



# *City of La Quinta*

## MEMORANDUM

TO: Honorable Mayor and Members of the City Council

FROM: Edie Hylton, Community Services Director

DATE: July 15, 2014

RE: QUARTERLY MARKETING REPORT

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



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

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

**Restaurant Week:** Designed ¼ page co-op ads for four partners. The ads featured co-op partners Figue Mediterranean, Lavender Bistro (Attachment 1), Cork & Fork, and Old Town La Quinta and listed other participating restaurants. The ads ran every two-days in the Desert Sun during Restaurant Week.

**Summer Campaign:** At the recommendation of FG, ads were created to promote Summer in La Quinta including 11 print ads in the CV Weekly featuring Hiking in the Cove (Attachment 2), visiting the La Quinta Museum, the Fritz Burns Pool, summer programs at La Quinta Library. The campaign also includes re-running an existing thirty-second tv spot on an in-room advertising loop at hotel properties across the Coachella Valley.

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

- FIND Telethon
- Amended Hours for City Hall (May 28 (Attachment 3), June 18)
- Student Volunteer Program (Attachment 4)

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

**Increased Twitter and Facebook Traffic:** The City's Twitter and Facebook accounts continue to see increased traffic and participation in the fourth 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 94% from 18,000 to over 35,000 this quarter. The City has surpassed the goal of 30,000 likes by more than 5,000. The fourth quarter saw an average of 180 new likes per day. Twitter followers increased 6% from 6,000 to over 7,000. These increases were due to a combination of the increased online efforts from GI and the City's proximity to large scale "Signature Events" like Coachella and the Stagecoach Music Festivals.

**Website Score:** The PlayInLaQuinta.com website has received a score of 80 out of 100 by HubSpot.com's "Online Marketing Grading Tool." (Attachment 5) The tool scores websites activity, content, and popularity on the Internet in relation to blogging, social media, and other factors. The overall score of PlayInLaQuinta.com has nearly doubled over the course of a year. The website had the lowest grade among other valley cities last June and now sits at the top of the list.



Attachment 1 (Local Event Ad)

It's **RESTAURANT WEEK IN**  
*La Quinta*

Come enjoy some of La Quinta's top dining venues. Now through June 8th, Restaurant Week presents the opportunity of experiencing unique menu pairings customized by the Valley's top chefs and restaurants. Try an array of tastes with prix fixe menus that include appetizers, entrées and desserts.

Spotlight On:

*lavender*  
*bistro*

78-073 Calle Barcelona  
La Quinta  
(760) 564-5353  
(Reservations recommended)  
LavenderBistro.com



**Restaurant Week Menu**

\$38 per person Plus Tax and Gratuity

**Your Choice of Appetizer**

TRIO OF COLD SOUPS  
LAVENDER SPRING SALAD  
CRISPY FLORIDA POPCORN SHRIMP  
AHI TUNA CARPACCIO

**Your Choice of Entree**

SEAFOOD MEDLEY  
PAN ROASTED PETALUMA DUCK BREAST  
ROASTED LAMB LOIN  
VEGETARIAN RAVIOLIS

**Your Choice of Dessert**

CHEF'S SAMPLER PLATTER  
With Chocolate Cake, Crème Brûlée, and Raspberry Sorbet

Participating La Quinta restaurants include:

Arnold Palmer's • Cliffhouse Grill & Bar • Cork & Fork • Crab Pot • Figue Mediterranean  
La Quinta Baking Company • Lavender Bistro • Legacy Thai • LG's Prime Steakhouse  
Solano's Bistro • Stuff Pizza • The Grill on Main

To preview menus for all restaurants and more info,  
visit [LaQuintaRestaurantWeek.com](http://LaQuintaRestaurantWeek.com).



