



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



March 21, 2024

11:00 am Monthly Meeting

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

- I. REGULAR MEETING CALLED TO ORDER AT 11:00 am**
- II. ROLLCALL**
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES**
 - A. Approve minutes of January 18, 2024
 - B. Approve minutes of February 15, 2024
 - C. Approve minutes of February 22, 2024
- V. PRESENTATION**
 - A. Gary Hauschultz – “Bunny” Fundraiser
- VI. TOWN REPORT**
- VII. FINANCIAL YTD UPDATE**
 - A. YTD
 - B. Room night report
- VIII. ADVERTISING UPDATE**
 - A. Contract review, present to Board of Trustees March 26, 2024
 - B. Marketing Update
 - C. Postcard graphics
 - D. CTO Summer Co-Op Applications (Social Media and Do Colorado Right)
 - E. Marketing Strategy Workshop
- IX. CONTINUED BUSINESS**
 - A. Report Destination Development Mentor logos, next step
 - B. Update on Farm Directory listings
 - C. Map update
 - D. Marketing ideas update
- X. NEW BUSINESS**
 - A. Update of Framework of the Colorado Destination Stewardship Strategic Plan
 - B. Kick-off date for ‘Do Palisade Right’ Campaign – where, when, who?

- C. The Colorado Tourism Office is hosting a Colorado-based travel media reception from 5:30 pm – 7:30 pm on Wednesday, April 24, 2024, at the [Banshee House](#) in Denver
- D. Mountains & Mesas Region Stakeholder Gathering Friday, April 26, 2024, 9:00 am-12:00 pm in Durango

XI. PUBLIC COMMENT

XII. ORGANIZATION UPDATES (Please limit comments to 3 Minutes)

XIII. ADJOURNMENT

Next Meeting Thursday, April 18, 2024



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
January 18, 2024**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 11:07 am by Chair Juliann Adams with members present: Jean Tally, Jeff Hanle, Rondo Buecheler, Jeff Snook, Brooke McElley, and Mayor Pro-Tem Ellen Turner. Absent were Vice-Chair Ryan Robinson, Cassidee Shull, Tim Wenger, and Jessica Burford. A quorum was declared. Also in attendance were Town Manager Janet Hawkinson, Town Clerk Keli Frasier, and Melita Pawlowski with Slate Communications Marketing.

APPROVAL OF AGENDA

Motion #1 by Mayor Pro-Tem Turner, seconded by J. Tally, to approve the Agenda as presented. A voice vote was requested. Motion carried

APPROVAL OF MINUTES

Motion #2 by B. McElley, seconded by Mayor Pro-Tem Turner, to approve the Minutes of December 21, 2023.

A voice vote was requested. Motion carried.

TOWN REPORT

Town Manager Janet Hawkinson reviewed the ongoing projects occurring in the Town of Palisade, as well as future projects that will begin soon.

FINANCIAL YTD UPDATE

Chair Adams reviewed year-to-date expenditures, lodging fees received, and lodging room numbers. The lodging 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
August	\$16,088.00	4022	August	\$8,232.00	4116
September	\$17,348.00	4337	September	\$8,670.00	4335
October	\$11,852.00	2804	October	\$6,532.00	3266
November	\$4,568.00	1057	November	\$3,486.00	1743
	\$116,302.00.00	28831		\$64,978.80	32484

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
August	\$7,856.00	-94
September	\$8,678.00	2
October	\$5,320.00	-462
November	\$1,082.00	-686
	\$51,323.50	-3653

Town Manager Hawkinson gave a brief presentation on sales tax revenues for 2023.

ADVERTISING UPDATE

Marketing Update

M. Pawlowski reviewed advertisement performance statistics and Q4 analytics.

Presentation to Trustees January 23, 2024, 6:00 pm

Chair Adams announced that Slate Media will be giving a presentation to the Board of Trustees on January 23, 2024, and encouraged all members to join the meeting to show support.

Chair Adams then went on to explain that she gave a tour of Palisade, including a dinner at Peche Restaurant to a media journalist with Wine Enthusiast Magazine.

Motion #3 by R. Buecheler, seconded by B. McElley, to reimburse Juliann Adams for the dinner and wine purchased for the Wine Enthusiast Magazine journalist and herself.

A voice vote was requested.
Motion carried.

CONTINUED BUSINESS

Report Destination Development Mentor Scope of Work with Mimi Mather

Chair Adams introduced Mimi Mather, who is TAB’s mentor for the *Do Palisade Right* campaign. Ms. Mather went on to review the process and timeline for the project.

Update on Farm Directory listings

Chair Adams reviewed the progress of the directory listings.

Report on RFP proposals (finalist presentations on February 22, 2024)

Chair Adams requested that Slate Marketing and any other respondents to the marketing RFP step out of the meeting, and invited them to return once the RFP discussion was over.

J. Snook and Town Clerk Frasier reviewed the new timeline for the RFP process.

NEW BUSINESS

Brainstorm new marketing strategies for 2024 (ex: Airport, train stop)

Members of the Board explored ideas for 2024 marketing strategies such as a wine train (partnership with Amtrak), advertising in the Grand Junction on possibly Montrose Airports, visitor's center brochures, and photo-op frames downtown.

PUBLIC COMMENT

None was offered.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #4 by B. McElley, seconded by Mayor Pro-Tem Turner to adjourn the meeting at 1:01 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
February 15, 2024**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 11:03 am by Chair Juliann Adams with members present: Cassidee Shull, Rondo Buecheler, Jeff Snook, Brooke McElley, Jessica Burford, and Mayor Pro-Tem Ellen Turner. Absent were Vice-Chair Ryan Robinson, Jean Tally, Jeff Hanle, and Tim Wenger. A quorum was declared. Also in attendance were Town Manager Janet Hawkinson, Town Clerk Keli Frasier, and Melita Pawlowski with Slate Communications Marketing.

APPROVAL OF AGENDA

Motion #1 by Mayor Pro-Tem Turner, seconded by C. Shull, to approve the Agenda as presented. A voice vote was requested.
Motion carried

APPROVAL OF MINUTES

This item was postponed until the meeting in March.

TOWN REPORT

Town Manager Janet Hawkinson reviewed the ongoing projects occurring in the Town of Palisade, as well as future projects that will begin soon.

FINANCIAL YTD UPDATE

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

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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
August	\$16,088.00	4022	August	\$8,232.00	4116
September	\$17,348.00	4337	September	\$8,670.00	4335
October	\$11,852.00	2804	October	\$6,532.00	3266
November	\$4,568.00	1057	November	\$3,486.00	1743
December	\$2,936.00	734	December	\$2,232.00	1116
	\$119,238.00	29565		\$67,210.80	33600

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
August	\$7,856.00	-94
September	\$8,678.00	2
October	\$5,320.00	-462
November	\$1,082.00	-686
December	\$704.00	-382
	\$52,027.20	-4035

ADVERTISING UPDATE

Marketing Update

M. Pawlowski reviewed advertisement performance statistics.

PRESENTATIONS

Colorado Tourism Office (CTO) Director Tim Wolfe gave a brief presentation on the marketing efforts of the State of Colorado and the benefits of attracting overseas visitors.

CONTINUED BUSINESS

Report Destination Development Mentor Scope of Work with Mimi Mather

Chair Adams introduced Mimi Mather, TAB’s mentor for the *Do Palisade Right* campaign. Ms. Mather reviewed the progress and design ideas for the project.

Update on Farm Directory listings

Chair Adams reviewed the progress of the directory listings and introduced the new forms to fill out to be in the directory.

Report on RFP proposals (finalist presentations on February 22, 2024)

Chair Adams requested that Slate Marketing and any other respondents to the marketing RFP step out of the meeting and invited them to return after the RFP discussion.

The Board reviewed the timeline and schedule for the interviews.

The consensus of the Board is that all members participating in the interviews appear in person.

Update on Marketing Ideas

C. Shull reviewed information she had researched regarding digital kiosks, advertising at the Grand Junction Regional Airport, and the metal selfie postcard stands.

NEW BUSINESS

Update of Framework of the Colorado Destination Stewardship Strategic Plan

CTO Mentor Mimi Mather explained the strategic plan and updated the Board on the progress.

2024 Tear Off Map, Order Postcards

The consensus of the Board is to order 2500 postcards but to review new designs in March.

The consensus of the Board is for the tear-off map to keep moving forward.

PUBLIC COMMENT

Lewis Baker 750 ¼ Horizon Drive, owner of Adrenalin Driven Adventure Company, described his business and future business plans to the Board.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #2 by Mayor Pro-Tem Turner, seconded by J. Snook to adjourn the meeting at 1:18 pm.

A voice vote was requested.
Motion carried unanimously.

