



**Town of Eagle  
Marketing and Events Advisory Committee  
2020 Event Funding**

*Request for Proposal  
MEAC Events  
Community Requests  
Sponsorships*



## **MEAC History**

In November of 2011, Town of Eagle voters approved a hotel room tax dedicated to market town amenities and create events to enhance the town's economy. The Board of Trustees formed a Marketing and Events Advisory Committee (MEAC) and hired a staff member to manage the marketing and events activities. The Committee is composed of a diverse collection of business and community members. MEAC has been charged with sponsoring events to attract visitors to the community. The committee welcomes discussion and proposals from promoters to sponsor events in the town of Eagle.

The Town of Eagle has also historically supported or sponsored community- oriented events or programs through its Community Request program, which is funded through the Town's General Fund budget. These events and programs contribute to a sense of community and quality of life for Eagle residents. The MEAC Committee will also evaluate Community Requests for Events and make funding recommendations to the Town Board of Trustees for 2020 funding. Support of Community Programs will be reviewed by the Town Board of Trustees. Please contact the Town of Eagle if you are requesting money for a program.

For 2020, the proposed budget available for MEAC funding is \$72,500. Community Events and Programs are proposed to receive \$50,000. The final amount will be approved by the Town Board of Trustees in when they approve the Town of Eagle operating budget.

## **Purpose**

To enhance the economy of the Town of Eagle by emphasizing its desirability as a year-round travel and recreation destination to visitors who appreciate and respect Eagle's unique character and natural resources.

## **Mission**

To market and maintain the quality of the Eagle experience for the benefit of both the visitor and the economic sustainability of the community, while respecting our natural surroundings.

MEAC will encourage and recruit event organizers to produce a diverse collection of events in Eagle. With a single point of contact for events administration, MEAC will act in a sponsorship role, allocating "seed" money to those events that particularly contribute to our overall objectives. The Committee will evaluate events to ensure the investment in public funds is allocated effectively and producers will be held to a high level of accountability. MEAC encourages events to develop their own sponsors and become less reliant on town funding as the event grows and becomes self-sustaining.

## **MEAC and Community Request Funding Criteria**

### **Fund Selection Process**

MEAC committee will evaluate all funding requests and assign the appropriate funding source if funding is recommended. Town staff reserves the right to revise requests or move a request to a different category of funding.

## **MEAC Funding**

Event encourages overnight destination visitors to Eagle, elevates Eagle’s profile, increases sales and lodging tax revenues, increases brand awareness, appeals to a diverse audience, provides marketing and public relations value and drives website traffic. (Examples: participatory sporting events such as Colorado High School Cycling League State Mountain Bike Championships or youth sports tournaments; festivals such as Eagle Outside Festival; concerts such as Bonfire Block Party; multi-day groups and meetings such as Colorado High School League Coaches Summit, NICA Annual Conference)

**MEAC Rating System:**

- Increases sales and lodging tax revenues: up to 20 points
- Encourages overnight destination visits: up to 20 points
- Increases brand awareness: up to 10 points
- Provides marketing and PR value: up to 10 points
- Appeals to a diverse audience: up to 10 points
- Provides for a well-rounded, varied annual calendar: up to 10 points
- Growth potential / sustainable event: up to 10 points
- Producer qualifications: up to 10 points
- Total: 100 points

**Community Request Funding**

Event provides a sense of community and quality of life for guests and residents, appeals to diverse audience, elevates the profile of Eagle and increases brand awareness. (Examples: Yoga in the Park, July 4th Bike Parade, Eagle Flight Days, ShowDown Town concert series, Sunset View Cemetery Tour)

**Community Request Rating System:**

- Adds to sense of community, fun and quality of life for guests and residents: up to 25 points
- Appeals to a diverse audience: up to 10 points
- Increases brand awareness: up to 5 points
- Growth potential: up to 5 points
- Producer qualifications: up to 5 points
- Total: 50 points

**Sponsorship or Programs**

Event or program is a long-standing event that will take place without funding but funding from the Town of Eagle will benefit the organization by providing discounted or free participation for residents, or promote health, wellbeing and life-long learning. (Examples: Vail Mountaineers Sportsmanship Classic Hockey Tournament, Walking Mountains Science Center programming, Buddy Werner League, Eagle County Historical Society)

If your event or program fits these criteria, please complete and submit the Community Request/Sponsorship Application.

**Sponsorship and Programs Rating System:**

Provides community and quality of life for guests and residents: up to 20 points  
Provides education, health and/or wellbeing for residents: up to 15 points Appeals to, or serves, a diverse or under-represented audience: up to 10 points  
Producer/Program qualifications: up to 5 points

Total: 50 points

## Process

All event producers and Community Request applicants shall submit their special Event Funding Application on or before October 21, 2019 for consideration for 2020 funding. Event producers are asked to be present to answer questions and provide a brief overview of their event at the November 7, 2019, MEAC meeting beginning at 8:30 am at Eagle Town Hall. As there will be many presentations to hear, each event will be limited to 10 minutes total for presentation and questions. MEAC committee members and partners will evaluate the proposals and make recommendations for funding on December 5, 2019. Producers will be notified of Special Event funding by January 6, 2020. MEAC may opt to reserve a portion of the Special Event Funding budget as a contingency.

