



Restart Destinations Program

Fruita + Palisade Tourism Partnership Work Plan

Fruita + Palisade Tourism Partnership Purpose & Objectives.

The Fruita + Palisade Tourism Partnership (F+P Partnership) was formed in order to collaboratively and creatively market Fruita and Palisade, bookends within Colorado's Grand Valley, as a single destination. The F+P Partnership will meet quarterly and members will report back to the Fruita Tourism Advisory Committee (TAC) and Palisade Tourism Advisory Board (TAB) which are convened on a monthly basis.

The F+P Partnership endeavors to achieve the following objectives in order to increase travel to and tourism spending in the two destinations:

- Identify ways in which the two towns can augment one another's tourism experience
- Align budgets and grant opportunities to fund joint-marketing efforts
- Create marketing materials and media that promote the Grand Valley as a multi-day destination for both outdoor recreation and agritourism
- Encourage more responsible visitation within the Grand Valley
- Keep one another informed about events, tourism experiences, and happenings in order to facilitate cross promotions

Potential Projects & Work Plan

#1 Collect photo and video assets

Compile visual assets that showcase the combined experiences that Fruita and Palisade offer. Asset collection should involve professional photography and videography, as well as, compiling user generated content (e.g., photos, videos, reviews, testimonials) for use. Leverage the photoshoot that will be funded through the Restart Destination grant, by building a comprehensive shot list and engaging a local videographer to capture video during the shoot. The compilation of user generated content (UGC) will involve searching social media, identifying desirable photos and videos, and securing permission to use from content creators. Additionally, scan 3rd party sites (e.g., Google, Trip Advisor, Yelp, etc.) and blog posts for reviews, comments, and testimonials that may be useful to repurpose in promotional marketing.

Budget:

\$2,000 - videographer to accompany the CTO photoshoot or an independent shoot

\$750 - collect UGC (identify and acquire rights for photos and videos on social media, compile reviews, testimonials, and comments).

Timeframe:

Summer-Fall 2022

#2 Create a Shared Fruita + Palisade Event Calendar or List

Develop a shared calendar or list of events for Fruita and Palisade for posting online (Visit Palisade, Go Fruita and Discover Grand Valley websites) and distributing via social media. A print-version (e.g., flier) of the event calendar or list would also be a helpful tool in co-branding the two destinations that can be posted in both Fruita and Palisade. Establish a template that can be updated annually.

Budget:

\$750 - Event calendar or list (compile event schedules from Palisade and Fruita, graphic design)

Timeframe:

Spring - Summer 2022

#3 Create Shared Marketing Materials and Media

Build on media and concepts developed as part of the Restart Destinations grant and work with Fruita and Palisade respective marketing agencies to produce a host of marketing materials and media for use in a shared campaign. Recommended media includes:

- Messaging: Talking points and taglines that capture the joint promotional effort
- Digital Stories: 3-4 more digital stories featuring other seasons and niche activities (*4 digital stories have already been created*)
- Hashtag: Create a hashtag for the shared destination. Hashtag will be helpful in promoting the region and in collecting UGC.
- Map: Create a map depicting the two destinations. Designed to give travelers a sense for their location in Colorado and proximity to one another and outlying assets within the Grand Valley (e.g., Colorado National Monument, Grand Mesa, trail systems)
- Itineraries: Develop a series of 3-4 day itineraries. Segment and build on the two broad itineraries built under the Restart Destinations grant
- Asset list: Build on the cross-destination activities list in the itineraries to create an asset inventory that identifies visitor assets and experiences that can be utilized to market Fruita and Palisade as a single destination
- Website: review DiscoverGrandValley website and identify needed updates

Budget:

\$8,000 - workshop to brainstorm, mapping and design

Timeframe:

1. Fall 2022 - Winter 2023 (*have ready for spring 2023*)

#4 Create a Series of Bike + Agritourism Routes and Itineraries

Map a variety of bike rides (road, gravel, mountain bike) and develop itineraries that incorporate agritourism experiences into the bike rides. Create a map as well as narrative descriptions of the routes and experiences. Package the routes so they can be posted on websites and shared via social media. Fruita and Palisade would also be a great candidate for a printed gravel adventure guide.