X

Juliann Adams
Tourism Advisory Board Chairperson

X

Keli Frasier
Town Clerk



**MINUTES OF THE SPECIAL MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
February 22, 2024**

The special meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 3:01 pm by Chair Juliann Adams, with members present: Cassidee Shull, Rondo Buecheler, Jeff Snook, Tim Wenger, Brooke McElley, Jessica Burford, and Mayor Pro-Tem Ellen Turner. Absent were Vice-Chair Ryan Robinson, Jean Tally, and Jeff Hanle. A quorum was declared. Also in attendance was Town Town Clerk Keli Frasier.

APPROVAL OF AGENDA

Motion #1 by J. Burford, seconded by J. Snook, to approve the Agenda as presented.

A voice vote was requested.

Motion carried

NEW BUSINESS

Marketing Agency Selection

Chair Adams reviewed the process for voting for a new marketing agency, and the Board had a brief discussion regarding the applicants that had recently been interviewed.

Motion #2 by Mayor Pro-Tem Turner, seconded by T. Wenger, to recommend the Board of Trustees enter into contract with Slate Communications for tourism marketing for three years.

A roll call vote was requested.

Yes: Juliann Adams, Jeff Snook, Tim Wenger, Brooke McElley, Mayor Pro-Tem Turner

No: Cassidee Shull, Rondo Buecheler

Absent: Vice-Chair Ryan Robinson, Jean Tally, Jeff Hanle

Jessica Burford abstained from the vote.

Motion carried.

ADJOURNMENT

Motion #3 by C. Shull, seconded by J. Burford, to adjourn the meeting at 3:08 pm.

A voice vote was requested.

Motion carried unanimously.

X

Juliann Adams
Tourism Advisory Board Chairperson

X

Keli Frasier
Town Clerk

AGREEMENT FOR PROFESSIONAL SERVICES

THIS AGREEMENT (“Agreement”) is made and entered into effective this 26th day of March, 2024, by and between the TOWN OF PALISADE, COLORADO, a statutory municipality (the “Town”), and Slate Communications, a Colorado LLC (“Contractor”).

WHEREAS, the Town desires that Contractor perform the services of TOURISM MARKETING SERVICES as an independent contractor, in accordance with the provisions of this Agreement, and more fully described in the job description attached as Exhibit A; and

WHEREAS, Contractor desires to perform such duties pursuant to the terms and conditions provided for in this Agreement; and

WHEREAS, the parties hereto desire to set forth certain understandings regarding the services in writing.

NOW, THEREFORE, in consideration of the mutual covenants and agreements contained herein, the parties agree as follows:

1. Services. The Town agrees to retain Contractor to provide the services set forth herein, and as further specified in **Exhibit A**, attached hereto and incorporated herein by reference (“Services”), and Contractor agrees to so serve. Contractor warrants and represents that it has the requisite authority, capacity, experience, and expertise to perform the Services in compliance with the provisions of this Agreement and all applicable laws and agrees to perform the Services on the terms and conditions set forth herein. The Town reserves the right to omit any of the Services identified in Exhibit A upon written notice to Contractor. In the event of any conflict between this Agreement and Exhibit A, the provisions of this Agreement shall prevail.

2. Compensation. The Town agrees to pay Contractor for the Services as set forth on **Exhibit B**. The Town shall make payment within thirty (30) days of receipt and approval of invoices submitted by Contractor, which invoices shall be submitted to the Town not more frequently than monthly and which shall identify the specific Services performed for which payment is requested.

3. Term. The Term of this Agreement shall be from the date first written above until terminated by either party as set forth herein.

4. Outside Support Services and Sub-Contractor. Any sub-Contractors shall be pre-approved by the Town. A rate sheet for such sub-Contractors shall be provided to the Town.

5. Ownership of Instruments of Service. The Town acknowledges the Contractor’s work product, including electronic files, as instruments of professional service. Nevertheless, the final work product prepared under this Agreement shall become the property of the Town upon completion of the services and payment in full of all monies due to the Contractor.

6. Monitoring and Evaluation. The Town reserves the right to monitor and evaluate the progress and performance of Contractor to ensure that the terms of this Agreement are being satisfactorily met in accordance with the Town's and other applicable monitoring and evaluating criteria and standards. Contractor shall cooperate with the Town relating to such monitoring and evaluation.

7. Independent Contractor. The parties agree that the Contractor shall be an independent contractor and shall not be an employee, agent, or servant of the Town. **Contractor is not entitled to workers' compensation benefits from the Town and is obligated to pay federal and state income tax on any money earned pursuant to this Agreement.**

8. Insurance Requirements.

a. Comprehensive Automobile Liability Insurance. Contractor shall procure and keep in force during the duration of this Agreement a policy of comprehensive automobile liability insurance insuring Contractor.

b. Terms of Insurance.

(i) Insurance required by this Agreement shall be with companies qualified to do business in the State of Colorado with a general policyholder's financial rating of not less than A+3A as set forth in the most current edition of "Best's Insurance Reports" and may provide for deductible amounts as Contractor deems reasonable for the Services. No such policies shall be cancelable or subject to reduction in coverage limits or other modification except after thirty (30) days prior written notice to the Town.

(ii) The policies described in subparagraph a. above shall be for the mutual and joint benefit and protection of Contractor and the Town. Such policies shall provide that the Town shall nevertheless be entitled to recovery under said policies for any loss occasioned to it, its officers, employees, and agents by reason of negligence of Contractor, its officers, employees, agents, subcontractors, or business invitees. Such policies shall be written as primary policies not contributing to and not in excess of coverage the Town may carry.

d. Workers' Compensation and Other Insurance. During the term of this Agreement, Contractor shall procure and keep in force workers' compensation insurance and all other insurance required by any applicable law. If under Colorado law Contractor is not required to carry workers' compensation insurance, Contractor shall provide the Town an executed Certificate of Exemption From Statutory Workers' Compensation Law and Acknowledgment of Risk/Hold Harmless Agreement, which shall be attached hereto as Exhibit C and incorporated herein by reference.

e. Evidence of Coverage. Before commencing work under this Agreement, Contractor shall furnish to the Town certificates of insurance policies evidencing insurance coverage required by this Agreement. Contractor understands and

agrees that the Town shall not be obligated under this Agreement until Contractor furnishes such certificates of insurance.

- f. Subcontracts. Contractor agrees to include the insurance requirements set forth in this Agreement in all subcontracts. The Town shall hold Contractor responsible in the event any subcontractor fails to have insurance meeting the requirements set forth in this Agreement. The Town reserves the right to approve variations in the insurance requirements applicable to subcontractors upon joint written request of subcontractor and Contractor if, in the Town's opinion, such variations do not substantially affect the Town's interests.

9. Indemnification. Contractor hereby covenants and agrees to indemnify, save, and hold harmless the Town, its officers, employees, and agents from any and all liability, loss, costs, charges, obligations, expenses, attorney's fees, litigation, judgments, damages, claims, and demands of any kind whatsoever arising from or out of any negligent act or omission or other tortious conduct of Contractor, its officers, employees, or agents in the performance or nonperformance of its obligations under this Agreement.

10. Termination.

a. Generally.

- (i) The Town may terminate this Agreement without cause if it determines that such termination is in the Town's best interest. The Town shall effect such termination by giving written notice of termination to Contractor, specifying the effective date of termination, at least ten (10) calendar days prior to the effective date of termination. In the event of such termination by the Town, the Town shall be liable to pay Contractor for Services performed as of the effective date of termination, but shall not be liable to Contractor for anticipated profits. Contractor shall not perform any additional Services following receipt of the notice of termination unless otherwise instructed in writing by the Town.
- (ii) Contractor may terminate this Agreement without cause if it determines that such termination is in Contractor's best interest. Contractor shall effect such termination by giving written notice of termination to the Town, specifying the effective date of termination, at least ten (10) (same as Town) calendar days prior to the effective date of termination.

- b. For Cause. If, through any cause, Contractor fails to fulfill its obligations under this Agreement in a timely and proper manner, violates any provision of this Agreement, or violates any applicable law, and does not commence correction of such nonperformance or violation within five (5) calendar days of receipt of written notice and diligently complete the correction thereafter, the Town shall have the right to terminate this Agreement for cause immediately upon written notice of termination to Contractor. In the event of such termination by the Town, the Town shall be liable to pay Contractor for Services performed as of the effective date of termination, but shall not be liable to Contractor for anticipated profits. Contractor

shall not perform any additional Services following receipt of the notice of termination. Notwithstanding the above, Contractor shall not be relieved of liability to the Town for any damages sustained by the Town by virtue of any breach of this Agreement, and the Town may withhold payment to Contractor for the purposes of setoff until such time as the exact amount of damages due to the Town from Contractor is determined.

