



TO: Mayor & City Council
FROM: Mike Bennett, City Manager
DATE: June 25, 2024
AGENDA TEXT: Fruita Special Events Overview & Discussion

PURPOSE

The purpose of this discussion is for staff to present an overview of special events occurring annually within the city for context to begin policy-level discussions among Council during this meeting and future meetings related to special events, as requested by City Council. The overview will include discussion of the City's special event review process, quantity of events, road closures due to events, location of events, timing of events, frequency of events, and which events are organized by the city, organized by partnerships, and organized by outside organizers. The overview is to enable City Council to understand the scope of Fruita events, ask any questions they may have, and provide any direction for future discussions related to possible event policies.

BACKGROUND.

The City of Fruita is home to numerous events within our community and surrounding areas. The City hosts several events, financially and/or provides in-kind support to larger events, and coordinates the approval and review process for all events on or impacting public property. There are over 30 events scheduled in 2024, with a few of them being multi-day. The 2024 Fruita Special Event Calendar is found on the City's website at the following link:

https://www.fruita.org/sites/default/files/fileattachments/parks_and_recreation/page/302/2024_events_-_city_of_fruita.pdf

City-Run Events. The City plans and runs 11 events that meet the criteria for a special event. These events are as follows:

- Sweetheart 5k/10k
- Winter Concert in Mulberry
- Mike the Headless Chicken Festival
- Thursday Night Concert in the Parks- 10 dates
- July 3rd Fireworks
- Cops and Cars Car Show
- Movie Nights- 4 dates
- Truck and Treat

- Trick or Treat Street (currently provides traffic control, with possible transition to organize it as well)
- Tree Lighting
- Holiday Craft Fair

This list does not include the E-Recycle Day and Spring Clean-up. The City hosts many other events within our parks and recreation programs and City facilities.

The 2024 Budget allocates \$158,600 for events, not including personnel costs for multiple departments, as depicted in the visual below (personnel line items only capture minor part-time costs, not fulltime):

Parks and Recreation Department Special Events

EXPENDITURES	2021 Actual	2022 Actual	2023 Budget	2023 Estimated	2024 Budget	% Chg.
Personnel Services, Salaries	\$ 10,541	\$ 27,211	\$ 28,375	\$ 28,250	\$ 5,325	-81%
Personnel Services, Benefits	2,802	8,446	9,200	9,200	625	-93%
Purchased Professional Services	18,352	26,370	31,400	35,320	42,400	20%
Other Purchased Services	1,300	1,715	2,650	2,150	2,500	16%
Supplies	28,195	36,680	46,750	46,610	48,750	5%
Operating Expenses	\$ 61,190	\$ 100,422	\$ 118,375	\$ 121,530	\$ 99,600	-18%
Capital	9,884	-	-	-	10,000	N/A
Special Projects	18,262	32,415	44,000	34,900	49,000	40%
Total Expense	\$ 89,336	\$ 132,837	\$ 162,375	\$ 156,430	\$ 158,600	1%

General Event Information. Annually, there are seven large events that close Aspen Street for one or more days. In addition, Girls on the Run has a significant impact to traffic on the North side of Fruita during the same weekend as Fat Tire Fest and CO2UT. These three events bring over 5,000 people into the City on Saturday.

Annually, there are seven running events at various locations around the City, and also seven biking events at various locations around the City. There are 35 days of events on Civic Center Property annually.

Special Event Permit Process. The City’s Planning & Development Department, under the direction of Special Projects Coordinator, Matt Carson, oversees the special event application process, and is the point of contact for all outside events coordinating the internal review of multiple departments. It is our goal that community events fit within the community values and that event organizers, as well as participants in events have a true Fruita experience while in the community. Information on the process for obtaining a special event permit is found on the City’s website at the following link:

<https://www.fruita.org/parksrec/page/special-events>.

Fruita Tourism Special Event Sponsorships. The Fruita Tourism Advisory Council reviews sponsorship applications annually to recommend approval to City Council for funding. In 2024, \$41,500 was approved for the following events:

- Fruita Fall Festival - \$7,500

- Fruita Fat Tire Festival and 18 Hours of Fruita - \$5,000
- Co2UT and Rexy Gravel Bike Races - \$5,000
- Kids Adventure Games - \$5,000
- Co. Riverfront Concert Series - \$4,000
- Mike the Headless Chicken Festival - \$4,000
- Thursday Night Concert Series - \$4,000
- Fruita Farmers & Makers Market - \$2,500
- Roam Fest Fruita - \$2,000
- Rim Rock Rodeo - \$1,000
- Winter Concert - \$1,000
- Military High School Graduate Recognition Event - \$500

