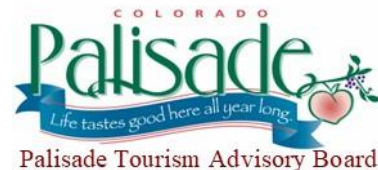




AMENDED
AGENDA
for the Tourism Advisory Board
of the Town of Palisade, Colorado
341 W 7th Street (Palisade Civic Center)



May 11, 2023
9:00 am Monthly Meeting
<https://us06web.zoom.us/j/96182810397>

- I. **REGULAR MEETING CALLED TO ORDER AT 9:00 am**
- II. **ROLLCALL**
Welcome back Ryan Robinson, Tim Wenger
- III. **AGENDA ADOPTION**
- IV. **APPROVAL OF MINUTES April 13, 2023**
- V. **FINANCIAL YTD UPDATE:**
 - A. YTD
 - B. Room night report
- VI. **ADVERTISING UPDATE: Ryan and Melita**
 - A. Marketing Analysis
 - Palisade Visitor Profile Study – Juliann
 - B. Future Cameo Events
 - C. Criteria for Businesses/Events on Website
- VII. **OLD BUSINESS**
 - A. Update on TOD signs on I-70
 - B. Summary of Girls with a Gun Sponsorship
 - C. Update Kiosk at Deroco (Elberta Ave)
 - D. Update on Gravel Guide
- VIII. **NEW BUSINESS**
 - A. Set date for Government Committees Roles & Responsibilities Training/Presentation
- IX. **PUBLIC COMMENT**
- X. **ORGANIZATION UPDATES** (Please keep comments to 3 minutes)
- XI. **ADJOURNMENT**

Next Meeting Thursday, June 8, 2023, 9:00 am – 11:00 am



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
April 13, 2023**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:06 am by Chair Juliann Adams with members present: Vice Chair Ryan Robinson, Cassidee Shull, Rondo Buecheler, Jeff Snook, Ashley McGee, Jeff Hanle, Tim Wenger, Jessica Burford, and Mayor Pro-Tem Ellen Turner. Absent was Jean Tally. A quorum was declared. Also in attendance were Town Clerk Keli Frasier and Melita Pawlowski with Slate Communications Marketing.

APPROVAL OF AGENDA

Motion #1 by J. Burford, seconded by J. Snook, to approve the Agenda as amended to include a discussion on a Memorandum of Understanding (MOU) with the Palisade Chamber of Commerce to New Business. A voice vote was requested.
Motion carried

APPROVAL OF MINUTES

Motion #2 by Mayor Pro-Tem Turner, seconded by C. Shull, to approve the Minutes of February 9, 2023, and March 9, 2023, as presented.

A voice vote was requested.
Motion carried unanimously

FINANCIAL YTD UPDATE

Chair Adams reviewed year-to-date expenditures, lodging fees received, and lodging room numbers.

The consensus of the Board is to request an update on the lodging audit that was started in 2022.

ADVERTISING UPDATE

Website Update, Marketing Analysis

M. Paelowski updated the Board on the status and progress of the website redesign and launch, media buys, advertising, and Quarter 1 report numbers.

Update on Gravel Guide

Chair Adams reviewed design options for the cover of the gravel guide, and Board members gave their input on modifications/revisions.

OLD BUSINESS

Update on TOD signs

Chair Adams reviewed the costs associated with putting signs back on I-70 for the Fruit & Wine byway.

Motion #3 by Mayor Pro-Tem Turner, seconded by C. Shull, to move forward with ording TODs signs for an amount not to exceed \$1,500.00.

A voice vote was requested
Motion carried unanimously

Tear-Off Map

Chair Adams presented the final draft of the map and asked Board members for review and comment by the end of the day on April 14, 2023.

Girls with a Gun Sponsorship - \$500 April 26-30, 2023 – Set up at Cameo April 27, 10 am – 3 pm

Chair Adams reviewed the details of the event.

Motion #4 by J. Snook, seconded by Mayor Pro-Tem Turner, to purchase 1,000 target stickers to place at the Cameo Sport Shoot Complex.

J. Snook rescinded the motion until a price estimate is obtained.

Stickers

Chair Adams presented the new Fruit & Wine Byway stickers.

Postcards

Chair Adams presented the postage-paid postcards.

NEW BUSINESS

Summary of Joint Meeting

Chair Adams reviewed the combined work session of the Tourism Advisory Board and the Board of Trustees.

Interviews for open TAB seats on April 25

Chair Adams announced that three candidates have applied for the two open seats.

Palisade Chamber of Commerce & Tourism Advisory Board Memorandum of Understanding (MOU)

J. Burford announced that the Palisade Chamber of Commerce wants to enter into an MOU with the Tourism Advisory Board.

C. Shull advised that if the Chamber needs volunteer assistance to visit:

<https://volunteerunitedmc.givepulse.com/group/723493-United-Way-of-Mesa-County>

The consensus of the Board is to add this item to a future agenda for discussion and to include the proposed MOU in the packet for Board review prior to the meeting.

PUBLIC COMMENT

J. Burford stated that resident Ben Parsons asked for a strategic plan for Tourism. Chair Adams stated that they already have one and she'd send it out.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #5 by J. Burford, seconded by C. Shull, to adjourn the meeting at 11:05 am.

A voice vote was requested.

Motion carried unanimously.

X

Juliann Adams
Tourism Advisory Board Chairperson

X

Keli Frasier
Town Clerk



Datafy Report

Year over Year Visitor Comparison
Palisade

January 1, 2019 to December 31, 2022



COLORADO
TOURISM OFFICE

Visitor Volume Estimates

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

The Datafy dashboard is active and dynamic. Additional action items may be identified during the review of this report. If appropriate and requested, a revised report will be generated to reflect historical updates.

