

AGENDA
Breckenridge Events Committee
Wednesday, June 5, 2024
9:00
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 May 8, 2024 Meeting

II. Upcoming Events

- a Events Updates
 - 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*
 - Fourth of July
 - 41st Annual July Arts Festival – Main Street Station
 - Firecracker 50
 - 4th of July Parade
 - Breck Create Independence Day Activations - Future 4th

III. General Updates and Discussion

- a Riverwalk Center Lawn Use Discussion
- b Off-Season Event Conversation.
 - High-level strategic discussion about June and October events.

IV. Review Past Events

- a 5.22.24 SHS Graduation Parade
- b 6.1.24 Town Clean Up Day
- c 6.4.24 Town Party – Neil, BCA

V. Review Agenda Items for next BEC Meeting, Wednesday July 3, 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.