



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: JULY 28, 2017  
Re: WEEKLY INFORMATION UPDATE

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### **Tuesday's City Council Meeting**

The agenda begins with a special proclamation congratulating Eagles Scout Josh Benson and a presentation by the Greater Grand Junction Sports Commission. Following the consent agenda, there are two separate public hearings—one for a PUD amendment for Gewont Subdivision and one for the proposed Harrison Townhomes.

### **TABOR Review Committee**

Notice of the City seeking volunteers was published in the Daily Sentinel July 24 and will be published again on July 30. We have yet to receive any applications and need your help in encouraging volunteers to serve in this capacity.

The following is the notice published in the Sentinel:

*The City of Fruita is looking for volunteers who are interested in serving on a Citizen Review Committee to study the effects of the TABOR amendment on the City of Fruita and to make recommendations to the City Council regarding proposed courses of action. Members shall consist of residents of Fruita and are appointed by the City Council. Terms of appointments shall be until the scope of work outlined by the Council (Resolution 2017-22) is complete or April 2018, whichever comes first. Applications are due by August 9, 2017 and may be picked up at the Fruita Civic Center, downloaded from the City's website at [www.fruita.org/bc](http://www.fruita.org/bc) or requested by email sent to [dwoods@fruita.org](mailto:dwoods@fruita.org). Completed applications should be submitted to the City of Fruita, 325 E. Aspen, Fruita, CO 81521 or emailed to [dwoods@fruita.org](mailto:dwoods@fruita.org) or faxed to (970) 858-0210. Additional information can be obtained from the office of the Fruita City Clerk at 858-3663 or from the city's website at [www.fruita.org/bc](http://www.fruita.org/bc).*

### **Grand Day 2.0**

Another Grand Day video launched this week (City of Fruit is a sponsor) featuring another day of adventure to be had in Colorado's Grand Valley (including a few in Fruita). You may view this at: [www.granddayco.com](http://www.granddayco.com).

### **TID BITS:**

*Honor the Past – Envision the Future* **FRUITA**

- The Colorado Office of Outdoor Recreation introduced newly appointed Deputy Director Janette Heung this week. Introduction letter posted below.
- If you haven't already, check out the OR Office's video highlighting Colorado's OR industry: <https://choosecolorado.com/key-industries/tourism-outdoor-recreation/>
- Also, the Outdoor Recreation Industry released their 2017 report this week and below is their data on Colorado specific.
- Counselor Karisny and I attended the Grand Valley Transit 10 year strategic planning session with community leaders this week.
- Mayor Buck, Ture and I attended the Greater Grand Junction Sports Commission Visioning presentation this week. Executive Director Jennifer Stoll will present to City Council Tuesday.
- The first meeting with ETC Institute occurred this week with our partners Family Health West and the Mesa County Health Department to begin drafting a community survey. Draft questions will be submitted to ETC by Tuesday and they will provide the team a draft by the end of the week. We will bring to Council a draft for review as we get it more finalized.
- Negotiations continue with a prospect at the business park that is still confidential, but hope to bring a contract to Council in August for review.
- Slate Communications presented to the FTAC this week and will begin rolling out the 'Play like a Local' campaign, so be sure to follow Fruita Tourism on Facebook and GoFruita on Instagram.
- Work continues on the Land Water Conservation transfer.
- Work continues on the refinancing the Community Center debt.
- Key Leaders and the Community Board for Communities that Care had a productive meeting this week.
- I am coordinating with SHIFT conference director who would like Mayor Buck and I to speak at their conference in November.
- We are seeking a variety of health insurance quotes to consider for the 2018 budget.
- Basketball rims at the Community Center have been replaced and repaired.
- The Little Salt Wash flooded over the weekend and kudos to our Parks crew who cleaned up a lot of mud and debris to have the trail open quickly.
- Clearing is beginning for the overflow parking lot at Little Salt Wash Park—to be ready for the fall and opened on Saturdays.
- Utility work for the north Aspen alley project is scheduled for August 7.
- Apsen Village subdivision will be putting in roads and selling lots shortly.
- Adobe View North is already doing just that.
- Not a ton to update this week, but proud of the City workforce who have been so busy this week focused on core services! We have an awesome team.

