



Town of Gaines
Town Court
14087 Ridge Road, Albion, NY 14411
585-589-4592 x 11 Court Clerk
585-589-1768 Fax

MEMORANDUM

To: Joe Grube, Town Supervisor
From: Bruce R. Schmidt, Town Justice
Date: January 31, 2018
RE: Annual CLE Training

Every town justice in New York is mandated to take 12 hours of continuing legal education (cle) every year. These courses are offered at various locations from February through November of each calendar year except for The Association of Towns Convention and the magistrates convention in September are not offered in a 12-hour block.

The Association of Towns every year offers the complete total block of 12 cle's at their annual convention in New York City in the month of February.

Approximately 350 judges statewide attend the first offering of these courses in February while the other judges (usually because of employment conflicts) attend throughout the year at different times.

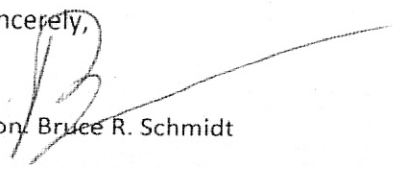
Many judges from WNY attend in February and I along with some other Orleans County judges have attended in February as we believe it is best to have knowledge about new laws and the training thereon occur at the earliest possible time.

Authorization for reimbursement of judges who attend is found in Section 77 of the General Municipal Law.

I have for years past attended at the earliest possible time and would pay in advance and submit receipts thereafter for reimbursement by the town.

The conference anticipated costs have been in the Court budget for years past and I ask again for approval to attend the 2018 Association of Towns annual meeting in New York February 18-21st to receive the mandated education courses and submit requests for reimbursement.

Sincerely,


Hon. Bruce R. Schmidt

c: Town Board



Information Packet

Saturday August 18, 2018 Event

METRO 10

BUFFALO VS. ROCHESTER

Executive Summary

The Metro 10 Buffalo vs. Rochester running event was conceived in 2014 and originally run under the auspices of a local non-profit and a full race committee that met in 2014 to plan the initial running event that took place on August 22, 2015.

In October of 2015 a partnership with The Warrior House of WNY, an Orleans County based charity run by Peter Zeliff Jr. saved the race from extinction.

With the backing of The Warrior House and the addition of Buffalo and Rochester based captains Vickey Beaver and Marissa Pace, the race entered its second year. The 2016 event broke even, as much of the planning and preparation from the first year was scrapped. A new course was mapped out and certified and a 5-mile run/walk was added, and the start time was moved up.

A participant cap was initiated to eliminate the guesswork when it came to ordering race medals and glassware for the event, and as a marketing strategy to create a sense of urgency. The 2016 race committee was a small group that only met online. Wayne Litchfield was added as volunteer coordinator and remains a key member of the team along with Marissa and Vickey.

In 2017 the race initiated a Loyalty Program for past participants, and significantly increased the presence of Team RWB (a running organization for veterans). Sponsor dollars increased significantly and the race was able to pay off 2016 bills and still give money to the charity. We also added another key member to the team, Erin Smith, who worked directly with Wayne and myself for event planning. We also brought back the Micro 10 kids fun run.

2018 finds the Metro 10 at a significant crossroads. As we approach the possibility of 500 or more participants the need for volunteers and proper planning has become tantamount to the long-term viability of Metro 10. There is a solid foundation of people that have helped, but in order to continue we will need to keep a closer eye on expenditures and look for opportunities to bring in more revenue via registrations and sponsor dollars.

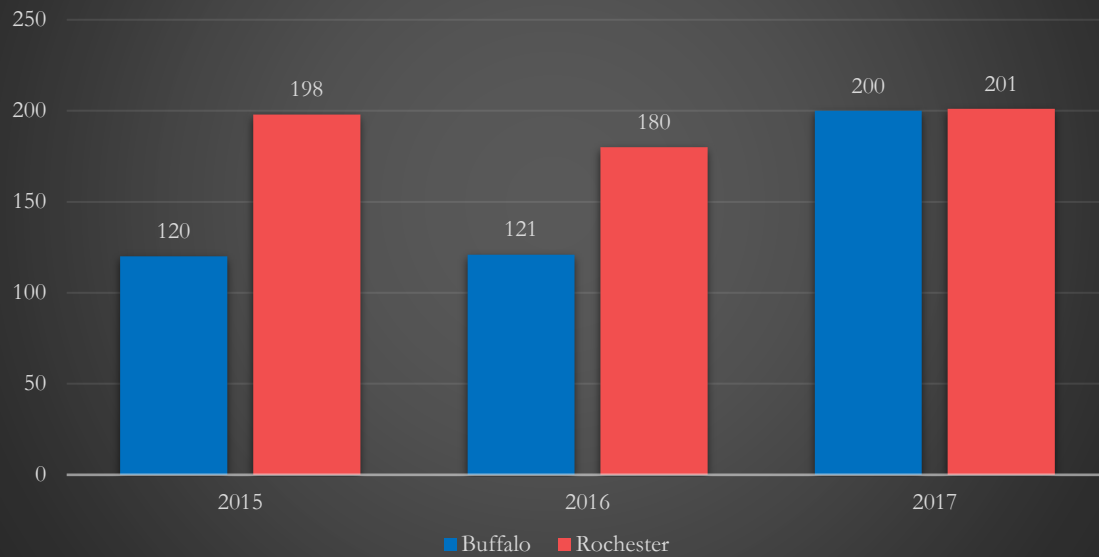
This document contains data that is used in our planning. There must be a balance between adding on too many elements while we are still fine tuning the overall event. Our hope is to add Temptation Zones on the course, get new course signage, and possibly add a 5k fun run and/or an awareness bicycle ride.

