

AGENDA
Breckenridge Events Committee
Wednesday, May 6
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 April 1, 2026, Meeting
- II. **Arts & Culture Master Plan – Consultant Engagement with BEC (Time Requested: 60–75 minutes)**
 a The Town has engaged a team of Arts and Culture Master Planning consultants who are seeking input from the Breckenridge Events Committee (BEC). This session will provide an opportunity for the consultants to gather feedback on current events, identify priorities, and better understand the committee’s perspective on future opportunities.
 b The Arts and Culture Master Plan will serve as a community-driven vision, outlining goals and a 10-year roadmap that includes prioritized action items, timelines, and metrics for measuring impact. It will also identify gaps between the current state and future aspirations for arts and culture programming, events, and facilities, and recommend priority areas for Town investment.
 • This discussion is expected to be highly valuable for both the consultants and the BEC, and ample time is requested to allow for meaningful dialogue.
- III. **Review Agenda Items for next BEC Meeting, Wednesday, June 3**
- IV. **Public Comments**
- V. **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=cmN0NTI3bnUwZ2dpZjE2azRyY2ttaGF2cW9AZ3JvdXAuY2FsZW5kYXluZ29vZ2xlLnNvbQ>