

## Dawn Collins

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**From:** Jeff Zearfoss <jeff@thecarterpayne.com>  
**Sent:** Thursday, June 23, 2022 12:11 PM  
**To:** Dawn Collins  
**Cc:** Melissa Howard; Brent Beavers; Andy Millman; Katie Cleveland; Julie Minor  
**Subject:** Proposal for development for the Elephant Rock Camp property from the team at The Carter Payne

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Ms. Collins, Mayor Bass, Trustees, and Citizens of the Town of Palmer Lake,

There are occasions, at infrequent intervals, where a community has an opportunity to shape their legacy in a meaningful and impactful way, that will define their vision for the future, and reinforce their values for generations to come. The gift of the Salvation Army Camp land to the Town of Palmer Lake, with the express intent that it be utilized to build community, is just such an opportunity.

Our shared values of community, creativity, and mutual success are evident through the various social enterprise businesses we've built, and we are excited to have found overwhelming support from the citizens of the Town of Palmer Lake to create a space that honors the history and legacy of the land as a tool for community building and human connection, while also serving as an icon of each of the four pillars of arts, history, dining, and outdoor recreation.

We are honored to present our vision for the redevelopment of the Elephant Rock Camp.

The team at The Carter Payne

<https://www.dropbox.com/s/t28ab2bsbdydwut/TheRanchAtPalmerLake.pdf?dl=0>

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**Jeff Zearfoss**

The Carter Payne - Destination | Community

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# THE RANCH

*at Palmer Lake*

You know that feeling of beginning? Of excitement untempered? Adventure, risk, fear and elation all mixed with a glimmer of hope and the promise of more to come...

That's us. That's where we are. Excited, dreaming, renewed, happy, and searching. Finding in ourselves that spark, that love, that passion that we started it all with. A small glowing ember ready to catch, to spread the fire to those all around us. A desire and a passion to meet new people, learn, grow, and most of all to help build and engage a community that we have fallen for. Hard!

So here we are, ready if you are. Ready to dream and grow, to try and try again until we get it all just right. Ready to add to what is already lovely, and offer a little more than what was there before us. To create a place to build, well, a family.



An arts family, a food family, a brewing family, a hiking family, a learning family. A community. One heart, one fire, many flames- we can build this together.

Let's create together, in the spirit of community, with a legacy of hope and perseverance. Like those before and those to come, we are the ones called to inspire the pursuit of happiness.

The location is perfect, the community is ready, and we have a fire inside of us to create a masterpiece. Adventure, elation, and excitement are just the beginning.

Introducing: The Ranch at Palmer Lake



# THE RANCH *at Palmer Lake*

Featuring a host of live music events, monthly art classes by our artist-in-residence, community gardening and preserving workshops, and an artists co-op gallery featuring more than 20 local artists.

Join us for one of our casual drawing, sculpting or painting classes, movie nights featuring a rotating selection of family films, documentaries, and indie productions, or come out and experience one of our community performing arts groups as they expand their schedule with new quarterly productions!



With ample space for exploration, there's plenty to do! Grab a picnic basket from the café and find a picnic table out on the range, join one of our guided nature hikes, or join our resident photographer and capture memories to take home.

With regularly scheduled bike gatherings, walking groups, and group runs from the mild to intense, there's something for everybody. With ready access to the many connecting trails, plan to spend the day with us, or make us a stop on your journey as you explore the gorgeous Town of Palmer Lake!



## ART

## Outdoors

## History

What a beautiful opportunity to educate not only residents of Palmer Lake, but visitors and even tourists about what this area of Colorado has been, with an eye to what it will be.

There is something for every type of explorer- geography and weather, native tribes, and westward expansion all factor into what Palmer Lake was and is. From Countesses to Dizzy, this area has so much to offer. When we add in the history of the old Salvation Army Camp, the oral history becomes even more robust.

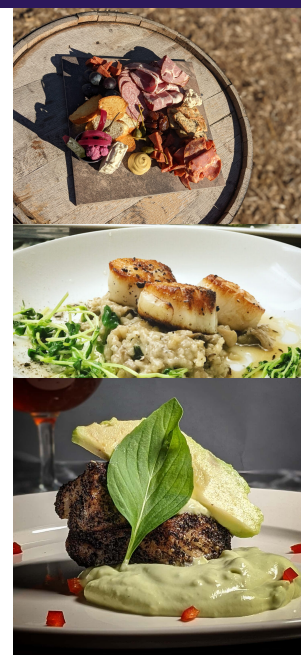


## DINING

With four restaurant concepts on site, a world class beverage program, and our very own farmhouse brewery, there's plenty to tease your palate.

