



## **2023 Fruita Entertainment/Marketing Mini-Grant Application and Guidelines**

Each year, the Fruita Tourism Advisory Council (hereinafter “FTAC”) is excited for the opportunity to partner with individuals, organizations, and businesses to promote new and unique events and opportunities in Fruita. These events will provide City of Fruita residents a place to enjoy entertainment and fun throughout the year. For example, in previous years, FTAC has helped fund several downtown events and block parties with the mini-grant. And annually, FTAC provides funding for events such as the Fruita Fat Tire Festival, the Fruita Farmer’s Market, and the Colorado Riverfront Concert Series, to name a few.

Although historically the mini-grant has been used for events, the grant can also be used for marketing or other projects that would provide an economic benefit to local businesses. These grants are funded through revenues for marketing and promotion of the City of Fruita and its environs to tourists, the traveling public and other which will be beneficial to the community. For 2023, the FTAC is looking forward to receiving applications for events or projects.

The FTAC Mini-Grant Application Package contains the following:

- A. 2023 Mini-Grant Guidelines and Process
- B. 2023 Mini-Grant Application Form

Applications for the FTAC Mini-Grant Program are due no later than 5:00 p.m., 60 days before the event.

Please submit completed applications to:

ATTN: Fruita Tourism Advisory Council  
City of Fruita, Colorado  
325 E. Aspen Ave  
Fruita, Co 81521  
svassen@fruita.org

If you have questions regarding the FTAC Mini-Grant Program or need any help with filling this out this application, please contact Shannon Vassen at 970-858-3663.



## A. 2023 Mini-Grant Guidelines and Process

### Overview

The City of Fruita Tourism and Advisory Board is excited to receive applications for the 2023 Mini-Grant program. These grant applications will continue to be accepted throughout year but are due no later than 5 p.m., 60 days before the event date. These applications will be reviewed and awarded or denied as received. For 2023, FTAC has \$4,000 to award for local events and projects. These grants are a “dollar for dollar” cash match, or a 50/50 match, with a maximum contribution of \$1,000 per event. Although applications are received year-round, all grants applications must be completed no later than October 31, 2023.

### Types of Grants

- A. Cash awards will be made up to \$1,000 to be determined by FTAC, totaling no more than \$4,000 for all projects combined.
- B. Grant funding will be paid on a reimbursement basis only – paid invoices, receipts, or proof of payments will be required to be submitted at the completion of the project.
- C. As a recipient of the grant, the projects must acknowledge the City of Fruita as a sponsor on any printed materials, t-shirts and or/other products, media advertising, festival announcements, banners and/or other recognition appropriate for the project.

### Eligible Projects

FTAC welcomes any and all applications to be considered for the mini-grant program. Typically, however, the following criteria will be used when evaluating proposals:

*Community benefit*

*Economic Benefit to local businesses*

*Ability to become a multi-year event*

*Experience of applicants*

*Demonstration of partnership*

*Success with other similar projects*

*Uniqueness in approach*

*Uniqueness of event to Fruita*

### Process

Once an application has been submitted and received by FTAC, City Staff will review the application to ensure that it is complete and to determine potential eligibility for the mini-grant. If the event or project is potentially eligible for the grant, then it will be included on a FTAC agenda to be reviewed by the Board. Typically, and although subject to change, FTAC meets monthly and the dates of these meetings are provided below. While at this point no additional participation is needed from the applicant, if the Council has any questions, the applicant will be contacted.



Once FTAC has reviewed an application in a meeting, the Council shall vote on whether the application for the mini-grant shall be approved or denied. If a quorum of the Council is present at the meeting that the application is being reviewed, an application shall be approved if it receives a majority of votes from its members. Again, when receiving applications, members of the Council will consider the criteria listed above.

Once a decision has been made by the Council on an application, the applicant will be notified of the decision by a member of the City Staff. If approved, submit all reimbursement paperwork to City Staff following the event.

Applications be submitted in person at or mailed to 325 E. Aspen Ave, Fruita Co 81521. Applications can also be submitted electronically to [svassen@fruita.org](mailto:svassen@fruita.org). And finally, applications can be faxed to 970-858-0210.

We look forward to your applications!

