



AGENDA
for the Tourism Advisory Board
of the Town of Palisade, Colorado
341 W 7th Street (Palisade Civic Center)



October 19, 2023

11:00 am Monthly Meeting

<https://us06web.zoom.us/j/96182810397>

- I. REGULAR MEETING CALLED TO ORDER AT 11:00 am**
- II. ROLLCALL** Introduce Brooke McElley
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES**
 - A. August 10, 2023
 - B. September 21, 2023
- V. TOWN MANAGER REPORT**
 - A. Board of Trustees 2024 Infrastructure Projects
- VI. FINANCIAL YTD UPDATE**
 - A. YTD
 - B. Room night report
 - C. Discussion of 2024 Budget
- VII. ADVERTISING UPDATE - Ryan and Melita**
 - A. Marketing Analysis
 - B. Update on CTO Marketing opportunities for 2024
- VIII. OLD BUSINESS**
 - A. Status of Chamber meeting for Cycling issues
 - B. Report on Winefest giveaway campaign
 - C. Report on RFQ process for Marketing Agency
- IX. NEW BUSINESS**
 - A. Report Destination Development Mentor Program
 - B. Report on Governor's Tourism Conference – Jessica & Cassidee
 - C. Idea of Nov meeting for a workshop to discuss Goals for 2024
- X. PUBLIC COMMENT**
- XI. ORGANIZATION UPDATES** (Please keep comments to 3 minutes)
- XII. ADJOURNMENT**

Next Meeting Thursday, November 16, 2023, 11:00 AM



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
August 10, 2023**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 12:00 pm by Chair Juliann Adams with members present: Jean Tally, Cassidee Shull, Rondo Buecheler, Jeff Snook, Jessica Burford, Ashley McGee, and Mayor Pro-Tem Ellen Turner. Absent were: Vice Chair Ryan Robinson and Jeff Hanle. A quorum was declared. Also in attendance were Town Manager Janet Hawkinson, Town Clerk Keli Frasier, and Ryan Burke & Melita Pawlowski with Slate Communications Marketing.

APPROVAL OF AGENDA

Motion #1 by J. Burford, seconded by Mayor Pro-Tem Turner, to approve the agenda as amended to include Member Ashley McGee's resignation, a discussion regarding an RFP for marketing to new businesses, and a discussion about a media campaign to request photos from the public.

A voice vote was requested.
Motion carried

APPROVAL OF MINUTES

Motion #2 by Mayor Pro-Tem Turner, seconded by C. Shull, to approve the Minutes of July 13, 2023, as presented.

A voice vote was requested.
Motion carried unanimously.

FINANCIAL YTD UPDATE

Town Manager Janet Hawkinson reviewed year-to-date expenditures, lodging fees received, and lodging room numbers. The numbers were as follows:

2023			2022		
	Fees	# of Nights		Fees	# of Nights
January	\$2,134.00	543	January	\$1,286.00	643
February	\$3,380.00	835	February	\$2,230.00	1115
March	\$5,496.00	1374	March	\$3,836.80	1913
April	\$9,264.00	2316	April	\$5,862.00	2931
May	\$14,596.00	3649	May	\$7,426.00	3713
June	\$16,136.00	4034	June	\$8,976.00	4488
	\$51,366.00	12,749		\$29,616.80	14,803
DIFFERENCE					
	Fees	Nights			
January	\$848.00	-100			
February	\$1,150.00	-280			
March	\$1,659.20	-539			
April	\$3,402.00	-615			
May	\$7,170.00	-64			
June	\$7,160.00	-454			
	\$21,749.20	-2,054			

ADVERTISING UPDATE

Marketing Analysis

M. Paelowski updated the Board on website analytics.

Media Campaign for Instagram Public Photos

This item was added during the approval of the agenda.

