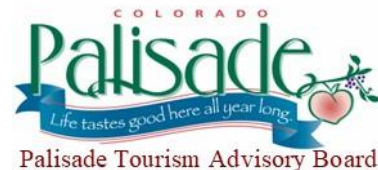




**AGENDA**  
**for the Tourism Advisory Board**  
**of the Town of Palisade, Colorado**  
**341 W 7<sup>th</sup> Street (Palisade Civic Center)**



**July 14, 2022**

**9:00 am Monthly Meeting**

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

**I. REGULAR MEETING CALLED TO ORDER AT 9:00 am**

**II. ROLL CALL**

Introduce and Welcome Ashley McGee, New Tourism Advisory Board Member.

**III. AGENDA ADOPTION**

**IV. APPROVAL OF MINUTES**

- **June 9, 2022**

**V. FINANCIAL YTD UPDATE: Finance Director Travis Boyd**

**VI. ADVERTISING UPDATE: Ryan and Melita**

- Update on Marketing Strategy

**VII. OLD BUSINESS**

- Update on Reimagine Grant
- Byway signs

**VIII. NEW BUSINESS**

- New date for Joint meeting with Trustee Board
- Donation of \$250 for postage for postcards by Dave Smith, Pali-Tours – Reprint

**IX. PUBLIC COMMENT**

**X. ORGANIZATION UPDATES (Please keep comments to 3 minutes)**

**XI. ADJOURNMENT**

**Next Meeting Thursday, August 11 2022, 9:00 am – 11:00 am**

***SAVE THE DATE: July 26, 2022, 6:00 pm - Social Dinner with the Board of Trustees, Planning Commission and Tourism Advisory Board (at the Veterans Memorial Community Center 120 W 8<sup>th</sup> Street, Palisade)***



**MINUTES OF THE REGULAR MEETING OF THE  
PALISADE TOURISM ADVISORY BOARD  
June 9, 2022**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:08 am by Chair Juliann Adams with members present: Jeff Snook, Rondo Buecheler, Chamber Director Jessica Burford, and Melita Pawlowski with Slate Communications Marketing. Members present on Zoom were Tim Wenger, Cassidee Shull, Jean Tally, and Jeff Hanle. Absent were Trustee Turner and Vice-Chair Ryan Robinson. A quorum was declared. Also, present via Zoom was Ryan Burk with Slate Communications Marketing.

**APPROVAL OF MINUTES**

*Motion #2* by J. Snook, seconded by C. Shull, to approve the Minutes of May 12, 2022, as presented.

A voice vote was requested  
Motion carried unanimously

**FINANCIAL YTD UPDATE**

Chair Adams announced that she had not received an update from the Town Finance Director, but if she did, she would email it out before the next meeting.

**ADVERTISING UPDATE**

*Update on Marketing Strategy*

M. Paelowski and R. Burke with Slate Communications conducted a detailed discussion regarding recent in-person visits and the *Visit Palisade* website. They reviewed a summary of the analytics of the website and newsletter, and social media.

**OLD BUSINESS**

*Status of Open Board Seat.*

Chair Adams stated that she had not received an update from Town staff yet.

*Update on Reimagine Grant*

The application has been submitted and both Fruita and Palisade are eagerly awaiting results.

**NEW BUSINESS**

*Discussion on Final summary of Restart Grant Project*

*The official results will be a permanent attachment to these minutes.*

**PUBLIC COMMENT**

Members of the public briefly made comments/concerns to the Tourism Advisory Board.

### **ORGANIZATIONAL UPDATES**

Board members and Palisade Historical Society Chairperson Priscilla Walker gave brief updates on their organizations and businesses.

### **ADJOURNMENT**

*Motion #6* by R. Buecheler, seconded by J. Snook, to adjourn the meeting at 11:07 am.

A voice vote was requested.

Motion carried unanimously.

