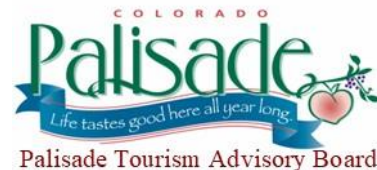




AGENDA
for the Tourism Advisory Board
of the Town of Palisade, Colorado
341 W 7th Street (Palisade Civic Center)



January 12, 2023

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. December 8, 2022
- V. ELECTION NEW OFFICERS FOR 2023**
 - A. Chair
 - B. Vice-Chair
- VI. FINANCIAL YTD UPDATE: Travis Boyd**
 - A. New forms for lodging fee
- VII. ADVERTISING UPDATE: Ryan and Melita**
 - A. Website update
 - B. Campaign strategy for 2023 – Winter posts
- VIII. OLD BUSINESS**
 - A. Update on Gravel Guide
 1. Juan and Steve plan to get started in January, they will visit Fruita and Palisade in early February, return in March or April for a film shoot, and publish/launch the guide June 1st. Steve (art director/illustrator) has spent a lot of time riding gravel in your neck of the woods so he's very familiar with the region and super excited to pull together this guide.
 2. When are trees typically blooming in Palisade? Is there a prime, 2-wk window in March or April that you'd recommend they set aside to film?
 3. Mimi will begin to compile information for Juan and Steve including: recommended routes, list of agritourism stops, storylines. She will pull ideas from Workshop and reach out to some of the key cyclist players for route recommendations.
 4. The OREC grant application for \$40k covers a print run of 7k copies.

IX. NEW BUSINESS

- A. Review Tourism section of Palisade Game Plan <https://palisadegameplan.konveio.com/4-recreation-and-tourism>
- B. New tourism idea from Powderhorn owner, Ken Gart – Ryan Robinson
- C. Girls with a Gun Promotion opportunity – Pre-Conference Party Box
- D. Review Tear-Off Map

X. PUBLIC COMMENT

XI. ORGANIZATION UPDATES (Please keep comments to 3 minutes)

XII. ADJOURNMENT

Next Meeting: JOINT WORK SESSION Tuesday, February 7, 2023 6:00 pm



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
December 8, 2022**

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: Vice Chair Ryan Robinson, Rondo Buecheler, Jean Tally, Cassidee Shull, Tim Wenger, and Chamber Director Jessica Burford. Absent were Jeff Hanle, Jeff Snook, Ashley McGee, and Trustee Turner. A quorum was declared. Also in attendance were Town Clerk Keli Frasier, Finance Director Travis Boyd, and Melita Pawlowski with Slate Communications Marketing.

APPROVAL OF AGENDA

Motion #1 by C. Shull, seconded by R. Buecheler, to approve the Agenda as presented.

A voice vote was requested
Motion carried unanimously

APPROVAL OF MINUTES

Motion #2 by J. Burford, seconded by R. Buecheler, to approve the Minutes of November 10, 2022, as presented.

A voice vote was requested
Motion carried unanimously

FINANCIAL YTD UPDATE

Finance Director Travis Boyd reviewed the year-to-date budget revenues and expenditures report for the Tourism Advisory Board.

ADVERTISING UPDATE

Definite Timeline for Website Redesign

M. Paelowski reviewed the timeline for the website redesign and announced a March 31, 2023, launch date.

The consensus of the Board is that C. Shull, J. Burford & T. Wegner will be the decision-making team.

Response of CTO about the balance of matching impressions on our 2022 paid advertisements. How to utilize it?

M. Paelowski announced there are still impressions available to spend but will look into how to use them in the future.

OLD BUSINESS

Summary of Reimagine Grant with Mimi Mather and Update on OREC Grant with Fruita for Gravel Guide production

Chair Adams reviewed the summary of the Reimagine and OREC grants.

NOTE: This summary will be a permanent attachment to these minutes.

NEW BUSINESS

Discuss changing the meeting time in 2023

The consensus of the Board is to keep the meetings on the second Thursday of the month at 9:00 am.

