



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



**June 8, 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 May 11, 2023**
- V. FINANCIAL YTD UPDATE:**
  - A. YTD
  - B. Room night report
- VI. ADVERTISING UPDATE: Ryan and Melita**
  - A. Marketing Analysis
- VII. OLD BUSINESS**
  - A. Update on Gravel Guide-
  - B. Delivery of maps/postcards/stickers
  - C. Update on CTO grant – Destination Blueprint – Deadline June 22
- VIII. NEW BUSINESS**
  - A. Invitation to immersive media tour across the Boulder County Farm Trail to uplift the great stories of agritourism across all of Colorado. Can someone attend?
    - Wednesday, June 28 3:30 to 9PM Boulder Farmers Market
  - B. New Signs downtown – one on south side of Food Town building, second in shuttle parking in dirt lot
- IX. PUBLIC COMMENT**
- X. ORGANIZATION UPDATES (Please keep comments to 3 minutes)**
- XI. ADJOURNMENT**

**Next Meeting Thursday, July 13, 2023, 9:00 am – 11:00 am**



**MINUTES OF THE REGULAR MEETING OF THE  
PALISADE TOURISM ADVISORY BOARD  
May 11, 2023**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:04 am by Chair Juliann Adams with members present: Vice Chair Ryan Robinson, Cassidee Shull, Rondo Buecheler, Jeff Snook, Tim Wenger, Jean Tally, and Mayor Pro-Tem Ellen Turner. Absent were Ashley McGee, Jeff Hanle, and Jessica Burford. A quorum was declared. Also in attendance were Town Manager Janet Hawkinson and Melita Pawlowski with Slate Communications Marketing.

**APPROVAL OF AGENDA**

**Motion #1** by C. Shull, seconded by R. Buecheler, to approve the Agenda as amended to include a discussion regarding a new CTO grant opportunity to the Marketing Update portion of the meeting. A voice vote was requested.  
Motion carried

**APPROVAL OF MINUTES**

**Motion #2** by J. Snook, seconded by C. Shull, to approve the Minutes of April 13, 2023, as presented.  
  
A voice vote was requested.  
Motion carried unanimously

**FINANCIAL YTD UPDATE**

Town Manager Hawkinson announced the Palisade Clinic ribbon cutting this Saturday and reviewed year-to-date expenditures, lodging fees received, and lodging room numbers.

**ADVERTISING UPDATE**

**Website Update, Marketing Analysis**

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

*The consensus of the Board is to restrict the Visit Palisade website to promoting businesses with an 81526 zip code, those that are on the Fruit & Wine Byway map, and recreation activities within the Grand Valley. A discussion about setting a fee for businesses outside of those parameters will be discussed at a later date.*

*The consensus of the Board is to allow the following events to be promoted on the Visit Palisade website:*

- *Grand Valley Yoga Fest*
- *Palisade Artisan Market hosted by Peach Tree Creations*
- *Palisade Vitners Live music events*

### **Visitor Profile Study from CTO**

Chair Adams reviewed the results of the Colorado Tourism Office's visitor profile study.

*Note: The results of the study will be a permanent attachment to these minutes.*

### **Future Cameo Events**

Chair Adams announced that the "Babes with Bullets" event will not be returning to Colorado as expected.

### **Summary of Girls with a Gun Sponsorship**

*(Moved from Old Business)*

Chair Adams reviewed the participant statistics, corporate sponsors that attended, and feedback received from attendees (all positive). Chair Adams also requested that more businesses get involved by providing cards, flyers, coupons, etc., for them to hand out at the event.

### **Colorado Tourism Office (CTO) Grant Opportunity**

*(Added during the approval of the Agenda)*

C. Shull announced that a *Destination Blueprint* CTO grant opened this week, and the deadline is June 22. The grant is very similar to the *Restart* and *Reimagine* grants that TAB has applied for and been awarded within the last couple of years. She went on to share that other municipalities have used similar grants to help promote responsible tourism.

**Motion #3** by R. Buecheler, seconded by Mayor Pro-Tem Turner, to apply for a CTO Destination Blueprint grant.

A voice vote was requested.

