



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



January 28, 2026

9:00 am Regular Meeting

A live stream of the meeting may be viewed at:

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

- I. REGULAR MEETING CALLED TO ORDER 9:00 am**
- II. ROLLCALL**
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES**
 - A. Motion, Second, Voice-Vote: Approve minutes of December 17, 2025**
- V. CHAIR REPORT**
 - A. Room Night financial report**
- VI. TOWN REPORT**
 - A. Update On Capital Projects**
- VII. ADVERTISING for SPRING (20 Minutes)**
 - A. Analytics of Last Month's Marketing**

Slate Marketing will update the Members on the October and November marketing campaigns, social media campaigns, and website visits.

 1. Contractor Report
 2. Commission Discussion
 - B. Organizations' Update on Upcoming Events and Festivals**

Commissioners have the opportunity to announce upcoming special events and festivals in Palisade.

 1. Commission Discussion
 2. Direction: Give clear direction to Slate Marketing to feature specific events on VisitPalisade.com and/or Visit Palisade social media.
 - C. Future Ideas for Off-Season Marketing**

Commissioners and Slate Communications will discuss ideas for new off-season marketing campaigns.

 1. Contractor Report
 2. Commission Discussion
 3. Direction: Give clear direction to Slate Marketing to move forward with specific marketing campaigns to promote off-season visitation.

D. Website Review

Commissioners will discuss the calendars on the VisitPalisade website and marketing individual businesses.

1. Contractor Report
2. Commission Discussion
3. Direction: Give clear direction to Slate Marketing on what content should be advertised on the calendar page of the VisitPalisade website.

E. Social Media Review

Commissioners will review upcoming social media campaigns for accuracy, relevancy, and timeliness.

1. Contractor Report
2. Commission Discussion
3. Direction: Give clear direction to Slate Marketing.

F. Lodging Partners Update on Visitors

Lodging representatives on the Tourism Advisory Commission will give an update on visitor numbers and analytics.

1. Lodging Partners Report
2. Commission Discussion

VIII. CONTINUED BUSINESS (20 Minutes)**A. Update “Date-Meets-Zip” Subcommittee**

The Date-Meets-Zip subcommittee will update the Tourism Advisory Commission on the progress of the Date-Meets-Zip event plans.

1. Subcommittee Report
2. Commission Discussion

B. CTO Marketing Grant Review

Commissioners will review the CTO Marketing Grant Budget Worksheet.

1. Contractor Report
2. Commission Discussion
3. Direction: Give clear direction to Slate Marketing

C. Timeline & Plan for Colorado Tourism Office (CTO) Marketing Management Grant

Commissioners will review the timeline for the CTO Management grant.

1. Contractor/ Report
2. Commission Discussion
3. Direction: Give clear direction to Slate Marketing

IX. NEW BUSINESS (10 Minutes)**A. Discuss Postcards, Stickers, and Map for 2026**

Commissioners will discuss ordering postcards, stickers, and maps for 2026.

1. Commission Discussion
2. **If Consensus is yes:** Motion, Second, Voice-Vote to approve \$XXX.00 from the Tourism Fund to order postcards, stickers, and maps for 2026.

B. Marketing opportunity in Moab's Annual Jeep Week Celebration

Commissioners will discuss the marketing opportunity in Moab's Annual Jeep Week Celebration for \$495.

1. Commission Discussion
2. **If consensus is yes:** Motion, Second, Voice-Vote to approve \$495.00 from the Tourism Fund to advertise in Moab's Annual Jeep Week Celebration.

C. Renewal of Map in Wine & Dine Publication

Commissioners will discuss the renewal of the map in the Wine & Dine publication. A center spread cost of \$3,250, which would be divided among 4 sponsors and 4 advertisers, equaling \$410/participant.

1. Commission Discussion
2. **If consensus is yes:** Motion, Second, Voice-Vote to approve \$410.00 from the Tourism Fund to renew the map in the Wine & Dine publication.

X. PUBLIC COMMENT

All those who wish to speak during public comment must sign up on the sheet provided outside the boardroom doors. Please keep comments to 3 MINUTES OR LESS and state your name and address. Neither the Tourism Advisory Board nor staff will respond to comments at this time. The Board may direct staff to look into specific comments to bring back as an Agenda item at a future meeting; however, the Board reserves the right to clarify information from comments that are factually incorrect.

All emails sent to the Town Clerk for public comment will be forwarded to the Tourism Advisory Board. Any member of the public who wishes to have a statement or email read to the Tourism Advisory Board is required to appear in person and make said statements to the Board directly.

XI. ADJOURNMENT

Next Meeting: 9:00 am, Wednesday, February 18, 2026



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY COMMISSION
December 17, 2025**

The regular meeting of the Tourism Advisory Commission for the Town of Palisade was called to order at 9:00 am by Chair Juliann Adams, with members present: Cassidee Shull, Brooke McElley, Jessica Burford, JoAnn Rasmussen, Ian Kelley, Vice Chair Ryan Robinson, and Trustee Jeff Snook. Absent were Rondo Buecheler, Susan Metzger, and Tim Wenger. A quorum was declared. Also in attendance were Town Manager Janet Hawkinson, Special Event Coordinator Rebecca Loucks, and Ryan Burke and Brandi Allen with Slate Communications.

