



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: AUGUST 31, 2018
Re: WEEKLY INFORMATION UPDATE

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970-858-0786

Engineering
970-858-8377

Human Resources
970-858-8373

Public Works
970-858-9558

Recreation Dept.
970-858-0360

City offices will be closed Monday, Sept. 3 in observance of Labor Day.

Tuesday's City Council Meeting

On the agenda will be presentations from Dinosaur Journey, the Fruita Chamber and an overview of the budget calendar for the upcoming months.

Vote for Fruita—Elevation Outdoors' Top Towns 2018

Elevation Outdoors is gearing up for their annual online voting competition for Colorado's top adventure towns, which Fruita has been in the top three the past three years! Voting is set to begin soon and will run through October 1, so start watching www.elevationoutdoors.com and share with all your friends to vote daily once it is live!

Chamber-City Annual Economic Development Forum

30 people joined us Wednesday night to discuss growth and development at the City lagoon property. Big thanks to the Chamber for putting this on each year! Also a big thanks to our Parks and Public Works crews for setting up, cleaning up and taking down! The past two years we had similar attendance at Cavalcade and this year changed it up to be outside. A breeze kept the bugs away and the clouds cooperated to block the sun while our ED partners (Grand Junction Economic Partnership, Business Incubator Center, Workforce Center) shared Fruita and valley-wide success stories and Planning and Development Director Dan Caris and I conveyed the City goals and action items related to growth (specifically our upcoming master plan process), an overview of the type of growth we are experiencing throughout all sectors of the City, planned infrastructure capacity and impact fees to sustain it, and finally covering the Lagoon Redevelopment Concept Plan and effort to establish a public private partnership.

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





TID BITS:

- I had the opportunity to speak to all D51 principals, assistant principals and administration Thursday morning both as City Manager and as a District 51 Foundation board member. I expressed how it takes strong partnership of multiple agencies to address the most important areas people focus on with regard to communities. Education is always in the top of people’s lists and these great people lead organizations and amazing teams of educators who have a profound impact on not only the students, but entire communities that those students engage with. We are fortunate to have such dedicated public servants that help with a life blood of communities—education.
- We also had a productive meeting with the School District’s Community Partnerships & Relations Coordinator discussing growth in Fruita, new school needs, the Fruita Youth Initiative, our staff Education Committee, beginning the teacher/student of the month recognition by Council in January, etc.
- We have received positive news with regard to budget. We are awaiting a final number on better than expected severance tax disbursements, will receive additional funding from D51 toward our School Resource Officer operations, and an increase in Highway User Tax Fund disbursement—all of which we will discuss in more detail during our upcoming 2019 budget meetings.
- GVRTC Board met this week and focused much time reviewing the two statewide ballot initiatives for transportation funding and the increase in our contribution for 2019.
- Elevation Outdoor just released the Top Family-Friendly Colorado Campsites that includes the Colorado National Monument in Fruita:
<https://www.elevationoutdoors.com/top-family-friendly-colorado-campsites/>

- The support letters signed by the Mayor and approved by Council for the Land Water Conservation Fund have been sent to Gabriel Otero, Senator Bennet, Senator Gardner and Representative Scott Tipton.

Engineering

- Work on the Rim Rock Trail continues. The section from Pine Street along the north side of Aspen Village Subdivision is nearing completion. The section east of that area to Arches drive remains. Work will continue for a few weeks.
- The Phase II Kokopelli Trail railing and fencing is complete and the Trail is open to the Loma Exit.
- Highway 6 Interceptor Sewer Project has started with grubbing and prep work. Manholes and pipe are on their way and pipe installation will begin shortly.
- 2018 Cedar St./Aspen Ave. Improvements Project has been awarded to Dirtworks Construction, LLC in the amount of \$453,874.85.

