



2014 Highlights

Fruita Community Center

- 170,496 paid visits
- \$2,279,548 in revenues
- \$2,097,999 in expenses
- \$181,589 into reserves

Recreation Programs

- 487 classes and activities
- 3,499 registered participants
- \$245,236 in revenue
- 38 plus scholarships provided

Special Events

- 26 Parks and Recreation events coordinated
- 30 plus events reviewed and permitted

Parks

- Tree City USA—21 years
- 52.3 (~40 developed) acres of parkland maintained
- 273.3 acres of open space
- 8.8 miles of trail
- Community Planters and Downtown Decorations

Other

- Riverfront Trail and Fruita Bike Park Completed
- 1st Place Float in the Fruita Parade of Lights
- 3 Activity Guides
- 1,867 Facebook Followers
- 3 Boards and Commissions:
 - Senior Task Force
 - Arts and Culture Board
 - Parks and Recreation Advisory Board

2014 Annual Report ***Fruita Parks and Recreation***

Mission Statement

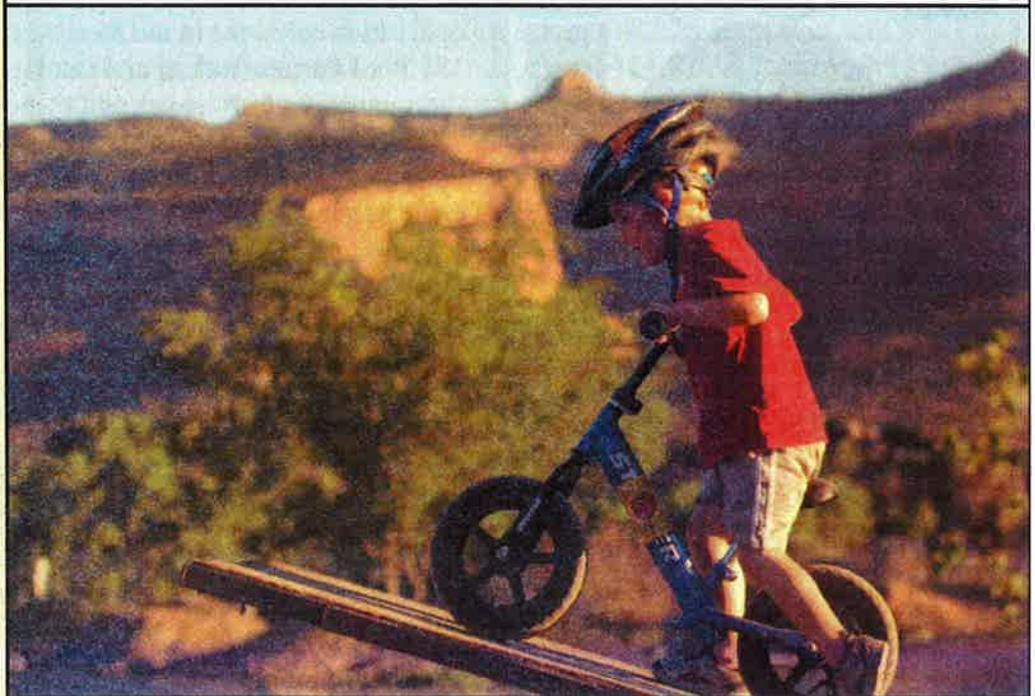
To provide a comprehensive system of quality open space, parks, recreation facilities and trails while efficiently and responsively offering programs, activities and events that enhance the quality of life of citizens and visitors on social, mental and physical levels.

Vision

To be the *Best in the West* by offering safe facilities, Fruita Community-like programs and engaging events that the Fruita Community wants through our trained and trusted staff.

