



AGENDA

**Marketing & Events Advisory Committee (MEAC)
Wednesday, October 1, 2025 @ 9 AM
Council Chambers
200 Broadway, Eagle, CO**

MEETING ACCESS

Microsoft Teams meeting

Join on your computer, mobile app or room device

[Join the meeting now](#)

Meeting ID: 251 826 555 587 3

Passcode: Sg3ow9js

CALL TO ORDER AND ROLL CALL

APPROVAL OF MINUTES

- Recording is available.

BUSINESS ITEMS

- MEAC Event Funding Applications – PRESENTATIONS – OCT 1, 9am-12pm
- MEAC Event Funding Applications – REVIEW – OCT 2, 9am-12pm

- November Agenda Item:
 - Discussion on event funding criterion...

What are the strategic priorities? What is the strategic lens through which we should view the proposals? What makes an event in Eagle worthy of taxpayer dollar investment? Is every request worthy of some support? Or do we speak to and reinforce Town of Eagle branding priorities as we make these important decisions? Do we considering what the targeting priorities are?
Ss \$50,000 best invested spread across multiple organizations/purposes? Or would our Town receive greater benefit/return in the long run by concentrating those funds among fewer, call them “higher impact” events/organizations?

EVENT CALENDAR

OCTOBER	
10/3 - 10/5	Vail Cup Soccer
10/5/2025	Eagle Ranch Pumpkin Patch
10/5 - 10/7	EVHS 3A Boys State Golf Tournament
10/19-10/20	Vail Lax Jam
10/29/2025	Trick or Treat Street / Eagle Ranch

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
molly.furtado@townofeagle.org
970-456-6099



Marketing & Events Advisory Committee (MEAC)

Funded events will support MEAC's strategic priorities and objectives:

- Enhance the sense of community for Eagle residents by providing opportunities for connection.
 - ✓ Event provides a sense of community and enhanced quality of life
- Balance the quality of life for residents with the need for vitality in our business community.
 - ✓ Event enhances the economic development of the town
 - ✓ Event increases sales & lodging tax revenues
- Support events and programs that showcase and protect our unique character, traditions, and resources; cultural events & programs that promote diversity.
 - ✓ Event provides a well-rounded, diverse audience
- Create clear, concise, and consistent event marketing and communications.
 - ✓ Event provides marketing & brand awareness to the town

Suggested questions:

- 1) In what ways does your event benefit the community and align with responsible use of taxpayer resources?
- 2) What other resources have you explored to secure additional funding?
- 3) What do you believe sets Eagle apart from other communities?

MEAC Presentations

Wednesday, OCT 1	Event Name	Requesting Party	2025 Amount Awarded	2026 Amount Requesting
9:00 AM		REVIEW		
9:15 AM	CO HS MTB - Races 2 & 3	Hutch & Chris McGee, New Director	4,000 ea	\$5,000 ea
9:30 AM	Climbing League Championships	Eagle Climbing, Larry Moore	6,500	17,000
9:45 AM	Mushroom & Wild Food Festival	Hamilton Pevec	5,000	10,000
10:00 AM	Micro Events & Putt Putt Pop-Up	Eagle Rising, Becky Burgess	new	7,000
10:15 AM		BREAK		
10:30 AM	Eagle River Jamboree & Disco on Ice	Zach Gilliam	new	20,000 & 3,500
10:45 AM	Father's Day Rodeo	Helping Hands, Maria Rios	new	12,500
11:00 AM	EagleARTS	Jennifer Filipowski	6,500	11,500
11:15 AM	Vail Valley Unbound	Heather McMahon, Bob Monaghan	new	5,000
11:30 AM	Vail Valley Charitable Fund - Art in Public Places	VVCF, Terri Hanley	new	8,000
11:45 AM				
Thursday, OCT 2				
9:00 AM	ShowDownTown	Tim Felton	50,000	50,000

