



AGENDA

Marketing & Events Advisory Committee (MEAC)

Wednesday, April 2, 2025 @ 9 AM

Council Chambers

200 Broadway, Eagle, CO

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MEETING ACCESS

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CALL TO ORDER AND ROLL CALL

APPROVAL OF MINUTES

- Minutes dated March 5, 2025 – Recording is available.

BUSINESS ITEMS

- MEAC Members
 - Council approved Resolution 29, Series 2025 "A Resolution of the Town Council of the Town of Eagle, Colorado, Appointing Members to the Town of Eagle Marketing and Events Committee".
 - Welcome four new members:
 - Elizabeth (Lizzy) Latenser
 - Debbie Murphy
 - Caitlin Pauls
 - Patrick Sherwood
 - Committee Volunteer Handbook, Member Expectations
 - Review 2025 MEAC Event Funding
- Business Items
 - Showdown Town Funding – Town Manager Report
 - The Vail Valley Foundation Presentation & Funding Commitment On March 11, the Vail Valley Foundation (VVF) presented to the Town Council, requesting the full reinstatement of \$50,000 in funding from the Town of Eagle to support the 2025 ShowDown Town summer concert series. ShowDown Town has long been a valued community event, bringing residents and visitors together while driving economic activity for local businesses.
 - A recent funding adjustment provides additional flexibility in meeting this request. With Second Street Tavern opting not to host its Second Street Block Music Fest this summer, \$5,000 previously allocated to that event is now available. This reallocation increases the Town's previously approved VVF funding from \$40,000 to \$45,000 for the 2025 concert season.
 - Recognizing the cultural and economic benefits of ShowDown Town, we recommend establishing a baseline funding commitment of \$50,000 from the Marketing & Events Advisory Committee (MEAC) starting in 2026 to ensure consistent and sustained Council support. With the acceptance of this report, I will notify VVF President Mike Imhof that the Town has approved a \$45,000 budget for 2025, with a planned commitment of \$50,000 for future years.
 - Flight Days / Eagle Town Park – update
 - Chamber After Hours Mixer – April 10
 - 2024 Sales Tax
 - Sign up for [Eagle Today Newsletter](#)
- Future Agenda Items
 - May

UPCOMING EVENTS

APRIL	
4/5	Mystery on Broadway
4/10	Chamber Mixer
4/19	Eagle Egg Hunt – Town Park
MAY	
May 3	Annual Community Pride Highway Cleanup
May 17	Town Cleanup+Hard2Recycle+E-Waste
May 17	The Cycle Effect - Bikes & BBQ
May 17	Boneyard Boogie Trail Run
May 28	VRD Mountain Bike Race Series

ADJOURN

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

Molly Furtado
Special Events Manager

Events:	2025 Request	Approved
Ice Castles	25,000	\$ 5,000
Gearvana	7,500	3,700
Yoga in The Park	3,000	1,000
Climbing League High School Regional Championships/National Championships	15,000	6,500
ShowDown Town - Vail Valley Foundation	50,000	40,000
Eagle Mushroom & Wild Food Festival	10,000	5,000
Eagle Farmers Market & Art Show - Ren Productions - 2nd Street Closure	33,000	2,000
Murder Mystery - EagleARTS	5,000	3,000
Fall Festival ARTwalk - EagleARTS	12,000	3,500
Holiday ARTwalk -- EagleARTS	3,000	-
Biztoberfest - Eagle Chamber - in-kind TOE 20x30 tent	10,000	2,000
Down Valley Vibes - Your Fathers Office	10,000	5,000
Access Unbound: All Wheels Crit Ride	10,000	5,000
Eagle County BMX State Race	3,000	500
Vail Cup Soccer Tournament - use of Brush Creek Soccer Fields	5,000	
Triple Crown World Series	5,000	-
Pond Hockey - Eagle Valley Skating Assoc	1,000	700
Youthapalooza - Mountain Youth	5,000	
Bikes & BBQ - The Cycle Effect	5,000	-
RM Sports Riders event	1,000	
Race #2 Haymaker Classic - CHSCL	7,500	4,000

Race #3 Haymaker Classic - CHSCL	7,500	4,000
Rocky Mountain Walk to End Alz	1,000	500
Dynafit Boneyard Boogie	1,500	-
VRD Mountain Bike Race Series	1,200	-
Mountain Tots Jingle Jog	750	500
Fiesta Pride - Mountain Pride	5,000	1,500
Community Pride Highway Cleanup and River Cleanup - Eagle River Coalition	2,000	1,000
Eagle Ranch Pumpkin Patch - Cub Scout Pack 229	900	600
Eagle Ranch Pumpkin Patch - Eagle Community Gardens	450	-
Little League Opening Day - Mtn Rec	2,000	1,000
Eagle County Fair and Rodeo	1,500	1,500
Eagle Egg Hunt - Eagle Vineyard Church	2,000	500
Porchlight Players Dinner Theater	2,500	2,000
TOTAL:	254,300	100,000



EAGLE TOWN PARK

2024

SHOWDOWN TOWN

EVENT RECAP

PRESENTED BY

VVF.ORG


FREE CONCERT SERIES



Alpine Bank

2024 SHOWDOWN TOWN HIGHLIGHTS


 **7 SHOWS***
THURSDAYS
JUNE 27-AUGUST 15


 **96%**
ATTENDEES CAME TO
EAGLE SPECIFICALLY
FOR THE EVENT


 **89%**
DIVERSION
RATE

 **3,640***
ESTIMATED TOTAL
ATTENDANCE

 **87%**
"VERY"- "EXTREMELY
LIKEY" TO RETURN

 **92**
NET PROMOTER
SCORE

 **3.8***
AVERAGE # OF
CONCERTS ATTENDED

 **52****
AVERAGE AGE OF
RESPONDENTS

 **13**
COMMUNITY
SPONSORSHIPS

 **\$67,000***
ESTIMATED REVENUE
GENERATED TO THE
TOWN OF EAGLE

*2024 NUMBERS IMPACTED BY 6/27 SHOW CANCELED DUE TO SEVERE WEATHER

**REFERS TO THE AVERAGE ADULT AGE, CHILDREN UNDER 18 ARE NOT SURVEYED OR ACCOUNTED FOR IN THIS AVERAGE.





2024 TOTAL EVENT REVENUES

- \$114,946** VVF GENERAL FUND REVENUE ALLOCATION
- \$50,000** TITLE SPONSOR (TOWN OF EAGLE)
- \$10,000** PRESENTING SPONSOR
- \$18,950** COMMUNITY SPONSORS

== **TOTAL REVENUE = \$193,896** ==

2024 TOTAL EVENT EXPENSES

- \$3780** SECURITY
- \$1758** TRASH
- \$7,000** TALENT (ARTIST FEES)
- \$7,000** ARTIST MANAGEMENT, SHOW ADVANCE, TRANSPORTATION & BOOKING
- \$15,820** SOUND
- \$700** GREEN ROOM HOSPITALITY (BEER, WATER, ICE, SNACKS)
- \$20,360** TOTAL MARKETING, CREATIVE & ADVERTISING
- \$4250** SIGNAGE
- \$1730** SALES TEAM COMMISSION
- \$200,458** PROJECT LABOR

