



FRUITA
COLORADO

City of Fruita
325 E. Aspen,
Fruita, CO 81521
(970) 858-3663
www.fruita.org

OUTSIDE AGENCY FUNDING APPLICATION – FISCAL YEAR 2023

General Application Information:

Applications are due by September 30, 2022. Final decisions on funding requests will be made no later than December 7, 2022, and applicants will be notified of the decision on their funding request.

One copy of the funding applications and attachments are required and should be mailed or emailed to the address below. Completed applications must include all required items and be submitted by the deadline to be considered.

Funding requests will be reviewed and evaluated based on the criteria set forth in the City of Fruita Outside Agency Funding Policy (Exhibit B).

Questions regarding the application may be directed to Shannon Vassen at svassen@fruita.org or (970) 858-3663.

Completed application packets should be submitted to:

City of Fruita
Attn: Shannon Vassen
325 E. Aspen Avenue
Fruita, Co 81521

Or email to svassen@fruita.org

Application Contents:

- I. Application
- II. Organization Certification
- III. List of Required Attachments
- IV. Exhibit A – City Goals
- V. Exhibit B – Outside Agency Funding Policy



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OUTSIDE AGENCY FUNDING APPLICATION – FISCAL YEAR 2023

Organization: _____ Fruita Area Chamber of Commerce _____ Date: _9-28-22_
Contact Person: _____ Kayla Bowers _____ Title: _____ Executive Director _____
Mailing Address: _____ 432 E Aspen Ave Fruita, CO 81521 _____
Street Address: _____
Phone No.: _____ 970-858-3894 _____ Email: _____ kayla@fruitachamber.org _____

FUNDING REQUEST SUMMARY

Project Name: _____ Fruita Chamber and City of Fruta Partnership _____

Amount of Request: (\$) _____ \$30,000 _____

Summary of Request:

How does this program/project benefit the citizens/businesses of the City of Fruita?

The Fruita Area Chamber of Commerce hosts a variety of events that benefit local businesses in the City of Fruita by connecting them to resources, the community, and other local businesses. The FACC also hosts local community events such as the Fruita Farmer's Market, Fruita Fall Festival, Trick or Treat Street, and Parade of Lights. With over 450 members across the Grand Valley, the FACC hosts over 100 events for our community and businesses. With a small staff of 3 full-time employees and 2 part-time revolving internships, there is a heavy workload the FACC must take on to achieve the events and projects it manages. A summary of these events is included with this application.

How does this program/project help the City to achieve its goals and priorities (Exhibit A)?

The mission of the FACC is to grow a prosperous & sustainable business community. The vision is to cultivate a vibrant community by being a trusted advocate & viable partner for businesses



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in the Grand Valley. We do this by contributing to a quality of place through beloved community events such as the Fruita Farmer's Market. Our goals and vision is directly in line with the goals and priorities of the City of Fruita. Our efforts to advocate and support local businesses directly help support the economic health of our community. The FACC offers promotion and education to our community about local business offerings as well as innovative ways to include local businesses in special events. The FACC also takes pride in our community lifestyle. We often use the term "keep Fruita funky" and promote a fun and welcoming environment at our events and activities.

Describe other funding sources and financial support for this project/program, both internally and from other outside agencies, including in-kind contributions such as donated goods or services.

The FACC thrives on partnerships and community involvement. We receive funding through membership dues, event income and various project income. A breakdown of our finances are included in this application. The additional public support of the City of Fruita directly supports our Chamber programs, events and the staff that help plan and execute each event accordingly.

Will the organization be able to continue to deliver service in the future without City funding?
How will the success of this program be measured?