Thank you for your willingness to assist us. I look forward to us all working together to make the 2018 Metro 10 a huge success

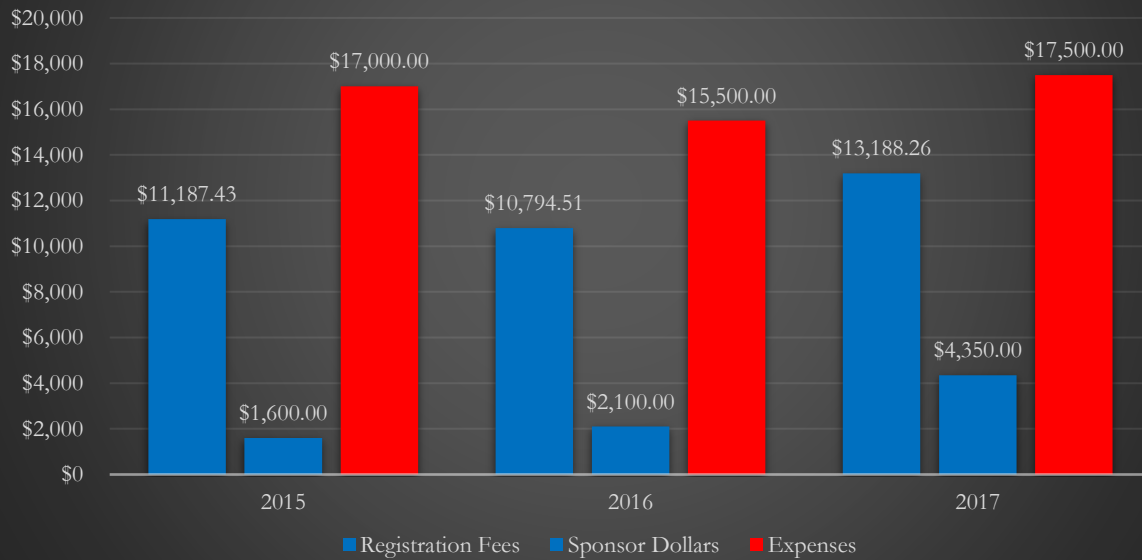
Thom Jennings
Race Organizer

Graphical Highlights

Participant Data (Registered)



Financial Overview (Expense Numbers Rounded)



2018 Objectives

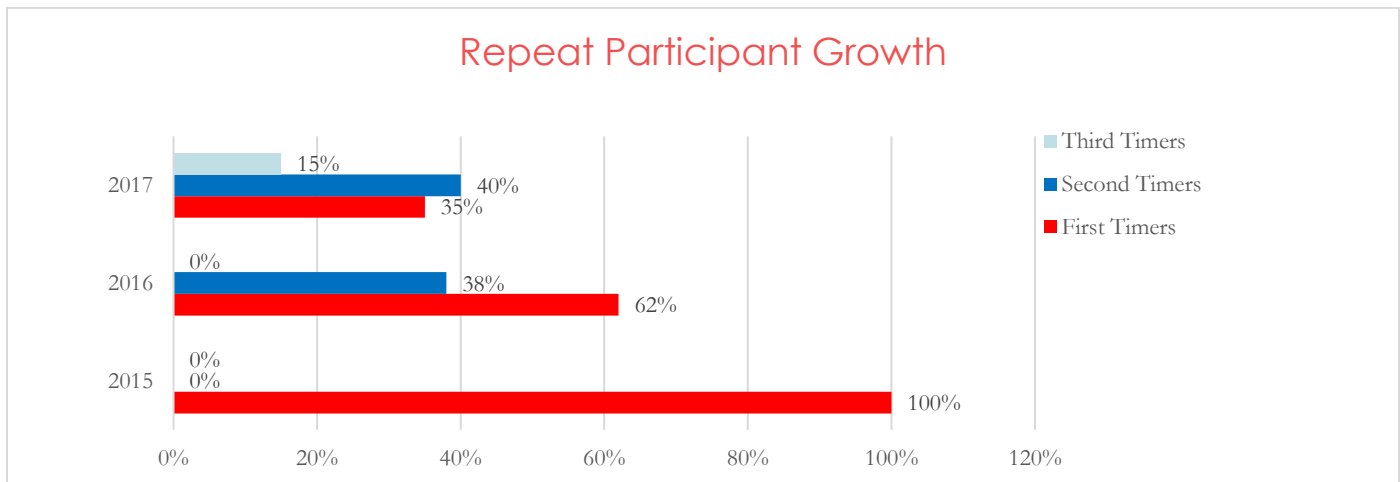
- ✓ Increase participation level with minimal impact on the budget and decreased CPA (cost per acquisition)
- ✓ Focus on Rochester Market to increase participation
- ✓ Become an independent and financially viable entity
- ✓ Increase sponsor dollars and create a better value for major sponsors
- ✓ Add a new event

Keys to Success

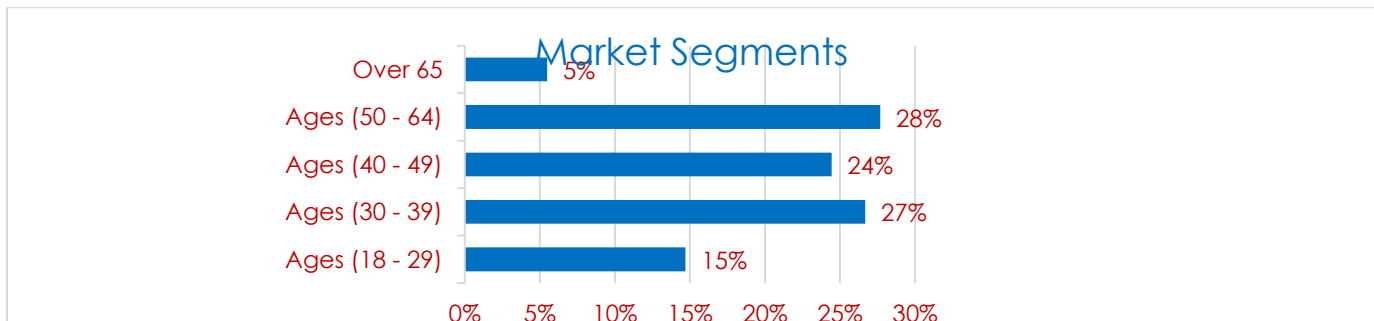
- ✓ Build on positive word of mouth from earlier years
- ✓ Add new wrinkles while not changing the essence of the running event
- ✓ Increase volunteers for race day, focus on pre-race setup and tear down
- ✓ Guerilla Marketing, handouts and collaboration with other running events
- ✓ Continue social media marketing and expand presence on Twitter and Instagram
- ✓ Add video to marketing
- ✓ Don't add new things unless we have the resources to pay for and people to implement them

