



TO: FRUITA CITY COUNCIL AND MAYOR

FROM: CITY MANAGER'S OFFICE

DATE: JANUARY 20, 2026

AGENDA TEXT: PRESENTATION – An update on Fruita Tourism's marketing strategy from Barnhart Communications.

BACKGROUND

In September of 2024, the City of Fruita issued a Request for Proposals (RFP) to solicit competitive bids for advertising and promotion services aimed at enhancing the City's tourism efforts under the direction of City Council and the Fruita Tourism Advisory Council ("FTAC"). After thoroughly evaluating the proposals received, the FTAC recommended awarding the contract for these services to Barnhart Communications, an established marketing firm located in Denver, Colorado. With City Council approval, Barnhart Communications began work in January 2025. Now, after one year of working on Fruita's tourism marketing efforts, Barnhart Communications will provide an update to the City Council on how the year went and what is to come in 2026. This will also serve as an opportunity for the Council to ask any questions about Barnhart's work and plans for 2026.

FISCAL IMPACT

For information purposes.

APPLICABILITY TO CITY GOALS AND OBJECTIVES

Working with Barnhart Communications aligns with the City of Fruita's strategic goals to increase tourism and improve marketing efforts that highlight Fruita as a destination. Working with Barnhart Communications helps to build on the city's growing tourism industry, enhance marketing efforts, and improve Fruita's visibility as a destination for travelers.

OPTIONS AVAILABLE TO THE COUNCIL

For information purposes.

RECOMMENDATION

No action recommended. For information purposes only.