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

- Council anxious about satanist fiving invocation: <http://www.gisentinel.com/news/articles/council-anxious-about-satanist-giving-invocation/>
- DMV turns to automation: <http://www.gisentinel.com/news/articles/dmv-turns-to-automation>
- Users of SNAP program can now use benefits at local farmers' markets: <http://www.kjct8.com/content/news/Users-of-SNAP-program-can-now-use-benefits-at-local-farmers-markets-436612083.html>
- Grand Valley residents appointed to state boards: <http://thebusinesstimes.com/grand-valley-residents-appointed-to-state-boards/>
- Inclusivity an important key to revitalizing local museums: <http://www.gisentinel.com/opinion/articles/inclusivity-an-important-key-to-revitalizing-local>
- News brief re. unfortunate drowning at Enoch Lake: <http://www.gisentinel.com/news/articles/news-brief-july-23-2017>
- Local agencies float the Colorado River: <http://www.westernslopenow.com/news/local-news/local-agencies-float-the-colorado-river/771520692>
- Paint your own murals in Grand Junction and Fruita: <http://mix1043fm.com/paint-your-own-mural-in-grand-junction-and-fruita/>

**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, July 29** is the 4<sup>th</sup> Annual Cops and Cars Car Show benefitting Special Olympics Colorado from 9 am – 3pm at Fruita Monument High School.
- **July 29** is the Fruita Farmer's Market in Civic Center Park from 8:30 am – 12:30 pm.
- **July 31** is the District 51 Foundation, in partnership with Fruita, Palisade, GJ and Mesa County welcome of the new School District Superintendent at the Avalon from 7-8:30 pm that Mayor Buck and I will speak at (flier below).
- **August 3** will be the groundbreaking ceremony for the addition of 9 new beds at Colorado Canyons at 10 am (Invite Below).
- **August 3** is the Thursday Night concert featuring Halden Wofford & the Hi Beams at 7:30 pm in Civic Center Park.
- **August 5** is the Fruita Farmer's Market in Civic Center Park from 8:30 am – 12:30 pm.
- **August 10** is the Thursday Night Concert featuring The Williams Brothers Band at 7:30 pm in Civic Center Park.
- **August 12** is the Fruita Farmer's Market in Civic Center Park from 8:30 am – 12:30 pm.
- **August 30** will be the next Fruita Chamber Economic Development Summit from 5:30 – 7:30 pm at Cavalcade (invite below).
- The Fruita Community Calendar is available on the website at: <http://www.fruita.org/calendar>.
- The Business Incubator upcoming events are posted below.
- The **2017** Events Information is also available online at: <http://www.fruita.org/parksrec/page/special-events>

CC: Department Directors

Dear Mike ,

It is my distinct honor to welcome Janette Heung as the new Deputy Director for the Outdoor Recreation Industry office for the State of Colorado.



Janette was born in the U.S. but grew up in the concrete jungles of Hong Kong. Returning to study as an adult, she soon became mesmerized by the wildness of the North American continent. She experienced her first winters in New England during school, and eventually followed the call of winter to Alaska, the Alps, and the Andes. When she discovered Colorado and its outdoor recreation community, she immediately relocated here and started adventuring at an extraordinarily high level.

Many classic alpine mountaineering routes in the US and Canadian Rockies followed, and she has managed to complete first ascents in New Zealand and Bolivia, including on the south face of Mount Aspiring in New Zealand.

Janette's love for the outdoors directly feeds into her zeal for protecting it-when she's not exploring outside, she is working on a range of environmental policy, public health, and business challenges. Before accepting the Deputy Director role she has been busy running a consulting business that specializes in strategic planning and program management with a focus on conservation and health. Throughout her career, she has consulted for public, private, and non-profit sector clients,



including Fortune 50 companies, the City and County of Denver, and The Nature Conservancy. Previously, she was a senior management consultant at Deloitte Consulting in the greater Washington DC area.

Janette is also passionate about giving back to the communities where she lives. She co-founded Unleashed, a winter climbing community event that features storytelling by community champions and the proceeds have supported local outdoor education non-profits. She also has served on a number of conservation and health non-profit organization boards and professional alliances.

She holds a B.S. double major in Physics and Biomedical Engineering from Tufts University and a M.S. in Environmental Health from Harvard University.

Janette begins August 10th and she and I will be touring around the state this fall to introduce her to all the regional coalitions and industry stakeholders, I hope each and every one of you will join me in welcoming her to this exciting role!

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Luis Benitez



Director, Colorado Outdoor Recreation Industry Office

# COLORADO

**OUTDOOR  
INDUSTRY  
ASSOCIATION**

## 71% OF COLORADO RESIDENTS PARTICIPATE IN OUTDOOR RECREATION EACH YEAR

Communities across Colorado recognize that outdoor recreation supports health, contributes to a high quality of life and—perhaps most importantly—attracts and sustains employers and families. Investing in outdoor infrastructure attracts employers and active workforces, ensuring those communities thrive economically and socially.