APPROVAL OF AGENDA

Motion #1 by J Burford, seconded by B McElley, to approve the agenda as presented.

A voice vote was requested.

Motion carried

APPROVAL OF MINUTES

Motion #2 by J Burford, seconded by C Shull, to approve the Minutes of October 15, 2025, as presented.

A voice vote was requested.

Motion carried

CHAIR REPORT

Room Night Financial Report

Chair Adams reviewed lodging fees received and lodging room numbers. The lodging numbers were as follows:

LODGING FEES REVIEW

2025		
	Fees	# of Nights
January	\$1,760.00	440
February	\$2,292.00	573
March	\$4,792.00	1,198
April	\$7,832.00	1,958
May	\$15,512.00	3,878
June	\$14,440.00	3,610
July	\$13,512.00	3,378
August	\$16,616.00	4,154
September	\$14,412.00	3,603
October	\$10,240.00	2,560
TOTAL	\$101,408.00	25,352

2024		
	Fees	# of Nights
January	\$2,356.00	589
February	\$2,428.00	607
March	\$7,302.00	2,238
April	\$8,024.00	2,006
May	\$14,192.00	3,548
June	\$14,988.00	3,747
July	\$14,920.00	3,730
August	\$17,592.00	4,398
September	\$16,448.00	4,112
October	\$10,172.00	2,543
TOTAL	\$108,422.00	27,518

DIFFERENCE		
	Fees	Nights
January	-\$596.00	-149
February	-\$136.00	-34
March	-\$2,510.00	-1,040
April	-\$192.00	-48
May	\$1,320.00	330
June	-\$548.00	-137
July	-\$1,408.00	-352
August	-\$976.00	-244
September	-\$2,036.00	-509
October	68.00	17
TOTAL	-\$7,014.00	-2,166

Update on Revised Tourism Advisory Commission Ordinance

Chair Adams and Trustee Snook gave a brief update on the revised ordinance that was recently approved by the Board of Trustees.

CTO Visitor Survey Report for August YTD 25 vs 24

Chair Adams presented key findings from the Colorado Tourism Office survey and proposed incorporating this data into a future presentation to the Board of Trustees with Slate.

Accessible Survey Update

Jennifer Fortuna: Introduced herself as program director and research coordinator at CMU, and presented details on a new accessibility survey being conducted by CMU.

Renew Ad for ‘Do Palisade Right’ in Chamber Adventure Guide

The Commission discussed renewing the “Do Palisade” ad in the Chamber of Commerce’s Adventure Guide.

Motion #3 by C Shull, seconded by B McElley, to approve a full-page ad in the Palisade Adventure Guide with the “Do Palisade” campaign for an amount not to exceed \$1,095.00 from the Tourism fund.

A voice vote was requested.
 J Burford recused herself from voting
 Motion carried

TOWN REPORT

Town Manager Hawkinson reviewed the current and ongoing projects led by the Town of Palisade.

ADVERTISING for SPRING

Analytics of Last Month’s Marketing

Slate Marketing reviewed recent marketing campaigns, website analytics, and social media updates.

Organizations’ Update on Upcoming Events and Festivals

This item was discussed under the Website Review.

Future Ideas for Off-Season Marketing

Slate Marketing reviewed the proposed marketing plan for 2026, focusing on key amenities, target audiences, and marketing tactics.

Direction:

- **Reduce the NPR budget and redirect funds to YouTube/Google ads.**
- **Update the 2026 marketing plan to reflect the decision to pause the 1904 campaign**

Website Review

The Commission discussed several updates needed for the Visit Palisade website.

Direction:

- **The website will be updated with winter imagery and ski package information**
- **The footer will be revised to clarify the relationship between Visit Palisade and the Chamber of Commerce**
- **The events calendar will be maintained, but with signature events pinned at the top**
- **A question will be added to the submission form to verify businesses are in the 81526 zip code and on the Fruit and Wine Byway**
- **The five signature events were confirmed as: Bluegrass, Peach Fest, Winefest, Lavender Fest, and Old Fashioned Christmas**

Social Media Review

Slate Communications updated the Commission on various social media campaigns.

Direction:

- **A YouTube icon will be added to the social media links once the channel is developed**
- **Include social media content to showcase various lodging and winter activities.**

Lodging Partners Update on Visitors

Lodging partners provided updates on their current occupancy and booking trends.

CONTINUED BUSINESS

Update on 'Date Meets Zip' Subcommittee

No update given. The Subcommittee still needs to meet in January.

NEW BUSINESS

Timeline & Plan for Colorado Tourism Office (CTO) Marketing Management Grant

Slate Communications discussed coordinating the CTO grant requirements with existing marketing efforts. J Rasmussen and Slate Communications discussed better incorporating the Palisade History Museum and historical content in marketing.

Direction:

- **Slate will meet with the Historical Society to develop historical storytelling content**
- **The CTO grant will be used to highlight the history and culture of Palisade**
- **Town Staff to work on trademarking the Fruit & Wine Byway logo**

PUBLIC COMMENT

None were offered.

ADJOURNMENT

Motion #4 by J Burford, seconded by B McElley, to adjourn the meeting at 11:14 am.

