



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: October 20, 2017
Re: WEEKLY INFORMATION UPDATE

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970-858-8377

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970-858-8373

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970-858-9558

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970-858-0360

Tuesday's City Council Workshop

We will discuss downtown parking and impact fee requirements, outside agency funding requests for 2018 and 2018 budget projection for all Other (Irrigation, Trash, Devil's Canyon Center, Conservation Trust & Debt Service) funds.

Survey Results Are In and Worthy of Celebration

Huge thanks to the dedicated City employees who work so hard to deliver core services to the community! Big thanks to our partners Family Health West and Mesa County Health Department to fund our recently completed community survey! And thank you City Council for providing vision, leadership and support to staff. The results are in with a 95% confidence rating and +/- 3% margin of error. We appreciate the 872 residents who took the time to complete the survey. Below is the summary slide form the survey consultant and the full report is soon to be found on www.fruita.org. We consider this feedback very valuable as we make decisions, set goals and budget resources, time and efforts. Click [here](#) for the TV news report.

Bottom Line Up Front

- **Residents Have a Very Positive Perception of the City**
 - ❑ 95% rated the overall quality of life in Fruita as “excellent” or “good”
 - ❑ 84% rated the overall quality services provided by the City of Fruita as “excellent” or “good”
- **The City Is Moving in the Right Direction**
 - ❑ Satisfaction ratings have increased in 46 of 59 areas since 2013, and increased in 37 of 45 areas since 2009
- **Satisfaction with City Services Is Much Higher in Fruita Than Other Communities**
 - ❑ Fruita rated above the U.S. Average in 31 of 36 areas, and above the average for small U.S. cities in 32 of 36 areas
 - ❑ Satisfaction with the Overall Quality of City Services rated 35% above the U.S. Average, and 37% above the average for small U.S. cities
- **Top Overall Priorities:**
 - ❑ Quality of City streets
 - ❑ Effectiveness of City communication with the public
 - ❑ Flow of traffic and congestion management

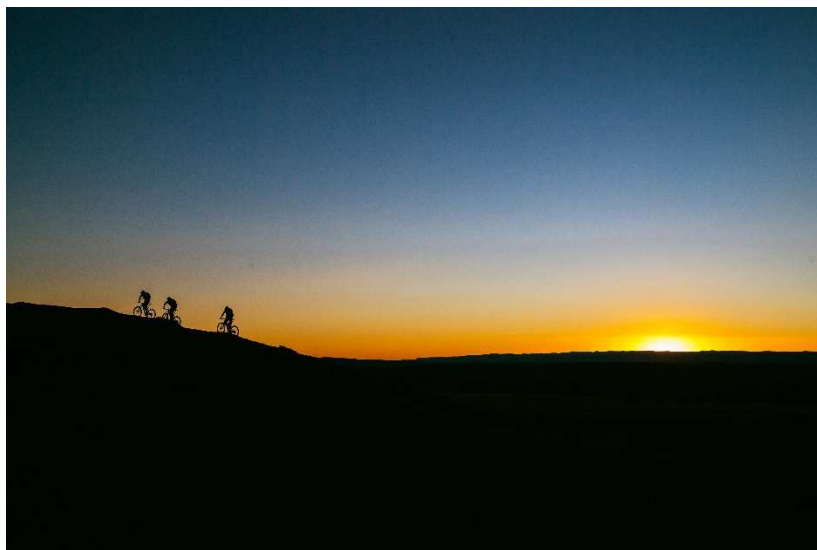
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Certified Small Business Community

The City & Business Incubator Center were officially awarded the grant and the designation as a Certified Small Business Community this week with a visit from OEDIT. The Business Incubator is hard at work to convert our space to a legit co-working space!



