

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: August 4, 2015

SUBJECT: COMMUNITY SERVICES 2015/16 MARKETING PLAN

The Community Services 2015/16 Marketing Plan, approved by the Community Services Commission, is attached. This plan is identified in the Community Services Commission Work Plan as a guide to market and promote City programs, facilities and events.

Attachment: 1. Community Services 2015/16 Marketing Plan



La Quinta

GEM of the DESERT

Community
Services

Marketing
2015/16
Plan



CITY OF LA QUINTA

COMMUNITY SERVICES MARKETING PLAN

2015/2016

This marks the ninth year the Community Services Department has implemented a marketing plan in collaboration with the City marketing strategies to promote active lifestyles through quality recreation and cultural opportunities.

The Community Services Marketing Plan is used as a guide for the direct and indirect communication with residents; keep them informed of important City news and programs; and promote activities and special events, and enhance the quality of life in La Quinta.

OBJECTIVES

- Seek new partnerships for promotion and collaboration of health and fitness opportunities. These events should align with the City's Healthy Eating, Active Living (HEAL) mission.
- Promote existing event and program partnerships. These include:
 - CareerBuilder Challenge (Desert Classic Charities)
 - Continue to improve the partnership with Desert Classic Charities by aligning the tournament sponsor's brand with existing events for sponsorship and promotion opportunities.
 - Continue to increase participation and attendance for tournament related community events.
 - La Quinta Arts Festival (La Quinta Arts Foundation)
 - Continue to improve the partnership with the La Quinta Arts Foundation by promoting ancillary events and programs such as:
 - Art Under the Umbrellas
 - Community Gallery at City Hall
 - Programs with La Quinta Library & Museum
 - Youth Sports Programs
 - Continue to improve partnerships with YMCA of the Desert, La Quinta Boys & Girls Club, and other youth service providers to promote activities such as:
 - Y-Rookies Programs
 - YMCA Triathlon (Y-Tri)
 - Desert Youth Olympics
 - Zombie Run
 - La Quinta Museum and La Quinta Library
 - Promote museum programs to families and school children about the resources available to them at the Museum.
 - Expand programs and events at the Museum and continue to host programs such as:
 - TED Talks
 - Senior Moments
 - STEM & STEAM Summer Camps
 - Adult coloring club

- Artist’s Studio Tour, Historical Casita Tour
 - Expand programs and events at the Library and continue to host programs such as:
 - Day of the Child / Dia de los Ninos
 - Thursdays at 3pm
 - Teen Pulse events
 - Bookmobile in North La Quinta
 - Summer reading programs
 - Work with the School District to encourage teachers to schedule a class visit for their students at the Museum and Library.
 - Market summer activities for children that encourage library use and reading during the summer months.
- Promote new event and program partnerships. These include:
 - La Quinta Wellness Center
 - Promote daily activities at the center including: fitness classes, fitness center, educational and leisure programs, special events, and other recreation programs.
 - Advertisements will include: GEM, Coachella Valley Health News, e-blast, social media postings, and other delivery methods.
 - Desert Recreation District (DRD)
 - Promote joint use of Wellness Center and DRD’s La Quinta Community Center during the La Quinta Arts Festival and on official holidays.
 - Old Town La Quinta
 - Assist with production and promote “Block Party” events held throughout the year at Old Town La Quinta.
 - Increase partnership opportunities with Old Town La Quinta for City events held at their venue. These include:
 - Christmas Tree Lighting
 - Possible golf tournament related events
 - Possible Outdoor movie series
- Continue to expand programs and classes through the approved delivery methods. In 2014/2015 the department interacted with over 78,000 participants (an increase of 29,000 participants from 2013/2014). This substantial increase is credited toward the opening and daily use of the new Wellness Center.
- Promote Outdoor Recreation programs including:
 - Nature Walks provided by the Stewards of the Fred Wolff Nature Preserve.
 - Guided destination hikes led by Philip Ferranti, Volunteers from Friends of the Desert Mountains, and Cove Neighborhood Association.
 - Summer Golf Tour program that is held at golf courses around the valley.
 - Disc Golf events including those held in the Cove, La Quinta Park, Civic Center Campus, and a partnership with “The Lights” golf course in Indio.
- Promote Fritz Burns Pool and the aquatics programs including: Swim lessons, Lap swim, Recreation swim, and Pool party rentals.
- Promote and seek new and continued participation from community groups in the Adopt-A-Park program.
- Identify and promote accessibility of large scale city events including:

