



325 E Aspen
Suite 155
Fruita CO 81521

Phone:
970-858-3663

Fax:
970-858-0210

E Mail
fruita@fruita.org

Web Site
fruita.org

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

Weekly Info Update

To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MAY 15, 2015
Re: WEEKLY INFO UPDATE

Tuesday's Council Meeting

Tuesday night is a fairly light agenda covering a number of consent agenda items, including exempting need for a sound amplification permit for those events that already go through the special event permit process and the schedule and form for the City Manager annual evaluation. We will also provide a financial report and cover in more detail the shortfall we are seeing in sales tax revenue.

Hundreds of Chickens in the Civic Center

Seriously! We really have over 70+ chickens upstairs right now (another 70 to arrive) for the Poultry Show—new addition to the Mike the Headless Chicken Festival. A variety of prizes will be awarded to these show chickens and well, the worst in show...

We are having a rough start to festivals with the rain this year, but plan to push through it today and hope all will still have a blast. The first band Bicycle Annie decided to move into FATJAR from 5-7 pm and Boogie Machine plans to be outside at the stage. Hope to see you out there this weekend doing the chicken dance, enjoying the tunes, riding the hover board, eating pancakes, checking out the car show, running the race, disc golfing or enjoying the venues. Here is the schedule: <http://www.miketheheadlesschicken.org/schedule>

TID BITS:

- We were able to meet with the majority of downtown businesses directly impacted by this summer's streetscape project and will continue to follow-up with the rest. We have received a positive response and excitement to see the first phase completed in July and August. We will keep up communication with the businesses regarding construction schedule in the future. Our bid opening is June 5th. (Check out the Free Press Article on this in Fruita in the News)
- Counselor Fuller and I were able to attend the AGNC meeting the Governor. He was very supportive of AGNC's interests in oil/gas, sage grouse, coal, water, etc. We were also able to meet the new director of DOLA and express our appreciation for our recent grant awards.
- Counselor Mascarenas and I attended the CML Spring Outreach lunch in Grand Junction this week and received a legislative and CML efforts report while sharing what Fruita is working on and learning what other communities are working on.

- Our Police Department took FIRST place in the Bearcat Pull against other area law enforcement agencies benefiting Special Olympics Colorado. (See picture below of the team).
- Crews have done an outstanding job prepping for the festival this week and especially yesterday and today!
- We have continued our meetings with the BLM and are currently discussing a potential MOU with specific ways to partner, be the pilot connecting community and build trails.
- Ottley Avenue now has almost all the south side sidewalk complete.
- The outdoor pool is hosting school swim through next week.
- Parks crews have aerated all city parks.
- Saturday's History Fair hosted 42 adults and many youth—it was a lot of fun.
- Code Enforcement and contracted crews have now worked on Alan Story's property for two days so far, completing a large amount of work.
- I was interviewed by a producer with the national television show *City View*. They are looking for communities to highlight in a new series on community quality of life and were interested in Fruita and our festivals, etc.
- The April 2015 STEP report is attached.
- A crime report is attached. Although calls for service have decreased, offenses are up. The increase in drug offenses is a direct result of proactive work the department has been doing.
- A draft of the Chamber's Community Profile is below. This is just a draft and they are still making corrections. We have some we have already given them related to sales tax, etc. but I know you all were interested.
- So far this year we have had 13 new residential units permitted.
- City Link is off to press and includes a notice calling for photo and logo submissions that will soon be on the website and social media as well. We shared with the Arts and Culture Board and Downtown Advisory Board as well so far. You can see this request and the new *City Link* at the following link: <http://www.fruita.org/documents/general/SummerLinkDraft5.pdf>

FRUITA IN THE NEWS:

- Article on 18 Road MTB: <http://www.gjfreepress.com/goplay/16341953-113/mesa-county-mountain-bike-rides-18-road>
- Mike the Headless Chicken Festival: <http://www.gjfreepress.com/news/16144975-113/fruita-hosts-17th-annual-mike-the-headless-chicken>
- Downtown project and Gateway Grant: <http://www.gjfreepress.com/news/16295925-113/fruita-gets-funding-grants-awarded-for-beautification>
- Cycling Rim Rock Drive: <http://www.gjfreepress.com/news/16342042-113/cycling-rim-rock-drive>
- Over the Edge Opens South Lake Tahoe location: <http://www.bicycleretailer.com/retail-news/2015/05/11/over-edge-sports-opens-fourth-location-time-tahoe#.VVZ1D8t0yUk>
- Meet your neighbor Ashley Bernal: <http://www.gjfreepress.com/news/16300118-113/meet-your-neighbor-ashley-bernal-is-deeply-rooted>

UPCOMING EVENTS:

- **This Thursday, May 21st** is the next Municipalities Dinner at the Fruita Community Center at 6:00 pm with dinner catered by Colorado Canyons. General updates, Broadband and Buffer zone will be on the agenda for discussion.

- **May 28th** from 2:00 – 5:00 pm is the Drainage Summit. Counselor Fuller, Ken Haley and I will attend.
- The **May** 2015 City of Fruita Meeting Calendar is available on the website at:
<http://www.fruita.org/documents/admin/mtgcal.pdf>.
- The **2015** Events Calendar is also available online at:
http://www.fruita.org/documents/rec/EVENT_CALENDAR.pdf

CC: Department Directors



WTF
Welcome To Fruita

W
Welcome To

WTF
Welcome To

WTF
Welcome To Fruita

F

BIG TIRES

BIG TIRES

Special Pet Champion



FRUITA POLICE DEPARTMENT

Reported Crime and Traffic Report
APRIL, 2015

	APRIL 2014	APRIL 2014 YTD	APRIL 2015	APRIL 2015 YTD	Change YTD
Violent Crime					
Assault	6	9	2	11	+2
Robbery	0	0	0	2	+2
Homicide	0	0	1	2	+2
Property Crime					
Burglary	6	17	5	14	+3
Theft	10	29	6	34	+5
Auto Theft	1	2	0	1	-1
Arson	0	1	1	2	+1
Theft from Auto	2	6	2	14	+8
Other Offenses					
Child Abuse/Neglect	2	3	1	4	+1
Disorderly Conduct (Harassment)	2	12	3	15	+3
DUI	3	10	2	10	0
Fraud / Forgery/Identity Theft	6	14	4	12	-2
Kidnapping	0	0	0	1	+1
Liquor Violation	0	1	3	4	+3
Drug Violation	6	12	6	23	+11
Sex Offense	4	10	5	13	+3
Trespass	1	6	1	9	+3
Criminal Mischief (Vandalism)	9	18	7	17	-1
Weapon Violation	2	2	0	6	+4
Juvenile (curfew, runaway, tobacco)	4	7	5	18	+11
Domestic Violence	2	10	2	14	+4
Welfare Checks	1	4	0	5	+1
Warrant Arrests	3	26	7	24	-2
Death Investigation / Unattended Death	0	3	2	7	+4
Non-Criminal Incidents*	17	48	26	64	-16
Traffic Accidents / Citations					
Fatal Accidents	0	0	0	0	0
Injury Accidents	2	4	1	4	0
Property Damage Accidents	17	36	7	34	-2
Traffic Citations	19	72	16	67	-5
Traffic Citations (Parking)	6	18	3	9	-9
Animal					
Animal Citations	1	6	2	10	+4

*Non-criminal incidents include: Abandoned Vehicles, Agency Assist, Civil, Information, Intoxication, K-9, Littering, Lost-Found Property, Medical, Missing, Suicide Attempt.



