



FRUITA
COLORADO

COMMERCIAL/RETAIL

Fruita, Colorado offers an ideal location for your business relocation or expansion.

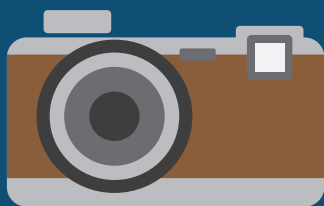
Whether you are seeking a bustling Main St. location or a commercial hub near a highway exit, Fruita has it all. The city is located right off Interstate 70 and only 20 minutes from Grand Junction Regional Airport, with daily direct flights to major U.S. cities. Situated at the foothill of the Colorado National Monument, our reputation as Colorado's Best Adventure Town and one of America's Coolest Outdoor Towns, abundant outdoor amenities and a colorful cultural scene serve as a major tourism draws and ensure a steady stream of customers. A burgeoning small town with a big spirit and a beat all its own, Fruita is a fast-growing community that easily becomes your favorite place to live, work and play.



**Population in Fruita
grew more than **50%**
in last 10 years**



**Sales tax revenue
increased **10%** April
2015 to April 2016**



**Tourism contributes
\$45 million to the local
economy – up **78%** since 2014**



**The Colorado National
Monument saw over
1/2 million visitors in 2015 –
65% end their visit in Fruita**

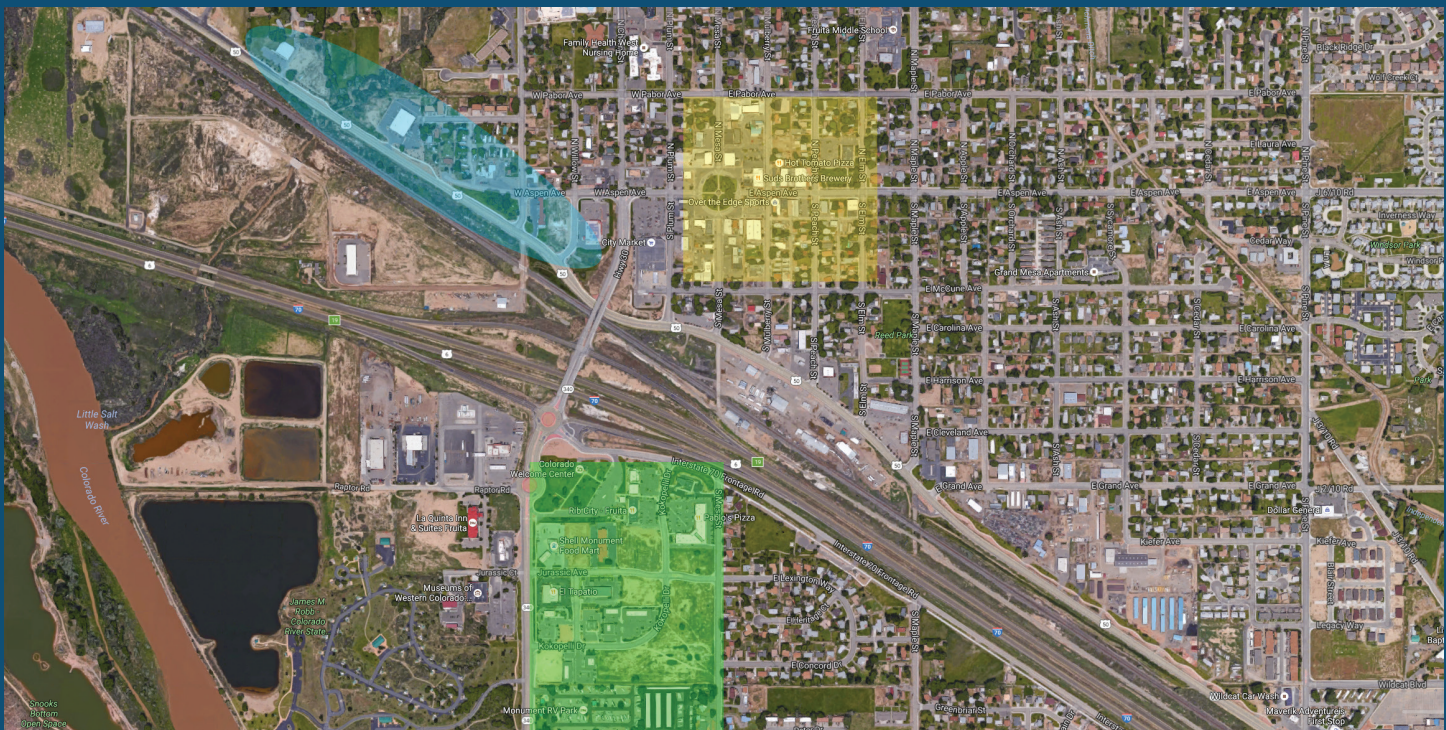


One City- Three Retail Environments

Downtown Fruita is a walkable community centered around E. Aspen Street that caters to local residents and visitors alike. The area is home to The Hot Tomato Café, Over the Edge Bike Shop, the Copper Club microbrewery and the Lithic Bookstore and Gallery, to name a few.

Kokopelli Southside Marketplace is a first and last destination for visitors traversing the Colorado/Utah border. Here, you'll find the Colorado Welcome Center and the J. Robb Riverfront State Park. It has easy access off I-70, sits right next to a popular RV Park and is a pass-through destination for the half million visitors to the Colorado National Monument. The center houses restaurants, gas stations and hotels, as well as an outpost of Enstrom's Candies and Kannah Creek Brewery.

Businesses that require a larger commercial footprint will find plenty of opportunities along the highway stretch that currently accomodates bigger box stores like Walgreens, True Value and Co-op Country. A new bike path takes customers from this area to downtown or the south side of Fruita in just minutes.



TAXATION

Corporate Income Tax: the Corporate Income Tax rate in Colorado is a flat 4.63%, ranking Colorado ninth lowest of all states that have Corporate Income Tax.

Property Tax: in Colorado, property tax is imposed at the county level. Commercial and industrial property is assessed at 29% of market value. In 2008, the mill levy was set at approximately 88 per 1,000. Each \$1,000 of actual value on nonresidential property equates to \$25.52 in property tax.