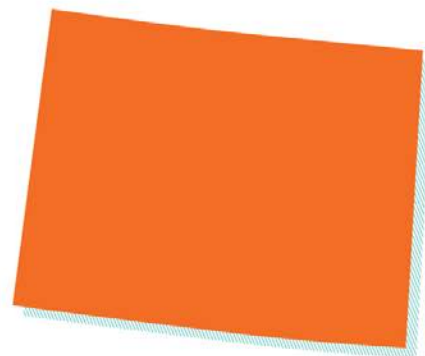


### **OUTDOOR RECREATION IN COLORADO CREATES**

nearly four times as many direct jobs (229,000) as the oil and gas industry (39,000) and the mining industry (19,000) combined<sup>1</sup>



Colorado residents are more likely to **PARTICIPATE IN DAY HIKING AND CAMPING** than the average American



### **IN COLORADO OUTDOOR RECREATION GENERATES:**

**\$28.0  
BILLION**  
IN CONSUMER  
SPENDING ANNUALLY



**229,000**  
DIRECT  
JOBS



**\$9.7  
BILLION**  
IN WAGES AND  
SALARIES



**\$2.0  
BILLION**  
IN STATE AND LOCAL  
TAX REVENUE



<sup>1</sup> Colorado Oil and Gas Association, National Mining Association



# OUTDOOR RECREATION IS A POWERFUL ECONOMIC ENGINE

Outdoor recreation is among our nation's largest economic sectors, representing the lifeblood of thousands of American communities and providing livelihoods for millions of American workers.

## THE NATION'S OUTDOOR RECREATION ECONOMY GENERATES:

**\$887 BILLION**  
IN CONSUMER SPENDING ANNUALLY



**7.6 MILLION**  
AMERICAN JOBS



**\$65.3 BILLION**  
IN FEDERAL TAX REVENUE



**\$59.2 BILLION**  
IN STATE AND LOCAL TAX REVENUE



## GET INVOLVED

- 1 Visit the OIA Advocacy Center at [outdoorindustry.org/advocacy](http://outdoorindustry.org/advocacy) to learn more about the issues and actions affecting outdoor recreation.
- 2 Educate your elected officials about the outdoor recreation economy, how it can support healthy economies and healthy communities in your neighborhood and encourage policies that promote it.
- 3 Go outside and enjoy the public lands and waters that are our nation's treasures. They belong to you.

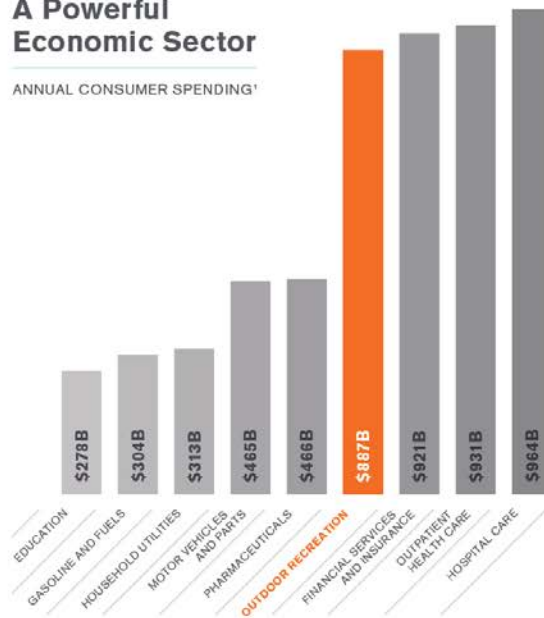
**OUTDOOR INDUSTRY ASSOCIATION**  
TOGETHER WE ARE A FORCE.