2015 FRUITA COMMUNITY PROFILE



DEMOGRAPHIC SNAPSHOT

Age	% of Population
0-20	27.7%
20-24	5.0%
25-34	15.6%
35-44	11.9%
45-54	13.7%
55-64	11.4%
65+	14.7%
Median Age: 37 years	
Female	51%
Male	49%

POPULATION

Year	Fruita	Mesa County
1950	1,143	38,974
1960	1,830	50,715
1970	1,822	54,374
1980	2,180	81,530
1990	4,045	93,145
2000	6,478	116,225
2010	12,464	146,723
2015	16,319	147,554

POPULATION BY EDUCATION ATTAINMENT

High School Graduate(or GED)	88.55%
Some College, no degree.	24.81%
Bachelor's Degree.	14.97%
Graduate or Professional Degree.	5.31%

POPULATION BY MARITAL STATUS

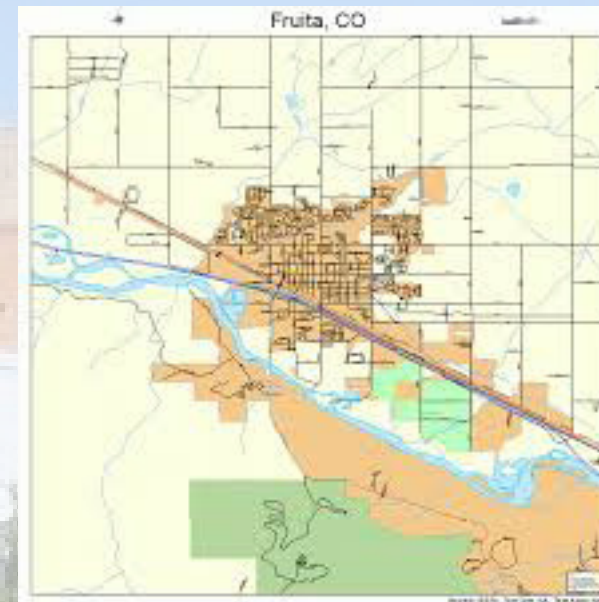
Never Married.	23.3%
Now Married.	56.7%
Separated.	1.8%
Widowed.	9.9%
Divorced.	8.4%

CLIMATE

Coldest Month.	January
Hottest Month	July
Annual Average Precipitation.	9.25 in.
Average Annual Snowfall.	10.8 in.
Average no. of Growing Days.	145 days
2014 Average Temperature.	66.4 degrees
Latitude	39.14
Longitude.	108.74
Elevation.	4,498 ft.

DISTANCE TO MAJOR CITIES

Place	Miles
Grand Junction, CO	15
Montrose, CO	73
Durango, CO	180
Glenwood Springs, CO	99
Denver, CO	255
Utah Border	17
Salt Lake City, UT	265



TRANSPORTATION

U.S. Highways:

I-70. U.S. 6. U.S. 50

State Highways:

340 139

Grand Junction Regional Airport

United. . . . Delta American Eagle
U.S Airways . . Allegiant Air. . . FedEx

Mack Airfield

Private aircraft
Restoration & Ag Applications

Truck Service:

42 trucking companies

Rail Service:

Union Pacific . . . Burlington Northern,
Santa Fe AMTRAK

Bus Service

Greyhound Grand Valley Transit



Electric & Natural Gas

Xcel Energy (800)772-7858
Grand Valley Power (970)242-0040

Trash & Sewer

City of Fruita (970)858-3663

Water

Ute Water (970)242-7491

MAJOR EMPLOYERS

City of Fruita
 Industrial Insulation Group
 COOP County-Fruita
 Cudd Energy Services
 City Market/ Kroger
 Family Health West
 School District 51

