



FRUITA
COLORADO

City of Fruita
325 E. Aspen,
Fruita, CO 81521
(970) 858-3663
www.fruita.org

OUTSIDE AGENCY FUNDING APPLICATION – FISCAL YEAR 2024

General Application Information:

Applications are due by October 13, 2023. Final decisions on funding requests will be made no later than December 8, 2023, and applicants will be notified of the decision on their funding request.

One copy of the funding applications and attachments are required and should be mailed or emailed to the address below. Completed applications must include all required items and be submitted by the deadline to be considered.

Funding requests will be reviewed and evaluated based on the criteria set forth in the City of Fruita Outside Agency Funding Policy (Exhibit B).

Questions regarding the application may be directed to Shannon Vassen at svassen@fruita.org or (970) 858-3663.

Completed application packets should be submitted to:

City of Fruita
Attn: Shannon Vassen
325 E. Aspen Avenue
Fruita, Co 81521

Or email to svassen@fruita.org

Application Contents:

- I. Application
- II. Organization Certification
- III. List of Required Attachments
- IV. Exhibit A – City Goals
- V. Exhibit B – Outside Agency Funding Policy



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Organization: Fruita Area Chamber of Commerce Date: 10/12/23
Contact Person: Kayla Bowers Title: Executive Director
Mailing Address: 432 E Aspen Ave. Fruita, CO 81521
Street Address: _____
Phone No.: 970-858-3894 Email: kayla@fruitachamber.org

FUNDING REQUEST SUMMARY

Project Name: Fruita Chamber & City of Fruita partnership
Amount of Request: (\$) 30,000

Summary of Request:

-see attached for the following questions

How does this program/project benefit the citizens/businesses of the City of Fruita?

How does this program/project help the City to achieve its goals and priorities (Exhibit A)?

Describe other funding sources and financial support for this project/program, both internally and from other outside agencies, including in-kind contributions such as donated goods or services.

Will the organization be able to continue to deliver services in the future without City funding?
How will the success of this program be measured?



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PROJECT/PROGRAM BUDGET

List itemized expenditures by category for this funding request. Be specific. This information will be used to compile funding agreements for approved requests.

<u>Expenses</u>	
Line-Item Description	Cost
General operations - business engagement outreach	\$ 20,000
Event expenses - various community event support, flyer distribution, seasonal support staff, etc.	\$ 10,000
TOTAL EXPENSES	\$30,000

<u>Revenues</u>		
Sources of Revenue	Funding Committed? Y/N	Amount
Member Dues	N-projected	\$ 105,000
Event Income	N-projected	\$ 195,000
Other income	N-projected	\$ 5,000
TOTAL REVENUES		\$305,000



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ORGANIZATION CERTIFICATION:

I certify that Fruita Area Chamber of Commerce (organization) is an eligible agency for receipt of funds pursuant to Section 2 of the City of Fruita Outside Agency Funding Policy (Exhibit B); that all information reported in this application and attached is true, accurate and complete; that I am authorized to make application on behalf of the above organization and have been designated as such by the Board of Directors; and that I will provide written notice of any changes or additions to this information.

I understand the organization may need to make a brief presentation and/or provide additional information during the evaluation process and that a written agreement will be required if funds are awarded.

Signature: _____

Date: 10/13/23

Title: _____

Executive Director

ATTACHMENTS REQUIRED

- ☒ IRS Letter of Tax-Exempt Status under Section 501 (c) of the Internal Revenue Code unless organization is a governmental or quasi-governmental entity. - Attachment, Screenshot
- ☒ Statement of support for this funding request from the board of directors or governing body of the organization
- ☒ Copy of budget for the current fiscal year (Note – If an electronic copy is available on your website, you may provide the URL in lieu of a hard copy)
- ☒ Copy of financial statements for most recent year (Note – If an electronic copy is available on your website, you may provide the URL in lieu of a hard copy)

Outside Agency Funding Application - FACC 2024

Summary of request:

The City of Fruita and Fruita Area Chamber of Commerce (FACC) have held a long-standing community partnership over the last 2 decades. The Chamber is a vital part of supporting business and community engagement in the Fruita area by hosting a multitude of opportunities for business connections and community events and gatherings. The FACC strives to be a catalyst for growth, hub for community engagement, and guardian of our City's economic vitality. Through continued strength in partnership between the City of Fruita and Fruita Area Chamber of Commerce, we can continue to support business and be a trusted community resource.

