



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: JULY 13, 2018  
Re: WEEKLY INFORMATION UPDATE

---

325 E Aspen  
Suite 155  
Fruita CO 81521

Phone:  
970-858-3663

Fax:  
970-858-0210

E Mail  
fruita@fruita.org

Web Site  
fruita.org

City Manager's Office  
970-858-3663

City Clerk/Finance  
970-858-3663

Community  
Development  
970-858-0786

Engineering  
970-858-8377

Human Resources  
970-858-8373

Public Works  
970-858-9558

Recreation Dept.  
970-858-0360

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

The agenda includes a number of Consent Agenda items such as a CUP for a VRBO, second reading to approve an ordinance for a rooftop lease agreement with Verizon for equipment on the Community Center, a request for approval of a letter from the Mayor to apply to DOLA for the Best & Brightest program and the financial reports. There will be no Administrative items and the first round of my evaluation is scheduled.

### **Former Police Chief Judy Macy**

We are all heartbroken at the news of Judy Macy's passing this week. Our thoughts and prayers go out to Judy's family. I, and I believe I can speak for the rest of the Fruita staff, count myself fortunate to have worked closely with Judy as she served the Fruita community as Police Chief and for her friendship. Judy was not only an outstanding leader and highly effective in her job, but such a compassionate person who always put others first. We at the City of Fruita miss her greatly, but her service will benefit the community for years to come. Services will be held Saturday, July 14 at 10 am at Victory Life Church, 2066 Hwy 6 & 50. A very nice article was included in the Daily Sentinel this week:

[https://www.gjsentinel.com/news/western\\_colorado/she-was-once-in-a-lifetime-boss/article\\_dd1d835a-84cc-11e8-b279-10604b9f7e7c.html](https://www.gjsentinel.com/news/western_colorado/she-was-once-in-a-lifetime-boss/article_dd1d835a-84cc-11e8-b279-10604b9f7e7c.html)

### **Best & Brightest Program**

The Department of Local Affairs (DOLA), School of Public Affairs and University of Colorado Denver and the Center for New Directions have a program called the Best & Brightest. I believe you all are aware of this program, but essentially it provides for a paid full-time internship for two years with a local government of a student earning their Master of Public Administration. The intern works full-time and handles essential work with multiple departments and receives a mentorship from the City Manager. We are a competitive candidate this round as each region may pick one jurisdiction to participate. On the agenda Tuesday night is a request to approve a

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

letter from the Mayor supporting our application to be selected for 2019 – 2020 which is due August 1.

**T.H.E Trail Summit**

We have been working with Over the Edge International for the past year on a summit to be held in Fruita at the Community Center October 10 – 12. Speakers are lining up and invites are out. OTE International was successful in obtaining a grant from a large Bicycle Industry company QBP to help with the costs and registration fees will cover the rest. T.H.E Trail Summit will focus on trails, humanity and experience all surrounding community.

# T.H.E. TRAILS SUMMIT

A SERIES OF CONVERSATIONS + SESSIONS FOR CUTTING "EDGE" MTB DESTINATIONS



T.H.E. TRAIL SUMMIT EXISTS TO FAST-TRACK LEADERS WITH CUTTING EDGE CONVERSATIONS AND TOOLS PERTAINING TO COMMUNITY DEVELOPMENT THROUGH TRAILS, OUTDOOR RECREATION AND MOUNTAIN BIKE TOURISM. IT IS A PLACE WHERE LAND MANAGERS, COMMUNITIES, BUSINESS OWNERS AND TRAIL ADVOCATES WILL JOIN TOGETHER TO PARTICIPATE IN THREE DAYS OF WORKING SESSIONS TO ADDRESS TRAILS-BASED ECONOMIC DEVELOPMENT.

