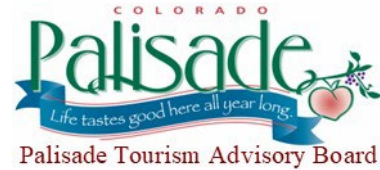




**AGENDA**  
**for the Tourism Advisory Commission**  
**of the Town of Palisade, Colorado**  
**341 W 7<sup>th</sup> Street (Palisade Civic Center BOARD ROOM)**



**December 17, 2025**

**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. ROLL CALL**
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES**
  - A. Motion, Second, Voice-Vote:** Approve minutes of October 15, 2025
- V. CHAIR REPORT**
  - A.** Update on Revised Tourism Advisory Commission Ordinance
  - B.** Room Night financial report
  - C.** CTO Visitor Survey Report for August YTD 25 vs 24
  - D.** Accessible Survey Update
  - E.** Renew of Ad for 'Do Palisade Right' in Chamber Adventure Guide
- 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

**IX. NEW BUSINESS (10 Minutes)****A. 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

**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 Commission nor staff will respond to comments at this time. The Commission may direct staff to look into specific comments to bring back as an Agenda item at a future meeting; however, the Commission 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 Commission. Any member of the public who wishes to have a statement or email read to the Tourism Advisory Commission is required to appear in person and make said statements to the Board directly.

**XI. ADJOURNMENT**

Next Meeting: 9:00 am, Wednesday, January 21, 2026



**MINUTES OF THE REGULAR MEETING OF THE  
PALISADE TOURISM ADVISORY BOARD  
October 15, 2025**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:01 am by Chair Juliann Adams, with members present: Cassidee Shull, Rondo Buecheler, Brooke McElley, Jessica Burford, JoAnn Rasmussen, Ian Kelley, Tim Wenger, Susan Metzger, Vice Chair Ryan Robinson, and Trustee Jeff Snook. A quorum was declared. Also in attendance were Town Manager Janet Hawkinson, Town Clerk Keli Frasier, and Brandi Allen with Slate Communications.

**APPROVAL OF AGENDA**

***Motion #1*** by B McElley, seconded by J Rasmussen, to approve the agenda as amended to add *Slate Update* under *Calendar Review* and *Event Announcements* under *Lodging Partners Update*.

A voice vote was requested.

Motion carried

**APPROVAL OF MINUTES**

***Motion #2*** by Vice-Chair Robinson, seconded by J Rasmussen, to approve the Minutes of September 17, 2025, as presented.

A voice vote was requested.

Motion carried

**CHAIR REPORT**

**Room Night Financial Report**

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

**LODGING FEES REVIEW**

**2025**

	<b>Fees</b>	<b># of Nights</b>
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
<b>TOTAL</b>	<b>\$76,756.00</b>	<b>19,189</b>

**2024**

	<b>Fees</b>	<b># of Nights</b>
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
<b>TOTAL</b>	<b>\$81,802.00</b>	<b>20,863</b>

<b>DIFFERENCE</b>		
	<b>Fees</b>	<b>Nights</b>
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
<b>TOTAL</b>	<b>-\$5,046.00</b>	<b>-1,674</b>

### **Approval For Application For CTO Destination Mentorship**

The Board discussed applying for a Colorado Tourism Office (CTO) 100-Hour mentorship grant to help advance off-peak season marketing.

**The consensus of the Board is to move forward with applying for the mentorship grant.**

### **CTO Marketing Grant Notifications Out October 28<sup>th</sup>**

Chair Adams announced that we're still waiting to hear if the Town will be awarded the grant. Notifications will be sent on October 28, 2025.

### **Workshop Facilitator November 19<sup>th</sup> – Steve Shutlz**

Chair Adams announced that the Workshop scheduled for November 19, 2025, will focus on the proposed changes to the Ordinance over the Tourism Advisory Board that are being considered by the Board of Trustees. TAB's comments and input will be taken back to the Board of Trustees for consideration.

### **TOWN REPORT**

Town Manager Hawkinson discussed the Town budget for 2026, the hope of creating a Fire District, and that the Sewer Project will be going back out to bid in December and run through January.

### **CALENDAR REVIEW FOR NOVEMBER - FEBRUARY**

#### **Update Website for Any Future Events**

Brandi Allen of Slate Marketing and the Board discussed the event page of the VisitPalisade website, and agreed that multi-date events should be entered separately for each day to ensure proper display.

#### **Marketing Review of Last Month**

Ms. Allen presented recent marketing activities and upcoming campaigns.

**The consensus of the Board is to begin adding marketing analytics to the meeting packets.**

#### **Update on Fall Marketing Efforts**

After discussion, the November Newsletter will feature Old Fashioned Christmas, Art & Chocolate Walk, and Ski & Stay packages (with local lodging partners and Powderhorn Ski Resort).

#### **Lodging Partners Update on Visitors**

This item was not discussed.

**CONTINUED BUSINESS****Update on Panel for Shuttle Stop - Chamber**

Chair Adams noted that the panel next to the shuttle stop has not had the map or the “Do Palisade Right” campaign installed.

**The consensus of the Board is to delay the installation until the 2026 map is available.**

**Update on ‘Date Meets Zip’ Ideas**

A brief discussion was held about the status of the “Date Meets Zip” project. J. Burford noted that *Peach Days* planning meetings will begin in January.

**NEW BUSINESS****Discussion on 250/150 Celebration**

Chair Adams announced that the grant application for the historical walking tour signs was denied.

After a lengthy discussion about the State’s planned celebrations, the Board was encouraged to utilize the free 150/250 branding kit on the State’s website and to look into the 150/250 passport program to consider applying to participate.

**PUBLIC COMMENT**

Matt Payne of Palisade, CO; expressed concerns about website content, encouraged focusing on internal housekeeping and infrastructure, and noted the importance of looking internally for visitors – not globally.

Trustee Snook noted a newspaper article about Town Manager Hawkinson being a finalist for the Winter Park Town Manager position, wished her well while expressing hope that she stays, and commended her for all her accomplishments in Palisade. Trustee Snook also clarified that Town Manager Hawkinson was headhunted and not actively seeking to leave Palisade.

**ADJOURNMENT**

**Motion #3** by J Rasmussen, seconded by B McElley, to adjourn the meeting at 9:54 am.

A voice vote was requested.  
Motion carried unanimously.