Whether you're looking for casual or exquisite, and regardless of time of day, you'll find our family of concepts to provide not just a meal, but an experience!

Plus, a bevy of unique event spaces can accommodate groups of all sizes, and our team of event planners are at your service to ensure your next community gathering or celebration is brought to life!



# ART

## A True Arts Destination

Palmer Lake is a vibrant Arts Community featuring nearly every kind of art imaginable – if we don't have it, chat with a staff member and we can tell you all about the other venues and organizations in town!

### Live Music

With an onsite amphitheater and ample locations to pop-up a jam session, live music is a natural fit with the vision of this location. From amateurs to more recognized groups, partnerships with Meadowgrass Music Festival and local performing artists help to provide talent for audiences, and vice versa. Join for a sing along or a concert year round.



### Performing Arts

Shakespeare in the park, shadow casts, stand up, improv, and local productions are all part of our fabric, and we can't wait to give them all another place to share their art. We have a performing arts professional on staff ready to curate show runs, quick performances, and even performing camps for those who are interested.

### Film Screenings / Movie Nights

Bring a blanket, grab a drink, and chill out under the stars while enjoying some family classics. The Great Outdoors, anyone?



### Community Art Classes

Interested in painting, water color, sculpture, plein air, photography, performing arts, music, written word, or anything arts centric? Join us to explore them as a hobby or profession.

### Cooking Classes

Build community while you expand your repertoire! Be it cooking, baking, canning, pickling, or fermenting, our chefs can teach it all. Specialty classes for adults (canning, jelly making, quickbreads, pastas, braises, etc.), as well as some healthy approaches to teach little ones about the basics. Classes are offered 'camp style' for kids and as a weekly series for adults in 6 to 12 week blocks.



### Artist in Residence Program

We're honored to be the official host for Palmer Lake's Artist in Residence program. We welcome the opportunity to share our community and our passion while also learning from the artist and their perspective. We're excited for the culture and diversity this program has gifted us!

### Co-op Art Gallery

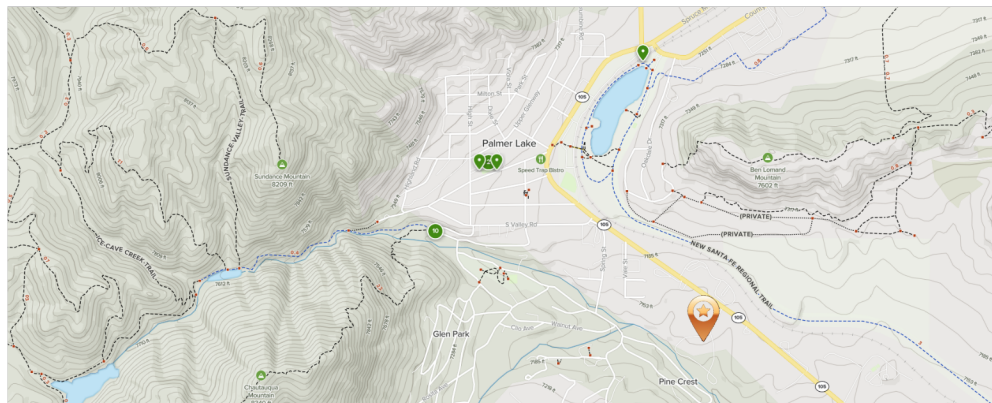
By artists, for artists! Experience the artwork created by members of our community and take home a piece to remember your journey by!



THE RANCH  
at Palmer Lake



# OUTDOORS



Your gateway to the wild

With ample space for exploration on our grounds, and ready connections to the extensive trail network throughout the Town of Palmer Lake and beyond, there is ample opportunity to connect to the natural world while ensuring a connection to our community.

## Community Sports Leagues

Kickball and Cornhole: Build your own team or join one of our many leagues as a free-agent! Three leagues in each sport allow for participants of any age or proficiency level. And we know it sounds cheesy, but in our books, you're all winners!