Planning & Development

To see active reviews of current projects, you may visit:

<https://www.fruita.org/cd/page/current-development-projects>

Major Subdivisions

- Soren Estates is currently under construction.
- Pinewood Estates is currently under construction. Sewer and Water connections have been completed. Roads and sidewalks are constructed.
- Iron Wheel Major Subdivision final plat/plan application under review.
- Garden Estates Major Subdivision (located at 910 Adams Drive, south of I-70 and west of 18 Road in Fruita, Colorado.)
- Oak Creek Major Subdivision (located at 18 ½ & K.4 Rd) currently under review.

Site Design Review

- Munchies Restaurant: Currently under construction.
- FHE: Construction is underway.
- Dolan Storage Units: proposing about 30 new storage units along Highway 6 & 50. Staff is working with the applicant on their application.
- Brandon Commercial Phase III has been submitted for review.
- Snooks Bottom BBQ Site Design (132 West McCune Ave)

Special Projects

- Oak Creek North Annexation (The project is located on the northwest corner of K 4/10 Road at the intersection with 18 ½ Road.)
- Oak Creek South Annexation (The project is located on the northwest corner of K 4/10 Road at the intersection with 18 ½ Road.)

- Fruita Collar Club Conditional Use Permit- dog boarding/daycare facility located at 110 E. McCune Ave

Special Webinars invitation to Planning Commissioners and City Council

You are invited to join us for a series of Lunch and Learn Webinars that will take place at the Fruita Civic Center. You can RSVP to kmclean@fruita.org or you can call Kelli at 970-858-0786 to reserve your seat. Please see the table below for specifics.

Webinar	Date	Mountain Daylight Time
Planning Process: What Elected Officials Should Know	Thursday, August 30, 2018 RSVP by August 24, 2018 Lunch: Hot Tomato	12:00 PM – 1:00 PM
Census 2020	Monday, September 10, 2018 RSVP by September 4, 2018 Lunch: Jimmy Johns	12:00 PM – 1:00 PM
An Urban Renewal Authority In Action	Wednesday, October 3, 2018 RSVP by September 26, 2018 Lunch: Jimmy Johns	12:00 PM – 1:00 PM

Public Works

- The wastewater collection system has continued to see rapid deterioration in the sewer system from 15 ½ to the wastewater plant due to excessive levels of hydrogen sulfide gas. Staff will be working with J-U-B Engineering over the next couple of weeks to perform some further field investigation and testing to help evaluate the cause and assist in developing a mitigation plan.
- Crews completed restriping the remainder of the crosswalks this week that were impacted by the chip seal operations. Crews will continue to refresh other crosswalks around town as they are able.

Parks & Recreation

- Parks crew is working on improving the new single track at the City property along the new trail near the waste water reclamation facility.
- The Community Center will be closed for the annual maintenance week Sept. 17 – 23.
- Dog Days at the pool will be Sept. 4, the day after the outdoor pool closes to humans.
- Fall recreation programs are in full swing—soccer, flag football, lacrosse, dance, running, etc.

Police

- Chief Krouse and I attended a Grand Junction Regional Communications Center Governing Board meeting and received updates on the 2018 and projected 2019 budgets. There is a slight anticipated increase in billing to the City for 2019 based upon an uptick in the 5-year average calls for service experienced by the police department.
- MCVSD 51 premiered an informational video intended to educate the public about safety protocols in schools. The police department participated in filming of the video. It can be seen online: <https://www.youtube.com/watch?v=lrNeeXYqyPM>
- Following several bicycle thefts from local hotels, officers initiated an educational campaign aimed at encouraging residents and visitors to lock up their bikes or bring them indoors. Officers visited local hotels, bike shops, and coffee shops and distributed flyers.

Human Resources/Tourism

- The Tourism special event applications are out and noticed—due Sept. 28. <https://www.fruita.org/hr/page/2019-tourism-and-special-events-funding-application>

Admin/Finance

- Still working on Budget. 😊
- The August certification of property values has been received from the Mesa County Assessor. The preliminary assessed value of property in the City of Fruita increased \$1,863,070 (1.6%). The final certification of assessed values will be received in December.
- We are looking forward to the new accountant starting on Tuesday of next week.

