 2026). Applications are due by Thursday, Nov. 14 at 11:59 p.m. Applicants must be residents, property/business owners, or employed in town. OSRAC advises the Town Council on enhancing our open spaces, with a focus on conservation and recreation. Learn more and apply here: https://townofeagle.org/941/Open-Space-Recreation...	8	0	1
Town of Eagle, CO Oct 21, 20:01	Eagle Town Council Meeting 6 p.m. Tuesday, Oct. 22 at Eagle Town Hall There are three public hearings scheduled during the meeting. The agenda is available here: https://ow.ly/QSMm50TQ551 ■ Public Hearing: West Eagle Housing Annexation, Zoning, Preliminary Plan/Final Plat & Major Development Permit ■ Public Hearing: Land Use File Haymeadow Major PUD Amendment (PUDA23-01) ■ Public Hearing: 2024 & 2025 Budget Presentation	5	0	1
Town of Eagle, CO Oct 16, 18:02	Trick or Treat Street! Wednesday, October 30th, 5pm-7pm. Fun for the whole family! This free event is full of games, prizes, photo booth, DJ and the thrilling "Thriller" dance. Located on Capitol Street in Eagle Ranch, between Founders Ave. & Sylvan Lake Rd. 📍	13	0	2
Town of Eagle, CO Oct 14, 18:02	Review the following information from Eagle County Government re: the upcoming election and voter registration. Visit:	0	0	0
Town of Eagle, CO Oct 10, 18:33	FYI. Please note this outage is expected to take place from Edwards to Vail.	2	0	0
Town of Eagle, CO Oct 10, 15:01	FYI 3 Sisters trail users.	0	0	0
Town of Eagle, CO Oct 09, 16:02	Do you know about the 9PM Routine? Eagle Police Department is asking the community to follow these steps to keep yourself and your neighborhood safe!	8	2	0
Town of Eagle, CO Oct 07, 18:02	The Town of Eagle will hold a public hearing on Tuesday, Oct. 8 at 6 p.m. at Eagle Town Hall to present the first reading of the proposed 2025 fiscal year budget. Town staff will provide updates based on recent Town Council work sessions, including adjustments and projections to the budget. Key items for the 2025 Budget: ■ Projected Flat Sales Tax Revenues: Sales tax revenues for 2025 in the General Fund are expected to remain flat. ■ 5% Operational Budget Reductions: Departments within the General Fund were given a 5% target reduction in their operational budgets. These reductions are...	6	0	1
Town of Eagle, CO Oct 05, 14:02	Take part in the "Phone it Forward Challenge" with the Eagle Police Department in honor of Domestic Violence Awareness month.	0	0	0
Town of Eagle, CO Oct 04, 23:15	🔥 Fire Danger Alert: Very High in Eagle County 🔥	2	0	0
Town of Eagle, CO Oct 02, 16:03	The October edition of Eagle Today packed with all the latest updates, community events and info to stay informed with what's happening in Eagle. Visit https://ow.ly/bfwC50TBmXl .	3		

Eagle Outside Facebook: October 2024



Posts table					
DATE	MESSAGE	REACTIONS	COMMENTS	SHARES	
Eagle Outside Oct 24, 16:01	 Exciting progress at the new Eagle Pool! Who's ready for spring 2025? If only we could fast-forward through winter and dive in! The left structure is the future leisure pool and the right is the new lap pool. We're thrilled to be partnering with Mountain Recreation on this amazing project. Stay tuned for more updates. #eagleco #eagleoutside #mountainrec #swimming #pools	10	0	0	
Eagle Outside Oct 22, 14:02	 We're seeking a passionate community member to join the Open Space and Recreation Advisory Committee (OSRAC) as an alternate member! 🐾 🌿 🏡 🛠️ Help shape the future of Eagle's open spaces and trails by applying for this volunteer role (Jan 2025 - Dec 2026). Applications are due by Thursday, Nov. 14 at 11:59 p.m. Applicants must be residents,...	6	0	0	

