

RESOLUTION 2026-05

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

WHEREAS, the City of Fruita finds it necessary to measure attendance and foot traffic to events, public space, and local businesses, to better inform decisions for marketing, event planning, and economic development; and

WHEREAS, Placer AI will help the City of Fruita better understand the impact of Fruita events and marketing on the local economy; and

WHEREAS, it is the intent of this resolution to authorize the City Manager to enter into an agreement with Placer AI for marketing and event software for a two-year term.

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

Section 1: The City Manager is hereby authorized to execute and sign the attached order form with Placer AI.

PASSED AND ADOPTED BY THE FRUITA CITY COUNCIL THIS 20TH DAY OF JANUARY 2026.

ATTEST:

CITY OF FRUITA

Debra Woods, City Clerk

Matthew Breman, Mayor