A voice vote was requested.

Motion carried unanimously.

X

Keli L. Frasier, CMC
Town Clerk

X

Juliann Adams
Tourism Advisory Commission Chairperson

Account Number	Account Title	2025-25 Current year Actual	2025-25 Current year Budget	2025-25 Current year Remaining	2025-25 Current year Remaining %
TOURISM FUND					
TOURISM FUND					
003-012-5245	WEBSITE & ON-LINE MGT	7,522.33	7,500.00	22.33-	0%
003-012-5247	DESIGN/PRODUCTION	10,115.25	15,000.00	4,884.75	33%
003-012-5249	ONLINE MARKETING-MEDIA COSTS	21,738.50	22,500.00	761.50	3%
003-012-5250	OFFLINE MEDIA	22,464.03	22,500.00	35.97	0%
003-012-5251	TOWN WEBSITE	9,656.17	15,000.00	5,343.83	36%
003-012-5255	ACCOUNT MANAGEMENT FEES	4,687.50	7,500.00	2,812.50	38%
Total TOURISM FUND:		76,183.78	90,000.00	13,816.22	15%

LODGING TAXES REVIEW

2025

** Reporting Month is the Total Collected from Participant Reports. This may include prior months activities if not received by the end of the reporting month. For Example: Jan 2025 reporting is usually for Dec Lodging reports paid in Jan. It may include reports before Dec. This report only includes the \$4 per room per night Tax.

Reporting Month 2025			Reporting Month 2024				
	Taxes	# of Nights		Taxes	# of Nights		
January	\$1,760.00	440	4.00	January	\$2,356.00	589	4.00
February	\$2,292.00	573	4.00	February	\$2,428.00	607	4.00
March	\$4,792.00	1,198	4.00	March	\$7,302.00	2,238	3.26
April	\$7,832.00	1,958	4.00	April	\$8,024.00	2,006	4.00
May	\$15,512.00	3,878	4.00	May	\$14,192.00	3,548	4.00
June	\$14,440.00	3,610	4.00	June	\$14,988.00	3,747	4.00
July	\$13,512.00	3,378	4.00	July	\$14,920.00	3,730	4.00
August	\$16,616.00	4,154	4.00	August	\$17,592.00	4,398	4.00
September	\$14,412.00	3,603	4.00	September	\$16,448.00	4,112	4.00
October	\$10,240.00	2,560	4.00	October	\$10,172.00	2,543	4.00
November	\$4,556.00	1,139	4.00	November	\$4,500.00	1,125	4.00
December				December	\$2,156.00	539	4.00
	\$105,964.00	26491	\$4.00		\$115,078.00	29182	\$3.94
Room Nights v '24	% of '24	92.49%		2024 Total			29182
Revenue \$ v '24	% of '24	93.84%		2024 EMS Collected at \$2 per room per night			
				Total collection of \$56,200			

**

DIFFERENCE

	Taxes	Nights
January	-\$596.00	-149
February	-\$136.00	-34
March	-\$2,510.00	-1040
April	-\$192.00	-48
May	\$1,320.00	330
June	-\$548.00	-137
July	-\$1,408.00	-352
August	-\$976.00	-244
September	-\$2,036.00	-509
October	\$68.00	17
November	\$56.00	14
December		
	-\$6,958.00	-2152

** We Collected STVR Taxes in 03.2024 for past periods from 2021 through 2023 for 441 nights. We also Collected Penalties and Interest with this payment.

Town Manager Report Capital Construction Project List Updates 1.27.2026

Waste-Water Consolidation to Clifton \$24 million

- DOLA Grant – Engineering Waste-Water Consolidation \$1 million
- Phase of Project: Request for Proposals for Construction due February 6, 2026

Pretreatment Wastewater Program Implementation

- The Town is focusing on the pretreatment wastewater program. This has been a multi-year project. Pre-treatment means tanks need to be added to sewer systems to trap waste not wanted in collection pipes or wastewater treatment plants.
- The Town has had pre-treatment requirements that have never been enforced.
- Pre-treatment needs to occur. It must happen for collections in pipes and the lagoons – whether the Town consolidates with Clifton or not. Businesses should have complied over 20 years ago.
- Surveys and letters have been sent. New letters will be sent in February 2026.

Roundabout Highway 6 – CDOT Town: \$500,000 CDOT \$15M

- Project to start January 19, 2026.
- This is a CDOT project – the Town is participating with bike delineators, landscaping, street lighting, and artwork in the roundabout?
- The Town is using dark sky solar lights at the intersection.

TAP Grant Sidewalks – 80% Grant – 20% Town \$1M

- Project completed – 2/2025 – remaining funds being used in CDOT Roundabout
- TAP grant sidewalks from Cresthaven to the High School

Multi-Modal Sidewalk Grant Award for Elberta – 1st Street to Wine Cty Rd. \$2 M

- Design/Engineering 75% Complete and in review with CDOT
- Construction scheduled for Fall 2026
- Town will begin easement acquisition in January 2026

Troyer Sewer Lift Station \$346,645

- DOLA grant 80% - Town 20% - total \$346,645.00
- Complete

Land Use Code Update DOLA grant \$20,000 - Town \$20,000 Total \$40,000

- This project is updating various land use codes to meet the Town's needs
- Project Complete; however, continuous work on the Land Use Code continues.

