



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: SEPTEMBER 29, 2017
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

We have a full agenda Tuesday night with important items on the consent agenda, the second reading and public hearing on the ordinance to enter into a lease of the lake for the cable wakeboard park, discussion of rezoning some Highway 6 frontage properties and overviews of the 2018 proposed general fund, Police Department and Public Works department budgets.

Community Survey

Community surveys reached residents beginning last Saturday and are due this coming Wednesday. The survey may be taken on www.fruita.org at <http://www.fruita.org/hr/page/2017-community-survey> or by filing out the hard copy and mailing with the pre-paid return envelope.

"Tire Cutting" Ceremony for Kokopelli Section of the CO Riverfront Trail & Starburst Award for the Little Salt Wash Trail

Thursday was a big day, including the 'tire cutting' ceremony for the construction of the Kokopelli Section of the Colorado Riverfront Trail. This is 4.5 miles of 10-foot wide hard surface trail from Fruita to the Kokopelli Trailhead via the City's Business Park paid for with \$2 million from GOCO, \$1.2 million from CDOT, \$1 million from DOLA, \$160,000 from the Riverfront Foundation, \$10,000 from Mesa Grand and the remaining match from lottery funds.

Fruita was also the recipient of another Starburst Award for the completed north-south Little



Salt Wash connector trail that was also partially funded with lottery funds (\$200,000 from CO Parks and Wildlife and \$120,500 from Conservation Trust Funds). We don't do ribbons in Fruita and cut the traditional tire tube.



Great Outdoors Colorado

We enjoyed hosting GOCO staff and Board in Fruita this week! They threw an awesome party, well attended by many locals and important partners in our City goals and efforts, in Civic Center Park last night and unveiled their video on their Connect initiative

https://www.youtube.com/watch?v=4KCRMkb36_k&feature=youtu.be

which covers Fruita. Many thanks to GOCO for impacting Fruita's and



Colorado's parks, open space and trails. We will have a copy of this soon to begin sharing as well.

Backcountry.com Dealer Camp in Fruita

30 employees of Backcountry.com enjoyed the Moon Farm hospitality and chose Fruita for a dealer camp last weekend. Mayor Buck and I were invited to spend some time with them before they played on the trails and we got to Fall Festival.



Rocky Mountain Bikes Product Launch in Fruita next week

Look out for a crowd from Rocky Mountain Bikes and their guests in Fruita and out on the trails creating photos and videos of two of their new bikes. Preparations are set for their arrival. Over the Edge has them ready to ride.

GJEP Instagram Feed Takeover

If you are on Instagram, please follow [gjepecondev](#) and you can see the posts I made this past week covering Fruita as the guest Instagrammer.

TID BITS:

- Fruita residents recycled 49 tons of cans, bottles, paper and cardboard (see report below).
- Aspen Alley bid opening was this week for drainage improvements and paving came in under budget.
- Sewer was installed for the next phase of Village at Country Creek Subdivision.
- Concrete may be laid on phase one of construction of the Kokopelli section of the Riverfront Trail in next 3-4 weeks.
- Bids are out for our sidewalk and curb & gutter projects for this year.
- Community Center was back up and running in pristine, clean condition.
- **We will miss Mark Angelo. Today was his last day and he requested we not hold a going away party (in typical Mark fashion) but he will be missed and Fruita is a better place because of his service.**
- Have an awesome weekend.

