



# *City of La Quinta*

## MEMORANDUM

**TO:** Honorable Mayor and Members of the City Council

**FROM:** Edie Hylton, Community Services Director

**DATE:** October 15, 2013

**RE:** QUARTERLY MARKETING REPORT

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Per the City's contract with FG Creative, Inc., and Graphtek Interactive, the second Quarterly Marketing Report for Fiscal Year 2013/14 is attached.



**Second Quarter Report of Fiscal Year 2013/2014**  
**Implemented by FG Creative, Inc. (FG) and Graphtek Interactive (GI)**

**FG - Traditional Marketing (Print/Radio)**

**Events Brochure:** Created new Events brochure incorporating new photography, which is placed in more than 250 hotel and visitor center racks in the region encouraging visitors to return to La Quinta for other events. (Attachment 1)

**El Dorado Polo Co-op:** Facilitated a co-op for the El Dorado Polo program, securing La Quinta business partners including Okura, Las Casuelas Quinta, Embassy Suites La Quinta and La Quinta Baking Company. Coordinated content with all partners and designed colorful program co-op ad. (Attachment 2)

**Patriot Ride for our Heroes:** Wrote and produced radio commercial promoting the first annual Patriot Ride for our Heroes bike event. The radio spot aired over 100 times on two local radio stations.

**Humana Advertorial & Ads:**

FG coordinated a number of promotional projects surrounding the Humana Community events and Humana Challenge Golf Tournament. These include:

- Writing and design for the City of La Quinta advertorial pages in the 2014 Humana Challenge program. (Attachment 3)
- Writing and design for print ads in the Desert Sun newspaper focusing on Humana healthy community events sponsored by City of La Quinta (Attachment 4)
- Writing and production of a radio spot promoting Humana healthy community events sponsored by City of La Quinta. The radio spot aired over 360 times on four local radio stations.

**Press Releases:** Press releases were created and distributed to local news agencies for the following events:

- North La Quinta Landscape meetings
- City of La Quinta Christmas Tree Lighting Ceremony (Attachment 5)








**GI - Digital Marketing (Web/Social Media)**

**PlayInLaQuinta.com Website:** The City's tourism website PlayInLaQuinta.com was completed in November 2013. The website features a visually pleasing, graphic rich user display with links to Hotels, Restaurants, Things to do, Shopping, and Recreation. The site showcases "Signature Events" that happen in and around La Quinta. Events including the Humana Challenge, La Quinta Arts Festival, BNP Paribas Open, Coachella Music and Arts Festival, and Stagecoach Music Festival,.

Users can book a hotel room at any of the hotels in La Quinta directly from the home page.

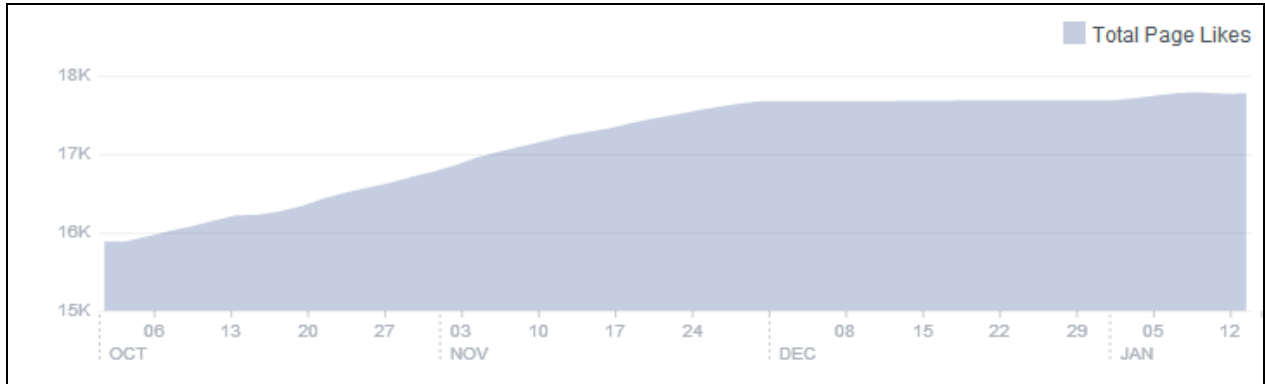
Since its launch in November, the website has already received 9,000 visits with over 75% coming from first-time visitors.