Peach Bowl Park Planning CU Health Planning Grant \$40,000

- The Town awarded a planning grant for upgrades to Peach Bowl Park. This is a 1-year planning project.
- Complete plans will provide options for upgrades.

Riverbend Park Boat Launch Safety Improvements Town \$190,000

- Town Staff is constructing safety improvements, grading and terracing for improved access to the Colorado River.
- Improvements to Harky's Boat Launch and lessening the grade for safer boat launching.

Town Assets for Future Work:

Irrigation in Palisade \$?

- Complete mapping – create fund and rates and build out a plan

Veterans Memorial Center \$?

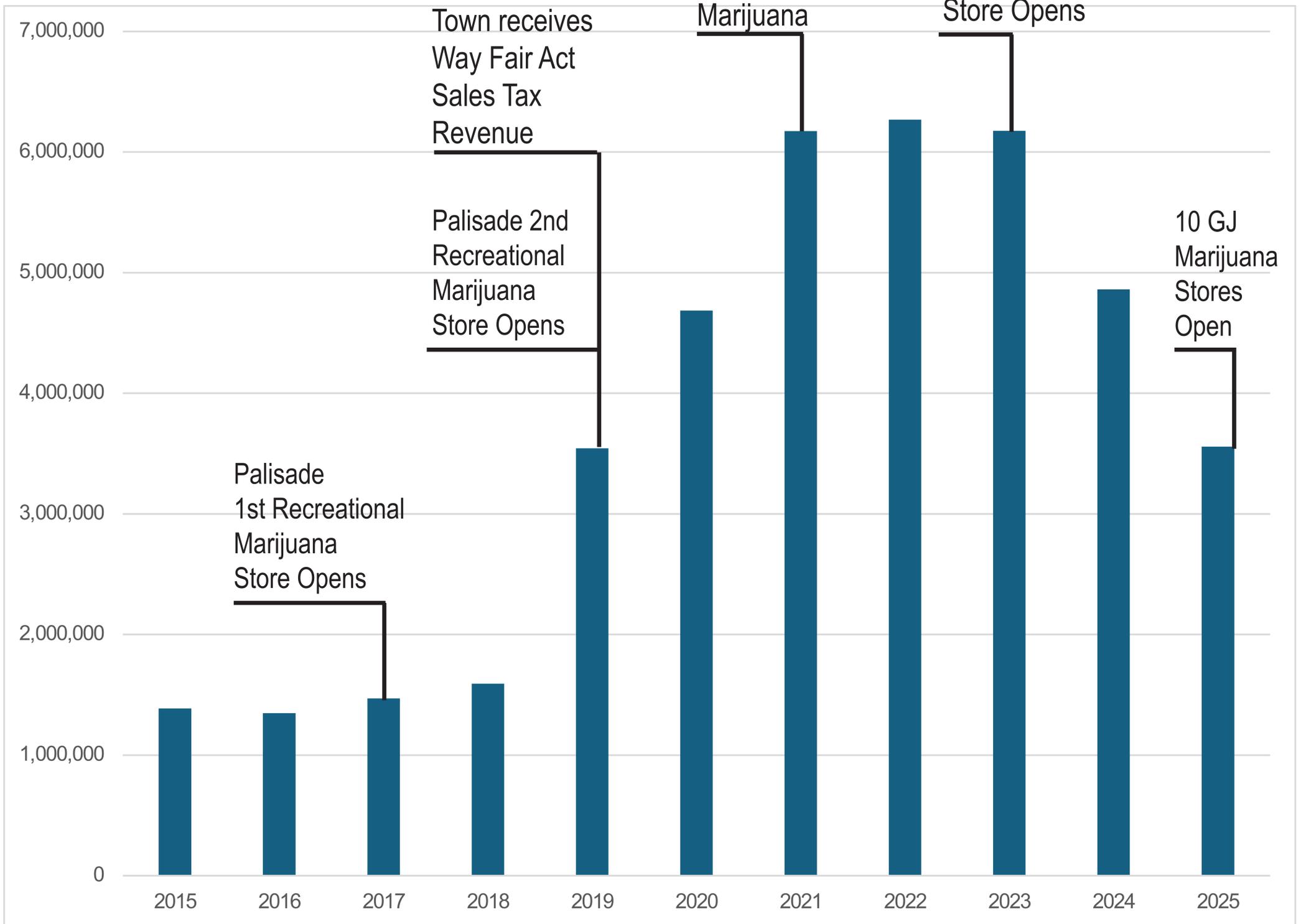
- Building inspections determining the condition of structure complete.
- Determined that the building has structural support beam weakness and other issues; the building has been condemned by authorities for safety reasons.
- Undetermined to remodel the building or remove and build new or something else.

Swimming Pool \$?

- The swimming pool is at the end of its life. Need to reconstruct, add on, or remove.

