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

February 8, 2022

12:00 pm Monthly Meeting

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

I. **REGULAR MEETING CALLED TO ORDER AT 12:00 pm**

II. **PLEDGE OF ALLEGIANCE**

III. **ROLLCALL**

IV. **AGENDA ADOPTION**

V. **FINANCIAL YTD UPDATE: Travis Boyd**
    - **A.** Update on VRBO Status

VI. **ADVERTISING UPDATE: Ryan and Melita**
    - **A.** Update on Marketing Strategy
    - **B.** Update of Destination Grant partnership with Fruita - Juliann

VII. **OLD BUSINESS**
    - **A.** Status of meeting with Trustees on Lodging Tax increase
    - **B.** Map Update
    - **C.** Status of amendment to Ordinance 2009-02 to include one member to be a representative of the Palisade Chamber of Commerce

VIII. **NEW BUSINESS**
    - **A.** CTO Tourism Management Grant project ideas -

IX. **PUBLIC COMMENT**

X. **ORGANIZATION UPDATES** (Please keep comments to 3 minutes)

XI. **ADJOURNMENT**

Next Meeting Tuesday, March 8, 2022, 12 Noon– 2 pm

Restart Destinations Program Summary Report
Fruita and Palisade, Mesa County

The communities of Fruita and Palisade were approved to collaboratively participate in the Restart Destinations Program by the Colorado Tourism Office in July 2021. Program objectives included:

- advance cross-destination communication and collaboration
- identify opportunities to encourage responsible visitation
- understand and improve upon resident sentiment towards tourism

Located in the Mountains and Mesas travel region, the City of Fruita and the Town of Palisade promote themselves to visitors as the "bookends" of the Grand Valley. Already a well-established hub for accessing high-quality Colorado fruit and wine, the two communities are rapidly becoming an outdoor mecca for activities, such as mountain biking and other recreation experiences.

The Fruita Tourism Advisory Council (TAC) and the Palisade Tourism Advisory Board (TAB) work to advance tourism in their respective communities and coordinate collaborative tourism-related activities that benefit both locations. Both entities are funded through a locally collected lodging tax, with Fruita collecting a X% tax and Palisade collecting a x% tax.

Fruita and Palisade's core team was paired with Dan Moore, CEO of Pandion Consulting & Facilitation, a travel industry consultancy with experience in tourism development, staff training, and business consulting, to develop a recovery assessment and facilitate a full-day community visioning and action planning workshop.

Fruita and Palisade also convened a core team composed of members the TAC and TAB to provide input throughout the design and delivery of the program. Two core team meetings were held to identify priority barriers and opportunities for advancing tourism, validate the findings from the recovery assessment, and guide workshop design.

Key Findings from Recovery Assessment

The TAC and TAB supported the development of a recovery assessment consisting of background research, a visitor profile survey, a resident sentiment survey, a tourism stakeholder survey, and input from the core team.

The following priorities were identified through the recovery assessment:

- encourage responsible visitation through tourism education and marketing initiatives
- develop and enhance augmented experiences that harness the area's unique combination of agritourism and outdoor recreation opportunities
- expand efforts to co-market the two communities as a single destination
- champion the value of tourism
- diversify tourism funding

Background Research
Background information provided by the TAC and TAB identified challenges and opportunities for advancing tourism within and around the two communities. Specifically, the COVID-19 pandemic negatively impacted the local economies of Fruita and Palisade. Most annual events in Palisade were canceled in 2020, such as the Palisade Peach Festival, the Colorado Mountain Winefest, and the Palisade Bluegrass Festival. Interestingly, Palisade received a slight increase in overall tax collections in 2020, however, this likely resulted from the implementation of destination sales taxes, collection of online sales taxes, and the opening of the new Palisade Basecamp RV Park.

Lodging taxes are the sole funding source for both Fruita and Palisade's marketing and promotion efforts and both communities experienced reduced lodging tax collections in 2020. The City of Fruita experienced a 30% decrease in lodging tax in 2020 compared to 2019 and reduced its 2021 tourism budget from $130,000 to $80,000. The Town of Palisade experienced a lower decrease (9%) that likely resulted from the Palisade Basecamp staying at full capacity for most of 2020.