The FACC will continue to be an advocate for the business community. We are proud to create multiple opportunities for businesses to come together to network, share ideas and support one another. When our business community thrives, so does our community. Our role is to continue to connect local businesses to our community and we can continue to do that through the support of our partnerships with organizations such as the City of Fruita. Without the support of our community partners, the FACC would not be able to support the many projects and programs we host. The 2021 calendar year was the best financial year the Fruita Area Chamber of Commerce has ever seen. However, our event expenses were down significantly due to carryover from 2020 cancelled events. The FACC also received the PPP grant funding of a little over \$20,000. YTD in 2022, our expenses have nearly doubled, along with increases for our general liability and directors and officers' insurance, technology expenses, and our general office expenses have seen significant increases. Inflation has affected everyone, and the FACC is no exception to this.



PROJECT/PROGRAM BUDGET

List itemized expenditures by category for this funding request. Be specific. This information will be used to compile funding agreements for approved requests.

<u>Expenses</u>	
Line Item Description	Cost
General Office Operations (Technology fees/services/phones)	\$15,000
Event promotion for Fruita events (Candidate Forum, State of the Community, Farmer's Market, Parade etc.)	\$5,000
Staff Salary and Wages (Seasonal support staff, supplemental for FTE to manage seasonal events)	\$6,000
Local business promotion and support throughout the year	\$4,000
TOTAL EXPENSES	\$30,000

<u>Revenues</u>		
Sources of Revenue	Funding Committed? Y/N	Amount
____Membership Dues_____	N – Projected (excludes City funding)	\$116,000
____Event Income_____	N – Projected	\$192,000
____Other Income_____	____N - Projected_____	\$5,200_____
_____	_____	_____
_____	_____	_____
TOTAL REVENUES		\$313,200



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ORGANIZATION CERTIFICATION:

I certify that Fruita Area Chamber of Commerce (organization) is an eligible agency for receipt of funds pursuant to Section 2 of the City of Fruita Outside Agency Funding Policy (Exhibit B); that all information reported in this application and attached is true, accurate and complete; that I am authorized to make application on behalf of the above organization and have been designated as such by the Board of Directors; and that I will provide written notice of any changes or additions to this information.

I understand the organization may need to make a brief presentation and/or provide additional information during the evaluation process and that a written agreement will be required if funds are awarded.

Signature: _____

Date: _____

Title: _____

ATTACHMENTS REQUIRED

- ☐ IRS Letter of Tax Exempt Status under Section 501 (c) of the Internal Revenue Code unless organization is a governmental or quasi-governmental entity.
- ☐ Statement of support for this funding request from the board of directors or governing body of the organization
- ☐ Copy of budget for the current fiscal year (Note – If an electronic copy is available on your website you may provide the url in lieu of a hard copy)
- ☐ Copy of financial statements for most recent year (Note – If an electronic copy is available on your website you may provide the url in lieu of a hard copy)



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☐ Letter(s) of support.



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EXHIBIT A CITY GOALS

WHY FRUITA? The City of Fruita focuses on three strategic outcomes built upon a base of providing quality core services.

Quality of Place (QP)

The City of Fruita is a community where residents and visitors love where they are. The City strives to be a bike and pedestrian friendly community by providing a system of sidewalks, trails, and bike lanes that connect our parks, schools, neighborhoods, civic facilities, and commercial areas. We value safe neighborhoods, our geographic natural resources and landscapes, top tier education and healthcare, and we collaborate to provide quality essential infrastructure and services. We are an inclusive community of doers who enjoy active and healthy lifestyles.

Economic Health (EH)

The City of Fruita strives to be financially sustainable by enabling a stable economy and supporting a diversity of businesses that offer well paying jobs that attract educated employees. The City works to be fiscally responsible and continuously seeks ways to allocate resources to services and projects that have the highest impact on the City's priorities. We are the innovative leader for economic development in the Grand Valley.

Lifestyle (L)

The City of Fruita fosters a fun and funky ambiance by celebrating the local arts, farm and ranching history, unique leisure opportunities, and family-friendly events and activities. As a city, we encourage a diversity of cultural opportunities, businesses, and recreational activities. We continue to improve and enhance recreational offerings from traditional to outdoor adventure sports and youth to adult activities. We are a family-friendly community with diverse cultural opportunities, businesses and recreational amenities where visitors feel like locals and locals play like visitors.



