



# FRUITA

## COLORADO

### Weekly Info Update



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

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970-858-0360

**City Offices will be closed on Nov. 23 & 24 in observation of Thanksgiving holiday.**

#### **Tuesday's City Council Meeting**

We will cover the first public hearing on the proposed 2018 budget. We will present a budget overview and specific presentations on the personnel budget and Sewer Budget.

#### **Play Like a Local Campaign**

As the City focuses on Quality of Place, Economic Health and Lifestyle built upon a solid foundation of providing core services, we deliberately seek to market the positive aspects of our community we don't want to lose—things like the small town feel, incredible residents, businesses and outdoor recreation amenities, among others. The reality is communities grow or decline, but never stay exactly the same and Fruita is growing. To attract quality, complementary growth, our value proposition is similar when attracting residents, businesses and visitors alike. The Play Like a Local Campaign helps in each of these areas. The following is an update and City Link article from Slate Communications:

One of the best parts about living in Fruita is the ability play here too. And we like to say that "our visitors feel like locals and our locals play like visitors." When visitors come to Fruita, the immediately feel like part of the community. Because of this, our latest tourism marketing campaign is focused on how to "Play like a Local." If you'd like to help us get the word out about Fruita and attract new visitors, we have some tips and resources to share:

- Make sure you're following us on Facebook ([facebook.com/FruitaColorado](https://facebook.com/FruitaColorado)) and Instagram (@gofruita). If you see a post you love, please share it!
- When posting about your Fruita adventures on social media, add #gofruita and #playlikealocal, and tag our accounts. We try to repost often.
- GoFruita.com is a great resource to share with your visiting friends and

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

family, but we're always looking for ways to improve it too. Let us know if you have suggestions!

- We've also started a photo library at [www.flickr.com/photos/gofruita](http://www.flickr.com/photos/gofruita) that can be used by Fruita residents and businesses. If you're sharing tourism-related information, feel free to use the photos.

If you have suggestions or content and photos to share, please contact Liz Cassi with Slate Communications at [liz@slatecommunications.com](mailto:liz@slatecommunications.com). We encourage you to take a break from your busy lives and appreciate the amazing things that our valley has to offer. We can't wait to see more from your adventures!

### **BLM Report**

In FY 2016, BLM Colorado's appropriated funding for the recreation program statewide was \$3,282,000. The resulting economic output was \$590,800,000, which is a 1:180 relationship. Of all the BLM states, Colorado had the highest return, with the average return for all the states being 1:103. See full chart below.

### **Community Center Rate Increases in 2018**

To alert pass holders and residents of the Community Center rate increases in the proposed 2018 budget heavily due to the passage of Amendment 70 increasing minimum wage, we are getting the word out in a number of ways.

- November 14-16 (and beyond) – Inform staff of the rate changes and the information being sent out
- November 14-16 - Letter and e-blast to current pass holders
- November 27-30 – Activity Guide letter from Parks & Recreation Director reaches all homes
- November 27 – January 15<sup>th</sup> – flyers posted on the front door
- Early December – City Link article to all residents
- The Daily Sentinel will also be publishing an article on this

***Please see a copy of the letter sent to all patrons this week below.***

### **TID BITS:**

- Our staff education committee will be helping out again with the backpack program over the Thanksgiving break distributing totes full of food—way to go!
- Great to see the community out to support the FMHS football team last Saturday downtown as they left for state. #gofruita
- So far this month we have issued 10 new residential permits and 15 total planning clearances.
- Starbucks is nearing construction on the south side.
- 5 serious business prospects approached us in the last 2 weeks all stating their vision is aligned with our community's vision! Now we are working with them and partners to make it happen.
- Planning and Engineering staff remain busy working on development applications including multiple subdivisions, density bonus points, parking, the cable wakeboard park, etc.
- The concrete replacement projects around town have wrapped up.
- Cedar sewer line project is undergoing in-house design.