11. Reserved.

12. Work By Illegal Aliens Prohibited. This paragraph shall apply to all Contractors whose performance of work under this Agreement does not involve the delivery of a specific end product other than reports that are merely incidental to the performance of said work, or information technology services or information technology products and services. Pursuant to Section 8-17.5-101, C.R.S., *et. seq.*, Contractor warrants, represents, acknowledges, and agrees that:

- a. Contractor does not knowingly employ or contract with an illegal alien.
- b. Contractor shall not knowingly employ or contract with an illegal alien to perform works or enter into a contract with a subcontractor that fails to verify to Contractor that the subcontractor shall not knowingly employ or contract with an illegal alien to perform work under this Agreement.
- c. Contractor has participated in or attempted to participate in the basic pilot employment verification program created in Public Law 208, 104th Congress, as amended, and expanded in Public Law 156, 108th Congress, as amended, administered by the Department of Homeland Security (hereinafter, "E-Verify") in order to verify that Contractor does not employ illegal aliens. If Contractor is not accepted into E-Verify prior to entering into this Agreement, Contractor shall forthwith apply to participate in E-Verify and shall submit to the Town written verification of such application within five (5) days of the date of this Agreement. Contractor shall continue to apply to participate in E-Verify, and shall certify such application to the Town in writing, every three (3) months until Contractor is accepted or this Agreement is completed, whichever occurs first. This Paragraph 9 shall be null and void if E-Verify is discontinued.
- d. Contractor shall not use E-Verify procedures to undertake pre-employment screening of job applicants while this Agreement is being performed.
- e. If Contractor obtains actual knowledge that a subcontractor performing work under this Agreement knowingly employs or contracts with an illegal alien, Contractor shall be required to:
 - (i) notify the subcontractor and the Town within three (3) days that Contractor has actual knowledge that the subcontractor is employing or contracting with an illegal alien; and
 - (ii) terminate the subcontract with the subcontractor if within three (3) days of receiving the notice required pursuant to this subparagraph the

subcontractor does not stop employing or contracting with the illegal alien; except that Contractor shall not terminate the contract with the subcontractor if during such three (3) days the subcontractor provides information to establish that the subcontractor has not knowingly employed or contracted with an illegal alien.

- f. Contractor shall comply with any reasonable request by the Colorado Department of Labor and Employment (“Department”) made in the course of an investigation that the Department is undertaking pursuant to the authority established in subsection 8-17.5-102(5), C.R.S.
- g. If Contractor violates this Paragraph, the Town may terminate this Agreement for breach of contract. If this Agreement is so terminated, Contractor shall be liable for actual and consequential damages to the Town arising out of said violation.

13. Compliance with C.R.S. § 24-76.5-103.

- a. If Contractor is a natural person (*i.e.*, not a corporation, partnership, or other legally-created entity) 18 years of age or older, he/she must do the following:
 - (i) complete the affidavit attached to this Agreement as Exhibit D.
 - (ii) attach a photocopy of the front and back of one of the valid forms of identification noted on Exhibit D.
- b. If Contractor executes the affidavit stating that he/she is an alien lawfully present in the United States, the Town shall verify his/her lawful presence through the federal systematic alien verification or entitlement program, known as the “SAVE Program,” operated by the U.S. Department of Homeland Security or a successor program designated by said department. In the event the Town determines through such verification process that Contractor is not an alien lawfully present in the United States, the Town shall terminate this Agreement and shall have no further obligation to Contractor hereunder.

14. Agreement Subject to Appropriation. To the extent this Agreement constitutes a multiple fiscal year debt or financial obligation of the Town, it shall be subject to annual appropriation pursuant to Article X, Section 20 of the Colorado Constitution. The Town shall have no obligation to continue this Agreement in any fiscal year in which no such appropriation is made.

15. Responsibilities. The Contractor shall be responsible for all damages to persons or property caused by the Contractor, its agents, employees or sub-Contractors, to the extent caused by its negligent acts, errors and omissions hereunder, and shall indemnify and hold harmless the Town from any claims or actions brought against Contractor by reason thereof.

16. Entire Agreement. This Agreement, **along with any addendums and attachments hereto**, constitutes the entire agreement between the parties. The provisions of this

Agreement may be amended at any time by the mutual consent of both parties. The parties shall not be bound by any other agreements, either written or oral, except as set forth in this Agreement.

17. Governing Law and Venue. This Agreement shall be governed by the laws of the State of Colorado, and venue shall be in the County of Mesa, State of Colorado.

18. Governmental Immunity Act. No term or condition of this Agreement shall be construed or interpreted as a waiver, express or implied, of any of the immunities, rights, benefits, protections, or other provisions of the Colorado Governmental Immunity Act, C.R.S. §§ 24-10-101 *et seq.*

19. Assignability. Contractor shall not assign this Agreement without the Town's prior written consent.

20. Binding Effect. This Agreement shall be binding upon, and shall inure to the benefit of, the parties hereto and their respective heirs, personal representatives, successors, and assigns.

21. Survival Clause. The "Indemnification" provision set forth in this Agreement shall survive the completion of the Services and the satisfaction, expiration, or termination of this Agreement.

22. Severability. In the event a court of competent jurisdiction holds any provision of this Agreement invalid or unenforceable, such holding shall not invalidate or render unenforceable any other provision of this Agreement.

23. Headings. Paragraph headings used in this Agreement are for convenience of reference and shall in no way control or affect the meaning or interpretation of any provision of this Agreement.

24. Notices. Written notices required under this Agreement and all other correspondence between the parties shall be directed to the following and shall be deemed received when hand-delivered or three (3) days after being sent by certified mail, return receipt requested:

If to the Town: Town of Palisade
 Town Administrator
 P.O. Box 128
 Palisade, Colorado 81526-0128

If to Contractor: Slate Communications
 4709 Overhill Drive
 Fort Collins, CO 80526

25. Authority. Each person signing this Agreement, **and any addendums or attachments hereto**, represents and warrants that said person is fully authorized to enter into and execute this Agreement and to bind the party it represents to the terms and conditions hereof.

26. Attorneys' Fees. Should this Agreement become the subject of litigation between the Town and Contractor, the prevailing party shall be entitled to recovery of all actual costs in connection therewith, including but not limited to attorneys' fees and expert witness fees. All rights concerning remedies and/or attorneys' fees shall survive any termination of this Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

TOWN OF PALISADE, COLORADO

By: _____
Town Administrator

By:  _____
Title: 3/18/2024 _____

**EXHIBIT A
SCOPE OF SERVICES**

**EXHIBIT B
PROFESSIONAL FEES**

slate

COMMUNICATIONS

We are local government communicators. Nothing more, nothing less*.

*Okay, maybe a bit more. We're also marketing strategists, storytellers, and kinda nerdy when it comes to local government.



STRATEGY

Some challenges require perspective from those who have been there before. That's us.



STORYTELLING

Every community, every decision, every service has a story behind it. We help you tell it.



PUBLICATIONS

Digital or print, publications consume a lot of staff time and sanity. Let's take it off your plate.

OUR PARTNERS

That's right, partners, not clients. We're in this together. We're proud to support this growing list of collaborators.



LETTER OF TRANSMITTAL

HELLO

Thank you for the opportunity to submit a proposal in response to your Request for Proposals for Tourism Marketing Services.

Working with Chairwoman Juliann Adams and the rest of Palisade's Tourism Advisory Board has been a true pleasure over the past three years. We are deeply invested in the success of the Palisade community, and we are excited for the chance to continue our partnership to help promote responsible tourism and give visitors the chance to fall in love with Palisade the way we have.

It's no secret how much Palisade has made its way into our hearts. Our team is full of Colorado locals who love mountain biking, a good glass of wine, sampling local eateries, and just enjoying all that the great outdoors has to offer. We've spent time doing all of these activities and getting to know the locals. We are proud to be part of Palisade's story.

We are ready to breathe new life into our marketing strategy with an expanded advertising budget in order to reach new audiences in Utah and other surrounding states, drive earned media, encourage off-season visitation, strengthen the relationships between visitors and residents, and continue to position Palisade as the ideal Western Slope getaway.

So, let's get to work!

Most Sincerely,



Kim Newcomer
CEO | Founder

slate
COMMUNICATIONS



4709 Overhill Dr.
Fort Collins, CO 80526



Contact: Kim Newcomer
970-797-2015
slatecommunications.com
kim@slatecommunications.com



Facebook
slatecommunications

Twitter
@slatecomm

LinkedIn
Slate Communications

**Certified Disadvantaged
Business Enterprise (DBE)** in
Colorado (majority woman-
owned)

PROFILE

EXPECT SOMETHING DIFFERENT

Not all marketing firms are community marketing firms. Many agencies don't know how to balance best practices, lean budgets, and Tourism Board expectations – we do from our combined 40+ years of community and tourism marketing experience. We're a team that can help bring together the needs of your residents, local businesses, visitors, and Town staff to create compelling promotions to drive responsible tourism and economic growth and position Palisade as the ideal year-round getaway.

WHY SLATE?

We believe that informed and engaged residents make better communities.

- Award-winning branding and marketing
- In-house city communication experience
- Continuous communication
- Timeless graphic design
- Local and first-hand knowledge of the area
- Tourism marketing experience
- Photography and videography skills



INDUSTRY KNOWLEDGE

We've been working for local governments to support strategic community engagement for a combined 75+ years.