#### 2023 FTAC Meeting Schedule<sup>1</sup>

January 26, 2023, at 11:00 a.m. at Fruita Civic Center

February 23, 2023, at 11:00 a.m. at Fruita Civic Center

March 23, 2023, at 11:00 a.m. at Fruita Civic Center

April 27, 2023, at 11:00 a.m. at Fruita Civic Center

May 25, 2023, at 11:00 a.m. at Fruita Civic Center

June 22, 2023, at 11:00 a.m. at Fruita Civic Center

July 27, 2023, at 11:00 a.m. at Fruita Civic Center

August 24, 2023, at 11:00 a.m. at Fruita Civic Center

September 28, 2023, at 11:00 a.m. at Fruita Civic Center

October 26, 2023, at 11:00 a.m. at Fruita Civic Center

November 23, 2023, at 11:00 a.m. at Fruita Civic Center

December 28, 2023, at 11:00 a.m. at Fruita Civic Center

## 2023 Mini-Grant Application Form

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<sup>1</sup> This schedule is subject to change. For the most current schedule, please visit Upcoming Events at [www.fruita.org/tab](http://www.fruita.org/tab). Meetings may also be held virtually as needed. November and December meetings are also traditionally canceled.



# FRUITA

## COLORADO

### Contact Information

Name: Roam Fest Fruita

Affiliation/Organization: Roam Events

Contact Person: Sami Ryan McAuliffe

Phone Number(s): 707 694 6309

Address: 1445 Main Street, Grand Junction CO 81501

Email(s): [sami@thisisroam.com](mailto:sami@thisisroam.com), [hello@thisisroam.com](mailto:hello@thisisroam.com)

### Type of Project/Event:

Please provide a summary describing your project or event. Please address the following (if applicable) in the description: type of event/project (block party, marketing materials), event location, material distribution, event dates, products, impact on the local community and surrounding area, estimated number of attendees, and printed materials.

Roam Fest is a fun-first mtb festival that creates space for women, marginalized riders, & genderqueer femme folks to build community while riding in world class bike destinations, like Fruita, Colorado.

Our festivals showcase over a hundred group rides & workshops, bike & product demos, adventure film screenings, community building programs, trail-building workshops, and of course, our famous dance parties & social hours. Based out of 18 Road lower campground and event area for the past 3 years, Roam Fest Fruita will take place this year on the weekend of September 22-24, 2023, with a set-up day on Thursday September 21st. As a bike festival, we partner with over 20 bike and outdoor brands to set up a large expo space for demos and product displays, as well as organize group rides and workshops for our participants. The impact to the local community is a boost in tourists to the area as 90% of our attendees are from out of the area. This means they are supporting local restaurants, business, and hotels/lodging establishments. We also rent equipment from local vendors and hire local catering companies to support in feeding all our attendees. In 2023, we are expecting 550 attendees. Printed materials include banners onsite and directional signage leading folks to the festival location.



# FRUITA COLORADO

## Budget

Please provide a summary of your proposed budget for the event/project:

Description: Permitting & licensing, venue fees, security, staff salaries, audio visual, equipment rentals, catering, printing and promotional materials, portable toilet rentals, videographers/photographers

Total: \$262,515

Cash Match Request: \$4,000

Supplies/Material: \$3800

Printing: \$2,000

Entertainment: \$3,500

Other: Portable toilet rentals: \$7200, equipment rental: \$8800, venue and campground rental: \$6500, permitting and licensing \$9800

## Supplemental Questions

Please provide brief responses to the following questions:

How is this event unique and how will this event benefit the City of Fruita? Roam Fest Fruita is the world's first and largest female-specific bike festival that is now expanded to include FTWN-B, BIPOC folks, and female-identifying people with disabilities. Our goal is to increase access to the outdoors, and mountain biking specifically, to historically underrepresented folks



and share the stoke on this sport and the land that we recreate upon. This event benefits the City of Fruita by providing an influx of passionate outdoor enthusiasts to Fruita who care greatly for the land, engage in trail advocacy workshops and trail work days, and patron local businesses.

Is there anything else that you would like to add? We would love to hear ways Roam Fest can further support the tourism goals of FTAC! We work closely with COPMOBA for our trail-building support sector of our festival, and this year partnered with Telluride Adaptive Sports to increase access for folks with disabilities to our festivals and the local trails.

Applications are due no later than 5 p.m. 60 days before the event. Please submit completed applications to:

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