



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



November 20, 2024

9:00 AM Monthly Meeting

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

- I. REGULAR MEETING CALLED TO ORDER AT 9:00 AM**
- II. ROLLCALL**
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES**
 - A. Approve minutes of October 16, 2024
- V. TOWN REPORT**
 - A. Sales Tax Summary
- VI. FINANCIAL YTD UPDATE**
 - A. YTD
 - B. Room night report
 - C. Budget approved for 2025 \$90,000
- VII. ADVERTISING UDATE: Ryan and Melita**
 - A. Marketing Update
 - B. 2025 Campaign
 - C. Ideas for 2025 projects
- VIII. CONTINUED BUSINESS**
 - A. Discussion on Local Winter Campaign
 - B. Update on '1904' Project
- IX. NEW BUSINESS**
 - A. Update on Palisade Visitor Survey
 - B. Discussion of Tourism Management Grant Project up to \$20,000
 - [Link to Grant Summary](#)
 - C. Discussion of a Joint Marketing idea from Tim Wilde – Rondo
 - D. Discussion of a Training for New Members at January Meeting
- X. PUBLIC COMMENT**
- XI. ORGANIZATION UPDATES (Please limit comments to 3 Minutes)**
- XII. ADJOURNMENT**

[Next Meeting 9AM Wednesday, December 18, 2024](#)



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
October 16, 2024**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:03 am by Chair Juliann Adams, with members present: Cassidee Shull, Rondo Buecheler, Tim Wigner, Brooke McElley, Jessica Burford, JoAnn Rasmussen, Ian Kelley, Susan Metzger, Vice-Chair Ryan Robinson, and Trustee Jeff Snook. A quorum was declared. Also in attendance were Town Clerk Keli Frasier and Ryan Burke & Melita Pawlowski with Slate Communications.

APPROVAL OF AGENDA

Motion #1 by J. Burford, seconded by B. McElley, to approve the agenda as presented.
A voice vote was requested.
Motion carried

APPROVAL OF MINUTES

Motion #2 by Vice-Chair Robinson, seconded by J. Rasmussen, to approve the Minutes of September 19, 2024, as presented.

A voice vote was requested.
Motion carried

TOWN REPORT

Town Clerk Keli Frasier reviewed upcoming special events in town.

FINANCIAL YTD UPDATE

Chair Adams reviewed year-to-date expenditures, lodging fees received, and lodging room numbers. The lodging numbers were as follows:

LODGING FEES REVIEW

	2024			2023	
	Fees	# of Nights		Fees	# of Nights
January	\$2,652.00	663	January	\$2,134.00	543
February	\$2,428.00	607	February	\$3,380.00	835
March	\$7,302.00	2,238	March	\$5,496.00	1,374
April	\$8,024.00	2,006	April	\$9,264.00	2,316
May	\$14,192.00	3,548	May	\$14,596.00	3,649
June	\$14,988.00	3,747	June	\$16,136.00	4,034
July	\$14,664.00	3,666	July	\$15,440.00	3,860
August	\$17,592.00	4,398	August	\$16,088.00	3,740
TOTAL	\$81,546.00	20,799	TOTAL	\$82,534.00	20,063

DIFFERENCE		
	Fees	Nights
January	\$518.00	120
February	-\$952.00	-228
March	\$1,806.00	864

April	-\$1,240.00	-310
May	-\$404.00	-101
June	-\$1,148.00	-287
July	-776.00	-194
August	\$1,504.00	658
TOTAL	-\$988.00	736

Motion #3 by R. Buecheler, seconded by Vice-Chair Robinson, to request the Board of Trustees amend the 2024 Tourism budget by increasing the \$90,000.00 budget to \$95,000.00.

A voice vote was requested.
Motion carried

ADVERTISING UPDATE

Marketing Update

M. Pawlowski reviewed marketing campaigns, website analytics, social media updates, and proposed FAM Tours. *Clerks Note: FAM Tours - or familiarization tour, is a trip for travel agents, tour operators, and other travel trade representatives to experience a destination firsthand.*

Discussion on Local Winter Campaign

The Board discussed the idea of destination marketing, particularly for the ski season, and the potential for a compelling package to promote Palisade as a winter destination.

Update on Colorado Vacation Guide Placement

It was also announced the design for the Colorado Vacation Guide has been submitted.

CONTINUED BUSINESS

Update on Western Slope Passport Rewards Program – Jessica

J. Burford reviewed the Chamber of Commerce’s proposed Passport Rewards Program and planning progress.

Follow up on Fruita Welcome Center digital advertising

Slate Communications is working on creating the video content for digital advertising at the Welcome Center in Fruita.

NEW BUSINESS

Update on Palisade Business Economic Survey

Chair Adams introduced the topic, and various members of the Board reviewed the recent meeting. The final results of the survey should be complete by January 2025.

Discussion on Destination Strategic Plan for Mountains & Mesa Region. How to develop relationships with Art, Agricultural, and Historic partners to enhance visitor experience. (Refer to Strategy 3, 4, & 5)

Chair Adams reviewed the strategic plan included in the packet and focused on the Palisade area. The Board was encouraged to review the CTO Destination Stewardship Strategic Plan for future marketing strategies.

PUBLIC COMMENT

Jody Corey of Spoke & Vine Motel and Fidel’s Cocina raised concerns about the City of Grand Junction using Palisade promotional materials to market themselves.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #4 by B. McElley, seconded by J. Rasmussen, to adjourn the meeting at 11:29 am.