BUSINESS SOURCES

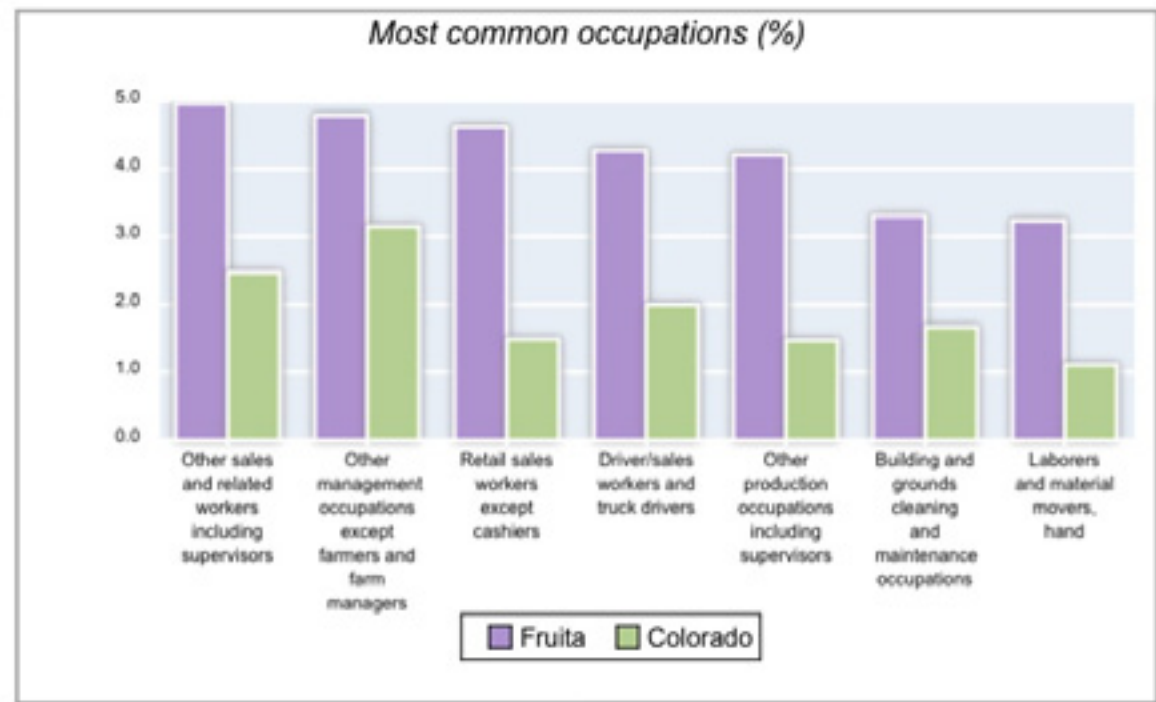
Fruita Area Chamber of Commerce (970)858-3894
www.fruitachamber.org

