



FRUITA

COLORADO

Weekly Info Update

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To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JULY 1, 2016
Re: WEEKLY INFO UPDATE

City offices will be closed Monday, July 4, in observance of Independence Day.

#GrandDayCO Video Launch

If you haven't seen it already, please watch the Grand Day Video we helped fund at www.GrandDayCO.com and share with friends. It launched today.

Tuesday's City Council Meeting

Tuesday night, Margaret will be acting City Manager in my absence. On the agenda are two proclamations, second readings for the Bresnan Communications franchise agreement and Chapter 2.28 of the Fruita Municipal Code concerning Municipal Court, a request to approve a minor subdivision in the industrial park, two annexations for subdivisions, among other consent agenda items. There will be a public hearing regarding an application to rezone the Sacred Heart Church properties to a PUD also.

TID BITS:

- Fruita Rotary Rocks! Check out the TV spot on the partnership we have with them to serve lunch to kids below.
- Who else rocks? Jen and Anne—check out the Sentinel article on their focus and efforts to build a community of businesses in Fruita below too.
- During the month of May, Fruita residents recycled 48 tons of aluminum, cardboard, paper, scrap metal and plastics (full report below).
- Also below is an update from the business Incubator.
- This weekend will be busy with the Southside Market Place's Family Fun Fair and Fireworks on Sunday (see flier below). Exciting to see the work of the Southside Marketplace!

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

- Snooks Bottom is crowded each weekend and our officers are making a point to monitor to keep it safe.
- We are again partnering with the Lower Valley Fire Department to do fire mitigation clean-up along Little Salt Wash. In Sept. we will clean up from Dan Williams Park east and LVFD is applying for additional funds to do more.
- Thanks for coming out and serving ice-cream at last night's concert.
- The Community Center is staying busy and trending as the busiest year ever (99,583 paid visitors Jan – June). June was the busiest month ever (21,929 paid visitors)! See full report below.
- It is interesting to see June compared to the busiest month each year too (paid visits, revenue):
 - 2011 – 7733, \$33,980
 - 2012 – 9431, \$41,875
 - 2013 – 8838, \$39,277
 - 2014 – 9101. \$39,840
 - 2015 – 9290, \$41,042
 - 2016 – 9837. \$42,705
- Public Works has been busy this week working with the County to fog coat—sealing the chips that were laid on sections of Aspen Ave, Wildcat Ave, 19 Rd. and South Maple, and also the FCC parking lots at Little Salt Wash Park and the FCC. This was after laying the chips and allowing them to be driven on first.
- Next week they will be doing the entire process on Kingsview Rd. out to the Devil's Canyon trailhead. The County has coordinated with BLM and provided public notice that the road will be worked on all week beginning on the 5th with a one lane temporary access lane, but Devil's Canyon Trailhead will be closed.
- We will also begin striping these chip-sealed sections and other roads next week.
- We should receive our pro/con statement from DOLA next week to begin preparing for our presentation to the DOLA board on our pending grant for the Kokopelli Riverfront Trail extension in a few weeks.
- We are also preparing for hosting members of the GOCO Board and state agencies in Fruita July 20 for the dedication of the Little Salt Wash Trail. We will also provide presentations and tours from 1-4 pm at the FCC that you are welcome to attend as well, prior to the dedication that will take place at the Riverfront Concert that night (invite below).
- SGM progresses with the design of the Kokopelli section of the Riverfront Trail working with BLM and CDOT for required reviews.
- We are also requesting letters of support within the limits from partner agencies in preparation for our grant due date of Aug. 1.
- Final fencing along the Little Salt Wash Trail will be going in near the lagoon property and True Value.
- Staff continues to monitor reservoir 2 and proposals for the required assessment are due July 6.

- Mesa County is requesting bids due July 20 to design a bridge on Maple.
- Engineering is beginning to work on the design of the alleyway north of Aspen.
- BLM is beginning their NEPA work for 6.5 miles of additional trail on Mack Ridge so that builds could possibly begin in the fall.
- Mesa Grand property owners are engaging Vitality Films to do a promotional video for their property in the business park.
- The summer City Link is off to the printer.

