



TO: FRUITA CITY COUNCIL AND MAYOR

FROM: CITY MANAGER'S OFFICE

DATE: JANUARY 20, 2026

AGENDA TEXT: RESOLUTION 2026-05 - A Request to Approve a Resolution Authorizing the City Manager to Enter into an Agreement with Placer AI for a Two-Year Term.

BACKGROUND

The purpose of this Resolution is to authorize the City Manager to sign an agreement with Placer AI software for a two-year term. This software will provide insights into Fruita's event planning, marketing strategies, and economic development. Using this software the City of Fruita can receive updated analytics for foot traffic to local events, businesses, and public areas.

The contract is for a two-year term with the following rates:

- Year 1 - \$13,800
- Year 2 - \$15,000

FISCAL IMPACT

The contract provides a cost reduction of approximately \$1,200 over the two-year term, resulting in long-term savings for the City.

APPLICABILITY TO CITY GOALS AND OBJECTIVES

By obtaining updated insights into Fruita's foot traffic, the City of Fruita can better tailor events, tourism marketing efforts, and more to match the goals and values of the community.

OPTIONS AVAILABLE TO THE COUNCIL

1. Approve Resolution 2026-05.
2. Deny Resolution 2026-05.

RECOMMENDATION

Staff recommends that the Council move to:

APPROVE RESOLUTION 2026-05 – AUTHORIZING THE CITY MANAGER TO ENTER INTO AN AGREEMENT WITH PLACER AI FOR A TWO-YEAR TERM.