

AGENDA
Breckenridge Events Committee
Wednesday, Aug 7, 2024
9:00 – 10:00 am
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 July 10, 2024 Meeting

II. Updates on Some Upcoming Events

- a 8.11-16.24 Breck Bike Week
- b 8.11-16.24 Breck Epic
- c 8.16-25.25 BIFA
- d 8.22-24.24 Breckenridge Wine Classic @ Beaver Run
- e 8.24.24 Great Fall Fest @ CMC Parking Lot
- f 8.30-9.1.24 Breckenridge Hogfest: Bacon & Bourbon @ Main Street Station
- g 8.31-9.2.24 49th Annual Gathering @ Great Divide Art Festival @ CMC Parking Lot
- h 8.31.24 Great Rubber Duck Race
- i 9.13-15.24 Oktoberfest
- j 9.19-22.24 Breckenridge Film Fest
- k 9.27-29.24 Breckenridge Bluegrass and Beers @ Main Street Station

III. Review Past Events

- a 7.13.24 Breckenridge Beer Festival @ Beaver Run
- b 7.20.25 A Creative + Culinary Affair Celebrating a Decade of Breck Create
- c 7.26-28.24 Breckenridge Food & Wine Festival @ MSS
- d 8.1.24 Backstage Theatre Annual Gala

IV. General Updates and Discussion

- a Fourth of July Sub Committee – F/U Discussion

V. Review Agenda Items for next BEC Meeting, Wednesday Sep 4, 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.