

HAND OUTS

**CITY COUNCIL
MEETING**

MAY 3, 2022

LA QUINTA ART Celebration

May 3, 2022

Linda Evans – Mayor
Robert Radi – Mayor Pro Tem
Jon McMillen – City Manager
Chris Escobedo – Community Resources Director
John Pena – City Council
Kathleen Fitzpatrick – City Council
Steve Sanchez – City Council

City of La Quinta

78495 Calle Tampico
La Quinta, CA 92253

Dear Madame Mayor, Council Members, City Manager, and City Staff,

The third time was a charm! SCOPE Events, LLC is incredibly proud of the signature La Quinta Art Celebration event that was held March 3-6, 2022. This was the third show SCOPE Events has produced for the City of La Quinta, and it was every bit as much fun as the previous shows. Although “fun” alone will not sustain the event, it is what keeps us looking forward to the next one. Fortunately, there are many other reasons to consider the event a winner, and we refer to them herein as our *Keys to Success*.



Photo: Fence banners catch the public's eye

Keys to Success

City Support

Obviously, this event would not even happen without the support of the City of La Quinta, support that goes well beyond instrumental things like permits and access to a beautiful venue. It is the individuals who make up the community and who contribute their hearts and souls to making it an even better place to live and visit with each passing year. Scope Events strongly believes that events like the La Quinta Art Celebration contribute positively to the community and are honored to be a part of it.

For SCOPE Events, the March 2022 Celebration will always stand out as the event which proved the strength of the partnership with the City of La Quinta. Our staff worked

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seamlessly in partnership with the City Manager, Parks & Landscape Manager, and City Council throughout the weekend to monitor the weather. Beginning when we got word at 4:15 am that the wind played havoc throughout the park and throughout Saturday we continued to share information and images of the destruction so that everyone was informed of the status. When we learned through satellite weather reports that Sunday would once again have sunny La Quinta weather the City Marketing Manager took a proactive stance on social media and called the radio station. SCOPE Events contacted local television stations who quickly supported us with news alerts. Scope Events updated our website as well as our social media platforms. On early Sunday morning, the Parks & Landscape Manager had city grounds crew on site to work with our grounds crew on cleaning the park. Even the lake was cleared of all rubble. The park was once again gorgeous when the gates opened at 10 am. Best of all, the community showed up on Sunday with the highest attendance ever for one day in the event history.



Photo of Civic Purchase Award Winner: Josh Hirt

Community Outreach & Marketing Campaign - The marketing campaign for the March 2022 show was to expand our marketing efforts beyond the Coachella Valley and Southern California to the western states through sponsorship with *Southwest Art Magazine* and utilizing ads from the city marketing budget for *Modern Luxury Magazine San Francisco* and *Orange County* issues, *425 Seattle Magazine* and *So Cal Life Magazine*. However, the focus on the Coachella Valley itself was not ignored and had concentrated television, radio marketing buys as well as print, direct mail, billboards and social media. We had a lot of positive feedback about the intense radio campaign during drive time, the number of television commercials during the key news hours and the vivid digital billboard ads visible to all tourists as they walked from the aircraft to baggage claim at PSP airport.

SCOPE Events continues to stress the importance of community and working together. We are cultivating relationships with Old Town Artisan Studios, Art on Main, La Quinta Museum and Coachella Valley Art Center by offering them complimentary ads in the event program so they can promote their business, and in turn, they hand out our marketing collateral. When our coffee makers were unable to be delivered to Artist Registration, Wells Marvin provided complimentary coffee cards at Old Town Coffee for all of the artists and volunteers. We also heard that patrons unaware that the Saturday show had cancelled, went to Old Town La Quinta instead and flocked to the merchants and restaurants there providing them with solid Saturday sales. We are confident that our efforts to continue to strive for partnerships will be mutually beneficial for all of us as they gain trust with our company.

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Upscale Food and Beverages – SCOPE Events continues to be very pleased with the quality food and beverages provided by Best Beverage Catering (BBC). They continue to fine tune the selection of food and drink available to both the artists and patrons. We especially appreciated BBC’s attention to food and bar esthetics which aimed to adorn the already beautiful setting and the amazing art. Another rest stop was added this year at Gate 5 called *The Palm Bar* which was appreciated by our older patrons.

