



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: JUNE 8, 2018  
Re: WEEKLY INFORMATION UPDATE

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Human Resources  
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**Next City Council Meeting on a Monday, Not Tuesday: Monday, June 18** is a regular City Council meeting at 7 pm in the Civic Center that would normally be on Tuesday, but the Tuesday, June 19 was cancelled at the beginning of the year and rescheduled for Monday, June 18 to accommodate those attending the annual CML conference.

### 20<sup>th</sup> Annual Mike the Headless Chicken Festival

Mike the Headless Chicken Festival was phenomenal!!! This year, we were able to track the number of cell phones (we just counted individual phones and NO data or even phone numbers were captured) that came within 50 feet of the Mike Store and were surprised by the attendance numbers we had at Mike – 17,705 individual cell phones or people attended the festival. Please note this does not track youth without phones or people who did not get near the Mike tent. Thanks to our sponsors and amazing staff who work hard to put this event on! Here are a few other relevant figures from the weekend:

- \$13,200 in merchandise sales were made in the Mike Store (up about \$10,000 from last year)
- 198 5K Runners
- 50 Disc Golfers
- 27 kegs of beer drank at the Fruita Rotary tent—raising funds put back into the community
- 1 trampled Civic Center lawn (Parks aerated and over-seeded on Tuesday)
- Many peep and wing-eating contest participants
- Over 100 crazy looking chickens were in the poultry show and it was by far the best attended, best viewed show yet. The poultry show is becoming a festival goer favorite!
- 75 tricked out vehicles in the Blue Dots Car Show
- There were 40+ food and artisan vendors – the food vendors made out very well from the conversations we had with them
- Some very tired but satisfied Parks and Recreation Staff and over 30 volunteers
- Finally, we'd like to thank our many major sponsors and partners, starting off with the Credit Union of Colorado, who was Mike's title sponsor. Xcel and

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

Family Health West were our stage and entertainment sponsors (which the entertainment was awesome thanks to James Williams). Other partners and sponsors include: Fruita Rotary, Suds Bothers, Renewal by Anderson, 103.9 the Planet, also a main sponsor Chesnick Realty, Murdoch's and Mesa Feed for sponsoring the Poultry Show.

### **Outdoor Industry Association article on West Slope**

Check out a great article (interview occurred prior to the recent election) on our area, including quotes from former Mayor, now Mayor Pro Tem Lori Buck: [https://outdoorindustry.org/article/colorados-western-slope-making-right-moves/?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=outdoorist](https://outdoorindustry.org/article/colorados-western-slope-making-right-moves/?utm_source=newsletter&utm_medium=email&utm_campaign=outdoorist)

### **Business Loan Fund of Mesa County makes historic 500<sup>th</sup> loan (BIC Release below)**

The Business Loan Fund of Mesa County (BLF), a program of the Business Incubator Center (BIC), has made its historic 500<sup>th</sup> loan. **Imondi Wake Zone Park, LLC**, a new business located in Fruita, Colorado, was the recipient of the milestone loan. The funding helped the company to open the first wake board park in Colorado, and the business will help cement the town of Fruita's growing reputation as a Mecca for outdoor enthusiasts.

Owners Victor and Kodi Imondi said, "Our experience with the Business Incubator has been extraordinary! Starting a business that few people have seen or heard of is a nearly impossible task. Thankfully, the Business Loan Fund at the Business Incubator Center recognized our passion and persistence for bringing something new to our area. Without the help of this program, our dream of owning Colorado's first Full-Size Cable Wakeboard Park would have never come true."

Imondi Wake Zone Park, LLC, joins the long list of businesses that have received financial assistance from the BIC. In an effort to promote economic development, the BLF provides financing for Mesa County businesses that cannot get funding through traditional sources.

Since its inception in 1985, the BLF has made over \$26.6 million in loans, leveraging an additional \$65.8 million in additional financing and helping to create and retain over 2,100 jobs. **For more information please contact Dean DiDario at the Business Incubator Center at 970 243-5242.**

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. In 2017, this structure has generated powerful results, including the launch of 26 new companies, more than \$11.3 million in revenue generated by these companies, funding of 28 businesses in the community for \$1.04 million, creation/retention of approximately 331 jobs, and investment of over \$5.8 million in capital.