How does this program/project help the City to achieve its goals and priorities?

The FACC is deeply involved in our local community. Through hosting events like the Fruita Farmers Market and Fruita Fall Festival, the FACC is a facilitator of partnerships between business and local organizations, which enhances the quality of life in the city and creates a sense of pride and belonging among residents.

Describe other funding sources and financial support for this project/program, both internally and from other outside agencies, including in-kind contributions such as donated goods or services.

The FACC is a membership-based organization. Our member dues and fees and event income are the primary source of revenue for the FACC. The funding requested from the City of Fruita makes up approximately 10% of total funding for the Fruita Area Chamber of Commerce.

Will the organization be able to deliver services in the future without City funding? How will the success of this program be measured?

The FACC has a small operating budget and historically has not been able to operate without the continued partnership with the City of Fruita. The FACC is currently working on a strategic plan for the growth and future of the FACC and how we can continue to be a resource and provide valuable resources to our community if the funding from our partnership were to decrease or be removed completely. The FACC has not increased member dues and fees since 2019 and plans to implement an increase for member dues/fees in 2024. With this increase in dues and restructuring our event sponsorships and fees, we hope to become more financially sustainable with our dues and event revenue. Based on our current commitments for the Fruita community with events like the Fruita Farmer's Market and Fruita Fall festival, we are not yet in a place financially that we could continue to provide these services without a continued partnership with the City of Fruita. To measure the success of the Chamber in the future without City funding, we would require significant increases in our event revenue to withstand the financial impact it takes to host an event, like Fruita Fall Festival, which accounts for nearly 20% of our annual expenses, not including staff salary and wages. It is our intention to continue to build on our existing partnership with the City of Fruita so that it is mutually beneficial for the City, Chamber and our community.

