



**FRUITA AREA
CHAMBER
OF COMMERCE**

2023

**ANNUAL
REPORT**



ADVOCACY

**55
BILLS
REVIEWED**

Educate 13 Bills
Opposed 25 Bills
Supported 17 Bills

Engagement with City Council

- Advocated for continued partnership & collaboration
- Highlighted importance of thriving economy to support business retention & growth

Participation in Mesa County Working groups

- Provided economic impact updates
- Engaged with elected officials & partners
- Supported efforts to benefit Mesa County

State of the Community Breakfast

- Annual event
- Recapped legislative session & local impacts
- Outlined community vision & goals

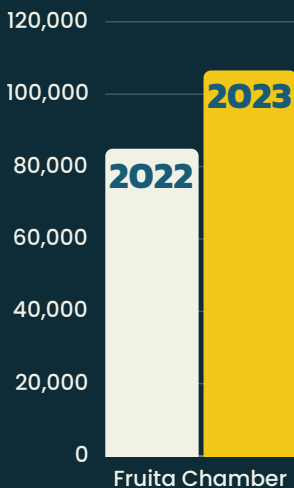
Government Affairs Committee

- Reviewed State & Local legislation
- Supported, opposed, and educated on bills impacting local business

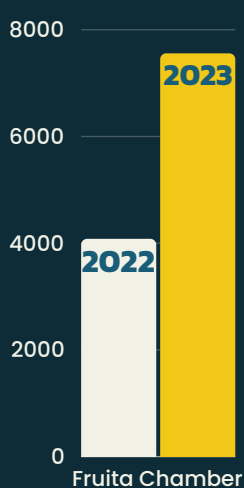


COMMUNICATIONS

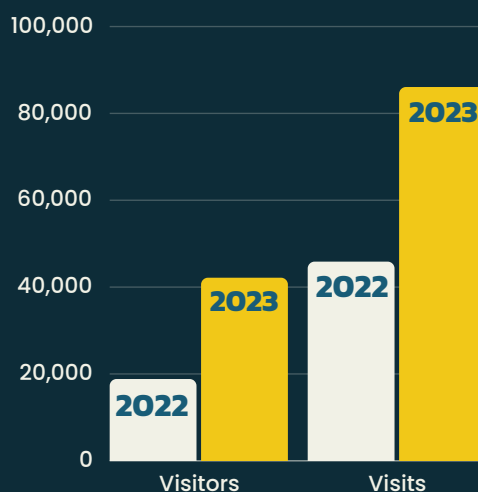
FACEBOOK



INSTAGRAM



WEBSITE



71,000

Clicks on member directory listings

181,000

Member directory listing search results

Increase in FACC engagement across social media and our website represent traction to your business. Clicks on directory listings are clicks directly to local businesses.

MEMBERSHIP

We believe that our members and community thrive when there is strong voice for business that fosters opportunities to build a business, to grow a business, and develop a sustainable workforce. The FACC does this by providing a variety of valuable programs and services through your membership including *Business After Hours*, *Coffee Club*, and *Women in Business*.

