

**La Quinta Chamber of Commerce – Contract for Services  
November 2014 – Update Report**

**New Business Communication**

For the current reporting period there were a total of 14 “New” business licenses for the “Retail” and “Restaurant” categories provided to the Chamber of Commerce. In accordance with the Contract for Services, the Chamber reached out to 100% of those businesses to schedule an appointment and discuss how their businesses were progressing and included Angel View, Falto Cigar Club, Phenix Salon Suites and Fresh Juice Bar to name a few. The Chamber has secured Hobby Lobby as a Chamber member and will have additional meetings upon completion.

**Comments/Concerns:**

- Looking forward to opening in La Quinta and expanding our presence in the community.
- My business is outgrowing our current space already.
- By and large the permitting process went smoothly with some minor snags in timing.
- I didn’t have any issues with the City – My landlord was hard to deal with.
- It took the City a great deal of time to issue my occupancy permits that delayed my contractor and cost me money.

**Action Taken:**

- Discussed additional locations suitable for potential growth.
- Provided feedback regarding the future of the permitting process and additional contact information for future questions should they arise.
- Listened to their situation, offered to set up a meeting with City Staff and provided City contact information.

## Existing Business Communication

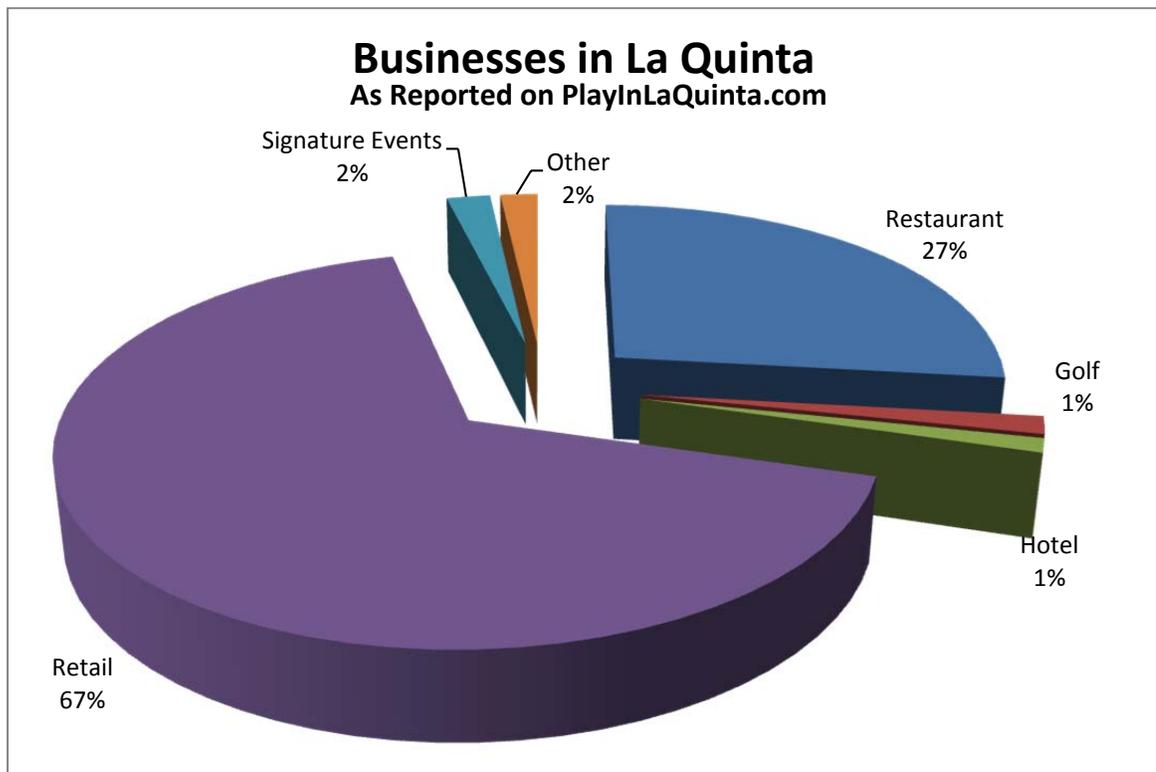
For the current reporting period, there were 41 Existing Businesses contacted by the Chamber to discuss how their business is doing, what trends they are experiencing, and how the City or Chamber can assist. Businesses contacted include: Encore Consign Design, Soul of China, The Wine Bar Bistro, Walmart, Broken Yolk, Lamppost Pizza, Chevrolet Cadillac of La Quinta, and Home Depot to name a few.

### Comments/Concerns:

- Business has been slow due to the closing of Ralph's.
- This was the BEST Summer we have ever had.
- My business has really slowed down and I am cutting back expenses.
- The City's permitting process takes too long.
- We love our location in La Quinta and being a part of the Community.
- How can we get signage on Highway 111?

### Action Taken:

- Proposed marketing solutions and ideas on how to draw more customers.
- Provided feedback regarding the future of the permitting process and additional City Staff contact information for future questions.
- Recommended a discussion with City Staff regarding signage and deliberated possible solutions with City Staff.



**Semi Annual CEO Forum**

The Chamber Board has established a Committee that will be developing the Semi Annual CEO Forum, which is planned to be implemented in April or May 2015. Additional information will be updated in future reports.

**Commercial Broker**

The Chamber had met with four Commercial Brokers in the first quarter of 2014. The Chamber is planning on scheduling additional Broker meeting in January and February 2015 and will include Scott Wilson of Wilson Johnson Board Commercial Real Estate, Dani Alexander from Lee & Associates. Additional updates will be proved in subsequent reports.

**Shop Local Campaign**

The Chamber Board has established a Committee who will be developing the Shop Local Campaign to be implemented in June of 2015. Currently the Chamber is working with Local Businesses promoting "Black Friday" and "Small Business Saturday" in November. Additional updates will be proved in subsequent reports.

**The GEM Community Newspaper**

In July, the Chamber contracted with a third party to produce the GEM and refresh the look and feel of the publication. Several readers have commented favorably on the new and improved format and the chamber will continue to seek ways to enhance the GEM.

**The Visitor Center**

Currently the Chamber is scheduled to move to City Hall in late November. The Chamber is in the process of implementing an interactive "Kiosk" that will provided member materials in lieu of paper flyer, business cards etc. See the picture below.



**Annual Financial Review/Audit**

The Chamber understands the importance of its fiscal responsibility and is working constantly to ensure our books are in order. The Chamber recently contracted with a bookkeeper to ensure financial accuracy. Additionally, the Chamber is in the process of completing its review and the results will be presented in the next quarterly update.