



# FRUITA

## COLORADO

### Weekly Info Update

325 E Aspen  
Suite 155  
Fruita CO 81521

Phone:  
970-858-3663

Fax:  
970-858-0210

E Mail  
fruita@fruita.org

Web Site  
fruita.org

City Manager's Office  
970-858-3663

City Clerk/Finance  
970-858-3663

Community  
Development  
970-858-0786

Engineering  
970-858-8377

Human Resources  
970-858-8373

Public Works  
970-858-9558

Recreation Dept.  
970-858-0360

To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: October 7, 2016  
Re: WEEKLY INFO UPDATE

---

#### **\$2 MILLION DOLLARS**

Celebration is in order as the Great Outdoors Colorado Board approved a \$2 million dollar grant for the Kokopelli section of the Riverfront Trail we have worked so hard to make a reality. These funds will be joined with \$1 million from the Department of Local Affairs (already awarded) and hopefully we should hear from CDOT soon on our request for a \$1.2 million TAP grant! Ture, Ken and the chairs of the Riverfront Commission attended the meeting in Carbondale and expressed to the board our gratitude. (More info on the public announcement below)

#### **TID BITS:**

- I had a great meeting with Rocky Mountain Bikes this week—they are going to host a new bike launch—media, dealer and consumer event in Fruita. More to come.
- A new play feature was installed in the indoor pool on Sunday evening without incident. Pool was drained below feature water line and re-filled that night – staff worked until 3:00 am to get the feature installed – good job staff!!!
- Visit numbers till look great at the FCC – from January through September, the FCC is tracking over 6,000 move visits than our busiest year in 2014. AND, at the end of September we were 16,665 visits away from 1,000,000. Staff is starting to plan some fun celebratory activities for the 1 millionth visitor. See attached spreadsheet on FCC Visitation numbers.
- Parks and Recreation staff are working with the Colorado Welcome Center to determine who's responsible and how to replace some information signage that was installed in 1998. Signs include information on history of Fruita, dinosaurs, things to do in our area, and so on. With the volumes of traffic at the Welcome Center and the enormous amount of views the signs get, it makes sense to update them – they are severally weathered and cracked and almost unreadable.

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

- PW crews were crack sealing this week. Will use all crack seal materials and plan to purchase more this year in preparation for next year with savings from chip seal budget. (1 truck of crack seal ~ \$30k).
- We are working with Landscape Architect on some minor revisions to the lagoon concepts before taking them to some of the boards and commissions this month.
- State Engineer's Office scheduled to complete dam safety inspection on Reservoir #1 and #3 this week—awaiting results.
- Pedestrian crossing signs installed in center of street downtown (approaching Circle) and at high school continue to get hit by cars on a regular basis so staff is evaluating a variety of options to remedy this.
- Chief Macy attended the GJ Regional Communications Board meeting last Friday where the 2017 budgeted was voted on and approved at a lesser number than we had originally plugged in the budget.
- We continue to make adjustments up and down on the budget as numbers come in and will present a summary of new changes in the upcoming meetings.
- The Police Department is working with the Fire department on ways to work with volunteers, identify funding and work with residents to improve the visibility of street numbers for public safety purposes.
- US Tractor Site construction is underway. They are working on the building foundation currently and hope to have the facility open by March 2017.
- 2016 overlays are wrapping up. Coulson, Roberson, Columbine are all paved and 16 and 17 Roads are scheduled to be complete Friday 10/7 if all goes well.
- Sam and I attended the Mesa County Federal Mineral Lease District presentations for the current grant cycle. Sam presented the North Aspen Alley Project where the City is requesting \$185,000 for drainage and paving improvements. We should find out the result within a few weeks.
- CDOT approved the Little Salt Wash Final paperwork and have released the last 10% of the funding from their \$654,000 grant.
- Check out the way this guy goes up, yes up Horsethief Bench on his mountain bike:  
<http://www.imbikemag.com/mountain-bike-news/2016/10/fruita-colorado-mountainbike-trail-up-down/>
- Attached below is a letter from the Riverfront Commission regarding why motorized vehicles (including e-bikes) are banned on the Riverfront Trail.