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**X**

Keli L. Frasier, CMC  
Town Clerk

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**X**

Juliann Adams  
Tourism Advisory Board Chairperson

**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				November	\$4,500.00 1,125 4.00
December				December	\$2,156.00 539 4.00
	<u>\$101,408.00</u>	<u>25352</u>	\$4.00	<u>\$115,078.00</u>	<u>29182</u> \$3.94
Room Nights v '24	% of '24	101.51%		2024 Total	29182
Revenue \$ v '24	% of '24	103.21%			

**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		
December		
	<u>-\$7,014.00</u>	<u>-2166</u>

\*\* 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.

11.30.2025 Fund Balance is \$124,167.17

CTO Grant awarded for 2026 of \$40,000.00

Account Number	Account Title	2025-25 Current year Actual	2025-25 Current year Budget	2025-25 Current year Remaining	2025-25 Current year Remaining %
<b>TOURISM FUND</b>					
<b>TOURISM FUND</b>					
003-012-5245	WEBSITE & ON-LINE MGT	7,143.34	7,500.00	356.66	5%
003-012-5247	DESIGN/PRODUCTION	10,115.25	15,000.00	4,884.75	33%
003-012-5249	ONLINE MARKETING-MEDIA COSTS	21,498.50	22,500.00	1,001.50	4%
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:		75,564.79	90,000.00	14,435.21	16%



JAN 1ST 2025 - AUG 31ST 2025

# Palisade Visitor Profile

January 1, 2025 - August 31, 2025 (compared to January 1, 2024 - August 31, 2024)

Powered by **DATAFY**



Geo Data Compare Dates



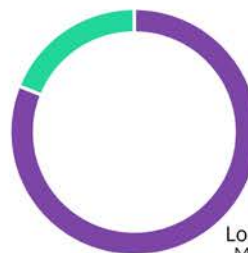
VISITOR DAYS

406,614 Days

▴ 0.19% vs Compare Dates

## Locals vs Visitors % of Visitor Days

Geo Data



Locals 81.1%  
Visitors 18.9%

Locals: 0 - 50 Miles | Visitors: 50 - 3241 Miles  
Min Distance filter is not applied to this chart

## Visitor Days by Length of Stay

Geo Data



Day Trips 54.4%  
Overnight Trips 45.6%

## In-State vs Out-of-State Visitor Days

Geo Data



In-State 44.4%  
Out-of-State 55.6%

Percent of Visitor Days

## Top DMAs

for 1/01/25 - 8/31/25 % ↑/↓ 1/01/24 - 8/31/24

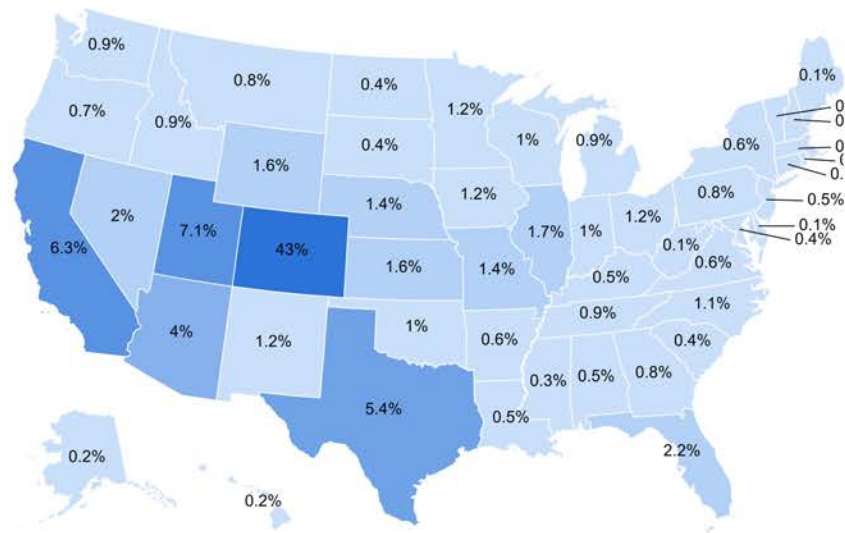
📍 Geo Data

↻ Compare Dates

DMA	Share of Visitor Days	Total Visitor Days	% Change in Visitor Days
Denver	35.8%	154,354	↗ 0.77%
Salt Lake City	6.5%	28,049	↘ 2.65%
Colorado Springs-Pueblo	3.7%	15,816	↘ 0.13%
Phoenix -Prescott	3.3%	14,208	↘ 0.36%
Los Angeles	3%	13,087	↗ 1.48%
Albuquerque-Santa Fe	2.1%	9,160	↘ 0.99%
Grand Junction-Montrose	2%	8,528	↗ 1.33%
Dallas-Ft. Worth	1.7%	7,250	↗ 3.24%
Las Vegas	1.5%	6,674	↗ 1.33%
Chicago	1.2%	5,352	↗ 1.42%

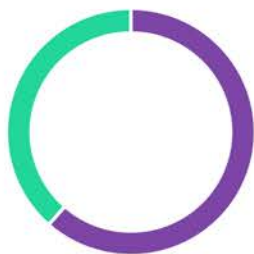
## Share of Trips by State

📍 Geo Data



## Comparison of Trips

Geo Data



One Time 61.5%  
Repeat 38.5%

## Monthly Visitor Trend

Geo Data

Dates: 1/1/24 - 8/31/25

1



## State Visitation

[Geo Data](#)

State	Visitor Days
Colorado	43.4%
Utah	6.28%
California	6%
Texas	5.66%
Arizona	3.98%
Florida	2.52%
Nevada	1.92%
Illinois	1.73%
Wyoming	1.53%
Kansas	1.42%
Missouri	1.31%
New Mexico	1.26%
Nebraska	1.16%
Ohio	1.12%
Oklahoma	1.1%

## DMA Visitation

[Geo Data](#)

DMA	Visitor Days
Denver	35.8%
Salt Lake City	6.51%
Colorado Springs-Pueblo	3.67%
Phoenix -Prescott	3.3%
Los Angeles	3.04%
Albuquerque-Santa Fe	2.13%
Grand Junction-Montrose	1.98%
Dallas-Ft. Worth	1.68%
Las Vegas	1.55%
Chicago	1.24%
Houston	1.1%
Minneapolis-St. Paul	0.88%
Kansas City	0.85%
Wichita-Hutchinson Plus	0.78%
Seattle-Tacoma	0.75%