Areas GeoFenced

- Palisade Geographic Boundary
- Palisade Downtown
- POIs: Palisade Chamber of Commerce, Powderhorn Mountain Resort, Riverbend Park, Wine Country Inn, Palisade Brewing Company



Key Insights

Visitation living 50+ miles from Palisade

- **Top Visitor Market, DMA In-State:** Denver
- **Top Visitor Market, DMA Out-of-State:** Salt Lake City
- **Top Visitor Market, State Out-Of-State:** Utah (2019 & 2020), California (2021 & 2022)
- **Top Demographics:** Top age group 45-64, top income level \$100k+, 3-5 people in the household, top ethnicity Caucasian

Visitor Volume Estimates

50+Miles

2022 vs 2021

Total Trips

298,498

↓ **-3.0%** vs. 1/1/21 - 12/31/21



Visitor Days

641,941

↑ **6.8%** vs. 1/1/21 - 12/31/21



Average Length of Stay

2.2

↑ **10.0%** vs. 1/1/21 - 12/31/21



Unique Visitors

146,008

↓ **-12.2%** vs. 1/1/21 - 12/31/21

2022 vs 2019

Overview : 1/1/22 - 12/31/22

Total Trips

298,498

↓ **-19.9%** vs. 1/1/19 - 12/31/19



Visitor Days

641,941

↑ **2.7%** vs. 1/1/19 - 12/31/19



Average Length of Stay

2.2

↑ **29.4%** vs. 1/1/19 - 12/31/19

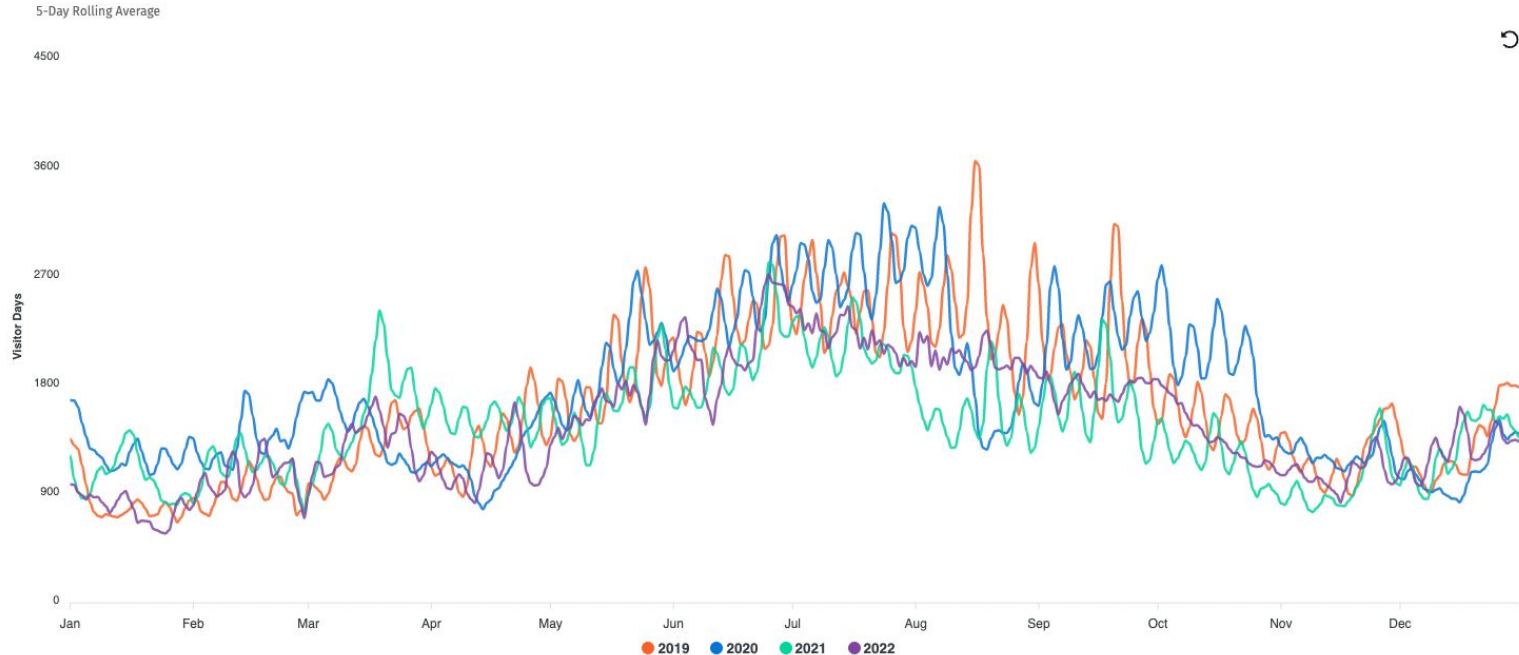


Unique Visitors

146,008

↓ **-34.1%** vs. 1/1/19 - 12/31/19

Daily Trend Analysis



Visitors to Palisade from 50+ miles, estimates based on Daily visitors

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

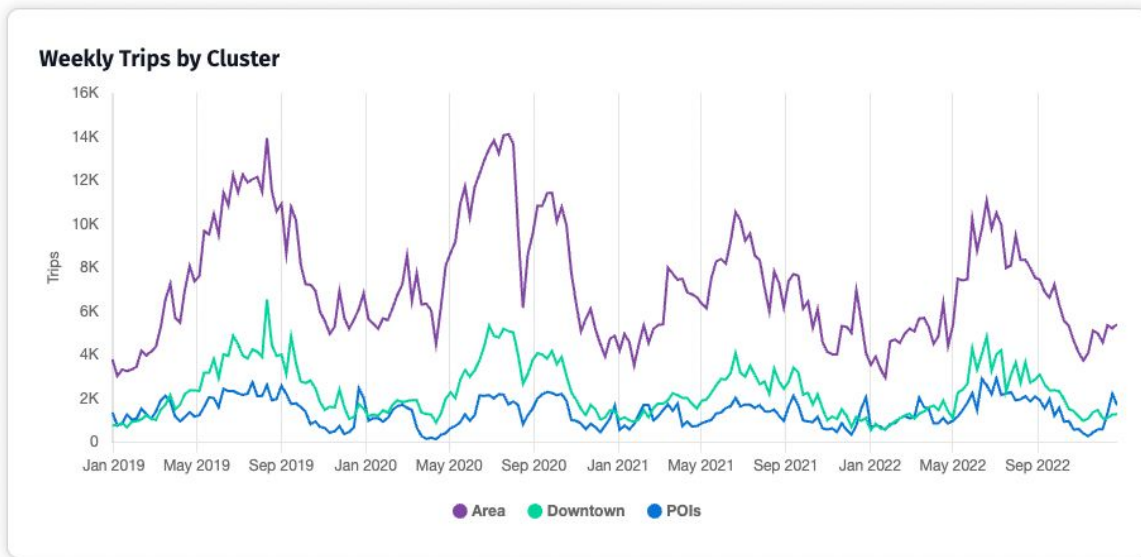
Weekly Trips By Cluster

Areas GeoFenced

- Palisade Geographic Boundary
- Palisade Downtown

POIs:

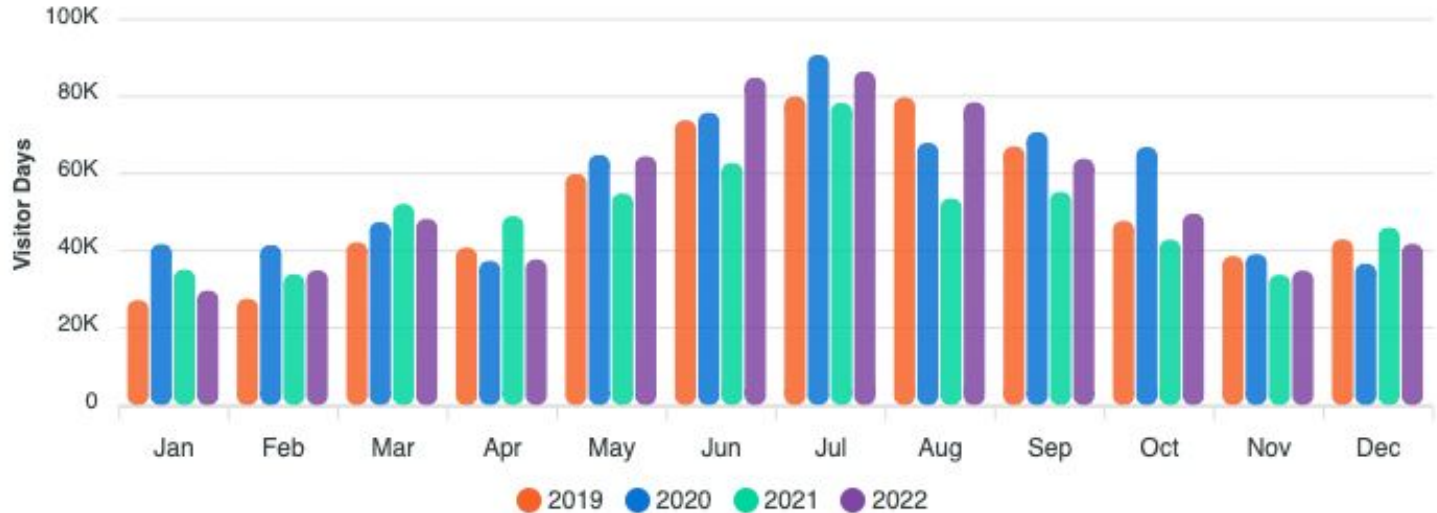
- Palisade Chamber of Commerce, Powderhorn Mountain Resort, Riverbend Park, Wine Country Inn, Palisade Brewing Company



Year over Year

Monthly Trend Analysis

Monthly Volume by Visitor Days

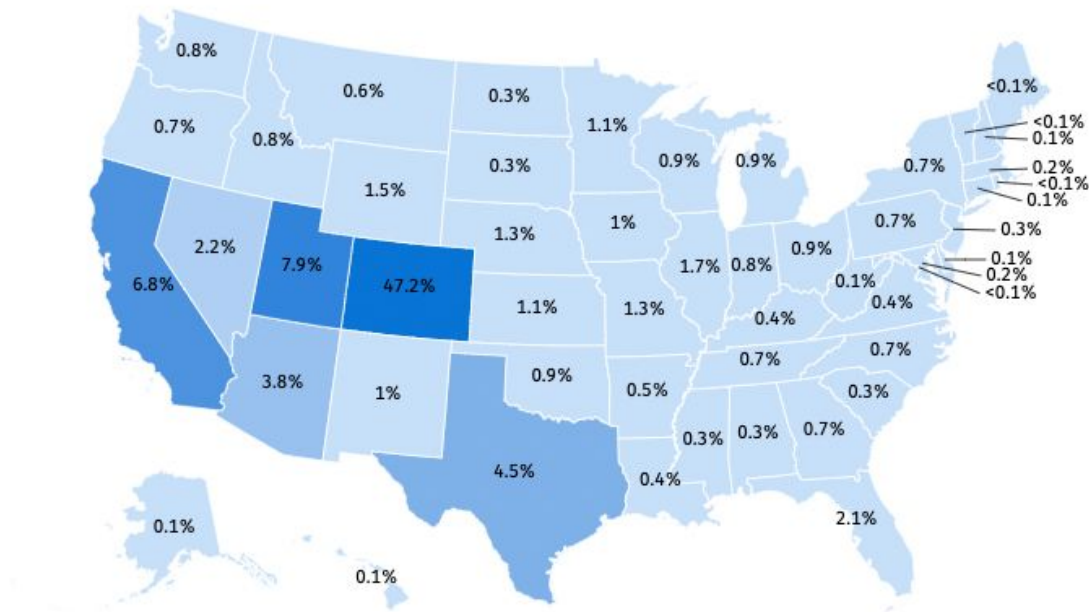


Visitors to Palisade from 50+ miles, estimates based on Visitor Days.

