



City of La Quinta

TO: Honorable Mayor and Members of the City Council

FROM: Edie Hylton, Deputy City Manager

DATE: October 21, 2014

SUBJECT: QUARTERLY MARKETING REPORT

Per the City's contract with JNS Media Specialists, and Graphtek Interactive, the first Quarterly Marketing Report for Fiscal Year 2014/15 is attached.

First Quarter Report of Fiscal Year 2014/2015
Implemented by JNS Media Specialists (JNS) and Graphtek Interactive (GI)

JNS - Traditional Marketing (Print/Television/Radio)

Media Plan: Designed a comprehensive media plan that includes all print and radio/tv in both regional and local markets. Some of these include: Regional Publications: Los Angeles, Orange County, San Diego, and Inland Empire Magazines; Local Publications: Palm Springs Life Magazine, Travel Host Magazine; Airport Display, and television and radio in both markets.

Airport Display: Designed 62" x 43" back-lit display for two locations in the Palm Springs International Airport. Both are prominently displayed in the passenger section of the airport in departure and arrival locations. The ad is a co-op with SilverRock Resort and Okura Sushi and both partners have agreed to 11 months of co-op support (Attachment 1).

Print Ads: As a strategy of the media plan, ads are created and placed to promote tourism and support revenue generation around valley-wide signature events. Ads created this quarter include: "Spending the holidays in La Quinta" for November Regional Publications (Attachment 2), and "Coming to La Quinta for and during the Humana Challenge" for December regional and local publications.

Event Brochure: Created a brochure highlighting local events and valley-wide signature events, Museum exhibits, hiking and nature walks, and more. The four-fold brochure will be distributed to information racks at all valley hotels, visitors' centers, informational booths, and La Quinta facilities (Attachment 3).

GI - Digital Marketing (Web/Social Media)

Website Updates: GI and staff have been working on improvements to the PlayInLaQuinta.com website. These improvements include adding additional interactive maps such as the Bike Map (Attachment 4) and Art Map that complement the existing Hiking Map and a vacation rental directory with only registered homes. The interactive maps are nearing completion and will launch soon. The vacation rental directory will launch in the second quarter.

Website Views: Visitors to the PlayInLaQuinta.com website have increased and averaged over 9,300 views per month this quarter. This is an increase of over 500 per month from last fiscal year.

Social Media Traffic: The City's Twitter and Facebook accounts continue to see increased traffic and participation. Facebook "likes" increased from 35,000 this quarter to over 39,000 (and likely 40,000 by the end of October). The City's Facebook daily total impressions (people who saw City content) surpassed 1.2

million in August 2014. Twitter followers continue to increase from 7,000 to 7,500. Pinterest and Google Business followers have also increased and are now nearing 1,000 each. Staff will continue to monitor the successes of the social media strategies and make adjustments throughout the year.

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

- Flood event Information
- Special trash pickup for flood victims
- Emergency preparedness for upcoming storm
- Amended hours for City Hall

Attachment 1 (Airport Display)

La Quinta
GEM of the DESERT

Surf & Turf

OKURA
HOBATA GELI & SUSHI BAR

SILVER ROCK
RESORT

Authentic Japanese Cuisine
www.okurasushi.com
(760) 564-5820
78370 California 111 #150
La Quinta, CA 92253

#VisitLaQuinta
PlayInLaQuinta.com

Voted: Best of the Best
Palm Springs Life Magazine
www.silverrock.org
(760) 777-8884
79-179 Ahmanson Ln.
La Quinta, CA 92253

A group of seven people, including men, women, and children, are gathered around a table outdoors, enjoying a meal. The setting is a lush, green patio area with palm trees in the background. The people are smiling and engaged in conversation. On the table, there are several dishes, including a large basket of bread, a salad, and a glass of water. The overall atmosphere is warm and inviting.

Winter
Holidays
in La Quinta.


La Quinta
— GEM of the DESERT —

Let La Quinta light up your holidays! Treat your family to the gift of a getaway filled with scenic patio dining, breathtaking hiking & biking, spectacular stargazing and rejuvenating resorts. Unwrap your most memorable holiday yet... in La Quinta.

PlayInLaQuinta.com
#VisitLaQuinta

La Quinta Seasonal Events



Humana Challenge Community Events

Well-Being Walk & Healthy Fun Fair
January 17, 2015
To kick off Humana Challenge week, the City of La Quinta and Humana join forces to offer exceptional health events including an organized charity walk followed by a fun day of music, fitness, informational booths, a kids zone and more!

Humana Day at the Certified Farmers Market

January 18, 2015
Enjoy bonus activities at the weekly Farmers Market promoting healthy eating by using the freshest produce, including cooking demonstrations and more.

Humana Challenge Golf Tournament

January 19-25, 2015
The Humana Challenge 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 on health and well-being.
www.humanachallenge.com

Certified Farmers Market

Sundays through Memorial Day Weekend 2015
8am-12:30pm
Explore a fantastic Farmers Market in Old Town La Quinta, which is complete with live music, locally grown produce and other fun and nutritious treats.

