

AGENDA
Breckenridge Events Committee
Wednesday, Oct 2, 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 Sept 4, 2024 Meeting

- II. Updates on Some Upcoming Events**
 - a 10.8.24 Dia De Los Muertos – BCA
 - b 12.7.24 Lighting of Breckenrdige & Race of Santas
 - c 12.12.24 Ullr Parade

- III. Review Past Events**
 - a 9.13-15.24 Oktoberfest
 - b 9.19-22.24 Breckenridge Film Fest
 - c 9.22.24 C3 (Colorado Competition Council) – Court House Lot Closure w/Racer’s Edge
 - d 9.27-29.24 Breckenridge Bluegrass and Beers @ Main Street Station

- IV. General Updates and Discussion**
 - a Fourth of July Sub Committee – F/U Discussion

- V. Review Agenda Items for next BEC Meeting, Wednesday, Nov 6, 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.