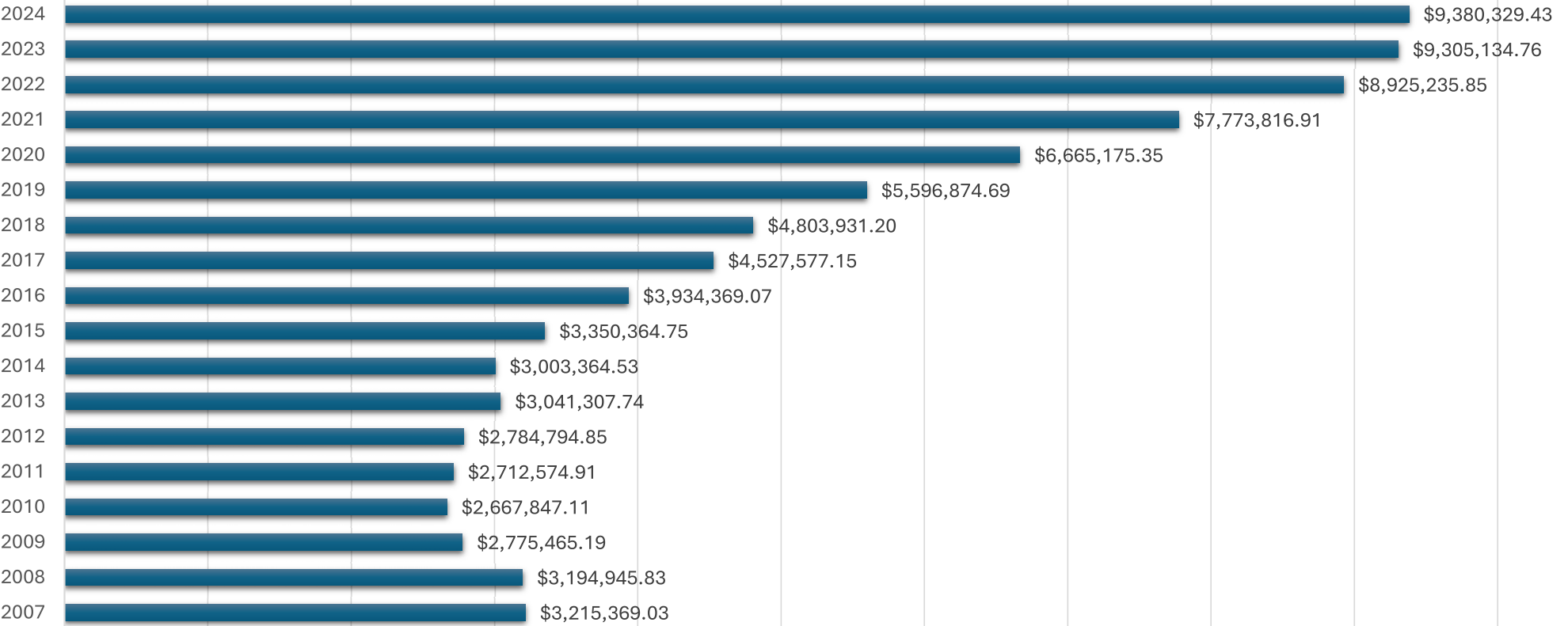
== **TOTAL EXPENSE = \$277,946** ==

== **NET CONTRIBUTION = (\$84,050)** ==



ANNUAL TOTAL SALES TAX 2007-2024 REVENUE PERIOD TOTALS

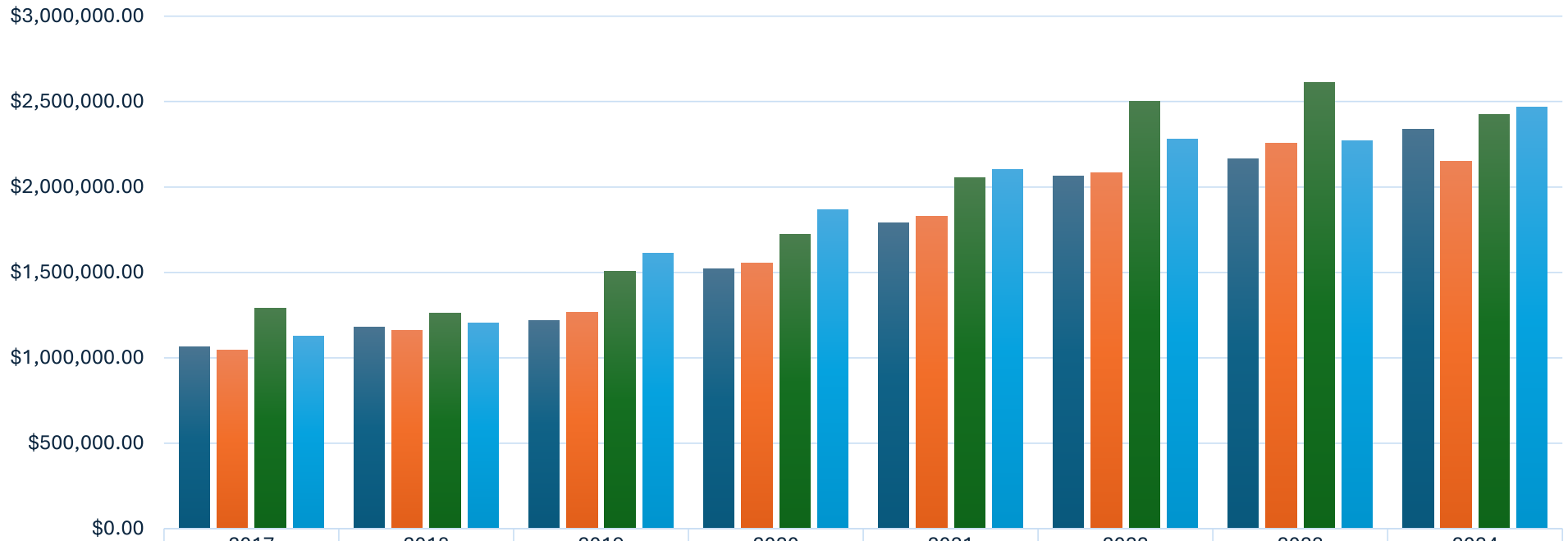
**2016 - PRESENT INCLUDE .5% SALES TAX INCREASE*



\$- \$1,000,000.00 \$2,000,000.00 \$3,000,000.00 \$4,000,000.00 \$5,000,000.00 \$6,000,000.00 \$7,000,000.00 \$8,000,000.00 \$9,000,000.00 \$10,000,000.00

■ Total

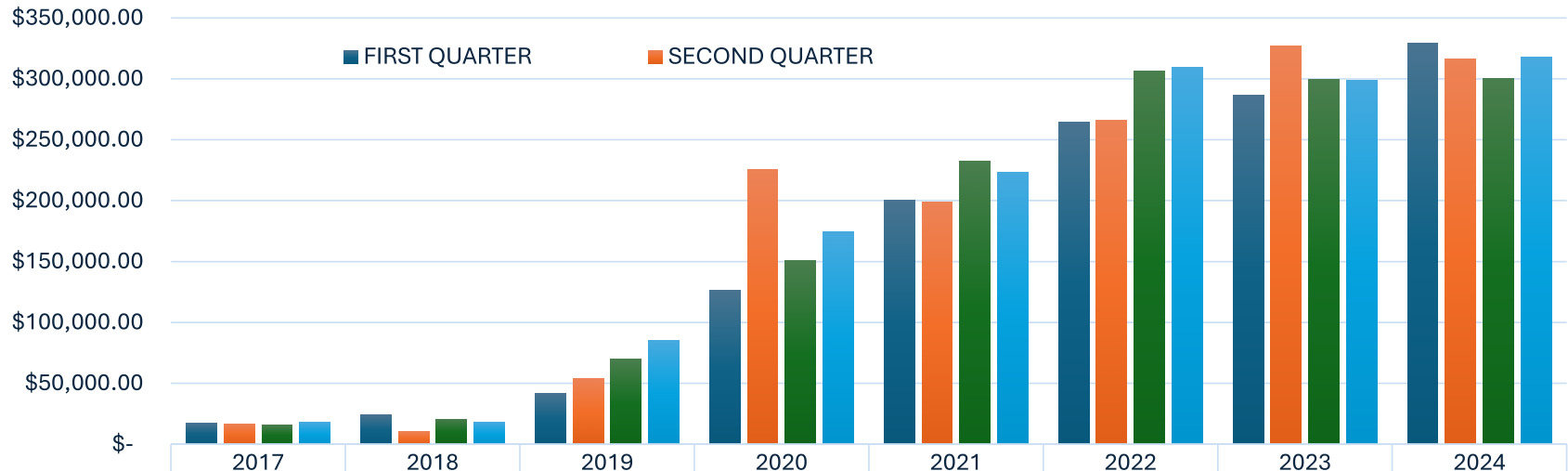
TOTAL SALES TAX BY QUARTER 2017-2024 REVENUE PERIOD TOTALS



	2017	2018	2019	2020	2021	2022	2023	2024
FIRST QUARTER	\$1,063,301.45	\$1,178,718.57	\$1,216,488.34	\$1,522,565.39	\$1,790,838.39	\$2,064,170.93	\$2,167,117.31	\$2,339,171.23
SECOND QUARTER	\$1,046,587.64	\$1,162,266.07	\$1,264,176.75	\$1,554,045.80	\$1,828,829.48	\$2,081,468.42	\$2,255,439.49	\$2,149,871.54
THIRD QUARTER	\$1,289,013.06	\$1,260,441.56	\$1,505,673.13	\$1,720,837.41	\$2,052,299.31	\$2,500,622.00	\$2,613,839.77	\$2,423,354.75
FOURTH QUARTER	\$1,128,675.00	\$1,202,505.00	\$1,610,536.47	\$1,867,726.75	\$2,101,849.73	\$2,278,974.50	\$2,268,738.19	\$2,467,931.91

