



2024 Fruita Entertainment/Marketing Mini-Grant Application and Guidelines

Each year, the Fruita Tourism Advisory Council (hereinafter “FTAC”) is excited for the opportunity to partner with individuals, organizations, and businesses to promote new and unique events and opportunities in Fruita. These events will provide City of Fruita residents with a place to enjoy entertainment and fun throughout the year. For example, in previous years, FTAC has helped fund several downtown events and block parties with the mini grant. And annually, FTAC provides funding for events such as the Fruita Fat Tire Festival, the Fruita Farmer’s Market, and the Colorado Riverfront Concert Series, to name a few.

Although historically the mini grant has been used for events, the grant can also be used for marketing or other projects that would provide an economic benefit to local businesses. These grants are funded through revenues for marketing and promotion of the City of Fruita and its environs to tourists, the traveling public and others which will be beneficial to the community. For 2024, the FTAC is looking forward to receiving applications for events or projects.

The FTAC Mini-Grant Application Package contains the following:

- A. 2024 Mini-Grant Guidelines and Process
- B. 2024 Mini-Grant Application Form

Applications for the FTAC Mini-Grant Program are due no later than 5:00 p.m., 60 days before the event.

Please submit completed applications to:

ATTN: Fruita Tourism Advisory Council
City of Fruita, Colorado
325 E. Aspen Ave
Fruita, Co 81521
svassen@fruita.org

If you have questions regarding the FTAC Mini-Grant Program or need any help with filling out this application, please contact Shannon Vassen at 970-858-3663.



A. 2024 Mini-Grant Guidelines and Process

Overview

The City of Fruita Tourism and Advisory Board is excited to receive applications for the 2024 Mini-Grant program. These grant applications will continue to be accepted throughout the year but are due no later than 5 p.m., 60 days before the event date. These applications will be reviewed and awarded or denied as received. For 2024, FTAC has \$4,000 to award for local events and projects. These grants are a “dollar for dollar” cash match, or a 50/50 match, with a maximum contribution of \$1,000 per event. Although applications are received year-round, all grant applications must be completed no later than October 31, 2024.

Types of Grants

- A. Cash awards will be made up to \$1,000 to be determined by FTAC, totaling no more than \$4,000 for all projects combined.
- B. Grant funding will be paid on a reimbursement basis only – paid invoices, receipts, or proof of payments will be required to be submitted at the completion of the project.
- C. As a recipient of the grant, the event must acknowledge the City of Fruita as a sponsor on any printed materials, T-shirts and/or other products, media advertising, festival announcements, banners and/or other recognition appropriate for the project.

Eligible Projects

FTAC welcomes any and all applications to be considered for the mini-grant program. Typically, however, the following criteria will be used when evaluating proposals:

Community benefit

Economic Benefit to local businesses

Ability to become a multi-year event

Experience of applicants

Demonstration of partnership

Success with other similar projects

Uniqueness in approach

Uniqueness of event to Fruita

Process

Once an application has been submitted and received by FTAC, City Staff will review the application to ensure that it is complete and to determine potential eligibility for the mini grant. If the event or project is potentially eligible for the grant, then it will be included on a FTAC agenda to be reviewed by the Board. Typically, and although subject to change, FTAC meets monthly, and the dates of these meetings are provided below. While at this point no additional participation is needed from the applicant, if the Council has any questions, the applicant will be contacted.



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Once FTAC has reviewed an application in a meeting, the Council shall vote on whether the application for the mini grant shall be approved or denied. If a quorum of the Council is present at the meeting that the application is being reviewed, an application shall be approved if it receives a majority of votes from its members. Again, when receiving applications, members of the Council will consider the criteria listed above.

Once a decision has been made by the Council on an application, the applicant will be notified of the decision by a member of the City Staff. If approved, submit all reimbursement paperwork to City Staff following the event.

Applications be submitted in person or mailed to 325 E. Aspen Ave, Fruita CO 81521. Applications can also be submitted electronically to svassen@fruita.org. And finally, applications can be faxed to 970-858-0210.

We look forward to your applications!

2024 FTAC Meeting Schedule¹

January 25, 2024, at 11:00 a.m. at Fruita Civic Center

February 22, 2024, at 11:00 a.m. at Fruita Civic Center

March 28, 2024, at 11:00 a.m. at Fruita Civic Center

April 25, 2024, at 11:00 a.m. at Fruita Civic Center

May 23, 2024, at 11:00 a.m. at Fruita Civic Center

June 27, 2024, at 11:00 a.m. at Fruita Civic Center

July 25, 2024, at 11:00 a.m. at Fruita Civic Center

August 22, 2024, at 11:00 a.m. at Fruita Civic Center

September 26, 2024, at 11:00 a.m. at Fruita Civic Center

October 24, 2024, at 11:00 a.m. at Fruita Civic Center

November 28, 2024, at 11:00 a.m. at Fruita Civic Center

December 26, 2024, at 11:00 a.m. at Fruita Civic Center

¹ This schedule is subject to change. For the most current schedule, please visit Upcoming Events at www.fruita.org/tab. Meetings may also be held virtually as needed. November and December meetings are also traditionally canceled.



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Supplemental Questions

Please provide brief responses to the following questions:

How is this event unique and how will this event benefit the City of Fruita?

Is there anything else that you would like to add?

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