## TRAILS. HUMANITY. EXPERIENCE.

The mountain bike tourism landscape is rapidly evolving where user-ship, investment and competition are very volatile. The questions are at an all-time high and the answers are harder to find. Join these cutting edge conversations, gain insight from individuals who visualized and realized exceptional trails success stories and come away with solutions to be a pioneer of successful community development in your hometown.

### We will be exploring essential questions such as:

\*connectivity \*sustainable landscapes \*intentional experiences \*cultivating a business community around trails-based tourism \*multi-disciplinary leadership tactics \*proactive tourism development \*implementation strategies \*communication strategies and more!

## LOGISTICS

**Dates:** Wed Oct. 10th-Fri. Oct. 12th, 2018.

**Location:** Fruita Community Center, Fruita, CO

**Cost:** \$399/per person

**Includes:** 3 days of workshops, morning coffee & pastries, lunch daily, and evening social events. Each person/organization will also receive a community road map template and workbook to take back to their communities.

## REGISTER TODAY!

Learn how trails-based tourism can better equip your community for long-term success. Register online.

**Space is limited.**



BPHELPS@OTESPORTS.COM - WWW.THETRAILSSUMMIT.COM

### **OEDIT Fruita Community Forum Visit**

As a designated Certified Small Business Community by the Colorado Office of Economic Development and International Trade through the Blueprint 2.0 program that funded the start-up of Fworks Coworking in Fruita, visitors from the Small Business Development Council & Governor's Small business Advisory Council will be visiting with small businesses in Fruita August 9-10. We are coordinating with the Business Incubator Center's SBDC staff to schedule visits. The signs placed on 340 and 6750 coming into Fruita look like this:



Check out the following press release about Imondi Wake Zone—our public -private partnership on the City-owned lake:

**PRESS RELEASE**



**BUSINESS**  
INCUBATOR CENTER

Expert Help • Targeted Resources • Tangible Results

THE BUSINESS INCUBATOR CENTER

2591 Legacy Way, Grand Junction, CO 81503 • 970/243-5242 • Fax 970/241-0771

**FOR IMMEDIATE RELEASE:**

DATE: July 12, 2018

CONTACT: Terri Benson

PHONE: 970-243-5242

### **First of its kind Wakeboard Park brings in out-of-towners and makes a Big Splash!**

Imondi Wakeboard Park opened in early June as the first and only full-sized cable park in the region and has already made a big name for itself with over 1,000 attendees, 70% of which are from out of the area. Visitors from as far away as Egypt, Israel, Europe, and Africa have joined hundreds of others flocking to Fruita to enjoy not only the newest wakeboard park, but the only one between Sacramento and Kansas City (others are located in Texas and Florida). And all these visitors don't just skim the waves, they also stay and enjoy mountain bike trails, restaurants, stores, and more in Mesa County.

The park offers both a 2-tower system geared toward beginners with slow, controlled circuits back and forth across the lake, and a "full" system capable of pulling 7 riders at once in a clockwise circle and includes jumps, rails and ramps. The two systems are a safe distance from each other and allow all skill levels to be on the lake at the same time. 90% of Imondi visitors are recreational wakeboarders or beginners who have never wakeboarded before and who get up, ride, and cut after about 30 minutes of instruction, but they've also had several top pros come to take advantage of this one and only park in the Rocky Mountain Region.

Between them, owners Kodi and Victor Imondi hold the Colorado Wake Association State Championship in Wakeboarding and Wakesurfing, as well as other wakeboard titles in the state. Staff is experienced, with years competing and working at Texas cable wakeboard parks. One has been competing professionally since he was 15 and spent 12 years running Kid's Camps at Texas Ski Ranch.

The park guarantees first timers will get up, as well providing rental of top-of-the-line wakeboards, wakeskates, kneeboards, waterskiis, and Stand-Up paddle (SUP) boards, as well as life vests and helmets. The "birthday package" includes private use of the two-tower system and a dock with picnic facilities, and along with SUP classes and rentals, Imondi will be offering SUP Yoga classes.

