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# Weekly Info Update

To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: FEBRUARY 5, 2016  
Re: WEEKLY INFO UPDATE

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## **FCC 5-Year Celebration**

We had a successful 5-year celebration for the FCC Monday. Mayor Buck and Ture did a great job highlighting the accomplishments. The Seniors were dressed in their aluminum can attire to remind us of the over \$90,000 raised and efforts to get the facility built. Blankets and lunch boxes were awarded to those patrons who had frequented the facility over 1,000 times since the opening. Some crazy facts were shared and are copied below for your interest:

### Visits and Dollars

- 855,000 paid visits to the FCC since opening (average 170,000 per year)
- 280,000 Daily Drop-Ins since opening and average 56,000 per year
- 180,000 Punch Pass and 3 Month Pass Visits since opening and average 36,000 per year
- 54,000 Silver Sneaker and Silver and Fit Visits and average 10,800 per year
  - 7,500 Silver Sneakers visits in 2011 and 13,300 in 2015
  - Raised \$30,900 in 2015 from Silver Sneakers
- 340,000 Monthly Pass visits since opening and average 68,000 per year
- Busiest Month since opening was June 2012 with 21,506 Visits, 2<sup>nd</sup> busiest was June 2015 with 20,746
- Slowest Month since opening was Sept. 2011 with 7,176 visits, 2<sup>nd</sup> slowest was Sept. 2015 with 8,304
- Busiest time of day use during the summer is 1-3 pm
- Busiest time of day use during Fall, Winter and Spring in 4-7 pm
- 80% of pass-holders are from the 81521 Zip Code, 6.5% from GJ and 8.5% from the Redlands
- 43% of pass-holders are male and 57% are female
- Collected \$5,572,388 in operations revenue since opening (pass sales, program revenues, etc.)
- Spent \$6,789,486 in operations expenses since opening
- Overall Cost Recovery on Operations Revenue and Expenses is 82% since opening
- Collected \$6,110,077 in Sales and Use Tax Revenues since opening
- Transferred \$3,896,193 to the Debt Service Fund since Opening
- Our current reserves are approximately \$1.1 million
- Collected \$4,166,300 in pass revenues since opening or \$833,500 per year

- Collected \$714,920 in programs revenues since opening or \$143,000 per year
- Collected \$51,094 in Fitness Class Fees (monthly and drop-in) since opening
- Collected \$163,163 in Personal Training Fees since opening
- Collected \$36,237 in RecRat (Child Care) fees since opening
- Collected \$25,128 in Private Swim Lesson Fees since opening
- Collected \$140,690 in Room Rental Fees since opening
  - \$68,190 just from the Pool Party Room
- Collected \$20,380 in concessions revenue since opening
- Sold \$4,583 in Swim Diapers since opening
- Sold \$17,870 in towels, goggles, headphones, ear plugs, etc since opening
- Held 7,648 Fitness Classes with 49,798 participants since opening
  - Average 127 Classes per Month with 830 Participants or 6.5 participants per class
- 500,000 visits to the Library since opening

### TID BITS:

- Leadership staff had a productive team-building retreat (so far away upstairs in the PD) on Wednesday. We also focused on upcoming capital project planning and grant cycles.
- I had the opportunity to help Grand Junction with City Manager interviews Monday and Tuesday this week and am hopeful for the selection of a new manager soon.
- Weather permitting, Sorter Construction will be working next week to replace sidewalk for the Mulberry sewer project.
- Weather permitting, the Little Salt Wash Trail will begin construction next week!
- The Economic Development Team worked on gathering information and review proposals for virtual buildings to pass on to our industrial park land owners.
- Pre-bid meeting for J.2 Rd is on Feb. 15<sup>th</sup> (Engineering works so hard they schedule this on a city holiday 😊).
- Candidate orientation occurred on Wednesday night.
- Thank you for attending an extra workshop Tuesday for the kick-off of our Priority Based Budgeting process. Staff will begin training and working on inventory next week.
- Staff reviewed the feedback on the Gateway Design process and will begin looking into selecting a firm to do a conceptual design of the entire gateway and all phases and hopefully construction documents for a first phase depending on costs.
- Check out the white lights Art and his crew put up downtown to light up two blocks of Aspen all year long. The orange and blue Bronco piece of art lit up at night is pretty sweet too.
- Staff conducted the kick-off meeting with Tetra Tech for the Wastewater Reclamation Facility needs assessment study.
- Staff is working with FCI and sub-contractors to finalize the scope and contract to finish the City Shops project beginning in about two weeks.
- Staff is finalizing the next City Link that goes out the end of February. It will mainly consist of candidate bios.
- Have an awesome weekend!
- **Go Broncos!!!!**