A voice vote was requested.
Motion carried unanimously.

X

Keli L. Frasier, CMC
Town Clerk

X

Juliann Adams
Tourism Advisory Board Chairperson

Event	Event Date	Per Event	Tax	Interest	Penalty	Total	# of Tax Returns
CO MTN WINEFEST - 2019	9/30/2019		0.00	0.00	-0.51	-0.51	1
CO MTN WINEFEST - 2022	9/30/2022		0.00	0.00	-4.00	-4.00	1
CO MTN WINEFEST - 2023	9/30/2023		-2,291.13	-98.98	-237.68	-2,627.79	36
CO MTN WINEFEST - 2024	9/30/2024	5,523.09	-2,890.79	0.00	0.00	-2,890.79	27
PAL ARTS FESTIVAL - 2021	9/30/2021		-4.60	-2.00	-5.20	-11.80	1
PAL ARTS FESTIVAL - 2022	9/30/2022		-65.00	-3.44	0.00	-68.44	2
PAL ARTS FESTIVAL - 2023	9/30/2023		-111.22	-0.54	-1.72	-113.48	11
PAL ARTS FESTIVAL - 2024	9/30/2024	468.59	-267.67	-2.00	-5.20	-274.87	8
OLD FASH XMAS - 2023	12/31/2023	27.00	-27.00	0.00	0.00	-27.00	3
BLUEGRASS - 2023	6/30/2023		0.00	0.00	2.23	2.23	2
BLUEGRASS - 2024	6/30/2024	253.65	-255.04	0.00	-0.84	-255.88	9
HONEYBEE FESTIVAL - 2023	6/30/2023		-9.00	0.00	-1.00	-10.00	1
HONEYBEE FESTIVAL - 2024	6/30/2024	629.50	-597.48	-1.85	-20.17	-619.50	33
LAVENDER - 2022	6/30/2022		-2.00	0.00	0.00	-2.00	1
LAVENDER - 2023	6/30/2023		-112.00	-5.23	-22.30	-139.53	5
LAVENDER - 2024	6/30/2024	751.47	-597.00	0.00	-12.94	-609.94	26
PEACHFEST - 2022	8/31/2022		-47.28	-1.00	-3.00	-51.28	2
PEACHFEST - 2023	8/31/2023		-2.65	0.00	0.00	-2.65	3
PEACHFEST - 2024	8/31/2024	240.38	-171.00	-0.82	-14.63	-186.45	4
SUNDAY FARMER'S MARKET - 2022	6/30/2022		-29.00	-1.00	-4.57	-34.57	1
SUNDAY FARMER'S MARKET - 2024	9/30/2024	82.14	-47.00	0.00	-0.57	-47.57	6
SIP INTO SPRING	5/31/2024	116.00	-116.00	0.00	0.00	-116.00	1
PALISADE HOLIDAY VILLAGE MARKET	5/31/2024	58.99	-58.99	0.00	0.00	-58.99	3
NO EVENT LISTED - 2022	9/30/2022		-31.00	-2.25	-3.00	-36.25	2
NO EVENT LISTED - 2023	9/30/2023		-859.76	-8.34	-30.10	-898.20	8
NO EVENT LISTED - 2024	9/30/2024	1,507.48	-571.39	0.00	-1.64	-573.03	10
						0.00	0
						0.00	0
2023-24 EVENT TOTALS		9658.29	-9,164.00	-127.45	-366.84	-9,658.29	207

Account Number	Account Title	2024-24 Current year Actual	2024-24 Current year Budget	2024-24 Current year Remaining	2024-24 Current year Remaining %
TOURISM FUND					
TOURISM FUND					
003-012-5245	WEBSITE & ON-LINE MGT	5,685.13	7,500.00	1,814.87	24%
003-012-5247	DESIGN/PRODUCTION	22,879.53	15,000.00	7,879.53-	-53%
003-012-5249	ONLINE MARKETING-MEDIA COSTS	5,905.05	22,500.00	16,594.95	74%
003-012-5250	OFFLINE MEDIA	22,105.40	22,500.00	394.60	2%
003-012-5251	TOWN WEBSITE	9,485.82	15,000.00	5,514.18	37%
003-012-5255	ACCOUNT MANAGEMENT FEES	4,444.41	7,500.00	3,055.59	41%
Total TOURISM FUND:		70,505.34	90,000.00	19,494.66	22%

LODGING FEES REVIEW

2024

Reporting	2024		Reporting	2023	
	Fees	# of Nights		Fees	# of Nights
January	\$2,356.00	589	January	\$2,134.00	543
February	\$2,428.00	607	February	\$3,380.00	835
March	\$7,302.00	2,238	March	\$5,496.00	1,374
April	\$8,024.00	2,006	April	\$9,264.00	2,316
May	\$14,192.00	3,548	May	\$14,596.00	3,649
June	\$14,988.00	3,747	June	\$16,136.00	4,034
July	\$14,920.00	3,666	July	\$15,440.00	3,860
August	\$17,592.00	4,398	August	\$16,088.00	4,022
September	\$16,448.00	4,112	September	\$17,348.00	4,337
October	\$0.00	0	October		
November	\$0.00	0	November		
December	\$0.00	0	December		
	\$98,250.00	24911		\$99,882.00	24970
	% of '23	99.76%		2023 Total	24970

