

**AGENDA**  
**Breckenridge Events Committee**  
**Wednesday, May 8, 2024**  
**8:30am**  
**Town Hall Lower Conference Room**  
**Right event, right time, right result**

**I. Call to Order**

- a Committee Member Roll Call - *Michele Chapdelaine*
- b Approval of minutes from April 3, 2024 Meeting

**II. Upcoming Events – Full list of pending SEPAs attached**

- a Events Updates
  - 5.22.24 SHS Graduation Parade – *Sarah*
  - **6.1.24 Town Clean Up Day**
  - **6.4.24 Town Party – Neil, BCA**
  - 6.6.24 RAM Legacy in Action Day – *Tony, BGV*
  - 6.9.4 Kick off Breckenridge Sunday Markets
  - **6.15.24 10 Mile Pride – Majai, BTO**
  - 6.17.24 Kick off NRO Free Community Engagement Events – *Christin, NRO*
  - 6.27.4 Kick off AirStage Apres Series – *Neal, BC*
  - 6.28.24 Breckenridge Agave Fest – Tacos, Mezcal & Tequilla – *Shevy, RME/Village*

**III. General Updates and Discussion**

- a Review Event Strategic Matrix – Off-Season Event Conversation.
  - High-level strategic discussion about June and October events.
- b Breck Create Civic Season Update – *Neal*

**IV. Review Past Events**

- a 4.27-28.24 BSR Pond Skim and Spring Concerts – BSR
- b 4.27.24 Ute History Presentation – *Michelle, BH*

**V. Review Agenda Items for next BEC Meeting, Wednesday June 5, 2024**

**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=cmN0NTI3bnUwZ2dpZjE2azRyY2ttaGF2cW9AZ3JvdXAuY2FsZW5kYXluZ29vZ2xlMnVvbQ>