



# FRUITA

## COLORADO

## Weekly Info Update



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To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: JUNE 2, 2017  
Re: WEEKLY INFORMATION UPDATE

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### Tuesday's City Council Meeting

In addition to two proclamations for Housing Resources of Western Colorado and the consent agenda, we have scheduled a discussion on identifying which sections in Chapter 8 of the Land Use Code staff should begin working on updating and an update on an internal process staff have worked on identifying core behaviors to replace and update our core values.

### Fruita Filming

Vitality Films was in town Wednesday filming Grand Day 2.0 where they were repelling to the Colorado River from the Kokopelli Trails, stand up paddle boarding, eating pizza and fishing at Snooks Bottom. Great Outdoors Colorado also arrived Wednesday to film thru Friday in production of a documentary highlight video of the construction of the Kokopelli section of the Riverfront Trail. They spent this trip doing many interviews along future sections of the trail and highlighting some of the outdoor recreation in the area. They will be back in the fall for their staff retreat and more filming. We just received the final cut of the Fruita Fat Tire Festival.

### TID BITS:

- We had the pre-bid meeting for the I-70 lift station secondary force main installation (in advance of the Kokopelli section of the Riverfront Trail construction) this week that was well attended with a good selection of prospective bidders.
- Bid opening for the above is next Wednesday.
- Busiest May ever at the Community Center with paid visits.
- Over 200 kids signed up for the Dinomites Summer Camp.
- Busy Memorial weekend at Snooks bottom. No major issues but 1.5 hours of cleaning up trash.
- In April, Fruita residents recycled 44 tons of cans, bottles, paper, and cardboard (see full report below).
- Trailhosts collected tickets at the first Riverfront Concert series last week and

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

will at the next two as well.

- We had a decent turnout of interested residents at the Communities that Cares open house last night.
- Staff has been busy preparing for Mike the Headless Chicken Festival.
- I can hear the chickens upstairs—we will have over 200 show chickens in the Civic Center over the weekend.
- Met with the Economic Development partners and shared current activities and how we can partner.
- They are working on a regional Grand Valley brand.
- The Business Incubator is assisting us with a Certified Small Business Community grant with OEDIT for \$30,000 and no match to convert our Civic Center BIC space into a co-working space.
- The BIC also successfully assisted a local with a grant application they were awarded to pursue a confidential business plan for the community!
- Junior Police Academy is accepting applications and will run June 14-19 on Wednesday nights.
- We are working on a new City sign at the rodeo in the stadium.
- Turns out there was some camping at Enoch Lake over the weekend and also some burglaries at nearby private property that the Sheriff's Office is handling.
- Tickets are available for purchase for the Community Dinner (June 21) at the Civic Center. The dinner will be in Civic Center Park from 6:30-9:00 pm and those serving report at 6:15. Adults are \$10 each and children \$5 each.

### **FRUITA IN THE NEWS (and regional news of impact to Fruita):**

- City says 3 high-country reservoirs, lake have become expendable:  
<http://www.gjsentinel.com/news/articles/city-says-its-3-highcountry-reservoirs-lake-have-b>
- New Chief policing Fruita: <http://www.gjsentinel.com/news/articles/new-chief-policing-fruita>
- Fruita gets major award from state lottery TV spot:  
<http://www.nbc11news.com/content/news/424618694.html>
- Short and sweet: Little Salt Wash Trail wins state Starburst Award:  
<http://www.gjsentinel.com/news/articles/short-and-sweet-little-salt-wash-trail-wins-state>
- Dinner is served: Grand Valley Food Truck Fridays roll out for the season:  
<http://www.gjsentinel.com/entertainment/articles/dinner-is-served-grand-valley-food-truck-fridays-r>
- The IT salesman who pressed the GREAT ESCAPE key:  
[http://www.dailymail.co.uk/travel/travel\\_news/article-4554690/The-technician-pressed-GREAT-ESCAPE-key.html](http://www.dailymail.co.uk/travel/travel_news/article-4554690/The-technician-pressed-GREAT-ESCAPE-key.html)
- Man who broke into local home, ate Oreos gets jail time TV spot:  
<http://www.nbc11news.com/content/news/Man-who-broke-into-local-home-ate-Oreos-gets-jail-time--425937194.html>
- Fruita FFA: <http://www.beefmagazine.com/farm-life/week-agribusiness-may-27-2017>

