

City of La Quinta

CITY COUNCIL MEETING

DEPARTMENT REPORT

TO: The Honorable Mayor and Members of the City Council

FROM: Tustin K. Larson, Marketing & Events Supervisor
Edie Hylton, Deputy City Manager

DATE: July 21, 2015

SUBJECT: QUARTERLY MARKETING REPORT

Per the City's contract with JNS Media Specialists (JNS) and Graphtek Interactive (GI), the final Quarterly Marketing Report for Fiscal Year 2014/15 is as follows:

JNS - Traditional Marketing (Print/Television/Radio)

Print Ads: With a strong finish to the season, regional ads were placed promoting a call to action to visit La Quinta while in the area for the Coachella and Stagecoach Music Festivals (Attachment 1). Advertisements in local publications continued to reach travelers in the Coachella Valley during the summer months. A June/July ad in *Travel Host Magazine* highlights the outdoors and hiking trails of La Quinta fulfilling the desire to attract visitors and engage them in the beauty that is La Quinta (Attachment 2).

Television: Strategically placed local television ads on Time Warner Cable helped to remind Valley residents to visit La Quinta when looking for things to do. The "Outdoor" spot attracts those looking to shop and dine as well as showcasing the wonderful community feel. This local television campaign has reached over 600,000 households, helps the continuity of La Quinta's brand, and reminds locals to visit and shop La Quinta.

Airport: The City has an annual contract with Palm Springs Airport through Corey Airport Services to advertise with vertical dioramas in the airport. Inviting co-op partners offers an opportunity for a business to buy an ad at a reduced rate. Existing partners include: SilverRock Resort and Okura Sushi; however, Okura Sushi has decided not to renew and Old Town La Quinta will be taking their space. The Palm Springs Airport has approximately 2,000,000 visitors seeing these ads each year.

GI - Digital Marketing (Web/Social Media)

Website Updates: New videos have been added to the YouTube channel and optimized with content. GI also added videos to the video gallery page with a new icon on every page that links to the video gallery site (Attachment 3). The #VisitLQ15 campaign completed with over 6,537 people who viewed the campaign (impressions) on social media and over 800 signups on the website. The Arts & Culture category now has its own section in the navigation header at the top of the website. Future updates have been discussed and will include the Vacation Rental Interactive Map, and updated calendar display with expanded categories and a more user friendly interface to add events.

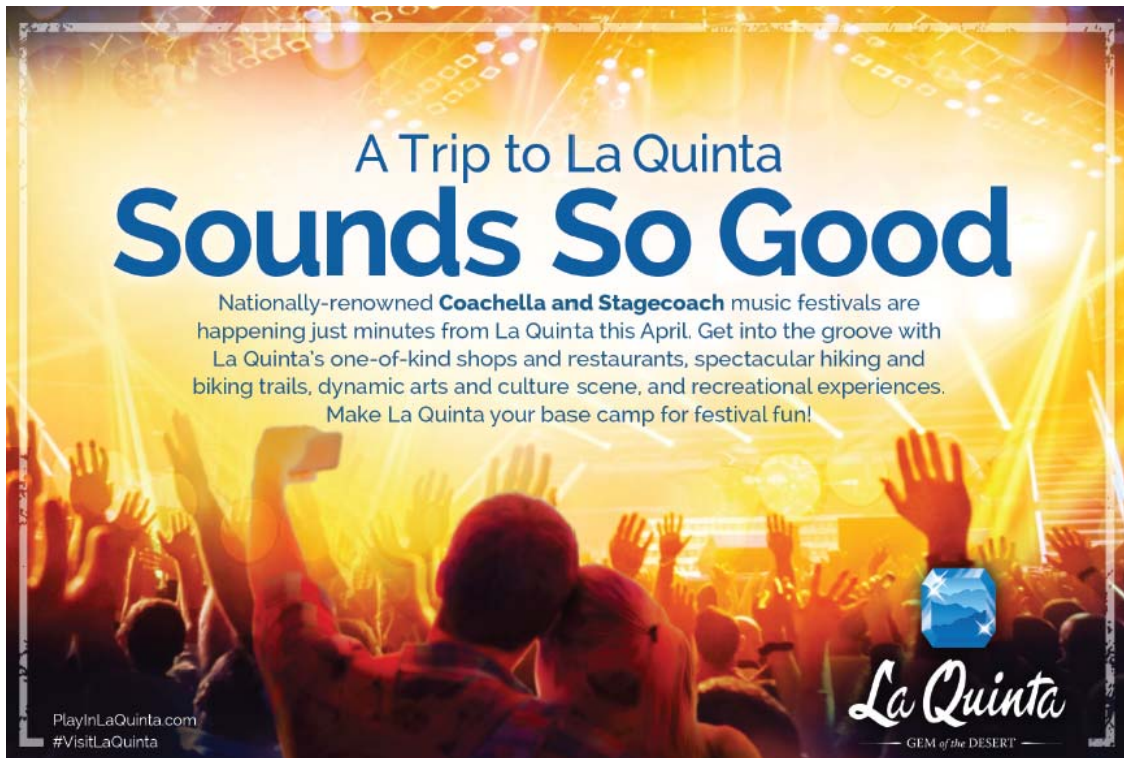
Pay-Per-Click (PPC): Coachella and Stagecoach advertisements were posted on the Google Ad Network. The increase in PPC attributed to a 200 percent increase in paid traffic from the previous quarter. In addition, the number of submissions for additional information has increased by 152 percent from the previous quarter. PPC in the third quarter provided 13,500 views to the landing pages and website from both search and display efforts. That is more than double the exposure from the previous quarter.

