



MEMORANDUM

To: Board of Trustees
From: Teresa Myers, Town Clerk
Date: July 17, 2012
Re: Clerk's Report

Over the last few months, the Clerk's office has been busy with the following:

1. Since the beginning of 2012, I have received and processed 20 special event permits. I expect at least three more by the end of the year. This would keep us at the same level as last year, with some previous events retiring and others commencing. Ordinance 688, approved in February 2011, has created a much more streamlined, efficient, and effective process for considering and permitting special event applications. For the most part, applicants have embraced the new process. I have found that this year, applications have been submitted further in advance, in more complete form, and we have been able to work cooperatively with applicants to solve potential problems with ample lead time.

We have also been included in Boulder County's TRC permitting meetings for events that overlap jurisdictions. I suspect this multi-jurisdictional approach will assist us all in better event scheduling, and planning and execution.

2. Michele has been working diligently on our record retention and organization system. With Grace Rhines' help this summer, she has reorganized and integrated approximately 75% (and counting!) of the Town's property files with the former Boulder County property files, as well organizing and cataloging recent materials in the Town Hall Annex and older materials in cold storage at the Community Center.
3. Michele has also been busy working on business license compliance. Below is a summary, as of July 12th:
 - 65 current business licenses
 - 2 lapsed over a year ago, have not responded to requests for renewal
 - 20 applications outstanding; we believe the 7 that Michele spoke to will be submitting shortly
 - 2 new businesses contacted
 - 6 businesses closed, merged, or moved out of town since the last update (Dynamite Cleaning Service, A Perfect Fit, Blue Zoom Music, Chinook

Renewable Solutions, High Country Excavating, Planetmind, Sun King Chainsaw Art).

4. Also on the licensing front, one of our local medical marijuana dispensaries -- Tree of Life Medical Marijuana Center – has shuttered its doors due to nonpayment of rent and appears to be permanently closed. If it does not re-open by August 24th, it will forfeit its medical marijuana business license. Another licensee, this time for liquor – Neo’s Restaurant – has also closed its doors but will likely re-open later in the year.
5. Last week, I submitted the mid-year report for the Boulder County Economic Development Grant, covering the two grantee events that have already been held. I am attaching the report for your information.
6. Social media update: We currently have 461 Facebook “likes” (up 72 from May) and 612 Twitter “followers” (up 64 from May). The Facebook update with the broadest reach concerned a stray dog who had wandered into Town Hall (479 people), followed by the update announcing that the town-wide water fight would not be held in Chipeta Park on July 4th (443 people). We gained the most Twitter followers the day we had the moose stuck in the skate park.
7. Web statistics for the period from June 11th to July 9th, along with an arrow indicator showing whether this is an increase or decrease my last report in May:
 - 10,345 visits; ↑4,077
 - 24,320 page views (individual pages on the website); ↑8,961
 - 2.35 pages per visit on average; ↓0.10
 - 44.54% bounce rate (this indicates visitors who landed on our page and immediately left; our rate is fairly low); ↓0.61%
 - 2.25 minutes spent on the website on average; ↓0.15seconds
 - 69.89% of visits are new visits; ↓7.64%

Our website traffic experienced huge upticks during this period, with a large spike on June 27th, the main day of the Flagstaff Fire. I would also attribute some of the increased traffic to anticipation of the fireworks cancellation announcement, which came on June 26th, just hours before the Flagstaff Fire ignited.



MEMORANDUM

To: Leslie Irwin, Policy Analyst
Boulder County Board of Commissioners

From: Teresa Myers, Clerk
Town of Nederland

Date: July 10, 2012

Re: Economic Development Grant Mid-Year Report

During the current year, the Town of Nederland has disbursed economic development grant money to two local events. Below I have outlined the results of those events as they relate to the grant.

Upcoming grant money recipients include: Nederland Miners' Days & Fireworks Celebration (July), NederNederland 5K & 10K Race (September), the Wild Bear Enchanted Forest (October), Nederland Community Champions Awards (December), and The Holiday Mountain Market (December). The fireworks display, originally planned for July 4th, was postponed due to the state and local fire bans. As the sponsors and organizers for our July 4th events and the Miners' Days town cultural celebration are the same, the fireworks display has been seamlessly folded into that Miners' Days weekend events.

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| Activity/Program: | Frozen Dead Guy Days |
| Date(s): | March 2-4, 2012 |
| Attendance/Number served: | Approx. 10,000 |
| Amount of Grant Funds: | \$814.00 |
| Sustainability/Efficiency: | Compostable materials and recycle bins. |
| Summary by the Recipient: | Frozen Dead Guy Days was created by the Nederland Chamber of Commerce 12 years ago to bring business and awareness to the Nederland community. It continues to draw thousands to the festival as well as curious tourists year-round. It is a three day free festival with two large tents, featuring many events and live music showcasing local talent. In addition to tax revenue that the event brings to town, many local |

business and people were hired to support the event, local services were used whenever possible.

As the festival has grown, so have expenses for permits, security, tents, insurance and many other things. The grant money was very helpful and was put towards paying for the Nederland permits last year.

Many local businesses depend on the economic shot in the arm provided by the event, during the slowest month of the year. The festival brings great notoriety to town through media and was named top ten by Hotels.com & Lonely Planet and written about in the Huffington Post, MSNBC, The New York Times and many other media outlets.

Although the festival is successful and does what it was designed to do, which is help Nederland economically, it is not a large revenue generator for itself and generally manages to just pay for itself with little or no revenue after the fact and therefore in need of supports like this grant.

Activity/Program:

High Peaks Art Festival

Date(s):

June 23-24, 2012

Attendance/Number served:

1,200

Amount of Grant Funds:

\$814.00

Sustainability/Efficiency:

This was the first year that the Festival was zero-waste. Thanks to the Economic Development Grant, we were able to use the services of a local recycling company, Keep Magnolia Clean. Festival attendees and artists responded very well to the recycle, compost and landfill signs that were posted at each of the three recycle stations.

Summary by the Recipient:

This was the 12th Annual High Peaks Art Festival and our most successful to date. Artist sales were at a record high; up by 19%. The Town of Nederland will receive \$1,382 for their portion of sales tax revenues. Thanks to the Economic Development Grant, we were able to provide a free booth and free advertising to our Featured Non-Profit, the Nederland Community Library Foundation. Their artistic and educational projects were very popular with both kids and adults. Once again we increased advertising efforts along the Front Range. This brought us many people who either had not been to Nederland or who had not come to Nederland in many years. Local restaurants reported

steady crowds well in to the evening throughout the weekend and the Best Western Lodge was sold out. Our Artist Award Program - now in its 4th year - awarded \$1,200 in prizes that were sponsored by local businesses. This innovative program continues to receive much positive media attention and contributes to the Festival's increased success each year.