



# City of La Quinta

## MEMORANDUM

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

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

**DATE:** April 15, 2014

**RE:** QUARTERLY MARKETING REPORT

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



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

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

**Annual Report:** Designed a four-page spread highlighting the “Budget at a Glance” GoRequest, enhanced police services, technology updates, and other City programs. The report was distributed as part of the February Gem monthly newspaper.

**Local Event Ads:** Designed advertisements that ran in the Desert Sun promoting the Hot Rod & Custom Car Show, Art Under the Umbrellas, and Motown Memories; Black History Month event, and the Taste of La Quinta. (Attachment 1)

**Signature Event Promotions:** Designed and coordinated promotions for both the La Quinta Arts Festival and the BNP Paribas Open. The Arts Festival promotion included an ad in the event program and radio advertisements on four radio stations. The BNP promotions included an ad in the event program and co-op ads in the daily pairing sheets. The co-op partners were: SilverRock Resort, Las Casuelas Quinta, La Quinta Baking Company, and Lavender Bistro. (Attachments 2, 3, 4)

**Press Releases:** Press releases were created and distributed to local news agencies for the following events: (Attachments 5,6)

- North La Quinta Landscape meetings
- Amended Hours for City Hall
- Health Insurance Sign-up Event at the Library

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

**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 “La Quinta” returned a FIRST PAGE result from PlayInLaQuinta.com.

**Increased Twitter and Facebook Traffic:** The City’s Twitter and Facebook accounts continue to see increased traffic and participation in the third 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 18% from 17,771 to 21,000 this quarter. If this trend continues, the Facebook page will have over 25,000 likes in the next quarter. The third quarter saw an average of 35 new likes per day with an average of less than 2 “unlikes” per day. Twitter followers increased 275% from 1,660 to 6,000. These increases are likely due to a combination of the increased online efforts from

GI and the City's proximity to upcoming large scale "Signature Events" like Coachella and the Stagecoach Music Festivals. Because of this, we are adjusting our messaging and images promoting the events to include the tag line "Minutes from La Quinta!"



**COACHELLA**  
COACHELLA VALLEY MUSIC AND ARTS FESTIVAL  
Minutes from La Quinta!

**Visit La Quinta - California**  
★★★★★ (1,022 ratings)  
20,917 likes · 2,161 talking about this · 949 were here

City · Inn  
La Quinta has something for everyone! Golfing, dining and shopping, biking and hiking in the Santa Rosa mountains!  
www.playinlaquinta.com

Update Page Info   Liked   Following

Request Report a Concern   20,917 Likes   Twitter

Twitter followers located around the world:



Attachment 1 (Local Event Ad)


ENJOY CLASSIC CARS, HISTORY & ART  
in *La Quinta*


There are a number of great upcoming events planned in La Quinta – mark your calendars now! There's something fun for everyone.

**Hot Rod & Custom Car Show**  
January 26 • La Quinta Community Park, 9am - 4pm  
Check out fun and flashy hot rods and custom cars at this annual event presented by the La Quinta Chamber. You'll also enjoy music, a family fun area, food vendors, a raffle and more! [www.lqchamber.com](http://www.lqchamber.com)

**Art Under the Umbrellas**  
February 1 & 15 • Old Town La Quinta, 10am - 4pm  
Art Under the Umbrellas has grown to become one of the most popular art shows in the Coachella Valley! Peruse art and jewelry by over 80 artists while enjoying live entertainment and experiencing the shops and restaurants in the La Quinta Village. [www.lqaf.com](http://www.lqaf.com)

**Motown Memories: Celebrating Black History Month**  
February 20 • La Quinta Library, 6pm  
Join the Friends of the La Quinta Library for an evening of impressive performances celebrating Black History Month. Retired Music Executive Eddie Gilreath will introduce musical talents that will bring Motown songs to life. [www.playinlaquinta.com](http://www.playinlaquinta.com)

  
*La Quinta*  
— GEM of the DESERT —  
[www.PlayInLaQuinta.com](http://www.PlayInLaQuinta.com)







Attachment 2 (Arts Festival Program Ad)

Sample 1

*La Quinta*

**CULTURE: A CORNERSTONE  
OF OUR COMMUNITY**

Welcome to La Quinta, a city with rich history embracing arts and culture. The City of La Quinta is very proud to host the #1 Fine Arts and Fine Crafts Festival in the nation, and if you love the La Quinta Arts Festival, come back to La Quinta for other extraordinary arts events such as Art Under the Umbrellas. To learn more about shopping, dining and things to do while you're here, visit [PlayInLaQuinta.com](http://PlayInLaQuinta.com)!