Nature Walks at Bear Creek Trail

Adult Walks
3rd Saturday of the month at 8:00 a.m.
December 20, 2014; January 17, February 21, March 21, April 18, May 16, 2015

Walks for Kids & Families

2nd Saturday of the month at 9:00 a.m.
January 10, February 14, March 11, 2015
For more information please call 760.777.7000

Art Under the Umbrellas

January 10, 17, February 7, 14, and March 21, 2015
10am-4pm
Presented by La Quinta Arts Foundation and taking place at Old Town La Quinta, these one-day art events showcase over 70 artists exhibiting their original creations. Enjoy live music and wine tasting!

Hot Rod & Custom Car Show

February 1, 2015
Hosted by the La Quinta Chamber of Commerce, this impressive car show features sleek hot rods and custom cars.
www.lqchamber.com

Taste of La Quinta

March 14, 2015
The La Quinta Chamber of Commerce hosts the 5th 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

La Quinta Arts Festival

#1 Fine Arts Festival in the USA
March 5 - 8, 2015
Presented by La Quinta Arts Foundation, this renowned event is the #1 ranked Arts Festival and the #1 Fine Craft Festival in the nation, featuring over 230 distinguished contemporary artists, live entertainment, food and wine.
www.lqaf.com



La Quinta Area Events

Horse Shows in the Sun (HITS)

January 13 - 18, January 20 - 25,
January 25 - February 1, February 3 - 8,
February 17 - 22, February 24 - March 1,
March 3 - 8, March 10-15, 2015
This eight-week event is held at HITS Desert Horse Park just outside La Quinta, offering great food choice while watching some of the world's best show jumping.
www.hitsshows.com

Riverside County Fair & National Date Festival

February 13-22, 2015
Offering many attractions just a few miles east of La Quinta, this festive event features food, exhibits, carnival rides, and entertainment.
www.datefest.org

BNP Paribas Open

March 9-22, 2015
One of the largest combined two-week professional tennis events which attracts the biggest tennis stars in the sport and is held adjacent to La Quinta at the famed Indian Wells Tennis Garden.
www.bnpparibasopen.com



Coachella Music Festival

April 10-12 & April 17-19, 2015
Just a few miles outside of La Quinta at the Empire Polo Club, this major music festival features many genres of music on several stages and tents—each playing live music continuously.
www.coachella.com

Stagecoach Country Music Festival

April 24-26, 2015
In the spirit of Coachella Fest, country music fans get a similar event known as Stagecoach, with three days of top country bands and continuous performances on multiple stages.
www.stagecoachfestival.com

Palm Springs Restaurant Week

June 2015
Try special prix fixe dinner menus at participating restaurants including several in La Quinta as part of Palm Springs Restaurant Week. This 10-day event allows you to sample cuisine from some of La Quinta's top dining spots.
www.palmspringsrestaurantweek.com

La Quinta Museum Exhibits & More

Don't miss the following exhibits!
La Quinta: Then and Now
Runs through October 31, 2014
Day of the Dead Cigar Shadow Boxes
October 1-November 8, 2014
Journey Stories, a Traveling Smithsonian Exhibit
November 25-January 3, 2015
Two Deserts, One Sky
February 3-May 30, 2015
Ongoing Exhibits
Local History of La Quinta & Land of the Cahuilla
Call the Museum at 760.777.7170 for more details.



Bike Map

The map displays various bike routes and facilities across the Coachella Valley, including Indian Wells, Indio, and Palm Desert. The routes are color-coded: Bear Creek Path (blue), Shared Bike Route (orange), and Existing Bike Route (green). Facilities are marked with colored pins: blue for City Facilities, orange for Restrooms, yellow for Other Facilities, pink for Bike Racks, and light blue for Drinking Fountains.

Map **Satellite**

Bike Racks

- 1 Boys and Girls Club
- 2 Cove Oasis Trailhead
- 3 Fred Wolff Bear Creek Nature Preserve
- 4 Fritz Burns Park
- 5 La Quinta Library
- 6 Sports Complex (City Maintained)

City Facilities

- 7 Adams Park
- 8 Civic Center Campus
- 9 Cove Oasis Trailhead
- 10 Desert Pride Park
- 11 Eisenhower Park
- 12 Fred Wolff Bear Creek Nature Preserve
- 13 Fritz Burns Park
- 14 La Quinta Community Park

Legend:

- City Facilities
- Restrooms
- Other Facilities
- Bike Racks
- Drinking Fountains

— Bear Creek Path
 — Shared Bike Route
 — Existing Bike Route

Rules of the Road



Road Hazards?

- City of La Quinta - Public Works
(700) 777-7075
- City of Indian Wells - Public Works
(700) 776-0237
- City of Indio - Road Hazard Hotline
(700) 347-8451
- City of Palm Desert - Public Works
(700) 346-0611
- Hwy 111 - Call Caltrans
(800) 427-7023

Useful Numbers

- Sunline Transit Company
(700) 343-3456