



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: AUGUST 24, 2018
Re: WEEKLY INFORMATION UPDATE

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Fruita CO 81521

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City Clerk/Finance
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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 Workshop

We have a full line-up of various planning and development topics to discuss at the workshop, including: the impact fee collection process, plat hold process, lot sizes and density in the downtown mixed-use zone, parking and the associated design exception process, the minor subdivision process and current and past development projects.

Vote for Fruita—Elevation Outdoors' Top Towns 2018

Elevation Outdoors is gearing up for their annual online voting competition for Colorado's top adventure towns, which Fruita has been in the top three the past three years! Voting begins August 27 and will run through October 1, so start watching www.elevationoutdoors.com and share with all your friends to vote daily!

TID BITS:

- Check out our Mayor discussing how to pronounce Fruita on the Denver News: <https://www.9news.com/video/entertainment/television/programs/next-with-kyle-clark/how-do-you-pronounce-fruita/73-8221650>
- We were selected as a participating community to host a Best and Brightest Intern for two years during 2019 and 2020. A selection process will occur this fall that will include myself traveling to Denver to interview MPA students.
- You are invited to a special luncheon with State Demographer, Elizabeth Garner. More info in Upcoming Events and full flyer below.
- We are making some great headway on the 2019 budget thanks to the efforts of department directors and especially Margaret!

Engineering

- Kokopelli Trail Phase II work continues with railing and fencing improvements wrapping up in early September.
- A good turnout showed for the pre-bid for the Cedar Way infrastructure Improvements Project. Bids will be publicly ready this Friday at 1:30 pm.
- The Rim Rock Trail Improvements project continues with work between Pine Street and Arches Drive.

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

- Depending on the delivery of sewer pipe and manholes, the Highway 6 Interceptor Sewer Project will start pipe installation the first week of September.

Planning & Development

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.
- Iron Wheel Major Subdivision final plat/plan application under review.
- Garden Estates Major Subdivision (located at 910 Adams Drive, south of I-70 and west of 18 Road in Fruita, Colorado.)
- Oak Creek Major Subdivision (located at 18 ½ & K.4 Rd) currently under review

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.
- Brandon Commercial Phase III has been submitted for review.
- Snooks Bottom BBQ Site Design (132 West McCune Ave)
- Softgel Co. Site Design Review (853 Raptor Rd)

Special Projects

- Oak Creek North Annexation (The project is located on the northwest corner of K 4/10 Road at the intersection with 18 ½ Road.)
- Oak Creek South Annexation (The project is located on the northwest corner of K 4/10 Road at the intersection with 18 ½ Road.)
- Fruita Collar Club Conditional Use Permit- dog boarding/daycare facility located at 110 E. McCune Ave

Special Webinar invitation to Planning Commissioners and City Council

You are invited to join us for a series of Lunch and Learn Webinars that will take place at the Fruita Civic Center. You can RSVP to kmclean@fruita.org or you can call Kelli at 970-858-0786 to reserve your seat. Please see the table below for specifics.

Webinar	Date	Mountain Daylight Time
Planning Process: What Elected Officials Should Know	Thursday, August 30, 2018 RSVP by August 24, 2018 Lunch: Hot Tomato	12:00 PM – 1:00 PM

Census 2020	Monday, September 10, 2018 RSVP by September 4, 2018 Lunch: Jimmy Johns	12:00 PM – 1:00 PM
An Urban Renewal Authority In Action	Wednesday, October 3, 2018 RSVP by September 26, 2018 Lunch: Jimmy Johns	12:00 PM – 1:00 PM

Public Works

- All city collector streets were restriped this week, which included painting 311,544 feet of lane lines with minimal impacts to traffic and only slight impacts to the schedule caused by the rain.
- Crews will continue to work in re-striping various crosswalks around the City in the coming weeks.

Parks & Recreation

- Reviewed the 9 North Fruita Desert proposals and will be interviewing 4 finalist firms next week with trail partners COPMOBA and BLM.
- We received word this week that the Land Water Conservation Fund transfer we have been working on for the last year is being approved.
- Thanks to our Parks crews who successfully removed the graffiti on the mural on the underpass on Little Salt Wash Trail.
- The last day of the outdoor pool to be open to the public is Labor Day Monday before it closes for the season. Tuesday, Sept. 4, it will be open for the dogs to enjoy though!