Motion carried unanimously

### **OLD BUSINESS**

#### **Update on TOD signs**

Chair Adams stated that the Community Development Director has sent in the application and logo, so the process is in the works.

#### **Update Kiosk at Deroco (Elberta Ave)**

Chair Adams spoke to the owner of Deroco Winery, and he feels that the kiosk should stay where it's at, and he volunteered to make a more visible entrance and path (with stones & wine barrels) to the kiosk.

*The consensus of the Board is to put together "do's and dont's, how to be a responsible tourist" with a final Fruit & Wine Byway map and have Town staff print it for the kiosk at the Main Street gravel parking lot kiosk and at the Plunge parking lot kiosk.*

#### **Update on Gravel Guide**

Chair Adams reviewed the changes made per the Boards suggestions.

*The consensus of the Board is to choose the lizard graphic instead of the truck graphic for the front of the guide.*

Stephen Beneski with Gravel Adventure Field Guide updated the Board on the progress and distribution timeline of the gravel guide.

Mimi Mather advised the Board on additional CTO grant opportunities.

**NEW BUSINESS**

**Set a date for Government Committees Roles & Responsibilities Training/Presentation**

Mayor Pro-Tem Turner announced that Town Staff will be talking with CIRSA (Colorado Intergovernmental Risk Sharing Agency) to find some dates that they would be available to give a presentation to the TAB Board regarding Government Committees Roles & Responsibilities. She expects the presentation will more than likely be at the July meeting.

**PUBLIC COMMENT**

None were offered.

**ORGANIZATIONAL UPDATES**

Board members gave brief updates on their organizations and businesses.

**ADJOURNMENT**

***Motion #4*** by Mayor Pro-Tem Turner, seconded by J. Snook, to adjourn the meeting at 11:00 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

