

AGENDA
Breckenridge Events Committee
Wednesday, April 3, 2024
9 am – 10 am
Town Hall Lower Conference Room
Right event, right time, right result

I. Call to Order

- a Committee Member Roll Call - *Jeff Edwards*
- b Approval of minutes from March 6, 2024 Meeting

II. Upcoming Events – Full list of pending SEPA's attached

- a Events Updates
 - 4.27-28.24 BSR Pond Skim and Spring Concerts – *Chase, BSR*
 - 5.22.24 SHS Graduation Parade - *Sarah*
 - 6.4.24 Town Party – *Neil, BCA*
 - 6.15.24 10 Mile Pride – *Majai, BTO*
 - 7.19-21.24 **NEW** Summer Breck 5 Peaks Music Series - T-Mobile - *Alex, VR Strategic Alliance*
 - 8.10-16.24 Breck Bike Week – *Jon, TOB*

III. General Updates and Discussion

- a Update Food Delivery Center – Piloted program in the Tiger Dredge Parking Lot - *Teddy Wilkinson*
- b High level strategic discussion about June and October events
- c New Events
 - Update on Mining Games
 - BCA
 - Farmers Market

IV. Review Past Events – N/A

V. Review Agenda Items for next BEC Meeting, Wednesday May 1, 2024

- a Review Event Strategic Matrix

VI. Public Comments

VII. Adjourn

The Breckenridge Events Committee evaluates events against four strategic goals:

- **Build Business** - An event designed to drive revenue for greater business community.
- **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=cmN0NTI3bnUwZ2dpZjE2azRyY2ttaGF2cW9AZ3JvdXAuY2FsZW5kYXluZ29vZ2xlLmNvbQ>

**Agenda
April
SEPA Committee**

I. Upcoming Approved & Pending Permits

| | | | |
|----|-------|--------------|---|
| a | 25933 | 4.5-6.24 | Hockey Classic w/Avalanche Alumni |
| b | 25934 | 4.6.24 | Imperial Challenge |
| c | 25967 | 4.27.24 | Ute History Presentation |
| d | 25947 | 4.27-28.24 | Ski Resort Pond Skim/Concerts |
| e | 25939 | 5.22.24 | SHS Graduation Parade @ Main Street |
| f | 25952 | 6.4.24 | Town Party |
| g | 25938 | 6.6.24 | The Ram Legacy In Action Day @ Carter Park |
| h | 25938 | 6.7.24 | RAM Legacy In Action Sponsor Brunch @ Carter Park |
| i | 25899 | 6.9-9.8.4 | Breckenridge Sunday Market @ MSS |
| j | 25919 | 6.11-9.30.24 | Yoga on the Robert Whyte Lawn |
| k | 25913 | 6.13.24 | Town Party @RWC Lawn |
| l | 25943 | 6.15.24 | 10 Mile Pride @ RWC Lawn |
| m | 25950 | 6.17-8.10.24 | NRO Free Community Engagement Events |
| n | 25912 | 6.20-8.22.24 | AirStage Apres (ASA) |
| o | 25900 | 6.28-30.24 | Breckenridge Agave Fest- Tacos, Mescal, & Tequila @ MSS |
| p | 25921 | 7.4-6.24 | 41st Annual Breck July Art Festival @MSS |
| q | 25936 | 7.4.24 | Firecracker 50 |
| r | 25962 | 7.4.24 | BCA Independence Day Events/Future 4 th |
| s | 25948 | 7.13.24 | Breckenridge Beer Festival |
| t | 25954 | 7.20.25 | A Creative + Culinary Affair Celebrating a Decade of Breck Create |
| u | 25890 | 7.22.24 | The Summit 200 |
| v | 25901 | 7.26-28.24 | Breckenridge Food & Wine Festival @MSS |
| w | 25922 | 8.1-3.24 | 23rd Annual Breck August Art Festival @MSS |
| x | 25932 | 8.1.24 | Backstage Theatre Annual Gala |
| y | XXXXX | 8.10-16.24 | Breck Bike Week |
| z | XXXXX | 8.11-16.24 | Breck Epic |
| aa | 25953 | 8.16-25.24 | BIFA |
| bb | 25961 | 8.22-24..24 | Breckenridge Wine Classic |
| cc | 25902 | 8.31-9.1.24 | Breckenridge Hogfest: Bacon & Bourbon @ MSS |
| dd | 25923 | 8.31-9.2.24 | 49th Annual Gathering @ Great Divide Art Festival @CMC Lot |
| ee | 25945 | 9.13-15.24 | Oktoberfest |
| ff | 25955 | 9.13-14.24 | Expedition Colorado |
| gg | 25930 | 9.19-22.24 | Breckenridge Film Fest |
| hh | 25903 | 9.27-29.24 | Breckenridge Bluegrass and Beers @MSS |
| ii | 25914 | 10.12.24 | Breckenridge Road Marathon |