**Online Presence:** GI continues to boost the City's online presence by creating content that includes images and links in social media networks and on the PlayInLaQuinta.com blog. A recent Google search of "Golf California" returned a FIRST PAGE result from the City's Google Plus account. As more content is created and posted online, the City of La Quinta will be featured more prominently in search engine results.

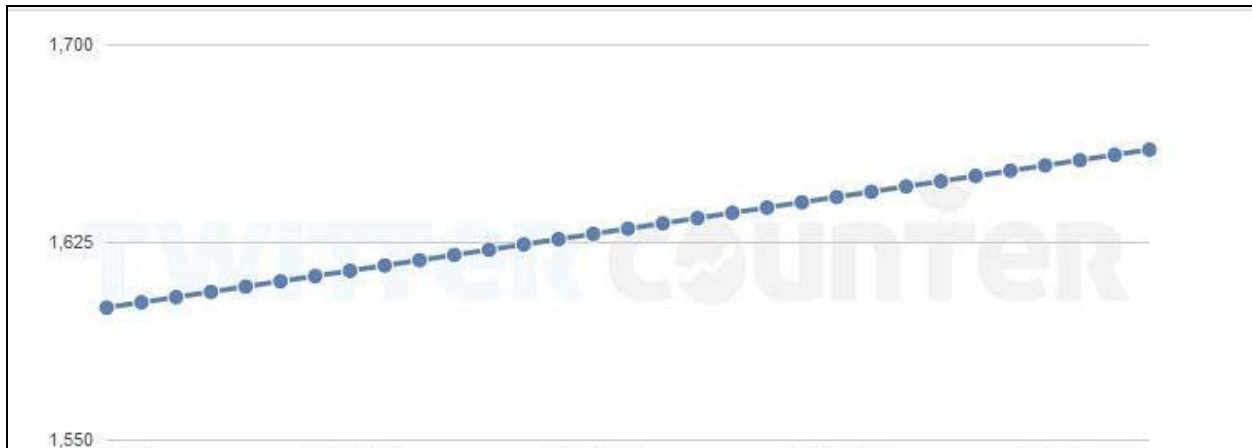
<a href="http://www.golfcalifornia.org/">CGCOA California Golf Course Owners Association</a> <a href="http://www.golfcalifornia.org/">www.golfcalifornia.org/</a> ▾ The California Golf Course Owners Association (CGCOA) is dedicated to the stimulation of market growth for California's golf course industry. Promoting ...			
4) PA: 36	56 Links / PRO ONLY RDs	DA: 25	PRO ONLY Links / PRO ONLY RDs
 Link Analysis			
<a href="http://www.golf.com/courses-and.../best-public-golf-courses-california-2012">Best Public Golf Courses in California 2012 - GOLF.com</a> <a href="http://www.golf.com/courses-and.../best-public-golf-courses-california-2012">www.golf.com/courses-and.../best-public-golf-courses-california-2012</a> ▾ Jul 22, 2012 - Best Public Golf Courses in California 2012. ... Best Public Golf Courses in California 2012 - Best Public Golf Courses in the West. Top Stories ...			
5) PA: 43	7 Links / PRO ONLY RDs	DA: 84	PRO ONLY Links / PRO ONLY RDs
 Link Analysis			
<a href="http://www.visitcalifornia.com/Things-To-Do/Golf/">California Golfing Destinations. Discover some of the world's ...</a> <a href="http://www.visitcalifornia.com/Things-To-Do/Golf/">www.visitcalifornia.com/Things-To-Do/Golf/</a> ▾ With internationally renowned public access courses like Pebble Beach, Spyglass Hill, PGA West, Torrey Pines it is not hard to imagine why many consider ...			
6) PA: 69	2,684 Links / PRO ONLY RDs	DA: 83	PRO ONLY Links / PRO ONLY RDs
 Link Analysis			
<a href="http://www.pebblebeach.com/">Pebble Beach Resorts: Golf and Spa Resort Vacations in California ...</a> <a href="http://www.pebblebeach.com/">www.pebblebeach.com/</a> ▾ The legendary Pebble Beach Resorts, between Monterey and Carmel, California, features four renowned golf courses, three acclaimed resorts and a ...			
7) PA: 75	5,682 Links / PRO ONLY RDs	DA: 70	PRO ONLY Links / PRO ONLY RDs
 Link Analysis			
<a href="#">Images for golf california</a> - Report images			
			
