

February 27, 2014 Safety & Licensing Committee Meeting - City Clerk Report:

1. We completed the February 28, 2014 Spring Primary & Referendum Election with a 17% voter turnout equating to 6,976 voters. We are working on entering the voter participation and voter registrations into the Statewide Voter Registration System (SVRS). The canvass will be conducted on Monday, Feb. 24<sup>th</sup> after the 4:00 p.m. Friday, Feb. 21<sup>st</sup> deadline for all absentee ballots to be delivered USPS to the municipal clerk and containing a postmark by Election Day.

I am also working on setting up the contests and candidates into the Election Services & Systems (ES&S) portal in preparation for the April 1 Election. Due to the primaries, some of the information required to be entered has been delayed due to statutory requirement to wait three days after the completion of the municipal and county canvasses to certify the candidates on the ballot. Outagamie County will draw for name placement on the ballot for our County Board Supervisor District 3 on Monday, March 3. Those candidate names will be provided to me after the drawing takes place and then I can enter them into the system and a ballot proof will be provided to me. As you can see, I am working against a tight timeframe between the February and April Election to enter the information into the two systems, both ES&S and SVRS, in preparation for proofing the ballots and the turnaround time for printing the ballots and then meet the March 11th deadline for municipal clerks to send absentee ballots to electors with valid requests on file.

2. The Annual 2013 Special Events Report is attached. It contains a rundown of the expenses for the year. Page two contains some comparisons to prior years and breakdowns by size of event.

Granicus Citizen Traffic Report for January 2104 is listed below.  
**CITIZEN TRAFFIC REPORT** for <http://cityofappleton.granicus.com>

Overview Statistics

<b>pageviews</b>	<b>visits</b>	<b>visitors</b>
527	232	200

Statistics by Day

<b>Date</b>	<b>pageviews</b>	<b>visitors</b>	<b>visits</b>
1/1/2014	0	0	0
1/2/2014	11	4	7
1/3/2014	22	9	11
1/4/2014	2	2	2
1/5/2014	0	0	0
1/6/2014	4	2	2
1/7/2014	25	7	7
1/8/2014	25	11	13
1/9/2014	31	13	13
1/10/2014	43	11	13
1/11/2014	9	7	9
1/12/2014	4	4	4
1/13/2014	7	4	4
1/14/2014	4	4	4
1/15/2014	40	20	20
1/16/2014	40	16	20

1/17/2014	2	2	2
1/18/2014	0	0	0
1/19/2014	18	18	18
1/20/2014	4	2	2
1/21/2014	20	7	9
1/22/2014	143	27	38
1/23/2014	31	9	11
1/24/2014	25	11	13
1/25/2014	4	4	4
1/26/2014	0	0	0
1/27/2014	0	0	0
1/28/2014	2	2	2
1/29/2014	11	4	4
1/30/2014	0	0	0
1/31/2014	0	0	0

**Pageviews by Source**

<b>Source</b>	<b>Pageviews</b>
(direct)	428
cityofappleton.legistar.com	58
google	27
us-mg6.mail.yahoo.com	7
facebook.com	7
m.facebook.com	4

**Visitors by Location**

<b>Location</b>	<b>Visitors</b>
Appleton	121
East Hill-Meridian	4
DeKalb	2
Bowling Green	2
Chicago	2
Chilton	2
De Pere	2
Auckland	2
(not set)	2
Kaukauna	2
Middleton	2
Neenah	2
Oshkosh	2
Paulsboro	2
Washington	2

That concludes my report.