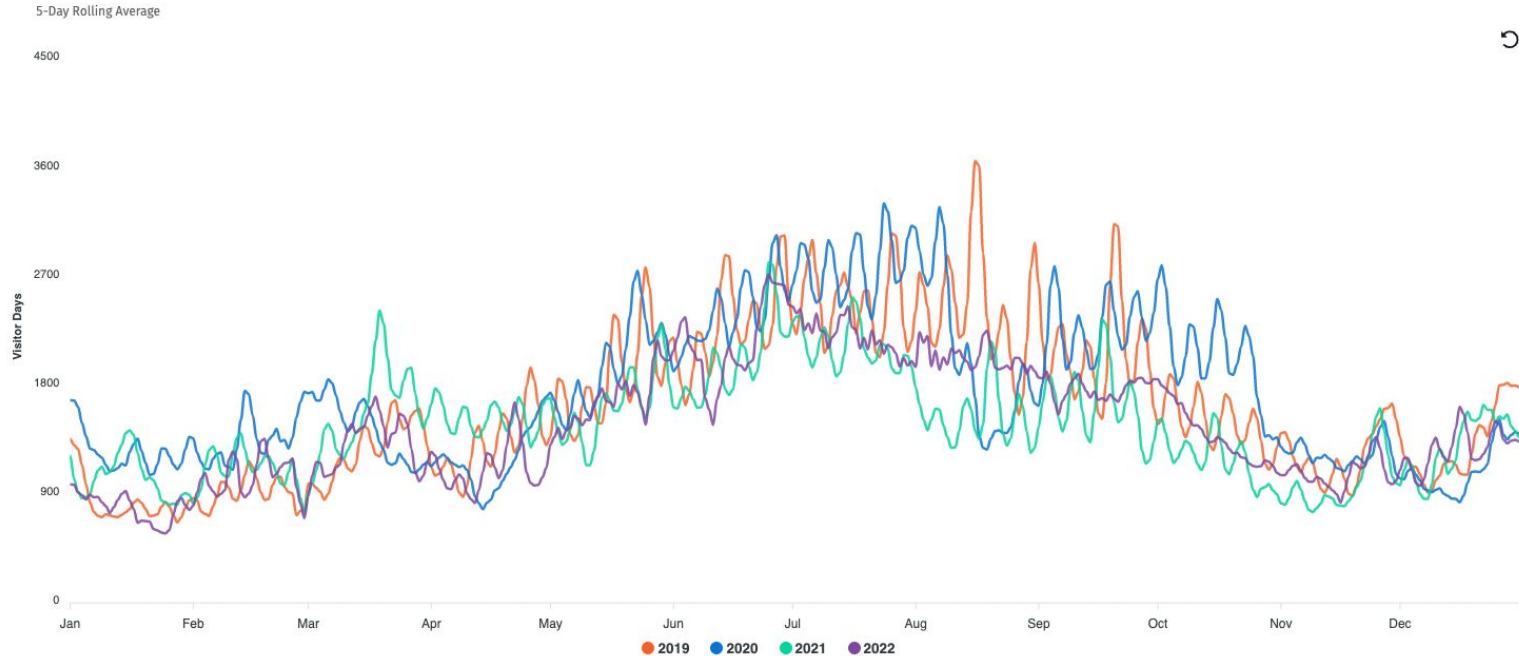
↓ -34.1% vs. 1/1/19 - 12/31/19

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.



