



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: SEPT. 21, 2018
Re: WEEKLY INFORMATION UPDATE

325 E Aspen
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Fruita CO 81521

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City Manager's Office
970-858-3663

City Clerk/Finance
970-858-3663

Community
Development
970-858-0786

Engineering
970-858-8377

Human Resources
970-858-8373

Public Works
970-858-9558

Recreation Dept.
970-858-0360

Tuesday's City Council Workshop

The three items on the agenda for Tuesday night include presenting a draft 2019 budget requirement of the City Charter. We will also discuss the recommendation of the Parks & Recreation Board regarding smoking in parks and CML's request that municipalities take a stance of opposition against Amendment 74 on November's ballot.

Celebrating Small Town America—Fruita Fall Festival

Look forward to seeing you all at the festival this weekend. There is no shortage of fall festival events from a Hot Tomato pizza pie eating contest, outhouse race, beauty pageant, live music, vendors, canning & baking contest, dancing, the parade, pancakes, etc. See the full schedule below or additional info at the website:

<https://fruitafallfestival.com/>



2018 Alpine Bank Fruita Fall Festival

Presented by Family Health West

September 21-23, 2018

Fruita, CO

For more information or to register for events

visit: fruitafallfestival.com

or call 970-858-3894

Friday, September 21st:

GENERAL HOURS:

- BOOTHS OPEN: 3:00pm-10:00pm
- FRUITA ROTARY BEER GARDEN OPEN: 3:00pm-10:00pm
- CARNIVAL OPEN: 3:00pm-10:00pm
- WOOD CARVING SHOWS: 3:00pm, 5:00pm, 7:00pm & 9:00pm
- VIP TENT OPEN: 6:00pm-10:00pm
- MUSIC 7:00pm-10:00pm
 - BANK OF THE WEST CIRCLE PARK STAGE: 7:00pm
 - * STREET DANCE *
 - Alternative Country Rockers
 - KORY BRUNSON BAND (2 sets)**
 - <http://korybrunsonband.com/>

FRIDAY EVENTS:

- 9:00am Old Fossil Classic Golf Tournament - Register online
@ Adobe Creek Golf Course
- 5:30pm-7:00pm Western Rockies Federal Credit Union Outhouse Race – Registration form online
@ Aspen St.- between Elm & Maple
- 7:00pm- Rhema Music & Clothing Beauty Pageant – Registration form online (deadline Sept. 14th)
@ FCI Constructors Civic Center Stage

Saturday, September 22nd:

GENERAL HOURS:

- **BOOTHS OPEN:** 9:00am-10:00pm
- **FRUITA ROTARY BEER GARDEN OPEN:** 11:00am-10:00pm
- **CARNIVAL OPEN:** 12:00pm-10:00pm
- **WOOD CARVING SHOWS:** 11:00am, 1:00pm, 4:00pm & 7:00pm
- **VIP TENT OPEN:** 6:00pm-10:00pm
- **MUSIC:** 12:00pm-10:00pm (see following page for schedule)

SATURDAY EVENTS:

- **7:30am- 10:00am Fruita Lions Club Pancake Breakfast** – Ticket information online
@ Circle Park- Lions Tent
- **8:00am-1:00pm Fruita Farmer's Market**
@ Aspen St. & South Mulberry Street
- **10:00am Grand Valley Bank Parade** –Registration form online (deadline Sept. 18th)
@ Downtown Fruita (route information online)
- **1:00pm Grand Valley Bank Parade Winners Announced**
@ Bank of the West Circle Park Stage
- **1:00pm Baking & Canning Contest- Judging Begins** – Registration form & categories online
Presented by Robinson & Co. Realty; American Family Insurance, Town & Country Finance
@ Robinson & Co. Realty Office- 130 E. Aspen Ave
- **3:00pm Chesnick Realty Pie Eating Contest** – Registration form online (space limited)
Pizza provided by Hot Tomato
@ Aspen St. and N. Mulberry Street
- **4:30pm Baking & Canning Contest Winner Announced**
@ Bank of the West Circle Park Stage
- **5:00pm Enstrom Candies Grand Valley Beard Rally** – Registration form & categories online
@ FCI Constructors Civic Center Stage
- **8:15pm Fruita Lions Club Raffle Winner Announced**
@ Bank of the West Circle Park Stage

