



FRUITA

COLORADO

Weekly Info Update

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To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: FEBRUARY 10, 2017
Re: WEEKLY INFO UPDATE

TID BITS:

- The Spring 2017 issue of the *City Link* will be delivered to homes next week. It is available now on the City's website at: <http://www.fruita.org/administration/page/city-link>
- City sales tax revenue in December was up 8% compared to the same month in 2015.
- City Sales tax revenue for 2016 was up 3.09% over 2015.
- County sales tax revenue for 2016 was 3% down compared to 2015.
- The Colorado Municipal League's February edition of their Colorado Municipalities magazine has some great articles on livability. We were also highlighted as a community (copied below). For the full online version: <http://www.cml.org/Resources/Periodicals/February-2017--Livability/>
- We are currently conducting hiring processes for wastewater operators and the Police Lieutenant.
- CIRSA was here this week conducting their annual audit that went well.
- The old DMV room has now been cleaned up, painted, patched, etc. by Building Maintenance. The Chamber has expressed strong interest in possibly moving over and we have meetings with other groups that are interested—so just gathering the ideas before evaluating and making a decision.
- Public Works Director Ken Haley attended the water Quality Stakeholders meeting Tuesday with representatives from multiple agencies focused on upcoming water regs and impaired rivers.
- Public Works is further exploring the offer the Mayor received of fill material for the Lagoon area and it is looking very promising to use on some of the property.
- Staff attended a meeting with AARP regarding a new program they have on Age Friendly Communities.
- Parks spent some time cutting trees in preparation for the construction of the Kokopelli section of the Riverfront Trail.
- Planning Commission meets Tuesday with a full agenda including the

proposed RV Park and RV storage, as well as the Selover annexation.

- We are going to partner with Mesa County Health Department on the *Communities that Care* Program, which is focused on reducing substance abuse with youth—it creates the opportunity to continue to partner with local businesses, schools and Family Health West. We are planning to have the first meeting in March.
- Staff has completed the newly designated Truck Route Map that is approved by the City Engineer and now focusing on what signage is needed.
- As a follow-up to the Capital Project Report presented to City Council Tuesday night, updates and general info can be found on capital projects at www.fruita.org and clicking on the City Projects tab found at the bottom of the page. The direct link is <http://www.fruita.org/projects>. We will continue adding information to this page.
- Speaking of projects, the road overlays advertisement for bids is out this Sunday and bid opening is scheduled for March 3.
- We reconnected with one large media group and also one large mountain bike company that are planning for large events in Fruita this May.
- We have 2-3 businesses already completing the process to use our logo and sell logo merchandise at their businesses.

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

- Bon appetite! Grand Valley high school chefs serve up the best TV spot: <http://www.kjct8.com/content/news/High-school-chefs-serving-up-the-best--412796673.html>
- Young Grand Valley chef appears on national cooking show TV spot: <http://www.kjct8.com/content/news/Young-chef-in-the-Grand-Valley--412841223.html>
- Hoop dream comes true: <http://www.gjsentinel.com/sports/articles/hoop-dream-comes-true>

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.):*

- **Tomorrow, Feb. 11** is the 2017 Fruita Area Chamber of Commerce Annual Awards Banquet at the Community Center beginning at 5:30 pm.
- **Feb. 15** we are hosting the AGNC Board Meeting from 9am – 1:30 pm at the Community Center. Lunch will be provided by AGNC.
- **Feb. 18** is the annual Sweetheart 5k/10k Run and Health Expo at the Community Center from 9am – 1pm.
- The Business Incubator class schedule is below.
- The Fruita Community Calendar is available on the website at: <http://www.fruita.org/calendar>.
- The **2016** Events Information is also available online at: <http://www.fruita.org/parksrec/page/special-events>
- Here is a glimpse of upcoming City events:

