

AGENDA
Breckenridge Events Committee
Wednesday, Aug 2nd, 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 July 12, 2023 Meeting

II. Upcoming Events

- a 22nd Annual Breckenridge Aug Art Festival @ MSS 8.3-5.23 *Private Property, minimal impact*
- b Backstage Theatre Annual Gala 8.3.23 *Minimal impact*
- c BIFA 8.11-20.23
- d Breck Epic 8.13-18.23
- e Wine Classic @ Beaver Run 8.24-26.23 *Private Property, minimal impact*
- f Hogfest: Bacon & Bourbon @ MSS 8.25-27.23 *Private Property, minimal impact*
- g The Great Rubber Duck Race 9.2.23
- h 48th Annual Gathering At Great Divide Art Fest @ CMC 9.2-4.23 *Private Property, minimal impact*
- i AirStage Vista Point Block Party 9.9.23
- j Breckenridge Stables Pumpkin Patch Wagon Rides 9.6-10.8.23
- k AirStage River Park Block Party 9.12.23
- l AirStage Wellington Block Party 9.14.23
- 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*
- p TEDxBreckenridge 9.30.23

III. Pending SEPA - Full list attached

IV. General Updates and Discussions

- a Update on Retailer Event "Shop 3rd Thursday"
- b New Event – The Breckebeinger 2.23 -25.24
- c Breck Epic Fee Waiver Request

V. Review Past Events

- a 7.15.23 Breckenridge Beer Fest @ Beaver Run
- b 7.22.23 Summerfest '23 Roller Ski Sprint Race @ Denison Placer
- c 7.28 -30.23 Breckenridge Food & Wine @ MSS
- d 7.28.23Riverwalk 30 Ann. Carnival ft. Asleep at the Wheel7.28.23 *Private Property, minimal impact*

VI. Review Agenda Items for next BEC Meeting – Sept 6, 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=cmN0NTI3bnUwZ2dpZjE2azRyY2ttaGF2cW9AZ3JvdXAuY2FsZW5kYXluZ29vZ2xlmNvbQ>

Minutes
Breckenridge Events Committee
Wednesday, July 12, 2023
Right event, right time, right result

Attending: Maddie Schilling, Kelly Owens, Jon Dorr, Shannon Haynes, Lucy Kay, Neal Kerr, Carrie Benefiel, Dave Feller, Chase Banachowski, Andy Banas

Guests: Sarah Wetmore, Majai Bailey, Melissa Andrews, Ashley Zimmerman, Juli Rathke, Tara Dew, Tina Cunningham, Kat Slaughter, Tina Cunningham

- I. **The Vice Chair called the meeting to order at 9am.**
 - a Chair took roll call of committee members.
 - b A motion was made to approve the June 7, 2023, meeting.
M/S/P

- II. **Upcoming Events** – The committee reviewed list of upcoming events.
 - a 7.15.23 Breckenridge Beer Fest @ Beaver Run - *Private Property, minimal impact*
 - b 7.22.23 Summerfest '23 Roller Ski Sprint Race @ Denison Placer, *Minimal impact*
 - c 7.28-30.23 Breckenridge Food & Wine @ MSS, *Private Property, minimal impact*
 - d 7.28.23 Riverwalk 30 Ann. Carnival ft. Asleep at the Wheel, *Private Property, minimal impact*
 - e 8.3-5.23 22nd Annual Breckenridge Aug Art Festival @ MSS, *Private Property, minimal impact*
 - f 8.3.23 Backstage Theatre Annual Gala, *Minimal impact*
 - g **8.11.23 BIFA** – BCA gave an update on 2023 BIFA Programming <https://breckcreate.org/bifa>
 - h **8.13-15.23 Breck Epic**
 - i 8.24-26.23 Wine Classic @ Beaver Run, *Private Property, minimal impact*
 - j 8.25-27.23 Hogfest: Bacon & Bourbon @ MSS, *Private Property, minimal impact*
 - k **9.2.23 The Great Rubber Duck Race**
 - l 9.15-17.23 48th Annual Gathering At Great Divide Art Fest @ CMC, *Private Property, minimal impact*
 - m **9.15-17.23 Oktoberfest** – Planning for same footprint as last year. Adding an additional beer trailer on Main Street to try and alleviate beer lines. Stein sales are currently live. Sponsorship still pending. Stein distribution will be out of the River walk Center again this year.
 - n **9.21-24.23 Breckenridge Film Festival**
 - o 9.29-10.1.23 Strings, Ciders, & Sours, *Private Property, minimal impact*

- 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
 - Jon Dorr met with TOB Sustainability to discuss progress with enforcing compliance with new plastic ordinance. Town should receive new water trailers within the month. Jessie Burley working on water campaign with Launch Media.
 - RCups program introduced to Town Party. Around 75% return rate of cups. Need to get a better understanding of what happened to 25% of the cups and if the program is actually making a positive impact. Some discussion around the benefits of adopting program more universally across Town in terms of ability to educate the community on how the program works and to be able to enforce compliance.

- V. **Review Past Events**
 - a **6.9-10.23 10 Mile Pride** – Intimate event that received considerable amount of positive feedback from the community. No issues or concerns from PD. Looking at reserving venues now for next year. Suggestion that other Pride events that were held simultaneously across the County may have pulled some attendance away from Breckenridge's event.
 - b **6.10.23 RAM Walk** – BGV – Successful event, no concerns. Positive feedback from community, great family activation. Attendance was back up to pre-covid levels. Raised 180K for heart health initiatives and local nonprofits. Final sustainably numbers still pending. Event tentatively scheduled for June 8th 2024.

- c **6.15.23 Town Party** – TC happy with the amount of local community in attendance. Event included a free concert, food & beverage sales & the chance to discover details about community activities, events & volunteer opportunities presented by local nonprofits. BCA estimates around 700ppl attended.
- d **7.4.23 Fourth of July Activation** –
 - 32 Parade Floats including two marching bands and the Denver Nuggets Mascot. Parade lasted around 40 min. CJ Mueller read declaration of independence. RWB water activation on Main Street.
 - BCA feels they may be reaching capacity with their activation in the Arts District. Some discussion around bringing something back to the RWC Lawn. Committee voiced caution around adding more programming to an already packed schedule. Cautious about doing more.
 - Rec Department – 10K registration almost reached full capacity. Minimal town impact. Inaugural Sparkler 50yrd was great success with 180 kids on Striders. Fire Cracker 50 was also extremely successful. Had more teams than ever before.

VI. **Next BEC Meeting – Aug 2, 2023**

VII. **The Meeting adjourned at 9:40am.**

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Pending Special Event Permits:

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
9.9.23	AirStage Vista Point Block Party	Vista Point
9.6-10.8.24	Breck Stables Pumpkin Wagon Rides	Tiger Rd
9.12.23	AirStage River Park Block Party	River Park
9.14.23	AirStage Wellington Block Party	Wellington
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