Culture/Value Statements

- Build Relationships - Share the Positive
- Accept the Challenge - Act with Integrity
- Lead with Humility - Inspire Success



Fruita Parks and Recreation (Fruita Community Recreation Center)
324 North Coulson Street, Fruita, Colorado 81521
970-858-0360—www.fruita.org/pr

Programs

Youth Sports—Participants



- Track and Field—27
- Flag Football—71
- Wrestling—17
- Tennis—32
- Summer Golf (Adobe Creek)—27

- Spring and Fall Soccer Programs and Camps—487
- Boys and Girls Basketball Leagues and Camps—406
- **Youth Sports Revenue—\$50,915**

Aquatic Participants

- Swim Lessons—1,194
- Masters Swimmers—52
- Summer Swim Team—40
- Private Swim Lessons—397
- Spring and Fall Swim Conditioning—106
- **Aquatics Revenue—\$62,140**



Other Programs and Activities

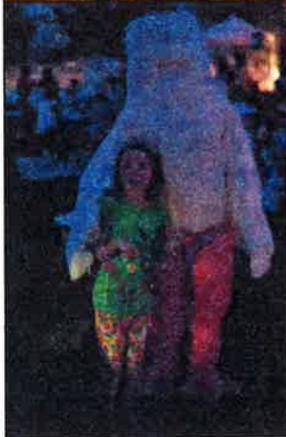
- Adult Volleyball—12 Teams
- Dinomites Summer Day Camp—106
- Karate—94
- Dance Classes—198

Senior Programs and Activities

- Over 3,300 Senior Thursday Potluck lunches served
- Over 3,000 Grey Gourmet lunches served
- 14 Day and Overnight Trip—294 Participants
- Social Activities (Game Nights, Bunco and Hiking Groups, Mystery Nights, Book Club, etc.)—1,515
- Health and Educational Classes—226
- **Senior Services Revenue—\$22,371**



Special Events



Mike Fest 2014 (Country-Fied Mike)

- 1 Cool Headless Chicken
- 5 Concerts, 1 Mechanical Bull
- 5,000 estimated attendance
- 16,396 Facebook followers
- Peep and Wing Eating Contest
- 29 Disc Golf Participants
- 350 Registered 5k Runners
- 154 Cars in the Car Show
- 13 Food, 30 Artisan Vendors
- **Mike Retail Sales—\$12,196**

Other Parks and Recreation Events



- Sweet Heart Expo and 5K/10K Run—370 racers and 26 Expo Vendors
- Easter Egg Scramble—300-400 kids estimated
- Truck N Treat—4,000 Superheroes and Princesses crawling on 42 Trucks
- Holiday Craft Fair—53 vendors and 600 Shoppers
- Talent Show—17 performances
- Arbor Day—1 tree planted and hundreds of posters
- Thursday Night Concerts—11 Cool Summer Nights
- July 3rd Fireworks—762 Shells
- Bike Rodeo—No Crashes
- Story Time with Santa—Too Many Requests to Santa
- Holiday Lights Competition—One Griswold Family

Sponsorship Revenues—\$16,000

Thank you to the Credit Union of Colorado (Mike), FCI Constructors, Inc (Thursday Night Concerts), Rocky Mountain Health Plans (Mike), and many other generous donors...

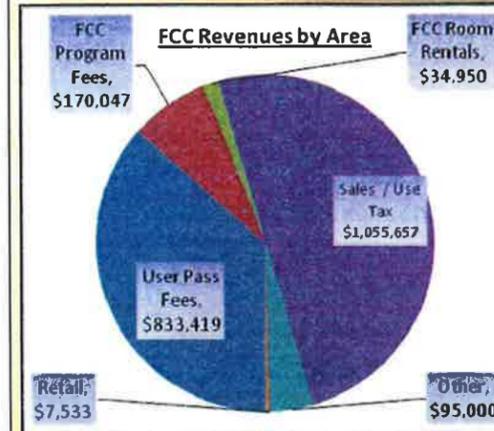
Fruita Community Center

Financial Overview

The Fruita Community Center is supported by a one percent sales tax, use tax on vehicles and building materials as well as user fees.

