



Economic Vitality Committee
Thursday, August 13, 2026, 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 – Town of Eagle Public WiFi

MEETING ACCESS

- a This is an in-person meeting with access via Teams.

Microsoft Teams meeting

Join: <https://teams.microsoft.com/meet/233520719119416?p=cdt2RxZU5HhDrs8Jbm>

Meeting ID: 233 520 719 119 416

Passcode: ub2p5MN3

Dial in by phone

[+1 469-770-0416](tel:+14697700416), [406843029#](tel:+1406843029) United States, Kaufman

[Find a local number](#)

Phone conference ID: 406 843 029#

CALL TO ORDER AND ROLL CALL - 1:00 PM

ADMIN

- a Oaths of Office:
- . Katie Bristow
 - . Jason Cole
 - . Kim Fritzler (Reappointment)
 - . Cal Seneker
 - . Dan Shaughnessy
 - . Patrick Sherwood
 - . Joel Wallen (Reappointment)

DECLARATION OF CONFLICTS OF INTEREST *If any member has a conflict of interest related to any item on today's agenda, please declare it at this time.*

APPROVAL OF MINUTES

- a Minutes dated July 16, 2023

STAFF & OTHER UPDATES

- a Downtown Development Authority (DDA) - *The DDA meets monthly on the 3rd Tuesday at 1:00 PM.*
- b Eagle Chamber of Commerce; Business Action Committee (BAC) - *The BAC meets monthly; date & time subject to change.*
- c Town Department Updates

BUSINESS & DISCUSSION ITEMS

- a Economic Development Priorities and Long-Range Planning
 - Orientation to the 2023 Economic Development Plan ([LINK](#)) and 2026 Strategic Plan ([LINK](#))
 - Overview of long-range opportunities including East Eagle and regional sports tourism
- b EVC Member Interests and Focus Areas
 - Identify individual areas of interest and expertise to establish recurring Action Item updates.
- c EVC-MEAC Joint Committee Planning
 - Discuss the EVC's vision and how that reinforces shared priorities, areas of overlap, and desired outcomes for future committee alignment.

FUTURE AGENDA ITEMS

- a EVC-MEAC Joint Session, Sept. 10

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



OATH

I, Katie Bristow, so solemnly swear that I will support the Constitution and laws of the United States, the Constitution and laws of the State of Colorado, and the Ordinances and Codes of the Town of Eagle, and that I will faithfully perform all duties of Economic Vitality Committee Member, upon which I am about to enter.

Sworn to this _____ day of _____, 2026.

Member Signature

ATTEST:

Camille Deering, Town Clerk



OATH

I, Jason Cole, so solemnly swear that I will support the Constitution and laws of the United States, the Constitution and laws of the State of Colorado, and the Ordinances and Codes of the Town of Eagle, and that I will faithfully perform all duties of Economic Vitality Committee Member, upon which I am about to enter.

Sworn to this _____ day of _____, 2026.

Member Signature

ATTEST:

Camille Deering, Town Clerk



OATH

I, Kim Fritzler, so solemnly swear that I will support the Constitution and laws of the United States, the Constitution and laws of the State of Colorado, and the Ordinances and Codes of the Town of Eagle, and that I will faithfully perform all duties of Economic Vitality Committee Member, upon which I am about to enter.

Sworn to this _____ day of _____, 2026.

Member Signature

ATTEST:

Camille Deering, Town Clerk



OATH

I, Cal Seneker, so solemnly swear that I will support the Constitution and laws of the United States, the Constitution and laws of the State of Colorado, and the Ordinances and Codes of the Town of Eagle, and that I will faithfully perform all duties of Economic Vitality Committee Member, upon which I am about to enter.

Sworn to this _____ day of _____, 2026.

Member Signature

ATTEST:

Camille Deering, Town Clerk



OATH

I, Dan Shaughnessy, so solemnly swear that I will support the Constitution and laws of the United States, the Constitution and laws of the State of Colorado, and the Ordinances and Codes of the Town of Eagle, and that I will faithfully perform all duties of Economic Vitality Committee Member, upon which I am about to enter.

Sworn to this _____ day of _____, 2026.

Member Signature

ATTEST:

Camille Deering, Town Clerk



OATH

I, Patrick Sherwood, so solemnly swear that I will support the Constitution and laws of the United States, the Constitution and laws of the State of Colorado, and the Ordinances and Codes of the Town of Eagle, and that I will faithfully perform all duties of Economic Vitality Committee Member, upon which I am about to enter.

Sworn to this _____ day of _____, 2026.

Member Signature

ATTEST:

Camille Deering, Town Clerk



OATH

I, Joel Wallen, so solemnly swear that I will support the Constitution and laws of the United States, the Constitution and laws of the State of Colorado, and the Ordinances and Codes of the Town of Eagle, and that I will faithfully perform all duties of Economic Vitality Committee Member, upon which I am about to enter.

Sworn to this _____ day of _____, 2026.

