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# Weekly Info Update

To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: SEPTEMBER 18, 2015  
Re: WEEKLY INFO UPDATE

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## City Council Workshop this upcoming Tuesday

Tuesday night, we will present a draft balanced 2016 budget in line with our charter requirement to do so by the end of September each year. We will discuss the highlights and budget calendar and then you will have time on your own to sink into it in preparation for the scheduled public discussions. The packet has the budget calendar for the remainder of the year and the draft budget will be provided at the workshop or via email before the meeting.

## Recruiting the Cycling and Outdoor Industry

As you are aware, our direct marketing and proactive recruitment of the outdoor industry has been a primary focus to diversify our economy and build on one of our major strengths as a community that values and has endless access to all types of outdoor recreation. Last week we sent a direct marketing email through a PR company to the Cycling Industry. The content of the email is attached below at the end of this update. Paul Aieta, with Cobb & Associates coordinated with me to craft this message. Immediately, we had a couple great articles as a result of the email:

- Cycling Industry Urged to Consider Fruita, Colorado:

<http://www.triathlonbusiness.com/2015/industry-news/cycling-industry-urged-to-consider-fruita-colorado/>

- Fruita is a Cyclist's Paradise: <http://www.sgbtoday.com/outdoor/fruita-co-cyclists-paradise/>

Mayor Buck, Parks & Rec. Dir. Ture Nycum, along with Paul Aieta and Steve Jozefczyk with GJEP were all at this week's huge cycling tradeshow Interbike promoting Fruita for the press camps, product launches, business relocations and tourism. They had much success being welcomed by the industry due to Fruita's reputation. Paul connected Mayor Buck with Bicycle Retailer who put out a great article that was placed on bicycleretailer.com and in the daily trade show's publication: <http://www.bicycleretailer.com/north-america/2015/09/17/fruita-colorado-looking-bike-industry-love#.VfyTc8t0yUk>. We will continue to connect with the prospects made at the tradeshow and be aggressive in these efforts including our upcoming meeting with the Governor's Outdoor Recreation Office Head.

This week I also spoke with Mesa Grand owners of our 68 acres of ready to build industrial land and they are actively pursuing their steps in coordination with ours to design virtual buildings and market build to suit buildings available for lease, an

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

outdoor recreation business incubator and they have lowered prices on some of their lots.

### **Keep up the voting for Fruita!!!**

We are now in Round 3 against Colorado Springs until the 24th and leading 63% to 37% as of 3:20 pm Friday. Round 4 will be through the 30<sup>th</sup>. We need daily votes to stay ahead of Colorado Springs! Again, this is for Elevation Outdoors Magazine's online contest to see which city is voted the top Adventure Town in Colorado. It allows you to vote once per day so please make a habit of sharing and visiting the link: <http://www.elevationoutdoors.com/colorado-adventure-towns/>. We are in the Large Towns category (?—I guess our quality and abundance of adventure outweighs our population ☺). Round 1 ended with our win over Canon City. Round 2 ended with our win over Steamboat Springs.

### **TID BITS:**

- With the help of the National Guard, much of the Little Salt Wash was cleaned up and the debris burned last weekend.
- Mark has a new title—Code Compliance Officer rather than “enforcement” as he has mastered assisting people and coordinating efforts to comply and clean up properties in the city.
- The downtown project is on schedule to be completed (with exception of shrubs and artwork) before Fall Fest with paving Monday, clean-up Tuesday and striping Wednesday.
- The Mulberry sewer project with Sorter Construction will be a winter project.
- Advertisements for the Little Salt Wash Trail construction continue this weekend and the pre-bid meeting on the 28<sup>th</sup> and bid meeting Oct. 6<sup>th</sup> with swift construction to follow.
- Budget, budget, budget. Did I say budget—we continue to hammer away at this and Margaret is smiling at times throughout the week ☺.
- The City Shops open house went very well this week. Mayor Pro-tem Bruce Bonar did a great job, we had a ribbon cutting and had over 60 people in attendance checking out the facility, climbing on big vehicles and eating hot dogs.
- With our recent TV coverage on our biosolids, we have now given away a whole year supply—which was much needed to clear space and you may see more green grass out there.
- Mayor Pro-tem Bonar spoke to a group of 3<sup>rd</sup> graders today at Shelledy Elementary.
- We also hosted 103 first graders from Rim Rock today and had a great time with them.
- We had some great media coverage this week so be sure to check it out below:

### **FRUITA IN THE NEWS:**

- Iron Edge Triathlon in Fruita: <http://www.steamboattoday.com/news/2015/sep/13/ironedge-triathlon-team-has-strong-weekend-fruita/>
- Fruita Monument beats rival GJ: <http://chsaanow.com/2015-09-12/football-roundup-fruita-monument-beats-rival-grand-junction-moves-to-2-0/> AND video highlights: <http://coloradopreps.com/co/news/?id=2279&t=>
- Fruita making a big effort to be a more inviting place to live and visit: <http://www.gjsentinel.com/gjrealestateweekly//articles/fruita-making-a-big-effort-to-be-8232a-more-inviti>
- Fruita is a Cyclist's Paradise: <http://www.sgbtoday.com/outdoor/fruita-co-cyclists-paradise/>