<a href="https://plus.google.com/.../posts/e2dcH7TZNXm">#FunFact - Robb Report Magazine credits #LaQuinta as ...</a> <a href="https://plus.google.com/.../posts/e2dcH7TZNXm">https://plus.google.com/.../posts/e2dcH7TZNXm</a> ▾  City of La Quinta Jul 23, 2013 - #FunFact - Robb Report Magazine credits #LaQuinta as the leading #golf destination in the US. When was the last time you teed off amidst the Santa ... Golf in La Quinta, California			
8) PA: 1	0 Links / PRO ONLY RDs	DA: 100	PRO ONLY Links / PRO ONLY RDs
 Link Analysis			

**Increased Twitter and Facebook Traffic:** The City's Twitter and Facebook accounts continue to see increased traffic and participation in the second quarter. The use of images and links in social media postings continues to be a successful strategy to maximize interaction with social media users.

Facebook Likes increased 12% from 15,882 to 17,771 this quarter.



Twitter followers increased 6% from 1,580 to over 1,660.



# Attachment 1

## Enjoy in La Quinta...

**La Quinta Library**  
Located on the breathtaking Civic Center Campus, the La Quinta Public Library is the perfect place to curl up with a good book. With wide-ranging resources and a colorful children's area, it's a great attraction for all ages.

**La Quinta Museum**  
This beautiful facility offers remarkable exhibits and an array of special events. The history of La Quinta as well as fascinating people and places are profiled including the historic La Quinta Resort & Club.

**Civic Center Campus**  
Nature lovers can enjoy walking paths accented with public art and a greiser amidst a serene lake. This scenic passive park connects La Quinta's City Hall, Senior Center, and Library.

**Art in Public Places**  
Nearly 100 pieces of public art are sprinkled throughout the City—in both obvious and unexpected places. Stop by City Hall for a pocket map and take a self-guided tour or download a copy on our website.

## Just one more day in La Quinta

**MORE SHOPS**

## Welcome to La Quinta!

There's something for everyone in the desert paradise nestled in a cove of the Santa Rosa Mountains. This brochure highlights the many wonderful and exciting things you can do in and around this charming community—La Quinta, California.

**Shopping & Dining**  
The quaint La Quinta Village and bustling Highway 111 corridor have it all! From one-of-a-kind shops to restaurant and retail favorites, a variety of shopping and dining venues are waiting to be explored. See a complete listing at [www.PlayInLaQuinta.com](http://www.PlayInLaQuinta.com).

**Golfing Galore**  
"Hot City" for the Humana Challenge, formerly known as the Bob Hope Classic, La Quinta is a top golf destination with a variety of courses open to the public. Play Silverlock Resort, the Mountain and Dunes courses at La Quinta Resort & Club, and several courses of the famed PGA WEST.

**Hiking & Biking**  
Discover the City's most scenic spots and trailheads. Pocket maps detailing hiking and biking trails are available at City Hall or at [www.PlayInLaQuinta.com](http://www.PlayInLaQuinta.com).

**Stay in La Quinta**  
On your next visit to the Coachella Valley, stay in La Quinta. Book your rooms directly on [www.PlayInLaQuinta.com](http://www.PlayInLaQuinta.com).

