



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MAY 17, 2019
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

The meeting will begin with a presentation from Jon Maraschin on the Small Business Development Center and FWorks, and a proclamation for National Public Works Week. There are 11 items on the consent agenda and one legislative hearing on the new Fruita Elementary School.

Fruita Named Bicycle Friendly Community by League of American Bicyclists

This week, the League of American Bicyclists recognized Fruita with a Bronze-level Bicycle Friendly award, joining 476 communities accross the country in building better places for people to bike. The Bronze-level award recognizes our commitment to improving conditions for bicycling through investments in bike infrastructure, education policies, and promoting and encouraging bicycling through events and pro-bicycling policies. The full press release is provided below, and our report card can be found [here](#).



Kick Off Open House for Fruita In Motion (continued) – May 23, 2019

This open house is the first opportunity for the public to share their ideas and visions for the city's future. The city wants to hear your thoughts on growth, development, downtown, and pressing issues facing Fruita. The open house will from 5:30 to 8:00 p.m. on May 23, 2019 and will be hosted at the Fruita Community Center. The flyer is provided below. Also, follow along and share the www.fruitainmotion.org to keep up with the interactive story map on the Fruita In Motion engagement.

Planning Commission is Accepting Applications to Fill Two Vacancies

We have begun advertising to fill vacancies later this year on the Planning Commission. The powers and duties of the Planning Commission are to conduct public hearings and make recommendations to the City Council concerning land use application. To apply to be on the Planning Commission by the deadline of May 22, interested individuals can find an application at this [link](#).

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

General Updates

- The Pabor Day Festival is tomorrow with fun events happening all day thanks to the Fruita Historic Preservation Commission and the Downtown Advisory Board. See poster and activities below.
- The Fruita Fat Tire Festival and 18 Hours of Fruita were a great success this year. There was a 5% increase in pass sales from last year and 18 Hours of Fruita sold out in November. Local businesses reported great sales for the weekend and restaurants generated more business than previous years. There were participants from 21 states and Canada for the Fat Tire Festival, and 12 states and Canada for 18 Hours of Fruita. We are already looking forward to next which will be the 25th anniversary of the festival.
- Following a week with Patagonia hosting a dealer camp in Fruita, we welcomed Pivot Cycles to Fruita this week who will be here for a week hosting racers, editors and dealers with the launch of a new bike— something we have coordinated with them since Interbike last year. Mayor Kincaid, Mayor Pro Tem Buck, Steve J. with GJEP, Shannon and I had dinner with them when they arrived this week.
- The Life of Pie event last Saturday night was attended by 400-500 people and a great celebration of a local business and the Fruita community.
- We hosted AARP State Director Bob Murphy for a meeting with staff and Lori Buck, as well as at the Livability Commission meeting. The Livability Commission will be assisting in getting the word out to the community during the Fruita in Motion process, studying livability successes in other communities and assisting with the 2020 Census count.
- Regarding Fruita in Motion, there was an unforeseen emergency that came up with



our consultant team and they were not able to make it for this week's scheduled Steering Committee meeting. Due to the nature of the meeting it was necessary to cancel, and it will be rescheduled. For now, we focus on the Community Open House (highlighted above) for Thursday, May 23rd at 5:30 pm at the Community Center.

- The Colorado West Land Trust Annual Picnic will be this Sunday, May 19th, at Snooks Bottom Open Space from 3:00 to 5:30 p.m. You can RSVP at info@cowestlandtrust.org
- We wrapped up the Chamber Government Affairs meeting season now that the legislative session is over and appreciate that committee's efforts this session.
- Congrats to Rim Rock Adventures who are into their 30th season in Fruita!
- We had a great time touring Nathan Fey, Colorado's Executive Director of the Outdoor Recreation Industry Office around Fruita to see development opportunities, learn about the community and to meet some local business owners from Rim Rock Adventures, Imondi Wakezone and Hot Tomato.



Administration/Finance

- Margaret and I presented to Standard & Poor's regarding the City operations and financial status in relation to the refunding the FCC bonds seeking a higher financial rating. We should know the results in early June.
- City sales tax revenue is up 13.56% over 2018 for the first three months.
- The auditors have wrapped up their review of the 2018 Financial Statements and are scheduled to make a presentation at the June 4, 2019 Council meeting.
- Staff is working on the Property/Casualty insurance renewal application with CIRSA

Engineering

- CDOT continues to work on restriping Aspen Avenue and will be installing turn arrow stencils this week. CDOT will not be doing any restriping or grinding on Aspen for about two weeks.