Respectfully submitted,

*Char Peterson*

Char Peterson, CMC/WCMC

City Clerk

2013 Special Events Cost Summary

Project	Description	Labor	Material	Equipment	Overhead	Total
5	APPLETON AREA JAYCEES EASTER EGG HUNT	34.97			3.50	38.47
6	GREAT STRIDES TO BENEFIT CYSTIC FIBROSIS	49.04			4.90	53.94
9	CIVIL WAR REENACTMENT - PIERCE PARK # 2	34.97			3.50	38.47
12	CIVIL WAR REENACTMENT - WOODLAND PARK	7.23			0.72	7.95
13	CIVIL WAR REENACTMENT - PIERCE PARK # 1	59.01			5.90	64.91
14	AMERICAN CANCER SOCIETY SOLEBURNER	2,036.23		74.71	211.09	2,322.03
15	POLICE WEEK VEHICLE DISPLAY	27.74			2.77	30.51
17	MEMORIAL DAY PARADE	3,344.56		51.15	339.57	3,735.28
19	FLAG DAY PARADE	5,551.47		89.75	564.12	6,205.34
20	BIG BOOM CIVIC CELEBRATION	3,865.33	33.40	99.20	399.79	4,397.72
21	ADI SUMMER CONCERT SERIES	57.50			5.75	63.25
23	BRETT YOUNGER 10K RUN/ 2M WALK	1,200.79	33.40	145.39	137.96	1,517.54
26	MILLER ELECTRIC COMPANY PICNIC	805.70		30.07	83.58	919.35
27	APPLETON WEST CROSS COUNTRY INVITATION	194.28		17.36	21.16	232.80
28	COMMUNITY FIRST FOX CITIES MARATHON	3,791.40		84.32	387.57	4,263.29
29	WALK FOR BABIES - MARCH OF DIMES	38.39			3.84	42.23
31	LAWRENCE UNIVERSITY - COMMENCEMENT	34.97			3.50	38.47
33	CIVIL WAR REENACTMENT - ERB PARK # 1	35.93			3.59	39.52
33	CIVIL WAR REENACTMENT - ERB PARK # 1	34.97			3.50	38.47
37	APPLETON CAR SHOW	1,638.93	16.70	115.63	177.13	1,948.39
38	ART IN THE PARK	1,177.92		20.46	119.84	1,318.22
39	OCTOBERFEST	40,051.83	52.88	946.16	4,105.09	45,155.96
43	HORIZONS FIELD DAY FUN RUN	135.91			13.59	149.50
44	PATHWAYS CHURCH PICNIC	14.78			1.48	16.26
47	NATIONAL NIGHT OUT	1,736.52			173.65	1,910.17
48	XAVIER HOMECOMING PARADE	602.12	16.70	14.88	63.37	697.07
49	EAST H.S. HOMECOMING PARADE	362.21		13.80	37.60	413.61
51	FREAKY 5K RUN/WALK	1,045.82		64.48	111.03	1,221.33
56	TOWARD COMMUNITY PICNIC	27.74			2.77	30.51
59	APPLETON WEST H.S. HOMECOMING PARADE	610.02		18.76	62.88	691.66
61	HUNTLEY ROAD RALLY	164.52		14.88	17.94	197.34
62	FOX CITIES CROP WALK	22.01			2.20	24.21
67	APPLETON CHRISTMAS PARADE	12,250.81	17.56	526.15	1,279.45	14,073.97
68	SANTA SCAMPER 1 MILE FUN RUN	14.78			1.48	16.26
84	JUNETEENTH - AFRICAN HERITAGE INC.	284.30		9.92	29.42	323.64
90	YMCA BIRD BATH SWIM MEEET	5.73			0.57	6.30
90	YMCA BIRD BATH SWIM MEEET	173.79		24.80	19.86	218.45
117	CHILDREN'S PARADE/PICNIC	607.03		14.88	62.19	684.10
119	ST FRANCIS ELEMENTARY RUN	266.20		24.80	29.10	320.10
121	YMCA FOX CITIES SUMMER CLASSIC SWIM MEE	58.49			5.85	64.34
124	FAMILY SERVICES BUTTERFLY RELEASE	59.20			5.92	65.12
127	APPLEE TREE CONNECTIONS	1,086.59	16.70	69.44	117.27	1,290.00
134	XAVIER/ ST PIUS JOG-A-THON	73.11		9.92	8.30	91.33
140	CIVIL WAR RE-ENACTMENT - WOODLAND PK # 1	78.14			7.81	85.95
145	MISSION CHURCH - PICNIC IN THE PARK	33.47			3.35	36.82
147	MILES FOR MYELOMA	967.91		34.72	100.26	1,102.89
154	THE ARC FOX CITIES ANNUAL CORN ROAST	33.47			3.35	36.82
158	APPLETON EAST PATRIOT MARCH	1,139.36	16.70	46.50	120.26	1,322.82
159	APRIL FOOL'S MIDNIGHT RUN	1,041.19		84.63	112.58	1,238.40
160	TAKE BACK THE NIGHT	40.70			4.07	44.77
161	ST MARY/ST JOSEPH INTERPARISH WORSHIP	44.12			4.41	48.53
163	ST PIUS X - RESPECT LIFE EUCHARISTIC PROCE	33.47			3.35	36.82
166	FOX CITIES GREENWAYS	33.47			3.35	36.82
167	LAW ENFORCEMENT TORCH RUN	377.83			37.78	415.61
171	ADI - CHALK ABOUT TOWN	40.70			4.07	44.77
173	GREEN TIER WATER RESOURCES PROJ	629.20			62.92	692.12
177	CARS, TRUCKS & THINGS THAT GO	180.10	16.70	19.84	21.66	238.30
180	APPLETON COMMUNITY BIKE RIDE	271.49			27.15	298.64
186	ROLLIN' BACK IN STYLE	35.49			3.55	39.04
187	YOGA IN THE PARK	35.49			3.55	39.04
189	THE BAR'S SAVE 2ND BASE WALK	32.53			3.25	35.78
190	TURKEY TROT - FESTIVAL FOODS	3,406.22	35.11	29.76	347.11	3,818.20
194	KISS KOLOUR SHUFFLE 5K RUN/WALK	5.73			0.57	6.30
195	LIGHT UP THE FOX RIDE	232.14			23.21	255.35
196	FOX VALLEY / GREEN BAY PAGAN PRIDE DAY	40.70			4.07	44.77
197	EMILY'S CARNIVAL	33.47			3.35	36.82
198	KIDS' RUMMAGE SALE	33.47			3.35	36.82
199	PARKS & REC - MOVIES ON THE HILL	40.70			4.07	44.77
200	PARKS & REC - PLAYGROUND FAIR	44.12			4.41	48.53
201	PARKS & REC - PILSNER BY THE POND	40.70			4.07	44.77
202	HEID 65	44.12			4.41	48.53
203	APPLETON ROCKS YOUTH SERIES	40.70			4.07	44.77
204	MEMORIAL PARK MUSIC JAM	1,695.73			169.57	1,865.30
205	YOGA & MUSIC	33.47			3.35	36.82
206	ADI MILE OF MUSIC	5.73			0.57	6.30
207	TROUT MUSEUM OUTDOOR FILM	23.91			2.39	26.30
208	ADI - HOLIDAYS IN HOUDINI	14.78			1.48	16.26
		<b>94,458.66</b>	<b>255.85</b>	<b>2,696.36</b>	<b>9,741.06</b>	<b>107,151.93</b>