SATURDAY – CIRCLE PARK STAGE:

BANK OF THE WEST CIRCLE PARK STAGE:
12:00pm
Mysterious Yet Strangely Familiar
LES CHOY'S GYPSY JAZZ SOCIAL CLUB
<https://www.facebook.com/GypsyJazzSocialClub/>

BANK OF THE WEST CIRCLE PARK STAGE:
1:30pm
The Grand Valley's Bluegrass Ambassadors
STRAY GRASS
<http://www.straygrasscolorado.com/>

BANK OF THE WEST CIRCLE PARK STAGE:
3:00pm
World Renown Mandolin Wizard
BRUCE HAYES & RAGGED MOUNTAIN
<http://www.brucehayes.com/>

BANK OF THE WEST CIRCLE PARK STAGE:
4:45pm
*** BLUEGRASS HEADLINER ***
National Bluegrass Treasure
DANNY BARNES
<https://dannybarnes.com>
SPONSOR: FRUITA THRIFT STORE

BANK OF THE WEST CIRCLE PARK STAGE:
6:45pm
*** STREET DANCE ***
Fruita's New Country Sensation
ETHAN ARCHER & GOOD COMPANY

BANK OF THE WEST CIRCLE PARK STAGE:
8:30pm
*** FESTIVAL HEADLINER ***
Country Music Superstar
JULIE ROBERTS
<http://www.julieroberts.com>

SATURDAY - CIVIC CENTER STAGE:

FCI CONSTRUCTORS CIVIC CENTER STAGE:
12:00pm
Grand Junction's Favorite Duo
TIM & RICHARD
<https://www.facebook.com/TR970/>

FCI CONSTRUCTORS CIVIC CENTER STAGE:
1:30pm
FREEWAY DONNA
Alternative Low-Fi
<https://www.facebook.com/freewaydonnamusic>

FCI CONSTRUCTORS CIVIC CENTER STAGE:
3:15pm
SHAUN RAY & RUBY HORSETHIEF
Americana
<https://www.reverbnation.com/shaunray2>

FCI CONSTRUCTORS CIVIC CENTER STAGE:
5:00pm
3rd Annual Grand Valley Beard Rally
Register online @ fruitafallfestival.com
SPONSOR: ENSTROM CANDIES

FCI CONSTRUCTORS CIVIC CENTER STAGE:
6:00pm
The Funkiest Band in Western Colorado
TIGHT THUMP
<https://www.facebook.com/TightThump>

FCI CONSTRUCTORS CIVIC CENTER STAGE:
8:00pm
*** CIVIC CENTER STAGE HEADLINER ***
10 Piece Critically Acclaimed Afro-beat, Funk, &
Soul Band
ATOMGA
<http://www.atomga.com/>

Sunday, September 23rd:

GENERAL HOURS:

- BOOTHS OPEN: 11:00am-3:00pm
- ROTARY BEER GARDEN OPEN: 11:00am-3:00pm
- CARNIVAL OPEN: 11:00am-3:00pm
- WOOD CARVING SHOWS: 11:00am & 1:00pm
- MUSIC: 10:00am-3:00pm
 - BANK OF THE WEST CIRCLE PARK STAGE: 10:00am
Fantastic Youth Lead Worship Team
CAMP HOPE WORSHIP TEAM
<https://www.facebook.com/CampHopeKids/>
 - BANK OF THE WEST CIRCLE PARK STAGE: 11:00am
CLYDE MCGEE
Western Colorado folk and roots, multi-instrumentalist influenced by early American music
<https://www.facebook.com/milltailersmusic>
 - BANK OF THE WEST CIRCLE PARK STAGE: 12:15pm
Multi-instrumentalists & Heavenly Harmonies / formerly known as "Free The Honey"
LIZZY PLOTKIN & NATALIE SPEARS
<Http://www.lizzyandnatalie.com>
 - BANK OF THE WEST CIRCLE PARK STAGE: 1:30pm
Palisade Brewery's House Band
STILL HOUSE STRING BAND
<https://www.facebook.com/stillhousestringband/>

