

February



Newsletter 2024

Photo by Teri Martinez

Call For Sponsors – 2024 Events!

Join us in making a positive impact on our community while boosting your brand! The Town of Frederick invites you to explore exciting sponsorship opportunities in 2024 that not only connect you with potential customers but also contribute to our signature Town events.

When you collaborate with us, you are not just gaining exposure; you are demonstrating your commitment to the community. We believe there is a perfect sponsorship opportunity for everyone, with options to fit any marketing budget.



Whether you are a newcomer or a longtime supporter, there is still time to become a vital part of these fantastic community gatherings. Your contributions will help us soar with hot air balloons, showcase world-class chainsaw carvers, groove to live music, and offer free family activities.

Dive into our 2024 sponsor opportunities, select events that resonate with you, and get set to engage with our vibrant community:

- Frederick In Flight – June 21, 22, 23
- Chainsaws & Chuckwagons – July 17, 18, 19, 20
- Miners Day – September 21
- Tiny Terror Town – October 19
- Festival Of Lights – December 7

Let's make 2024 a year to remember together!

FrederickCO.gov/Events

Water Conservation Update

A lot is going on in the world of water conservation! The Town recently sent a letter to HOAs with details on efforts being made by the Town and at the state level. Here are the highlights:



- **Our Commitment to Water Conservation:** In 2022, Frederick adopted our first Water Efficiency Plan, outlining the Town's efforts to prioritize water conservation to ensure our water supply.
- **Water Saving Programs:** The Town will continue to partner with Resource Central to offer Frederick water customers the Garden In A Box, Lawn Replacement, and Slow the Flow programs.
- **Water-Efficient Landscape Grants for HOAs:** Northern Water's Collaborative Water-Efficient Landscape Grant Program is open through December to new or redeveloping landscapes at public or private facilities, including HOA-managed landscapes that promote water efficiency!
- **State Bills Supporting Water Conservation:** House Bill 19-1050 (2019) and Senate Bill 23-178 (2023) support water conservation with drought-tolerant landscaping rules.

Get familiar with Town water conservation programs and read the detailed letter with links to the Water Efficiency Plan, the grant program, and State of Colorado bills!

FrederickCO.gov/WaterConservation

Board of Trustees

Tracie Crites, Mayor
Dan March, Mayor Pro-Tem
Kevin Brown, Trustee
Mark Lamach, Trustee
Adam Mahan, Trustee
Windi Padia, Trustee
Chad teVelde, Trustee

FrederickCO.gov

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 /FrederickColorado

Built On What Matters

Contact Us

Town Hall: 720.382.5500
Municipal Court: 720.382.5530
Public Works: 720.382.5800
Police: 720.382.5700

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P.O. Box 435
Frederick, CO 80530

Small Business Development Center Mayor's Message

Do you have a dream but need a little help with the business side of things? The Town of Frederick partners with the East Colorado Small Business Development Center (SBDC) to offer no-cost confidential consulting and affordable training by requesting an appointment. The SBDC has resources for you, whether you are an established business owner or are exploring the idea of being your boss.

What are you waiting for?

- **Start Your Business:** Get guidance on business planning, demographic and industry data analysis, and licensing and registration.
- **Grow Your Business:** Learn about financial analysis, effective marketing, advertising, and sales strategies, and harnessing the power of social media, website development, and pricing strategies.
- **Sustain Your Business:** Prepare for unforeseen challenges with insights into disaster preparedness, strategic planning, lean manufacturing, and capital formation.
- **Prosper:** Expand your horizons with advice on expanding locations and product lines, business valuations, rebranding, retooling, and developing exit strategies.

Depending on your business needs, the East Colorado SBDC can also match you with workshops, tools, and partner resources. They even have a Grant and Funding Database, a collective online source to find funding for various needs through federal, state, or local sources. So, if you need some advice, make an appointment with Jesse Esparza, Weld County Business Consultant, to meet in the Town's Administrative Services building (311 Fifth St.). Meeting times are available on the second Tuesday every month from 9 am to 12 pm. Jesse can meet with you in person or online with an appointment (no drop-ins, please). Reach out today for more information! Call Jesse at 720.837.0416 or email Jesse.Esparza@EastColoradoSBDC.com.

FrederickCO.gov/WorkforceResources



In Mayor Crites February message, she expresses gratitude for the people who have had an impact on making FREDerick Built on What Matters. She shares some great opportunities to give back, recognize, and celebrate. She includes the Town of Frederick Scholarship Program, National Engineers Week, School Resource Officer Appreciation Day, and our residents, who are the foundation and heart of our community. Mayor Crites also reaches out to hear resident suggestions to connect in the upcoming year. Whether it's Mayor Tee and Tea Time, Walk and Talks, or something new, she is excited to hear from you!



FrederickCO.gov/MayorsMessage

Scholarship Application Due

Attention High School Seniors in Frederick! Are you ready to take the next step in your academic journey? The Town of Frederick is excited to announce our Scholarship Program for 2023-2024, offering four-year scholarships to graduating high school seniors who call Frederick home. The Town of Frederick Scholarship Program provides four-year scholarships for graduating high school seniors who are Frederick residents. This scholarship awards each recipient \$2,000 per year for four years for post-secondary educational expenses. To be eligible, here's what you need:

- Be a graduating senior from an accredited high school or home school program
- Reside in the Town of Frederick
- Maintain a cumulative GPA of 3.0 or higher
- Showcase excellence in extra-curricular activities
- Write an essay describing what the Town of Frederick brand promise means to you and how your continued education will help you personify the Frederick brand of "Built on What Matters"

Submissions for the 2023-2024 Scholarship are now open. Please complete the online application by Friday, February 23, 2024.

FrederickCO.gov/ScholarshipProgram

Town Meetings

2/13	Board of Trustee Meeting	7:00 PM
2/14	P.R.O.S.T. Meeting	6:30 PM
2/15	Planning Commission	6:00 PM
2/19	President's Day Town Offices	Closed
2/27	Board of Trustee Meeting	7:00 PM