**FOR MORE INFORMATION on BIC programs, contact Jon Maraschin at 970-243-5242 or go to [www.gjincubator.org](http://www.gjincubator.org).**

## TID BITS:

- City sales tax revenue for April was 10.46% above April 2017.
- City sales tax in 2018 thru April is up 8.25% over same period in 2017.
- The Rim Rock Rodeo has begun on Tuesday nights from 4:30 pm (main events beginning at 7:30 pm) though the summer in its 25<sup>th</sup> year!
- Mesa County District Judge ruled the Grand Valley Drainage District fee “is an unconstitutional tax” reported by the Sentinel.
- Highway 6 & 50 sewer project pre-bid meeting was held Monday with a group of qualified contractors.
- The piles were driven for bridge over Reed Wash with the construction of the Kokopelli section of the riverfront trail.
- Advertisement for Rim Rock Trail project will be placed in next two weeks.
- 4 applications received for Engineering Internship with interviews soon to be completed.
- Planning and Engineering submitted a Request for Qualifications (RFQ) to provide an opportunity for interested developers to demonstrate their capability to develop a project located at the Lagoon property. Submittals are due Fri 7/6/18.
- Sunset Point PUD Preliminary Plan was submitted on 6/1/2018 and is currently under review.
- Pinewood Estates is under construction.
- Adobe Falls will be starting construction in the coming weeks.
- Soren Estates starting construction this upcoming week.
- Preconstruction meeting for FHE was held this week. They picked up their planning clearance and are currently under construction.
- Current pending development projects in the review process include:
  - Site Design:
    - Dolan Storage Units Site Design
    - Peach VRBO CUP
    - Verizon Cell Tower FCC CUP
  - Subdivisions:
    - Griffin Minor Subdivision
    - Iron wheel Major Subdivision
    - Sunset Point PUD Preliminary Plan
- We have issued 52 residential dwelling unit permits through the end of May. Total in 2017 for the year was 46. See full report below.
- Planning and Development staff have not only been busy reviewing submitted applications but meeting with developers for pre-application meetings for both prospective residential and commercial projects.
- Summer recreation programs are truly in full swing. Dinomites Summer camp started this month with a full roster of 35 youth. Dinomites is hosted at Shelledy Elementary school – Thanks D51! Track has started, tennis lessons have started, swim-lessons are in full gear, SUP had its first Sunday at Snooks Bottom and golf will start soon. I’m sure there is more that we are failing to share.
- Jack+Jill kicked off the first Thursday Night Concert in Civic Center Park this year—I love this weekly event!

- Staff is working with Lower Valley Fire to closely monitor whether or not we will be able to have the July 3<sup>rd</sup> fireworks show.
- Visit GJ is holding their board meeting at the Fruita Community Center Tuesday, June 12 at 3 pm, and many of our FTAC members, including Odette, Mayor Kincaid and I will attend.
- The Junior Citizens Police Academy begins on June 13<sup>th</sup>.
- We received 4 bids from firms to complete the sewer rate study that will now be evaluated with a goal of making a selection by June 15.
- Fleet is working hard on updating the city equipment replacement fund working with all departments on future needs.
- Public Works quickly had the Civic Center cleaned with no sign of a house full of chickens upstairs—even the carpets were already cleaned.
- Our team at the waste water reclamation facility have been busy with large maintenance projects that are progressing well.
- Same goes for the Collections division that continuously works on maintaining our sewer lines—this week focused on repairs to the I-70 lift station and rating manholes from the force main to the reclamation facility.
- Chip seal work with Mesa County re-started Tuesday and will continue through June 28.
- Staff is working on updating, detailing and reformatting the specific action items Council discussed at the May 29 workshop.
- I and Dan Caris, Mayor Kincaid, and Councilors Karisny, Buck and Leonhart attended the annual Western Colorado Economic Summit hosted by GJEP.
- Dan Caris and I presented to the Associated Members for Growth and Development about current efforts and goals in Fruita.
- Mayor Kincaid represented the City on the State of the Community panel alongside representatives from the County, Senator Bennet and Gardner and Congressman Tipton’s offices, as well as Ray Scott, Dan Thurlow and Yeulin Willet.
- We submitted comments on the scoping efforts requested by the Grand Mesa, Uncompahgre and Gunnison National Forests Plan Revision, stating our interest in being involved due to the City properties owned in this area.
- We are working with Grand Valley Transit regarding possible rate increases for 2019.
- Staff is working with D51 regarding their summer parking lot projects at the schools and changing entryways and traffic flow.
- Next Friday, I will be speaking at the Regional Economic Diversification Summit in Montrose.

