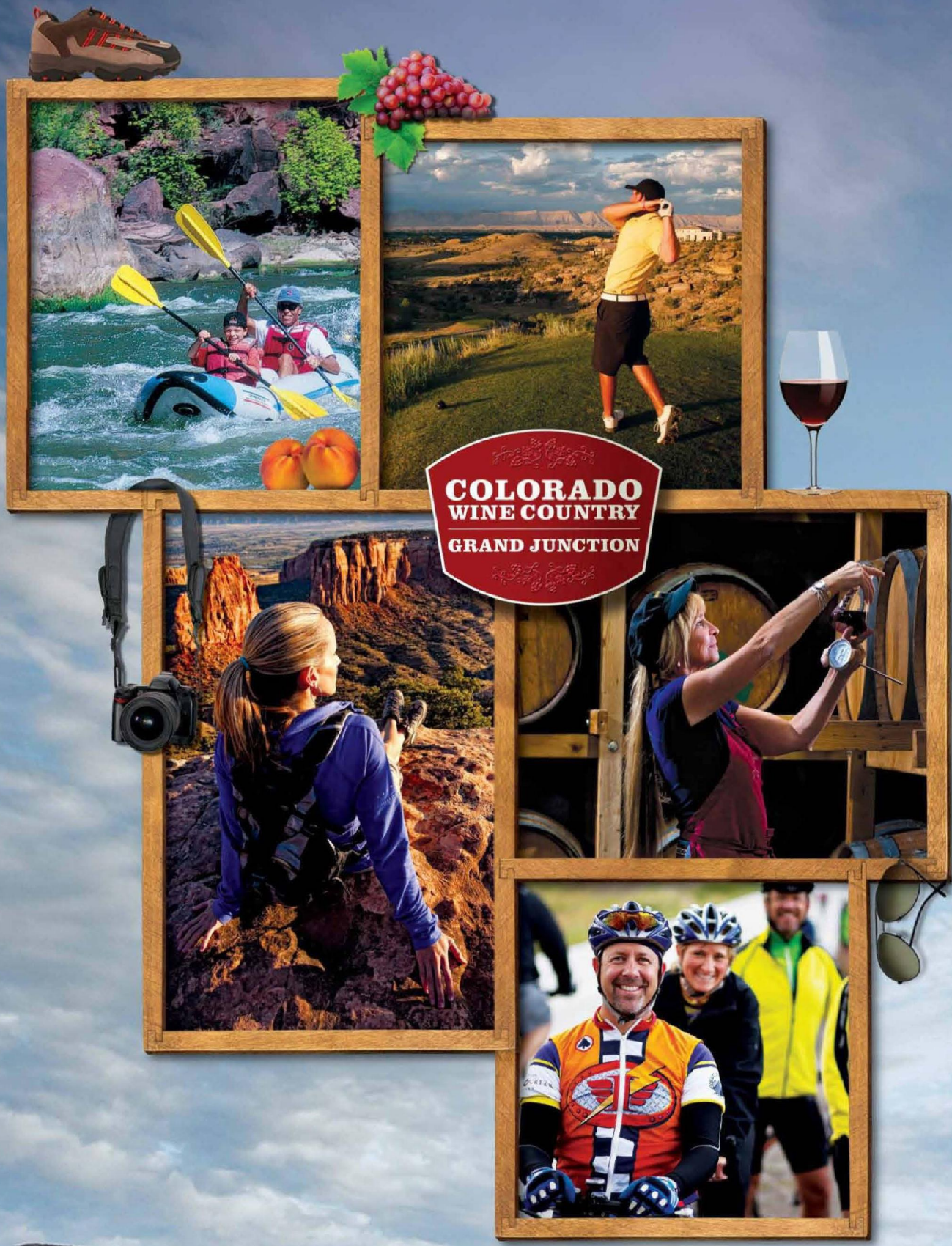


2012 PRESS KIT  
**GRAND JUNCTION**  
COLORADO



**COLORADO**  
**WINE COUNTRY**  
**GRAND JUNCTION**

# GRAND JUNCTION, CO 2012 PRESS KIT



Grand Junction Visitor & Convention Bureau  
800-962-2547  
[www.VisitGrandJunction.com](http://www.VisitGrandJunction.com)

## Media Contacts

Holly Prickett  
Grand Junction Visitor & Convention Bureau  
[hollyp@gjcity.org](mailto:hollyp@gjcity.org)  
970-244-1480

Gaylene Ore  
Ore Communications, Inc.  
[gaylene@orecommunications.com](mailto:gaylene@orecommunications.com)  
970-531-2336

## TABLE OF CONTENTS

Executive Summary	3
At Your Service: The Grand Junction Visitor & Convention Bureau	4
Arts and Culture	5
Farming and Fruit	7
2 <sup>nd</sup> Annual Colorado Lavender Festival	8
The Heart of Colorado's Wine Country	9
Groups and Meetings	11
Family Friendly Vacations	13
Four-Season Golfing	16
Grand Junction Restaurants Feature Local Flavor	17
Summer in Grand Junction	19
A 3-Day Summer Sampler	23
Winter in Grand Junction	24
A 3-Day Winter Sampler	26
Getting to Grand Junction	27
Grand Junction History: A Primer	28
2012 Calendar of Events	30
2012 Demographic Overview	31
Press Trip and Media Information Request Form	32

## EXECUTIVE SUMMARY / WHAT'S NEW FOR 2012

Grand Junction is the largest city in western Colorado. At an altitude of 4,586 feet, it is warm in the summer and moderate in spring, fall and winter. Boasting more than 275 days of sunshine annually, Grand Junction recently was named one of the eight sunniest cities in the United States by TourismReview.com.

A mecca for outdoor and recreational activity and exploration, Grand Junction is a year-round destination.

Major draws include:

- Colorado's wine country – Grand Valley AVA (American Viticultural Area)
- Orchards, fruit harvests (including the famous peaches)
- Year-round "World Class" golf
- Hiking and biking
- Alpine and Nordic skiing, snowmobiling
- Colorado National Monument
- Grand Mesa
- Dinosaur exploration
- Cultural attractions – Live theatre, museums, shopping, musical performances
- Lavender Farms and Alpaca Farm Tours
- 1.2 million acres of multi use land



## AT YOUR SERVICE: THE GRAND JUNCTION CONVENTION & VISITOR BUREAU

Since 1990, the City of Grand Junction's Visitor and Convention Bureau (GJVCB) has acted as liaison between area visitors, conventions, meetings, weddings and reunions and the local businesses serving them. The facilities and activities of the GJVCB are funded through vendors fees and lodging taxes.