2026 MEAC Event Funding

Special Events	Requesting Party	2025	MEAC 2026
		Awarded	Requested
Children's Business Fair	Vail Valley Unbound, Heather McMahon		\$5,000
GearVana	The Greenspeed Project, Mike McCormack	3,700	3,750
Race #2 Haymaker Classic	Colorado High School Cycling League	4,000	5,000
Race #3 Haymaker Classic	Colorado High School Cycling League	4,000	5,000
Yoga in The Park / Yoga by the River	Yoga Off Broadway, Yvonne DeGorter	1,000	3,000
Climbing League High School Regional			
Championships/National Championships	Eagle Climbing + Fitness, Larry Moore	6,500	17,000
ShowDown Town	Vail Valley Foundaton, Greg Bloom	50,000	50,000
Eagle Mushroom & Wild Food Festival	Hamilton Mushrooms, Hamilton Pevec	5,000	10,000
Seasonal Micro-Events & Putt Putt Pop-Up	Eagle Rising, Becky Burgess		7000
Mystery on Broadway	EagleARTS	3,000	3,500
2nd Night Gallery Nights	EalgeARTS		4,500
Holiday ARTwalk	EagleARTS	3,500	3,500
Vail Valley Charitable Fund - Art Public Places	VVCF, Terri Hanley Reichert		8,000
Biztoberfest	Eagle Chamber, Michelle Morgan	2,000	5,000
Eagle River Jamboree	Colorado Music Foundation, Zach Gilliam		20,000
Disco on Ice	Vail Valley Entertainment, Zach Gilliam		3,500
Father's Day Rodeo	Helping Hands Vail Valley, Maria Rios		12,500
Cars & Coffee	High Country Cars & Yeti's Grind, Marci Leith		1,200
Wind Up Wednesdays	Slifer, Smith & Frampton, Kim Fritzier		3,000
Eagle County BMX State Race	Eagle County BMX	500	1,000
Vail Cup Soccer Tournament	Vail Valley Soccer Club	\$ -	\$ 3,000
Triple Crown World Series	Triple Crown Sports	-	5,000
Pond Hockey	Eagle Valley Skating Assoc	700	750
Youthapalooza	Mountain Youth	-	5,000
Bikes & BBQ	The Cycle Effect, Rebecca Gould	-	5,000
RM Sports Riders event	RM Sport Riders	-	5,000

Rocky Mountain Walk to End Alz	Alzheimer's Association	500	1,000
Dynafit Boneyard Boogie	VRD, Wyatt Smith	-	1,500
VRD Mountain Bike Race Series	Vail Recreation District, Beth Pappas	-	750
Mountain Tots Jingle Jog	Mountain Tots Preschool	500	500
Trick or Treat Street	Eagle Ranch Merchants		700
Community Highway Cleanup & River Cleanup	Eagle River Coalition	1,000	2,000
Eagle Ranch Pumpkin Patch	Cub Scout Pack 229	600	800
Eagle Ranch Pumpkin Patch / Pumpkins	Eagle Community Gardens	-	425
Little League Opening Day	Mountain Recreation	1,000	1,000
Eagle County Fair and Rodeo	Eagle County Fair and Rodeo	1,500	1,500
Porchlight Players Dinner Theater	Porchlight Players, Ltd.	2,000	3,000
Vibras Latinas	Noche Latina		5,000
Ice Castles	Ice Castles, LLC	5,000	
Eagle Farmers Market & Art Show	Ren Productions, Angela Mueller	2,000	
Down Valley Vibes	Your Fathers Office, Brian Kunkel	5,000	
Access Unbound: All Wheels Crit Ride	Access Unbound, Elizabeth Latenser	5,000	
Fiesta Pride	Mountain Pride	1,500	
Eagle Egg Hunt	Eagle Vineyard Church	500	
	Totals	110,000	213,375

2026 PROPOSED BUDGET \$ 100,000 \$ 100,000

\$ 100,000

\$ 100,000

\$ 100,000

\$ 100,000

\$ 100,000

\$ 100,000

\$ 100,000

\$ 100,000

\$ 100,000

\$ 100,000

\$ 100,000

DEPOSIT FEES

- Deposit and Rental Fees are reviewed annually and subject to change
- Deposit payment required no later than **48 HOURS** after inquiry in order to secure the reservation

Pavilion
\$ 750

Studio
\$ 375

All deposit refunds will be mailed within forty-five (45) days after event date.