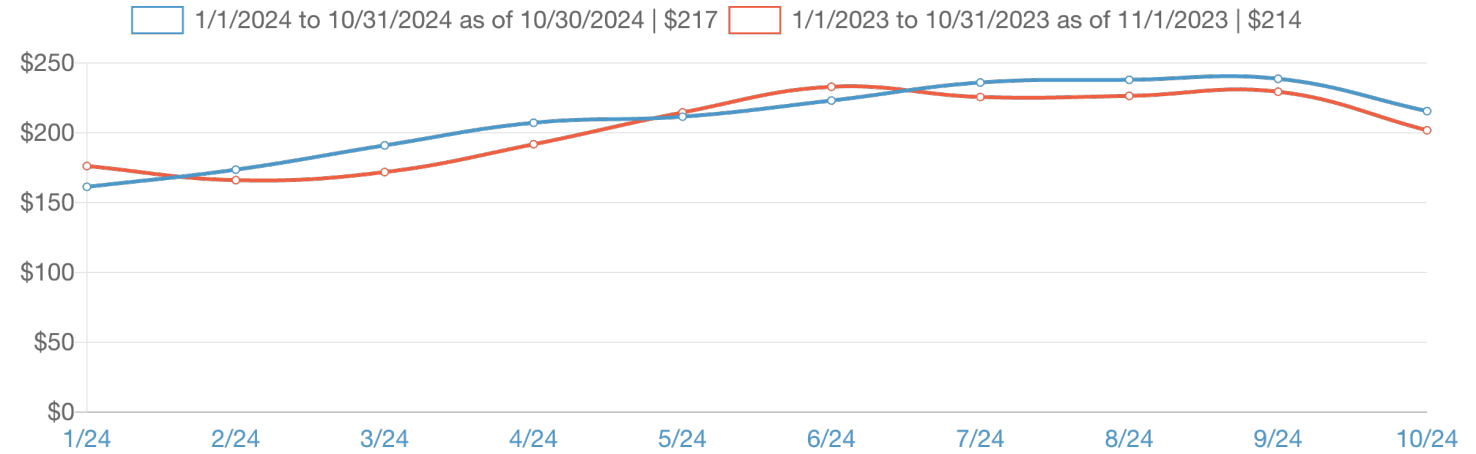
DIFFERENCE

	Fees	Nights
January	\$222.00	46
February	-\$952.00	-228
March	\$1,806.00	864
April	-\$1,240.00	-310
May	-\$404.00	-101
June	-\$1,148.00	-287
July	-\$520.00	-194
August	\$1,504.00	376
September	-\$900.00	-225
October	\$0.00	0
November	\$0.00	0
December	\$0.00	0
	-\$1,632.00	-59

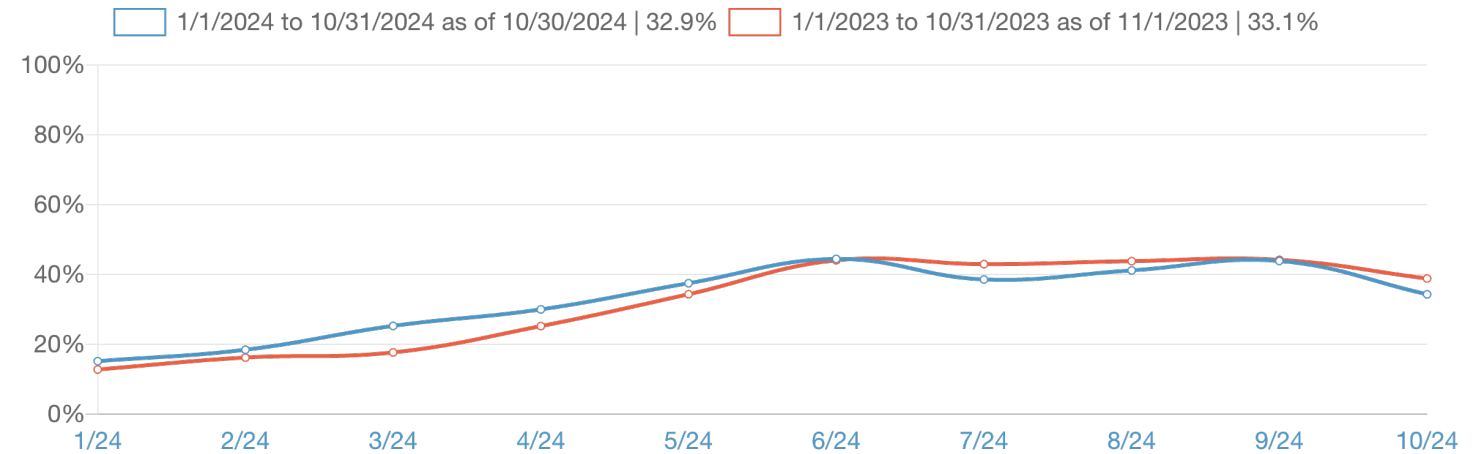
Data Source: Airbnb/Vrbo combined

KPI	Value	Compared	Difference
ADR	\$217	\$214	1%
Occupancy	32.9%	33.1%	-1%
RevPAR	\$71	\$71	1%
Avg. Length of Stay	2.9	2.8	4%

