

AGENDA
Breckenridge Events Committee
Wednesday, July 12, 2023
9am-10am Virtual Meeting
Right event, right time, right result

I. Call to Order

- a Committee Member Roll Call - *Michele, Chair*
- b Approval of minutes from June 7, 2023 Meeting

II. Upcoming Events

- a Breckenridge Beer Fest @ Beaver Run 7.15.23 *Private Property,, minimal impact*
- b Summerfest '23 Roller Ski Sprint Race @ Denison Placer 7.22.23 *Minimal impact*
- c Breckenridge Food & Wine @ MSS 7.28-30.23 *Private Property, minimal impact*
- d Riverwalk 30 Ann. Carnival ft. Asleep at the Wheel 7.28.23 *Private Property, minimal impact*
- e 22nd Annual Breckenridge Aug Art Festival @ MSS 8.3-5.23 *Private Property, minimal impact*
- f Backstage Theatre Annual Gala 8.3.23 *Minimal impact*
- g BIFA 8.11-20.23
- h Breck Epic 8.13-18.23
- i Wine Classic @ Beaver Run 8.24-26.23 *Private Property, minimal impact*
- j Hogfest: Bacon & Bourbon @ MSS 8.25-27.23 *Private Property, minimal impact*
- k The Great Rubber Duck Race 9.2.23
- l 48th Annual Gathering At Great Divide Art Fest @ CMC 9.2-4.23 *Private Property, minimal impact*
- m Oktoberfest 9.15-17.23
- n Breckenridge Film Festival 9.21-24.23
- o Strings, Ciders, & Sours 9.29-10.1.23 *Private Property, minimal impact*

III. Pending SEPA - Full list attached**IV. General Updates and Discussions**

- a Update from Sustainability Sub-Group – Jon

V. Review Past Events

- a 6.9-10.23 10 Mile Pride – Majai / Jon
- b 6.10.23 RAM Walk – BGV
- c 6.15.23 Town Party
- d 7.4.23 Fourth of July Activation

VI. Review Agenda Items for next BEC Meeting – Aug 2, 2023**VII. Public Comments****VIII. Adjourn****The Breckenridge Events Committee evaluates events against four strategic goals:**

- **Build Business** - An event designed to drive revenue for greater business community and /or the event producer.
- **Branding/Media** - An event designed to draw external media (national & international) promoting the Breckenridge brand.
- **Fundraising** - An event designed to raise awareness and funding for a non-profit organization's mission.
- **Resident Focused** - An event designed specifically for residents vs. an event more broadly marketed to visitors and residents.

LINK TO SEPA CALENDAR

<https://calendar.google.com/calendar/u/0?cid=cmN0NTI3bnUwZ2dpZiE2azRyY2ttaGF2cW9AZ3JvdXAuY2FsZW5kYXluZ29vZ2xlMnVnbQ>

Minutes Breckenridge Events Committee

Wednesday, June 7, 2023

Right event, right time, right result

Attending: Michele Chapdelaine, Maddie Schilling, Jon Dorr, Shannon Haynes, Lucy Kay, Neal Kerr, Carrie Benefiel, Dave Feller, Chase Banachowski

Guests: Sarah Wetmore, Majai Bailey, Ashley Zimmerman, Juli Rathke, Brooke Attebery, Tara Dew, Tina Cunningham

- I. **Michele called the meeting to order at 9:02am.**
 - a Michele took roll call of committee members.
 - b A motion was made to approve the May 3, 2023, Meeting.
M/S/P

