

ORDINANCE 2025-07

**AUTHORIZING THE LEASE OF THE BILLBOARD LOCATED ADJACENT TO I-70
TO THE LOWER VALLEY HOSPITAL ASSOCIATION FOR A TWO-YEAR TERM**

WHEREAS, the City of Fruita is the owner of a Billboard located adjacent to I-70 at mile post 19.8 which operates under an Outdoor Advertising Permit from the Colorado Department of Transportation, and

WHEREAS, the Lower Valley Hospital Association (Family Health West) desires to lease the billboard from the City for a two-year term for the purpose of advertising their services in Fruita, and

WHEREAS, the City of Fruita is willing to lease the billboard subject to retaining the ability to display the City logo and advertise events and other items below the billboard, and

WHEREAS, pursuant to Section 2.11 of the Fruita City Charter, the Fruita City Council must, by ordinance, authorize the long-term lease or conveyance of real property of the City, and

WHEREAS, it is the intent of this ordinance to authorize the City Manager to execute the lease agreement attached as Exhibit A and enter into a two-year lease of the I-70 billboard to the Lower Valley Hospital Association.

**BE IT HEREBY ORDAINED BY THE CITY COUNCIL OF THE CITY OF FRUITA,
COLORADO, AS FOLLOWS:**

Section 1: The City Manager is hereby authorized to execute the lease agreement, attached hereto as Exhibit A, for the I-70 Billboard to Lower Valley Hospital Association for a two-year term.

**PASSED AND ADOPTED BY THE FRUITA CITY COUNCIL
ON THIS 18TH DAY OF MARCH, 2025.**

ATTEST:

City of Fruita

Deb Woods, City Clerk

Matthew Breman, Mayor