

# City Goals & Efforts Toward Economic Health

Every two years following the municipal election, City Council convenes to develop goals for the next two years, while also considering long-term plans and efforts. This year, the City Council first worked with the City Manager and City staff to focus on what the top three priority areas should be for the City built upon the foundation of providing core municipal services, such as water/sewer,

solid waste, roads, sidewalks, public safety, parks and recreation and community development. This process focused on why people choose Fruita, whether to live, visit or do business. Focusing on our strengths as a community, the City Council identified three focus areas:

- 1) Quality of Place,
- 2) Economic Health and
- 3) Lifestyle.

**WHY FRUITA?** *The City of Fruita focuses on three strategic outcomes built upon a base of providing quality core services.*



**Quality of Place (QP)** *The City of Fruita is a community where residents and visitors love where they are. The City strives to be a bike and pedestrian friendly community by providing a*

*system of sidewalks, trails, and bike lanes that connect our parks, schools, neighborhoods, civic facilities, and commercial areas. We value safe neighborhoods, our geographic natural resources and landscapes, top tier education and healthcare, and we collaborate to provide quality essential infrastructure and services. We are an inclusive community of doers who enjoy active and healthy lifestyles.*



**Economic Health (EH)** *The City of Fruita strives to be financially sustainable by enabling a stable economy and supporting a diversity of businesses that offer well paying jobs that attract educated employees. The City works to be fiscally responsible and continuously seeks ways to allocate resources to services and projects that have the highest impact on the City's priorities. We are the innovative leader for economic development in the Grand Valley.*



**Lifestyle (L)** *The City of Fruita fosters a fun and funky ambiance by celebrating the local arts, farm and ranching history, unique leisure opportunities, and family-*

*friendly events and activities. As a city, we encourage a diversity of cultural opportunities, businesses, and recreational activities. We continue to improve and enhance recreational offerings from traditional to outdoor adventure sports and youth to adult activities. We are a family-friendly community with diverse cultural opportunities, businesses and recreational amenities where visitors feel like locals and locals play like visitors.*

*Continued on Special Insert*

*Fruita City Council If calling City Hall at 858-3663 does not answer your questions, please feel free to contact any of your City Council Members.*



MAYOR  
LORI BUCK  
858-7767



MAYOR PRO TEM  
BRUCE BONAR  
858-4418



DAVE KARISNY  
858-3014



KYLE HARVEY  
435-724-7387



KEN KREIE  
270-3305



JOEL KINCAID  
250-9557



LOUIS BRACKETT  
640-7971



## Another Milestone One Million Visitors

*Having already celebrated its 5 year anniversary earlier this year, the Fruita Community Center has another reason to celebrate – One MMMIIIIIIIIIOOONNN Visits! In early November, staff anticipates the FCC will surpass 1 million paid visits to the FCC. In the 2,033 days the FCC has been open for business, there have been a million times the front doors have opened and closed (maybe more, maybe less), a million times the front desk staff have checked in a visitor, a million happy smiles, and a million times someone has become that much more healthy. Here are a few fun FCC Numbers:*

### Visit Statistics and Revenue

- Daily drop-in passes account for 33% of FCC visits. Since opening, \$1.4 million has been collected in daily pass revenues. 50% of the daily passes sold are from people who live outside of Fruita.
- Annual passes account for 40% of FCC visits. Since opening, \$1.9 million has been collected in annual pass revenues. 75% of Annual Pass-holders are Fruita residents.
- 3-month and punch passes account for 21% of FCC visits. Since

opening, \$927,000 has been collected in 3-month and punch passes.

- Silver Sneakers and Silver-n-Fit passes account for 6% of FCC visits. Since opening, \$137,000 has been collected in “Silver” passes.

