

Fruita Voted Colorado's Best Adventure Town!

A huge reason so many people choose to live in, visit and bring their businesses to Fruita is because of the "quality of place." One of the factors impacting that quality is the infusion of outdoor adventure that is accessible without waiting in traffic and in a wide variety of thrilling activities. Early this year, Fruita was recognized

as one of America's top 20 "Coolest Outdoor Towns" and in November, Fruita was voted "Colorado's Best Adventure Town" by readers of *Elevation Outdoors Magazine*. During four rounds of online voting, we beat out Canon City, Steamboat Springs, Colorado Springs and Glenwood Springs. Although we are only 13,000

in population, Fruita was up against these large cities with populations over 9,000 and still held our own to win the large town category. Check out the November issue of *Elevation Outdoors* in print or online at www.elevationoutdoors.com to read more about Fruita's abundant offerings in outdoor adventure.

New City Website, New Features, Smooth Navigation

On our new home page at www.fruita.org, you will find "In the Spotlight" and "What's Happening." Since Fruita is rich with many events from live music to poetry readings to art exhibitions on a weekly basis, we created a Community Calendar that allows anyone to submit community events via a simple online form. We invite submissions so we can have one calendar for everything happening in our community.

From the homepage, you can scroll over a simple drop-down menu or click on the frequent tab bar to quickly access information such as hours/schedules at the Community Center and

recreation programs or you can map out all City parks and see the amenities each has to offer. You can also get information on all City departments, City



Council meeting agendas and minutes, the City Manager's weekly updates to City Council, employment opportunities, development tools, application forms and more.

The Why Fruita? tab directs you to videos, recognitions, social network links, events and activities. In the Videos section, you will find links to various video sites. Fruita.TV features a business recruitment video and the fun InfaredFruita film (you have to see it) by local Cullen Purser. Videos on Fruita nightlife, horseback riding, Mike the Headless Chicken, hiking Rattlesnake Arches and more are featured on the Tourism YouTube channel.

The Community YouTube channel presents locals answering spur of the moment "Why Fruita?" questions from the City Manager on his iPhone (you could be next)!

Enjoy the New Downtown

After two months of construction and much patience and cooperation of our downtown businesses, the streetscape project finished just in time for Fruita Fall Festival. With the help of grant funds, sidewalks were expanded to create more public space and areas for restaurants to add outdoor seating. Seat walls, landscaping, art pedestals, improved electrical and new crosswalks are among the other additions. More public seating and bike parking is still to come. So, check it out, hang out and frequent our local businesses downtown, on the south side and all around town often.

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.

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Feature Article

Quality of Place | Economic Development | Tourism

STILL FEELING THE BUST OF THE ENERGY INDUSTRY, we need to grow and diversify our local economy in order to continue providing high quality services and amenities to residents. Our quality of place in Fruita is what brings people here to live, to recreate and visit. It is also what will attract companies who value the outdoors, value a safe and friendly community, value the ability for their kids to attend good schools by walking to them, value a small town atmosphere where people care, but quality and

uniqueness are in abundance, and who will be long-term community partners.

This is why we have started contacting outdoor recreation businesses to consider Fruita for press camps, product launches or to relocate, start or expand their companies. We are gaining traction, and will continue seeking all companies who value our quality of place. Fruita also has an industrial business park with over 68 acres of land complete with water, sewer, fiber, roads, sidewalk, power (check out Fruita.

TV to learn more) to offer such companies. The property owners are willing to build buildings to suit for companies and lease or sell. The business park has quick access to rail, highway and Interstate. It overlooks the Monument with lake access lots. It will have a future trail through it connecting Fruita to the Kokopelli Trailhead.

We all can be advocates by sharing why we love where we live and attracting those people who appreciate and have the mobility to choose to live, play and do business in Fruita.

Christmas Trees - WHERE TO GET THEM AND WHAT TO DO WITH THEM AFTER THE HOLIDAY

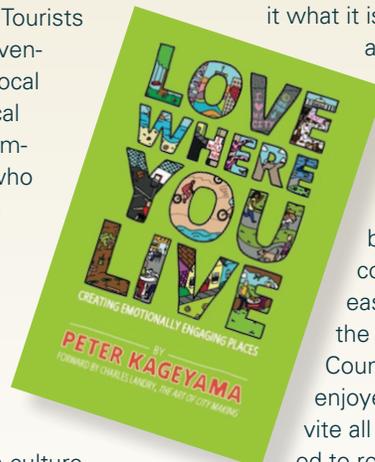
Beginning the day after Thanksgiving, the Fruita Future Farmers of America (FFA) will again be selling Christmas trees for one week on the short section of Mulberry Street north of Aspen Avenue and south of The Hot Tomato. When you are ready to dispose of

your tree, simply cut it in half (or in 4 foot lengths) and place it next to your trash on your regularly scheduled pick-up day and Waste Management will collect it at no additional charge.