- City Picnic & Birthday Party
- Community Events in conjunction with CareerBuilder Challenge
- La Quinta Arts Festival
- Promote Facilities and Park Rentals on the City website to include a listing of all the parks and facilities, photos, their amenities, and provide information on-line to check facility availability for rentals.
- Market facility rentals by advertising in The Gem while also marketing via web media such as City website, La Quinta Cove website, and monthly department email blasts.
- Promote activities to older adult participants by mail and email through the LQ Active newsletter which is accessible on the City website.
- Identify new program opportunities through City partners, surveys, and user feedback.
- Conduct a community needs survey to provide the Commission and staff with useful information about planning for future parks and recreation programs and facilities.
- Promote the City's participation in water use reduction requirements including:
 - Working with Coachella Valley Water District to provide educational assistance to residents.
 - Maintain "Efficient" water meter readings throughout the city.
 - Use of MaxiCom system to regulate water use in parks and landscapes.
 - Introduce additional turf removal programs at large city parks and facilities including:
 - Civic Center Campus
 - Fritz Burns Park
 - La Quinta Park
 - Fire Station # 70

DELIVERY METHODS

Currently the Community Services Department and program partners use the following advertising delivery methods:

PRINT / MEDIA

The Gem. A monthly publication produced by the La Quinta Chamber of Commerce featuring the "La Quinta City Scene," including news and information directly from the City, and "Monthly Activities" pages including classes, events, and featured programs.

- Circulated to all households via United States Postal Service.
- Self-serve racks placed in community buildings and other areas.
- Produced by the Chamber of Commerce

LQ Active Newsletter. A monthly newsletter produced by the Senior Center that has information on free seminars, classes, special events, movie times, and listing of all the dates and times for classes beginning that month.

- Self-serve racks at La Quinta Senior Center.
- Available online and emailed to user list.
- Produced by the City

Maps. The City offers five stylized, full color maps. Maps are available for free at City Hall or downloadable on the City's website.

- Bicycle map outlining the approved bike routes along City streets. Includes a list of rest stops with shade, benches, and drinking fountains.

- Art in Public Places map outlining locations throughout the City of Art in Public Places pieces.
- Trails map for the Top of the Cove was developed to show trail directions and information about desert hiking.
- Park map that shows the parks, open space areas and trails within the City.
- Historic Places in La Quinta map shows places of historical interest.

Light Pole Banners. The City uses light pole banners in the Village to promote the healthy and cultural lifestyle of La Quinta.

- Over 80 banner locations throughout the Village.
- Produced by the City

Promotional Items. The City is very active in marketing programs and utilizes promotional premium items to spread the word. Over 8,000 giveaway items are distributed annually.

- Produced by the City

Flyers. The City has created new templates for creating flyers. Templates are color coded for Programs, Events, Sports, Library, and Museum. Each template includes the City logo, a photo, and all pertinent information about the activity.

- Self-serve racks placed in community buildings.
- Produced by the City, Library, and Museum

Television / Radio. From time to time local news and radio stations will allow a special program or exhibit to be featured on programs such as “Eye on the Desert” and others. These requests are considered free public service announcements and not part of a paid advertising program.

- Media programs distributed throughout the valley via television or radio media.

Rack Cards. These cards are used primarily for the Museum and Library to promote exhibits and upcoming events.

- Self-serve racks placed in community buildings.
- Produced by the Museum and Library

DIGITAL

City Website. The City website will be undergoing a brand refresh during the summer months and will be launched in the fall of 2015. The updated site will be more dynamic and easier to navigate. The site will contain links to the Wellness Center, updated online program registration, links to programs, parks, facilities, event calendar, Library, Museum, photo and video galleries, public art information, downloadable maps, and more.