The GJVCB offers a wide variety of services and facilities for visitors and meeting planners alike:

**Grand Junction Visitor Center:** This 3,400-square foot center provides "one-stop-shopping" for information about Grand Junction and the surrounding area. Volunteer information specialists are available to help plan your vacation itinerary and suggest ideas and contacts to make your visit perfect. The Center is open seven days a week throughout the year except for Christmas Day, New Year's Day and Thanksgiving. (740 Horizon Drive; from I-70 use Exit 31. 970-256-4060)

**Two Rivers Convention Center** is Western Colorado's premier convention and meeting facility. With more than 22,290-square feet of meeting and exhibit space, including three ballrooms and six smaller, configurable meeting rooms, this multipurpose complex can accommodate groups of 2,000 or more for meetings, seminars, reunions, weddings, receptions, banquets, concerts, galas and trade shows. The historic Avalon Theatre, also part of the complex, is the perfect venue for lectures, concerts and theater as well as private functions. Catering, audio/visual, and utility services are all available on-site. (159 Main St., 970-263-5700, [trcc@gjcity.org](mailto:trcc@gjcity.org))

**Free VCB Services:** The GJVCB offers a variety of complimentary services to guarantee the success of your meeting or convention, including: lodging and meeting room availability survey/site inspections, nametags, welcome packets, staff assistance, information booth, e-postcard creation and mailing, photos and text for meeting materials, spouse/family packets, area press contacts, and suggestions for local tours and services.

**GJVCB Online:** The GJVCB website, [VisitGrandJunction.com](http://VisitGrandJunction.com), is a treasure trove of information, photos, maps and links to area attractions, lodging and dining. Another website, [MeetGrandJunction.com](http://MeetGrandJunction.com), is a direct link to specialized information for meeting professionals, tour operators and other event planners.

## ARTS AND CULTURE

### Museums

- **Western Colorado Center for the Arts** – Permanent and temporary exhibits of native and contemporary artists of the Southwest; Anasazi pottery; Navajo rugs; paintings from modern local artists.
- **Museum of the West** – The Museum of the West offers a thousand years of history that can be experienced. "Ride" in a stagecoach, "fly" a 1958 Cessna from Walker Field, or gaze upon an ancient cup and ladle from the Anasazi. Study Ute and Fremont Rock Art, see the real firearms that outlaws used, and sit in a one-room schoolhouse
- **Museum of Western Colorado's Dinosaur Journey** – Visitors can get up close and personal with dinosaur skeletons, a working paleontology lab and realistic robotic dinosaurs.
- **Gateway Canyons Auto Museum** – The interactive auto museum of John Hendricks (founder of the Discovery Channel) captures 100 years of automotive history from Hendricks' private car collection. The museum is located at Gateway Canyons, which also offers kayaking, horseback riding and hiking.

### Fine arts

- **Art and Jazz Festival** (May 11-13) – Live jazz, food vendors, gallery tours and wine tasting.
- **Art on the Corner** – Colorado's largest and most diverse outdoor sculpture display. The hands-on, open-air experience displays more than 100 works (permanent as well as changing/seasonal) along Grand Junction's Main Street.
- **First Friday Art Hop** – On the first Friday of every month, local art galleries, wine shops and select retail outlets feature new art exhibits that are free and open to the public.

### Performing arts

- **Grand Junction Symphony** – The 65-piece orchestra celebrates its 35<sup>th</sup> season in 2012.
- **Mesa State College** – Public performances in drama, dance and music from the school's excellent drama and music departments.
- **Avalon Theatre** – Historic venue offering plays, concerts, independent film and other entertainment year-round. Seating more than 900 people and with its unique layout, the Avalon offers its patrons an intimate theater experience with excellent acoustical quality and great visibility

of the stage

- **Palisade Bluegrass and Roots Music Festival** (June 15-17) – Acoustic music on the banks of the Colorado River, with on-site camping, jam sessions, kids’ activities, local artisans, food, wines and microbrews; guitar, banjo, fiddle, mandolin, vocals and songwriting workshops.

## **Wine and Beer**

- **Spring Barrel Tasting** (April 28-29 1 & May 19-20) – Opportunity for an insider’s look at the heart and soul of Colorado’s wine country, with wine tastings, a commemorative wine glass, passport and entrance into a drawing for a free case of wine. Presented by the Grand Valley Winery Association.
- **Annual Pork & Hops BBQ Cook-off** (Sept. 7-8) – Barbecue contest, local brews, bands and food vendors.
- **Colorado Mountain Winefest** (Sept. 13-16) – Winemakers’ dinners, vineyard bike tour, cooking demos, wine competitions, chance to sample wine from more than 50 Colorado wineries.



## FARMING AND FRUIT

The Grand Junction area lies in the heart of Colorado's agriculture region. From June through October, orchards are laden with some of the sweetest harvests around. Grand Junction's peaches, in particular, have earned a national reputation; aficionados often travel hundreds – sometimes thousands – of miles for the annual harvest.

### The Fruit

- Cherries (sweet varieties) – mid-June through mid-July
- Cherries (sour varieties) – mid- to late July
- Apricots – late June through early July
- Peaches – late July through mid-September
- Plums – late August through mid-September
- Pears – mid-August through mid-September
- Apple (summer varieties) – mid-July through late August
- Grapes – September
- Apple (winter varieties) – mid-September through late October



### Experiences

- **Fruit stands** – A leisurely drive or bike ride winds past a myriad of roadside stands offering fresh produce, mouth-watering jams, preserves, and ciders made with local fruit.
- **Orchard tours** – Many orchards offer tours, providing an inside look at the growing, harvesting, packaging and distribution process.
- **Alpaca Farm** – Suncrest Orchard Alpaca Farm is home to over 50 alpacas. The farm provides alpaca products, fiber-processing services and tours.
- **Grand Junction Farmer's Markets** (Thursdays, June 14-Sept. 20) – Weekly festival along Grand Junction's Main Street featuring local produce, live music, food vendors and more than 100 artisans.
- **45<sup>th</sup> Annual Palisade Peach Festival** (Aug. 16-19) – Old-fashioned ice cream social, street dance, parade, car show, pancake breakfast, peach recipe contest and live entertainment.



## 2<sup>ND</sup> ANNUAL COLORADO LAVENDER FESTIVAL

The temperate seasons of Colorado's Grand Valley create perfect conditions for growing many varieties of lavender. Colorado lavender finds its way into a wide variety of culinary, medicinal, and aromatherapy products. On July 6-8, 2012, the Lavender Association of Western Colorado (LAWC) will celebrate this fragrant crop at the 1st Annual Colorado Lavender Festival, during the peak bloom season.

On Saturday, most festival events will take place at Palisade Memorial Park in nearby historic downtown Palisade. In addition to live music, kids' activities, and vendors featuring lavender-themed products and gifts, visitors may participate in seminars and workshops on such topics as:

- Starting a lavender farm
- Growing tips and attributes of lavender
- History of lavender and its uses
- Hands-on demonstrations in aromatherapy, essential oil usage and crafts
- Cooking with lavender
- CSU Extension's Lavender Project research highlights

Sunday's schedule features self-guided tours of local farms and facilities, where growers will discuss the lavender business and demonstrate growing techniques.

