

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

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

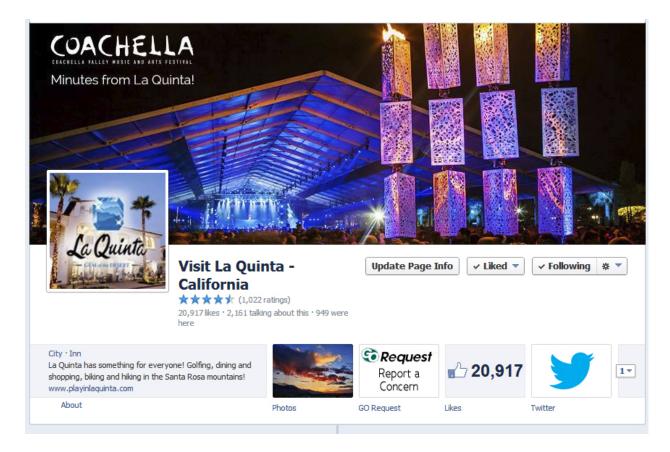
GI - Digital Marketing (Web/Social Media)

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

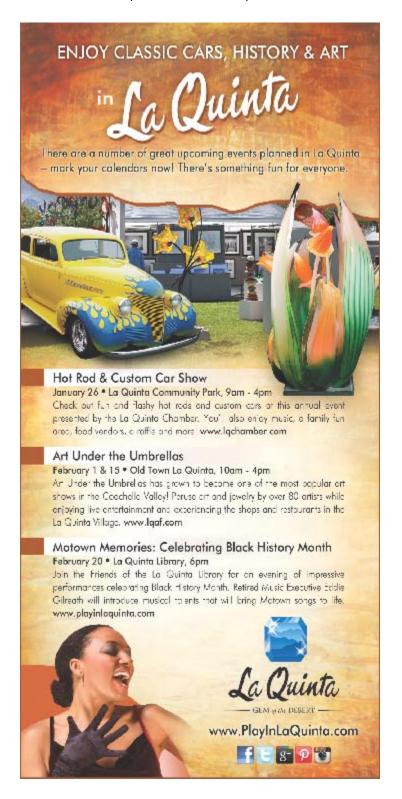
GI and the City's proximity to upcoming large scale "Signature Events" like Coachella and the Stagecoach Music Festivals. Because of this, we are adjusting our messaging and images promoting the events to include the tag line "Minutes from La Quinta!"



Twitter followers located around the world:



Attachment 1 (Local Event Ad)



Attachment 2 (Arts Festival Program Ad)

Sample 1



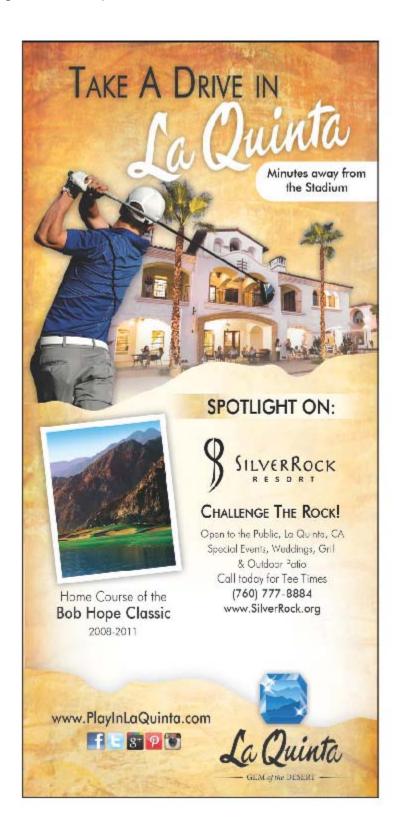
Client: COLQ Date: 2/3/14

Job: 14COLQ8991 Art Fest ad Sample 1 of 2

Attachment 3 (BNP Program Ad)



Client: Lombardo
Date: 2/3/14
Job: 14COLQ8896 BNP ad



Client: COLQ
Date: 2/21/14
Job: 14COLQ9043 SilverRock Co Op ad

Attachment 5



FOR IMMEDIATE RELEASE MFDIA ALFRT

CONTACT: Tustin Larson Community Services (760) 777-7090 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.



FOR IMMEDIATE RELEASE MEDIA ALERT

CONTACT: Wanda Wise-Latta City of La Quinta (760) 777-7030 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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