



# Community Profile

## 2009

**W**elcome to Fruita, Colorado! Named after the fruit trees William Pabor envisioned when he founded the town in 1884, Fruita now thrives in its historic role as an agricultural and business center. Winner of the Governor's Smart Growth and Development Award for four consecutive years, the city's charming "hometown" character and extraordinary quality of life are sure to captivate you. Located in Mesa County, off Interstate 70 at exit 19, Fruita is energized by the Colorado River and its breathtaking surroundings, highlighted by the Colorado National Monument. From its diverse economic base and world-class sports and leisure activities to its bountiful fields of agricultural crops, Fruita's offerings are abundant.



### Chamber Mission

Recognizing the unique assets and outstanding businesses in this area, the Fruita Area Chamber of Commerce seeks to unify and enhance the commercial and civic climate by providing services to its members, promoting positive growth, and enhancing the community image.

*Supporting our community one business at a time.*



## Demographic Snapshot

within 10 mile radius

Age	% of Population
0-19	28%
20-24	1.5%
25-34	8.6%
35-44	10.8%
45-54	13.0%
55-64	15.8%
65+	22.3%

<b>Female</b>	63%
<b>Male</b>	37%

Number of Households	12,761
Average Household Size	2.55 people
Percentage Own Home	84%
Percentage Rent Home	16%
Total Housing Units	4,341
Occupied Housing Units	3,967
Vacant Housing Units	374
Vacancy Rate	8.63%
2004 Est. Avg. Household Income	\$69,550

## Population

Year	Fruita	Mesa County
1950	1,143	38,974
1960	1,830	50,715
1970	1,822	54,374
1980	2,180	81,530
1990	4,045	93,145
2000	6,478	116,225
2004	7,725	127,221
2005	8,507	130,417
2006	9,393	134,189
2007 (est.)	10,349	
<b>Average Growth Per Year</b>		34.10%

†Sources: Mesa County, Grand Junction Area Realtor Assoc., BLS.gov, Grand Junction Visitor & Convention Bureau, Colorado State Demographers, Census Bureau, City of Fruita, Colorado Dept. of Revenue, Colorado Dept. of Labor & Employment, Dept. of Local Affairs

## Climate

Coldest Month	January
Hottest Month	July
Annual Average Precipitation	8.81 in.+
Average Annual Snowfall	13.2 in.+
Average Number of Growing Days	145 Days
2006 Average Temperature	52.2 f+
Latitude	39.14
Longitude	108.74
Elevation	4,498 ft

## Distance to Major Cities

	Miles
Grand Junction, Colorado	15
Utah Border	17
Montrose, Colorado	73
Moab, Utah	96
Glenwood Springs, Colorado	99
Durango, Colorado	180
Denver, Colorado	255
Salt Lake City, Utah	265



Vietnam War Memorial Helicopter at Visitors Center



## Major Employers in Fruita

Company	# of Employees
City of Fruita	55
Industrial Insulation Group	60
COOP Country - Fruita	75
Cudd Energy Services	85
Timber Creek Homes West, LLC	80
City Market/Kroger (Fruita Store)	102
Family Health West	285
School District #51 (Fruita Area)	517

