



FRUITA

COLORADO



FRUITA DATA

Contents—Welcome, Demographics, Visitor & Traffic Counts, Economic Indicators, Outdoor Recreation Facts, Goals & Values

Welcome

Why Fruita? Fruita is a community of choice. People from all over the world choose Fruita for a variety of reasons. Living in Fruita means your menu of things to do is packed with a variety of flavors. Ride your road bike across the Colorado National Monument and discover amazing views of monoliths, big horn sheep, and the entire valley. Walk where dinosaurs once roamed and see their tracks and bones. Hike in the second highest concentration of arches outside of Arches National Park. Saddle your horse and enjoy the peace of miles of trails among wild desert flowers and old mines. Ride your cruiser bike downtown and take in a Thursday night concert in the park or shop fresh, local grown produce at the Farmer's Market. Demo the top new mountain bikes all weekend long during Fat Tire Festival. Ride your mountain bike on world-famous single-track trails only minutes away from your home before work, during lunch or after work—access these trails via a paved riverfront trail or by car if you are in a hurry. Discover an endless array of landscape to trail run. Experience Mike the Headless Chicken Festival—you must be there to understand, or any of the 30+ events each year. Push yourself in a cycling, total body or yoga class at the recreation center and come back later for a swim all year long. Children love the rock-climbing wall, lazy river or zero entry swim/play area. Take in 300 days of sun each year. Choose from multiple music venues every week while having a local craft beer and/or specialty food at a local eatery. Spend an evening at the Rim Rock Rodeo or another outdoor concert at Fruita's James M. Robb State Park. Step back in time while your kids walk or ride their bikes to excellent schools on the paved trail system connecting neighborhoods and schools. Wakeboard the Rocky Mountain West's only full-service cable wakeboard park. SUP or fish at Snooks Bottom Lake. Raft the Colorado River. Golf at Adobe Creek National Golf Course or throw a disc at one of two local disc golf courses. Pump the track at the Fruita Bike Park. Choices are in abundance in Fruita and the list goes on. Fruita quality of life is unique, authentic and off the charts.

Why Fruita? Most of all it's the familiar faces you will see while watching your kids in youth sports or shopping for groceries, who make you feel right at home and part of a real community. Evening walks amidst the laughter of children playing and neighbors chatting while the sun sets amidst the backdrop of the Bookcliffs or National Monument. When you choose Fruita, you will love where you live.



FRUITA COLORADO



Demographics

<https://www.census.gov/quickfacts/fact/table/fruitacitycolorado/IPE120217>

Population	
Population estimates, July 1, 2018, (Staff Estimate)	<u>13,406</u>
<u>Population estimates base, April 1, 2010, (V2018)</u>	<u>NA</u>
<u>Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018)</u>	6%
<u>Population, Census, April 1, 2010</u>	12,646
Age and Sex	
<u>Persons under 5 years, percent</u>	4.80%
<u>Persons under 18 years, percent</u>	25.40%
<u>Persons 65 years and over, percent</u>	15.90%
<u>Female persons, percent</u>	50.10%
Race and Hispanic Origin	
<u>White alone, percent</u>	94.20%
Black or African American alone, percent(a)	0.20%
American Indian and Alaska Native alone, percent(a)	2.40%
Asian alone, percent(a)	0.00%
Native Hawaiian and Other Pacific Islander alone, percent(a)	0.10%
<u>Two or More Races, percent</u>	2.60%
Hispanic or Latino, percent(b)	



FRUITA

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	14.90%
White alone, not Hispanic or Latino, percent	80.70%
Population Characteristics	
Veterans, 2013-2017	992
Foreign born persons, percent, 2013-2017	4.10%
Housing	
Housing units, July 1, 2017, (V2017)	X
Owner-occupied housing unit rate, 2013-2017	70.30%
Median value of owner-occupied housing units, 2013-2017	\$207,000
Median selected monthly owner costs -with a mortgage, 2013-2017	\$1,216
Median selected monthly owner costs -without a mortgage, 2013-2017	\$383
Median gross rent, 2013-2017	\$1,062
Building permits, 2017	X
Families & Living Arrangements	
Households, 2013-2017	5,198
Persons per household, 2013-2017	2.49
Living in same house 1 year ago, percent of persons age 1 year+, 2013-2017	86.90%
Language other than English spoken at home, percent of persons age 5 years+, 2013-2017	9.40%
Computer and Internet Use	
Households with a computer, percent, 2013-2017	91.20%
Households with a broadband Internet subscription, percent, 2013-2017	85.40%
Education	
High school graduate or higher, percent of persons age 25 years+, 2013-2017	86.80%
Bachelor's degree or higher, percent of persons age 25 years+, 2013-2017	23.80%
Health	
With a disability, under age 65 years, percent, 2013-2017	7.20%



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Persons without health insurance, under age 65 years, percent

14.10%

Economy

In civilian labor force, total, percent of population age 16 years+, 2013-2017

63.50%

In civilian labor force, female, percent of population age 16 years+, 2013-2017

53.10%

Total accommodation and food services sales, 2012 (\$1,000)(c)