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

Share of Trips by State Map

January 2019 to December 31 2022

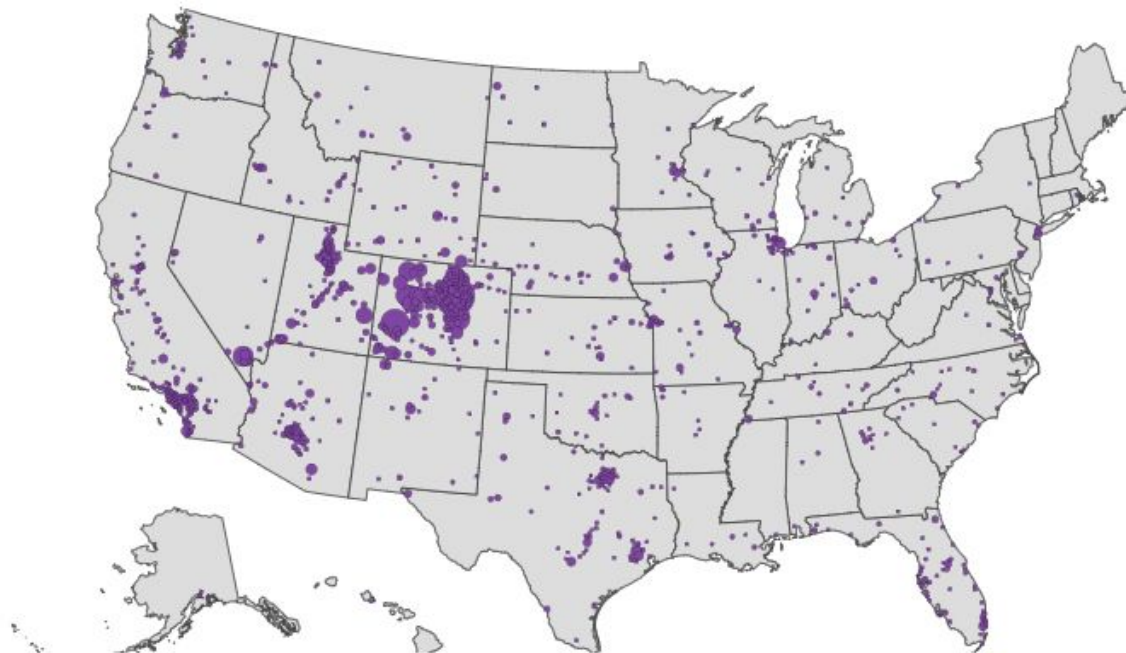



Visitors to Palisade from 50+ miles, estimates based on Total Trips Taken.