PARTNERSHIP-DRIVEN

We are collaborative and passionate about your success.



HOW WE DO IT

Our proven EPIC process results in improved education, awareness, and support.



NATIONALLY RECOGNIZED

We're honored to have won awards for both strategy and implementation from organizations across the country.

PROFILE

YOUR SLATE TEAM (KEY PERSONNEL)

Our team of community marketing experts not only know and love the Palisade community, but we also understand effective tourism marketing. Our team is excited to lend the Town of Palisade our proven knowledge and hands-on experience in promoting unique Colorado destinations to help you reach your tourism goals.



KIM NEWCOMER

Roles: Strategy and Budgeting



RYAN BURKE

Roles: Strategy, Analysis, Tourism and Industry Research and Concepts



MELITA PAWLOWSKI

Roles: Client Liaison, Tourism Marketing Strategy, Content Creator, Implementation



SHANNON CHAFFEE

Roles: Web Design, Graphic Design, Ad Creative, Tourism Campaign Concepts, Photo Editing

PROFILE

YOUR SLATE TEAM (KEY PERSONNEL)

KIM NEWCOMER

CEO | Founder

Kim brings 25 years of experience in communications and marketing for communities and proven success blending traditional communication tools with progressive engagement techniques. Prior to founding Slate, she led the communications programs for the communities of Vail, Durango, and Fort Collins, CO.



PROFILE

YOUR SLATE TEAM (KEY PERSONNEL)

RYAN BURKE

Storyteller | Founder

Ryan has more than 26 years of experience in creative marketing and brand development with 17 of those years specializing in local government. His work has won awards through 3CMA, TAMI, Center for Digital Government, American Advertising Federation and the Society for Publication Designers.



PROFILE

YOUR SLATE TEAM (KEY PERSONNEL)

MELITA PAWLOWSKI

Marketing & Communications
Strategist (Project Manager)

Melita has 5 years of experience in marketing, public relations, and community events and is passionate about using these skills to connect residents to their communities. She enjoys being creative and utilizing a mix of traditional and digital techniques to develop successful communication strategies.



PROFILE

YOUR SLATE TEAM (KEY PERSONNEL)

SHANNON CHAFFEE

Graphic Designer

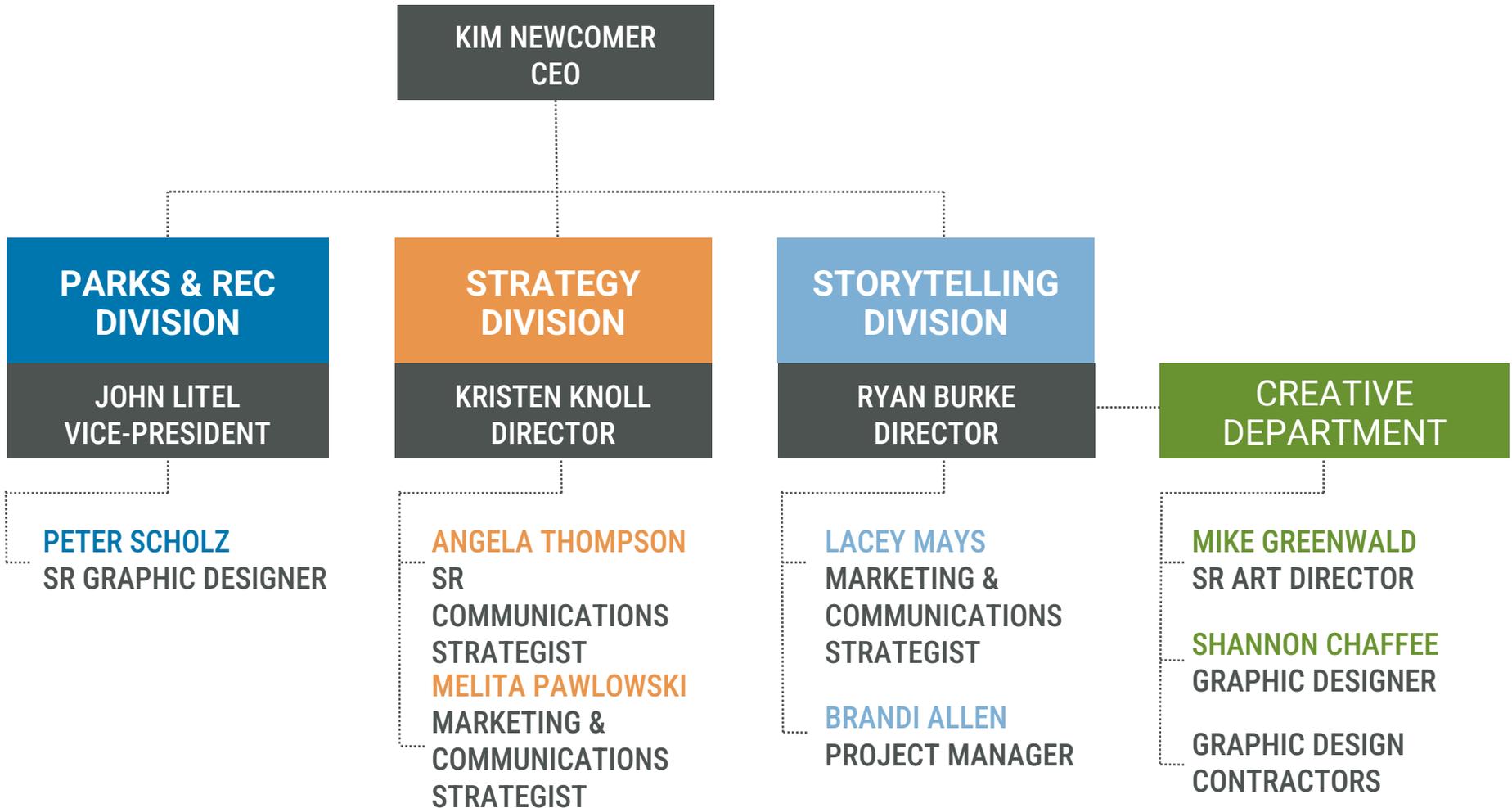
Shannon has more than eight years of experience developing websites and brand campaigns, as well as exploring unique creative solutions to support communication efforts in the public institution space. However, it's in the face-to-face interactions where Shannon truly shines. Her joy in meeting clients fuels collaborative sessions, turning abstract ideas into tangible designs.



PROFILE

SLATE ORGANIZATIONAL CHART

SUPPORTING PERSONNEL



APPROACH

NEW STRATEGIES & RECOMMENDATIONS

Over the past several years together, we've learned a lot about what works well and what doesn't to drive visitors to Palisade. We've built a solid foundation, established relationships with local businesses and stakeholders, gotten to know community events, and identified new opportunities for growth and change. We plan to maintain that momentum, but with an expanded budget, we're also thrilled about the opportunity to capitalize on some of those new opportunities! Here are some new strategies and recommendations we'd like to implement based on the feedback from TAB and current market opportunities.



APPROACH

NEW STRATEGIES & RECOMMENDATIONS

(cont.)

As your strategic partners, we'd work together to develop a four-season marketing plan. We will reflect on previous tactics as we consider how to honor, preserve, and promote the unique characteristics of Palisade. This includes ensuring that our marketing plan is equitable to businesses and considers the community. Knowing that budgets are tight, our approach is thoughtful and strategic about where we spend our dollars. We want to make sure you are getting the most bang for your buck!



APPROACH

Here are a few of the big themes we plan to include in the marketing plan:

1. Double down on advertising in Utah, where a vast number of our ideal visitors reside.
2. Expand efforts around event and festival promotion, as this has proved an effective driver to our website.
3. Grow media partnerships to result in earned media.
4. Website SEO and content marketing strategy.
5. 'Do Palisade Right' campaign support with the CTO and emphasis on bridging the gap between residents and visitors.
6. Tackle the big projects and TAB's long-term visions.

NEW STRATEGIES & RECOMMENDATIONS

(cont.)



APPROACH

1

DOUBLE DOWN ON ADVERTISING IN UTAH

Utah has long been a priority for the Palisade TAB, and in 2023, we experimented with some new advertising platforms targeting that audience. The campaign ended with wild success, more than doubling the expected conversion rate. This not only confirmed that Utah is the right target audience for Palisade but also identified what topics this audience is most interested in. With this data, we can narrow in on this audience because we know their interests. Spoiler alert: it's local events and agriculture! (Don't worry; wine and outdoor recreation also ranked highly). We are excited to see how increased ad spend aimed at the Utah market will drive website visits, room nights, and sales tax dollars.



APPROACH

2

EXPAND EVENT AND FESTIVAL PROMOTION

It's no secret that Palisade has some of the best festivals around – signature events such as the Palisade Bluegrass and Roots Festival, Palisade Peach Festival, and Colorado Winefest bring in crowds from all over! And we've seen a similar pattern in our marketing results.