Fruita Chamber of Commerce – City Event Partnerships. The Fruita Area Chamber of Commerce hosts five significant events within the community, the largest being Fruita Fall Fest. The City and the Chamber partner on several events. As noted above, the Fruita Tourism sponsorships include \$10,000 for Fall Fest and Farmers & Makers Market. The following are recent estimates of City staff in-kind assistance with Chamber events, broken out separately by the Public Works and Parks & Recreation departments (not including Matt Carson’s time):

Public Works support for Chamber

Parade of Lights

- Parade of lights - 15 staff member @ \$ 35/hr. for 4 hours cost is \$2100.
- Pre stage traffic control & pickup 4 staff member @ \$ 30/hr. for 8 hours cost \$960.
- TCP review for the parade, 1 staff member @ \$35/hr., cost is \$35.
- Meeting with Chamber for parade of lights 2 staff member 1 hour @ \$35/hr. cost \$70.
- 30 Barrels @ \$3 each \$90
- 27 type III @ \$5 each \$135
- 60 warning & event signs @ \$5 each \$300

Total event cost \$3,685

Fruita Fall Festival.

- TCP review 1 staff member @ \$35/hr., cost is \$35.
- Festival meeting 2 staff members 1 HR @ \$35/hr. cost \$70.

Total event cost \$105.

Trick or Treat Street.

- 4 staff members to set up & tear down traffic control @ \$ 30/hr. for 4 hours, cost is \$120
- Review of TCP 1 staff @ \$35/hr. cost is \$35.
- Pre stage traffic control & pick up 2 staff members @ \$30/hr. for 1 hour cost is \$60.
- 2 staff members for Trick or Treat Street meeting @ \$35/hr. for 1 hour cost is \$70.
- 4 barrels @ \$3 each \$12
- 10 type III barricade @ \$5 each \$50
- 21 warning signs @ \$5 each \$105

The total event cost is \$452.

Total cost of all events is \$4,242.00.

Building Maintenance

Monthly maintenance

- | | Month | Year |
|--|--------------|-------------|
| • Sump pump & HVAC inspection 30 minutes per month.
\$111.00/annually | \$9.25 | |

Annual Maintenance

- | | |
|---|-------------------|
| Gutter cleaning two men 4 Hour \$53.50 per hour | \$214.00/annually |
| Exterior repair one man 40 hours \$18.50 per hour | \$740.00/annually |

Total hours 54 hours

Total cost \$1,065.00

Total Public Works contribution: \$5,307

Parks and Recreation support for Chamber

Parade of Lights

- Parade of lights - 1 staff member @ \$ 35/hr. for 4 hours cost is \$140.

Total event cost \$140

Fruita Fall Festival.

- Provide white fencing for beer garden - 1 staff member @ \$ 25/hr. for 1 hour cost is \$25
- Electrical set up for festival – 2 staff members 2 HR @ \$25/hr. cost \$100.
- Electrical on-call and generator fuel for festival – 2 staff members 1 HR @ \$35/hr. cost \$70.
- Festival meeting 2 staff members 1 HR @ \$25/hr. cost \$50.
- 2023 required 20 hours of overtime for the event based on needs. 20 hrs @35/hr. cost \$700
- Co-ed Softball Tournament – field rented at partner rate. \$600

Total event cost \$945.

SD51 Facility Rental Assistance.

- Rental assistance - 1 staff member @ \$ 30/hr. for 1 hours cost is \$30.

Total event cost \$30.

Small Business Saturday and Tree Lighting Event.

- 6 staff members to light downtown at the same time @ \$ 35/hr. for 2 hours, cost is \$420
- Use of propane heaters and filling 6 propane heater tanks – 6 tanks at \$20 cost is \$120

The total event cost is \$540.

Farmers Market at Reed Park.

- Event set up providing extra trash cans - 1 staff member @ \$ 25/hr. for 2 hours cost is \$50.
- Event clean up - 1 staff member @ \$ 25/hr. for 2 hours cost is \$50.

- Multipurpose grass space \$25/hr for 6 hours for 20 weeks cost is \$3000

The total event cost is \$3100.

Rural Philanthropy Days at the FCC.

- All meeting rooms for June 5th \$360
- All meeting rooms for June 6th \$240
- Gym on June 5th for community fair from 12:00 pm to 4:00 pm – There is no fee as we typically don't allow this for reservations.

The total event cost is \$600.

Basket for upcoming silent auction.

- Basket with FCC items and pass valued at \$150

The total event cost is \$150.

Fruita Area Chamber of Commerce Landscaping.

- Mow, trim, irrigation, cleanup, trees, general landscape maintenance - 1 staff member @ \$ 25/hr. for 4 hours per week cost is \$3000.
- Snow removal as needed

The total event cost is \$3000.00.

Total cost of all events is \$8505.00.

Total Parks and Recreation contribution: \$8,505