C. Shull and J. Snook discussed a potential media campaign to request candid photos from the public.

***The consensus of the Board** is to do a 2023 Colorado Mountain Wine Fest ticket giveaway to gather organic visitor photos with a random drawing for the winner occurring at the end of August and to order 250 table tent cards to promote the push to gather candid visitor photos for use in future advertising.*

CONTINUED BUSINESS

Report of Chamber meeting for Cycling issues

J. Burford reviewed the meeting and announced that wineries, dispensaries, and distilleries will be invited to the next meeting to be held in October.

Status of Blueprint Grant Application

Chair Adams announced that the grant was not awarded, but another grant will be opening in the fall that the Tourism Advisory Board may qualify for.

NEW BUSINESS

Stewardship Workshops Sept 14, Montrose 8:30-12:30 or Oct 12 in Durango 8:30-12:30

Chair Adams explained the program, and T. Wenger and J. Burford stated they would be participating in the Montrose event.

Ashley McGee Resignation

Chair Adams announced that A. McGee is resigning from the Tourism Advisory Board. A. McGee explained that she has gotten increasingly busy with her business and hoped that another member would have more time to dedicate to the Board.

***The Consensus of the Board** is to forward a recommendation to the Board of Trustees to appoint Brooke McElley, who applied during the most recent call for applicants.*

Marketing RFP

Chair Adams explained that the marketing contract is due to go to RFP. Town Manager Hawkinson explained that if the Board is happy with Slate Marketing, they could renegotiate the current contract instead of going through the full RFP process. After a lengthy discussion amongst the Board, the consensus of the Board was to go out for an RFQ for a marketing agency.

***Motion #3** by J. Burford, seconded by Mayor Pro-Tem Turner, to publish an RFQ for marketing services and to mimic the 2017 RFP but also add CTO, ask if they have destination tourism marketing experience, request the applicant include samples and references, and request how they have helped communities grow.*

A roll call vote was requested.

Yes: Chair Adams, C. Shull, R. Buecheler, J. Snook, T. Wenger, J. Burford, Mayor Pro-Tem Turner

No: J. Tally

Absent: R. Robinson, J. Hanle

Motion carried.

PUBLIC COMMENT

Ashley McGee commented on how great the Palisade podcast has been.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #4 by J. Snook, seconded by Mayor Pro-Tem Turner, to adjourn the meeting at 2:03 pm.

A voice vote was requested.

Motion carried unanimously.

X

Juliann Adams
Tourism Advisory Board Chairperson

X

Keli Frasier
Town Clerk



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
September 21, 2023**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 12:00 pm by Vice Chair Ryan Robinson with members present: Jean Tally, Cassidee Shull, Rondo Buecheler, Jeff Snook, Jessica Burford, and Jeff Hanle. Absent were: Chair Juliann Adams and Mayor Pro-Tem Ellen Turner. A quorum was declared. Also in attendance were Town Clerk Keli Frasier, and Ryan Burke & Melita Pawlowski with Slate Communications Marketing.

APPROVAL OF AGENDA

Motion #1 by R. Buecheler, seconded by Mayor J. Snook, to approve the agenda as amended to include a discussion about the proposed solar farm in unincorporated Mesa County and a discussion about a new budget line-item allocation to the 2024 budget for PR to new business.

A voice vote was requested.
Motion carried unanimously.

APPROVAL OF MINUTES

Motion #2 by J. Burford, seconded by J. Snook, to table the approval of the Minutes of August 10, 2023, to the meeting in October to allow accurate clarifying information to be added to the RFP for Marketing Services discussion.

A voice vote was requested.
Motion carried.