Media continues regarding Rocky Mountain Bikes recent product camp/launch in Fruita



- Teton Gravity Research Article—Ripping Fruita’s finest singletrack aboard the all-new Rocky Mountain Instinct and Pipeline: <https://www.tetongravity.com/story/bike/ripping-fruitas-finest-singletrack-aboard-the-all-new-rocky-mountain-instin>

- Instinctively weird: Rocky, Fruita, and the farm: <http://www.bikemag.com/gear/mountain-bikes/instinctively-weird-rocky-fruita-moon-farm/>
- Video: <https://vimeo.com/238226057>
- They also provided the City with their library of professional photography.
- More to come...

TID BITS:

- City irrigation water will be turned off for the season on Monday and Tuesday (Oct. 23-24).
- The TABOR Review Committee met again this week and will be compiling a report for Council at the Nov. 7 meeting.
- Budget work continues to be the focus, but staff has been busy with seeking out a new work order system, Governor's conference on Tourism preparation, reviewing solar garden proposals, assisting other agencies in hiring processes, training, our own hiring processes, and grant applications and reporting.
- The hot tub at the Community Center was down with boiler issues but back up and running.
- Parks crew has begun winterizing.
- Recreation programs are going strong.
- Trails committee and partnership (local businesses, COPMOBA, BLM and City) met this week and progressing on completing new trails at Mack Ridge this spring, seeking a planning grant for 18 Road and constructing adjacent singletrack with features along the paved Kokopelli section of the Riverfront Trail.
- We met with the organizer of the 2018 Kokopelli 140 a mountain bike race/relay and ultra marathon Sept. 7-8 from Fruita to Moab, starting in downtown Fruita and ending with live music and awards in downtown Fruita. Event is progressing well and the organizer continues to reach out to many local businesses and partners to make this a community event and benefit.
- The undergrounding of utilities is complete on the Aspen Alley project.
- CDOT holding an open house on the concepts of the Highway 6-20 Road intersection on Nov. 2nd from 4-6 pm in Council Chambers.

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

- Colorado ranks first in Western states scorecard on outdoor recreation, responsible drilling, public lands access: <http://www.denverpost.com/2017/10/17/colorado-ranks-first-outdoor-recreation-drilling-more/>
- Survey says: People love living in Fruita: <http://www.nbc11news.com/content/news/Survey-says-People-love-living-in-Fruita-451769103.html>
- Repost from the past by MTBMAG: <https://www.mtb-mag.com/en/video-fruita/>
- Horse of course, is great way to take in fall colors: <http://www.gjsentinel.com/lifestyle/articles/horse-of-course-is-great-way-to-take-in-fall-color>

- Be prepared for winter weather: <http://www.nbc11news.com/content/news/451180333.html>
- Athlete of the week—Riley Snyder:
<http://www.nbc11news.com/content/sports/451200603.html>
- GJ men arrested in FBI child sex trafficking sting: [http://www.9news.com/news/crime/grand-
junction-men-arrested-in-fbi-child-sex-trafficking-sting/484631895](http://www.9news.com/news/crime/grand-
junction-men-arrested-in-fbi-child-sex-trafficking-sting/484631895) AND
<http://www.nbc11news.com/content/news/451659913.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.):*

- **Tomorrow, Oct. 21** is Grand Valley Transit Training from 9:30 – 11:30 am at the Community Center.
- **Oct. 25** is the Governor’s Conference on Tourism Reception from 5:30- 6:30 pm at the Avalon Theatre.
- **Oct. 28** is Truck-N-Treat in downtown from 10 am – 12 pm.
- **Oct. 31** is Trick or Treat Street from 3-5 pm.
- **Nov. 4** is Rim Rock Marathon ending in Circle Park from 8 am – 12 pm.
- **Nov. 9** is a town hall hosted by the County Commissioners to discuss the County budget at the Fruita Community Center from 5:30 – 6:30 pm.
- The Fruita Community Calendar is available on the website at: <http://www.fruita.org/calendar>.
- The Business Incubator upcoming events are posted below.
- The **2017** Events Information is also available online at:
<http://www.fruita.org/parksrec/page/special-events>

CC. Department Directors



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.