SUNDAY EVENTS:

- 11:00pm—3:00pm **Sunday Funday!**
Broncos Watch Party—Denver Broncos vs. Baltimore Ravens
Yard Games
@ Civic Center Park
- 11:30am **Cornhole Tournament – REGISTRATION FULL**
@ Civic Center Park
- 1:00pm **Ute Water Dunk Tank**
@ Civic Center Park

Vote for Fruita—Elevation Outdoors' Top Towns 2018 (Cont.)

The annual Elevation Outdoors online voting competition for Colorado's top adventure towns, which Fruita has been in the top three the past three years is currently live! We are currently in the lead and it is down to only 4 cities in our large city category, but Estes Park and Glenwood seem in it to win it as well. Voting will run through October 1, so continue voting daily at [https://www.elevationoutdoors.com/top-adventure-towns/fruita/!](https://www.elevationoutdoors.com/top-adventure-towns/fruita/)

October 11 Trail Dedication Celebration (Cont.)

While the new 4.5-mile Kokopelli section of the Riverfront Trail is already open and many people are enjoying it daily, the formal celebration open to the public will be October 11 in Civic Center Park with a bon fire, live music and more. See details and invite below:



TID BITS:

- Big weekend in Fruita with Fall Festival downtown, Anna Banana race at Snooks Bottom, golf tournament today and the Trek Women's Dirt Series at Little Salt Wash Park.
- I attended the Interbike Cycling trade show in Reno earlier this week and had some great meetings with companies and followed up with other partners and prospects.

- We were able to get a joint Fruita City Council and D51 Board of Education meeting scheduled on the 5th Tuesday in October (30th) at 6:30 pm at the Civic Center.
- Dan and I had a productive meeting today with the D51 Demographer discussing growth and needs for our bursting schools in Fruita.

Engineering

- Staff conducted a final walkthrough for the Rim Rock Trail project this week. The trail is now fully open and the project is complete.
- Cedar Way Infrastructure Improvements project will begin construction next week with sewer line installation beginning on the south side of the Aspen Ave./Cedar Way intersection and heading south.
- CDOT will be resurfacing US 6 from Mack to Fruita between April 2019 – August 2019. More to come on this.

Planning & Development

To see active reviews of current projects, you may visit: <https://www.fruita.org/cd/page/current-development-projects>

Major/ Minor Subdivisions:

- Soren Estates is currently under construction and paved yesterday. 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 (Frank Henry Equipment): 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)
- Raptor Rd Storage Site Design (614 Raptor Rd Storage)
- Family Health West Hospital Expansion Site Design (300 W. Ottley Ave.)

Other Projects & Code Amendments:

- 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
- Parking Design Exception Land Use Code Amendment
- Revegetation & Grading Plat hold Land Use Code Amendment
- Minor Subdivision Land Use Code Amendment
- Downtown Mixed-Use Lot Size Land Use Code Amendment

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-- COMPLETED	Thursday, August 30, 2018 RSVP by August 24, 2018 Lunch: Hot Tomato	12:00 PM – 1:00 PM
Census 2020--COMPLETED	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

Parks & Recreation

- Ooofda – it's a busy weekend in Fruita. Of course, the Fruita Fall Festival is this weekend but the Women's Dirt Trek Mountain Bike Series is at Little Salt Wash Park; normal soccer and flag football games will also be at Little Salt Wash Park, AND the Anna Banana High School Cross Country Invitational is at Snooks Bottom Open Space.
- Recreation Staff attended a one-day conference held in GJ on Age-Friendly Communities. It was great to share information with other communities around the western slope on Livability issues.
- One Riverfront (formerly the Riverfront Commission) hosted on Friday an IGA Bike Ride from the State Park out to the new Kokopelli Trail Section and back. It was great to show them the fruits of our and their efforts.
- Maintenance Week at the FCC is wrapping up and the center will be open again on Monday morning, September 24th. It will be sparkly clean 😊 Oh and 20 new LED lights are being installed in the natatorium (indoor pool) - the area will be much brighter and safer.

