

AGENDA
Breckenridge Events Committee
Wednesday, Nov 6, 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 Oct 2, 2024 Meeting

- II. **Updates on Some Upcoming Events**
 - a 12.7.24 Lighting of Breckenridge & Race of Santa's
 - b 12.12.24 Ullr Parade
 - c 2025 International Snow Sculpture Competition
 - Jan 13-17 (Tech)
 - Jan 20-24 (Comp)
 - Jan 23 -28 (Viewing)

- III. **Review Past Events**
 - a 10.8.24 Dia De Los Muertos – BCA

- IV. **General Updates and Discussion**
 - a Update on Committee Member Attendance
 - b Fourth of July Sub Committee – F/U Discussion
 - c Arts & Culture Master Plan Project Representation

- V. **Review Agenda Items for next BEC Meeting, Wednesday, Dec 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.