- Fruita residents upset over Mesa County not treating dirt road TV spot:  
<http://www.nbc11news.com/content/news/Fruita-residents-upset-over-Mesa-County-not-treating-dirt-road-424701904.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.):*

- **June 2** we are hosting a public forum in the old DMV room to educate and gather feedback on mountain water/land assets from 4-6 pm.
- **June 2-3** is Mike the Headless Chicken Festival in downtown Fruita.
- **June 6** is the 2017 Western Colorado Economic Summit presented by GJEP at CMU:  
<http://www.gjep.org/western-colorado-economic-summit/>. (I am registered).
- **June 7** is the Fruita Chamber of Commerce Legislative Forum with state, county and City officials speaking at the Lower Valley Fire Department at 7:30 pm.
- **June 8** is a Riverfront Concert featuring Big Sam's Funky Nation at the state park (gates open at 5:30, show starts at 7:30 pm).
- **June 15** is the first of the weekly Fruita Thursday Night Concert series featuring Bicycle Annie at 7:30 pm in Civic Center Park.
- **June 16** is Food Truck Friday in Civic Center Park beginning at 5:30 pm.
- **June 15-18** is Country Jam.
- **June 17** is the 4<sup>th</sup> Annual Crazy About Canyons Wine Dinner @ Carlson's from 5:30 – 8:00 pm (flyer below).
- **June 20-23** is the annual CML Conference.
- **June 21** is the first annual Community Solstice/Harvest Dinner at Civic Center Park at 6:30 pm (poster below).
- **June 22** is the Thursday Night Concert at 7:30 pm in Civic Center Park featuring Johnson County Coroners.
- **June 24** begins the weekly Farmers Market series each Saturday in Civic Center Park starting at 8:30 am.
- **June 28** is Bike to Work Day with a breakfast provided by Family Health West at the Civic Center—6:30 – 8:30 am.
- **June 29** is the Thursday Night Concert with the Centennial Band at 7:30 pm. **This is the concert that City Council is serving ice-cream.**
- **June 29** is also a Riverfront Concert featuring the Fabulous Thunderbirds at the state park.
- The Business Incubator class schedule is 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



## April 2017 Recycling Benefits for the City of Fruita

In April 2017, we recycled 44 tons of cans, bottles, paper, and cardboard.

Recycling these materials will save the following resources:

### 346 Mature Trees

Represents enough saved timber resources to produce 4,286,900 sheets of printing and copy paper!

### 162 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 207 people!

### 95,203 kWh of Electricity

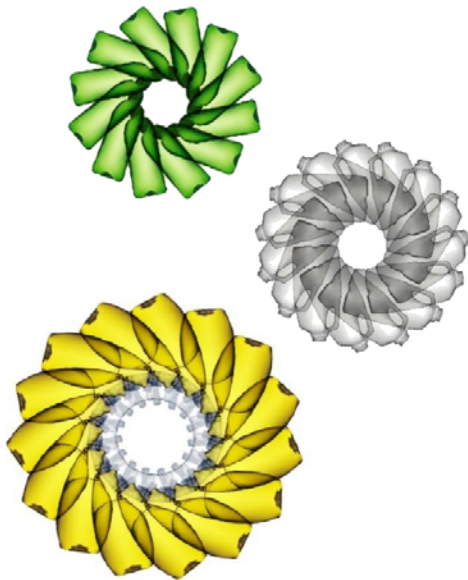
Enough power to fulfill the annual electricity needs of 9 homes!

### Avoided 98 Metric Tons of Greenhouse Gas Emissions

Recycling these materials helps create cleaner air!

### 193,448 Gallons of Water

Represents enough fresh water to meet the daily needs of 2,579 people!



Prepared by Waste Management

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 2016



## Pumping up the Dream Starting a 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.

**\$50**  
Class Fee

### Upcoming Class Dates

Tues 5/16/17 1-4 PM (Fruita Location)  
Tues 5/30/17 9-Noon  
Fri 6/9/17 9-Noon  
Tues 6/20/17 1-4PM (At FACTORY)

### Fast Trac Business Basics

MUST PRE-REGISTER CALL 970-243-5242

Classes are offered from 12-1 PM

**Must take Starting a Business Class First**

<b>Market Research</b> Learn to use market research tools to generate more business	5/4/17 6/8/17 (At FACTORY)
<b>Business Planning</b> Write a plan to help ensure the success of your business	5/18/17 6/22/17 (IN Fruita) 5/25/17 6/29/17
<b>Internet Strategies</b> Learn how to be accessible through the internet	5/11/17 (Fruita) 6/15/17
<b>Licensing</b> License your business online	5/11/17 (Fruita) 6/15/17
<b>Cash Flows</b> Learn how to do a cash flow budget using Excel	4/27/17 6/1/17



## How to list, sell, and prosper on Amazon.com

We will address the ins and outs of selling on Amazon.com including how to list your products, ship items to Amazon or directly to customers, and how much it costs. We will address everything from getting started to wholesaling to Amazon.

