



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: JANUARY 12, 2018  
Re: WEEKLY INFORMATION UPDATE

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

On the agenda Tuesday night is a regular meeting at 7:00 pm followed by another special Council Workshop at 7:30 pm to focus on updating the Density Bonus chapter of the Land Use Code. The regular meeting agenda will include an update on Communities that Care by Katie Smith with Mesa County Health Dept. and introduction of the City's new Planning & Development Director Dan Caris.

### **Election Season (cont.)**

Required notices have all been placed for the 2018 election and we have had two people pick up nomination packets for Mayor and eight people for City Council. Completed packets are due on Jan. 22 by 5 pm and Candidate Orientation is scheduled for Feb. 5 at 7 pm in the Community Center's Peach Room.

### **TID BITS:**

- November 2017 City sales tax revenue was up 24.89% over November 2016 (part of this increase dealt with some back payments due to the City) but even with those taken out, there was an increase. Thru Nov. 2017, City sales tax revenue is 11.83% above 2016.
- Looking at sales tax revenues over 2017 through Nov., it is of note that every month so far beginning with April 2017 has been higher than the corresponding month since 2010.
- The Nov. County sales tax revenue portion the City receives was 10.81% over Nov. 2016 and thru Nov. 2017 8.91% over 2016.
- Use tax on vehicles ended 2017 19.97% above 2016.
- Use tax on building materials for 2017 ended the year down 27.59% compared to 2016. The Community Center fund tax revenues thru Nov. 2017 are up 9.82% above 2016.
- Lodging tax revenue thru Nov. 2017 is up 10.01% above 2016.
- The City issued a total of 46 permits for dwelling units in 2017 (2 in Dec.).

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

- So far in January we have issued 10 already.
- While it is only January, the leadership team has begun scheduling out budget meeting for 2019 and beyond to take a more strategic and early approach in our budgeting process.
- Leading up to the OR show in Denver, the Colorado Outdoor Recreation Office has kicked off the #StartOutside campaign requesting “So the next time you take a meeting on the trail, enjoy the beautiful scenery our state has to offer, or shop many of the amazing outdoor brands in Colorado, join the conversation and use #startoutside.”  
<https://www.youtube.com/watch?v=qLO-Ehd7LCc&feature=youtu.be>
- We are set to attend the Outdoor Retailer Winter Show in Denver as part of the large Grand Valley contingent promoting Colorado’s Outdoor Capital later this month.
- A tourism marketing summary for 2017 is below.
- We do have a few spots in the indoor pool where the Diamond Brite coating is coming up. Staff is looking into repair options which will result in a pool closure next week Tuesday - Thursday to drain pool and repair, hopefully opening by Friday.
- The Fun Box at Raptor Skate has been removed due to weathering and deterioration. At this point we do not believe we will be able to make repairs without changing the structural integrity of the fun box – Staff will be looking into options.
- The Community Center is busy! Youth Volleyball, fitness classes, pickleball, day camps, etc. are all in full swing and scheduling space at the FCC is becoming an art and skill.
- Ture Nycum, with assistance from BLM, presented the non-motorized planning grant for 18 Rd trails in Littleton to the Dept. of Natural Resources.
- The first stand-up paddleboard yoga class in the indoor pool went very well Sunday.
- An adventurous cat got a significant amount of attention over the weekend and early into the week when it climbed a power pole and remained there for a few days. With help from Grand Valley Power, the cat was rescued. Thanks to Animal Control office Stacy Nehm for working to find a solution when even though our crews were willing to help could not due to it being an XCEL pole with a transformer on it requiring specific training to deal with.
- Fleet working on ordering police and parks vehicles included in the 2018 budget.
- Job postings for part-time custodian and full-time fleet technician will be advertised starting this weekend.
- Developer for Sunset Pointe Subdivision came in this week to discuss resubmitting the 122-lot subdivision development from 2007 and looking to resubmit a preliminary plan application in the next couple of months.
- The City has 3 employees enrolled in the 2018 Grand Valley Leadership Academy that had their kickoff this Thursday.
- The second pour of the Big Salt Wash abutments occurred this week for the construction of the Kokopelli section of the Riverfront Trail. Phase 2 notice to proceed is scheduled for Jan. 15.
- The Pine-Pabor crosswalk relocation and improvements are complete. As part of a 2018 project to do improvements to the east-west paved trail at this location, the existing trail will be re-aligned with this new crosswalk.