## Weekly Bike Gatherings

With multiple group rides scheduled throughout the week, find your skill and intensity level and make friends in the saddle! Plus, our Bike Repair Station (provided in partnership with The Pedal Station and Kids on Bikes) is available for tuneups and minor repairs to make sure you're always ready for the next challenge!

## Walking, Running and Trail Hiking

Solo exploring or group hikes? Casual meandering or heart-pounding workout? With ready connections to the more than 600 miles of trails in the town of Palmer Lake and the greater Pikes Peak region, and a regular schedule of weekly and monthly adventures for all skill levels, we're happy to serve as base camp or a relaxing stop on the journey!



## Movement Studies

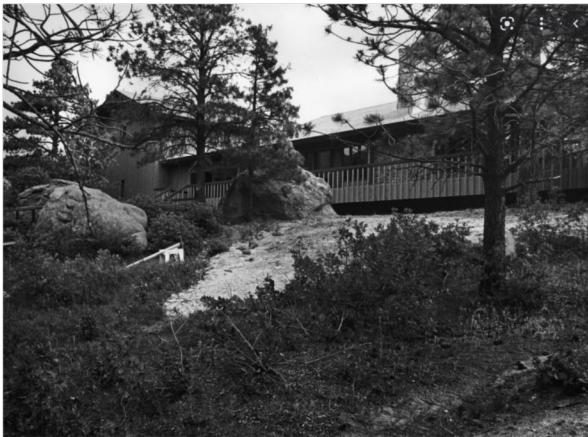
Whether it's yoga, pilates, somatics or meditation, solo practice or a group experience, you can find it all here!

THE RANCH  
at Palmer Lake

# HISTORY

Honor the past,  
Treasure the present,  
Inspire the future.

Intentionally habiting a historic property, we have a unique opportunity to connect with the past, and a commitment to look to the future. Preservation and sustainability go hand-in-hand here, all while connecting to each other while learning about our shared past.



## Intentional Preservation

We've intentionally preserved both the historic structures on the property, while also honoring the history, legacy and intent of the historic Camp Elephant Rock as a place for community gathering, experiential learning, and natural experiences. With a nod to those who inhabited these grounds over the centuries, we've not disturbed the land, but instead look to gather nourishment in the form of educational and responsible heritage farming and ensuring a continuing commitment to building connections to the earth.

## Sustainability

Our Community garden, hop yards, orchard, organic farm and ethical animal husbandry program form the foundation of our efforts to promote and educate around sustainability and environment, and serve as a demonstration space to support and inspire backyard gardeners, and schoolchildren alike.



## Cultivating Community

We believe that communities themselves are living, breathing organic bodies that need cultivation and care. As a community hub, this project is intentionally more than pure agriculture: it opens space for community building.

Our teaching farm is where, in a given week, you'll find school groups learning about where food comes from, to volunteers providing therapeutic gardening for trauma-affected individuals, to senior groups maintaining mobility while maintaining the land. Our food seminars work to build resiliency and strengthen our relationship with food, where you learn from our team of culinarians to honor and respect the ingredients that provide nutrition to our bodies. Our CSA boxes allow you to experience farm-fresh produce at home, while also supporting access to healthy food for all members of our community.



THE RANCH  
*at Palmer Lake*



# DINING

Intentionality, creativity, seasonality, and passion.

With several restaurants operating across the property, and our own gardens and orchards to source from, there's always something fresh and flavorful to delight in. For drinks? Whether it's handcrafted artisanal cocktails, a glass of wine intentionally selected from our more than 100 offerings, and our very own farmhouse brewery.

## Common Cup

Locally roasted coffee and inspired pastries, plus a selection of breakfast and all day fare, including house-smoked salmon and bagels, seasonally rotating crepes, and weekends featuring a modern American Brunch.

## Bread, Board and Bottle

Inventive sandwiches, gram-worthy boards and bottles to go. Our deli, serving inventive sandwiches, paninis, soups, and salads in addition to house-made confections and sliced meats and cheeses to go. In partnership with local artisans to provide a well-rounded selection for your pantry needs (have you tried Andy's Bourbon Apple Butter?!), this concept converts to a charcuterie/small plate concept in the evening.