16,525

Total health care and social assistance receipts/revenue, 2012 (\$1,000)(c)

D

Total manufacturers shipments, 2012 (\$1,000)(c)

D

Total merchant wholesaler sales, 2012 (\$1,000)(c)

76,150

Total retail sales, 2012 (\$1,000)(c)

107,049

Total retail sales per capita, 2012(c)

\$8,432

Transportation

Mean travel time to work (minutes), workers age 16 years+, 2013-2017

20.8

Income & Poverty

Median household income (in 2017 dollars), 2013-2017

\$55,286

Per capita income in past 12 months (in 2017 dollars), 2013-2017

\$23,652

Persons in poverty, percent

15.80%

BUSINESSES

Businesses

All firms, 2012

1,019

Men-owned firms, 2012

502

Women-owned firms, 2012

391

Minority-owned firms, 2012

80

Nonminority-owned firms, 2012

882

Veteran-owned firms, 2012

105

Nonveteran-owned firms, 2012

828

GEOGRAPHY

Geography



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Population per square mile, 2010	1,777.40
Land area in square miles, 2010	7.12
FIPS Code	828745

Visitor Counts

Fruita Trailheads

Fruita Area Trailheads	2017	2018
Dinosaur Hill TH/Fruita Paleo, Trail Through Time	42,500	47,700
Devils Canyon TH	33,325	43,300
Kokopelli TH	58,226	79,200
Ruby-Horsethief	21,774	30,900
North Fruita Desert TH (non-motorized)	65,297	81,900
North Desert Mixed Motorized	153,700	157,300
Rabbit Valley	35,089	34,100
Total	409, 911	474,400

Colorado National Monument

Annual Visitation, 2013-2018

Year	Recreational Visitors	Non-Recreational Visitors	Total Visitation
2018	375,467	347,277	722,744
2017	375,035	350,604	725,639
2016	391,075	344,990	736,065
2015	588,006	331,828	919,834
2014	416,862	316,151	733,013
2013	409,351	314,088	723,439

Visitation at Colorado National Monument is calculated using numbers obtained from traffic counters located at east and west entrance, DS Road and 16.5 Road. A multiplier rate (average people per vehicle) is determined from Denver Service Center multiplied by the actual traffic counter numbers.



FRUITA COLORADO



Recreational visitor count is an estimate of people recreating or visiting in the park whereas non-recreational is those coming to and from Glade Park who are just driving thru and not visiting the monument.

2015 were estimates due to traffic counters not working for majority of the year and believe were higher than actual numbers. In 2016 new traffic counters were installed which are more efficient than in previous years.

Colorado Welcome Center—Fruita

2013	2014	2015	2016	2017*	2018
229,029	221,739	223,595	224,665	174,477	150,058

**A new counting method was introduced in 2017 which reflects more accurate counts.*

Dinosaur Journey Museum

2013	2014	2015	2016	2017	2018
43,353	47,609	49,579	46,365	46,877	42,233

Traffic Counts

Colorado Department of Transportation keeps updated traffic counts available on their website: <http://dtdapps.coloradodot.info/otis/trafficdata#ui/0/0/0/criteria//77/true/true/>. This link will take you to a table that lists various locations in Mesa County. There are nine different locations measured in Fruita scattered throughout the table.

Economic Indicators

Monthly financial reports are posted on www.fruita.org that provide detailed current and historic indicators. You may find this information directly at the following link: <https://www.fruita.org/administration/page/financial-reports>.



Outdoor Recreation

It's safe to say that outdoor recreation fuels Fruita's economy in a variety of ways. City Leadership, staff and the community continue to provide long-term support for this industry because it is a way of life in Fruita. Whether a resident rides a bike or not, they are positively impacted by mountain bike visitors that generate sales tax revenue for the City to pay for core services. Mountain biking continues to be a driving force, but rafting, SUPing, hiking, exploring the Colorado National Monument, dinosaur digs, horseback riding and wakeboarding attract many locals and visitors alike. The difference between Fruita and other outdoor recreation destinations—you still feel like a local when visiting Fruita.

Fruita maintains disciplined focus on building on its strengths by aligning resources, time and talent toward positively impacting **Quality of Place**, **Economic Health** and **Lifestyle**, as defined by the attached goals sheet. Below is general info on these areas as related to Outdoor Recreation.