Volunteers - This March SCOPE Events had a total of 125 Volunteers of which 19 serve as Volunteer Captains. These Captains are vital to our success. They are dedicated to managing their teams and are instrumental in building our volunteer base.

What makes this exceptional volunteer base unique compared to other organizations is their commitment to the event. They rarely if ever cancel and if they do it is only because of a family emergency or illness. They never no-show.



Photo: Debby and volunteers

Tools for Tomorrow – SCOPE Events continues to support Tools for Tomorrow, an organization whose mission could not be more appropriate as a partner to the LQAC. Tools for Tomorrow works to “Reach, Teach, and Inspire Children through the ARTS” and we could not be happier to support them. We hope to see some of these young talents selling their art at the LQAC sometime soon. In addition to a monetary contribution, Scope Events also agreed to host a luncheon for Tools for Tomorrow volunteers as a way to recognize their contributions and to further the relationship between our two organizations. We are waiting for them to set the date.

COVID-19 – Scope Events was prepared to conduct temperature checks and implement other required pandemic related precautions. Riverside County loosened restrictions and procedures prior to the show, and we think it contributed to the willingness of the public to attend such an event and minimized bottlenecks at the entrance. Because it is an outdoor event, we believe the risk was always minimal but we want to be a community partner in public health.

Wi-Fi – As with the two prior signature Celebrations, Scope Events provided a dedicated Wi-Fi network for artists so sales could be conducted electronically. Road Wi-Fi was again chosen to design and implement the network and, based upon the lack of connectivity issues and positive feedback from the artists, we believe their product was one of our Keys to Success.

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Wind and Weather - Wind forced the closing of the LQAC on Saturday to assure public safety. Our artist and public communication regarding the event closure was decisive, informative and easy to access. Some booths and art pieces were damaged and it was devastating to see. What happened next was the triumph of community spirit. Artists supported each other and literally helped rebuild exhibit spaces. They helped each other with spare parts, re-staked tents, showed compassion and gave strength to their peers. By the time the gates opened on a sunny Sunday morning, the staff, volunteers, and artists had recreated the space. Patrons were lined up and in awe that a few stray bougainvillea leaves were the only visible reminders of the wind that tore through the day and night before.



Photo of destroyed artist booth

One of the silver linings of the wind storm was that our artists were able to get out their booths and explore the La Quinta and the Coachella Valley - a first for many although they had been coming to the show in prior years. They hiked in La Quinta, toured El Paseo and went to the movies. The artists made lemonade out of lemons and enjoyed a day to relax and explore; while we at Scope Events stayed connected to City officials and weather information to assure safety and effectively communicate to the artists and public.

Artist Awards Ceremony and Reception - Several local restaurants comprised of Fresh Agave Mexican Restaurant, Stuff Pizza Bar & Grill, Bristol Farms, Rd RNNR, Tack Room Tavern, Augustine Casino, La Cantina, Costco Bakery and DJ's Louisiana Kitchen provided their delicious foods and we announced the art award winners. Several artists let us know how special this event is and how different it is from other shows they participate in. For example their assistants are invited with no charge to the artists. Also after a long first day at the event, this desert casual affaire where one can be barefoot or in flip-flops is much appreciated. Artist spend time getting to know one another while sampling the offerings of the La Quinta establishments. This event builds comradery and community.