■ FIRST QUARTER
 ■ SECOND QUARTER
 ■ THIRD QUARTER
 ■ FOURTH QUARTER

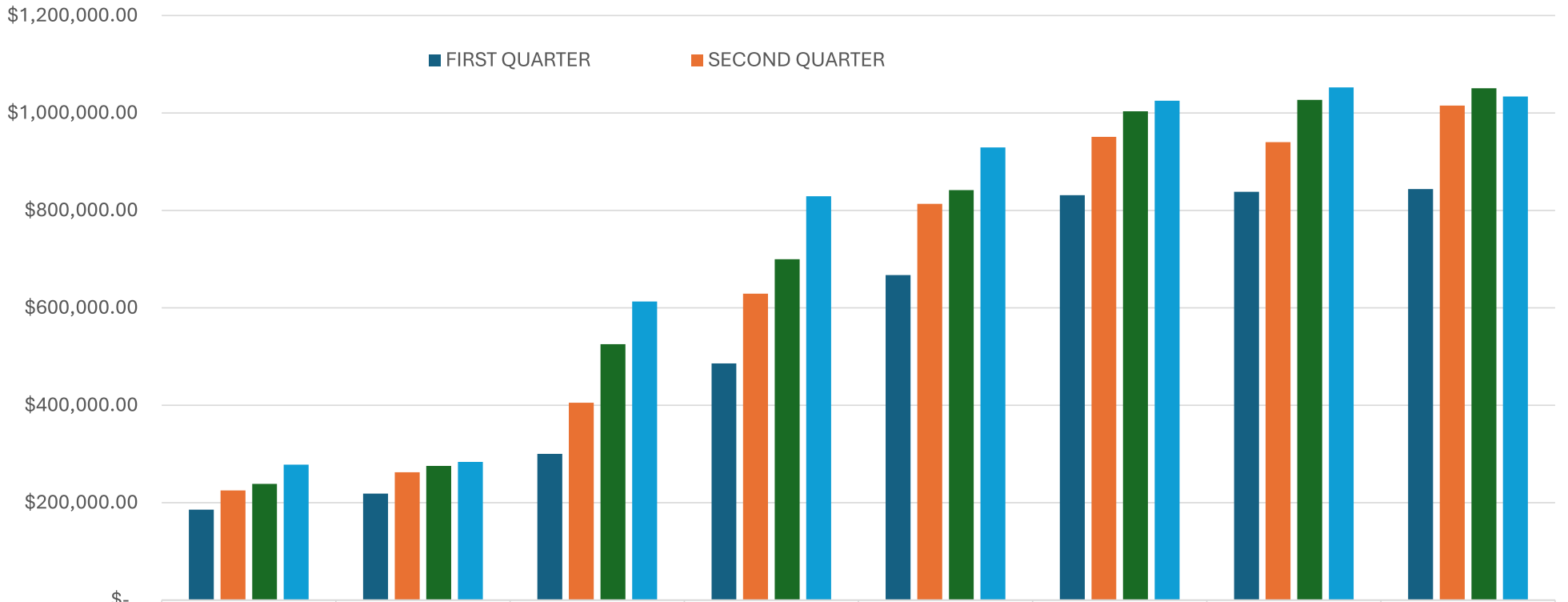
ONLINE SALES TAX BY QUARTER 2017-2024 REVENUE PERIOD TOTALS



	2017	2018	2019	2020	2021	2022	2023	2024
FIRST QUARTER	\$17,179.39	\$24,249.98	\$41,363.57	\$126,298.87	\$200,373.01	\$264,177.15	\$286,437.33	\$329,524.14
SECOND QUARTER	\$16,876.45	\$10,046.51	\$54,246.37	\$225,509.84	\$199,019.89	\$266,072.23	\$326,859.69	\$316,559.67
THIRD QUARTER	\$15,759.11	\$20,631.29	\$70,029.33	\$150,797.33	\$232,192.11	\$306,341.16	\$299,787.15	\$300,502.72
FOURTH QUARTER	\$18,012.85	\$18,402.32	\$84,983.84	\$174,101.51	\$222,896.17	\$309,340.10	\$298,504.40	\$317,880.23

Online sales are included in the retail and out of area sectors.

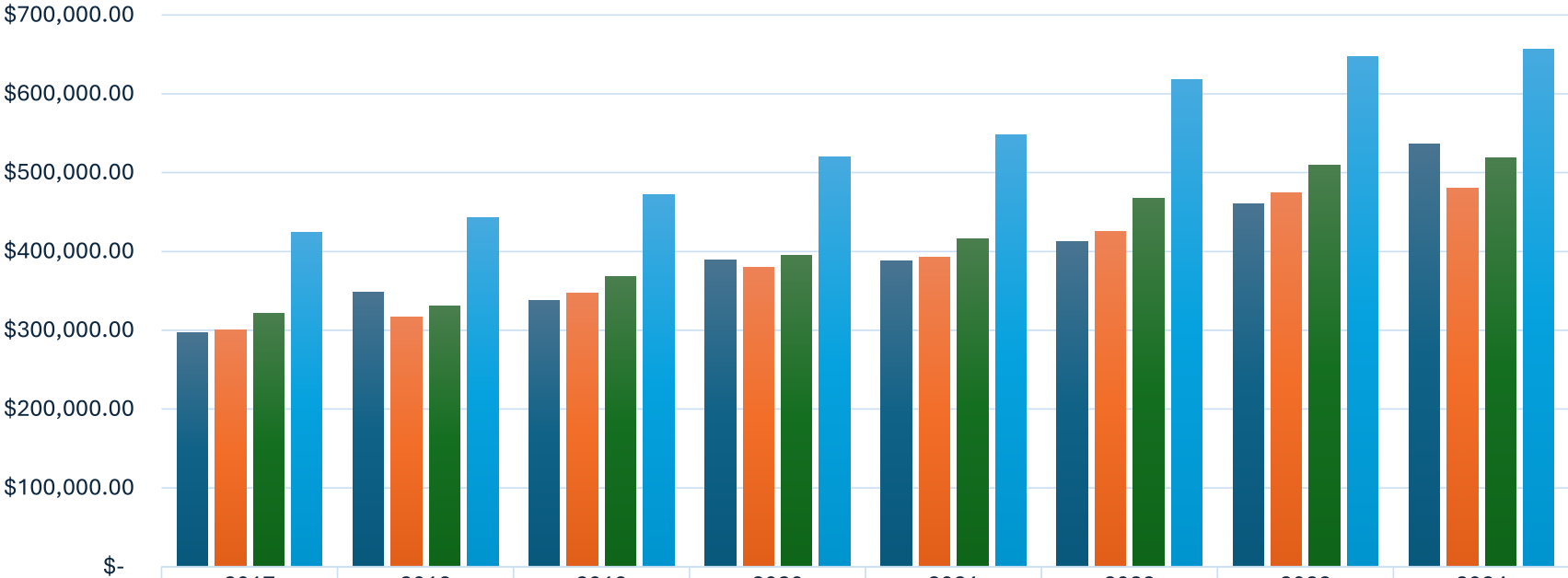
RETAIL QUARTERLY COLLECTIONS 2017-2024



	2017	2018	2019	2020	2021	2022	2023	2024
FIRST QUARTER	\$185,713.65	\$218,784.29	\$300,363.70	\$485,838.07	\$667,133.98	\$831,233.26	\$838,264.84	\$843,577.95
SECOND QUARTER	\$225,023.08	\$262,235.83	\$405,199.18	\$629,208.25	\$813,291.24	\$951,083.39	\$940,031.97	\$1,015,183.18
THIRD QUARTER	\$238,598.27	\$275,313.83	\$525,347.23	\$699,684.49	\$841,444.71	\$1,003,367.93	\$1,026,947.27	\$1,050,620.67
FOURTH QUARTER	\$277,948.20	\$283,474.91	\$612,819.53	\$828,970.31	\$929,025.78	\$1,025,239.58	\$1,052,624.19	\$1,033,972.11