# 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.

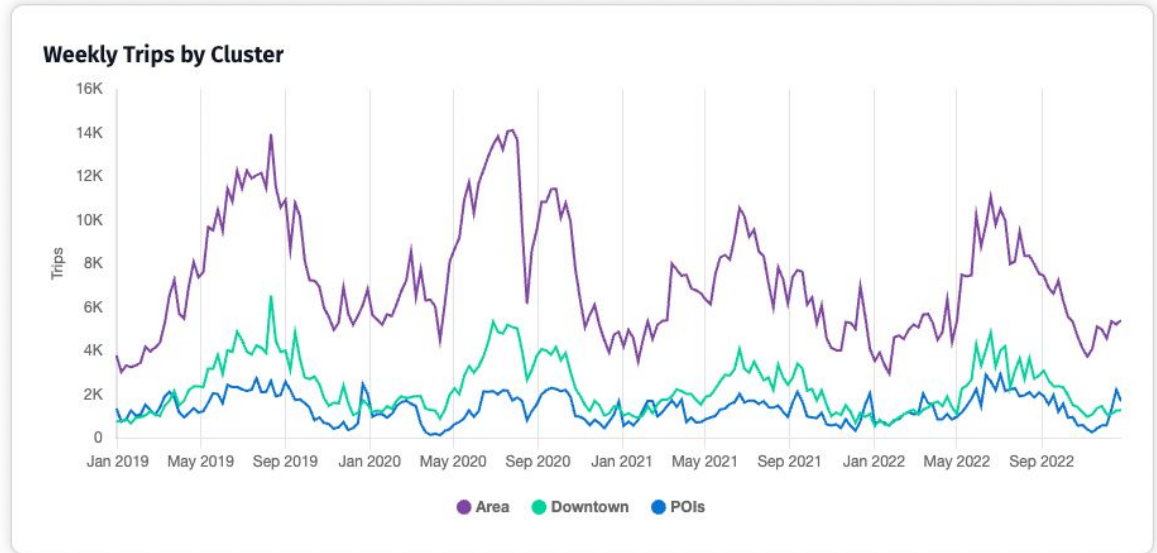
# Weekly Trips By Cluster

## Areas GeoFenced

- Palisade Geographic Boundary
- Palisade Downtown

## POIs:

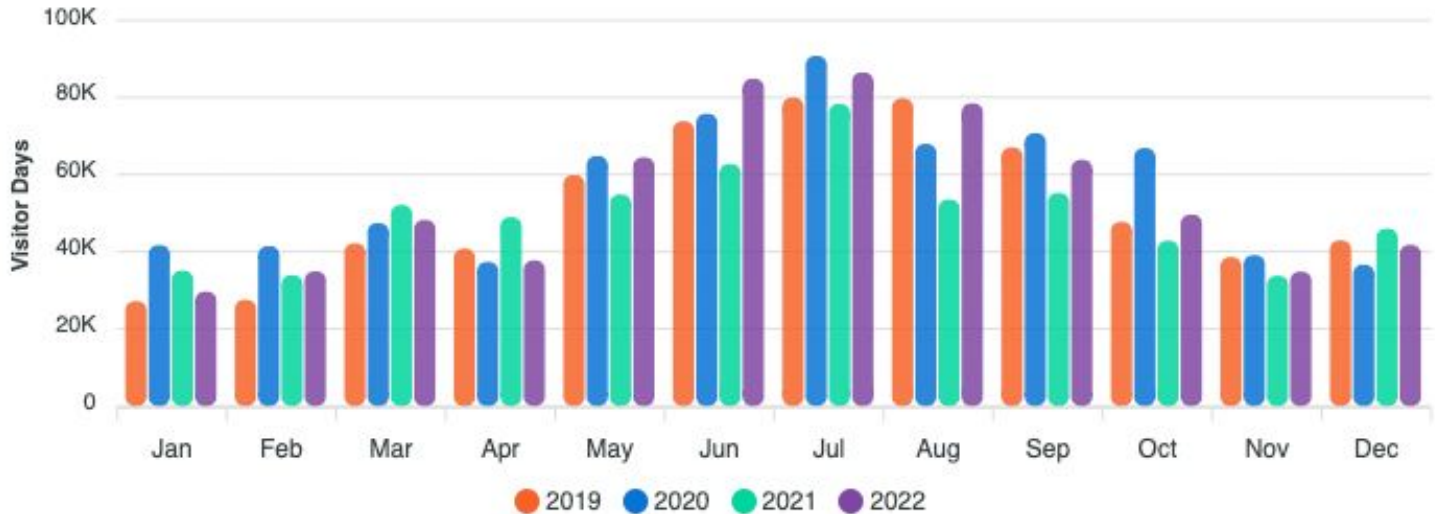
- Palisade Chamber of Commerce, Powderhorn Mountain Resort, Riverbend Park, Wine Country Inn, Palisade Brewing Company



# Year over Year

## Monthly Trend Analysis

### Monthly Volume by Visitor Days



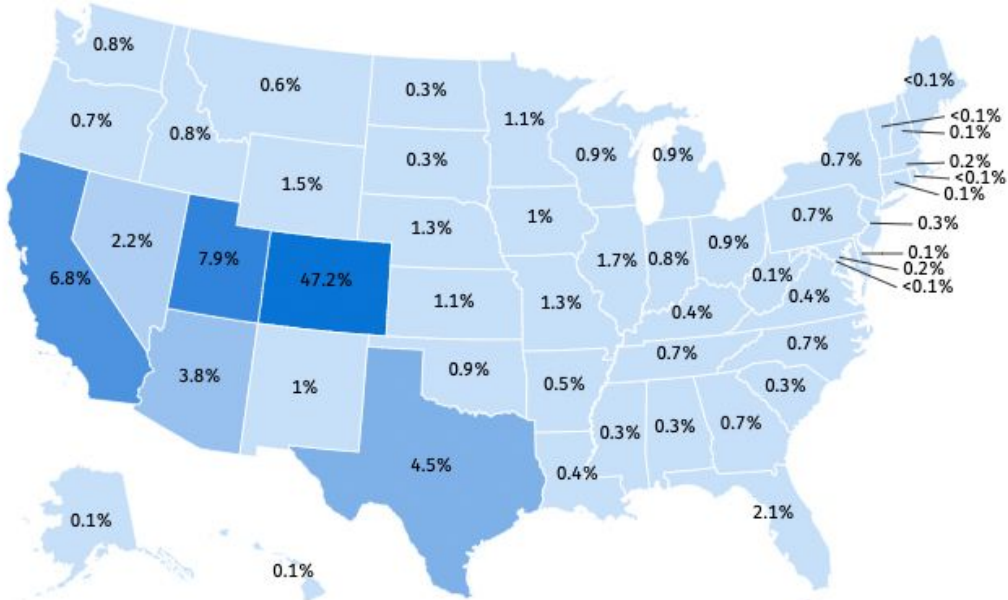
Visitors to Palisade from 50+ miles, estimates based on Visitor Days.