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

- Numbers will increase for '16 Rim Rock Run:  
<http://www.gjsentinel.com/outdoors/articles/numbers-will-increase-for-16-rim-rock-run>
- Fruita Halloween tradition is open: <http://kekbfm.com/fruita-halloween-tradition-is-open/>
- Here are 5 places for a perfect desert trip this fall: <http://www.grindtv.com/travel/here-are-5-places-for-a-perfect-desert-trip-this-fall/#kzPWki3rrBCV4orG.97>

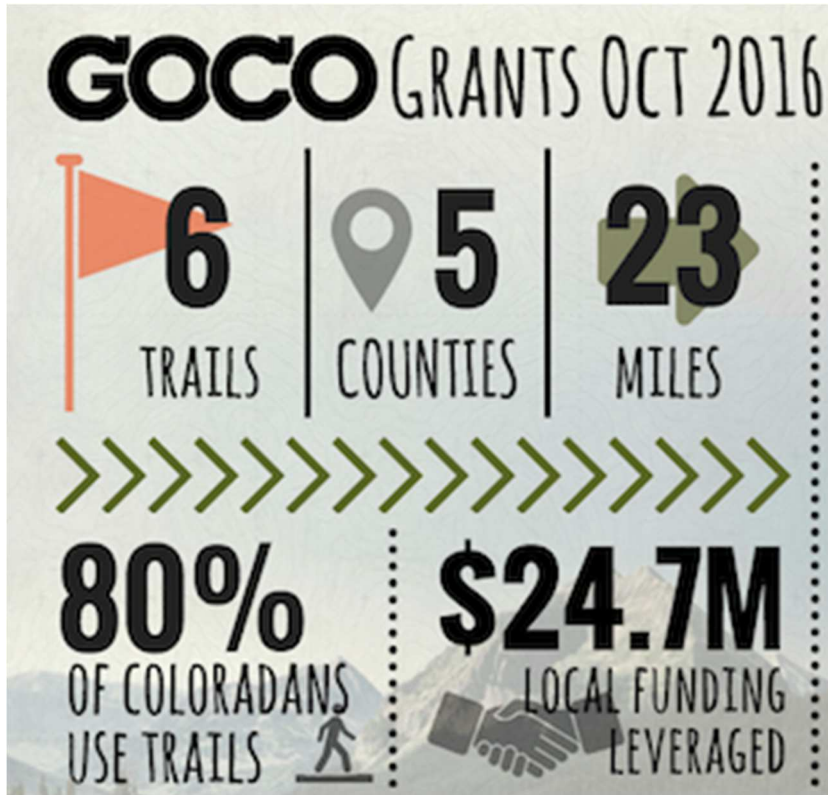
- Fruita's second annual 0.038 marathon is about a month away: <http://95rockfm.com/fruitas-second-annual-0-038-marathon-is-about-a-month-away/>
- Fruita native is doing his part to help those around him: <http://kekbfm.com/fruita-native-is-doing-his-part-to-help-those-around-him/>
- Local woman receives specialized award TV spot: <http://www.westernslopenow.com/news/local-news/local-woman-receives-specialized-award>
- City of Fruita receives lake donation TV spot: <http://www.westernslopenow.com/news/local-news/city-of-fruita-receives-lake-donation>
- Final grants from Lions Club for 2016 (Fruita monument Softball) TV spot: <http://www.westernslopenow.com/news/local-news/final-grants-from-lions-club-for-2016>