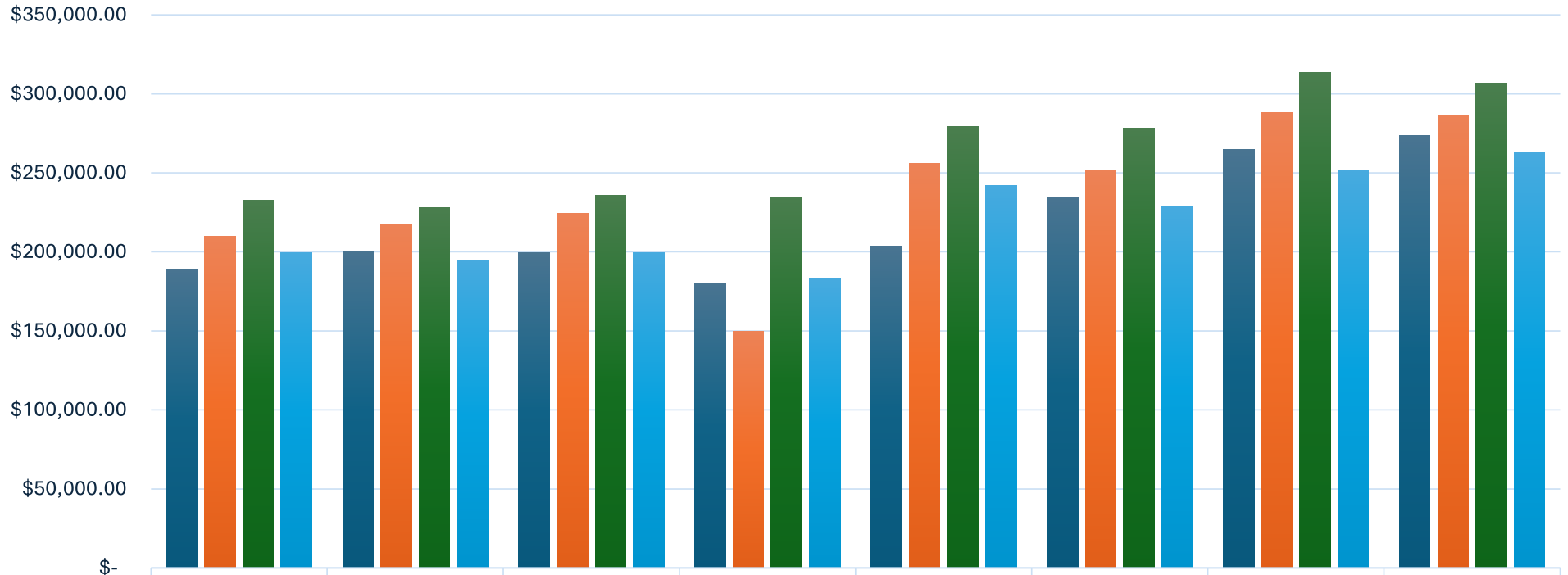
FOOD QUARTERLY COLLECTIONS 2017-2024

■ FIRST QUARTER
 ■ SECOND QUARTER
 ■ THIRD QUARTER
 ■ FOURTH QUARTER



	2017	2018	2019	2020	2021	2022	2023	2024
FIRST QUARTER	\$296,863.99	\$347,750.90	\$338,156.09	\$389,096.75	\$387,598.83	\$412,768.95	\$460,777.29	\$536,855.00
SECOND QUARTER	\$300,117.71	\$316,228.73	\$347,465.39	\$379,808.92	\$392,969.75	\$424,951.53	\$474,878.63	\$480,689.22
THIRD QUARTER	\$321,576.88	\$330,362.75	\$367,876.45	\$394,504.20	\$416,288.89	\$467,453.50	\$508,883.12	\$518,767.96
FOURTH QUARTER	\$424,062.56	\$442,327.81	\$472,067.73	\$519,361.20	\$547,592.94	\$617,969.67	\$646,936.51	\$656,364.01

RESTAURANTS & BARS QUARTERLY COLLECTIONS 2017-2024



	2017	2018	2019	2020	2021	2022	2023	2024
FIRST QUARTER	\$189,057.51	\$200,312.86	\$199,299.24	\$180,124.31	\$203,591.89	\$234,516.66	\$264,927.92	\$273,489.57
SECOND QUARTER	\$209,723.76	\$217,359.13	\$224,332.03	\$149,891.54	\$256,096.35	\$251,819.96	\$288,175.35	\$285,966.42
THIRD QUARTER	\$232,501.00	\$228,012.90	\$235,608.11	\$234,502.87	\$279,406.87	\$278,419.53	\$313,717.18	\$307,036.24
FOURTH QUARTER	\$199,270.65	\$194,687.73	\$199,759.20	\$183,110.59	\$241,998.01	\$229,163.77	\$251,485.99	\$262,664.43

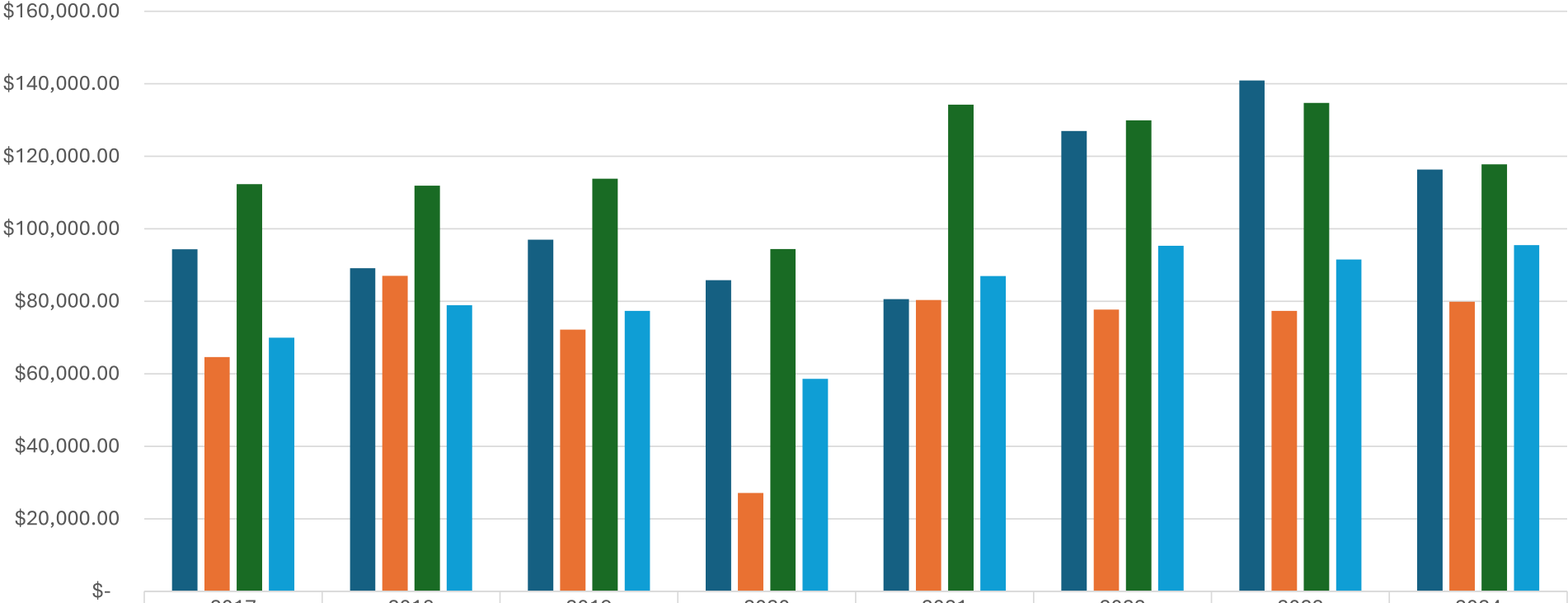
■ FIRST QUARTER
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 ■ THIRD QUARTER
 ■ FOURTH QUARTER

LIQUOR STORES QUARTERLY COLLECTIONS 2017-2024



	2017	2018	2019	2020	2021	2022	2023	2024
FIRST QUARTER	\$52,326.39	\$58,597.16	\$58,490.79	\$63,888.87	\$68,771.66	\$69,083.80	\$64,022.58	\$63,116.92
SECOND QUARTER	\$55,143.00	\$69,704.46	\$63,122.55	\$69,205.68	\$73,536.01	\$71,421.09	\$64,986.73	\$61,247.59
THIRD QUARTER	\$63,749.00	\$73,287.39	\$71,922.36	\$79,623.67	\$78,390.43	\$84,296.53	\$77,867.44	\$61,449.27
FOURTH QUARTER	\$62,176.00	\$67,678.12	\$67,782.82	\$77,204.45	\$75,258.40	\$77,463.11	\$69,677.27	\$74,794.31

