



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: DECEMBER 8, 2017
Re: WEEKLY INFORMATION UPDATE

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Tuesday's Special City Council Workshop

We have a rare 2nd Tuesday Council Workshop this Tuesday at 6:30 pm to focus on residential density bonus requirements.

Congratulations to the new GJEP Executive Director, Robin Brown!

Robin begins her first day in this role on Monday, December 11.

\$325,000 is what the City of Fruita has been awarded from an Energy Impact Grant from DOLA!

We received official notice from the Department of Local Affairs that the City's grant application for the Highway 6 Sewer Line extension has been approved. The amount awarded is \$75,000 shy of what is estimated to combine with another \$200,000 contribution and the 2018 line item budget of \$600,000 to complete the project so staff will re-evaluate filling the gap in order to complete the project in 2018.

North Aspen Alley Project Update

This week the concrete was poured in the alley and we anticipate the project completing near the end of next week. We greatly appreciate the businesses impacted by this project and their patience and support. The project has been multi-phased due to different contractor groups working since summer. The project got off to a slower start than anticipated as it took longer to secure all the needed easements and schedule the utility companies to begin the underground utility relocations. Storms in other parts of the country then took some of these groups away once the work had commenced. In the last couple weeks an unknown gas line was located in the way, which caused unplanned work to be done opening up Mulberry and closing the street last week until last Saturday. We are fortunate to have so many team players in the community like our local businesses, which even though this has been an inconvenience realize the benefit. #gofruita

TID BITS:

- Fruita sales tax revenues are in for October and they are 14.55% higher than Oct. of 2016. For the year thru October, this revenue is 10.64% above the

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

same period in 2016.

- Thru November, the Community Center has welcomed 172,378 paid patrons. November alone was 11,971.
- We issued 9 residential dwelling unit permits in November—totaling 44 for the year. See full report below.
- Please see the summary below from the City's partner—One Riverfront.
- Fruita on Country Living's "The 15 Best Small Towns in Colorado":
<http://www.countryliving.com/life/travel/g4872/best-small-towns-in-colorado/?slide=6>
- If you are interested in seeing the videos of many of the session and speakers at the recent Colorado Governor's Conference on Tourism:
<https://www.youtube.com/playlist?list=PLsePj6PBibpkSi2WBed6H-xLTsPbrnvsG>
- The City's AARP, NAFC Member Application to be designated as an Age-Friendly Community and added to the network of age-friendly cities and communities was submitted this week.
- Enjoyed the opportunity to meet with all City coworkers this week to discuss the 2018 budget, 2017 accomplishments and goals moving into 2018.
- We are making great headway in the hiring process for the next Planning & Development Director and will spend a full day next week conducting a hiring assessment with finalists.
- A backboard was broken (glass) after a youth jumped, grabbed and hung on to the rim. Staff is obtaining repair costs and scheduling the replacement. The youth will be trespassed from the facility for some time per policy.
- PnR Staff is reviewing a request to place a cell tower on the Fruita Community Center.
- PnR Staff is working to secure sponsorships for a variety of 2018 Special Events.
- Buddy the Elf is now somewhere in Downtown Fruita...
- With the lack of moisture, Parks staff is watering trees in Fruita parks and facility grounds. Don't forget your trees at home – they need water throughout the year, especially in years like this.
- The 5-2-1 Drainage Authority Board held an electronic meeting and adopted their 2018 budget. 5-2-1 is still interested in pursuing a long term solution for drainage in the valley and is still waiting for the court decision on the GVDD fee. The next 5-2-1 Board meeting will be scheduled for March or April unless decision on the fee is issued and the board decides to meet sooner.
- Completed the startup of the new screen at the headworks building at the WWRF this week! Having two screens is a great improvement and allows staff to maintain each of the screens without significant impacts to the operations and provides redundancy for emergency situations.
- The Business Incubator Center is hard at work designing a new website for the new Fruita co-working space, upgrading the wireless internet to much faster speeds and coordinating with a locksmith and City staff to upgrade the locking system technology aiming to get the new space open in January.

- Progress on the Kokopelli section of the CRT: Wire fencing is being installed, the privacy fencing has been ordered, pilings for the bridge are scheduled to begin next week and partner agencies will be walking the trail with staff to identify how to construct the parallel singletrack features next week.
- Engineering continues working the plans for the Cedar Street sewer/drainage project to go to bid by early February.
- Harrison Townhomes is progressing with sewer installation occurring in the alley gearing up for road base.
- Two new subdivision applications were received this week: Pinewood Estates (10 lots) at 1816 K Road and Soren Subdivision (11 lots) at 582 South Maple.
- We attended the presentation of the Sports Commission's Strategic Plan this week. A copy of the report is available as a separate attachment to this Update.