The non-profit LAWC was established in 2009 to promote lavender as an alternative cash crop in Western Colorado through education, research, networking and market development. Information on the LAWC and the Lavender Festival tickets are available at [www.coloradolavender.org](http://www.coloradolavender.org).



## THE HEART OF COLORADO'S WINE COUNTRY

### Grand Valley AVA (American Viticultural Area)

With excellent soil and a temperate climate combining to produce quality grapes, Colorado's Grand Valley is "Colorado's Wine Country." Visitors can explore traditional vineyards, boutique wineries and tasting rooms by car, limo or bicycle. Most Grand Valley wineries have tours or tasting rooms where visitors can taste the range of wines produced by a particular winery and gain an education in the science and art of wine production.

#### Wineries

- **Canyon Wind Cellars** – Named for its location at the mouth of the Debeque Canyon, Canyon Wind produces big-bodied Chardonnay, Merlot and Cabernet Sauvignon.
- **Carlson Vineyards** – Since 1988, Carlson has produced serious wines with humorous names: Prairie Dog Blush, Laughing Cat Riesling, Tyrannosaurus Red.
- **Colterris Wines** – This distinctive wine originates from grapes grown in the sun and soil of Theresa's Vineyard on East Orchard
- **Colorado Cellars Winery** – Founded in 1978, it is Colorado's oldest operating winery.
- **De Beque Canyon Winery** – Founded by a former vineyard designer and consultant.
- **Desert Sun Vineyards** – Featuring Chardonnay and Cabernet Sauvignon
- **Garfield Estates Winery** – With a state-of-the-art operation housed in the property's 100-year-old barn, the winery produces Syrah, Viognier, Sauvignon Blanc, Semillon and Muscat Ottonel.
- **Grande River Vineyards** – With the largest grape crop in Colorado, Grande River supplies grapes to many other Colorado wineries in addition to its own. Grande River offers a wide range of reds and whites, including Merlot, Chardonnay, Syrah, Viognier, Late Harvest Semillon, Sauvignon Blanc and Cabernet Sauvignon.
- **Graystone Winery** – Named for neighboring rocky bluffs that are home to a band of wild horses, the winery produces Pinot Gris, Pinot Blanc, Port and a late-harvest ice wine.
- **Gubbini Winery** – Specializes in cool, crisp, refreshing sweet fruit wines, semi-sweet and dry wine served in a quaint setting
- **Hermosa Vineyards** – Dedicated to hand crafting the finest wine from grapes grown in the high mountain desert of western Colorado. All of wines are produced in very limited quantities their goal is not to be one of the biggest wineries, but one of the very best.

- **Maison la Belle Vie Winery** – situated on a 4.5 acre vineyard, Maison la Belle Vie (French for "House of Beautiful Life") introduced its first vintages in 2006, including Merlot, Cabernet Sauvignon, Syrah, Rosé and Muscat. Maison la Belle Vie has now added Strait Merlot, Strait Syrah, a Rosé, and Vin de Peche; a Muscat, fortified with peaches
- **Mesa Park Vineyards** – Tastings feature its sweet red wine. The winery is in the process of producing a white wine.
- **Ptarmigan Vineyards** – Plantings date back to 1982, which makes this the second-oldest commercial vineyard in the state. The winery produces Cabernet Sauvignon, Chardonnay, Merlot and dessert wines.
- **Plum Creek Winery** – Producing Chardonnay, Merlot, Syrah, Cabernet Sauvignon, Riesling and Sangiovese, Plum Creek is the state's most award-winning winery.
- **Reeder Mesa Vineyards** – Rising 1,000 feet above Grand Junction, Reeder Mesa specializes in hardier varietals such as Riesling and Merlot.
- **Meadery of the Rockies** – The Meadery makes the ancient honey wine often referred to as "nectar of the gods" along with carbonated hard ciders, apple and pear wines, and a new series of Port-style wines known as "velvets."
- **St. Kathryn Cellars/Talon Winery** – The Meadery's sister winery produces Reserve Merlot, Chardonnay, Port, White Merlot, Blends and Colorado country fruit wines.
- **Two Rivers Winery** – Sitting at the gates of the Colorado National Monument, Two Rivers includes a conference/event center and inn that are popular for business meetings, corporate retreats, reunions, weddings, receptions and parties.
- **Varaison Vineyards and Winery** – Colorado's premier Victorian destination venue is an estate-bottled producer of world-class Merlot, Chardonnay, Muscat and Champagne.
- **Whitewater Hill Vineyards** – Producing grapes for several Colorado wineries, Whitewater's tasting room features its own handmade wines as well as those of other Colorado producers.

### **Grand Junction Wine Country 2012 Special Events**

- Spring Barrel Tasting – April 28-29 and May 19-20
- AAA / Amtrak Wine Country Experience – May 4-7; other dates TBA
- Art and Jazz Festival – May 11-13
- Colorado Mountain Winefest – Sept. 13-16

## GROUPS AND MEETINGS

Big-city amenities, coupled with warm western hospitality, make Grand Junction a popular meeting site. The area has modern accommodations and meeting facilities, as well as event planning assistance from the Grand Junction Visitor & Convention Bureau.

Meeting planners working with the Bureau are in good hands. *Colorado Meetings and Events Magazine* in 2009 designated the Grand Junction Visitor & Convention Bureau an “Editor’s Pick” and chose it as the “Best Destination Marketing Organization” in the state.

**Meeting facilities & services** – The Grand Junction Visitor & Convention Bureau is a one-stop resource for information for meeting sites, services, lodging, itinerary development, team-building activities, group tours and activities.

- 83,000 square feet of convention center and meeting space
- Individualized personal attention
- Variety of free services: information hospitality tables; local media/publicity contact info; welcome packets; on-site registration assistance; name badges; attendance builder pre-meeting mailings; business referrals; tour planning; area photos for event promotion

**Accommodations** – The Grand Junction Visitor & Convention Bureau works with the lodging properties (3,000 sleeping rooms) and can help event planners find the meeting space and sleeping rooms they need within their budgets and constraints:

- Full-service hotels, including the Doubletree by Hilton or Clarion Inn.
- Efficient motels
- Bed-and-breakfast inns, historic inns
- RV parks

**Cuisine** – Grand Junction offers meeting planners a variety of dining options.

- Two Rivers Convention Center daily executive chef specials
- Colorado National Monument sunrise breakfasts and sunset dinners
- Specialty theme dinners at the Grand Junction Art Center, Dinosaur Journey, Cross Orchards Historic Farm, Allen Unique Auto Museum, the Botanical Gardens, bar-b-que at a rodeo or several

other unique sites

- Boutique restaurants
- Winemaker's Dinners

**Group Activities** – Chose from easy scenic touring, self-guided or luxury tours, or guided active adventures. Step-on guides are available in almost every expertise, from history, geology and photography to fishing and hiking.