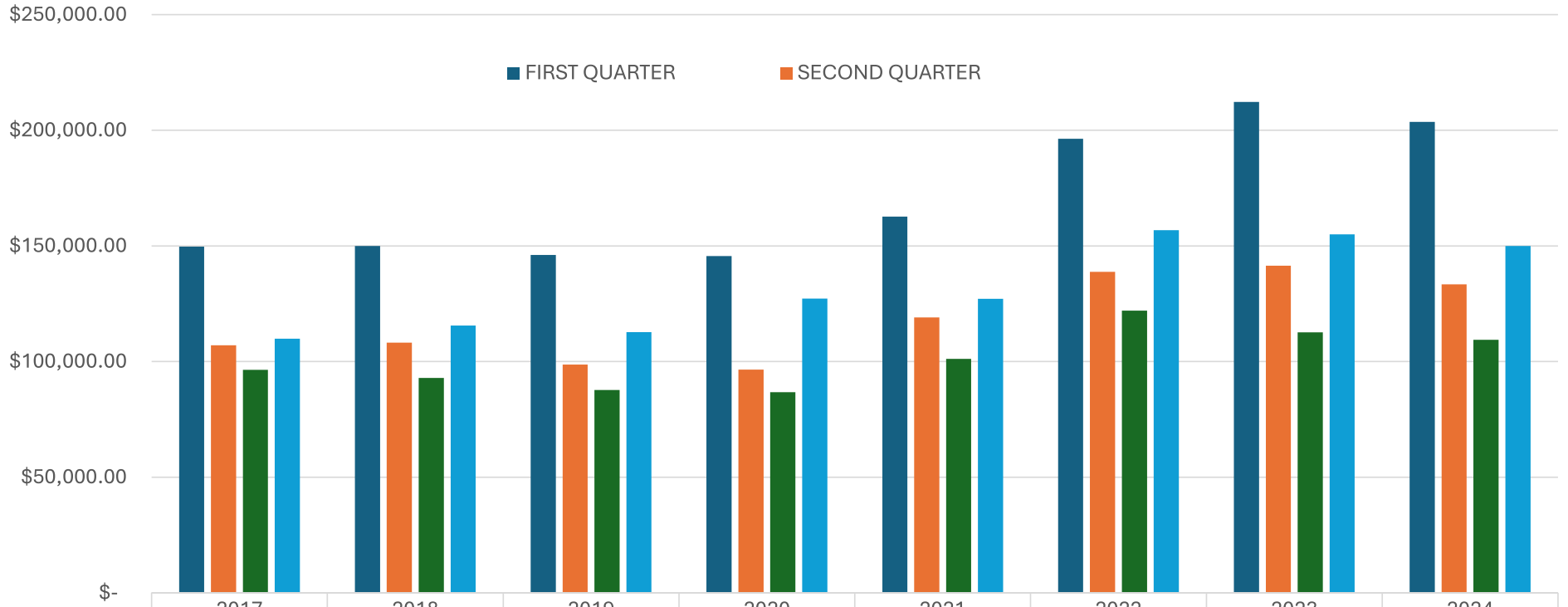
LODGING QUARTERLY COLLECTIONS 2017-2024



	2017	2018	2019	2020	2021	2022	2023	2024
FIRST QUARTER	\$94,372.02	\$89,160.37	\$96,980.25	\$85,820.92	\$80,628.61	\$126,999.02	\$140,924.84	\$116,341.80
SECOND QUARTER	\$64,637.77	\$87,050.94	\$72,202.80	\$27,146.28	\$80,373.00	\$77,711.63	\$77,376.32	\$79,876.23
THIRD QUARTER	\$112,350.05	\$111,925.74	\$113,818.60	\$94,412.37	\$134,246.08	\$129,902.11	\$134,755.77	\$117,805.81
FOURTH QUARTER	\$69,949.81	\$78,929.05	\$77,356.80	\$58,593.37	\$86,960.05	\$95,326.97	\$91,551.09	\$95,493.75

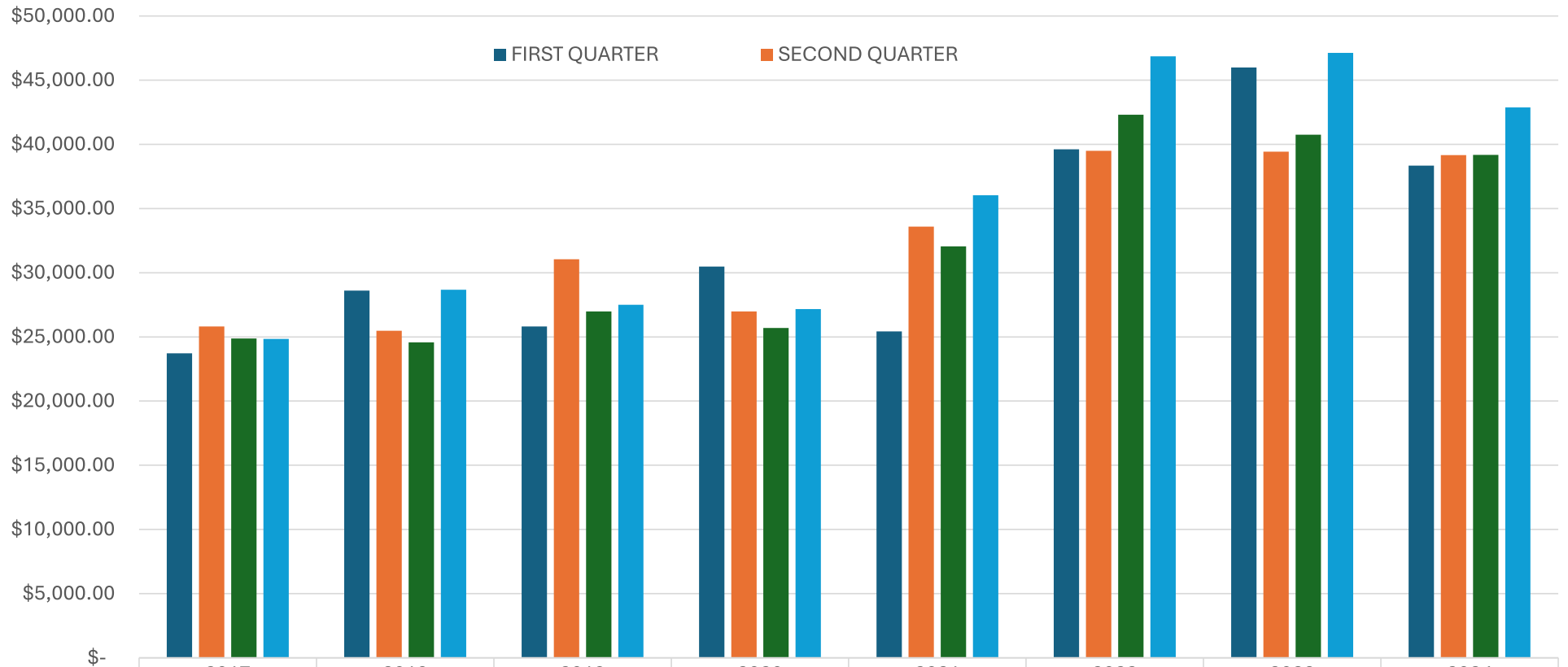
■ FIRST QUARTER
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UTILITIES QUARTERLY COLLECTIONS 2017-2024



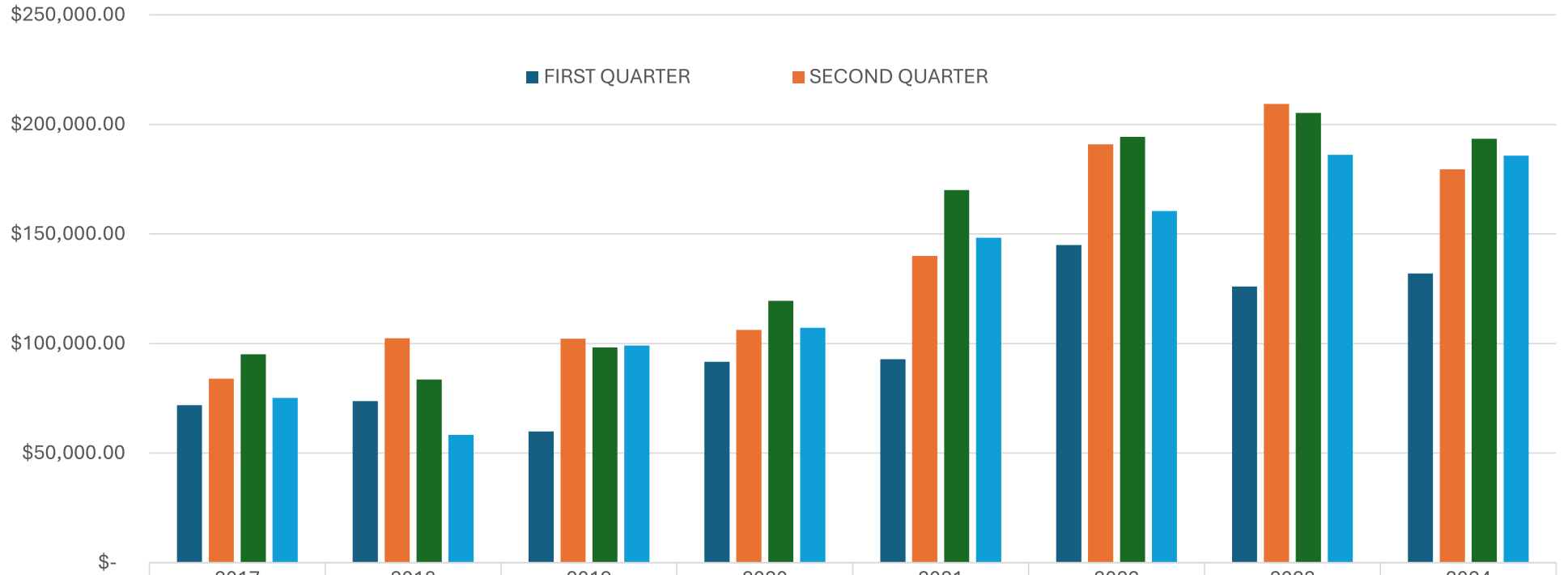
	2017	2018	2019	2020	2021	2022	2023	2024
FIRST QUARTER	\$149,694.73	\$150,008.69	\$146,036.11	\$145,602.50	\$162,687.19	\$196,324.08	\$212,274.30	\$203,633.50
SECOND QUARTER	\$107,004.33	\$108,121.50	\$98,659.75	\$96,551.30	\$119,037.58	\$138,750.76	\$141,434.30	\$133,351.50
THIRD QUARTER	\$96,443.03	\$92,931.10	\$87,732.83	\$86,790.17	\$101,187.23	\$121,995.15	\$112,637.30	\$109,420.00
FOURTH QUARTER	\$109,859.09	\$115,593.17	\$112,683.93	\$127,204.12	\$127,159.29	\$156,757.99	\$154,979.50	\$149,989.70