Sales Tax Revenue by Year - Includes Recreational Marijuana

\$ millions
tax dollars



Total of Palisade Sales Tax by Year

The Opening of Grand Junction Recreational Marijuana Stores Take Significant Marijuana Sales Tax Revenue from Palisade - Starting in 2024

Medical Marijuana Passed in Palisade 2009

- not a huge impact to sales tax revenue

Wayfair Act Passed 2019

- huge impact to Palisade Sales Tax Revenue
- this act pays sales tax to Town for on-line purchases
- Towns biggest sales tax revenue with Wayfair Act & 2 Marijuana Stores was only 3 years 2021-2023

2025 Q4 REPORT

PROJECTS

- Orchards & Farm photography update
- Cameo and Colterris Collections videos
- Website restructure of events

WEBSITE ANALYTICS

YoY

Active users [?]

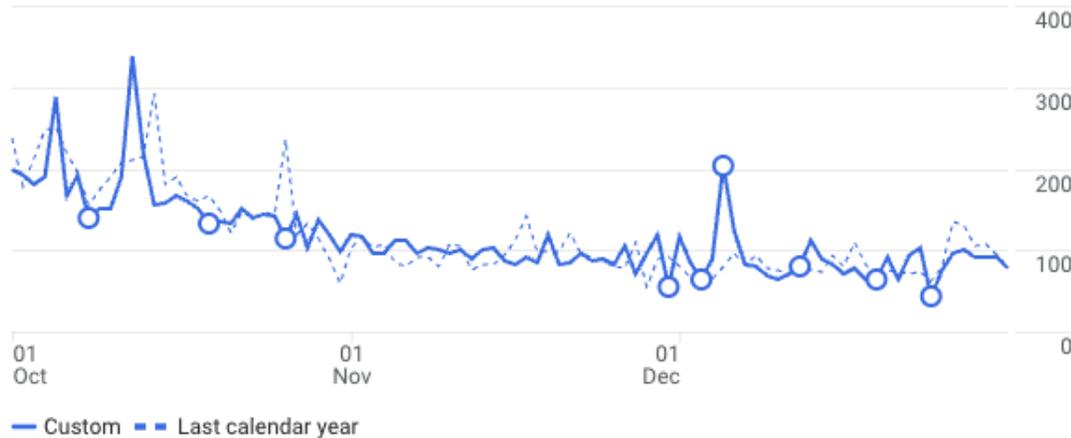
9.9K

↓ 2.7%

New users [?]

9.8K

↓ 2.3%



MOST VISITED PAGES

		4,778 100% of total
<input type="checkbox"/>	Total	
<input type="checkbox"/>	1 Visit Palisade, Colorado	1,094 (22.9%)
<input type="checkbox"/>	2 Things To Do – Palisade Colorado	433 (9.06%)
<input type="checkbox"/>	3 Wineries To Try – Palisade Colorado	393 (8.23%)
<input type="checkbox"/>	4 Where To Stay – Palisade Colorado	274 (5.73%)
<input type="checkbox"/>	5 Fruit & Wine Byway – Palisade Colorado	244 (5.11%)
<input type="checkbox"/>	6 Events – Palisade Colorado	241 (5.04%)
<input type="checkbox"/>	7 Getting Around – Palisade Colorado	185 (3.87%)
<input type="checkbox"/>	8 What To Eat – Palisade Colorado	177 (3.7%)
<input type="checkbox"/>	9 Orchards and Farms – Palisade Colorado	125 (2.62%)
<input type="checkbox"/>	10 Palisade Rim Trail – Palisade Colorado	104 (2.18%)

SOCIAL MEDIA

INSTAGRAM

IEWS 27,000 -63%

INTERACTIONS 722 -57%

FACEBOOK

IEWS 140,600 +64%

INTERACTIONS 3,000 +38%

BOOSTED REACH

IEWS 12,386

INTERACTIONS 130

TOP POSTS

INSTAGRAM



FACEBOOK



EMAIL NEWSLETTER

TOTAL AUDIENCE: 19,842

OPEN RATE: 9.3%

CLICK RATE: .81%

NEW SUBSCRIBERS: 521

UNSUBSCRIBE RATE: 1.1%



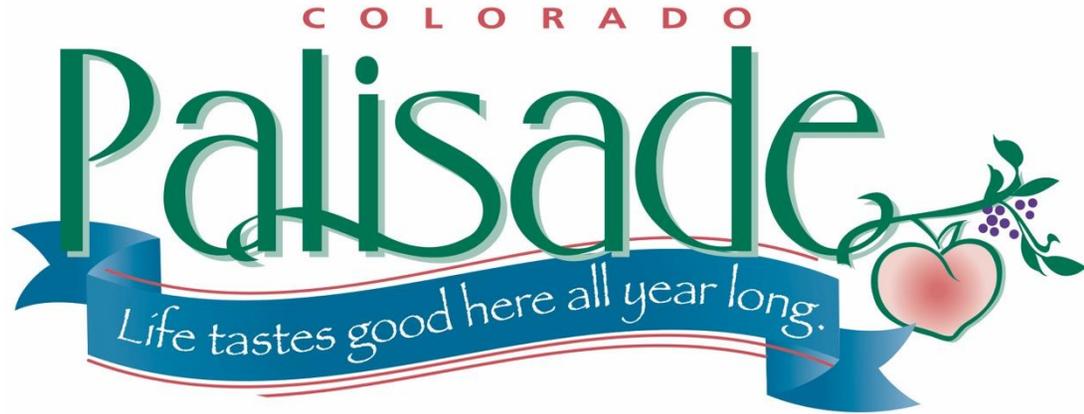
A Storybook Holiday Season

Your Guide to Festive Events and Holiday Shopping

The holiday season can feel like being wrapped in your favorite, worn sweater. It can taste like a fresh mug of hot chocolate or mulled wine, drank under the glow of twinkle lights while walking down our main street. It can sound like laughter coming from multiple tables in your favorite restaurant. It's the joy of finding the perfect, unique gift for someone that comes with a story about who made it.