2013 Special Events Cost Summary

Comparisons:	2012		2013		
	#	Avg. Cost	#	Avg. Cost	
Octoberfest		\$ 48,648		\$ 45,156	
Other large (3 parades, 4th July, Marathon, Turkey Trot), average	6	\$ 6,691	6	\$ 6,082	
All other, average	69	\$ 318	70	\$ 364	
<b>Total Cost</b>		<b>\$ 110,755</b>		<b>\$ 107,152</b>	

  

	2011	2012	2013	Change	%	
Total cost	90,727	110,755	107,152	(3,603)	-3%	change
Octoberfest	43,789	48,648	45,156	(3,492)	97%	} % of total
Other large	27,913	40,143	36,493.80	(3,650)	101%	
All other	19,025	21,963	25,502	3,539	-98%	
				(3,603)	100%	
Other large	27,913	37,122	36,494	(628)		
Flag day	6,829	10,233	6,205	(4,028)		
Memorial day	4,014	5,929	3,735	(2,193)		
Christmas	9,471	11,266	14,074	2,808		
4th July	3,294	5,230	4,398	(832)		
Marathon	4,306	4,465	4,263	(202)		
Turkey Trot	-	3,021	3,818	797		
Octoberfest	43,789	48,648	45,156	(3,492)		
Clerk	29	28	-	(28)		
Parks	-	-	-	-		
health	3,464	4,070	2,556	(1,514)		
Police	29,832	33,809	31,692	(2,117)		
Fire	6	6	-	(6)		
DPW						
Parking	1,164	1,321	978	(343)		
Traffic	1,969	2,117	2,261	144		
San	3,344	2,876	3,563	687		
Overhead	3,981	4,423	4,105	(317)		