- Whitewater rafting or easy floats on the Colorado River
- Mountain biking and biking through the vineyards
- Golf
- Rock climbing
- Museum and art tours
- Team-building challenges
- Wine tastings and orchard, lavender farm or alpaca ranch tours
- Coach tours of western Colorado and eastern Utah National Parks

**Green Meetings** – Two Rivers Convention Center and Avalon Theatre are mindful of their impact on the environment and believe in leaving a minimal negative footprint.

- Daily recycling of materials used at event and in preparation for event
- Environmentally responsible disposal or recycling of batteries, fluorescent bulbs and printer cartridges
- Option for bulk-packaged condiments, filtered tap water, local and organic meals
- Green Seal-certified cleaning products
- Paper products containing a percentage of previously recycled material
- Environmentally friendly soaps
- Organic-based food and beverage containers
- Solar power
- Renovation projects completed with energy efficiency and product sustainability
- Advice and counsel to meeting planners to help create environmentally conscious events

## FAMILY-FRIENDLY VACATIONS

Families looking for fun, educational, new and different vacation ideas will find activities and destinations for family members of all ages and interests in the Grand Junction area.

- **Dinosaur Mecca**

- **Museum of Western Colorado's Dinosaur Journey:** Visitors can get up close and personal with dinosaur skeletons, a working paleontology lab and realistic robotic dinosaurs.
- **Trail Through Time:** For those who want to see dinosaur tracks and bones in the wild, the Trail Through Time in the nearby Colorado Canyons National Conservation Area is an easy 1.5-mile hike past an active dinosaur quarry.
- **Dino Digs:** The Museum of Western Colorado offers single-day and multi-day dinosaur expeditions. Participants (children as well as adults) receive field instruction from a professional paleontologist and a special tour of the Dinosaur Journey Museum Lab.

- **Hands-on Science**

- **Western Colorado Math and Science Center:** Dedicated to "putting science in the hands of kids," the center features interactive exhibits in biology, physics, earth and space science, and electronics.
- **Museum of the West** - The Museum of the West offers a thousand years of history that can be experienced. "Ride" in a stagecoach, "fly" a 1958 Cessna from Walker Field, or gaze upon an ancient cup and ladle from the Anasazi. Study Ute and Fremont rock art, see the real firearms that outlaws used, and sit in a one-room schoolhouse.

- **Agritourism in Action** – The Grand Junction area lies in the heart of Colorado's agricultural region.

From June through October, orchards are laden with some of the sweetest harvests around: cherries, grapes, apples, plums, pears, apricots and peaches.

- **Fruit stands:** A leisurely drive or bike ride through the area winds past myriad roadside stands offering fresh produce, mouth-watering jams, preserves, and ciders made with local fruit.
- **Orchard tours:** Many orchards also offer tours, providing an inside look at the growing, harvesting, packaging and distribution process. Maps are available throughout the area and at the Grand Junction Visitor and Convention Bureau.
- **Alpaca Farm Tours:** Suncrest Orchard Alpaca Farm is home to over 50 alpacas. The farm

provides alpaca products, fiber-processing services, and tours.

- **Grand Junction Farmer's Markets** (Thursdays, June 14-Sept.20): Weekly festival along Grand Junction's Main Street featuring local produce, live music, food vendors and more than 100 artisans.
- **45<sup>th</sup> Annual Palisade Peach Festival** (Aug. 16-19): Old-fashioned ice cream social, street dance, parade, car show, pancake breakfast, peach recipe contest and live entertainment.
- **Hiking and biking**
  - **Colorado Riverfront Trail:** The relatively flat trail winds for more than 18 miles through the City of Grand Junction's picnic grounds, botanical garden, protected wetlands and fishing pier.
  - **Grand Junction-to-Moab Kokopelli Trail:** 142 miles for those seeking more of a challenge.
  - **Grand Mesa:** Explore trails, alpine scenery and more than 300 lakes on the world's largest flat-top mountain (40 miles wide, 10,000 feet high). Excellent cross-country skiing, snowshoeing and snowmobiling in winter.
  - **Colorado National Monument:** Some of the best road cycling terrain anywhere in the United States; hiking options, ranging from gently sloping trails to vigorous hikes, for all levels. Also excellent cross-country skiing, snowshoeing and snowmobiling in winter.
  - **Colorado Canyons National Conservation Area:** A remote area with unusual landscapes and natural arches for hikers and mountain bikers. Also excellent cross-country skiing, snowshoeing and snowmobiling in winter.
- **Wildlife Viewing** – Search for (and expect to spot) golden and bald eagles, red-tailed hawks, and more. Visit the Little Bookcliff Wild Horse Area to observe where a band of 80-120 wild horses roaming freely in their native habitat.
- **Fun Park** – The Bananas Fun Park offers a miniature golf course, arcade, go carts, laser tag, bumper boats in a small “bay”, batting cages, an indoor playland, and a café.
- **Bowling entertainment center** – The 48,000- square-foot GJ Scores features 36 lanes, foosball and video lounge. Also on-site: a full-service restaurant, service counter with Seattle's Best Coffee and Ben & Jerry's ice cream, and Bristol's Bistro, which includes a posh cigar lounge.
- **Grand Junction Motor Speedway** – One of the premier kart-racing facilities in the country, the

speedway features a state-of-the-art rental fleet – suitable even for kids ages 4 to 8.

- **Gateway Canyons Auto Museum** – The interactive auto museum of John Hendricks (founder of the Discovery Channel) captures 100 years of automotive history from Hendricks’ private car collection. The museum is located at Gateway Canyons, which also offers kayaking, horseback riding and hiking.
- **Grand Junction Map to Adventure** – “Buy one/get one free” passes are available for six attractions in the Grand Junction area. Visit all attractions and get the specified stamp for each location; then bring the completed Map to Adventure back to the Grand Junction Visitor Center and receive a free Grand Junction souvenir.
- **Art on the Corner (AOTC)** is an outdoor sculpture exhibit displayed in Downtown Grand Junction. The exhibit is free to the public and includes more than 100 sculptures in a variety of media and styles. More than half of the pieces are part of a permanent collection and the others are on loan from the artists for one year.





## FOUR-SEASON GOLFING

Mild year-round temperatures and sunny skies (Grand Junction is one of the nation's eight sunniest cities, according to TourismReview.com) make the Grand Junction area a preferred destination for a golf vacation. Five unique courses offer 90 holes of world-class golf in a variety of settings, with reasonable green fees starting at \$25.00 for 18 holes.

**The Golf Club at Redlands Mesa** ([www.redlandsmesa.com](http://www.redlandsmesa.com)) – Located at the base of the towering pink and red sandstone face of the Colorado National Monument, the 18-hole Redlands Mesa course offers dramatic vistas, 11 elevated tees, 41 bunkers and unique hole-shaping. Designed by award-winning architect Jim Engh, the course measures 7,007 yards from the back tees and 4,890 yards from the front tees, with corresponding slopes of 137 and 115. In 2010, *Colorado Golf Magazine* named Redlands Mesa the No. 1 public golf course in Colorado, noting its “majestic terrain and visual splendor.”