468

TOTAL MEMBERS
84 New Members in 2023

VALUE-ADDED PROGRAMS

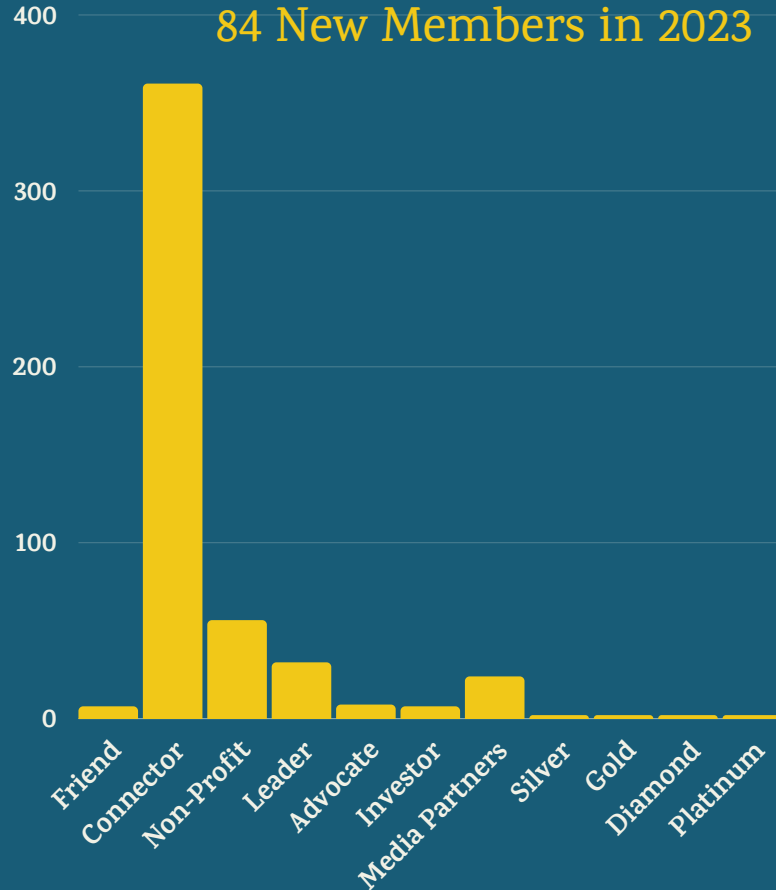
- **Women in Business**
Monthly business building opportunities for women
- **Veterans in Business**
Bi-Monthly networking group for veterans
- **Student Membership**
Membership for high school, college, and recent graduates to connect youth with the business community
- **Next-Step: Workforce Development Program**
Resources and insights for business owners on implementing internships & apprenticeships into their business

VALUE TO YOUR BUSINESS

- Attending events to build connections
- Supporting community
- Advocating for pro-business environment

WHY MEMBERS JOIN

Connection, Business Recognition & Community Support



\$107.2K IN MEMBERSHIP DUES

Supports in building connections, increasing business recognition, advocating for a pro-business environment, and getting involved in your community.

\$88.9K IN NET EVENT INCOME

Provides significant economic impact to Fruita and surrounding areas through increased tourism to community events, such as Fruita Fall Festival, which brings in over 50k attendees, and the Fruita Farmers Market. This income also works to support Fruita Chamber business building opportunities, such as Coffee Club and Women in Business.

\$12.5K IN NON-DUES REVENUE

Produced the Fruita Map & Guidebook to create a business directory and map for visitors to the area, enhancing business presence in our local tourism efforts.

\$30K CITY OF FRUITA PARTNERSHIP

Through our partnership we are able to achieve continued economic prosperity by nurturing growth of existing businesses and providing business support and resources as well as increased community engagement opportunities.

CONNECTIONS

144

26 Ribbon Cuttings

EVENTS

MEMBER EVENTS

- Coffee Club
- Business After Hours
- A Place at the Table
- WTF Networking Luncheon
- Grand Valley BizMix Joint Business After Hours
- VIB Monthly Musters
- Coffee & Community Connections

COMMUNITY EVENTS

- FACC Annual Banquet
- Women's Conference
- Fruita Farmers Market
- Fruita Fall Festival
- Downtown Holiday Lighting
- Small Business Saturday
- FMHS Job Fairs
- From Soil to Supper Dinner



CONNECTION OPPORTUNITIES

- Facilitated business networking
- Encouraged interaction among professionals

SUPPORT

- Offered assistance and resources
- Fostered community collaboration

RECOGNITION

- Showcased business achievements
- Celebrated milestones of success

KNOWLEDGE GAIN

- Provided educational seminars & workshops
- Shared industry insights & best practices

BUSINESS BUILDING

Coffee Club Partnership with the Business Incubator Center

- No-cost education workshops
- Value-added benefit

BizMix Collaboration

- Co-hosted business after hours in partnership with the Palisade, Grand Junction Area and Western Colorado Latino Chamber of Commerce and Young Professionals Network

Coffee & Community Connection

- Industry roundtable discussions
- Promotes networking & learning

3rd Annual Women's Conference

- 250 professionals
- Impactful panel discussions
- Educational breakout sessions
- Platform for female leaders to grow professionally & personally

FRUITA AREA CHAMBER FOUNDATION



The **Fruita Area Chamber Foundation** is a 501c3 nonprofit organization and is dedicated to advancing and promoting Fruita, CO, and the surrounding areas by providing educational programs and scholarships, fundraising events, and community outreach. Through the Fruita Area Chamber Foundation, scholarships are provided to Fruita students.