FINANCIAL YTD UPDATE

Town Clerk Keli Frasier reviewed year-to-date expenditures, lodging fees received, and lodging room numbers. The numbers were as follows:

LODGING FEES REVIEW

2023			2022		
	Fees	# of Nights		Fees	# of Nights
January	\$2,134.00	543	January	\$1,286.00	643
February	\$3,380.00	835	February	\$2,230.00	1115
March	\$5,496.00	1374	March	\$3,836.80	1913
April	\$9,264.00	2316	April	\$5,862.00	2931
May	\$14,596.00	3649	May	\$7,426.00	3713
June	\$16,136.00	4034	June	\$8,976.00	4488
July	\$15,440.00	3860	July	\$8,442.00	4221
	\$66,446.00	16611		\$38,058.80	19024
DIFFERENCE					
	Fees	Nights			
January	\$848.00	-100			
February	\$1,150.00	-280			
March	\$1,659.20	-539			
April	\$3,402.00	-615			
May	\$7,170.00	-64			
June	\$7,160.00	-454			

July	\$6,998.00	-361
	\$28,387.20	-2413

ADVERTISING UPDATE

Marketing Analysis

M. Paelowski updated the Board on website analytics and upcoming media campaigns.

The consensus of the Board is to NOT move forward with the Colorado Avalance yearbook ad.

The consensus of the Board is to gather more information for the Colorado Tourism Office (CTO) Explore Colorado Guide.

The consensus of the Board is to move forward with ordering 100 table tents and 100 business cards to help promote tagging visitor photos to Visit Palisade. The table tents will be printed in the CAVE office instead of ordering them, and the business cards will be printed by Slate.

CONTINUED BUSINESS

Status of Chamber meeting for Cycling issues

J. Burford reviewed the meeting and announced that wineries, dispensaries, and distilleries will be invited to the next meeting to be held in October.

The consensus of the Board is to hold the meeting in spring 2024 in order to add discussions about signage.

Report on Stewardship Workshops September 14, Montrose

T. Wenger described the event and explained the benefits to Palisade Tourism by him and J. Burford being in attendance.

Report on CTO Matching Marketing Grant

J. Burford explained that the Tourism Advisory Board had to be removed from the grant due to the CTO not accepting requests for signage at this time. A new grant will open in January 2024 that TAB can apply for to help with signs.

Report on RFQ process for Marketing Agency

Town Clerk Keli Frasier explained that the RFQ is almost complete and will be emailed to the Board for review next week.

NEW BUSINESS

Destination Development Mentor Program Webinar on September 19

R. Robinson reviewed the details of the program. T. Wenger stated that TAB will be moving forward to promote “Do Palisade Right.”

Signage Needs

This item was discussed under the CTO Matching Grant discussion under Continued Business.

Discussion: New Solar Farm in unincorporated Mesa County **ADDED******

R. Buecheler explained that Mesa County is considering a 40-acre solar power plant within three miles of the Town of Palisade and requested the Tourism Advisory Board request a letter from the Palisade Board of Trustees be sent to the Mesa County opposing the project.

Rianna Moss, a neighbor of the proposed property being considered for the solar farm, also spoke against the project, provided images to the Board for their review, and requested their support in opposing the project.

Motion #3 by R. Buecheler, seconded by J. Snook, to request the Palisade Board of Trustees request an investigation on how this project will affect agri-tourism in the Town of Palisade, as this project is within a three-mile radius of town limits.

A roll call vote was requested.

Yes: R. Robinson, J. Tally, C. Shull, R. Buecheler, J. Snook, T. Wenger, J. Burford

No:

Absent: J. Hanle, Chair Adams, Mayor Pro-Tem Turner

Motion carried.

Discussion to add budget allocation for PR **ADDED**

T. Wenger explained that he would like to see a \$1,000.00 line item added to the Tourism budget to reimburse members for hosting media events, and travel to events as requested by the Tourism Advisory Board.

Town Clerk Frasier explained that alcohol could not be reimbursed by the Town, but travel, training, and food were reimbursable.

Motion #4 by C. Shull, seconded by J. Snook, to add a line item to the 2024 budget for meals, gas and lodging – with prior approval by TAB – for PR marketing.

A voice vote was requested.

Motion carried unanimously.