ADR

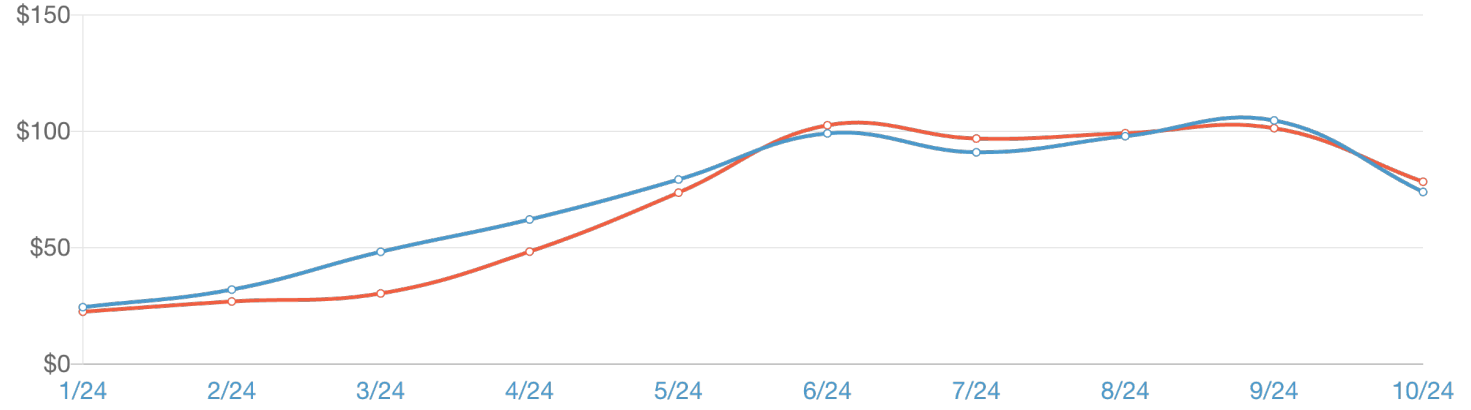


Occupancy



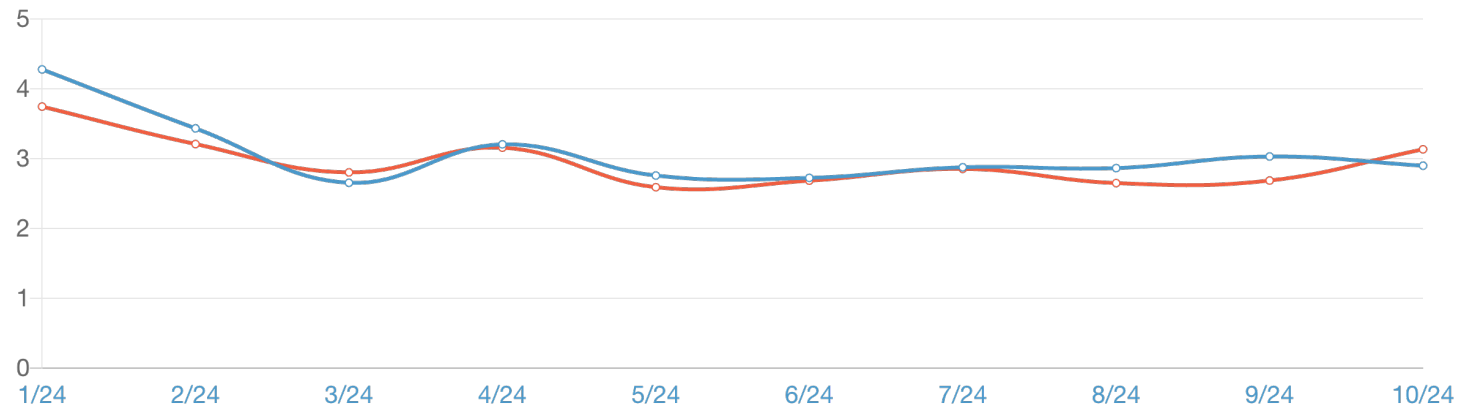
RevPAR

1/1/2024 to 10/31/2024 as of 10/30/2024 | \$71 1/1/2023 to 10/31/2023 as of 11/1/2023 | \$71



Avg. Length of Stay

1/1/2024 to 10/31/2024 as of 10/30/2024 | 2.9 1/1/2023 to 10/31/2023 as of 11/1/2023 | 2.8



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Created: 10/30/24 11:10 AM
Market(s): Palisade
Filter(s): none

