

AGENDA
Breckenridge Events Committee
Wednesday, Jan 4, 2023
9am-10am Virtual Meeting
Right event, right time, right result

- I. **Call to Order**
 - a Committee Member Roll Call - *Michelle, Chair*
 - b Approval of minutes from Dec 7, 2022 Meeting

- II. **Upcoming Events**
 - a 1.16-2.2.23 International Snow Sculpture Championship (ISSC)

- III. **Pending SEPA - Snow Sculptures**

- IV. **General Updates and Discussions**
 - a Strategic Discussion –goals for the community relative to events. - *standing item*
 - Set up for Event Strategic Matrix Discussion / Feb Agenda

Example Strategic Matrix

EVENT	STRATEGIC GOALS			RESULTS/YOY METRICS
	Branding/Media	Build Business	Community Goodwill	
ISSC	XX	<i>(original purpose)</i>		
4 th of July			X	
Oktoberfest	XX	X		
ULLR	XX		X	
Lighting/Race of Santa's	XX		X	

- b Update from Sustainability Sub-Group – *Jon Dorr*
- c Update Pride/DEI Event, June 2023 –*Lucy / Tamara*

- V. **Review Past Events**
 - a 12.8-11.22 Ullr Fest

- VI. **Review Agenda Items for next BEC Meeting – Feb 1, 2023**
 - a Event Strategic Matrix
 - Review event strategic matrix to ensure we are keeping a high-level strategic focus with events. Examine pillars individual events fall under and assess how they performed against the strategy.
 - Discuss creating an overall rating for matrix and formalize post evaluation against the strategies.
 - *Sarah will send out matrix ahead of meeting so that producers may prepare for Feb discussion.*
 - Review findings from the Town’s capacity analysis project on trends from the last few years and plans for tracking going forward. - *Shannon*
 - b Future Strategic Discussion Topics for 2023
 - Continued Strategic Matrix Discussion – What is the true number of events in our community?
 - Continued sustainability discussion.
 - Impending recession and economic downturn.
 - Review findings from the Town’s capacity analysis project on trends from the last few years and plans for tracking going forward.
 - DEI – looking for more authentic inclusion of DEI with events.

VII. **Public Comments**

VIII. **Adjourn**

LINK TO SEPA CALENDAR

<https://calendar.google.com/calendar/u/0?cid=cmN0NTI3bnUwZ2dpZjE2azRyY2ttaGF2cW9AZ3JvdXAuY2FsZW5kYXluZ29vZ2xlLmNvbQ>