Visitor Profile Study
Visitor profile data was compiled for both Fruita and Palisade based on a geographical boundary and Points of Interest (POIs) that were provided by the TAC and TAB. Key findings include:

- both communities experience higher visitation in June, July, August, and September
- the biggest markets for out-of-state travelers were Utah, California, and Texas
- after a decline in visitation during 2020, visitation appeared to rebound in 2021

Resident Sentiment Survey

A resident sentiment survey was distributed to Fruita and Palisade residents in fall 2021, with 358 responses received. The purpose of the survey was to gain a stronger understanding of how residents perceive various aspects of the tourism industry in each community, such as impacts to the local economy, environment, and quality of life. Key findings include:

- a majority of respondents live in Mesa County year-round and have lived in the county for over eight years
- 88% do not work in the tourism industry
- 80% think tourism is good for Fruita and Palisade
- 66% think the positive aspects of tourism outweigh the negative impacts
- 82% think tourism is important for the local economy
- 16% think the tourism industry is doing a good job at educating visitors how to be responsible travelers

Tourism Stakeholder Survey

A tourism stakeholder survey was distributed in fall 2021 to businesses and organizations directly contributing to the tourism industry in either Fruita or Palisade. The purpose of the survey was to receive input on economic outlook, priority concerns, and opportunity areas. All sectors of the tourism industry participated, and 31 responses were received. Key findings include:

- so far in 2021, 59% observed an increase in visitation to their business over previous years
- 84% would like to see an increase in visitor numbers during the winter months
- top priority business concerns for the next 12 months include rising cost of supplies, supply chain disruptions, hiring and retaining staff, potential new COVID-19 health regulations, and resident sentiment towards tourism

- top priorities identified by stakeholders to pursue in the next 12 months include promoting local businesses and activities, enhancing existing visitor experiences, increasing visitation during the middle of the week and other non-peak times, encouraging responsible visitation, and building local awareness of the value of tourism

Results of Recovery Workshop

The two communities convened 15 tourism stakeholders on October 28, 2021 at the Wine Country Inn for a community visioning and action planning workshop to review the recovery assessment and align on priority actions for driving near-term recovery and long-term resilience. Workshop participants represented a wide range of tourism stakeholders, including public land advocates, city and county officials, nonprofits, and business owners.

Key agenda items included:

- overview of the Colorado Tourism Roadmap to Recovery
- envisioning tourism in 2035
- overview of the recovery assessment
- recovery action planning

Key Findings

Workshop participants engaged in a small group activity to align on the future changes they would like to see implemented that benefit the tourism industry in Fruita and Palisade. Overlapping themes from these discussions included encouraging responsible visitation, developing and enhancing visitor experiences that showcase the competitive advantage of both communities, and continuing to align marketing efforts between the TAC and TAB to extend limited budgets and share a consistent message.

Workshop participants also identified short- and long-term action items to advance the agreed upon priorities. Participants leveraged a Lead-Partner-Advocate framework to guide action planning discussions and define roles for the TAC, the TAB, and their stakeholders. According to this framework, the roles of both entities are defined as:

- Lead: TAC and TAB will be responsible and accountable for the initiative

- Partner: TAC and TAB will support the pursuit of the stakeholders' goals
- Advocate: TAC and TAB will work with, for, and through others to achieve a desired outcome

Participants further detailed the priorities by assigning recommended time frames to each action item: short-term (6 - 12 months), medium-term (1-5 years), and long-term (6-10 years).

