



**FRUITA**  
COLORADO

## AGENDA ITEM COVER SHEET

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**TO:** FRUITA CITY COUNCIL AND MAYOR

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

**DATE:** MAY 23, 2023

**AGENDA TEXT:** FRUITA TOURISM ADVISORY COUNCIL DISCUSSION

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### PURPOSE

The Fruita City Council has been (or will be) hearing from and discussing each Fruita Board and Commission throughout this year. For this agenda item, the focus will be on the Fruita Tourism Advisory Council (“FTAC”) and providing any feedback and direction to the group. Members of the FTAC recently presented to the City Council and additional information on that presentation can be found below.

### BACKGROUND

Members of the FTAC presented to the City Council at the first regular meeting in May. The FTAC covered the purpose and responsibilities of the board, prior year accomplishments, and 2023 highlights. A summary of that presentation is provided here:

- **FTAC Purpose and Responsibilities**
  - Purpose - The Fruita Tourism Advisory Council strives to promote responsible tourism in an area where geology, paleontology, mountain biking, and other outdoor recreation resources are abundant.
  - Responsibilities –
    - Promote Fruita to visitors through tourism related business.
    - Support Fruita’s unique festival and tourism related events.
    - Continue implementation of the “Play Like a Local” Campaign.
- **Prior Year Accomplishments**
  - Continued marketing partnership with the Town of Palisade, the “Bookends of the Grand Valley” partnership. Through the Reimagine Destinations program, from the Colorado Tourism Office, both organizations were provided with a consultant to create a work-plan for the marketing partnership. That work plan was completed last year, and now the focus is to implement goals from the work plan.
  - Completed a rebrand of the Play Like a Local Campaign.
  - Completed a redesign of the GoFruita.com website and transitioned to a WordPress website to allow for greater flexibility and the ability for staff and the consultant to make

changes without going through a web hosting provider. The new website can be found [here](#).

- Was one of three destinations featured in the 2022 Intersections Documentary, created by Stans No Tubes. That documentary can be found [here](#).
  - Awarded three mini-grants to the Kids Adventure Games, Fruita Area Chamber of Commerce, and the Colorado National Monument Association.
  - Funded the re-printing of the Fruita Historic Walking Tour Brochures, a joint project with the Fruita Historic Preservation Board.
  - Awarded grant funding from the Colorado Tourism Office and Great Outdoors Colorado for new trail construction at the North Fruita Desert.
- **2023 Goals and Highlights**
    - The City of Fruita is funding more special events than ever, contributing \$32,350 to local events.
    - Partnered with Mesa County Public and awarded a \$250,000 grant from Colorado Parks and Wildlife for trail construction at the North Fruita Desert.
    - Working on implementing projects in the Fruita + Palisade work plan, including the creation, production, and distribution of a Mesa County Gravel Adventure Field Guide.
    - Prioritizing new media efforts to reach target audiences and promote travel to Fruita. Also focusing on previously used media efforts, like Sojern, to determine how marketing dollars relate to people traveling to the area.