



FRUITA
COLORADO

AGENDA ITEM COVER SHEET

TO: Fruita City Council and Mayor

FROM: Ciara DePinto, Communications and Engagement Specialist

DATE: December 20, 2022

AGENDA TEXT: PRESENTATION - For the Love of Fruita Campaign Overview

BACKGROUND

The purpose of this agenda item is for staff to share a new community engagement campaign focused on creating natural conversations and interest around City and community happenings, called For the Love of Fruita. This idea stems from the book, “Love Where You Live” by Peter Kageyama. The book outlines concepts to help build love and connection for a city. The campaign will utilize ideas from the book like creating a co-creator (also known as ambassadors) program and distributing Fruita Love Letters to help create positive connections throughout the community while also bringing awareness to City engagement efforts.

To get the campaign started, the presentation provided will also be presented to boards and commissions to share the campaign idea and ask members to participate as co-creators. Co-creators are individuals who are already involved or excited about City happenings. They are knowledgeable about what the City is working on, and they are connected within the community. The co-creator program will help strengthen communications and engagement with the City of Fruita. Board and commission members are natural co-creators and are only the starting point in creating the program. The hope is to have community members who are not on a board or commission, but who are still connected within the community, participate as a co-creator.

The campaign will be a long-term effort by creating natural, informal, connections with community members. The campaign will have a website landing page showcasing the variety of ways to stay involved and connected with the City of Fruita. The landing page will be promoted through conversation, the Fruita Love Letters, and additional outlets including informational flyers and other unique distribution channels.

As this is a presentation to the City Council on the proposed program, no formal action is needed from the City Council.