In Palisade, the holiday season has a little bit of extra storybook magic.

VISIT PALISADE BRANDS



PALISADE 2026 ANNUAL WORKPLAN

Requested changes from last meeting are noted in red.

MONTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	COST
LABOR BUDGET													\$37,500
ADVERTISING BUYS													
Digital Advertising													
CTO (OSVG and Visitor Center video)													
Social Media													
Google Ads													
AD PLACEMENT PASS-THROUGHS													\$37,500

PALISADE 2026 PAID ADVERTISING		\$37,500.00
Requested changes from last meeting are noted in red.		
	Designated	Actual
DIGITAL ADVERTISING	\$23,563	\$0
iHeart - podcasts and digital displays, mid-March to mid-June	\$9,000	
KUER - Utah NPR, Spring & Fall	\$3,600	
GJT 25/26	\$4,800	
GJT 26/27	\$2,400	
Sweepstakes	\$2,000	
New, unanticipated marketing opportunities	\$1,763	
COLORADO TOURISM OFFICE	\$5,937	\$0
Welcome Center Fruita (12 months)	\$1,187	
State Vacation Guide 1/4 page	\$3,750	
Social media co-op	\$1,000	
SOCIAL & SEARCH ENGINE MARKETING	\$8,000	\$0
Facebook & Instagram	\$1,000	
Google and YouTube Ads	\$7,000	
TOTAL	\$37,500	\$0



Visit Palisade YouTube Buildout Recommendations

January 2026

Slate Communications plans to build out the Visit Palisade YouTube channel in Q1 2026 to generate more traffic to the Visit Palisade website and year-round interest in visiting Palisade.

The Why

Through research, Slate has identified the following benefits to using YouTube:

- **Visual medium:** Not only is video easier to watch and understand, as a visual medium, Palisade's beauty will also shine through and engage audiences.
- **Reach younger audiences:** Gen Z and Millennials often use YouTube like a search engine to find quick answers, trustworthy information, and generate ideas for activities like vacations.
- **Most used social media platform:** 83% of U.S. adults say they use YouTube, making it the most widely used social platform (Pew Research, 2024).
 - Major use across all age groups, including:
 - Ages 18-29: 93%
 - Ages 30-49: 94%
 - Ages 50-64: 86%
 - Ages 65+: 65%
- **It's more accessible:** YouTube has built-in captioning and translation tools, supporting ADA compliance. It is also a great tool for people who learn better visually or don't speak English as their first language.
- **More trustworthy:** YouTube is one of the most trusted places for video content and public information, especially when it comes from official, verified accounts. Roughly 59% of users ages 18-26 feel YouTube is somewhat/very trustworthy (Business Insider, 2023). For that same age group, only 40% find Instagram trustworthy. Only 28% find Facebook trustworthy despite its popularity.

Example Destination Marketing Organization (DMO) YouTube Channels:

All examples provided are from DMOs that received an award in 2025 from the U.S. Travel Association:

- [Explore Asheville](#)
- [Visit St. Pete Clearwater](#)
- [Discover Martin](#)
- [Visit Newport Beach](#)

Explore Asheville

Asheville



@exploreasheville • 29.5K subscribers • 363 videos

Welcome to Asheville, North Carolina, a destination with a style and ...more

exploreasheville.com and 4 more links

Subscribe

Home Videos Shorts Playlists Q



Open & Ready: Asheville, NC is Calling You Home

7,789 views • 7 months ago

Asheville is open and ready, and @ericchurch's iconic song "Carolina" is calling you home.

From vibrant downtown streets to the breathtaking Blue Ridge Mountains, now is the time to reconnect with Asheville, support local creators and businesses, and feel the pull of a ...

One Year Later: Hurricane Helene ▶ Play all



One Year After
Hurricane Helene: Ho...
Asheville ●
2.9K views
• 3 months ago
CC



One Year After
Hurricane Helene: Ho...
Asheville ●
1.5K views
• 3 months ago
CC



One Year After
Hurricane Helene: Ho...
Asheville ●
798 views
• 3 months ago
CC



One Year After
Hurricane Helene: Ho...
Asheville ●
713 views
• 4 months ago
CC



One Year After
Hurricane Helene: Ho...
Asheville ●
1.1K views
• 4 months ago
CC



One year after
Hurricane Helene, ho...
Asheville ●
174 views
• 3 months ago

Shorts



Visit St. Pete Clearwater



Visit St. Pete Clearwater



@VisitSPC • 24.4K subscribers • 729 videos

Home to America's Favorite Beaches, St. Pete-Clearwater boasts thi...more

visitspc.com and 3 more links

[Subscribe](#) [Visit Community](#)

[Home](#) [Videos](#) [Shorts](#) [Live](#) [Playlists](#) [Posts](#) [Q](#)



America's Favorite Beaches & You!