- II. **Upcoming Events**
 - a 6.9-10.23 10 Mile Pride
 - Friday, DEI Workshop 4pm- 5:30pm @ Town Hall, followed by Fireside Chat @ RMU (upstairs). Saturday, Yoga 9am – 10am @ Riverwalk Lawn, Advocacy (12:00pm-1:00pm) @ Arts District, Entertainment & Cocktail Caravan 1pm- 4pm @ Arts District, and Pride Ride 4:30pm - 5:30pm.
 - b 6.10.23 RAM Walk – BGV
 - The Rob Millisor Heart Health Walk is a community-facing event that aims to raise funds and awareness for heart health. 345 People registered this time. Based out of Carter Park 8:30am – 1pm. In addition to a 5k run and 1-mile walk, there will be live music from Pine Beatles and Blue River Grass, food provided by Breckenridge Restaurant Association and family friendly activities (face painting, balloon artist, jump castle). BGV covers all expenses for the event, and 100% of sponsorship and registration fees are donated to The Summit Foundation's Heart Health Fund.
 - c 6.15.23 Town Party – Riverwalk Center Lawn
 - d 4pm start. Event includes a free concert, food & beverage sales & the chance to discover details about community activities, events & volunteer opportunities presented by various nonprofit & event organizers throughout the coming year.
 - e 7.4.23 Fourth of July Activation
 - Main St. Parade– Planning for traditional Main Street Parade. Booked Denver Broncos Stampede Drumline for event, and a high school marching band from Minnesota. CJ Mueller will read the declaration of independence. Currently have 30 parade floats registered. The parade will immediately follow the Firecracker 50.
 - Chalk Art contest on Washington St. Arts District Campus & Barney Ford lot activities include dog costume contest, face painting, carnival games, crafts & other activities. Airstage will be set up in the Barney Ford lot for live music and other on-stage activities. Beer garden on OMH patio.
 - NRO – Patriotic Concert kicks off at 6pm in RWC. Ticketed event. Same set up as prior years.

- III. **Pending SEPA** - Committee reviewed the list of pending SEPAs and had no concerns.

- IV. **General Updates and Discussions**
 - a Update from Sustainability Sub-Group
 - RCup used for Breckenridge Town Cleanup Day – reusable cup system. Group plans to meet next week to recap the program. BTO looking at for Oktoberfest 2024.
 - Positive feedback on the efforts being made by small private events at Carter Park to adhere to new Plastic Ordinance.
 - b Water Trailer Update– Jon
 - Town has ordered two Quench Buggy Solo portable water filling stations. Planning to arrive a couple weeks after 4th of July. Quench Buggy's will be wrapped with BTO Sustainability Branding.

- V. **Review Past Events**
 - a 5.20.23 Town Clean Up Day – Still waiting on final diversion reports. Overall positive feedback from public works.
 - b 5.25.23 High School Graduation Parade – Successful low impact event. Main Street was reopened by 6pm.

VI. Next BEC Meeting moved to July 12th.

VII. The Meeting adjourn 9:24am.

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Pending Special Event Permits:

7.15.23	Breckenridge Beer Fest	Beaver Run
7.28-30.23	Breckenridge Food & Wine	MSS
8.2.23	GTN Conference	Carter Park
8.3-5.23	22nd Annual Breck Aug Art Fest	MSS
8.3-6.23	Expedition Colorado	CMC
8.3.23	Backstage Theatre Annual Gala	Backstage Theater
8.5.23	Colo. Dems Summer Picnic	Carter Park
8.11-13.23	Putterhead Doubles	Carter Park & Kingdom Park
8.11-20.23	BIFA	BRP/Arts District
8.13-18.23	Breck Epic	ToB & Trails
8.20.23	Summit County Dems Picnic	Carter Park
8.24-26.23	Wine Classic	Beaver Run
8.25-27.23	Hogfest: Bacon & Bourbon	MSS
8.26.23	Broken Compass 5K	Denison Placer
9.2.23	The Great Rubber Duck Race	Blue River Plaza
9.2-4.23	48th Annual Gathering at Great Divide	CMC Lot
9.8.23	Flaming Foliage Relay	Tiger Rd
9.6-10.8.24	Breck Stables Pumpkin Wagon Rides	Tiger Rd
9.14.23-6.20.24	Shop 3rd Thurs in Breckenridge	Main Street Retail
9.15-17.23	Oktoberfest	Main Street
9.21-24.23	Breckenridge Film Festival	RWC
9.29-10.1.23	Strings, Ciders, & Sours	MSS
9.30.23	TEDxBreckenridge	RWC
10.7.23	Breckenridge Road Marathon	Roads
10.11.23	RWB Open House	RWB Firehouse
10.14.23	DDLIM	Barney Ford Lot/ Arts District
12.2.23	Lighting of Breck	Main Street
12.7-9.23	Ullr	Main Street