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EXHIBIT B
OUTSIDE AGENCY FUNDING POLICY
CITY OF FRUITA, COLORADO

SECTION 1: POLICY

It is the policy of the City of Fruita, Colorado to consider funding requests from agencies committed to providing community service programs that fulfill a public purpose in that the services to be performed benefit, promote, serve and enhance the quality of life for the Fruita community at large for a cost or in a manner that the City could not provide more efficiently or for less cost.

This policy promotes the concept that the most efficient use of taxpayer funds for contributions to outside agencies are direct contributions that are used for the intended purpose of providing community service programs. Therefore, the City does not contribute funds for fund raising events in which a portion of the contribution is used to offset the cost of fund raising (e.g. tickets for banquets and similar events).

SECTION 2: ELIGIBLE AGENCIES

An eligible agency must be a not-for-profit (public or private), charitable (public or private), governmental, or quasi-governmental entity organized and existing under Colorado law. The agency must be recognized by and provide proof of tax-exempt status under Section 501 (c) of the Internal Revenue Code of the United States, unless the agency is a governmental or quasi-governmental entity.

An agency complying with this provision, but whose proposed service program or project fails to meet the evaluation criteria presented in Section 3 of this policy, may not receive funds from the City.

An agency complying with this provision, but whose proposed service program or project duplicates services or projects provided by another agency may not receive funds from the City.

SECTION 3 PROCEDURES

The City's process for funding an outside agency request is as follows:



- 3.1 The City of Fruita should receive all funding requests from outside agencies no later than September 30, 2022 for consideration for funding in the following fiscal year.

This allows for consideration of the funding requests as part of the development of the operating budget for the following year.

- 3.2 Funding available for outside agency requests will be reviewed on an annual basis as part of the budget process.
- 3.3 The availability of funds awarded will be subsequent to January 1 for the funding cycle of each year and released accordingly upon receipt of invoice and any required supporting documentation.
- 3.4 City operations and capital expenditures will receive priority over all funding requests from outside agencies. Funding Requests from outside agencies will be treated as the lowest priority in the budget process and will be considered only after meeting the other needs of the City government.
- 3.5 The City of Fruita reserves the right to terminate funding for outside agencies at any time. Approval of funding for one fiscal year does not impose a commitment on the City for funding in future years.
- 3.6 No funding decision shall be considered final until the City Council adopts the budget and all aspects of the agency's responsibilities and the conditions under which payment for the agency's services will be rendered have been met.
- 3.7 City funding shall only be used for the purpose and service for which the funding is requested and approved by the City. Any deviation from the approved funding request may be made only by the City's prior, written approval. If not, funds must be returned immediately to the City.

SECTION 4 EVALUATION CRITERIA

The City Council may utilize the criteria listed below in the evaluation and prioritization of funding requests.

- 4.1 Agency's ability to demonstrate the effectiveness and relevancy of a project or service to the community.



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- 4.2 The ability to meet a specific or relevant need in the community.
- 4.3 Relationship to the City's mission, goals and/or objectives
- 4.4 The likelihood the project will produce successful results.
- 4.5 Service impact or benefit to the businesses and citizens of Fruita and the number of citizens/businesses, geographic areas and specific impact (quantified).
- 4.6 The effectiveness of the services and/or program and the impact on the City of Fruita community based upon measurable performance data.
- 4.7 The agency's history of success.
- 4.8 Effective use of requested funding, including matching contributions, additional sources, and effort of outside search for financial assistance.
- 4.9 The financial need of the agency and its ability to implement the services and/or programs based upon available resources.
- 4.10 The ability of the agency to continue the project or service after the funding cycle without an ongoing operational award from the City to this service.
- 4.11 The amount of previous funding requests and the amount received from the City of Fruita
- 4.12 Budgetary constraints on available funds.