Advertisements that mention local events consistently perform better, and the Events page on the website is always one of the most visited. This tells us that this is information visitors want to know, and they are willing to make a trip to Palisade for these events! While events have always been a key focus of marketing and advertising, we plan to take it a step further in 2024.

WHAT DOES THIS MEAN?

- More targeted email campaigns to drive ticket sales and accommodations bookings
- Portions of the ad spend are directed specifically toward events
- Social media targeted ads for signature events
- Content marketing strategy providing itineraries and 'all you need to know' articles surrounding signature events



APPROACH

3

GROW MEDIA PARTNERSHIPS

We know that the media has been a secret weapon for Palisade. Features in publications such as *USA Today* and *Travel + Leisure* magazine have a measurable impact on visits to the website. We've noticed and documented these spikes in visitors.

It's simple: media stories increase brand awareness, which leads to more trips planned to Palisade. For this reason, we plan to set aside part of the budget to work with travel influencers, build relationships with journalists, and plan media trips. This includes tapping into the CTO's network of journalists and advocating for Palisade as a destination of choice. We also plan to use a grassroots strategy to target our ideal publications and reporters all year long.



APPROACH

4

WEBSITE SEO AND CONTENT MARKETING STRATEGY

We all know the new Visit Palisade website launch in 2023 was a BIG DEAL! It has made it easier for website editors to update and monitor content on the backend, and it also has improved the user experience on the front end to help our visitors find restaurants, comfortable accommodations, and wineries to try.

With this solid foundation and site in place, we can't wait to continue building upon the site and expand our content marketing strategy. This means narrowing in on topics people are most interested in (for example, *"where can I pick fruit in Palisade?"*) and updating old articles so that anyone searching for *"Olde Fashioned Christmas in Palisade"* can find this year's dates and schedule of events. Building upon our existing content and refining our strategy will help the Visit Palisade site rise in search engine result pages, rank for new keywords, and ultimately be found by more people looking for the *"perfect nearby weekend getaway!"*



APPROACH

5 DO PALISADE RIGHT

As both Colorado locals and tourism marketing experts, we're all too familiar with the phrase "sustainable tourism." And as Coloradans ourselves, we understand why some residents might be reluctant to bring visitors to their slice of paradise. But we know, as do you, that a healthy balance can be found. Tourism drives sales tax dollars and the local economy, but we also want to ensure orchards are respected, trails are maintained, and our visitors respect your unique agricultural roots. We plan to partner with the CTO and the 'Do Palisade Right' campaign to help educate visitors on the best ways to enjoy Palisade like a local!



WHAT DOES THIS LOOK LIKE?

- Collaborate with the CTO and TAB to identify Palisade-specific needs for respectfully touring the area
- Seamlessly integrate this messaging into our blogs, emails, and social media campaigns
- Create easy-to-find resources on the website
- Utilize friendly and welcoming language while outlining visitor expectations
- Resident-focused messaging to bridge the gap between visitors and residents (see more on page 26)

APPROACH

6 TACKLE THE BIG PROJECTS

The Palisade TAB is full of passionate people with big ideas! We know that you have dreams and goals for the Town of Palisade that could make a big splash in your marketing. Slate is aware of these goals and is prepared to help bring them to fruition. It may not happen overnight, but we are just as excited as you are to see ad partnerships at the Grand Junction airport, add an Amtrack stop in Palisade, or discuss any other big dreams that you have!



HOW WILL WE DO IT?

- **Explore:** Every good marketing campaign starts with research. We're happy to investigate opportunities, review media kits, and meet with stakeholders to get the ball rolling.
- **Position:** Slate believes wholeheartedly in relationships – we will maintain consistent relationships with stakeholders or be present at meetings to support the TAB and these goals.
- **Implement:** You already know we can implement the campaign. When the time comes, Slate has experience in designing ad creative and writing action-inspiring copy.
- **Create:** The follow-up is just as important as the initial campaign launch! We will continue to monitor the success of new projects and measure ROI.

SUMMARY OF EXPERIENCE

FRUITA, CO TOURISM CAMPAIGN

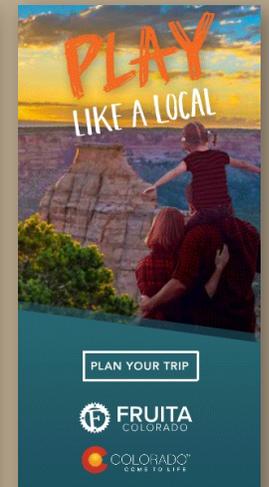
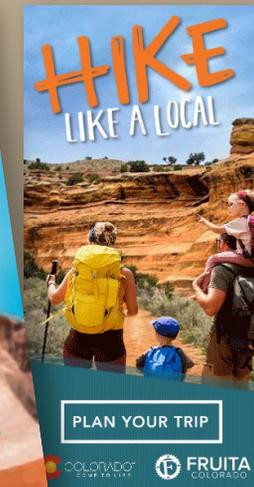
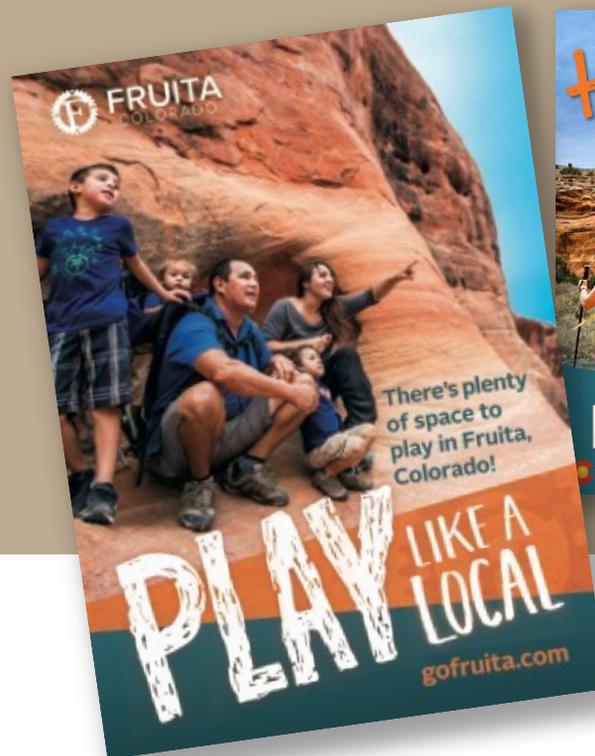
SERVICES PROVIDED:

- Created a comprehensive marketing plan and “Play Like a Local” campaign
- Developed and distributed Visitor Guide
- Developed strategic messaging and collaborated with local businesses
- Redesigned website to improve usability and integrate marketing campaign messaging
- Managed targeted ad campaigns with proven return on ad spending to convert visitors to Fruita to get more heads in beds
- Developed comprehensive photo and video library

CONTACT:

Joel Kincaid
City of Fruita Mayor
970-250-9557
JKincaid@Fruita.org

Date: 2017-2020



SUMMARY OF EXPERIENCE

CENTRAL CITY, CO TOURISM CAMPAIGN

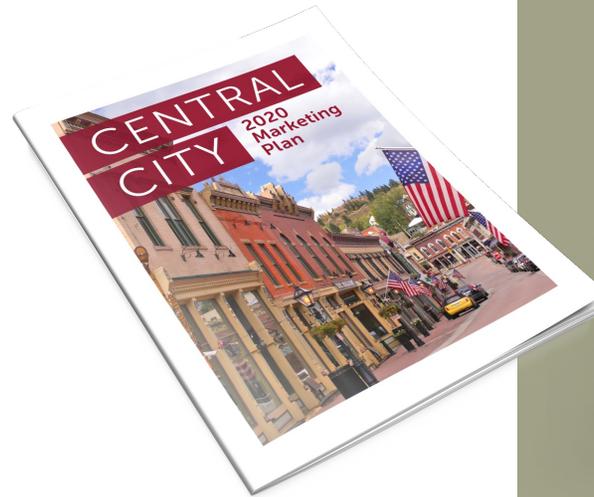
SERVICES PROVIDED:

- Created a comprehensive marketing plan and visual campaign
- Redesigned website to establish a solid digital presence
- Developed strategic messaging and collaborated with local businesses
- Utilized CRAFT funding to enhance visual storytelling through the development of a strong photo and video library
- Explored new and unique advertising platforms and implemented successful video campaigns

CONTACT:

Lisa Roemhildt, Community Development Director
LRoemhildt@CityofCentral.co
(303) 582-5251 ext. 306

Date: 2020-2023



SUMMARY OF EXPERIENCE

PARK COUNTY, CO TOURISM CAMPAIGN

SERVICES PROVIDED:

- Created Explore Park County campaign concept
- Created and implemented a strategic marketing plan
- Created and managed tourism website and social media



CONTACT: Andrew Spencer, Director of Heritage, Tourism & Community Development
ASpencer@ParkCO.us
719-836-4298