The Business Incubator Center (970)243-5242
www.gjincubator.org

GJ Small Business Development Center/ SCORE (970)243-5242

Mesa County Workforce Center (970)248-0871
www.workforcecenter.mesacounty.us

AVERAGE EMPLOYMENT

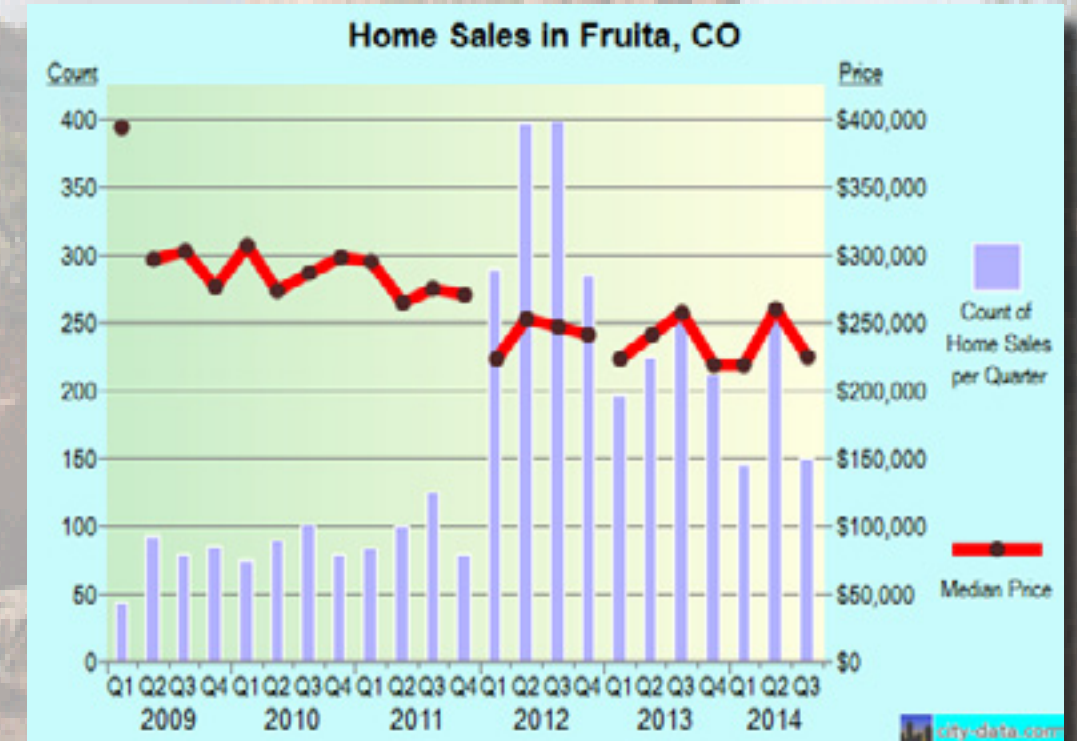


SALES TAX REVENUE

Year	In Millions	Sales Tax
2009	\$1.19	6.74%
2010	\$1.23	
2011	\$1.30	
2012	\$1.40	
2013	\$1.47	
2014	\$1.57	