2580 55TH STREET  
SUITE 101  
BOULDER, CO 80301

[OUTDOORINDUSTRY.ORG](http://OUTDOORINDUSTRY.ORG)

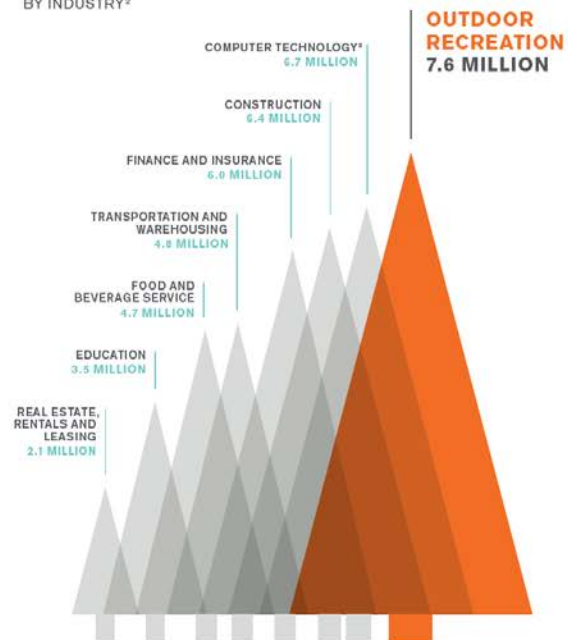
## A Powerful Economic Sector

ANNUAL CONSUMER SPENDING<sup>1</sup>



## Job Comparison

BY INDUSTRY<sup>2</sup>



<sup>1</sup> Bureau of Economic Analysis

<sup>2</sup> Bureau of Labor Statistics

<sup>3</sup> Computing Technology Industry Association

# YOU'RE INVITED!

## Welcome Dr. Ken Haptonstall, PhD

You are cordially invited to the District 51 Foundation Superintendent Welcome Event! Join us for an evening of celebration as we welcome our new Superintendent Ken Haptonstall.

**When:** Monday, July 31 • 7 p.m. - 8:30 p.m.  
**Where:** The Avalon

*Appetizers, water  
and tea will be served.*

*This event is open to the  
entire community.*

*A special thank you  
to Mesa County and  
the cities of Fruita,  
Grand Junction,  
and Palisade for co-  
sponsoring the event.*



# D51F

SCHOOL DISTRICT 51  
FOUNDATION

*Please RSVP for your free tickets  
at [d51foundation.org](http://d51foundation.org)*





# WE'RE BREAKING GROUND!



**Thursday, August 3, 2017  
10:00 A.M.**

**300 W. Ottley Avenue, Fruita, CO 81521**  
*Refreshments will be served.*

Join us for our ground breaking ceremony celebrating the addition of nine new patient rooms and the expansion of our Respiratory and Rehabilitation Therapy, Pharmacy and Activities Departments. We will also have a press conference announcing a new collaborative transitional care program with St. Mary's Medical Center!

**HOSPITALS WORKING TOGETHER FOR OUR COMMUNITY**



**Colorado Canyons**  
HOSPITAL &  
MEDICAL CENTER  
Services provided by **Family Health West**





# **ECONOMIC DEVELOPMENT SUMMIT**

**August 30, 2017**

**6:00 PM**

Please join the City of Fruita and Fruita Area Chamber of Commerce for this event. Your input is greatly valued in efforts to create jobs and improve our Fruita economy. A team can accomplish more together working to bring new businesses to the area while assisting existing businesses with growth opportunities. Please don't miss out on this Community Connection Opportunity! Panel participants include: Frank Ladd, Mike Bennett, Jon Maraschin, Sheriff Matt Lewis, Kelly Flenniken, Curtis Englehart, Terri Benson, and Steve Jozefczyk.

Cavalcade  
201 E. Aspen Avenue  
Fruita, Colorado



**SAVE THE DATE: FRIDAY SEPT. 15**

# **COLORADO RIVER DISTRICT'S ANNUAL WATER SEMINAR**

**Two Rivers Convention Center Grand Junction, Colorado**

## **Points of No Return?**



### **Where go the return flows:**

Irrigation modernization is more than about increasing efficiency. The loss of return flows affects streams, other water users and the environment.



### **Fill Lake Mead first?**

What does that mean to Lake Powell and the Upper Basin. Are both reservoirs viable in the west's new drier climate?



### **The Salton Sea's decline:**

Why California's artificial sea's decline is the wild card that needs to be an ace if California and the Lower Basin states are to have a drought contingency plan.



## Pumping up the Dream Starting a Business in Western Colorado

This class covers the most commonly asked questions including how to do a trade name search, choosing the right legal structure, registering with the state, local licensing requirements, the business planning process, and options for financing your business.