Photo of Artist Award Reception

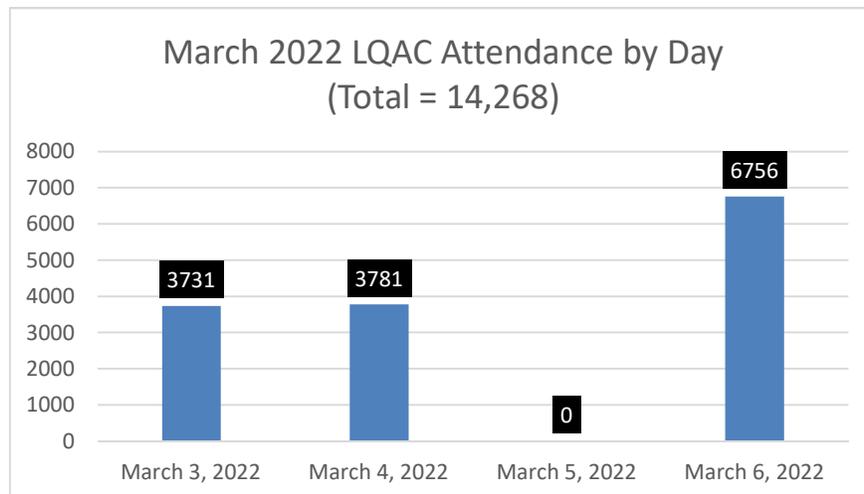


Social Media and Website Development – We continue to work with PurplePass to examine ticket sale and web traffic data. The breadth of data they have available is astounding and can be used to customize our social media and web marketing for the event. For example, we analyze counts of single day vs multi-day passes, numbers of tickets purchased at the gate vs the on the web, and the geographic locations of those buying tickets online. These data are integral to our marketing strategies, but of little value for the City, so we have spared most of the details. The table below shows the top referrers to the event website, LaQuintaArtCelebration.org.

Top Traffic Sources for LaQuintaArtCelebration.org

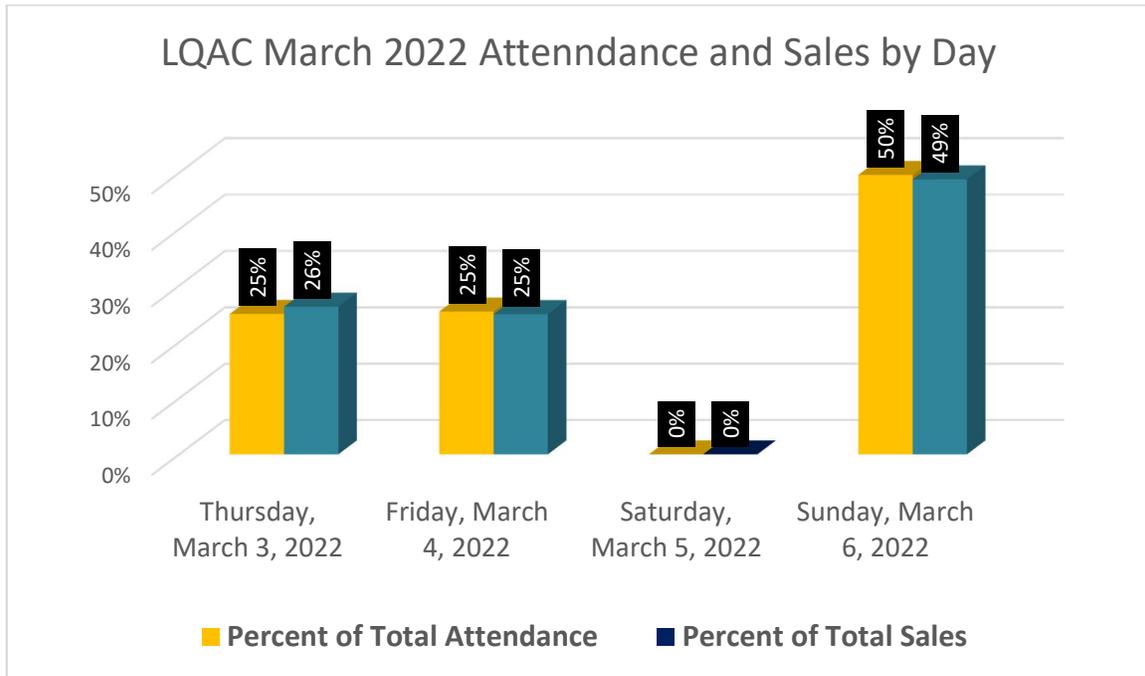
Traffic Category	Traffic Source	Site Sessions	Page Views	Unique Visitors
Organic Search	Google	13,805	36,089	9,168
Direct	Direct (Laquintaartcelebration.org)	8,478	19,283	5,808
Social	Facebook	4,436	8,869	3,733
Organic Search	Bing	890	2,586	628
Organic Search	Yahoo	931	2,493	597
Referral	discoverpalmdesert.com	532	1,524	373
Organic Search	DuckDuckGo	462	1,299	312
Referral	festhund.com	361	1,070	262
Social	Instagram	216	554	172

Attendance – The total ticket sales were higher than the two previous La Quinta Art Celebrations. More ticket sales likely will result in more art sales which makes everyone happy.