2023 Fruita Chamber Budget DRAFT		
INCOME		
	2023 Budget	Notes
Member Dues		
Business Connector Level \$200 (1-19 emp.)	\$52,000.00	274 current, Goal to add 50 new (Project 50 to not renew/drop)
City Membership	\$30,000.00	City of Fruita Support - Requested \$30,000
Diamond Circle Level \$5,000		0 members paying this level
Economic Partner Level \$500 (20+ emp.)	\$18,000.00	30 current, Goal to add 4 new, upgrade 2
Gold Level \$2,500	\$16,500.00	6 current
Individual \$50	\$400.00	6 current
Joint Membership/Past FACC Membership	\$6,000.00	
Media Memberships (1500 trade)	\$0.00	Not included in budget - TRADE partners
Nonprofit \$100	\$3,500.00	26 current, Add 5 in 2022
Platinum Level \$10,000	\$0.00	
Second Business \$100	\$1,000.00	11 current, Anticipate to drop 3
Silver Level \$1,500	\$6,000.00	4 current (GOAL: Add 1 new)
Student Membership (sponsored \$50)	\$0.00	24 current, complimentary (included with CCP) Reconfiguring sponsorship
Veterans in Business	\$375.00	15 Non-member fees
Women in Business (\$25/individual)	\$500.00	Phasing out in 2023, need to get accurate membership total YTD
Total Member Dues	\$134,275.00	
Event Income		
Annual Banquet	\$34,000.00	
Business After Hours	\$3,500.00	Add BAH Punch Cards for 2021 @ \$50/each
Business Toolbox	\$1,800.00	Foundation or Member to sponsor
Soil to Supper Dinner	\$16,000.00	Moving to the Foundation in 2024
Farmers Market	\$33,000.00	959 SNAP/DUFB reimbursement from US Bank
Fruita Fall Festival	\$96,500.00	Estimate based on 2022, look for additional fundraiser opportunities
Coffee & Community Connection	\$500.00	\$500 each - January and July (no sponsor in Jan)
Small Business Saturday	\$1,500.00	Sponsor pulled out for 2023 - Partnership event with Downtown Advisory Board
Parade of Lights	\$1,750.00	Parade \$1500, \$250 entry fees
Window Wonderland	\$500.00	Sponsor pulled out in 2022
Candidate & Issues Forum		Sponsor opportunities available next year
State of the Community	\$1,500.00	Estimate about 1000 pending sponsor payments and account rec.
Next Step Program	\$500.00	Looking for grant funding to further support workforce development efforts
Maximize Your Membership	\$1,500.00	300/mo - Have only sold 1 so far, cancelled until further notice
VIB Events	\$2,000.00	500/quarter sponsorship - Secured annual \$1000 sponsor for 2023
WIB Events	\$4,500.00	Luncheon and After-Hours activity (Charge \$10 more for non-members at every event) Limit FACC staff based on expenses
Women's Conference	\$19,800.00	Increased ticket and table prices, added sponsor levels
Total Event Income	\$218,850.00	
Other Income		
Interest Income	\$100.00	Minimal
Map Project	\$5,000.00	Annual project
Other Income	\$2,000.00	Newsletter, Misc based on 2022
Shop Fruita		Need to find local program, Yiftee is not a good fit
Website Advertising	\$2,000.00	Implementing for 2023
Total Other Income	\$9,100.00	
Total Income	\$362,225.00	
EXPENSES		
Staff Salary and Incentives		
Salary	\$172,900.00	2 FTE, 2 PTE, 2 revolving internship paid through Mesa County WFC
Labor Burden	\$20,748.00	Labor Burden estimate about 12% Payroll taxes, BBSI, Worker's Comp
Employee related benefit- Health Insurance		Not renewing for 2023, looking into options for 2024
Payroll Processing Fee		Included in Labor Burden
Workmans' Comp Insurance		Included in Labor Burden
FACC Simple IRA Contribution	\$2,000.00	Up to 3% match contribution
FACC House Account Gym Membership	\$420.00	35 allowance per month to use at preferred gym (With 2 employees utilizing)
Mileage Reimbursement	\$500.00	Estimate
Staff Bonus Incentive		Removed for 2023, will offer when budget allows
Total Staff Salary Incentives	\$196,568.00	