Police

- Kudos to our PD who assisted in obtaining a stolen truck and mountain bikes that turned into being part of the arrest in GJ of seven related to many stolen bikes in the Valley.

Human Resources/Tourism

- Check out this recent blog posting about the best places for camping in Fruita: <http://pedaladventures.com/fruita-best-places-to-camp/>
- In partnership with the Colorado Tourism Office, Slate has set up “A Fruita Experience” included in the State Field Guide for a suggested 3-day trip to Fruita: <https://www.colorado.com/fieldguide/fruita-experience>
- Don’t forget to check out www.gofruita.com occasionally to follow new blog posts on Fruita that get shared widely through the City’s tourism Facebook and Instagram feeds. #gofruita
- Mayor Kincaid will represent Fruita as a speaker on a panel at the Governor’s Tourism Conference.

Admin/Finance

- The new records retention area and storage is currently being assembled at the Civic Center.

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

- Eager cyclists must wait for Kokopelli Trail opening:
https://www.gjsentinel.com/news/western_colorado/eager-cyclists-must-wait-for-kokopelli-trail-opening/article_e9c71b26-a42e-11e8-b28a-10604b9f7e7c.html
- Exciting times in Fruita: Combination of factors encourage upbeat outlook:
<https://thebusinesstimes.com/exciting-times-in-fruita-combination-of-factors-encourage-update-outlook/>
- Seven arrested after cache of stolen cycles found:
https://www.gjsentinel.com/news/western_colorado/seven-arrested-after-cache-of-stolen-cycles-found/article_e1ffbdfc-a759-11e8-95c9-10604b9f1ff4.html
- Dental practice and sandwich shop open in Fruita: <https://thebusinesstimes.com/dental-practice-and-sandwich-shop-open-in-fruita/>
- Charter Communications offers faster internet services: <https://thebusinesstimes.com/charter-communications-offers-faster-internet-services/>
- County Ok's hunting dog kennel: https://www.gjsentinel.com/news/western_colorado/county-oks-hunting-dog-kennel/article_b53cb6cc-a5d2-11e8-af7f-10604b9ffe60.html AND <http://www.nbc11news.com/content/news/491604151.html>
- Communities in region measure big rainfall amounts:
https://www.gjsentinel.com/breaking/communities-in-region-measure-big-rainfall-amounts/article_8db24d34-a644-11e8-a3be-17d9f87ee8c6.html
- They'll come home: https://www.gjsentinel.com/news/they-ll-come-home/youtube_d0510c50-a3cb-11e8-9483-27dd504e10bd.html
- Fruita resident desperately searching for a new kidney:
<https://www.w3livenews.com/News/ReadArticle>
- Rodeo benefit for the Blasdel family: <https://www.westernslopenow.com/news/local-news/rodeo-benefit-for-the-blasdel-family/1379064006>
- Benefit for Fruita bull rider Blasdel is Saturday at Rim Rock Rodeo:
https://www.gjsentinel.com/sports/community/benefit-for-fruita-bull-rider-blasdel-is-saturday-at-rim/article_5012a8ac-a5d1-11e8-a164-10604b9f6eda.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, Aug. 24** is Fruita Fourth Friday. See flyer below.
- **Aug. 25** is the weekly Farmer's Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **Aug. 25** is the official grand opening event for the Cameo Shooting and Education Complex. More info to come.