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



# Share of Trips by State Map

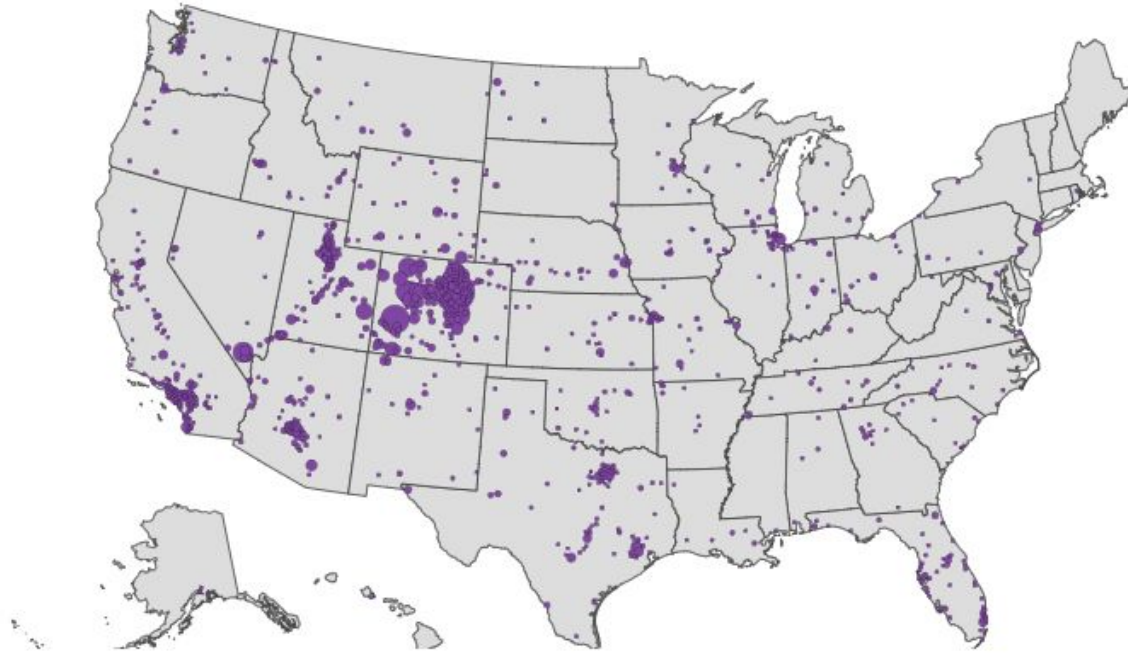
January 2019 to December 31 2022



Visitors to Palisade from 50+ miles, estimates based on Total Trips Taken.  
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# Visitor Density Map