Market Analysis

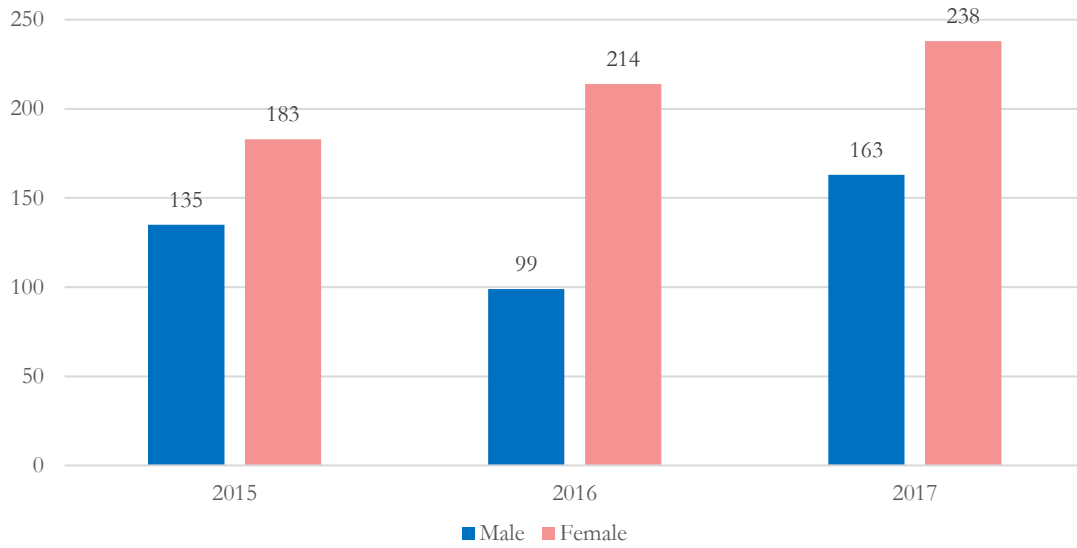
Many regional running events are struggling to equal previous years numbers. This makes the repeat participant database crucial in the overall growth of the event



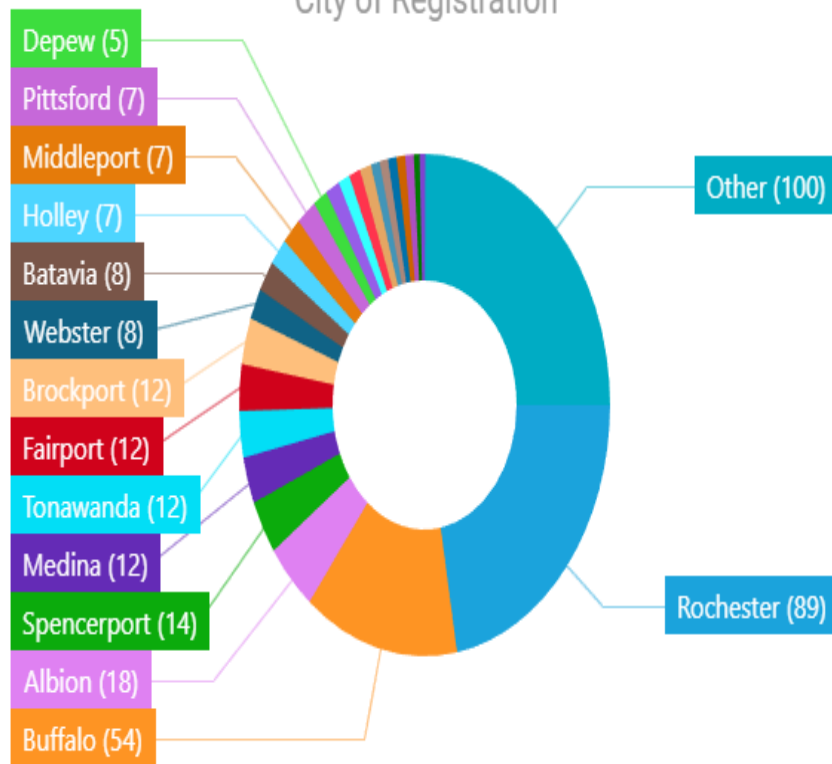
Market Segmentation



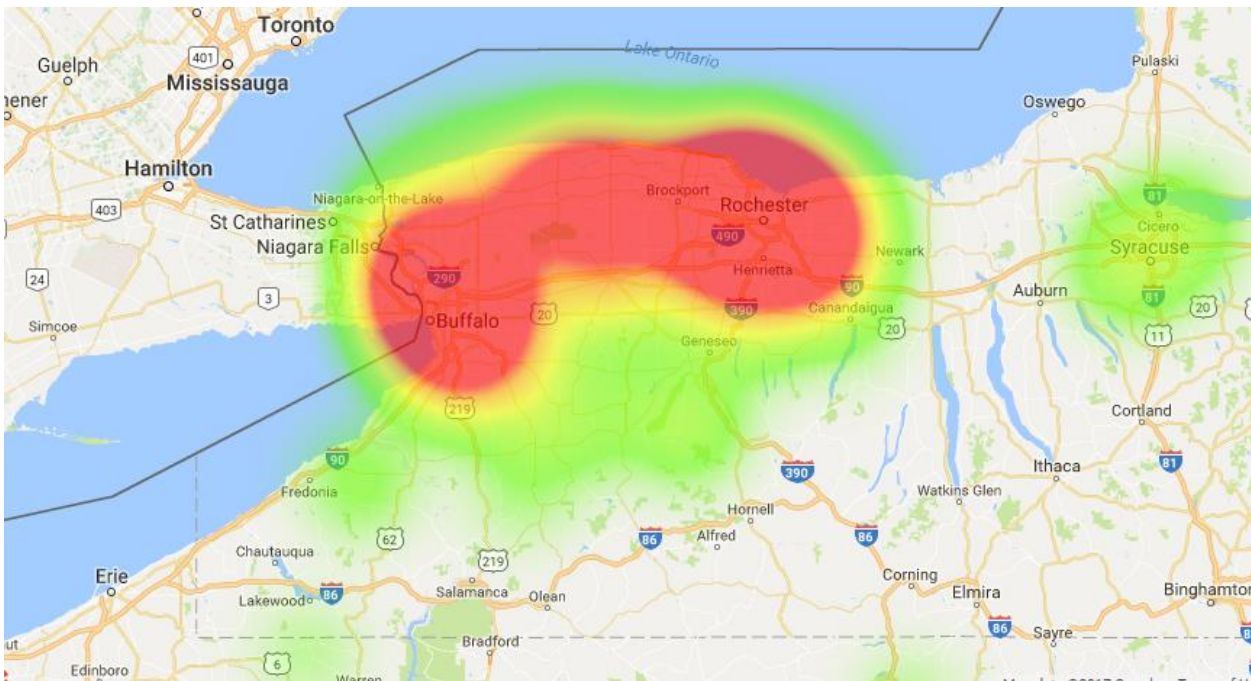
Participant Data (Gender)