## City Visitation

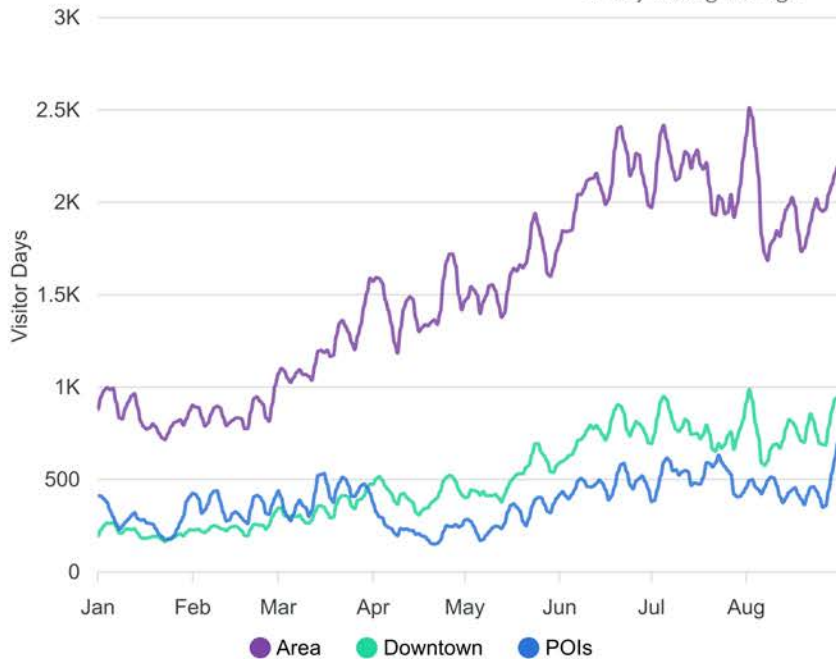
[Geo Data](#)

City	Visitor Days
Denver, CO	6.21%
Littleton, CO	2.55%
Aurora, CO	2.4%
Colorado Springs, CO	2.37%
Montrose, CO	1.88%
Fort Collins, CO	1.22%
Glenwood Springs, CO	1.16%
Las Vegas, NV	0.97%
Loveland, CO	0.92%
Arvada, CO	0.91%
Castle Rock, CO	0.9%
Salt Lake City, UT	0.9%
Brighton, CO	0.89%
Longmont, CO	0.89%
Greeley, CO	0.87%

## Daily Visitor Trends by Cluster

Geo Data

5-Day Rolling Average



## POI Visitation

1

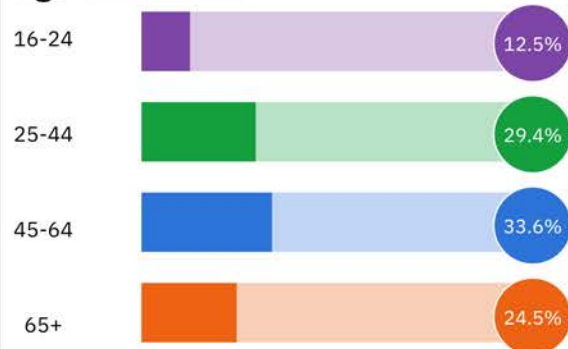
Geo Data

POIs: Palisade Geographic Boundary Excluded

POI	Share of Visitor Days
Palisade Downtown	76.4%
Powderhorn Mountain Resort	19.3%
Wine Country Inn	16.5%
Palisade Brewing Company	15.4%
Riverbend Park	5.3%
Palisade Chamber of Commerce	2.18%