Member Signature

ATTEST:

Camille Deering, Town Clerk

EVC Meeting | July 16, 2026

These meeting minutes were generated with the assistance of Microsoft Teams AI technology to enhance accuracy, organization, and clarity. The final version has been reviewed for completeness and adherence to meeting records.

Call to Order: 1:01 PM

Roll Call:

- **Members Present:** Eric Eves, Mick Daly, Kim Fritzler, Casey Glowacki,
- **Members Absent:** Joel Wallen, Christina Hofman
- **Staff:** Nikki Davis, Molly Furtado,
- **Guests:** Bryan Woods (Town Council), Scott Schlosser (DDA)

Declaration of Conflict of Interest: None

Approval of Minutes: Minutes dated May 27, 2026 and June 11, 2026

- Motion to approve by Mick, seconded by Kim. Motion carried.

Staff & Other Updates:

- **Downtown Development Authority (DDA)**
 - **Expansion and Strategic Planning:** The group discussed the DDA expansion, including outreach to property owners, board growth, and strategic planning for sales tax generation, with positive feedback on recent progress and mechanisms discovered for expansion.

Business & Discussion Items:

- **EVC Recommendation of Appointments**
 - Between 1:00 PM – 2:30 PM, the EVC and staff facilitated an informal roundtable discussion with the eight applicants who introduced themselves, shared professional backgrounds, expressed their interests around economic vitality, and experiences relevant to the EVC.
 - The group also discussed committee roles and responsibilities, anticipated time commitment, 2026 Strategic Plan including challenges and opportunities, and the appointment process.
 - The applicants included Rebecca Adkins, Heidi Bintz, Katie Bristow, Jason Cole, Ben Dodd, Cal Seneker, Dan Shaughnessy, and Patrick Sherwood.
 - The existing EVC members deliberated and formed their recommendation which will be presented to Town Council for final approval on July 28.

- **Sports Tourism in Eagle – Presenter: Mike McCormack**
 - **Proposal for County-Wide Sports Commission:** Mike and the group discussed the need for a county-wide sports commission to unify sports tourism efforts, align calendars, inventory assets, and improve economic outcomes across the valley, emphasizing the importance of governance, collaboration, and documenting impact for future funding and development.
 - **Discussion of Lodging Taxes and Funding Mechanisms:** Participants, including Mike and others, reviewed the current lodging tax structure, its limitations, and explored potential new funding mechanisms such as a visitor impact tax or vitality fund to support sports tourism and community events.
- **2027 Budget Discussion** – Due to time constraints, this item was not discussed.
- **EVC & MEAC Merger**
 - Nikki and Molly led an update regarding the planned merger of the EVC and MEAC outlining the rationale, anticipated benefits, and the need for a gradual rollout to ensure effective collaboration and maintain committee focus.
- **Placer.ai**
 - The group discussed leveraging Placer.ai to analyze event visitation and spending patterns, aiming to provide deeper insights into what drives people to the town and to inform council decisions with data-driven reports.
 - **Reporting and Data Utilization:** Joel was tasked with leading the effort to expand Placer.ai's reporting, with the committee discussing the frequency and depth of reports.

Adjourn: 3:25 PM



To: Mayor and Town Council
From: Melissa Daruna, Town Manager
Date: August 11, 2026
Re: Town Manager Report

Administration and Organization Updates

I am grateful to our staff for their continued leadership and support while I was away with my family last week. I extend a special thank you to Nikki Davis for serving as Acting Town Manager during my absence and for ensuring continuity of leadership and operations.

The work of the organization has continued to move forward. Staff worked on the facility needs assessments for departments housed at Town Hall, submitted initial drafts of department operating budgets, and continued updating department work plans for the third and fourth quarters of the year. These efforts reflect our continued focus on strengthening Town operations while aligning resources and priorities with the Town's strategic direction.

Our Sustainability and Public Works teams continue to make progress on building electrification project. Public Works is also actively supporting the advancement of major construction projects throughout the community, including Capitol Street, the Town Park bathrooms, and water tank infrastructure. We are also working on providing more regular updates on these initiatives for the community.

As we enter the second half of 2026, we are focused on translating the Town's new strategic plan into meaningful action. This work will include strengthening employee retention and workforce planning, developing the 2027 budget with our strategic priorities clearly in mind, and preparing for the next round of major infrastructure investments.

Our focus in the coming weeks will include:

- Meeting with departments to review and refine 2027 operating budgets and ensure alignment with Council priorities and the strategic plan.
- Working with the DDA to advance shared strategic plan priorities and identify opportunities for coordinated implementation.
- Coordinating with the EVC and MEAC to better align work plans, strategies, and organizational priorities.
- Continuing to advance critical capital and infrastructure projects while maintaining focus on long-term community needs.

Active Land Use Applications - [Active Land Use Applications | Town of Eagle, CO - Official Website](#)

Work Sessions

To help the Town Council stay informed about upcoming work sessions, the following table outlines topics to be discussed over the next several months. Preparing in advance is helpful, as it allows effective planning and execution of a work session. Staff will maintain this table in the report and make any necessary adjustments.