**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.):*

- **October 14** the Colorado Tourism Office is conducting a listening session for input on proposed priorities for inclusion in a statewide strategic plan for Colorado tourism. It will be held at the GJ City Auditorium from 8:30 – 10 am. To learn more: <http://industry.colorado.com/colorado-tourism-roadmap-regional-input-sessions>
- **October 15** AGNC has a meeting scheduled for AGNC members with Lt. Governor Donna Lynne at the Rifle Administration Building, 195 W. 14<sup>th</sup> St. at 9:30 am. RSVP's are requested to [bonnie@agnc.org](mailto:bonnie@agnc.org).
- **October 17** from 8 am – 6pm is the Colorado Backcountry Biker annual Flat Tire Blowout event that includes the Alley Cat Race. More info at <https://www.facebook.com/events/1632045397094809/>.
- **October 26** Chamber Director Frank Ladd and I are conducting an Economic Development Summit at Cavalcade from 6-8 pm to discuss economic development efforts to local businesses.
- **October 29** is Truck-N-Treat from 10 am – 12 pm at Civic Center Park.
- **October 31** is Trick or Treat Street from 3-5 pm.
- **November 7** is the Rim Rock Marathon and the Fruita 0.038 marathon: <http://www.rimrockmarathon.com/>
- Upcoming classes at the Business Incubator Center are posted below.
- See the flyer pasted below regarding upcoming events to celebrate Hispanic Heritage Month in Grand Junction.
- The Fruita Community Calendar is available on the website at: <http://www.fruita.org/calendar>.
- The **2016** Events Information is also available online at: <http://www.fruita.org/parksrec/page/special-events>

CC: Department Directors

## GOCO awards \$10M of trails grants for first ever Connect Initiative



Today the Great Outdoors Colorado (GOCO) Board awarded the first round of funding for its new Connect Initiative, totaling \$10 million in grants that will close critical gaps in trail networks across the state.

An Eagle County project will be 37% closer to completion and its target of connecting the entire Eagle River Valley with walkable, bikeable trail access; the City of Fruita will close one of the three remaining segments of the Colorado Riverfront Trail; Jefferson County will connect 24 miles of Golden trail networks to the mouth of Clear Creek Canyon; South Suburban Park and Recreation District will connect two parks and provide relief along a heavily-used commuter route; the Town of Castle Rock will create new public access to local open space; and Douglas County will connect Chatfield State Park with downtown Parker, moving one step closer to a continuous trail loop around the

Denver metro area.

GOCO's [Connect Initiative](#) will invest \$30 million over the next three years in closing trail gaps and creating safe access for all Coloradans to the outdoors. More than 80% of people in Colorado recreate on trails, and closing gaps and increasing connectivity has long been a top priority for the state's residents.

This first round of Connect Initiative grants will have a significant impact on moving six highly-demanded trail projects forward, with funding helping to construct more than 23 miles of trail and leveraging nearly \$25 million in local matching dollars.

Funded projects are as follows:

### *East Plum Creek Trail Phase 5, \$1 million grant to the Town of Castle Rock*

Phase 5 of the East Plum Creek Trail will extend the trail system two miles to the south along the East Plum Creek corridor, with 99% of the trail on public open space. The East Plum Creek Trail is open to walkers, joggers, and bicyclists and is ADA-accessible. It offers a variety of outdoor programming activities; is a safe, off-street route to travel between neighborhoods by bike; and connects area residents to Castle Rock's Historic Downtown. The extension of the trail, to be designed in 2017 and constructed in 2018 and 2019, will connect more neighborhoods to downtown and also create new public access to undeveloped open space.

### *East/West Regional Trail, \$2 million to Douglas County*

Douglas County will extend the East-West Regional Trail from Lone Tree to Parker, marking the culmination of a regional trail project first conceived by Douglas County citizens in 1986. The result of cooperative efforts by Douglas County, the City of Lone Tree, the Town of Parker, and others, the new 8-mile segment marks the final phase in a 28-mile construction project started in 2002. It will also be a major component in a multi-entity vision of completing a continuous loop trail around the outer edges of the Denver metro area.

*Kokopelli Section of the Colorado Riverfront Trail, \$2 million to the City of Fruita*

Serving the entire Grand Valley and its estimated 100,000 residents, the Colorado Riverfront Trail is a regional trail system extending from Palisade through Grand Junction, terminating in Fruita to the west. Over the past 25 years, local communities and the Riverfront Commission and Foundation have collaborated to construct 29.75 miles of the CRT.