### **FRUITA IN THE NEWS (or related news to the area):**

- Fruita is one of the best: <http://kekbfm.com/fruita-is-one-of-the-best/>
- Fruita is ranked a safe driving place TV spot: <http://www.kjct8.com/content/news/Fruita-is-ranked-as-one-of-the-safest-places-to-drive-in-Colorado-367599661.html>
- Fruita Community Center celebrates 5 years: <http://www.gjsentinel.com/news/articles/fruita-community-center-celebrates-5-years>
- Fruita ranked among the top 10 safest places in Colorado: <http://www.gjsentinel.com/news/articles/fruita-ranked-among-the-top-10-safest-places-to-dr>
- Shades of Fruita Monument in former teacher's book: <http://www.gjsentinel.com/lifestyle/articles/shades-of-fruita-monument-in-former-teachers-book>
- Push for a plan editorial (re. Museum and possible consolidation in Fruita): <http://www.gjsentinel.com/news/articles/push-for-a-plan>
- The Museum Question editorial (re. Museum and Fruita). I particularly like the line "Signs currently point to Fruita, a forward-thinking community not afraid to take chances.": <http://www.gjsentinel.com/opinion/articles/the-museum-question>

**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.):*

- **Feb. 6** is the D51Foundation annual White Iced Party. Save the date postcard is below.
- **Feb. 18** we will be hosting the Chamber After Hours Event at the FCC from 5:30 – 7:30 pm
- **Feb. 19** is the launch party and book signing for *Legendary Locals of Fruita*, written by Fruita's Denise and Steve Hight. The event will be hosted by Vintage Common owner Michelle Cools at the Cavalcade (201 E. Aspen) at pm (invite below).
- **Feb. 20** will be the Chamber's annual banquet and awards event—this year in Fruita at our Community Center.
- **Feb. 26** is the 50<sup>th</sup> Anniversary Celebration for Strive at the Double Tree hotel from 6:30 – 10 pm (flier below).
- The Fruita Community Calendar is available on the website at: <http://www.fruita.org/calendar>.
- The **2015** Events Information is also available online at: <http://www.fruita.org/parksrec/page/special-events>