## Business Sources

### Fruita Chamber of Commerce

[www.fruitachamber.org](http://www.fruitachamber.org) (970) 858-3894

### GJ Economic Partnership

[www.gjep.org](http://www.gjep.org) (970) 245-4332

### Mesa County Health Department

[www.co.mesa.us/health](http://www.co.mesa.us/health) (970) 248-6900

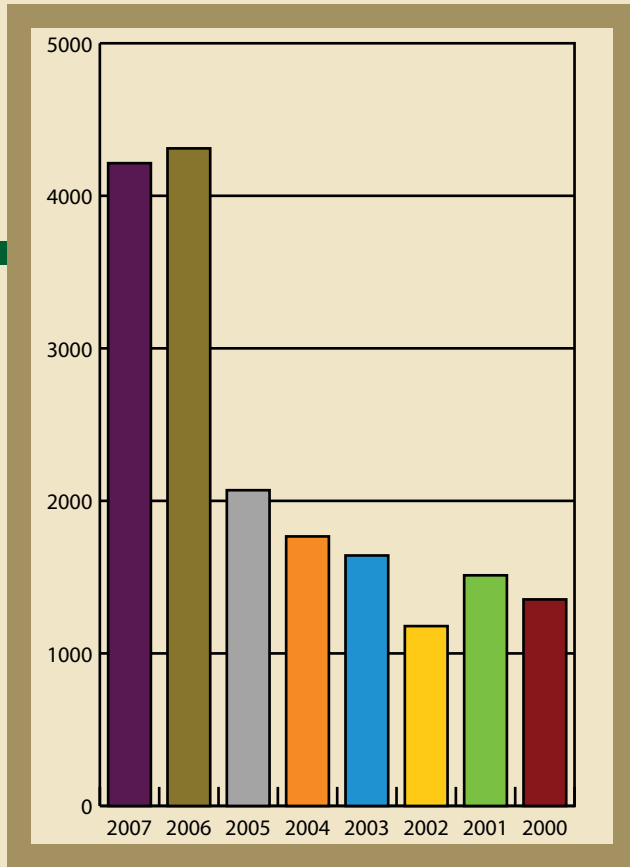
### Mesa County Administration

(970) 244-1800

## Mesa County Employment

Occupational Title	Employment Est.	Avg. Hourly Wage
Total all occupations	55900	\$16.61
Office and administrative support occupations	9510	\$13.26
Sales and related occupations	7350	\$14.64
Food preparation and serving related occupations	5570	\$8.56
Construction and extraction occupations	4690	\$17.23
Transportation and material moving occupations	4200	\$13.05
Healthcare practitioners and technical occupations	3390	\$30.17
Retail salespersons	3000	\$12.25
Installation, maintenance, and repair occupations	2770	\$17.06
Production occupations	2740	\$13.97
Management occupations	2220	\$35.15
Building, grounds cleaning & maintenance occupations	1880	\$10.37
Business and financial operations occupations	1720	\$25.85
Office clerks, general	1640	\$11.04
Combined food preparation and serving workers, including fast food	1500	\$7.32
Cashiers	1500	\$8.90
Personal care and service occupations	1450	\$9.77
Healthcare support occupations	1220	\$12.41
Waiters and waitresses	1190	\$8.08
Bookkeeping, accounting, and auditing clerks	1040	\$13.76
General and operations managers	1030	\$37.00
Truck drivers, heavy and tractor-trailer	1020	\$16.20
Architecture and engineering occupations	960	\$28.69

# Total Properties Sold



## Transportation

**U.S. Highways:** I-70, U.S. 6, U.S. 50

**State Highways:** 340 and 139

**Walker Field Airport:** United, Delta, Frontier, America West, Allegiant Air, Great Lakes, FedEx & UPS

**Mack Airfield:** Private Aircraft, Restoration, & Agricultural Applications

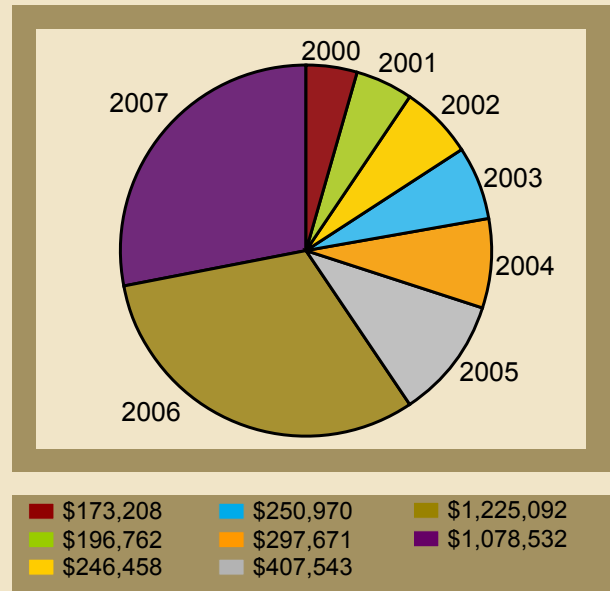
**Truck Service:** 42 Trucking companies

**Rail Service:** Union Pacific, Burlington Northern, Santa Fe, & AMTRAK

**Bus Service:** Greyhound, Grand Valley Transit, & Mesa Transit

*\*Taxi and Limousine Services are available. Call the Chamber at (970) 858-3894 for more information.*