A powerpoint presentation with lots of detail and a lengthy Q & A to follow.

**June 26 1PM-3PM**  
**2017 Cost \$35**

Do what works for you, take one class for \$50 or both classes for \$75.

Call 243-5242 to Register or visit us at  
[gjincubator.org](http://gjincubator.org)

All Date & 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.

3rd Fri  
of every month  
11-Noon

## Open Coffee Club GRAND VALLEY E-SERIES

The Business  
Incubator Center  
2591 Legacy Way  
Grand Junction, CO



We will be introducing our new format! Come join us as we talk entrepreneurship, startups, and the Grand Valley lifestyle over coffee. Check [gjincubator.org](http://gjincubator.org) for monthly speakers.

## BUSINESS VALUATION

May 26th  
10-11:30

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. Cost: \$35

1st. Thurs  
of every month  
5-7 PM

## GV Food Hub Meetup

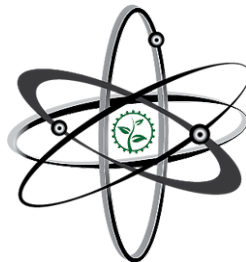
Who we are – a group of farmers, ranchers, food producers, and consumers with a strong belief that buying locally creates a community with enhanced economic, health, and social benefits. Our goal is to have a study performed to determine the feasibility of creating a Food Hub in the Grand Valley.

The 1st Thursday of each month, from 5-7 p.m. – we'll supply beverages.

## LOOKING TO FRANCHISE?

June.  
13  
1-4 PM

Learn how to evaluate a franchise opportunity in a way that will answer all your questions, and address all your concerns. We will discuss a 7 step process for analyzing a franchise opportunity. Learn how to compare several franchise opportunities to determine which presents the best opportunity. Will discuss proprietary tools that allow you to match your personal attributes to companies where people just like you are being highly successful. Assess your readiness to go into business. Cost: \$35



# BUSINESS INCUBATOR CENTER

Expert Help • Targeted Resources • Tangible Results

## **PRESS RELEASE**

THE BUSINESS INCUBATOR CENTER

2591 Legacy Way, Grand Junction, CO 81503 • 970/243-5242 • Fax 970/241-0771

### FOR IMMEDIATE RELEASE:

DATE: June 2, 2017  
CONTACT: Terri Benson  
PHONE: 970-243-5242

## **BIC is hosting 2 Fundraising events on June 3**

The **1<sup>st</sup> Annual Atomic 5K Run/Walk** will begin at 9:00 a.m. with packet pickup and late/on-site registration beginning at 7:30. The route runs around the newly designated National Historic District campus (part of the Manhattan Project). More information and registration is available at <https://www.atomic5kgj.com/> or email [atomic5kgj@gmail.com](mailto:atomic5kgj@gmail.com) or call 970-243-5242 and ask for Amanda Jimerson. This will be a timed event but fun-runners, walkers, and “virtual” runners are welcome! The Atomic 5K run is being sponsored by Riverview Technology Corporation, JGMS, Impact Promotions, and many other local businesses.

Beginning at 10:00 the **Business Showcase** will open – no charge for entry! The Showcase includes tenant and alumni booths (food, products, services, and more), a Beer Garden (Kannah Creek beer and local wines for sale), free live music (Flat Top Reed), Bump & Jump, a Kid’s Fun Run and other children’s activities, and more! The Business Showcase is being sponsored by Alpine Bank.