- The Kokopelli Phase Two bid timeframe was extended due to a number of questions. Bid opening will be Wednesday.
- We have received some promising candidates for the Planning and Development Director and are beginning to schedule initial interviews. It is still open until filled.
- Counselor Kincaid and I participated in the Chamber Board's strategic planning session last Saturday and had a great discussion with them on partnership, funding and new ideas.
- According to the ValuePenguin's latest study, Fruita has seen the state of Colorado's 2<sup>nd</sup> largest reduction in crime from 2012-2016: <https://www.valuepenguin.com/how-crime-has-changed-colorado-cities-past-five-years>
- The Chamber is hosting the 2017 Fruita's Window Wonderland Contest with the Candy Land theme: <http://fruitachamber.org/wp-content/uploads/2017/10/2017-Window-Wonderland-Registration.pdf>
- Check out Colorado Canyons Association's highlight reel of the successful WXWW in Fruita: <https://www.coloradocanyonsassociation.org/news/2017/11/13/wxww-success>
- Parks crews have been working hard on placing the lights displays in public areas...looking forward to turning them on Wednesday since we are closed Thursday and Friday.

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

- Fruita Middle School tackles buy prevention: <http://www.nbc11news.com/content/news/457855103.html>
- District 51 adds premium of \$26M to bond: [https://www.gjsentinel.com/news/western\\_colorado/district-adds-premium-of-m-to-bond/article\\_51b159e4-ca0b-11e7-81e2-10604b9ffe60.html](https://www.gjsentinel.com/news/western_colorado/district-adds-premium-of-m-to-bond/article_51b159e4-ca0b-11e7-81e2-10604b9ffe60.html)
- Colorado National Monument was free this weekend: <http://www.kjct8.com/content/news/Colorado-National-Monument-was-free-this-weekend-457081563.html>
- Woman travels from California to honor Vet in Fruita: <http://www.nbc11news.com/content/news/456910233.html>
- After Mesa County tax increase, DMV wait times may be shorter: <http://www.kjct8.com/content/news/After-Mesa-County-tax-increase-Fruita-DMV-wait-times-may-be-shorter-456698553.html>
- Fruita going green with solar garden: <http://www.nbc11news.com/content/news/Fruita-going-green-with-solar-garden-456557283.html>
- Grant to help bring up tourism numbers: <http://www.nbc11news.com/video?vid=458153153> & <http://www.nbc11news.com/content/news/Grand-Valley-tourism-industry-receives-50000-in-grants-458115213.html>
- Elevation Outdoors email blast titled *Is Del Norte the Next Fruita*: <http://www.elevationoutdoors.com/road-biq-valley/>

**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.):*

- **Tonight, Nov. 17** is the Night at the FCC from 7-10 pm at the Community Center.
- **Nov. 23 & 24 City Offices will be closed.**
- **Nov. 28** is a public open house farewell to GJ Police Chief John Camper at the Avalon Theatre, Mezzanine level from 4-6 pm.
- **Dec. 7** is the Communities that Cares Ugly Sweater Soiree from 5-7 pm at the Community Center.
- **Dec. 9** is the Holiday Arts and Crafts Fair from 10 am – 3 pm at the Community Center.
- **Dec. 9** is the Hometown Christmas Parade (put on by the Chamber) in the downtown beginning at dusk.
- **Dec. 20** is Cookies and Clause at 6 pm at the Community Center.
- **Jan 11** will be a D51 Foundation hosted event including an update from the D51 School Board members and Superintendent on the state of the Schools at the Factory (7750 Main in GJ) from 6-7 pm.
- **Jan. 13** is the Denver Nuggets Skills Challenge at 9 am at the Community Center.
- **Feb. 3** is the D51 Foundation annual White Iced Celebration at the CMU Ballroom from 7-10:30 pm.
- **Feb. 10** is the Fruita Chamber Annual Banquet at 6 pm at the Community Center.
- **Feb. 17** is the Sweet Heart 5k/1k at 9 am beginning at the Community Center.
- 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 [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. 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 you 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

## BLM Recreation's Return on Investment

OFFICE	BLM FY 2016 Recreation Budget (2016 AWP)	Total economic output for from public lands for recreation.	\$ returned to local economies for every \$1 invested through appropriated funds
Colorado	3.282 million	590.8 million	\$180
Nevada	2.976 million	507.9 million	\$171
Utah	3.477 million	551.0 million	\$158
Oregon/Washington	4.308 million	629.6 million	\$146
Idaho	3.394 million	410.4 million	\$121
Arizona	3.144 million	377.8 million	\$120