- Fruita’s Aspen Avenue construction to be completed just before the Fruita Fall Festival TV spot: <http://www.nbc11news.com/home/headlines/FruitAspenAvenueConstructionToBeCompletedJustBeforeTheFruitaFallFestival-328135981.html>
- Fruita, Colorado, looking for bike-industry love: <http://www.bicycleretailer.com/north-america/2015/09/17/fruita-colorado-looking-bike-industry-love#.VfyVQst0yUk>
- We were interviewed in response to—Gov. Hickenlooper announces \$100 million plan to improve biking within state TV spot: <http://www.kjct8.com/home/headlines/327973701.html>
- Meet Your Neighbor Frances Blackwelder: <http://www.gjfreepress.com/news/18188005-113/meet-your-neighbor-frances-blackwelder>
- Urban Treads running and cyclocross: <http://www.summitdaily.com/news/18201166-113/urban-treads-running-and-cyclocross-race-series-in>
- 39 immigrants take oath of allegiance on CO Monument TV spot: <http://www.nbc11news.com/home/headlines/39-immigrants-take-Oath-of-Allegiance-and-are-welcome-to-the-United-States-at-the-Colorado-National-Monument-327959031.html>
- Fruita City Shops Open house TV spot: <http://www.onenewspage.us/video/20150916/3316986/Fruita-City-Shops-are-Finally-Finished.htm>
- Fruita Bike Park receives Starbust award TV spot: <http://www.nbc11news.com/home/headlines/Fruita-Bike-Park-receives-award-327799791.html>
- Fruita asks community to help design gateway TV spot: <http://www.westernslopenow.com/news/local-news/fruita-asks-community-to-help-design-gateway>

#### UPCOMING EVENTS:

- Tonight, **September 18**, from 7-10 pm at the Community Center is the 5<sup>th</sup> – 7<sup>th</sup> grade Night at the FCC.
- Don’t Forget the Fruita Farmer’s Market **each Saturday** from 8:30 am – 12:30 pm in Civic Center Park.
- The large meeting for all elected officials and board member of the cities, county and partner agencies to focus on the North Star and Chabin Concepts study is scheduled for Wednesday, **September 23<sup>rd</sup>** from 4-6 pm at the Mesa County Workforce Center.
- The next Municipalities Dinner is scheduled for Thursday, **September 24** at Chez Lena restaurant at Western Colorado Community College campus (2508 Blichman Ave. in Grand Junction).
- Fruita Fall Festival is right around the corner **September 25-27**. More info on the Chamber’s calendar at <http://info.fruitachamber.org/events/calendar>.
- **October 26**, 3-5 pm in the Hospitality Suite in Stocker Stadium at Lincoln Park’s Suplizio Field, will be a Transportation Roundtable discussion hosted by the Grand Valley Regional Transportation Committee (GVRTC) and the Grand Junction Chamber of Commerce. RSVP is required to [Kathy.young@mesacounty.us](mailto:Kathy.young@mesacounty.us) by Oct. 19.
- The **September** 2015 City of Fruita Meeting Calendar is available on the website at: <http://www.fruita.org/calendar>.
- The **2015** Events Information is also available online at: <http://www.fruita.org/parksrec/page/special-events>

CC: Department Directors



## PLAN YOUR NEW PRODUCT INTRO, STAFF GET-AWAY, VACATION (AND RELOCATION?) IN WORLD FAMOUS FRUITA

**FRUITA, CO (CFEpr+) September 10th, 2015** - - The city, businesses and people of Fruita, Colorado are urging the **Cycling Community** to plan their **Business Events, Staff Retreats, and Vacations** in Fruita during the upcoming **Fall 2015** and **Spring 2016** Seasons. Located minutes from the Grand Junction Regional Airport, home to some of the **World's Best Mountain** and **Road Biking** rides, and flush with nice accommodations and activities for all, there's never been a better time to go to Fruita.



style of cycling, Fruita's got it.

**EPIC** - When IMBA decided to begin designating "IMBA Epic" trails, where did they start? Fruita of course. In addition, Fruita is surrounded with Scenic byways that are perfect for Road Riding, Bike Packing and Gravel Grinding. No matter what your preferred

**INDUSTRY** - We can think of no better place in the States to hold your **Press Camps, Product**



**Launches, Photo and Video Shoots, and Dealer Camps.** Contact [Paul Aieta](#) for details.

**DEALERS** - Pay your staff back with a **Retreat** in

Fruita to get their yaya's out. Bring along some of **your best customers** too! They'll end up having the time of their life with you to thank.

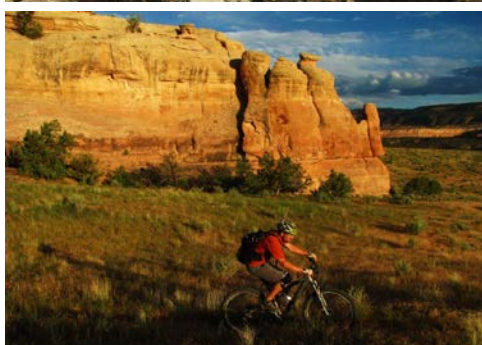
**MEDIA** - The varied terrain in and around Fruita is perfect for testing for **Gear Guides** and Desert Terrain **Testing**, and you won't be disappointed coming to town for a **Feature** article. **COBB** Marketing's [Paul Aieta](#) knows every nook and cranny of the valley that will maximize your content.

**BUSINESS RELOCATION** - The region is home to several **Cycling Industry** businesses, and is eager to bring more to Fruita. For a video on relocation, click [here](#) and email [Mike Bennett](#), Fruita City Manager, for more info.

**VACATION** - In addition to cycling, there are many activities for you and your family to experience, including Rafting, Golf, Dinosaur Fossil Tours, Hiking, Rodeo, and 4-Wheeling adventures. **Accommodations** are top-rate, and there are unique and fun things to do year-round.

Go to [www.gofruita.com](http://www.gofruita.com) and click on any of the images here to book your next adventure!

Click [here](#) to see PinkBike.com's take, and [here](#) for a Trailmap and temperatures!



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The Grand Valley French Press Tour