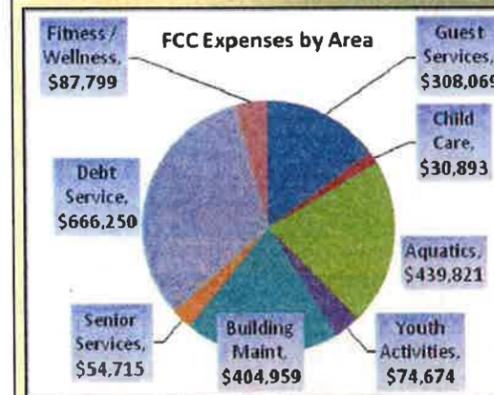
FCC Revenues—2014

Overall Revenue—\$2,279,548



FCC Expenses—2014

Overall Expenses—\$2,067,180



Fund Balances

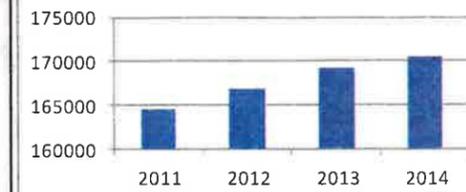
- 2014 Transfer to Reserves—\$181,549
- 2015 Operating Reserve—\$380,831
- Capital Equipment Replacement Reserve—\$655,512
- Debt Service Reserve—\$2,682,724

Capital Improvements

- Maintenance Week Activity—\$20,000
- New Carpeting in Child Play Area
- 2 New Skateboard Racks
- Hazardous Materials Storage Locker

Fruita Community Center Activity

Total Annual Visits



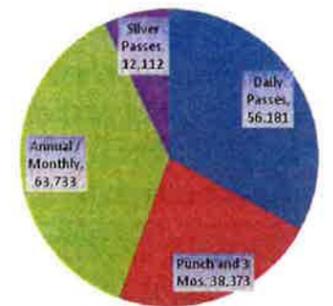
The Fruita Community Recreation Center (FCC) continues to be a hub of activity for the Fruita community and paid visits to the center have seen steady growth since opening on January 24, 2011.

In 2014 the overall paid visit count eclipsed 170,496 which translates to 489 visits per day on average.

June and July when the outdoor pool is open and schools are closed are when the center is busiest. Both months had over 20,000 paid visits to the FCC.

September and October are the least busy months and had just under 10,000 paid visits each month.

2014 Visits by Pass Type



Other Fun FCC Facts

- 75.68% of pass-holders live in Fruita, 7.59% from the Redlands, 6.87% from Grand Junction, and 6.39% from Mack and Loma, and 3.48% from other areas
- 6,481 kids cared for in the RecRat Room and \$7,150 in revenues
- 181 Pool Parties (indoor and outdoor) and 121 Room Reservations
- Lifeguards made 70 saves and responded to 5 major and 65 minor incidents in the pool areas
- 38 program scholarships provided for \$1,221
- Over 6,000 Grey Gourmet and Thursday Potluck senior lunches served
- 1,800 Fitness Classes, 10,000 participants and \$66,931 in revenues
- Over 20 lectures on Health and Wellness by Family Health West
- 622 Middle School Youth Attended the Nite at the FCC Events
- FCC was open 354 of 365 days or 4,728 hours in 2014

Hosted over 20 events in 2014 including; *Denver Bronco's Fan Appreciation Tour, Dive-in Movie, Nuggets Skills Challenge Chamber of Commerce's Business Fair, CMU Maverick Classic Bike Race, Bike to Work Day, Lionesses Chili Supper, Sweetheart Health Expo and Run, CMU Maverick Classic, Dog Days, and many more...*