Both events are open to the public. Bring the whole family and enjoy the beautiful campus, meet some great local small business owners, and help support Entrepreneurship and Small Business. All proceeds support entrepreneurship in Mesa County! **The media is encouraged to attend.**

### Schedule:

**9AM** Atomic 5K Run/Walk

**10AM-2PM** Business Showcase **FREE ENTRY**

**10:30 AM** Atomic 5K Awards

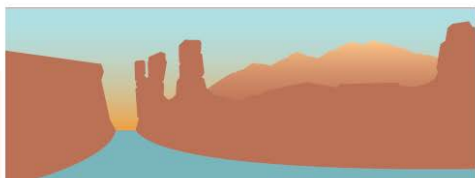
**11AM** Kids Fun run **FREE**

More information: <http://www.giincubator.org>

The Business Incubator Center serves a mission to support the launch, growth, stabilization and long-term success of business enterprises. We measure success by our ability to guide entrepreneurs through sound business decisions and our positive influence on economic growth in the region. Over our 30 year history, this structure has generated powerful results, including the launch of nearly 300 companies, generation of more than \$165 million in revenue by these companies, creation of approximately 10,000 jobs, and the investment of over \$53.7 million in capital.

For more information on BIC programs in general please contact Terri Benson ([tbenson@giincubator.org](mailto:tbenson@giincubator.org)) 970-243-5242 or the Business Incubator Center at [www.giincubator.org](http://www.giincubator.org)

## SAVE THE DATE: JUNE 17!



COLORADO CANYONS  
ASSOCIATION

4 T H A N N U A L  
C R A Z Y A B O U T C A N Y O N S  
W I N E D I N N E R  
@ C A R L S O N ' S

- Release of River's Edge wine from Carlson Vineyards to benefit Colorado Canyons Association
- Amazing picnic buffet featuring peach wood smoked Colorado pulled pork and beef provided by Palisade Brewing Company, local produce from Farmacy Farms, homemade sides & desserts, plus select Carlson Vineyards wines.
- Presentation by Peter Jouffas: Tribute to his dad, Chris Jouffas, and stories from a ranching family in McInnis Canyons NCA.
- Silent Auction: Bid on wines, adventures & more to support CCA.
- Help the winemaker decide! Taste, vote and help us decide on our CCA/Carlson wine for 2018!

\$75/pp in support of Colorado Canyons Association  
RSVP & Tickets: [coloradocanyonsassociation.org](http://coloradocanyonsassociation.org)  
or call Joe Neuhof at 970-263-7902 THANK YOU



Saturday, June 17, 2017 • 5:30 – 8:00 PM  
Carlson Vineyards, 461 35 Rd., Palisade, CO



**communities that care**

STRONG COMMUNITIES, SUCCESSFUL KIDS.

## Fruita Information Session



**Fruita Community Center**  
Peach and Plum rooms



**Thursday, June 1**  
**5:30-6:30 PM**



**Grab a slice, pick a seat, and learn how Communities That Care works to empower local youth and how you can get involved!**

**Questions?**  
Katie Smith, CTC Facilitator  
(970) 254-4115 or [katie.smith@mesacounty.us](mailto:katie.smith@mesacounty.us)





Summer Solstice



# Community Dinner

Wednesday, June 21

Civic Center Park

6:30pm to 9:00pm

Locally Raised • Locally Grown

\$10 Adults • \$5 Children under 12

Presold Tickets Available Only - Limited to 250 tickets

Live  
Music!

Smoked Pork &  
All the Fixin's  
Dessert & Beverages  
Beer and Wine available for purchase

Kids  
Games!

Bring own plate and utensils



**WHY FRUITA?** The City of Fruita focuses on three strategic outcomes built upon a base of providing quality core services.

**Quality of Place (QP)** The City of Fruita is a community where residents and visitors love where they are. The City strives to be a bike and pedestrian friendly community by providing a system of sidewalks, trails, and bike lanes that connect our parks, schools, neighborhoods, civic facilities, and commercial areas. We value safe neighborhoods, our geographic natural resources and landscapes, top tier education and healthcare, and we collaborate to provide quality essential infrastructure and services. We are an inclusive community of doers who enjoy active and healthy lifestyles.

**Economic Health (EH)** The City of Fruita strives to be financially sustainable by enabling a stable economy and supporting a diversity of businesses that offer well-paying jobs that attract educated employees. The City works to be fiscally responsible and continuously seeks ways to allocate resources to services and projects that have the highest impact on the City's priorities. We are the innovative leader for economic development in the Grand Valley.

**Lifestyle (L)** The City of Fruita fosters a fun and funky ambiance by celebrating the local arts, farm and ranching history, unique leisure opportunities, and family-friendly events and activities. As a city, we encourage a diversity of cultural opportunities, businesses, and recreational activities. We continue to improve and enhance recreational offerings from traditional to outdoor adventure sports and youth to adult activities. We are a family-friendly community with diverse cultural opportunities, businesses and recreational amenities where visitors feel like locals and locals play like visitors.