PUBLIC COMMENT

Keli Frasier announced the number of visitors that have gone through the Palisade History Museum in the past two years per Priscilla Walker.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #5 by J. Burford, seconded by J. Tally, to adjourn the meeting at 12:51 pm.

A voice vote was requested.

Motion carried unanimously.

X

Ryan Robinson
Tourism Advisory Board Vice-Chairperson

X

Keli Frasier
Town Clerk

Town Manager Report 9.26.2023

Board of Trustees & Staff are sometimes asked: *'what has the Town done for locals?'*

It takes a Team of dedicated people to operate a town, not one person – democracy not dictatorship.

The Team of Dedicated People Working for this Town are:

The Leadership & Commitment of the Board of Trustees
The Expertise & Dedication of Staff
The Hard Work & Energy of Planning Commission & TAB
The Compassion & Caring of the Business Community and Residents.

This Team has worked very hard over the last few years on many Town infrastructure improvements.

To accomplish these very large expensive infrastructure projects, Staff has worked hard to find grant funding to offset the costs. Without this funding, many of these projects could not be accomplished because the Town does not have enough money.

The grant funding has also assisted with purchasing needed equipment to help maintain the infrastructure of the Town.

The Board of Trustees and Staff have worked very hard over the last 5 years to be awarded **over \$12 million dollars in grant funding to accomplish much needed projects and equipment the Town could not afford without this funding.**

WOW! Teamwork is amazing!

Additional work comes with funding & completing infrastructure projects. Extra hard work has taken place by the Trustees and the Staff. Much has been accomplished and of course there is always much more to do!

All this has also taken place with 2 years of COVID pandemic. The Town has pulled through by supporting each other and our business community.

Below is a list of the Major Projects that have taken place in the last 5 years – it is not a complete list and does not include the daily maintenance work that occurs.

An Example of Town Infrastructure Improvements for the Town Citizens in the last five years:

- Town Constructed a new Community Clinic with 100% grant funding \$5 million dollars – Town owns the building and is leasing to Community Hospital to provide health care to Palisade citizens. A fantastic private/public partnership!
- Restored the historic community gym, opening up the bleachers and bringing to current building codes for safety of town citizens.
- Removal of abandon condemned building, including asbestos.
- Built fiber into town for citizens to have high speed internet at competitive market prices.
- Built sidewalks and tractor/bike lanes on highway 6 for safety of citizens and safe crosswalks for students to Taylor Elementary School.
- Grant funded \$1.8 million dollars of multi-use paths on Elberta – construction 2024 – 2025
- Sidewalks on south highway 6 to Palisade High School – construction for 2024
- Town Master Comprehensive Plan completed 2023
- New Troyer Sewer Lift Station
- Sewer Study for future Waste-water/Sewer management for town.
- Hydraulic Model Study to improve aged water line system in town.
- New Fire Fighter SCBA equipment – grant funded
- 2 new ambulances – grant funded – for residents to have 24 hour EMS
- Pedestrian bridges on Elberta – construction 2024-2025
- Remodel swimming pool locker rooms
- New street leaf vacuum – pick up residents leaves
- New street sweeper – operated weekly throughout town.
- Noxious weed removal of tamarisk & russian olive in Riverbend Park – continuous....
- Continuous planting of trees in parks to replace the aging trees that will be gone in 10 years.
- New bus stops, benches & shade structures for residents who ride GVT
- New parklets downtown for businesses, keep them open and supported during COVID pandemic – safer than the old ones, for residents and guests in parklets, protective structures from vehicles. Grant funded.
- New public restrooms in Veterans Memorial Park
- New painted pickleball courts in Peach Bowl Park
- New benches and lighting in parks and plaza for citizens
- New brush tender for local fires
- New 420 to repair water leaks in town & assist with multiply other projects.
- New playground in Riverbend Park
- New playground in Veterans Memorial Park Fall 2023 construction
- Repair of potholes in town, new paving at railroad crossings, chip seal, crack seal....
- Purchased Main Street parking lot with grant funding for local businesses, residents & visitors

- Town operated Sunday Market for the benefit of the local businesses – has won multiple awards in the last few years including USA Today Top 3 Farmers Market in the Country.
- Repair & Maintenance of Watershed and Cabin Reservoir Dam.
- 2 - Class A water operators – 1st time in over 20 years.
- USDA grant & loan contract completed to finance the design & construction of Sewer Consolidation to meet EPA & State of Colorado standards – a project that the Town has needed to do for over 15 years.
- Partnership with Mesa County on the Palisade Plunge Trail, assisted grant writing & planning.
- So Much More.....