Eagle Outside Instagram: October 2024



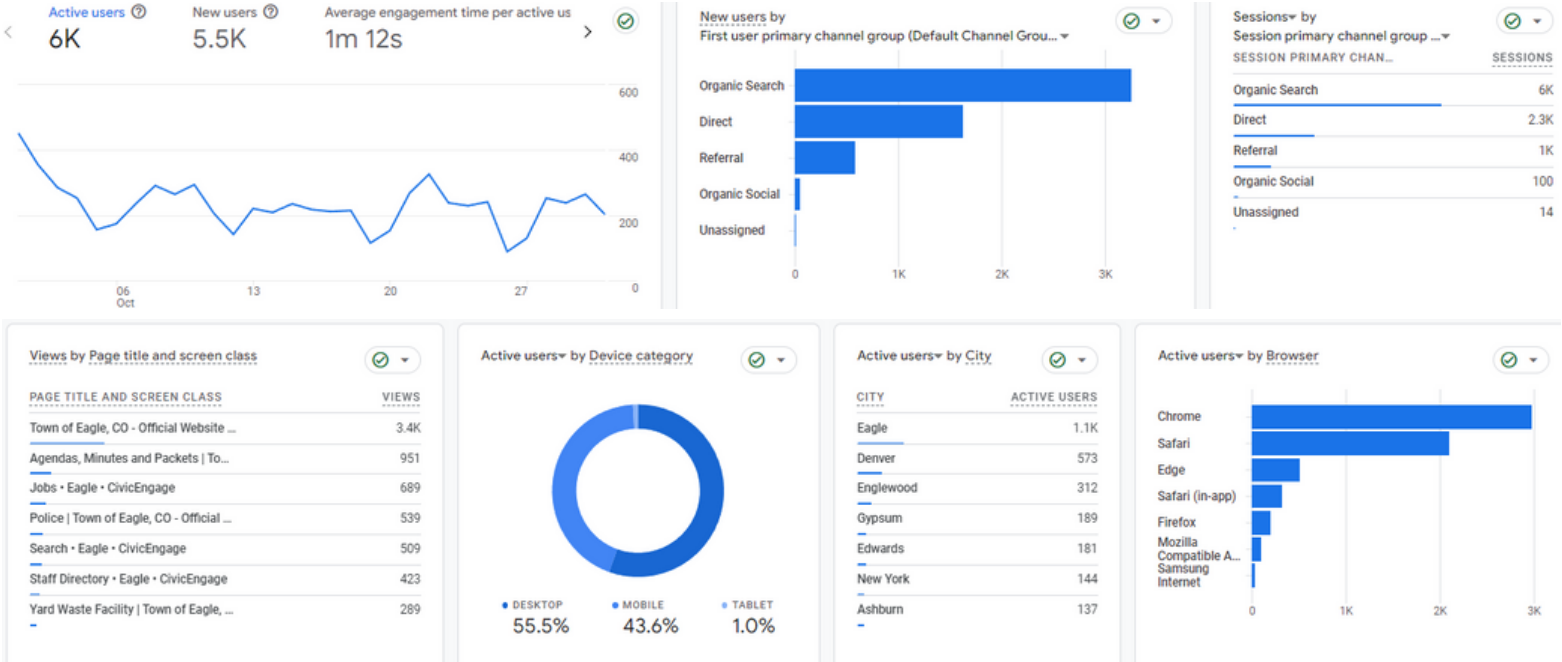
Posts Table

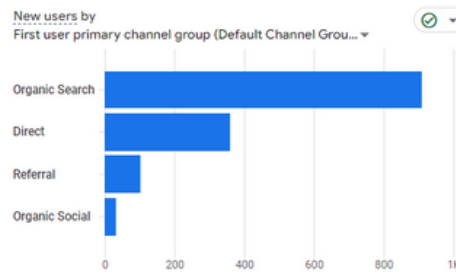
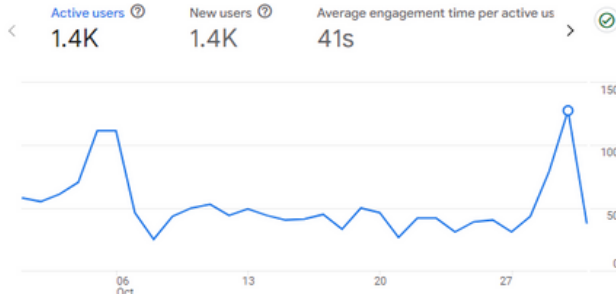
DATE	MESSAGE	LIKES	COMMENTS	REACH
eagleoutside Oct 29, 18:05	 Trick or Treat Street 🎃 TODAY! October 30th, 5pm-7pm on Capitol Street in Eagle Ranch 📍 Capitol Street, between Founders Ave. & Sylvan Lake Road will be closed at 3pm on October 30th and reopens at 7am on October 31st #safetyfirst Thank you Eagle Ranch Merchants and the Eagle Ranch HOA #community #trickortreatstreet #trickortreat #thrillerdance #thriller #happyhalloween #eaglecolorado #getoutside #eagleoutside #dippindotsforthewin	57	0	1,161
eagleoutside Oct 23, 21:54	 (No description)	0	0	153
eagleoutside Oct 23, 19:24	 Who's ready for the Thriller Flash Mob? 🕸️ Join us for Trick or Treat Street Wednesday, October 30th, 5pm-7pm 📍 Capitol Street, between Founders Ave. and Sylvan Lake Road, will be closed starting at 3pm, October 30th 🎃 #trickortreatstreet #trickortreat #thriller #thrillerflashmob #lovewhereyoulive #eaglecolorado #getoutside #eagleoutside	83	2	1,331
eagleoutside Oct 16, 00:06	 🎃 Fun for the whole family 🎃 FREE event full of games, prizes, photo booth, DJ, and the thrilling #thrillerdance 📍 Capitol Street in Eagle Ranch, between Founders Ave & Sylvan Lake Rd. Wednesday, October 30th, 5pm-7pm #trickortreatstreet 🙌 Thank you Eagle Ranch HOA and the Eagle Ranch Merchants #weappreciateyou #happyhalloween #happy #halloween #eaglecolorado #trickortreat #treatyourself #eagleoutside	29	0	656
eagleoutside Oct 15, 23:39	 (No description)	0	0	148
eagleoutside Oct 15, 23:34	 (No description)	0	0	161
eagleoutside Oct 15, 23:33	 (No description)	0	1	183
eagleoutside Oct 11, 23:00	 (No description)	0	0	167
eagleoutside Oct 11, 22:59	 (No description)	0	0	199
eagleoutside Oct 11, 22:59	 (No description)	0	0	199
eagleoutside Oct 10, 13:47	 (No description)	0	0	265

Analytics

All accounts > Town of Eagle

Town of Eagle website





Sessions by Session primary channel group ...

Session Primary Chan...	Sessions
Organic Search	1.4K
Direct	457
Referral	178
Unassigned	67