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

- State, Valley reps talk Colorado issues at second State of the Community:  
<http://www.nbc11news.com/content/news/484630881.html>
- 20 years, festival celebrates the story of headless chicken:  
<http://www.abc12.com/content/news/484591801.html>
- Fruita city council mulling over reservoir two project:  
<http://www.nbc11news.com/content/news/Fruita-city-council-mulling-over-reservoir-two-project-484549761.html>

- Cable wakeboarding park opens in Fruita: <http://thebusinesstimes.com/cable-wakeboarding-park-opens-in-fruita/>
- First responders gear up for Country Jam: <http://www.kjct8.com/content/news/First-responders-gear-up-for-Country-Jam-484899751.html>
- Conversations on reducing gun violence: [https://www.gjsentinel.com/news/western\\_colorado/conversations-on-reducing-gun-violence/article\\_442ae578-66f1-11e8-8875-10604b9f7e7c.html](https://www.gjsentinel.com/news/western_colorado/conversations-on-reducing-gun-violence/article_442ae578-66f1-11e8-8875-10604b9f7e7c.html) AND <http://www.westernslopenow.com/news/local-news/students-spark-conversation-about-gun-reform/1215164554>
- Judge—Drainage charge a tax: [https://www.gjsentinel.com/news/western\\_colorado/judge-drainage-charge-a-tax/article\\_af09a3ec-694a-11e8-9ee7-10604b9f1ff5.html](https://www.gjsentinel.com/news/western_colorado/judge-drainage-charge-a-tax/article_af09a3ec-694a-11e8-9ee7-10604b9f1ff5.html)
- Rimrock Rodeo returns: <http://www.nbc11news.com/content/sports/484654781.html>
- GJEP summit to put rebounding economy in spotlight: [https://www.gjsentinel.com/opinion/columns/gjep-summit-to-put-rebounding-economy-in-the-spotlight/article\\_cdc3a5e8-6680-11e8-8d31-10604b9f6eda.html](https://www.gjsentinel.com/opinion/columns/gjep-summit-to-put-rebounding-economy-in-the-spotlight/article_cdc3a5e8-6680-11e8-8d31-10604b9f6eda.html)
- Stolen museum field truck replaced: <http://www.nbc11news.com/content/news/Stolen-museum-field-truck-replaced-484789091.html>
- Free museum access for active duty military families: <http://www.westernslopenow.com/news/local-news/free-museum-access-for-active-duty-military-families/1223277724>
- Three reasons to go to Dinosaur Day on June 9 in Fruita: <http://kekbfm.com/go-to-dinosaur-day-in-fruita/>
- RockyMounts announces plans to relocate headquarters to GJ in fall of 2019: <http://markets.businessinsider.com/news/stocks/rockymounts-announces-plans-to-relocate-headquarters-to-grand-junction-colorado-in-fall-of-2019cooperative-relationship-with-grand-junction-economic-partnership-gjep-establishes-dynamic-outdoor-1026744851>
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**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, June 9** is the annual Dinosaur Day at the Dinosaur Journey Museum from 9am – 4 pm.
- **June 14** is the annual Bike Rodeo from 5:30 – 7:30 pm at the Civic Center and on Elm prior to the Thursday Night Concert.
- **June 14** is also the second Riverfront Concert at the State Park featuring John McEuen’s String Wizards. Gates open at 5:30 pm and show begins at 7:30 pm.
- **June 15** is the first Food Truck Friday in downtown Fruita from 5:30 – 8:30 pm in Civic Center Park.
- **June 14-17** is Country Jam.
- **June 21** will be the Chamber Business After Hours in our Fworks Coworking space at the Civic Center from 5:30 – 7:30 pm.
- **June 23** kicks off the **weekly** Farmer’s Market in Civic Center Park **through Sept. 15 every Saturday** from 8:30 am – 12:30 pm.