Event Expenses		
Annual Banquet	\$15,000.00	
Business After Hours	\$100.00	Biz Mix expenses not included here
Business Toolbox	\$600.00	\$100 (\$25/event) Light snacks, cookies etc.
Candidate & Issues Forum		Refreshments
Coffee & Community Connection	\$100.00	Coffee, pastries est. Sponsor dollars should cover this
Coffee Club	\$50.00	Mis. cups, etc.
Farm to Table Dinner	\$8,500.00	Estimate, sponsors and trade should cover
Farmers Market	\$10,000.00	Majority of costs are music (\$175/day)
Fruita Fall Festival	\$54,000.00	Estimate - needed to lower music budget for 2023 to cut expenses
Maximize Your Membership	\$600.00	Lunch Provided by sponsor dollars/trade
Next Step Program	\$600.00	Lunch Provided by sponsor dollars/trade
Parade of Lights	\$150.00	Trophies
Small Business Saturday	\$150.00	Promotion, flyers
State of the Community	\$500.00	Estimate for venue fees, breakfast in-kind
VIB Events	\$300.00	Estimate, sponsors to help cover refreshments
WIB Conference	\$11,000.00	Estimate
Window Wonderland		NA - comp promotion for winner
Total Event Expenses	\$101,650.00	
Marketing & Advertising		
106.9 Radio Z		Media Partner
Beacon senior News	600	Not continuing in 2024
Business Times	1200	Media Partner - \$1200
Canva Pro	\$119.40	Billed Annually in January - Should be considered office technology
Facebook	\$300.00	
Grand Junction Lifestyle Magazine		Media Partner
Grand Junction Media		Media Partner
KAFM Radio		Media Partner
KKCO 11 News	1500	Media Partner
Local Focus		Media Partner
Marketing Budget		Work into Marketing & Advertising Budget after meeting with Media Partners, utilize trade agreements first
MBC Grand Broadcasting	1500	Media Partner - \$1500
Other/promotional items		
Western Slope Communications	500	Media Partner
Total Marketing	\$5,719.40	
Membership Expenses		
Ambassadors	\$100.00	Nametags
Member/Staff Lunches	\$1,000.00	Networking lunches, member meetings
Certificates	\$150.00	New member and renewal certificates
Continuing Education	\$1,500.00	W.A.C.E Academy, Conferences, staff development
Decals	\$825.00	Ordered
Legislative Trip	\$900.00	450/person. Up to 2 FACC reps to go
Membership Appreciation Picnic	\$3,000.00	Includes food and member milestone plaques
Ribbon Cuttings/FACC Swag		Gifts for ribbon cuttings, ribbon
Women in Business	\$1,500.00	
Total Membership Expenses	\$8,975.00	
Technology		
Domain Name	\$150.00	6 @ 15 each
IT Services	\$4,980.00	Increased from 330 to \$400/
Adobe Suite	\$636.00	49/mo Creative Suite (52.99/mo 2021)
Chambermaster Fee	\$3,885.00	323.75/mo
Constant Contact	\$0.00	
Copier	\$2,100.00	All Copy Products - Approx 150/mo
Internet/Phone Service	\$1,488.00	Spectrum - 84/mo INCREASE of \$480/yr - \$124/mo
MileIQ	\$100.00	Annual Account (can upgrade to add drivers)
Misc.	\$1,200.00	Misc Technology Needs, upgrades
Phone Service	\$2,200.00	Increased with additional line 176.61/mo
Quickbooks Online	\$1,020.00	\$85/mo (increased from \$35/mo)
Tablet Phone Card	\$216.00	TING = \$10/mo flex plan (At highest was \$18/mo)
Website Hosting	\$400.00	Nexa1 (1 year of hosting)
Zoom Account	\$194.76	16.23/mo
JotForm	\$408.00	Renews annually on January 18
Total Technology Expenses	\$18,977.76	
Dues & Subscriptions		
CO Chamber of Commerce	\$195.00	Renewing
Western Association of Chamber Executives	\$330.00	
Club 20 Membership		Trade for membership
Colorado Farmers Market Association	\$150.00	Annual Renewal
The Daily Sentinel	\$120.00	120 annually

Total Dues Expenses	\$795.00	
Professional Services Fees		
Accounting Monthly Services	\$7,320.00	350/mo to start (Increased to \$610/mo in June 22', \$760/mo with Foundation)
2020 990 Tax Preparation	\$500.00	
1099 Preparation		up to 10. Additional will be quoted
HR Services		Included with Labor Burden fees
Review/Audit	\$6,000.00	ESTIMATE, pending bids
License Fees		
Business License	\$30.00	
Sales Tax License	\$16.00	
Secretary of State Renewal	\$10.00	Due 11/30 of every year - SOS Periodic Report Filing
Secretary of State Charity Organization renewal	\$10.00	Annual Renewal
Bank Charges and Credit Card Fees		
Bank Charges & Credit Card Fees	\$3,500.00	Estimate based on current YTD
Insurance and Liability		
Directors & Officers Liability	\$1,200.00	May increase - waiting on estimate
Property & General Liability	\$1,400.00	General, Excess liability & property
Total Fees	\$19,986.00	
Office General		
Office Furniture and Fixtures	\$1,250.00	Would like to get new office chairs in 2023, looking for trade or used options
General Office Supplies	\$2,500.00	
Water Service	\$250.00	19/mo (price increase of 7.5%) 5.50/gal plus 7 rental
Pest Control/Landscaping/Snow Remov./Etc.		
Office Postage	\$1,000.00	
Total Operations Expenses	\$5,000.00	
Other Expenses		
Board Expenses	\$1,200.00	Breakfast for board meetings
Donations	\$150.00	Various nonprofit contributions (Imagination Library)
Scholarship		Transiton to foundation 2023 (\$3000)
Shop Fruita Gift Certificate Program		Cost to print certificates
Total Other Expense	\$1,350.00	
Total Expenses	\$359,021.16	
BUDGETED NET INCOME	\$3,203.84	

