



FRUITA

COLORADO



970-858-3663 | www.fruita.org

WHY FRUITA?

Fruita is a community of choice. People from all over the world choose Fruita for our location and accessibility, combined with excellent weather and a near-endless menu of fun activities for the entire family.

Ride your mountain bike on world-famous singletrack trails. Ride your road bike across the Colorado National Monument and discover amazing views of monoliths, big horn sheep and Colorado's Grand Valley. Walk where dinosaurs once roamed and see their tracks and bones. Participate in active dinosaur digs or visit our working paleontology lab and interactive museum, Dinosaur Journey. Saddle your horse and enjoy the peace of miles of trails among wild desert flowers and old mines. Take in a Thursday night concert in the park downtown or shop fresh, local grown produce at the Farmer's Market. Experience Mike the Headless Chicken Festival—you have to be there to understand – or any of the other 30+ events each year. Enjoy a local craft brew – beer and coffee! – or farm-fresh food at a local eatery. Spend an evening at the Rim Rock Rodeo, float the Colorado River by raft, kayak or stand-up paddle board, golf at Adobe Creek National Golf Course or throw a disc at one of two local disc golf courses. Choices are in abundance in Fruita and the list keeps growing. Fruita's quality of life is unique, authentic and off the charts.

Why Fruita? Most of all it's the familiar faces you will see while watching your kids in youth sports or shopping for groceries, making you feel right at home and part of a real community. Evening walks amidst the laughter of children playing and neighbors chatting while the sun sets on the backdrop of the Bookcliff Mountains and National Monument. When you choose Fruita, you will love where you live.

**Mayor Lori Buck,
Mike Bennett, City Manager,
and the Fruita City Council**

WELCOME.



RANKINGS



**One of "America's 20
Coolest Outdoor Towns"
(Matador, March 2016)**



**Colorado's #1 large
adventure town
(Elevation Outdoors, November 2015)**



**5th Safest City
in America
(Movoto, January 2015)**



**4th Best Place for
Young Families in Colorado
(Nerdwallet, October 2014)**

QUICK FACTS



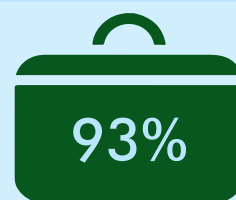
12,574 Total Population



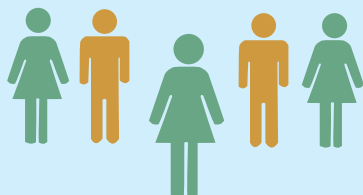
**6,508
Labor Force**

FRUITA | COLORADO | USA
88.7% 77.3% 82%

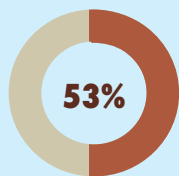
High School Graduates



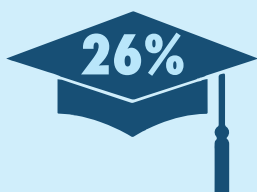
Employed



Median Age: 35.8, U.S.: 37.2



Population Growth 2000-2014



Bachelor's Degree or Higher

**Avg.
Household
Income: \$61,024**

Avg. Home Cost: \$189,400

Building permits issued in 2015: 300
Projected building permits in 2016: 450



Home
Appreciation
Last 12
months:
5.4%



35%
of households
have an income
of \$75,000
or more



Higher Education

Founded in 1925, **Colorado Mesa University** is a comprehensive regional public higher education institution offering liberal arts, professional, and technical programs at the master's, bachelor's, associate and certificate levels. *Miles to CMU: 11.3*