WORK SESSIONS in 2026:

Date	Topic
<i>January 6</i>	<i>WUI Code Updates</i>
<i>February 3, 2026</i>	<i>Town of Eagle Organization & Operations</i>
<i>March 3, 2026</i>	<i>Advisory Committees</i>
<i>April 7, 2026</i>	<i>Development Review Process</i>
<i>May 5, 2026</i>	<i>Capital Project Prioritization</i>
<i>June 2, 2026</i>	<i>Housing</i>
<i>July 7, 2026</i>	<i>2026 Strategic Plan Community Gathering</i>
<i>August 4, 2026</i>	<i>Long-Range Planning</i>
September 1, 2026	TBD
September 15, 2026 (3:30 – 5:30 p.m.)	2027 Budget
September 29, 2026 (3:30 – 5:30 p.m.)	2027 Budget
October 6, 2026	TBD
November 3, 2026	TBD
December 1, 2026	TBD



To: Mayor and Town Council
From: Melissa Daruna, Town Manager, and Department Leads
Date: August 11, 2026
Re: Department Updates for July 2026

ASSISTANT TOWN MANAGER

July 2026

Please refer to Town Manager Report.

ECONOMIC DEVELOPMENT

July 2026

- **Downtown Development Authority (DDA):**
 - **Downtown Eagle Project Investment Program (2024–2026)** - Closed out the Rural Economic Development Initiative (REDI) grant which supported this two-year program. This was made possible by leveraging approximately \$20,000 of property tax increment collected by the DDA. With a combined \$100,000, we were able to support improvements for 19 downtown businesses and property owners dedicated to enhancing the appearance, functionality, and vitality of Downtown Eagle. A detailed program closeout report will be prepared for the DDA.
 - **Commercial Activation Rebate Program** - Supported Councilman Andrew Atkins in evaluating the City of Lafayette's Vacant to Vibrant commercial activation program. Staff and the DDA reviewed program structure, administration, and funding considerations as central components of launching another downtown initiative. Additional evaluation is ongoing, including identifying a dedicated funding source.
- **Economic Vitality Committee (EVC):**
 - **EVC Appointments** - Coordinated the interview process for eight applicants. Ahead of the roundtable interviews, EVC members met individually with applicants to share more about the committee and connect in a less formal setting. The EVC submitted its recommendations to Town Council, which voted on July 28 to reappoint two current members (Kim Fritzler, Joel Wallen) and appoint five new members (Katie Bristow, Jason Cole, Daniel Shaughnessy, Cal Seneker, Patrick Sherwood).

HOUSING

July 2026

- **Employee Housing** - Facilitated a tenant move-out and coordinated with Buildings & Grounds to complete routine maintenance and wear-and-tear repairs. The vacant two-bedroom, two-bath unit has since been advertised to all Town staff and is expected to be ready for occupancy in mid-August.
- **LERP Administration / TVHS Transition** - Finalized the draft IGA with the Valley Home Store (TVHS) to support continued housing services through the remainder of 2026. During the 2027 budget cycle, staff will assess the effectiveness of some temporary services and determine whether any should be continued as the Town further transitions and stabilizes in-house administration of the Local Employee Residency Program (LERP). One example includes a dedicated Homebuyer Class for down-valley residents, annually hosted at Eagle Town Hall.

- As part of the transition, staff worked alongside TVHS Program Manager on operational training including review of procedures for documenting Permitted Capital Improvements, assisting private brokers representing LERP sellers, and verifying Maximum Resale Prices.

SUSTAINABILITY

July 2026

- **Building Electrification Project** – The timeline for Town Hall RTU replacement with heat pumps has been delayed due to equipment delivery timelines. We are now targeting a mid-September installation and are working internally on a plan to minimize disruptions during the switchover, when power to the building must be turned off. A temporary cooling solution is scheduled to be installed in the admin space the week of 8/3 to provide cooling until the new units arrive.
- **Fleet Analysis** – we are wrapping up the fleet electrification analysis given the data we were able to use. Staff plans to run a round 2 of the analysis that includes telematics, which will provide the most accurate data. Then staff will work with the relevant departments to build a decision tree to include other essential data points.
- **HEAR Rebate push/Heat pump rebates** - Staff worked with partners at Walking Mountains, Holy Cross Energy, and Zero Homes to conduct outreach to Eagle residents for statewide HEAR (Home Electrification and Appliance Rebates) rebates before the August 1st deadlines. These rebates had an unexpectedly short application window due to federal changes; however, 13 Eagle households went through the virtual home energy assessment process for the program, and 9 are moving forward with heat pump installations. Staff will continue to work on program development for a heat pump bulk buy with these partners moving into the fall.
- **Public EV Charging** – Staff applied for the DCFC Plazas grant opportunity, due July 10th, to install 4 fast-charging ports in the downtown district adjacent to Town Hall. Staff has been coordinating with the county and the Climate Action Collaborative transportation group to explore more opportunities for public charging within the town, such as Charging as a Service models and considering issuing a county-wide RFI or RFP to learn more.
- **Phase 3 Energy Performance Contract** – Staff is working with ESG to define the scope of our next energy performance contract. The recent 14-hour electricity outage prompted further conversations about resilience and back-up power at Town Hall, which will be built further into the project scope.
- **Operating budget development** – Staff developed operating budgets for the Sustainability Department, Bag Fee Fund, and Exterior Energy Offset program fund. Staff also gathered preliminary numbers for capital project requests.
- **Net Zero Roadmap** – This roadmap, culminating in net zero new construction by 2030, was adopted by Council in 2025. Staff has begun outreach about the roadmap and upcoming 2027 code update with local developers.
- **The [Mountain Towns 2030 Climate Summit](#)** will be hosted October 13–14th in Sun Valley, ID this year. Mayor Woods and Councilpeople Grimmer and McCrackin will be attending, as well as sustainability staff (Kira).