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

Visitor Density Map

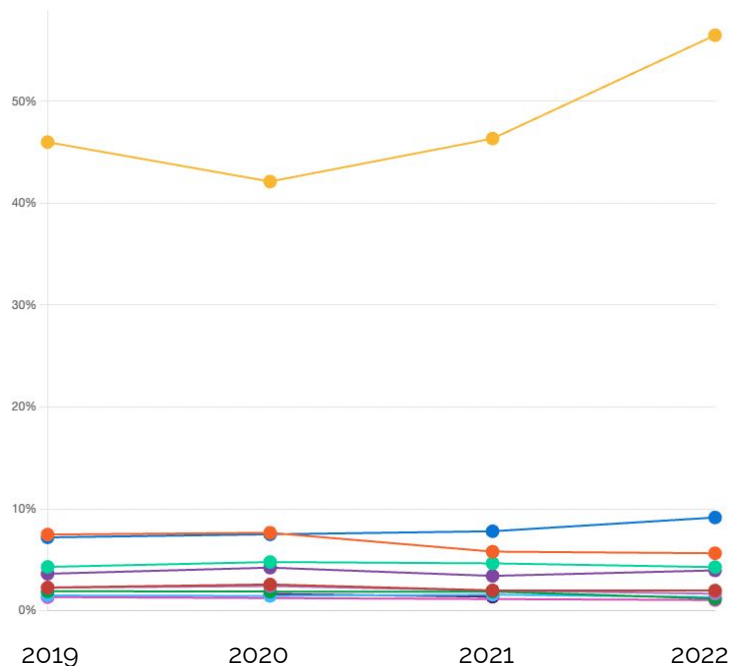
January 2019 to December 31, 2022



 **Visitors to Palisade** from 50+ miles, estimates based on Total Trips Taken.

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

Top Source Markets States



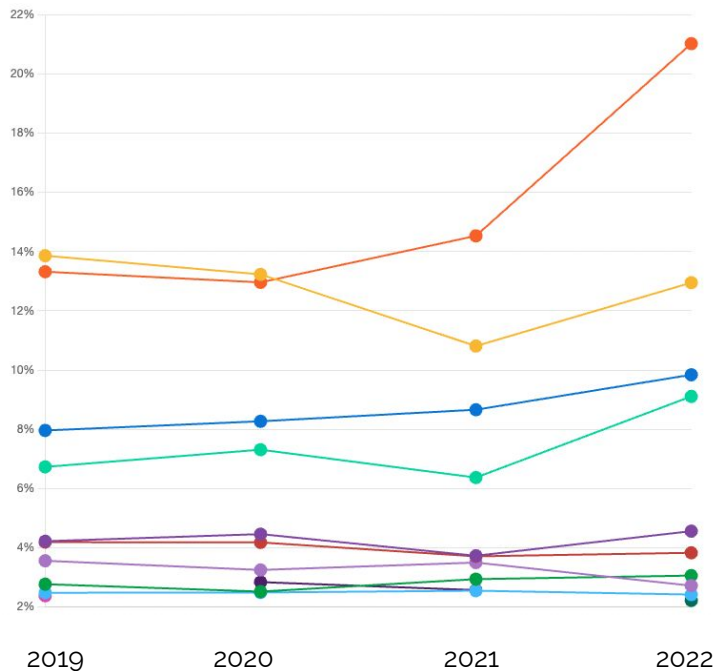
	2019	2020	2021	2022	
1	Colorado 45.99%	Colorado 42.12%	Colorado 46.34%	Colorado 56.48%	Colorado
2	California 7.48%	California 7.65%	Utah 7.8%	Utah 9.15%	California
3	Utah 7.2%	Utah 7.5%	California 5.8%	California 5.64%	Utah
4	Texas 4.3%	Texas 4.78%	Texas 4.65%	Texas 4.28%	Texas
5	Arizona 3.63%	Arizona 4.23%	Arizona 3.42%	Arizona 3.96%	Arizona
6	Nevada 2.28%	Nevada 2.58%	Nevada 2%	Nevada 1.98%	Nevada
7	Florida 2.26%	Florida 2.42%	Florida 1.99%	Florida 1.67%	Florida
8	Illinois 1.92%	Illinois 1.88%	Illinois 1.88%	Wyoming 1.33%	Illinois
9	Wyoming 1.5%	Missouri 1.64%	Wyoming 1.58%	Illinois 1.19%	Wyoming
10	Nebraska 1.34%	Wyoming 1.46%	Missouri 1.38%	Nebraska 1.05%	Nebraska
					Missouri

Visitors to Palisade from 50+ miles, estimates based on Total Trips Taken.

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

Top Source Markets

Top Out-of-State Markets



	2019	2020	2021	2022
1	California 13.86%	California 13.23%	Utah 14.53%	Utah 21.02%
2	Utah 13.32%	Utah 12.96%	California 10.81%	California 12.95%
3	Texas 7.96%	Texas 8.27%	Texas 8.66%	Texas 9.84%
4	Arizona 6.73%	Arizona 7.31%	Arizona 6.37%	Arizona 9.11%
5	Nevada 4.22%	Nevada 4.46%	Nevada 3.73%	Nevada 4.56%
6	Florida 4.19%	Florida 4.18%	Florida 3.71%	Florida 3.83%
7	Illinois 3.56%	Illinois 3.25%	Illinois 3.5%	Wyoming 3.06%
8	Wyoming 2.77%	Missouri 2.84%	Wyoming 2.94%	Illinois 2.72%
9	Nebraska 2.48%	Wyoming 2.52%	Missouri 2.57%	Nebraska 2.42%
10	Minnesota 2.38%	Nebraska 2.49%	Nebraska 2.55%	Kansas 2.22%

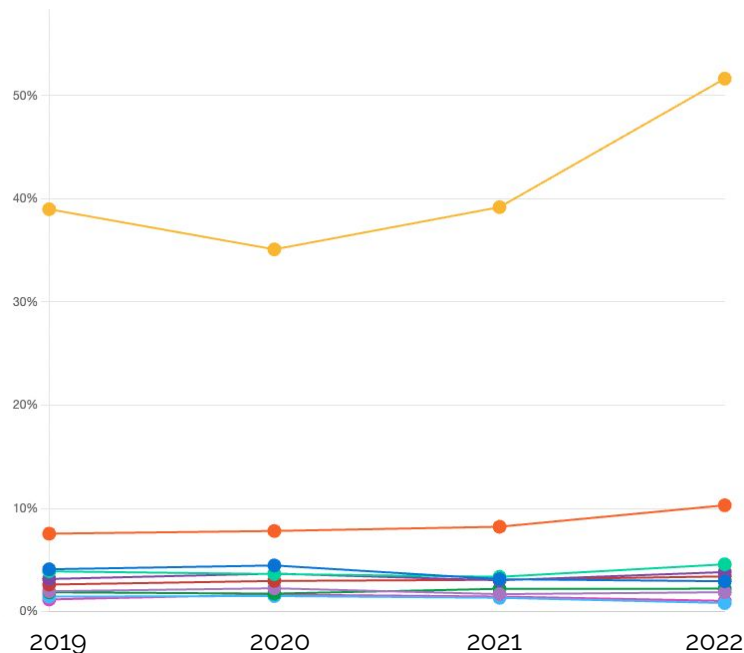
- California
- Utah
- Texas
- Arizona
- Nevada
- Florida
- Illinois
- Wyoming
- Nebraska
- Minnesota
- Missouri
- Kansas

Visitors to Palisade from 50+ miles, estimates based on Total Trips Taken.

