



April 30, 2014

City of Desert Hot Springs
65950 Pierson
Desert Hot Springs, CA 92240

ATTN: Jeanine Plute

RE: Chamber Visitors Center Report March 2014

Dear City of Desert Hot Springs:

1. Visitor Center Traffic for March 2014 (also see the following Customer Management List)
 - **546 Walk-Ins**
 - **81 Calls**
 - 148 Spa property referrals
 - 37 RV Park referrals
 - 55 Restaurant referrals
 - 47 Hiking & Camping
 - 55 Newspaper & Magazines
 - 21 Shopping
 - 84 Cabot's Museum & Culture
 - 59 Entertainment
 - 26 Chamber Inquires
 - 2 Relocation & Resources
2. Continue with DHS Map Ad sales to offset map production costs. Map printing delayed due to low response from advertiser participations.
3. Attend marketing meetings for CVB & CVEP on behalf of DHS.
4. Daily and weekly updates to website deserthotsprings.com
5. Social Media posts: Facebook, LinkedIn & Twitter. Social boosts and targeting for Chamber/Visitor Center Facebook page. **Grown to now over 2700!** (August 2013 at 226)



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6. The chamber is working on a Chalk Art Walk concept that will launch from the Visitors Center and embrace the Palm/Pierson business area. Current dates being considered for this event are late 2014 (Nov) or early 2015 (Jan).
 7. Small Business Success Program meetings and communications. Retool concept for better use with local businesses/small businesses. Continued meetings with COD, CVEP, DPSS and fellow CEO's. *Kicked off Business Outreach Program with walking business visits.
 8. Continue advertising in local Desert Star Weekly.
 9. Work on State of the City details. (to be held on May 2, 2014 at Two Bunch Palms 11:30am-1:30pm) Met with Mayor Sanchez and Two Bunch Palms regarding the planning and details of the upcoming State of the City.
 10. Held a very successful meeting with SCORE for collaboration and teaming up with the Chamber in Desert Hot Springs to bring well needed services, counseling and training for our business community. Working on an agreement currently.
 11. Develop and cultivate new launching programs from the Chamber directed towards the under 30 age group in the city. The YEA! (Young Entrepreneurs Academy) along with the YPN (Young Professionals Network) along with SCORE will be a driving force to strengthening the business/workforce in the city.
 12. Participated in Pop Up Art Gallery meeting and discussions.
 13. Scheduled meeting with Steven, reporter for LA radio, with regards to the destination and the waters. Invited the Mayor Sanchez. Great interview with CEO & Mayor!
 14. Met with David Nunn with regards to CERT collaboration/support services.
 15. Work on Annual Star Awards categories and qualifications.