



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



January 11, 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. ROLL CALL**
- IV. AGENDA ADOPTION**
- V. SELECTION OF 2022 OFFICERS**
 - A.** Chairman, Vice-Chairman, Secretary (See page 2 for Municipal Code Article)
- VI. ADVERTISING UPDATE: Ryan and Melita**
 - A.** Update on Marketing Strategy
 - B.** Ideas for Winter Traffic
 - C.** Report from 2021 GoColorado.com – Need to update our landing page – Juliann
<https://www.go-colorado.com/Palisade-Chamber-of-Commerce-CO-DMO/#>
- VII. OLD BUSINESS**
 - A.** Juliann and Amy to meet on January 24, 2022, to update the map. Any suggestions?
 - B.** Update on CARE Grant
- VIII. NEW BUSINESS**
 - A.** Amendment of Ordinance 2009-02 to include one member to be a representative of the Palisade Chamber of Commerce.
- IX. PUBLIC COMMENT**
- X. ORGANIZATION UPDATES** (Please keep comments to 3 minutes)
- XI. ADJOURNMENT**

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

Sec. 2-286. Operation.

The Tourism Advisory Board shall elect officers consisting of a Chairman, Vice-Chairman, and a Secretary. Officers shall serve for a period of one (1) year. They may succeed themselves for not more than two (2) terms. Officer shall be selected at the first meeting of every year. Officers shall perform duties appropriate to their titles, such as:

- I. Chairman: Lead meetings, work with staff on agenda development, and coordinate with Town staff on projects and involvement in public relations.
- II. Vice-Chairman: Fills in for Chairman when necessary and assists as needed with projects and public relations.
- III. Secretary: Takes and prepares minutes in a timely manner. Copies of all minutes shall be forwarded to the Board of Trustees. Minutes should be reflective of the agendas.

2022 Dates for TAB Meetings

All meetings are scheduled for the Second Tuesday of the Month, Noon to 2PM

Trustee Board Room – 341 West 7th Street

A zoom link will be provided for members unable to attend in person and for Slate Communications

Day	Date
Tuesday	January 11
Tuesday	February 8
Tuesday	March 8
Tuesday	April 12
Tuesday	May 10
Tuesday	June 14
Tuesday	July 12
Tuesday	August 9
Tuesday	September 13
Tuesday	October 11
Tuesday	November 8
Tuesday	December 13

Fruita & Palisade

Teaming up for a sustainable tourism future

Oct 28, 2021



COLORADO
TOURISM OFFICE

Agenda

- 9:30 | Welcome & opening remarks
- 9:45 | Group introductions
- 10:00 | Colorado Tourism Roadmap to Recovery update
- 10:30 | Vision for tourism in Fruita and Palisade
- 11:30 | Fruita and Palisade Recovery Assessment & Case Study
- 12:00 | *Lunch*
- 1:00 | Action Planning, Prioritization (group exercises)
- 2:30 | Wrap up & next steps
- 3:00 | Adjourn

Objectives

- Identify a vision for tourism across the bookends of the Grand Valley
- Align on collaborative approaches to advance tourism
- Brainstorm strategies to enhance outdoor recreation and agritourism experiences



Introductions

- Your name
- Organization or business you represent (if any)



State Of Colorado Tourism

Colorado Tourism Office

The Colorado Tourism Office (CTO) is the Destination Marketing and Management Organization for the state of Colorado.

The CTO is a division of the Colorado Office of Economic Development and International Trade (OEDIT) with a mission to drive traveler spending through promotion and development of compelling, sustainable travel experiences throughout our four-corner state.

The Role Of DMOs

Destination Marketing and Management Organizations *inspire travel* to and within a destination, *enhance visitor experience*, *protect destination assets* and *improve residential quality of life*.



The Evolution of DMOs

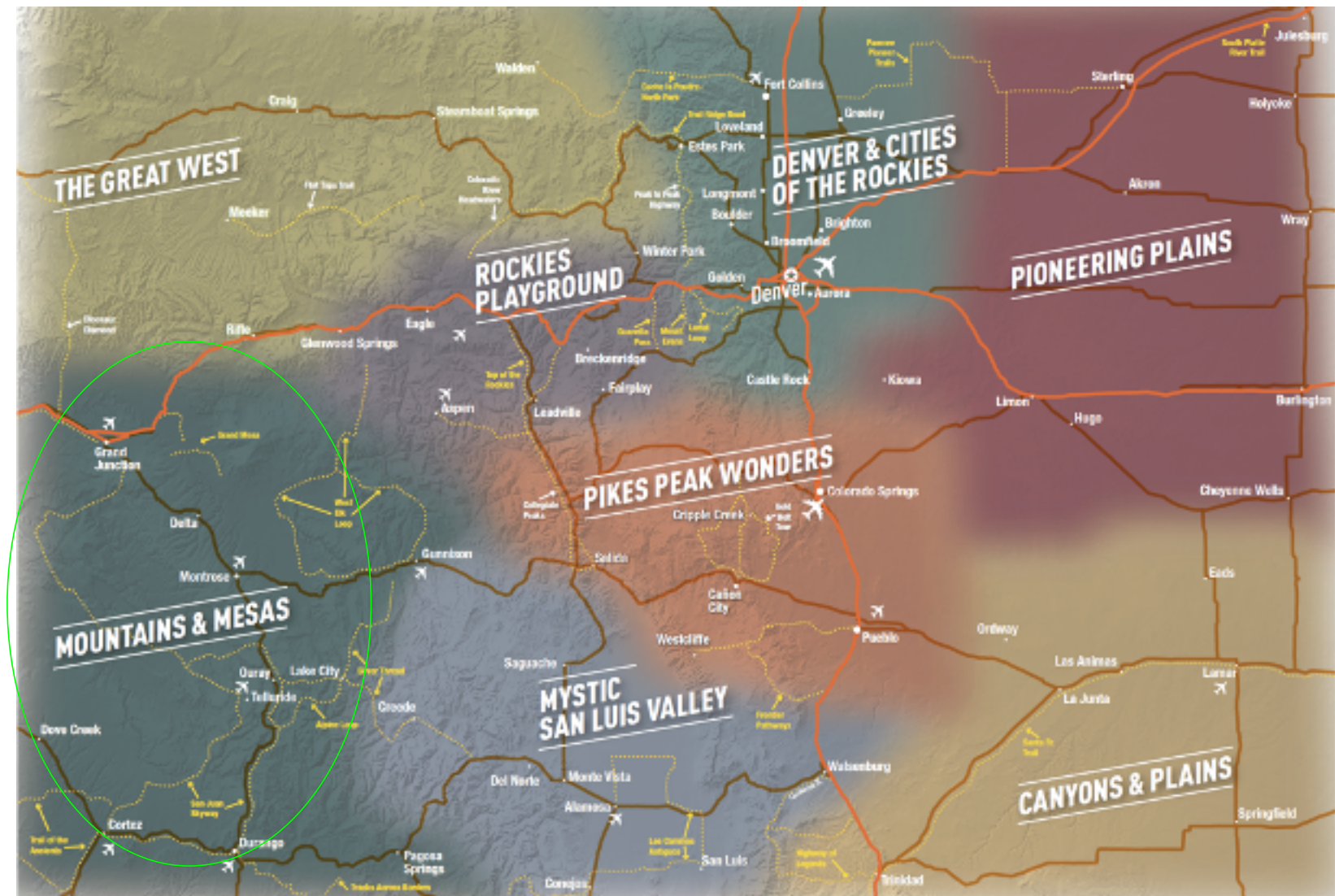


The Evolution of DMOs



The Evolution of DMOs





2020 Statewide Economic Impact

<u>Category</u>	<u>2019</u>	<u>2020</u>	<u>% change</u>
Travel Spending	\$24.2B	\$15.4B	-36%
Tourism Employment	188,000	149,000	-21%
State and Federal Tax Revenue	\$3.1B	\$2.2B	-29%

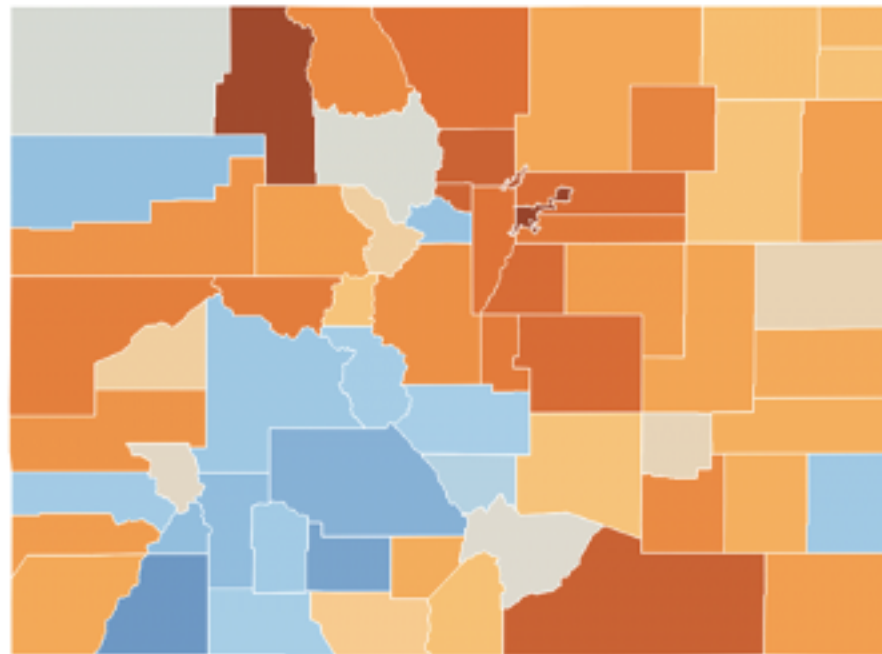
*Source: Dean Runyan Associates, The Economic Impact of Travel in Colorado, 2011-2020

2011 vs 2020 Economic Impact

<u>Category</u>	<u>2011</u>	<u>2020</u>	<u>% change</u>
Travel Spending	\$15.8B	\$15.4B	-3%
Tourism Employment	141,000	149,000	6%
State and Federal Tax Revenue	\$1.8B	\$2.2B	22%

*Source: Dean Runyan Associates, The Economic Impact of Travel in Colorado, 2011-2020

Change In Visitor Spending



Change in Visitor Spending
-56.4% 28.8%

Key Findings

- Denver, El Paso, Arapahoe, Routt and Larimer counties experienced the highest reductions in visitor spending
- Accommodations lost \$1.9B, representing a decline of 36%
- Leisure and Hospitality lost approximately 33,600 jobs in 2020, representing 88% of the direct job loss