AUTOMOTIVE QUARTERLY COLLECTIONS 2017-2024



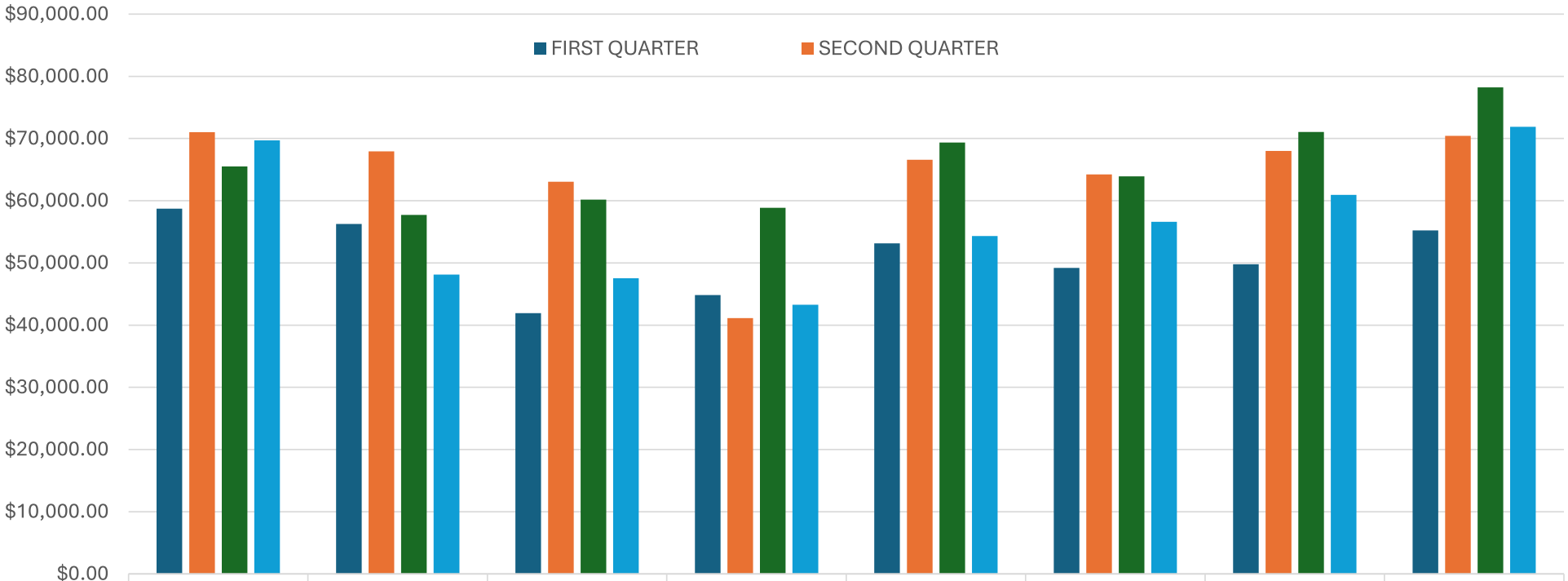
	2017	2018	2019	2020	2021	2022	2023	2024
FIRST QUARTER	\$23,719.36	\$28,610.21	\$25,812.64	\$30,473.36	\$25,422.88	\$39,617.35	\$45,996.01	\$38,338.04
SECOND QUARTER	\$25,818.79	\$25,478.13	\$31,055.04	\$26,989.27	\$33,596.15	\$39,496.62	\$39,423.46	\$39,171.46
THIRD QUARTER	\$24,873.55	\$24,573.44	\$26,976.52	\$25,688.12	\$32,051.32	\$42,304.67	\$40,749.46	\$39,173.99
FOURTH QUARTER	\$24,835.19	\$28,681.66	\$27,508.79	\$27,161.75	\$36,035.17	\$46,862.20	\$47,119.48	\$42,871.11

BUILDING/CONSTRUCTION QUARTERLY COLLECTIONS 2017-2024



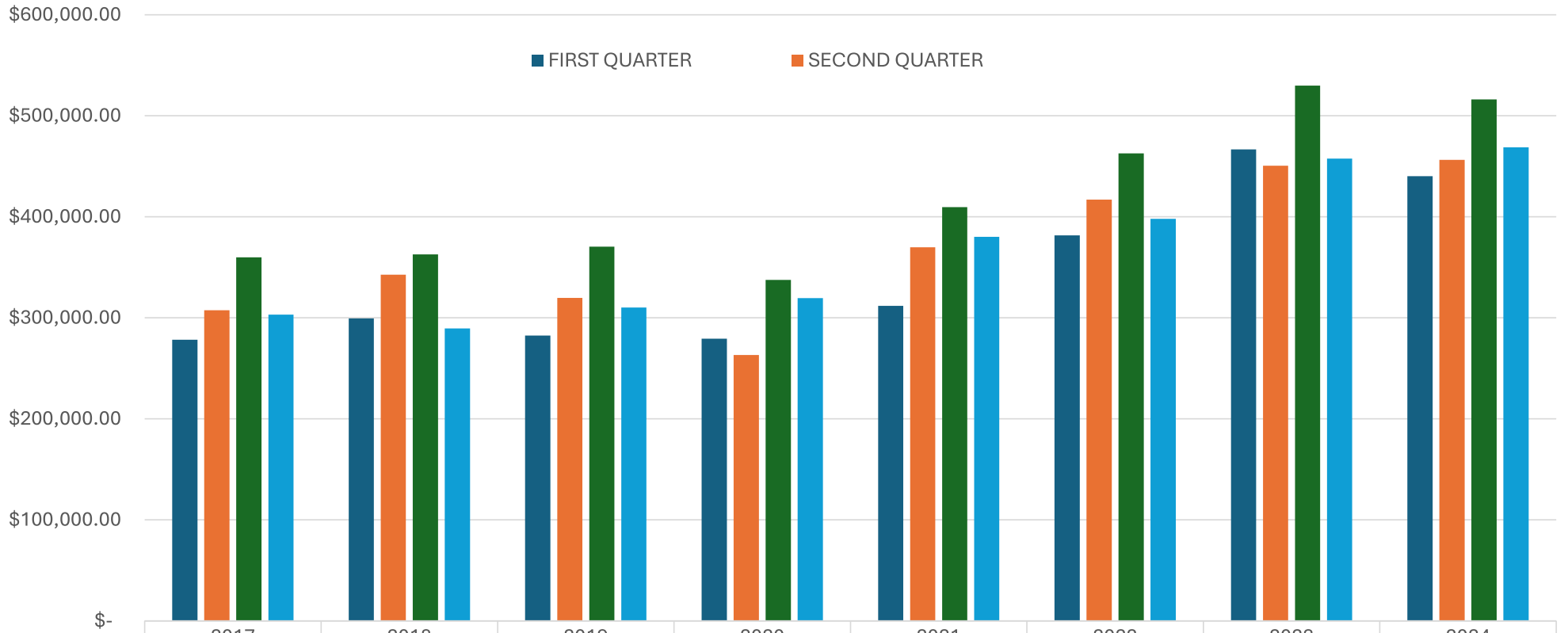
	2017	2018	2019	2020	2021	2022	2023	2024
FIRST QUARTER	\$71,879.15	\$73,751.41	\$59,891.50	\$91,684.43	\$92,784.76	\$144,912.35	\$126,037.00	\$131,941.10
SECOND QUARTER	\$83,985.57	\$102,372.09	\$102,171.45	\$106,204.34	\$139,968.42	\$190,859.23	\$209,369.90	\$179,492.80
THIRD QUARTER	\$95,046.46	\$83,569.76	\$98,198.07	\$119,425.80	\$169,971.85	\$194,263.11	\$205,189.50	\$193,379.10
FOURTH QUARTER	\$75,180.40	\$58,283.02	\$99,064.90	\$107,129.91	\$148,290.91	\$160,417.20	\$186,151.60	\$185,744.70