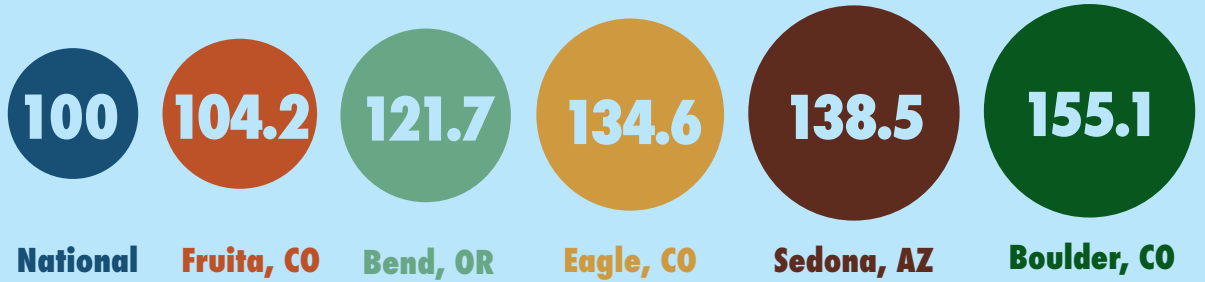
Embracing Young Learners

Fruita caters to a fast-growing community of young families with a diverse array of childcare and educational opportunities. Whether you seek a private daycare facility, public education, a faith-based curriculum or Montessori-style learning, there is an option for your child. Having an elementary school within walking distance and having access to childcare while you work out at the Fruita Recreational Center are just a couple of the advantages to raising a family in Fruita.



Cost of Living Index

Fruita offers a superior quality of life at an impeccable value!



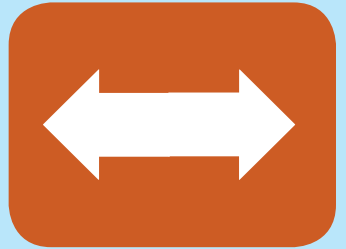
Nearest airport: Grand Junction Regional Airport (13 miles)



Highway access: I-70, Highways 6&50



Nearest train station: Grand Junction (direct rail access available for business in Fruita)



4.5 hours to Denver or Salt Lake City International Airports

Sources: factfinder.census.gov, American Fact Finder, Census Tract 15.01 in Mesa County Colorado, BestPlaces.net



FRUITA WORKS

Fruita has a fast-growing network of businesses that profit from our outdoor recreation, natural resources, booming tourism and supportive local business resources. You might recognize Over the Edge Sports or Hot Tomato Café & Pizzeria.

Among our ample retail and food services, we've also got outposts for Enstrom's Candies and the Kannah Creek Brewing Company. Our largest employer is Family Health West, which operates Colorado Canyon's Hospital & Medical Center and multiple medical offices and care facilities serving all stages of life. Among our top five employers are Frank Henry Equipment and Johns Mansville Industrial Insulation Group, both heavy industrial manufacturers. Our local Business Incubator Center caters to several startups in professional, scientific and technical services. In short, Fruita has the land and resources to cater to a wide variety of businesses – including yours.



OUTDOOR RECREATION

Fruita's unique geography at the foothill of the Colorado National Monument provides easy access to an outdoor playground like none other: high mountain elevation (10,000+ ft. on the Grand Mesa), desert terrain (4,500 ft. elevation), lakes, rivers, and abundant hiking, biking, ATV and equestrian trails.

IN UNDER 15 MINUTES

- HIKE , ROAD BIKE or CAMP in the Colorado National Monument
- FISH or SUP or CAMP at J.M. Robb Colorado River State Park or Snooks Bottom
- MOUNTAIN BIKE or TRAIL RUN at either 18 Road or Kokopelli trail systems
- MOTO, MOUNTAIN BIKE, HORSEBACK RIDE, HIKE, RUN at Rabbit Valley trail system
- TEE OFF at Adobe Creek National or Redlands Mesa golf courses
- DISC GOLF at Snooks Bottom or Little Salt Wash Park
- BOAT, WATER SKI or WAKE BOARD at Highline State Park
- RAFT, KAYAK or SUP the Colorado River
- HIKE Devil's Canyon, Kodels Canyon, Pollock Bench, Dinosaur Hill, Fruita Paleo Area or a Trail Through Time.
- SKATE at Fruita's Skate Park
- BIKE at Fruita's Bike Park
- CLIMB in Colorado's largest indoor climbing gym
- MOUNTAINEER in Colorado National Monument



