

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

New Business Communication

For the current reporting period, there were a total of 21 “New” business licenses for the “Retail” and “Restaurant” categories provided to the Chamber of Commerce and a Total of 47 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. These included: Waba Grill, Dickey’s Barbeque, Jules Market, Jersey Mike’s and Pedego La Quinta.

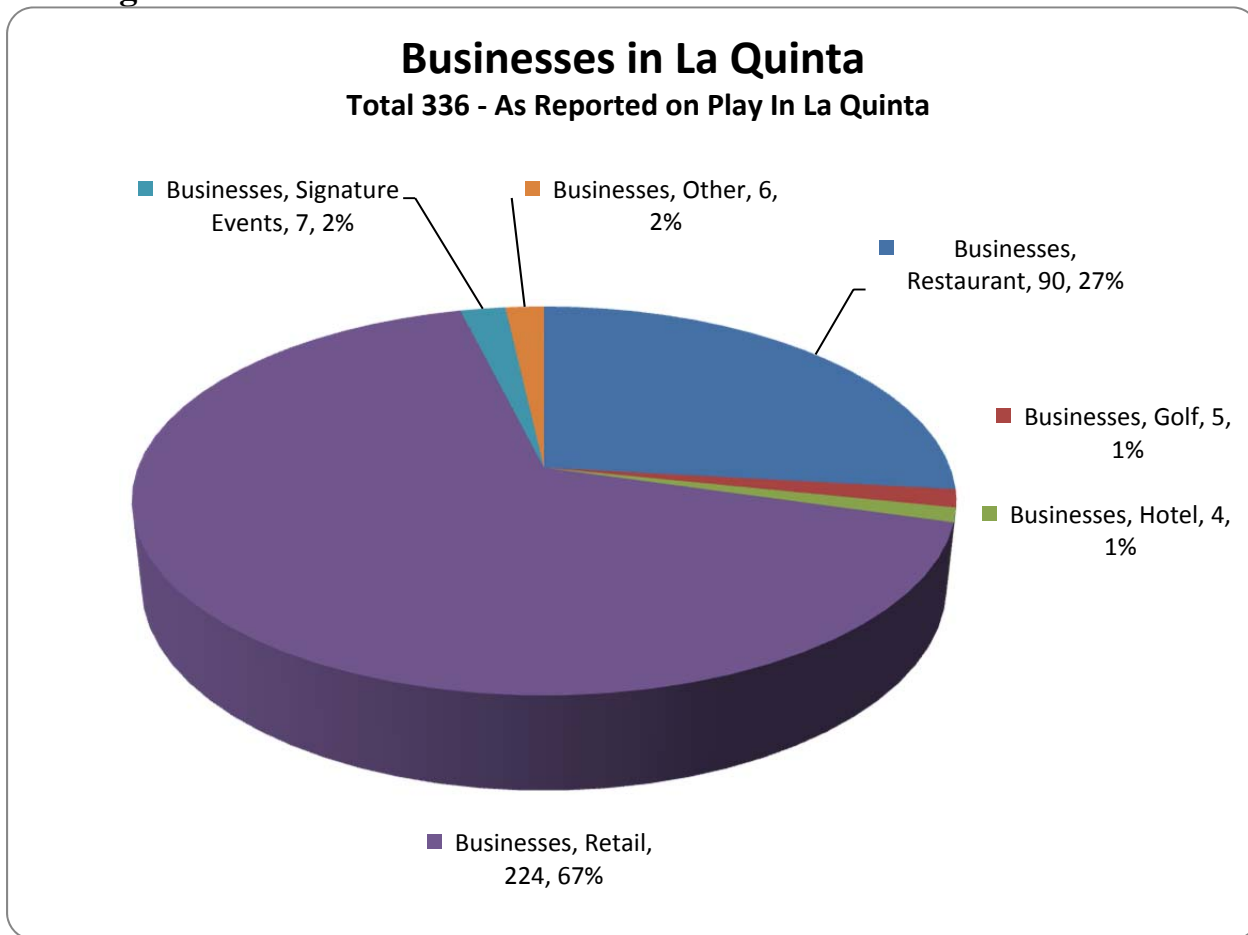
Comments/Concerns:

- The City has been hard to work with particularly on signage and a new marquee.
- Our La Quinta location will be our largest catering facility and we are pleased to be a part of the community.
- So far, the City has been great to work with and we look forward to that continuing.
- We had issues with our signage, going back and forth with the City on the program. Other than that, the City has been helpful.
- Having a hard time making ends meet – didn’t anticipate several expenses as it pertains to the beverage operation. We need assistance in driving business to our location.
- Happy to open a second location in La Quinta, and are planning on reaching near full capacity.
- Business is slower than we anticipated.