The consensus of the Board is to go out for RFP for marketing in 2023, with the timeline to enter into an agreement in November 2023.

The consensus of the Board is to work on creating ski, play, and stay packages with Powderhorn for the winter months.

PUBLIC COMMENT

None was offered.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #3 by J. Burford, seconded by R. Buecheler, to adjourn the meeting at 9:58 am.

A voice vote was requested.
Motion carried unanimously.

X

Juliann Adams
Tourism Advisory Board Chairperson

X

Keli Frasier
Town Clerk



Reimagine Destinations Program Workshop Summary Report City of Fruita & Town of Palisade, Mesa County

The City of Fruita and the Town of Palisade (Fruita and Palisade) were approved to participate in the Reimagine Destinations Program by the Colorado Tourism Office in July 2022. As a participant in last year's Restart Destinations Program, the purpose of this year's program was to further advance the following objectives:

- celebrate the results of the Restart Destinations Program and foster collaboration between Fruita and Palisade tourism stakeholders
- identify opportunities for Fruita and Palisade to build upon and leverage one another's tourism experiences
- develop content that promotes Fruita and Palisade as a unified destination for outdoor recreation and agritourism
- educate residents and visitors about responsible and respectful use practices

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

The Fruita Tourism Advisory Council (TAC) and the Palisade Tourism Advisory Board (TAB) work to advance tourism in their respective communities and coordinate tourism-related activities that benefit both locations. Both entities are funded through a locally collected lodging tax, with Fruita collecting a 3% tax and Palisade collecting \$2 per room per night stay. The TAC and TAB created the Fruita + Palisade Tourism Partnership (F+P Partnership) in 2021 to collaboratively and creatively market Fruita and Palisade as a unified destination, and to leverage limited funding resources for shared marketing efforts.

The F+P Partnership was paired with Mimi Mather, President of Coyote Clan, a planning and design firm with experience in destination marketing, tourism product development, and creative communications, to develop a destination assessment, facilitate a community visioning and action planning workshop, and provide 100 hours of consulting to the F+P Partnership.



Key Findings from Destination Assessment

The F+P Partnership supported the development of a destination assessment consisting of background research, a visitor profile study, and a tourism stakeholder survey.

The following priorities were identified through the destination assessment:

- advance off-peak tourism opportunities
- develop and enhance the visitor experience
- encourage responsible and respectful use

Background Research

F+P Partnership provided materials related to a recent grant application to the Colorado Office of Outdoor Recreation (OREC) grant application. The application identified the opportunity that the compilation and promotion of cycling routes would have for Fruita and Palisade.

Visitor Profile Study

Visitor profile data was compiled for Fruita and Palisade based on a geographical boundary and Points of Interest (POIs) that were provided by the F+P Partnership. Key findings include:

- roughly half of visitors come from in-state, with 47% of Palisade visitors and 43% of Fruita visitors coming from within Colorado
- Utah and California comprise the majority of out-of-state visitor markets
- average trip length has remained consistent at 2.5 days over the last 3 years

Tourism Stakeholder Survey

After a successful tourism stakeholder survey was conducted during the Restart Destination Program in 2021, a follow-up survey was distributed in fall 2022 to businesses and organizations directly contributing to the tourism industry in Fruita and 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 22 responses were received. Key findings include:



- majority of respondents reported an increase in visitation and revenue compared to 2021
- priority concerns for the next 12 months that continue from 2021 include rising costs of supplies and supply chain disruptions
- new priority concerns include revenue shortfalls, and resident sentiment and attitude towards tourism
- destination priorities that continued from 2021 include increasing mid-week visitation to the destination, and promoting shoulder and off-season visitation to the destination
- new destination priorities include increasing demand and visitation to the destination and building local awareness of the value of tourism
- respondents identified an agritourism map (vineyards, u-picks, orchards, farm stands, etc.) and local business promotion as key elements of the Fruita and Palisade Gravel Adventure Field Guide

Workshop Overview

The F+P Partnership convened 30 tourism stakeholders on October 6, 2022, at the Wine Country Inn in Palisade for a community visioning and action planning workshop to review the destination assessment and align on priority actions for fostering long-term industry resilience. Workshop participants represented a wide range of tourism stakeholders, including public officials, cycling organizations, tour operators, accommodations, attractions, events, retail, and restaurants.