Budget:

\$7,500 - route planning, mapping and design

\$40,000 - gravel adventure guide - includes route planning, map production, research and writing, illustrations, graphic design, book printing (9000 copies), as well as, a production of a promotional video.

Timeframe:

Fall 2022 - Winter 2023 (*have ready for spring 2023*)

#5 Develop Responsible Visitation Messaging

Work together to identify issues with tourism and visitor behaviors that Palisade and Fruita would like to shift. Also engage land managers and tourism stakeholders when identifying problematic behaviors. Develop messaging addressing these behaviors and encouraging more responsible and respectful travel. Borrow from Care for Colorado and Leave No Trace in developing a set of messages tailored to issues the F+P partnership and their partners have identified. Turn messaging into a graphic that can be shared with partners and distributed digitally..

Budget:

\$2,000 - investigate problematic behaviors, create messaging and media

Timeframe:

Summer - Fall 2022

#6 Create a "What's Open" Spreadsheet Featuring Local Businesses

The purpose of the spreadsheet is to keep visitors informed and assist with their trip planning. Development of the spreadsheet will require reaching out to all businesses, collecting and confirming their hours of operations, *and* developing a system for maintaining the spreadsheet across the seasons. This tool is likely more applicable to Palisade where a good portion of downtown businesses are closed mid-week and the agritourism businesses (wineries, orchards, farms) have varying hours across the seasons. The spreadsheet should be easily updated and shareable. Here's an [example "open business" spreadsheet](#) from Lake City. The F+P Partnership will need to determine who hosts and maintains the spreadsheet.

Budget:

\$2,000 - building spreadsheet, reaching out to businesses to confirm hours of operation

Timeframe:

Summer - Fall 2022 (*have ready for the shoulder season and winter 2022-23*)

#7 Website Updates

Update the [DiscoverGrandValley](#) website to feature new marketing materials including: map, digital stories, itineraries, and hashtag. Also consider posting a shared calendar and the open businesses spreadsheet to the website. Create messaging and graphics needed to link to the DiscoverGrandValley website from the Go Fruita and Visit Palisade websites.

Budget:

\$4,000 - incorporating new marketing materials; linking from Visit Palisade and Go Fruita

Timeframe:

Winter 2022-2023 (*have ready for spring 2023*)

#8 Launch a Fruita + Palisade Promotional Campaign

Create messaging and graphics for a Fruita + Palisade promotional campaign. Work with Fruita and Palisade's marketing agencies to determine the best approach for the cross promotional effort and how and when to roll out the new marketing media (e.g., digital stories, calendar, business spreadsheet, hashtag). For instance, there could be a concerted effort to promote the two destinations as a shared vacation during an upcoming spring and/or fall. Incorporate a request for sharing Fruita+Palisade photos and experiences into the campaign to aid in the collection of UGC assets. Develop metrics to measure the campaign and plan to report out on successes, challenges and lessons learned. Aside from specific campaign messaging and graphics, most of the content and media required for the campaign will have been produced under project #3 *Create Shared Marketing Materials and Media*.

Budget:

\$6,000 - campaign messaging, social media advertising, campaign strategy and implementation (~2-3 month push), metrices

Timeframe:

Winter 2022 - Spring 2023 (*for a spring 2023 campaign*)

#9 Pursue Grants to Fund F+P Partnership Projects

The projects outlined here all fit the criteria for the Colorado Tourism Office's Reimagine Destination Grant (due June 7th), [Outdoor Recreation Grant](#) (opening June 2022*; with subsequent application periods available on a quarterly basis through 2025), [Marketing Matching Grant](#) (Aug-Sept, 2022 application period), and Tourism Management Grant (Spring 2023). The project descriptions (and estimates) in this document can be used in the applications for the upcoming grants. It is also possible to incorporate some destination-specific requests into the applications, too. For instance, Fruita is looking for additional funding to update and improve signs which would support the itineraries and, specifically, the agritourism routes the F+P Partnership will be promoting.