- Staff is now evaluating the next crosswalk improvement budgeted in 2018 at Ottley Ave., 18.5 Rd. and Fremont St. (Future road with current paved trail north-south to Rim rock Elementary).
- The Harrison Townhomes Subdivision now has foundations poured on all 6 units.
- The alignment for the Highway 6 sewer interceptor has been selected and staff is working on plans and profile layouts and preparing required documents for CDOT and UPRR permits.
- I have begun a 3-year appointment to serve on the Romney Institute for Public Management's Executive Advisory Board in support of my MPA program at BYU.
- I had the opportunity to speak to Fruita Rotary this week about 2018 City efforts and plans.
- We met with representatives of Imondi Wakezone this week who have moved one lot over and submitted updates to their plans being reviewed over the next week.
- We are bumping my informal performance review that was scheduled for Jan. 16 to the first meeting in Feb. due to the special Council Workshop following the regular meeting Tuesday night.
- Have an awesome weekend!

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

- 'Polecat' of a different stripe: Lineman rescues a real Fruita wildcat:  
[https://www.gjsentinel.com/news/western\\_colorado/polecat-of-a-different-stripe-lineman-rescues-a-real-fruita/article\\_4a0421ec-f50b-11e7-a089-10604b9f7e7c.html](https://www.gjsentinel.com/news/western_colorado/polecat-of-a-different-stripe-lineman-rescues-a-real-fruita/article_4a0421ec-f50b-11e7-a089-10604b9f7e7c.html)
- Paddle board yoga comes to Fruita:  
<http://www.nbc11news.com/content/news/468254453.html>
- Positions now open on Fruita City Council, Palisade town trustees:  
[https://www.gjsentinel.com/news/western\\_colorado/positions-are-now-open-on-fruita-city-council-palisade-town/article\\_22d4d3ec-f442-11e7-b541-10604b9f6eda.html](https://www.gjsentinel.com/news/western_colorado/positions-are-now-open-on-fruita-city-council-palisade-town/article_22d4d3ec-f442-11e7-b541-10604b9f6eda.html)
- Plans for cooperative to process, market local livestock in the works:  
[https://www.gjsentinel.com/news/western\\_colorado/plans-for-cooperative-to-process-market-local-livestock-in-the/article\\_06c54e30-f379-11e7-a8e2-10604b9f6eda.html](https://www.gjsentinel.com/news/western_colorado/plans-for-cooperative-to-process-market-local-livestock-in-the/article_06c54e30-f379-11e7-a8e2-10604b9f6eda.html)
- Mesa County Commissioners appoint new Chairman:  
<http://www.westernslopenow.com/news/local-news/mesa-county-commissioners-appoint-new-chairman/906886665>
- New GJ Regional Airport Executive Direct begins:  
<http://www.westernslopenow.com/news/local-news/new-gj-regional-airport-executive-director-begins/907283484>
- Guns, tactical vests stolen from state vehicle in Fruita:  
<http://www.kktv.com/content/news/Guns-tactical-vests-stolen-from-state-vehicle-in-Fruita-468251383.html>

- Commissioners consider de-Brucing: [https://www.gjsentinel.com/news/western\\_colorado/commissioners-consider-de-brucing/article\\_4b1b8624-f50b-11e7-8c9a-10604b9f7e7c.html](https://www.gjsentinel.com/news/western_colorado/commissioners-consider-de-brucing/article_4b1b8624-f50b-11e7-8c9a-10604b9f7e7c.html)
- Sales taxes on upswing in county in November: [https://www.gjsentinel.com/news/western\\_colorado/sales-taxes-on-upswing-in-county-in-november/article\\_4b224a40-f50b-11e7-8c9c-10604b9f7e7c.html](https://www.gjsentinel.com/news/western_colorado/sales-taxes-on-upswing-in-county-in-november/article_4b224a40-f50b-11e7-8c9c-10604b9f7e7c.html)
- Health and wellness speaker series continues: <http://thebusinesstimes.com/health-and-wellness-speaker-series-continues/>
- Fine art photographers expand purchase options: <http://thebusinesstimes.com/fine-art-photographers-expand-purchase-options/>
- Biz Buzz—Bestslope Coffee: [https://www.gjsentinel.com/news/business/biz-buzz-jan/article\\_3b87ad24-f695-11e7-9d72-10604b9f6eda.html](https://www.gjsentinel.com/news/business/biz-buzz-jan/article_3b87ad24-f695-11e7-9d72-10604b9f6eda.html)
- D51 Reorganization: <http://www.westernslopenow.com/news/local-news/d51-superintendent-wanted-reorganization-from-day-one-teachers-union-supports/909570804> AND [https://www.gjsentinel.com/news/western\\_colorado/educators-reapply-amid-district-reshuffling/article\\_a6007ea8-f69d-11e7-8235-10604b9f1ff4.html](https://www.gjsentinel.com/news/western_colorado/educators-reapply-amid-district-reshuffling/article_a6007ea8-f69d-11e7-8235-10604b9f1ff4.html) AND [https://www.gjsentinel.com/opinion/editorials/d-s-bold-move/article\\_5208daa2-f66b-11e7-b43d-10604b9f7e7c.html](https://www.gjsentinel.com/opinion/editorials/d-s-bold-move/article_5208daa2-f66b-11e7-b43d-10604b9f7e7c.html)
- Students band together to prevent child suicide: <http://www.westernslopenow.com/news/local-news/students-band-together-to-prevent-child-suicide/911078624>
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**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, Jan. 13** is the Denver Nuggets Skills Challenge at 9 am at the Community Center.
- **Jan. 18** the City is hosting the Chamber Business After Hours Event from 5:30 – 7:30 pm.
- **Jan. 24** CMU is conducting their grand opening an ribbon-cutting for the new Engineering building Confluence Hall at 5pm. RSVPs are required so please let Deb know if you plan to attend.
- **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. 12** the City is hosting the Municipality, School District and County officials' dinner at the Community Center at 6 pm.
- **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 12/19, 6PM-9PM  
Tuesday 1/16, 9AM-12PM  
Tuesday 1/30, 6PM-9PM  
Friday 2/9 1PM-4PM FRUITA