This list represents the great projects that have been accomplished by the Town Government in the last five years by an amazing team of many people working together who care about Palisade.

This list does not include the continuous day to day operations of a Town Government that takes a **team of specialized, trained Staff to accomplish:**

- Cemetery Services
- Court
- Policing
- EMS Fire & Ambulance Services
- Planning Developments
- Legal Support
- Engineering
- New Business License
- Water Distribution & Water Treatment Plant
- Sewer Distribution & Sewer Treatment Plant
- Waste-Management/ Trash Service
- Park Maintenance
- Pool Maintenance
- Community Center
- Event Support: Bluegrass, Lavendarfest, Peachfest, Winefest, Art Festival, Old Fashioned Christmas, Tour de Vineyards, High School Homecoming, 4th of July Parade, Peachfest Parade, Ice Cream Social, Trick or Treat Street & Sunday Market
- Land Use Applications, Planning & Building Permits
- Communication & Work with the entire Mesa County Government amongst all Departments & Board of Trustees

Amazing Amount of High-Quality Work, Compassion and Success for a small Town!!!!

J. Hawkinson, MLAP
Palisade Town Administrator

2024 TOWN OF PALISADE PROJECTS

Large Capital Improvement Projects

<u>Project</u>	<u>Fund/ Department</u>	<u>Grant Revenue</u>	<u>Town Funding</u>	<u>Expected Cost</u>
Elberta Avenue West Sidewalks & Bridges	Capital Projects Fund	\$1.8 M from CDOT	\$200,000	\$2 M
Highway 6 Roundabout & Multi-Use Path	CDOT			\$8 M

Small Improvement Projects

<u>Project</u>	<u>Fund/ Department</u>	<u>Grant Revenue</u>	<u>Town Funding</u>	<u>Expected Cost</u>
Improve Swim Beach & Boat Ramp at Riverbend Park	General Fund		100% Tax Revenue	\$125,000
Land Use Code Revision	General Fund	50% DOLA Grant (\$20,000)	50% Tax Revenue, 50% Grant	\$40,000
Riverbend Park Restroom Construction	General Fund/Parks		100% Tax Revenue	\$175,000

Fiscal Year 2024 - 2028 Projects

<u>Project</u>	<u>Fund/ Department</u>	<u>Grant Revenue</u>	<u>Town Funding</u>	<u>Expected Cost</u>
Sewer Treatment Consolidation to Clifton Sanitation	Utilities Fund/Treatment	\$22 M from USDA Grant & Loan	\$2 M	\$24 M
Sidewalk Improvements Old Town	General Fund		100% Tax Revenue	\$250,000



TOWN OF PALISADE

NOTICE OF REQUEST FOR PROPOSALS

FOR TOURISM MARKETING SERVICES

The Town seeks a professional, full-service marketing and promotions firm to provide comprehensive, strategic and innovative marketing services in 2020 that are targeted at attracting first time and repeat visitors. The area is blessed with top-notch wineries, world renowned produce, diverse arts, popular festivals and abundant year-round outdoor recreational opportunities. The successful proposer will create and implement a 12-month marketing plan, with approval from the Tourism Advisory Board at the direction of the Town Board of Trustees. Proposals are due at 4:30 p.m. on March 2, 2020.

A complete RFP is available for download at www.townofpalisade.org.