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

- Fruita Oks \$18.5M budget for 2018:
https://www.gjsentinel.com/news/western_colorado/fruita-oks-m-budget-for/article_a9bd815a-da53-11e7-b353-10604b9f7e7c.html
- Fruita residents to vote on funding question in next election:
<http://www.nbc11news.com/content/news/Fruita-residents-to-vote-on-funding-question-in-next-election-462213373.html>
- Fruita construction slows some business: <http://www.kjct8.com/content/news/Fruita-construction-slows-some-business-462430163.html>
- Fruita Monument High School launches first AP seminar course:
<http://www.westernslopenow.com/news/local-news/fruita-monument-high-school-launches-first-ap-seminar-course/876532532>
- Regional communications center to get phone upgrade:
<http://www.kjct8.com/content/news/462458943.html>
- School District plans purchase of 6,500 computers for students:
https://www.gjsentinel.com/news/western_colorado/school-district-plans-purchase-of-computers-for-students/article_a7dec9e8-da53-11e7-a7ef-10604b9f7e7c.html
- Local girl works to zero out student lunch debts: <http://www.kjct8.com/content/news/West-Slope-comes-together-trying-to-zero-out-lunch-debts-462429043.html>
- CMU funds career advisors in high schools:
https://www.gjsentinel.com/news/western_colorado/cmu-funds-career-advisers-in-high-schools/article_57d89fa2-d8c1-11e7-8c3b-10604b9f1ff4.html AND
<http://thebusinesstimes.com/cmu-expands-program-promoting-additional-education/>
- Breakfast with Santa & Dinosaurs: <http://www.westernslopenow.com/news/local-news/breakfast-with-santa-dinosaurs/873697884>

- Serve & Protect: https://www.gjsentinel.com/news/business/serve-amp-protect/article_36ab6ff4-d7f8-11e7-aa22-10604b9f1ff4.html
- Principals looking to reverse schools' low ratings: https://www.gjsentinel.com/news/western_colorado/principals-looking-to-reverse-schools-low-ratings/article_9cfd57d6-d726-11e7-b07f-10604b9f7e7c.html
- Adapted toys help disabled children play: https://www.gjsentinel.com/news/western_colorado/adapted-toys-help-disabled-children-play/article_82514c92-d98a-11e7-9b84-10604b9f6eda.html
- Fruita & Rifle make "Best Small Towns" list: <http://95rockfm.com/rifle-and-fruita-make-best-small-towns-list/>

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.):*

- **Dec. 9** is the Holiday Arts and Crafts Fair from 10 am – 3 pm at the Community Center.
- **Dec. 9** is the Hometown Christmas Parade (put on by the Chamber) in the downtown beginning at dusk (streets closed between 4 pm to about 7 pm).
- **Dec. 20** is Cookies and Clause at 6 pm at the Community Center.
- **Jan 11** will be a D51 Foundation hosted event including an update from the D51 School Board members and Superintendent on the state of the Schools at the Factory (7750 Main in GJ) from 6 - 7 pm.
- **Jan. 13** is the Denver Nuggets Skills Challenge at 9 am at the Community Center.
- **Jan. 18** we are hosting the Chamber Business After Hours Event from 5:30 – 7:30 pm at the FCC.
- **Feb. 3** is the D51 Foundation annual White Iced Celebration at the CMU Ballroom from 7 - 10:30 pm.
- **Feb. 10** is the Fruita Chamber Annual Banquet at 6 pm at the Community Center.
- **Feb. 17** is the Sweet Heart 5k/1k at 9 am beginning at the Community Center.
- 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 12/5, 9AM-12PM
Tuesday 12/19, 6PM-9PM
Tuesday 1/16, 9AM-12PM
Tuesday 1/30, 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	1/18/18 2/22/18
Business Planning	
Write a plan to help ensure the success of your business	12/14/17 1/11/18
Internet Strategies	
Learn how to be accessible through the internet	1/4/18 2/8/18
Licensing	
License your business online	12/7/17 1/25/18
Cash Flows	
Learn how to do a cash flow budget using Excel	12/28/17 2/1/18



HAPPY
HOLIDAYS

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.



Discover • Inspire • Belong

3rd Fri
of every month
11-Noon

Open Coffee Club
Grand Valley E-Series

The Business
Incubator Center
2591 Legacy Way
Grand Junction, CO



Come join us as we talk entrepreneurship, startups, and the Grand Valley lifestyle over coffee.