- Work on the Maple Street Sewer Project will begin on Monday, June 3, 2019. United Companies will be milling out the asphalt in Maple Street for the limits of the sewer trench in preparations for the pipe installation.

Human Resources/Tourism

- The April Fruita Digital marketing Analytics Report is provided below. In April, our tourism total reach increased by 164% on Facebook and 130% on Instagram. Also, we have more followers on both platforms, and saw an increase in engagements from last month on Instagram.

Parks & Recreation

- The Starburst Award for the Kokopelli section of the Colorado Riverfront Trail will be officially presented to the City at the July 11th Colorado Riverfront Concert at the state park at 6:45 pm. That night, Tab Beniot will be performing.
- The River is rising, and Parks is watching the trail at Reed Wash. Closure of the trail may be necessary this weekend if the trail is topped.
- 6 New treadmills for the FCC with individual entertainment screens are on order and should be delivered in approximately 6 weeks.

Planning & Development

To see active reviews of current projects, you may visit: <https://www.fruita.org/cd/page/current-development-projects>

Major/ Minor Subdivisions:

- Iron Wheel Major Subdivision final plat/plan application under review.
- Garden Estates Final Plat (located at 910 Adams Drive, south of I-70 and west of 18 Road in Fruita, Colorado.)
- Grand Valley Estates 2 Final Plan/Final Plat (1849 J 2/10 Rd)
- Bradyville Annexation & Zoning Petition (1897 L Rd)
- Legacy 3 PUD Preliminary/Final Plan (1101 Kiefer Ave)
- Oak Creek Estates Final Plan/Final Plat (1149 18 ½ Rd & 1840 K 4/10 Rd)

Site Design Review:

- Raptor Rd Storage (614 Raptor Rd Storage) is ready to pick up their planning clearance.
- Colorado Canyons (Family Health West) is far along on the construction of the hospital expansion.
- Einstein's Bagels/Qdoba: (401 Jurassic Ave #B) has received their planning clearance and starting construction soon.

Other Land Use Applications:

- Birchwood Conditional Use Permit for 5 horses in a Community Residential Zone
- Land Use Code Amendment: Public Purpose Subdivision: Location & Extent

- MCVSD51/ Burenheide: Public Purpose Subdivision: Location & Extent
- Quench Soda Shop Conditional Use Permit (132 W McCune Ave)

Police Department

- It has been a busy Police Week! The PD had representation at the Mesa County Board of Commissioners and Palisade Town Council's Police Week proclamations. We also participated in the Bearcat Pull at the annual Police Week BBQ on Wednesday. Thursday, Chief Krouse participated in the Police Week vigil. What an amazing, supportive community in which we are blessed to live!

Public Works

- Public Works Week is May 19-25th and we will be recognizing Public Works staff throughout the coming week for all the great things they do for the community.
- Road crews were crack sealing and patching streets this week.
- Staff will be participating in the Children's Water Festival this coming week at CMU.

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

- [Legend of a headless chicken lives on in Fruita: Colorful Colorado.](#)
- [10 adventures for 2019 summer in Colorado.](#)
- [8 weird Colorado festivals to add to your calendar.](#)
- [The Gazette's 2019 Summer Fun Guide.](#)
- [Commercial projects continue to move forward.](#)
- [Melanoma Awareness Month.](#)
- [District 51 surveys for \\$175 million bond measure.](#)
- [Health care costs highest in rural Colo.](#)
- [Anne Keller, Fruita, CO-based Hot Tomato, on Life of Pie, a Patagonia Short Film.](#)
- [FMHS student support special athletes.](#)
- [Locals Offered Free Museum Entry on First Monday of Each Month.](#)
- [BizBuzz—Fruita Chiropractic & Massage.](#)
- [Trail from Lunch Loops to Riverfront gets started.](#)
- [Palisade, Colorado: Where Your Singletrack Adventure Begins.](#)
- [Federal Reserve Vice President visits Grand Junction.](#)
- [Geared for the outdoors.](#)

UPCOMING EVENTS *(Please 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 when needed.):*