Quality of Place

- Check out Great Outdoors Colorado's (GOCO) video on Fruita to highlight their connectivity initiative: https://www.youtube.com/watch?v=4KCRMkb36_k
- In 2015, 2016, 2017 and 2018 Fruita was voted by Elevation Outdoor readers as (in the top 3) Colorado's Best Outdoor Adventure Town.
- In 2015 & 2016 Fruita was ranked in the Matador Network's Top 20 Coolest Outdoor Towns.
- Fruita mountain biking is ranked consistently in the top 10 destinations in the world on multiple lists.
- April 20, 2018 Sunset Magazine named Fruita one of 10 top biking towns in the West.
- While Fruita is known as outdoor mecca destination where we have continued growth in visitors and residents (fastest growing community in the Grand Valley), the City is shifting that thought in the industry to see Fruita as the perfect location to locate your business:
 - No traffic
 - Instant access to incredible terrain of all types
 - Average age of 36 years old, educated and skilled workforce
 - Great schools
 - Community feel where visitors feel like locals and locals play like visitors
 - We have ready to build land along I-70, Highway 6, Rail access, with build to suit options
 - We are currently working with multiple companies in the outdoor recreation industry from bike manufacturers, bike components companies, overlanding manufacturers, adventure parks, etc. considering relocation or start-ups.
- We are building trails both in and outside of the city
 - Bike lanes, paths to school, connecting downtown to the state park and Riverfront Trail, connecting to public land trailheads.
 - In September 2019, the City opened a 4.5-mile \$4.6 million trail that connects Fruita to the business park and to the Kokopelli MTB trailhead—without any tax money spent—all grants,



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donations and lottery funds. Trail connects to existing internal trail system to all commercial areas of City, schools, etc. including two business parks in development.

- In partnership with our local bike shops and other small businesses, we just opened two new mountain bike trails and have more to come prior to Fat Tire Festival 2019.
- The City and partners obtained a grant to pay for a master plan of the North Fruita Desert (18 Rd. Trails) Trails currently underway in 2018.

Economic Health

- The Mayor and City Manager, City staff and partner Grand Junction Economic Partnership (GJEP) have proactively recruited to the outdoor recreation industry and regularly attend or speak at shows and events like Outdoor Retailer, Interbike, Eurobike, Sea Otter Classic, Fat Tire Festival and the Colorado Governor's Conference on Tourism.
- Fruita relies primarily on sales tax revenue when it comes to providing core services to residents and local businesses.
- During the years of 2014-2016 Fruita realized a 91% decrease in oil & gas sales tax revenue; 12% decrease in utilities sales tax revenue; and a 15% decrease in communications sales tax revenue. This is significant revenue.
- Fortunately, due to continued growth related to outdoor recreation tourism during this same period of time, the large gap in revenue lost during this same period has nearly been matched by increased sales tax revenue in the retail trade and lodging and food services industries.
- 2019 sales tax is trending 13.56% higher than 2018.
- Fruita traditionally realized a 25%+ jump in sales tax revenue during the prime seasons for mountain biking, hiking and road cycling: spring and fall.
- The spring and fall timeframes are expanding into the summer months more recently with increased visitors coming to the Colorado National Monument and rafting or SUPing Ruby-Horsethief Canyon of the Colorado River.
- In 2016, the City issued 78 new business licenses—not bad for a population of 13,000.
- In 2017, the City issued 85 new business licenses.
- In 2018, the City issued 97 new business licenses.
- Fruita relies heavily on and appreciates its small businesses of all industries and realizes that the outdoor lifestyle is a major incentive to residents, visitors and businesses alike.
- Some stats of OR in Fruita over the years:
 - Over the Edge Sports opened its first location in 1996 and is still going strong having record months and seasons.
 - Fruita Fat Tire Festival hosted its 24rd annual event this May, and next year will be the 25th anniversary.
 - Rim Rock Adventures in Fruita (rafting, horseback riding, etc.) opened in 1989 and is still going strong and growing.
 - Colorado Backcountry Biker (CBB), recently completed a complete remodel of their historic building location and is growing at a rapid pace. They provide high country hut-to-hut supported mountain bike rides.



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- Hot Tomato Pizzeria (a must stop for any outdoor adventurer visitor) is in its 15th year and continues to have record sales months and years as well. They were the Wright Award Winner in 2018. They are now creating a community of businesses based on the same model as Hot Tomato—investing in Fruita.
- Imondi Wake Zone opened in May 2018 as the first full-service cable-wake board park in the Rocky Mountain West. This is a public-private partnership as the City owns and leases the lake to the private park.

Lifestyle

- As a community, Fruita has a long history of embracing the outdoor recreation industry because it is often why people choose to live here, choose to visit here and why businesses are choosing to locate here.
- People often say in Fruita, “We don’t want to be Moab”. The difference—visitors feel like locals and locals (3x’ the size of Moab) play like visitors.
- Outdoor recreation and Fruita is simply a no-brainer—an obvious path as the City has benefitted from being surrounded by public lands that serve as an outdoor playground.
 - 73% of the county Fruita is in is public land totaling nearly 1.6 million acres.
 - Fruita trail count numbers increase each year at the trailheads.
 - Totaling visitors to the Colorado National Monument, BLM trailheads surrounding Fruita and a few others we easily see over 1 million visitors in our 13,000-population city each year.
- Festivals—Fruita loves events and is proud to host many throughout the year:
 - Fat Tire Festival
 - Mike the Headless Chicken Festival
 - Fruita Fall Festival
 - T.H.E. Trails Summit
 - Desert Rats races
 - MAD Racing events
 - Grand Valley Bike Swap
 - Summer Concert Series
 - Rim Rock Marathon
 - Kokopelli 140
 - Sweetheart Run
 - Holiday events
 - Full list of events can be found here: <https://www.fruita.org/parksrec/page/special-events>

Any questions, desire for more info, etc. contact:



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