**Tiara Rado** ([www.gjcity.org](http://www.gjcity.org)) – The 18-hole public course boasts spectacular views of the Colorado National Monument and features 6,182 yards – and a slope of 120 – from the championship tees. From the back tees, it's 4,967 yards and a slope of 113. Designed by Tom Kolacny, Tiara Rado is a member of the Audubon Cooperative Sanctuary program, and is home to quail, pheasants, owls, herons, deer, rabbits, foxes and all three species of bluebirds found in the United States.

**Lincoln Park Golf Course** ([www.gjcity.org](http://www.gjcity.org)) – Located in the center of town, the course is the site of Colorado's oldest open tournament, the Rocky Mountain Open. The public course features nine holes of intimate, tree-lined play and a 10-acre driving range.

**Adobe Creek National Golf Course** ([www.adobecreekgolf.com](http://www.adobecreekgolf.com)) – The 27-hole championship course (three nine-hole courses) also features stunning views of the red bluffs of the Colorado National Monument.

**Chipeta Golf Course** ([www.chipetagolf.com](http://www.chipetagolf.com)) – Five miles south of downtown Grand Junction is Colorado's premier 18-hole executive course, with flat terrain, wide fairways and no sand bunkers. The course offers views of the Grand Mesa, Bookcliffs, Uncompahgre Plateau and the Colorado National Monument.

## GRAND JUNCTION RESTAURANTS FEATURE LOCAL FLAVOR

From peaches to wine grapes, western Colorado is famous for its tasty crops. So it's no wonder that Grand Junction is home to many restaurants that take full advantage of this local bounty.

Located in the heart of historic downtown Grand Junction, **il Bistro Italiano** specializes in classic Italian fare: homemade pastas, hand-tossed pizza, and savory entrees. Fixed-price dinners served family-style are also available. (400 Main St., 970-243-8622)

**Frap and Wraps on Main** serves up contemporary coffee and tea bar cuisine in a casual setting. (150 W Main St, 970-242-8400)

**626 on Rood** bills its menu as "Modern American Cuisine" with Mediterranean and Latin influences, with much of its organic and natural ingredients coming from local suppliers and growers. Their wine bar offers tastings of dozens of Colorado and international wines each week. (626 Rood Avenue, 970-257-7663)

**The Winery Restaurant** has been a downtown Grand Junction fixture for more than 30 years. The menu features aged beef, prime rib, seafood and classic winery fare, with an extensive wine and spirits list. (642 Main Street, 970-242-4100)

In addition to "fantastique" French cuisine using the freshest local ingredients, **Le Rouge Restaurant and Piano Bar** is known as the venue for the best jazz music in western Colorado. Its wine list includes vintages from around the world, featuring those from its own winery, **Maison la Belle Vie**, in nearby Palisade. (317 Main Street, 970-257-1777)

The **Blue Moon Bar and Grille** offers down-to-earth diner fare featuring organic produce from Tomorrow Hill Farm. The fried pork tenderloin sandwich comes highly recommended. (120 N 7th St., 970-242-4506)

**Pablo's Pizza** got its name from Picasso, and the menu is every bit as creative as the artist. Their Panini sandwiches, homemade soups, salads and one-of-a-kind pizzas use only the freshest ingredients. (319 Main Street, 970-255-8879)

**Dolce Vita** serves up Northern Italian and Mediterranean cuisine with unique ambiance and upscale flair, paired with wines from Mesa County, Delta County, and the Four Corners region. (336 Main, 970-242-8482)

**Bin 707 Foodbar** serves a seasonal menu, incorporating as many fresh local ingredients as possible. Their truffle fries have become a favorite. (225 N. 5<sup>th</sup> St, #105, 970-243-4543)



## SUMMER IN GRAND JUNCTION

Summer in Grand Junction is truly grand: The sky is bigger, the weather is dry and sunny, the fruit is sweet, the scenery is magnificent, and the choices myriad. Some of the major options and destinations include:

- **Grand Mesa** – In a state known for the rugged Rocky Mountains, the Grand Mesa is truly something different. The world's largest flat-top mountain, stretching 40 miles across at an elevation of 10,000 feet, is often called the "island in the sky" for its expanse of aspen forest and more than 200 sparkling, stream-fed lakes. The 246,000-acre Grand Mesa National Forest, which sits atop the mesa, boasts 200 miles of trails for hiking, mountain biking, ATV riding and horseback riding.
- **Colorado National Monument**– CNM became the United States' 15<sup>th</sup> national monument in May, 1911. Today, the nation boasts 100 national monuments. As part of the National Park Service, and located near the city of Grand Junction, Colo., in the western part of the state, CNM is a semi-desert land that sits high on the Colorado Plateau. The 23,000-acre landscape of towering rock spires and majestic canyons, the monument offers up spectacular views of the Grand Valley. The 23-mile Rim Rock Drive climbs 2,000 feet above Grand Junction and the Colorado River.
  - Serpent's Trail: A vigorous hike with more than 50 switchbacks and stunning views on top.
  - Otto's Trail: Gently sloping walk that leads to an overlook for a panoramic view of the "parade of monoliths."
  - Backcountry routes: 4-8.5 miles in length; 11 canyons to explore.
- **Dinosaur Mecca**
  - **Museum of Western Colorado's Dinosaur Journey:** Visitors can get up close and personal with dinosaur skeletons, a working paleontology lab, and realistic robotic dinosaurs.
  - **Trail Through Time:** For those who want to see dinosaur tracks and bones in the wild, the Trail Through Time in the nearby Colorado Canyons National Conservation Area is an easy 1.5-mile hike past an active dinosaur quarry.
  - **Dino Digs:** The Museum of Western Colorado offers single and multi-day dinosaur expeditions. Participants (children as well as adults) receive field instruction from a professional paleontologist and a special tour of the Dinosaur Journey Museum Lab.

