

**EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT  
BOARD  
CITY OF PALM DESERT  
MEETING AGENDA**

Thursday, April 17, 2025

8:00 a.m.

Administrative Conference Room, City Hall

73-510 Fred Waring Drive

Palm Desert, CA 92260

Pursuant to Assembly Bill 2449, this meeting will be conducted as a hybrid meeting and there will be in-person access to this location.

- To participate via Zoom, use the following link: <https://palmdesert.zoom.us/j/84131730440> or call (213) 338-8477, Zoom Meeting ID: 841 3173 0440
- Written public comment may also be submitted to [cityclerk@palmdesert.gov](mailto:cityclerk@palmdesert.gov). E-mails received by 4:00 p.m. the day prior to the meeting will be distributed to the Board. Any correspondence received during or after the meeting will be distributed to the Board as soon as practicable and retained for the official record. **Emails will not be read aloud** except as an ADA accommodation.

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**Pages**

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. NON-AGENDA PUBLIC COMMENTS**

This time has been set aside for the public to address the El Paseo Parking and Business Improvement District Board on issues that are not on the agenda for up to three minutes. Because the Brown Act does not allow the Board to act on items not listed on the agenda, members may briefly respond or refer the matter to staff for a report and recommendation at a future meeting.

**4. CONSENT CALENDAR**

All matters listed on the Consent Calendar are considered routine and may be approved by one motion. The public may comment on any items on the Consent Agenda within the three-minute time limit. Individual items may be removed by the Board for a separate discussion.

**RECOMMENDATION:**

To approve the consent calendar as presented.

**4.a APPROVAL OF MINUTES 5**

**RECOMMENDATION:**

Approve the Minutes of March 25, 2025.

**4.b APPROVAL OF FINANCIALS 9**

**RECOMMENDATION:**

Approve the financial statements for the months ending February 28 and March 31, 2025.

**5. CONSENT ITEMS HELD OVER**

Items removed from the Consent Calendar for separate discussion are considered at this time.

**6. BUSINESS ITEMS**

Items listed in this section are presented for the Board's review and action. Public comment is allowed on each item, with a three-minute time limit per speaker. The Board may provide direction, request additional information, or take action as appropriate.

**6.a APPROVAL OF FY 2025-26 EPPBID INITIATIVES AND FOCUS AREAS 15**

**RECOMMENDATION:**

Discuss and approve the EPPBID Initiatives and Focus Areas for Fiscal Year 2025-26.

**6.b EL PASEO CONSTRUCTION UPDATE 19**

**RECOMMENDATION:**

Receive and file the City's construction update.

**6.c BANDWANGO ACTIVATIONS UPDATE 21**

**RECOMMENDATION:**

Review and approve the update on Bandwango activations.

**7. INFORMATIONAL REPORTS**

**7.a MARKETING UPDATE**

**7.a.1 MARKETING UPDATE REPORT FOR FEBRUARY AND MARCH 2025 31**

Informational report with no formal action.

**7.b CITY COUNCIL LIAISON**

The liaison provides updates to facilitate communication between the City Council and the Board. This is an informational item with no formal action.



**7.c CITY STAFF**

City staff will provide updates on relevant projects, activities, and other matters within the Board's scope. These are informational reports with no formal action.

**7.c.1 PALM DESERT WAYFINDING AND MONUMENT SIGN  
INFORMATIONAL PRESENTATION**

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**7.c.2 ATTENDANCE REPORT**

**8. REQUESTS FOR ACTION**

Board Members may propose future agenda items within the Board's scope. Items that receive support from at least one other member may be placed on a future agenda for discussion and possible action. No formal action will be taken at this time.

**9. ADJOURNMENT**

The next Regular Meeting will be held on May 15, 2025, at 8:00 a.m.

**10. PUBLIC NOTICES**

**Agenda Related Materials:** Pursuant to Government Code §54957.5(b)(2) the designated office for inspection of records in connection with this meeting is the Office of the City Clerk, Palm Desert Civic Center, 73-510 Fred Waring Drive, Palm Desert. Staff reports for all agenda items considered in open session, and documents provided to a majority of the legislative bodies are available for public inspection at City Hall and on the City's website at [www.palmdesert.gov](http://www.palmdesert.gov).

**Americans with Disabilities Act:** It is the intention of the City of Palm Desert to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, or in meetings on a regular basis, you will need special assistance beyond what is normally provided, the City will attempt to accommodate you in every reasonable manner. Please contact the Office of the City Clerk, (760) 346-0611, at least 48 hours prior to the meeting to inform us of your needs and to determine if accommodation is feasible.

**AFFIDAVIT OF POSTING**

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda for the El Paseo Parking and Business Improvement District Board was posted on the City Hall bulletin board and City website not less than 72 hours prior to the meeting.