Organic Social	34

Active users by Country



COUNTRY	ACTIVE USERS
United States	1.4K
Canada	4
Italy	3
Mexico	3
China	2
France	2
Japan	2

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Event Calendar for Eagle, Colorado ...	382
Oct 1, 2024 - Oct 31, 2024	
Views	
Eagle Trick or Treat Street at Eagle Ranch Village - EagleOutside	309
Mountain Biking Trail Guide for Eagl...	117
Hike in Eagle Colorado Complete H...	94

Active users by City

CITY	ACTIVE USERS
Denver	221
Englewood	155
Eagle	134
Gypsum	59
Tempe	50
Edwards	47
Phoenix	32

SPECIAL EVENTS

October 2024

Marketing & Events Advisory Committee (MEAC)

- Staff presented MEAC funding recommendations at the October 22nd Town Council meeting. MEAC received over \$265,000 in funding requests for 2025. Question from Mr. Mayor regarding the decrease in funding for ShowDown Town:
 - The MEAC committee deeply values Vail Valley Foundation's contribution through ShowDown Town (SDT). MEAC recommended a reduction to SDT is directly related to budget constraints/reductions (2024 budget = \$120,000; 2025 = \$100,000). As you know, we reviewed 32 requests for funding and proposed a well-balanced portfolio of events which are attractive to locals while also creating economic vitality via "heads in beds". Our recommendations include returning events, as well as new additions that fit the Eagle Brand such as Ice Castles, Gearvana, Down Valley Vibes, Access Unbound, and Fiesta Pride. That said, there is just not enough funding to fund SDT at their full request. Danita Dempsey, MEAC Chair.
- Staff requested support from Council to move forward with the approval process from property owners and businesses regarding the summer seasonal Second Street closure. Next steps are to contact property owners, businesses and stakeholders.
- Vail Club Soccer requested to make a presentation to Council given the lack of MEAC funding. Vail Club Soccer was rewarded with an in-kind donation for the use of the Brush Creek Soccer Field, October 3-5, 2025.

TOWN EVENTS - October

- October events included Vail Cup Soccer, Eagle Ranch Pumpkin Patch, New Roots, and Trick or Treat Street.