- **Fruita Paleontological Area Trail:** The short interpretive walk outlines the landscape and animals of the area 150 million years ago.
- **Museums** – These museums offer a taste of the more recent past.
  - **Western Colorado Center for the Arts:** Permanent and temporary displays of native and contemporary artists of the Southwest; Anasazi pottery; Navajo rugs, painting from modern local artists.
  - **Museum of the West:** The Museum of the West offers a thousand years of history that can be experienced. “Ride” in a stagecoach, “fly” in a 1958 Cessna from Walker Field, or gaze upon an ancient cup and ladle from the Anasazi. Study Ute and Fremont Rock Art, see the real firearms that outlaws used, and sit in a one-room schoolhouse.
  - **Gateway Canyons Auto Museum** – The auto museum of John Hendricks (founder of the Discovery Channel) captures 100 years of automotive history from Hendricks’ private car collection. The museum is located at Gateway Canyons, which also offers kayaking, horseback riding and hiking.
  - **Allen’s Unique Autos**—Enjoy a glimpse inside one of the world’s finest private automobile collections. Each vehicle you see was hand selected by rare car enthusiast, Tammy Allen, because they possessed unique or an extraordinary feature that made it one of a kind.
- **Farms and Fruit** – Grand Junction lies in the heart of Colorado’s agricultural community. Harvest season runs from May through October.
  - **Lavender Farms:** The temperate seasons of Colorado’s Grand Valley create perfect conditions for growing many varieties of lavender. Colorado lavender finds its way into a wide variety of culinary, medicinal, and aromatherapy products. In 2011, the Lavender Association of Western Colorado (LAWC) will celebrate this fragrant crop at the 2nd Annual Colorado Lavender Festival on July 6-8, during the peak bloom season.
  - **Alpaca Farm:** Suncrest Orchard Alpaca Farm is home to over 50 alpacas. The farm provides alpaca products, fiber-processing services and free tours.
  - **Fruit stands:** A leisurely drive or bike ride winds past a myriad of roadside stands offering fresh produce, mouth-watering jams, preserves, and ciders made with local fruit.
  - **Orchard tours:** Many orchards offer tours, providing an inside look at the growing, harvesting, packaging and distribution process.

- **Grand Junction Farmer's Markets** (Thursdays, June 14-Sept. 20): Weekly festival along Grand Junction's Main Street featuring local produce, live music, food vendors and more than 100 artisans.
- **Golf** – Grand Junction is home to five unique golf courses with spectacular scenery, including Redlands Mesa Golf Course, one of the top rated public courses in United States.
- **Hiking and biking** – From short jaunts to all-day tours to overnight treks, there's a trail out here for everybody.
  - **Colorado Riverfront Trail:** The relatively flat trail winds for more than 18 miles through the City of Grand Junction's picnic grounds, botanical garden, protected wetlands and fishing pier.
  - **Grand Junction-to-Moab Kokopelli Trail (142 miles):** For those seeking more of a challenge.
  - **Grand Mesa:** Explore trails, alpine scenery and more than 300 lakes on the world's largest flat-top mountain.
  - **Colorado National Monument:** Explore the red-sandstone canyons and cliffs of the Colorado National Monument year-round.
  - **Colorado Canyons National Conservation Area:** A remote area with unusual landscapes and natural arches for hikers and mountain bikers.
- **Rafting** – Grand Junction offers access to several raftable rivers, from mild float trips to exciting whitewater adventures. Outfitters offer both single- and multi-day trips with opportunities to hike the canyons, visit Indian ruins, and spot bald eagles, deer and other wildlife.
- **Four-Wheeling** – Terrain rivals that of better-known Moab with over 1.2 million acres of multi-use land. You'll find rentals, tours and specialized off-road ATV and 4x4 training.
- **Horseback Riding** – Local outfitters offer everything from one-hour trail rides to the chance to spend time on a real working ranch.

- **Hunting and Fishing**
  - **Hunting:** The Bureau of Land Management has approximately 1.2 million acres of public lands open to hunting in the Grand Junction area. Nearly 10,000 hunters come to the region each year to hunt mule deer, elk, waterfowl and small game.
  - **Fishing:** Plentiful, in the Colorado River as well as lakes and streams in the Grand Valley and on top of Grand Mesa (trout, catfish, northern pike, small-mouthed bass).
  
- **Colorado's Wine Country** – More than 21 vineyards and wineries produce award-winning wines of all types, from Riesling to Cabernet to exotic honey wines. Most wineries offer complimentary tours and tastings on a daily basis or by appointment. Tour by limo, bike or car.
  
- **Festivals and Food** – Summer and early fall is festival time. See the Calendar of Events for a full schedule.
  
- **Rock Climbing** – One of the many “best-kept secrets” of the area is the unlimited opportunity for rock climbing. Two of the most popular climbing areas are the Colorado National Monument and Unaweep Canyon.
  
- **National Scenic Byways**
  - **Unaweep/Tabeguache Scenic and Historic Byway:** Granite walls rise from lush green fields, slick rock canyons and high desert landscape. The area was once the home of the Ute Indians and a hideout for Butch Cassidy.
  - **Grand Mesa National Scenic Byway:** 150-mile round-trip drive, climbing to above 10,000 feet on the world's largest flat-top mountain.
  
- **Shopping** – You'll find everything from boutiques to large national chains such as Cabela's.
  - **Main Street:** Historic buildings, fountains, art galleries, antique shops, restaurants, retail shops.
  - **North Avenue:** Big-name discount stores.
  - **Mesa Mall:** Western Colorado's largest indoor shopping mall, including Cabela's.

## A 3-DAY SUMMER SAMPLER

Whether you visit for a day, week or month, Grand Junction is full of glorious scenery and unlimited recreational opportunities. Hard to decide what to do? Here is a three-day summer sampler to get you started.

**Day 1 – Get outside.** The Grand Junction area is home to a truly unique geographic wonder: the Grand Mesa. Stretching some 40 miles across, it is the world’s largest flat-top mountain. The Grand Mesa is covered with lush aspen forests, sunny meadows and more than 200 sparkling, stream-fed lakes for exploration on foot, mountain bike or canoe. Or, in town, visit the Colorado National Monument for sunrise, sunset and exploring its redrock cliffs and trails.

**Day 2 – Step into the past.** Located in the Colorado/Utah Dinosaur Diamond, Grand Junction is a window to the prehistoric past.

- **Museum of Western Colorado’s Dinosaur Journey:** Get up close and personal with dinosaur skeletons, a working paleontology lab, and realistic robotic dinosaurs.
- **Trail Through Time:** To see dinosaur tracks and bones in the wild, the easy 1.5-mile Colorado Canyons National Conservation Area walk passes an active dinosaur quarry.
- **Dino Digs:** The Museum of Western Colorado offers single- and multi-day dinosaur expeditions. Participants (children as well as adults) receive field instruction from a professional paleontologist and a special tour of the Dinosaur Journey Museum Lab.

**Day 3 – Play.**

- **Golf:** Grand Junction is home to five unique and outstanding golf courses.
- **Visit an orchard, farm and/or winery:** Most offer complimentary tours and tastings all summer.
- **Attend a festival:** Summer and early fall is also festival time. Check out the Mesa County Fair, Palisade Peach Festival, Colorado Winefest and the weekly Farmers’ Market located on Main Street.
- **Step out for the evening:** Take advantage of one of the many theatre or concert options.



## WINTER IN GRAND JUNCTION

Winter in Grand Junction is a skiing/golfing/snowmobiling/wine tasting/shopping/dining experience. Few places can boast a weekend spent skiing on Saturday and golfing on Sunday -- all within a 35-mile drive.

