



City of La Quinta

TO: Honorable Mayor and Members of the City Council

FROM: Edie Hylton, Deputy City Manager

DATE: January 20, 2015

SUBJECT: QUARTERLY MARKETING REPORT

Per the City's contract with JNS Media Specialists, and Graptek Interactive, the second 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)

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: "Long Drive? Worth every mile," "The Lure of La Quinta," and "A trip to La Quinta Sounds So Good" for regional and local publications. JNS also created an ad which focuses on the La Quinta Arts Festival for the February edition of Palm Springs Life Magazine "The Allure of Art." (Attachments 1-4)

Television: A television campaign was created with Time Warner Cable to reach potential visitors to come to the City of La Quinta. The "Amenities" spot was featured in the regional drive markets of Los Angeles, Orange County and San Diego. Additionally, the "Outdoors" spot was shown locally in the Coachella Valley to showcase the sense of community in La Quinta (Attachments 5-6). JNS and staff created a new commercial spot with focus on the millennial demographics and showcasing a younger look and feel. This spot will rotate with the "Amenities" spot in the regional drive market (Attachment 7).

GI - Digital Marketing (Web/Social Media)

Website Updates: City staff and GI made a number updates to the website this quarter. These include: creating a photo gallery to showcase additional images on the website. This is beneficial for Search Engine Optimization (SEO), social media efforts, and in pinning images within Pinterest. A video gallery was added that is tied to the YouTube channel, currently being updated with new promotional videos. Additional landing pages were created, keeping the theme consistent with print ads for golf and holidays, driving Pay-Per-Click (PPC) traffic. A fillable web form was created for people to submit their events online to the event calendar.

Website Views: Visitors to the PlayInLaQuinta.com website have continued to increase and averaged over 13,100 views per month in Q2. This is an increase of over 6,400 per month from last fiscal year.

Pay-Per-Click (PPC): The increase in PPC attributed to a 230% increase in paid traffic from October to December. In addition, the number of submissions for additional information has increased by 400% from October to January. PPC ads have brought over 18,000 views to the landing pages and website.

Social Media: The City's Twitter and Facebook accounts continue to see increased traffic and participation. Facebook surpassed 40,000 "likes" in October. The City's Facebook daily engaged users (people who engaged with the page)

surpassed 25,000 and reached nearly 1 million daily total impressions during the same time period. Twitter followers continue to increase from 7,800 in October to over 8,200 in December 2014. Pinterest followers are now nearing 1,000 followers. Google + page has nearly 45,000 views. 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:

- Approved Development at SilverRock Resort
- FEMA Flood Insurance Maps
- Amended Hours on November 25th
- Holiday Tree Lighting Ceremony
- Friends of the La Quinta Library Gingerbread Houses Event
- Holiday Open House at City Hall
- Wellness Center Grand Opening (Attachment 8)



Long Drive? Worth every mile.

Often considered the golf capital of the world, La Quinta is well worth the drive for golf enthusiasts. In fact, next month La Quinta will shine in the national spotlight as it welcomes back the PGA TOUR's **Humana Challenge golf tournament**. Aside from its great golf, La Quinta also offers extraordinary shops and restaurants, arts and culture interwoven throughout the community and spectacularly scenic trails. So take that drive you've beendreaming of and discover for yourself why the Robb Report named La Quinta "America's Ultimate Golfing Destination."



PlayInLaQuinta.com
#VisitLaQuinta



The Lure of La Quinta

People are drawn to La Quinta for everything from one-of-kind shops and restaurants to spectacular hiking, biking and recreational experiences. Next month, thousands will arrive in this premier resort destination to enjoy the city's signature event, **La Quinta Arts Festival**, reigned as the #1 Fine Art Festival in the Nation for three consecutive years, attracting more than 25,000 art lovers annually, and the **BNP Paribas Open**. March is the perfect time of year to enjoy all that's alluring in this world-class community.



PlayInLaQuinta.com
#VisitLaQuinta

The Allure of Art

La Quinta Arts Festival
Presented by La Quinta Arts Foundation
March 5-8, 2015 • La Quinta Civic Center Campus
Live Entertainment • Restaurant Row • Wine & Beer Lounges
Tickets & more Info: LQAF.com

People are drawn to the destination of La Quinta for everything from one-of-kind shops and restaurants to spectacular hiking, biking and recreational experiences. And the city's signature event, **La Quinta Arts Festival**, has reigned as the #1 Fine Art Festival in the Nation for three consecutive years, attracting more than 25,000 art lovers annually. La Quinta is a breathtaking canvas for this renowned event, and March is the perfect time of year to enjoy all that's alluring in this world-class community.