- **May 18, 2019** - History Fair and Pabor Day, Downtown Fruita

- **May 19, 2019** – Colorado West Land Trust Annual Picnic and Potluck at Snooks Bottom Open Space, 3:00 to 5:00 p.m. Contact info@cowestlandtrust.org to RSVP.
- **May 22, 2019** – Fruita Chamber of Commerce Member Appreciation Picnic 11:30 a.m. to 1:00 p.m. at 432 E. Aspen Ave, Fruita Co 81521. – Free to Members, RSVP [here](#).
- **May 23, 2019** – Kick Off Open House for Comprehensive Plan Update, 5:30 p.m. to 8:00 p.m. at the Fruita Community Center.
- **May 31 – June 1, 2019** - Mike the Headless Chicken Festival, Downtown Fruita
- **June 4, 2019** – Fruita Chamber of Commerce State of the Community Breakfast at Lower Valley Fire District. RSVP @ fruitachamber.org/events
- **June 5-8, 2019** - Techstars Startup Week West Slope
- **June 6, 2019** - Thursday Night Concert - Straygrass at 7:30 p.m. at Civic Center Park
- **June 7, 2019** - Food Truck Friday at 7:30 p.m. at Civic Center Park
- **June 13, 2019** – Thursday Night Concert– Soul Habit (Funk/Soul) at 7:30 p.m. at Civic Center
- **June 15, 2019** – Golf Tournament Fundraiser (American Legion Post 2006) at 8:00 a.m. at Adobe Creek Golf Course.
- **June 20, 2019** – Flat Top Seed (Blues/Rock) at 7:30 p.m. at Civic Center Park
- **June 22, 2019** – Fruita Farmers Market at Civic Center Park, 8:30 a.m. to 12:30 p.m.
- **June 27, 2019** – Robert Earl Keen and Centennial Band at 7:30 p.m. at Civic Center Park
- The Fruita Community Calendar is available on the website or at this [link](#).
- The **2019** Events Information is also available online [here](#).

CC. Department Directors



FRUITA
COLORADO



For Immediate Release
Date: May 14, 2019

Contact: Mike Bennett
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**Fruita named a Bronze-Level Bicycle Friendly Community
by the League of American Bicyclists**

Fruita, Colorado --- Today, the League of American Bicyclists recognized Fruita, Colorado with a Bronze-level Bicycle Friendly Community (BFC) award, joining 476 communities across the country in building better places for people to bike. With today's announcement of ten new and renewing BFCs, Fruita joins group of communities that are transforming the American landscape and leading on livability measurements important to community members.

"We applaud communities like Fruita for making bicycling a safe, comfortable, and convenient option for transportation and recreation," said Bill Nesper, Executive Director of the League of American Bicyclists. "We are inspired by leaders who see bicycling as a way to build more vibrant, healthy, sustainable and connected communities and be a part of the solution to many complex public health and safety challenges faced at both the community and national levels."

The League of American Bicyclists' Bicycle Friendly America program sets the standard for how communities evaluate their quality of life, sustainability, and accessibility, while allowing them to benchmark progress toward making biking better. With this latest round of new and renewing awardees, there are currently 476 Bicycle Friendly Communities in all 50 states and the District of Columbia. The Bronze-level BFC award recognizes Fruita's commitment to improving conditions for bicycling through investments in bike infrastructure, education programs, and promoting and encouraging bicycling through events and pro-bicycling policies.

“Fruita is special because it offers a world-class biking experience with the cool, laid back attitude of friendly, small town America. You can get the trip of a lifetime and feel like you rolled into your own private party. It really is a remarkable place.” Kevin Godar – Owner of Colorado Back Country Biker.

The City of Fruita also just completed the 4.5-mile Kokopelli section of the Colorado Riverfront Trail. This portion of the trail was completed with single-track sidewalk off shoots and connects the whole community to public lands, specifically, the Kokopelli Trail System. Cyclists can now ride all the way from Palisade to Moab via the Riverfront Trail and the Kokopelli Trail.

More than 800 communities have applied for recognition by the Bicycle Friendly Community program, which provides a roadmap to making biking better for communities of all shapes and sizes. The rigorous application process is an educational tool in itself, and includes an opportunity for local bicyclists to provide input on their experiences and perceptions of bicycling in their community.

The five levels of the BFC award – diamond, platinum, gold, silver and bronze, plus an honorable mention category and a no designation level – provide a clear incentive for communities to continuously improve. Awarded communities must renew their status every four years to ensure that they not only maintain existing efforts, but also keep up with changing technology, national safety standards, and community-driven best practices. To learn more about the BFC program, visit bikeleague.org/community.