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Art Sales:



Artist Feedback- As usual, SCOPE Events, encourages participating artists to review the show using the independent publication, *Greg Lawler's Art Fair SourceBook*. Artists use this resource to decide which shows to attend and to set their expectations based upon

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previous experiences of other artists. We utilize the data they collect to improve the show. Because the feedback is anonymous, it is a gold standard for impartial information and an invaluable resource for us, as producers, to listen-in on the conversation about our show among the participating artists. Below are March 2022 data for two metrics that we track as outcomes for the show:

73.7% of responding artists (N=19) indicated that the Spring 2022 LQAC sales were higher than their average show sales.

90% of responding artists (N=20) indicated that they would return to the show.

Summary:

Based upon attendance, sales, and fun, SCOPE Events considers the March, 2022 La Quinta Art Celebration to have been another huge success. It was a fantastic follow-up to the November *Encore* show and, successfully generated sales for our artists. With each passing event, we gather more data and use them to enhance the *Celebration* experience for artists, patrons, and volunteers alike.

Once again, thank you for designating SCOPE Events, LLC as your promotor. We hope we made the city as proud as we are of the events we produce.

Sincerely,

Paul A. Anderson, CEO

Kathleen Hughes, Event Director



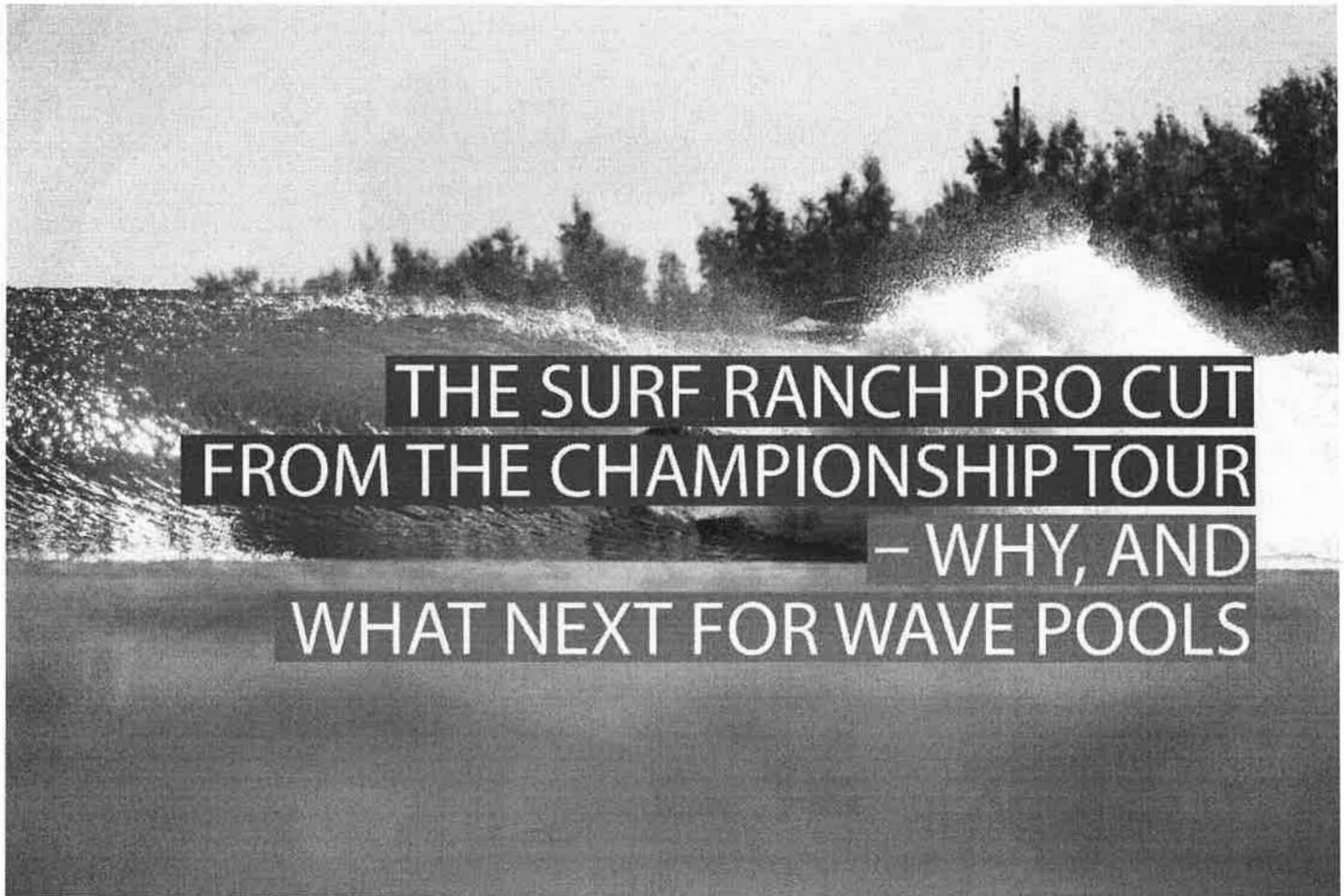
Photo of Kathleen Hughes and Paul Anderson