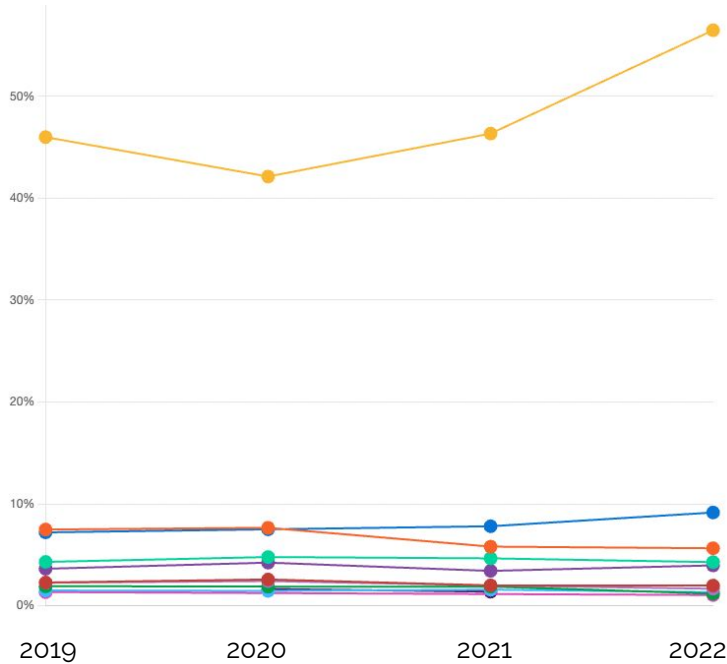
*January 2019 to December 31, 2022*



**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



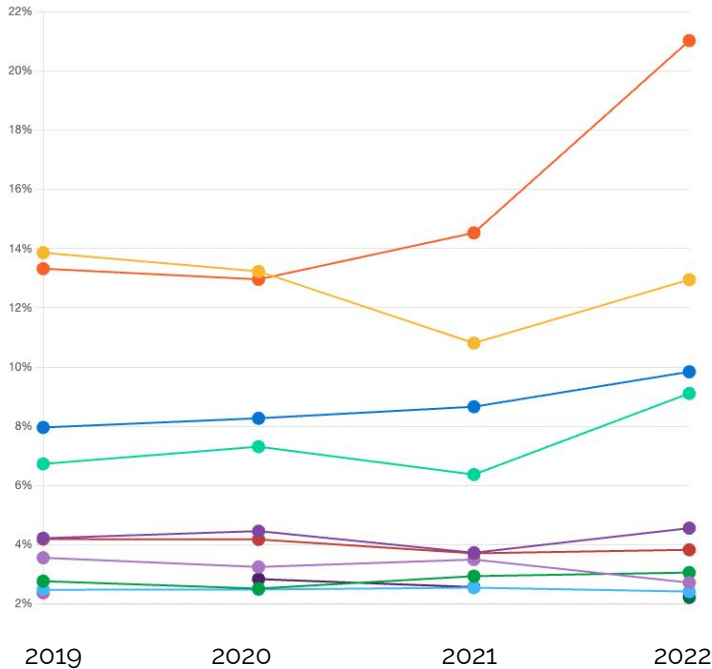
	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	
1	Colorado 45.99%	Colorado 42.12%	Colorado 46.34%	Colorado 56.48%	Colorado
2	California 7.48%	California 7.65%	Utah 7.8%	Utah 9.15%	California
3	Utah 7.2%	Utah 7.5%	California 5.8%	California 5.64%	Utah
4	Texas 4.3%	Texas 4.78%	Texas 4.65%	Texas 4.28%	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

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# Top Source Markets

## Top Out-of-State Markets



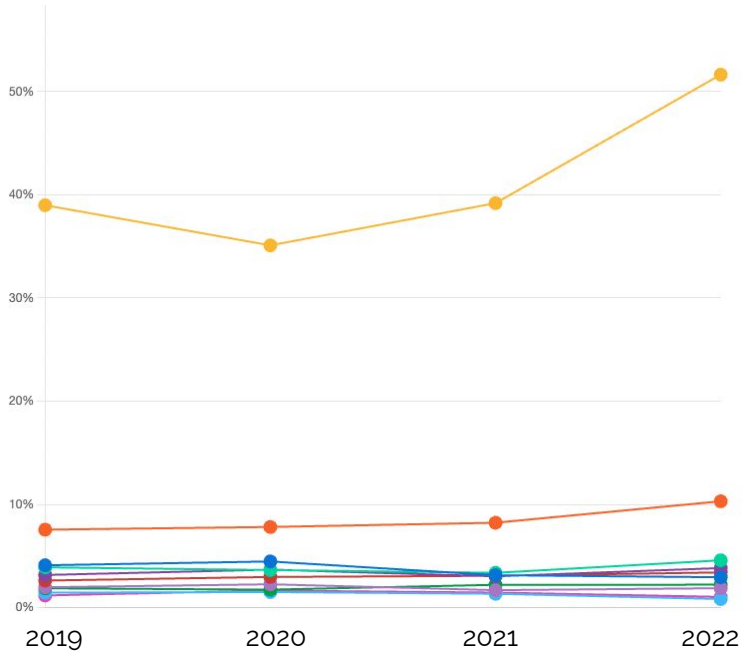
	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	
1	California 13.86%	California 13.23%	Utah 14.53%	Utah 21.02%	● California
2	Utah 13.32%	Utah 12.96%	California 10.81%	California 12.95%	● Utah
3	Texas 7.96%	Texas 8.27%	Texas 8.66%	Texas 9.84%	● Texas
4	Arizona 6.73%	Arizona 7.31%	Arizona 6.37%	Arizona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

