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# Weekly Info Update

To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: JANUARY 16, 2015  
Re: WEEKLY INFO UPDATE

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## **This Tuesday's City Council Meeting**

The meeting will begin with a special presentation by Grand Junction City Councilman Duncan McArthur regarding valley-wide drainage. We will also present the Reed Park concept plan and highlights of 2014 accomplishments before going into executive session. A couple different items on consent include establishing a committed fund balance for unspent arts and culture funds and an ordinance to change the way fees are established for excavation permits and updating the Code to match the recently revised permit process (no fee change but improves efficiency in the process).

## **TID BITS:**

- We had a good showing and discussion at the Business Toolbox Tuesday morning. We discussed continued and increased partnerships between businesses and the City to promote all things to do in the Fruita area.
- The Planning Commission approved all three items at their January 13<sup>th</sup> meeting, which included a vacation rental by owner, the annual plan of annexation and designating the Masser House for local historic register.
- Thursday night we hosted nearly 80 people for the Business After Hours Chamber event at the Community Center which by all accounts was a success.
- Mayor Buck and I met with managers and mayors of Grand Junction, De Beque, Collbran and Palisade this week discussing efforts each city is focused on. One topic of interest in our area (also in the national spotlight currently) is broadband service.
- Speaking of Internet service, like Mesa County, we have also been the recipient of calls from disgruntled Charter customers this week and will participate in sharing those examples in a meeting with Charter next week.
- We are currently recruiting for a full time police officer, part time animal control officer, City Engineer and Public Works admin assistant.
- With the warm weather we have enjoyed lately, we are putting up signs warning people of thin ice at Snooks Bottom.
- 50+ kids participated in the Nuggets Skills Challenge at the Community Center earlier this week.
- The Community Center staff had their annual party to recognize all the wonderful part-time staff we have which included the second annual dodge ball tournament and the admin staff actually won the bragging rights for this year. I was proud to be on that team; however my dodging skills didn't warrant much bragging

*Honor the Past – Envision the Future* **FRUITA**

from the wall in the final game (but I think Ture may have been an extra from the movie Dodge Ball a few years back).

- The open house for Reed Park had about 15 people in attendance to provide feedback on the preferred concept plan presented by staff. Ture will cover the feedback and the plans at Tuesday's meeting.
- The AGNC legislative conference call today covered the bills introduced and planned for discussion this week. There were not many controversial bills introduced (pertaining to cities) but we identified those to support, monitor or drop. Please let me know if there are bills you would like AGNC to support or fight.
- The first meeting of the new Sports Commission was held this week. They are going strong at identifying a wide variety of sporting events to recruit to the valley. The new website is found at: [www.grandjunctionsports.org](http://www.grandjunctionsports.org).
- The School District is working on relocating the parking of their school buses from our Public Work's Shop site this summer.
- Had the opportunity to meet many business owners this week and also with the Middle School Principal, Hospital staff, new County Administrator, Chamber Director, and the members of our Senior Task Force, Arts and Culture Board and Downtown Advisory Board.
- Below you will find a copy of CML's 2015 State of our Cities & Towns report.
- You will also find a copy of the quarterly report on City Council's Professional Development Expenditures as of Dec. 31, 2014.

#### **UPCOMING EVENTS:**

- Thursday, Jan. 22<sup>nd</sup> is the Municipalities Dinner at the Grand Junction Public Safety Building at 6 pm.
- Thursday, Jan. 29<sup>th</sup> is the Grand Junction Visitor & Convention Bureau Travel & Tourism Annual Meeting at the Two Rivers Convention Center at 8:15 am. Please let Deb know if you are interested in attending. I will be there.
- The January 2015 City of Fruita Meeting Calendar is available on the website at: <http://www.fruita.org/documents/admin/mtgcal.pdf>.
- The 2015 Events Calendar is also available online at: [http://www.fruita.org/documents/rec/EVENT\\_CALENDAR.pdf](http://www.fruita.org/documents/rec/EVENT_CALENDAR.pdf)

CC: Department Directors



2015 STATE OF OUR  
CITIES & TOWNS  
ECONOMIC DEVELOPMENT

▲ **FINANCIAL NEWS**

COLORADO NAMED A LEADING STATE FOR BUSINESS EXPANSION

COLORADO JOB GROWTH AMONG THE FASTEST IN NATION

COLORADO AMONG TOP PLACES TO START A BUSINESS



## WHAT IS BEHIND THE HEADLINES?

### CITIES AND TOWNS ARE THE STORY BEHIND COLORADO'S ECONOMIC SUCCESS.

**Nine out of 10 Colorado municipalities invest** in one or more programs that support or promote economic development.

This investment provides the returns of a **healthy climate for business and industry**, **more and better jobs** for residents, and **increased tax revenue** for municipalities, counties, school districts and the state.

This work positions Colorado ahead of the pack in pulling out of the Great Recession.

The Colorado Municipal League's *2015 State of Our Cities & Towns* survey shows **62 percent of Colorado municipalities reporting a better economy** in their community in 2014 than the prior year. Among the larger cities, 94 percent report a better economy.