CC: Department Directors

Feb 6  
save the date



4TH ANNUAL  
WHITE ICED PARTY & FUNDRAISER

7-10pm CMU Ballroom

sponsored by

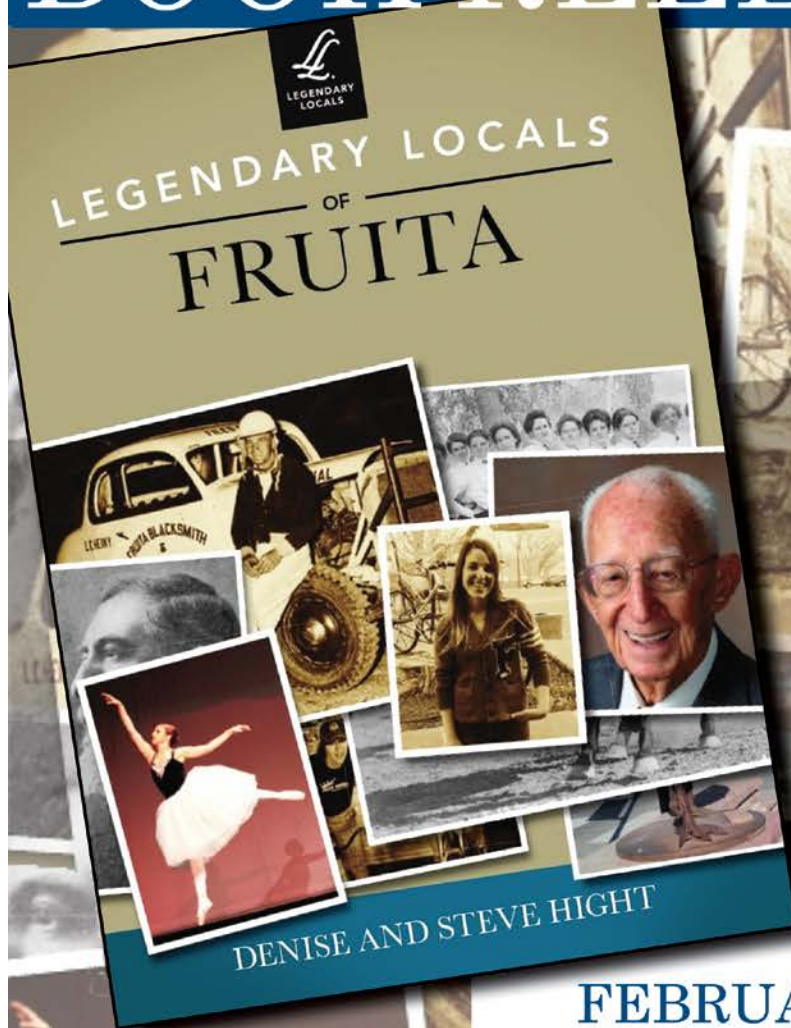


TEACHER CELEBRATIONS  
SILENT AUCTION  
COCKTAILS & DESSERTS



for more event details  
[www.d5lfoundation.org](http://www.d5lfoundation.org)

# BOOK RELEASE



**FEBRUARY 19<sup>th</sup>**

**6:00 pm**

**Meet and mingle with people  
who have made history in Fruita**

**Hosted by  
Cavalcade &  
The Vintage Common**

**Stop on by  
The Vintage Common  
or contact 951-741-6113  
to pre-order your copy today!**

**Info 970-260-5413**



**THE VINTAGE COMMON**  
116 North Mulberry Street  
FRUITA, COLORADO

# 50<sup>TH</sup> ANNIVERSARY

**STRIVE**  
PEOPLE SUPPORTING PEOPLE

# Celebration

IN FEBRUARY 2016, STRIVE WILL BE TURNING 50 YEARS OLD!  
PLEASE JOIN US IN CELEBRATING THIS MOMENTOUS  
ACHIEVEMENT WITH A ONE-OF-A-KIND EVENING OF FINE  
DINING, AND PROFESSIONAL ENTERTAINMENT THAT WILL HAVE  
YOU TAPPIN' YOUR TOES AND TWIRLIN' YOUR SKIRT!

FRIDAY, FEBRUARY 26, 2016

6:30 - 10 P.M.

AT THE DOUBLETREE HOTEL

743 HORIZON DRIVE

FINE DINING, DRINKS, AND  
PROFESSIONAL THEATRE

THIS IS A ONCE-IN-A-LIFETIME MOMENT,  
AND WE WANT TO SHARE IT WITH YOU!  
THERE ARE ONLY 140 SEATS AVAILABLE.



\$150 TICKET- INCLUDES DINNER, DRINKS, AND SHOW  
OR \$1000 FOR A WHOLE TABLE (SEATS SIX)

ALL PROCEEDS FOR THIS SPECIAL EVENT WILL GO TOWARDS  
STRIVE'S HIGHLY IMPORTANT CHILDREN'S PROGRAM

RESERVATIONS CAN BE MADE BY CALLING:

244-5506

OR ONLINE AT

[WWW.STRIVECOLORADO.ORG](http://WWW.STRIVECOLORADO.ORG)

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