Check gjincubator.org for monthly speakers.

Friday, October 20th

"Twenty years from now, you will be more disappointed by the things that you didn't do than by the ones you did do, so throw off the bowlines, sail away from safe harbor, catch the trade winds in your sails. Explore, Dream, Discover." Mark Twain, author.

Feb
thru
May 2018

Leading Edge;
Strategic Business Planning

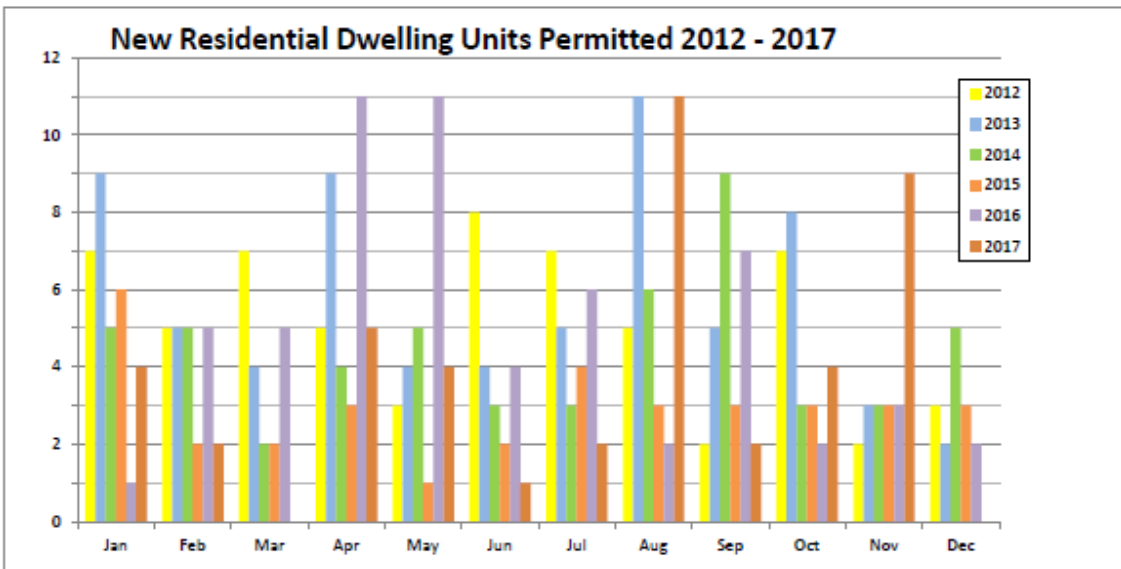
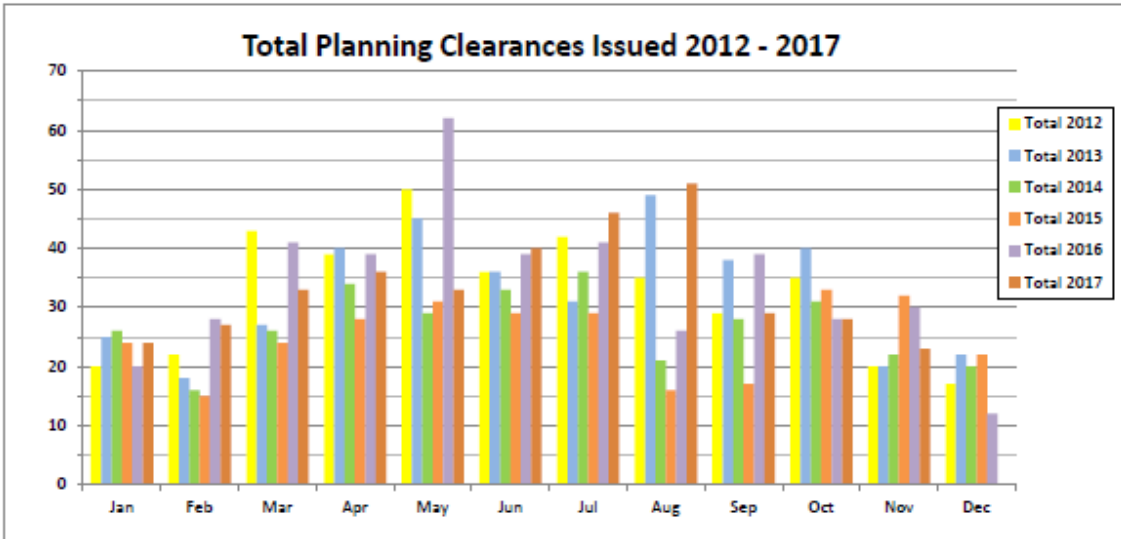
The Leading Edge Program is a 12-week program that helps move your business to the next level. This intensive training course provides business owners and entrepreneurs expert guidance in the areas of cash flow management, marketing, finance, personnel, legal issues, and more. Each participant will receive hands-on assistance in preparing a complete business plan.