The Kokopelli section will extend the trail from the Fruita visitors center west of Fruita 4.5 miles to the community of Loma and to the Kokopelli Trails area in the McClinnis Canyons National Conservation Area. The Kokopelli Trails area is a destination for mountain bikers, hikers, equestrian users, and trail runners, and it connects to Moab, Utah via the Kokopelli Trail.

*Mary Carter Greenway East Bank Trail, \$1 million to South Suburban Park and Recreation District*

The Mary Carter Greenway is a vision 20 years in the making, making up the southern segment of the South Platte Trail and serving as the backbone connecting a multitude of east-west trails along the South Platte River. The East Bank segment, running from West Oxford Avenue south to West Union, is the final phase of the trail and will provide new access to parks, trails, local schools, businesses, and neighborhoods. An estimated 500,000 people use the Mary Carter Greenway each year, including bikers, kayakers, tubers, walkers, and runners.

*Peaks to Plains Trail - Mouth of Clear Creek Canyon Segment, \$2 million to Jefferson County*

The Mouth of Clear Creek Canyon Segment of the Peaks to Plains Trail will enhance the canyon's recreational experience with improved water access points, safer rock climbing approaches, enhanced picnic areas, and family-friendly trail loops, while creating safe parking accessible from U.S. Highway 6 at two separate, improved trailheads.

The new 1.75-mile, concrete, multi-use segment of trail will match the quality of an up-canyon, 3-mile, GOCO-funded segment that was recently completed and will connect 24 miles of trail within the City of Golden to the western end of the stunning oxbow at Tunnel #1 on Highway 6.

*Town of Eagle to Horn Ranch Open Space Trail, \$2 million grant to Eagle County*

Since 1996, Eagle County and its partners have worked to build a trail system connecting the entire Eagle River Valley to Glenwood Canyon, Summit County, and the Rio Grande Trail in Garfield and Pitkin counties. This trail segment will complete the largest missing link project of the remaining 17 miles of the Eagle Valley Trail, starting near Nogal Gulch Road in Eagle and ending at Horn Ranch Open Space.

The project will create safe access separate from Highway 6, where pedestrians and bicyclists attempt to use the one- to three-foot shoulder; provide close-to-home access to the outdoors and safe, inexpensive commuting alternatives for residents; and promote the area's outdoor recreation-based economic development.

**Great Outdoors Colorado (GOCO)** invests a portion of Colorado Lottery proceeds to help preserve and enhance the state's parks, trails, wildlife, rivers, and open spaces. GOCO's independent board awards competitive grants to local governments and land trusts, and makes investments through Colorado Parks and Wildlife. Created when voters approved a Constitutional Amendment in 1992, GOCO has since funded more than 4,800 projects in urban and rural areas in all 64 counties without any tax dollar support. Visit [GOCO.org](http://GOCO.org) for more information.