Social Media: The City's Twitter and Facebook accounts continue to see increased traffic and participation. Branded images continue to bring traffic and engage users interested in wellness, City updates and travel. Facebook surpassed 44,000 "likes" in June. The City's Facebook daily engaged users (people who interacted with the page) surpassed 33,000 and surpassed 950,000 daily total impressions during the fourth quarter. #VisitLQ15 campaign finished with 6,537 impressions and 125 people who talked about it (post engagements) on Facebook. Twitter followers continue to steadily increase from 9,200 in March to 10,100 in June 2015. Pinterest followers have surpassed 1,300. The Google + page now has 69,000 views and is growing. A greater emphasis was added to increasing Instagram followers, which will see a steady increase into the first quarter of next year. 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:

- Amended City Hall Hours
- City Seeks Community Input (Village Development)
- City turns over Animal Licensing to Riverside County
- Museum Opens Three New Exhibits (Attachment 4)


Attachments: 1. Coachella/Stagecoach ad
2. Travel Host Magazine ad
3. Video gallery screen shot
4. Press release



A Trip to La Quinta Sounds So Good

Nationally-renowned **Coachella and Stagecoach** music festivals are happening just minutes from La Quinta this April. Get into the groove with La Quinta's one-of-kind shops and restaurants, spectacular hiking and biking trails, dynamic arts and culture scene, and recreational experiences. Make La Quinta your base camp for festival fun!

PlayInLaQuinta.com
#VisitLaQuinta



GEM of the DESERT



Breathtaking Hikes

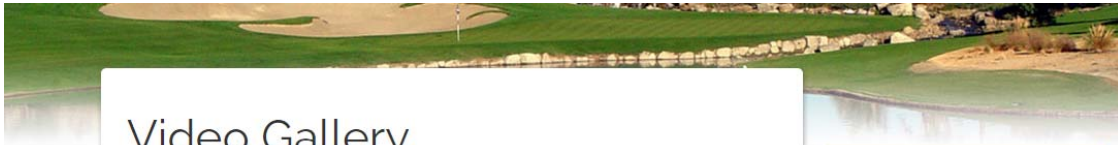
before you ever take a step.

[World Class Hiking Trails]
Hiking and biking enthusiasts seek out La Quinta because of its many spectacular trails surrounded by preserved natural beauty and spectacular mountain views. The best way to plan your hiking or biking excursion to La Quinta is to view the interactive hiking map or download the latest bike map the City has put together highlighting these popular recreational activities.

PlayInLaQuinta.com
#VisitLaQuinta




La Quinta
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Video Gallery

City of La Quinta Outdoors




PlayInLaQuinta.com


0:00 / 0:31

YouTube


<




La Quinta Cove to Lake Cahuilla Trail



Silver Rock Golf Resort



City of La Quinta Outdoors



COLQ Home

>

Like 0

Share 0

Tweet 0

+1 0

in Share

Pin 0

Email


Be In the Know!

Sign up to be notified about special events and offers


Your name

Your email address


SIGN UP



Local Attractions



Real Estate





Robin Stewart, La Quinta Museum
(760) 777-7170/robin.stewart@rivlib.net

FOR IMMEDIATE RELEASE

March 25, 2015

LA QUINTA MUSEUM OPENS THREE NEW EXHIBITS
La Quinta Historical Society and Museum Co-Host Reception

La Quinta, CA – The La Quinta Museum is proud to present the opening of three new exhibits on March 31. The exhibits continue the United Nations designation of 2015 as the “International Year of Light and Light-Based Technologies,” which aims to raise global awareness of the social, economic and developmental role of light and optical technologies. The exhibits are:

“Nature’s Beloved Son: Rediscovering John Muir’s Botanical Legacy” — highlights the spirit in which John Muir embraced the botanical world, and traces his travels through North America. This exhibit presents vivid images of the actual plants he held in his hands, carried in his pockets, and preserved for all time.

“Iconic Light” — presents the photographic works of Ansel Adams and Dorothea Lange and features rarely seen 1930’s era photos of the Coachella Valley.

“Poetry in Space: Hubble at 25” — features 25 images from the Hubble Telescope to celebrate the telescope’s 25 years in space. The images can also be viewed daily on the La Quinta Museum face book page. (A 25th birthday celebration for the Hubble Telescope will be held at the Museum on Friday, April 24 at 3 p.m.).

A reception, co-hosted by the La Quinta Historical Society and the La Quinta Museum, will be held at the Museum on Friday, April 10, from 6 to 7 p.m., catered by the La Quinta High School’s Culinary Institute. Robin Stewart, Museum Programming Manager, said “Opening three exhibits at once is exciting for us and we are proud to present these to the public.”

The Museum is located at 77-885 Avenida Montezuma and is open from 10 a.m. to 4 p.m., Tuesday through Saturday. All events, programs and exhibits are free.

For more information, visit www.la-quinta.org or contact the Museum at (760) 777-7170.