MARKETING & SPECIAL EVENTS

July 2026

- Town produced events for July: July 4th Bike Parade
- Town liaison for upcoming summer events: Yoga at the Park, Yoga by the River, 2nd Friday Gallery Night, Wind Up Wednesday, Showdown Town, Eagle Mushroom & Wild Food Festival, Eagle Valley Library Summer Foam Party, Children's Business Fair, Eagle River Jamboree, Cowboys Forever Rodeo Series
- Event preparation and coordination for Tube-A-Palooza and Community Table. Reserve your table at eagleoutside.com/community-table.
- Special Event Permit Applications received: Eagle Rising rescinded their event permit application for Potatopalooza.
- The fiberglass sitting bears have arrived! Measuring 38" H x 42" W x 43" D, these eye-catching sculptures are intended to serve as community gathering points, inspire curiosity, attract visitors, and encourage people to

stop, explore, and snap a photo. One bear is sponsored by the Town and the other by the DDA. Both bears are currently in the hands of local artists, who are bringing their creative visions to life. We anticipate the painted bears at the end of August.

- Capture the Action (CTA) Digital Media will provide an updated EagleOutside video for Eagle County Regional Airport digital screen advertising. To maximize visibility, the campaign will run October 1, 2026, through September 2027.
- USA TODAY Go Escape the Southwest 2026 will feature Colorado. Staff created artwork for a ¼ page color ad.
- Amy Pates is producing the Inaugural issue of 81631, Eagle Magazine, that will be distributed in every Eagle Post Office Box. Staff created artwork for ½ page color ad.
- Mid-year check-ins for the team at the Information Center. Staff manages two PT, year-round employees.
- We celebrated Colorado Day 2026 with a special pop-up event honoring the state's historic 150th birthday at the Eagle Information Center. Limited-edition commemorative tote bags were available, while they lasted.
- Eagle County Historical Society celebrated at the History Museum with hands-on history stations, scavenger hunt, and a Colorado-themed bake sale.
 - Feedback from the historical members indicated that the Information Center would benefit from several improvements, including restroom renovations, enhanced landscape maintenance, weed removal, and revitalization of the 50-year-old flagpole.



COMMUNICATIONS

July 2026

Facebook Analytics:

- Total Followers: 5,110
- July Views (Number of times our content was played or displayed): 185,767
- Highest Engagement:
 - Voluntary Fishing Closure Post #1 – 18,596 views
 - Voluntary Fishing Closure Post #2 – 13,230 views
 - Eat Safe After a Power Outage – 9,458 views
- Created videos for Council meetings and Capitol Street Construction Update (Total Watch Time: 1d 9h)

HWY 6 Digital Sign: Creation of Graphics + Scheduling for 20 Messages

Website Analytics:

- July Views: 16,410
- Highest Engagement:
 - Town of Eagle Official Website – 2,713 views
 - Agendas, Minutes and Packets – 651 views
 - Current Water Restrictions – 605 views

Website News Flash Updates: Voluntary Fishing Closure on Eagle River, Sanitary Sewer Cleaning Notice, Town Park Restroom Repair Update, Make Your Mark on Downtown Eagle, Capitol Street Improvements (weekly), Weed of the Month – Canada Thistles, Second Street Parking Stall Painting, Brush Creek Confluence Open Space Stream Gauge Installation, Water Service Outage in Eby Creek Mesa Area

Additional Content Created: Strategic Plan Open House Materials and [Eagle Today Newsletter](#)

INNOVATION TECHNOLOGY

July 2026

Broadband update:

- 37 business/government subscribers, 138 residential subscribers, 9 new signups in July
- Broadband services billed last month: \$16,062.25.

Operations update:

- Recent outages and weather-related disruptions are triggering review of technology business continuity architecture and design.

COMMUNITY DEVELOPMENT

July 2026

LAND USE APPLICATIONS IN PROGRESS

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

446 Broadway – Minor Development Permit

- 2nd round comments sent on 4/27; comment review with applicant 5/6; meeting w/Planning staff, Town Manager and applicant on 5/28; awaiting resubmittal from applicant.
- Applicant has changed their mind on original design and will be meeting with staff to discuss new ideas prior to resubmitting.

