



# FRUITA

## COLORADO

## Weekly Info Update



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To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: June 9, 2017  
Re: WEEKLY INFORMATION UPDATE

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**Congratulations to Art Shires and Sam Atkins who both graduated today from the 2017 Grand Valley Leadership program!**

### **2017 Mike the Headless Chicken Festival (Colorado to the Core) Recap**

Our City staff deserve a huge thank you for organizing, managing and throwing a big, successful festival enjoyed by many residents and visitors. Here are some of the stats:

- 59 disc golfers in the tournament (largest group ever)
- 236 5k registered runners who all finished safely
- 2,500 individual attendees on Saturday along (Friday numbers were not captured but it seemed as busy or busier than Saturday)
- One power failure quickly resolved by Eric
- About 200 show chickens in the Civic Center...and you would never know thanks to some serious preventative and clean-up efforts by staff
- 18+ kegs of beer sold by Rotary translating into money that goes back into the community
- \$10,500 in Mike merchandise sold
- No major issues, except that I did not win the wing eating contest 😊

### **City Mountain Water Open House**

The Open House was very well attended and allowed for many to attend and go to the festival in the same location. We had many people from Glade Park attend after reading the Daily Sentinel article published the same day. The article left many feeling like the City had already made up our mind and had an option, both of which are far from the case. The City does not have options to sell the property and therefore has not made any decision, with the exception to pursue what options that would be more financially sustainable while hopefully preserving the rights and outdoor recreation opportunities. The City Link article that reached every resident and business in Fruita ahead of the Open House covers a nice overview of the situation. The Open House was one tool, in conjunction with the City Link and soon

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

to be community survey that will go out later this summer to begin educating the public about the mountain water assets and opening up more discussion and ideas with possible partners to find long-term, sustainable and pleasing options to consider. To view some of the information displayed at the open house, you may view it on the Mountain Water page of the City website and clicking on Mountain Water Public Meeting 6-2-17. Other info is found at this page also.

<http://www.fruita.org/publicworks/page/mountain-water>

### **GJEP annual Western Colorado Economic Summit—*Please Vote***

Mayor Buck and I attended this event on Wednesday. GJEP and sponsors did a great job again this year. As part of the event, voting took place on what top priorities GJEP should focus on. Voting continues online by voting here: <http://www.gjep.org/western-colorado-economic-summit/>

### **See the 2017 Fruita Fat Tire Festival video here:**

<https://vimeo.com/218074901>

### **State of the Community Chamber Event Recap**

Wednesday morning Mayor Buck and I attended this event. We appreciate the state and federal legislators and staff who attended and provided updates to legislative efforts. Mayor Buck was asked to speak on some of the current economic conditions of Fruita, City efforts and City projects. Time was short and she was able to thank the legislators who had spoken before and also thanked City staff for their great work. The audience was very complimentary toward the City, our efforts, staff and leadership. Below is a summary of some of her talking points that she delivered much more eloquently:

- The City's goal, efforts, resources and time are focused on what has a positive impact to 3 key areas: Quality of Place, Economic Health & Lifestyle.
- While the economy has had its ups and downs, we are now experiencing an upward trend.
- In 2016 we issued 107 new business licenses not bad for a population of 13,000.
  - Not including the many vendors we issue licenses to for special events and festivals
  - 33 were for home occupations
  - 25 were for downtown and other commercial locations
  - We issued 635 total
- New housing starts are up with over 100 approved lots and a developer designing a 250+ home subdivision.
- Local Fruita sales tax revenue in 2016 was up 3% over 2015, even though the County sales tax revenue was down.
- Sales tax revenue for 2017 thru March, we are up 7% over the same period in 2016.
- March sales tax revenue was 14% higher than March of 2016
  - We receive data two months behind so we will get April numbers any day now, word from businesses is that they have been busy, some with record sales
- It's safe to say that outdoor recreation helps fuel Fruita's economy.
- Fruita relies primarily on sales tax revenue when it comes to providing core services to residents and local businesses.
- Fruita sees a 25%+ jump in sales tax revenue during the prime seasons for mountain biking, hiking and road cycling: spring and fall.

