

RESOLUTION 2025-16

**A RESOLUTION OF THE FRUITA CITY COUNCIL AMENDING THE 2025
MARKETING AND PROMOTION FUND WITH SUPPLEMENTAL
APPROPRIATIONS OF FUNDS FOR THE FRUITA TOURISM ADVISORY
COUNCIL’S MINI-GRANT PROGRAM AND ADVERTISING AND PROMOTION
EXPENSES.**

WHEREAS, the Fruita Tourism Advisory Council (FTAC) manages a mini-grant program to partner with individuals, organizations, and businesses to promote new and unique events and opportunities in Fruita; and

WHEREAS, the original budget for the Mini-Grant Program was set a \$4,000, but the program has grown in popularity and the \$4,000 budgeted for the year has already been allocated; and

WHEREAS, FTAC would like to continue offering this program for the remainder of the year; and

WHEREAS, FTAC has also been working on a new tourism campaign, which launched in April 2025; and

WHEREAS, FTAC would like to see additional promotion of the new campaign during the upcoming Mike the Headless Chicken Festival on May 30-31, 2025; and

WHEREAS, The City Manager certifies there are sufficient funds available for the supplemental appropriations as noted below.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FRUITA, COLORADO AS FOLLOWS:

Section 1: That the 2025 appropriation for the Marketing and Promotion Fund hereby increased by \$6,000 from to \$207,000 to \$213,000 from the following sources for the following uses:

Source of Funds

Fund Balance – Restricted for Marketing	\$6,000
	<u>\$6,000</u>

Use of Funds

Advertising and Promotion	\$2,000
Mini-Grants	<u>\$4,000</u>
	\$6,000

**PASSED AND ADOPTED BY THE FRUITA CITY COUNCIL
THIS 6th DAY OF MAY, 2025**

ATTEST:

Cityof Fruita

City Clerk

Matthew Breman, Mayor