ACTION ITEMS

- Town of Eagle's Christmas on Broadway - Saturday, December 7. Celebrate the season with a full day of festivities downtown!
 - Broadway, between Grand Avenue and 5th Street, will be closed for Christmas on Broadway from 8:00 a.m. on Saturday, December 7th until 8:00 a.m. on Sunday, December 8th (times are weather dependent).
- COB festivities include Mountain Tots Preschool Jingle Jog, Pictures with Santa, Wassail Fest, and the Parade. Parade float registration is live on [Eagleoutside.com/christmas-on-broadway](https://eagleoutside.com/christmas-on-broadway)
- Santa has graciously agreed to volunteer his time from 2pm-4pm for extra hours for photos with Santa. Photos with Santa are also available after the parade.
- Patty Hood is delighted to shift Wassail Fest one day to participate in Christmas on Broadway activation.
- Prepared Community Grant Funding Request spreadsheet and packet for Council to review.
- Staff participating in stakeholder meetings for Ice Castles.
- Staff organizing Employee Holiday Party, along with the holiday cheer committee.
- Town of Eagle's Holiday Lighting Contest – entries due December 13th. Voting takes place December 16th.
- Met with Elizabeth Latenser with Access Unbound, planning to incorporate a crit race into Flight Days 2025.
- St. Mary's preschool celebrated their Fall Festival by visiting Town Hall on October 31.
- Staff helped with coordination of the Spooky Fun Lunch n' Learn.
- TOE tent activation at Trick or Treat Street.
- Active Threat Training with Eagle PD. Lieutenant Causey did an amazing job.
- Information Center performance evaluations.
- Staff is participating in the 12-week High Performance Leadership training.

UPCOMING EVENTS

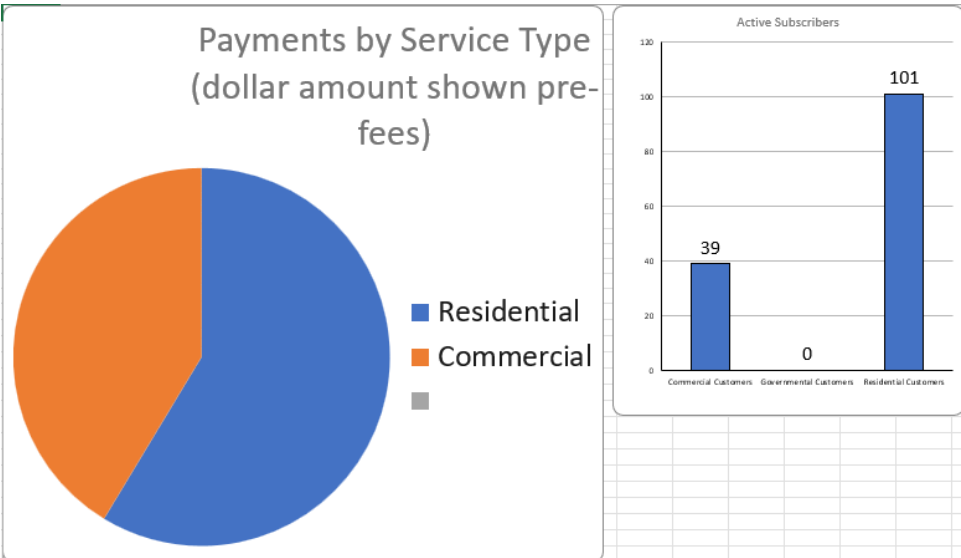
NOVEMBER	
28-Nov	Brush Creek Elementary - Turkey Trot
DECEMBER	
12/5 - 12/7	Wassail Fest
12/7/2024	Jingle Jog 5K & Fun Run
12/7/2024	Christmas on Broadway
12/27-12/28	Pond Hockey Tournament
JANUARY	
1/6/2025	12th Night Christmas Tree Burning



INNOVATION TECHNOLOGY
October 2024

Broadband update:

- 20 remote nodes ordered. Will begin installing backlog of subscribers the week of November 18.
- 39 business/government subscribers, 101 residential subscribers, 25 in queue
- Broadband revenue generated in March: \$9206.54