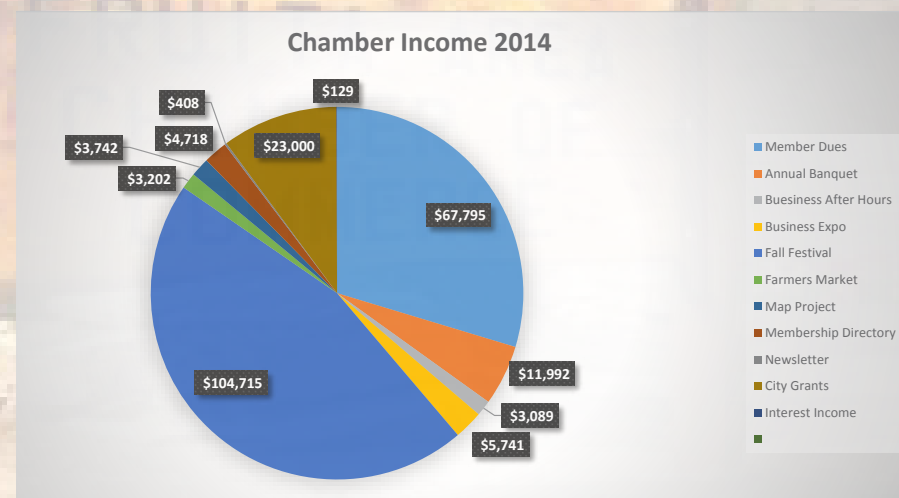
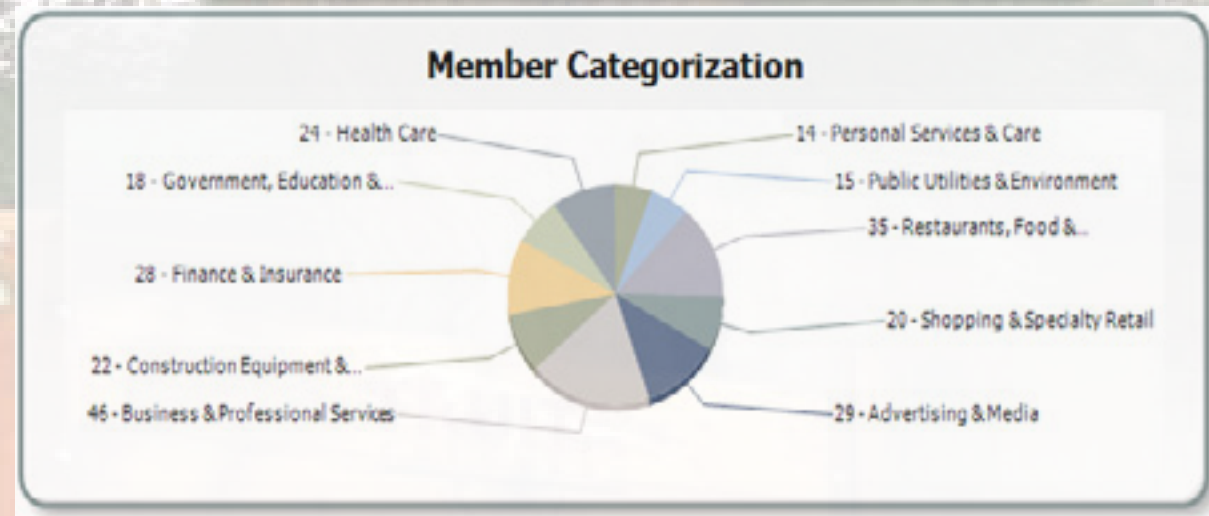
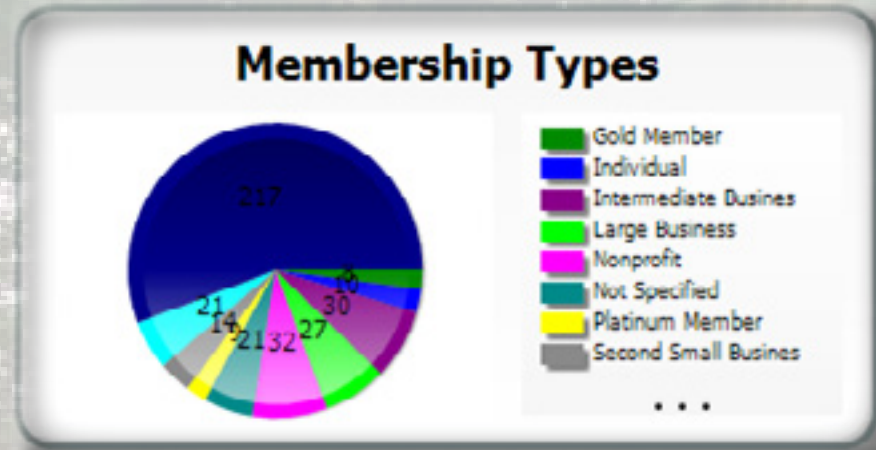
HOUSING

Number of households.....5,249
 Median Household Income.....\$60,100
 Median House Sales Price.....\$213,925



CHAMBER MISSION STATEMENT:

Growing our Community one Business at a time by
Cultivating Creative and Successful Partnerships.



2015 BOARD OF DIRECTORS

President

Dustin Wells
Grand Valley Bank
452 South Maple St.
Fruita, CO 81521
Term Ends: 2016

Vice President

Dr. Mike Reeder
VisualEyes Eyecare, PC
332 E. Aspen Ave.
Fruita, CO 81521
Term Ends: 2016

Treasurer

Linda Kochevar
Linda J. Kochevar, CPA, PLLC
2135 N. 7th Street
Grand Junction, CO 81501
Term Ends: 2015

Secretary

Denise Hight
CO Nat. Monument Assoc.
1750 Rim Rock Dr.
Fruita, CO 81521
Term Ends: 2016

Director

Jana Gerow
Developmental Construction Serv.
P.O. Box 70
Grand Junction, CO 81505
Term Ends: 2015

Director

Douglas A. Sorter
Strive
950 Grand Ave.
Grand Junction, CO 81501
Term Ends: 2017

Director

Donna Stratton
Individual Member
1390 Monument Court
Fruita, CO 81521
Term Ends: 2017

GVYP Liason

Anissa Wright
Redrock Radio Group
2314 Hwy 6&50
Grand Junction, CO 81505
Term Ends: TBD