SECTION 5 SUBMITTAL INSTRUCTIONS

Agencies must adhere to the following instructions for submittal of the Funding Requests:

- 5.1 The Funding Request should be submitted to the City of Fruita by October 15.
- 5.2 The appropriate agency authorities must complete, sign and date the Funding Request

SECTION 6 REQUIRED INFORMATION



Funding Requests should contain the following information and/or documentation.

- 6.1 Amount requested from the City of Fruita
- 6.2 A brief narrative of the agency's program(s) and demonstrated benefit to the citizens of Fruita and relationship to helping the City achieve its goals and priorities.
- 6.3 An official statement of support for the Funding Request from the governing body of the agency.
- 6.4 A copy of the budget for the fiscal year the funds are being requested) must accompany the request. In addition, a copy of the budget or financial statements for the previous fiscal year must accompany the request. These documents may also be provided through email or a link to these documents online.
- 6.5 A copy of the Section 501(c) declaration by the Internal Revenue Service must accompany the Funding Request.
- 6.6 Completed Outside Agency Funding Application.
- 6.7 Letters of support.
- 6.8 Additional supporting documents and information that may be requested by the City.

SECTION 7 AGENCY REQUIREMENTS AFTER RECEIPT OF FUNDING

- 7.1 Financial Report. Agencies must provide an annual report of the expenditure of city funds.
- 7.2 Performance Report. Agencies must provide an annual report on the effectiveness of services or projects for which the agency received funding.

Fruita Area Chamber of Commerce

Profit and Loss

January - December 2021

	TOTAL
Income	
Event Income**	182,611.52
Farmers Market	
FFM Income	1,473.00
SNAP/DUFB	-1,478.00
Total Farmers Market	-5.00
Member Dues & Fees**	114,149.07
Other Income**	22,061.09
Other	3.50
Total Other Income**	22,064.59
Unapplied Cash Payment Income	9.98
Total Income	\$318,830.16
GROSS PROFIT	\$318,830.16
Expenses	
Bank Charges/Credit Card Fees**	2,318.41
Employee related benefits**	1,232.55
Health Insurance	413.38
Total Employee related benefits**	1,645.93
Event Expenses**	102,416.64
Insurance**	2,427.45
Marketing & Advertising**	3,538.25
Membership Benefits**	4,266.30
Office Technology**	14,117.07
Operations/Office General**	3,714.42
Office General	
General	-2,330.38
Total Office General	-2,330.38
Postage**	922.54
Professional fees**	1,746.54
Bookkeeping	2,100.00
Total Professional fees**	3,846.54
Total Operations/Office General**	6,153.12
Other Expenses**	1,358.50
Board Expenses**	1,081.84
Shop Fruita Gift Certificates**	980.00
Total Other Expenses**	3,420.34
Payroll Expenses**	0.00
Payroll Processing Fee**	3,086.09
Payroll Taxes**	12,221.48
Staff Salary & Wages**	117,717.07

Fruita Area Chamber of Commerce

Profit and Loss

January - December 2021

	TOTAL
Workmans' Comp Insurance/HR Fees**	60.44
Total Payroll Expenses**	133,085.08
Sanitation	
Event Supplies	-32.47
Total Sanitation	-32.47
Subscriptions & Dues **	650.00
Total Expenses	\$274,006.12
NET OPERATING INCOME	\$44,824.04
Other Income	
Interest Income	7.44
Total Other Income	\$7.44
NET OTHER INCOME	\$7.44
NET INCOME	\$44,831.48