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

- 2019 budget preparation continues. The calendar for the budget prep with Council is posted below.

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

- Celebrating Small Town America: Fruita Fall Festival: <https://nickads.com/special-sections/article/celebrating-small-town-america-fruita-fall-festival-2018>
- 5 things you don't want to miss at Fruita Fall Festival: <http://kool1079.com/5-things-you-dont-want-to-miss-at-fruita-fall-festival/>
- Biz Buzz—Happy Trails opens in new location in downtown Fruita;
https://www.gjsentinel.com/news/business/biz-buzz-sept/article_9fffd8a-bc97-11e8-9323-10604b9ffe60.html
- Get your fill of curiosity during free admission to 'Museum Day':
https://www.gjsentinel.com/entertainment/get-your-fill-of-curiosity-during-free-admission-to-museum/article_48031dac-bd0c-11e8-b2ea-10604b9ffe60.html
- Music Scene: https://www.gjsentinel.com/entertainment/music-scene-sept/article_471a29b2-bd0c-11e8-9db8-10604b9ffe60.html
- Mahoney wins Lions' lifetime award;
https://www.gjsentinel.com/news/western_colorado/mahoney-wins-lions-lifetime-award/article_dc95e6bc-bc07-11e8-9765-10604b9ffe60.html
- Grand Valley equine therapy program to expand:
<https://www.nbc11news.com/content/news/493773831.html>
- 1 taken to hospital after SUV roll over crash: <https://www.nbc11news.com/content/news/1-taken-to-hospital-after-SUV-rollover-crash-493418371.html>

UPCOMING EVENTS (*When an RSVP is required I will include the information. I also ask that you let Deb know if you plan to attend so we can make sure to post if multiple council members plan to attend. Deb would also be happy to RSVP for you.*):

- **Sept. 21-23** is the 104th annual Fruita Fall Festival. <https://fruitafallfestival.com/>
- **Sept. 28** is the last Food Truck Friday for the year from 5:30 – 8:30 pm in Civic Center Park.
- **Sept. 28** is the wake board contest at Imondi Wake Zone at 2 pm.
- **Sept. 28** is also the Tour of the Moon that will ride through Fruita.
- **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.
- **October 30** will be a special joint City Council and D51 Board of Education meeting at 6:30 pm in at the Fruita Civic Center.
- **Nov. 23 – 25** is the annual, and much anticipated cyclocross races at Little Salt Wash Park:
 - 11/23/2018 (Friday) 2pm - 6pm: 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 - 4pm: 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>For more information, or if you don't see the event you were looking for: 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 new 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 Flow 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
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'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.

Sept. 14th 2-4PM How to Protect What's Yours UNDERSTANDING INTELLECTUAL PROPERTY

Judith Keene, 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

2019 BUDGET REVIEW CALENDAR

September 25 City Council Workshop

- Presentation and overview of proposed 2019 Budget MS
- Review/Update Budget Policies MS
- Future budget review discussions/calendar MB

October 2 City Council Meeting

- General Fund Overview MS
- Police Department Budget Presentation DK
- Planning Department Budget Presentation DC
- Public Works General Fund KH

October 16 City Council Meeting

- Capital Projects Overview SA
- Sewer Fund KH
- Fleet Maintenance Fund KH
- Irrigation Fund KH

October 23 City Council Workshop

- Personnel Issues (health care, pay plan, staffing) OB
- Outside Agency Funding Requests and Policy MB/MS
- Marketing and Promotion Fund OB
- Other Funds (Trash, DCC, CTF, DTS) MS

November 6 City Council Meeting

- Community Center Fund TN
- Parks and Recreation – General Fund TN

November 20 City Council Meeting

- Public Hearing – 2019 Budget Overview MS

November 27, City Council Workshop

- Wrap Up – Finalization of outstanding issues MS

December 4 City Council Meeting

- Final Adoption of Budget MS
- Adoption of 2019 Fees and Charges Resolution MS
- Adoption of Mill Levy MS

[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.