



Core Focus

Empowering businesses to thrive and grow

Core Values

Our core values guide our work and shape our identity. We **Advocate** for our members, **Engage** with our community, **Collaborate** with our partners, **Lead** our industry, and **Innovate** our solutions. These core values drive our work and define our identity. We are committed to empowering businesses to thrive and grow.



Advocate

Engage

Collaborate

Lead

Innovate





City Council Meeting Agenda Summary

1. State of the Chamber

- Brief recap of Quarter 1 accomplishments
- Review of major organizational milestones

2. Downtown Fruita Business Committee Update

- Overview of committee formation and purpose
- Early outcomes and participation from Fruita businesses
- Role in supporting upcoming downtown events including:
 - Fruita Farmers Market
 - Fruita Fall Festival
 - Trick-or-Treat Street
 - Downtown Holiday Lighting
- Partnership with City staff (Event awareness, Hospitality Program presentation)

3. Annual Fruita Business Survey Insights

- Summary of 2025 Annual Membership Survey responses from Fruita-based businesses
- Additional insights gathered through direct business outreach
- Key themes: seasonal slowdowns, staffing constraints, growth opportunities, and advertising/visibility needs

4. Fruita Business Climate

- Business growth
- Economic Confidence



Fruita Business Climate Continued

- Expansion & Transition Planning
- Opportunities
- Challenges & Threats
- Immediate Business Needs

5. Looking Ahead

- One-year priorities for the Chamber and alignment with City goals
- Continued development of member services and advocacy efforts
- Chamber-led strategies to strengthen business retention, collaboration, and Fruita-business vibrancy

The Fruita Area Chamber of Commerce values the longstanding partnership and open collaboration with the City of Fruita. Your continued investment in local business, public infrastructure, and community events makes it possible for our shared vision to flourish. We are proud to work alongside you as we build a strong, sustainable future for Fruita.