X

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Juliann Adams  
TAB Chairperson

X

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Keli Frasier  
Town Clerk



## **Restart Destinations Program Summary Report Fruita and Palisade, Mesa County**

The communities of Fruita and Palisade were approved to collaboratively participate in the Restart Destinations Program by the Colorado Tourism Office in July 2021. Program objectives included:

- advance cross-destination communication and collaboration
- identify opportunities to encourage responsible visitation
- understand and improve upon resident sentiment towards tourism

Located in the Mountains and Mesas travel region, the City of Fruita and the Town of 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, the two communities are rapidly becoming an outdoor mecca for activities, such as mountain biking and other outdoor recreation 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 collects \$2 per room per night stay.

The TAC and TAB were paired with Dan Moore, CEO of Pandion Consulting & Facilitation, a travel industry consultancy with experience in tourism development, staff training, and business consulting, to develop a recovery assessment and facilitate a full-day community visioning and action planning workshop.

Fruita and Palisade also convened a core team composed of members of the TAC and TAB to provide input throughout the design and delivery of the program. Two core team meetings were held to identify priority barriers and opportunities for advancing tourism, validate the findings from the recovery assessment, and guide workshop design.



## **Key Findings from Recovery Assessment**

The TAC and TAB supported the development of a recovery assessment consisting of background research, a visitor profile study, a resident sentiment survey, a tourism stakeholder survey, and input from the core team.

The following priorities were identified through the recovery assessment:

- encourage responsible visitation through tourism education and marketing
- develop and enhance augmented experiences that harness the area's unique combination of agritourism and outdoor recreation
- expand efforts to co-market the two communities as a unified destination
- champion the value of tourism
- diversify tourism funding

### Background Research

Background information provided by the TAC and TAB identified challenges and opportunities for advancing tourism within and around the two communities. Specifically, the COVID-19 pandemic negatively impacted the local economies of Fruita and Palisade. Most annual events in Palisade were canceled in 2020, such as the Palisade Peach Festival, the Colorado Mountain Winefest, and the Palisade Bluegrass Festival. Interestingly, Palisade still received a slight increase in overall tax collections in 2020, however, this likely resulted from the implementation of destination sales taxes, collection of online sales taxes, and the opening of the new Palisade Basecamp RV Park.

Lodging taxes are the sole funding source for both Fruita and Palisade's marketing and promotion efforts and both communities experienced reduced lodging tax collections in 2020. The City of Fruita experienced a 30% decrease in lodging tax in 2020 compared to 2019 and reduced its 2021 tourism budget from \$130,000 to \$80,000. The Town of Palisade experienced a lower decrease (9%) that likely resulted from the Palisade Basecamp staying at full capacity for most of 2020.

### Visitor Profile Study

Visitor profile data was compiled for both Fruita and Palisade based on geographical boundaries and Points of Interest (POIs) that were provided by the TAC and TAB.

Key findings include:

- both communities experience higher visitation in June, July, August, and September



- the biggest markets for out-of-state travelers were Utah, California, and Texas
- after a decline in visitation during 2020, visitation appeared to rebound in 2021

### Resident Sentiment Survey

A resident sentiment survey was distributed to Fruita and Palisade residents in fall 2021, with 358 responses received. The purpose of the survey was to gain a stronger understanding of how residents perceive various aspects of the tourism industry in each community, such as impacts to the local economy, environment, and quality of life. Key findings include:

- a majority of respondents live in Mesa County year-round and have lived in the county for over eight years
- 88% do not work in the tourism industry
- 80% think tourism is good for Fruita and Palisade
- 66% think the positive aspects of tourism outweigh the negative impacts
- 82% think tourism is important for the local economy
- 16% think the tourism industry is doing a good job at educating visitors how to be responsible travelers

### Tourism Stakeholder Survey

A tourism stakeholder survey was distributed in fall 2021 to businesses and organizations directly contributing to the tourism industry in either Fruita or 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 31 responses were received. Key findings include:

- so far in 2021, 59% observed an increase in visitation to their business over previous years
- 84% would like to see an increase in visitors during the winter months
- top priority business concerns for the next 12 months include the rising cost of supplies, supply chain disruptions, hiring and retaining staff, potential new COVID-19 health regulations, and resident sentiment towards tourism
- top priorities identified by stakeholders to pursue in the next 12 months include promoting local businesses and activities, enhancing existing visitor experiences, increasing visitation during the middle of the week and other non-peak times, encouraging responsible visitation, and building local awareness of the value of tourism



## Results of Recovery Workshop

The two communities convened 15 tourism stakeholders on October 28, 2021 at the Wine Country Inn for a community visioning and action planning workshop to review the recovery assessment and align on priority actions for driving near-term recovery and long-term resilience. Workshop participants represented a wide range of tourism stakeholders, including public land advocates, city and county officials, nonprofits, and business owners.

