

## REPORT TO THE CITY COUNCIL

---



**DATE:** May 20, 2014

**TITLE:** Desert Hot Springs Hoteliers Association Quarterly Report

**Prepared by:** Jeanine Plute, Assistant to the City Manager

---

### **RECOMMENDATION**

**Receive and file.**

### **DISCUSSION**

At the July 10, 2012 council meeting the City Manager was authorized to execute a Marketing Agreement with the Hoteliers Association to provide marketing for the City of Desert Hot Springs.

One of the Hoteliers' Scope of Work performance measure requirements is to submit a quarterly report detailing website traffic and analysis, marketing analysis that includes all website, press releases, printed advertisement, and air time activities and results, and all other marketing accomplishments. During the FY2013-2014 Budget Workshops, City Council requested to receive the quarterly reports.

### **FISCAL IMPACT**

None.

### **EXHIBIT(S)**

1. Desert Hot Springs Hoteliers Association Quarterly Report January through - March 2014.