Key Findings

- Custer, Fremont, Huerfano, Mineral, Prowers, Rio Blanco, and Saguache counties increased all metrics
- Local sales taxes generated by the travel industry make up 42.5% of all state and local travel generated tax revenue
- Travel spending in 2020 reduced Colorado household taxes by \$478



Mountains & Mesas

<u>Category</u>	<u>2019</u>	<u>2020</u>	<u>% change</u>
Travel Spending	\$1.9B	\$1.8B	-4%
Tourism Employment	17,620	15,210	-14%
Local & State Tax Revenue	\$113M	\$114M	1%

*Source: Dean Runyan Associates, The Economic Impact of Travel in Colorado, 2011-2020

Mesa County

<u>Category</u>	<u>2019</u>	<u>2020</u>	<u>% change</u>
Travel Spending	\$330.2M	\$245.3M	-25.7%
Tourism Employment	3,390	3,070	-9.5%
Local & State Tax Revenue	\$19.5M	\$16.1M	-17.4%

*Source: Dean Runyan Associates, The Economic Impact of Travel in Colorado, 2011-2020

Colorado Tourism Roadmap to Recovery

Background

- The Colorado Tourism Roadmap was published in 2017
- Work on the Colorado Tourism Roadmap to Recovery began in June 2020
- Both are five year strategic plans for the Colorado tourism industry



Strategic Priorities

1. Drive near-term industry recovery (12-18 months)
2. Foster long-term industry resilience (5+ years)



Drive Near-Term Recovery

- Continue to monitor and analyze impacts
- Establish two-way communications with DMOs and local business leaders
- Support the specific needs of Colorado tourism industry partners
- Promote under-visited areas and COVID-19 relevant experiences
- Champion the value of tourism to address negative press



Foster Long-Term Resilience

- Ensure tourism has a seat at the table with advisory groups that are tackling statewide challenges
- Partner with advisory groups focused on diversity, equity, and inclusion and environmental stewardship
- Advance low-impact travel opportunities across Colorado



Lead - Partner - Advocate Framework

LEAD

DMO will be responsible and accountable for the initiative

PARTNER

DMO will support the pursuit of the stakeholders' goals

ADVOCATE

DMO will work with, for and through others to achieve a desired outcome

<u>PRIORITY</u>	<u>EXAMPLE TACTIC</u>	<u>DMO</u>	<u>Partners</u>
Encourage responsible visitation	Convene a recreation roundtable	Partner	
	Prioritize and distribute visitor behavior messaging	Lead	
	Launch trailhead ambassador program/adopt a trail program	Partner	
	Require education for backcountry use/permitting	Advocate	
	Install wayfinding and signage	Partner	
Champion the value of tourism	Curate messaging and engage residents and elected officials	Lead	
	Launch industry public relations campaign (i.e. faces of tourism)	Lead	
	Ensure tourism has a seat at the table of larger conversations	Advocate	
Advance tourism workforce	Provide frontline staff training opportunities	Lead	
	Foster a stronger tourism workforce community	Partner	
	Increase tourism workforce acquisition	Advocate	
	Increase workforce housing	Advocate	
Diversify funding	Apply for state and federal grants	Lead*	
	Explore new policy frameworks for funding	Partner	
	Adopt new recreation fees for maintenance	Advocate	

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	Prioritize and distribute visitor behavior messaging	Lead	
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	<i>Require education for backcountry use/permitting</i>	<i>Advocate</i>	
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Diversify funding	Apply for state and federal grants	Lead*	
	<i>Explore new policy frameworks for funding</i>	<i>Partner</i>	
	<i>Adopt new recreation fees for maintenance</i>	<i>Advocate</i>	

<u>PRIORITY</u>	<u>EXAMPLE TACTIC</u>	<u>DMO</u>	<u>Partners</u>
Promote local businesses and experiences	Advance outdoor recreation experiences		
	Advance agritourism experiences		
	Advance cultural tourism experiences		
	Curate augmented experiences		
Attract the low-impact traveler	Lean into experiences that make more visitors feel like less		
Deliver a year-round tourism economy	Identify gap areas and your competitive advantage		
Foster inclusive travel opportunities	Complete a content audit and update visitor information		
	Provide educational resources to local partners		

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Deliver a year-round tourism economy	Identify gap areas and your competitive advantage	Lead	
Foster inclusive travel opportunities	Complete a content audit and update visitor information	Lead	
	Provide educational resources to local partners		

Group Facilitated Activity #1

*Envisioning Fruita and Palisade
in 2035*

Overview

- Using role-play, workshop attendees will begin to envision the future of tourism in Fruita and Palisade



Sample Personas to Choose From

- VISITOR
- BUSINESS OWNER
- GUIDE/OUTFITTER
- RESIDENT
- MAYOR

— It is 2035...

Instructions Part 1

- Participants describe the tourism industry in the year 2035 to a “reporter”
 - How has tourism changed since 2021?
 - Be positive!
- Select one person to be the reporter, other group members select a “persona”



Sample Reporter Questions

- **VISITOR:** What drew you to Fruita and Palisade? What do you enjoy about Fruita and Palisade?
- **BUSINESS OWNER:** What's visitation like throughout the seasons? What type of travelers are visiting? How's business? Are winter's profitable for you?
- **GUIDE/OUTFITTER:** What are the guests like that you are guiding? Are you able to make a living year round as a guide? Have you been able to mitigate impacts of tourism on the land? If so, how?
- **RESIDENT:** How do you feel about tourism in Fruita and Palisade? How is tourism affecting your life and contributing to the town?
- **MAYOR:** How is tourism contributing to the community and the tax base? Are you seeing any economic benefits and/or improvements to Fruita and Palisade's quality of life?

Instructions Part 2

- Each group comes up with a “headline” that captures the interview results
- Reporter will share their interview results on Fruita and Palisade in 2035
- After each group reports, all discuss and identify two of the recommended priorities that will be most effective in realizing the 2035 vision



Recovery Assessment Overview

Restart Destinations Program

- Recovery Assessment
 - Background research
 - Visitor profile study
 - Resident sentiment survey
 - Tourism stakeholder survey
 - Core team meetings
- Full-Day Workshop
- 75 hours of free consulting *(coming soon)*
- Direct marketing support *(coming soon)*



Visitor Profile Study

- Data is provided by Zartico using anonymized cell phone location
- Fruita and Palisade provided a geographical boundary and a list of priority points of interest



Overall Trends — Fruita

Source: DEVICE COUNT: Near. Tracked Devices account for approx. 5% of overall visitation. Points of Interests selected by Colorado Tourism Office & Partners and supplemented by Zartico. Overnight visitors: +8 hours at your destination, with overnight stay (observed the next day at your destination). EMPLOYMENT: Bureau of Labor and Statistics (BLS) Note: Quarterly employment numbers represent unweighted average of three-month employment. Data is delayed 3 quarters to view by county. Cannot be drilled down further than by county.

Visitor Device Count (Approx.
5%)

11,807

% Overnight Visitation

77.5%

Visitor %: In State, Out of State, Residents



Overall Trends — Palisade

Source: DEVICE COUNT: Near. Tracked Devices account for approx. 5% of overall visitation. Points of Interests selected by Colorado Tourism Office & Partners and supplemented by Zartico. Overnight visitors: +8 hours at your destination, with overnight stay (observed the next day at your destination). EMPLOYMENT: Bureau of Labor and Statistics (BLS) Note: Quarterly employment numbers represent unweighted average of three-month employment. Data is delayed 3 quarters to view by county. Cannot be drilled down further than by county.

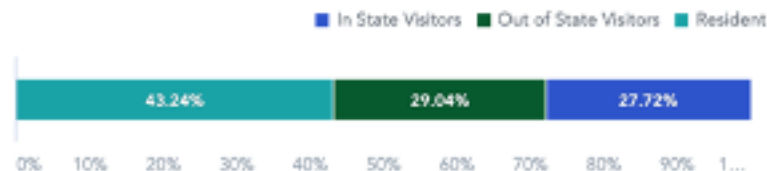
Visitor Device Count (Approx.
5%)