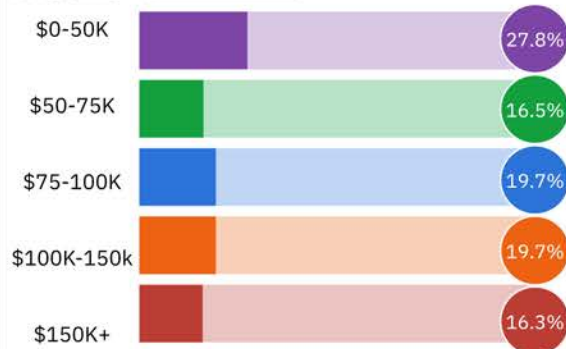
## Age

Demographics



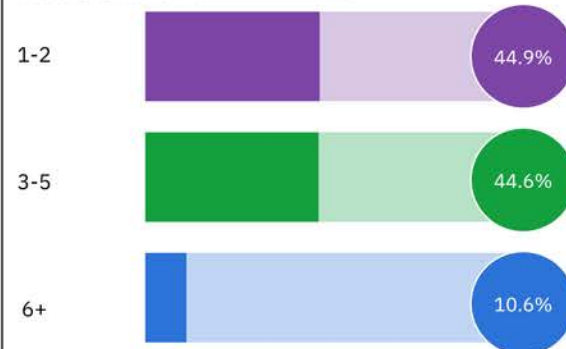
## Income

Demographics



## Household

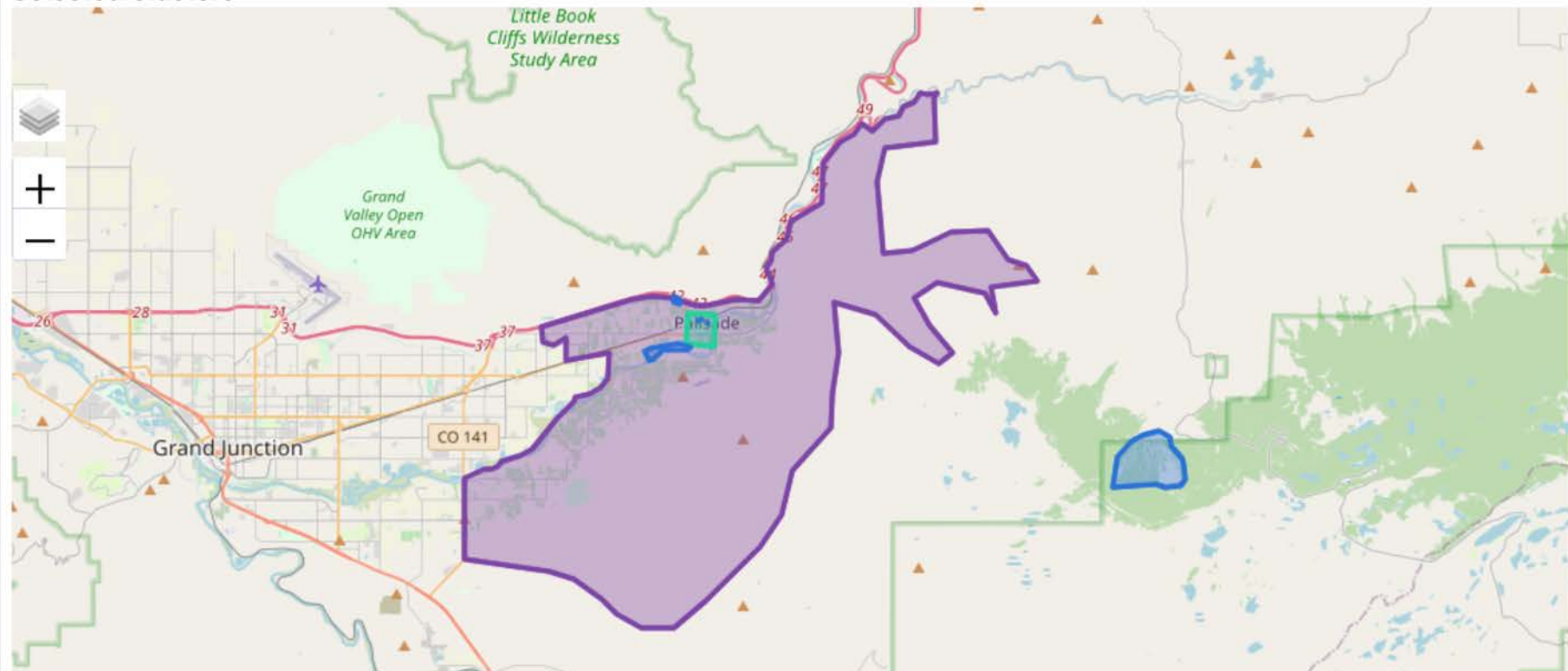
Demographics





## Selected Clusters

Color by: Cluster



## General Definitions

**Distance Filter:** This dynamic filter allows you to specify the distance between the users' home location and your POI. It'll allow you to make real time adjustments to segments like visitors days and trips. (Note: It's calculated on flight distance - not driving distance.)

**Home Zip Code:** The home zip code of the device. It's calculated by observing the historical patterns of the device and is updated monthly, based on the behavior of that device.

**Percent Change:** This tracks the percentage difference (either increase or decrease) between two values. In here, you'll typically see it being used on metrics like Percent Change of Trips and Percentage Change of Visitor Days. For example: if your destination saw an increase from 100 trips to 125 trips, your percent change in trips would be a 25% increase.

## Geolocation Data Definitions

**Cluster:** A group of points of interest (POIs). They could be based on factors like venue type or visitor purpose.

**Share of Trips:** Measures the presence of a particular market by the percentage of which it makes up the destination's total trips. For example: If your destination had a total of 80 trips, and 20 of those visitors came from New York, New York would have a 25% share of trips.

**Share of Visitor Days:** Measures the presence of a particular market by indicating the percentage of its individual visitor days compared to the total number of visitor days. For example, if visitors from San Francisco showed 20 visitor days out of a total of 80 visitor days, San Francisco witnessed a 25% share of visitor days.

**Trips:** The number of distinct trips by a visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled. For example, if a visitor comes in-market Thursday - Sunday, it only counts as one trip. If they return later in the month, that is counted as a second trip.

**Trip Length:** Measures how long, in consecutive days, the visitor spent in the destination.

**Unique Device:** A unique mobile device used to gather an estimate of the unique/individual visitors to a given POI or cluster.

**Visitor Days:** An estimate of the number of daily visitors to a given POI or cluster of POIs. The daily estimate can be calculated based on whichever date range is selected by the users.



## Demographics Definitions

**Education:** We can report on the education level of households into three categories: high school degree, bachelor's degree, and graduate degree.

**Age:** Age is calculated by aggregating and weighting the age groups of the known members of the household, based on the probability of someone in each age group being present in the household. For example, if the report shows 15% in the 65+ category, 15% of your visitors have someone 65+ in their household.

**Ethnicity:** Demographics like ethnicity are pulled from the household profile that the device is associated with, and classified based on the definitions provided by the U.S. Census Bureau.

**Households with Children:** Reports on the percentage of households that have someone under the age of 18 living in them.

**Census Demographics:** We calculate the home zip code of the device and then link that user's demographics, social, housing, and economic characteristics by using data from the U.S. Census and American Community Survey.

## Key Data Definitions



JAN 1ST 2025 - AUG 31ST 2025

# Palisade Spending Report

January 1, 2025 - August 31, 2025 (compared to January 1, 2024 - August 31, 2024)

Powered by **DATAFY**

Datafy Receives transaction-level data from Affinity Solutions, including spend date and time, amount, transaction location and cardholder ZIP code. We then clean, analyze and model the data using Datafy's proprietary algorithms to deliver highly accurate, destination-relevant insights.

To better capture traveler-specific spending, Datafy excludes non-tourism related transitions such as business-to-business purchases and online-only sales. The Advanced Spend Dashboard highlights categories with a strong likelihood of visitor activity, including accommodations, dining and nightlife.

Please note: accommodation data excludes online bookings through platforms like Airbnb, VRBO and OTAs, as these are typically processed through corporate headquarters rather than within the destination. However, hotel stays paid for on-site are included in the accommodation totals.