/s/ Monique M. Lomeli, CMC  
Recording Secretary



**EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD**  
**CITY OF PALM DESERT**  
**REGULAR MEETING MINUTES**

March 25, 2025, 8:00 a.m.

Present: Board Member Rebecca Elliott\*\*, Vice Chair David Fletcher,  
Board Member Mahasti Islami, Board Member Michelle Whittaker,  
Chair Patrick Klein

Absent: Board Member Alec Longmuir

Staff Present: Public Affairs Manager Thomas Soule, Recording Secretary  
Monique Lomeli

*\*\* Arrived at 8:34 a.m.*

**1. CALL TO ORDER**

A Special Meeting of the El Paseo Parking and Business Improvement District Board was called to order by Chair Klein on Tuesday, March 25, 2025 at 8:00 in the Administrative Conference Room, City Hall, located at 73-510 Fred Waring Drive, Palm Desert, California.

**2. ROLL CALL**

**3. NON-AGENDA PUBLIC COMMENTS**

None.

**4. CONSENT CALENDAR**

None.

**5. INFORMATIONAL REPORTS**

None.

**6. ACTION CALENDAR**

**6.a 2025 EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT (EPPBID) BOARD GOAL SETTING SESSION**

Public Affairs Manager Thomas Soule provided a brief overview of the item and responded to Board Member inquiries.

Stephanie Greene narrated a PowerPoint presentation and responded to Board Member inquiries.

Individual Board Members provided comments regarding the proposed 2025 EPPBID Board Goals; no formal action was taken.

## **7. COMMENTS**

### **7.a EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD MEMBERS**

Individual Board Members provided comments and requested additional information and future discussions on the following topics:

- A list of the top five social media collaborators.
- A discussion to consider Firebird sponsorship and advertising
- A review of strategies to address the transition when dining decks are phased out.

### **7.b CITY COUNCIL LIAISON**

City Council Liaison Harnik provided the following comments:

- Urged the Board to be mindful of the return on investment concerning street activations while keeping a broad focus to address all niches
- New benches, waste & recycling receptacles, re-paving and raised crosswalks to be installed over the summer of 2025
- Encouraged the Board to continue strengthening the El Paseo brand

### **7.c CITY STAFF**

In response to an inquiry, Public Affairs Manager Soule provided information regarding the final design and materials to be used on the benches that will be installed over the summer.

## **8. ADJOURNMENT**

The El Paseo Parking and Business Improvement District Board adjourned at 9:03 a.m.

## **9. PUBLIC NOTICES**

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Monique Lomeli, Senior Deputy Clerk  
Recording Secretary

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Thomas Soule, Public Affairs Manager  
Staff Liaison

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DATE APPROVED BY EPPBID BOARD



**EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD  
CITY OF PALM DESERT  
STAFF REPORT**

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MEETING DATE: April 19, 2024

PREPARED BY: Christiani Aquino, Management Aide

SUBJECT: FINANCIAL STATEMENT ENDING IN FEBRUARY 28 AND MARCH 31,  
2025

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**RECOMMENDATION:**

Approve the Financial Statement ending in February 28 and March 31, 2025

**BACKGROUND/ANALYSIS:**

Approve the Financial Statement ending in February 28 and March 31, 2025

**FINANCIAL IMPACT:**

The Financial Statement for month ending in February 28 and March 31, 2025 will be provided for the board to approve.