9,955

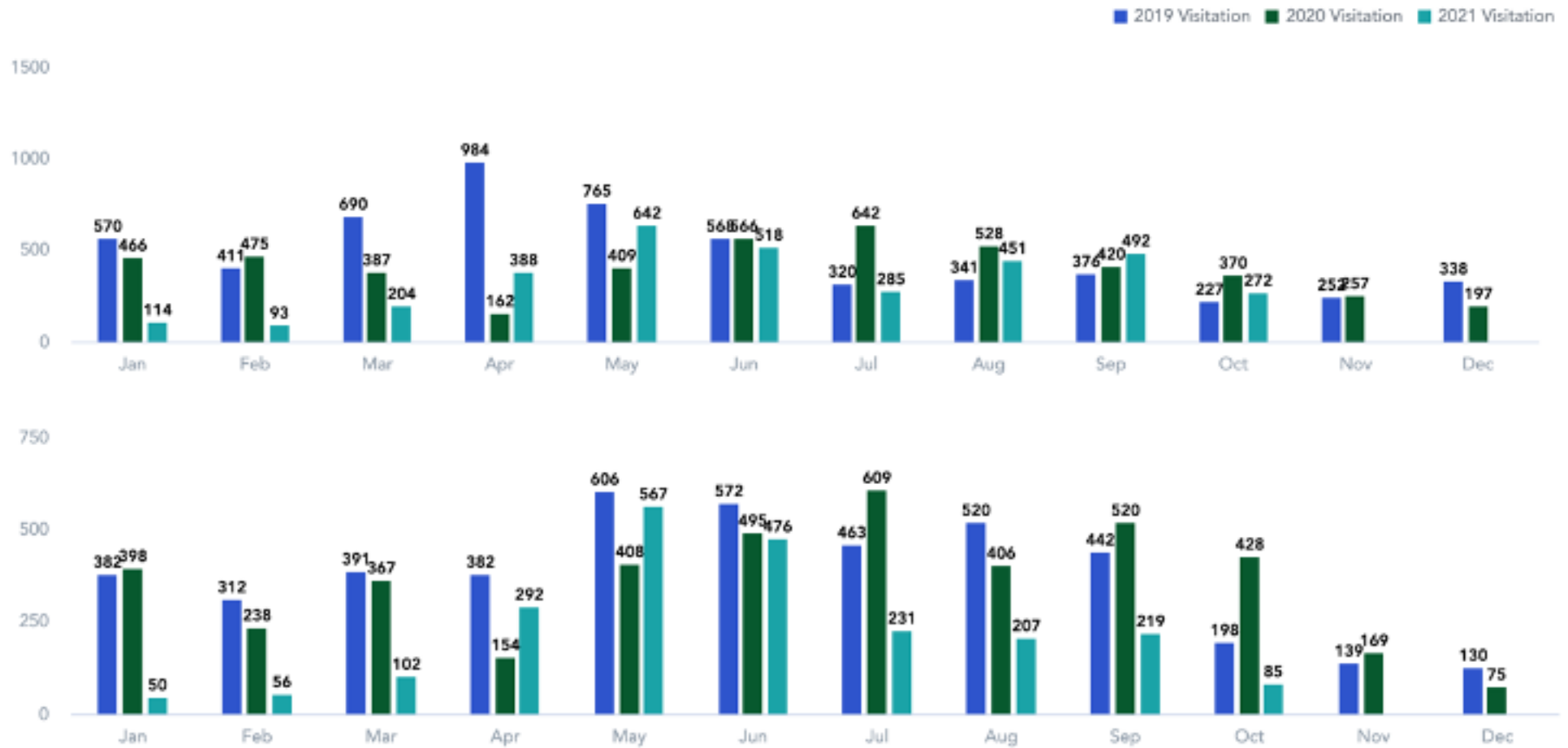
% Overnight Visitation

78.3%

Visitor %: In State, Out of State, Residents



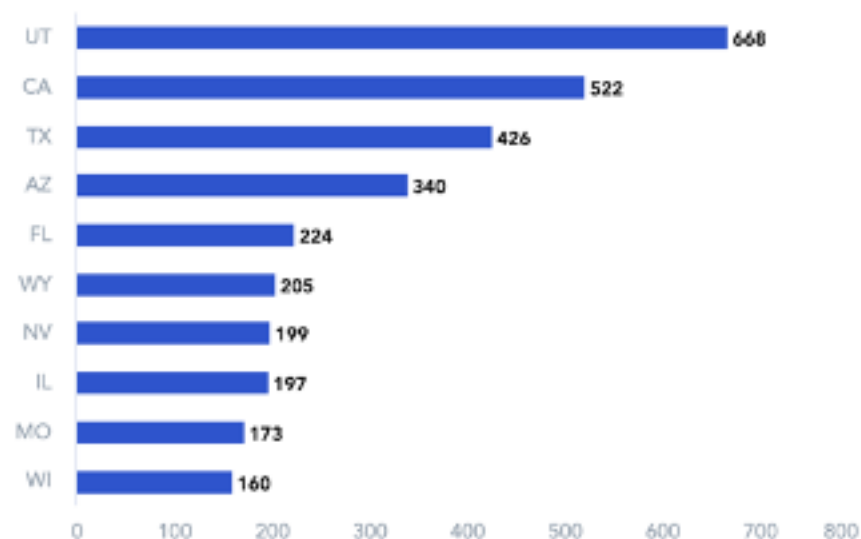
Visitor Device Count by Month - 2019, 2020, 2021



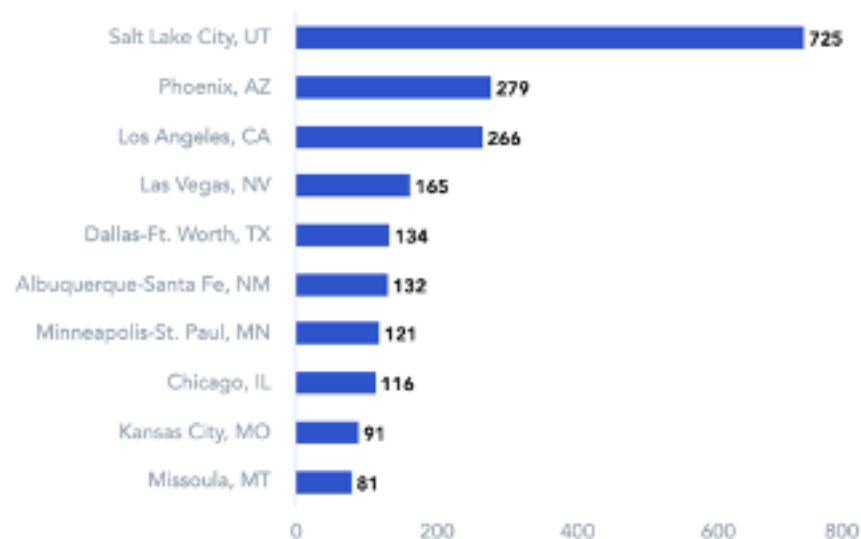
Where are Visitors Coming From Outside of Coloardo?

Source: Near, Tracked Devices account for approx. 5% of overall visitation. Points of Interests selected by Colorado Tourism Office & Partners and supplemented by Zartico. The Denver DMA spans across Colorado, Wyoming and Nebraska so will be accounted for in both In-State and Out-of-State insights.

Top 10 States Driving Visitation



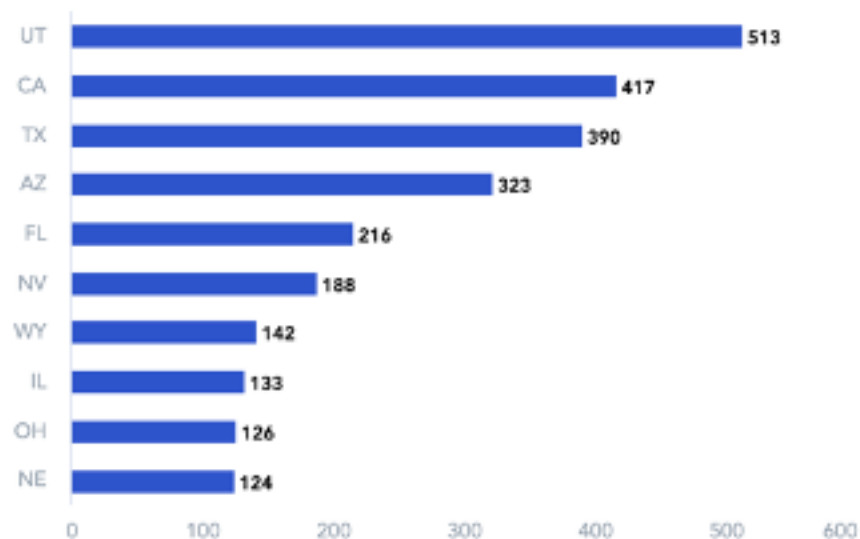
Top 10 Markets Driving Visitation



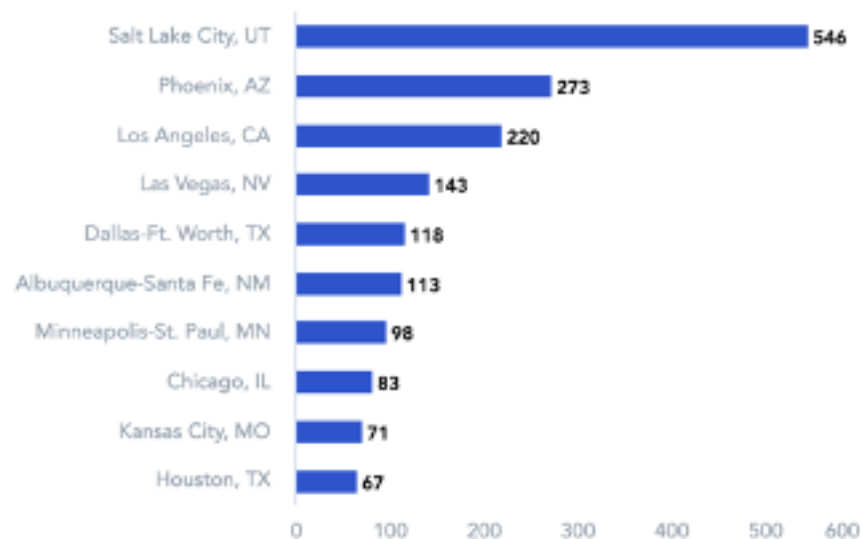
Where are Visitors Coming From Outside of Colorado?

Source: Near. Tracked Devices account for approx. 5% of overall visitation. Points of Interests selected by Colorado Tourism Office & Partners and supplemented by Zartico. The Denver DMA spans across Colorado, Wyoming and Nebraska so will be accounted for in both In-State and Out-of-State insights.