City Council Liason

Stacey Mascarenas
Wakerfield Real Estate
P.O. Box 2206
Grand Junction, CO 81502
Term Ends: TBD

CHAMBER STAFF

Frank Ladd
Executive Director
432 E. Aspen Ave.
Fruita, CO 81521
(970) 858-3894
(970) 858-3121 fax
frank@fruitachamber.org
www.fruitachamber.org

Chloe' Jens
Administrative Assistant
432 E. Aspen Ave.
Fruita, CO 81521
(970) 858-3894
(970) 858-3121 fax
chloe@fruitachamber.org
www.fruitachamber.org

Janet Brazfield
Marketing & Events Coord.
432 E. Aspen Ave.
Fruita, CO 81521
(970) 858-3894
(970) 858-3121 fax
janet@fruitachamber.org
www.fruitachamber.org

EDUCATION

Schools	No.	Students
Day Care & Preschools	19	N/A
Elementary Schools	3	1,709
Middle School	1	547
Grades 8-9	1	754
Hugh School	1	1351

COLLEGE & UNIVERSITIES

Intellitec College	(970)245-8101
Colorado Mesa University	(970)248-1020
Western Colorado Community College	(970)255-2600

FESTIVALS & EVENTS

April

Fat Tire Festival
Roberts Farm Show

May

Mike the Headless Chicken

June

Country Jam

July

Dinosaur Days

September

Fruita Fall Festival

October

FTown Gear Down
Truck n Trick Street
Trick or Treat Street

December

Hometown Christmas

Summer (June - September)

Rimrock Rodeo
Thursday Night Concerts
Riverfront Concerts
Glade Park Movies
Farmers Market

FREQUENTLY REQUESTED PHONE NUMBERS

Emergency.	911
Better Business Bureau.	(970)242-2512
Colorado National Monument.	(970)282-3617
Colorado State Health Dept.	(800)886-7689
Colorado Welcome Center.	(970)858-9335
Dinosaur Journey Museum.	(970)858-7282
Family Health West Hospital.	(970)858-9871
Fruita Area Chamber of Commerce.	(970)858-3894
Fruita City Hall.	(970)858-3663
Fruita Community Center.	(970)858-0360
Fruita Parks & Recreation.	(970)858-0360
Fruita Police Department.	(970)858-3008
Fruita Public Works Department.	(970)858-9558
Fruita Post Office.	(970)858-7715
The Fruita Times.	(970)858-3924
General Information on Mesa County.	(970)244-1800
Lower Valley Fire District.	(970)858-3133
Mesa County Public Library-Fruita Branch.	(970)858-7703
Department of Motor Vehicles.	(970)858-7002
Mosquito District.	(970)257-0191
Fruita Landfill.	(970)858-1034

April 2015 S.T.E.P. Report

S.T.E.P. Complaint Locations:

All School Zones.

Speed, Careless, Reckless, Driving and Parking Violations:

School hours and after school activities.

Total time dedicated was 870 minutes. Seven warnings were given and eight citations were issued. This area has been on the board since 8-4-14 and will remain on the board for the 2015 school year.

Ottley Ave. Construction Zone. Includes Comstock Subdivision and W. Roberson Dr.

Speed, Stop Sign and Construction Zone Sign Violations.

0700-0830 and 1600-1730

Total time dedicated was 1,030 minutes. Three warnings were given and no citations were issued. This area has been on the board since 3-15-15 and will remain on the board until the project is completed in June 2015.

J 2/10 @ Pedestrian Crosswalk near Fremont St.

Right of Way to Pedestrians and Speed.

0700-0815 and 1440-1515

Total time dedicated was 115 minutes. No warnings were given and no citations were issued. This area has been on the board since 3-23-15 and has since been removed.

S.T.E.P. Summary:

Total time dedicated to S.T.E.P. – 2,015 minutes.

Total traffic tickets – 8

Total warnings – 10