- **Aug. 28** is the groundbreaking ceremony to celebrate construction of replacing Runway 11-29 with Runway 12-30 at the Grand Junction Regional Airport. RSVP by noon Aug. 27 to amorison@gjairport.com.
- **Sept. 6** you are invited to attend a Workforce Development Luncheon with special guest speaker, Elizabeth Garner from 12 – 1:30 pm., RSVPs are required @ <https://goo.gl/forms/ZvyTAdnkDKiz79F62>. Flyer below.
- **Sept. 7** is Food Truck Friday from 5:30 – 8:30 pm in Civic Center Parks.
- **Sept. 7 & 8** is the Kokopelli 140 Ultra Run and Mountain Bike Race from downtown Fruita to Moab. www.kokopelli140.com Mayor Kincaid is riding the two-day race—all 140 miles, and the City will also have a relay team!
- **Sept. 8-9** is the 7th annual Desert's Edge Triathlon at Highline Lake State Park from 7am – 1:30pm (Two days of racing and a weekend of camping with other triathletes and their fans).
- **Sept. 8** you are invited to join XCEL Energy in their annual Day of Service from 8-11 am volunteering for STRiVE or Rivers Edge West. This means you can serve at the Western Colorado Botanical Gardens doing a variety of jobs including painting, sanding, weeding, etc. or at Rivers Edge West working to remove invasive species along the riverfront.
- **Sept. 15** is the Fruita Residents & HOA Board Member Workshop with our Code Compliance Officer from 9 am – 11 am at the Fruita Community Center.
- **Sept. 21-23** is the 104th annual Fruita Fall Festival presented by Alpine Bank. <https://fruitafallfestival.com/>
- **Sept. 28** is the last Food Truck Friday for the year from 5:30 – 8:30 pm in Civic Center Park.
- **Oct. 5** is the 3rd annual Colorado Outdoor Recreation Industry Leadership Summit in Colorado Springs.
- **Oct. 10 -12** is T.H.E. Trails Summit at the Community Center. Info below.
- **Oct. 11** will be the formal Kokopelli Section of the Riverfront Trail Celebration in downtown Fruita—more to come.
- **Nov. 23 – 25** is the annual, and much anticipated cyclocross races at Little Salt Wash Park:
 - 11/23/2018 (Friday) 2pm - 6pm: Team Gobble Cross at Little Salt Wash Park, Fruita. Random team assignment cyclocross bike racing while celebrating Thanksgiving.
 - 11/24/2018 (Saturday) 8 am - 4 pm: Salty Cross Day 1 at Little Salt Wash Park, Fruita. Cyclocross Bike Races & 5k cross country run race.
 - 11/25/2018 (Sunday) 8 am - 4pm: Salty Cross Day 2 at Little Salt Wash Park, Fruita. Cyclocross Bike Races & 5k cross country run race.
- **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><u>For more information, or if you don't see the event you were looking for:</u> City of Fruita Parks and Recreation Department (970) 858-0360 Fruita Tourism www.gofruita.com (970) 858-8373 Fruita Chamber of Commerce (970) 858-3894</p>				

The City of Fruita and Fruita Area Chamber of Commerce
Present:

2018 Economic Development Forum

WEDNESDAY, AUGUST 29, 2018

6:00PM - 8:00PM

@ FRUITA LAGOONS PROPERTY

*SOUTH OF I-70, AT END OF RAPTOR RD— BEHIND LAQUINTA
(IN CASE OF BAD WEATHER, MEET AT DINOSAUR JOURNEY)*

Hear updates on the Fruita Lagoons Redevelopment Project, new business activity, developments throughout the City of Fruita & more! Free to attend.





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 8/7 6-9pm
Tuesday 8/21 9am-12pm
Tuesday 9/18 1-4pm
Thursday 10/4 6-9pm

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 8/16/18
9/20/18

Business Planning

Write a plan to help ensure the success of your business 8/9/18
9/13/18

Internet Strategies

Learn how to be accessible through the internet 8/2/18
9/6/18

Licensing

License your business online 8/23/18
9/27/18

Cash Flows

Learn how to do a cash flow budget using Excel 7/26/18
8/30/18



Leading Edge Business Planning and Management Course

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?

Owners of start-up and existing businesses.

Start Date: Aug. 28, 2018 | Graduation: Nov. 13, 2018

Download application at gincubator.org or see the front desk. Application and payment due Aug. 21.

Cost: \$275.00

Classes held Tuesday evenings from 6-9pm

Call (970) 243-5242 to register or visit gincubator.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.

July 31st
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 (includes lunch)

Business Valuation

WHAT'S IT WORTH TO YOU?

Aug. 3rd
1-2:30PM

What would be a fair listing price for a business and how is it determined? Will a lender finance the acquisition? Does selling a business within the industry provide an opportunity to command a premium price?

Join us in learning about the roles of market analysis and business evaluation in developing a realistic business worth assessment.

Cost: Free

Sept. 14th
2-4PM

How to Protect What's Yours

UNDERSTANDING INTELLECTUAL PROPERTY

Patent Attorney Judith Keene from Holzer IP Law in Denver will lead this workshop on understanding intellectual property and how to protect what is yours.

Topics include:

- Patents
- Trade Secrets
- Domain Names
- Trademarks
- Copyrights

Networking to follow!

