



FRUITA
COLORADO

AGENDA ITEM COVER SHEET

TO: FRUITA CITY COUNCIL AND MAYOR

FROM: SHANNON VASSEN, ASSISTANT TO THE CITY MANAGER

DATE: APRIL 5, 2022

AGENDA TEXT: A REQUEST TO APPROVE A RECOMMENDATION FROM THE FRUITA TOURISM ADVISORY COUNCIL FOR A MINI GRANT AWARD TO THE KIDS ADVENTURE GAMES

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. 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.

The FTAC recently received and reviewed one mini-grant application from the Kids Adventure Games, a multi-day event at Highline State Park. The Kids Adventure Games is requesting \$4,000 for the 2022 event. According to the application, the “Kids Adventure Games is a multi-discipline adventure race for kids ages 6 to 14. In teams of two, participants compete together by bike, in water, and on foot through a 2.5 mile to 4-mile course featuring 15 manmade and natural obstacles”. The event organizers estimate that the total number of participants and spectators will be at least 1,250, and last year, 35% stayed in Fruita.

At the FTAC’s regular meeting on March 24, 2022, the FTAC discussed the application and made the following recommendation to the City Council: The Kids Adventure Games receive a \$1,000 mini-grant for the 2022 event. Generally, mini-grant requests have been limited to \$1,000 per application, to allow for additional requests to be received throughout the year.

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, such as the Kids Adventure Games. The balance of the mini-grant line item, in the Marketing and Promotion Fund, will be decreased from \$4,000 to \$3,000.

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 the Kids Adventure Games meets these goals, and will attract a variety of visitors to the area.

OPTIONS AVAILABLE TO THE COUNCIL

- Approve the recommendation from the Fruita Tourism Advisory Council and award a \$1,000 mini-grant to the Kids Adventure Games,
- 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 KIDS ADVENTURE GAMES IN THE AMOUNT OF \$1,000.