- **June 28** is the Thursday Night Concert when the City Council will serve ice-cream at 7:30 pm.
- **June 29** is a ride with the One Riverfront group from the Fruita state park on the new trail starting at 8 am. Flyer below. Join us!
- **The Business Incubator** calendar of events is below.
- The Fruita Community Calendar is available on the website at: <http://www.fruita.org/calendar>.
- The **2018** Events Information is also available online at: <http://www.fruita.org/parksrec/page/special-events> and upcoming are copied below.

Colorado Riverfront Concert Series	5-24, 6-14,8-9/18	look for Ticket pick up times and days	James M Robb State Park	Fruita hosts with State Park the Annual Colorado Riverfront Concert Series
Mike the Headless Chicken Festival	6-1 and 6-2/18	Open Venue	Fruita Downtown	Celebrate LIFE through the story of Mike. Enjoy dancing, music, food, fun, 5k Run and Poultry Show.
Food Truck Fridays	6-15, 7-6, 8-10, 9-7, 9-28	5:30 pm to 8:30 pm	Civic Center Park	Valley wide food trucks show up in Fruita. Enjoy the Friday in the open air.
Farmers Market	6-23 to 9-15/18	Saturdays 8:30-12:30	Downtown Fruita	Buy local products and connect with friends.
Thursday Night Concert Series	6-7 to 9-15/18	7:30pm	Civic Center Park	Enjoy a FREE concert every Thursday night.
Bike Rodeo	6/14/18	5:30pm to 7:30pm	Civic Center - Elm	Preschool - 5th grade, will include: an obstacle course, bike and helmet inspections, bike registration cards
Country Jam	6-14 to 6-17/18	Open Venue	Country Jam Ranch	Country Music Entertainment Line-Up TBA
Fruita City Council Ice Cream Social	6/28/18	7:30pm	Civic Center Lawn	FREE cup of ice cream and meet your local City Council during the Free Thursday Night Concert.
Fireworks Display	7/3/18	Dusk	City of Fruita	Find a viewing spot in town and enjoy the show.
Kokopelli 140	9/7/18	Open Venue	wraps up back in Fruita	Ultra marathon and mountain bike race to Moab, Utah. Participants bussed back to Fruita.
Fruita Fall Festival	9/21/18	Open Venue	Downtown Fruita	Parade, carnival, crafts, food, music and other attractions.
Tour of the Moon	9/29/18	8am-5pm	Civic Center Pavilion	Bike Tour Fruita aide station.
Truck N Treat	10/27/18	10am-Noon	Civic Center Park	Wear your costume and explore unique vehicles!
Trick or Treat Street	10/31/18	3pm-5pm	Downtown Fruita	Visit the Fruita downtown businesses to collect candy!
Rimrock Marathon	11/3/18	8:00 AM	Colorado National Monument	Continuing a yearly tradition occurring inside the CNM, this venue provides epic views and a world class running course.
Holiday Arts and Crafts Fair	12/8/18	10am-3pm	Fruita Community Center	Enjoy shopping over 50 vendors at this FREE show!
Hometown Christmas and Parade of Lights	12/8/18	Parade at Dusk	Downtown Fruita	Holiday cheer and beautiful lights and shopping.
Cookies-n-Clause	12/19/18	6pm	Fruita Community Center	Wear your PJ's and enjoy a short film, story and photos with Santa!