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

Top Source Markets

DMA



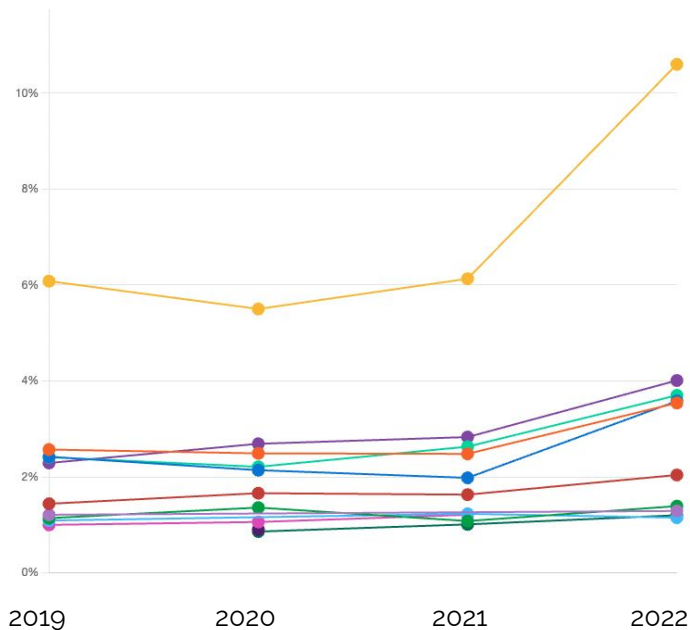
	2019	2020	2021	2022	
1	Denver 38.98%	Denver 35.09%	Denver 39.18%	Denver 51.63%	● Denver
2	Salt Lake City 7.55%	Salt Lake City 7.81%	Salt Lake City 8.22%	Salt Lake City 10.3%	● Salt Lake City
3	Los Angeles 4.1%	Los Angeles 4.47%	Colorado Springs-Pueb... 3.37%	Colorado Springs-Pueb... 4.58%	● Los Angeles
4	Colorado Springs-Pueb... 3.9%	Phoenix - Prescott 3.68%	Los Angeles 3.14%	Phoenix - Prescott 3.83%	● Colorado Springs-Pueblo
5	Phoenix - Prescott 3.16%	Colorado Springs-Pueb... 3.64%	Grand Junction-Montro... 3.08%	Grand Junction-Montro... 3.41%	● Phoenix - Prescott
6	Grand Junction-Montro... 2.62%	Grand Junction-Montro... 2.97%	Phoenix - Prescott 3.03%	Los Angeles 2.94%	● Grand Junction-Montrose
7	Las Vegas 1.97%	Las Vegas 2.26%	Albuquerque-Santa Fe 2.21%	Albuquerque-Santa Fe 2.22%	● Las Vegas
8	Albuquerque-Santa Fe 1.87%	Albuquerque-Santa Fe 1.74%	Las Vegas 1.69%	Las Vegas 1.88%	● Albuquerque-Santa Fe
9	Chicago 1.45%	Dallas-Ft. Worth 1.65%	Dallas-Ft. Worth 1.46%	Dallas-Ft. Worth 1.04%	● Chicago
10	Dallas-Ft. Worth 1.18%	Chicago 1.51%	Chicago 1.34%	Chicago 0.83%	● Dallas-Ft. Worth

Visitors to Palisade from 50+ miles, estimates based on Total Trips Taken.

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

Top Source Markets

City



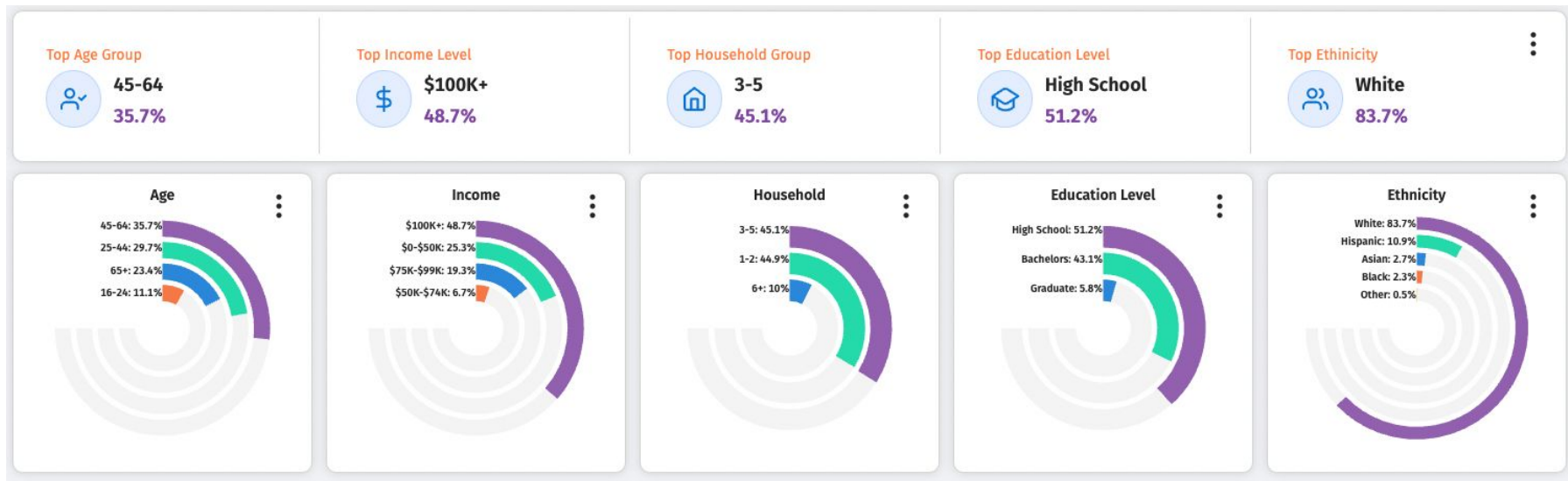
	2019	2020	2021	2022	
1	Denver, CO 6.08%	Denver, CO 5.5%	Denver, CO 6.13%	Denver, CO 10.6%	Denver, CO
2	Aurora, CO 2.57%	Montrose, CO 2.69%	Montrose, CO 2.83%	Montrose, CO 4.01%	Aurora, CO
3	Colorado Springs, CO 2.42%	Aurora, CO 2.49%	Littleton, CO 2.63%	Littleton, CO 3.7%	Colorado Springs, CO
4	Littleton, CO 2.41%	Littleton, CO 2.21%	Aurora, CO 2.48%	Colorado Springs, CO 3.58%	Littleton, CO
5	Montrose, CO 2.29%	Colorado Springs, CO 2.14%	Colorado Springs, CO 1.98%	Aurora, CO 3.54%	Montrose, CO
6	Glenwood Springs, CO 1.44%	Glenwood Springs, CO 1.66%	Glenwood Springs, CO 1.63%	Glenwood Springs, CO 2.04%	Glenwood Springs, CO
7	Fort Collins, CO 1.21%	Las Vegas, NV 1.36%	Craig, CO 1.23%	Las Vegas, NV 1.39%	Fort Collins, CO
8	Las Vegas, NV 1.14%	New Castle, CO 1.06%	New Castle, CO 1.21%	Fort Collins, CO 1.29%	Las Vegas, NV
9	Craig, CO 1.09%	Salt Lake City, UT 0.9%	Las Vegas, NV 1.08%	Brighton, CO 1.2%	Craig, CO
10	New Castle, CO 1%	Brighton, CO 0.86%	Brighton, CO 1.01%	Craig, CO 1.15%	New Castle, CO