DOWNTOWN DISTRICT QUARTERLY 2017-2024



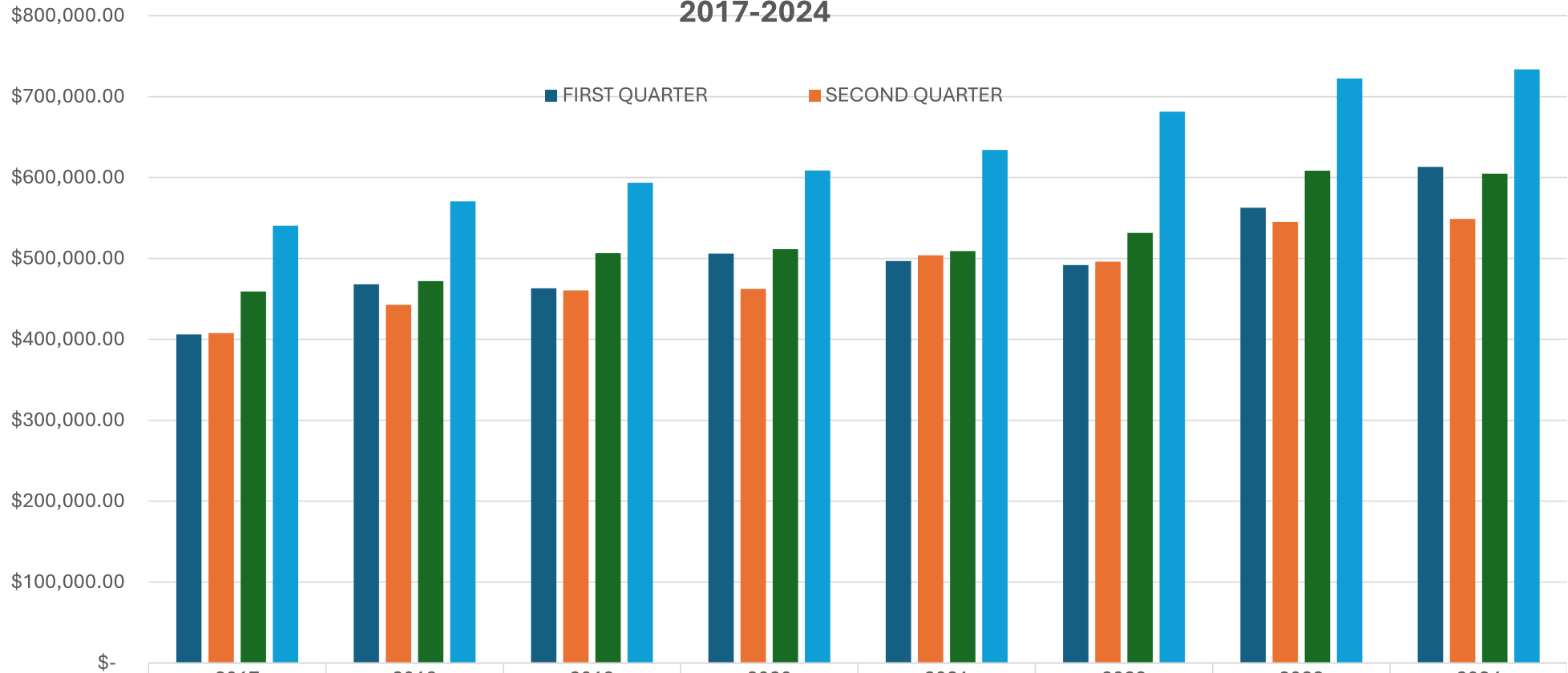
	2017	2018	2019	2020	2021	2022	2023	2024
FIRST QUARTER	\$58,725.52	\$56,255.15	\$41,909.49	\$44,841.93	\$53,160.54	\$49,190.97	\$49,778.35	\$55,239.43
SECOND QUARTER	\$71,021.95	\$67,947.52	\$63,053.77	\$41,141.55	\$66,588.95	\$64,209.65	\$67,999.99	\$70,443.58
THIRD QUARTER	\$65,523.73	\$57,726.79	\$60,170.95	\$58,850.54	\$69,346.52	\$63,906.70	\$71,041.73	\$78,201.81
FOURTH QUARTER	\$69,713.84	\$48,138.60	\$47,532.94	\$43,288.57	\$54,306.16	\$56,606.30	\$60,924.01	\$71,865.40

CHAMBERS AVENUE QUARTERLY 2017-2024



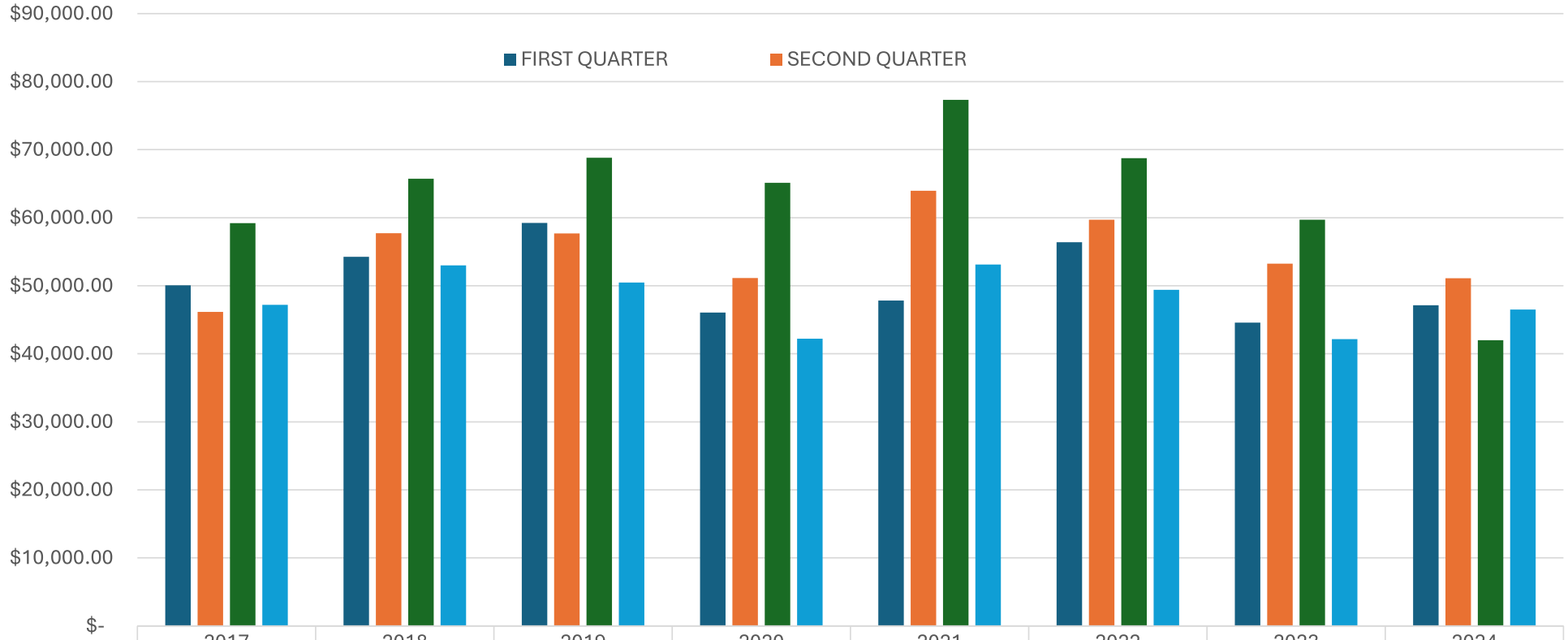
	2017	2018	2019	2020	2021	2022	2023	2024
FIRST QUARTER	\$278,304.63	\$299,453.33	\$282,401.04	\$279,462.43	\$311,819.58	\$381,756.93	\$466,810.00	\$440,182.40
SECOND QUARTER	\$307,442.37	\$342,712.70	\$319,742.85	\$263,187.79	\$369,868.78	\$417,111.74	\$450,625.80	\$456,463.30
THIRD QUARTER	\$359,888.15	\$362,859.36	\$370,525.73	\$337,620.17	\$409,665.79	\$462,780.97	\$529,836.00	\$516,200.10
FOURTH QUARTER	\$303,287.31	\$289,482.00	\$310,328.07	\$319,541.96	\$380,288.73	\$398,070.12	\$457,544.80	\$468,785.20