**ATTACHMENTS:**

1. Financial Statement Report for month ending February 28 and March 31, 2025.





Assessments			2024						2025						YTD Totals	
			July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June		
Projected Budgeted:			\$ 12,773	\$ 22,075	\$ 22,372	\$ 32,260	\$ 32,228	\$ 21,838	\$ 19,117	\$ 17,485	\$ 19,303	\$ 21,228	\$ 16,689	\$ 12,632	\$ 250,000	
Actual Received Assessments:			\$ 14,728.53	\$ 21,045.10	\$ 43,385.13	\$ 44,956.65	\$ 85,424.95	\$ 37,099.59	\$ 24,636.60	\$ 32,953.96	\$ 21,089.46				\$ 325,319.97	
Actual minus Budget (Variance):			\$ 1,955.53	\$ (1,029.90)	\$ 21,013.13	\$ 12,696.65	\$ 53,196.95	\$ 15,261.59	\$ 5,519.60	\$ 15,468.96	\$ 1,786.46	\$ (21,228.00)	\$ (16,689.00)	\$ (12,632.00)	\$ 75,319.97	
Expenses																
Acct. No.		Category	2024						2025						Totals	
			July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June		
100	Strategic Planning/Admin		Budget	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 40,200.00	
	110	Monthly Retainer	Actual	\$ 5,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00		\$ 3,350.00	\$ 3,350.00	\$ 3,350.00				\$ 25,450.00	
			Budget	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 3,000.00	
	120	COPD Administration	Actual												\$ -	
			Budget	\$ 1,000.00	\$ 1,000.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	\$ 13,000.00	
		Brand Concept/ Monthly Graphics	Actual	\$ 1,000.00	\$ 1,000.00	\$ 1,100.00	\$ 1,100.00		\$ 1,100.00	\$ 1,100.00	\$ 1,100.00				\$ 7,500.00	
			Budget				\$ 10,000.00								\$ 10,000.00	
		Photo Licensing - PSL	Actual												\$ -	
			Budget			\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 13,500.00	
		Photo Captures 310	Actual												\$ -	
			Budget													
		Telephone	Actual	\$ 123.40	\$ 131.74	\$ 141.71	\$ 143.70	\$ 145.09	\$ 144.53	\$ 144.12	\$ 146.40	\$ 141.64				\$ 1,262.33
			Budget	\$ 2,000.00												\$ 2,000.00
	140	Strategic Planning	Actual													\$ -
200	Advertising		Budget				\$ 2,200.00		\$ 6,800.00	\$ 4,400.00	\$ 4,400.00	\$ 6,800.00	\$ 5,000.00		\$ 29,600.00	
	210	Palm Springs Life/EMC Healthy Living	Actual				\$ 11,600.00	\$ 4,395.00	\$ 6,795.00	\$ 5,995.00	\$ 9,795.00	\$ 25,195.00			\$ 63,775.00	
			Budget						\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 15,000.00	
	230	Outdoor Digital Rotating Campaigns	Actual							\$ 2,200.00	\$ 2,200.00	\$ 2,200.00		\$ 6,600.00		
			Budget							\$ 3,000.00	\$ 3,000.00	\$ 3,500.00	\$ 3,500.00	\$ 3,300.00	\$ 16,300.00	
	240	Online Digital	Actual									\$ 3,125.00		\$ 3,125.00		
			Budget					\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00		\$ 15,400.00	
	380	Digital/ Enewsletters / Consumers	Actual					\$ 4,400.00	\$ 2,200.00	\$ 2,200.00					\$ 8,800.00	
			Budget	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 30,000.00	
	260	Social Media	Actual	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00		\$ 3,900.00	\$ 3,200.00	\$ 3,200.00				\$ 20,300.00	
			Budget			\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 5,000.00	
	710	Social Media - Paid Campaigns	Actual				\$ 49.17	\$ 478.12	\$ 1,205.47	\$ 459.94	\$ 500.00				\$ 2,692.70	
			Budget	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 3,000.00	
	270	Website	Actual			\$ 500.00	\$ 250.00	\$ 250.00	\$ 500.00	\$ 250.00	\$ 250.00	\$ 250.00			\$ 2,250.00	
300	Merchant Support		Budget			\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 13,500.00	
	310	Monthly Content Generation	Actual					\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00			\$ 12,000.00		
			Budget			\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 5,000.00	
	320	Publicity/ Influencers	Actual			\$ 500.00	\$ 500.00		\$ 500.00	\$ 500.00	\$ 500.00			\$ 2,500.00		
			Budget	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 2,500.00	\$ 2,500.00	\$ 1,250.00	\$ 1,250.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 1,800.00	\$ 21,050.00	
	330	Merchant Relations	Actual	\$ 1,250.00		\$ 1,800.00	\$ 2,500.00		\$ 4,000.00	\$ 1,300.00	\$ 1,400.00			\$ 12,250.00		
			Budget					\$ 1,500.00						\$ 1,500.00		
	330	Merchant Relations - Annual Meeting Mixer	Actual		\$ 1,250.00									\$ 1,250.00		
			Budget					\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 2,000.00	
	340	Catalogue Delivery	Actual						\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00			\$ 1,000.00	
400	Partnerships/Sponsorships		Budget									\$ 3,100.00		\$ 3,100.00		
	410	CVB Membership Dues	Actual	\$ 425.00										\$ 425.00		
			Budget	\$ 700.00										\$ 700.00		
	420	Palm Desert Chamber Membership	Actual											\$ -		
			Budget								\$ 20,000.00			\$ 20,000.00		
	430	Fashion Week El Paseo Sponsorship	Actual						\$ 20,000.00					\$ 20,000.00		
			Budget								\$ 5,000.00			\$ 5,000.00		
431	Palm Desert Food & Wine Sponsorship	Actual						\$ 5,000.00					\$ 5,000.00			
500	El Paseo Street Activation		Budget					\$ 1,150.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 7,150.00		
	510	Street Activation	Actual							\$ 1,325.00	\$ 7,499.00	\$ 1,299.00		\$ 10,123.00		
			Budget											\$ -		
	530	Printing: Collateral for First Fridays	Actual				\$ 95.18				\$ 141.11			\$ 236.29		
Total Expenses			Budget	\$ 11,300.00	\$ 8,600.00	\$ 12,700.00	\$ 26,150.00	\$ 19,050.00	\$ 25,450.00	\$ 26,050.00	\$ 51,800.00	\$ 29,700.00	\$ 31,000.00	\$ 22,700.00	\$ 275,000.00	
			Actual	\$ 10,648.40	\$ 8,231.74	\$ 9,891.71	\$ 22,088.05	\$ 8,268.21	\$ 54,145.00	\$ 25,415.17	\$ 35,390.40	\$ 32,460.64	\$ -	\$ -	\$ 206,539.32	
Actual minus Budget (Variance):			\$	(651.60)	\$ (368.26)	\$ (2,808.29)	\$ (4,061.95)	\$ (10,781.79)	\$ 28,695.00	\$ (634.83)	\$ (16,409.60)	\$ 2,760.64	\$ (31,000.00)	\$ (22,700.00)	\$ (68,460.68)	
YTD Income Balance (Assessments + FY 24-25 Resrv):			\$	422,430.81		YTD Expenses:		\$	206,539.32		Cash Reserves (YTD Income minus Expenses):			\$	215,891.49	