**La Quinta Resort & Club**  
Embassy Suites La Quinta  
Homewood Suites La Quinta  
Lake La Quinta Inn

**La Quinta**  
GEM OF THE DESERT

City of La Quinta  
78-495 Calle Tempico  
La Quinta, CA 92253  
Tel: (760) 777-7000  
E-mail: [Tourism@La-Quinta.org](mailto:Tourism@La-Quinta.org)

[f](#) [t](#) [g+](#) [p](#) [i](#)

**La Quinta**  
GEM OF THE DESERT

[www.La-Quinta.org](http://www.La-Quinta.org)  
[www.PlayInLaQuinta.com](http://www.PlayInLaQuinta.com)

## La Quinta Area Events

**Humana Challenge Community Events Well-Being Walk & Healthy Fun Fair**  
January 11, 2014  
Gear up for the Humana Challenge, the City of La Quinta and Humana join forces to offer the community exceptional health events. Start with an energetic 5-mile walk and end with a fun day at the park with music, fitness, informational booths, a kids zone and more!  
[www.la-quinta.org/communityservices](http://www.la-quinta.org/communityservices)

**Humana Day at the Certified Farmers Market**  
January 12, 2014  
Enjoy bonus activities promoting healthy eating using the freshest produce, including a slow food demonstration and cooking competition. [www.playinlaquinta.com](http://www.playinlaquinta.com)

**Humana Challenge Golf Tournament**  
January 13-19, 2014  
Named 2012 Sports Event of the Year, the Humana Challenge (formerly the Bob Hope Classic) is a smash hit on the PGA TOUR. Played on three amazing La Quinta courses, the event sponsors—Humana and the William J. Clinton Foundation—have created a national platform for health and well-being that challenges players, spectators and media to focus on their own health. [www.humanachallenge.com](http://www.humanachallenge.com)

**Horse Shows in the Sun (HITS)**  
January 21-26, February 2, February 4-9, February 18-23, February 25 - March 2, March 4-9, March 11-16, 2014  
Host: Thermal  
This seven-week event is held at HITS Desert Horse Park just outside La Quinta. Offering great food choices, spectators can grab lunch and find a grassy spot on a berm while watching some of the world's best show jumping. [www.hittshows.com](http://www.hittshows.com)

**Hot Rod & Custom Car Show**  
January 26, 2014  
Hosted by the La Quinta Chamber of Commerce, this impressive car show features sleek hot rods and custom cars. It takes place at La Quinta Community Park in the La Quinta Village. [www.lqchamber.com](http://www.lqchamber.com)

**Riverside County Fair & National Date Festival**  
February 14-23, 2014  
Host City: Indio  
Offering many attractions just a few miles east of La Quinta—this festive event features food, exhibits, carnival rides, and entertainment. It promises to be ten days of family fun! [www.datefest.org](http://www.datefest.org)

**Taste of La Quinta**  
March 1, 2014  
The La Quinta Chamber of Commerce hosts the Fourth Annual "Taste of La Quinta." Attendees can sample delicious food from a variety of La Quinta restaurants. Tickets sell out fast for this delicious fun-filled event! [www.lqchamber.com](http://www.lqchamber.com)

**BNP Paribas Tennis Open**  
March 3-16, 2014  
Host City: Indian Wells  
Considered the Grand Slam of the West, this popular tournament is held adjacent to the City of La Quinta at the famed Indian Wells Tennis Gardens. It draws more than 370,000 spectators and attracts the biggest tennis stars in the sport. [www.bnpparibasopen.com](http://www.bnpparibasopen.com)

**La Quinta Arts Festival**  
#1 Fine Arts Festival in the USA  
March 6-9, 2014  
The 31st La Quinta Arts Festival returns to the stunning Civic Center Campus. Presented by La Quinta Arts Foundation, it is the #1 ranked arts festival in the nation, and features over 230 distinguished contemporary artists. Enjoy live entertainment, food, and wine. [www.lqaf.com](http://www.lqaf.com)

**Coachella Music Festival**  
April 12-14 & April 19-21, 2014  
Host City: Indio  
Just a few miles outside of La Quinta at the Empire Polo Club, this major music festival known as Coachella Fest draws roughly 160,000 music lovers! It features many genres of music on several stages and tents—each playing live music continuously, held as two separate events on consecutive weekends. [www.coachella.com](http://www.coachella.com)

**Stagecoach Country Music Festival**  
April 25-27, 2014  
Host City: Indio  
In the spirit of Coachella Fest, country music fans get their chance at a monumental outdoor music festival at Stagecoach. Located at the same venue, thousands of country music fans gather for three days of top bands and continuous performances on multiple stages. [www.stagecoachfestival.com](http://www.stagecoachfestival.com)