## Local's

Approachable meets contemporary Colorado. Who doesn't love a creative Colorado Centric concept? We do! Fun and casual, effortlessly approachable, this concept offers the chance to experience some of Colorado's greatest offerings, from bison to sausage, trout to turkey- all seasonally driven and accompanied by a chef-centric produce and dairy program, this is comfort food, family-style.



## Paired Fare

The finest fare, paired to perfection. Gastronomy meets farm to table- it's all here. Join us for a prix fixe menu, by reservation only. Pair beers and wine against the region's finest dishes, small bites that are exceptional in presentation and flavor. Insta worthy, but also something you want to savor for yourself. Culinarily speaking, this is what put us on the map!



## The Local Relic Farmhouse

Truly artisanal, Beer as art, inspired by the season and the land. A full ecosystem feeder, with spent grain going to livestock and bread, a limited carbon footprint, and a unique yeast cultivation program. Seasonal and intentional, the model of what a local brewery can be.

## Cellarmaster Wines, Shake/Stir Mixology

Featuring a sommelier driven wine program with more than 100 offerings, with every selection available by the glass. Wine aficionado or newcomer, there something for everybody. Prefer cocktails? Our seasonally inspired and fully from-scratch mixology program will round out your experience.

THE RANCH  
*at Palmer Lake*

# OUR STORY

Some might call us dreamers. High-minded. Idealists. Eternal optimists. They'd be mostly correct. The team we've assembled is talented and creative, and indefatigable. We have a passion for the communities we serve, and a love for connection through art. Sometimes our art looks like beer, an exceptional cocktail, or a beautiful charcuterie board or dessert. And sometimes it's stories told on our gallery walls, or the relationships built across our tables.

We are invested in preservation- old churches are kind of our thing- and consider ourselves stewards of the spaces we serve in. Beautiful views, well maintained buildings, clean water, minimized carbon footprints all make us happy- and make us want to keep them that way. We have worked hard over the last few years making the Carter Payne a destination for community while also ensuring that we are good neighbors and stewards of resources. It's been 30 years since the Men's Basketball Dream Team competed, and we're here to give new meaning to the title. We dream, and then we do. And you should join us- because those names they call us are true, and the view is great on the sunny side.

# OUR OTHER PROJECTS

It's true, we've never done a project quite like this. From our vantage point, that's a strength. With every project we've completed to date, we've intentionally sought opportunities with unique constraints and opportunities, where creativity and vision allow us to create something memorable. No cookie cutter projects here - if you're looking to recreate something that's been built dozens, nay, hundreds, of times over, there's a bevy of teams to look to. But if you have a unique project with one-of-a-kind solutions, we're your unicorn!

Read on to discover how our creativity and passion has led us to create memorable, outside-the-box solutions where the status quo just wouldn't do. Want to learn more about these? Just ask, heaven knows we're not shy!

THE RANCH  
*at Palmer Lake*



# OUR OTHER PROJECTS

## CARTER

## PAYNE

destination | community

gathering, celebrating, connecting, and the people of a shared history. The Chapel during the Palmer Land Grants with Mountain. In the mid 1980's the to an alternate location, leaving the building to have many iterations over next few decades with it finally landing in the hands of Local Relic.

In 1897 The Carter Payne Chapel was established for the first time in America by a congregation in Colorado Springs, creating a structure that has stood for over a century and a half. The chapel's congregation built the building for



Today, the dream is re-imagined with a nod to its history- recreated the Carter Payne as a center for community again. Beer, wine, spirits and great food anchor the concept, a beautiful westward facing patio to enjoy the mountain while congregating with old friends and making new ones.

Currently there are two food concepts in place (operated by Brent Beavers), and each concept ensures that customers have a variety of choices for any meal with beer that is exceptional wine list that is unique but approachable, or a hand-crafted cocktail. The focus is on locally sourcing and seasonally creating exceptional menus for food and beverage, and leveraging the highest quality ingredients for our offerings.

This is not a bar. This is not a restaurant. This is an experience centered around our community.



### COMMON CAUSE CATERING

Distinctive Food. Served With Purpose.

