



FRUITA

COLORADO

AGENDA ITEM COVER SHEET

TO: FRUITA MAYOR AND CITY COUNCIL

FROM: SHANNON VASSEN, ASSISTANT TO THE CITY MANAGER

DATE: JANUARY 4, 2022

RE: PRESENTATION FROM NEW MARKETING FIRM - COLVITA CREATIVE, LLC

BACKGROUND

Last year, staff administered a competitive bid process for advertising and promotion services for the City of Fruita's tourism efforts. Following the bid process, the Fruita Tourism Advisory Council recommended to the City Council that the contract for tourism services be awarded to Colvita Creative, LLC (hereinafter "Colvita"), a marketing firm based out of Eagle, Colorado. At the regular meeting on December 7, 2021, the City Council authorized the City Manager to enter into an agreement with Colvita for advertising and promotion services, and Colvita will begin work for Fruita at the beginning of the year.

With Colvita taking over Fruita's contracted tourism and advertising efforts, the purpose of this agenda item is for Colvita staff to provide an overview of the firm and to answer any questions from the City Council. City staff will introduce the firm, and then Colvita will share a brief presentation to the Council.