Link to SEPA Calendar:

<https://calendar.google.com/calendar/u/0?cid=cmNONTI3bnUwZ2dpZjE2azRyY2ttaGF2cW9AZ3JvdXAuY2FsZW5kYXluZ29vZ2xlLmNvbQ>

Minutes
Breckenridge Events Committee
Wednesday, Mar 6, 2024
9 am – 10 am
The right event, right time, right result

Attending: Michele Chapdelaine, Jeff Edwards, Kelly Owens, Jon Dorr, Shannon Haynes, Lucy Kay, Ken Miller, Dave Feller, Cait McCluskie, Andy Banas, Tony Cooper, Tamara Nuzzaci Park, Neil Kerr, Chase Banachowski, Ashely Zimmerman, Christin Maguire
Guests: Sarah Wetmore, Majai Bailey, Mike McCormack, Juli Rathke, Ashley Zimmerman, Mike Shipley, Cheryl Walsh, Hayden Van Andel, Melissa Andrews, Stephanie Stokes

I. Jeff Edwards called the meeting to order at 9:00 am.

- a Committee Vice Chair took roll call.
- A motion was made to approve minutes from the Feb 7, 2024, Meeting.
M/S/P

II. Upcoming Events – Review List of Pending SEPAs

- a Ski Resort Spring Events April 27-28
- 4/27 10-1 pm - Pond Skim, 1:30-4 pm – Music Talent (on the main stage)
 - 4/28 9-11 am – Music Talent + drummers (partner tent location), 11 am-1 pm – Music Talent (main stage), 2-4 pm - Headliner (main stage) Jeff Westcott Imperial Challenge
- b Ten Mile Pride – June
- The Town has asked BTO to take over production of Ten Mile Pride. In the process of finalizing programming. Contracted Peak Performance to oversee production of the party on the RWC lawn on Saturday, June 15.
 - Concern around the potential for a Town Party (June 13) to impact local attendance at the pride party on June 15th. The committee vetted alternative dates for both events and landed on moving the Town Party to Tuesday, June 4th. The new date aligns with schools being released for summer and works better for BCA logistically. The New date will be reviewed at the next TC meeting.
- c Mining Games Update
- Mike Shipley is in the process of vetting the concept with local businesses located within the proposed event footprint on the north end of Ridge Street. The event concept was reviewed by the BEC and Town with no concerns. The next step is submitting a special event permit application.
- d The Summit Foundation is planning to host the annual Great Rubber Duck Race during the traditional Labor Day weekend timeframe.

III. General Updates and Discussion

- a Resident Sentiment Survey - community sentiment toward events
- Lucy took the Committee through a high-level overview of preliminary findings from the Resident Sentiment Survey as they pertain to events.
 - Overall, events continue to be perceived as valuable to the community, possibly more than the last survey in 2021.
 - More than half of respondents would prefer the same number of special events. This is notably higher than what was observed in 2021.
 - Also higher as compared to 2021 is the share of respondents that wanted more events, at just under one-third of respondents this year.
 - a. High-level strategic discussion about June and October events will be important for the BEC to address going forward.

IV. Review Past Events

- a 2.23-25.24 The Breckebeiner Nordic Race @ Gold Run Nordic Center
- Served as USA Triathlon's Winter National Championship and benefited the BOEC, Team Summit, and the Summit HS Nordic and Mountain Bike teams. Overall, the event was well-staffed and organized.
 - Registration was modest as expected for year one. Goal to start small with a calculated plan for growth. Strong attendance from a first time visitors to Breckenridge.
 - Worked to integrate into the community. QR code on credentials linked to offerings from restaurant partners. Positive feedback regarding stakeholder relationships including Gold Run

Nordic Center, Town Staff, and BOEC. Long-term goal of building on the legacy that the Dayton's started with the original Breckebeiner, continuing to showcase adaptive sports.

- Side note – Breck Epic will have adaptive categories in 2024.

V. Review Agenda Items for the next BEC Meeting

- High-level strategic discussion about June and October events – continued.
- Breck Bike Week
- Review Strategic Matrix (April/May)
- Update on Pride and Town Party
- Update BSR Spring Events
- Update Food Delivery Center – Piloted program in the Tiger Dredge Parking Lot (invite Shannon Smith)

VI. The meeting formally adjourned at 9:50 am.

The Breckenridge Events Committee evaluates events against four strategic goals:

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