Includes spending data for the following zip code(s): 81526

\*Spend Data

AVG. SPEND PER TRIP

**\$97.05**

⬇️ -2.6% vs Compare Dates

AVG. TRANSACTIONS PER TRIP

**2.02 transactions**

— -0 vs Compare Dates

TOTAL SPEND

**\$20,262,306**

\$15,197,046 - \$25,327,565

⬆️ 3.1% vs Compare Dates

## In/Out of State Spending

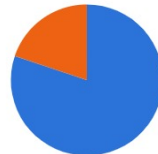
\*Spend Data

● In State

80.2%

● Out-of-State

19.8%



## Locals vs Visitor Spending

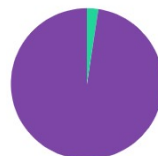
\*Spend Data

● Local

2.43%

● Visitor

97.6%

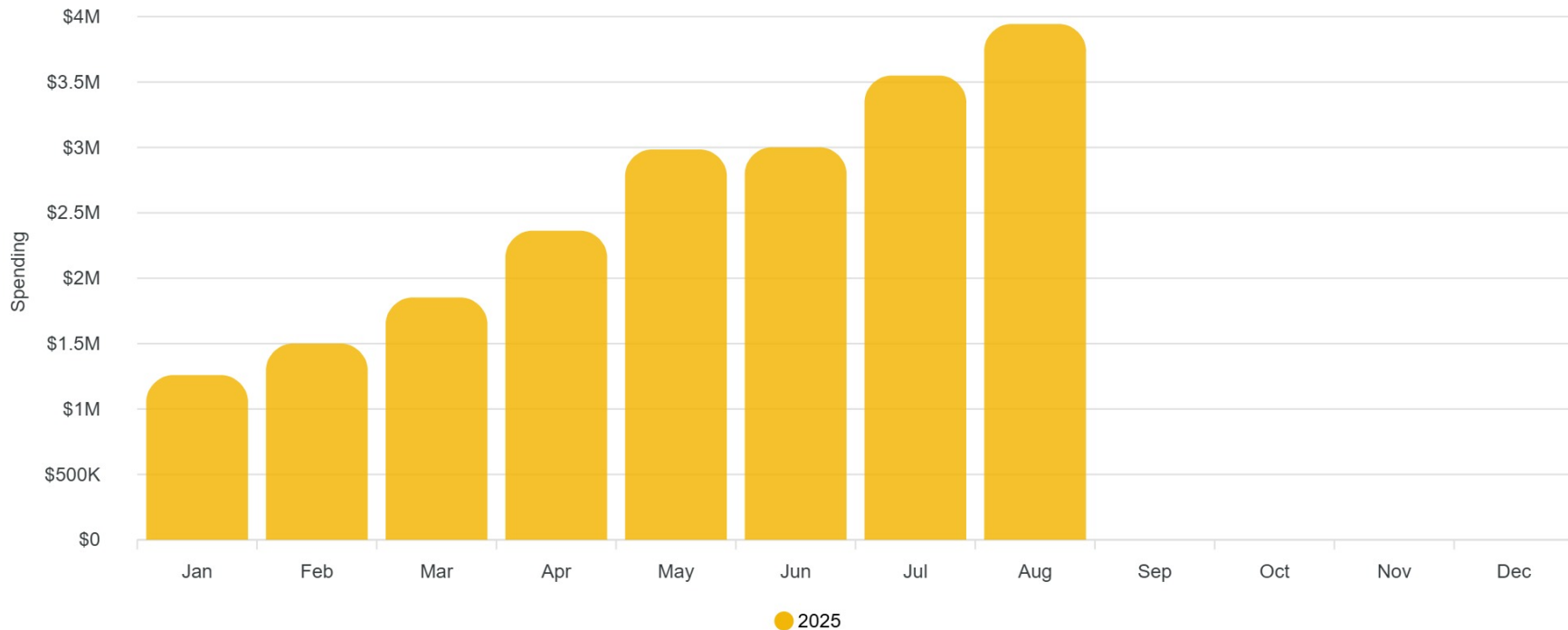


Min distance filter is not applied to this chart.

Locals: 0 - 50 Miles | Visitors: 50 - 3255 Miles

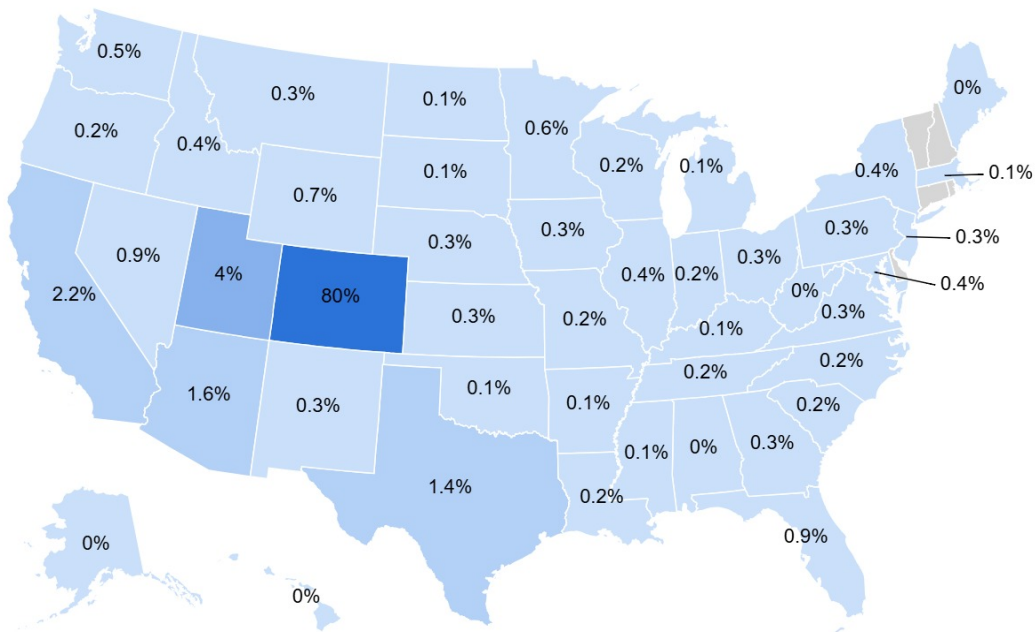
## Spending by Year

\*Spend Data



## Share of Spend by State

\*Spend Data



\* Data below the threshold is not included (?)

## Market Spending \*Spend Data

DMA	Share of Spend %	Change in Share vs Compare Dates
Grand Junction-Montrose	37.9%	+ 3.4
Denver	33.3%	+ 1.1
Salt Lake City	5.24%	- 0.6
Colorado Springs-Pueblo	3.74%	- 0.9
Phoenix -Prescott	1.74%	+ 0.2
Los Angeles	1.24%	- 0.2
Las Vegas	0.94%	- 0.2
New York	0.76%	- 0.5
Dallas-Ft. Worth	0.74%	- 0.3
Albuquerque-Santa Fe	0.72%	+ 0.0
Minneapolis-St. Paul	0.67%	+ 0.1
San Diego	0.63%	No Data
All Others	12.3%	- 2.1

## Category Spending \*Spend Data

Category	Share of Spend %	Change in Share vs Compare Dates
Dining and Nightlife	44.9%	+ 0.9
Service Stations	29.2%	- 2.7
Leisure, Recreation and Entertai	5.42%	- 0.5
Fast Food Restaurants	4.89%	+ 3.5
Accommodations	4.84%	- 1.8
Specialty Retail	4.74%	+ 2.4
Grocery and Dept Stores	4.47%	- 1.3
Clothing and Accessories	1.21%	- 0.4
Personal Care and Services	0.19%	- 0.2
General Services	0.12%	+ 0.0
Transportation	0.02%	No Data
All Others	0.09%	- 0.0