Palisade Visitor Profile Study

2024 Pacing Report

Prepared by

DATAFY

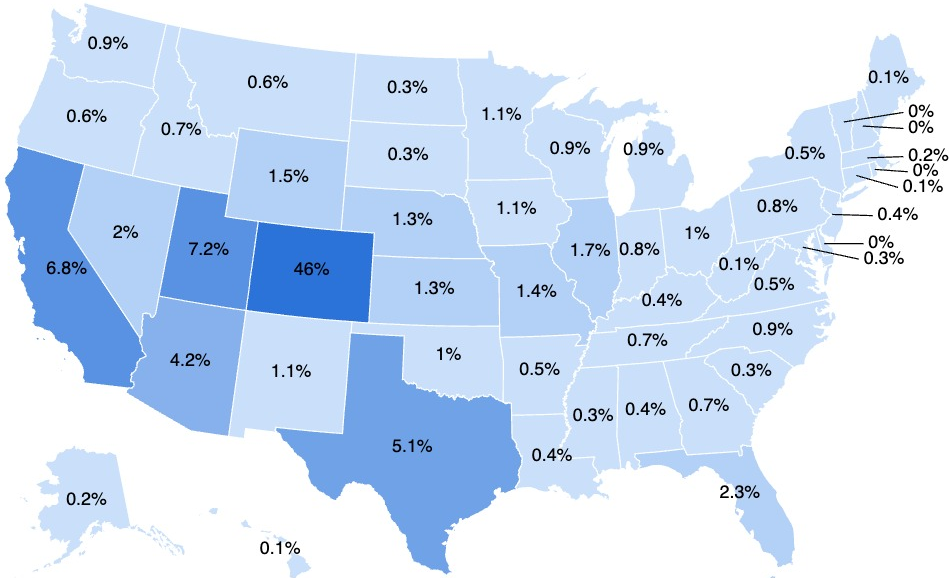


Palisade Visitor Profile Study - 2024 Pacing Report

Global Filters In-State Out-of-State Distance: 50 mi - 3,241 mi Dates: 1/1/23 - 9/14/24 Clusters: All Included POIs: All Included

Advanced Filters

Share of Trips by State Map



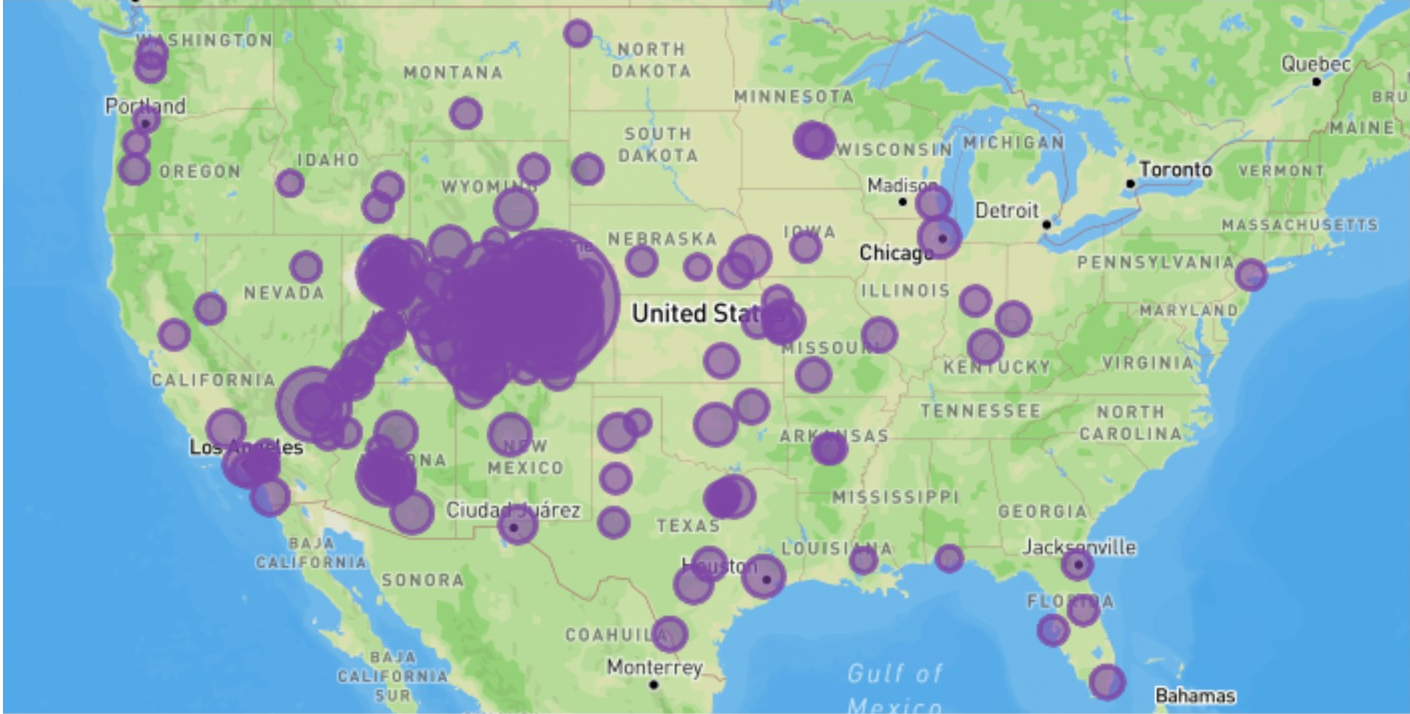
Palisade Visitor Profile Study - 2024 Pacing Report

Global Filters In-State Out-of-State Distance: 50 mi - 3,241 mi Dates: 1/1/23 - 9/14/24 Clusters: All Included POIs: All Included