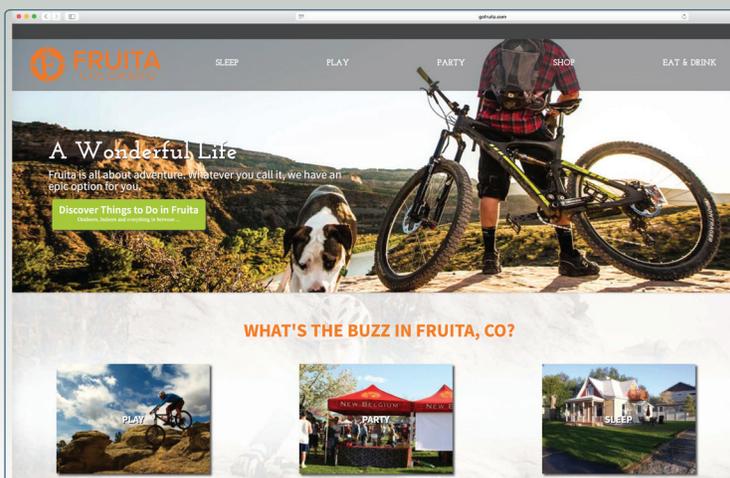
### Demographics (per pass holder)

- 57% are female, 43% are male
- 25% are youth (17 and under)
- 50% are adults (18-64 years old)
- 25% are seniors (65 and up)

### When people Visit

- Typically 25% of visits are between 6-10 am, 50% are between 10 am – 4 pm, and 25% are between 4-9 pm.
- June and July typically account for 34% of total annual visits, while September and October account for 11%.
- In the summer, visits between 12 – 3 pm jump by 10% over the rest of the year thanks to the outdoor pool.

The Fruita community should be proud of their investment in creating a healthier community. Thank you to ALL who visit this fabulous community facility!



[www.gofruita.com](http://www.gofruita.com)

Check out the City of Fruita’s new and improved tourism website! It’s a great place to learn about special events and attractions in the community, and an up-to-date listing of the restaurants and lodging options in Fruita. Visit the City of Fruita’s tourism website at [www.gofruita.com](http://www.gofruita.com) to learn more!

## Rim Rock Marathon And the Fruita 0.038 Marathon

Nothing like a good hill climb followed by a fast downhill run... If you like those kind of races, we've got the marathon for you and it's right in your back yard! Join one of the most scenic marathons in the world. Winding over the Colorado National Monument from Grand Junction to Fruita, this race boasts scenery like none other. Enjoy the peaceful course featuring views of towering monoliths, vast plateaus and canyon panoramas. You can experience sheer-walled, red rock canyons along the twists and turns of the course. New this year, the Colorado National Monument has permitted to allow for a downhill half marathon starting at the Highland View pull-off. Proceeds from the Rim Rock Marathon benefit Colorado Mesa University's Track & Field and Cross Country student athlete scholarships and the Greater Grand Junction Sports Commission.



If you don't have time to train for 26.2 or 13.1 miles, join Fruita Parks and Recreation for the Fruita 0.038 Marathon on the same day as the Rim Rock Marathon. A little quick math reveals that the 0.038 Marathon is really a One Mile Run (technically, it's exactly .9956 miles). Get your own 0.038 Marathon sticker to prove you ran on November 5th!

Finish lines for the various runs will be at the Circle Park in Downtown Fruita. Music, vendors, and a beer garden will be set up for participants and spectators, so even if you aren't running you can come down and cheer on those that are. Get detailed race information and register for the Marathon, Half Marathon or the 0.038 Marathon all at: [www.rimrock-marathon.com](http://www.rimrock-marathon.com). Sign up now - there are limited spots in the **Marathon!**

## How to Prevent Nuisance Barking (Your Neighbors will Thank You)

A continual concern for those living in residential neighborhoods is barking dogs. If you own dogs that are kept outside during the work day, and have received complaints that they bark, there are some ways to help curb the problem.

