



2022 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 2022, the FTAC is looking forward to receiving applications for events or projects.

The FTAC Mini-Grant Application Package contains the following:

- A. 2022 Mini-Grant Guidelines and Process
- B. 2022 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. 2022 Mini-Grant Guidelines and Process

Overview

The City of Fruita Tourism and Advisory Board is excited to receive applications for the 2022 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 2022, 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 November 30, 2022.

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. And finally, applications can be faxed to 970-858-0210.

We look forward to your applications!

2022 FTAC Meeting Schedule¹

January 27, 2022, at 11:00 a.m. at Fruita Civic Center

February 24, 2022, at 11:00 a.m. at Fruita Civic Center

March 24, 2022, at 11:00 a.m. at Fruita Civic Center

April 28, 2022, at 11:00 a.m. at Fruita Civic Center

May 26, 2022, at 11:00 a.m. at Fruita Civic Center

June 23, 2022, at 11:00 a.m. at Fruita Civic Center

July 28, 2022, at 11:00 a.m. at Fruita Civic Center

August 25, 2022, at 11:00 a.m. at Fruita Civic Center

September 22, 2022, at 11:00 a.m. at Fruita Civic Center

October 27, 2022, at 11:00 a.m. at Fruita Civic Center

November 24, 2022, at 11:00 a.m. at Fruita Civic Center

December 22, 2022, at 11:00 a.m. at Fruita Civic Center

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



2022 Mini-Grant Application Form

Contact Information

Name: Johanna van Waveren___Affiliation/Organization: Colorado National Monument Association

Contact Person: Johanna van Waveren___Phone Number(s): __ (970)858-3617 ext.307

Address: _1750 Rim Rock Dr. Fruita, CO 81521_____

Email(s):___johannavwaveren@coloradonma.org_____

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.

Colorado National Monument Association (CNMA) is about to launch a strategic branding and marketing initiative. We secured \$25,000 for this project through the Western Colorado Community Foundation/ Dave and Mary Wood Fund and we need an additional \$5,000 to fully realize our vision.

CNMA would use funding for designing inclusive communication and marketing strategies to welcome more visitors to the monument, as well as other Fruita locations.

CNMA already has tremendous momentum and with additional funding assistance, we would build this strategic initiative to propel our vision of increasing support and furthering engagement and inspiration. A re-design of our website is a piece of this plan. Good design makes a good first impression, makes us stand out, communicates our values visually and even motivates people to take action. It is also effective in communicating CNMA vision, current projects, ways for community members to help, community events, membership opportunities, and education.

Education opportunities include Leave No Trace messaging, mental health resources, fun, interpretive messaging about park resources, and more.



A measure of success is increasing website visits by 100% in the first year. We would also conduct a survey to gauge user's experience on our sites.

Marketing strategies, both online and in-person, would be determined so that we would ensure our new websites would be seen by a large audience.

We would determine audiences that are visiting the park in low numbers and we would outreach to them in a thoughtful and strategic way. We have already determined that the Latino community and Mesa County residents with mental health challenges are two groups we are going to target. The membership brochure as well as our main website would be translated into Spanish. Our measure of success would be bringing at least 20 new people into the park each year in each of these sectors.

All of these tactics increase our ability to communicate and will greatly benefit our community and it will most certainly increase our capacity to support our park partner.

Budget

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

Description: see below Total: \$30,000 Cash Match Request: \$1,000

Total Budget for Project: \$30,000

The initial cost is \$10,000 for the strategy. Essentially a road map will be built based off of community feedback and research. An outside company called MySalesButler will perform this. They will also hire a graphic designer to build a website for \$10,000. An additional \$5,000 would be used to build assets. Then we would pay MySalesButler \$1,000/month for management and marketing for 3 months. These fees would include training our staff for further maintenance. I anticipate an additional \$2,000 in miscellaneous expenses.

CNMA secured \$25,000 for this project through the Western Colorado Community Foundation/ Dave and Mary Wood Fund, but we need an additional \$5,000. CNMA will contribute \$1,000 from our Plein Air Art Invitational (special event) and we are seeking \$1,000 from this Fruita Tourism Advisory Council mini-grant. \$3,000 remains and we plan to write one more grant request this fall.

Supplemental Questions

Please provide brief responses to the following questions:

2022 FTAC Mini-Grant Application
Revised 1/2022



How is this event unique and how will this event benefit the City of Fruita?

This is not an event however I do think it's unique because we want to help our community along with helping the monument. We believe marketing the monument and CNMA will contribute to successes in the City of Fruita.

Is there anything else that you would like to add?

We will share our successes with local non-profits like Colorado Canyons Association and COPMOBA as well as with cooperating associations associated with Peaks Plateaus and Canyons Association (PPCA) and with Public Lands Alliance (PLA) in upcoming conferences. This funding could help in building not just CNMA's capacity, but also the capacities of local nonprofits and park partners throughout the country.

If the City of Fruita would like to recommend organizations or businesses that we can share our successes with, we would be very happy to spread what we've learned and accomplished.

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

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