



**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 to the Fruita Area Chamber of Commerce for Production of a Fruita Guidebook

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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 the Fruita Area Chamber of Commerce to produce a Fruita Map and Guidebook (hereinafter “Guidebook”). According to the application, the Guidebook includes a map of Downtown and Southside Fruita, a business directory, information on local events, and other relevant information to visitors of Fruita. It is anticipated that the Guidebook will be distributed at the Fruita Area Chamber of Commerce Office, the Visitor Center, local businesses, and with partnering organizations, such as the Palisade Chamber and Downtown Grand Junction.

At the FTAC’s regular meeting on January 26, 2023, the FTAC discussed the application and made the following recommendation to the City Council: The Fruita Area Chamber of Commerce receive a \$1,000 mini grant award for production of the Fruita Guidebook.

### 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 if approved (will be decreased from \$3,000 to \$2,000, if the prior mini grant for Roam Fest Fruita was approved).

## **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 provide an economic benefit by showcasing area businesses and highlighting local events.

## **OPTIONS AVAILABLE TO THE COUNCIL**

- Approve the recommendation from the Fruita Tourism Advisory Council and award a \$1,000 mini grant to the Fruita Area Chamber of Commerce for production of a Fruita Guidebook.
- 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 THE FRUITA AREA CHAMBER OF COMMERCE FOR PRODUCTION OF A FRUITA GUIDEBOOK.**