Recommendations for Driving Near-term Recovery and Long-term Resilience

Priority	Recommended Actions	Role	Timeframe
Expand co-marketing efforts	**Formalize the Fruita and Palisade tourism partnership by developing a series of community agreements that include direction on meeting cadence, decision making, and purpose**	**Lead**	**short-term**
	Curate a series of Fruita and Palisade stories on CrowdRiff and partner websites that highlight tourism opportunities and present the communities as a single destination	**Lead**	**short-term**
	Share 12-month marketing priorities and identify opportunities to align tourism marketing budgets on specific projects (i.e. social media campaign)	Lead	medium-term
Develop and enhance augmented experiences	**Collaborate with the business community to develop multi-day, multi-destination, themed itineraries (e.g. outdoor, culinary)**	**Lead**	**short-term**
	Collaborate on local packages in each community that are targeted to residents of the other community (i.e. Fruita or Palisade restaurant week) that inspires off-peak visitation	Partner	medium-term
	Collaborate to improve wayfinding and interpretive signage on roadways that visibly connects the two communities	Partner	medium-term
Encourage responsible visitation	**Develop a shared strategy to distribute Care For Colorado messaging through TAC and TAB communication channels and amongst local tourism stakeholders**	**Lead**	**short-term**
	Develop messaging for responsible wine tasting practices and develop creative distribution strategies (i.e. short video)	Partner	medium-term
	Partner with land managers to enhance the Colorado National Monument trailhead ambassador program and explore expansion in other locations	Partner	medium-term
Champion the value of tourism	Launch a local education campaign to build awareness of the value of tourism and role of the TAC and TAB targeted to residents and elected officials	Lead	medium-term
	Visibility celebrate the results of tourism investments within the communities (i.e. this trail is powered by tourism)	Lead	medium-term
	Include Fruita and Palisade residents and tourism stakeholders in the tourism management planning activities by hosting listening sessions and town halls	Lead	medium-term
Diversify funding sources	**Apply for state and federal grants (i.e. OEDIT Tourism Management Grant) to fund destination management initiatives**	**Lead**	**short-term**
	Explore ways to diversify funding mechanisms for tourism marketing and management beyond existing lodging taxes	Advocate	long-term

About Restart Destinations Program

The Restart Destinations Program supports Colorado tourism destinations to drive faster recovery as they emerge from the COVID-19 pandemic. Awarded destinations receive a recovery assessment, a full-day recovery workshop, 75 hours of customized technical assistance, and $10,000 in direct marketing support from the Colorado Tourism Office.

Contact Information

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TOWN OF PALISADE, COLORADO
ORDINANCE NO. 2022-08

AN ORDINANCE OF THE TOWN OF PALISADE, COLORADO, AMENDING CHAPTER 2 OF THE PALISADE MUNICIPAL CODE REGARDING THE TOURISM ADVISORY BOARD OF THE TOWN OF PALISADE.

WHEREAS, the Town of Palisade recognizes the value of the Palisade Chamber of Commerce and attracting tourists and providing for tourist activities to promote the economic development goals of the Town; and

WHEREAS, the Palisade Board of Trustees desires to amend the Palisade Municipal Code regarding the composition of the Tourism Advisory Board.

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF TRUSTEES OF THE TOWN OF PALISADE:

Section 1. That Chapter 2, Article XIII, Section 2-282 of the Palisade Municipal Code concerning the Tourism Advisory Board of the Town of Palisade is hereby amended **with new additions underlined and deletions in ~~strikethrough~~** as follows:

ARTICLE XIII
Tourism Advisory Board

Sec. 2-282.   Appointment; removal; qualifications.

The Tourism Advisory Board shall consist of not more than eleven (11) or fewer than five (5) members appointed by the Board of Trustees. Where practicable, membership shall consist of representatives from various tourism-related businesses, including the lodging industry, food service, retail, the recreational industry, the agricultural industry, ~~and~~ the winery industry**, and a member of the Palisade Chamber of Commerce Board of Directors.**   At least two members shall be Palisade residents and one (1) member a Palisade Trustee. Other members need not be residents of the Town **but live or own a business in the 81526 zip code.** Members shall serve at the pleasure of the Board of Trustees and may be removed from the Tourism Advisory Board with or without cause by a majority vote of the Board of Trustees. Alternate members may be appointed by the Board of Trustees to serve in the absence of regular members.

Section 2. All ordinances and any part of any ordinance expressly in conflict herewith are hereby repealed.

INTRODUCED, READ, PASSED, ADOPTED AND ORDERED PUBLISHED at a regular meeting of the Board of the Trustees of the Town of Palisade, Colorado, held on February 8, 2022.

TOWN OF PALISADE, COLORADO

By: _____
Greg Mikolai, Mayor

ATTEST:

_____
Keli Frasier, Town Clerk