## Top DMAs \*Spend Data

DMA	Share of Spend %	Avg. Spend
Grand Junction-Montezuma	37.9%	\$57.58
Denver	33.3%	\$100.52
Salt Lake City	5.24%	\$116.04
Colorado Springs-Pueblo	3.74%	\$110.62
Phoenix -Prescott	1.74%	\$86.00
Los Angeles	1.24%	\$73.46
Las Vegas	0.94%	\$122.59
New York	0.76%	\$122.71
Albuquerque-Santa Fe	0.72%	\$92.16
Minneapolis-St. Paul	0.67%	\$106.84

## Top DMAs - Accommodations \*Spend Data

DMA	Share of Spend %	Avg. Spend
Denver	64.2%	\$343.59
Salt Lake City	4.21%	\$253.34
Grand Junction-Montezuma	3.9%	\$196.40
All Others	27.6%	\$344.03



## General Definitions

**Distance Filter:** This dynamic filter allows you to specify the distance between the users' home location and your POI. It'll allow you to make real time adjustments to segments like visitors days and trips. (Note: It's calculated on flight distance - not driving distance.)

**Home Zip Code:** The home zip code of the device. It's calculated by observing the historical patterns of the device and is updated monthly, based on the behavior of that device.

**Percent Change:** This tracks the percentage difference (either increase or decrease) between two values. In here, you'll typically see it being used on metrics like Percent Change of Trips and Percentage Change of Visitor Days. For example: if your destination saw an increase from 100 trips to 125 trips, your percent change in trips would be a 25% increase.

## Advanced Spending Data Definitions

**Total Spend:** The total estimated spend for all visitors for the applied date range and filter settings.

**Total Trips:** The estimated number of unique "trips" to a destination. If a cardholder visits in March, and then returns in June this would be considered two separate trips.

**Spend Volume:** The total estimated dollars spent.

**Average Spend per Trip:** The average cumulative amount spent by each visitor during a trip. If a visitor completed four transactions during a trip that were \$25 each, then the spend for this visitor for this trip would be \$100.

**Average Transactions per Trip:** The average number of transactions that each visitor completed during a trip.

**Average Transaction Size:** The average dollar amount for each completed transaction. If a visitor spent \$50 on gas and \$100 at a restaurant during a short trip, then the average transaction size for this visitor would be \$75.

**Transaction Volume:** The total estimated number of transactions that occurred.

**Repeat Spenders:** If we see a cardholder make two or more trips to the destination (using all of our historical data, not just the filtered dates), then they are considered a "Repeat Spender." If the cardholder has only made one trip to the destination, then they are considered "One Time".

**Length of Stay:** Length of stay is determined as the difference between the first transaction on a trip and the last transaction on a trip for an individual cardholder. We recommend toggling the “Primary Cards” option when looking at length of stay to remove cards that a visitor may only use infrequently, and thus will skew towards 1-day trips.

**Merchant Location:** Available as a filter. The merchant location reflects the zip code or county where the transaction took place.

Good day,

I am conducting a survey with a wonderful group of students from the Occupational Therapy Program at Colorado Mesa University (CMU). The purpose of our study is to explore factors that impact accessible tourism in Palisade, CO. More specifically, we want to hear about accessibility challenges and successes you have experienced at your place of employment.

As an occupational therapist and professor, I have spent the last eight years conducting research on accessibility. As a resident of Palisade, I am grateful for the opportunity to contribute to the local community. We hope this study can be used to inform future planning and development of accessible experiences for people of all ages and abilities.

To participate in this study, you must:

- Be 18 or older
- Speak English
- Work at a business located in Palisade

It will take approximately 10-15 minutes to complete the survey. All feedback is anonymous. You have the option to skip questions you do not want to answer. Please complete the survey by February 1<sup>st</sup>.

Survey Link: [https://coloradomesa.az1.qualtrics.com/jfe/form/SV\\_5d4hY4qE2RkT3O6](https://coloradomesa.az1.qualtrics.com/jfe/form/SV_5d4hY4qE2RkT3O6)

We are grateful for your time and participation! If you have any questions, please contact:

Jennifer Fortuna, PhD., OTR/L  
Primary Investigator  
Associate Professor of Occupational Therapy  
Email: [jfortuna@coloradomesa.edu](mailto:jfortuna@coloradomesa.edu)  
Phone: 970-248-2310

# 2025 MARKETING UPDATE

## PALISADE 2025 ANNUAL WORKPLAN

MONTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	COST
<b>SOCIAL MEDIA &amp; ONLINE CONTENT</b>													\$7,500
Social media post creation		x		x		x		x		x		x	
Social media monitoring and engagement	x	x	x	x	x	x	x	x	x	x	x	x	
Blog writing and itinerary development		x			x			x			x	x	
Email newsletters		x			x				x			x	
<b>ADVERTISING MANAGEMENT, CONTENT &amp; DESIGN</b>													
Coordination with advertising platforms		x	x					x	x				
Reporting and reviewing ad success							x	x					
Content creation		x	x	x				x	x	x			
Design of ads			x	x					x	x			
<b>MEDIA PARTNERSHIPS AND PITCHES</b>													\$2,000
Planning fam trip and coordination		x	x										
Coordination with journalists		x	x										
Resharing earned media content													
<b>WEBSITE MANAGEMENT, HOSTING, CONTENT UPDATES</b>													\$10,000
SEO monitoring and updates	x				x			x			x		
Development and creation of media page	x	x	x	x									
Content updates	x		x		x		x		x		x		
Event page management	x		x		x		x		x		x		
<b>VIDEO/PHOTOGRAPHY</b>													\$6,000
On-site video shoot (x2)										x	x	x	
Photo and video editing											x	x	
Updating video ad reels													x
<b>SPECIAL CAMPAIGNS &amp; PARTNERSHIPS</b>													\$5,000
Coordination and collaboration with Chamber	x		x		x		x		x				
Local promotion campaign development (1904)		x	x	x									
Support and promotion of local passport campaign													
<b>LABOR BUDGET</b>													\$37,500
<b>ADVERTISING BUYS</b>													
Digital Advertising				x	x		x	x			x	x	
CTO (OSVG and Visitor Center video)	x	x	x	x	x	x	x	x	x	x	x	x	
Social Media	x		x		x		x		x		x	x	
Google Ads										x	x	x	
<b>AD PLACEMENT PASS-THROUGHS</b>													\$37,500

# WEBSITE ANALYTICS

## DAILY VISITORS



[View reports snapshot →](#)