City of Registration



Registration City	Registration Count
Rochester	89
Buffalo	54
Albion	18
Spencerport	14
Medina	12
Tonawanda	12
Fairport	12
Brockport	12
Webster	8
Batavia	8
Holley	7
Middleport	7
Pittsford	7
Depew	5
Orchard Park	5
Lockport	4
Syracuse	4
North Tonawanda	4
Grand Island	3
Cheektowaga	3
Nunda	3
Lyndonville	3
West Seneca	3
Hamlin	2
Hamburg	2
Other	100
Total Registrations	401



Participant Heat Map 2017

2017 Winners



2017 RSU Traffic Sources

Traffic Source	Number Of Pageviews	Number Of Unique Visitors	Percentage Of Unique Visitors
google	1,208	1,208	42.52%
(direct)	639	568	19.99%
facebook	639	639	22.49%
buffalorunners.com	284	213	7.50%
bing	71	71	2.50%
metro10race.com	71	71	2.50%
runningintheusa.com	71	71	2.50%
Totals	2,983	2,841	100%
Show All			

2016

Traffic Source	Number Of Pageviews	Number Of Unique Visitors	Percentage Of Unique Visitors
facebook	855	741	27.08%
metro10race.com	798	513	18.75%
(direct)	570	399	14.58%
google	570	570	20.83%
yellowjacketracing.com	171	114	4.17%
runningintheusa.com	114	114	4.17%
us-mg4.mail.yahoo.com	114	57	2.08%
yahoo	114	114	4.17%
rochesterevents.com	57	57	2.08%
t.co	57	57	2.08%
Totals	3,420	2,736	100%

[Show All](#)

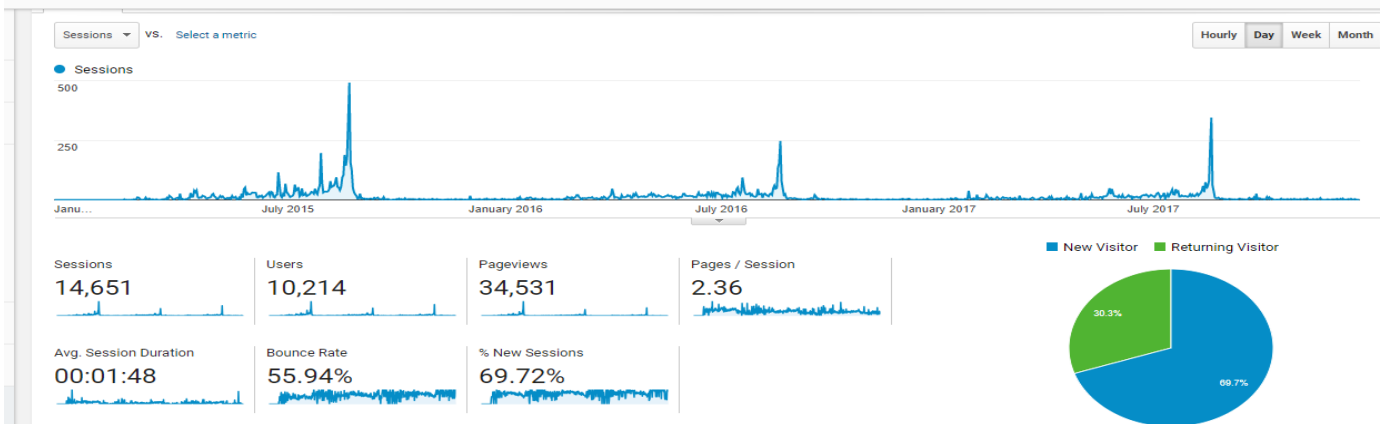
2015

Traffic Source	Number Of Pageviews	Number Of Unique Visitors	Percentage Of Unique Visitors
metro10race.com	2,902	2,309	38.37%
google	909	874	14.52%
albionrunningclub.com	770	630	10.47%
yellowjacketracing.com	665	350	5.82%
facebook	630	595	9.89%
(direct)	490	420	6.98%
buffalorunners.com	280	175	2.91%
runningintheusa.com	140	140	2.33%
ymcebuffaloniagara.org	140	70	1.16%
foxrochester.com	70	35	0.58%
other	350	315	5.23%
Totals	7,451	6,018	100%