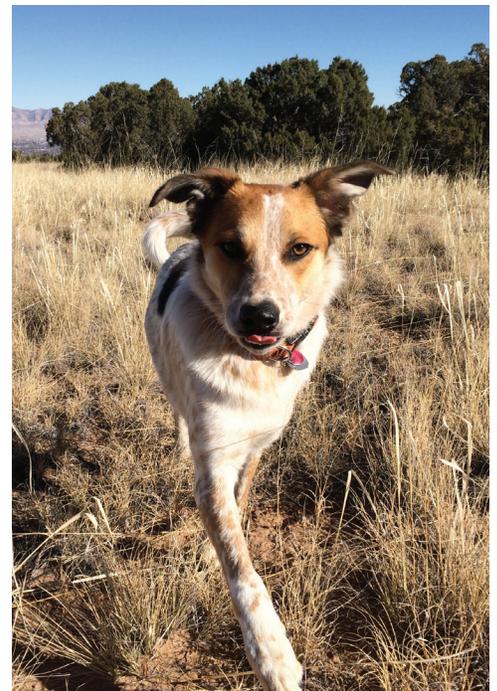
The first step is to establish why they bark. Dogs will bark out of loneliness, boredom, aggravation, etc. Sometimes a quick fix to the barking issue is to have someone come home during the day to check on and play with the dog. As it becomes a routine, the dog will become less anxious about being left alone. Boredom issues can be alleviated by providing dogs with "puzzle" type dog toys that involve time and strategy to get to the treat inside, or a large flavored bone that lasts hours.

If a dog barks every time he hears or sees someone approaching, a bark collar may be in order. Sometimes after even a few reprimands from the collar, a dog will learn that "bark is bad," and cease the behavior even when the collar is removed. Dogs that bark from fear, for example when it thunders, or whine and cry from separation anxiety, will need positive reinforcement and training to overcome the issues. Crating dogs that are fractious and nervous can often make them feel safe and secure until you return.

*Dogs that are socialized will have better attitudes*

Overall, dogs that are socialized with their families and treated like part of the family, and not continually relegated to the backyard or a chain, will have better attitudes and be less prone to nuisance barking.

If you have questions or concerns about barking dogs or other animal-related issues, please call 970-858-3008 to reach Carrie Benham, Animal Control Officer.







325 E. Aspen Avenue  
 Fruita, Colorado 81521  
 www.fruita.org

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Upcoming Events in Fruita			
October 1	Tour of the Moon	Morning	Through Fruita
October 29	Truck N Treat	10-12pm	Civic Center Park
November 5	Fruita 0.038 Marathon	9am – 11am	Aspen Avenue/Circle Park
November 5	Rim Rock Marathon	9am – 3pm	Circle Park (Race Finish)
November 18	Night at the FCC (5th, 6th and 7th Grades)	7-10pm	FCC
December 10	Holiday Arts and Crafts Festival	10am-3pm	FCC
December 10	Hometown Christmas and Parade of Lights	Dusk	Downtown Fruita

### Vacation Rental by Owner (VRBOs) In Fruita

Vacation rentals, also known as bed & breakfasts or vacation rentals by owner (VRBOs) are short term rentals (less than 30 days) of furnished apartments or houses on a temporary basis as an alternative to a hotel. The City of Fruita allows City Council for all vacation rentals in residential zones. A business license along with payment of sales and lodger's taxes also are required. Many subdivisions have covenants that may prohibit vacation rentals. Property owners wanting to rent their property on a short term basis should check with their homeowners' association to ensure the vacation rental does not violate the covenants. Rec-reational vehicles are not permitted to be used for a vacation rental business in Fruita Civic Center (325 E. Aspen Ave.) or call 858-0786 to find out more about the rules that apply to vacation rentals in Fruita.



# City Goals & Efforts Toward Economic Health (continued from p.1)

The three strategic outcomes provide the target that all action items should aim to influence. Action Items are being finalized during the 2017 budget development process and priority based budgeting work that will be finalized in December.

First and foremost, the City is committed to providing high quality core services to our residents and businesses. This is why the municipality as an organization exists. Like many with personal budgets or business budgets, demand consistently increases, costs rise and budgets tighten. Fruita and the rest of the Grand Valley has been experiencing the tightening of budgets for a number of years now. The oil and gas industry, which provided much revenue in the past, has been in decline. Fortunately, other sectors, such as retail and trade have been improving and helping fill the gap. Sales tax revenue is the largest tax revenue the City relies on to provide municipal services (as discussed in the summer issue). This article focuses more on economic health. This is why our existing businesses are so vital and appreciated in this community.