Who can participate? Anyone looking to start a business or needs help strategically with their business.

Cost: \$275

MONTHLY DEVELOPMENT REPORT 2017

RESIDENTIAL D/U's PERMITTED AND TOTAL PERMITS ISSUED															
	Total 2011	RES 2011	Total 2012	RES 2012	Total 2013	RES 2013	Total 2014	RES 2014	Total 2015	RES 2015	Total 2016	RES 2016	Total 2017	RES 2017	RES AVER
Jan	16	2	20	7	25	9	28	5	24	6	20	1	24	4	5
Feb	17	7	22	5	18	5	16	5	15	2	28	5	27	2	4
Mar	41	13	43	7	27	4	28	2	24	2	41	5	33	0	5
Apr	29	3	39	5	40	9	34	4	28	3	39	11	36	5	6
May	28	3	50	3	45	4	29	5	31	1	62	11	33	4	4
Jun	30	0	36	8	36	4	33	3	29	2	39	4	40	1	3
Jul	21	3	42	7	31	5	38	3	29	4	41	6	46	2	4
Aug	16	3	35	5	49	11	21	6	16	3	26	2	51	11	6
Sep	22	5	29	2	38	5	28	9	17	3	39	7	29	2	5
Oct	35	6	35	7	40	8	31	3	33	3	28	2	28	4	5
Nov	22	1	20	2	20	3	22	3	32	3	30	3	23	9	3
Dec	17	0	17	3	22	2	20	5	22	3	12	2			3
Total	294	46	388	61	391	69	322	53	300	35	405	59	370	44	52



Break Down of other Development Permits Issued 2017

	Fence	Com	Remodel	Res Remodel	Upgrade	Roof	ge/C arpo	Addn	Sign	Shed	Demo	Mobile	Porch/ Patio	Misc.	Total
Jan	4	0	2	1	4	1	0	0	2	0	0	0	1	9	24
Feb	1	0	3	4	5	3	1	1	0	2	2	0	0	5	27

As we reflect back on 2017, we have much to be grateful for:

Phase I of the Kokopelli connection to the One Riverfront Trail is almost complete. The City of Fruita hopes to start construction of Phase II in January (weather permitting) and a projected completion date in April.

Las Colonias amphitheater was completed and is now open for business.

We were able to showcase the One Riverfront trail during the Visit Grand Junction's Tourism Conference held in Grand Junction this fall.

Great Outdoors Colorado (GOCO) hosted one of their board meetings in Fruita which was followed by a 25th anniversary celebration. The One Riverfront project was highlighted as was our great partnerships and accomplishments over the past 28 years.

Colorado West Land Trust and City of Grand Junction being awarded GOCO funds to build the Lunch Loops connection along Monument Road to the One Riverfront Trail.

These accomplishments were because of your, our generous donors and supporters. Without you, the One Riverfront project would not have been able to provide cash match grants to the City of Fruita, the City of Grand Junction or Colorado West Land Trust.

We hope you will continue your support in 2018 and one of those ways to further your donation is on Colorado Gives Day, Tuesday, December 5th. All donations made to the Colorado Riverfront Foundation through the Colorado Gives.org [website](#) will be matched in part by the Community First Foundation's \$1 million incentive fund. You may pre-schedule your donation [here](#). Be a part and help us reach or exceed our 2017 Colorado Gives Day goal of \$5,000.

Other ways to support the One Riverfront mission in 2018:

- Set up a recurring donation at [Colorado Gives.org](#), for a \$10 monthly donation, you will be helping us to continue to give cash match grants for One Riverfront projects.
- Remember to update your City Market Shopper Loyalty [card](#) with the Colorado Riverfront Foundation as your non-profit of choice.
- When shopping on Amazon, sign in at [AmazonSmile](#) and Amazon will donate 0.5% of the price of your eligible AmazonSmile purchases to **Colorado Riverfront Foundation Inc.** whenever you shop on AmazonSmile.
- Watch for future options in our upcoming e-newsletter.

Again, a **BIG** thank you to all of you for helping us continue the vision of the One Riverfront project. We couldn't do it without you.

Hope to see you on the trail soon. Have a happy holiday season!



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.