



FRUITA
COLORADO

2021 Mini-Grant Application Form

Contact Information

Name: Michele Collins Affiliation/Organization: Copper Club Brewing Co.
Contact Person: Michele Collins Phone Number(s): 970-210-4774
Address: 153 N. Mulberry St. Fruita
Email(s): copperclubbrew@gmail.com

Type of Project/Event

Please provide a summary describing your project or event. Please address the following (if applicable) in the description: type of event/project (block party, marketing materials), event location, material distribution, event dates, products, impact on the local community and surrounding area, estimated number of attendees, and printed materials.

Copper Club is partnering with local artist, Pavia Justinian, to paint a very fruita-centric mural on the entrance gate to our new location at 153 N. Mulberry St. The mural will include Greta the Dinosaur and Mike the headless chicken. We will have an unveiling party once the project is complete. The assumed date will be November 2021. I have included a file from Pavia with descriptions and photos.



FRUITA

COLORADO

This mural will add to downtown Fruita's atmosphere and should draw attention to our business as well as the city of Fruita with the anticipation of many photos taken from tourists and locals then shared online.

Budget

Please provide a summary of your proposed budget for the event/project:

Description:

Total:

Cash Match Request

Supplies/Material: Paint & labor total: \$1500 / \$750 match request.

Printing: _____

Entertainment: Unveiling Party with band paid by copper club.

Other: _____



FRUITA

COLORADO

Supplemental Questions

Please provide brief responses to the following questions:

How is this event unique and how will this event benefit the City of Fruita?

There are not many and only one new mural in downtown Fruita. It will help beautify downtown and add some fun flair. It will attract tourist selfies and tagging the City of Fruita on social media.

Is there anything else that you would like to add?

This project also supports a talented, local Fruita artist which is a huge bonus. This should be a very fun project and hopefully the first of many murals to decorate our wall outside of Copper Club.

Applications are due no later than 5 p.m. 60 days before the event. Please submit completed applications to:

ATTN: Fruita Tourism Advisory Council
City of Fruita, Colorado
325 E. Aspen Ave
Fruita, Co 81521
svassen@fruita.org