- www.la-quinta.org

PlayinLaQuinta.com - The City’s tourism website features Large-scale Local/Regional events, Shopping, Dining, Healthy Living, Staying, and Playing in La Quinta. The website hosts links to multiple hotels, restaurants, shopping centers, outdoor activities, and events.

- www.playinlaquinta.com

Facebook. This social networking membership website connects the City directly with other members who include citizens, businesses, and other agencies. This site allows

the City to post news, event listings, event photo albums, discussion items, status updates, and program reminders and updates. To date the Facebook page has over 44,000 likes.

- www.facebook.com/cityoflaquinta

Twitter. This social media network connects the City directly with other members who include citizens, businesses, and other agencies. This site allows the City to post news, event information, event photos, interesting links, and more in 140 characters or less. To date the Twitter account has approximately 10,000 followers.

- Twitter - @cityoflaquinta

Instagram. This social media networks is a photo-driven system that allows followers to view event photos, interesting links, tourism pictures, “like” the posts, and make comments about the images. A bigger emphasis is being placed on Instagram this year to build a larger following. To date the Instagram account has approximately 300 followers.

- Instagram - cityoflaquinta

Pinterest. This social media network is a pinboard-style photo-sharing website that allows users to create and manage theme-based image collections such as events, interests, and hobbies. It allows people who are interested in various categories (Recreation, Travel, Golf, Vacations, etc) to share images of these categories including places and activities in La Quinta. To date the Pinterest account has approximately 1,300 followers.

- www.pinterest.com/cityoflaquinta

Nextdoor. This is a social media network that works within the boundaries of your neighborhood. The City has an account that can broadcast to all participating neighborhoods in La Quinta. The primary use for this account will be to promote community activities, provide important public information, and communicate urgent or public emergency notices.

- www.nextdoor.com

“Quail Mail.” This feature of the City’s website allows users to subscribe to the calendar and news listings. Once subscribed, users will receive email updates from the City when new calendar and news items are posted.

- www.la-quinta.org

LaQuintaCove.org. This website is maintained by the La Quinta Cove Association, a neighborhood group that advocates for the largest neighborhood in the City. Users can post news articles, promote events and other programs, post pictures and video, and blog about happenings in the community.

- www.laquintacove.org

Email blasts. The Community Services Department and Library maintain large email databases and send out an email blast monthly to promote upcoming events and programs. For a more targeted marketing approach, the City, Library, and Museum collaborates with many non-profit service providers and their email databases to promote activities.

- Non-Profit Service Providers include: La Quinta Boys and Girls Club, La Quinta Chamber of Commerce, La Quinta Arts Foundation, La Quinta Historical Society, YMCA of the Desert, La Quinta Cove Association, Friends of the Library, and Desert Recreation District

AGENCY PARTNERSHIPS

The Community Services Department works with non-profits and local businesses to share in the costs of event supplies, staffing, production, and marketing. Examples of this include:

- Easter Egg Hunt – Windermere Real Estate.
- Community Picnic and Birthday Party – Numerous Non-Profits and local business support.
- Distinguished Artists – La Quinta Arts Foundation and Library.
- Tails on Trails and Nature Walks – Stewards of the Fred Wolff Nature Preserve and Cove Neighborhood Association.
- City Hall Community Art Gallery – La Quinta Arts Foundation, Local artists, and Non-profit groups.
- E-blast promotions - La Quinta Historical Society, Friends of the Library, La Quinta Arts Foundation, Cove Neighborhood Association, Chamber of Commerce, Library, and Museum.

EXAMPLES

GEM Pages

COMMUNITY SERVICES CLASSES & PROGRAMS: JULY & AUGUST

Online registration is available at la-quinta.org.