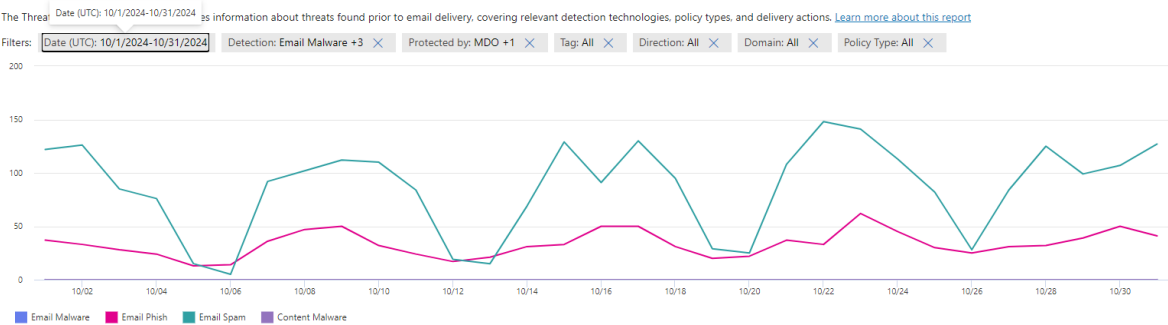
Training:

- Training - Lunch 'n' Learn: Outlook Calendars, 28 Attendees

Technical Operations:

- Onboarding:
 - Onboarding - Kyle Brotherton, Planner III, Community Development
- Email threat protection report:

Threat protection status

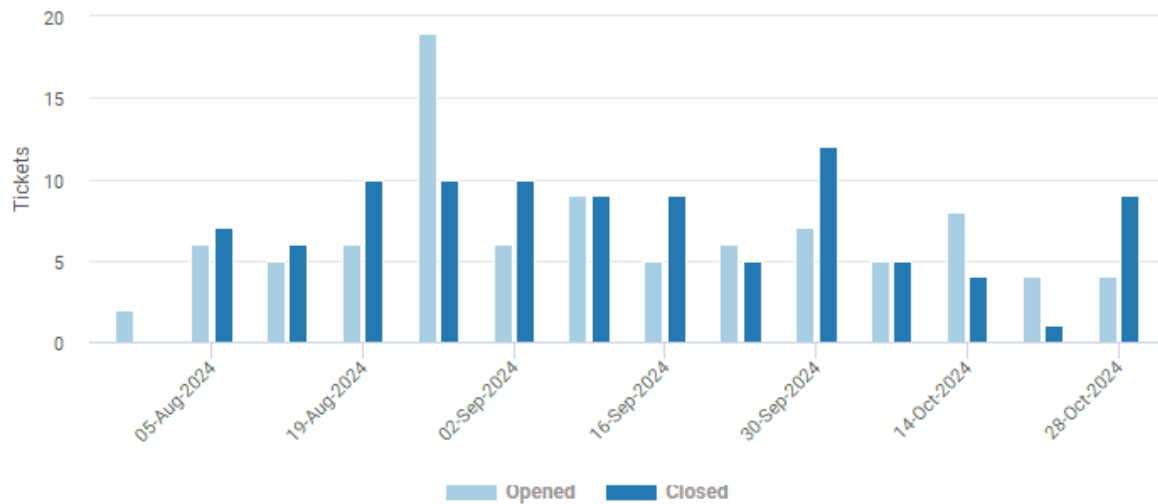


- Support ticket report:

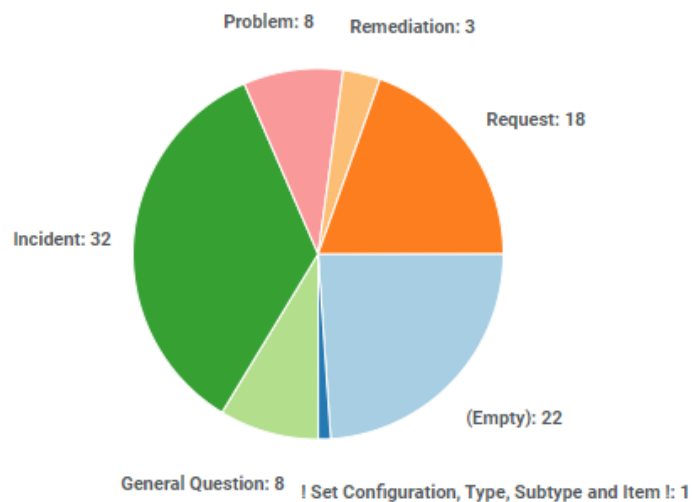
92 Tickets Opened - Previous 3 Months

97 Tickets Closed - Previous 3 Months

Tickets Opened Vs. Closed - Previous 3 Months



Tickets Opened by Type - Previous 3 Months



Sales Tax – 2024 Sales Tax – 3rd Quarter Report is included in the packet.