CC. Department Directors



## How to Start 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

Friday 6/8 1PM-4PM  
Friday 6/22 1PM-4PM  
Tuesday 7/10 1PM-4PM (in Fruita)  
Monday 7/23 1PM-4PM

### 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	6/7/18 7/12/18
<b>Business Planning</b> Write a plan to help ensure the success of your business	7/5/18 8/9/18
<b>Internet Strategies</b> Learn how to be accessible through the internet	6/28/18 8/2/18
<b>Licensing</b> License your business online	6/14/18 7/19/18
<b>Cash Flows</b> Learn how to do a cash flow budget using Excel	6/21/18 7/26/18



## Setting Goals that Stick

### 5 Surprising Secrets for Success

Our personal and professional wellbeing depends largely on the goals we set for ourselves. We all have hopes and dreams for our future, but how do we turn those ambitions into actual goals that translate to a fulfilling life and successful business?

#### Learn:

- How failure to keep your goals has almost nothing to do with willpower.
- The five secrets to setting goals that might surprise you.
- How setting effective goals can boost your confidence and lead to real personal and professional success.

When	Cost
June 13, 2018 12:15PM-1:15PM	Free

Call (970) 243-5242 to register or visit [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 Avenue  
Fruita, CO



The SBDC is partially funded by the U.S. Small Business Administration. SBA funding is not an endorsement of any products, opinions or services. SBA funded programs are extended to the public on a non-discriminatory basis.

June 15<sup>th</sup>  
1PM-2:30PM

## Business Valuation

WHAT'S IT WORTH TO YOU?

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 an 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: Free

## Writing and Publishing

THE BASICS

June 26<sup>th</sup>  
1PM-2:30PM

If you've always wanted to write a book and think it's just about words on a page, this workshop is for you. We'll touch on the basics of writing a manuscript, submitting, agents, publishers, formatting, self-publishing, and marketing.

Published author Terri Benson is the Education Chair for Rocky Mountain Fiction Writers, and has more than 100 published articles, many award winning, to her credit.

Cost: \$35

June 29<sup>th</sup>  
9AM-12PM

## Employee Ownership

IS IT RIGHT FOR YOUR BUSINESS?

Making the transition from one or a few owners to many employee owners can be a daunting consideration. This workshop will cover what employee ownership is, how it works, and if it can work for your business.

Halisi Vinson, Executive Director of Rocky Mountain Employee Ownership Center, brings a wealth of knowledge and a strong skill set developed through her work in business development, marketing, consulting and over half of a decade in the venture capital industry.

Cost: \$55, second person half price





# ONE RIVERFRONT - BIKE RIDE

Help us celebrate the opening of the Kokopelli Connection, joining Fruita to Loma

RSVP:  
Michele.rohrbach  
@mesacounty.us

**JUNE 29, 2018: 8-11 AM**

**Meet at 8 am at the Fruita Section of James M Robb  
CO River State Park**

**Participants will ride 8 m total on flat terrain.**

**Please bring: 1) bike, 2) helmet, and 3) water.**

**Coffee & continental breakfast provided.**





# DINOSAUR DAY

JUNE 9 9 AM-4 PM

MUSIC!

## DINOSAUR JOURNEY

550 JURASSIC CT, FRUITA

GAMES

Bump & jumps



KOOL 107.9

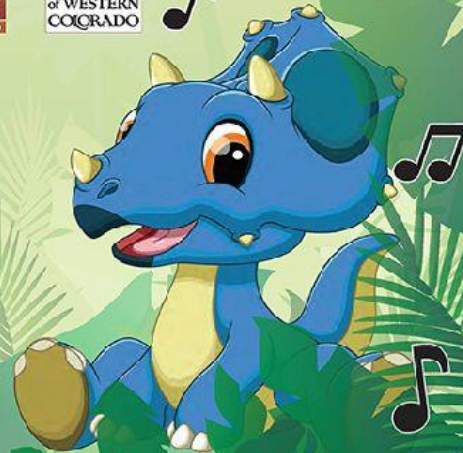
Face Painting

ADULTS/\$6

KIDS/\$4

GROUP  
OF 6/\$20

MEMBERS  
FREE!