Municipalities engage in a wide range of economic development activities, including

**tourism promotion • special events • infrastructure improvements • tax and fee incentives • grants to business • recruiting new businesses • nurturing entrepreneurs through business incubators**

Primary job creation is a primary focus to bring new money into a community, which is then spent several times over to support retail, restaurants, and other local employers. **Encouraging local businesses to expand** or by **recruiting new business** requires a close working relationship with the private sector. This investment often involves a financial package that includes **tax and fee incentives**.

**Capital improvement and redevelopment projects** are additional economic development tools that many municipalities use effectively.

The impact of these programs is painting a bright future for Colorado. When asked in the CML survey to share a success story of an approved economic development project, the median of the projects reports a yield of **40 new jobs and \$315,000 in increased tax revenue** for the municipality.

The efficient delivery of quality services and investment in economic development by our cities and towns is putting Colorado in the headlines for leading our nation's economic turn-around.



# MOST EFFECTIVE MUNICIPAL TOOLS TO SPUR ECONOMIC DEVELOPMENT



## TAX AND FINANCIAL INCENTIVES

50% of municipalities agree these are the most effective tools to spur economic development

### TAX INCENTIVES

- 35% of municipalities offer some type of tax incentive
- 70% offer sales tax rebates
- 55% offer fee waivers
- 33% offer business personal property tax rebates
- 15% offer public improvement fees
- 24% offer some other tax incentive

### OTHER FINANCIAL INCENTIVES

- Municipalities offer some financial incentives, as well
- 30% offer reduced/waived building permit fees
- 25% offer grants for businesses



## IMPROVEMENT AND REDEVELOPMENT PROJECTS

- 42% believe in improvement/redevelopment projects
- 52% improve streetscapes and aesthetic
- 35% invest in transportation/parking infrastructure
- 52% offer other infrastructure improvements
- 27% create special development districts
- 26% incorporate redevelopment projects

## MUNICIPAL POLICY AND FUNCTION

- 41% think in-house support is necessary
- 35% offer services to small business
- 34% promote entrepreneurship
- 25% provide technical assistance to local business
- 25% have an economic development plan



## MARKETING, OUTREACH, AND TOURISM PROMOTION

- 33% think promotions and marketing effective
- 45% promote tourism
- 31% reach out or market to outside businesses

## SPECIAL EVENTS

- 28% see special events as an effective tool
- 67% host special events



36% think **OTHER** tools for economic development the most effective



# TOP BUSINESS SEGMENTS TARGETED BY ECONOMIC DEVELOPMENT EFFORTS



TOURISM  
43%



ENERGY  
29%



MANUFACTURING  
26%



TECHNOLOGY  
18%



RENEWABLE ENERGY  
17%



BIOMEDICAL  
15%



AGRICULTURE  
17%



TELECOMM  
13%



AEROSPACE  
12%

2015 STATE OF OUR  
CITIES & TOWNS  
ECONOMIC DEVELOPMENT

For complete survey results,  
visit [www.cml.org/state-of](http://www.cml.org/state-of).



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**CITY COUNCIL PROFESSIONAL DEVELOPMENT EXPENDITURES - DECEMBER 31, 2014**

DESCRIPTION	DATE	AMOUNT
2014 Professional Development Budget		12,500.00
<b><u>Dues and Subscriptions</u></b>		
Colorado Municipal League	1/14/2013	(3,033.60)
Club 20	1/21/2013	<u>(900.00)</u>
		<u>(3,933.60)</u>
<b><u>Council and Mayor expenses</u></b>		
CML Policy Committee Lodging (Fuller)	4/21/2014	(148.03)
Municipalities dinner expenses	6/2/2014	(1,024.35)
CML Conference lodging and registration (Mascarenas)	6/2/2014	(794.80)
Goal Setting food expenses	6/2/2014	(71.35)
CML Legislative Workshop (Lodging, Registration Fee, Mileage)	3/3/2014	(592.94)
Kids Voting Banquet	3/24/2014	(50.00)
Fruita Chamber of Commerce Annual Dinner	2/24/2014	(720.00)
Ice Cream Social	7/14/2014	(246.00)
Goals Setting Session - food	7/21/2014	(68.97)
City Manager going away reception	9/2/2014	(1,366.33)
Fruita Middle School - Ice cream	9/16/2014	(285.36)
GJEP Annual meeting	9/22/2014	(48.00)
CML Policy Committee Lodging (Fuller)	9/29/2014	(177.86)
Award certificates	10/27/2014	(13.06)
CML Policy Committee (Fuller)	10/27/2014	(219.42)
Boards and Commissions blankets (gifts)	11/3/2014	(1,140.00)
Boards and Commissions Appreciation night expenses	11/10/2014	(454.58)
CML Policy Committee (Fuller)	12/31/2014	<u>(373.76)</u>
		<u>(7,794.81)</u>
<b>Total Expenditures through 12/31/14</b>		<b><u>(11,728.41)</u></b>
<b>Unspent balance of budget</b>		<b>771.59</b>