### MOST VISITED PAGES

<input type="checkbox"/>	Page title and screen class ▾	+	↓ Views	Active users	Views per active user	Average engagement time per active user
<input type="checkbox"/>	Total		4,532 100% of total	2,504 100% of total	1.81 Avg 0%	41s Avg 0%
<input type="checkbox"/>	1 Visit Palisade, Colorado		987 (21.78%)	789 (31.51%)	1.25	17s
<input type="checkbox"/>	2 Events — Palisade Colorado		456 (10.06%)	318 (12.7%)	1.43	22s
<input type="checkbox"/>	3 Your Guide to Festive Events and Holiday Shopping in Palisade — Palisade Colorado		364 (8.03%)	278 (11.1%)	1.31	28s
<input type="checkbox"/>	4 Wineries To Try — Palisade Colorado		356 (7.86%)	268 (10.7%)	1.33	43s
<input type="checkbox"/>	5 Things To Do — Palisade Colorado		325 (7.17%)	252 (10.06%)	1.29	38s
<input type="checkbox"/>	6 Where To Stay — Palisade Colorado		174 (3.84%)	138 (5.51%)	1.26	34s
<input type="checkbox"/>	7 Fruit & Wine Byway — Palisade Colorado		159 (3.51%)	132 (5.27%)	1.20	27s
<input type="checkbox"/>	8 What To Eat — Palisade Colorado		149 (3.29%)	111 (4.43%)	1.34	37s
<input type="checkbox"/>	9 Palisade Colorado		143 (3.16%)	133 (5.31%)	1.08	4s
<input type="checkbox"/>	10 Orchards and Farms — Palisade Colorado		106 (2.34%)	75 (3%)	1.41	47s



# EMAIL NEWSLETTER

TOTAL AUDIENCE: 19,766

OPEN RATE: 30.6%

CLICK RATE: 1.1%

UNSUBSCRIBE RATE: 1%

# BLOG

BLOG VISITS: 584

TIME ON PAGE: 00:01:22



## *A Storybook Holiday Season* Your Guide to Festive Events and Holiday Shopping

# SOCIAL MEDIA

## FACEBOOK

VIEWS 63.8K +4.8%

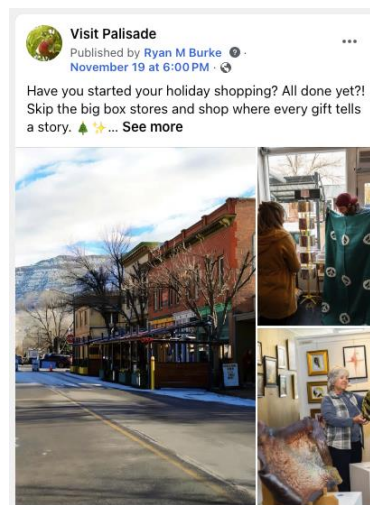
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VIEWS 12.6K +106.3%

## BOOSTED POSTS

VIEWS 10,487

## TOP PERFORMING POSTS



# 2025 MARKETING UPDATE

## PALISADE 2025 ANNUAL WORKPLAN

MONTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	COST
<b>SOCIAL MEDIA &amp; ONLINE CONTENT</b>													\$7,500
Social media post creation		x		x		x		x		x		x	
Social media monitoring and engagement	x	x	x	x	x	x	x	x	x	x	x	x	
Blog writing and itinerary development		x			x			x			x	x	
Email newsletters		x			x				x			x	
<b>ADVERTISING MANAGEMENT, CONTENT &amp; DESIGN</b>													
Coordination with advertising platforms		x	x					x	x				
Reporting and reviewing ad success							x	x					
Content creation		x	x	x				x	x	x			
Design of ads			x	x					x	x			
<b>MEDIA PARTNERSHIPS AND PITCHES</b>													\$2,000
Planning fam trip and coordination		x	x										
Coordination with journalists		x	x										
Resharing earned media content													
<b>WEBSITE MANAGEMENT, HOSTING, CONTENT UPDATES</b>													\$10,000
SEO monitoring and updates	x				x			x			x		
Development and creation of media page	x	x	x	x									
Content updates	x		x		x		x		x		x		
Event page management	x		x		x		x		x		x		
<b>VIDEO/PHOTOGRAPHY</b>													\$6,000
On-site video shoot (x2)										x	x	x	
Photo and video editing											x	x	
Updating video ad reels													x
<b>SPECIAL CAMPAIGNS &amp; PARTNERSHIPS</b>													\$5,000
Coordination and collaboration with Chamber	x		x		x		x		x				
Local promotion campaign development (1904)		x	x	x									
Support and promotion of local passport campaign													
<b>LABOR BUDGET</b>													\$37,500
<b>ADVERTISING BUYS</b>													
Digital Advertising				x	x		x	x			x	x	
CTO (OSVG and Visitor Center video)	x	x	x	x	x	x	x	x	x	x	x	x	
Social Media	x		x		x		x		x		x	x	
Google Ads										x	x	x	
<b>AD PLACEMENT PASS-THROUGHS</b>													\$37,500

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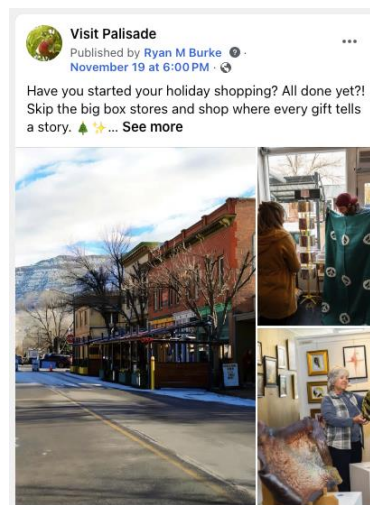
## INSTAGRAM

VIEWS 12.6K +106.3%

## BOOSTED POSTS

VIEWS 10,487

## TOP PERFORMING POSTS





VISIT PALISADE

---

2026

MARKETING  
PLAN



Attract visitors who respect Palisade's character, landscapes, history, and community, while ensuring engagement strengthens the local economy and protects what makes the town extraordinary.







# KEY AMENITIES TO PROMOTE



## FOOD & DRINK

Palisade, Colorado offers a robust, authentic food, wine, and dining experience rooted in orchards, vineyards, and approachable Western hospitality.



## SIGNATURE EVENTS

Town-sponsored events are uniquely regional, delivering authentic experiences that resonate strongly with and attract our target audiences.



## RECREATIONAL AMENITIES

From hiking and biking to floating the Colorado River and exploring Colorado National Monument, Palisade offers a truly unique experience.



