



2020 Palisade Marketing Strategy: ACTION PLAN (02.21.2020)

Marketing Tasks	Responsible Party	Timeline (completed by)	Estimated Budget	Resources and Support Available (\$\$, human, partner)	Resources and Support Needed
PRIORITY ACTIONS (completed within 4 months - by June 2020)					
Print Advertising Media buys for the 2020 season (e.g., Colorado Vacation Guide, LOVE, Elevation)	Agency	DONE	\$8000 [Vacation Guide: \$3736, LOVE: \$2113, Elevation Outdoor: \$465, ~\$1200 for Single Track newsletter and Cameo sponsorship/ad, plus	TAB Budget	Cameo sponsorship/ad and Single Track newsletter are not finalized yet.
Allocate digital media advertising budget for 2020	TAB	March 10 (approve @ TAB mtg).	\$13k [Colorado.com Palisade page: \$5882, MailChimp Fees: \$1200, Misc Digital Ads/Social Media Campaigns/Boosted Posts throughout the year: ~\$6k]	TAB Budget	
Plunge Preparations. Update website, social media campaign/Plunge Posts, graphics, press release and bike media list, FAM tour planning, solidify parking/shuttle logistics.	Agency (website, posts, graphics, press release), Rapid Creek Cycles/COPMOBA (content for Agency, bike media contact list, FAM tour planning), Town of Palisade (parking/shuttle logistics).	June 1.	\$2000 for graphic design, printing, press release, social media advertising	TAB Budget + CTO Implementation Grant	CTO Implementation Grant. (\$2000 - Plunge-related marketing collateral design and production, digital ads)
Website Improvements. Create a Palisade Plunge page and Fruit & Wine Byway Page, add a Visit Palisade Instagram button. Also update Palisade city page on Colorado.com.	Agency	June 1.	Allocated for in Website Update Budget (D42)	TAB Budget	
Build a tourism partnership with Fruita.	TAB	Meeting on March 26, 2020	\$0	Fruita partners, COPMOBA	
Hire a TAB Tourism Intern.	TAB (Create Ad, advertise, hire)	Hired by June 16 (<i>intern works mid-June through mid-Sept</i>)	\$1,500		
Develop a system for keeping TAB's marketing agency better informed about events, happenings, potential stories and other tourism information.	TAB and Palisade Chamber (compile contacts); Agency (set up Slack channel, email list serve)	May 12	\$0		
Continue to cultivate media attention by compiling more stories and pitching to media outlets. Brainstorm stories, build pitch and media contact lists, pitch stories.	Agency (PR), TAB and partners (brainstorm, media contacts)	<i>Ongoing</i>	\$0, Agency's time accounted for under Account Management (D40)		
Maintain Visit Palisade's Facebook and Instagram presence. Increase targeted, boosted posts and digital advertising that promotes off-season travel and mid-week Palisade escapes.	Agency (design "escape to palisade" campaign, digital ads)	<i>Ongoing</i>	Allocated for in Digital Media Budget (D8)	TAB Budget + CTO Implementation Grant	CTO Implementation Grant (\$2000 - digital ads, off-season campaign design, creative content design/production)
Continue with ~8 Visit Palisade e-newsletters per year.	Agency, TAB and Partners (content)	<i>Ongoing</i>	MailChimp Fees and e-news development accounted for in Digital Media Budget (D8) and Account Management Budget (D40)		