Cost: \$10



FRUITA FOURTH FRIDAY

August 24, 2018

The following business will be open late for the event:

- ~ Best Slope Coffee – Pop-up Art Gallery 5-9pm
- ~ Chow Down Pet Supplies – 20% off on Toys & Treats. Bring a receipt from another downtown business receive addition 10% off.
- ~ Christian Collage Bookstore: Come meet local author Duane Hauser 6- 9pm
- ~ Copper Club Brewing Co. – A.J. Fullerton 7:30pm
- ~ Gears Frozen Yogurt – Guess it Free Friday 5-9pm
- ~ Lithic Bookstore & Gallery- Open Reading 7-8pm
- ~ Raspberry Hill Boutique – Metal Effects Paint Class 6-9pm
- ~ Rose Hue Gallery –Amelia Marlow: Crystalline Potter, Diane Saulnier: Water Color, Shelly Booth: Alcohol Ink, Gerry Jensen: Oil.
Complementary Refreshments provided 6-9pm

MESA COUNTY WORKFORCE CENTER
WORKFORCE DEVELOPMENT
LUNCHEON

TAKING A LOOK AT
WORKFORCE
DEVELOPMENT IN MESA
COUNTY

SEPTEMBER 6, 2018

12:00- 1:30PM

LOCATION: BUSINESS CENTER
LUNCH PROVIDED

Understanding Demographic Trends
Elizabeth Garner, State Demographer

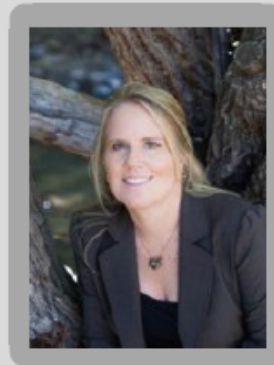
Population growth patterns across the State are driven by demographic and economic factors.

What factors are impacting Mesa County and how are they forecasted to change over time? State Demographer Elizabeth Garner will provide an update on the current population and economic estimates and forecasts highlighting the key trends impacting Mesa County.

Work Ready Community
Update and Progress

Curtis Englehart

RSVP @ <https://goo.gl/forms/ZvyTAdnkDKiz79F62>



Elizabeth Garner





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



[View this email in your browser](#)

T.H.E. TRAIL SUMMIT

TRAILS HUMANITY EXPERIENCE

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.

Greetings Friends!

Registration is now open for 100 seats at [T.H.E. Trail Summit](#), happening October 10-12, 2018 in Fruita, Colorado. Hosted by [Over the Edge Sports](#) and the [City of Fruita](#); **T.H.E. Trail Summit** is three days of working sessions to address trails-based economic development. We aim to host the most relevant conversationS in mountain biking today and help attendees explore options, clarify intentions, navigate process and realize their vision for their destination.

Twenty four years ago in the birth of Fruita mountain biking, we knew that we needed to do more than just "build trails." The vision of Fruita had to be special in order to draw people's attention. Today an immeasurable number of places are grabbing for the attention of the mountain bike audience. Dozens of styles from free-ride to e-Bike to pump track in the park are being implemented to drive tourism and competition has skyrocketed. *So why isn't every town that has great singletrack the hottest new destination?* The paths to success are blurry; trail style and user demographics are getting confused and are setting the stage for failed efforts, wasted funds and scars across the land.

Where do you lie in this tangled web of trails-based recreation? What is the “beautiful forward” for your place, your community, your neighbors and our sacred planet? What about the future of trails for coming generations? These are the serious conversations we are going to share at T.H.E. Trail Summit. We hope you can join, become part of the solutions and bring your knowledge and gifts to this group of forward thinking trails/bike industry professionals! Please [register now \(click to register\)](#) or *forward this email* to any of your co-workers/contacts that may find this relevant to their projects.

The fun and more specific details:

Who is invited to participate? Community Leaders, Local, Land Managers, Regional and State Governments, Trail Designers and Builders, Tourism Professionals, Community Stakeholders, Project Managers and Leaders, Trail/Recreation Volunteers, Advocacy Representatives, and individuals that are committed to trail projects.

Who will be presenting? Our presenters bring decades of insight and experience to help you take an introspective look at yourselves, your community and your path forward in trails, community development, and enhancing people's lives. We have people and panels representing every facet of trails-related development. [Click here to learn more and see who will be speaking and on what.](#)

The presenters will be more like facilitators; they will be prepped to ask more questions, lead conversations and create a workshop environment so that people are not needing to sit, listen and integrate, but instead can be curious, find answers and start problem solving.