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The Surf Ranch Pro cut from the Championship Tour – why, and what next for wave pools?

20 October, 2021 by James Salmon

The Surf Ranch Pro cut from the Championship Tour – why, and what next for wave pools?



Ever since Kelly Slater's Surf Ranch was added to the Championship Tour in 2018, it has been the subject of plenty of fierce debate in the surfing world. After just three incarnations of the event, however, the World Surf League has decided to 'take a year off' from it, and it's been sent packing from the 2022 CT schedule. So why has it fallen out of favour? And will it return, or does this spell the end for competitive surfing in wave pools?

Why was the Surf Ranch Pro removed from the schedule?

Professional surfing's governing body has been typically cagey on the details surrounding the removal of the Surf Ranch Pro from the schedule, simply stating that they will 'continue to innovate with the world's best artificial wave technology' and are excited for its return. The statement is not much more than marketing mumbo jumbo, so we're left to put the puzzle pieces together for ourselves to understand what, if anything, went wrong.

Let's start with the fans. Plenty of them do not, to put it lightly, like the Surf Ranch Pro. Complaints largely centre around the fact that it's highly repetitive, something which is difficult to argue with. The wave is exactly the same, time after time, there is no requirement for competitors to read the conditions, and how one guy or gal surfs it often very closely resembles the ride of the next one.

This issue is further compounded by the fact that, in the three years that it's been held to date, it appears that the same surfers excel each time, particularly in the men's bracket. There's no doubt that Gabriel Medina and Filipe Toledo are phenomenal surfers and are hanging around at the business end of most events regardless, but from the outset it was clear that guys like them, who can take to the air at will and probably have a higher best-wave ceiling than anyone in the world, would excel. And excel they have. In fact, no one other than those two has ever made the men's final at the Surf Ranch Pro. In 2018 it was Medina beating Toledo in the final, 2019 was the same, while in 2021 we saw the script flipped on its head when – bolover alert – Toledo beat Medina in the final.

The women's bracket has seen a little more variability, but there have still only been four competitors make it to the final in the three years. Carissa Moore has been there twice, as has Johanne Defay, while Steph Gilmore and Lakey Peterson have featured once apiece.

This distinct lack of variation in the results has certainly done nothing to alleviate concerns about the monotonous nature of the event. In fact, it's added significant fuel to the fire, and when Medina and Toledo qualified for the 2021 final for the third time in succession, WSL execs must have been tempted to switch off the wave machine and call it quits there and then.