This is why it is positive to see many new businesses in Fruita opening. This is also why we are taking a very proactive approach to recruiting new business by attending trade shows in industries like the outdoor recreation industry that know Fruita and value the quality of place we have to offer. **We are seeking any businesses, which value our quality of place and will provide quality paying jobs as well as adding revenue to the local economy.** We need the revenues to increase in order to continue providing quality core services. This is why the summer edition focused on being local and shopping local.

The City has been highly successful at obtaining grant funds for a number of years for one-time projects leveraging millions of dollars with small

amounts of funds to accomplish large road, sewer, park or facility projects. In Colorado, grant funds are offered in large amounts for things such as trails.

The City has been successful in obtaining large trail grants adding miles of trail within the City.

*Our existing businesses are vital and appreciated in this community*

We are currently in the running for up to \$4.2 million in grant funds to build a trail from Fruita's new Little Salt Wash Trail to the Loma exit, extending the Riverfront Trail 4.5 miles. This trail goes right through the City's Industrial Business Park, with owners of the land willing to build buildings to suit for lease or sale. This land has beautiful views of the National Conservation Area west of the Colorado National Monument. The property has rail, highway and interstate access and/or visibility, and contains the entire infrastructure needed for construction of buildings.

The City has many other lots of infill areas along Highway 6&50, the Southside of Fruita and the Downtown area that are also ready for new businesses. Trails are just one example of both leveraging

large amounts of available funds and building something that impacts residents, tourists and businesses alike. The proposed trail through the Industrial Business Park and 25 acre lake that is being donated to the City is getting the attention of prospective companies. It also provides a non-motorized connection to the City and a popular recreational trailhead that will make it easier for visitors to spend time and money in town while creating an amenity for residents as well. This is an example of impacting the areas of quality of place, economic health and lifestyle all at once.

With the support of the City Council, the Mayor and City Manager have attended trade shows targeting specific industries and identifying prospective companies interested in Fruita. This is not common for cities, so it has received a very positive response from companies realizing Fruita is serious. The process takes time, but the exposure and buzz about Fruita in certain industries has soundly increased and we are working with a number of

*We invite all residents and local businesses to become recruiters*

companies that are considering expansion and relocation, but it takes many prospects to result in new business.

We invite all residents and local businesses to become recruiters as well. Please make note of the information that we have compiled in response to what data many companies are seeking from us that is posted on [www.fruita.org](http://www.fruita.org) under the Business Relocation tab on the bottom of the page. You will find PDF brochures on general information and inserts for retail, commercial or industrial businesses. Please share with your own contacts or friends who visit and wish they could live here too.

The City and Chamber of Commerce will be hosting an Economic Development Summit

for local business owners to attend on October 26th at the Cavalcade in downtown Fruita from 6-8 pm to distribute material and information to help in this effort.

For a glimpse of the material we use to spur initial interest from those we speak with in the outdoor recreation industries, see the following:

## Top 5 Reasons to Grow & Locate Your Business in Fruita, Colorado

**1**  
**Young, Talented Workforce**

35.8 is the median age. 88.7% high school grads, 26% hold bachelor degrees or higher. Fruitans are hard-working, creative adventure seekers who love where they live.



**2**  
**Shovel-Ready, Adventure**

From our historic buildings in downtown, to business and industrial parks, Fruita caters to a wide range of opportunities. Ready-to-build lots and build-to-suit purchase or lease options offer breathtaking views and instant access to outdoor adventure.



**3**  
**Accessible, Funky**

Fruita is the first stop on Interstate 70, a Class 1 rail line, a state highway and 20 minutes from a regional airport offering daily flights to major cities. Fruita is known as the hip, funky hub for adventure in Western Colorado's Grand Valley.



**4**  
**360° Well Being**

Our mantra is where visitors feel like locals and locals play like visitors. City leaders are focused on excellent Quality of Place, Economic Health & Lifestyle. We want residents and businesses to thrive. 300+ days of sunshine. Mild temps. No traffic. Kiss goodbye your commute and enjoy more time outside on all types of terrain.



**5**  
**We're Just Plain Awesome**

"Colorado's #1 Adventure Town" offers an outdoor playground of endless trails and year-round activities. Add incredible people, a state-of-the-art recreation center, weekly live music, unique/fun festivals, an eclectic mix of shops, breweries & eateries within walking distance, and there is no doubt why Fruita is ranked as one of "America's Coolest Outdoor Towns".