  
*La Quinta*  
CITY OF ARTS & CRAFTS

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





Client: COLQ  
Date: 2/3/14  
Job: 14COLQ8991 Art Fest ad Sample 1 of 2





# WHERE'S THE FUN

when the match is done?

*Just minutes from the tennis action, you'll find a variety of shops, restaurants, spas and recreational activities to round out your day of play.*

*There's so much to love in La Quinta!*

- Scenic outdoor patio dining
- Free exhibits at the La Quinta Museum
- #1 ranked La Quinta Arts Festival, March 6-9
- Certified Farmers Market Sunday mornings in Old Town La Quinta
- Picturesque hiking & biking trails

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



Client: Lombardo  
Date: 2/3/14  
Job: 14COLQ8896\_BNP ad



# TAKE A DRIVE IN *La Quinta*

Minutes away from  
the Stadium



## SPOTLIGHT ON:



**SILVER ROCK  
RESORT**

### CHALLENGE THE ROCK!

Open to the Public, La Quinta, CA  
Special Events, Weddings, Grill  
& Outdoor Patio  
Call today for Tee Times  
(760) 777-8884  
[www.SilverRock.org](http://www.SilverRock.org)


Home Course of the  
**Bob Hope Classic**  
2008-2011

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



*La Quinta*  
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Client: COLG  
Date: 2/21/14  
Job: 14COLG9043 SilverRock Co Op ad





**FOR IMMEDIATE RELEASE  
MEDIA ALERT**

**CONTACT:** Tustin Larson  
Community Services  
(760) 777-7090  
[tlarson@la-quinta.org](mailto:tlarson@la-quinta.org)

**La Quinta City Council to discuss Landscape Survey at March 18 meeting**

La Quinta, CA (March 14) -- The La Quinta City Council will discuss the results from a recent North La Quinta landscape survey which was mailed to over 1,600 property owners. The discussion will take place during the City Council's next meeting:

4 p.m. Tuesday, March 18, 2014  
La Quinta City Hall - Council Chambers  
78-495 Calle Tampico  
La Quinta, CA 92253

The City Council will consider options for closing an existing deficit in the City-wide Landscape and Lighting District which has required increasing contribution from the City's General Fund since 1997.

One way the City proposed to address the deficit was by reaching out to 11 north La Quinta neighborhoods. The intent was to gauge their interest in forming an assessment district to help pay for improved landscape maintenance for their parkways and entryways and any desired upgrades. These parkways and entryways are currently maintained and paid for by the City. The 11 subdivisions have no homeowners associations or homeowner dues.

The survey was mailed out in January to homeowners in: Acacia, Cactus Flower, Desert Pride, La Quinta del Oro, La Quinta Highlands, La Quinta Vistas, Marbella, Quinterra, Rancho Ocotillo, Sierra del Rey, and Topaz. Over 700 surveys were returned. Results are being tabulated and will be shared with the City Council and public next Tuesday.

For more information on this City Council item, please call the Public Works Department at (760) 777-7075 or [publicworks@la-quinta.org](mailto:publicworks@la-quinta.org).







FOR IMMEDIATE RELEASE  
MEDIA ALERT

CONTACT: Wanda Wise-Latta  
City of La Quinta  
(760) 777-7030  
[wlatta@la-quinta.org](mailto:wlatta@la-quinta.org)

**City of La Quinta City Hall announces amended hours for march 26, 2014**

La Quinta, CA (March 20, 2014) - The City of La Quinta has announced amended hours for Wednesday, March 26, 2014 at City Hall to accommodate a planned staff meeting for all city employees. For that day only, City Hall will open at 9 a.m., instead of the usual opening time of 7:30 a.m.

Regular hours of operation remain in effect for all other days, Monday through Thursday, 7:30 a.m. to 5:30 p.m. and Friday, 8 a.m. to 5 p.m. For more information, please call (760) 777-7030.

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