FRUITA IN THE NEWS (or related news to the area):

- Fruita Summer Food Program TV spot: <http://www.westernslopenow.com/news/local-news/fruita-summer-food-program>
- Free, healthy lunches for kids comes to Fruita: <http://www.nbc11news.com/content/news/Free-healthy-lunches-for-kids-comes-to-Fruita-384341731.html>
- Plump produce and more at Fruita Farmer's Market TV spot: <http://www.kjct8.com/content/news/384405521.html>
- Building Community: <http://www.gjsentinel.com/news/articles/building-community-in-fruita>. They were also covered in Sunday's Green Shoots highlight.
- 4th of July activities in western Colorado TV spot: <http://www.kjct8.com/content/news/Looking-for-something-fun-to-do-on-the-4th-Check-out-our-list-of-activities-going-on-in-towns-and-cities-across-the-Western-Slope-at-wwwkjct8-384720101.html>
- No fire restrictions for Fourth of July, but officials urge caution with fireworks: <http://www.nbc11news.com/content/news/385067351.html>
- Fruita man, 20 arrested: <http://www.nbc11news.com/content/news/MCSO-Fruita-man-20-arrested-for-child-sex-crimes-385054261.html> AND <http://www.gjsentinel.com/news/articles/fruita-man-20-accused-of-sexual-assault-of-teen>
- Outdoor Recreation Economic Impact To be Tracked TV spot: <http://www.westernslopenow.com/news/outdoor-recreation-economic-impact-to-be-tracked>

UPCOMING EVENTS *(When an RSVP is required I will include the information. I also ask that you let Deb know if you plan to attend so we can make sure to post if multiple council members plan to attend. Deb would also be happy to RSVP for you.):*

- All summer events listed below.
- **Sunday, July 3** is the Southside Marketplace Family Fun Fair from 5-9 pm and City Fireworks at dusk.
- **Monday, July 4**, City offices are closed in observance of Independence Day.
- **July 20** is the Little Salt Wash Trail ride and dedication at the Riverfront Concert. Full invite below.

- **July 24** is the Colorado Canyons Association Canyons Cool Down 2016 Ruffin' It at the Hot Tomato from 4-9pm (flier below).
- The Fruita Community 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

WM Public Sector Solutions

May 2016 Recycling Benefits for the City of Fruita

In May 2016, we recycled 48 tons of aluminum, cardboard, paper, scrap metals, and plastics.

These recycling efforts conserved the following resources:



392 Mature Trees

Represents enough saved timber resources to produce
4,855,800 sheets of newspaper!

167 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste
disposal needs for 214 people!

96,322 Kw-Hrs of Electricity

Enough power to fulfill the annual
electricity needs of 9 homes!

Avoided 114 Metric Tons (MTCO₂E)
of GHG Emissions

The recycling of these materials
prevented these GHG emissions!

228,619 Gallons of Water

Represents enough fresh water to meet the daily fresh
water needs of 3,048 people!

Sources: U.S. Environmental Protection Agency, International Aluminum Institute, National Association for PET Container Resources, Institute of Scrap Recycling Industries, Earth Works Group Recycler's Handbook, One Earth Recycle, Bring Recycling.org, National Recycling Coalition, US Forest Products Laboratory, and Waste Management. © Waste Management 2015



**Pumping Up the Dream
Starting a Business in Western Colorado**

Take advantage of the opportunity to receive step by step guidance as you start your new business in Western Colorado. This class covers the most commonly asked questions including how to do a trade name search, choosing the right legal structure, registering with the state, local licensing requirements, the business planning process, and options for financing your business.

Cost is \$50 and includes training materials and membership in the Fast Trac Business Basics program.