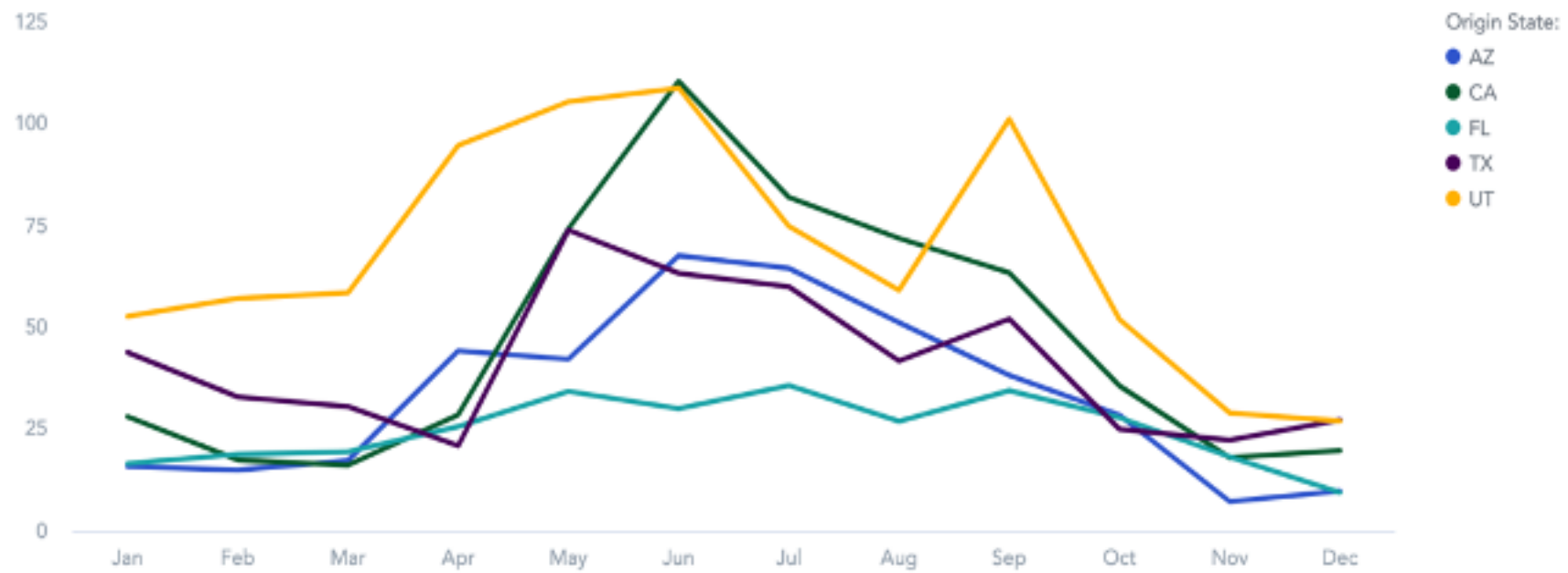
Top 10 States Driving Visitation



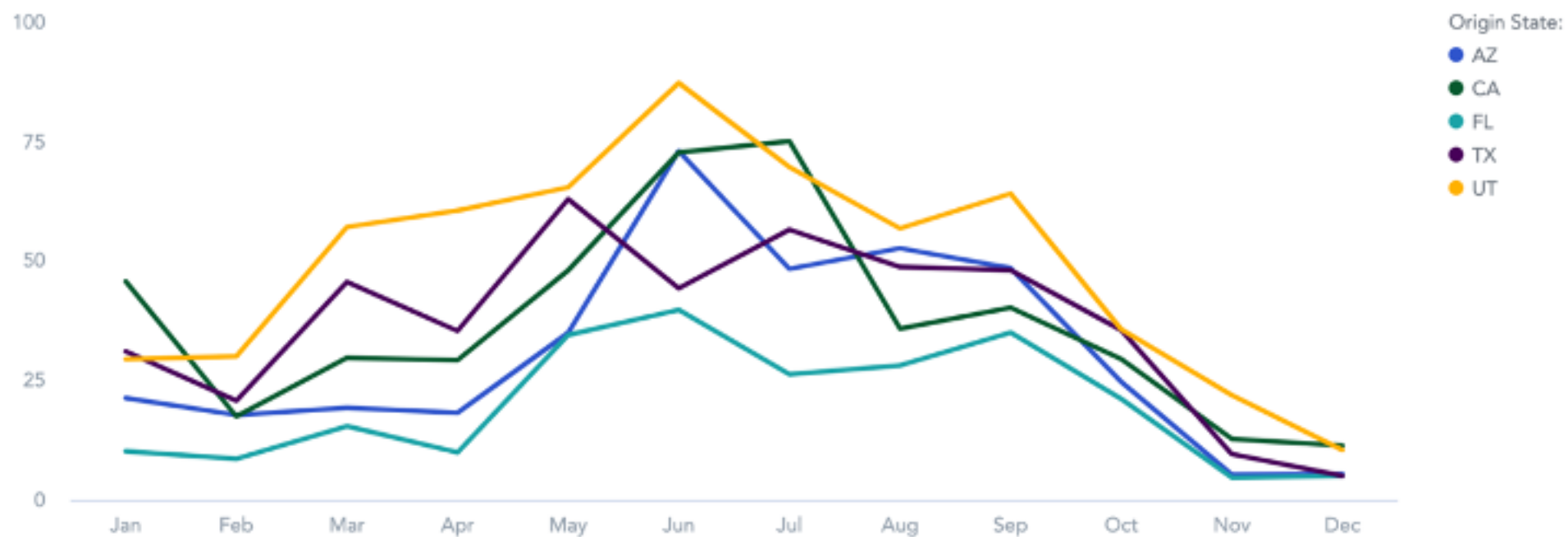
Top 10 Markets Driving Visitation



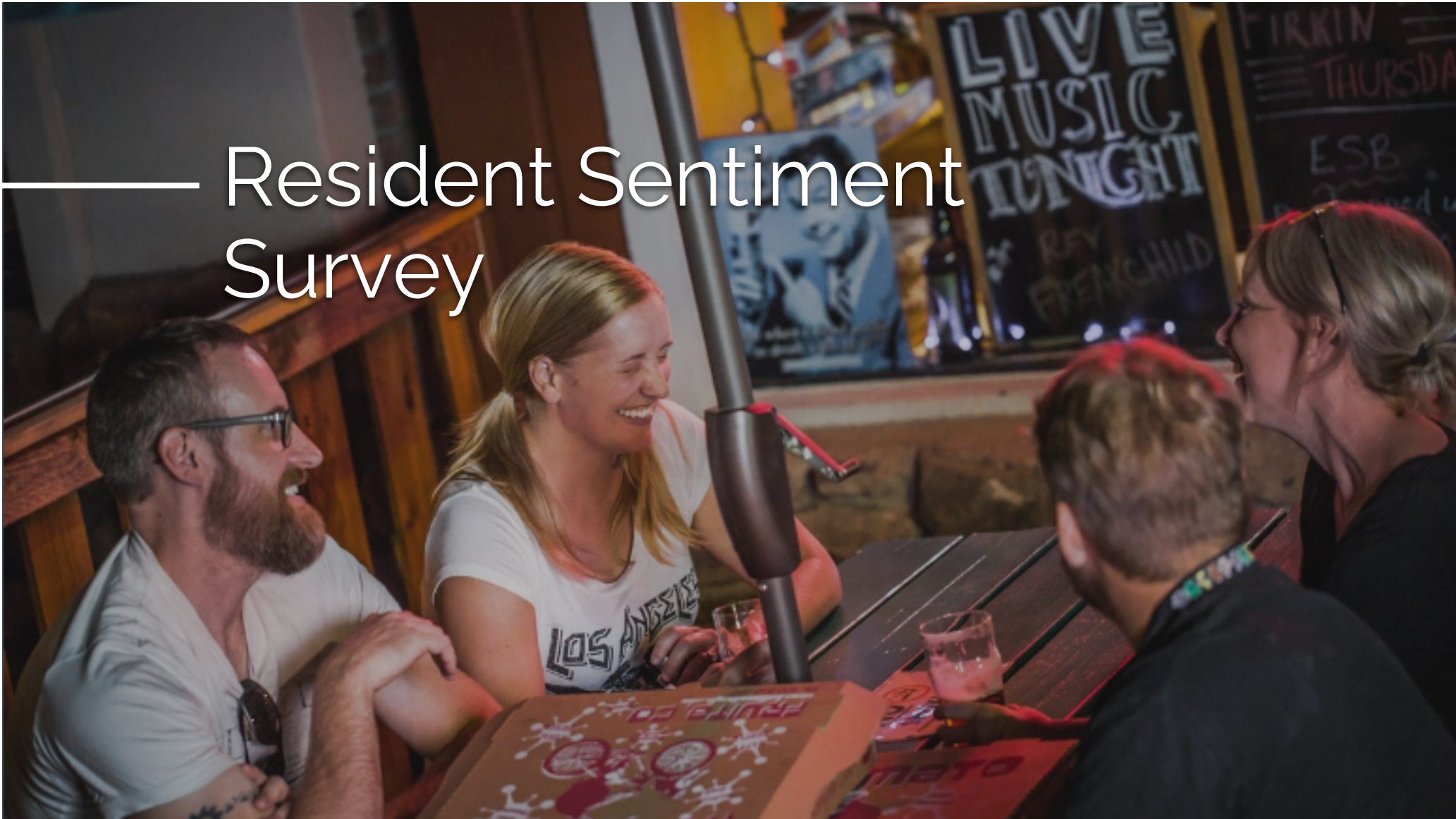
Top 5 States Visitation Over Time



Top 5 States Visitation Over Time



Resident Sentiment Survey

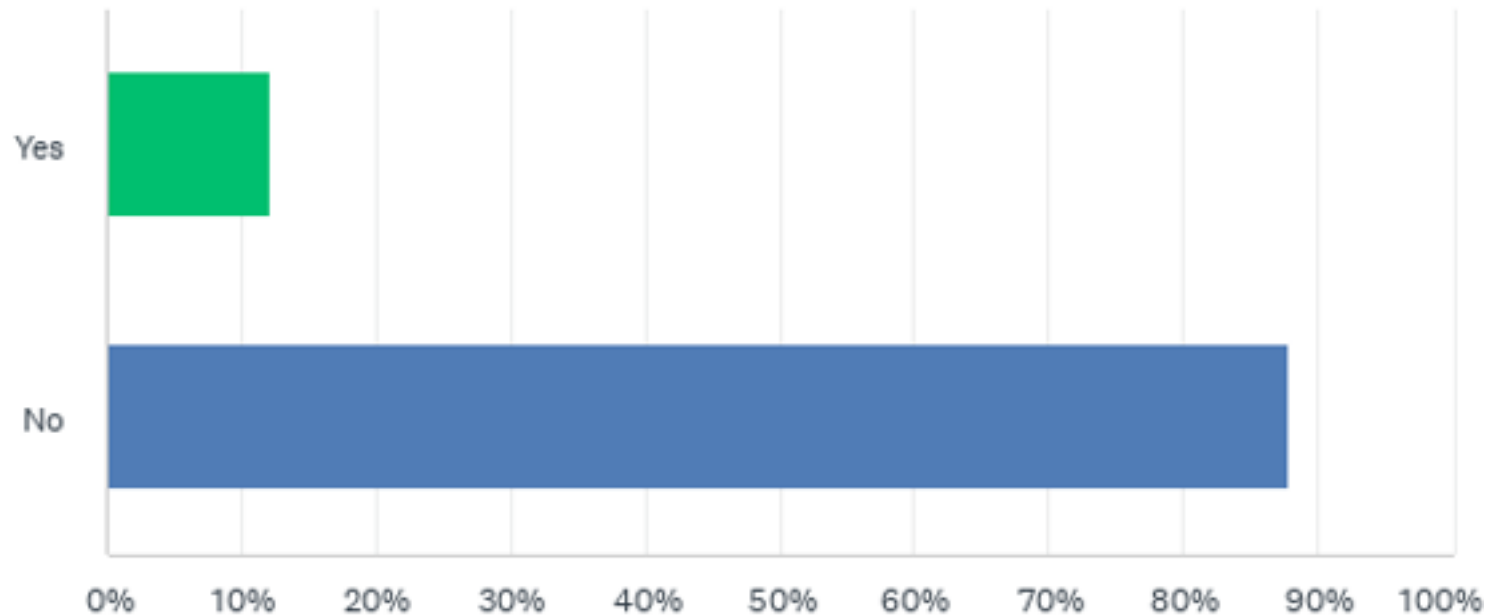


Resident Sentiment Survey

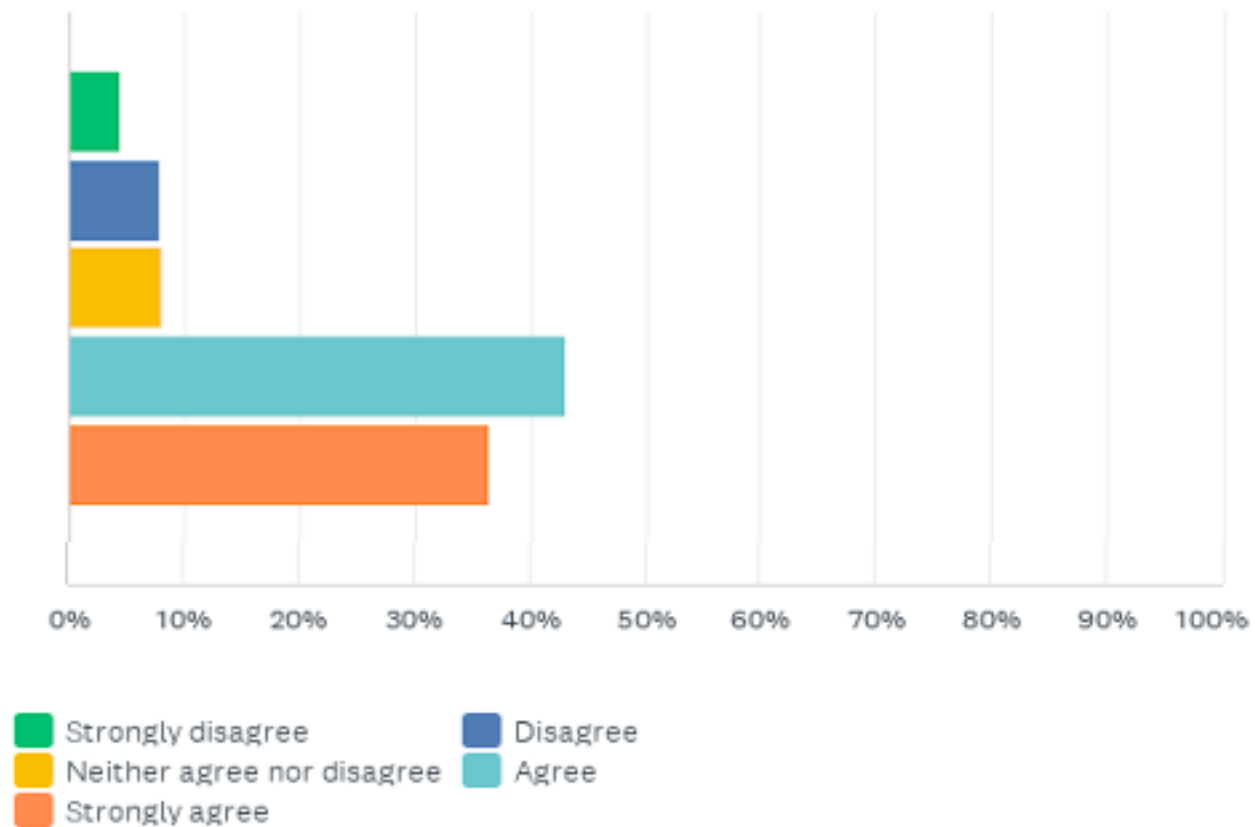
