



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: OCTOBER 27, 2017  
Re: WEEKLY INFORMATION UPDATE

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### TID BITS:

- Huge thanks to Councilor Joel Kincaid and Odette Brach for all the time and effort to make Fruita's presence big and memorable for attendees of the Governor's Conference on Tourism in GJ.
- Thank you for coming out to support the Fruita room in the opening reception—it was awesome to have the Mayor and Council and members of the Fruita Tourism Advisory Council there meeting with attendees.
- Big thank you to Colorado Backcountry Biker, Over the Edge, Colorado Canyons Association, Family Health West, Dinosaur Journey, BLM, Imondi Wakezone, Colorado National Monument Association, Fruita Chamber, and many others for helping with displays, information and hosting guests.
- Congrats to Avan Crespín in Public Works and Jayton Cline in Parks who passed their Class A CDL tests!
- We are advertising for Phase 2 construction of the Kokopelli section of the Riverfront Trail now that we received the notice to proceed from CDOT. Bid opening will be Nov. 17. Phase 1 is moving along very well.
- Parks crews and Public Works crews completed blowing out the City irrigation lines.
- We are working with the LVFD to do more clean-up at Snooks Bottom.
- Rim Rock Marathon is next Saturday ending in downtown.
- Our newest officer is now field certified and in training.
- The walk-thru on Bandon Estates Phase 2D went well.
- The City has a number of concrete/sidewalk replacement projects under construction.
- The next phase of work on Aspen Alley will begin in next two weeks.
- I had the opportunity to speak at the Tourism conference on Fruita's story with Tourism and Economic Development as well as attend ICMA earlier this week.

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

- Greg Moberg began working as Interim Planning & Development Director while we go through the recruitment process.
- Lots of development applications are pending.
- Have an awesome weekend!

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

- Fruita Fat Tire Festival reaches deal to stage trailside demo: <http://www.bicycleretailer.com/north-america/2017/10/24/fruita-fat-tire-festival-reaches-deal-stage-trailside-demo#.WfCVez-ouUk>
- Commissioners talk budget with citizens: <http://www.westernsloopenow.com/news/local-news/comissioners-talk-budget-with-citizens/845575665>
- Quality of life in Fruita is great! <https://www.google.com/url?rct=j&sa=t&url=http://www.gjep.org/general/quality-life-fruita-great-community-survey-says/&ct=ga&cd=CAEYAioUMTUxNzIzMTM3Mzc3NDExNzI5MzYyGmNhZjcwY2ZkY2NjNDY5NjY6Y29tOmVuOlVT&usg=AFQjCNHjUIMBIfO8963yNja4rTw1IDF2jw>
- Governor's Tourism conference brings big bucks to valley: <http://www.nbc11news.com/content/news/453190593.html>
- Cowboys send retiring coach off with a win in Mesa County Junior Football unlimited title game: <http://www.gjsentinel.com/sports/articles/cowboys-send-retiring-coach-off-with-a-win-in-mesa>
- Fruita's Joe Silva makes CHSAA Hall of Fame: <http://www.gjsentinel.com/sports/articles/fruitas-joe-silva-makes-chsaa-hall-of-fame>
- Chambers team up to host business networking event: <http://www.nbc11news.com/content/news/Chambers-team-up-to-host-business-networking-event-452943363.html>
- Fruita wins small business community award: <http://thebusinesstimes.com/fruit-wins-small-business-community-award/>
- Black bears hanging around town: <http://www.nbc11news.com/content/news/452606513.html>
- New homes, new businesses, improved road: <http://www.gjsentinel.com/gjrealestateweekly//articles/new-homes-new-businesses-improved-road>
- Fruita flips the switch: <http://www.gjsentinel.com/sports/articles/fruita-flips-the-switch>

### Rocky Mountain event in Fruita media:

- Pinkbike: [https://www.pinkbike.com/news/haunted-houses-and-bike-riding-in-fruita.html?utm\\_source=facebook&utm\\_medium=mobile&utm\\_campaign=news](https://www.pinkbike.com/news/haunted-houses-and-bike-riding-in-fruita.html?utm_source=facebook&utm_medium=mobile&utm_campaign=news)
- Bike Mag: <http://www.bikemag.com/gear/mountain-bikes/instinctively-weird-rocky-fruita-moon-farm/>

- Teton Gravity Research:
- <https://www.tetongravity.com/story/bike/ripping-fruitas-finest-singletrack-aboard-the-all-new-rocky-mountain-instin>
- Bike Radar: <http://www.bikeradar.com/mtb/gear/article/rocky-mountain-instinct-first-ride-review-51025/>

**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. 28** is Truck-N-Treat in downtown from 10 am – 12 pm.
- **Oct. 31** is Trick or Treat Street from 3-5 pm.
- **Nov. 2** CDOT holding an Open House on the concepts of the Highway 6-20 Road intersection on 4-6 pm in Council Chambers.
- **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**

<b>Market Research</b>	
Learn to use market research tools to generate more business	10/26/17 11/30/17
<b>Business Planning</b>	
Write a plan to help ensure the success of your business	10/5/17 11/9/17 (Fruita)
<b>Internet Strategies</b>	
Learn how to be accessible through the internet	10/12/17 11/16/17
<b>Licensing</b>	
License your business online	9/28/17 11/2/17
<b>Cash Flows</b>	
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](http://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](http://gincubator.org) for monthly speakers. Friday, October 20th

### BOOKKEEPING BOOTCAMP UNDERTANDING FINACIAL 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.