MARKET STREET QUARTERLY 2017-2024



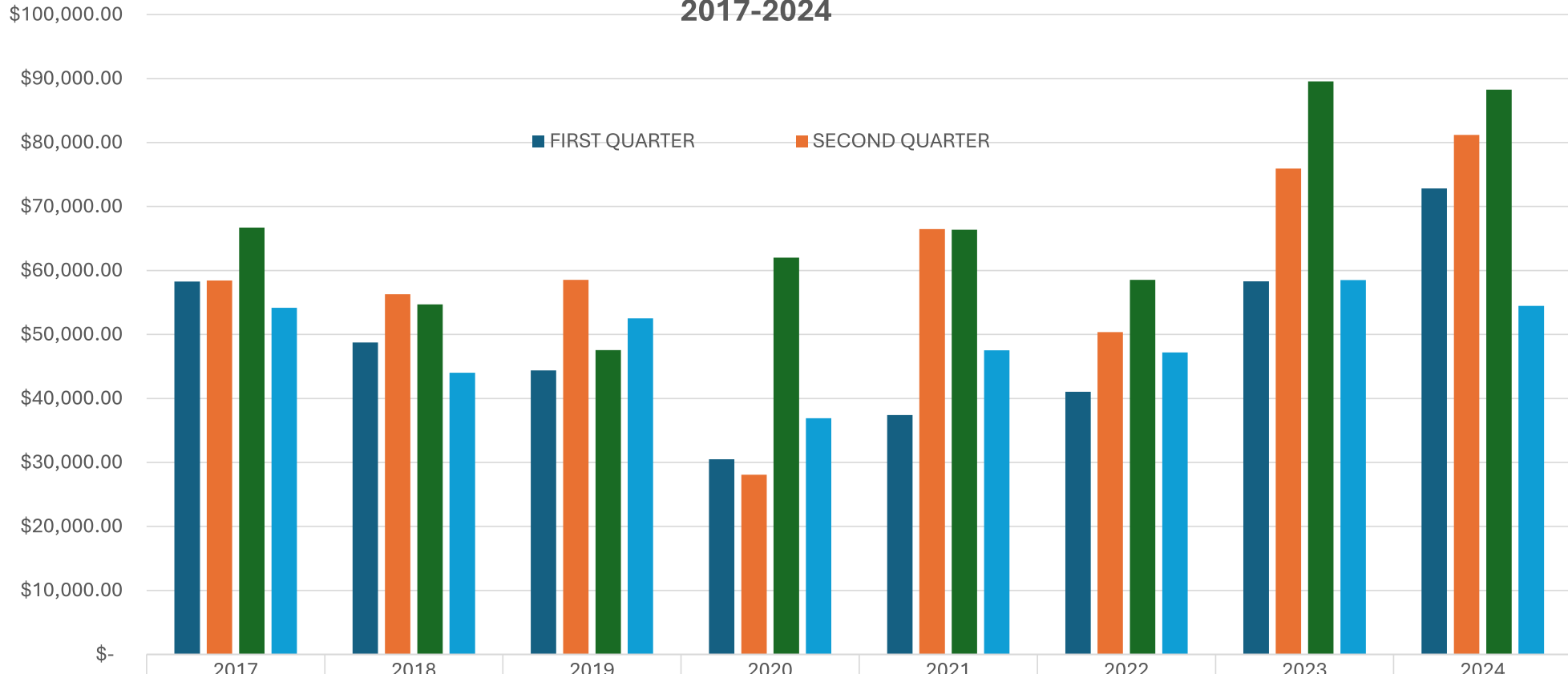
	2017	2018	2019	2020	2021	2022	2023	2024
FIRST QUARTER	\$406,079.19	\$468,081.49	\$463,201.73	\$506,045.51	\$496,752.97	\$491,811.13	\$562,713.30	\$613,017.60
SECOND QUARTER	\$407,657.37	\$442,608.71	\$460,439.00	\$462,266.07	\$503,914.79	\$495,917.72	\$545,072.40	\$548,854.50
THIRD QUARTER	\$459,153.09	\$472,037.14	\$506,567.88	\$511,421.69	\$509,101.52	\$531,569.44	\$608,460.20	\$604,857.70
FOURTH QUARTER	\$540,556.92	\$570,534.99	\$593,439.65	\$608,590.90	\$634,036.78	\$681,434.68	\$722,501.80	\$733,529.30

GRAND AVENUE QUARTERLY 2017-2024



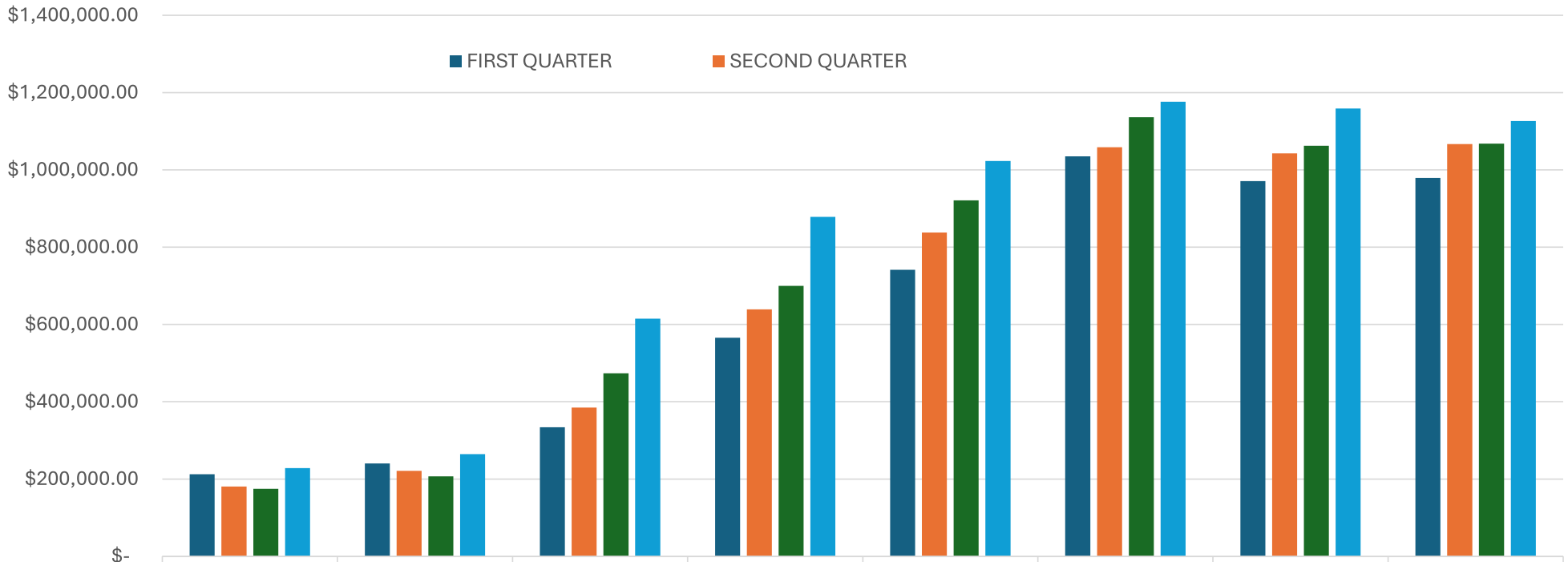
	2017	2018	2019	2020	2021	2022	2023	2024
FIRST QUARTER	\$50,074.86	\$54,259.26	\$59,240.30	\$46,060.94	\$47,824.08	\$56,401.73	\$44,580.27	\$47,141.69
SECOND QUARTER	\$46,170.92	\$57,711.06	\$57,679.28	\$51,140.22	\$63,951.12	\$59,712.88	\$53,245.34	\$51,117.34
THIRD QUARTER	\$59,190.86	\$65,734.35	\$68,802.39	\$65,119.41	\$77,335.23	\$68,745.44	\$59,712.56	\$41,994.11
FOURTH QUARTER	\$47,212.55	\$52,995.82	\$50,489.32	\$42,232.23	\$53,139.68	\$49,396.75	\$42,159.42	\$46,509.42

EAGLE RANCH QUARTERLY 2017-2024



	2017	2018	2019	2020	2021	2022	2023	2024
FIRST QUARTER	\$58,274.77	\$48,754.12	\$44,391.62	\$30,505.02	\$37,393.19	\$41,053.34	\$58,324.02	\$72,813.65
SECOND QUARTER	\$58,434.31	\$56,287.21	\$58,526.88	\$28,071.02	\$66,460.92	\$50,361.84	\$75,935.67	\$81,193.49
THIRD QUARTER	\$66,712.25	\$54,703.23	\$47,554.41	\$62,014.07	\$66,370.57	\$58,542.76	\$89,545.19	\$88,263.47
FOURTH QUARTER	\$54,180.21	\$44,015.33	\$52,532.08	\$36,903.32	\$47,514.10	\$47,197.70	\$58,506.15	\$54,472.45

OTHER AREAS QUARTERLY 2017-2024 *includes online sales



	2017	2018	2019	2020	2021	2022	2023	2024
FIRST QUARTER	\$212,167.83	\$240,172.54	\$333,886.14	\$565,613.38	\$741,669.44	\$1,035,241.37	\$971,018.80	\$978,899.00
SECOND QUARTER	\$180,727.09	\$221,283.61	\$384,766.41	\$639,198.93	\$838,083.94	\$1,058,780.38	\$1,042,797.00	\$1,066,906.00
THIRD QUARTER	\$174,670.16	\$206,916.04	\$473,858.81	\$699,605.81	\$921,167.75	\$1,136,457.22	\$1,062,151.00	\$1,068,136.00
FOURTH QUARTER	\$228,331.07	\$264,488.73	\$614,721.64	\$878,178.72	\$1,023,035.10	\$1,176,494.94	\$1,158,889.00	\$1,126,732.00