Morning Class 9:00 am to noon
Tuesday, July 26

Afternoon Class 1:00 pm to 4:00 pm
Thursday, July 14 **FRUITA**
Tuesday, August 30

Evening Class 6:00 pm to 9:00 pm
Thursday, August 18

Fast Trac Business Basics

Classes are offered from noon-1:00
Must Take Starting a Business Class First
FREE: Call 243-5242 to Pre-Register

Fast Trac Market Research: Learn to use market research tools to generate more business	7/13/16 8/25/16
Fast Trac Business Planning: Write a plan to help ensure the success of your business.	7/12/16 8/16/16 IN FRUITA
Fast Trac Internet Strategies: Learn how to be accessible through the Internet.	7/27/16 8/22/16
Fast Trac Licensing: License your business online.	7/21/16 8/12/16
Fast Trac Cash Flows: Learn how to do a cash flow budget using Excel.	7/18/16 8/4/16



LEADING Edge

The Leading Edge program helps move your business to the next level. This comprehensive training course provides existing business owners and entrepreneurs expert guidance in the areas of cash flow management, marketing, finance, personnel, legal issues, and more. Each participant will receive hands-on assistance in preparing a complete business plan.

Start Date: August 23, 2016
Graduation: November 8, 2016

Classes meet every Tuesday evening, 6-9 p.m.
Cost is \$275

(\$25 discount if paid by August 16, 2016)
(inquire about discount for multiple attendees/same business)

Call 243-5242 to Register

All Dates & Events Are Subject to Change

Events in **Fruita** will be held at our Fruita Location:
325 East Aspen Street
Fruita, Colorado



The SBDC is partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions or services. SBA funded programs are extended to the public on a non-discriminatory basis.



Bookkeeping Bootcamp

Learn how to set up and track business accounting records, and gain better control of your business by learning how balance sheets, income statements, and cash flow projections are prepared and what they can tell you about your business.

Cost: \$75 (includes lunch)
Thursday, July 7, 2016
9:00 am to 2:00 pm

**Business Valuation:
What's it worth to you?**

What would be a fair listing price for a business and how is it determined? Will a lender finance the acquisition? Does selling a business within the industry provide opportunity to command a premium price? Join us in learning about the roles of market analysis and business evaluation in developing a realistic business worth assessment.

Tuesday, August 9, 9:00 to 10:30 am
Cost: \$ 35.00



July 15
Trailhead Coffee
413 Monument Rd.
GJ, CO
10 to noon

**Intermediate Social Media:
Setup an Effective Facebook Campaign
in 5 Easy Steps**

Nikole James with Travel Copy Solutions will teach you how to boost your small business' sales with these great tools.

Thursday, August 18
8:30 to 10:00 am





3rd Annual



Family Fun Fair

Presented by



WESTERN ROCKIES
FEDERAL CREDIT UNION

at



Sponsored by



5:00-9:00pm



ADMISSION IS FREE!

Free Shuttle Service*:



4:45-9:00pm / 10:30-11:30pm

Every 10-15 Minutes

No Shuttles During Fireworks

*Shuttles provided by Volleys & Three Dreams LLC

Stay & Watch
the Fireworks!



Shuttle Stops:

Fruita Civic Center Bus Stop

Dinosaur Journey Museum

Colorado Welcome Center

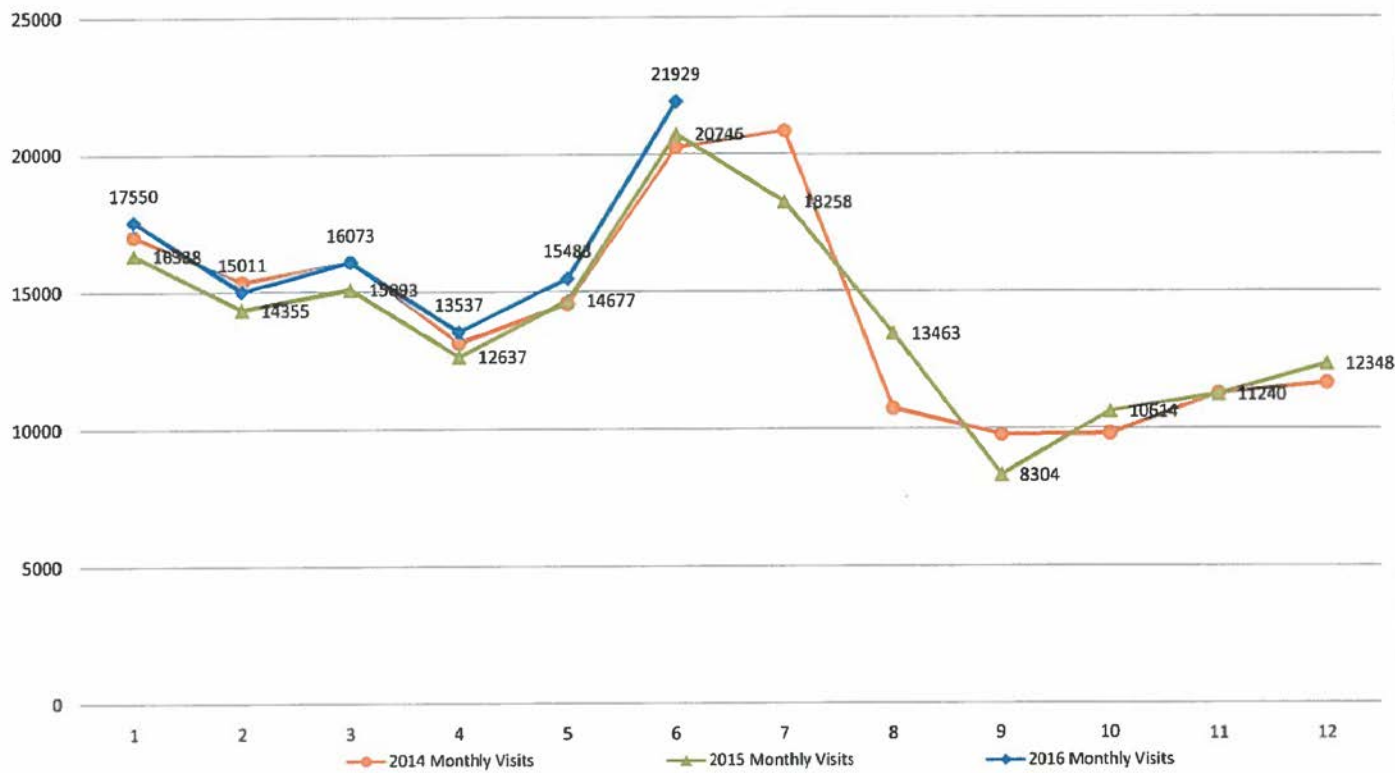


Photo by David Robert Bilwas

Participating Businesses



Total Visits by Month - FCC



City of Fruita - Little Salt Wash Trail – Dedication

July 20th, 2016 at 7:00 pm

James M Robb Colorado River State Park – Fruita Section
585 Colorado Highway 340, Fruita, Colorado

Trail Dedication will take place at the Colorado Riverfront Concert (the Subdudes).

The dedication will last approximately 15 minutes featuring speakers from the City of Fruita, the Colorado Riverfront Commission, and Great Outdoors Colorado.

You will need a concert ticket to enter the State Park – tickets are \$3 and are available at any area CityMarket. Concert starts at 7:30 pm.

Prior to the Trail Dedication, join us for a bicycle ride or walk on the new Little Salt Wash Trail. The one mile ride / walk will start at the Fruita Community Center at 6:00 pm. A bike parking corral will be available at the State Park but it is recommended you bring a bike lock to secure your bike and head or bike lamp for the ride back to the Fruita Community Center as it will be dark after the concert.