- Launched October 1
- 352 responses and counting
- 88% think tourism is good for Fruita and Palisade



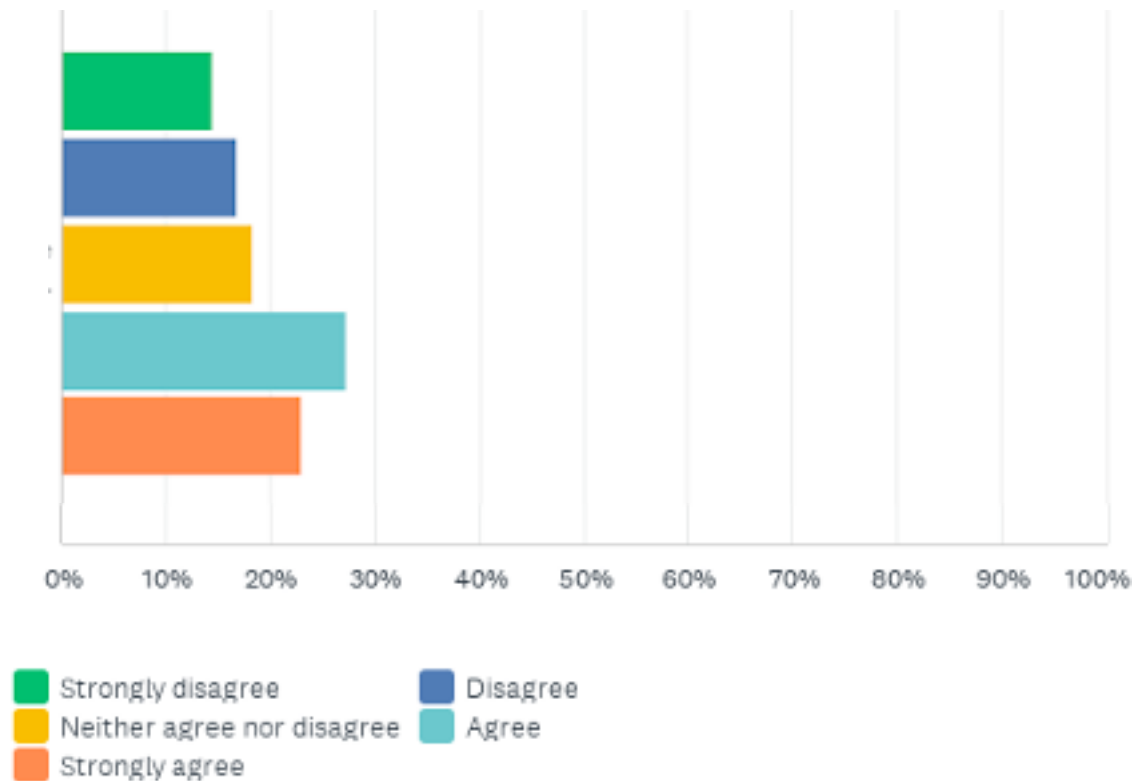
Are You Employed In The Tourism Industry?



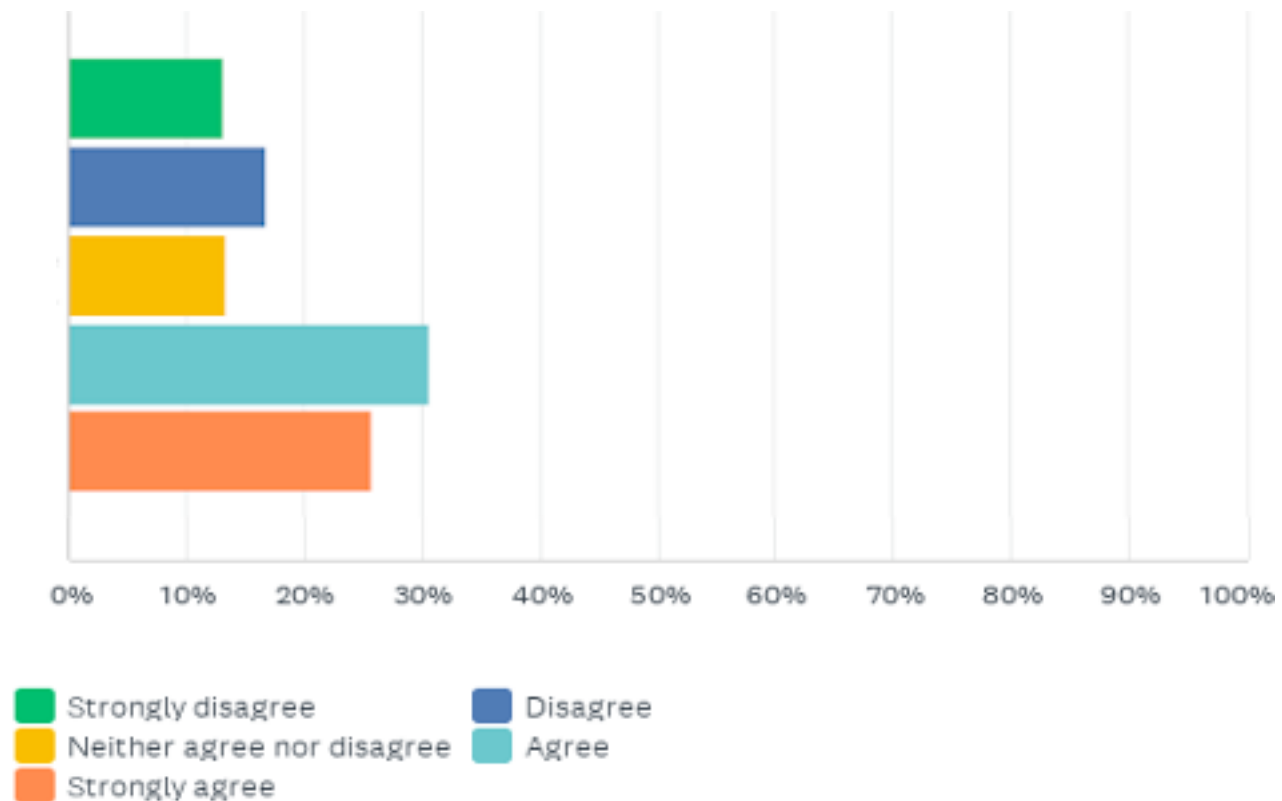
I think tourism is good for Fruita & Palisade



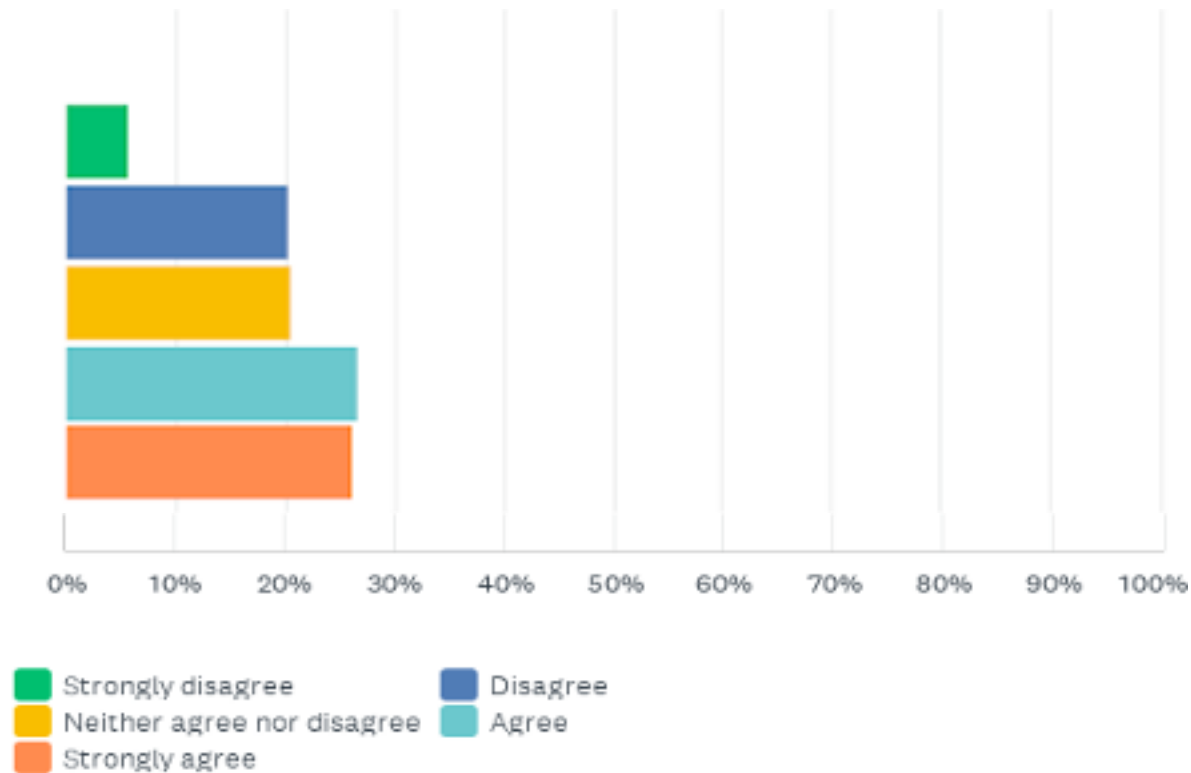
I Would Like To See More Tourists Throughout The Year