Month	2011 Monthl y Visits	Average Daily Visits 2011	2012 Monthl y Visits	Average Daily Visits 2012	2013 Monthl y Visits	Average Daily Visits 2013	2014 Monthl y Visits	Average Daily Visits 2014	Visits over / under 2014	2015 Monthl y Visits	Average Daily Visits 2015	Visits over / under 2015	2016 Monthl y Visits	Average Daily Visits 2016	Visits over / under 2016
January			16707	556.90	16972	565.73	17020	567.33	48.00	16338	544.60	-682.00	17550	585.00	1212.00
February	18555	662.68	15203	524.24	15195	542.68	15363	548.68	168.00	14355	512.68	-1008.00	15011	517.62	656.00
March	20244	653.03	16071	518.42	15414	513.80	16095	519.19	681.00	15093	486.87	-1002.00	16073	535.77	980.00
April	14292	476.40	11837	408.17	12146	404.87	13130	452.76	984.00	12637	435.76	-493.00	13537	451.23	900.00
May	13394	432.06	13584	438.19	14362	463.29	14565	469.84	203.00	14677	473.45	112.00	15483	499.45	806.00
June	20641	688.03	21506	716.87	20252	675.07	20249	674.97	-3.00	20746	691.53	497.00	21929	730.97	1183.00
July	19488	649.60	19897	663.23	20890	696.33	20847	694.90	-43.00	18258	608.60	-2589.00	20757	691.90	2499.00
August	17860	576.13	12674	528.08	11339	472.46	10731	447.13	-608.00	13463	434.29	2732.00	15390	496.45	1927.00
September	7176	299.00	9215	307.17	10039	334.63	9768	325.60	-271.00	8304	361.04	-1464.00	8103	352.30	-201.00
October	9384	302.71	9137	294.74	9613	310.10	9801	316.16	188.00	10614	342.39	813.00		0.00	
November	11170	385.17	10684	368.41	11404	393.24	11278	388.90	-126.00	11240	387.59	-38.00		0.00	
December	12482	416.07	10433	347.77	11673	389.10	11649	388.30	-24.00	12348	411.60	699.00		0.00	
Total	164686		166948		169299		170496		1197.00	168073		-2423.00	143833		9962.00
	124474		127479		126570		137768			133871			6065		
	Total Visits Since Opening		983335	Visits away from 1,000,000		16665									



## RIVERFRONT COMMISSION

P.O. Box 2477  
Grand Junction, Colorado 81502  
(970) 683-4333

*Sponsors:*

Fruita  
Grand Junction  
Mesa County  
Palisade

September 20, 2016

Fruita City Council  
325 East Aspen  
Fruita, CO 81521

Dear Members of the City of Fruita City Council:

The Colorado Riverfront Commission is an advisory board to the Riverfront Trail partners; the City of Grand Junction, the City of Fruita, Mesa County, Colorado Parks and Wildlife and the Town of Palisade. As such, we feel very strongly that we must advocate for the continuing ban of motorized vehicles on the Riverfront Trail. This ban does not include ADA compliant devices such as motorized wheelchairs, but refers to recreational vehicles such as electric bicycles (e-bikes), motorized scooters, Segways and all-terrain vehicles. Of particular concern are e-bikes since retailers have become increasingly vocal in their advocacy of trail use by their customers.

Recently the City of Durango dealt with this issue and cited the following concerns:

- Electric-motor assisted bicycles have a set top speed of 20 mph and require the cyclist to pedal to engage the motor. Others have a throttle and go much faster. Although they can give some cyclists a needed boost, the Durango City Council has decided to ban electric bikes on Durango trails. Motorized vehicles have been banned for years on Durango trails and the council has now banned electric bikes whether the motor is engaged or not.

Other relevant concerns are:

- Jeopardizes future GOCO funding since they only fund non-motorized trails.
- Could threaten ~\$20 Million in past funding, i.e. give the money back if you don't ban all motorized use.
- Sets a precedent that opens the door for other motorized vehicles – golf carts, dirt bikes, go-carts, etc.
- Motorized vehicles create a safety hazard for pedestrians and cyclists due to their speed and mass.

We would be happy to come before the Council to further discuss the issue if that would be of help, but as advocates for the ongoing maintenance, improvement and development of the Riverfront Trail we must state our absolute and unanimous support of banning electric bikes from the Trail.

Sincerely,

Frank Watt  
Co-Chair  
Riverfront Commission

Brad Taylor  
Co-Chair  
Riverfront Commission

**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, October 4  
Thursday, December 22

**Afternoon Class 1:00 pm to 4:00 pm**  
Wednesday, November 2 (Fruita)  
Thursday, December 8

**Evening Class 6:00 pm to 9:00 pm**  
Monday, October 24

**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	10/19/16 11/3/16
Fast Trac Business Planning: Write a plan to help ensure the success of your business.	10/6/16 11/14/16
Fast Trac Internet Strategies: Learn how to be accessible through the Internet.	10/25/16 11/18/16
Fast Trac Licensing: License your business online.	10/28/16
Fast Trac Cash Flows: Learn how to do a cash flow budget using Excel.	10/13/16 11/7/16

**The Business Incubator is celebrating 30 years!**

- Supportive Entrepreneurial community
- Free consulting and Low cost Training
  - Business Loans and Financing
  - Colorado State Tax Credits

What can we do for your 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)



Wednesday, October 12, 2016  
9:00 am to 2:00 pm

PRESENTS Friday, October 21, 2016  
Aspen Street Coffee, 136 East  
Aspen, Fruita, CO

**Open Coffee Club** 3rd Friday  
of every month  
10:00 am - 12:00 pm

Join us with your ideas, inspirations, or just come and get one-on-one consulting for your existing business.