All Things FACC

- 12 Veteran in Business events per year (providing support and resources to local Veterans)
- 25 Women in Business events per year (a local networking group for women and an opportunity to support local businesses and attractions)
- 6 Business Toolboxes per year (offering educational opportunities for local businesses to remain sustainable and grow - HR support, business law, marketing, etc.)
- 6 Maximize Your Membership luncheons per year (allows member businesses the chance to understand all benefits of being a member of the chamber and how to be an active part in their community - this includes Boards and commissions with the City)
- 12 Business After hours per year - brings 60+ business professionals to local businesses for networking and connections
- 12 Coffee Club per year - In partnership with Business Incubator Center and FWorks, it brings in a local Fruita business owner or educational topic to present to group of business and community members (story of starting a business, financial check in, how to read your financial statements, Enterprize Zone, etc.)
- 2 Coffee & Community Connections per year - (opportunity for industry leaders to provide updates and answer questions in a smaller group setting with local Chamber members - Healthcare, City of Fruita updates, Mesa County Sheriff's, education, water, fire, etc.
- 11 Welcome Thursday Friends luncheons - Brings Chamber members to local restaurants
- 1 Annual Banquet
- 1 Candidate & Issues Forum - City of Fruita elections and ballot issues
- 1 Women's Conference ** New in 2021
- 1 Membership Appreciation luncheon - complimentary lunch for FACC members on the Chamber lawn
- 2 Next Step: An Internship & Workforce Development Program classes per year (helps businesses develop proper training and implementation for proper staffing and internships in their office)
- Fruita Farmer's Market - 2nd weekend in June through last weekend in October (21 weeks, longest running market in the Valley)
- State of the Community breakfast - an opportunity for business professionals and community members to hear updates from elected officials and answer questions/concern

- 1 Farm to Table Dinner - **NEW and slated for August 2023 - Will be a huge draw to Fruita and a community event highlighting the importance of supporting local farmers and ranchers, soil health, etc.
- 1 long weekend for Fruita Fall Festival - Brings an estimated 50,000 people to Fruita over the weekend
- 1 Trick or Treat Street - 1500+ families coming to Downtown Fruita for safe trick or treating
- 1 Shop Small for the Holidays campaign - November and December support and shop local campaigns, Small Business Saturday, and partnership with Downtown Advisory Board for tree/street lighting
- 1 Hometown Christmas celebration with parade of lights

In total, the FACC hosts over 120 days of events per year, all supporting local businesses, the resident of the City of Fruita, and the Grand Valley. Specifically, I feel that the Fruita Farmer's Market, Fall Festival and Farm to Table dinner are big draws for the local and tourism community. We also act as an information center and see a lot of visitors on a day to day basis and receive phone calls requesting information about community events, resources, and local business information.

The Fruita Chamber also launched the Fruita Area Chamber Foundation this year, which is a 501c3 nonprofit organization to support the Fruita Chamber's scholarship initiatives. We typically fund 3 \$500 scholarships to Fruita students. With the Foundation, we will be able to fundraise for additional funding to increase the dollar amount and add additional scholarships, like the trade industry, for our future workforce.



300 W Ottley Ave
Fruita, CO 81521
970.858.3900
FHW.org

September 22, 2022

Fruita City Council
325 E Aspen Street
Fruita, CO 81521

re: Fruita Chamber of Commerce 2023 Budget

Mayor Kincaid and members of the City Council,

I'm sure it is not news to you that the amazing staff of the Fruita Area Chamber of Commerce remarkably support and represent the City of Fruita! That's why, at Family Health West, we believe that the continued funding assistance by the City of Fruita is vital to their success! It is our honor to be part of such an incredible community and we are thankful for the devotion and dedication that they put forth when facilitating and promoting local events that not only represent how awesome the Fruita community is, but what it stands for as well.

Small and local businesses receive exposure through events specific to our area, such as the Fruita Farmer's Market and Fruita Fall Festival, among others. The Chamber's involvement increases their capacity for exposure, which helps draw people from all over the Grand Valley to our beautiful town!

