



# MEMORANDUM

To: Board of Trustees  
From: Teresa Myers, Town Clerk  
Date: August 21, 2012  
Re: Clerk's Report

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In the last month, the Clerk's office has been busy with the following:

1. In response to the Board's request last September that I bring forth a new approach to utilizing our economic development grant from Boulder County, I have been researching and considering various approaches to increasing vitality and sustainability in our local business community through use of the grant. I have had numerous conversations with the Nederland Chamber of Commerce, the Boulder County Commissioners' Office, and municipal economic development offices. I have developed an outline for a new economic development program that I hope to present to you in September.
2. On the business licensing front, I have created a "Good Neighbor Businesses" page on our website and am considering how to create a "Featured Local Business" item, as well. <http://nederlandco.org/working/doing-business/good-neighbor-businesses/> We have now licensed 102 businesses, home occupations, and non-profits, with another 14 businesses currently being considered for cease and desist enforcement actions. Misinformation being circulated about the cost and requirements of business licenses are hindering enforcement and outreach attempts. I spent quite some time on the phone earlier this month with one business owner who had begun making plans to move out of town based on the misinformation she had received. Fortunately, after talking with me and receiving correct information, she has decided to stay. I would appreciate each of you doing your part to correct any misinformation you might hear or read about and to encourage business owners to call me with any questions at all. The business license ordinance (Ordinance 689) can be found on the Ordinance page, under the Board of Trustees tab on our website: <http://nederlandco.org/board-of-trustees/ordinances/>.
3. Tree of Life, one of our local medical marijuana dispensaries, which was thought to be permanently closed, has fortunately re-opened and is now in compliance with all requirements.

4. Social media update: We currently have 481 Facebook “likes” (up 20 from July) and 663 Twitter “followers” (up 51 from July). The Facebook page posting with the broadest reach was the August 2<sup>nd</sup> announcement of the new “Good Neighbor Businesses” page on our website (296 people), followed by the update sharing photos from a Slaws and Slaws event (276 people).
5. Web statistics for the period from July 17<sup>th</sup> to August 16<sup>th</sup>, along with an arrow indicator showing whether this is an increase or decrease my last report in May:
  - 10,628 visits; ↑283
  - 24,512 page views (individual pages on the website); ↑192
  - 2.31 pages per visit on average; ↓0.04
  - 44.71% bounce rate (this indicates visitors who landed on our page and immediately left; our rate is fairly low); ↑0.54%
  - 3.00 minutes spent on the website on average; ↑0.75seconds
  - 67.96% of visits are new visits; ↓1.93%

August 1<sup>st</sup> was the busiest day for our website during this period, with over 1400 hits. On that day, we posted notices of the County and Town fire bans being rescinded, and the day prior, I had noticed details of the USA Pro Cycling Challenge as it comes through town.



# 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

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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 4<sup>th</sup>, was postponed due to the state and local fire bans. As the sponsors and organizers for our July 4<sup>th</sup> events and the Miners' Days town cultural celebration are the same, the fireworks display has been seamlessly folded into that Miners' Days weekend events.

<b>Activity/Program:</b>	<b>Frozen Dead Guy Days</b>
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.