FOOD VENDORS:

PABLOS PIZZA AND 5M ICE CREAM

Brought to you by:



**Alpine Bank**

Member FDIC

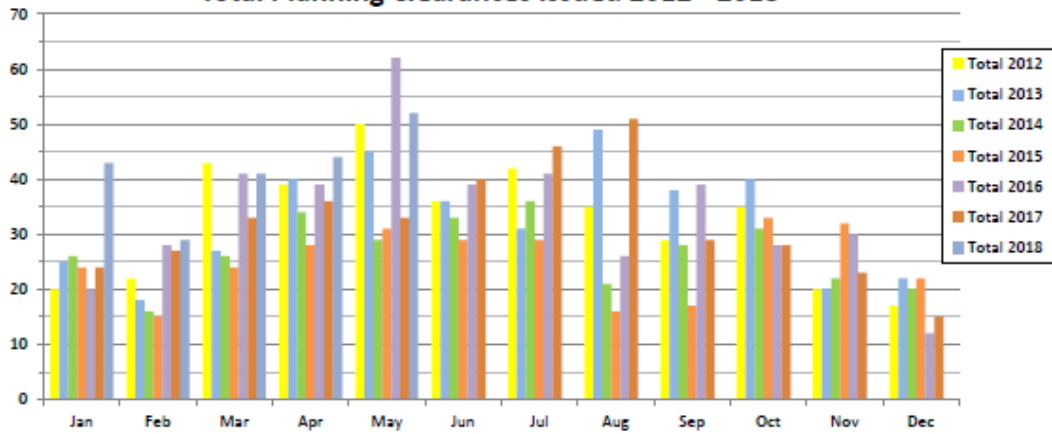


**MONTHLY DEVELOPMENT REPORT 2018**

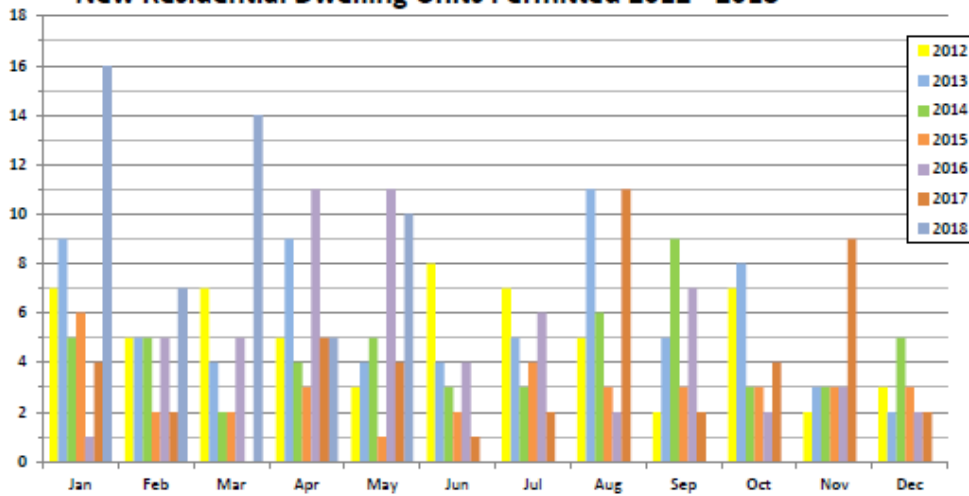
**RESIDENTIAL D/U's PERMITTED AND TOTAL PERMITS ISSUED**

	Total 2012	RES 2012	Total 2013	RES 2013	Total 2014	RES 2014	Total 2015	RES 2015	Total 2016	RES 2016	Total 2017	RES 2017	Total 2018	RES 2018	RES AVE
Jan	20	7	25	9	28	5	24	6	20	1	24	4	43	16	6.9
Feb	22	5	18	5	16	5	15	2	28	5	27	2	29	7	4.0
Mar	43	7	27	4	26	2	24	2	41	5	33	0	41	14	4.9
Apr	39	5	40	9	34	4	28	3	39	11	36	5	44	5	6.0
May	50	3	45	4	29	5	31	1	62	11	33	4	52	10	5.4
Jun	36	8	36	4	33	3	29	2	39	4	40	1			3.7
Jul	42	7	31	5	36	3	29	4	41	6	46	2			4.5
Aug	35	5	49	11	21	6	16	3	26	2	51	11			6.3
Sep	29	2	38	5	28	9	17	3	39	7	29	2			4.7
Oct	35	7	40	8	31	3	33	3	28	2	28	4			4.5
Nov	20	2	20	3	22	3	32	3	30	3	23	9			3.8
Dec	17	3	22	2	20	5	22	3	12	2	15	2			2.8
	<b>388</b>	<b>61</b>	<b>391</b>	<b>69</b>	<b>322</b>	<b>53</b>	<b>300</b>	<b>35</b>	<b>405</b>	<b>59</b>	<b>385</b>	<b>46</b>	<b>209</b>	<b>52</b>	<b>53.57</b>