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

- Another link in the chain for bike trail: <http://www.gjsentinel.com/news/articles/another-link-in-the-chain-for-bike-trail>
- Fruita celebrates trail success: <http://www.nbc11news.com/content/news/Fruita-celebrates-trail-success-448599433.html>
- What's on your wish list for the valley? <http://thebusinesstimes.com/whats-on-your-wish-list-for-the-valley/>
- Celebrate the harvest at one of many pumpkin patches, mazes: <http://www.gjsentinel.com/entertainment/articles/celebrate-the-harvest-at-one-of-many-pumpkin-patch>
- Fruita Fall Festival comes to close: <http://www.nbc11news.com/content/news/447492293.html>
- Public Safety is the prerequisite for economic development: <http://www.gjsentinel.com/opinion/articles/public-safety-is-the-prerequisite-for-economic-dev>
- Thanks, Kristi Pollard: <http://www.gjsentinel.com/opinion/articles/thanks-kristi-pollard>
- Pop-up museum shows 'then and now' photos of national monument: <http://www.gjsentinel.com/news/articles/popup-museum-shows-then-and-now-photos-of-national>
- Off and running: <http://www.gjsentinel.com/sports/articles/off-and-running>
- Riverfront Trail Art comes to Fruita: <http://www.onenewspage.us/video/20170923/8946915/Riverfront-Trail-Art-comes-to-Fruita.htm>
- The Fruita Fall Festival is here: <http://www.nbc11news.com/content/news/447159743.html>
- Who are you most excited to see at the Fruita Fall Festival: <http://kekbfm.com/who-are-you-most-excited-to-see-at-the-fruita-fall-festival/>
- City Council weighs wake board park in Fruita: <http://www.onenewspage.com/video/20170923/8944919/City-Council-Weighs-Wake-Board-Park-in-Fruita.htm>
- FBI crime stats show violent crime increases: <http://www.nbc11news.com/content/news/FBI-crime-stats-show-violent-crime-increases-448121613.html>
- Substitute hired to teach ag at Fruita Monument: <http://www.gjsentinel.com/news/articles/substitute-hired-to-teach-ag-at-fruita-monument>
- Grand Valley residents appointed to state boards: <http://thebusinesstimes.com/grand-valley-residents-appointed-to-state-boards-2/>

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.):*

- **Sept 29-30** is Tour of the Moon.
- **Oct. 2-5** Rocky Mountain bikes will be in town to launch their new bike on the 3rd and 4th.
- **Oct. 4** is the TAP-IN Play & Protect, a west slope water forum at the Factory (750 Main St. GJ) from 3-6 pm. (<http://tapinco.org/colorado-play-protect/>)

- **Oct. 5-6** from 8:30 am – 5 pm on Oct. 5 and 8:30 am – 12 pm Oct. 6 will be the second annual Colorado Outdoor Recreation Industry Leadership Summit (COILS) at the Avalon Theatre in Grand Junction (info below).
- **Oct. 5** is the 31st Business Incubator Center Year Kick-off BBQ & Libations from 4-6 pm at their main location in GJ (details below).
- **Oct. 6** is a Conservation Colorado fundraiser (details below).
- **Oct. 6** is also a Colorado Canyons Association fundraiser movie at the Avalon Theatre: <https://monumentalevents.com/events/6-oct-2017-banff-radical-reels>
- **Oct. 7** is the inaugural West by West West (WXWW) event in downtown Fruit fundraising for Colorado Canyons Association (details below).
- **Oct. 21** is Grand Valley Transit Training from 9:30 – 11:30 am at the Community Center.
- **Oct. 28** is Truck-N-Treat in downtown from 10 am – 12 pm.
- **Oct. 31** is Trick or Treat Street from 3-5 pm.
- **Nov. 4** is Rim Rock Marathon ending in Circle Park from 8 am – 12 pm.
- 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



August 2017 Recycling Benefits for the City of Fruita

In August 2017, we recycled 49 tons of cans, bottles, paper, and cardboard.

Recycling these materials will save the following resources:

528 Mature Trees

Represents enough saved timber resources to produce 6,536,900 sheets of printing and copy paper!

172 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 220 people!

77,756 kWh of Electricity

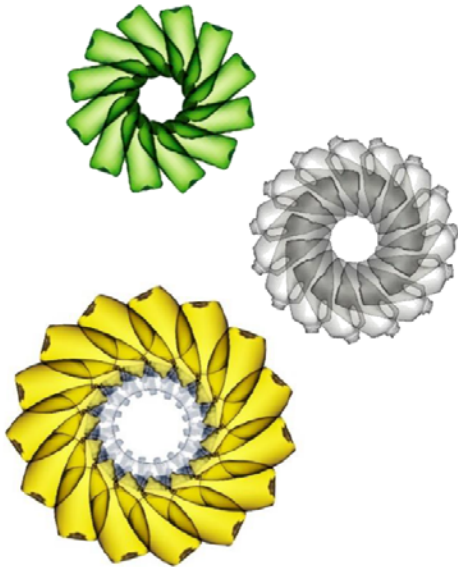
Enough power to fulfill the annual electricity needs of 7 homes!