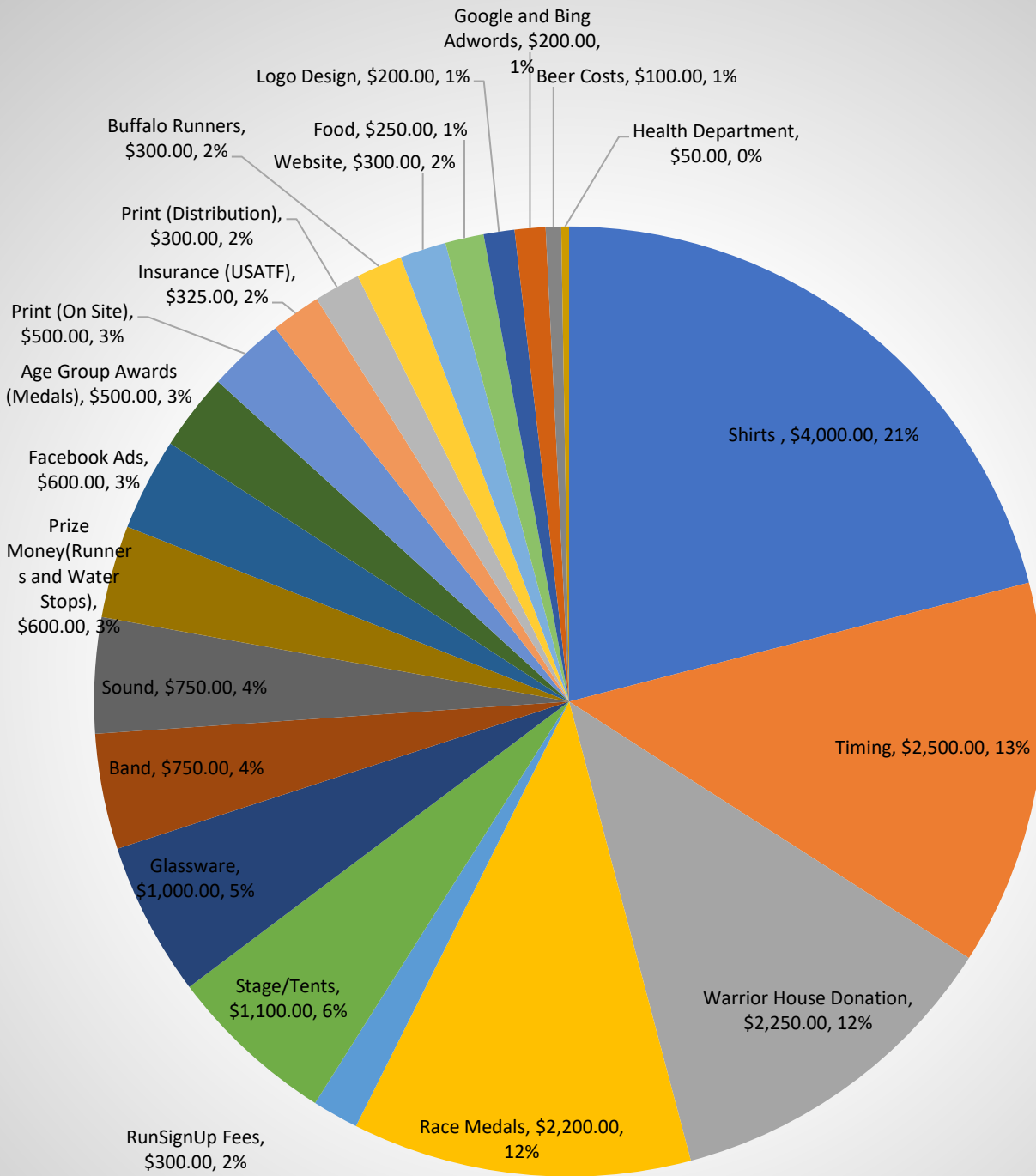
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Website Data

