

AGENDA
Breckenridge Events Committee
Wednesday, March 4
9:00 – 10:30 am
Town Hall Lower Conference Room
Right event, right time, right result

- I. 9:00 AM **Call to Order**
a Committee Member Roll Call - *Michele Chapdelaine*
b Approval of minutes from Feb 4, 2025, Meeting
- II. 9:05 AM **Upcoming Events – *Review any changes from last meeting.***
- *Review of 2026 event calendar during strategic discussion.*
- III. 9:05 AM **Review Past Events – *Review performance against intended strategic purpose***
- *N/A*
- IV. 9:05 AM **General Updates**
 - Gov Con in Breckenridge – Sept 23-25, 2026
 - Summer Thursday Parking Coordination - *Backstage Theatre & Breck Create*
 - F/U on Fourth of July – *Breck Create*
 - CO 150/250 – *Standing Item*
- V. 9:20 AM **Strategic Discussion**
 - **Event Calendar Review & Strategic Planning**
 - Review currently calendared SEPA events.
 - a. Identify gaps where additional events may be needed.
 - b. Discuss opportunities to enhance (“value-add”) existing events
 - Introduce concept of forming a sub-committee to conduct a broader analysis of:
 - a. Priority timeframes for new events
 - b. Target audiences to attract
 - c. Strategic opportunities for growth
 - Outline potential next steps for April and May.
- VI. **Review Agenda Items for next BEC Meeting, Wednesday, April 1**
- VII. **Public Comments**
- VIII. 10:30 AM **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.

SEPA Calendar:

<https://calendar.google.com/calendar/u/0?cid=cmN0NTI3bnUwZ2dpZjE2azRyY2ttaGF2cW9AZ3JvdXAuY2FsZW5kYXluZ29vZ2xlMnVvbQ>