COMMUNITY ROOM (located at the Boys & Girls Club)
Dance, Play, Pretend (2-5 years) 9 a.m. - 9:45 a.m. F

LA QUINTA HIGH SCHOOL DANCE ROOM 1006
Dance, Play, Pretend (2-5 years) 6:30 p.m. - 7:15 p.m. TH
Beginning Ballet (5-10 years) 7:15 p.m. - 8 p.m. TH
Rojas Martial Arts (4 years and up) 6 p.m. - 8 p.m. M/W

WELLNESS CENTER

(Creative Wellness)

Art Attack (8-12 years) 2 p.m. - 3:30 p.m. T (July)
Beginning Guitar 6:30 p.m. - 7:30 p.m. T (July)
Second Level Guitar 7:30 p.m. - 8:30 p.m. T (July)
Learn Rock Solos 7:30 a.m. - 8:30 a.m. T (July)
La Quinta Glee (5-14 years) 6 p.m. - 7 p.m. TH
Tiny Tigers (3-5 years) 12:30 p.m. - 1:15 p.m. M/TH
Ukulele Strummers Advanced 1 p.m. - 3:45 p.m. F
Piano Party Beginner (5-14 years) 2 p.m. - 3 p.m. W
Piano Party Int. (5-14 years) 3:30 p.m. - 4:30 p.m. W
Piano Party Adv. (5-14 years) 5 p.m. - 6 p.m. W
On the Radio: Music Camp (5-12 years) 8 a.m. - noon M/T/W/TH
On the Radio: Music Camp (5-12 years) Noon - 4:30 p.m. F

(Intellectual Wellness)

AARP Safe Driver 8:30 a.m. - 4:30 p.m. W (July 29)

(Physical Wellness)

Ballroom Dance 7 p.m. - 8 p.m. T
Ballroom Dance Intermediate 6 p.m. - 7 p.m. T
Chair Fitness 10:15 a.m. - 11:15 a.m. W/F
Interval Training AM 6 a.m. - 6:45 a.m. T/TH
Interval Training PM 7 p.m. - 7:45 p.m. M/W
Mat Pilates 8:15 a.m. - 8:45 a.m. M/W/F
Morning Workout 9 a.m. - 10 a.m. M/W/F
Sunset Yoga (15 years and up) 5:30 p.m. - 6:15 p.m. M/W
Taekwondo 5 p.m. - 8 p.m. M/W
Chair Massage CMT (by appointment) 8:15 a.m. - 10 a.m. M/W
Chair Massage CMT (3 minute) 10 a.m. - noon T/TH (August)

(Social Wellness)

Social Bridge Noon - 3:30 p.m. M
Mah Jongg 1 p.m. - 4 p.m. T

WELLNESS CENTER EVENTS

Stars & Stripes Luncheon 11:15 a.m. July 2 TH
\$4 per person (maximum of 2 people per household).
Online registration is available at la-quinta.org.

Like Well Clinic
B-12 Injections (fee will be charged) 9 a.m. - 1 p.m. Fridays
For details, please call (760) 564-0096.



RENTALS

Book Park Rentals Online!

Reserve the Fritz Burns Park or La Quinta Park by visiting la-quinta.org/register and click "Search" > "Facility" > "Calendar" and select your date and time.

Having an Event? We've got you covered!

The La Quinta Wellness Center is available for private rentals!

This facility is perfect for your wedding reception, birthday party, company gathering, banquet, neighborhood event, family reunion, or other social event. The multi-purpose room has a capacity of 200 and includes usage of tables and chairs for up to 200 people. An elevated stage and dance floor are included; large kitchen is available for additional fee. Call (760) 777-7090 for more information and pricing.

UPCOMING SPECIAL EVENTS



Aquatics — Swimming at Fritz Burns Pool

Swim Lessons 9:45 a.m. - 11:45 a.m. M/T/W/TH
Swim Lessons 5 p.m. - 6:15 p.m. M/T/W/TH
Rec Swim Noon - 4 p.m. M/T/W/TH/SAT
Lap Swim 7:30 a.m. - 9:30 a.m. M/T/W/TH
Lap Swim 6:30 p.m. - 7:30 p.m. M/T/W/TH
Pre-Swim Team 11 a.m. - 11:45 a.m. M/T/W/TH
Pre-Swim Team 5:30 p.m. - 6:15 p.m. M/T/W/TH
Splash Ball Team Noon - 1 p.m. SAT
Water Aerobics 8 a.m. - 8:45 a.m. T/TH
Water Aerobics 6:30 p.m. - 7:15 p.m. M/W

For more pool information, please call the Family YMCA of the Desert at (760) 341-9622 or register online at ymcaofthedesert.org.