IN UNDER 1.5 HOURS

- SKI or DOWNHILL MOUNTAIN BIKE Powderhorn Mountain Resort
- CROSS-COUNTRY SKI the Grand Mesa
- PLAY, CAMP, FISH at Grand Mesa National Forrest on 200+ lakes
- HIKE Mount Garfield or Hanging Lake
- FLY-FISH or FLOAT the Gunnison River
- HUNT in the Bookcliff Mountains, Pinon Mesa and Grand Mesa
- ENJOY wine and peaches in Palisade
- VIEW wild horses on the Bookcliff Mountains
- VISIT Black Canyon , Arches or Canyonlands National Parks
- SOAK in hot springs in Glenwood Springs or Ouray
- RELAX or PLAY at Gateway Canyons Resort
- WHITEWATER RAFT Westwater or Glenwood



IN UNDER 3 HOURS

- VISIT world-class ski resorts like Aspen, Telluride, Vail, Snowmass

IN A DAY'S DRIVE

- NATIONAL PARKS: Rocky Mountain, Zion, Bryce Canyons, Mesa Verde, Great Sand Dunes
- RESORTS TOWNS: Crested Butte, Breckenridge, Winter Park, Steamboat Springs, Durango, Park City, Sedona
- VISIT the Grand Canyon
- TRAVERSE state line to Utah, Idaho, Nevada, Arizona, New Mexico, Kansas, Nebraska and Wyoming



HEALTH & WELLNESS

Fruita residents enjoy an active lifestyle – from one of the best recreational centers in the region to our local hospital, we have a slew of options in town to make sure we maintain happy, healthy bodies ready for adventure.

- Three dozen medical and dental practitioners are available to examine cuts, scrapes or greater ailments
- Practice sun salutations at Fruita Yoga, the FCC and the Lithic Bookstore and Gallery
- Take a dip in the indoor leisure and outdoor lap pools at the FCC
- Play a game of softball, soccer or disc golf at Little Salt Wash Park



The Fruita Community Recreation Center & Library (FCC) is a \$12 million, 55,000 square-foot facility with a two-court gymnasium, indoor and outdoor pools, full-service fitness center, group exercise studios, a senior activity room, multipurpose community rooms, a catering kitchen and a child sitting center. The free wifi-accessible building also houses the Fruita branch of the Mesa County Library, which offers story time for young readers, study rooms and copy/print services.



ARTS & CULTURE

If Fruitarians aren't hitting the trails, you're likely to find them enjoying music and a beer at one of a half dozen live music venues in town or enjoying a bite from our diverse range of food establishments. In the warmer months you'll find us outside enjoying a farmer's market, concert or one of Fruita's many renowned festivals and events:

- Rumble at 18 Road
- Fat Tire Festival
- Mike the Headless Chicken Festival
- Family Fun Fair & July 3 Fireworks
- Fall Festival
- Rim Rock Rodeo
- Rim Rock Marathon
- Thursday Night Summer Concert Series



Top 5 Reasons to Grow & Locate Your Business in Fruita, Colorado

1

Young, Talented Workforce

35.8 is the median age.
88.7% high school grads.
26% hold bachelor degrees
or higher. Fruitians are hard-
working, creative adventure
seekers who love where they
live.



2

Shovel- Ready, Adventure

From our historic buildings
in downtown, to business
and industrial parks, Fruita
caters to a wide range of
opportunities. Ready-to-
build lots and build-to-suit
purchase or lease options
offer breathtaking views and
instant access to outdoor
adventure.



3

Accessible, Funky

Fruita is the first stop on Interstate 70, a Class 1 rail line, a state highway and 20 minutes from a regional airport offering daily flights to major cities. Fruita is known as the hip, funky hub for adventure in Western Colorado's Grand Valley.



4

360° Well Being

Our mantra is where visitors feel like locals and locals play like visitors. City leaders are focused on excelling Quality of Place, Economic Health & Lifestyle. We want residents and businesses to thrive. 300+ days of sunshine. Mild temps. No traffic. Kiss goodbye your commute and enjoy more time outside on all types of terrain.



5

We're Just Plain Awesome

"Colorado's #1 Adventure Town" offers an outdoor playground of endless trails and year-round activities. Add incredible people, a state-of-the-art recreation center, weekly live music, unique/fun festivals, an eclectic mix of shops, breweries & eateries within walking distance, and there is no doubt why Fruita is ranked as one of "America's Coolest Outdoor Towns".





FRUITA

COLORADO



970-858-3663 | www.fruita.org