Budget:

\$500 - grant assistance (*assuming members of the partnership can pull most of grant applications together*)

Timeframe:

Summer-Fall 2022

** The Outdoor Recreation Grant will be available on a quarterly basis until funding runs out, through 2025. Quarterly application deadlines include: Jun 30, 2022-2025, Sep 30, 2022-2025, Dec 31, 2022-2025, March 31, 2023-2025*

#10 Community and Media Outreach

Develop a press release explaining the purpose and projects of the F+P Partnership. Share what has been developed and what's in the works. Explain the value of tourism for the two communities and why they have come together. Share the press release with local media and travel media partners. Also use Palisade and Fruita's communication channels to alert residents about the F+P Partnership

and projects and invite recommendations and feedback from residents. Community engagement could involve a survey, an open house, or simply an update or request for feedback conveyed via social media, posts on community forums, and/or newsletters. In order to improve community sentiment around tourism, it will be important to keep residents informed about the F+P Partnership's work.

Budget:

\$750 writing and editing assistance and coordinating outreach to residents (*assuming members of the partnership can draft the press release*)

Timeframe:

Fall 2022

Budget Estimate and Proposed Schedule

Projects	Estimated Budget	Timeframe
Collect Photo and Video Assets: Videographer 1-2 day shoot and user generated content collection	\$2,750	Summer-Fall 2022
Create a Shared Fruita + Palisade Event Calendar/List: Compile event schedules from Palisade and Fruita, graphic design	\$750	Spring - Summer 2022
Create Shared Marketing Materials and Media: workshop/mtg to brainstorm, mapping, and design	\$8,000	Fall 2022 - Winter 2023 (<i>have ready for spring 2023</i>)
Create Fruita + Palisade Adventure Guide: route development, mapping, adventure guide production/printing, video	\$40,000 (or \$7,500 for route development and a simpler set of maps/descriptions)	Fall 2022 - Winter 2023
Develop Responsible Visitation Messaging: investigate problematic behaviors, create messaging and media	\$2,000	Summer - Fall 2022
Create a "What's Open" Spreadsheet Featuring Local Businesses: building spreadsheet, reaching out to businesses to confirm hours of	\$2,000	Summer - Fall 2022

operation		
Discover Grand Valley Website Updates: Incorporating new marketing materials in website; link from Go Fruita & Visit Palisade	\$4,000	Winter 2022-23 (have updated website ready for spring 2023)
Launch a Fruita + Palisade Promotional Campaign: developing campaign messaging, social media advertising, campaign strategy and coordinating rollout	\$6,000	Winter 2022 - Spring 2023 (for a spring 2023 campaign)
Pursue Grants to Fund F+P Partnership Projects: grant writing assistance; assuming members of the partnership can pull most of grant applications together	\$500	Reimagine - June 7 Outdoor Recreation - June 30 Marketing Match - Aug 2022 Tourism Mngmt - Spring 2023
Community and Media Outreach: writing and editing assistance and coordinating outreach to residents; assuming members of the partnership can draft the press release	\$750	Fall 2022
TOTAL ESTIMATE	\$66,750	

Agendas for 2022 Fruita + Palisade Partnership Meetings

Proposed agendas are suggested for the quarterly F+P Partnership meetings. In addition to preparing for cross-promotional projects and reviewing new marketing content, it will be important that partnership members keep each other apprised of happenings and projects in the individual destinations.

Spring 2022:

- Review Restart Destination materials
- Review Imagine Destination - decide on project, develop a game plan for application
- Compile a summer and fall event list for Palisade and Fruita
- Update from Fruita TAC and Palisade TAB:
 - What are you excited about in your destination?
 - Upcoming events?
 - Any new businesses or attractions?
 - Any issues with visitors or problematic behaviors?

Summer 2022:

- Review Marketing Matching and Outdoor Recreation Grants - decide on projects, develop a game plan for application
- Organize CTO Photoshoot - develop a shot list
- Build shared event calendar or list
- Brainstorm responsible messaging and problematic behaviors need to address

Fall 2022:

- Collect UGC for future promotions
- Brainstorm bike and agritourism routes and itineraries
- Review "What's Open" spreadsheet (*focus on late fall, winter*)
- Review press release and plan community outreach
- Update from Fruita TAC and Palisade TAB

Winter 2022:

- Discuss website updates and promotional campaign strategy
- Review bike and agritourism routes and itineraries
- Review proposed F+P Partnership project list and discuss additional project ideas as well as funding opportunities
- Update from Fruita TAC and Palisade TAB

Spring 2023:

- Tourism Management Grant - decide on projects, develop a game plan for application
- Discuss promotional campaign - what's working, adjustments needed, spring rollout
- Update from Fruita TAC and Palisade TAB