Advanced Filters

Visitor Density Map

Density Map

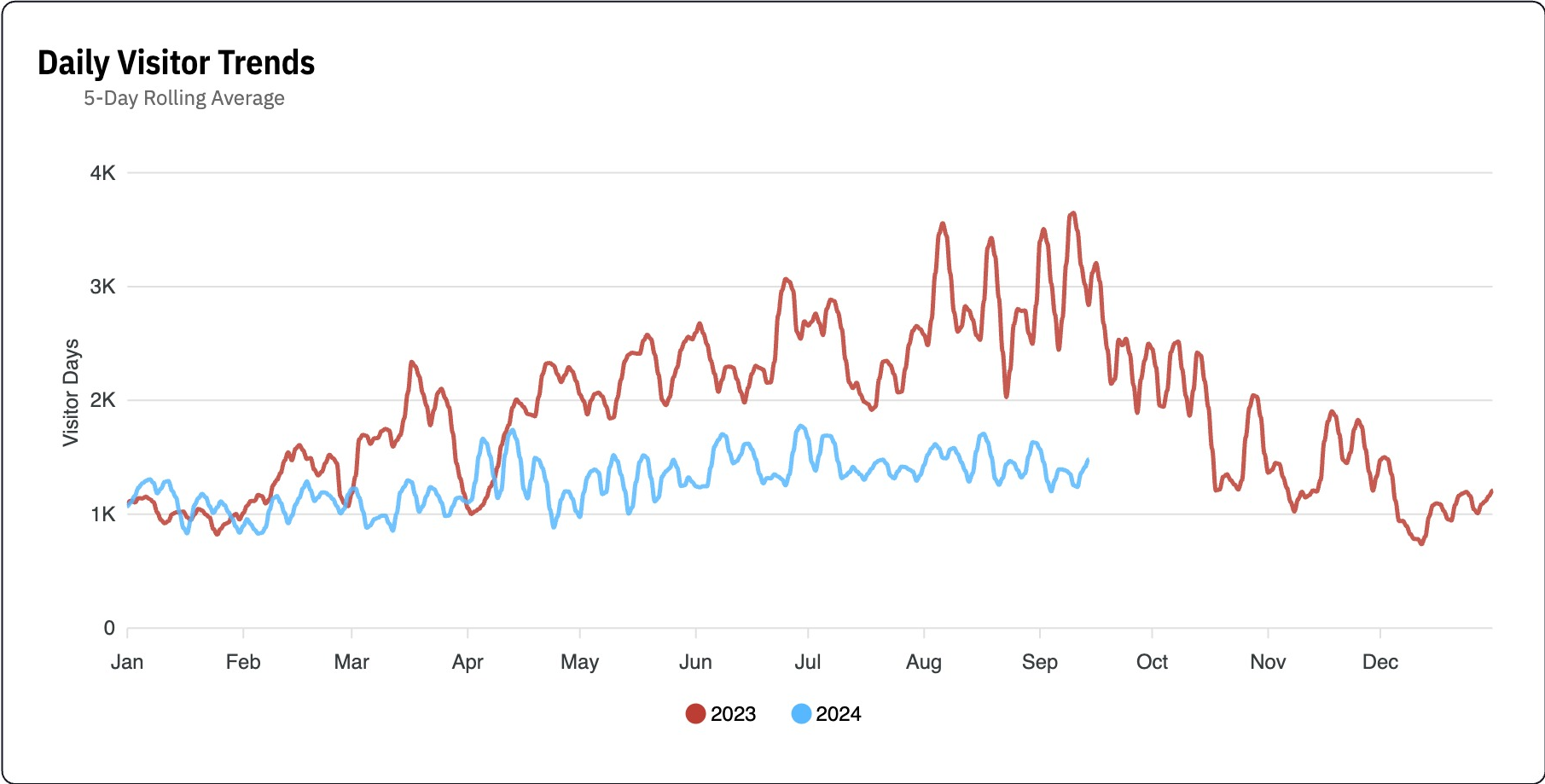


Palisade Visitor Profile Study - 2024 Pacing Report

Global Filters In-State Out-of-State Distance: 50 mi - 3,241 mi Dates: 1/1/23 - 9/14/24 Clusters: All Included POIs: All Included

Advanced Filters

Trend Analysis



Palisade Visitor Profile Study - 2024 Pacing Report

Global Filters In-State Out-of-State Distance: 50 mi - 3,241 mi Dates: 1/1/23 - 9/14/24 Clusters: All Included POIs: All Included

Advanced Filters

Trips

City Visitation

City	Visitor Days
Denver, CO	62,065
Littleton, CO	25,591
Colorado Springs, CO	24,624
Aurora, CO	23,549
Montrose, CO	19,645
Fort Collins, CO	11,952
Glenwood Springs, CO	11,762
Las Vegas, NV	11,289
Loveland, CO	9,743

State Visitation

State	Visitor Days
Colorado	455,656
Utah	67,118
California	62,263
Texas	56,417
Arizona	41,370
Florida	25,509
Nevada	20,546
Wyoming	16,943
Illinois	16,001