Social Media: <https://www.facebook.com/wakeboardcolorado>; <https://www.instagram.com/wakeboardcolorado>

[www.wakeboardcolorado.com](http://www.wakeboardcolorado.com) \_\_\_\_\_(970) 639-0327

The Business Incubator Center serves a mission to support the launch, growth, stabilization and long-term success of business enterprises. We measure success by our ability to guide entrepreneurs through sound business decisions and our positive influence on economic growth in the region. In 2016, this structure has generated powerful results, including:

- the launch of 11 new companies,

- more than \$3.2 million in revenue generated by these companies,
- funding of 29 businesses in the community for \$1.55 million,
- creation/retention of approximately 175 jobs, and
- investment of over \$3.2 million in capital.

For more information on BIC programs please contact Terri Benson at [tbenson@gjincubator.org](mailto:tbenson@gjincubator.org) or go to [www.gjincubator.org](http://www.gjincubator.org) or call 970-243-5242.

### **July City Council Meeting Schedule**

1. Meeting of Tuesday, July 3<sup>rd</sup> – cancelled
2. Meeting of **Tuesday, July 17<sup>th</sup>** – 7:00 p.m. (no changes)
3. Special Meeting of Tuesday, July 24<sup>th</sup> – cancelled and changed to Special Meeting of **Tuesday, July 31<sup>st</sup>** at 6:30 pm. Please arrive at 5:30 pm for business portraits. The Workshop Meeting will follow at 7pm. This is in place of the cancelled workshop of Tuesday, July 24<sup>th</sup>.

### **BLM Seeks Comments on Proposed Changes to Improve Fruita Area Camping (Shared by NCA Manager Collin Ewing—cont.)**

If I have seen you recently I believe I have mentioned to you that our office is hoping to make some improvements to the camping situation in Rabbit Valley. The area has become very popular and there are very few developed campsites. As more and more people dispersed camp in the area we are seeing impacts to recreation experiences as well as to the spectacular resources that draw folks to the area (i.e. wildlife habitat and archaeology). In order to improve the situation we are proposing new campgrounds, and fees so that we can provide core facilities and services, including improved trails! In addition, BLM is looking at changes at 18 Road to expand camping, and an events area. We are currently seeking public comments to help us refine our proposal. Please take a look, and please distribute widely. <https://www.blm.gov/press-release/blm-seeks-comments-proposed-changes-improve-fruita-area-camping>.

### **TID BITS:**

- Thanks to the Business Incubator, the OEDIT Blueprint 2.0 reports for the Fworks Coworking space have been completed.
- Fworks now has 57 members, including three permanent desk members and 5 fulltime members.
- I attended the 5-2-1 Drainage Authority Board meeting with City Engineer Sam Atkins and Councilman Dave Karisny who sits on that board. The Board has directed the Technical Advisory Committee, made up of Engineers and technical staff from the member entities to review and update the White Paper they created after much work in 2015 to present to the board.
- AGNC is hosting the second Regional Comprehensive Economic Development Strategy working session in Rifle on July 25. Dan Caris will attend along with the Chamber.

- Mayor Pro Tem Buck, Dan, Ture and I attended the Senior Advisory Task Force and they agreed to transition the board into a Livability Committee that will help us on that journey. Staff will be working on by-laws to help formally create this board.
- I attended the Downtown Advisory Board meeting this week and they are working hard with the downtown businesses on the north side of Aspen in between Peach and Mulberry to consolidate dumpsters and freshen up the new alleyway, a Carousel on Wheels activity around the Circle on Sunday evening August 26.
- We are in full-fledge budget season to prepare the 2019 budget (although we began in January ☺). We held all the initial department meetings this week.