**\$55**  
Class Fee

### Upcoming Class Dates

Tuesday 7/25 1PM-4PM  
Tuesday 8/1 6PM-9PM  
Tuesday 8/15 9AM-12PM  
Friday 9/1 1PM-4PM

### Fast Trac Business Basics

MUST PRE-REGISTER CALL 970-243-5242  
Classes are offered from 12-1 PM

**Must take Starting a Business Class First**

<b>Market Research</b> Learn to use market research tools to generate more business	7/13/17 8/17/17
<b>Business Planning</b> Write a plan to help ensure the success of your business	7/27/17 8/31/17
<b>Internet Strategies</b> Learn how to be accessible through the internet	8/3/17 (FRUITA) 8/29/17
<b>Licensing</b> License your business online	7/20/17 8/24/17
<b>Cash Flows</b> Learn how to do a cash flow budget using Excel	8/10/17(FRUITA)



### Leading Edge

#### Business Planning and Management

The Leading Edge Program is a 12-week program that helps move your business to the next level. This intensive training course provides business owners and entrepreneurs expert guidance in the areas of cash flow management, marketing, finance, personnel, legal issues, and more. Each participant will receive hands-on assistance in preparing a complete business plan. Each participant receives hands-on individualized assistance in preparing a business plan. The course includes 36 hours of intensive training and a minimum of 4 hours of individual consulting. The program is highly interactive, which ensures the flow of information not just from the instructor, but between the participants as well. Apply online or at The Business Incubator Center.

**Starts August 29th**  
Cost is \$275

Call 243-5242 to Register or visit us at  
[gincubator.org](http://gincubator.org)

All Date& Events Are Subject to Change

Events in Fruita will be held at our Fruita Location  
325 East Aspen Street  
Fruita, Colorado



The SBDC is partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions or services. SBA funded programs are extended to the public on a non-discriminatory basis.

**3rd Fri**  
of every month  
**11-Noon**

### Open Coffee Club

GRAND VALLEY E-SERIES

The Business  
Incubator Center  
2591 Legacy Way  
Grand Junction, CO



We will be introducing our new format! Come join us as we talk entrepreneurship, startups, and the Grand Valley lifestyle over coffee. Check [gincubator.org](http://gincubator.org) for monthly speakers. **Friday, August 18th**

### BOOKKEEPING BOOTCAMP

**July**  
**20th**  
**9-2PM**

Learn how to set up and track business accounting records and what types of expenses are deductible. Gain better control of your business by learning how balance sheets, income statements and cash flow projections are prepared and what they can tell you about your business. Instructor, Helen Roe, works with the Loan Fund of Mesa County and has been recognized as an Outstanding Woman Accountant by the American Society of

Cost: \$75

**1st. Thurs**  
of every month  
**5-7 PM**

### GV Food Hub Meetup

Who we are - a group of farmers, ranchers, food producers, and consumers with a strong belief that buying locally creates a community with enhanced economic, health, and social benefits. Our goal is to have a study performed to determine the feasibility of creating a Food Hub in the Grand Valley. The 1st Thursday of each month, from 5-7 p.m. - we'll supply beverages.

### BUSINESS VALUATION

**August**  
**22nd**  
**1:00-2:30**

What would be a fair listing price for a business and how is it determined? Will a lender finance the acquisition? Does selling a business within the industry provide opportunity to command a premium price? Join us in learning about the roles of market analysis and business evaluation in developing a realistic business worth assessment.

Cost: FREE





**WHY FRUITA?** The City of Fruita focuses on three strategic outcomes built upon a base of providing quality core services.

**Quality of Place (QP)** The City of Fruita is a community where residents and visitors love where they are. The City strives to be a bike and pedestrian friendly community by providing a system of sidewalks, trails, and bike lanes that connect our parks, schools, neighborhoods, civic facilities, and commercial areas. We value safe neighborhoods, our geographic natural resources and landscapes, top tier education and healthcare, and we collaborate to provide quality essential infrastructure and services. We are an inclusive community of doers who enjoy active and healthy lifestyles.

**Economic Health (EH)** The City of Fruita strives to be financially sustainable by enabling a stable economy and supporting a diversity of businesses that offer well-paying jobs that attract educated employees. The City works to be fiscally responsible and continuously seeks ways to allocate resources to services and projects that have the highest impact on the City's priorities. We are the innovative leader for economic development in the Grand Valley.

**Lifestyle (L)** The City of Fruita fosters a fun and funky ambiance by celebrating the local arts, farm and ranching history, unique leisure opportunities, and family-friendly events and activities. As a city, we encourage a diversity of cultural opportunities, businesses, and recreational activities. We continue to improve and enhance recreational offerings from traditional to outdoor adventure sports and youth to adult activities. We are a family-friendly community with diverse cultural opportunities, businesses and recreational amenities where visitors feel like locals and locals play like visitors.