Action Taken:

- Welcomed them to the Community and offered assistance in any manner.
- Discussed the purpose of the sign program and provide contact information for City staff for future questions.
- Provided the owner with information on SCORE for free business counseling and offered ideas on marketing their business.
- Discussed the benefits of the Chamber membership and how it can assist their business, including advertising and discounts on supplies.

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 66 Existing Businesses, 130 Year to Date, 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 included: The Village Gas Station & Market, Red Robin, and Mountain View Tires to name a few.

Comments/Concerns:

- We have a new management team and want to be more involved in the Chamber and Community.
- Our sales compared to last year are up during the season due to our social media efforts.
- Local events hurt our flow of customers.
- We appreciate what the City is doing and are glad to be located in the Village area.
- We do not want to participate in the Chamber.

Action Taken:

- Provided information on ways to be involved in upcoming events, including the Community Picnic and City Birthday.
- Provided additional information on the benefits of the Chamber.
- Provided a listing of local events and offered to meet to discuss potential marketing opportunities.

Additional Economic Development Activities

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

- The Taste of La Quinta® held on March 14, 2015, on the streets of Old Town, was a great success with over 550 community participants, tapas from over 20 restaurants, and 50 plus varieties of wines. This year, the weather cooperated and the Chamber has received favorable feedback with ideas for next year.
- A local favorite, the Village Street Fair, is being evaluated and may be reestablished in some form including a “Mobile” event that can be situated throughout La Quinta at various areas such as the Village, on Highway 111, and in North La Quinta. Logistics and locations are being researched, working toward a possible launch date the fall of 2015.
- Due to the tight turnaround times, the potential “drop” areas for attendees of the Coachella Festival were not pursued. Additional information is being gathered to determine if the program is viable for 2016.

Semi Annual CEO Forum

The CEO Forum Committee has met with the local Chapter of SCORE and discussed next steps in the process. An affiliate Chapter of SCORE in Orange, CA that has been operating a successful CEO Forum for several years has been contacted and will be utilized as the model for the La Quinta Forum. A list of potential participants has been developed and is being reviewed by the Committee. The Committee has revised the launch date due to the complexities and ability to attract the appropriate individuals to participate in the CEO Forum. The planned release date is scheduled for late summer or fall. 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

As an initial program in the Shop Local Campaign, the Chamber has initiated a “Best Happy Hour” in the La Quinta Chamber of Commerce with a call to action in the June 2015 GEM. The Happy Hour competition will be the entire month of July, and the Chamber is contacting all members who may have a “Happy Hour” including, all restaurants, grills, and sports bars. Participating members will receive free advertising in the July GEM promoting the program with a list of locations, times and specials. Attendees of the “happy hour” will be directed to an online survey for voting for their favorite. Categories may include “Best Pricing,” “Best Drink Special,” “Best Menu,” “Best Hours,” and “Overall Best Happy Hour.” The results will be tabulated in August and announced at an upcoming event.

The GEM Community Newspaper

In July 2014, the Chamber contracted with a third party to produce the GEM and refresh the look and feel of the publication. The Chamber expanded the distribution for one month; the May issue of the GEM includes Sun City, Indian Wells, and Bermuda Dunes to continue to promote

the community and members. 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 has settled in. As presented in previous communications, the Chamber is implementing an interactive “Kiosk” that has been ordered and will arrive in three to five weeks. The Kiosk is anticipated to interact with specific event calendars, the Chamber’s website and the City’s website. The Chamber is working on securing sponsorships to cover the cost of the Kiosk. Additionally, the Chamber is working closely with City staff on their potential Kiosk needs and is scheduling a webinar to assist.

Annual Financial Review/Audit

The Chamber understands the importance of its fiscal responsibility and is working constantly to ensure its 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 tax season the results have been delayed and will be presented in a future update.