Superhero Summer Movies

Join us at **Fritz Burns Pool** (7810 7 Avenue 52) for the Superhero Summer movie series. The movie will be shown on a 20' inflatable movie screen in the pool area. Snacks will be available for purchase for a nominal fee.



The Lego Movie
Friday, July 10



The Amazing Spider-Man 2
Friday, July 24



Teenage Mutant Ninja Turtles
Friday, August 7



Guardians of the Galaxy
Friday, August 21

Sports

Open Gym (Boys & Girls Club) 7 p.m. - 9 p.m.

Volleyball: Mondays/Thursdays

Basketball: Tuesdays/Wednesdays

Summer Golf Tour — Saturdays through August 29

\$69 enrollment fee with discounted green fees for each course.

Play some of the best golf courses in the Coachella Valley at a discounted rate.

All courses will play shotgun format and will tee off at 7:30 a.m.

Please email communityservices@la-quinta.org for more details.

Date	Course	Green fee
July 4	Marriott's Shadow Ridge	\$50
July 11	SilverRock Resort	\$40
July 18	PGA West, Nicklaus Course	\$55
July 25	Indian Wells Country Club, Cove Course	\$50
August 1	Westin Mission Hills Golf Resort, Pete Dye	\$45
August 8	SilverRock Resort	\$50
August 15	Desert Willow Golf Resort, Firecliff	\$45
August 22	Indian Wells Golf Resort, Celebrity	\$50
August 29	PGA West, TPC Stadium Course	\$55

End-Of-Tour Banquet will be held at noon on August 29 at PGA West Tournament Clubhouse Legends Ballroom (Free for members, \$25 for guests).





WHEN/WHERE

Tuesday

June 30, 2015

10am

La Quinta Museum

FREE!



DETAILS

Join your friends and neighbors for coffee at the Museum! This new program is held monthly and will feature special events, such as early exhibit previews, speakers and more!

This month there will be an informal Q & A with Brent Stewart of the Coachella Valley Water District.

Bring your questions and bring a friend!



☎ 760.777.7170
📍 77885 Avenida Montezuma, LQ 92253
@ laquintamuseum@rivlib.net
📌 www.facebook.com/laquintamuseum



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/cityoflaquinta



Disc Golf Tournament



WHEN/WHERE

Saturday, June 6
6 pm
The Lights at Indio GC
 (Corner of Avenue 42 and Jackson)
\$15 per player



DETAILS

Grab your flying discs and join us for some high flying action at The Lights at Indio GC. The cities of La Quinta and Indio have partnered together with Helix Disc Golf to bring you 18 holes of exciting disc golf.

Prizes will be awarded to the top finishers in each division (advanced, novice, youth). All ages and experience are welcome.

Registration to be taken onsite day of the event.



☎ 760.777.7094
 📍 78495 Calle Tampico, LQ 92253
 @ communityservices@la-quinta.org
 🌐 www.la-quinta.org



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/cityoflaquinta

City Website

www.la-quinta.org

NEWS CALENDAR OPEN JOBS CONTACT Search...

CITY OF LA QUINTA CALIFORNIA

Our COMMUNITY City SERVICES Your GOVERNMENT How DO I?



Sunset Magazine ranks us #5 of Top 45!
La Quinta Cove was voted the #5 hiking destination in the West by Sunset Magazine.

- CONTACT
- ONLINE
- MEETINGS
- PLAY
- SAFETY

Upcoming EVENTS

	MEETINGS	Latest NEWS
JUL 04	CITY HOLIDAY - Independence Day	
JUL 04	FREE ADMISSION at Fritz Burns Pool	
JUL 11	Moonlight Movie	

CALENDAR »

Making Headlines



Fritz Burns Pool opened for the summer season on June 16. For classes and open swim information contact the Family YMCA of the Desert at (760) 341-9622 or visit www.ymcaofthedesert.org.

Stay Connected



Facebook

Visit La Quinta - California

https://www.facebook.com/CityOfLaQuinta

Apps Desert Sun Event Ca... Events Calendar - C... The 20 Best Market... Follow This Schedul... Microlancer Design Templates - ... 33 Amazingly Useful...