**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	1/18/18 2/22/18
<b>Business Planning</b>	
Write a plan to help ensure the success of your business	1/11/18
<b>Internet Strategies</b>	
Learn how to be accessible through the Internet	1/4/18 2/8/18
<b>Licensing</b>	
License your business online	1/25/18
<b>Cash Flows</b>	
Learn how to do a cash flow budget using Excel	12/28/17 2/1/18



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

1st Thurs  
of every month  
5-7PM

*Grand Valley Food Hub*

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.

**BOOKKEEPING BOOTCAMP**  
UNDERSTANDING FINANCIAL STATEMENTS

Jan. 11th  
9AM-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 Women Accountants. Cost: \$75

Feb 13th  
thru  
May 2nd

**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

1.2017-12.2017

# MARKETING REPORT



## DIGITAL MARKETING



**255K**  
USERS REACHED

**12.7K**  
FOLLOWERS  
(3% INCREASE  
FROM 2016)



**883**  
FOLLOWERS  
(61% INCREASE  
FROM 2016)



**17.2K**  
UNIQUE WEB  
VIEWS  
(10% DECREASE  
FROM 2016)

## OTHER STATS

**10.6%**  
SALES TAX  
INCREASE  
THROUGH 10.2017

**10.8%**  
LODGING TAX  
INCREASE  
THROUGH 10.2017

**SEO: 100+**  
gofruita.com  
PAGES  
OPTIMIZED

**5%**  
INCREASE IN  
ORGANIC  
WEB SEARCH

## PRINT MARKETING



**5 FRONT RANGE  
RECREATION  
MAGAZINE ADS**

183,000 SUBSCRIBERS WITH  
SHELF LIVES OF 3+ MONTHS

## PARTNERSHIPS

**COLORADO TOURISM  
EMAIL FEATURE**

30,000 SUBSCRIBERS  
(SUBSCRIPTION RE-INSTATED)

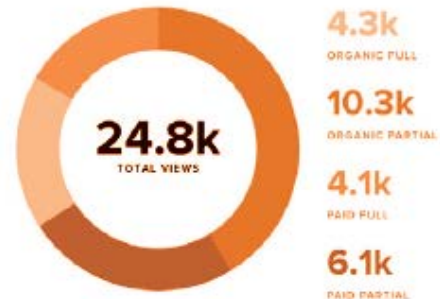
**REGAINED  
MANAGEMENT  
OF COLORADO.COM  
FRUITA PAGE**

# FACEBOOK ENGAGEMENT

## IMPRESSIONS METRICS

Organic Impressions	235,924
Viral Impressions	122,252
Paid Impressions	65,236
<b>Total Impressions</b>	<b>423,412</b>
Average Daily Users Reached	895

## FACEBOOK VIDEO PERFORMANCE



## FACEBOOK STATS BY PAGE

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
Fruita Tourism	12,743	2.87%	111	423,412	3,815	4,293	38.7	1,812

# DIGITAL & PRINT ADVERTISING



RECREATION GUIDE ADS FOR EVERGREEN, FORT COLLINS, HIGHLANDS RANCH, LAFAYETTE & PARKER (183K SUBSCRIBERS)



COLORADO.COM (CTO) LEADERBOARD BANNER AD



**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.