As the Town's best interests may appear, the Tourism Advisory Board reserves the right to waive informalities in, and to reject any or all, proposals.

**REQUEST FOR PROPOSAL
TOURISM MARKETING SERVICES**

RFP Summary

Total Project Budget for 2020: \$40,000

The Town of Palisade is requesting proposals for marketing and promotional services targeted at attracting visitors and capturing travelers to its tourist and recreational amenities. The area is blessed with top-notch wineries, world renowned produce, diverse arts, popular festivals, and abundant year-round outdoor recreational opportunities. The selected proposer will create and implement a 12-month marketing plan, with approval from the Tourism Advisory Board at the direction of the Town of Palisade Board of Trustees.

This RFP selection process is competitive and will focus on the proposal's creativity, knowledge of the community, staff and team member qualifications, and the prior history of performance on similar projects. Thoughtful responses to this RFP will enable the Town to select the most qualified proposers.

Selection Schedule:

RFP Released	February 2, 2020
Deadline to Submit Questions (in writing)	February 10, 2020
Responses to Questions (in writing)	February 17, 2020
Proposals Due	March 2, 2020
<u>TAB meeting</u>	March 10, 2020
Notification to Finalists	March 11, 2020
Finalists Presentations	March 20, 2020
<u>TAB Board Final Selection</u>	March 24, 2020
<i>Notice of Selection to finalist</i>	March 25, 2020
Contract Negotiations	March 26 - April 8, 2020
<u>TAB Board Contract Approval</u>	April 14, 2020
Recommendation to <u>Board of Trustees</u>	April 28, 2020
Contract Start Date	May 1, 2020
<u>(TAB Board Meeting</u>	May 12, 2020)

Contact

Contact Lydia Reynolds, Planning Technician at 970-464-5602 or email lreynolds@townofpalisade.org with any questions regarding this RFP.

Project Scope of Work.

- a) The objective of this RFP is to procure marketing and support services, including public outreach activities, advertising placement, and other related marketing functions and work products.
Preferred proposers will:
- b) Develop and implement a four-season tourism marketing plan beginning in 2020 that is recommended by the Tourism Advisory Board and approved by the Palisade Board of Trustees.
- c) Track, evaluate and report marketing plan progress to Town Staff and the Tourism Advisory Board in a timely fashion.
- d) Provide strategies and recommendations to Town Staff and the Tourism Advisory Board regarding marketing and promotional opportunities as they arise.
- e) Attend regularly scheduled bi-monthly meetings of the Tourism Advisory Board, and attend Town Board meetings as requested.
- f) The total project budget of \$40,000 includes entire marketing package, including all fees, media buys, and any other applicable promotional costs.

Selection Process and Criteria

The Tourism Advisory Board will review and evaluate all responsive submittals and other information received in accordance with the requirements of this RFP. In assessing the strengths and weaknesses of each respondent, the Selection Committee may, at its discretion, request clarification of any response to this RFP or other issue that may arise during the selection process. Once the review is completed, recommendations from the Committee will be submitted to the Town Board of Trustees for final selection of the successful proposer and dollar amount of the contract. The Town may request visual and oral presentations as part of the evaluation process.

At any stage, the Town reserves the right to terminate, suspend or modify this selection process; reject any or all submittals at any time; and waive any informalities, irregularities or omissions in submittals, all as the best interests of the Town may appear.

The Town will not accept any information, in any form whatsoever, from proposers after the proposal due date. Unsuccessful proposers will be notified in writing that they were not selected to compete in the next stage of the selection process and such notification shall result in no further consideration of these submissions. All determinations of the Town regarding rejection shall be final.

