



# FRUITA

COLORADO



## FRUITA DATA

**Contents—Welcome, Demographics, Visitor & Traffic Counts, Economic Indicators, Life in Fruita highlights, Strategic Approach, and Community Values**

### Welcome

Why Fruita? Fruita is a community of choice. People from all over the world choose Fruita for a variety of reasons. Living in Fruita means your menu of things to do is packed with a variety of flavors. Ride your road bike across the Colorado National Monument and discover amazing views of monoliths, big horn sheep, and the entire valley. Walk where dinosaurs once roamed and see their tracks and bones. Hike in the second highest concentration of arches outside of Arches National Park. Saddle your horse and enjoy the peace of miles of trails among wild desert flowers and old mines. Ride your cruiser bike downtown and take in a Thursday night concert in the park or shop fresh, local grown produce at the Farmer's Market. Demo the top new mountain bikes all weekend long during Fat Tire Festival. Ride your mountain bike on world-famous single-track trails only minutes away from your home before work, during lunch or after work—access these trails via a paved riverfront trail or by car if you are in a hurry. Discover an endless array of landscape to trail run. Experience Mike the Headless Chicken Festival—you must be there to understand, or any of the 30+ events each year. Push yourself in a cycling, total body or yoga class at the recreation center and come back later for a swim all year long. Children love the rock-climbing wall, lazy river or zero entry swim/play area. Take in 300 days of sun each year. Choose from multiple music venues every week while having a local craft beer and/or specialty food at a local eatery. Spend an evening at the Rim Rock Rodeo or another outdoor concert at Fruita's James M. Robb State Park. Step back in time while your kids walk or ride their bikes to excellent schools on the paved trail system connecting neighborhoods and schools. Wakeboard the Rocky Mountain West's only full-service cable wakeboard park. SUP or fish at Snooks Bottom Lake. Raft the Colorado River. Golf at Adobe Creek National Golf Course or throw a disc at one of two local disc golf courses. Pump the track at the Fruita Bike Park. Choices are in abundance in Fruita and the list goes on. Fruita 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, who make 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 amidst the backdrop of the Bookcliffs or National Monument. When you choose Fruita, you will love where you live.



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### Demographics

Fact	Fact Note	Fruita city, Colorado
Population, Census, April 1, 2020		13,395
Population, Census, April 1, 2010		12,646
Persons under 5 years, percent		6.20%
Persons under 18 years, percent		28.30%
Persons 65 years and over, percent		18.30%
Female persons, percent		53.60%
White alone, percent		91.60%
Black or African American alone, percent	(a)	1.00%
American Indian and Alaska Native alone, percent	(a)	2.90%
Asian alone, percent	(a)	0.50%
Native Hawaiian and Other Pacific Islander alone, percent	(a)	0.00%
Two or More Races, percent		2.10%
Hispanic or Latino, percent	(b)	8.60%
White alone, not Hispanic or Latino, percent		85.50%
Veterans, 2016-2020		958
Foreign born persons, percent, 2016-2020		1.00%
Housing units, July 1, 2019, (V2019)		X
Owner-occupied housing unit rate, 2016-2020		70.10%
Median value of owner-occupied housing units, 2016-2020		\$245,100
Median selected monthly owner costs -with a mortgage, 2016-2020		\$1,332
Median selected monthly owner costs -without a mortgage, 2016-2020		\$358
Median gross rent, 2016-2020		\$1,204
Building permits, 2021		X
Households, 2016-2020		4,892
Persons per household, 2016-2020		2.86
Living in same house 1 year ago, percent of persons age 1 year+, 2016-2020		86.20%
Language other than English spoken at home, percent of persons age 5 years+, 2016-2020		7.60%
Households with a computer, percent, 2016-2020		93.20%
Households with a broadband Internet subscription, percent, 2016-2020		86.70%
High school graduate or higher, percent of persons age 25 years+, 2016-2020		90.10%
Bachelor's degree or higher, percent of persons age 25 years+, 2016-2020		21.60%
With a disability, under age 65 years, percent, 2016-2020		5.00%
Persons without health insurance, under age 65 years, percent		11.10%
In civilian labor force, total, percent of population age 16 years+, 2016-2020		62.70%



