



**FRUITA**  
COLORADO

## AGENDA ITEM COVER SHEET

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**TO:** FRUITA MAYOR AND CITY COUNCIL

**FROM:** SHANNON VASSEN, ASSISTANT CITY MANAGER

**DATE:** FEBRUARY 7, 2023

**AGENDA TEXT:** A Request to Approve a Recommendation from the Fruita Tourism Advisory Council for a Mini Grant Award for Roam Fest Fruita.

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### BACKGROUND

In the 2023 Budget, the Fruita City Council approved \$4,000 in funding in the Marketing and Promotion Fund to be used for mini grants that support events that promote tourism in Fruita, and for marketing materials or projects that also aid in these efforts. The mini grants are recommended for funding by the Fruita Tourism Advisory Council (“FTAC”) to the City Council after an application process and are awarded on a first come, first serve basis. The grants are paid on a reimbursement basis. Last year, in 2022, the Fruita City Council approved three mini-grants, which included funding for the Kids Adventure Games in Fruita, and marketing projects for the Fruita Area Chamber of Commerce and the Colorado National Monument Association.

The FTAC recently received and reviewed one mini grant application from Roam Events for Roam Fest Fruita, a mountain biking festival at the North Fruita Desert. According to the application, Roam Fest Fruita will take place from September 22-24, 2023, and the festival includes over a hundred group rides and workshop, bike and product demos, adventure film screening programs, trail building workshops, and dance parties and social hours. Roam Events estimates that 550 participants will attend Roam Fest Fruita in 2023, and that 90% of attendees are from out of the area.

At the FTAC’s regular meeting on January 26, 2023, the FTAC discussed the application and made the following recommendation to the City Council: Roam Events receive a \$1,000 mini-grant for Roam Fest Fruita.

### FISCAL IMPACT

Approving this mini grant will not have net fiscal impact, as \$4,000 was approved in the 2023 Municipal Budget to be used for projects or events. The balance of the mini-grant line item, in the Marketing and Promotion Fund, will be decreased from \$4,000 to \$3,000.

### APPLICABILITY TO CITY GOALS AND OBJECTIVES

A few of the goals of the mini grant program is to promote new and unique events and opportunities in Fruita, as well as help with marketing or other projects that would provide an economic benefit to businesses. The FTAC believes that funding this mini grant will promote tourism to Fruita in a responsible manner, and also provide economic benefits to area businesses.

## **OPTIONS AVAILABLE TO THE COUNCIL**

- Approve the recommendation from the Fruita Tourism Advisory Council and award a \$1,000 mini grant to Roam Events for the 2023 Roam Fest Fruita.
- Advise staff to revise grant funding amount/request.

## **RECOMMENDATION**

It is the recommendation of staff that the Council by motion:

**APPROVE A RECOMMENDATION FROM THE FRUITA TOURISM ADVISORY COUNCIL FOR ONE MINI GRANT AWARD TO ROAM EVENTS FOR THE 2023 ROAM FEST FRUITA IN THE AMOUNT OF \$1,000.**