- The spring and fall timeframes are expanding into the summer months more recently with increased visitors coming to the Colorado National Monument and rafting or SUPing Ruby-Horsethief Canyon of the Colorado River.
- During the years of 2014-2016 Fruita realized a 91% decrease in oil & gas sales tax revenue; 12% decrease in utilities sales tax revenue; and a 15% decrease in communications sales tax revenue. This is significant revenue.
- Fortunately, due to continued growth related to outdoor recreation tourism during this same period of time, the large gap in revenue lost during this same period has nearly been matched by increased sales tax revenue in the retail trade and lodging and food services industries.
- In 2015 & 2016 Fruita was voted by Elevation Outdoor readers as Colorado's Best Outdoor Adventure Town competing against all CO cities with populations 9,000+.
- In 2015 & 2016 Fruita was ranked in the Matador Network's Top 20 Coolest Outdoor Towns.
- Fruita mountain biking is ranked consistently in the top 10 destinations in the world on multiple lists.
- This is why outdoor recreation companies in our neighboring, larger community of Grand Junction sometimes have to explain they are located "next to Fruita" when they are traveling to shows in Asia and Europe.
- As a community, Fruita has a long history of embracing the outdoor recreation industry because it is often why people choose to live here, choose to visit here and why businesses are choosing to locate here.
- 73% of the Mesa County is public land totaling nearly 1.6 million acres.
- Fruita trail count numbers increase each year at the trailheads.
- Total visitors to the Colorado National Monument, BLM trailheads surrounding Fruita and a few others we easily see over 1 million visitors in our 13,000 population City each year.
- The City Manager and I have proactively recruited to the outdoor recreation industry at shows and events like Outdoor Retailer, Interbike, Eurobike, Sea Otter Classic and Fat Tire Festival.
- While Fruita is known as outdoor mecca destination where we have continued growth in visitors and residents (fastest growing community in the Grand Valley), the City is shifting that thought in the industry to see Fruita as the perfect location to locate your business:
  - No traffic
  - Instant access to incredible terrain of all types
  - Average age of 36 years old, educated and skilled workforce
  - Great schools
  - Community feel where visitors feel like locals and locals play like visitors
  - We have ready to build land along I-70, Highway 6, Rail access, with build to suit options
- In August/September we begin construction of a 4.5 mile \$4.6 million trail that connects Fruita to the business park and to the Kokopelli MTB trailhead—without any tax money spent—all grants, donations and lottery funds.
- North Aspen Alley project—will be undergrounding utilities, fixing drainage issues, and paving the alley—to become a more pedestrian friendly alley—businesses to the north in the making
- Just completed a design project for South Mesa.
- Completed a Concept Plan for the old sewer lagoons resulting in a retail, open space outdoor recreation development we are seeking a public-private partnership to develop.
- Priority Based Budgeting.

- Light capital in upcoming years.
- Seeking options with mountain water assets with hope to fiscally, sustainably preserve rights and recreation.
- Communities that Care—we are leading the charge with the community at large to combat substance abuse among youth, working closely with the Fruita schools, businesses and Mesa County Health Department with state funding on a multi-year effort.
- Community survey will happen this summer

#### **TID BITS:**

- April 2017 City sales tax revenue was up 9.3% over April 2016.
- 2017 City sales tax revenue thru April is up 7.35% over the same period in 2016.
- Tickets are available for purchase for the Community Dinner (June 21) at the Civic Center (and many locations around town). The dinner will be in Civic Center Park from 6:30-9:00pm and those serving report at 6:15. Adults are \$10 each and children \$5 each. They are going fast!
- May visitation at the Community Center was phenomenal – 16,402 paid visits for May 2017 or 919 visit over our previous busiest year. Our previous busiest May was in 2016 and had 15,483 visits.
- Friday Food distribution at Heritage Park, Fruita Bike Park and Shelledy and Rim Rock Elementary schools have begun for the summer. Attendance has been somewhat slow but we anticipate it will pick up through the summer.
- 22 senior aged adults floated Ruby Horsethief this past Tuesday.
- DinoMites Summer Camp kicked off this week and had 27 kids enrolled.
- Track and Field also started for the summer and has 67 youth enrolled.
- An initial look at swim lesson enrollments indicated that summer 2017 will be very busy.
- As per normal, Snooks Bottom has been favorite location to visit in early summer. Parks staff has been spending a significant amount of time cleaning trash left behind by visitors. Sunfish at Snooks have also been found dead along the shoreline. Parks staff has been working with CPW to determine the cause but it is believe that the fish are spawning and the sudden increase in temperature stressed the fish and were then susceptible to disease. There is currently no concern that the lake has low oxygen or is unsafe.
- The Thursday Night Summer Concert Series begins this coming week. Kicking off the series on June 15<sup>th</sup> is local band, Bicycle Annie.
- Budget meetings and Core Behaviors roll-out meetings are now being scheduled internally.
- Finance is looking into a new, possible way restructure the Community Center debt early.
- Staff will be training and reviewing the first stab at our Priority Based Budgeting tool in the coming weeks.
- Residential dwelling units permitted are off to a slow start with 15 total for the year and 4 in April, but we know close to 100 lots are getting closer to builds.

- The full Community Development report can be found here:  
[http://www.fruita.org/sites/default/files/fileattachments/community\\_development/page/244/2017\\_monthly\\_chart.pdf](http://www.fruita.org/sites/default/files/fileattachments/community_development/page/244/2017_monthly_chart.pdf)
- I-70 force main bid opening was today with 5 bids, 2 of which are within budget.
- The second 2017 Fruita Riverfront Concert was awesome last night with a high energy band from New Orleans that had the crowd on their feet amidst the beautiful backdrop of the Monument and stunning sunset.