Key agenda items included:

- overview of the Colorado Tourism Roadmap to Recovery
- envisioning tourism in 2035
- overview of the recovery assessment
- recovery action planning

### Key Findings

Workshop participants engaged in a small group activity to align on the future changes they would like to see implemented that benefit the tourism industry in Fruita and Palisade. Overlapping themes from these discussions included encouraging responsible visitation, developing and enhancing visitor experiences that showcase the competitive advantage of both communities, and continuing to align marketing efforts between the TAC and TAB to extend limited budgets and share a consistent message.

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 the TAC, the TAB, and their stakeholders. According to this framework, the roles of both entities are defined as:

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

Participants further detailed the priorities by assigning recommended time frames to each action item: short-term (6 - 12 months), medium-term (1-5 years), and long-term (6-10 years).

## Recommendations for Driving Near-term Recovery and Long-term Resilience

| <u>Priority</u>                           | <u>Recommended Actions</u>  | <u>Role</u> | <u>Timeframe</u> |
|---|---|-------------|------------------|
| Expand co-marketing efforts               | <b>Formalize the Fruita and Palisade tourism partnership by developing a series of community agreements that include direction on meeting cadence, decision making, and purpose</b> | Lead        | short-term       |
|   | <b>Curate a series of Fruita and Palisade stories on CrowdRiff and partner websites that highlight tourism opportunities and present the communities as a unified destination</b>   | Lead        | short-term       |
|   | Share 12-month marketing priorities and identify opportunities to align tourism budgets on specific projects (i.e. social media)  | Lead        | medium-term      |
| Develop and enhance augmented experiences | <b>Collaborate with the business community to develop multi-day, multi-destination, themed itineraries (e.g. outdoor, culinary)</b>   | Lead        | short-term       |
|   | Collaborate on local packages in each community that are targeted to residents of the other community (i.e. Fruita or Palisade restaurant week) that inspires off-peak visitation   | Partner     | medium-term      |
|   | Collaborate to improve wayfinding and interpretive signage on roadways that visibly connect the two communities   | Partner     | medium-term      |
| Encourage responsible visitation          | <b>Develop a shared strategy to distribute Care For Colorado messaging through TAC and TAB communication channels and amongst local tourism stakeholders</b>                        | Lead        | short-term       |
|   | Develop messaging for responsible wine tasting practices and develop creative distribution strategies (i.e. short video)  | Partner     | medium-term      |
|   | Partner with land managers to enhance the Colorado National Monument trailhead ambassador program and explore expansion into other locations  | Partner     | medium-term      |
| Champion the value of tourism             | Launch a local education campaign to build awareness of the value of tourism and role of the TAC and TAB targeted to residents and elected officials                                | Lead        | medium-term      |
|   | Visibly celebrate the results of tourism investments within the communities (i.e. this trail is powered by tourism)   | Lead        | medium-term      |
|   | Include Fruita and Palisade residents and tourism stakeholders in the tourism management planning activities by hosting listening sessions and town halls                           | Lead        | medium-term      |
| Diversify funding sources                 | <b>Apply for state and federal grants (i.e. OEDIT Tourism Management Grant) to fund destination management initiatives</b>  | Lead        | short-term       |
|   | Explore ways to diversify funding mechanisms for tourism marketing and management beyond existing lodging taxes   | Advocate    | long-term        |





## **About Restart Destinations Program**

The Restart Destinations Program supports Colorado tourism destinations to drive faster recovery as they emerge from the COVID-19 pandemic. Awarded destinations receive a recovery assessment, a full-day recovery workshop, 75 hours of customized technical assistance, and \$10,000 in direct marketing support from the Colorado Tourism Office.

## **Contact Information**

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