\$55
Class Fee

Upcoming Class Dates

Tuesday 10/3, 1PM-4PM
Tuesday 10/17, 9AM-12PM
Thursday, 11/9 6PM-9PM

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

Market Research	
Learn to use market research tools to generate more business	10/26/17 11/30/17
Business Planning	
Write a plan to help ensure the success of your business	10/5/17 11/9/17 (Fruita)
Internet Strategies	
Learn how to be accessible through the internet	10/12/17 11/16/17
Licensing	
License your business online	9/28/17 11/2/17
Cash Flows	
Learn how to do a cash flow budget using Excel	10/19/17 11/20/17



How to list, sell, and prosper on Amazon.

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.
Speaker(s): Luke Sutherland: My name is Luke Sutherland and I am an Amazon entrepreneur. I formed Product Movement Technologies, LLC in February of 2016. I sell primarily home and kitchen wares, sporting goods, and industrial equipment. Sales of \$80,000.00 in 2016 and projected sales of \$240,000.00 in 2017. I operate out of a home office and religiously study how to better sell on Amazon.

September 27th, 1-3PM
Cost is \$30

Call 243-5242 to Register or visit us at
gincubator.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 gincubator.org for monthly speakers. Friday, October 20th

BOOKKEEPING BOOTCAMP UNDERSTANDING FINANCIAL STATEMENTS

Oct
11th
9-2PM

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

Cost is \$75 (includes lunch)

Cost: \$75

Nov
9th
1PM-4PM

Is a Franchise the best business choice for you?

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

Cost: \$35

ARE YOU READY TO PATENT YOUR INTELLECTUAL PROPERTY?

Oct
24th
3-4:30PM

This workshop will introduce you to Invention Canvas, a single-page tool for evaluating the business aspects of an invention, and help you make a data-based decision as to whether your invention is worth investing in a patent. You'll discuss the best way to collaborate with other people in the startup community, and the Ethical Collaboration Agreement.

Instructor: Russ Krajec is the author of "Investing In Patents: Everything a Startup Investor Needs to Know About Patents."

Cost: \$35



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.



FRUITA COLORADO



City of Fruita staff strive to emulate these core behaviors in everything we do in order to show gratitude for public trust, build trust and maintain trust with the public, our partner agencies and with one another.

We are Fruita. We are...

Fun—This is such a critical behavior that impacts everything we do. If we are not having fun, we must ask why and recalculate and adjust. We must love what we do and where we work, live and play. We are positive and put forth focused effort to have a positive attitude. We are smiling. We are friendly. We enjoy serving the public and working together. We care about the experience those who interact with us internally and externally have.

Respectful—We are empathetic. We take an active interest in each other, residents, businesses and visitors. We listen. We talk one at a time. We compliment and build up others. We are tough on issues and easy on people. We recognize the role of City Council, Board and Commission Members, residents, supervisors, coworkers and customers. We are kind. We treat people with dignity. We embrace diversity and make every effort to think collectively.

United—We are a team. We focus on purpose and work together to achieve our goals. We communicate effectively with each other. We seek consensus, agree to disagree and move forward for the greater good. We support each other. We value partnerships that help us achieve our goals. We remember we are public stewards and serve. We are inclusive. We create synergy by recognizing our strengths and weaknesses and succeeding as a team.

Innovative—Simplicity is our key to innovation. We consider and explore alternatives to the way we've always done it. We are open to new ideas. We welcome calculated risk-taking and learning from our mistakes. We seek continuous improvement and welcome constructive feedback. We ask why and why not. We work to continually improve.

Transparent—We operate as an open book. We create, over communicate and reinforce clarity in our work. We are trustworthy. We assume a positive intent from others. We work with integrity. We seek ways to increase transparency internally and externally.

Authentic—We are unique. We are real. We are different. We are special. We are optimistic. We are exceptional and proud of it. We are comfortable being different. We are open-minded. We are honest. We embrace and value family. We live what we speak. We create clear expectations and work hard to manage those expectations.