



FRUITA
COLORADO

AGENDA ITEM COVER SHEET

TO: FRUITA CITY COUNCIL AND MAYOR

FROM: SHANNON VASSEN, ASSISTANT TO THE CITY MANAGER

DATE: NOVEMBER 15, 2022

AGENDA TEXT: A Request to Approve a Recommendation from the Fruita Tourism Advisory Council for a Mini Grant Award to the Colorado National Monument Association.

BACKGROUND

In the 2022 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 and 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. In 2022, the Fruita City Council has approved two mini-grants, one for the Kids Adventure Games and the other for the Fruita Area Chamber of Commerce.

The FTAC recently received and reviewed one mini-grant application from the Colorado National Monument Association (“CNMA”) to launch a strategic branding and marketing initiative project, and to update the CNMA website. According to the application, the marketing initiative and website update will include “designing inclusive communication and marketing strategies to welcome more visitors to the monument, as well as other Fruita locations.” The total project cost for the effort is \$30,000, and CNMA has secured other grants for the project.

At the FTAC’s regular meeting on October 27, 2022, the FTAC discussed the application and made the following recommendation to the City Council: The Colorado National Monument Association receive a \$1,000 mini grant for their strategic branding and marketing initiatives project.

FISCAL IMPACT

Approving this mini grant will not have net fiscal impact, as \$4,000 was approved in the 2022 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 \$2,000 to \$1,000.

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 marketing project will help promote tourism to the Colorado National Monument and Fruita in a responsible manner.

OPTIONS AVAILABLE TO THE COUNCIL

- Approve the recommendation from the Fruita Tourism Advisory Council and award a \$1,000 mini-grant to the Colorado National Monument Association.
- 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 COLORADO NATIONAL MONUMENT ASSOCIATION IN THE AMOUNT OF \$1,000.