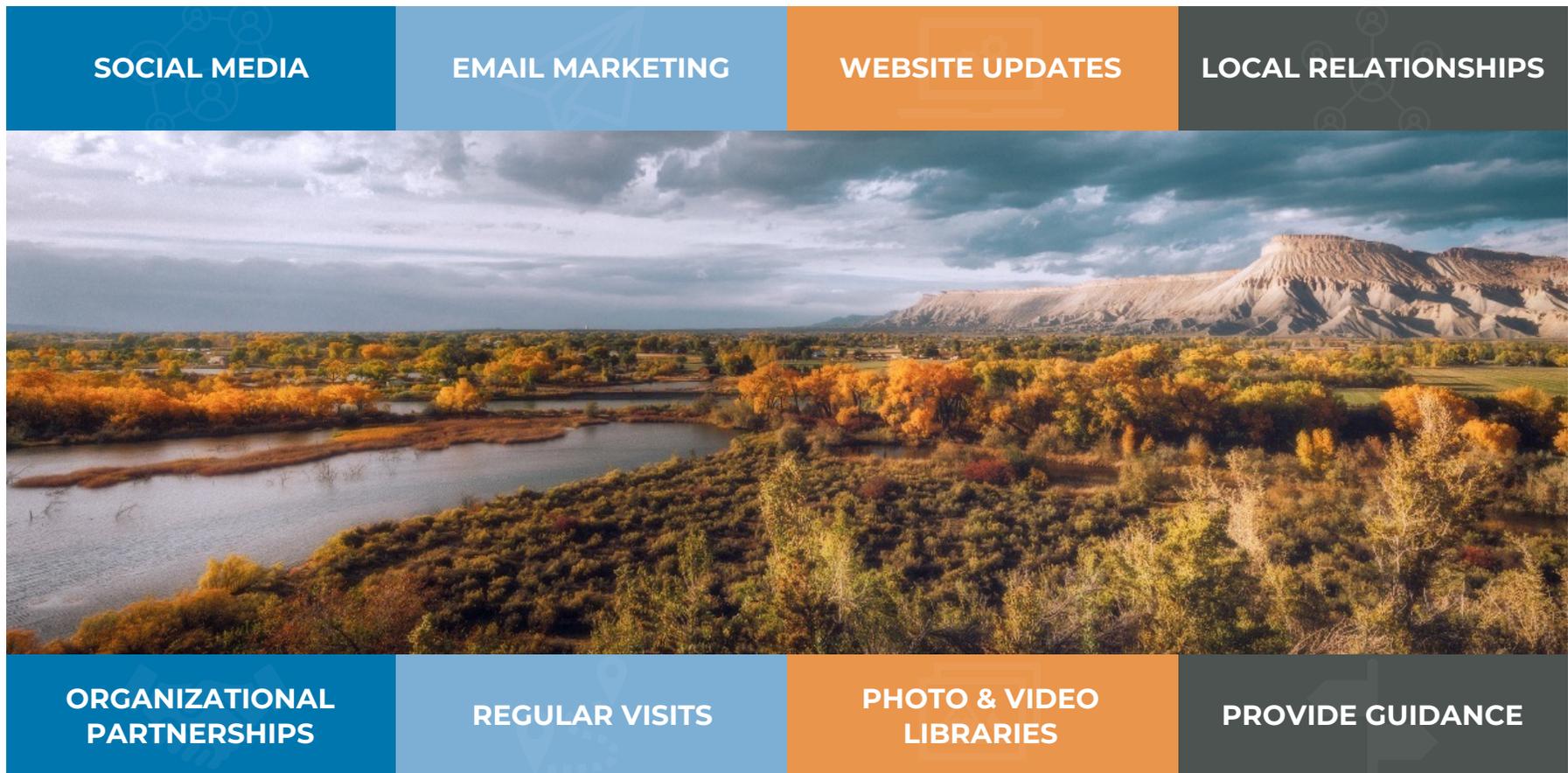
DATE: 2017-2020



ADDITIONAL INFO

KEEP DOING WHAT WORKS

We're fortunate to have a great relationship with current members of the TAB and Town of Palisade staff. While we're eager to jump in with new tactics, we also want to maintain the momentum of what already works. With a larger budget, we can also do more of these things! This means that Slate will continue to execute the following day-to-day marketing activities throughout the four-season marketing plan:



ADDITIONAL INFO



SOCIAL MEDIA

Maintain an active social media presence on Facebook and Instagram with various photos and videos featuring local attractions, businesses, trip itineraries, advertisements, local events, educational information, and more aimed to reach our variety of audiences.



EMAIL MARKETING

Targeted email marketing that features upcoming events, new blog posts and itineraries, suggested trip ideas and activities, local accommodations, restaurants and wineries to try, and seasonal activities.



WEBSITE UPDATES

Constant SEO updates and website improvements keep the Visit Palisade website ranking highly. Slate monitors broken links, out-of-date content, high-volume searches, competitor rankings, and more to ensure that Palisade's tourism website performs and attracts new visitors.



LOCAL RELATIONSHIPS

Local relationships are key to successful tourism marketing. We will continue prioritizing visiting with and promoting local businesses, restaurants, accommodations, events, and activities by getting to know the people who own and manage these organizations. We are always willing to support local business owners by meeting with the Chamber, hosting marketing seminars, scheduling photoshoots, and including their events in our marketing channels.

ADDITIONAL INFO



ORGANIZATIONAL PARTNERSHIPS

Larger organizations, such as the Colorado Tourism Office, can help us reach much wider audiences! We also understand the power of partnering with visitor centers across the state and neighboring communities. We will continue prioritizing these relationships, partnering with the CTO staff, and collaborating on campaigns and projects to benefit Palisade's marketing efforts.



REGULAR VISITS

We may be based on the Front Range, but we have strong ties to Palisade and the Grand Valley! Slate will always be willing to make in-person visits, attend events, and spend time on the Western Slope to ensure that Palisade has the right support to meet its marketing goals.



PHOTO & VIDEO LIBRARIES

In our very visual and digital society, high-quality videos and photos can make a huge impact on the success of a marketing campaign. With very skilled videographers and photographers on staff, Slate will continue scheduling video and photo shoots to ensure that Palisade's libraries stay up-to-date, relevant, and gorgeous. After all, a picture says a thousand words!



PROVIDE GUIDANCE

We know that as the tourism board, you are bombarded with marketing and promotional opportunities all the time! Slate is always here as a sounding board (or shield if needed) to determine if an avenue is the right move for Palisade.

VALUE- ADDED COMPONENTS

We like to think
outside of the box...

ECONOMIC IMPACT SUMMARY

Within this marketing plan, we propose using a small portion of the funds to focus on residents. At Slate, we believe that informed and engaged residents make better communities. We've heard the grumbings from Palisade locals who wish fewer visitors were crowding their favorite restaurants and parking along their streets.

Slate would partner with the Palisade Chamber of Commerce to help the community understand the positive economic impact of tourism. It's a critical component of the local economy, and we feel that a local campaign that celebrates tourism and the value it brings could go a long way. This campaign will also honor and celebrate the people behind the dollars including retail clerks, hotel housekeepers, restaurant servers, and bartenders.

MEASUREMENTS

For this new contract, we will work closely with the TAB to build a set of new benchmarks to measure success. This will allow us to gain a full picture of marketing efforts from the top of the funnel to the bottom, allow us to fine-tune, adjust course, and allocate more resources to what's working.

SOME MEASUREMENTS WE WILL USE MAY INCLUDE:

- Lodging nights booked
- Website traffic acquisition, behavior, and demographics
- Landing page and booking conversions
- Email marketing subscribers, open rates, click-through rates, and unsubscribe rate
- Social media followers, impressions, and engagements
- Paid advertising placements, impressions, click-through rates, and cost per click
- Total number of media pitches
- Total number of media mentions and stories

As you've seen from Slate for the past three years, we will continue to provide monthly updates to the TAB on current projects and ad placement results, quarterly reporting documents, and annual presentations to the Palisade Board of Trustees. We are happy to provide any additional data as requested.

PRICING

PALISADE 2024 ANNUAL WORKPLAN

MONTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	COST
SOCIAL MEDIA & ONLINE CONTENT													\$10,000
Social media post creation													
Social media monitoring and engagement													
Social media Reels development													
Blog writing and itinerary development													
Email newsletters													
Drive email lead generation													
ADVERTISING MANAGEMENT, CONTENT & DESIGN													\$8,000
Coordination with advertising platforms													
Reporting and reviewing ad success													
Content creation													
Design of ads													
Media partnerships and media pitches													
ADVERTISING BUYS													\$35,000
Digital Advertising													
CTO													
Print													
Social Media													
Influencer management													

PRICING

PALISADE 2024 ANNUAL WORKPLAN

MONTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	COST
WEBSITE MANAGEMENT, HOSTING, CONTENT UPDATES													\$12,000
SEO monitoring and updates													
Content marketing strategy													
Content updates													
Event page management													
Monthly security updates													
ADA compliance subscription													
VIDEO/PHOTOGRAPHY													\$5,000
Telling local stories													
Documentation of local amenities and activities													
Photo and video editing													
PARTNERSHIP COORDINATION													\$5,000
Meet with Chamber and local businesses													
Work with Visitors Center to distribute brochures													
Meet with local businesses and provide marketing support													
Economic Impact Summary													
												\$75,000*	

*This is a 'do not exceed' cost proposal.