Our first project, Common Cause Catering was an idea fueled by a desire to do it the way everyone else did it. So we didn't. We built a social enterprise, but we didn't know that's what it was. We did it our way, which was to make every decision a calculation where everybody must win. And in the interim, we catered. But not just any catering - a custom approach to every single event, party, wedding, funeral, fundraiser, or celebration that embraced our customer as core of what was occurring while never losing sight of our purpose.

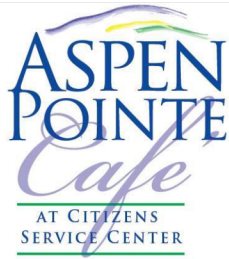


But you know what was actually occurring? Close to magic. We were focused on sustainability, employing the unemployable, creating jobs and spaces and opportunity, making magic for our clients and our employees. Creating an experience through food that was transcendent was our everyday job and focus. And it was the foundation of what we do today.

## THE RANCH

at Palmer Lake

# OUR OTHER PROJECTS



Part restaurant, part catering operation, part culinary training, 100% social enterprise. Providing culinary instruction for up to 24 students per cohort, with nearly 500 hours of training per student, focusing on individuals transitioning out of mental health crises or other debilitating circumstances, who were looking to better themselves and reenter the workforce. This is real-world restaurant experience, where students learn all aspects of safety, sanitation, knife skills, a mastery of various cooking techniques, plus customer service, in a supportive environment with dedicated instructors where the goal isn't only to serve delicious food, but to provide healing.



At the core of who we are is builders of community. With Partners in Housing we were able to feed families who were experiencing homelessness while also providing some food safety training and job training for those who were interested.

Twice per week we cooked dinner alongside families, imparting knowledge surrounding nutrition, food safety, and budgeting. As with most volunteer work, we were fed so much more than we could ever give, but are forever grateful for the experience and the relationships we formed. We were able to equip members of our community to be successful as families, as well as to work in an industry with a low barrier to entry so that they could find abundance and be able to feed their families beyond the limit of the program they were enrolled in.



Pop is an innovative small business offering a beautiful, custom, professionally designed shared commercial kitchen, event space and pop-up retail environment for culinary professionals and those seeking to host small events. It provides competitive space and equipment rental as well as cutting edge professional nutrition and social communication consulting services to help small culinary businesses grow forward into new opportunities and educational outreach.

Set in the exceptional historic Westside of Colorado Springs, it is honored to occupy a National Historic Landmark building that has been repurposed, through a meticulous renovation, to move forward in an eco-sensitive accessible footprint.



Pop is positioned to be an active partner in the role of supporting and incubating small culinary businesses and partnering in community initiatives to reduce hunger, improve community nutrition, enhance literacy, reduce poverty and impact food-related waste and recycling.

Pop is dedicated to catalyzing existing resources in small businesses and events to open up new opportunities to innovate, collaborate and ultimately give back to others.



Our partnership with HealthSouth in Colorado Springs (now Encompass Healthcare) was a great experience and opportunity to re-imagine what hospital foodservice looked like.

Real food, from scratch, embracing the food-as-medicine ideal. We took the organization from 12 diet-constrained menus to one. One great one - where everybody could enjoy the same delicious (and healthy) foods. We treated patients like family, and their family like family too. We removed the salt, preservatives, and anything artificial, and created menus full of intentionally whole foods made from scratch, and a mentality that everyone could have a great experience. We became practitioners of the

holistic, ambassadors of great food, and passionate advocates cheering every person that came through the door on to a great recovery and a healthier life. We left that world better than we found it, and are proud of the bonds we formed.





# IMPACT

- Destination Driver (both the property and the town)
- Ancillary Economic Impact on other public facing businesses
- Sales Tax Generation at Full Capacity: \$185-250k Annually
- Contributions to Palmer Lake Economic Development Group (PLEDG) at Full Capacity: approximately \$75k annually
- Job Creation: approximately 125 part and full time staff, with intentionally fair and equitable compensation structure
- Job training and Social Enterprise employment model
- Serve as hub for Palmer Lake Artist-in-Residence program
- Space and support for local artists and arts organizations
- Community Gathering and Meeting Space
- Fostering connection to the land via agricultural education programming
- Access to healthy food via community garden
- Art and History programming and education
- Sustainability programming and education
- Land Stewardship

# REFERENCES

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THE RANCH  
*at Palmer Lake*