- **Hike and Bike** – Explore the red sandstone canyons and cliffs of the Colorado National Monument year-round. The 23-mile historic Rim Rock Drive gives a good introduction to the monument, rising to the higher reaches of the park for panoramic views.
- **Ski and golf on the same day** – The mild winter climate means that this is one of the few places where you can ski in the morning and play golf in the afternoon.
  - **Powderhorn Ski Resort:** Just 35 miles from downtown Grand Junction, the small, family-style alpine resort on 510 acres sports a 1,650-foot summit with trails for skiers of all abilities, two freestyle terrain parks, and more than 250 inches of snow each season.
  - **Grand Mesa:** The Grand Mesa Nordic club grooms more than 32 miles of trails for classic and skate skiing. The high elevation of the Mesa permits a ski season that usually extends from November to April.
  - **Five golf courses:** Golfers have their pick of 90 holes at five unique courses.
- **Snowshoe, snowmobile** – Snowshoeing and snowmobiling also are available on the Grand Mesa. The Grand Mesa Nordic Council publishes a map and maintains a series of trails throughout the Grand Mesa National Forest and surrounding area.
- **Colorado's Wine Country** – More than 21 vineyards and wineries produce award-winning wines of all types, from Riesling to Cabernet to exotic honey wines. Most wineries offer complimentary tours and tastings on a daily basis or by appointment. Tour by limo, bike or car.
- **Shopping** – You'll find everything from boutiques to large national chains to Cabela's newest mega-store.
  - **Main Street:** Historic buildings, fountains, art galleries, antique shops, restaurants, retail shops.
  - **North Avenue:** Big-name discount stores.

- **Mesa Mall:** Western Colorado's largest indoor shopping mall, including Cabela's mega store.
- **Indoor Activities**
  - **Bananas Fun Park:** Miniature golf course, arcade, go carts, laser tag, batting cages, an indoor bump & jump playland, bumper boats in a small "bay", and a café.



## A 3-DAY WINTER SAMPLER

Situated on the sunny western slope of the Rockies on Colorado's Grand Mesa, the Grand Junction area enjoys mild, sunny, dry winter days with temperatures ranging from the mid 30s to the upper 40s. That means a winter visit can include activities ranging from biking to skiing.

Hard to decide what to do? Here is a three-day winter sampler to get you started.

**Day 1 – Ramble Through Redrock.** Ease into your visit by exploring the red sandstone canyons and cliffs of the Colorado National Monument. The park is open year round for hiking, biking, horseback riding – even camping! The 23-mile historic Rim Rock Drive gives a good introduction to the monument, rising to the higher reaches of the park for panoramic views.

In the evening, check out a local theater or concert performance. Or head to Bananas Fun Park for a game of laser tag and fun at the arcade.

**Day 2 – Play.** The mild winter climate means that this is one of the few places where you can ski in the morning and play golf in the afternoon.

- **Powderhorn Ski Resort:** Just 35 miles from downtown Grand Junction, the small, family-style alpine resort on 510 acres sports a 1,650-foot summit with trails for skiers of all abilities, two freestyle terrain parks, and more than 250 inches of snow each season.
- **Grand Mesa:** The Grand Mesa Nordic Club grooms more than 32 miles of trails for classic and skate skiing. The high elevation of the Mesa permits a ski season that usually extends from November to April.
- **Five golf courses:** Golfers have their pick of 90 holes at five unique courses.

**Day 3 – Experience Colorado's Wine Country.** Winter is a good time to explore the Grand Valley AVA (American Viticultural Area). Many of the area's more than 21 vineyards and wineries offer tours and tastings year-round. Several area limousine services offer guided half and full-day tours, or make the 25-mile circuit of the Palisade-area wineries by bicycle.

## GETTING TO GRAND JUNCTION

As the major hub between Salt Lake City and Denver, Grand Junction is easily accessible from all directions. By car, Grand Junction is 7 hours from Albuquerque, 2 hours from Aspen, 10 hours from Phoenix and 4 hours from Denver.

### **Grand Junction Regional Airport –**

- Allegiant Air
- American Airlines
- Delta/Skywest
- United Express/Skywest
- U.S. Airways
- Continental

Non-stop and direct flights operate from Denver, Phoenix, Salt Lake City, Las Vegas, Dallas, Houston and Los Angeles. The terminal provides ticketing and baggage claim facilities, major car rental agencies and a gift shop.

**Amtrak** – Provides daily service on the California Zephyr, west to San Francisco and east to Chicago.

**Greyhound Bus Service** – Provides service from Denver, Durango (Colo.), Los Angeles, Las Vegas and Salt Lake City.

**American Spirit Shuttle** – Offers scheduled and custom tours of parks, monuments, scenic areas and wineries. Packages are also available.



## GRAND JUNCTION HISTORY: A PRIMER

To the northeast, the weathered Little Bookcliffs cut across the skyline. To the southeast soars the Grand Mesa, the world's largest flat-topped mountain. The photogenic canyons and monoliths of the Colorado National Monument form a western wall. In-between the three natural barriers sprawls western Colorado's Grand Valley. Cut out of the rugged terrain by the Colorado and Gunnison rivers, the valley was also one of the last locales in the lower 48 states to be settled by pioneer Americans.

Yet the region's colorful history stretches much further back in time. A little-known aboriginal civilization known as the Fremont first moved into the area about 200 A.D. Living in pit houses, and eating insects, small animals and sparse produce from tiny gardens, the mysterious Fremont left western Colorado about 1300 A.D. Roughly 100 years later, the first bands of wandering Utes moved into the region. The Ute tribes eventually called much of Colorado and Utah home – until forced onto reservations in 1881. Both the Ute and Fremont Indian groups left behind colorful rock paintings and canyon carvings. Intrepid travelers can still spot some of the unexplained rock art today.

Until 1821, the Grand Valley was part of the kingdom of Spain. And during the early and mid 1700's, hardy Spanish and Mexican soldiers, explorers and priests poked and prodded through the region. Some sought gold, others, new trails to Spanish California. Most were not successful.

At first, trail-blazing American mountain men weren't very successful, either. Jealous Spanish officials kept most of the Americans – hoping to trap valuable beaver or trade with the Utes – out of the territory. However, when western Colorado became part of Mexico in 1821, the mountains were suddenly wide open to American trappers, traders and wandering buck-skinners.

A few of the same mountain men to first see Colorado's Western Slope later helped guide U.S. Army expeditions and government surveying parties through the region. Some of the old west's best-known explorers – Kit Carson, John Charles Fremont and Captain John Gunnison – all passed through the Grand Valley in the 1840s and 1850s.

In spite of anti-Indian politicians, a large part of western Colorado remained Ute Indian territory until September 1881. The region opened to homesteaders, ranchers and town builders the very day Army troopers forced the Utes out. By the time Kansas politician and real estate developer George Crawford decided the unclaimed Grand Valley would make a good town site – thereby giving birth to Grand Junction – Denver already had a population of 50,000.



## 2012 CALENDAR OF EVENTS

Dates and events subject to change. For current information, visit [www.VisitGrandJunction.com](http://www.VisitGrandJunction.com).