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

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# Top Source Markets DMA



	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	
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

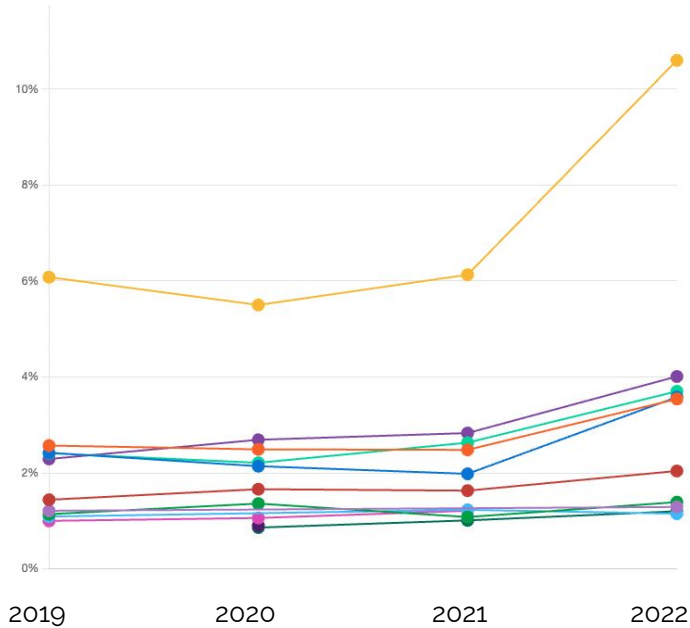
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# Top Source Markets

## City



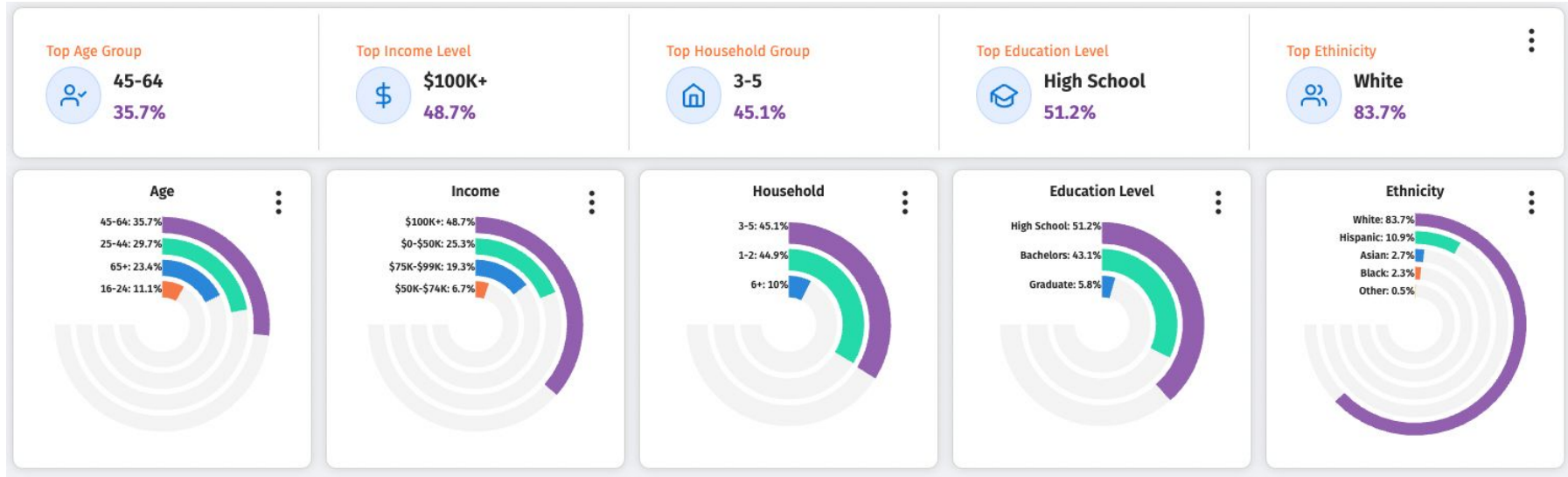
	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	
1	Denver, CO <b>6.08%</b>	Denver, CO <b>5.5%</b>	Denver, CO <b>6.13%</b>	Denver, CO <b>10.6%</b>	● Denver, CO
2	Aurora, CO <b>2.57%</b>	Montrose, CO <b>2.69%</b>	Montrose, CO <b>2.83%</b>	Montrose, CO <b>4.01%</b>	● Aurora, CO
3	Colorado Springs, CO <b>2.42%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