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In civilian labor force, female, percent of population age 16 years+, 2016-2020		59.60%
Total accommodation and food services sales, 2012 (\$1,000)	(c)	16,525
Total health care and social assistance receipts/revenue, 2012 (\$1,000)	(c)	D
Total manufacturers shipments, 2012 (\$1,000)	(c)	D
Total retail sales, 2012 (\$1,000)	(c)	107,049
Total retail sales per capita, 2012	(c)	\$8,432
Mean travel time to work (minutes), workers age 16 years+, 2016-2020		19
Median household income (in 2020 dollars), 2016-2020		\$50,800
Per capita income in past 12 months (in 2020 dollars), 2016-2020		\$23,047
Persons in poverty, percent		11.00%
Total employer establishments, 2020		X
Total employment, 2020		X
Total annual payroll, 2020 (\$1,000)		X
Total employment, percent change, 2019-2020		X
Total nonemployer establishments, 2018		X
All firms, 2012		1,019
Men-owned firms, 2012		502
Women-owned firms, 2012		391
Minority-owned firms, 2012		80
Nonminority-owned firms, 2012		882
Veteran-owned firms, 2012		105
Nonveteran-owned firms, 2012		828
Population per square mile, 2010		1,777.30
Land area in square miles, 2010		7.12
FIPS Code		"0828745"



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## Visitor Counts

### Fruita Trailheads

Fruita Area Trailheads	2018	2019	2020	2021	2022
Dinosaur Hill TH/Fruita Paleo, Trail Through Time	47,700	43,478	41,585	43,413	44,327
Devils Canyon TH	43,300	38,448	39,855	46,313	37,614
Kokopelli TH	79,200	71,200	74,849	92,810	95,572
Ruby-Horsethief	30,900	30,300	29,393	23,296	
Rattlesnake Arches	7,400	6,548	13,852	13,388	15,426
North Fruita Desert TH (non-motorized)	81,900	74,500	95,644	107,627	118,310
North Desert Mixed Motorized	157,300	138,900	139,199	184,068	202,535
Rabbit Valley	34,100	40,000	43,497	45,623	44,416
<b>Total</b>	<b>481,800</b>	<b>443,374</b>	<b>477,874</b>	<b>556,538</b>	<b>558200</b>

### Colorado National Monument

Annual Visitation, 2013-2022

Year	Recreational Visitors	Non-Recreational Visitors	Total Visitation
2022	480,442	364,961	845,403
2021	499,841	344,071	843,912
2020	435,625	356,510	792,135
2019	397,032	350,232	747,264
2018	375,467	347,277	722,744
2017	375,035	350,604	725,639
2016	391,075	344,990	736,065
2015	588,006	331,828	919,834
2014	416,862	316,151	733,013
2013	409,351	314,088	723,439

Visitation at Colorado National Monument is calculated using numbers obtained from traffic counters located at east and west entrance, DS Road and 16.5 Road. A multiplier rate (average people per vehicle) is determined from Denver Service Center multiplied by the actual traffic counter numbers.



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Recreational visitor count is an estimate of people recreating or visiting in the park whereas non-recreational is those coming to and from Glade Park who are just driving thru and not visiting the monument.

2015 were estimates due to traffic counters not working for majority of the year and we believe were higher than actual numbers. In 2016 new traffic counters were installed which are more efficient than in previous years.

### Colorado Welcome Center—Fruita

2013	2014	2015	2016	2017*	2018	2019	2020	2021	2022
229,029	221,739	223,595	224,665	174,477	150,058	135,477	65,723	124,981	118,724

*\*A new counting method was introduced in 2017 which reflects more accurate counts.*

### Dinosaur Journey Museum

2014	2015	2016	2017	2018	2019	2020	2021	2022
49,609	49,579	46,365	46,877	42,223	47,623	28,274	54,614	50000

### Traffic Counts

Colorado Department of Transportation keeps updated traffic counts available on their website: <http://dtdapps.coloradodot.info/otis/trafficdata#ui/0/0/0/criteria//77/true/true/>. This link will take you to a table that lists various locations in Mesa County. There are nine different locations measured in Fruita scattered throughout the table.

### Economic Indicators

Monthly financial reports are posted on that provide detailed current and historic indicators. You may find this information directly at the following link: <https://www.fruita.org/administration/page/financial-reports>. Since 2017, each year has been a new record year for the City’s largest form of income, City sales tax, which is a great nod to the success and growth of local businesses.