Avoided 127 Metric Tons of Greenhouse Gas Emissions

Recycling these materials helps create cleaner air!

267,499 Gallons of Water

Represents enough fresh water to meet the daily needs of 3,566 people!



Prepared by Waste Management

Sources: U.S. Environmental Protection Agency, International Aluminum Institute, National Association for PET Container Resources, Institute of Scrap Recycling Industries, Earth Works Group Recycler's Handbook, One Earth Recycle, Bring Recycling.org, National Recycling Coalition, US Forest Products Laboratory, and Waste Management. © Waste Management 2016



Join the Colorado Outdoor Recreation Industry Office on Oct. 5-6, 2017 for the 2nd annual Colorado Outdoor Industry Leadership Summit (COILS). As we collectively strive to develop a flourishing recreation-based economy in Colorado, we want to gather leaders from all over the state's outdoor industry to help establish and execute our vision for the future.

WHO

CEOs, Colorado government officials, executive directors, entrepreneurs, students, and leaders from across the state that represent different cross-sections of the outdoor economy in Colorado.

WHAT

A day-and-a-half of networking, ideas and expert discussions that are designed to catalyze the action we need to elevate and sustain our flourishing outdoor ecosystem in Colorado. Topics include Economic Development, Conservation, Education/Workforce Training and Health and Wellness.

WHEN

Thursday, Oct. 5 from 8:30am - 5:30pm and Friday, Oct. 6 from 8:30am - 12:00pm

[REGISTER HERE](#)

----- REGISTER BY SEPT. 25TH -----

[#COILS2017](#) | [CHOOSECOLORADO.COM/OREC](#)

ADD TO CALENDAR

[iCalendar](#) * [Google Calendar](#) * [Outlook](#) * [Outlook Online](#) * [Yahoo! Calendar](#)

Colorado Office of Economic Development and International Trade, 1625 Broadway,
Suite 2700, Denver, CO 80202

SafeUnsubscribe™_mbennett@fruita.org

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[Try it free today](#)



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

Friday 9/1 1PM-4PM
Tuesday 9/19 9AM-12PM
Tuesday 10/3 1PM-4PM (Fruita)
Tuesday 10/17 9M-12PM

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

Market Research Learn to use market research tools to generate more business	9/21/17 10/26/17
Business Planning Write a plan to help ensure the success of your business	8/31/17 10/5/17
Internet Strategies Learn how to be accessible through the internet	8/29/17 9/12/17
Licensing License your business online	9/28/17 11/2/17
Cash Flows Learn how to do a cash flow budget using Excel	9/14/17 10/19/17



How to list, sell, and prosper on Amazon.

We will address the ins and outs of selling on Amazon.com including how to list your products, ship items to Amazon or directly to customers, and how much it costs. We will address everything from getting started to wholesaling to Amazon.

A powerpoint presentation with lots of detail and a lengthy Q & A to follow.
Speaker(s): Luke Sutherland: My name is Luke Sutherland and I am an Amazon entrepreneur. I formed Product Movement Technologies, LLC in February of 2016. I sell primarily home and kitchen wares, sporting goods, and industrial equipment. Sales of \$80,000.00 in 2016 and projected sales of \$240,000.00 in 2017. I operate out of a home office and religiously study how to better sell on Amazon.
September 27th, 1-3PM
Cost is \$30

Call 243-5242 to Register or visit us at
gjincubator.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 gjincubator.org for monthly speakers.
Friday, September 15th

LEVERAGING INTELLECTUAL PROPERTY FOR BUSINESS SUCCESS

LOCATION: FACTORY- 750 MAIN ST.

Learn about intellectual property from Director of the Rocky Mountain Regional United States Patent and Trademark Office (USPTO), since January 2016, Mollybeth (Molly) Kocalski.

Visit our website for the registration link

Sept.
19th
1-4PM

IS A FRANCHISE THE BEST BUSINESS CHOICE FOR YOU?

Learn how to evaluate a franchise opportunity in a way that will answer all your questions, and address all your concerns.

We will discuss a 7 step process for analyzing a franchise opportunity

Cost: \$45

Using live Video to market your Business

Sept.
21st
8:30-10AM

Have you heard about Facebook Live but don't know if it is right for your business? And is it worth your time?