DMA Visitation

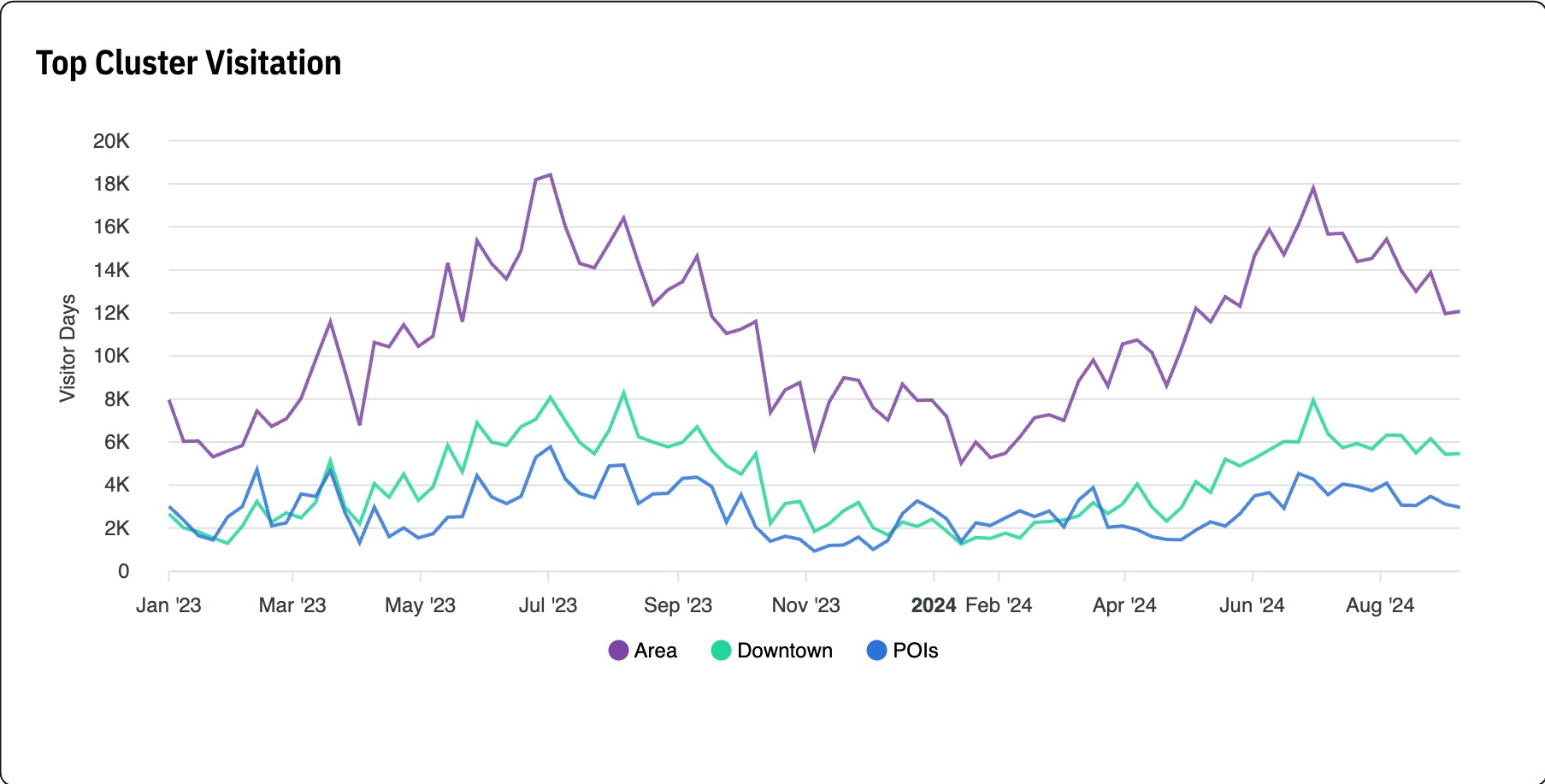
DMA	Visitor Days
Denver	385,190
Salt Lake City	72,097
Colorado Springs-Pueblo	42,511
Phoenix -Prescott	35,742
Los Angeles	31,792
Albuquerque-Santa Fe	21,596
Grand Junction-Montrose	21,373
Las Vegas	17,034
Dallas-Ft. Worth	16,368

Palisade Visitor Profile Study - 2024 Pacing Report

Global Filters In-State Out-of-State Distance: 50 mi - 3,241 mi Dates: 1/1/23 - 9/14/24 Clusters: All Included POIs: All Included

Advanced Filters

Visitor Activity



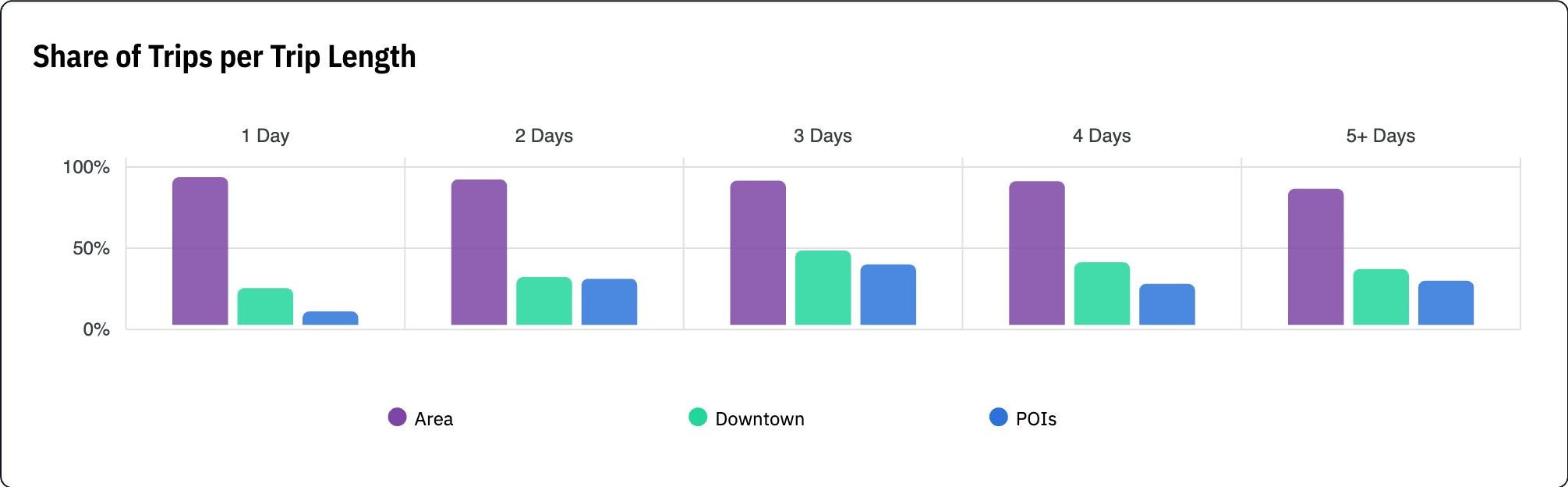
Palisade Visitor Profile Study - 2024 Pacing Report