APR
2019

FRUITA DIGITAL MARKETING ANALYTICS REPORT

slate

WEBSITE

3,195

Sessions

+0% from April 2018
+3% from March 2019

7,913

Unique Page Views

+5% from April 2018
+9% from March 2019

TOP CONTENT

- Home
- Things to Do
- Stay

TOP REFERRAL

- 49% Direct
- 30% Organic Search
- 14% Social

TOP LOCATIONS

- Denver
- Columbus, OH
- Grand Junction

FACEBOOK

13,322

Followers

+1 from March 2019

90K

Total Reach

+164% from March 2019

947

Engagements

-26% from March 2019

INSTAGRAM

2,096

Followers

+19% from March 2019

34,139

Total Reach

+130% from March 2019

1,198

Engagements

+2% from March 2019



You're Invited to the Colorado West Land Trust
2019 Annual Picnic & Potluck
at Snooks Bottom Open Space in Fruita
Sunday, May 19
3:00 - 5:30 pm

(see reverse for details)

Lead Sponsors

Platinum Sponsors



Alpine Bank



**1st Choice
Real Estate**
CO Real Estate



KAART





**FRUITA
IN
MOTION**

PLAN LIKE A LOCAL

COMPREHENSIVE PLAN UPDATE

Kick Off Open House - May 23rd

The City of Fruita is updating its Comprehensive Plan this year. The plan is called “Fruita in Motion: Plan Like a Local,” to highlight the key role local residents will play in crafting the city’s future and this plan. This open house is the first opportunity for you to share your ideas and vision for the city’s future. The city wants to hear your thoughts on growth, development, downtown, and pressing issues facing Fruita. Please stop by to offer your ideas and learn about the planning process!

Location: *Fruita Community Center
Peach and Plum Rooms
324 North Coulson Street*

Time: *5:30 pm to 8 pm, May 23rd*



What is a Comprehensive Plan?

A comprehensive plan is a long-range planning document that provides policies and strategies for the city. The comprehensive plan was last updated in 2008 and Fruita is ready for a new plan based on where the city is today. Public input is essential to a comprehensive plan, ensuring it reflects the values of the community. Ultimately, the plan update will help the city guide development going forward and incorporate the community’s vision and goals into future policies and actions.

For more information about the open house and this planning process, visit:

www.fruitaInmotion.org

THURSDAY NIGHT CONCERT SERIES

PRESENTED BY:



June 6th: STRAY GRASS - Bluegrass / Americana

June 13th: SOUL HABIT - Funk / Soul

June 20th: FLAT TOP REED - Blues / Rock

June 27th: CENTENNIAL BAND - American Classic

July 4th: NO SHOW

July 11th: BLUEGRASS OFFENDERS - Bluegrass

July 18th: FRANK BREGAR ORCHESTRA - Big Band

July 25th: SLIM PICKINS - Bluegrass

Aug 1st: THE OXYMORONS - Top 40 / Rock Covers

Aug 8th: THE WILLIAMS BROTHERS BAND - Blues Rock / Grit Country

Bring a chair! All concerts are FREE and begin at
7:30pm at Civic Center Park, 325 E Aspen, in Fruita!



PABOR DAY.



W. E. PABOR,
Founder of Fruita

Saturday,
May 18th,
2019.
Downtown
Fruita.

William Edgar Pabor founded Fruita in 1884. Come celebrate his achievement with us!

Free Admission. Family fun!

Visit the Pabor Day (not Labor Day!) page on Facebook for updates.

Presented jointly by the Fruita Historic Preservation Board and the Fruita Downtown Advisory Board.

All-day food, fun, costumes, bikes, history, and music! • *7th Annual Fruita History Fair at Cavalcade, 201 East Aspen Ave, 8:00 a.m. to 2:00 p.m.* • Lower Valley Heritage Room open house in the Fruita Civic Center, 325 East Aspen Ave, 8:00 a.m. to 2:00 p.m. • *CBB Pabor Day Bike Ride (40+ miles!) begins 9:00 a.m., 150 South Park Square* • Fruita History Bike Ride (casual) begins 2:30 at the Vintage Common, 116 North Mulberry St., and ends at Elmwood Cemetery. • *Guided Downtown History Walk begins 3:00 p.m. at Civic Center* • All-day Fruita Fact-Finding Scavenger Hunt. Contest ends 6:00 p.m. Winners to be announced at 7:00 p.m. • *Raspberry Hill Corn Hole Tournament, 211 East Aspen Ave., 5:00 p.m.* • Patio Jam at Copper Club, 233 East Aspen Ave., 2:00 p.m. • *Moratto's Marauders perform at Copper Club, 7:00 p.m.* • Local movies by Cullen Purser outside BestSlope Coffee, 129 North Peach St., begin at dusk (approximately 8:45 p.m.). • *Kim Nuzzo as "William Pabor"*. • And more...





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.