**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, December 13  
1:30—3:00pm  
Cost: \$ 35.00







September 13 - October 15

# Celebrate Hispanic Heritage Month in Grand Junction



**13 Septiembre 6-7:30 am**

**CENTRAL LIBRARY**  
"The Naturalization Process:  
Becoming a U.S. Citizen" presented  
by the U.S. Citizenship and Immigration  
Services Naturalization.



**14 Septiembre 10:00 am**

**COLORADO NATIONAL MONUMENT**  
Naturalization ceremony for new  
citizens of the United States.



**15 Septiembre 10:00 am**

**CLIFTON LIBRARY**  
Puppet show "Los 3 Cabritos."

**21 Septiembre 5:30 pm**

**CENTRAL LIBRARY COMMUNITY  
ROOM**  
Popcorn and a Movie: "The 33", an  
inspirational account of the rescue of  
Chilean miners trapped for 69 days.



**23 Septiembre 10:00 am**

**CENTRAL LIBRARY**  
Puppet show "Los 3 Cabritos."



**26 Septiembre 6:00 pm**

**CENTRAL LIBRARY**  
Hispanic Affairs Project "Count Me  
In", with presentations by the Western  
Colorado Latino Chamber of Commerce,  
the Mesa County Public Library District  
Literacy Center Services, the Board of  
Immigration Appeals, ballot information  
and an update on driver's licenses.



**27 Septiembre 10am-6pm**

**MESA COUNTY PUBLIC LIBRARIES**  
National Voter Registration Day.

**REGISTER TO VOTE:**  
Central 10am-6:30pm,  
Fruita 1-6pm,  
Orchard Mesa 3:30-6pm



**16 Septiembre 5:30-7 pm**

**THE ART CENTER**  
Hispanic Heritage Month  
Opening Ceremony:  
*¡Del Corazon!* Exhibition  
featuring keynote speakers  
and artists Tony Ortega and  
Sylvia Montero, Home  
Impressions exhibition  
featuring local Latino artists,  
Hispanic Advancement Award  
presentation, performances by  
Music Spark students and ¡Viva  
Colombial, traditional food.

THE  
**ART**  
CENTER  
WESTERN COLORADO  
CENTER FOR THE ARTS



**11 Octubre 6-7:15 pm**

**CMU ESCALANTE HALL**  
"From Mexico to Beautiful  
Colorado: Rompiendo Barreras,"

with speaker Rosy  
Arbuto McDonough,  
Director of the  
Minority Business  
Office at the  
Colorado Office of  
Economic  
Development and  
International Trade.



**15 Octubre 1-3 pm**

**LAS COLONIAS PARK**  
Hispanic Heritage Month closing  
ceremony, with mural reveal,  
entertainment, and traditional  
food.



**17 Septiembre 9:00 am**

**ADOBE CREEK GOLF COURSE**  
Latin Anglo Alliance scholarship fund-  
raiser golf scramble. Cost: \$75\*



**Mesa County  
LIBRARIES**



**Hispanic  
Affairs  
Project**

THE  
**ART**  
CENTER  
WESTERN COLORADO  
CENTER FOR THE ARTS



Latin-Anglo Alliance  
FOUNDATION  
SINCE 1956



Western Colorado  
**LATINO  
CHAMBER**  
of Commerce



**COLORADO**  
Office of Economic Development  
& International Trade  
Minority Business Office

**WESTERN  
COLORADO  
CONGRESS**  
An Alliance for Community Action