Key agenda items included:

- statewide findings from the Restart Destinations Program
- overview of the Fruita and Palisade destination assessment
- updates from local champions
- overview of the F+P Partnership Work Plan
- action planning for the Fruita and Palisade Gravel Adventure Field Guide



Key Findings

Workshop participants engaged in small group activities to identify key elements to incorporate into a Fruita and Palisade Gravel Adventure Field Guide, and develop a series of multi-day itineraries that feature activities and experiences.

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 F+P Partnership and its stakeholders. According to this framework, the roles of F+P Partnership are defined as:

- Lead: F+P Partnership will be responsible and accountable for the initiative
- Partner: F+P Partnership will support the pursuit of the stakeholders' goals
- Advocate: F+P Partnership will work with, for, and through others to achieve a desired outcome

Based on participant discussion, the following are recommended time frames for priority action items: short-term (6 - 12 months), medium-term (1-5 years) and long-term (6-10 years).



Recommendations for Fostering Long-Term Resilience

<u>Priority</u>	<u>Recommended Actions</u>	<u>Role</u>	<u>Timeframe</u>
Advance off-peak tourism opportunities	Develop and distribute itineraries that feature multi-day stays, activities, and experiences	Lead	short-term
	Collect user-generated content for use in off-peak season marketing materials (e.g. social media, itineraries)	Lead	short-term
	Explore a partnership to offer a winter shuttle from Fruita and Palisade to Powderhorn Resort on weekends	Partner	medium-term
	Utilize food trucks to fill in visitor amenity gaps during the mid-week and/or off-peak season when restaurants are closed	Advocate	medium-term
Develop and enhance the visitor experience	Apply for an OREC grant to fund the development of the Fruita and Palisade Gravel Adventure Field Guide	Lead	short-term <i>(complete)</i>
	Convene bike shop owners and other cycling enthusiasts to identify and map out local gravel routes for the guide	Lead	short-term
	Develop the Fruita and Palisade Gravel Adventure Field Guide (hard copy and digital versions)	Lead	short-term
	Distribute the Fruita and Palisade Gravel Adventure Field Guide to Salt Lake City and Front Range bike shops	Lead	short-term
	Develop a system for collecting tourism updates and events from tourism stakeholders	Lead	short-term
	Develop a Fruita and Palisade events calendar that can be featured on local tourism websites	Lead	short-term
	Develop full-day bike and agritourism tour packages (e.g. gravel ride, local food lunch, happy hour, lodging)	Partner	medium-term
	Install additional bike repair and cleaning stations at public spaces in town and along priority bike routes	Advocate	medium-term
	Encourage bike shops to rent gravel bikes and offer shuttle services to local trail systems	Advocate	medium-term
Encourage responsible and respectful use	Convene key stakeholders (e.g. public land agencies, guide services) to gather feedback on priority public land impacts to address	Lead	short-term
	Develop responsible and respectful use messaging for the Fruita and Palisade Gravel Adventure Field Guide that aligns with priority impacts	Lead	short-term



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	Integrate responsible and respectful use messaging in the Fruita and Palisade Gravel Adventure Field Guide, tourism websites, and social media	Lead	short-term
	Develop a “Do Colorado Right” messaging campaign that builds awareness of the priority public land impacts to address	Lead	medium-term



About Reimagine Destinations Program

The Reimagine Destinations Program supports Colorado tourism destinations to foster long-term industry resilience. Awarded destinations receive a destination assessment, a full-day workshop, 100 hours of free consulting, and a \$20,000 creative asset production shoot from the Colorado Tourism Office.

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