New Electric, 629 Sawatch Road – Minor Development Permit

- Partial resubmittal on 5/5 - staff transition of application; staff reviewing application for code compliance.
- Review comments sent to applicant 6/3, staff met w/applicant on 6/9, staff awaiting application resubmittal.

Bluffs PUD Amendment

- The applicant is making revisions to ensure alignment with HOA covenants and design guidelines. Awaiting resubmittal.

332 Grand Avenue – Major Development Permit

- Referral comments sent to applicant 4/28; awaiting resubmittal from applicant.

Capitol Flats – Preliminary Plat, Rezoning, and Right-of-Way Vacation

- Applicant has been sent comments and is working through addressing them. The right-of-way vacation was approved on July 28th.

Red Mountain Ranch – PUD Amendment (Minor, administrative decision)

- Application to amend front setbacks for single family dwellings submitted; staff preparing notice of determination (as of May 6); documents are under legal review (June 2).
- Legal review was completed on July 23rd, staff will issue Notice of Decision.

Haymeadow Preliminary Plan (Neighborhoods A2, B, C, & D)

- Application for Preliminary Plan/Plat for the rest of the Planned Unit Development. Staff have had a kick-off meeting with the applicant and are sending comments to the applicant on the updated Memorandum of Understanding (MOU). Phase 1 of this application review will be an internal staff review focused on internal road layout and lotting.
- Applicant submitted additional documents on 6/23.
- Staff held internal (Planning and PW) meeting on 7/22.

Haymeadow Townhome Plat – RMF-2A

- Application submitted and under completeness review.
- Planning review comments sent to applicant 7/20, staff is awaiting applicant re-submittal.

894 Chambers Development Plan

- Application submitted, first round review complete and comments sent. Awaiting resubmittal.

APPLICATIONS IN POST-DECISION CLOSE-OUT (REQUIRED PRIOR TO BUILDING PERMIT OR OTHER NEXT STEP)

- 301 Broadway Minor Development Plan
- Red Mountain Ranch Preliminary Plan & Major Development Plan
- Haymeadow RMF-4/5 Final Plat & Major Development Plan
- McDonald's Minor Development Plan- Permit issued; construction can begin.
- Mountain Tots – Final plans being provided, permit is ready

UPCOMING ANTICIPATED APPLICATIONS

- Eagle Justice Center Expansion – Development Plan
- Capitol Theater – unknown type
- Haymeadow Townhome Plat – RMF-4/5
- Haymeadow Lot Line Adjustments – Filing 2 duplexes
- Haymeadow Resubdivision of RMF-3 in Filing 1

- 1200 Capitol Final Condominium Plat

Administrative Approvals (Encroachment Permits, Sign Permits, Use Approvals)

- Currently reviewing 2 Sign Permits, 0 Encroachment Permit, 0 Mobile Vending Permits, and 0 Use Review.
 - 48 Business Licenses have been reviewed so far this year.
 - 5 Sign Permits have been approved and issued so far this year.
 - 1 Encroachment permits has been approved and issued this year.
 - 1 Mobile Vending Permit renewal has been approved and issued this year.
 - 10 Pre-Application Meetings have been scheduled so far this year.

NOTABLE UPDATES

- Software: Staff have selected Tyler Technologies as the Department's new permitting software, and Council has approved the vendor contract. Anticipated roll out for Community Development to be concurrent with the Municipal Court.
 - ☐ Contract is complete, meeting held with Tyler, kickoff meeting being scheduled.

TRAINING/CONFERENCES:

- 2021 IECC residential and commercial overview, and overview of regional energy code amendments.
- Mountain Towns 2030 Regional Forum: Code Readiness for Colorado Mountain Communities.
- Western Matters Rural Summit
- Rocky Mountain Leadership Program
- GIS Training
- APA Colorado Conference – all Planning staff to attend Oct. 28 – 30

MAJOR CONSTRUCTION PROJECTS

Business Name	Location	Status
RHG Ph II	16186 Hwy 6	All permits issued.
Haymeadow	Mount Hope	Building permit issued for 9 single family – 3 Townhouses w/ 1 postponed till spring and 2 permits issued

Building

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

TYPE OF WORK PERFORMED	EOY 2024	EOY 2025	2026
Inspections (n/i Planning, Public Works)	1944	1742	1226
Permits Processed	334	425	223

P&Z and Council Meeting Schedule

July 2026
July 7 th (Work Session) • Strategic Plan
July 7 th (Planning Commission)- CANCELED due to power outage • Variance code amendments
July 14 th (Town Council) • Continued- Eagle Family LLC ROW Vacation
July 21 st (Planning Commission) • Variance code amendments
July 28 th (Town Council) • Eagle Family LLC ROW Vacation
August 2026

August 4th Work Session (Town Council & Planning Commission)
• Planning department update
August 4th (Planning Commission)
•
August 11 th (Town Council)
• Capitol Flats ROW Vacation
August 18th (Planning Commission)
•
August 25 th (Town Council)
•