**Palm Springs Restaurant Week**  
May 30 - June 8, 2014  
Try special pre-fixe dinner menus at participating La Quinta restaurants as part of Palm Springs Restaurant Week. There are two different types of pre-fixe menus to choose from. This 10-day event allows you to sample cuisine from some of La Quinta's top dining spots. [www.palmspringrestaurantweek.com](http://www.palmspringrestaurantweek.com)

**Art Under the Umbrellas**  
These one-day art events showcase over 70 artists exhibiting their original creations. Taking place at Old Town La Quinta—which is lined with restaurants, shops, and cafes—these events are presented by La Quinta Arts Foundation on select Saturdays through April. (10:00 a.m. to 4:00 p.m.) Enjoy live music and wine tasting!  
January 11, 18, 2014; February 1, 15, 2014; March 22, 2014.

**La Quinta Seasonal Events**

**Nature Walks at Bear Creek Trail**  
Adult Walks - 3rd Saturday of the month at 8:00 a.m.  
December 15, 2012; February 16, 2013; April 20, 2013; May 18, 2013  
Walks for Kids & Families—2nd Saturday of the month at 9:00 a.m. - December 8, 2012; January 12, February 9, March 9, 2013.

**Certified Farmers' Market**  
Explore a fantastic Farmers' Market every Sunday morning at Old Town La Quinta, which is complete with locally grown fruits and vegetables as well as other fun and nutritious treats!  
Sundays through May 2014 (Memorial Day weekend) from 8:00 a.m. to 12:30 p.m.

**La Quinta Museum Exhibits & More**  
Don't miss the Creativity in La Quinta—Take two exhibit of local artists running through January 4, 2014 and the opening of La Quinta—Then and Now on January 23. First Friday programs offer live entertainment and special events. The La Quinta Historical Society hosts monthly tours to thousands and local places of interest.  
Call the Museum at 760.777.7170 for more details.



### Fine Family Dining

A taste of Colonial Mexico with contemporary California in traditional Las Casuelas style.

- Tropical Peiapa Patio • Kids' Menu
- Happy Hour Sun - Friday, 3pm - Close
- Live Entertainment Thursday - Sunday

Located at Point Happy, at the northwest corner of Highway 111 & Washington Street.  
**(760) 777-7715**  
[www.LasCasuelasQuinta.com](http://www.LasCasuelasQuinta.com)



### Your Japanese Oasis in the Desert

Explore the fusion of Japanese and Californian cuisine at Okura Robata Grill & Sushi Bar!

- Enjoy sushi, appetizers, salads, steaks, tempura and specialty desserts
- Extensive wine and sake list with full bar in elegant Asian flare
- Try the 'Ultimate All You Can Eat' which will fulfill all your desires

Located at Point Happy, at the northwest corner of Highway 111 & Washington Street.  
**(760) 564-5820** [www.OkuraSushi.com](http://www.OkuraSushi.com)



Hit the shops...hit the links...  
**Best Day Ever!**

# La Quinta...



EMBASSY SUITES®

La Quinta - Hotel & Spa

### Closest full service hotel to the polo fields.

Spacious two room suites with separate living room and bedroom featuring two large LCD TV's, sofa bed, microwave, coffee maker and mini-refrigerator. Accommodations include complimentary daily cooked to order breakfast with over 30 items, 2 hour evening reception with hosted well drinks, house wine, select beer and light snacks.

- Spa Hibiscus, our 5000 sq ft full service spa, offers deluxe treatment rooms, private steam baths, mai salon and a salara courtyard.
- Close location across from Old Town La Quinta featuring over 30 unique shops and restaurants.

**(760) 777-1711** [www.laquinta.embassysuites.com](http://www.laquinta.embassysuites.com)



### A Little Slice of Europe in the Heart of the Valley

Charming our guests since 1982, we offer a full breakfast, lunch and dinner menu.