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

- 2018 Alpine Bank Fruita Fall Festival: https://www.gjsentinel.com/entertainment/alpine-bank-fruita-fall-festival/article_349528a8-abd4-11e8-ab46-1f8abd53f675.html
- Jason Blasdel benefit bull ride, Aug. 25, 2018: https://www.gjsentinel.com/lifestyle/joe-blasdel-rodeo-august/collection_45542dec-a9a9-11e8-8414-8778f55611c9.html
- Biz Buzz—Snooks Bottom Barbeque: https://www.gjsentinel.com/news/business/biz-buzz-aug/article_4f00a6c6-a8e7-11e8-a02a-10604b9f1ff4.html
- Earthquakes shake 2 spots in Colorado: <https://denver.cbslocal.com/2018/08/24/earthquakes-shake-2-spots-in-colorado/>

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 Sept. 1** is the weekly Fruita Farmer's Market in Civic Center Park from 8:30 am – 12:30 pm.

- **Sept. 6** you are invited to attend a Workforce Development Luncheon with special guest speaker, Elizabeth Garner from 12 – 1:30 pm., RSVPs are required @ <https://goo.gl/forms/ZvyTAdnkDKiz79F62>. Flyer below.
- **Sept. 7** is Food Truck Friday from 5:30 – 8:30 pm in Civic Center Parks.
- **Sept. 7 & 8** is the Kokopelli 140 Ultra Run and Mountain Bike Race from downtown Fruita to Moab. www.kokopelli140.com Mayor Kincaid is riding the two-day race—all 140 miles, and the City will also have a relay team!
- **Sept. 8-9** is the 7th annual Desert’s Edge Triathlon at Highline Lake State Park from 7 am – 1:30 pm (Two days of racing and a weekend of camping with other triathletes and their fans).
- **Sept. 8** you are invited to join XCEL Energy in their annual Day of Service from 8 - 11 am volunteering for STRiVE or Rivers Edge West. This means you can serve at the Western Colorado Botanical Gardens doing a variety of jobs including painting, sanding, weeding, etc. or at Rivers Edge West working to remove invasive species along the riverfront.
- **Sept. 15** is the Fruita Residents & HOA Board Member Workshop with our Code Compliance Officer from 9 am – 11 am at the Fruita Community Center.
- **Sept. 21-23** is the 104th annual Fruita Fall Festival presented by Alpine Bank. <https://fruitafallfestival.com/>
- **Sept. 28** is the last Food Truck Friday for the year from 5:30 – 8:30 pm in Civic Center Park.
- **Oct. 5** is the 3rd annual Colorado Outdoor Recreation Industry Leadership Summit in Colorado Springs.
- **Oct. 10** is the CML Fall District 11 Meeting at the Collbran Job Corps Civilian Conservation Center from 4 - 8pm. Staff will be busy with the Trails Summit and not able to attend. If you are interested in attending, please let Deb know before Oct. 3.
- **Oct. 10 -12** is T.H.E. Trails Summit at the Community Center. Info below.
- **Oct. 11** will be the formal Kokopelli Section of the Riverfront Trail Celebration in downtown Fruita—more to come.
- **Nov. 23 – 25** is the annual, and much anticipated cyclocross races at Little Salt Wash Park:
 - 11/23/2018 (Friday) 2 pm – 6 pm: Team Gobble Cross at Little Salt Wash Park, Fruita. Random team assignment cyclocross bike racing while celebrating Thanksgiving.
 - 11/24/2018 (Saturday) 8 am - 4 pm: Salty Cross Day 1 at Little Salt Wash Park, Fruita. Cyclocross Bike Races & 5k cross country run race.
 - 11/25/2018 (Sunday) 8 am – 4 pm: Salty Cross Day 2 at Little Salt Wash Park, Fruita. Cyclocross Bike Races & 5k cross country run race.
- **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.