RENTAL FEES

BRUSH
CREEK
PAVILION

- Photo ID and proof of Eagle residency required (utility bill, lease, etc.)
- Minimum age of 21 for lessee
- All non-profit (NP) organizations must provide proof of non-profit status
- Payment required no later than **2 WEEKS** prior to date of event
- Non-Eagle Residents may book 6 months in advance. Eagle Residents may book 1 year in advance

	Monday-Thursday		Friday-Sunday	
	Pavilion	Studio	Pavilion	Studio
Eagle Resident	\$370.00	\$160.00	\$740.00	\$320.00
Non-Resident	\$470.00	\$210.00	\$1050.00	\$420.00
Non-Profit	\$260.00	\$160.00	\$470.00	\$260.00

LIABILITY INSURANCE

Town of Eagle Insurance Rates through Colorado Intergovernmental Risk Sharing Agency (CIRSA):

Low Hazard Events:

1-25 People	\$86.27
26-50 People	\$123.42
51-150 People	\$130.64
150-250 People	\$151.28

High/Other Hazard Events:

1-50	\$253.98
51-500	\$308.66

Medium Hazard Events: (most common)

1-50 People	\$172.94
51-500 People	\$189.45

Inquire with The Town of Eagle for more details

- Liability Insurance rates are determined by type of event, length of event, attendance and other factors
- Hazard level to be determined by Town staff
- Liquor liability is an additional fee

Liability insurance of \$1,000,000 naming the Town of Eagle as an additional insured is required. Forms and rates for insurance coverage are available at the Town Office or you may contact your own insurance agent. If catered, verify with caterer that they are insured; otherwise, it is the renter's responsibility to provide such coverage, as well.



Extra Duty Officers

EAGLE POLICE DEPARTMENT AGREEMENT FOR EXTRA DUTY LAW ENFORCEMENT-SPECIAL EVENT APPLICATION

This AGREEMENT is entered into between the TOWN OF EAGLE, a Municipal Corporation ("Town") and:

- 1) **OBLIGATIONS OF TOWN:** The Town will assign to Applicant, herein referred to as the "Business," upon request and on an as-available basis, an extra-duty police officer in uniform to provide additional law enforcement on the premises and/or at the event of Business. The sole responsibility of the police officer while so assigned shall be to enforce the ordinances of the Town and statutes of the State of Colorado.
- 2) **OBLIGATIONS OF BUSINESS:** Request for assignment of a police officer shall be made at least forty-five (45) days in advance. Eagle Police Department may cancel, at its sole discretion, the assignment of a police officer only on a minimum twenty-four (24) hour notice. Changes made to the original event application may result in additional officers, per the discretion of the Eagle Police Department.
- 3) **COMPENSATION:** Business will compensate the Town at the rate of \$110.00 per hour, subject to a minimum of **three (3) hours** per work shift for a police officer. A minimum of two (2) officers are required. If more than three officers are required, the fourth officer shall be a supervisor at the rate of **\$125.00** per hour, subject to a minimum of **three (3) hours** per work shift. If a command center is established, or when other circumstances ~~present the need,~~ a records supervisor or other non-sworn support staff member may be required for the event, at the sole discretion of the Eagle Police Department, and the Business will compensate the support staff member at a rate, as denoted by written notice by the Eagle Police Department or its contractor(s) to include, but not limited to Vail Public Safety Communications Center, as to indicate that such services are necessary. The Business shall pay such compensation on the first day of each month for the month preceding and such payment shall be accompanied by the time record for that month. Additionally, any time spent by the officer processing the arrest, including report writing, will be paid by the business at the same rate.
- 4) **POLICE VEHICLE COMPENSATION:** If a police vehicle is required to leave the Town of Eagle Town Limits as a condition of this agreement, including the processing of legal matters resulting from the enforcement of legal provisions, State Laws and Town Codes arising from matters connected with this event, the business will compensate the Town at a rate of **\$.70** cents per mile subject to a minimum \$12.00 per work shift. In the event the Town of Eagle is unable to fulfill the Extra Duty Law Enforcement with local law enforcement officials, regional officers may be assigned to ensure minimum coverage. Business is required to compensate at a rate of **\$.70** cents per mile, for law enforcement officials who respond to fill the Extra Duty Event from their respective law enforcement office (i.e. police department) to the event and then back to their respective law enforcement office of jurisdiction.