Visitors to Palisade from 50+ miles, estimates based on Total Trips Taken.

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

Demographics

January 1, 2019 to December 31, 2022



Visitors to Palisade from 50+ miles, estimates based on Total Trips Taken.

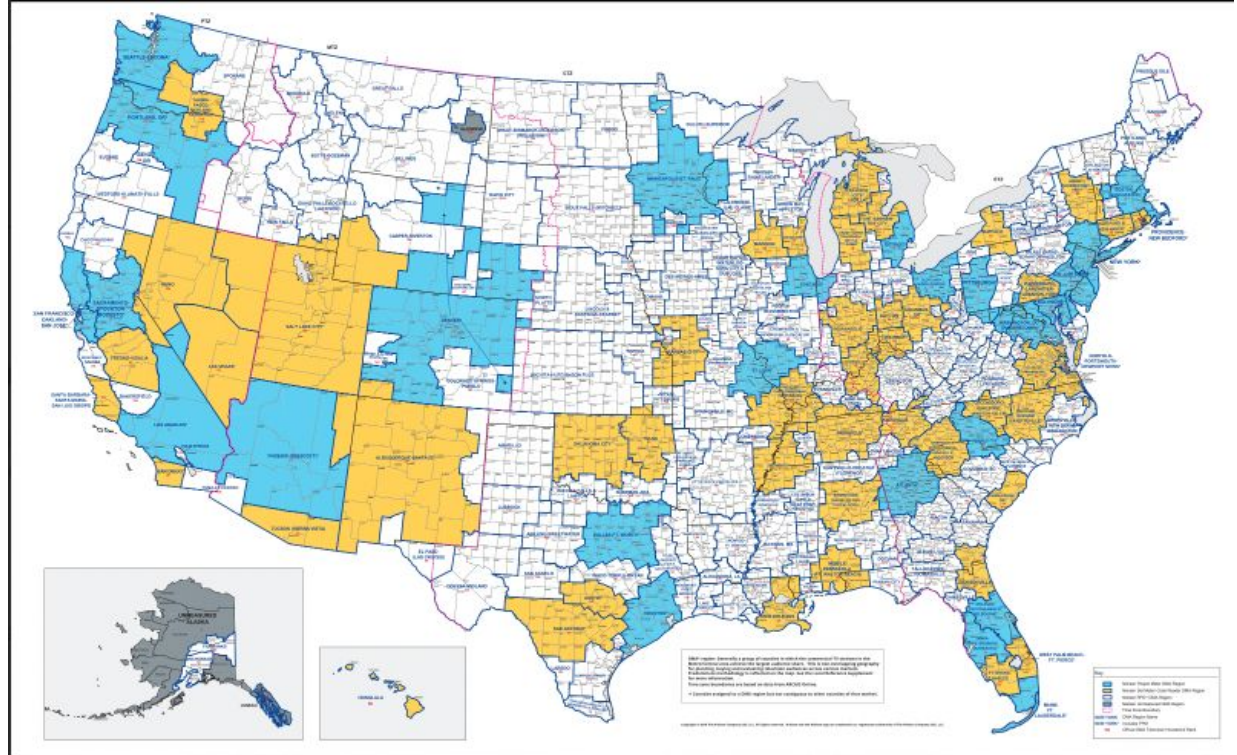
Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

