



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: OCTOBER 6, 2017
Re: WEEKLY INFORMATION UPDATE

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970-858-8373

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970-858-9558

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970-858-0360

Imondi Wake Zone

This was a big week with City Council approving the lease to IWZ, LLC that will open up Colorado's first full cable wakeboard park in Fruita in spring of 2018. Thanks to the Sentinel for the [coverage](#). Thanks to the Imondis for their partnership and vision. Just think, by next May, the Kokopelli section for the Riverfront Trail that passes by the Wake Zone and business park will both be open. This partnership also creates another free lake access area (west side of lake) for residents during the Wake Zone operation hours.

Rocky Mountain Bike Launch/Press Camp in Fruita

It was a pleasure hosting Rocky Mountain Bikes and all their media, pro rider and influencer guests in Fruita this week. To catch a glimpse of the amazing riding and conditions they had while they filmed and shot photos of two new bikes at Kokopelli and 18 Road, search #gofruita on Instagram and see the many photos and videos they took along the ride. They are also producing professional content soon to hit the industry and provide copies to the City for use. Big thanks to many local businesses who helped this group feel like locals and have a first class Fruita experience.

TID BITS:

- Thanks for putting in the long hours Tuesday night and supporting other events this week!
- Sales tax revenue is 9.29% above 2016 through August. August was 1.91% above Aug. 2016.
- 31 residential dwelling unit permits have been issued this year.
- With Mark Angelo's retirement, Officer Bomar in the Police Department is covering Code Compliance for the time being. Thanks Bob!
- Community surveys were due this week and I don't have the final count from the consultant but know over 550 were submitted at the beginning of the week already! They hoped for at least 400.

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

- The new CO-OP banners will be installed Wednesday.
- We have 3 employees who will do the next round of the Grand Valley Leadership Academy.
- If you notice pink t-shirts under Police Uniforms this month—they are supporting Breast Cancer Awareness Month.
- Short and sweet, this week. Enjoy the weekend!

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


- City Oks lease agreement for wakeboarding park along I-70: <http://www.gjsentinel.com/news/articles/city-oks-lease-agreement-for-wakeboarding-park-alo/>
- Fruita celebrates trail success: <http://www.kjct8.com/content/news/Fruita-celebrates-trail-success-448599453.html>
- Local students collecting school supplies for kids affected by Hurricane Harvey: <http://www.nbc11news.com/content/news/449152663.html>
- Why you should visit Colorado National Monument: <http://www.grindtv.com/travel/why-you-should-visit-colorado-national-monument/>
- Lucky streak has not left the Grand Valley: <http://www.westernslopenow.com/news/local-news/lucky-streak-has-not-left-the-grand-valley/822408832>
- What can you get in Fruita for close to 2.5 million?: <http://kekbfm.com/what-can-you-get-in-fruita-for-close-to-2-5-million/>
- Western Colorado Olympian training for Special Olympic Nationals: <http://www.nbc11news.com/content/news/Western-Coloradan-training-for-Special-Olympic-Nationals-449528713.html>
- Celebrating more than a century of life: <http://www.nbc11news.com/content/news/Celebrating-more-than-a-century-of-life-449678173.html>

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.):*

- **Tonight, Oct. 6** is a Conservation Colorado fundraiser (details below).
- **Tonight, 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



**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 10/3, 1PM-4PM
Tuesday 10/17, 9AM-12PM
Thursday, 11/9 6PM-9PM

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	10/26/17 11/30/17
Business Planning Write a plan to help ensure the success of your business	10/5/17 11/9/17 (Fruita)
Internet Strategies Learn how to be accessible through the internet	10/12/17 11/16/17
Licensing License your business online	9/28/17 11/2/17
Cash Flows Learn how to do a cash flow budget using Excel	10/19/17 11/20/17



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 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 for monthly speakers. Friday, October 20th



BOOKKEEPING BOOTCAMP
UNDERSTANDING FINANCIAL STATEMENTS

Oct 11th
9-2PM

Learn how to set up and track business accounting records. Gain better control of your business by learning how balance sheets, income statements & cash flow projections are prepared and what they can tell you about your business.

Cost is \$75 (includes lunch)

Nov 9th
1PM-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: \$75
Cost: \$35

ARE YOU READY TO PATENT YOUR INTELLECTUAL PROPERTY?

Oct 24th
3-4:30PM

This workshop will introduce you to Invention Canvas, a single-page tool for evaluating the business aspects of an invention, and help you make a data-based decision as to whether you invention is worth investing in a patent. You'll discuss the best way to collaborate with other people in the startup community, and the Ethical Collaboration Agreement.

Instructor: Russ Krajec is the author of "Investing In Patents: Everything a Startup Investor Needs to Know About Patents."

Cost: \$35

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.