I Would Like To See More Tourists During Offseason



Overcrowding By Tourists Is Spoiling Our Natural Areas



Tourism Stakeholder Survey

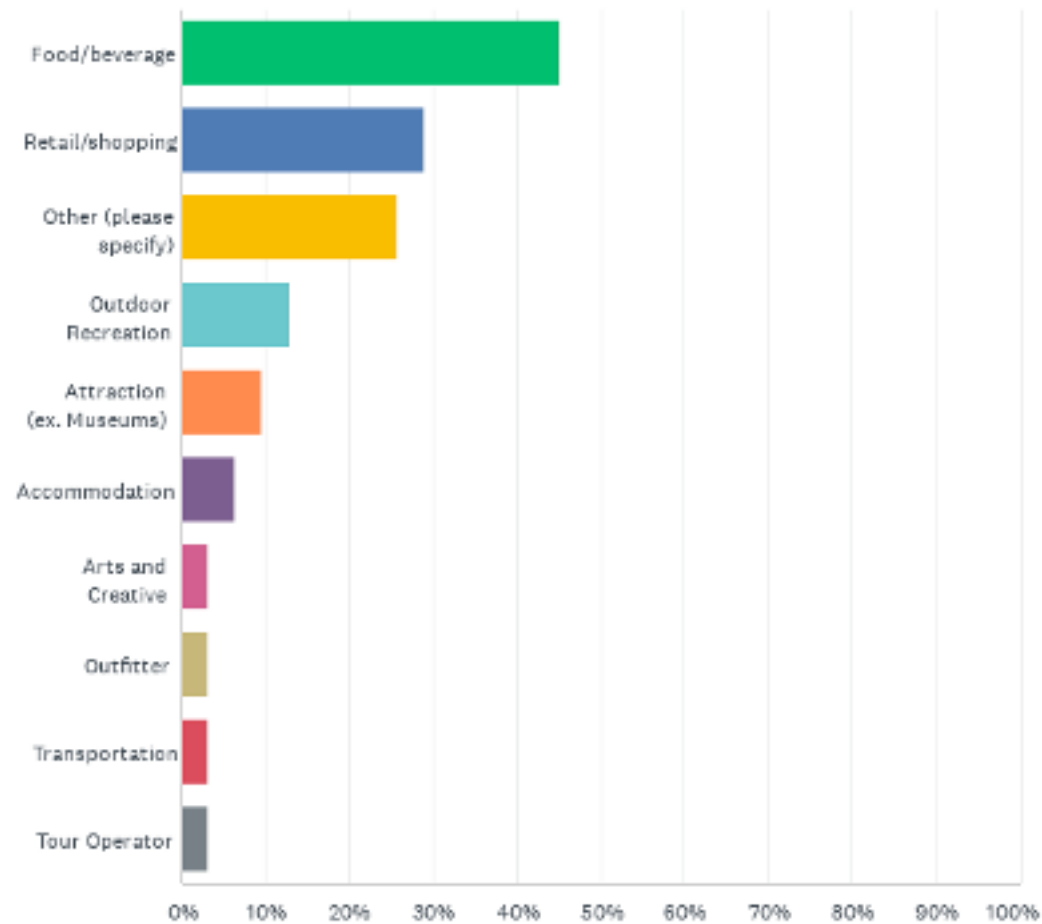


Tourism Stakeholder Survey

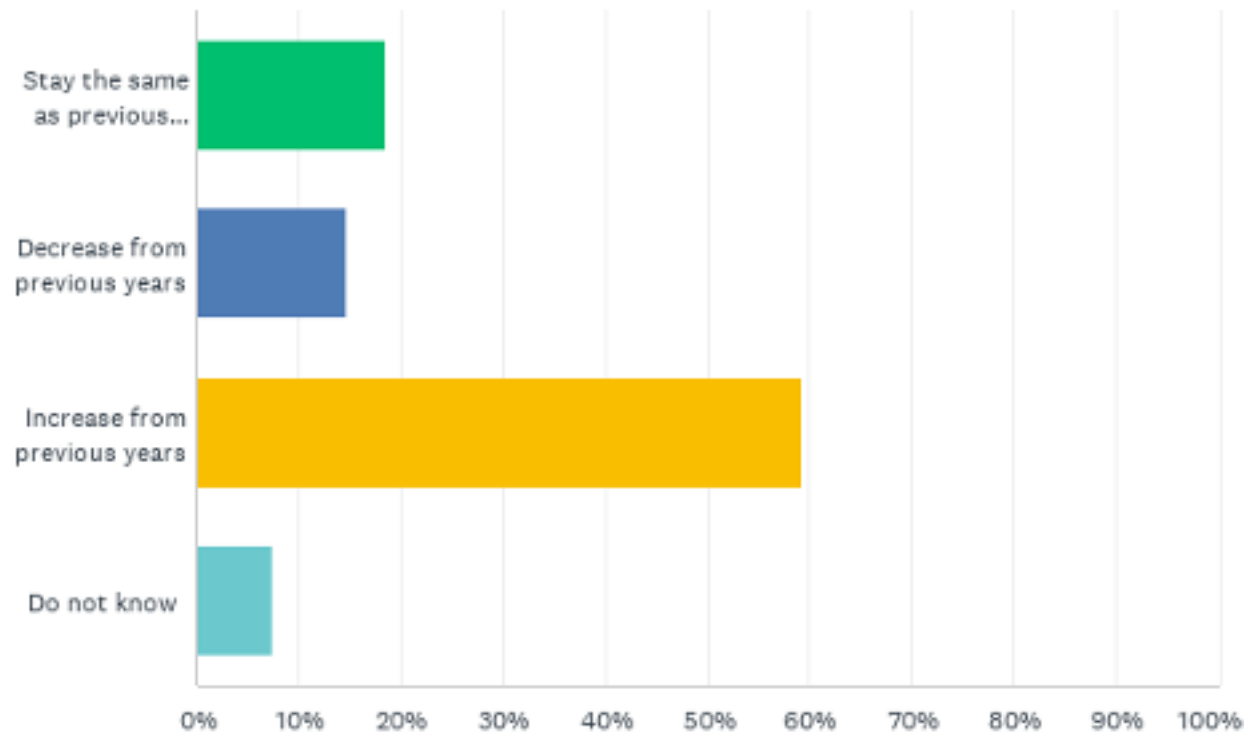
- Launched October 12
- 31 responses so far
- 80% observed increase in visitation
- Top business concerns next 12 months
 - Staff: hiring, retaining, reliability
 - Rising costs and supply chain disruptions