## HISTORY & CULTURE

Palisade's rich agricultural history reflects deep community investment and stories, shared by those proudly shaping the region's future.



# TARGET AUDIENCES

## EMPTY NESTERS

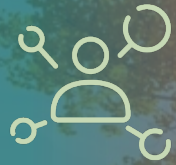
- **AGES:** 50-70
- **PREFERRED DINING EXPERIENCE:** Often willing to pay more for comfort, dining, wine, and curated experiences.
- **TYPICAL DAILY VACATION EXPENDITURES:** Lodging: \$150 - \$250; Food & Bev: \$60 - \$100; Activities/shopping: \$25 - \$50

## MILLENNIAL FEMALES

- **AGES:** 28-43
- **PREFERRED DINING EXPERIENCE:** Value-driven but prioritizes aesthetics, local food, and shareable moments.
- **TYPICAL DAILY VACATION EXPENDITURES :** Lodging: \$120 - \$200; Food & Bev: \$40 - \$75; Activities/shopping: \$20 - \$40

## OUTDOOR RECREATORS

- **AGES:** 22-55
- **PREFERRED DINING EXPERIENCE:** Spend more on post-ride dining than on luxury lodging.
- **TYPICAL DAILY VACATION EXPENDITURES :** Lodging: \$110 - \$180; Food & beverage: \$35 - \$65; Activities/gear: \$15 - \$35



# MARKETING TACTICS & PLATFORMS



## PAID AD PARTNERSHIPS

- iHeart
- KUER (Utah NPR)
- GJT Commercial
- CTO
  - Fruita Welcome CTR
  - State Vacation Guide
  - Social Media CO-OP



## ONLINE PRESENCE

- Monthly website maintenance
- Quarterly e-newsletter
- Quarterly blog
- Youtube channel expansion



## SOCIAL MEDIA

- Youtube
  - Includes paid ads
- Meta
  - Instagram
  - Facebook
  - Includes paid ads



## SPECIAL CAMPAIGNS

- Ski & Stay Packages
- Fam Trips
- 1904 Campaign
- CTO Grant Integration
- RV'er campaign

# PALISADE 2026 ANNUAL WORKPLAN

	MONTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	COST
SOCIAL MEDIA & ONLINE CONTENT														\$12,500
Social media post creation														
Social media monitoring and engagement														
Blog writing and itinerary development														
Email newsletters														
YouTube channel development														
WEBSITE MANAGEMENT, HOSTING, CONTENT UPDATES														\$5,000
SEO monitoring and updates														
Content updates														
Event page management														
ADVERTISING MANAGEMENT, CONTENT & DESIGN														\$6,000
Coordination with advertising platforms														
Reporting and reviewing ad success														
Content creation														
Design of ads														
MEDIA PARTNERSHIPS AND PITCHES														\$2,000
Planning one fam trip and coordination														
Coordination with journalists														
Resharing earned media content														
VIDEO/PHOTOGRAPHY														\$7,000
Build photo and video library to reflect the visual landscape														
Photo and video editing														
SPECIAL CAMPAIGNS & PARTNERSHIPS														\$5,000
Renew local promotion campaign development (1904)														
RV campaign promotion														
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
		Designated	Actual
<b>DIGITAL ADVERTISING</b>		<b>\$27,563</b>	<b>\$0</b>
iHeart - podcasts and digital displays, mid-March to mid-June		\$10,000	
KUER - Utah NPR, Spring & Fall		\$8,600	
GJT 25/26		\$4,800	
GJT 26/27		\$2,400	
New, unanticipated marketing opportunities		\$1,763	
<b>COLORADO TOURISM OFFICE</b>		<b>\$5,937</b>	<b>\$0</b>
Welcome Center Fruita (12 months)		\$1,187	
State Vacation Guide 1/4 page		\$3,750	
Social media co-op		\$1,000	
<b>SOCIAL &amp; SEARCH ENGINE MARKETING</b>		<b>\$4,000</b>	<b>\$0</b>
Facebook & Instagram		\$1,000	
Google and YouTube Ads		\$3,000	
<b>TOTAL</b>		<b>\$37,500</b>	<b>\$0</b>



THEME	CAPTION	PALISADE PAIRS WELL WITH	PHOTO DIRECTION	VIDEO DIRECTION	EVENTS OUTDOOR ACT. FOOD/WINE GENERAL HEADS IN BEDS
	<p>Happy New Year from Palisade! Thank you for making our orchards sweeter, our tasting rooms livelier, and respecting our outdoor spaces this past year.</p> <p>We can't wait to welcome you back for more sunshine, small-town charm, and unforgettable sips in 2026. Palisade pairs well with adventure.</p>	X	Video of wine glass and Palisade logo		
	<p>Winter hits a little bit differently in Palisade! Soft sunlight, open trails, quiet vineyards, warm tasting rooms.</p> <p>It's peaceful, pretty, and just a little bit magical. Palisade pairs well with peaceful retreats.</p>	X	Snow-dusted landscape		
	<p>Palisade's 2026 lineup is packed! Festivals, wine weekends, peach season, fall fun... Go ahead and pencil us in now. Your future self will thank you.</p>			Fast-cut montage of past events and seasonal vineyard shots	
	<p>One month 'til Valentine's Day... just saying. Palisade has cozy stays and dreamy views that basically write the romance for you.</p>		Cozy couple		
	<p>From boutique inns to vineyard VRBOs, Palisade has a stay for every style. Wake up to mountain light and walk to dining, shopping or wine. Your choice!</p> <p>Check out our loding partners at <a href="https://visitpalisade.com/where-to-stay">visitpalisade.com/where-to-stay</a></p>		Carousel of lodging partners		
	<p>Step into Colterris Collections, where wine, art, and stories come together. Wander the exhibits, sip estate-grown wines, and soak in a little Palisade history along the way.</p>			Video from Nov 2025 interview	
	<p>From farm-fresh bites to cozy winter comfort food, Palisade restaurants do not miss. Come hungry. Leave extra happy!</p> <p><a href="https://visitpalisade.com/what-to-eat">visitpalisade.com/what-to-eat</a></p>		Images of food from local restaurants		
	<p>Snow on the Mesa, golden vineyards, river views, peach orchards sleeping under blue skies...</p> <p>Palisade scenery hits "wow" even in winter.</p>		Snow-dusted landscape		
	<p>Ski at Powderhorn → Après in Palisade.</p> <p>It's the winter combo you didn't know you needed.</p> <p><a href="https://powderhorn.com/">powderhorn.com/</a></p>	X		Video of skiers	