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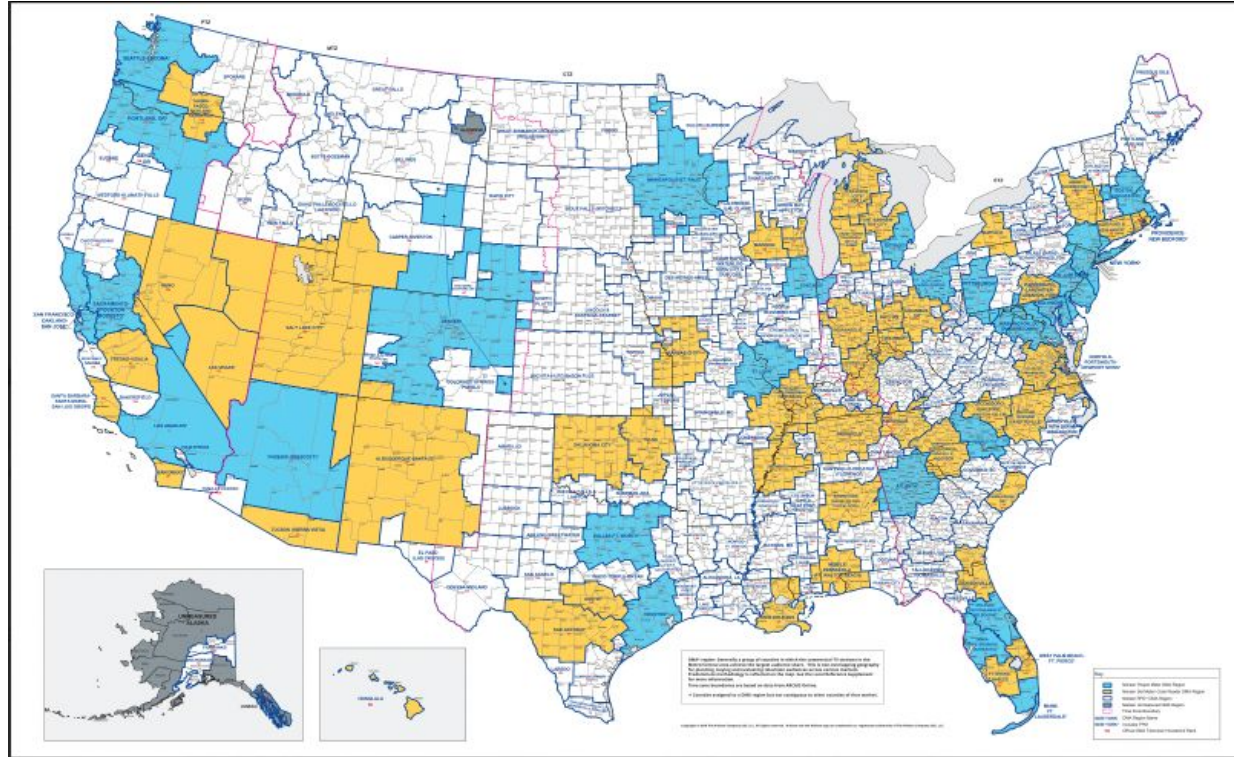
# Appendices

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**DATAFY**



# Nielsen DMA Map





# 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.