How will we address this? Each day of the summit has a theme and as a group we will experience these topics through discussions, speakers, panels, experiential learning, and social/networking opportunities. [See the schedule here.](#)

Why should you join us? The goal of this summit is to help attendees understand the true broad picture of trails-based tourism. Attendees will benefit because in addition to participating in the think-tank of the future of mountain biking they will be provided a blank Community Road Map that they can take back to their communities and be able to craft a vision with their community cohort!

For more information please check out our website or [email us directly.](#) The link to the registration/information page is: <https://www.eventbrite.com/e/the-trails-summit-tickets-44727563346>. Let us know that you can make it and RSVP on our [Facebook page!](#)

We look forward to sharing [T.H.E Trail Summit](#) with you and wish you an adventurous, happy riding season until then!

Thank you kindly,

Troy Rarick, Brittany Phelps, and Paul Aieta

Over the Edge Sports, Ltd.

T.H.E Trails Summit, Fruita

October 10th-12th, 2018

Sign up today! www.thetrailsummit.com

REGISTER NOW!

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.



T.H.E. TRAIL SUMMIT

ITINERARY

WEDNESDAY, OCTOBER 10

- 4:00PM ARRIVAL & EVENT CHECK-IN
- 4:30PM "SA4 NO UNTRUE THING," THE SINGLE TRACK FROM FRUITA TO FRUITION; THE POWER OF VISION BY TROY RARICK
- 5:30PM KEYNOTE: "TRAILS CONNECTING PEOPLES, PLACES, COMMUNITIES AND ECONOMIES" BY PETER SOLL4
- 6:30PM HAPP4 HOUR SOCIAL

THURSDAY, OCTOBER 11

- 9:30AM THEME OF THE DAY: INTENTIONAL DESIGNED DESTINATIONS BY TROY RARICK
- 10:00AM TRAILS W. PURPOSE; "CLINO OVER EGO;" TRAIL-TOOLS FOR ACCURATELY CREATING ENERGIZING TRAIL EXPERIENCES FOR YOUR USER" BY TONY BOONE
- 11:00AM Q&A PANEL DISCUSSION: PETER SOLL4, TONY BOONE, CITY OF FRUITA, TROY RARICK, JON PRESCOTT, DAVE WIENS
- 12:15PM LUNCH
- 2:00PM "FINDING FLOW IN THE DAUNTING WORLD OF BUREAUCRACY; HONORING PEOPLE, PARTNERS, PLANET AND PROCESS" BY CLINT KINNEY
- 2:45PM "NOT JUST A CYCLIST ANYMORE;" DISCOVERING AN IDENTITY IN THE VAST EXPANDING WORLD OF TRAIL BASED RECREATION" BY DAVE WIENS
- 4:00PM Q&A PANEL DISCUSSION: DAVE WIENS, MIKE BENNETT, COPMOBA REP, CLINT KINNEY, WILDLIFE REPRESENTATIVE, PATRICK KELL
- 5:00PM EXCURSIONS DEPARTING FROM OVER THE EDGE, FRUITA
- 8:00PM BEER TASTING EVENT AT COPPER CLUB

FRIDAY, OCTOBER 12

- 9:30AM THEME OF THE DAY: "EXPERIENCE THIS," THE ENERGY OF FORWARD. COMING TOGETHER, COMING CLEAN & CONNECTING DOTS" BY TROY RARICK
- 10:00AM "ROOTS IN THE DIRT;" DIGGING THE PATH FROM VISION TO REALIZATION THAT HONORS PEOPLE, PROCESS AND OUR PLANET" BY NICK BOWMAN
- 11:00AM "THERE'S MORE THAN WINNING," EVENTS & AN INDUSTRY EMBRACING THE FUTURE OF TRAILS-BASED EXPERIENCES" BY ANDREAS HESTLER
- 11:45AM Q&A PANEL DISCUSSION: JEN ZEUNER, ANDREAS HESTLER, NICK BOWMAN, PETER SOLL4, BARB BOWMAN, HIGHLINE LAKE STATE PARKS
- 12:15PM LUNCH
- 2:30PM CONFERENCE CLOSE "MY FAVORITE TRAIL IS THE ONE I HAVENT RIDDEN YET. THE NEXT 25 YEARS..." TROY RARICK
- 3:30PM RIDES DEPART OVER THE EDGE, FRUITA

[Click here to learn more about the schedule!](#)



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.