### Engineering

- Kokopelli Phase II construction continues with hand placed concrete along the south side of I-70 near Loma Interchange. Forming of abutments began for the Reed Wash Crossing.
- The Rim Rock Trail improvement pre-bid meeting was well attended Monday.
- Staff attended the 5-2-1 Drainage Authority Board Meeting Monday. Direction was given to the TAC to re-evaluate the White Paper and develop pros and cons and provide options for moving forward with how to fund drainage needs for the whole 5-2-1 boundary. Sam Atkins attended the Technical Advisory Committee meeting on Thursday this week as they have already gotten started.
- Cedar Way Infrastructure Improvements is set to start advertisement for bid on July 22 with a bid opening mid-August.

### Planning & Development

#### Pre-Application Meetings held this week

- 251 S Pine St- Minor Subdivision
- 614 Raptor Rd- RV Storage

#### Major Subdivisions

- Soren Estates is currently under construction.
- Pinewood Estates is currently under construction. Sewer and Water connections have been completed. Roads and sidewalks should be coming soon.
- Sunset Pointe Subdivision has been submitted and is under review.
- Iron Wheel Major Subdivision will be before City Council August 7, 2018. Planning Commission heard the same Tuesday night and voted 7-0 to move forward.

#### Site Design Review

- Munchies Restaurant: Currently under construction.
- FHE (Frank Henry Equipment): Construction is underway.
- Dolan Storage Units: proposing about 30 new storage units along Highway 6 & 50. Staff is working with the applicant on their application.

### Special Projects & Code Amendments

- Verizon Conditional Use Permit was approved by the Planning Commission on their consent agenda June 12<sup>th</sup> and will be heading to City Council July 17<sup>th</sup>.

### Public Works

- The City's water line on the mountain was leaking under S. 16 ½ Road south of Glade Park and washed out part of the road last week. The Glade Park Pipeline Water Users Association provided pipe and City crews worked with Mesa County to replace the pipe and repair the road. The pipeline was shut down for approximately a week before the repairs were able to be completed.
- Willdan Financial has been in the data gathering phase and staff had the initial kickoff meeting with them this week for the sewer rate study.

### Parks & Recreation

- The Zip-N has been installed at the Fruita Community Center outdoor pool. So far, it appears to be a popular new feature with a constantly flowing line.
- The Request for Proposal on the North Fruita Desert Master Plan was officially sent out last Friday. It is posted on BidNet.com and has been sent to some consultants who have shown interest in the planning projects. It will also be posted through the Professional Trail Builders Association. Proposals are due on August 6<sup>th</sup>.
- The Fruita Rotary Club continues to benefit the community—this coming Tuesday they will present the Recreation Department with \$2,500 toward the Youth Scholarship Fund from money raised at the Mike the Headless Chicken Festival!
- Invitations/Announcements of the Trail Dedication for the Kokopelli Section of the Colorado Riverfront Trail are being sent out this week. The trail dedication will be on Thursday, August 9<sup>th</sup> mainly at the Riverfront Concert at the James M Robb Colorado River State Park – see invitation for more details. While there is still some work to be completed, including the bridge over Reed Wash, MVC has assured us the trail will be completed by August 9<sup>th</sup>. Invite below.



# Dedication of the Kokopelli Section of the Colorado Riverfront Trail

August 9<sup>th</sup>, 2018 at 7:00 pm  
James M Robb Colorado River State Park – Fruita Section

Trail Dedication will take place at the Colorado Riverfront Concert (the Bellamy Brothers). The dedication will last approximately 15-20 minutes featuring speakers from the City of Fruita, the Colorado Riverfront Commission, Great Outdoors Colorado, among others.

**You will need a concert ticket to enter the State Park – please let us know if you plan to attend and how many tickets you may need (they are limited). E-mail Ture Nycum at [tnycum@fruita.org](mailto:tnycum@fruita.org) or call 970-858-0360 x6400**

Prior to the Trail Dedication, join us at 5:00 pm at the I-70 Loma Interchange where the final single-track section of the trail will be completed. After the trail is completed, ride or hike the entire length of the Kokopelli Section (4.5 miles) back to the James M Robb Colorado River State Park, Fruita Section for the official trail dedication and concert.