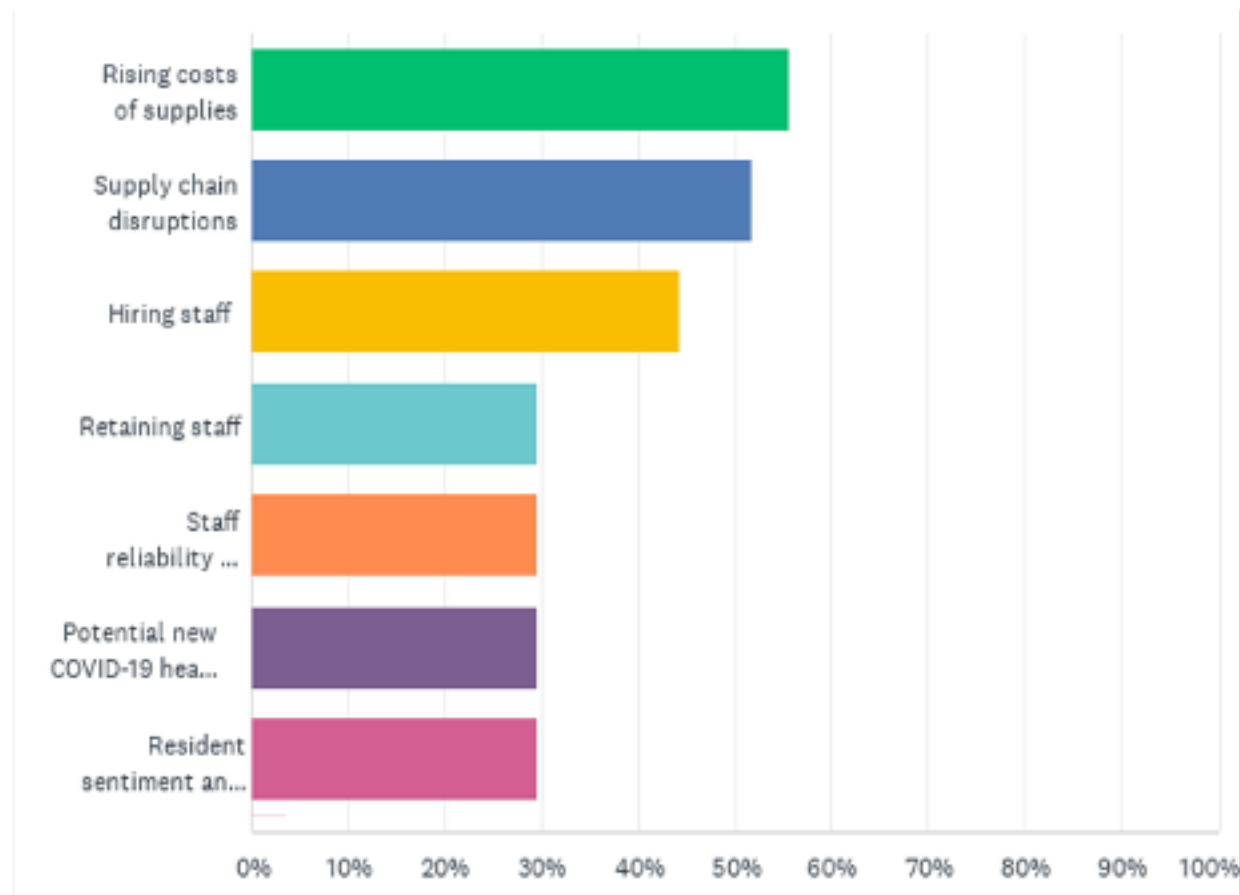
Tourism Business Type



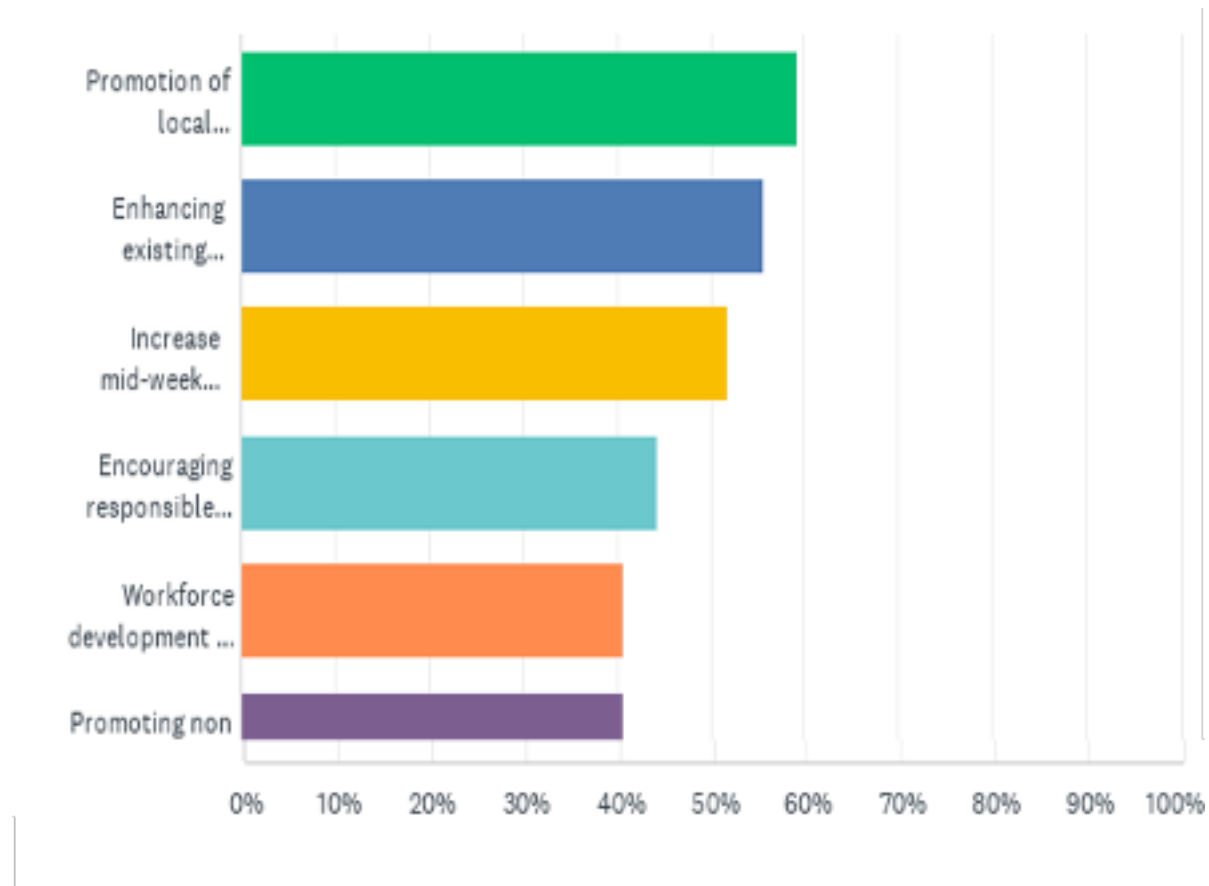
I Have Observed Visitation At My Organization



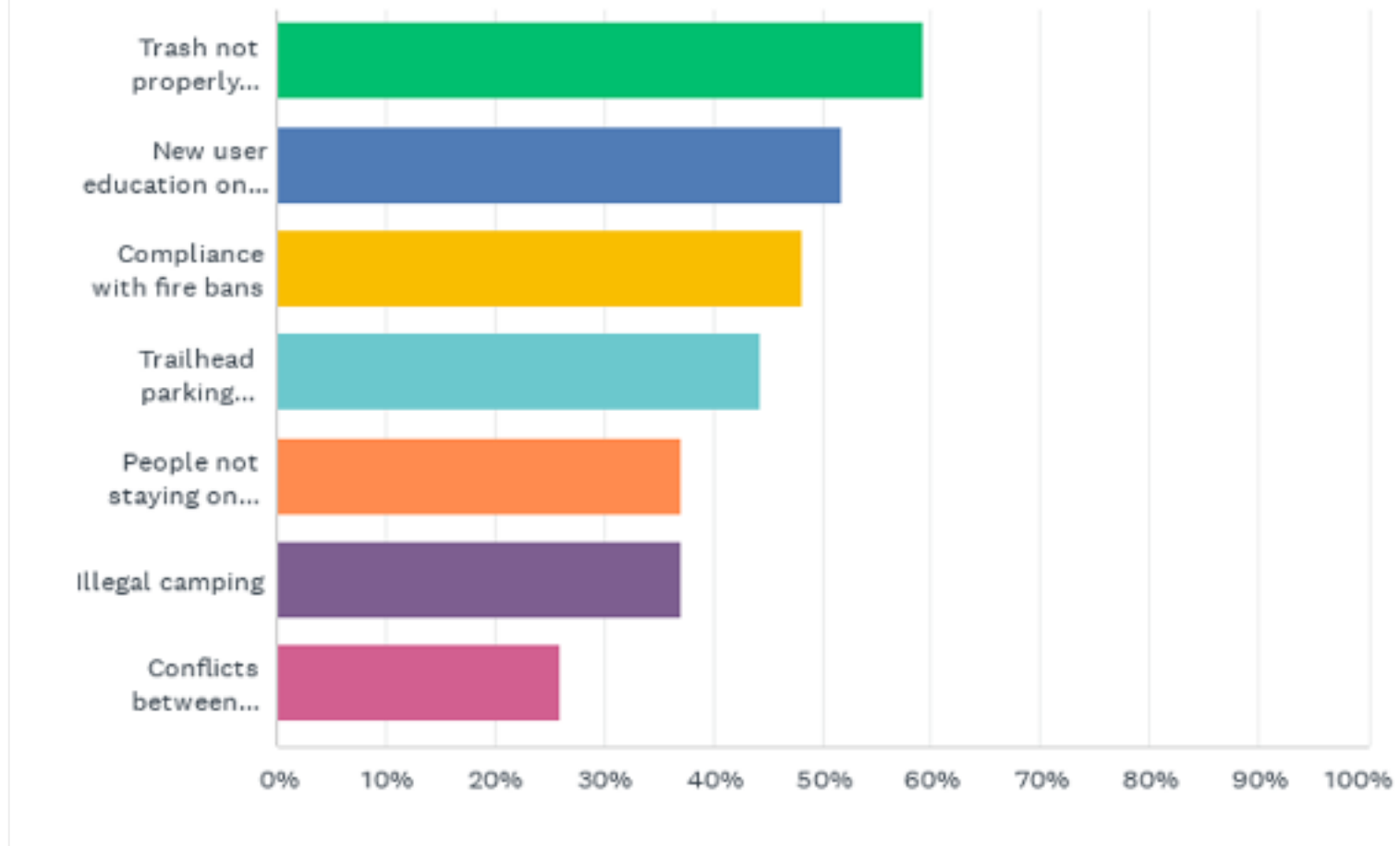
Primary Business Concerns For Next 12 Months



Primary Business Priorities For Next 12 Months

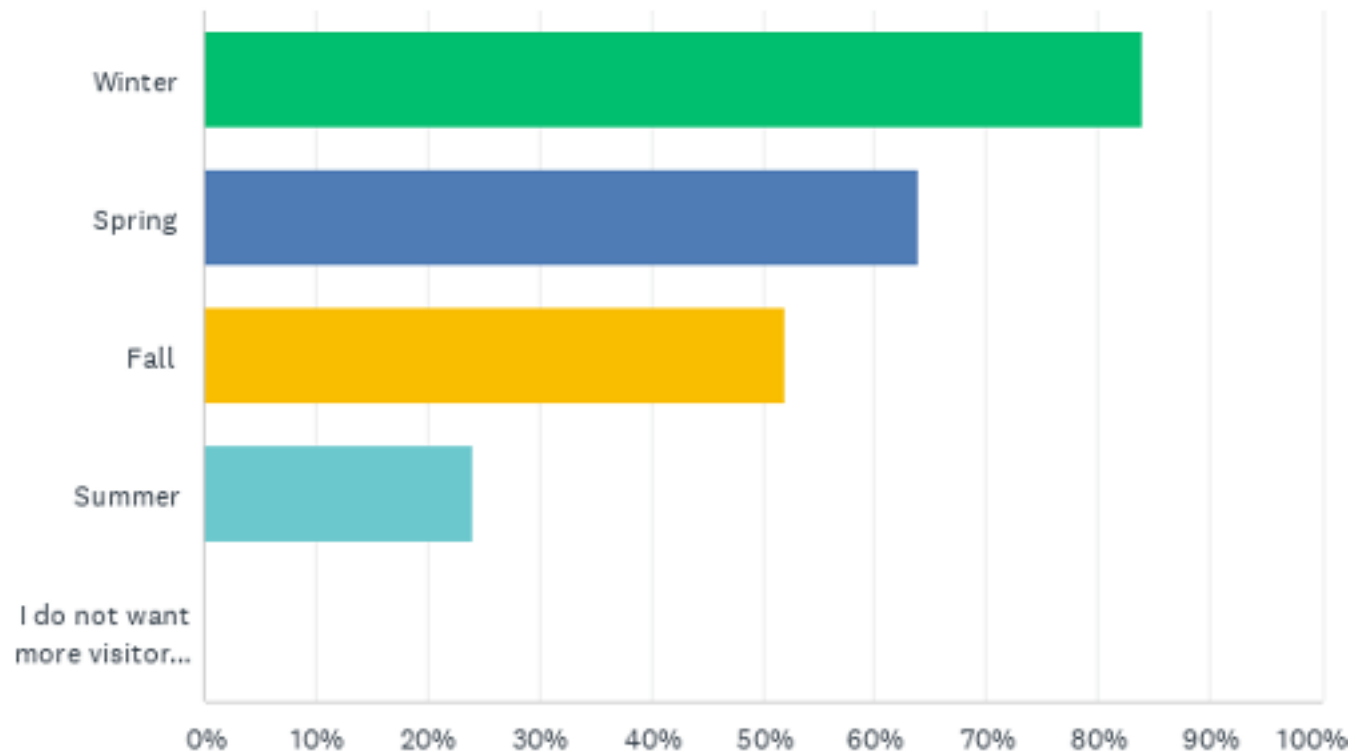


Visitor behaviors To Address For Next 12 Months



I Would Like To See More Visitation During

Answered: 25 Skipped: 6



Stakeholder Priorities

1. Cross-destination collaboration
2. Encourage responsible visitation
3. Curate augmented experiences
4. Champion the value of tourism
5. Diversify funding



