



**FRUITA**  
COLORADO

## AGENDA ITEM COVER SHEET

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**TO:** FRUITA CITY COUNCIL

**FROM:** CIARA AMANN, COMMUNICATIONS AND ENGAGEMENT MANAGER,  
ON BEHALF OF THE FRUITA TOURISM ADVISORY COUNCIL

**DATE:** MAY 6, 2025

**AGENDA TEXT:** RESOLUTION 2025-16 – Amending the 2025 Marketing and Promotional Fund with Supplemental Appropriations of Funds for the Mini-Grant Program Advertising and Promotion Services.

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### BACKGROUND

This is a request from the Fruita Tourism Advisory Council (FTAC) to amend the 2025 Marketing and Promotion Fund to provide supplemental appropriations of funds for the Fruita Tourism Advisory Council's Mini-Grant Program and additional funds to promote the new marketing campaign for Fruita Tourism.

Each year, FTAC has the opportunity to partner with individuals, organizations, and businesses to promote new and unique events and opportunities in Fruita. In 2025, the FTAC has a \$4,000 budget to award local events and projects. However, with the popularity of the program, these funds have been allocated, and the FTAC would like to provide this opportunity to the community for the remainder of the year.

In addition, FTAC has launched a new tourism marketing campaign, "Fruita, It's a No Brainer," which utilizes Mike the Headless Chicken to help promote Fruita as a tourism destination. FTAC sees an opportunity to promote the launch of the new campaign during this year's Mike the Headless Chicken Festival on May 30-31, 2025. These funds would be used to purchase and distribute free items to attendees like t-shirts, stickers, socks, and other swag items during the festival that showcase the new campaign.

### FISCAL IMPACT

This budget amendment allows the Fruita Tourism Advisory Council additional funding of \$4,000 to support future mini-grant funding requests for the 2025 year. The amendment also allows \$2,000 for additional promotion of the new marketing campaign, "Fruita, It's a No Brainer" during the Mike the Headless Chicken Festival.

### OPTIONS AVAILABLE TO THE COUNCIL

1. Approve resolution and amend the 2025 Marketing and Promotion Fund with a Supplemental Appropriation of Funds.

2. Advise staff to revise the budget amendment.

## **RECOMMENDATION**

It is the recommendation of staff that the City Council move to:

**ADOPT RESOLUTION 2025-16 - AMENDING THE 2025 MARKETING AND PROMOTION FUND WITH A SUPPLEMENTAL APPROPRIATION OF FUNDS FOR THE FRUITA TOURISM ADVISORY COUNCIL'S MINI-GRANT PROGRAM AND ADDITIONAL MARKETING AND PROMOTION EXPENSES.**