California	7.728 million	744.5 million	\$96
Montana/Dakotas	3.574 million	312.9 million	\$87
New Mexico	3.555 million	212.5 million	\$60
Wyoming	2.782 million	189.1 million	\$54
Eastern States	0. 498 million	14.9 million	\$30
Alaska	3.255 million	55.1 million	\$17
Washington Office (plus NOC & NTC and others)	8.117 million	- n/a -	- n/a -
Totals	50.090 million Dollars	4.6 Billion Dollars by states *	Average is \$103 return/\$1 BLM
		6.7 Billion Total *	
<ul style="list-style-type: none"> <li>• National total differs from the sum of individual state numbers because the National total takes into account activity across state borders and the average industry productivity across state lines.</li> <li>• Most recent economic data (FY 2016)</li> </ul>			



November 14, 2017

Dear Fruita Community Center Pass-holder,

It is hard to believe that we are nearing our 7<sup>th</sup> year of operation at the Fruita Community Center! We have enjoyed getting to know our patrons and introducing ourselves to visitors. We feel that these interactions and our services have brought value to our Fruita Community and we cannot wait to see what the next 7 years has in store for us!

Since opening its doors in 2011, the Fruita Community Center has maintained pass rates at original levels (seven years without a rate increase). Unfortunately, it has become necessary to raise our rates in 2018 to keep pace with the ever-increasing costs of operating the facility. The most notable cost increase we are facing is due to Amendment 70, which was passed in the 2016 state-wide elections and will ultimately raise minimum wages to \$12.00 per hour by year 2020 – up from \$8.31 in 2016. In 2018, the financial impact will be over \$110,000 in part-time salary increases which is necessitating the pass rate increase. We are raising the base rate of each daily pass by \$1.00, which in turn impacts the three-month, punch pass, monthly and annual pass rates. Our analysis shows that the rate increase in 2018 will cover our operating costs in the coming two years but we may need to adjust them again in 2020. We will make a determination at that time. See the new pass rates sheet that is enclosed. These changes will go into effect January 1, 2018.

We thank you for your understanding and trust you continue to find value in the facilities, programs and events we provide to the Fruita Community and look forward to maintaining your support through service that is built on honest relationships.

Sincerely,

Nicole MacDonald  
Guest Services Supervisor  
Fruita Community Center  
970-858-0360 x6402

## New Fruita Community Center Pass Rates

Effective January 1, 2018.

DAILY ADMISSION	PASS RATE/RESIDENT DISCOUNT
Child (3-9)**	\$4.00
Youth (10-17)	\$5.00
Adult (18-64)	\$7.00
Senior (65+)	\$6.00
Shower	\$4.00

20 PUNCH PASS	PASS RATE	RESIDENT DISCOUNT
Child (3-9)**	\$76.00	\$72.00
Youth (10-17)	\$95.00	\$90.00
Adult (18-64)	\$133.00	\$126.00
Senior (65+)	\$114.00	\$108.00

3 MONTH PASS	PASS RATE	RESIDENT DISCOUNT
Child (3-9)**	\$65.00	\$60.00
Youth (10-17)	\$81.25	\$75.00

Adult (18-64)	\$113.75	\$105.00
Senior (65+)	\$97.50	\$90.00
Adult Couple/Buddy	\$171.00	\$157.50
Senior Couple/Buddy	\$146.25	\$135.00
Family (3 members)*	\$190.88	\$176.25
Family (4 members)*	\$207.00	\$191.25
Family (5 members +)*	\$223.50	\$206.25

<b>12 MONTH/MONTHLY PASS</b>	<b>PASS RATE</b>	<b>RESIDENT DISCOUNT</b>
Child (3-9)**	\$260.00/ \$21.67 mo	\$240.00/ \$20.00 mo
Youth (10-17)	\$325.00/ \$27.08 mo	\$300.00/ \$25.00 mo
Adult (19-64)	\$455.00/ \$37.92 mo	\$420.00/ \$35.00 mo
Senior (65+)	\$390.00/ \$32.50 mo	\$360.00/ \$30.00 mo
Adult Couple/Buddy	\$684.00/ \$57.00 mo	\$630.00/ \$52.50 mo
Senior Couple/Buddy	\$585.00/ \$48.75 mo	\$540.00/ \$45.00 mo
Family (3 members)*	\$763.50/ \$63.63 mo	\$705.00/ \$58.75 mo
Family (4 members)*	\$828.00/\$69.00 mo	\$765.00/ \$63.75 mo
Family (5 members+)*	\$894.00/ \$74.50 mo	\$825.00/ \$68.75 mo



**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.