All Web Site Data



Budget Items

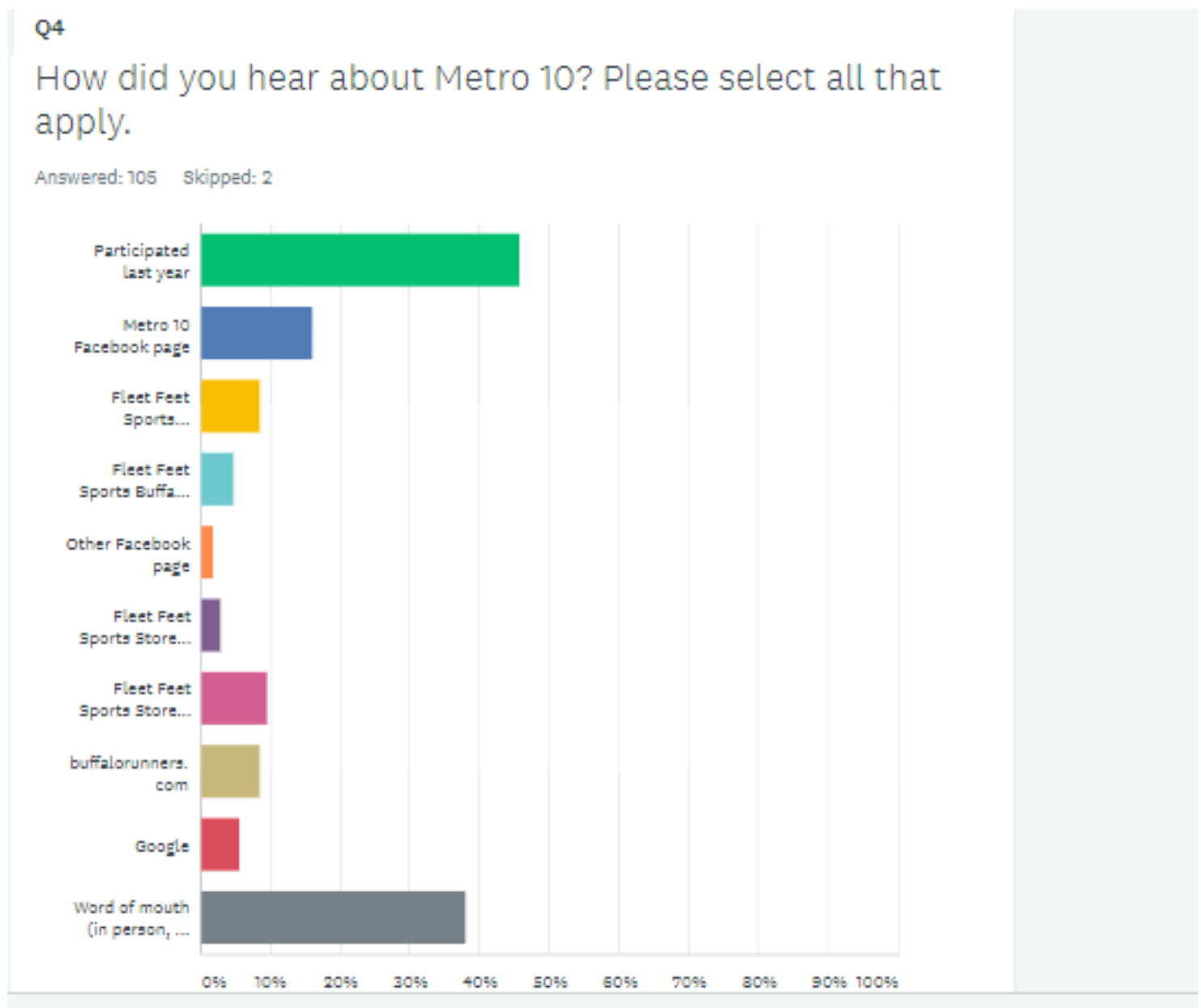


2018 Projected Budget		
Income		
		2018 Projected
Registration Fees		\$16,500.00
Cash Sponsorship		\$5,750.00
Total Income		\$22,250.00
Registered Runners		500
Expenses		
Shirts		\$4,000.00
Timing		\$2,500.00
Warrior House Donation		\$2,250.00
Race Medals		\$2,200.00
RunSignUp Fees		\$300.00
Stage/Tents		\$1,100.00
Glassware		\$1,000.00
Band		\$750.00
Sound		\$750.00
Prize Money(Runners and Water Stops)		\$600.00
Facebook Ads		\$600.00
Age Group Awards (Medals)		\$500.00
Print (On Site)		\$500.00
Insurance (USATF)		\$325.00
Print (Distribution)		\$300.00
Buffalo Runners		\$300.00
Website		\$300.00
Food		\$250.00
Logo Design		\$200.00
Google and Bing Adwords		\$200.00
Beer Costs		\$100.00
Health Department		\$50.00
Total Expenses		\$19,075.00
Projected Income		
Actual Income		

2017 Projected Budget				
Income				
	2016 actual	2017 Projected	Actual	Plus/Minus
Registration Fees	\$10,794.51	\$ 14,400.00	\$13,188.26	-\$1,211.74
Cash Sponsorship	\$2,100.00	\$ 3,500.00	\$4,350.00	\$850.00
Total Income	\$12,894.51	\$ 17,900.00	\$17,538.26	-\$361.74
	300 Registered	400 registered	401	1
Expenses				
Timing-Shirts	\$4,240.00	\$5,640.00	\$5,026.00	\$614.00
Shirts (2018)				
Race Medals	\$1,370.00	\$1,800.00	\$1,925.00	-\$125.00
Glassware	\$756.76	\$1,000.00	\$802.36	\$197.64
Age Group Awards (Medals)	\$418.13	\$500.00	\$53.50	\$446.50
Band	\$1,100.00	\$800.00	\$750.00	\$50.00
Sound	n/a	\$750.00	\$750.00	\$0.00
Stage/Tents	\$1,400.00	\$1,100.00	\$1,100.00	\$0.00
Prize Money(Runners and Water Stops)	\$600.00	\$600.00	\$600.00	\$0.00
Print (On Site)	\$321.79	\$350.00	\$513.00	-\$163.00
Print (Distribution)	\$186.12	\$200.00	\$334.25	-\$134.25
Insurance (USATF)	\$250.00	\$250.00	\$285.00	-\$35.00
Buffalo Runners	\$202.00	\$300.00	\$230.00	\$70.00
RunSignUp Fees	\$220.70	\$250.00	\$250.00	\$0.00
Health Department	\$50.00	\$50.00	\$0.00	\$50.00
Course Certification (Initial)	\$585.00	\$0.00	\$0.00	\$0.00
Course Certification II	\$265.00		\$0.00	\$0.00
Warrior House Donation	\$1,000.00	\$2,000.00	\$2,000.00	\$0.00
Facebook Ads	\$316.79	\$500.00	\$521.93	-\$21.93
Logo Design	\$250.00	\$0.00	\$0.00	\$0.00
Google and Bing Adwords	\$142.60	\$250.00	\$270.00	-\$20.00
Website	\$208.87	\$200.00	\$113.00	\$87.00
Fleet Feet Deposit	\$300.00	\$0.00	\$0.00	\$0.00
Beer Costs	\$0.00	\$300.00	\$50.00	\$250.00
Kobota Damage	\$0.00	\$0.00	\$846.27	-\$846.27
Cups and Course Water	\$0.00	\$0.00	\$117.00	-\$117.00
Food	\$0.00	\$0.00	\$327.00	-\$327.00
2016 Carryover (expense)	\$1,218.26	\$1,218.26	\$500.00	\$718.26
Total Projected Expenses		\$18,058.26		
Total Actual Expenses	\$15,402.02		\$17,364.31	\$693.95
Actual Income			\$17,538.26	\$173.95

Survey Feedback

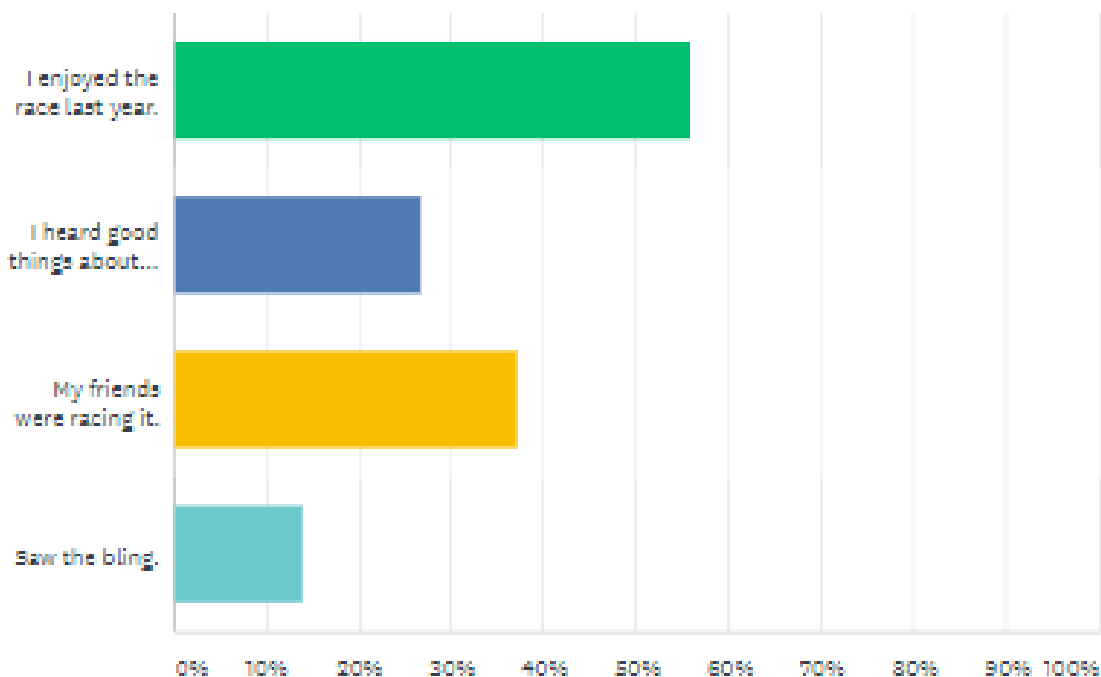
Select Survey Stats(25% sample size)