Fruita Area Chamber of Commerce
Balance Sheet
As of December 31, 2022

	<u>Total</u>
ASSETS	
Current Assets	
Bank Accounts	
Alpine Operating Account	31,395.62
Bank of the West Money Market	10,287.43
Edward Jones Money Market	10,103.35
Grand Valley Bank - Money Market Savings	11,202.41
Grand Valley Bank - Shop Fruita	115.00
Petty Cash	125.00
US BANK - FFM	678.77
Total Bank Accounts	<u>\$ 63,907.58</u>
Total Current Assets	<u>\$ 63,907.58</u>
Fixed Assets	
Accum. Depreciation	-29,735.00
Festival Fencing	2,000.00
Furniture & Fixtures	27,735.00
TOTAL ASSETS	<u>\$ 63,907.58</u>
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Alpine Bank Credit Cards	
Total Alpine Bank Credit Cards	<u>\$ 1,307.91</u>
Total Credit Cards	<u>\$ 1,307.91</u>
Total Current Liabilities	<u>\$ 1,307.91</u>
Total Liabilities	<u>\$ 1,307.91</u>
Equity	
Fund Balance	89,548.69
Net Income	-26,949.02
Total Equity	<u>\$ 62,599.67</u>
TOTAL LIABILITIES AND EQUITY	<u>\$ 63,907.58</u>

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Fruita Area Chamber of Commerce
Profit and Loss
January - December 2022

	<u>Total</u>
Income	
Event Income**	227,067.11
Member Dues & Fees**	125,868.25
Corporate Membership	500.00
Total Member Dues & Fees**	\$ 126,368.25
Other Income**	2,048.00
Shop Fruita Gift Certificates Income	275.00
Total Income	\$ 355,758.36
Gross Profit	\$ 355,758.36
Expenses	
Bank Charges/Credit Card Fees**	3,611.74
Employee related benefits**	
Health Insurance	819.73
Mileage Reimbursement	832.74
Total Employee related benefits**	\$ 1,652.47
Event Expenses**	138,145.71
Insurance**	2,667.20
Marketing & Advertising**	4,323.10
Meals	394.16
Membership Benefits**	4,973.56
Meals/Membership	544.66
Membership Luncheons, net	2.17
Total Membership Benefits**	\$ 5,520.39
Office Technology**	19,408.65
Copier & Fax Expenses	531.29
Total Office Technology**	\$ 19,939.94
Operations/Office General**	8,992.20
Licenses and Permits	86.33
Office General	4,889.21
General	620.94
Total Office General	\$ 5,510.15
Postage**	1,093.95
Professional fees**	350.00
Bookkeeping	7,771.25
Total Professional fees**	\$ 8,121.25
Total Operations/Office General**	\$ 23,803.88
Other Expenses**	
Board Expenses**	1,448.10
Scholarship Program**	1,500.00
Shop Fruita Gift Certificates**	1,756.40
Total Other Expenses**	\$ 4,704.50

Payroll Expenses**		
Payroll Processing Fee**		67.45
Payroll Taxes**		13,986.43
Staff Salary & Wages**		150,773.88
Incentive and bonus		7,690.47
Total Staff Salary & Wages**	\$	158,464.35
Workmans' Comp Insurance/HR Fees**		4,548.48
Total Payroll Expenses**	\$	177,066.71
Sanitation		
Event Supplies		81.64
Total Sanitation	\$	81.64
Subscriptions & Dues **		840.00
Total Expenses	\$	382,751.44
Net Operating Income	\$	-26,993.08
Other Income		
Interest Income		144.06
Total Other Income	\$	144.06
Other Expenses		
Donations**		100.00
Total Other Expenses	\$	100.00
Net Other Income	\$	44.06
Net Income	\$	-26,949.02

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