Submit all Special Event Funding Applications and Questions to:

Brian Hall | Special Events Manager

[brian.hall@townofeagle.org](mailto:brian.hall@townofeagle.org)

970.328.9625

## Timeline:

- **October 21, 2020:** Deadline for all Special Event Funding Applications for 2020 requests.
- **November 7, 2019:** Presentations by event producers and partners for all MEAC requests and for Community Requests or Sponsorships over \$5,000.
- **December 5, 2019:** MEAC to discuss, evaluate and allocate funding recommendations for 2020 Special Events, Community Requests and Sponsorships. All information is evaluated, events are scored, and a decision is reached by MEAC.

Outcomes are as follows:

- MEAC makes recommendation to the Town Board of funding for the proposed events.
  - If MEAC recommends rejecting town funding for an event as it is currently presented, the Committee may include recommendations to modify the event so that it contributes to the overall goals of MEAC or Community Requests.
  - MEAC may recommend rejecting town funding if the event does not fit within the Town's overall objectives and criteria.
  - MEAC may move a request to/from MEAC to/from Community Requests or Sponsorships if deemed appropriate.
- **December 10, 2019:** The Marketing and Events Manager will present MEAC's funding recommendations to the Town Board of Trustees for approval.

- **January 6, 2020:** Special Events Manager will contact the event producers with the funding award decision.
- **January 13, 2020:** Mandatory event meeting for events/programs receiving town funding to discuss event policies and procedures, permitting and contracts. A call-in number will be provided for out-of-town producers.

## **Payment**

Unless otherwise specified, funds will be distributed per the following formula:

- 1/2 upon completion of the special event permit application, contract and verification of event marketing
- 1/2 of the amount upon completion of the event and the receipt of the follow up report

## **Considerations**

For consistent communications and ease of processing, the Town is committed to providing event partners a single point of contact for event coordination.

If chosen to receive funding from the Town of Eagle, it is the event promoter's responsibility to:

1. Attend the mandatory event meeting on January 13, 2020 to review event policies, procedures, permitting and contracts. A call-in number will be provided for out-of-town producers
2. Comply with and complete in a timely manner all Town of Eagle permit requirements. Most permits are due 30 days prior to the event date.
3. Pay applicable deposits and permitting fees at least 30 days prior to the event.
4. Obtain required insurance coverage for the event, listing the Town of Eagle as additionally insured.
5. Secure the appropriate venue for the event size and scope.
6. Comply with Town Code regarding any street closures, signage, etc.
7. Ensure that the event is marketed appropriately to Eagle residents as well as a regional or national audience.
8. Agree to the placement of the Town of Eagle/Eagle Outside logo(s) on marketing and promotional materials associated with the event at the appropriate level of sponsorship.
9. Commit to a waste diversion program in 2020. The Town will support up to 50% of costs associated with waste diversion for your event. This will include setting up Zero Hero waste stations and using compostable materials where applicable.
10. Provide the Town of Eagle / MEAC with usage rights to any video or photographs from the event for promotional purposes.
11. The Town of Eagle encourages all event producers to utilize local businesses to the best of your ability. A vendor list is provided for your convenience. Some vendors are willing to offer events receiving Town funding a discount or incentive upon request.
12. Acceptance of the terms of the MEAC Funding Agreement provided by the Town of Eagle.

## **Accountability and Follow-Up**

With the acceptance of Town funds, the event promoter will remain in contact with the Town of Eagle's Marketing and Events Manager, providing budget updates, operations plan, and reports as requested.

Within 60 days of the close of the event, the event promoter will provide a written event follow-up report that includes the following:

- 1) Final budget with profit and loss statement, including how the MEAC funds were utilized
- 2) The marketing tactics and media plan implemented for the event
- 3) Guest lodging
  - a) Marketing and the means guests directed to book
  - b) Room nights generated
- 4) Event wrap-up report including:
  - c) The event's strengths and weaknesses
  - d) Attendance numbers and demographics
  - e) Economic impacts to the Town of Eagle: Lodging, Restaurant and Retail
  - f) Media exposure
  - g) Sponsorships
  - h) Visitor intent to return
  - i) Estimated ROI to the Town of Eagle
  - j) Potential for event to grow
- 5) Photography and videography
- 6) Survey results from the event participants (We expect that all funded events survey their guests)

## **Applications**

To apply for MEAC Event Funding, please visit:

[https://townofeagle.formstack.com/forms/meac\\_funding](https://townofeagle.formstack.com/forms/meac_funding)

To apply for Community Program or Event Support, please visit:

[https://townofeagle.formstack.com/forms/program\\_community\\_funding](https://townofeagle.formstack.com/forms/program_community_funding)