



AGENDA

**Marketing & Events Advisory Committee (MEAC)
Wednesday, May 7, 2025 @ 9 AM
Council Chambers
200 Broadway, Eagle, CO**

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CALL TO ORDER AND ROLL CALL

APPROVAL OF MINUTES

- Minutes dated April 2, 2025 – Recording is available.

BUSINESS ITEMS

- Welcome MEAC Member, Debbie Murphy
- Review 2025 MEAC Event Funding
 - Funding Matrix
- Cancellation of Access Unbound: All Wheels Crit Ride, was awarded \$5,000.
 - The \$5,000 will be reallocated to town's Event Production for National Night Out. Eagle PD cut NNO from their 2025 budget to reduce overall expenditure.
- Flight Days
- Sign up for [Eagle Today Newsletter](#)
- Future Agenda Items
 - June
- Event Calendar – see below

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

UPCOMING EVENTS

MAY	
5/3/25	Vail Valley Highway Cleanup
5/4-5/5	Vail Lax Jam
5/17/25	Community Cleanup & Hard2Recycle
5/17/25	Bikes & BBQ
5/17/25	Dynafit Boneyard Boogie Trail Run
5/28/25	VRD Mountain Bike Race Series
5/30/2025	Brush Creek Elementary Biathlon
JUNE	
6/1/2025	EV Ride & Drive
6/1/25	Yoga by the River
6/5/25	Youthapalooza
6/7/2025	Cops & Bobbers
6/8/2025	Yoga in the Park
6/14/25	Little League Opening Day
6/15/2025	Yoga by the River
6/20/2025	Latin Pride
6/20/25	Cowboy's Forever Series
6/21/25	Eagle Ranch 25th Year Celebration
6/22/25	Bighorn Gravel
6/22/2025	Yoga in the Park
6/22/25	Revolution Enduro Series
6/26/25	ShowDown Town Concert
6/27/25	Cowboy's Forever Series
6/27 - 6/28	Eagle Flight Days
6/29/2025	Yoga by the River

2025 MEAC Event Funding		
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
AVAILABLE BUDGET:		
CONTINGENCY/REMAINING:		

Town of Eagle

Marketing and Events Advisory Committee (MEAC)

Request for Event Funding 2025

In 2011, Eagle Town Council established a Marketing and Events Advisory Committee (MEAC). The committee is composed of local community members and business owners, that are Eagle residents. MEAC's mission is to strengthen the fabric of the community by providing unique experiences.

MEAC pursues events that enhance the sense of community for Eagle residents by providing opportunities for connection. Events that 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.

MEAC encourages event organizers to produce a diverse collection of events. The Committee will evaluate events to ensure the investment in public funds is allocated effectively and producers will be held to a high level of accountability. MEAC will act in a sponsorship role, allocating funds to those events that particularly contribute to the overall objectives.

The proposed budget available for MEAC funding is to be determined following a review of Town of Eagle finances. The MEAC Funding Budget for 2024 was \$120,000. The final amount to be allocated will be approved by the Eagle Town Council following the approval of the Town of Eagle operating budget.

Objectives and Criteria

To qualify for MEAC funding events must support these strategic priorities and 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.



Selection Process

MEAC will evaluate all grant applications using the rating system, which is listed below. The committee will then make recommendations to Eagle Town Council.

	Points
Event enhances the economic development and sustainability of the Town	20
Event provides a sense of community and enhanced quality of life	20
Event provides a well-rounded, diverse audience	20
Event increases sales and lodging tax revenues	10
Event provides marketing and brand awareness to the Town	10
Event sustainability and potential growth	10
Event provides a varied calendar date	10
Total Points	100

Event Funding Application

- Event producers requesting \$5,000+ in funding will be required to answer questions and provide a brief overview of their event at the MEAC monthly meeting on Wednesday, October 4th at 9:00am.
- The committee will evaluate the applications and make recommendations for funding to Eagle Town Council in November 2024. Producers will be notified in December 2024.

Timeline	
September 11 – 25	Submit Funding Applications
October 4	Presentations to MEAC by producer requesting more than \$5,000
October 5	MEAC will evaluate and conclude funding recommendations
	<i>*Funding recommendations are not confirmed without Town Council's approval</i>
November 14	MEAC funding recommendations present to Town Council
	<i>*Funding is not confirmed until Town Council's approval</i>
December 2023	Event producers will be notified of approved funds.
	<i>Dates are subject to change</i>



The Town is committed to providing a single point of contact for event coordination. The Special Events Manager acts as a liaison between the event producer and the Town. Please work directly with the event manager for town resources (road closures, law enforcement, etc.).

Responsibility of the event producer:

- It is the responsibility of the event producer to secure the venue and date with the Special Events Manager. Approval of funding does not secure the venue and/or date.
- To receive awarded funds, the recipient must submit an invoice to the Special Events Manager for the awarded funds.
 - If awarded more than \$5,000, half the funds will be distributed with a signed contract, half the funds will be distributed upon completion of the event.
 - Total Contribution may be reduced if the Recipient fails to produce satisfactory evidence that Recipient has fully complied with all conditions of this Agreement and all other applicable conditions of the permit.
- **At least 45 days** prior to the start of the Event, the Recipient shall complete and submit all additional permits that may be required for the Event.
- Recipient shall comply with all federal, state and Eagle County public health orders and guidelines.
- It is the responsibility of the event producer to notify ECO Transit (970-328-3557) and Eagle County Dispatch (970-479-2200) of street closures.
- Please work towards sustainable event production with a goal of zero waste events.
- Please provide the event manager with a final wrap up report of their event within 30 days of the completion of the event.

If you have any questions please contact Molly Furtado, Special Events Manager
molly.furtado@townofeagle.org