Q5

Why did you sign-up? Select all that apply.

Answered: 86 Skipped: 21



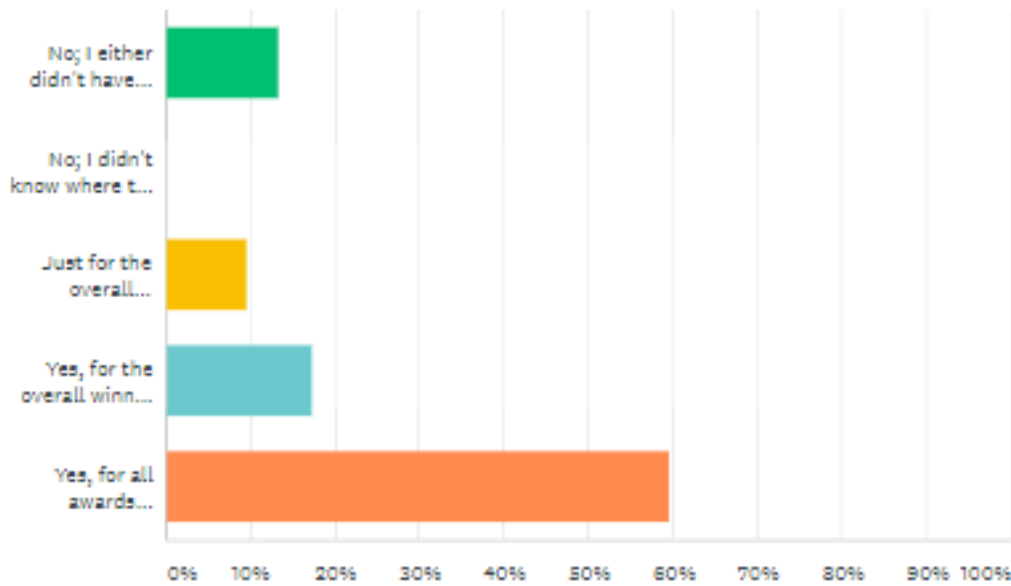
ANSWER CHOICES	RESPONSES	
I enjoyed the race last year.	55.81%	48
I heard good things about it from last year.	26.74%	23
My friends were racing it.	37.21%	32
Saw the bling.	13.95%	12
Total Respondents: 86		

[Comments \(36\)](#)

Q23

Did you stay for the awards announcements?

Answered: 104 Skipped: 3

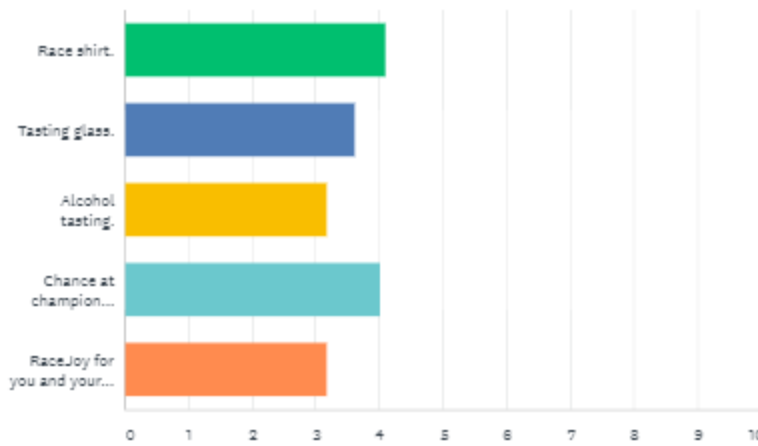


ANSWER CHOICES	RESPONSES	
No; I either didn't have time or interest.	13.46%	14
No; I didn't know where to go for them.	0.00%	0
Just for the overall winners.	9.62%	10
Yes, for the overall winners and age awards.	17.31%	18
Yes, for all awards announcements, including to hear which metro team won.	59.62%	62
TOTAL		104

Q26

How important are the race perks to you?