Timeline About Photos Instagram feed More

PEOPLE

★★★★★
44,672 likes
1,082 visits

ABOUT

- La Quinta has something for everyone! Golfing, dining and shopping, biking and hiking in the Santa Rosa mountains! www.playinlaquinta.com
- <http://www.playinlaquinta.com/>

APPS

We're on Instagram Instagram feed

Twitter

Request Report a Concern GO Request

PHOTOS



VIDEOS



UPCOMING EVENTS

FREE Superhero Summer Movie - The...
Friday, July 10, 2015 at 8:00pm in PDT
9 guests

9 Cities Challenge Blood Drive - La Qu...

Visit La Quinta - California created an event.
50 mins



FREE Superhero Summer Movie - The Lego Movie
Friday, July 10 at 8:00pm in PDT
Fritz Burns Park Pool in La Quinta, California
9 people are going

Like · Comment · Share

Oscar Acevedo, Jessica Valdez Sambrano, Angelica Mendoza and 7 others like this.

Brenda Barrientos Victor A. Orantes
39 mins · Like

Visit La Quinta - California
July 4 at 2:16pm

Happy Fourth of July, everyone!



Like · Comment · Share

Richard Erbert, Dawn Winchell, Bonnie Tannahill and 229 others Most Relevant like this.

29 shares

Loly Hinojosa Wish I was there, I love La Quinta
July 4 at 6:55pm

Maureen Clifford Ferriter Soooo miss LaQuinta ..
July 4 at 5:01pm

View 2 more comments

Visit La Quinta - California
July 2 at 1:54pm

We apologize for the incorrect information on our fireworks post but here are the corrected dates and times. Thanks! #Fireworks #PlayInLaQuinta #4thofJuly #IndependenceDay





TWEETS 2,396 FOLLOWING 6,421 FOLLOWERS 10.1K FAVORITES 282 LISTS 11 [Follow](#)

City of La Quinta
@CityofLaQuinta
Tucked in the cove of the Santa Rosa mountains, La Quinta is the premier playground for active living, dining & world-class #golf. Gem of the Desert! #hiking
La Quinta, CA
playinlaquinta.com
Joined October 2012



New to Twitter?
Sign up now to get your own personalized timeline!
[Sign up](#)

- You may also like · Refresh
- Palm Springs Life**
@palmspringslife
 - CV Weekly**
@CVWeekly1
 - City of Indio**
@CityofIndio
 - Skip Descant**
@TDSskip
 - La Quinta CA**
@LaQuintaCA

- Trends
- #NoMaybes
Promoted by Nike Soccer
 - #HappyBirthdayAshton
 - #mondaymotivation
 - #InternationalKissingDay
 - Frank Ocean
 - Walter Reed
 - #SharkSchmovies
 - Andrea Piro
 - #SRK14Million
 - Karlovic
 - Venus

Tweets Tweets & replies Photos & videos

Pinned Tweet
City of La Quinta @CityofLaQuinta · May 15
Discover how you can engage with our city. Let your voice be heard.
[@palmspringsusa](#) #EmpowerLaQuinta #CoachellaValley

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City of La Quinta @CityofLaQuinta · 15h
The City of La Quinta Daily is out! [paper.li/CityofLaQuinta...](#) Stories via [@HAWKS_Athletics](#) [@ranjitrao1](#) [@TheWellnessUniv](#)

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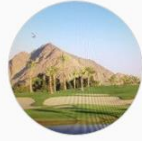
City of La Quinta @CityofLaQuinta · Jul 4
How I did on Twitter this week: 18 Mentions, 2.2K Mention Reach, 7 Retweets. How'd your week go? via [sumal.com/myweek](#)

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City of La Quinta @CityofLaQuinta · Jul 4
Happy Fourth of July everyone!

[View photo](#)

City of La Quinta @CityofLaQuinta · Jul 3
The City of La Quinta Daily is out!
[paper.li/CityofLaQuinta...](#) Stories via [@lindalynburiez](#) [@BoudikYoga](#)



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La Quinta The City of La Quinta's a vibrant city tucked in the cove of the Santa Rosa Mountains. The premier playground for active living. #golf #hiking #travel
www.PlayInLaQuinta.com

18 posts 320 followers 580 following



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