In this class find out what you need to know about Facebook Live to successfully market your business and reach a wide audience.

LOCATION: FACTORY 750 Main St.

Cost: \$35



BUSINESS INCUBATOR CENTER

Expert Help • Targeted Resources • Tangible Results

Join us for our
year Kick-off!



BBQ &
Libations!



THURSDAY, OCTOBER 5, 2017
4:00 P.M.—6:00 P.M.
AWARDS, FOOD, ENTREPRENEURS!
RSVP TO: FRONTDESK@GJINCUBATOR.ORG

Conserving the Colorado Way

WITH SPECIAL GUEST LUIS BENITEZ

COLORADO OUTDOOR RECREATION INDUSTRY OFFICE DIRECTOR

Whether you are pedaling the Lunch Loops, floating through Ruby Horsethief, skiing across the Grand Mesa, or simply biting into a Palisade peach, life in the Grand Valley is inextricably linked to our environment.

Outdoor recreation is a cornerstone of our state's economy and Conservation Colorado works tirelessly to protect the air, water, and landscapes that bring life to our communities.

Please join Conservation Colorado staff and board members for an evening of light fare and drinks as we explore and celebrate the nexus between conservation and our outdoor recreation economy.

OCTOBER 6, 2017
5:30 P.M. - 8:00 P.M.

2534 PARK MESA CT.
GRAND JUNCTION, 81507

Click here to R.S.V.P.

Suggested Donation Levels:

\$40 Individual
\$70 Couple
\$100 Grand Valley Advocate
\$250 Conservation Champion

For inquiries contact:
Sarah McCarthy (970) 260-3859



WXWW

WEST BY WEST WEST 2017 FRUITA, CO



BLACK LAB AND THE BANJO @ BESTSLOPE 3PM

KYLE HARVEY @ LITHIC BOOKSTORE 4PM

THE GINNY MULES @ THE HOT TOMATO 5PM

ERIKA BELAND & JARED SHAW @ VINTAGE COMMONS 6PM

THE HOPE KINGS @ FRUITA CAVALCADE 730PM

SHAUN RAY @ THE COPPER CLUB 8PM

A BENEFIT FOR COLORADO CANYONS ASSOCIATION



Sponsored by US Bank



www.coloradocanyonsassociation.org/events/wxww



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.



FRUITA COLORADO



City of Fruita staff strive to emulate these core behaviors in everything we do in order to show gratitude for public trust, build trust and maintain trust with the public, our partner agencies and with one another.

We are Fruita. We are...

Fun—This is such a critical behavior that impacts everything we do. If we are not having fun, we must ask why and recalculate and adjust. We must love what we do and where we work, live and play. We are positive and put forth focused effort to have a positive attitude. We are smiling. We are friendly. We enjoy serving the public and working together. We care about the experience those who interact with us internally and externally have.

Respectful—We are empathetic. We take an active interest in each other, residents, businesses and visitors. We listen. We talk one at a time. We compliment and build up others. We are tough on issues and easy on people. We recognize the role of City Council, Board and Commission Members, residents, supervisors, coworkers and customers. We are kind. We treat people with dignity. We embrace diversity and make every effort to think collectively.

United—We are a team. We focus on purpose and work together to achieve our goals. We communicate effectively with each other. We seek consensus, agree to disagree and move forward for the greater good. We support each other. We value partnerships that help us achieve our goals. We remember we are public stewards and serve. We are inclusive. We create synergy by recognizing our strengths and weaknesses and succeeding as a team.

Innovative—Simplicity is our key to innovation. We consider and explore alternatives to the way we've always done it. We are open to new ideas. We welcome calculated risk-taking and learning from our mistakes. We seek continuous improvement and welcome constructive feedback. We ask why and why not. We work to continually improve.

Transparent—We operate as an open book. We create, over communicate and reinforce clarity in our work. We are trustworthy. We assume a positive intent from others. We work with integrity. We seek ways to increase transparency internally and externally.

Authentic—We are unique. We are real. We are different. We are special. We are optimistic. We are exceptional and proud of it. We are comfortable being different. We are open-minded. We are honest. We embrace and value family. We live what we speak. We create clear expectations and work hard to manage those expectations.