## Total Value of Properties Sold from 2000-2007



*\*Above amounts are in thousands.*

## Utilities

### Electric & Natural Gas

Xcel Energy (800) 772-7858  
Grand Valley Power (970) 242-0040

### Phone

Quest Communications (800) 244-1111

### Trash & Sewer

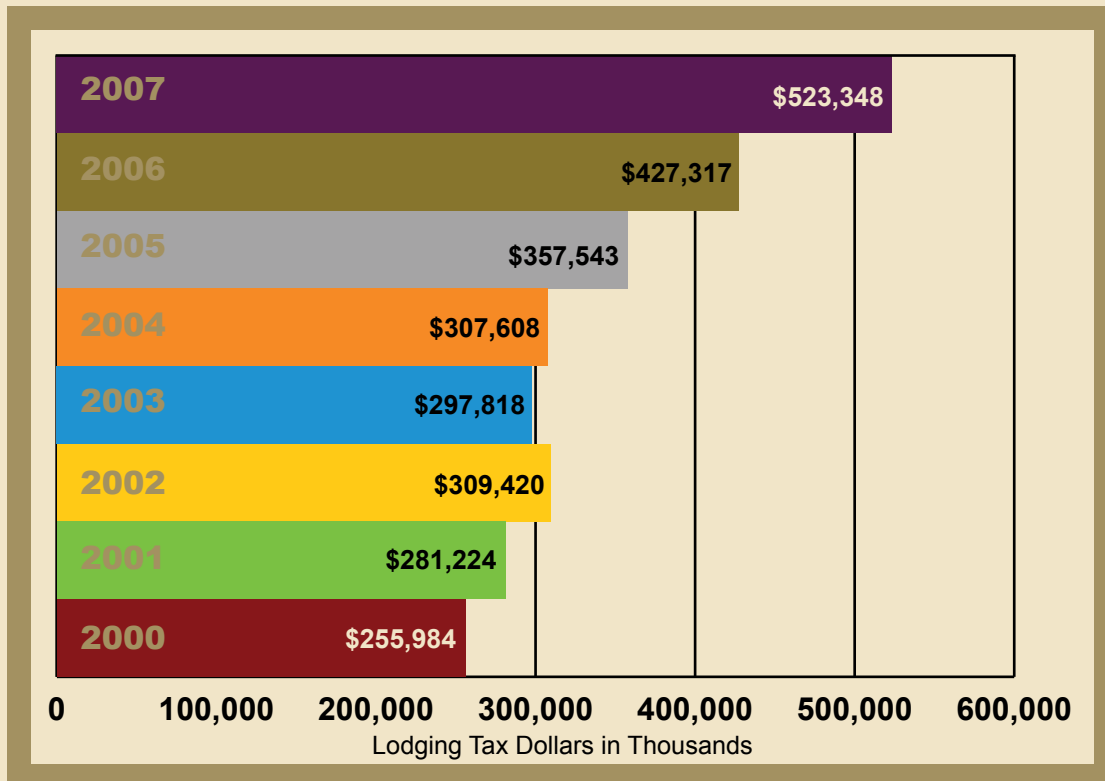
City of Fruita (970) 858-3663

### Water

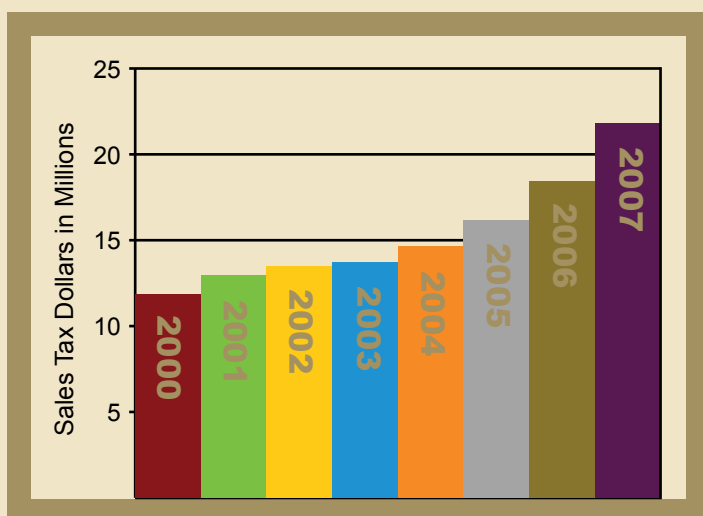
Ute Water (970) 242-7491



## Lodging Tax Collected



## Sales Tax Revenue for Mesa County



## Major Economics

- Agriculture
- Construction
- Manufacturing
- Medical
- Oil & Gas
- Recreation
- Retail
- Tourism



Fruita Area Chamber of Commerce  
 432 E. Aspen Ave,  
 Fruita, CO, 81521  
 Phone: (970) 858-3894  
 Fax: (970) 858-3121  
 E-Mail: info@fruitachamber.org  
 www.fruitachamber.org

Data compiled by Mesa State College  
 Photos by Steven Sparks

## Festivals & Events

Fat Tire Festival	April
Roberts Farm Show	April
Rimrock Rodeo	Summer
Thurs. Night Variety Show	June-August
Riverfront Concerts	Summer
Glade Park Movies	Summer
Mike the Headless Chicken Days	May
Country Jam	June
Lower Valley Fireworks	July
Dinosaur Days	July
Farmers Market	June-October
Fruita Fall Festival	September
Trick or Treat Street	October
Hometown Christmas	December

## Education

School	No.	Students
Day Care & Preschools	19	N/A
Elementary Schools	4	1,470
Middle Schools	1	1,135
Grades 8-9	1	755
High Schools	1	1,360

## Colleges & Universities

Intellitec College	(970) 245-8101
Lesley University	(970) 858-4572
Mesa State College	(970) 248-1020
Sylvan Learning Center	(970) 241-7748
Western Colorado Community College	(970) 255-2600

## Frequently Requested Phone Numbers

Emergencies	911
Better Business Bureau	(970) 242-2512
Colorado Natl. Monument	(970) 282-3617
Colorado State Health Department	(800) 886-7689
Colorado Welcome Center	(970) 858-9335
Dinosaur Journey Museum	(970) 858-7282
Family Health West Hospital	(970) 858-9871
Fruita Area Chamber of Commerce	(970) 858-3894
Fruita City Hall	(970) 858-3663
Fruita Police Department	(970) 858-3008
Fruita Public Works Department	(970) 858-9558
Fruita Parks & Recreation	(970) 858-0360
Fruita Post Office	(970) 858-7715
The Fruita Times	(970) 858-3924
General Information on Mesa County	(970) 244-1800
Lower Valley Fire District	(970) 858-3133
Mesa County Public Library Fruita Branch	(970) 858-7703
Department of Motor Vehicle	(970) 858-7002
Mosquito District	(970) 257-0191