ADDITIONAL INFO

WE DON'T LIKE TO BRAG, BUT...

Slate is proud to have won several awards on behalf of our community partners.

2018 3CMA Savvy Award - Printed Publication
Englewood Citizen Magazine

2021 3CMA Savvy Award - Website Redesign
cityofsalida.com

2019 TAMI Award - Communications Plan
City of Corinth, TX

3CMA: six-time SAVVY recipient

2016 AVA Digital Platinum Award - Government
Website Poudre Fire Authority Digital Annual Report

2015 AVA Digital Gold Award - Government Website
City of Castle Pines, CO

American Advertising Federation (ADDY): Gold Award

Best of the Web & Digital Government Achievement
Awards: 3rd Place & Finalist

National Association of County Information Officers: Superior
Award for Brochure

Golden Ink Awards: Gold & Silver for Publication Design

Society of Publication Awards: Gold, Silver & Honorable for
Publication Design

ADDITIONAL INFO

YOUR ONE-STOP SHOP

We love a good marketing strategy as much as anybody else! But we know that a strategy without a plan on how to implement helps no one. That's why we offer comprehensive services to help bring your marketing to life.



STRATEGIC COMMUNICATIONS PLANNING



SOCIAL MEDIA STRATEGY AND MANAGEMENT



VISUAL STORYTELLING & GRAPHIC DESIGN



MEDIA RELATIONS STRATEGY



COMMUNITY ENGAGEMENT



WRITING & CONTENT DEVELOPMENT



VIDEO AND PHOTOGRAPHY



PUBLICATIONS

(annual reports, recreation guides, budget briefs, digital and print publications)

EXHIBIT C

**CERTIFICATE OF EXEMPTION FROM STATUTORY WORKERS'
COMPENSATION LAW AND ACKNOWLEDGEMENT OF
RISK/HOLD HARMLESS AGREEMENT**

("Contractor") certifies to the Town of Palisade ("Town") that it is exempt from the provisions of the Colorado Workers' Compensation Act.

If Contractor has any employees who will perform the Services or subsequently employs any person to perform the Services as set forth in this Agreement (other than subcontractors, who are not considered employees for the purposes of workers' compensation), it agrees to provide the Town with a Certificate of Insurance as required by the Agreement indicating proof of statutory workers' compensation coverage on such persons prior to their start of work for the Town.

Contractor acknowledges that it will be engaging in activities which exposes it to the risk of bodily injury, that it is physically capable of performing the activities, and that all necessary precautions to prevent injury to Contractor and others will be taken. Contractor shall not hold the Town liable for any injuries sustained, by it or others, which may arise out of or in the course of the work performed for or on behalf of the Town, and Contractor agrees to defend, indemnify, and hold harmless the Town from all such claims.

By: 
Title: 3/18/2024

EXHIBIT D

AFFIDAVIT PURSUANT TO C.R.S. 24-76.5-103

I, Kim Newcomer, swear or affirm under penalty of perjury under the laws of the State of Colorado that (check one):

- I am a United States citizen, or
- I am a Permanent Resident of the United States, or
- I am lawfully present in the United States pursuant to Federal law.

I understand that this sworn statement is required by law because I have applied for a public benefit. I understand that state law requires me to provide proof that I am lawfully present in the United States prior to receipt of this public benefit. I further acknowledge that making a false, fictitious, or fraudulent statement or representation in this sworn affidavit is punishable under the criminal laws of Colorado as perjury in the second degree under Colorado Revised Statute 18-8-503 and it shall constitute a separate criminal offense each time a public benefit is fraudulently received.

Kim Newcomer
Signature

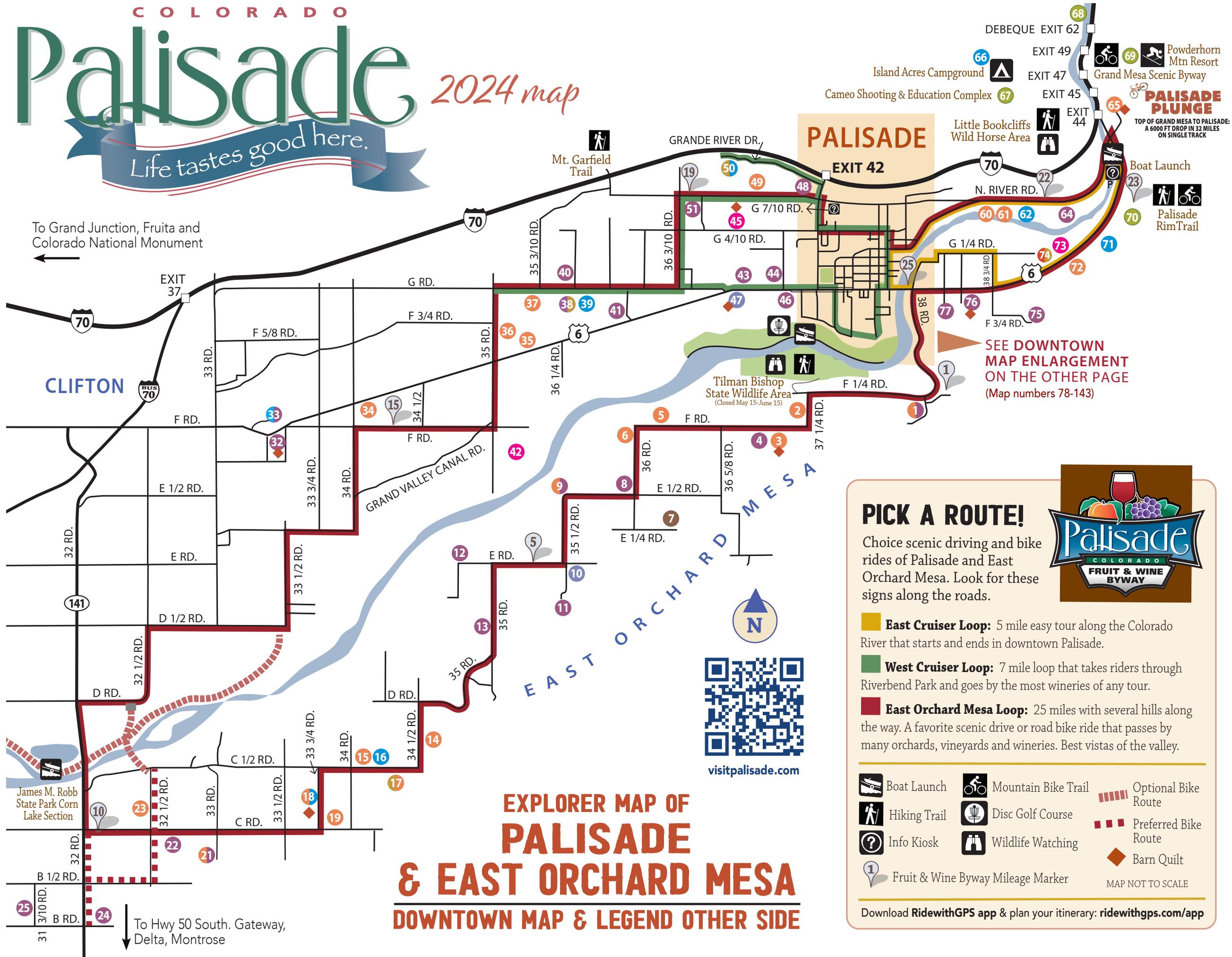
3/18/2024
Date

INTERNAL USE ONLY	Valid forms of identification
	<ul style="list-style-type: none"> ---current Colorado driver's license, minor driver's license, probationary driver's license, commercial driver's license, restricted driver's license, instruction permit ---current Colorado identification card ---U.S. military card or dependent identification card ---U.S. coast guard merchant mariner card ---Native American tribal document
	<p>The following forms of identification may be accepted through February 28, 2007*</p> <ul style="list-style-type: none"> ---original birth certificate from any state of the United States ---certificate verifying naturalized status by U.S. with photo and raised seal ---certificate verifying U.S. citizenship by U.S. government, e.g., U.S. passport ---order of adoption by a U.S. court with seal of certification ---valid driver's license from any state of the U.S. or the Dist. of Columbia excluding AK, HI, IL, MD, MI, NE, NM, NC, OR, TN, TX, UT, VT and WI ---valid immigration documents demonstrating lawful presence, e.g., current foreign passport with current I-551 stamp or visa, current foreign passport with I-94, I-94 with asylum status, unexpired Resident Alien card, Permanent Resident card or Employment Authorization card <p>*A waiver may be available where no identification exists or can be obtained due to a medical condition, homelessness, or insufficient documentation to receive a Colorado I.D. or driver's license. Contact your department director.</p>

COLORADO Palisade

Life tastes good here.