CC. Department Directors

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!
<p><u>For more information, or if you don't see the event you were looking for:</u> City of Fruita Parks and Recreation Department (970) 858-0360 Fruita Tourism www.gofruita.com (970) 858-8373 Fruita Chamber of Commerce (970) 858-3894</p>				



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

Tuesday 9/18 • 1-4pm
Thursday 10/4 • 6-9pm
Friday 10/19 • 9am-12pm
Friday 11/9 • 1-4pm - Fruita

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	9/20/18 10/20/18
Business Planning Write a plan to help ensure the success of your business	9/13/18 10/13/18
Internet Strategies Learn how to be accessible through the internet	9/6/18 10/11/18
Licensing License your business online	9/27/18 10/27/18
Cash Flows Learn how to do a cash flow budget using Excel	8/30/18 10/4/18



Sept. 28
1-3 PM

How to sell, list, 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 your customers, and how much it costs. This workshop goes over everything from getting started to wholesaling to Amazon.

The PowerPoint presentation includes a lot of detail and is followed by a lengthy Q&A session.

September 28, 1:00 - 3:00 p.m.
Cost is \$35

Call (970) 243-5242 to register or visit
gjincubator.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. SBDC funding is not an endorsement of any products, opinions or services. SBA funded programs are extended to the public on a non-discriminatory basis.

Sept. 14th
2-4PM

How to Protect What's Yours UNDERSTANDING INTELLECTUAL PROPERTY

Judith Keese, Senior Counsel with Holzer Patel Drennan, from Denver will lead this workshop on understanding intellectual property and how to protect what is yours.

Topics include:

- Patents
- Trade Secrets
- Domain Names
- Trademarks
- Copyrights
- Contracts

Networking to follow!

Cost: \$10

"Those who say it cannot be done, should not interrupt those doing it."

-Chinese Proverb

Bookkeeping Bootcamp

UNDERSTANDING FINANCIAL STATEMENTS

Oct. 11th
9AM-2PM

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

Instructor Helen Roe works with the Loan Fund of Mesa County and has been recognized as an Outstanding Woman Accountant by the American Society of Women Accountants.

Cost: \$75

MESA COUNTY WORKFORCE CENTER
WORKFORCE DEVELOPMENT
LUNCHEON

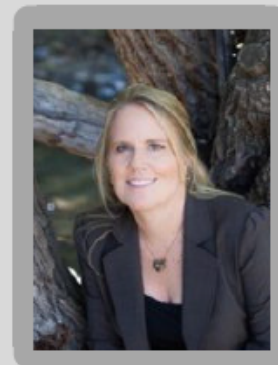
TAKING A LOOK AT
WORKFORCE
DEVELOPMENT IN MESA
COUNTY

SEPTEMBER 6, 2018
12:00- 1:30PM
LOCATION: BUSINESS CENTER
LUNCH PROVIDED

Understanding Demographic Trends
Elizabeth Garner, State Demographer
Population growth patterns across the State are driven by demographic and economic factors. What factors are impacting Mesa County and how are they forecasted to change over time? State Demographer Elizabeth Garner will provide an update on the current population and economic estimates and forecasts highlighting the key trends impacting Mesa County.

Work Ready Community
Update and Progress
Curtis Englehart

RSVP @ <https://goo.gl/forms/ZvyTAdnkDKiz79F62>



Elizabeth Garner





June 23—September 15, 2018

SATURDAYS

8:30 AM—12:30 PM

Fruita's Civic Center Park

Fresh Produce • Located on the Grass
Live Music • Kids in Business • Dog Friendly



Dogs must be kept on a leash

We proudly accept SNAP/DUFB



[View this email in your browser](#)