PlayInLaQuinta.com
#VisitLaQuinta

La Quinta
— GEM of the DESERT —

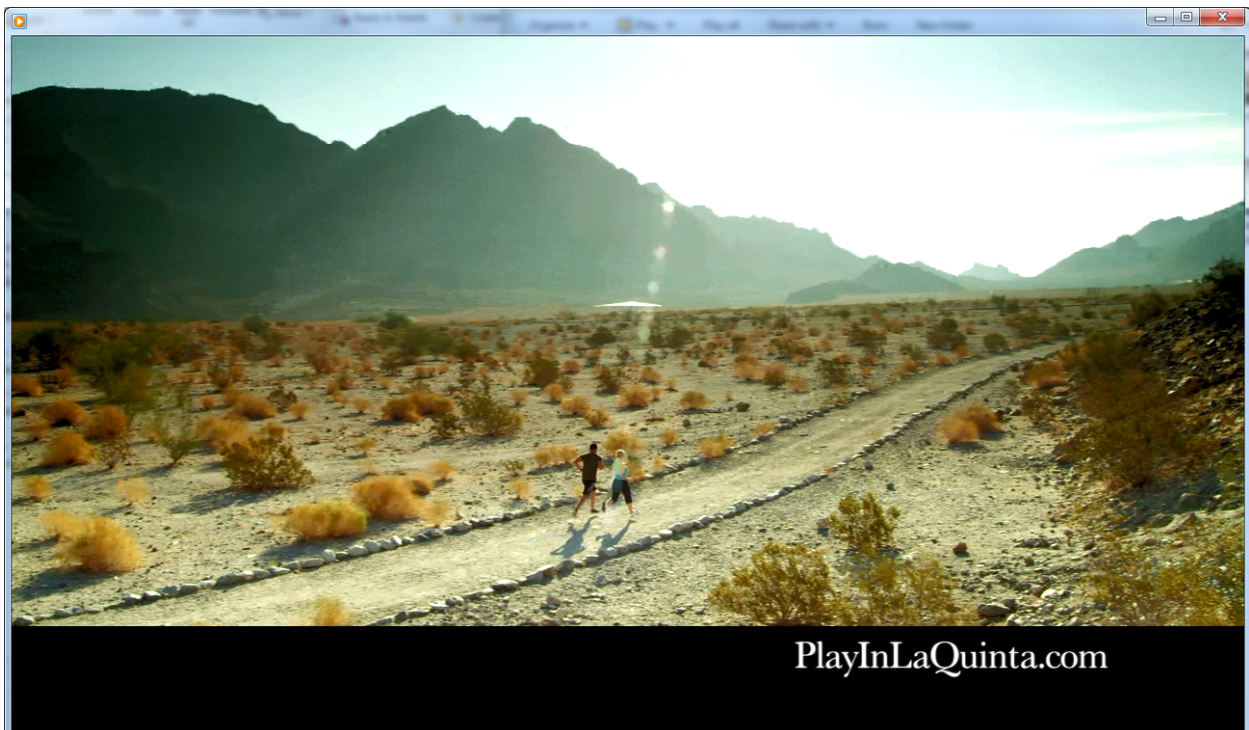
A Trip to La Quinta
Sounds So Good

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PlayInLaQuinta.com
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La Quinta
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(Ad copy not finalized as of 1/13/15)







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FOR IMMEDIATE RELEASE



Cutting Edge Wellness Center to Open THIS SATURDAY in La Quinta

New Fitness & Wellness Programs Offer Something for All Ages

(La Quinta, CA) The new **Wellness Center in La Quinta** – perhaps one of the city’s most highly anticipated amenities – will **open its doors at 10:00 a.m. THIS SATURDAY, January 17**. This new health and wellness facility will provide people of all ages a variety of services and facility offerings to assist in their wellness journey. Pre-sale memberships can be purchased this week.

The Wellness Center’s **\$50 annual membership fee for La Quinta residents (\$75 for non-residents)** makes it an extremely affordable way to focus on fitness and wellness. This low-cost membership offers access to brand new state-of-the-art fitness equipment for cardio, strength training and flexibility. In fact, the fitness equipment is so advanced, it’s the same type of equipment in various Olympic training centers, Camp David, the White House and used by pro sports teams. Day rates are available as well, at \$5 per day.

Fitness and wellness classes such as **Yoga, Taekwondo, Pilates, Tai Chi, plus physical therapy and health screenings**, will also be available for additional fees.

The Wellness Center is being created through a renovation and expansion of the La Quinta Senior Center – adding another 6,000 sq. ft. to the facility’s existing 10,000+ sq. feet. In addition to increasing the size, the expansion includes architectural elements and new finishes to update the building’s aesthetics – plus large picture windows to open up views over the lake, and public art at the Civic Center Campus. The Wellness Center also **introduces a community gardening area, new classrooms and new restrooms with shower and locker areas for men and women**.

“The City of La Quinta embraces health and wellness on many levels, and this is just another opportunity for people to get out and get healthy in La Quinta,” said Frank Spevacek, City Manager of the City of La Quinta. “Since 2010, we’ve been a designated *Healthy Eating Active Living* (HEAL) city. The HEAL campaign originated from the League of California Cities’ efforts to promote healthier lifestyles and communities, and we’re proud to have this be such a strong focus in our city, as well.”

The Wellness Center will also provide programs for *intellectual wellness*, such as classes for life-long learning; *nutritional wellness*, including fresh ingredient cooking demonstrations and nutritional

programs; *social wellness*, such as board games and discussion groups; and *creative wellness*, including dance, art and language classes.

The Wellness Center is located at 78450 La Fonda in La Quinta. ***Its grand opening THIS SATURDAY will coincide with the wellness events planned surrounding the Humana Challenge.*** The grand opening will include fresh healthy appetizers; have guided tours of the facility as well as equipment demonstrations; and a free gift. A complete listing of classes and programs can be found at www.la-quinta.org. For more information, call (760) 564-0096.

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