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

- Could big change spread from Fruita to the whole valley TV spot:  
<http://www.nbc11news.com/content/news/427122493.html>
- 5280 Magazine article: Your Guide to Colorado's Best Mountain Biking Destination s:  
<http://www.5280.com/2017/05/guide-colorados-best-mountain-biking-destinations/>
- More than just mountain biking, Fruita offers delicious food: <http://mix1043fm.com/fruita-restaurants/>
- Fruita best CO campsite at Monument in MSN report: <http://www.msn.com/en-us/travel/tripideas/the-best-campsite-in-every-state/ss-BBCaSA8?li=BBnb7Kz#image=7>
- Crews respond to rescue call in Colorado river TV spot:  
<http://www.nbc11news.com/content/news/427019291.html>
- Fruita Farmers Market: <http://www.gjsentinel.com/lifestyle/articles/your-town-june-4-2017>
- Heavenly Grounds Biz Buzz: <http://www.gjsentinel.com/news/articles/biz-buzz-june-4-2017>
- Rim Rock Rodeo TV spot: <http://www.westernslopenow.com/news/local-news/fruita-rimrock-rodeo/730408733>
- 2030 Vision for the GJEP TV spot: <http://www.westernslopenow.com/news/local-news/2030-vision-for-the-grand-junction-economic-partnership/735958442>
- CMU 20,000 Aims to Bring College & Community Together TV spot:  
<http://www.westernslopenow.com/news/local-news/cmu-20000-aims-to-bring-college-community-together/735810929>

**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.*):

- **Tomorrow, Saturday, June 10** is the 30<sup>th</sup> annual Dinosaur Day (flier below).
- **Sunday, June 11** is the 2017 Mesa Land Trust Annual Picnic & Potluck on a Conserved Property from 3-5:30 pm (flier below).
- **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 from 4:40 – 6:00 pm** is a reception for retiring D51 Superintendent Steve Schultz at the Harry Butler Board Room (R5 HS) at 455 N. 22<sup>nd</sup> Street. No RSVP is necessary.
- **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). **6:15 pm for those serving.**
- **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



**Alpine Bank**

Member FDIC

Presents

# DINOSAUR DAY

**JUNE 10 / 9AM-4PM**



## #DINODAY

Dinosaur Origami / Face Painting / Skeleton Rubbings /  
Make a Dinosaur Bookmark / Dig Pit Prize Hunt / Paint a  
Fossil Cast / Where's my Tooth? / PaleoBOND Fossil Repair /  
Balloon Animals / Bump & Jumps / Math & Science Center /  
Ron's Rocks / Dinosaur Finger Painting

## MUSEUM TALKS

Learn about Fossils, Historical Figures, and more! Talks are  
**30 min. Every Hour Starting at 9:30AM** in the Auditorium.

## JURASSIC CONTESTS

- ✓ Collect Stamps to Play **Dinosaur Day Bingo** for a  
Chance to Win a **Dinosaur Gift Basket!**
- ✓ Buy **Raffle Tickets** for a Chance to Win a **Dinosaur  
Library & Stone Bookends!**

## VELOCIRAPTOR BUFFET



**A SPECIAL THANK YOU TO ALPINE BANK & SUPPORTING  
SPONSORS FOR MAKING DINOSAUR DAY POSSIBLE:**



HOME LOAN  
INSURANCE



FRUITA  
COLORADO





**You're Invited to the  
2017 Annual Picnic & Potluck  
on a Conserved Property  
Sunday, June 11<sup>th</sup>  
3:00 to 5:30 pm**

**MLT Annual Picnic Details**

Bring your favorite appetizer, salad, side dish, or dessert. Food will be served at 4 pm. Entrée and beverages, including local beer, wine, hard cider, & non-alcoholic drinks will be provided.

Contact 970.263.5443 or [info@mesalandtrust.org](mailto:info@mesalandtrust.org) by June 9th to RSVP & for directions.

**Lead Sponsors**



Gold Sponsors



**WITHERS SEIDMAN  
RICE & MUELLER P.C.**



**SILVER SPONSORS**

- All Metals Welding
- Bray Real Estate
- Bonsai Design
- Chevron
- Hoskin, Farnia, & Kampf, PC
- Mountain Racing Products- MRP
- Mountain Power Solutions

**FOOD & BEVERAGE SPONSORS**

- Rib City
- Carlson Vineyards
- Talbot's Cider
- Palisade Brewing





## 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>	5/4/17
Learn to use market research tools to generate more business	6/8/17 (At FACTORY)
<b>Business Planning</b>	5/18/17
Write a plan to help ensure the success of your business	6/22/17 (IN Fruita)
	5/25/17
	6/29/17
<b>Internet Strategies</b>	
Learn how to be accessible through the internet	
<b>Licensing</b>	5/11/17 (Fruita)
License your business online	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

# 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

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

Smoked Pork &

All the Fixin's

Dessert & Beverages

Beer and Wine available for purchase

Live  
Music!

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.