

**RESOLUTION 2024-43**

**A RESOLUTION APPROVING A PROFESSIONAL SERVICES AGREEMENT FOR  
ADVERTISING AND PROMOTION SERVICES WITH BARNHART  
COMMUNICATIONS AND AUTHORIZING THE INTERIM CITY MANAGER TO  
EXECUTE THE AGREEMENT**

**WHEREAS**, the Fruita City Council finds it necessary for the City of Fruita to enter into a Professional Services Agreement for Advertising and Promotion Services; and

**WHEREAS**, after staff and the Fruita Tourism Advisory Council (FTAC) thoroughly reviewed and discussed multiple Requests for Proposals from varying firms, FTAC has recommended that the City of Fruita hire Barnhart Communications to perform these services; and

**WHEREAS**, the agreement with Barnhart Communications will help continue the City's efforts to build and grow its tourism industry, enhance its marketing outreach, and improve Fruita's visibility as a premier destination for travelers; and

**WHEREAS**, it is the intent of this resolution to authorize the Interim City Manager to enter into a Professional Services Agreement with Barnhart for Advertising and Promotion Services.

**NOW, THEREFORE, BE IT RESOLVED BY THE FRUITA CITY COUNCIL THAT:**

**Section 1:** The City Council approves the Professional Services Agreement between the City of Fruita and Barnhart Communications for Advertising and Promotion Services and authorizes the Interim City Manager to execute the attached Professional Services Agreement.

**PASSED AND ADOPTED BY THE FRUITA CITY COUNCIL THIS 17th DAY OF  
DECEMBER, 2024.**

ATTEST:

CITY OF FRUITA

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Deb Woods, City Clerk

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Matthew Breman, Mayor