Global Filters In-State Out-of-State Distance: 50 mi - 3,241 mi Dates: 1/1/23 - 9/14/24 Clusters: All Included POIs: All Included

Advanced Filters

Visitor Days Spent

1-DAY TRIP VISITOR DAYS	2-DAY TRIP VISITOR DAYS	3-DAY TRIP VISITOR DAYS	4-DAY TRIP VISITOR DAYS
511,092 Days	157,323 Days	86,567 Days	57,200 Days



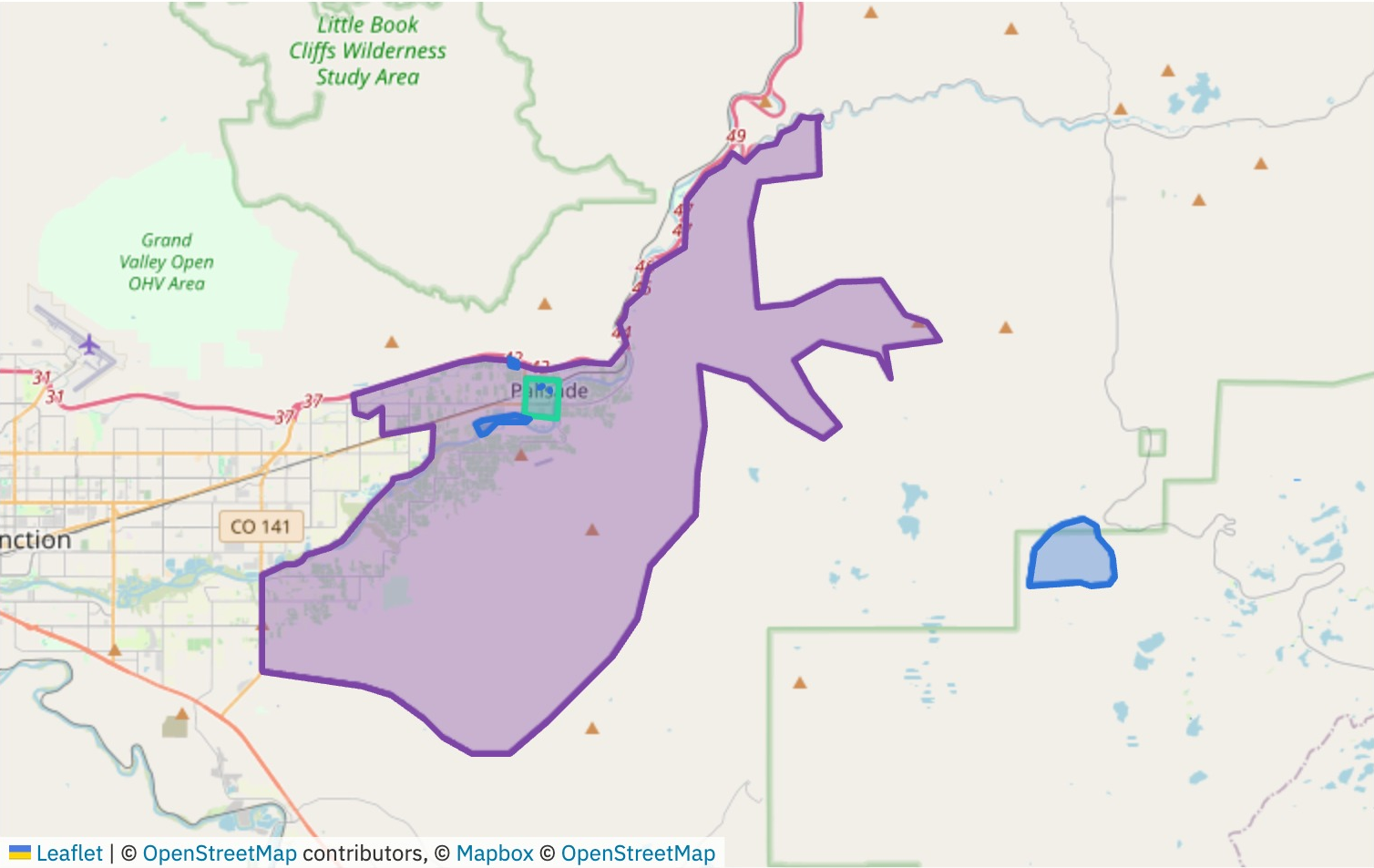
Palisade Visitor Profile Study - 2024 Pacing Report

Global Filters

Advanced Filters

Selected Clusters

Color by: Cluster



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