Answered: 98 Skipped: 9

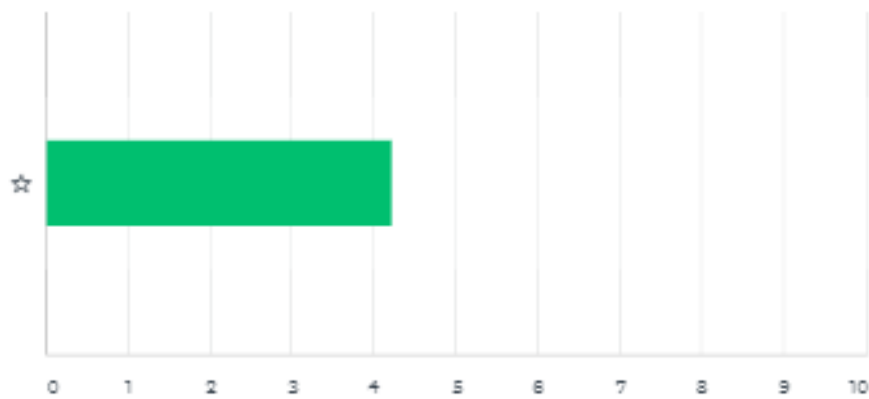


	DON'T CARE/DON'T WANT.	SLIGHTLY APPEALING.	NEITHER APPEALING OR UNAPPEALING.	ENJOY IT BEING AVAILABLE.	IT'S PART OF THE APPEAL OF THE RACE.	TOTAL	WEIGHTED AVERAGE
Race shirt.	6.12% 6	10.20% 10	2.04% 2	31.63% 31	50.00% 49	98	4.09
Tasting glass.	11.34% 11	12.37% 12	7.22% 7	42.27% 41	26.80% 26	97	3.61
Alcohol tasting.	24.49% 24	10.20% 10	10.20% 10	33.87% 33	21.43% 21	98	3.17
Chance at champion glassware.	6.19% 6	8.25% 8	9.28% 9	29.90% 29	46.38% 45	97	4.02
RaceJoy for you and your supporters.	20.83% 20	7.29% 7	25.00% 24	28.13% 27	18.75% 18	96	3.17

Q28

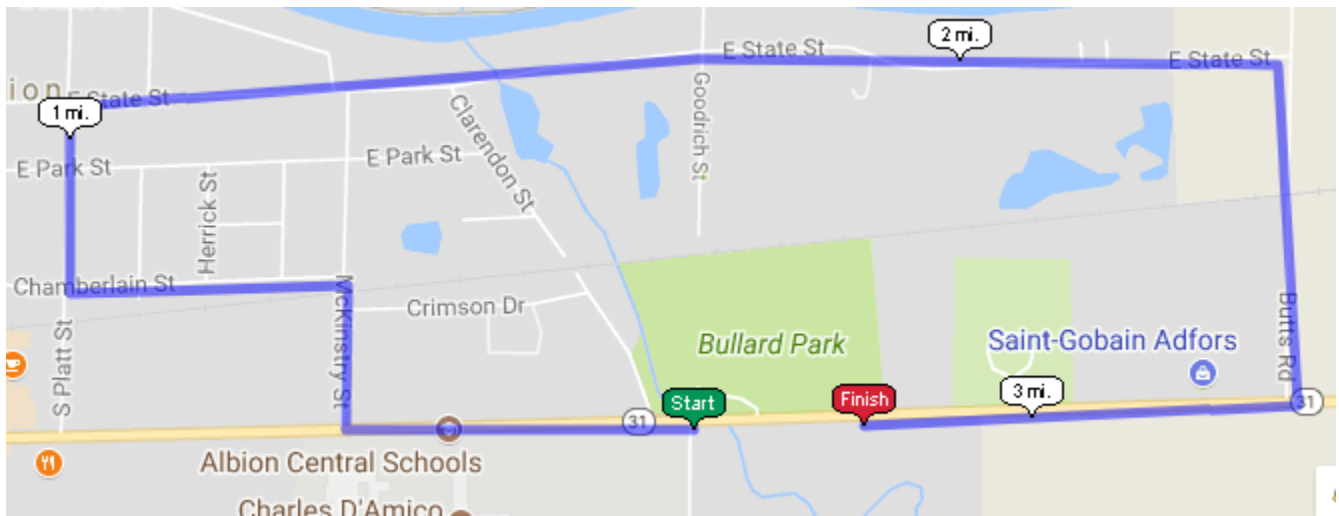
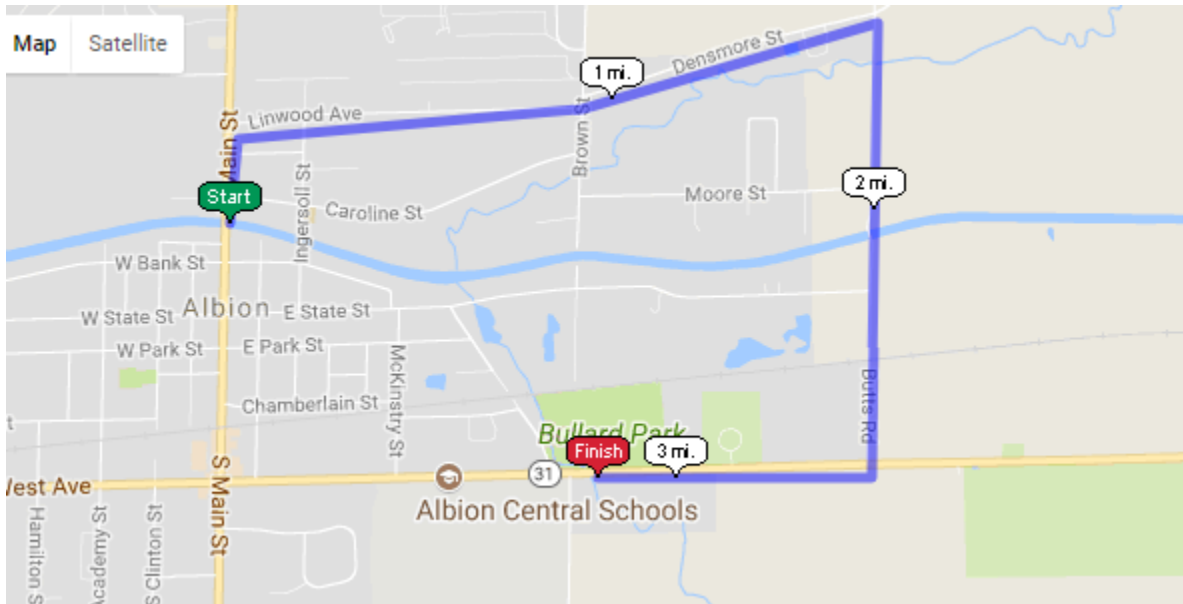
How likely are you to race with us again?

Answered: 98 Skipped: 9



	NOT A CHANCE.	NOT LIKELY, BUT IT'S POSSIBLE.	50/50 ODDS.	IT'S ON MY WISH LIST.	GIVE ME A DATE AND TAKE MY MONEY ALREADY!	TOTAL	WEIGHTED AVERAGE
☆	0.00% 0	4.08% 4	18.37% 18	27.55% 27	50.00% 49	98	4.23

Possible 5K Routes



Thank You For taking the Time to Review This
Document

