



June 30, 2014

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

ATTN: Jeanine Plute

RE: Chamber Visitors Center Report May 2014

Dear City of Desert Hot Springs:

1. Visitor Center Traffic for May 2014 (also see the following Customer Management List)
 - **272 Walk-Ins**
 - **68 Calls**
 - 54 Spa property referrals
 - 4 RV Park referrals
 - 39 Restaurant referrals
 - 6 Hiking & Camping
 - 32 Newspaper & Magazines
 - 26 Shopping
 - 44 Cabot's Museum & Culture
 - 33 Entertainment
 - 23 Chamber Inquires
 - 11 Relocation & Resources
2. Visitor Center walk-in guest contact for term of agreement to date. Increased TOT and Sales Tax revenue to the city have resulted from chamber staff servicing and assisting per contract of services between October 2012-May 2014.
 - **32,462 WALK-IN GUESTS ASSISTED**
3. Coordinated and executed the State of the City Luncheon AND State of the City Wellness Event
4. Attend marketing meetings for CVB & CVEP on behalf of DHS.
5. Daily and weekly updates to website deserthotsprings.com and work on SEO and website enhancements for full destination services.



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6. Social Media posts: Facebook, LinkedIn & Twitter. Social boosts and targeting for Chamber/Visitor Center Facebook page. **Grown to now over 2800!** (August 2013 at 226)
 7. 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).
 8. Small Business Success Program meetings and communications.
 9. Start SCORE programming with the Chamber in Desert Hot Springs to bring well needed services, counseling and training for our business community.
 10. Develop and cultivate new launching programs from the Chamber directed towards the under 30 age group in the city. The YEA (Young Entrepreneurs Assoc) along with the YPN (Young Professionals Network) along with SCORE will be a driving force to strengthening the business/workforce in the city.
 11. Work on Annual Star Awards-Excellence in Community & Business event to be June 25th 2014.
 12. Work on chambers own Desert Hot Springs demographics report based on available stats. To be used for internal economic development, business recruitment and retention programs.