Contract Requirements

Insurance

The selected proposer for this Project will be required to secure and maintain an insurance policy, including Workers' Compensation and liability at its own expense. Prior to the commencement of work under any resulting contract, the successful proposer must provide proof of all required insurance. If proposer is exempt from the legal requirement to have Workers' Compensation Insurance, and has in fact properly rejected Workers Compensation Insurance with the Colorado Department of Labor and Employment (CDLE) as of the date of submission of its proposal to this RFP, then proposer will provide with its proposal proof of approval of rejection by CDLE. Under any resulting contract, the Consultant will be an independent contractor retained to perform professional or technical services for limited periods of time. Neither the Consultant nor any of its employees will be deemed to be employees or officers of the Town.

Colorado Open Records Act

Documents submitted in response to this RFP are subject to the Colorado Open Records Act, C.R.S. §24-72-201, *et seq.* ("CORA"). If the proposer believes that any information, data, process or other material in its proposal constitutes trade secrets, privileged information, or confidential commercial, financial, geological, or geophysical data, then the proposer should mark those items as confidential or proprietary and provide a list of those items with specificity as to the page and paragraph and on what basis it believes the material is confidential or proprietary. The Town is not bound by the proposer's determination as to whether materials are subject to disclosure under CORA and reserves the right to independently determine whether the materials are required to be made available for inspection or otherwise produced under CORA.

If the Town receives a request for such information marked as confidential, it will notify the Proposer. If a suit is filed to compel disclosure of such information, the Town will notify the Proposer, and the Proposer shall be responsible for taking appropriate action to defend against disclosure of its confidential information.

In the event of the filing of a lawsuit to prevent or compel disclosure, the Town will tender all responsive materials to the court for judicial determination of the issue of disclosure. The proposer agrees 1) to intervene in any lawsuit arising out of a request for its materials to protect and assert its claims of privilege against disclosure of such material; 2) that its failure to object or intervene and assert claims of privilege against disclosure in relation to its proprietary or confidential information results in waiver the same; 3) to release and defend, indemnify and save and hold harmless the Town, its officers, agents and employees, from any claim, damages, expense, loss or costs, including reasonable attorneys' fees, arising out of or in any way relating to requests for disclosure of material provided or produced in response to this RFP.

Proposal Preparation, Consultants Costs and Expenses

The Town is not liable for any costs or expenses arising out of preparation of Consultant's proposal. If selected, Consultant may not include any of these costs or expenses as part of its fee, rates, or charges for performing work under the Contract.

Proposal Submittal Instructions

Proposers shall submit one electronic and one hard paper copy of their completed RFP response. All printed copies must be limited to an 8 ½" x 11" format bound on the long side. Pages are to be numbered in sequence and font size must be at least 12 point font. No more than ten 11 x17" fold-out sheets may be included.

The proposal must include:

Letter of Transmittal

Clearly indicate the primary contact (principal-in-charge), mailing address, telephone and facsimile numbers. Indicate unique features of the organization and the project team that makes the team uniquely suited to undertake this specific project.

Pricing

A cost schedule of all hourly rates for each job classification and job title must be submitted for all items set forth in the proposal. All rates and fees will be fixed for the duration of the contract. Materials or services not listed but that may be required or are expected to be used by the consultant in performing the tasks related to the Agreement must be listed with the proposal. Overhead costs, including, without limitation, faxing, cellular phone air time, and computer processing time, must be borne exclusively by the consultant as a cost of doing business.

Key Personnel

Identify the individuals from each firm who will be involved in the project and their responsibilities. Provide brief *biographical data* of the primary participant(s), including the Project Manager. Further, provide a separate list of key personnel setting forth the name of such persons and corresponding title.

Approach

Describe approach to Scope of Work, philosophy, cost containment strategies, issues and opportunities.

Summary of Experience

Describe the firm's past projects and experiences relevant to evaluating the firm's capabilities to perform the work, and include appropriate references with contact information for those projects.

Delivery Instructions

Email electronic copies to lreynolds@townofpalisade.org and mail or deliver all hard copies of proposals on or by 4:30 p.m. on Monday, March 2nd to:

Lydia Reynolds
Town of Palisade
175 East 3rd Street
PO Box 128
Palisade, CO 81526

2020