ECONOMIC VITALITY COMMITTEE

2023 ECONOMIC DEVELOPMENT PLAN 2026 STRATEGIC PLAN

JUNE 11, 2026

FOCUS AREA 1. ACTIVE PRIORITIES

Active Alignment Between 2023 EDP and 2026 SP

2023 Economic Development Plan (EDP)	2026 Strategic Plan (SP)
Develop programs to increase commercial occupancy and activate Downtown storefronts	Commercial occupancy incentives and vacant storefront activation; increase code enforcement
Engage property owners and encourage adaptive reuse and redevelopment of Downtown	Downtown density and redevelopment
Expand workforce housing, partnerships, incentives, linkage fees, and implementation of CAHA strategies	Community housing solutions for residents; develop a dedicated housing fund; increase incentives; increase density downtown
Market Eagle as business-friendly and support business attraction	Broadband marketing and business incentives
Promote Eagle as a Live-Work-Play community and strengthen community identity	Civic Branding!
Attract a boutique hotel Downtown or on Grand Avenue	Downtown lodging development
Repurpose alleys, improve public spaces, invest in placemaking	Grand Avenue improvements; 2 nd Street Activation
Use incentives strategically to encourage desired development	Re-evaluate Tap Fees

FOCUS AREA 2. SUPPORTING STRATEGIES

Other EDP strategies that **strengthen** implementation of the SP.
Not explicit SP objectives; “Parking Lot Ideas”

2023 Economic Development Plan (EDP)

The EDP emphasizes business **retention** before business **attraction**.

- How can we improve coordination with the Eagle Chamber (e.g., Business Action Committee)?

Concept of a Business Concierge – simplified development and permitting guides/process; “Open for Business” culture; EVC as Economic Ambassadors (success, hurdles, ROI?)

Business dashboards and data – ongoing investment in Placer.ai is an Opportunity Area; data-driven decision making.

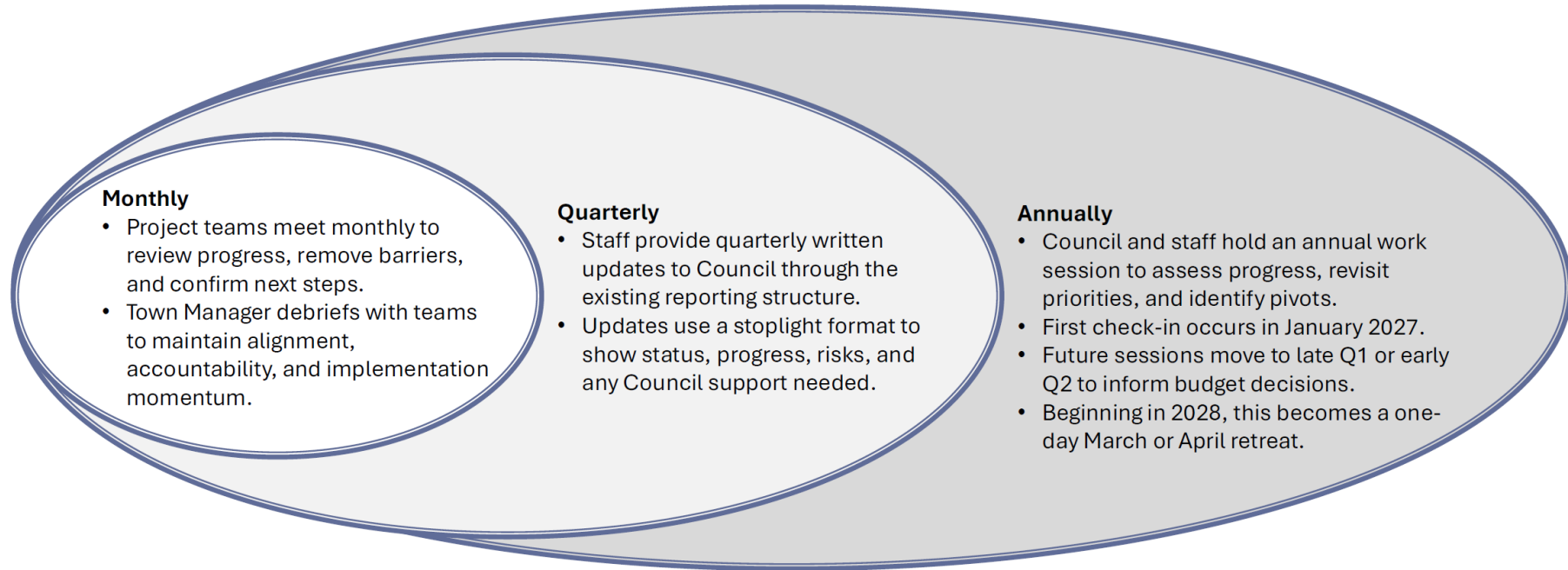
Arts and Placemaking – Creative Districts concept, public art; parking lot or future Opportunity Area.

Cross-shopping and Retail Mix – compass for **what** businesses to attract; increase dwell time around hubs.

Event ROI – EDP recommends evaluating events based on overnight stays, economic impact, alignment with Eagle’s brand.