Love Where you Live

Fruita is often referred to as a fun, unique, funky town. Tourists flock here for outdoor adventure, yet they feel like a local when frequenting our local businesses. It's not uncommon to meet someone who simply chose to live here because they wanted to. We are known for a vast array of small and large festivals and events. We are a very safe community where school age children walk or ride to school. We have a rich culture of people who love where they live and show it through service to others and the community. Are we perfect? No, but it's

the people of this community who make it what it is. It is the people who have a large impact through even the smallest of efforts. In the book *Love Where You Live*, author Peter Kageyama shares very tangible ways we can become "co-creators" in our community through creative, easily accessible means. As the City's leadership team, City Council and many others have enjoyed reading this book, we invite all residents who are interested to read the book and then attend a Book Chat at the Lithic Bookstore & Gallery at 138 South Park Square, Suite 202 on January 21, 2016 at 7:00 p.m.





Five Years and Still Going Strong...The Fruita Community Center

Come Celebrate Five Years with Cake and Refreshments February 2, 2016 at 4:00 pm

Over the last five years, the Fruita Community Center will have welcomed over 825,000 paid guests. We anticipate over 1 million paid visits by the end of 2016. The FCC's guests are healthier by participating in fitness programs and relieving stresses in the pool and hot tub and meet neighbors through activities and events. The FCC also welcomed many more people enjoying the services and offerings provided by Mesa County Fruita Branch Library and Fruita Senior Center.

The City of Fruita and the Parks and Recreation Department thanks everyone who participated in making this facility truly great for our community (trust us, there are too many to list). But it starts with everyone involved in developing the concept for the center, namely the senior community, the Parks and Recreation Advisory Board, past and present City Councilors, and those who joined the "Penny Posse" to pass Measure 2C to fund the Fruita Community Center. We

would also like to thank our architects Sink Combs and contractor FCI Constructors, Inc. who designed and built a facility that is multi-use, has withstood immense use, and came in under budget and ahead of schedule. Finally, we would like to thank the entire Fruita community who continue to use this facility for their physical, mental and social benefit.

Thanks and the Fruita Community Center looks forward to many more years to come.

City Election News



The next regular city election will be held on April 5, 2016. The election will be conducted by mail ballot and ballots will be sent out to registered voters in March, 2016. The ballot will include the election of one Mayor (a 2 year term) and four City Council members (three for 4 year terms and one for a 2 year term). The ballot will also include a ques-

tion giving the City authority to provide advanced service (high speed internet), cable television service, or telecommunications service; directly or indirectly with public and or private sector partners; to businesses and residents in the City of Fruita.

This is a great time to start thinking about getting involved in the Fruita community as an elected official. The best part about local politics is that you really do get to make a difference in the place that you live. There are many policy level decisions to be made regarding street paving, sewage treatment, land use decisions, public safety improvements, recreational opportunities, and approaches to economic development efforts. All

that is needed is good judgment and the willingness to spend time helping to guide the City's future.

In order to be eligible to hold office as Mayor or as a member of the City Council, you must be at least 21 years old and a registered voter residing in the City of Fruita. Nomination petitions for the Council and Mayor positions may be picked up at the City Clerk's office on or after January 5, 2016. The nomination petition requires signatures from 25 registered voters of the City of Fruita. Completed petitions must be filed with the Fruita City Clerk's Office by January 25, 2016. Additional information is available from the City Clerk's office.

Events and Activities in Fruita

DATE	EVENT/ACTIVITY	TIME	LOCATION
12/4	Holiday Lights Competition (Nominations due 12/4, judging by Seniors Lights Tour on 12/9 and 12/10)	5 pm	Around Fruita
12/12	Holiday Arts and Crafts Fair	10 am – 3pm	Fruita Community Center
12/12	Business Window Display Contest	6 – 7 pm	Around Fruita
12/12	Parade of Lights	5 – 7 pm	Downtown Fruita
12/16	Cookies with Claus	6 – 7 pm	Fruita Community Center
12/17	Chamber After Hours	5 – 7 pm	Alpine Bank
1/9	Nuggets Skills Challenge	9 am	Fruita Community Center
1/15	Night at the FCC (5th – 7th grades)	7 – 10 pm	Fruita Community Center
2/1	FCC 5 Year Anniversary: Cake/Refreshments	4 pm	Fruita Community Center
2/13	Sweetheart Run and Health Expo	Morning	Fruita Community Center

Being Snow Ready

Although a typical winter in Fruita does not include the accumulation of a lot of snow, City crews are equipped for snow removal operations to make sure our transportation system remains safe and accessible. This includes snow plowing and anti-icing operations that prioritize critical arterials for commercial corridors, school routes, emergency services and City facilities.

Residents should be aware that property owners have the responsibility to keep all sidewalks adjoining their property free of snow and ice. The snow and ice needs to be removed from the sidewalks within 24 hours after a snowfall. If you are a business owner with a sidewalk outside your business, the snow and ice needs to be removed within 2 hours after the storm stops. If the storm occurs during the night, the snow and ice needs to be removed by 10 a.m. the following day.

When shoveling snow or removing icicles from your roof, please remember to not over-exert yourself and be careful. Cold weather can exacerbate underlying health issues and can be dangerous. Consider working with neighbors or hiring someone if necessary to stay safe.

2016 Utility Rate Changes:

- Solid Waste Collection (Trash) Services – Decrease of \$0.30 per month
- Sanitary Sewer Services – Increase of \$0.30 per month
- Irrigation Services – Increase of \$10.00 per year for operations and maintenance
- Credit Card Payments for Utility Services – A convenience fee of \$2.95 per transaction

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