



TO: MAYOR & CITY COUNCIL

FROM: MIKE BENNETT, CITY MANAGER

DATE: NOVEMBER 19, 2024

AGENDA TEXT: MEMORANDUM OF UNDERSTANDING - A Request to Approve the Memorandum of Understanding with Fruita Area Chamber of Commerce

BACKGROUND

The Fruita City Council has reviewed and approved the draft Memorandum of Understanding (MOU) with the Fruita Area Chamber of Commerce (FACC) and has directed staff to finalize the agreement. The MOU attached aims to assign contingencies of the City's annual financial contribution to the FACC into three categories. The MOU also identifies why and how the two entities collaborate and references an annual lease agreement for the space the FACC leases from the City, which is not included in the MOU. The draft has been seen by Council in two separate workshop meetings and Council has provided feedback. The FACC has also contributed to the feedback.

FISCAL IMPACT

This MOU will not have a fiscal impact on the City of Fruita, beyond what has already been approved by the City Council throughout each budget. Future funding will be dependent upon the approval of each City Council.

APPLICABILITY TO CITY GOALS AND OBJECTIVES

Creating an MOU between the City and the FACC is an Action Item in the 2022-2024 Strategic Plan. This MOU will improve Special Events, foster business collaboration, and clarify each entity's role. This is the final of several MOUs that the City has been updating with its economic development partners.

OPTIONS AVAILABLE TO THE COUNCIL

1. Approve the MOU with FACC, directing the City Manager to sign the MOU.
2. Direct staff to amend the MOU and bring back to City Council at a later date.

RECOMMENDATION

APPROVE THE MEMORANDUM OF UNDERSTANDING WITH THE FRUITA AREA CHAMBER OF COMMERCE AND AUTHORIZE THE CITY MANAGER TO EXECUTE THE AGREEMENT.