**FRUITA**  
COLORADO

970-858-3663 [www.fruita.org](http://www.fruita.org)

# ROUTE 8



Grand Valley Transit, GVT, provides daily bus service to and from Grand Junction every day except Sunday. A single ride is \$1.50 but GVT offers a variety of reduced rate passes. All passes may be obtained at the GVT downtown and west transfer facilities. One day, eleven ride, and monthly passes may be obtained at all local City Markets. More info about route schedules and fares is available by calling GVT at (970) 256-RIDE (7433) or by going to the GVT home page, <http://gvt.mesacounty.us/>.

## Route 8 FRUITA

Be at your stop 5 to 10 minutes prior to time indicated and a bus will arrive shortly.  
 Start time for this route is 4:45 a.m.  
 End time is 8:35 p.m. at the West Transfer Facility

TIME  
ON THE  
HOUR

BUS STOP LOCATIONS on the hour		:45
24 1/2 RD. + NORTH OF F 3/8 RD.	JUNIPER RIDGE SCHOOL	:45 - :55
24 1/2 RD.+ SOUTH OF F 3/4 RD.		:45 - :55
G RD. + EAST OF 24 RD.	CANYON VIEW PARK	45 - :55
G RD. + EAST OF 23 1/2 RD.	COMMUNITY HOSPITAL	:45 - :55
G RD. + EAST OF 23 RD.	OUTBOUND	:45 - :55
23 RD. + NORTH OF HWY. 6 & 50	CLAYTON HOMES	45 - :55
HWY. 6 & 50 @ WEST GATE INN	OTTO'S	45 - :55
HWY. 6 & 50 + WEST OF VALLEY CT.		:45 - :55
HWY. 6 & 50 + WEST OF 21 RD.	CHURCH	:45 - :55
HWY. 6 & 50 + EAST OF 20 RD.		:55
HWY. 6 & 50 + EAST OF PINE ST.		:55 - :05
PINE ST. + NORTH OF KIEFER AVE.		:55 - :05
PINE ST. + NORTH OF CAROLINA AVE.		:55 - :05
PINE ST. + NORTH OF ASPEN AVE.		:55 - :05
PINE ST. + SOUTH OF OTTLEY AVE.		:55 - :05
OTTLEY AVE + EAST OF SYCAMORE ST		:55 - :05
OTTLEY AVE + EAST OF MAPLE ST.		:55 - :05
COULSON ST.	INDEPENDENCE VILLAGE	:05
HWY. 340 + SOUTH OF JURASSIC AVE.	DINOSAUR MUSEUM	:05 - :15
KOKOPELLI BLVD. + EAST OF HWY. 340		:05 - :15
KOKOPELLI BLVD. + NORTH OF JURASSIC		:05 - :15
PLUM ST. + SOUTH OF ASPEN AVE.	CITY MARKET	:05 - :15
ASPEN ST. + EAST OF ELM ST.	CHAMBER OF COMMERCE	:15
ASPEN ST. + EAST OF SYCAMORE ST.		:15 - :25
PINE ST. + NORTH OF CAROLINA AVE.		:15 - :25
PINE ST. + NORTH OF KIEFER AVE.		:15 - :25
PINE ST. + NORTH OF HWY. 6 & 50	CAR WASH	:15 - :25
HWY. 6 & 50 + 22 RD.	PILOT TRAVEL CENTER	:25
23 RD + NORTH OF HWY. 6 & 50	WESTERN SLOPE IRON	:25 - :35
G RD. + EAST OF 23 RD.	INBOUND	:25 - :35
G RD. + WEST OF 24 RD.	COMMUNITY HOSPITAL	:35
G RD. + EAST OF 24 RD.	CANYON VIEW PARK	:35 - :45
24 1/2 RD. + SOUTH OF F 3/4 RD.		:35 - :45
24 1/2 RD. + NORTH OF F 3/8 RD.		:35 - :45
WEST TRANSFER FACILITY (ARRIVE)		:35 - :45

## Route 8 FRUITA