3,888,692 views • 11 months ago

As home to America's Favorite Beaches, St. Pete-Clearwater boasts thirty-five miles of sugar-white sand with tranquil emerald, green gulf waters. While you're here, discover local fish shacks & world-class restaurants. Legendary hotels & laid-back resorts. Over 500 murals & unparalleled museums. Idyllic days & electric nights. In St. ...

[READ MORE](#)

Vlogger Takeovers [▶ Play all](#)

Enjoy a mix of vlogs and episodic content that discovers the best restaurants, attractions, cultural offerings and places to stay in St. Pete and...



St. Pete-Clearwater Travel Vlog with Dan... Visit St. Pete Clearwa... 274K views • 4 years ago	Family Travel Vloggers Getting Stamped Visi... Visit St. Pete Clearwa... 96K views • 3 years ago	Best of St. Petersburg and Clearwater VLOG... and Clearwater VLOG... Visit St. Pete Clearwa... 2.1K views • 3 years ago	Gala Life: Latin Arts in St. Petersburg, Florida! St. Petersburg, Florida! Visit St. Pete Clearwa... 68K views • 3 years ago	The Gala Gift Guide: Art Shopping in St... The Gala Gift Guide: Visit St. Pete Clearwa... 370K views • 3 years ago	Gulf or Bay? Planning a Visit to St... Gulf or Bay? Planning Visit St. Pete Clearwa... 353K views • 3 years ago
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Discover Martin



Discover Martin



@DiscoverMartin • 896 subscribers • 194 videos

Escape to a place where it's always summer – Martin County! Local...more

discovermartin.com and 3 more links

Subscribe

Home Videos Shorts Playlists

Discover Martin County, FL ▶ Play all

 0:59	 1:00	 0:59	 1:31	 1:01	 0:31
When You're Ready	The Ultimate Martin County Road Trip	Here's How to Cycle Your Way through...	Discover Martin County's St. Lucie Inl...	Explore the Martin County Scenic...	Dreaming of an easy, breezy getaway?
Discover Martin 2.6K views • 5 years ago	Discover Martin 950 views • 5 years ago	Discover Martin 961 views • 5 years ago	Discover Martin 3.2K views • 5 years ago	Discover Martin 1.1K views • 5 years ago	Discover Martin 1K views • 5 years ago

Epic Adventures in Martin County, FL ▶ Play all

 2:23	 1:01	 1:14	 1:01	 27:01	 27:00
Florida Travel: Find Your Epic Adventure i...	Zeke's Surf, Skateboard & Paddle...	Experience a True Vacation Discover...	Ohana Bus Experience	The Okeechobee & Martin County...	The Martin & Okeechobee County...
VISIT FLORIDA 40K views • 6 years ago	Discover Martin 425 views • 6 years ago	Discover Martin 36K views • 6 years ago	Discover Martin 495 views • 6 years ago	David Zelski 535 views • 6 years ago	David Zelski 548 views • 6 years ago

Family Vacation | For Kids, By Kids | Discover Martin ▶ Play all

Skip the crowds and escape to nature's theme park, with miles of uncrowded

Visit Newport Beach



Visit Newport Beach



@Visitnewportbeach • 1.9K subscribers • 414 videos

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Cover Photo - Landscape photo of Palisade



Visit Palisade, Colorado

Description

visitpalisade.com/

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Preview Video

Preview video description

Wine and Dine

- Find Colorado's Wine Country in Palisade
- Colterris Collections
- The Growth of Colorado Wine in Palisade
- Fidel's Cocina and Bar
- The Million Dollar Breeze: Wine from Palisade

Palisade History and Heritage

- A Small Town with History: Palisade
- Agricultural Heritage in Palisade
- The Palisade Museum
- Video to be created as part of 2026 CTO Grant
- Video to be created as part of 2026 CTO Grant

Palisade's Seasons

- Palisade Pairs Well with Winter
- Palisade Pairs Well with Adventure
- Ideal Day: Jeff Snook of Fidel's Cocina and Bar
- Video to be created as part of 2026 CTO Grant
- Video to be created as part of 2026 CTO Grant

Outdoor Enthusiast Welcome

- Cameo Shooting & Education Complex
- Video to be created as part of 2026 CTO Grant
- Video to be created as part of 2026 CTO Grant
- Video to be created as part of 2026 CTO Grant
- Video to be created as part of 2026 CTO Grant

Arts and Culture

- Colterris Collections
- Video to be created as part of 2026 CTO Grant
- Video to be created as part of 2026 CTO Grant
- Video to be created as part of 2026 CTO Grant
- Video to be created as part of 2026 CTO Grant

Shorts (as these are created, they will be added here.)