Appendices

DATAFY

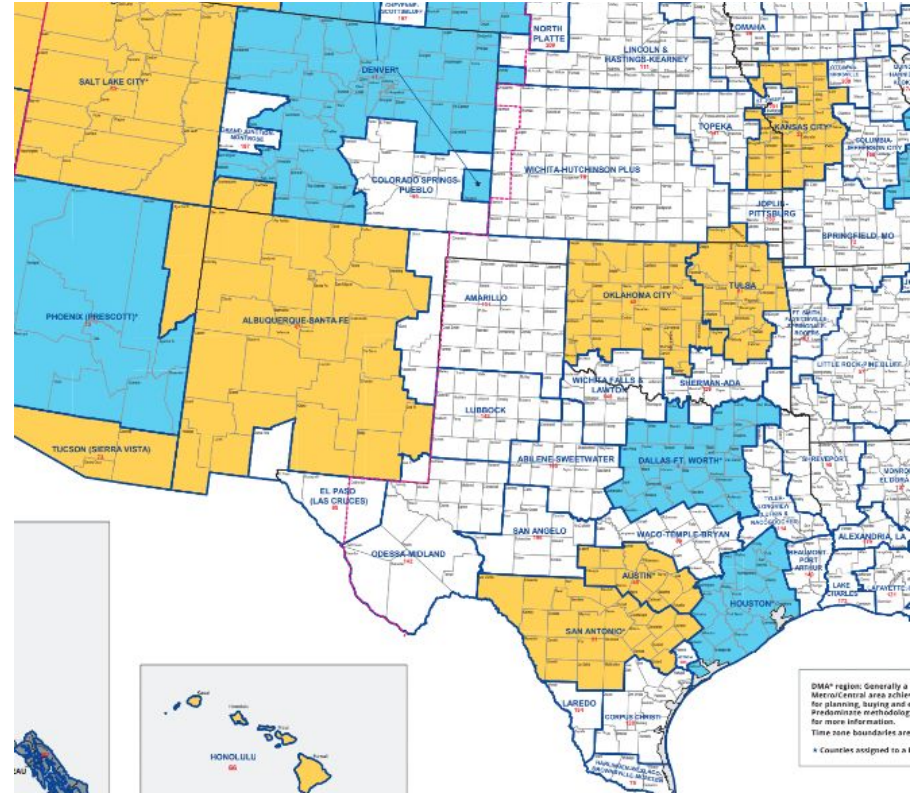


Nielsen DMA Map



Nielsen DMA Map

Zoom in



Definitions

- Point of Interest (POI) - A physical boundary drawn on a map and utilized to capture mobile device activity within the boundary.
- Cluster - A grouping of POIs based on venue type, visit purpose, etc.
- Distance Filter - Calculated as the distance between the center point of a POI and the center point of a device's Home Zip Code. This is a dynamic filter that allows real-time adjustments and flexibility to segment Visitors, Visitor Days, and Trips based on the distance between home location, and the POI. Calculated as flight distance, not drive distance.
- Unique Device - A unique mobile device determined by unique identifiers
- Visitor Days - An estimate of the number of visitors to a given POI or cluster of POIs based on our proprietary volume estimate methodology. The Visitor Days calculation uses unique device identifiers as a baseline and a daily estimate is generated factoring in many points of data including year-over-year changes in mobile device data availability, device behavior, local factors, unique POI characteristics, etc.. The daily estimate is added up for whichever date range is selected by the filters.
- Number of Trips - The number of distinct trips to a destination by a distinct Visitor. Utilizes a combination of observation patterns, distance travelled, etc. For example, if a Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.
- Visitors - An estimate of the number of visitors to a given POI or cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Visitors and 2 Trips.

Definitions

- Household Level Demographics - Calculated based on a positive match between a device and a household with a demographic profile. For example, if a college student lives at home with a parent and visits an attraction, then the household profile would report the income, education levels, and age brackets of everyone in the household, including the parent. These are aggregated, weighted, and averaged across all the household members and all of the POIs visited and dates observed within the selected filters. Most of the values reported are at the household level, with a few exceptions that are device-level.
 - Education Levels - Bachelor+ includes all bachelors, masters, and doctoral degrees and technical college degrees. These are grouped together due to limitations of the household level aggregation.
 - Gender: Based on inferred probability that each device is owned/operated by someone of the specified gender.
 - Age Categories: Based on the age groups of known members of a household. This is aggregated and weighted based on the probability of someone of each age being present in the household. For example, if the report shows 15% in the 65+ age category, that should be interpreted as 15% of the visitors have someone 65+ in their household.
 - Generation Categories: Uses the same process as Age Categories, but is broken down by generation rather than age.
 - Households with Children: Should be interpreted as the % of visitors who have someone under the age of 18 in the household.
- How is POI Correlation Calculated? POI Correlation is calculated at the device level, and then aggregated up using our proprietary visitor volume algorithm. A unique device must be observed at both the reference location and the comparison location within the same week of each other. Weeks run Monday through Sunday.
- How is your data cleaned? Our cleaning process is among the best in the industry. Between our internal processes and those that are implemented, or co-developed with our data partners, we are confident that our data cleaning process is as robust as any other available. Cleaning generally falls into two categories: data integrity cleansing and use-case/destination-specific adjustments. General cleaning includes removing data artifacts such as device teleportation (being in two places within a timespan that is physically impossible), duplication, spoofing, etc. Use-case/destination-specific adjustments include local factors such as device sample size normalization, regional app popularity adjustments, etc. Use-case/destination-specific adjustments can also include customized filters such as employee filters, commuters, construction workers, college students, etc. These types of filters are implemented in collaboration with clients based on local knowledge to ensure that the filters are transparently defined and applied.
- How big is your sample size? There are lots of companies out there that like to claim that they have the biggest sample in the industry. That's a pretty hard claim to back up because of the arms race of sorts to always improve the sample size. But we like to put it this way, we're not. Sample size ranges from 7-15% depending on the Cluster/POI referenced.



GRAVEL ADVENTURE FIELD GUIDE
FRUITA & PALISADE / GRAND VALLEY
WESTERN COLORADO

GravelAdventureFieldGuide.com

FRUITA & PALISADE / GRAND VALLEY
WESTERN COLORADO



GRAVEL
ADVENTURE
FIELD GUIDE

GRAVEL ADVENTURE FIELD GUIDE
FRUITA & PALISADE / MESA COUNTY
COLORADO WESTERN SLOPE