### APRIL

- 26 – 29 Fruita Fat Tire Festival – Legendary mountain biking
- 28 – 29 Spring Barrel Tasting – Sneak peeks at new winery releases

### MAY

- 11 – 13 Downtown Art and Jazz Festival
- 11 – 13 Art on the Corner – New installation at Colorado's largest outdoor sculpture display
- 12 Gateway Canyons Auto Festival
- 19 – 20 Open Studios Art Tour
- 19 – 20 Spring Barrel Tasting – Sneak peeks at new winery releases
- 19 – 20 Mike the Headless Chicken Days – Commemoration of an infamous chicken's will to live
- 26 – June 2 Junior College Baseball World Series (JUCO)

### JUNE

- 14, 21, 28 Downtown Farmers' Market (each Thursday evening through Sept. 20)
- 15 – 17 Palisade Bluegrass and Roots Music Festival
- 21 – 24 Country Jam USA Music Festival

### JULY

- 5, 12, 19, 26 Downtown Farmers' Market
- 4 Independence Day Parade and Fireworks
- 6 – 8 Colorado Lavender Festival
- 17 – 21 Mesa County Fair

### AUGUST

- 2, 9, 16, 23, 30 Downtown Farmers' Market
- 16 – 19 Palisade Peach Festival
- 24 – 25 Rock Jam Music Festival
- 26 Tour of the Valley

### SEPTEMBER

- 6, 13, 20 Downtown Farmers' Market
- 7 – 8 Pork & Hops – Barbecue contest, local brews, bands and food
- 13 – 16 Colorado Mountain Winefest
- 15 Tour de Vineyards Bicycle Tour
- 21 -23 Blue Angels Air Show
- 28-30 Fruita Fall Festival
- 29 Historic Grand Junction Downtown Car Show
- 30 Color Sunday on Grand Mesa

### OCTOBER

- 27 Downtown Spooktacular

### NOVEMBER

- 10 Rim Rock Marathon
- 16 Downtown Tree Lighting

### DECEMBER

- 1 Winter Festival & Parade of Lights

# GRAND JUNCTION, COLORADO 2012 DEMOGRAPHIC OVERVIEW

## Population\*

Total Mesa County	147,522
Grand Junction MSA <small>(MSA=Metropolitan Statistical Area)</small>	137,879
Males	67,593
Females	70,286
Collbran	651
De Beque	548
Grand Junction	56,446
Fruita	11,687
Palisade	2,869
Annual Growth Rate (2009 to 2010)	0.96%
Total Households (2009)	54,811
Household Size (avg.)	2.46

## Education (25 years & older)\*

College Graduate +	25.6%
Some College/Technical	33.5%
High School Graduate	32.8%
No Diploma	7.8%

## Marital Status\*

	Males	Females
Married	56.7%	55.2%
Single <small>(never married)</small>	28.1%	19.9%
Separated	1.0%	1.7%
Divorced	11.8%	13.4%
Widowed	2.3%	9.7%

## Homeownership\*

Own Home	72.1%
Rent/Other	27.9%

## Household Income\*

Less than \$25,000	22.4%
\$25,000-\$34,999	11.8%
\$35,000-\$45,999	15.2%
\$50,000-\$74,999	20.8%
\$75,000+	29.8%
Median Household Income	\$50,611

## Ethnic Diversity\*

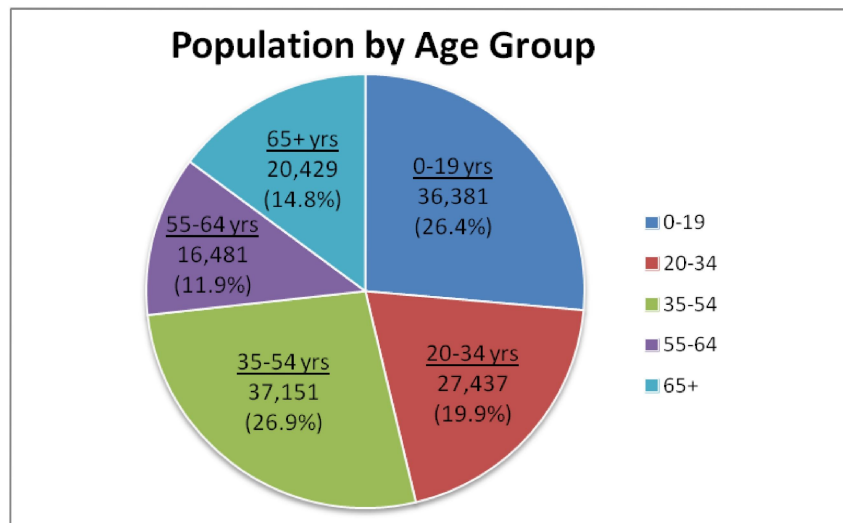
Caucasian or White	92.3%
Hispanic	11.9%
American Indian	2.3%
African American or Black	1.3%
Asian	1.0%
Other	5.8%

## Climate\* High Low Precipitation (In Inches)

	High	Low	Precipitation
January	36.5	15.9	0.60
April	65.2	39.2	0.79
July	92.9	64.1	0.60
October	67.3	41.0	0.91

Average annual precipitation: 8.70 inches  
Average annual snowfall: 21.6 inches

\*Source: Grand Junction Chamber of Commerce  
Community Profile 2011





# INFORMATION REQUEST FORM GRAND JUNCTION VISITOR & CONVENTION BUREAU

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

AFFILIATION/MEDIA OUTLET: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

**Please check all that apply:**

\_\_\_\_ I am interested in a press/fam trip to Grand Junction.

\_\_\_\_ Fall \_\_\_\_ Winter \_\_\_\_ Spring \_\_\_\_ Summer

**Preferred type of trip:**

\_\_\_\_ Group \_\_\_\_ Individual \_\_\_\_ Either

**Areas of interest:**

\_\_\_\_ Kids/family Adventures

\_\_\_\_ Special packages

\_\_\_\_ Meetings/Conference Planning

\_\_\_\_ Sports/Summer activities

\_\_\_\_ Outdoor Recreation

\_\_\_\_ Sports/Winter activities

\_\_\_\_ Golf information

\_\_\_\_ Special Events

\_\_\_\_ Restaurants/Dining

\_\_\_\_ Wineries

\_\_\_\_ Other (specify): \_\_\_\_\_

**Other Information:**

\_\_\_\_ Please keep me on your media list.

\_\_\_\_ Please delete me from your media list.

\_\_\_\_ I would like access to the Grand Junction VCB photo library with more than 170 breathtaking, free, high-quality images. (You also may contact Holly Prickett directly at [hollyp@gjcity.org](mailto:hollyp@gjcity.org).)

**Please return this form by mail, email or fax to:**

Gaylene Ore, Ore Communications, Inc.

P.O. Box 1273

Granby, CO 80446

Fax: 320-388-9559 or E-mail: [gaylene@orecommunications.com](mailto:gaylene@orecommunications.com)