FOCUS AREA 3. ACCOUNTABILITY

Strategic Plan Accountability Framework



- What indicators should the EVC be tracking to review on a quarterly and/or annual basis? These should help us (Council, staff, EVC) understand that we're making progress.
- Where else can the EVC add value as multipliers of the Town's efforts (e.g., EVC-MEAC merger; DART)?
- What other tools can staff establish now to ensure the EVC is empowered and engaged moving forward?

TAKE AWAYS.

- The 2026 Strategic Plan establishes our priorities. (5-year horizon)
- The 2023 Economic Development Plan remains our playbook for implementation and innovation. (5-10-year horizon)
- Our role is to continuously help connect the two.

EAGLE MEADOWS

EAGLE, COLORADO | 107 AC COMMERCIAL DEVELOPMENT OPPORTUNITY



← EAGLE EXIT 147: 1 MILE



Executive Summary



107 AC
Total Site Area

CGE
Zoning

Exit 147
I-70 Access (1 Mile)

Fortius Commercial Advisors is pleased to present **Eagle Meadows** — a 107-acre commercially-zoned land opportunity situated immediately east of Eagle, Colorado along the Interstate 70 corridor. Eagle Meadows represents one of the largest remaining privately-held, commercially-entitled land assemblages in Eagle County, a market defined by pervasive federal land ownership, sustained population growth, and a chronic shortage of developable sites.

Positioned at the eastern gateway to one of North America's premier resort corridors, the property offers developers, retailers, hospitality operators, and mixed-use investors a generational-scale land position in a supply-constrained, high-demand market. The site's Commercial General East (CGE) zoning and alignment with the Town of Eagle's East Eagle Sub Area Plan provide a favorable entitlement foundation for a broad range of commercial, retail, hospitality, and service uses.

- **Strategic I-70 Gateway Location:** 107-acres immediately east of Eagle town limits, with direct exposure to the primary artery connecting Denver's Front Range to Vail and the Roaring Fork Valley.
- **Highest-Priority Growth Zone:** Sits within the Town of Eagle's East Eagle Sub Area Plan (adopted 2021), the municipality's designated eastern gateway and primary future growth corridor.
- **Acute Supply-Demand Imbalance:** Eagle County carries a documented shortfall of 4,500+ housing units, creating structural, long-term demand for well-located developable land.
- **Strong Market Fundamentals:** Eagle County median home values reached \$1.64M in 2025 at \$956/SF, with year-to-date sales up ~9% YOY — outperforming state and national trends.
- **Severely Land-Constrained Market:** Over 80% of Eagle County's land is federally owned, creating fierce competition for a limited supply of highly desirable private land — making a 107-acre private holding of this scale and location a genuinely rare offering in the market.
- **Commercial & Interstate Retail Entitlement Framework:** The Town of Eagle's East Eagle Sub Area Plan designates the eastern gateway corridor — where Eagle Meadows sits — for commercial, industrial, and interstate commercial uses, providing a favorable land use foundation for retail, hospitality, and service-oriented development.
- **Affluent, Captive Trade Area:** The I-70 resort corridor funnels millions of annual visitors through Eagle County en route to Vail, Beaver Creek, Aspen, and Telluride, while a year-round resident base with a median household income well above national averages creates durable consumer demand — yet the market remains significantly underserved by quality retail relative to its purchasing power.

Zoning & Entitlements

COMMERCIAL GENERAL EAST (CGE) ZONING

Eagle Meadows is zoned Commercial General East (CGE) within the Town of Eagle's land use framework. The CGE designation is designed to accommodate a broad range of general commercial, retail, service, hospitality, and industrial uses appropriate to a gateway location along a major interstate corridor. Permitted and conditionally permitted uses under CGE zoning generally include, but are not limited to:

- *General Retail and Merchandise Sales*
- *Restaurants, Food Service, and Drive-through Facilities*
- *Hotels, Motels, and Extended-stay Lodging*
- *Fuel and Automotive Service*
- *Light Industrial, Warehousing, and Flex/Industrial uses*
- *Professional and Medical Office*
- *Vehicle Sales and Service*
- *Self-storage and Outdoor Storage*
- *Outdoor Recreation and Entertainment Uses*

EAST EAGLE SUB AREA PLAN (EESAP)

Despite the demographic and tourism profile of the Eagle Valley, retail development has lagged meaningfully behind population and visitor growth. Residents routinely travel to the Avon/Edwards retail node or make trips to the Front Range for commercial goods and services that should logically be available locally. Eagle Meadows — with its scale, zoning, and gateway location — is uniquely positioned to capture the region's pent-up retail and service demand and establish the primary commercial node for the western end of the Vail Valley.



This Context Map provide the linear feet of different segments of Town including Chambers Avenue (5,550 feet) and the East Eagle area (7,950 feet).

SAME FIELD. BETTER YIELD.

A Case for Coordinated Sports Tourism
Efforts in the Vail Valley

WHY AM I HERE?

I've spent three decades producing events large and small throughout Colorado. Every single one required documentation of its impact.