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THEME	CAPTION	PALISADE PAIRS WELL WITH	PHOTO DIRECTION	VIDEO DIRECTION	EVENTS OUTDOOR ACTIVITIES FOOD/WINE GENERAL HEADS IN BEDS EARNED MEDIA HISTORY & AGRICULTURE
	<p>Love is in the air in Colorado wine country. Cozy rooms, local wine, slow mornings, and time together. Book your Valentine's stay package and make it easy to fall in love (with each other and Palisade).</p> <p>https://www.visitpalisade.com/where-to-stay</p>			Vertical video montage	
	<p>Palisade's fruit & wine country is beautiful. It's also working land. Wander where you're welcomed, respect gates and signs, and keep our vineyards healthy for seasons to come. The best views (and pours) are waiting just beyond the welcome sign.</p> <p>#DoPalisadeRight #RespectTheRoots</p>		Do Palisade Right photo		
	<p>What better place to spend President's Day than Mount Garfield and Mount Lincoln?</p> <p>Come out to Palisade for a President's Day hike where you can soak in wide-open skies, quiet trails, and a view that stretches across the valley.</p>	X		Vertical video montage	
	<p>Turns on the mountain. Toasts in town. When you book with Palisade lodging partners, Stay & Ski packages unlock special discounts on Powderhorn passes plus all the charm, food, and wine waiting below the slopes.</p> <p>https://www.powderhorn.com/plan-purchase/stay/ski-stay-in-palisade.html</p>		Ski photo		
	<p>Aim for something different this winter. Cameo Shooting & Education Complex offers world-class ranges and a uniquely Western experience just minutes from Palisade. Precision meets adventure out here.</p>			Video done.	
	<p>This is your invitation to hibernate</p> <p>Sleep in, soak in the quiet, and reset with a glass of wine in your hand. What's better than a little reset with a view?</p>		winter photo		
	<p>From orchard roots to wine country charm, days here are shaped by those who loved this land first and those who keep discovering it.</p> <p>This photo from 1907 shows a group of workers packing peaches on B.F. West's Ranch in Palisade, Colorado. The boxes labeled "Mountain Fruit, Palisade Colorado." Come discover more of our history in Palisade.</p> <p>Photo credit: Denver Public Library Special Collections</p>		Photo from Denver Public Library Special Collections		
	<p>Ski more. Spend less. Book a discounted Stay & Ski package with Palisade lodging partners and enjoy Powderhorn powder by day, and cozy wine country nights.</p> <p>https://www.powderhorn.com/plan-purchase/stay/ski-stay-in-palisade.html</p>			Vertical video snippets	

CTO Marketing Grant

Requesting Organization: Palisade Tourism Advisory Board
 Request Date: *Enter Date Here ---->* Thursday, August 28, 2025

Marketing Budget Worksheet

ELIGIBLE ACTIVITY	Tactic				ELIGIBLE ACTIVITY TOTAL
		CTO Grant	Organization Cash Match	Tactic Total	
Creative Advertising Production	Campaign Development; Campaign Branding	\$ 2,000.00	\$ 800.00	\$ 2,800.00	\$ 2,800.00
				\$ -	
Content Development	Video Storyboard and Script Wriing; Audio Commercials Script Creation	\$ 6,000.00	\$ 2,000.00	\$ 8,000.00	\$ 8,000.00
				\$ -	
Photograhly & Videography	Original Photography, Production and Library Curation	\$ 2,500.00	\$ 2,500.00	\$ 5,000.00	\$ 20,000.00
Marketing Collateral	Video Taping, Production and Editing	\$ 7,500.00	\$ 7,500.00	\$ 15,000.00	
Marketing Collateral	Long Form YouTube Videos and Social Media Reels/Shorts/Narratives	\$ 3,000.00	\$ 1,000.00	\$ 4,000.00	\$ 4,000.00
				\$ -	
Media Placement	Advertising Purchases and Coordination; Youtube ADS; OTT, CTV, Radio ADS,	\$ 15,000.00	\$ 5,000.00	\$ 20,000.00	\$ 20,000.00
				\$ -	
Social Media Initiatives	Social Media Content Creation and Scheduling	\$ 2,000.00	\$ 500.00	\$ 2,500.00	\$ 2,500.00
				\$ -	
Public Relations Initiatives	FB and INST AD Buys			\$ -	\$ -
				\$ -	
Tourism Marketing Research and Data	Reporting and Metrics	\$ 1,000.00	\$ 200.00	\$ 1,200.00	\$ 1,200.00
				\$ -	
Tourism Marketing Strategy	Strategic Marketing Plan	\$ 1,000.00	\$ 500.00	\$ 1,500.00	\$ 1,500.00
				\$ -	
Other 10(identify)				\$ -	\$ -
Other 11(identify)				\$ -	\$ -
Other 12(identify)				\$ -	\$ -
TOTALS		\$ 40,000.00	\$ 20,000.00	\$ 60,000.00	\$ 60,000.00

* All paid media should be included in the budget.

ELIGIBLE ACTIVITIES column includes additional rows for applicants to identify other eligible activities.
TACTIC column indicates the specific actions, content types, and deliverables to be created.
CTO GRANT column indicates the money the CTO will put towards the project.
ORGANIZATION'S MATCHING FUNDS cash column indicates the amount of money that will come from the organization's matching dollars
PROJECT TOTAL column will indicate the total amount of money allocated to the specified line item

NOTE: The purpose of this worksheet is to break down the proposal's budget and to identify what the CTO will be funding, what the grant applicant will be funding and the total cost of the marketing project.

*** This marketing budget MUST accompany the proposal or it will not be accepted.**