Calendar of Events in Fruita

February 18	Sweet Heart 5k/10k Run & Health Expo	9 am-1pm	Fruita Community Center
March 11	An Evening of Art Gala Tickets: \$25.00 - Available at the Fruita Community Center and Fruita City Market (Proceeds go to support artworks in the roundabouts on Highway 340 at I-70)	7-10 pm	Fruita Community Center
March 17	Night at the FCC \$10 fee (Grades 5-7)	7-10 pm	Fruita Community Center
April 7	Youth Scholarship Golf Tournament Registration \$75 per player - Register at the Fruita Community Center. (All proceeds to support the Fruita Parks and Recreation Youth Scholarship Program)	9 am	Adobe Creek Golf Course
April 12	Easter Egg Scramble (get there early!)	4-4:05 pm	Fruita Community Center
April 19	Arbor Day Celebration	TBD	TBD
April 27-29	Fat Tire Festival		Downtown Fruita
May 5-6	18 Hours of Fruita Mountain Bike Race		CO State Park – Highline
May 6	Girls on the Run 5K Race	Morning	Fruita Community Center
May 20	Beer, Gear & Grub		Southside Marketplace
June 2-3	Mike the Headless Chicken Festival (Theme: Colorado to the Core)		Downtown Fruita
June 8	Thursday Night Concert Series (first night of the series)		Fruita Civic Center Park
June 21	Community Solstice/Harvest Diner		Downtown Fruita
June 24	Fruita Farmers Market (first market of the season)		Fruita Civic Center Park

CC: Department Directors

SPOTLIGHT

VISITORS FEEL LIKE LOCALS, LOCALS PLAY LIKE VISITORS

By Ture Nycum, Fruita parks and recreation director

WHILE MUCH OF COLORADO IS ENJOYING ECONOMIC GROWTH AND PROSPERITY, FRUITA HAS YET TO fully emerge economically. The oil and gas industry that Fruita relied on has not returned to economic levels seen since 2008, and most recently, sales and use taxes collections in 2015 were 6 percent lower than in 2014. If it was not for tourists and recreationalists descending on Fruita, due in large part to its reputation as a mountain biking destination, the economic impacts would be more severe. Capitalizing on the area's natural outdoor recreation resources has become a focal point among other economic development activities, in reviving and stabilizing Fruita's economy. This focus also fits nicely with Fruita City Council's recently adopted goals: Quality of Life, Economic Health, and Lifestyle.

Fruita has no shortage of single-track, dirt-trail awesomeness in the thousands of acres of Bureau of Land Management (BLM) lands that surround the community. However, Fruita's reputation for trails has not always translated into trails *within* the community. Subsequently, the City of Fruita is making efforts to develop its trail network not only within city limits, but to existing destinations beyond its boundaries. This improved trail connectivity is being used as an important business recruiting tool in the hopes of attracting new outdoor recreation industry.

In 2014, the Monument View section (nine miles) of the Colorado Riverfront Trail (a 25-plus-mile regional trail currently running from Palisade to Fruita) was opened to the Grand Valley with the help of a large Great Outdoors Colorado (GOCO) grant and facilitated by Mesa County. The Monument View section connects Fruita and Grand Junction and was met with great enthusiasm in the community.

After five years of head pounding (planning, grant writing, designing, obtaining approvals from the Colorado Department of Transportation (CDOT) and the Union Pacific (UP) Railroad, redesigning, and, finally, construction) the City of Fruita opened the Little Salt Wash Trail in June 2016, again to great community enthusiasm. This nearly one-mile trail section, also funded in large part by GOCO, is significant for the City of Fruita. Prior to its construction, bicyclists and pedestrians had to traverse two overpasses from north to south Fruita (which is dissected by I-70, the UP Railroad, and Highways 6/50) via a five-foot sidewalk on Highway 340 — not a pleasant experience.

Building off the success of the recent trail additions, the City of Fruita has its sights on another section of the Colorado Riverfront Trail (CRT), bolstered by Gov. John Hickenlooper's designation as a "Colorado the Beautiful: 16 Trails in 2016." The Kokopelli Section of the CRT, approximately 4.5 miles, would extend west to the community of Loma, but more importantly, to the world-renowned Kokopelli Trail system (a top-10 international mountain biking destination) in McInnis Canyons National Conservation Area, which is managed by the BLM. This connection will link Fruita's business and retail centers to BLM's vast recreational lands, providing a nonvehicular connection for mountain bikers, hikers, trail runners, and other outdoor enthusiasts. After recently receiving multiple grants totaling \$4.2 million from GOCO, the Colorado Department of Local Affairs, and CDOT for construction, the City of Fruita believes this new trail connection will have a positive economic impact on the community by attracting additional visitors and new businesses from the outdoor recreation industry.

Putting it all together, Fruita's recent and future trail development will create a greater quality of life for residents, advance the economic health of the business community, and generally provide a rocking lifestyle for all. After all, "In Fruita, visitors feel like locals, and locals play like visitors!"



