



FRUITA

COLORADO

Weekly Info Update

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To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: November 10, 2016
Re: WEEKLY INFO UPDATE

Huge debt of gratitude to all our Veterans as we recognize them tomorrow!
City offices are closed Friday, November 11.

Tuesday's City Council Meeting

The consent agenda includes a liquor license renewal and also annexation second readings for Aspen Village subdivision. We have a public hearing on the 2017 proposed budget and two administrative reports: update and discussion on the lagoon redevelopment project and a developer request for an exception regarding a credit for the parks, open space and trails impact fee.

Rim Rock Marathon and Fruita 0.038

Cool temps and light rain made for great running weather for this year's Rim Rock Marathon. Registrations sold out a week ahead of time with 430 registered. 373 participated on race day (136 in the full marathon; 213 in the half marathon—including our own Councilman Kincaid at 25th place—go Joell!; and 24 in the relay). Runners came from 23 different states. Circle Park, vendors, live music, beer garden and supporters cheering on made for a great finish point as well. The City's companion 0.038 Marathon (the one I did ☺) hosted about 83 runners in the men's women's and family runs. To read a nice participant review/blog click here: <https://mtnaspenrunning.wordpress.com/2016/11/07/race-recap-2016-rimrock-marathon/>. There were a few hiccups with the contracted traffic control that were fixed and Jen Stoll with the Sports Commission made sure to follow-up with those impacted a couple times.

TID BITS:

- Sad day to see the Fruita DMV branch open for the last day today (see last week's update for details).
- Had a great meeting this week with a new business prospect!

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

- The Fruita Advisory Council began reviewing 10 proposals for marketing services and moving on to schedule interviews with some in the near future.
- Animal Control Officer Carrie Benham was awarded employee of the month for her efforts!
- We will be using new public notice signs that are disposable and more easily to read and see.
- We have some old vehicles for sale on auction at govdeals.com.
- The state park has a bid process closing next week for construction of their portion of our new Little Salt Wash Trail they hope to construct from the end of our property to their parking lot as soon as possible.
- Engineering continues to work with Mesa County on the design of the Maple Street Bridge.
- Engineering is also busy working on design of the alleyway project, gateway enhancement, downtown phase 2 and the dam at reservoir 2.
- US Tractor is beginning to put up steel for framing and still shooting for a March opening.
- We are less than 3,000 visits to reaching our millionth paid visitor at the Community Center.
- We had a great meeting with Family Health West this week discussing partnerships in our recruitment efforts.
- September sales tax numbers were down 10.42% compared to Sept. 2015. This includes some missing distributions that will come in the next month or were included in August. Overall we are 1.35% up compared to 2015 year to date.
- Have an amazing weekend!

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

- E-bike trend hits roadblocks on local trails: <http://www.gjsentinel.com/news/articles/ebike-trend-hits-roadblock-on-local-trails/>
- Best mountain bike trails are off-limits to motorized e-bikes: <http://www.gjsentinel.com/news/articles/best-mountain-bike-trails-are-offlimits8232to-new>
- Rim rock Marathon runner participation increases TV spot; <http://www.westernslopenow.com/news/local-news/rim-rock-marathon-runner-participation-increases>
- Letter from the Colorado Tourism Office on their recent tour of the estate: <http://www.colorado.com/november-colorado-connection-0#cathy>
- Grand Valley area DMV offices closing due to budget cuts: <http://kekbfm.com/fruita-and-clifton-offices-are-closing/>
- Clifton, Fruita DMV offices closing for budget cutbacks TV spot: <http://www.kjct8.com/content/news/400698851.html>

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.):

- **Nov. 13** from 5-8 pm at No Coast Sushi is a Colorado Canyons Association fund raiser (see info below).
- **Nov. 15** is the Business Toolbox at the Civic Center at 7:30 am in the Business Incubator. The topic is “Content Writing—It’s all in the Writing” with Steve and Denise Hight.
- **Nov. 17** is the Chamber Business After Hours at Robinson & Co. Realty from 5:30 – 7:30 pm.
- **Nov. 24-25** City offices will be closed for the Thanksgiving holiday.
- **Nov. 26** is Small Business Saturday and we have more small businesses to frequent this year!
- **Nov-Dec** Business Incubator events are posted below.
- 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

NO COAST SUSHI HOSTS ANNUAL FUNDRAISING DINNER TO BENEFIT COLORADO CANYONS ASSOCIATION



While enjoying handcrafted sushi, noodle, and rice plates fresh from the sea, this year's dinner will also provide attendees the opportunity to dive into the depths of the ancient ocean that is our own backyard with an engaging presentation by Josh Smith of Western Slope Paleontological Services!

Tickets are \$100/person & are available
online at www.coloradocanyonsassociation.org
or by calling 970-263-7902.

Event proceeds will support the work of the Colorado Canyons Association (CCA), a membership-based non-profit that fosters community stewardship of the McInnis Canyons, Dominguez-Escalante, and Gunnison Gorge National Conservation Areas (NCAs).

More about Colorado Canyons Association:

CCA encourages cooperation amongst all public land users and interests and is committed to getting kids outside! From hikes and lectures, to stories captured on film, CCA's interpretive programs and volunteer projects focus on the scientific significance and cultural heritage of the NCAs. "Whether they're out exploring by foot, hoof, bike, boat, or ATV, CCA provides community members with the resources to connect more meaningfully to the NCAs and to each other," shared executive director, Joe Neuhof. Neuhof continued that, "CCA's commitment to getting kids outside means providing standards-based field trips to over 2,000 local students each year! We're incredibly proud of our education programs."

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
Thursday, December 22

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

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: 12/15/16
Learn to use market research tools to generate more business

Fast Trac Business Planning: 11/14/16
Write a plan to help ensure the success of your business. 12/12/16

Fast Trac Internet Strategies: 11/18/16
Learn how to be accessible through the Internet. 12/2/16(Fruita)

Fast Trac Licensing: 12/6/16
License your business online.

Fast Trac Cash Flows: 12/9/16
Learn how to do a cash flow budget using Excel.

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.



Intro to Social Media: Use Social Media to Fill Your Business with Leads

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

Thursday, November 17
8:00 - 9:30 a.m.

Fee: \$ 35.00



PRESENTS Friday November 18th, 2016
Trailhead Coffee
413 Monument Rd., Grand Junction
CO 81507

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