Teaming up for Tourism



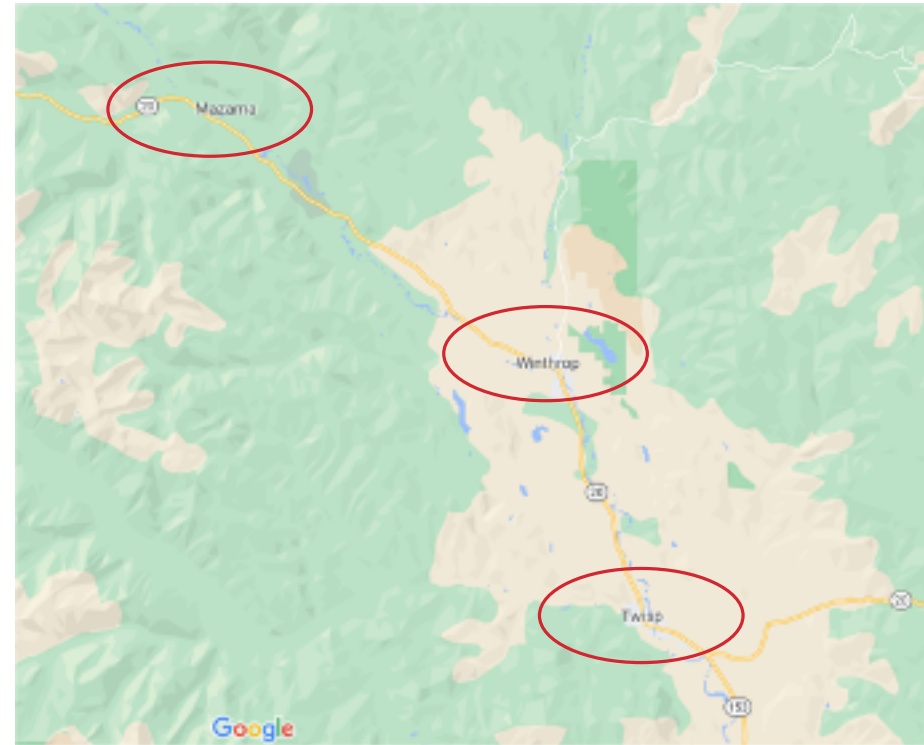
Overview

- Many successful destinations partner with nearby communities to stretch their resources and increase the attraction to visitors



Example: Methow Valley, Washington

- Three towns:
 - Mazama
 - Winthrop
 - Twisp
- All along the Methow River
- East side of Cascade Mountains
 - 4-5 hours from Seattle



Example: Methow Valley, Washington

- International reputation for outdoor recreation
 - 120+ miles of groomed cross country ski trails
 - Trails system used for mountain biking and hiking in the summer
 - Directly generates \$6.7 million and another \$5.7 million indirectly
 - 152.7 FTEs can be directly accredited to the Methow trail system



Approach: How did they do it?

- 1977 formed nonprofit to develop and manage trail
- ~60% on public land, ~40 private
 - Required huge public buy-in
- Mix of volunteers and paid staff from all three communities to maintain network
- Revenue primarily comes from the selling of trail passes



Key Findings

- Organized around shared community asset
- Countered seasonality by becoming a world class winter destination
- Shared sacrifice (40% of trails cross private land), shared reward



Tourism Inspiration: “ActiVino”



Overview

- Northwesterners are known for being both active and connoisseurs of good food and beverage.
- To tell this story, Evergreen Escapes designed tours that had an active component in the morning followed by a wine tasting in the afternoon



Approach: How did they do it?


- Half day active experiences were offered as set departures including
 - Hiking
 - Snowshoeing
 - Kayaking
 - Biking
- Half day wine tour was offered the same afternoons
- Package was created combining these two experiences - “Acti-Vino”



Results

- Formed partnerships with hotels, wineries to offer “Acti-Vino” package
 - Hotels have bigger marketing budgets
- Numerous articles and features produced on this tour and the hotel packages
- Helped define the company's brand and ethos
- Connected visitors to the story of the destination



A group of people are snowshoeing on a snowy mountain trail. The lead person is wearing a blue jacket and a backpack. The second person is wearing a bright yellow jacket. They are following a path through deep snow. In the background, there are snow-covered mountains and a clear blue sky.

Adventure Travel Market Segments

Research from the Adventure
Travel Trade Association

WHAT IS ADVENTURE TRAVEL?



THREE COMPONENTS OF ADVENTURE TRAVEL

ADVENTURE MARKET SEGMENTS

FROM THE ADVENTURE TRAVEL TRADE ASSOCIATION
ADVENTURE PULSE RESEARCH REPORT OF TRAVELERS IN THE UNITED STATES

GRAZERS

**Samples many
activities on one
trip**



ADVENTURERS

**Balances main
activity with
getting to know
local area**



ENTHUSIASTS

**Travels
specifically for
main activity**



ADVENTURE MARKET SEGMENTS

Meet the Grazers



Grazers

- Younger professional, 18 - 40
- Bucket list driven / high thrill seeker
- Samples many activities on one trip
- Key Motivator - time with family / friends
- Media Preference - social networks & blogs



ADVENTURE MARKET SEGMENTS

Meet the Adventurers



Adventurers

- Skews middle-aged - Female
- Intermediate proficiency, repeat participant
- Balances main activity with getting to know local area
- Values time with family
- Manages risk by becoming proficient
- Media Preference - social networks & blogs



ADVENTURE MARKET SEGMENTS

Meet the Enthusiasts



Enthusiasts

- Skews Boomer and male
- Advanced skill level of favorite activity
- Accepts high risk
- Smallest group, but opinion leader
- Will travel for their sport, high spender
- Media preference - traditional



ADVENTURE MARKET SEGMENTS

Opportunities:

- Use Enthusiasts as influencers
 - Could help with seasonality
- Target your product to the right persona
- Distribute your message via a medium that they are likely to see
- All value Word of Mouth: Make it INCREDIBLE



Group Facilitated Activity #2

How do we get there?
Action Planning

Instructions

1. Break into groups based on priorities:
2. Refine the priority (more specific, make it measurable)
3. Develop tactics/strategies for each priority
4. Determine the role of Fruita and Palisade

<u>PROPOSED PRIORITIES</u>
Cross-destination collaboration
Encourage responsible visitation
Curate augmented experiences
Champion the Value of Tourism

<u>PRIORITY</u>	<u>EXAMPLE TACTIC</u>	<u>Fruita and Palisade</u>	<u>Partners</u>
Cross-destination collaboration	Formalize partnership and schedule recurring alignment meetings	Lead	
	Collaborate on shared funding opportunities	Lead	
	Align tourism marketing budgets	Lead	
Encourage responsible visitation	Prioritize and distribute visitor behavior messaging	Lead	
	Launch trailhead ambassador program/adopt a trail program	Partner	
	Require education for backcountry use/permitting	Advocate	
Curate augmented experiences	Develop acti-vino itineraries for each adventure travel segment	Lead	
	Engage with hotels to build awareness of augmented experiences	Lead	
Promote gap area experiences	Invest in winter tourism promotions	Lead	

<u>PRIORITY</u>	<u>EXAMPLE TACTIC</u>	<u>Fruita and Palisade</u>	<u>Partners</u>
Champion the value of tourism	Launch an industry PR campaign about the value of tourism	Lead	
	Celebrate tourism investments with community stakeholders	Lead	
	Engage in two-way conversations about the future of tourism	Lead	
Diversify funding	Apply for state and federal grants	Lead/Partner	
	Expand other visitor fees beyond lodging	Advocate	
Legacy projects	Transition to electric transportation options	Advocate	
	Complete trail connections between Fruita and Palisade	Advocate	
	Secure Amtrak stop in Fruita & Palisade	Advocate	
Community livability	Affordable housing	Advocate	
	Residential discounts during nonpeak (BRING BACK FRUITA TREASURE CLUB)	Partner	
	Tourism industry night discounts between the communities during week		

Instructions

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<u>PROPOSED PRIORITIES</u>
Encourage responsible visitation
Curate augmented experiences
Promote gap area experiences
Champion the value of tourism

<u>PRIORITY</u>	<u>EXAMPLE TACTIC</u>	<u>Fruita and Palisade</u>	<u>Partners</u>
Encourage responsible visitation	Pull together tourism stakeholders to reach visitors before they arrive to act and play like a local		
	Create a digital PR campaign (with QR codes/stickers) to act responsibly (don't pick peaches, pick up your trash) – consider a video as well		
Curate augmented experiences #1	Focus on DiscoverGrandValley.com		
	Manage a what's open section for restaurants that is updated monthly		
	Develop multi-day itineraries that connect the bookends and aligns with target audiences		
	Highlight businesses that provide rental services		
	Research and hire influencers to showcase the itineraries and capture content		
	Highlight top 10 things from the week/month or weekly discount		

<u>PRIORITY</u>	<u>EXAMPLE TACTIC</u>	<u>Fruita and Palisade</u>	<u>Partners</u>
Curate augmented experiences #2	Develop an offseason grazer itinerary that connects different experiences in both destinations		
	Develop an offseason adventurer itinerary that connects different experiences in both destinations		
	Develop an offseason enthusiast itinerary that connects different experiences in both destinations		
	Get notes from table group*		
	Consider discount packages during the week that targets residents but is also available for visitors that come during nonpeak times of the week		
	Place a sign on the roadway that visibly connects the two communities		

Please Complete the Survey
[surveymonkey.com/r/F-P-
eval](https://surveymonkey.com/r/F-P-eval)



THANK YOU

dan.moore@colorado.com



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