- We make our fresh bread, pastries and authentic french desserts daily
- Our per-fr end-y patio is a popular gathering spot for the whole family

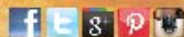
Hours: Monday - Tuesday 7:00am - 2:00pm  
 Wednesday - Sunday 7:00am - 9:00pm

We are located at the corner of Highway 111 & Washington Street in the Vons Shopping Center.  
**(760) 777-1699**

[www.laquintabaking.com](http://www.laquintabaking.com)



[PlayInLaQuinta.com](http://PlayInLaQuinta.com)



# La Quinta

— GEM of the DESERT —

# Attachment 3



The La Quinta Chamber of Commerce contributes to outdoor events in the charming La Quinta Village. The Hot Rod & Custom Car Show on January 20th showcases an impressive collection of sleek hot rods and custom cars. And the annual Taste of La Quinta will be held March 1st, drawing large crowds in March for food and wine tasting from participating La Quinta and area restaurants.

Visitors enjoy intimate access to the stunning Santa Rosa Mountains in La Quinta – unparalleled anywhere else in the desert.



For those who love the outdoors, numerous hiking or biking trails, scenic mountain trails, guided nature walks and winter golf specials are available. Interactive exhibits and programs at the La Quinta Museum engage all ages. Don't miss the opening of the "La Quinta – Then and Now" exhibit on January 23rd. First Friday programs offer live entertainment and special events. The La Quinta Historical Society hosts monthly tours to area museums and local places of interest. Guests of the museum, which is free-of-charge, can also see La Quinta artifacts and items of historical significance, as well.



With all this going on, it's no surprise that La Quinta is becoming an entertainment focal point in the desert. In an acclaimed resort community like La Quinta, the stores, restaurants, hotels and spas exist to make visitors' time in the City feel extraordinary. Many dining venues feature quaint patio space for enjoying the scenic surroundings, and shops that you'll discover are quite varied – from one-of-a-kind stores to national favorites.

For a complete listing of shops, restaurants, activities and upcoming events, go to [PlayInLaQuinta.com](http://PlayInLaQuinta.com). Enjoy your stay in La Quinta!







# HEALTHY HAPPENINGS in *La Quinta*

The City of La Quinta has planned a week of free, health-focused events leading up to the kick-off of the Humana Challenge. Make healthy living a part of your life – and have fun doing it!

**Humana Fit, Fun & Forever Week**  
Monday, January 6th – Friday, January 10th  
La Quinta Senior Center  
A week of healthy lifestyle activities including organized walks, daily fitness and healthy food demos and more.

**Humana Well-Being Walk**  
January 11th • Registration 8am - Walk begins at 9am  
La Quinta Community Park  
A 5 3/4 mile (out and back) walk along the Bear Creek Path with snacks and water at each rest stop!

**Humana Healthy Fun Fair**  
Saturday, January 11th • 10am-2pm  
La Quinta Community Park  
A fun day full of healthy activities, live entertainment, Interactive Kids Fun Zone with inflatables, carnival games with prizes and more.

**Humana Day at the Certified Farmers Market**  
Sunday, January 12th • 8am-12pm  
Old Town La Quinta  
Check out slow food demonstrations by popular local chefs plus fresh produce and breads, flowers, and live entertainment.



[www.PlayInLaQuinta.com](http://www.PlayInLaQuinta.com)





FOR IMMEDIATE RELEASE

Contact: Community Services Department  
City of La Quinta  
(760) 777-7090

**City of La Quinta invites the Coachella Valley to celebrate the season at the annual Christmas tree lighting ceremony on Friday at 6 p.m.**

LA QUINTA, Dec. 3, 2013 -The City of La Quinta is ready to ring in the holidays starting with the Annual Christmas Tree Lighting Ceremony from 6 to 8 p.m. Friday, Dec. 6 in Old Town La Quinta, in the center of La Quinta's historic village.

As it has in past years, the celebration includes live music and performances from La Quinta schools and students from the La Quinta Community Services classes.

Past performers at the annual tree lighting event have included City of La Quinta's Dance, Play and Pretend, Beginning Ballet, Ballet/Jazz and Guitar classes, songs by Ben Franklin Elementary School Choir, and a special dance performance by La Quinta High School Tough Guys and Gals Dance Team.

Santa will, of course, attend the ceremony and will be available for photos from MKO Photography.

The tree lighting will be held at Old Town at 78100 Main Street, La Quinta.

For information on this event, contact the Community Services Department at (760) 77-7090.

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