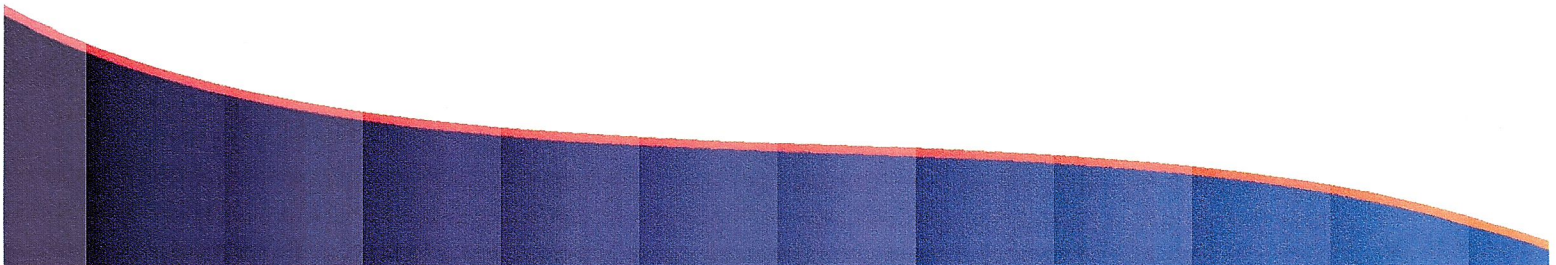
With continued partnership and financial support by the City of Fruita, the Chamber of Commerce will be able to further advance the awareness of Fruita, Colorado as a place surrounded by natural beauty, loads of outdoor activities, and that small, flourishing town vibe!

Thank you for your serious consideration and continued support of the Chamber of Commerce as they reach new heights, goals, and plans for those of us who work, live and love Fruita!

In Good Health,

The Lower Valley Hospital Association
dba Family Health West

Korrey D. Klein, MD
President/CEO





September 19, 2022

Fruita City Council
325 E. Aspen Street
Fruita, Colorado 81521

Re: Fruita Chamber of Commerce 2023 Budget

Fruita City Council Members,

Alpine Bank is a proud diamond member of the Fruita Area Chamber of Commerce, and we recognize and appreciate all that they do to support the people and businesses in the City of Fruita. Alpine Bank is also proud to partner with the Fruita Chamber as a Community Connection Partner and as the title sponsor of the Fruita Fall Festival. Long running events like the Annual Fruita Fall Festival are widely loved community traditions, and they are all made possible by the Fruita Chamber and the collaboration of its members.

Community has always been one of Alpine Bank's core values, and we have seen over the years through our partnership with the Fruita Chamber how important they are to the communities of Fruita and surrounding areas. Through the many networking events they host throughout the year for community members, as well as the more focused group events such as Women in Business and Veterans in business, the Fruita Chamber plays a key role in bringing people together and fostering the many collaboration efforts which make Fruita such a unique and remarkable place.

Alpine Bank strongly recommends the continued financial support of the Fruita Area Chamber of Commerce from the City of Fruita. It is through the City of Fruita's funding assistance that the Fruita Chamber is able to continue to do its important work supporting local businesses with educational resources, providing connection opportunities for its members, and bringing people together through historic traditions that are integral to the Fruita community.

Sincerely,

Tom Oliver
Senior Vice President/Branch Manager
(970) 254-2785
TomOliver@AlpineBank.com



Fruita Branch
412 Kokopelli Blvd
Fruita, CO 81521-6303
970.858.0537
970.858.8343 fax

US Bank is a proud member of the Fruita Area Chamber of Commerce, and long-standing community partner. In the 17 years as a Chamber member, US Bank has been a strong supporter and we recognize all that the Fruita Area Chamber of Commerce does for our community. US Bank has been a partner of the Fruita Farmer's Market for over 10 years. We have seen the growth of this event over the last several years and know that success is thanks to the efforts of the Fruita Area Chamber of Commerce.

US Bank is thankful to partner with an organization that is so passionate about its community. That is why we ask that the City of Fruita continue to support the Fruita Area Chamber of Commerce with outside funding to allow the Chamber to continue its important work. Through the many opportunities of networking, community events, education and scholarships, the Fruita Area Chamber of Commerce is a champion of our community, and we strongly recommend the City to support those efforts to continue to provide opportunities for the community, members of the Chamber and City of Fruita to flourish.

Thank you for your consideration,
Colin Cummings
US Bank N.A.
Fruita, CO

A handwritten signature in blue ink, appearing to read "Colin Cummings", with a long horizontal flourish extending to the right.