



**FRUITA**  
COLORADO

## AGENDA ITEM COVER SHEET

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**TO:** FRUITA CITY COUNCIL AND MAYOR

**FROM:** SHANNON VASSEN, ASSISTANT TO THE CITY MANAGER

**DATE:** JUNE 7, 2022

**AGENDA TEXT:** A REQUEST TO APPROVE A RECOMMENDATION FROM THE FRUITA TOURISM ADVISORY COUNCIL FOR A MINI GRANT AWARD TO THE FRUITA AREA ACHAMBER OF COMMERCE

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### BACKGROUND

In the 2022 Budget, the Fruita City Council approved \$4,000 in funding in the Marketing and Promotion Fund to be used for mini grants that support smaller events and that promote tourism in Fruita, and marketing materials or programs that also aid in these efforts. These mini grants are recommended for funding by the Fruita Tourism Advisory Council ('FTAC') to the City Council after an application process and are awarded on a first-come, first serve basis. The grants are paid on a reimbursement basis. In 2022, the Fruita City Council has approved one mini-grant, and that was for \$1,000 to the Kids Adventure Games event.

The FTAC recently received and reviewed one mini-grant application from the Fruita Area Chamber of Commerce for a new sign. The Fruita Chamber of Commerce is requesting \$1,000 to help with the costs of the new sign. According to the application, the new sign and sculpture "will be seen by the local community and is sure to attract visitors, as it will be large display of art. The Chamber anticipates that local and visitors will take photos, share, and visit the Chamber building to see the sign, which will allow the Chamber to promote local businesses and tourism."

At the FTAC's regular meetings on April 28, 2022, and May 17, 2022, the FTAC discussed the application and made the following recommendation to the City Council: The Fruita Chamber receive a \$1,000 mini-grant for the new sign at the Chamber building.

### FISCAL IMPACT

Approving this mini grant will not have net fiscal impact, as \$4,000 was approved in the 2022 Municipal Budget to be used for projects or events. The balance of the mini-grant line item, in the Marketing and Promotion Fund, will be decreased from \$3,000 to \$2,000.

### APPLICABILITY TO CITY GOALS AND OBJECTIVES

A few of the goals of the mini-grant program is to promote new and unique events and opportunities in Fruita, as well as help with marketing or other projects that would provide an economic benefit to businesses. The FTAC believes that replacing the sign with this unique sign at the Fruita Chamber

meets these goals and will attract a variety of visitors to the area, as well as contribute to downtown Fruita.

#### **OPTIONS AVAILABLE TO THE COUNCIL**

- Approve the recommendation from the Fruita Tourism Advisory Council and award a \$1,000 mini-grant to the Fruita Area Chamber of Commerce.
- Advise staff to revise grant funding amount/request

#### **RECOMMENDATION**

It is the recommendation of staff that the Council by motion:

**APPROVE A RECOMMENDATION FROM THE FRUITA TOURISM ADVISORY COUNCIL FOR ONE MINI-GRANT AWARD TO THE FRUITA AREA CHAMBER OF COMMERCE IN THE AMOUNT OF \$1,000.**