Parks, Trails and Open Space

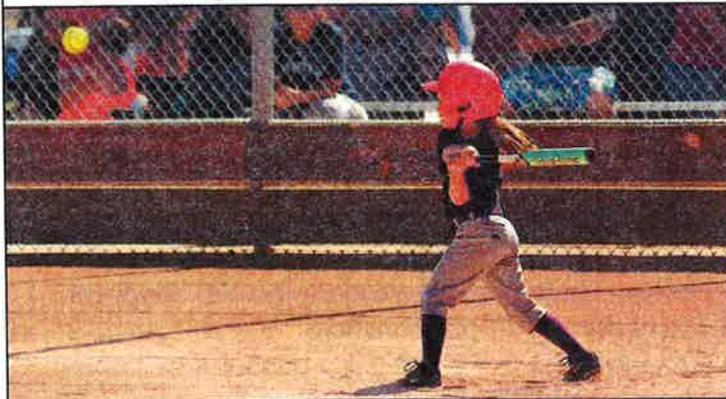
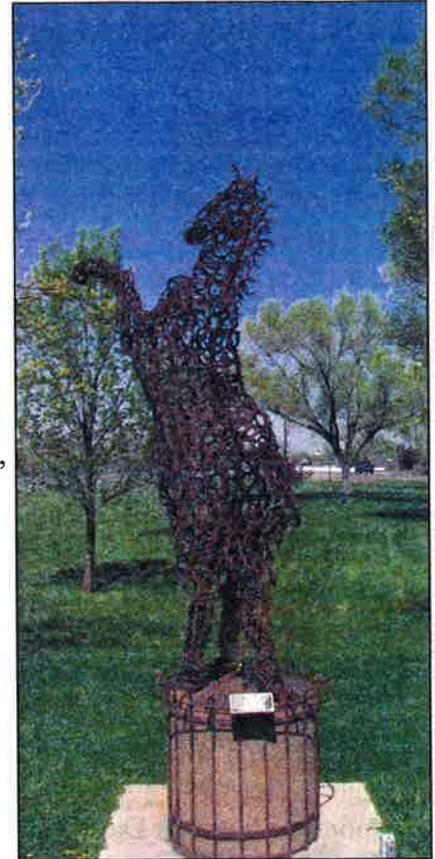
The Parks Department is responsible for the development and maintenance of parks, trails, downtown planters, and open space areas in Fruita.

Parks Operational Activities

- Mow operations for approximately 35 acres of parkland (mow each area approximately 2 times per week)
- Snow removal along trails and at community buildings
- Planting and maintaining downtown planters
- Invasive species management in parks, open space areas and along all trails
- Trail Maintenance—concrete trail repairs at Little Salt Wash and Prospector Parks
- Ensure safety and maintain 7 playgrounds—performed 84 playground inspections (1 inspection per playground, per month)
- Maintenance and daily cleaning of over 20 facility structures, including 4 restrooms, 13 shelters, and numerous irrigation pump houses

Fun Facts from the Parks Department

- Tree City USA—21 Years
 - 22 Trees Planted, 11 trees removed, and 118 pruned in City parks
 - \$39,486 spent on maintaining urban forest
- Supported over 40 Special Events in the City, including electrical set up
 - Over 30 Special Event Permits Approved for Non-City Events
- Responsible for downtown decorations, including Christmas Lights
- Responsible for July 3rd Fireworks show, including setting off 768 shells
- 173 park shelter rentals
- Prepared athletic fields for 124 soccer games, 24 flag football games and over 350 baseball and softball games
- Hosted Triple Crown and Fruita League Baseball Tournaments



Parks Department participated in the following planning activities:

- Riverfront Trail, Kokopelli Section (Fruita to Kokopelli Trailhead and Loma Boat Launch) - Paths to Parks GOCO Grant Application
- Downtown Streetscape and Civic Center Memorial Park Master Plan
- Reed Park Renovation Concept Plans
- Lower Little Salt Wash Trail Planning

Parks Department Facility repairs, upgrades and additions:

- Little Salt Wash Bank Repair at Wildwood Acres Trail and Dan Williams Park due to erosion
- Repair of trail at Snooks Bottom due breach by the Colorado River
- Reed Park Basketball / Pickleball Court Resurfacing and Painting
- Riverfront Trail, Monument View Section (Fruita to Grand Junction)
- Fruita Bike Park, including Xeric Garden
- Tamarisk Removal at Snooks Bottom
- Fruita City Shops Expansion

