



FRUITA

COLORADO

AGENDA ITEM COVER SHEET

TO: FRUITA MAYOR AND CITY COUNCIL

FROM: SHANNON VASSEN, ASSISTANT TO THE CITY MANAGER

DATE: SEPTEMBER 21, 2021

RE: A REQUEST TO APPROVE A RECCOMENDATION FROM THE FRUITA TOURISM ADVISORY COUNCIL FOR ONE MINI GRANT AWARD TO COPPER CLUB BREWERY FOR A MURAL

BACKGROUND

In the 2021 Budget, the Fruita City Council approved \$2,000 in funding in the Marketing and Promotion Fund to be used for mini grants that support smaller events and promote tourism in Fruita. These mini grants are recommended for funding by the Fruita Tourism Advisory Council ("FTAC") after an application process and are awarded on a first-come first serve basis. These grants are paid on a reimbursement basis.

The FTAC recently received and reviewed one mini-grant application from Copper Club Brewery ("Copper Club"). Copper Club is requesting a \$750 mini grant to help fund a mural of "Mike the Headless Chicken" and "Grrreta" riding bicycles, to be painted outside of their facility. The application states that "the mural will add to downtown Fruita's atmosphere and should draw attention to Fruita businesses as well as the City of Fruita. The application noted that the mural (due to its design) will be a tourist attraction and that people will want to take photos with the mural and share it online.

At the regular FTAC meeting on August 26, 2021, the FTAC discussed the application and made the following recommendation to the City Council: Copper Club receive up to \$750 in mini grant funding to be used for reimbursement of the mural costs This recommendation was approved unanimously by the FTAC.

FISCAL IMPACT

If this recommendation is approved, the balance of the mini-grant line-item will decrease from \$1,500 to \$750 (the City Council previously approved a \$500 mini-grant for the Kids Adventure Games earlier this year).

APPLICABILITY TO CITY GOALS AND OBJECTIVES

A few of the goals of the mini-grant program is to promote new and unique events and opportunities in Fruita, as well as help with marketing or other projects that would provide an economic benefit to local businesses. The FTAC believes that is project will provide an economic benefit to local businesses, and also helps with the “Fruita Brand” that will attract visitors.

OPTIONS AVAILABLE TO THE COUNCIL

1. Approve the recommendation from the Fruita Tourism Advisory Council and award \$750 from the mini-grant line item of the Marketing and Promotion Fund to Copper Club for a mural
2. Advise staff to revise grant funding amount/request.

RECOMMENDATION

Staff recommends approving the recommendation from the Fruita Tourism Advisory Council for one mini-grant award to the Copper Club Brewery for the mural detailed in the mini-grant application.