2024						
Month	Filing Period	O/U	Revenue Period	O/U	Online Sales	Online Retailers
Jan	\$ 557,437.44	-23%	\$ 821,112.05	3%	\$ 117,976.28	2236
Feb	\$ 729,534.03	7%	\$ 810,272.13	20%	\$ 128,837.94	1963
Mar	\$ 919,994.77	23%	\$ 707,787.05	1%	\$ 82,709.92	2045
1 Q	\$ 2,206,966.24	3%	\$ 2,339,171.23	8%	\$ 329,524.14	
Apr	\$ 695,474.02	2%	\$ 763,852.47	-5%	\$ 106,959.79	2080
May	\$ 760,640.35	2%	\$ 655,520.37	-6%	\$ 109,466.26	2008
Jun	\$ 817,960.49	1%	\$ 730,498.70	-3%	\$ 100,133.62	2076
2 Q	\$ 2,274,074.86	2%	\$ 2,149,871.54	-5%	\$ 316,559.67	
Jul	\$ 832,116.01	1%	\$ 799,652.78	-2%	\$ 98,315.99	2284
Aug	\$ 783,755.14	-4%	\$ 841,793.73	0%	\$ 104,790.60	2699
Sep	\$ 766,294.36	-2%	\$ 781,908.24	-19%	\$ 97,396.13	2065
3 Q	\$ 2,382,165.51	-2%	\$ 2,423,354.75	-7%	\$ 300,502.72	
Oct		-100%	\$ 798,668.37	5%	\$ 109,730.13	2242

2023						
Month	Filing Period	O/U	Revenue Period	O/U	Online Sales	Online Retailers
Jan	\$ 721,559.24	9%	\$ 793,838.43	5%	\$ 97,085.03	2016
Feb	\$ 681,814.58	4%	\$ 675,138.60	5%	\$ 91,521.57	1792
Mar	\$ 748,129.80	1%	\$ 698,140.28	5%	\$ 97,830.73	1892
1 Q	\$ 2,151,503.62	5%	\$ 2,167,117.31	5%	\$ 286,437.33	
Apr	\$ 681,955.40	3%	\$ 802,334.06	16%	\$ 125,304.23	1921
May	\$ 745,063.01	6%	\$ 700,216.68	0%	\$ 98,906.78	1929
Jun	\$ 806,328.44	3%	\$ 752,888.75	9%	\$ 102,648.68	2000
2 Q	\$ 2,233,346.85	4%	\$ 2,255,439.49	8%	\$ 326,859.69	
Jul	\$ 820,080.85	6%	\$ 813,185.50	7%	\$ 100,650.58	2063
Aug	\$ 819,107.48	7%	\$ 839,114.42	3%	\$ 105,800.61	2047
Sep	\$ 780,636.32	0%	\$ 961,539.85	4%	\$ 93,335.96	1920
3 Q	\$ 2,419,824.65	4%	\$ 2,613,839.77	5%	\$ 299,787.15	
Oct	\$ 774,893.02	3%	\$ 763,966.40	-1%	\$ 95,830.83	2046

EAGLE DIGITAL DASHBOARD – VISITOR MOBILITY DATA ANALYSIS

Joel Wallen, Economic Vitality Committee, August 2024



In 2022 79% of the Local Population Kept Eagle In Business

- Local Dominance (54% from Eagle)
- Nearby Influence (13% Gypsum) (12% all other w/i Eagle County)
- Minimal Out of State Presence (7% Front Range)

<30min (39%)

>30min (59%)

Good news:

most of the time they were not in a rush (leading indicator for aging demographic)



In 2023 Locals Remain Dominant & Outside Influence Creeping In

- Local Dominance (51% from Eagle) **-3**
- Nearby Influence (17% Gypsum) **+4** (19% all other w/i Eagle County) **+7**
- Minimal Out of State Presence (6% Front Range) **-1**

<30min (57%) **+18**

>30min (43%) **-16**

Significant reduction in time spent. What business/s went away?



'22 vs. '23 Takeaways

Headwinds

- Economy/Inflation
- Increase in visits outside of the Town of Eagle indicating more geo diversity
- Time Spent is down in both the avg and median numbers. People are running errands and moving on

Tailwinds

- Increase duration of short term visitors

Takeaway

- Data suggests a **need for strategies to encourage longer stays**

WIN THE LOCALS....

to stay in business

EXPAND YOUR BORDERS....

to thrive