



FRUITA
COLORADO

AGENDA ITEM COVER SHEET

TO: FRUITA CITY COUNCIL AND MAYOR

FROM: SHANNON VASSEN, ASSISTANT TO THE CITY MANAGER

DATE: MARCH 1, 2022

AGENDA TEXT: A REQUEST TO APPROVE THE MAYOR TO SIGN A LETTER OF COMMITMENT TO COMMIT FUNDS FOR A GRANT APPLICATION TO THE COLORADO DEPARTMENT OF ECONOMIC DEVELOPMENT AND INTERNATIONAL TRADE FOR THE TOURISM MANAGEMENT GRANT PROGRAM.

BACKGROUND

Staff is finalizing a grant application to the Colorado Department of Economic Development and International Trade (“OEDIT”) for the Tourism Management Program. The purpose of the Tourism Management program is to provide funding for tourism related projects that develop, enhance, or manage visitor experience in Colorado. The maximum grant amount is \$20,000, and the applicant is required to provide a 1:4 match (for every \$1 spent from the applicant, OEDIT will match it with \$4, up to the maximum grant amount). Eligible projects for this grant include infrastructure that directly enhances visitor experience through increased access or engagement.

For this grant, staff is requesting funding to build 3-4 miles of new natural surface single-track trails at the North Fruita Desert Specialized Recreation Management Area, administered by the Bureau of Land Management’s Grand Junction Field Office. With the North Fruita Desert Master Plan finalized and the NEPA (National Environmental Policy Act) study wrapping up, the City of Fruita and its partners have a limited amount of time to implement and carry out the master plan. This grant, if awarded, would allow the City of Fruita to fund a Youth Conservation Corps Crew for three-four weeks to complete the work. This is a similar request to a grant that the City received last year, when Great Outdoors Colorado (GOCO) funded a Youth Conservation Corps Crew for four weeks.

The purpose of this agenda item is to allow the Mayor to sign a Letter Commitment to commit matching funds for this grant if awarded. A Letter of Commitment is a requirement to apply. Staff believes that this an eligible project for the grant as it enhances visitor experience by creating more trails for users to spread out and use when recreating at the North Fruita Desert.

FISCAL IMPACT

It is estimated that the fiscal impact to the City, if awarded funding, will be \$10,000 from the Public Places fund. The Public Places Fund (along with the Economic Development Fund) is funded through a 3% tax on short-term lodging. Last year was the best year for Fruita as far as lodging tax collections, and the Public Place Fund does have fund balance that can cover the City’s portion.

APPLICABILITY TO CITY GOALS AND OBJECTIVES

The City of Fruita is committed to improving the quality of place and lifestyle of Fruita residents and visitors. This grant helps improve both by providing more access to outdoor recreation opportunities for people of all skills levels, and also helps maintain the public lands that are a great asset to Fruita and the community.

OPTIONS AVAILABLE TO THE COUNCIL

- Approve the Mayor to sign the Letter of Commitment for the OEDIT grant.
- Advise staff to reevaluate the grant and project.

RECOMMENDATION

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

APPROVE THE MAYOR TO SIGN A LETTER OF COMMITMENT TO COMMIT FUNDS FOR A GRANT APPLICATION TO THE COLORADO DEPARTMENT OF ECONOMIC DEVELOPMENT AND INTERNATIONAL TRADE FOR THE TOURISM MANAGEMENT GRANT PROGRAM.