Current development projects can be found online at [fruita.org](http://www.fruita.org) with maps and supporting documents for each application. You may find this information directly at the following link: <https://www.fruita.org/cd/page/current-development-projects>



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## Life in Fruita

The City of Fruita provides core services to support the three pillars of our community including **Economic Health, Quality of Place, and Lifestyle**. Business recruitment and retention is a specific action to Fruita's economic health. Fruita recognizes business recruitment and retention is achieved by creating a strong community with diverse housing choices, accommodating businesses, attracting and retaining talent, and strengthening the labor force with education and training. Diversifying the economy not only in Fruita but throughout Mesa County is a key variable in creating a strong economy in the Grand Valley. Surrounded by public lands, outdoor recreation has been an economic driver for Fruita and continues to be. With Fruita's rooted community and growth in popularity as a tourist destination, Fruita's economy is strengthened with a diversity of economic drivers. Over the past ten years, Fruita's downtown area has been filled with local restaurants and businesses and has seen success with the support of locals and tourists. The Grand Valley, including Fruita's Business Park, has also seen an increase in manufacturers and is expected to grow with outdoor and precision manufacturers. When it comes to quality of place and lifestyle, Fruita strives to enhance safety, increase the connection to parks, schools, neighborhoods, public lands, and facilities, and strengthen education and healthcare. Fruita is a family-friendly community that fosters a fun and funky ambiance where arts, farming, leisure opportunities, and family-friendly events are celebrated. Fruita is a place where people love where they live and visitors feel like locals.

Fruita maintains disciplined focus on building on its strengths by aligning resources, time and talent toward positively impacting **Quality of Place, Economic Health** and **Lifestyle**, as defined by the attached goals sheet. Below is general info on these areas.

### Quality of Place

- Fruita residents consistently rank the quality of life in Fruita far above the national average in community surveys and in the 90<sup>th</sup> percentile of satisfaction.
- The Grand Valley is a regional medical and health center serving western Colorado and eastern Utah. It is the largest medical center between Denver and Salt Lake City. Medical services in the area have been recognized for its low costs and high quality of services. There are four hospitals throughout the Grand Valley including St. Mary's Hospital, Community Hospital, the Grand Junction Veterans Health Care System, and Family Health West (located right here in Fruita).
- Fruita is located 14 miles or a 17-minute drive from the Grand Junction Regional Airport (GJT). GJT is the largest airport in western Colorado and the third largest in the state. The airport has non-stop flights to Denver, Dallas, Phoenix, Los Angeles, Santa Ana (Los Angeles), and Mesa (seasonal). In 2021, GJT was awarded CDOT's Colorado airport of the year.
- Check out Great Outdoors Colorado's (GOCO) video on Fruita to highlight their connectivity initiative: [https://www.youtube.com/watch?v=4KCRMkb36\\_k](https://www.youtube.com/watch?v=4KCRMkb36_k)
- In 2020, Fruita was named the "Best Kid Friendly Adventure Town" by Elevation Outdoors readers.
- In 2015, 2016, 2017 and 2018 Fruita was voted by Elevation Outdoor readers as (in the top 3) Colorado's Best Outdoor Adventure Town.



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- In 2015 & 2016 Fruita was ranked in the Matador Network's Top 20 Coolest Outdoor Towns.
- Fruita mountain biking is ranked consistently in the top 10 destinations in the world on multiple lists.
- April 20, 2018, Sunset Magazine named Fruita one of 10 top biking towns in the West.
- Fruita is known as an outdoor mecca destination where we have moderate, deliberate growth in visitors and residents and businesses desiring a high quality of place and level of work-life harmony are seeking Fruita out to relocate or expand their business for reasons such as:
  - No traffic
  - Instant access to incredible recreational terrain of all types
  - Average age of 36 years old, educated and skilled workforce
  - Great schools
  - Community feel where visitors feel like locals and locals play like visitors
  - Ready to build land along I-70, Highway 6, Rail access, with build to suit options
- We are building trails both in and outside of the city
  - New construction of 31 new miles of singletrack trails has begun at 18 Rd (North Fruita Desert) following work by the Fruita Trails initiative (partnership of local businesses, CIOOPMOBA, BLM, CPW and the City) which completed a master plan in 2019 and required federal studies in 2022.
  - The BLM is expanding 100+ camping sites, parking and an event space area at the 18 Rd. trails.
  - Fruita continues to add and maintain bike lanes, paths to school, connecting downtown to the state park and Riverfront Trail, connecting to public land trailheads.
  - In September 2019, the City opened a 4.5-mile \$4.6 million trail that connects Fruita to the business park and to the Kokopelli MTB trailhead—without any tax money spent—all grants, donations and lottery funds. Trail connects to existing internal trail system to all commercial areas of City, schools, etc. including two business parks in development.
  - The Fruita Trails Initiative added 6 new miles of trails at the Kokopelli trail system in 2019 and is in the process of planning future trails at this system.