## Police

- The Junior Citizen Police Academy graduates July 18<sup>th</sup>.
- Chief Krouse and Lt. Peck are attending a Mesa County Public Safety Town Hall Meeting on July 17<sup>th</sup> at 6:00 p.m., at Victory Life Church, hosted by Colorado State Patrol.

## Admin/Finance

- Our reposting of the open Accountant position reaches the first review of applications today.
- Financial information needed for the Wastewater Rate Study is completed for the consultants.

## Human Resources/Tourism

- Aha is doing some maintenance on the City's website and also working on the new ED landing page.
- We heard from the state we must remove the snipes under the billboard and we will be doing so very soon. We will also be working on some repairs and improvements to the billboard this year and have approval to build a new sign to hold snipes in the future.

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

- Five reasons to enjoy Fruita's Thursday Night Concert Series: <http://kekbfm.com/five-reasons-to-enjoy-fruitas-thursday-night-concert-series/>
- You Said It—Thank you for the concert series: [https://www.gjsentinel.com/opinion/you\\_said\\_it/you-said-it-july/article\\_ab4007b2-8270-11e8-9d42-10604b9ffe60.html](https://www.gjsentinel.com/opinion/you_said_it/you-said-it-july/article_ab4007b2-8270-11e8-9d42-10604b9ffe60.html)
- Agricultural burn in Fruita raises questions; <http://www.kjct8.com/content/news/Agricultural-burn-in-Fruita-raises-questions--487820381.html>
- From wheelchair to warrior, meet Fruita's own American Ninja Warrior: <http://www.nbc11news.com/content/news/487713771.html>
- Elevation Outdoors Grand Valley article: <https://www.elevationoutdoors.com/grand-plans/>

**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.*):

- **July 14** is the weekly Farmer's Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **July 16** you are invited to an open house to meet the new BLM Southwest Colorado Manager Stephanie Connolly. She replaces Joe Meyer. The open house is from 11am – 1pm at the GJ Field Office near the airport.
- **July 19** is the Thursday Night Concert in Civic Center Park at 7:30 pm featuring Stray Grass (Bluegrass/Americana).
- **July 21** is the weekly Farmer's Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **July 26** is the Thursday Night Concert in Civic Center Park at 7:30 pm featuring The Williams Brothers Band (Blues Rock/Outlaw Country).
- **July 28** is the weekly Farmer's Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **Aug. 2** is the Thursday Night Concert in Civic Center Park at 7:30 pm featuring Timber! (Bluegrass).
- **Aug. 3** is Food Truck Friday from 5:30 – 8:30 pm in Civic Center Park.
- **Aug 4** is the weekly Farmer's Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **Aug. 9** is the Thursday Night Concert in Civic Center Park at 7:30 pm featuring Soul Habit (Funk & Soul).
- **Aug. 11** is the weekly Farmer's Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **Sept. 7** is Food Truck Friday from 5:30 – 8:30 pm in Civic Center Parks.
- **Sept. 28** is the last Food Truck Friday for the year from 5:30 – 8;30 pm in Civic Center Park.
- **The Business Incubator** calendar of events is below.
- The Fruita Community Calendar is available on the website at: <http://www.fruita.org/calendar>.
- The **2018** Events Information is also available online at: <http://www.fruita.org/parksrec/page/special-events> and upcoming are copied below.