*La Quinta*

GEM of the DESERT



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



# SUMMER SIZZLES IN *La Quinta*

RANKED  
**TOP 5 HIKES**  
IN THE WEST  
- SUNSET MAGAZINE



*La Quinta*

GEM of the DESERT

[PLAYINLAQUINTA.COM/HIKING-BIKING](http://PLAYINLAQUINTA.COM/HIKING-BIKING)



#lqtrails





Attachment 3



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  
Wednesday, May 28, 2014**

La Quinta, CA (May 21, 2014) - The City of La Quinta has announced amended hours for Wednesday, May 28, 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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Attachment 4



FOR IMMEDIATE RELEASE  
MEDIA ALERT

CONTACT: Tim Jonasson  
Public Works Director  
(760) 777-7042  
[publicworks@la-quinta.org](mailto:publicworks@la-quinta.org)

**LA QUINTA KICKS OFF PUBLIC WORKS STUDENT PROGRAM**

LA QUINTA, CA - The City of La Quinta's Public Works Department will be celebrating National Public Works Week the week of May 18-24, 2014. In celebration, Public Works staff is kicking off its annual Student Volunteer Program, which the city offers to La Quinta and Coachella Valley high school students interested in a career in Public Works. An orientation meeting and luncheon is scheduled for interested students:

Date: Thursday , May 22, 2014

Time: 11:30 a.m. - 1 p.m.

Place: La Quinta City Hall  
Study Session Room  
78495 Calle Tampico  
La Quinta, CA 92253

Students will learn about what is performed by the City's Public Works Department and get an overview of the Student Volunteer/Internship Program. Applications are available via email at [mcasillas@la-quinta.org](mailto:mcasillas@la-quinta.org) or by calling (760) 777-7113. Availability is limited to no more than 15 students.

In addition, the City of La Quinta's Public Works Department is having free cake and punch on Wednesday, May 21, 2014 from 11 a.m. to 1 p.m. Public Works takes pride in serving its community and keeping La Quinta beautiful, and invites the public to share in the celebration of National Public Works Week.

For more information on National Public Works Week or the La Quinta Public Works Department Student Volunteer Program, contact Public Works Director Tim Jonasson at (760) 777-7042 or [publicworks@la-quinta.org](mailto:publicworks@la-quinta.org).

**About National Public Works Week (NPWW):** National Public Works Week is observed each year during the third full week of May. Through NPWW and other efforts, the American Public Works Association (APWA) seeks to raise the public's awareness of public works issues and increase confidence in public works employees who are dedicated to improving the quality of life for present and future generations. NPWW is a celebration of the tens of thousands of men and women in North America who provide and maintain the infrastructure and services collectively known as public works. Instituted as a public education campaign by APWA in 1960, NPWW calls attention to the importance of public works in community life. The week seeks to enhance the prestige of the often-unsung heroes of our society - the professionals who serve the public good every day with quiet dedication.

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# Attachment 5

Marketing Grader Academy Marketing Library Try HubSpot software: [Free Trial](#) [Sign In](#)

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Marketing Grader Overall report for playinlaquinta.com 🕒 Last updated 6/17/2014 [Update now](#)

- Overall
- Blogging
- Social Media
- SEO
- Lead Generation
- Mobile

|  |                           |   |
|--|---------------------------|---|
| <h1>80</h1> <p>Overall<br/>Out of 100</p>  | <p>playinlaquinta.com</p> | <p><b>Don't you wish there was marketing software you could use to fix all the errors in this report?</b></p> <p><a href="#">Try HubSpot Free</a></p> |
| <p> Blogging <span style="float: right;"><a href="#">Read more</a></span></p> <p>✔ 6 completed checklist items.<br/>🕒 5 blog posts graded.</p> |                           |   |
| <p> Social Media <span style="float: right;"><a href="#">Read more</a></span></p> <p>✔ 3 completed checklist items.<br/>5 tweets graded.</p>   |                           |   |
| <p> SEO <span style="float: right;"><a href="#">Read more</a></span></p> <p>✔ 3 completed checklist items.</p>                                 |                           |   |
| <p> Lead Generation <span style="float: right;"><a href="#">Read more</a></span></p> <p>✔ 1 incomplete checklist item.</p>                     |                           |   |
| <p> Mobile <span style="float: right;"><a href="#">Read more</a></span></p> <p>✔ 1 incomplete checklist item.</p>                              |                           |   |