2024 map



EXPLORER MAP OF PALISADE & EAST ORCHARD MESA

DOWNTOWN MAP & LEGEND OTHER SIDE

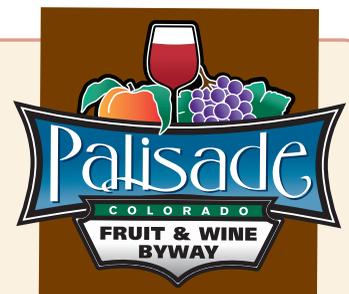
PICK A ROUTE!

Choice scenic driving and bike rides of Palisade and East Orchard Mesa. Look for these signs along the roads.

- East Cruiser Loop:** 5 mile easy tour along the Colorado River that starts and ends in downtown Palisade.
- West Cruiser Loop:** 7 mile loop that takes riders through Riverbend Park and goes by the most wineries of any tour.
- East Orchard Mesa Loop:** 25 miles with several hills along the way. A favorite scenic drive or road bike ride that passes by many orchards, vineyards and wineries. Best vistas of the valley.

	Boat Launch		Mountain Bike Trail		Optional Bike Route
	Hiking Trail		Disc Golf Course		Preferred Bike Route
	Info Kiosk		Wildlife Watching		Barn Quilt
	Fruit & Wine Byway Mileage Marker	MAP NOT TO SCALE			

Download **RidewithGPS** app & plan your itinerary: ridewithgps.com/app



SEE DOWNTOWN MAP ENLARGEMENT ON THE OTHER PAGE (Map numbers 78-143)



visitpalisade.com

To Grand Junction, Fruita and Colorado National Monument

To Hwy 50 South. Gateway, Delta, Montrose

LEGEND: PALISADE BUSINESSES & SERVICES BY CATEGORY

Eat & Drink

- 17 Anita's Palisade Pies
- 38 Maison La Belle Vie Winery
- 50 Caroline's at Wine Country Inn
- 50 Tapestry Lounge at Wine Country Inn
- 74 Clark & Co's Distillery
- 88 357 Bar & Grill
- 90 Palisade Livery Bar
- 94 13° Brix & Bistro
- 96 Fidel's Cocina & Bar
- 98 Slice O' Life Bakery
- 100 The Artful Cup
- 101 The Milky Way
- 102 Péche
- 107 Diorio's Pizza of Palisade
- 111 Palisade Picnic Co.
- 127 Deroco Cellars
- 129 Palisade Peach Shack & Cafe
- 132 Peach Street Distillers
- 133 Palisade Brewing Company
- 143 Haus of Purr!

Shop Downtown

- A Palisade Historical Walking Tours
- B CAVE/Colorado Winefest office
- 80 The Merc
- 81 Craig Gallery
- 82 Spun
- 85 Wedel Pottery
- 89 The Atrium by Sage Creations
- 91 The Purple Bee
- 93 Family Food Town
- 97 Harlow
- 99 Blue Pig Gallery
- 121 Palisade History Museum

Sleep, Camp & RV

- 16 Cherokee Vineyard B & B
- 18 Z's Vacation Rentals
- 33 TWP Winery and Farmhouse
- 39 Vistas and Vineyards Bed & Breakfast
- 50 Wine Country Inn
- 62 Palisade Basecamp RV Resort
- 66 Island Acres Campground
- 71 The Homestead
- 105 Spoke and Vine Motel
- 124 Palisade Wine Valley Inn

Event Venues

- 9 Colterris at the Overlook
- 38 Amy's Courtyard at Maison la Belle Vie
- 42 Urban Ranch
- 42 Palisade Orchard Weddings
- 50 Wine Country Inn
- 60 Bella Bolettino Farms
- 64 Colterris Winery
- 73 Orchard River View Event Barn
- 130 Varaison Vineyards & Winery

Recreational & Go Play

- 67 Cameo Shooting Complex
- 68 Jet Boat Colorado
- 69 Palisade Plunge/Grand Mesa
- 69 Powderhorn Mountain Resort
- 70 Palisade Rim Trail
- 83 Centennial Canoe Outfitters
- 84 Paddleboard Adventure Company
- 86 Palisade Cycle & Shuttle
- 86B Palisade River Trips, Kayak & SUP Rental
- 111B Float Palisade
- 136 Skate Park/Memorial Park/Public Restroom
- 137 Bike Skills Park/Memorial Park
- 139 Disc Golf Course at Riverbend Park
- 141 Public Swimming Pool/Peach Bowl Park

Guided Transportation for Hire

- Absolute Prestige Limousine
- Adrenaline Driven Adventures Co.
- Grand Junction Tours
- Grand Valley Grapes & Grapes Adventures
- JR's Carriage Service
- Palisade Pedi-Cab
- Pali-Tours
- 142 Palisade Trolley & Limousine Service

At Your Service

- \$ ATM
- A Palisade Chamber of Commerce
- B CAVE
- C La Plaza Center
- 81 Fruit & Wine Real Estate
- 91 Hummel Real Estate
- 95 Palisade Dental

- 103 Columbine Liquors
- 104 Palisade Veterinary
- 108 That One Place
- 110 Peachwood Liquor Store
- 109 Palisade Dino Mart - Gas
- 113 Palisade Car Wash
- 114 Co-op Country Hardware
- 115 C&F Food Store & Gas
- 116 Grand Valley Clinic & Urgent Care
- 118 Grand Valley Bank
- 119 Palisade Pharmacy
- 120 Dollar General
- 128 Golden Gate Petroleum
- 135 Palisade Insectary

Alpaca & Lavender Farms

- 7 Suncrest Orchard Alpacas
- 10 Sage Creations Lavender Farm
- 47 Sprigs & Sprouts

U-Pick Orchards

- 3 Mt. Lincoln Peach Co.
- 6 Green Barn Fruit
- 23 Fruit Basket Orchards

Orchards, Produce, Farm Stands & Markets

- 1 Talbott's Farm Market & Taproom
- 2 Anita's Pantry & Produce
- 5 C&R Farms
- 9 High Country Orchards at the Overlook
- 14 Helmer's Produce
- 15 Alida's Fruits/STRIVE
- 17 Anita's Palisade Pies
- 18 Z's Orchards
- 19 Pear Blossom Farm
- 21 Peachfork Orchards and Vineyards
- 34 Blaine's Farm Store
- 35 Field to Fork Organic Farm
- 36 Sweet Cheeks Organic Peaches
- 37 The Stone Fruit Company
- 49 Just Peachy
- 60 Bella Bolettino Farms
- 61 WhistleStop Shop
- 65 Kokopelli Farm Market
- 72 Clark Family Orchards
- 78 Ball Fruit
- 123 McClean Farm & Ice Cream
- 125 Herman's Produce
- 129 Palisade Peach Shack

Wineries, Tasting Rooms & Vineyards

- 1 Centennial Cellars
- 1 Talbott's Farm Market & Taproom
- 4 Gubbini Winery
- 8 Restoration Vineyards
- 9 Colterris at the Overlook Tasting Room
- 11 Colorado Cellars Winery
- 12 Avant Winery & Vineyards
- 13 Carlson Vineyards
- 21 Peachfork Orchards & Vineyards
- 22 Hermosa Vineyards
- 24 Whitewater Hill Vineyards
- 25 Mafia Princess Wines
- 32 Graystone Winery
- 33 TWP Wine & Farmhouse
- 38 Maison La Belle Vie Winery
- 40 Carboy Winery at Garfield Estates
- 41 Red Fox Cellars
- 43 Colorado Vintner's Collective
- 44 Colterris Collections
- 46 Talon Wines at the Meadery
- 48 Grande River Vineyards
- 51 The Blue Beryl Winery
- 64 Colterris Winery Tasting Room
- 75 Bookcliff Vineyards
- 76 Vines 79 Wine Barn
- 77 Sauvage Spectrum Winery
- 94 13° Brix & Bistro
- 106 Terre Vin Winery
- 127 Deroco Cellars
- 134 The Ordinary Fellow
- 130 Varaison Vineyards and Winery

Cannabis

- 63 The Happy Camper
- 131 Colorado Weedery/CO Alternative Health Care
- 131 Palisade Apothecary

Town Services

- D Police Station & Town Hall
- E Palisade Library Branch
- F Post Office
- G Palisade Firehouse
- Painted Barn Quilt location



BOLD NUMBERS indicate the business or organization is located on the Downtown Palisade map.

LEGEND

- Parks
- Sunday Farmers Market
- Town Center Event Plaza
- Fruit & Wine Byway Routes
- Same as Pick a Route
- Legend on Area Map
- Routes not to scale
- Barn Quilt

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Riverbend Park!

- Covered picnic shelters
- Bathrooms
- Pet-friendly
- Fishing pond
- Birdwatching
- Paved Riverfront trail
- 18-hole Disc Golf
- Playground
- Boat launch
- Accessible
- Parking