FRUITA
COLORADO



GOCO
GREAT OUTDOORS COLORADO



COLORADO
Department of
Transportation



2016 Summer Events and Activities in Fruita

June 3-4	Mike the Headless Chicken Festival		Downtown Fruita
June 9	Thursday Night Concert – Jack and Jill	7:30pm	Downtown Fruita – Civic Center Park
June 11	Dinosaur Day	9am - 5pm	Dinosaur Journey Museum
June 15	Colorado Riverfront Concert – March Forth	7:00pm	James M Robb Colorado River State Park
June 16	Thursday Night Concert – The Navigators	7:30pm	Downtown Fruita – Civic Center Park
June 22	Bike to Work Day Breakfast by FHW (Flash Ride from Dinosaur Journey To Community Center 6:30 am)	7:30-9am	Fruita Community (Recreation) Center
June 23	Thursday Night Concert – Bicycle Annie	7:30pm	Downtown Fruita – Civic Center Park
June 24	Food Truck Fridays	5:30 – 8:30pm	Downtown Fruita – Civic Center Park
June 25	Fruita Farmers Market Starts (each Saturday)	8:30 am – 12:30pm	Downtown Fruita – Civic Center Park
June 30	Thursday Night Concert – Centennial Band (City Council Ice Cream Social)	7:30pm	Downtown Fruita – Civic Center Park
July 3	Fruita Fireworks Display (Fireworks Set-off at Dusk from Snooks Bottom)	Dusk	Viewing Throughout Fruita
July 3	Fruita Family Fun Fair	5 – 9 pm	South Side Market Place
July 7	Thursday Night Concert – Stonefed	7:30pm	Downtown Fruita – Civic Center Park
July 14	Thursday Night Concert – Flat Top Reed	7:30pm	Downtown Fruita – Civic Center Park
July 20	Little Salt Wash Trail Dedication (Ride, Run, Walk from Fruita Community Center to State Park. Dedication Prior to Concert.)		James M Robb Colorado River State Park
July 20	Colorado Riverfront Concert – Subdudes	7:00pm	James M Robb Colorado River State Park
July 21	Thursday Night Concert – Sleep Junkys	7:30pm	Downtown Fruita – Civic Center Park
July 22	Food Truck Fridays	5:30 – 8:30pm	Downtown Fruita – Civic Center Park
July 28	Thursday Night Concert – Retrospectacle	7:30pm	Downtown Fruita – Civic Center Park
Aug 4	Thursday Night Concert – Zolopht	7:30pm	Downtown Fruita – Civic Center Park
Aug 4	Colorado Riverfront Concert – Buckwheat Zydeco	7:00pm	James M Robb Colorado River State Park
Aug 6	Cops and Cars for Special Olympics		Fruita Monument High School
Aug 11	Thursday Night Concert – Williams Brothers Band	7:30pm	Downtown Fruita – Civic Center Park
Aug 13	Bike Rodeo		Fruita Community (Recreation) Center
Aug 13	Tour of the Valley – Bicycle Tour		Fruita Area Roads
Aug 26	Food Truck Fridays	5:30 – 8:30pm	Downtown Fruita – Civic Center Park
Sep 10	Dog Daze at the Outdoor Pool		Fruita Community (Recreation) Center
Sep 17	Final Farmer's Market	8:30am – 12:30pm	Downtown Fruita
Sep 23-25	Fruita Fall Festival		Downtown Fruita
Sep 30	Food Truck Fridays	5:30 – 8:30 pm	Downtown Fruita – Civic Center Park

*Also don't forget the Tuesday night Rodeos at Rim Rock during the summer.

CANYONS COOL DOWN 2016

RUFFIN' IT AT THE HT

A BENEFIT FOR COLORADO CANYONS ASSOCIATION



SUNDAY, JULY 24TH 4-9 PM

STOP BY THE HOT TOMATO FOR AN AFTERNOON OF PIZZA, PINTS, PUPS AND MUSIC BENEFITING COLORADO CANYONS ASSOCIATION'S WORK TO PROTECT OUR DOG-FRIENDLY PUBLIC LANDS*

TICKETS AVAILABLE AT THE DOOR OR ONLINE AT:
WWW.COLORADOCANYONSASSOCIATION.ORG

\$15 TIX INCLUDES:

- A SLICE O' PIZZA
- A BEER
- BESTSLOPE COFFEE

LIVE MUSIC ON THE PATIO:

- RUBY HORSETHIEF & FRIENDS (4-6:30PM)
- WE SPEAK IMAGINESE (7-9PM)

ADDITIONAL EVENT PARTNERS INCLUDE:



**A PORTION OF THE EVENT PROCEEDS WILL HELP TO FUND CCA'S RESTORATION EFFORTS FOR THE DOG ISLAND CAMPSITE IN RUBY HORSETHIEF ON THE COLORADO RIVER.*