It's not only fans who appear to have an issue with the event, either. Though the athletes are a little bit (or, realistically, a lot) restrained by the fact that they make their living courtesy of the WSL's existence and as a result don't necessarily benefit from being overly critical of the organisation's events, there have been rumblings from some competitors about the same issues which have riled up the fans. Jordy Smith has been one example, calling it 'not that exciting' and 'predictable'. Incidentally, he missed this year's edition of the event after undergoing surgery on what had been a nagging knee injury just prior; he subsequently missed both Tokyo 2020 and the Corona Open Mexico so there's no suggestion that he wouldn't have had the surgery and missed whatever event was next regardless, but based on his comments it doesn't sound like missing it would have caused him too many headaches.

Julian Wilson also missed out in his last season on tour, while plenty of other names, including John John Florence, Tyler Wright and Kolohe Andino were notable absentees as well. Injuries were behind virtually all of these and an impending event in Tokyo you might have heard about might have made some competitors on the edge of a return a little hesitant to risk an early return, so it's a little harsh to attribute any of that to the event itself. Nonetheless, the Surf Ranch Pro appears to have pretty quickly acquired a reputation as the one the most athletes seem to miss.

So what next? Is pro surfing in a pool finished?

The World Surf League, as mentioned, didn't give us a whole lot regarding the Surf Ranch's omission from next year's Championship Tour, but they did allude to a return after a short hiatus. In their statement, the governing body stated: "We are excited for a return to our wave system in 2023 and beyond". Clearly there are a few issues to iron out, but according to that it sounds like that ironin' scheduled to take place over the next year, with some wrinkle-free wave pool surfing set to return the year after.



Will that actually happen? Who knows, really. The statement wasn't exactly going to say that they removed the event from the schedule because, from all reports, fans and athletes alike are bored out of their brains by it, but as they say, absence makes the heart grow fonder, and the WSL will probably be hoping that that's the case for our collective tickers over the course of the next 12 months or so.

Of course, the future of professional wave pool surfing doesn't rest entirely on the shoulders of the Championship Tour. There has been some discussion in the past about the prospect of leaving the top league in the world in the ocean, and instead giving wave pools their moments to shine every four years when the Olympics come around. Certainly, people are a little less attached to the surfing Gold medals than they are world titles given the former's lack of history, and if it was a one-off event in a pool every four years, perhaps fans would be more receptive to it.

And given the conditions we saw at Tsurigasaki Beach this year, wave pools could definitely make for better viewing than the surfing at some of the locations at which the Olympics will be held in the years to come. For the Surf Ranch Pro, or any event in a pool, to earn a spot on the CT, it needs to be able to compete with events at the likes of J-Bay, Teahupo'o and many other world-class waves. In contrast, if all these events need to do is be better than three-foot waves accompanied by stormy onshores like we saw in Japan, they've got a much better chance.

Unfortunately for the wave pool advocates out there, the next three Olympics are set to take place at locations with some pretty damn good waves. 2024 is in Paris (no waves there, of course, but there certainly are in Tahiti, and that event will take place at Teahupo'o), 2028 in Los Angeles (where there are a multitude of quality options) and 2032 in Brisbane (just up the road from Snapper Rocks). This makes it much less likely that wave pools will be adopted for Olympic surfing in the next few years, but in the longer term it could certainly be a viable option, particularly considering the fact that by the time the three aforementioned Games are finished, presumably wave pool technology will have advanced significantly, and the specifics of a wave pool event tinkered with sufficiently to create a much more enjoyable product.

All in all, there is still plenty of scope for professional wave pool competitions in the future, and it's hard to imagine we've seen the last of them. The Surf Ranch Pro has been the subject of plenty of criticism in the short space of time in which it's been part of the Tour, much of which has been justified by an undeniable repetitiveness, both in terms of the surfing and the results. Equally undeniable, however, is the fact that wave pools are still in their relative infancy, and so too the contests which take place within them. 2022 will provide a little bit of respite for abominators of man-made waves, but that respite is unlikely to be permanent.

■ Surf, WSL

- < The 2022 WSL Championship Tour Schedule – What Does it Look Like?
- > The Best Destinations for Surf Trips – Mentawais (Intermediate – Advanced)

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