**Total Planning Clearances Issued 2012 - 2018**



**New Residential Dwelling Units Permitted 2012 - 2018**



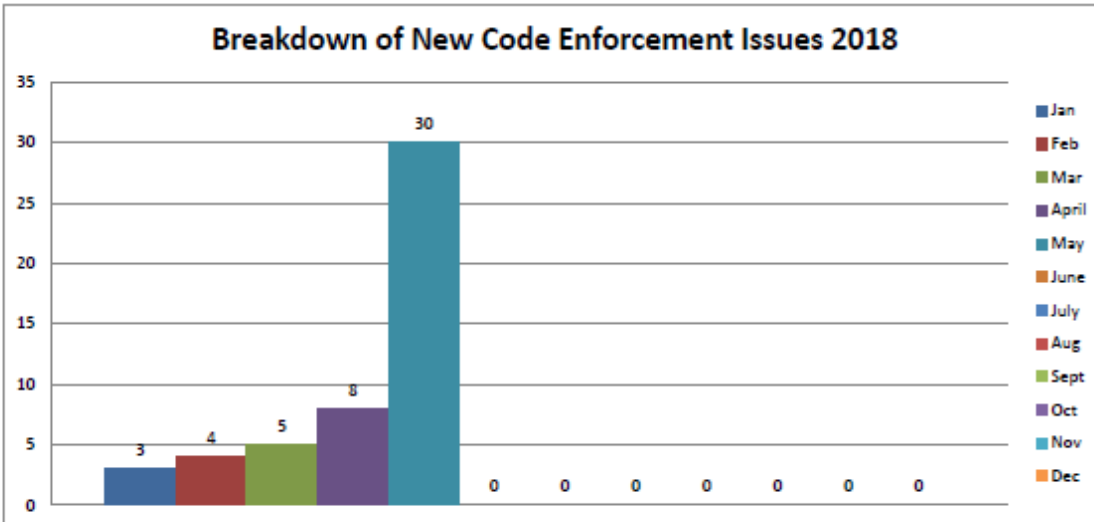
Break Down of other Development Permits Issued 2018

	Fence	Com	Remodel	Remodel	Upgrade	Roof	Garage/Carport	Addtn	Sign	Shed	Demo	Mobility / Patio	Porch	Misc.	Total
Jan	7	0	1	2	9	3	1	0	1	1	1	0	0	17	43
Feb	7	0	1	2	6	3	1	0	0	0	0	0	0	9	29
Mar	9	1	2	1	2	4	2	1	0	3	0	1	0	15	41
April	7	0	1	0	4	5	1	2	3	6	0	1	1	13	44
May	12	0	5	3	2	3	1	0	3	1	0	0	4	18	52
June															0
July															0
Aug															0
Sept															0
Oct															0
Nov															0
Dec															0
YTD	42	1	10	8	23	18	6	3	7	11	1	2	6	72	209

Break Down of New Code Enforcement Issues 2018

	Weeds	Trash	Junk Vehicles	Permits	Businesses	Snow	Obstructions	Trailer	Signs	Tires	Trees	Other	Total
Jan	0	0	0	0	0	0	0	1	0	0	0	2	3
Feb	0	0	0	0	0	0	0	0	0	0	0	4	4
Mar	0	0	0	0	0	0	0	0	0	0	0	5	5
April	0	0	0	0	0	0	0	0	0	0	0	8	8
May	3	15	2	0	0	0	3	0	0	0	5	2	30
June													0
July													0
Aug													0
Sept													0
Oct													0
Nov													0
Dec													0
YTD	3	15	2	0	0	0	3	1	0	0	5	21	50

Breakdown of New Code Enforcement Issues 2018





**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.