T.H.E. TRAIL SUMMIT

TRAILS HUMANITY EXPERIENCE

A SERIES OF CONVERSATIONS + SESSIONS FOR CUTTING "EDGE" MTB DESTINATIONS



T.H.E. TRAIL SUMMIT EXISTS TO FAST-TRACK LEADERS WITH CUTTING EDGE CONVERSATIONS AND TOOLS PERTAINING TO COMMUNITY DEVELOPMENT THROUGH TRAILS, OUTDOOR RECREATION AND MOUNTAIN BIKE TOURISM. IT IS A PLACE WHERE LAND MANAGERS, COMMUNITIES, BUSINESS OWNERS AND TRAIL ADVOCATES WILL JOIN TOGETHER TO PARTICIPATE IN THREE DAYS OF WORKING SESSIONS TO ADDRESS TRAILS-BASED ECONOMIC DEVELOPMENT.

Greetings Friends!

Registration is now open for 100 seats at [T.H.E. Trail Summit](#), happening October 10-12, 2018 in Fruita, Colorado. Hosted by [Over the Edge Sports](#) and the [City of Fruita](#); **T.H.E. Trail Summit** is three days of working sessions to address trails-based economic development. We aim to host the most relevant conversationS in mountain biking today and help attendees explore options, clarify intentions, navigate process and realize their vision for their destination.

Twenty four years ago in the birth of Fruita mountain biking, we knew that we needed to do more than just "build trails." The vision of Fruita had to be special in order to draw people's attention. Today an immeasurable number of places are grabbing for the attention of the mountain bike audience. Dozens of styles from free-ride to e-Bike to pump track in the park are being implemented to drive tourism and competition has skyrocketed. *So why isn't every town that has great singletrack the hottest new destination?* The paths to success are blurry; trail style and user demographics are getting confused and are setting the stage for failed efforts, wasted funds and scars across the land.

Where do you lie in this tangled web of trails-based recreation? What is the “beautiful forward” for your place, your community, your neighbors and our sacred planet? What about the future of trails for coming generations? These are the serious conversations we are going to share at T.H.E. Trail Summit. We hope you can join, become part of the solutions and bring your knowledge and gifts to this group of forward thinking trails/bike industry professionals! Please [register now \(click to register\)](#) or *forward this email* to any of your co-workers/contacts that may find this relevant to their projects.

The fun and more specific details:

Who is invited to participate? Community Leaders, Local, Land Managers, Regional and State Governments, Trail Designers and Builders, Tourism Professionals, Community Stakeholders, Project Managers and Leaders, Trail/Recreation Volunteers, Advocacy Representatives, and individuals that are committed to trail projects.

Who will be presenting? Our presenters bring decades of insight and experience to help you take an introspective look at yourselves, your community and your path forward in trails, community development, and enhancing people's lives. We have people and panels representing every facet of trails-related development. [Click here to learn more and see who will be speaking and on what.](#)

The presenters will be more like facilitators; they will be prepped to ask more questions, lead conversations and create a workshop environment so that people are not needing to sit, listen and integrate, but instead can be curious, find answers and start problem solving.

How will we address this? Each day of the summit has a theme and as a group we will experience these topics through discussions, speakers, panels, experiential learning, and social/networking opportunities. [See the schedule here.](#)

Why should you join us? The goal of this summit is to help attendees understand the true broad picture of trails-based tourism. Attendees will benefit because in addition to participating in the think-tank of the future of mountain biking they will be provided a blank Community Road Map that they can take back to their communities and be able to craft a vision with their community cohort!

For more information please check out our website or [email us directly.](#) The link to the registration/information page is: <https://www.eventbrite.com/e/the-trails-summit-tickets-44727563346>. Let us know that you can make it and RSVP on our [Facebook page!](#)

We look forward to sharing [T.H.E Trail Summit](#) with you and wish you an adventurous, happy riding season until then!

Thank you kindly,

Troy Rarick, Brittany Phelps, and Paul Aieta

Over the Edge Sports, Ltd.