In my business, I wear many hats. I'm responsible for everything – the reporting mentioned above, strategy, operations, risk, marketing, advertising, public and media relations, permitting, design and communications.

And that's the abbreviated list.

I sat on the district's board for nearly a decade. That experience provides unique and relevant perspective to how sports are administered in our valley.

My kids came up through these rec programs and clubs. But they no longer play on these fields or skate in these rinks. I don't have a horse in the race.

I'm here because I love this place. It's given my children a childhood I thought no longer existed.

I'd like to see that preserved for the next generation.

WHY YOU?

Whether I'm talking to Eagle, to Gypsum, to Vail or Eagle County—collectively, we/you own the land. The buildings. The budgets.

You're more than stakeholders. You own the bully pulpit. The power to enact change. The ability to reshape the valley's present and future.

Our elected officials alone possess the ability to grant this concept actual form.

INTRO

I'm not here to ask for funding, new facilities, or a new program.

I'm here to suggest that we better align, coordinate and implement what we already have.

Because the truth is, we already have what most communities spend decades trying to build.

And we possess a real advantage:

We're Vail.

**Sports tourism isn't speculative.
It's already happening here.**

THE CORE INSIGHT

Sports tourism in this valley is bigger than we think. So we need to think bigger. But we also need to think smaller.

Bigger:

- It spans the entire valley.
- It involves towns, the county, rec districts, clubs, and organizers
- It already drives real economic activity

Be cautious about thinking in JUST Eagle terms. Or Edwards or Gypsum. We have to start thinking as a single entity. To think BIGGER.

But also? Smaller? Hear me out...

Smaller:

- We don't need new infrastructure—yet
- We don't need major funding—yet
- We don't need to reinvent anything
- We just need to get more out of what we already have.

Publicly owned spaces can and should generate public value.

Same field. Better yield.

OUR ADVANTAGES

We're uniquely positioned.

- Destination people already want to visit
- Lodging and restaurants already in place
- Fields, facilities, and trails up and down the valley
- Strong operators and clubs
- High-value visitors.

**Most places try to build this.
We're sitting on it.**

THE CHALLENGE(S)

What we don't have is coordination. We operate in silos. Each community focuses on its own backyard.

Up and down the valley, we have issues large and small with each other. The cost for our failure to rise above these obstacles shows up for the next generation. IT pays the tab.

We lack shared strategies, calendars, and prioritization

No one is responsible for outcomes across the system.

Our rec districts are a huge asset. But they're set up to deliver recreation—not regional economic outcomes.

**We need to be better.
The stakes are higher.
The moment demands more.**

REFRAMING THE GOAL

This isn't about more tournaments. Events are just a tactic within the larger strategy.

This is about about momentum. Consensus. About a shared approach.

It's about building a new language around sports tourism and multi-jurisdictional collaboration.

This is about investing in outcomes:

- stronger local businesses
- more consistent visitation
- better use of public assets
- expanded access to recreation
- long-term community vitality

We have real mountain-town problems. Economic health, especially when driven by wholesome, predictable and sustainable visitation *is a vital part of the larger ecosystem.*

A healthier economy doesn't solve everything—but it makes everything easier to afford.



THE BIGGER IDEA: THE WOODEN PARK EFFECT

We all know the wooden park in Eagle.

People see it and think to themselves: “I want to raise my kids here.”

What we’re talking about is creating that effect system-wide.

**A valley that’s overwhelmingly
attractive to families—not just to visit,
but to live.**

THE ASK

What's needed is simple:

A coordinated, valley-wide effort focused on sports tourism outcomes.

What does that look like?

- an inventory of assets and stakeholders
- alignment of towns, county, rec districts, and clubs
- a shared calendar and strategy
- support for event organizers (instead of making them navigate the system alone)
- tracking and reporting outcomes

Lastly? Guidance. Feedback. Actionable direction. What would you suggest as next steps?

You can call it a sports authority, a commission, or something else. The name doesn't matter.

What matters is that it has the backing of the larger group (Gypsum, Eagle, Vail, and Eagle County)—along with the mandate for school and rec districts to coordinate and collaborate.

WHAT DOES SUCCESS LOOK LIKE?

If we do this well, over time:

- we create consistency
- we build demand intentionally
- we justify future investment
- we're better prepared for rainy days and capital expenditures.

Down the road, success in these areas creates a compelling case for something like a vitality fund—a small, visitor-supported mechanism that reinvests in recreation and community health.

I'm suggesting that for the next few years, we show the work. Prove the concept. With not much more than buy-in and institutional support.

But that's not step one.

EVERY JOURNEY BEGINS WITH...

Step one is alignment.

We already have the assets.

We already have the demand.

We just need to organize around outcomes.

Same field. Better yield.



FOOD FOR THOUGHT

A NEW LANGUAGE & OUTLOOK

- What's the economic return on the public assets we already own?
- Are we maximizing them?
- If not, who's responsible for that?

Recreation assets aren't just quality-of-life tools.

They're economic engines—but only if we choose to treat them that way.

THANK YOU

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