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ADMINISTRATION

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Responses to Tourism Advisory Board Marketing RFP Questions

Who is the Town's current target audience? What are their demographics? Does the Town have a vision for how it would like to change those demographics? If so, what is it?

Currently, the primary market for Palisade travelers is Colorado's Front Range and Utah/Salt Lake City is a secondary market that TAB has been targeting. Additional potential target markets and tourist profiles are identified as foodies, adventure seekers, high-income, women 35-60. Implementing the diversity of marketing tactics outlined in this strategy will position Palisade to target multiple markets and draw from an expanded pool of potential visitors. There is no plan to change those targets.

In that same vein, does the Town already have a vision about whether the goal is trying to attract more visitors from Colorado, regionally or nationally?

Yes, the Town of Palisade has a vision/action plan in place designed by CTO CRAFT mentorship grant.

Can you provide more insight into the unique aspects of Palisade that should be highlighted in the marketing campaign?

Fruit & Wine Capital of Colorado. A small town with agricultural roots.

What are the Town's diversity and inclusion goals? Is there a specific desire to increase people of diverse backgrounds visiting Palisade?

Our goal is to include all backgrounds, and our fruits and wine are attractive to everyone.

Can you elaborate on the desired outcomes and objectives of the 12-month marketing plan? Does the Town have one, three and five years goals when it comes to growth and tourism? If so, what are they?

To increase 'heads in beds' and to have successful business growth. There is a short and long-term action plan. See the attachment.

What are the Town's current challenges with its existing marketing strategy (if any)?

Funds.

What have been a successful tactics for Palisade's tourism and what has been tried that hasn't been successful?

Social/Digital Media and targeted radio campaigns have been successful. Short-term print advertising has not shown effective ROI.

How would this twelve-month marketing plan relate to the work being done at <https://www.visitpalisade.com/>, if at all?

All of it relates to the website.

Can you provide more details about the expected frequency and format of reporting to Town Staff and the Tourism Advisory Board?

The Tourism Board has Monthly meetings, and a report/summary is expected. In addition, an Annual report is presented to the Board of Trustees.

Will there be one point of contact between the chosen agency and the Town (i.e. a project director)? If so, who will that be?

Juliann Adams, current Board Chair.

How closely does the Town envision working with the selected agency throughout the planning and implementation phases?

The Board and selected agency work very closely and hold monthly update calls.

Are there specific communication preferences or tools that the Town would like the agency to use? (i.e. Slack, email, Asana or other preferred platforms?)

We are open to suggestions but currently use email.

What are the current goals/expectations for the '24 year and what KPIs (key performance indicators) are going to be used to indicate the success of the marketing plan?

To maintain our current momentum and to have success with an increase in room nights and sales tax dollars.

To date, what have been the biggest challenges in meeting these goals and/or year-over-year results?

Budget funds in the past have been stagnant, but the increase in lodging fees last year has had a significant impact.

What are the top criteria for selecting a new marketing partner?

Effective use of budget funds for a successful campaign.

Is there an incumbent and/or another agency working on the creative campaign for this account that will be utilized? Will they be bidding on the account?

Yes

What are the pain points Town of Palisade has gone through with past partners (if any) and how would you define a successful relationship with a partner?

None. Communication and an understanding of working with a small town.

Will this four-season tourism marketing plan also include a new creative concept and/or campaign and materials (IE ads)?

If that is the suggested promotion.

What marketing channels and tactics have been leveraged in the past? Which have you had success with? Which have not hit the mark?

Social/Digital Media and targeted radio campaigns have been successful. Short term print advertising has not shown effective ROI.

Is there a desired percentage of budget to be spent on media

Most of the media budget is social and digital - email, blogs etc and utilizing available CTO programs

How does <https://palisade.colorado.gov/> connect with <https://palisadecoc.com/> and <https://www.visitpalisade.com/>? Are the three Palisade tourism entities connected in promoting Palisade and is there a budget to work together?

Those are 3 separate entities and there is not a common marketing budget other than cross promotion links.

Is the VisitPalisade.com website currently built on SquareSpace? Would there be any opposition to a migration to WordPress?

Yes and we would not want to move back to Wordpress. The website was completely rebuilt this year.

What is being done from an analytics standpoint on the VisitPalisade.com website?

Monthly reports are given for analytics.

Who is currently providing SEO services for the VisitPalisade.com website? Are those services within the scope of this RFP?

The current agency handles all SEO and yes it would be a part of the RFP proposal.

How large is the current email newsletter subscriber list, and how frequently are those newsletters sent out? This is currently being run through MailChimp, correct?

Approximately over 15,000 on MailChimp.

Is there currently a brand book / brand guidelines in place with colors, fonts, etc...?

Yes, there is a logo for marketing Palisade and no plan to change it.

Who is responsible for Palisade Tourism social media, and are those services within the scope of this RFP?

Current agency and yes it would be within the scope of work

Can you give us a sense of the current asset library that TAB has access to? Video, photo, etc...

All of it. It has been over several years and updated with new content every season.

Which markets have prior campaigns been focused on, and which tactics have you used to reach those markets?

Currently the primary market for Palisade travelers is Colorado's Front Range and Utah/Salt Lake City is a secondary market that TAB has been targeting. In Utah a public radio campaign has shown a lot of success.

Has Hyundai ever reached out to the Town about promoting their Palisade SUV?

No.

...before starting to work on a proposal, I would like to understand if the Town of Palisade accepts foreign vendors for this project.

We would be willing to look at all proposals but an understanding of our small town challenges would be a criteria of choosing an agency and showing experience and success with other small town would be weighed as well. Our budget is limited compared to other destinations.

Do you plan on utilizing paid advertising every month or are you open to quarterly and/or seasonal advertising campaigns?

We are open to any suggestions the agency proposes for success.

What are the peak tourism seasons, events, or months of the year in Palisade?

Spring thru Fall, April to October. Winter is our slow season.

Approximately how many visitors come to Palisade each season?

That is hard to determine since many visitors stay outside the area and not utilize local lodging. However, a study done by Datafy suggested there were over 146,000 unique visitors to Palisade in 2022.

Are you interested in recruiting more in-state or out-of-state tourists?

Always. CA, Utah, and Texas are at the top with Front Range #1.

Is there a specific number of increased visitors you are hoping to achieve through this outreach effort?

We want to see an increase in visitors staying in Palisade which funds the lodging revenue. And weekday travelers would help alleviate the strain on weekend traffic.

On page 5, under the "Key Personnel" section, it asks for a separate list of key personnel. Is the separate list needed if we list all personnel (names, titles, bio) included in the proposal?

It is mainly the personnel that would be working directly with the Tourism Board and be the main points of contact.

Will the questions and responses from all RFP applicants be shared for everyone's common understanding?

Questions submitted regarding the RFP will be published.

Do you have a preference for local agencies?

Local (Colorado) agencies can have an advantage in that they are familiar with partner groups we work with.

Are you open to working with out-of-state agencies?

It is a possibility if they have a good understanding of Colorado and small-town destination marketing.

Attending regularly scheduled meetings is listed as part of the scope of work, are you open to virtual attendance or is your preference in-person?

The current agency is on the Eastern half of Colorado and attends monthly meetings by Zoom but does visit the area to create collateral for seasonal marketing on occasion.

Is there an incumbent for this work and would they be participating in this RFP?

Yes and Yes