Sales Tax: The combined total sales tax for Fruita businesses is 7.9%. This incorporates a 3% sales tax from the City of Fruita and a 2% sales tax from Mesa County, as well as a 2.9% sales tax from the State of Colorado.

PERMITTING

The planning and permitting process has been refined to be as business friendly as possible in Fruita. We will work with you to ensure the process is as straightforward as possible. Typically it takes 90 days from application to approval.

INCENTIVES

Companies located in Fruita may be eligible for a number of local, state and industry-related tax incentives including but not limited to the incentives listed below.

Jump-Start Mesa County: New and expanding businesses in Mesa County may be eligible for a “tax holiday” for up to eight years, which includes zero state sales and use taxes; zero county and municipal real and business personal property taxes; and zero state income taxes for employees.

Mesa County Enterprise Zone: As part of Mesa County, Fruita is a designated Colorado Enterprise Zone. The program provides businesses with tax credits for specific (pre-certified) business operations – hiring new employees, providing employees with health insurance and job training, obtaining a new business facility or purchasing new equipment – if they locate or expand in a designated “enterprise zone.”

Job Growth Incentive Tax Credit: Businesses that create at least 20 net new jobs in Colorado within a credit period may be eligible for a state income tax credit equal to 50% of FICA paid.

Strategic Fund Incentive: The Strategic Fund is a cash incentive program for eligible businesses that create net new full-time jobs in the State of Colorado that are maintained for at least one year.

Colorado FIRST / Existing Industry Customized Job Training: Colorado’s job training programs invests in its labor force and incentivizes business growth in Colorado by providing grants to companies that are locating or expanding in Colorado.

Manufacturing Sales and Use Tax Exemption: Colorado provides a 100% exemption of sales and use tax paid to the state on purchases of manufacturing machinery, machine tools and parts.

Workforce Development and Business Support

Fruita is a fast-growing community that easily attracts young professionals eager to escape big city hustle. In addition, there are numerous local entities eager to help your company retain talent, provide training, secure financial support and otherwise grow your business:

- Colorado Mesa University and the Western Colorado Community College
- Fruita Chamber of Commerce
- Grand Junction Economic Partnership
- Mesa County Workforce Center
- The Business Incubator Center Fruita Satellite Office

Contact

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