## Economic Health

- Fruita relies primarily on sales tax revenue when it comes to providing core services to residents and local businesses.
- The City of Fruita has seen 5 straight years of record-breaking sales tax collections. Even despite the pandemic, this growth has continued. 2021 City sales tax collections were 14% over 2020.
- The region continues to see increased economic activity as well, and County sales tax collections continue to increase year after year. County sales tax collections for 2021 were 21% higher than 2020.
- The local economy has transitioned from seasonal to year-round strength.
- Recreational activities such as horseback riding, dinosaur bone digging, cable wakeboarding, and rafting or SUPing Ruby-Horsethief Canyon of the Colorado River continue to increase in popularity.
- New business growth is steady with 50 new businesses in 2021; 44 new businesses in 2020; and 39 new businesses in 2019.
  - Fruita relies heavily on and appreciates its small businesses of all industries and realizes that the outdoor lifestyle is a major incentive to residents, visitors and businesses alike. To view more businesses in the area, visit <https://info.fruitachamber.org/list/>.



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### Lifestyle

- As a community, Fruita has a long history of embracing the outdoor recreation industry because it is often why people choose to live here, choose to visit here and why businesses are choosing to locate here.
- Deep roots in community values (specified below) are the pinnacle of what defines Fruita.
- People often say in Fruita, “We don’t want to be Moab”. The difference—visitors feel like locals and locals (3x’ the size of Moab) play like visitors.
- Public lands are Fruita’s backyard and provide endless options of recreation and viewshed—73% of the county Fruita is in is public land totaling nearly 1.6 million acres.
- Festivals—Fruita loves events and is proud to host many throughout the year:
  - Fat Tire Festival – 2,000 visitors
  - Mike the Headless Chicken Festival - 20,000 Visitors
  - Fruita Fall Festival – 50,000 Visitors
  - Co2UT and REXY Gravel Bike Races – Over 2,000 participants
  - Imondi Wake Zone – 50,000 annual attendees
  - Desert Rats races – Around 500 participants between several events
  - Summer Concert Series – 1,000 visitors per year
  - Rim Rock Marathon – Over 400 participants per year
  - Sweetheart Run – 300+ participants
  - Holiday events
  - Full list of events can be found here: <https://www.fruita.org/parksrec/page/special-events>

### Community Values

Residents of Fruita love living in Fruita, enjoy its small-town feel, and preserving these special qualities are important. These values are the foundation of all plans, goals, and policies in Fruita. The Fruita community identified a set of community values which can be found by visiting the Fruita in Motion: Plan Like a Local webpage here

<https://segroup.maps.arcgis.com/apps/MapSeries/index.html?appid=3c4e481ad68d41d5a63c13750996e33c>.

Based on the community’s values, the following is the vision for Fruita.

“The City of Fruita values quality of place. It’s an inclusive city, with a small-town feel and vibrant downtown, surrounded by public lands. People love to live, work, and play in Fruita because the City facilitates community, safe neighborhoods, family-friendly events, and walking and biking. The City governs in a way that’s responsive to its citizens and prioritizes high-impact services and projects. Fruita fosters a fun and funky ambiance around the arts, agriculture, and recreation.”





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### Planning for the Future

Over the past couple of years, the City of Fruita updated multiple plans to help guide future planning and development efforts. These plans ensure the actions we take today and, in the future, align with the community values outlined above. A full list of Fruita's Master Plans can be found here:

<https://www.fruita.org/cd/page/master-plan-guiding-documents>

- **Fruita in Motion: Plan Like a Local:** The City of Fruita's Comprehensive Plan outlines where the city is today and provides policies and strategies for future development efforts.
- Updated **Land Use Code:** Fruita's new land use code ensures Fruita maintains its small-town feel and charm but also growing at a manageable rate.
- **Multi-Modal Circulation Plan:** This plan outlines the steps Fruita is taking to enhance transportation in the city. This plan focuses on creating a safe, convenient, and well-maintained multi-modal street network.
- **Parks, Health, Recreation, Open Space, and Trails Master Plan:** This plan focuses on enhancing the health and active lifestyle many residents in Fruita embrace. Looking at all aspects of the Parks and Recreation system, this plan will enhance services and facilities while aligning with the city's other development plans.

**Any questions, desire for more info, etc. contact:**

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**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.