

**La Quinta Chamber of Commerce – Contract for Services
February 2015 – Update Report**

New Business Communication

For the current reporting period there were a total of 12 “New” business licenses for the “Retail” and “Restaurant” categories provided to the Chamber of Commerce and a Total of 26 Year to Date. 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. Some include Hobby Lobby, LQ Vapors, Roosters, and Lost on 111 Grill.

Comments/Concerns:

- Signage is an issue – we are interested in the Village Sign Program.
- Our Company is glad to be in and a part of the Community
- Our main challenge with our move was the signage allowed by our property manager.
- Business is picking up with the influx of seasonal community members; we are finally doing better than breakeven.
- Has there been any interest in the “Old” Ralph’s spot?

Action Taken:

- Chamber Team working on securing a location on the Village Sign Program.
- Discussed the purpose of the sign program and provide contact information for City Staff for future questions.
- We discussed the process of securing additional tenants in location such as the Ralph’s spot and that it can be a lengthy process largely driven by the property owner and their management. Committed to meeting with them on future updates.

Existing Business Communication

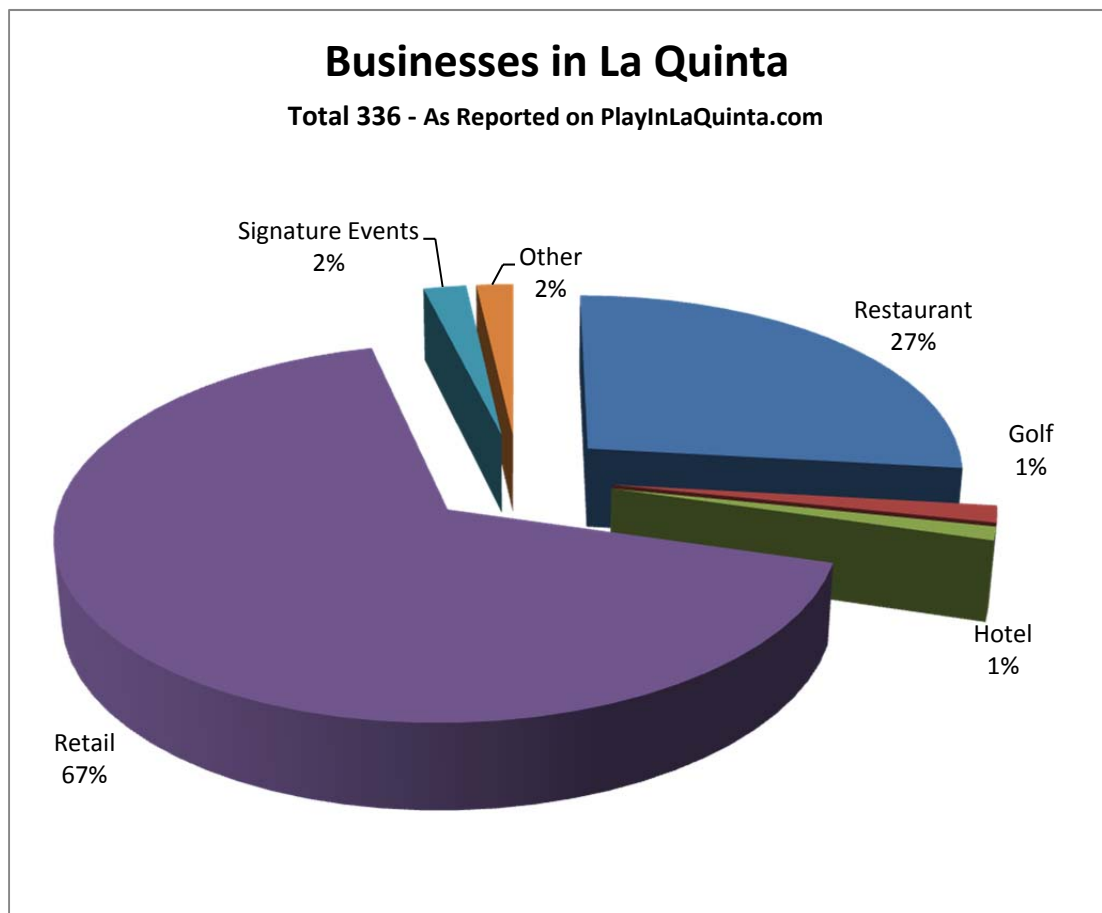
For purposes of The Existing Business Communication section of the Contract for Services – Existing Businesses base line as reported on the Play In La Quinta website totaled 336. For the current reporting period there were 23 Existing Businesses, 61 Year to Date, contacted by the Chamber to discuss how their business is doing, what trends are they experiencing, and how the City or Chamber can assist. Businesses contacted include: Bucatini Trattoria, Las Casuelas Quinta, Wells Fargo Bank, and Office Depot to name a few.

Comments/Concerns:

- The City has been easy to work with.
- Signage continues to be an issue.
- We are partnering with other local businesses to cross promote.
- The recent changes made by/with the City are noticeable.

Action Taken:

- Discussed other potential partners to cross promote with.
- Provided contact information for City Staff and discussed the future of the permitting process at the City.
- Recommended a discussion with City Staff regarding signage and deliberated possible solutions with City Staff.



Additional Economic Development Activities

From an overall business and community perspective the Chamber was involved in a number key events specifically designed to help stimulate business activity in La Quinta.

- The Chamber was responsible for the “Information Booth” at the Humana Challenge in January and invited members out to participate in distributing flyers and information to over thousands of attendees over the four day event. Other Chamber Members, who could not break away from their businesses, provided the Chamber Team materials to distribute. Many Members reported that “business” was created from our efforts at the Humana Challenge. We look forward to participating in next year’s event.
- On January 31, 2015 the Chamber held its 9th Annual Hot Rod and Custom Car Show in the Village of La Quinta and had approximately 175 cars in attendance and over 3,000 spectators. It was a great sight to see the masses of people traveling to and from the “Old Town” property and merchants on Calle Estado. The Car Show was created in conjunction with the City’s 25th Anniversary and continues to be a wonderfully attended community event.
- Additional activities coming up and are being planned are the Taste of La Quinta on March 14, 2015, the reestablishment of the Village Street Fair, and potential “drop” areas for attendees to the Coachella Festival. More information will be given on future reports.

Semi Annual CEO Forum

The Chamber Board has established a Committee and has had discussions with SCORE, who have a similar program in Orange on implementing 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

Regarding Commercial Broker Communication, the Chamber had met with four Commercial Brokers in the first quarter of 2014. Following the last presentation to Council no additional action will be taken in the near future and will begin as appropriate.

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. Several ideas have been discussed and will be fleshed out in the next few months. Additional updates will be provided 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. Favorable comments continue to flow in and the Chamber will continue to seek ways to enhance the GEM.

The Visitor Center

The Chamber has completed its move into City Hall and is getting settled in. Implementing an interactive "Kiosk" will occur in the next several weeks and will provide member materials in lieu of paper flyer, business cards etc. A picture of a proposed solution was presented in the last report.

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 continued financial accuracy. Additionally, the Chamber is in the process of completing its Review and due to the timing of the holiday the results have been delayed and will be presented in a future update.