Maintain a Visit Palisade YouTube page.	Agency	Ongoing	\$0, Agency's time accounted for under Account Management		
Continue to track the effectiveness of digital communications (e.g., newsletter, digital ads, social media) and build other baseline metrics.	Agency	Ongoing	\$0		
PRIORITY ACTIONS BUDGET SUBTOTAL			\$24,500.00		\$4,000 CTO implementation funding ask to cover: Palisade Plunge graphics and promotions, Digital media campaign design/production and advertising.
SHORT-TERM ACTIONS (completed within 12 month - by March 2021)					
Create a Palisade cycling map and promotions. Create a cycling map/graphic, Create a Cycling Page on Visit Palisade, Video/photograph routes, social media and promotions to bike/recreation media outlets, Fruita partnership, collaboration/packages with lodging providers.	Agency (graphics, PR, social media), Rapid Creek Cycles (route development, content for Agency, photo/video shoots), Lodging partners (off-season package)	Sept 1	\$3,000 for media production and additional cycling-related PR and advertising	Fruita partners.	Apply for CTO Small Marketing Matching Grant (using TAB budget as match)
Coordinate off-season photo and video shoots.	TAB (location scouting and shot lists), Agency (coordination)	Sept 1 (shoots planned w/ shoots occurring in Fall, Winter and Spring)	\$3000 for 3 photo/video shoots (fall, winter, and spring) and off-season content design/production.		Apply for CTO Small Marketing Matching Grant (using TAB budget as match)
Produce more video content.	Agency (production), TAB (story ideas)	For use in 2020 and 2021 season with ongoing content rollouts as budgets allow	\$4,000	TAB Budget. CTO Implementation funding. Some of this could come out of the design budget below (D41). Also, WCCC is a potential	CTO Implementation Grant (\$2000) + CTP Small Marketing Grant: Create short, social media video template for sharing "Palisade Stories" using existing footage and 1-2 short videos.
Create Off-Season Colo-Road Trip itineraries with the Colorado Tourism Office. Fall, winter, and/or bike-focused itinerary. Coordinate off-season photo/video shoots.	Agency (itinerary development), TAB and partners (content)	Sept 1	\$0 - Itineraries are free, Agency's time to develop accounted for under Account Management		
Push the Fruit and Wine Byway more. Create a Byway-focused social media campaign, create a dedicated Byway page on Visit Palisade, apply for Scenic Byway designation, pursue ag/wine influencers, media and partners to assist with promotions.	Agency (website, social media campaign, PR), TAB and partners (content, identify/contact influencers), Cassidee (Byway application)	Aug 15 (have content ready for a Fall marketing push)	\$2500 for byway social media campaign (design/digital ads)		CTO Implementation Grant (\$1500) - Design of Byway-focused social media campaign, promotional graphics
Target Grand Valley residents for late fall and winter Palisade staycations and local get-aways.	TAB & Partners	Oct 15	\$0 - Using digital media advertising budget for promotions and design budget (D41) for content creation	TAB Budget	
Formalize Palisade media Familiarisation (FAM) tours.	TAB (itinerary development), Agency (1-pager for distribution)	June 16	\$0, Agency's time to develop tour description accounted for under Account Management		Consider Bookends FAM tour with Fruita partners
Distribute "leftover" Palisade brochures (folded 8"x11").		June 16			
Return to Outdoor Industry Association show in Denver in July in partnership with Grand Junction and Fruita.	TAB	Jul 2020	\$1,500	TAB Budget	
Conduct outreach and engage the broader Palisade community in discussion about tourism. Host a Tourism Happy Hour, Presentation to Town Trustees, Build email database of community/business stakeholders and TAB Palisade Tourism Update e-newsletter (quarterly)	TAB (HH planning and database build), Agency (Palisade Tourism Update e-news)	Feb 2021	\$500 for e-news build and HH hour promotions.	TAB Budget, Chamber partner	

Work with tourism partners (e.g., Chamber, CTO) to create a hospitality/tourism “cheat-sheet” for wide distribution to Palisade residents and people working in the tourism industry.	TAB and partners (hospitality brainstorm and talking points development), Agency (design/production/distribution) - MM could help with this	Feb 2021	\$500 design/production	TAB Budget, Fruita and other Grand Valley partners, CTO will likely have resources for content	
SHORT-TERM ACTIONS BUDGET SUBTOTAL			\$15,000.00		\$3,500 CTO implementation funding ask to cover: social media video template and short (10-15sec) videos, design/production of scenic byway
LONG-TERM ACTIONS (completed within 2-3 years - by March 2023)					
Invest in Community Training and Inspire Support for Tourism Product Development.	TAB & Partners	Feb 2021	\$2,500	TAB Budget. Partners: Chamber, Town, Fruita, Grand Junction	CTO Workshop Funding: \$2500
Take advantage of I-70 exposure.	TAB & Town	Winter 2021	\$0	Landowners	Exploratory phase, perhaps Town could help with funding mural/sign/art
Partner with the Town’s recreation department and user groups to explore the potential for off-season, recreation tournaments.	TAB & Town	Initiate collaboration Fall 2020	\$0 - Use digital marketing budget to promote	TAB Budget	Partner with Town
Identify and pursue cooperative partnerships with neighboring communities and other tourism providers.	TAB	Initiate Fall 2020 - ongoing	\$0		
LONG-TERM ACTIONS BUDGET SUBTOTAL			\$2,500.00		\$2,500 CTO Workshop Grant to cover: community education/agritourism workshop
ONGOING MARKETING TASK & ASSOCIATED AGENCY COSTS					
Account Management		<i>Ongoing</i>	\$11760 (20% increase over last year)		
Design		<i>Ongoing</i>	\$8400 (20% increase over last year)		
Website Updates		<i>Ongoing</i>	\$3500 (15% increase over last year)		
ONGOING COSTS			\$23,660.00		
TOTAL 2020 MARKETING BUDGET <i>(does not include \$2500 for long-term actions nor \$1000 in community outreach/education which will be factored into TAB'S 2021 and 2022 budgets)</i>			\$62,160.00		
Potential Grants (to offset the 2020 budget):				\$17,500.00	
CRAFT 201 Implementation Funding				\$7,500.00	
CTO Marketing Matching Grant				\$10,000.00	
			\$44,660.00		

2019 Budget was \$46,000