CC. Department Directors

Kokopelli 140	9/7/18	Open Venue	wraps up back in Fruita	Ultra marathon and mountain bike race to Moab, Utah. Participants bussed back to Fruita.
Fruita Fall Festival	9/21/18	Open Venue	Downtown Fruita	Parade, carnival, crafts, food, music and other attractions.
Tour of the Moon	9/29/18	8am-5pm	Civic Center Pavilion	Bike Tour Fruita aide station.
Truck N Treat	10/27/18	10am-Noon	Civic Center Park	Wear your costume and explore unique vehicles!
Trick or Treat Street	10/31/18	3pm-5pm	Downtown Fruita	Visit the Fruita downtown businesses to collect candy!
Rimrock Marathon	11/3/18	8:00 AM	Colorado National Monument	Continuing a yearly tradition occurring inside the CNM, this venue provides epic views and a world class running course.
Holiday Arts and Crafts Fair	12/8/18	10am-3pm	Fruita Community Center	Enjoy shopping over 50 vendors at this FREE show!
Hometown Christmas and Parade of Lights	12/8/18	Parade at Dusk	Downtown Fruita	Holiday cheer and beautiful lights and shopping.
Cookies-n-Clause	12/19/18	6pm	Fruita Community Center	Wear your PJ's and enjoy a short film, story and photos with Santa!
<p><b><u>For more information, or if you don't see the event you were looking for:</u></b>            City of Fruita Parks and Recreation Department (970) 858-0360            Fruita Tourism <a href="http://www.gofruita.com">www.gofruita.com</a> (970) 858-8373            Fruita Chamber of Commerce (970) 858-3894</p>				



## How to Start 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 7/10 1-4pm (in Fruita)  
Monday 7/23 1-4pm  
Tuesday 8/7 6-9pm  
Tuesday 8/21 9am-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*

<b>Market Research</b> Learn to use market research tools to generate more business	7/12/18 8/16/18
<b>Business Planning</b> Write a plan to help ensure the success of your business	7/5/18 8/9/18
<b>Internet Strategies</b> Learn how to be accessible through the internet	6/28/18 8/2/18
<b>Licensing</b> License your business online	7/19/18 8/23/18
<b>Cash Flows</b> Learn how to do a cash flow budget using Excel	7/26/18 8/30/18



## Old School Marketing

*It's not ALL about Digital*

Old school marketing isn't dead, it's just not as glamorous or as much hyped as digital marketing. If you already do digital and want more, or you need to know what else besides digital marketing is out there, this workshop can give you some options.

Terri Benson is the Marketing Director and a staff coach at the Business Incubator Center, and has owned several businesses.

#### When

July 17, 2018, 1:00PM-2:30PM

#### Cost

\$35

Call (970) 243-5242 to register or visit  
[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 Avenue  
Fruita, CO



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.

June 29<sup>th</sup>  
9PM-12PM

## Employee Ownership

IS IT RIGHT FOR YOUR BUSINESS?

Making the transition from one or a few owners to many employee owners can be a daunting consideration. This workshop will cover what employee ownership is, how it works, and if it can work for your business.

Halisi Vinson, Executive Director of Rocky Mountain Employee Ownership Center, brings a wealth of knowledge and a strong skill set developed through her work in business development, marketing, consulting and over half of a decade in the venture capital industry.

Cost: \$55, second person half price

## Bookkeeping Bootcamp

UNDERSTANDING FINANCIAL STATEMENTS

July 12<sup>th</sup>  
9AM-2:00PM

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

July 31<sup>st</sup>  
9AM-1:30PM

## Government Contracting Workshop

Are you interested in doing business with the government? This workshop will help you understand the various federal and state government certification programs that can give you a competitive edge in contracting. You'll learn about the eligibility requirements and benefits for minority, woman, and veteran-owned businesses, as well as those in special economic zones and smaller-sized businesses. You'll also have a chance to talk with government representatives and partners who can help get you started.

Cost: \$15



June 23—September 15, 2018

---

# SATURDAYS

---

8:30 AM—12:30 PM

Fruita's Civic Center Park

Fresh Produce • Located on the Grass  
Live Music • Kids in Business • Dog Friendly



*\*Dogs must be kept on a leash\**

We proudly accept SNAP/DUFB





**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.