T.H.E Trails Summit, Fruita

October 10th-12th, 2018

Sign up today! www.thetrailsummit.com

REGISTER NOW!

LOGISTICS

Dates: Wed Oct. 10th-Fri. Oct. 12th, 2018.

Location: Fruita Community Center, Fruita, CO

Cost: \$399/per person

Includes: 3 days of workshops, morning coffee & pastries, lunch daily, and evening social events. Each person/organization will also receive a community road map template and workbook to take back to their communities.

REGISTER TODAY!

Learn how trails-based tourism can better equip your community for long-term success. Register online.

Space is limited.



T.H.E. TRAIL SUMMIT

ITINERARY

WEDNESDAY, OCTOBER 10

- 4:00PM ARRIVAL & EVENT CHECK-IN
- 4:30PM "SA4 NO UNTRUE THING," THE SINGLE TRACK FROM FRUITA TO FRUITION; THE POWER OF VISION BY TROY RARICK
- 5:30PM KEYNOTE: "TRAILS CONNECTING PEOPLES, PLACES, COMMUNITIES AND ECONOMIES" BY PETER SOLL4
- 6:30PM HAPP4 HOUR SOCIAL

THURSDAY, OCTOBER 11

- 9:30AM THEME OF THE DAY: INTENTIONAL DESIGNED DESTINATIONS BY TROY RARICK
- 10:00AM TRAILS W. PURPOSE; "CLINO OVER EGO;" TRAIL-TOOLS FOR ACCURATELY CREATING ENERGIZING TRAIL EXPERIENCES FOR YOUR USER" BY TONY BOONE
- 11:00AM Q& A PANEL DISCUSSION: PETER SOLL4, TONY BOONE, CITY OF FRUITA, TROY RARICK, JON PRESCOTT, DAVE WIENS
- 12:15PM LUNCH
- 2:00PM "FINDING FLOW IN THE DAUNTING WORLD OF BUREAUCRACY; HONORING PEOPLE, PARTNERS, PLANET AND PROCESS" BY CLINT KINNEY
- 2:45PM "NOT JUST A CYCLIST ANYMORE;" DISCOVERING AN IDENTITY IN THE VAST EXPANDING WORLD OF TRAIL BASED RECREATION" BY DAVE WIENS
- 4:00PM Q&A PANEL DISCUSSION: DAVE WIENS, MIKE BENNETT, COPMOBA REP, CLINT KINNEY, WILDLIFE REPRESENTATIVE, PATRICK KELL
- 5:00PM EXCURSIONS DEPARTING FROM OVER THE EDGE, FRUITA
- 8:00PM BEER TASTING EVENT AT COPPER CLUB

FRIDAY, OCTOBER 12

- 9:30AM THEME OF THE DAY: "EXPERIENCE THIS," THE ENERGY OF FORWARD. COMING TOGETHER, COMING CLEAN & CONNECTING DOTS" BY TROY RARICK
- 10:00AM "ROOTS IN THE DIRT;" DIGGING THE PATH FROM VISION TO REALIZATION THAT HONORS PEOPLE, PROCESS AND OUR PLANET" BY NICK BOWMAN
- 11:00AM "THERE'S MORE THAN WINNING," EVENTS & AN INDUSTRY EMBRACING THE FUTURE OF TRAILS-BASED EXPERIENCES" BY ANDREAS HESTLER
- 11:45AM Q&A PANEL DISCUSSION: JEN ZEUNER, ANDREAS HESTLER, NICK BOWMAN, PETER SOLL4, BARB BOWMAN, HIGHLINE LAKE STATE PARKS
- 12:15PM LUNCH
- 2:30PM CONFERENCE CLOSE "MY FAVORITE TRAIL IS THE ONE I HAVENT RIDDEN YET. THE NEXT 25 YEARS..." TROY RARICK
- 3:30PM RIDES DEPART OVER THE EDGE, FRUITA

[Click here to learn more about the schedule!](#)





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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.