Budget vs Actual Recap - February

<u>Description</u>	<u>Budgeted</u>	<u>Actual</u>	<u>Variance</u>
<b>Income</b>			
Beginning Cash Balance	130,505.84	229,699.11	99,193.27
This Month's Assessments	<u>17,485.00</u>	<u>32,953.96</u>	<u>15,468.96</u>
Year To Date Balance	147,990.84	262,653.07	114,662.23
<b>Expenses</b>			
Beginning Expenses	129,300.00	138,688.28	(9,388.28)
This Month's Expenses	<u>51,800.00</u>	<u>35,390.40</u>	<u>16,409.60</u>
Year To Date Expenses	181,100.00	174,078.68	7,021.32
YTD Cash Balance	96,190.84	<b>227,262.67</b>	131,071.83

Budget vs Actual Recap - March

<u>Description</u>	<u>Budgeted</u>	<u>Actual</u>	<u>Variance</u>
<b>Income</b>			
Beginning Cash Balance	96,190.84	227,262.67	131,071.83
This Month's Assessments	<u>19,303.00</u>	<u>21,089.46</u>	<u>1,786.46</u>
Year To Date Balance	115,493.84	248,352.13	132,858.29
<b>Expenses</b>			
Beginning Expenses	181,100.00	174,078.68	7,021.32
This Month's Expenses	<u>29,700.00</u>	<u>32,460.64</u>	<u>(2,760.64)</u>
Year To Date Expenses	210,800.00	206,539.32	4,260.68
YTD Cash Balance	85,793.84	<b>215,891.49</b>	130,097.65



**EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD  
CITY OF PALM DESERT  
STAFF REPORT**

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MEETING DATE: April 17, 2025

PREPARED BY: Thomas Soule, Public Affairs Manager

SUBJECT: APPROVAL OF FY 2025-26 EPPBID INITIATIVES AND FOCUS AREAS

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**RECOMMENDATION:**

Discuss and approve the EPPBID Initiatives and Focus Areas for Fiscal Year 2025-26

**BACKGROUND/ANALYSIS:**

Based on the discussion at the meeting on Wednesday, March 26, the EPPBID initiatives will remain the same for FY 2025-26. Those initiatives are:

1. Evolve & Communicate the El Paseo Brand
2. Support the Businesses – Merchant Relations
3. Leverage Partnerships
4. Curate and Evolve Activations on the Street

At that meeting, the Board articulated the following five Focus Areas:

- Focus on Audience (Initiatives 1, 2 & 4)
- Focus on Deepening Strategic Partnerships (Initiative 3)
- Focus on Enhancing Digital Presence & Storytelling (Initiatives 1 & 2)
- Focus on Support for Dining and Beauty/Spa sectors (Initiative 2)
- Focus on Activations (Initiative 4)

Together, these initiatives and areas of focus will help guide the media plan and Board efforts for the coming fiscal year. This is the opportunity to discuss and refine the list before the Board adopts them. Once approved, this list will be used to provide a proposed budget for FY 2025-26, which will be presented to the Board for future consideration and approval.



# FY 2025–26 EPPBID Initiatives & Strategic Focus Areas

## Initiatives

1. Evolve & Communicate the El Paseo Brand
2. Support the Businesses – Merchant Relations
3. Leverage Partnerships
4. Curate and Evolve Activations on the Street

## Strategic Focus Areas

- Focus on Audience – (1, 2, 4)
- Deepen Strategic Partnerships – (3)
- Enhance Digital Presence & Storytelling – (1, 2)
- Support Dining & Beauty/Spa Sectors – (2)
- Focus on Activations – (4)





**EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD  
CITY OF PALM DESERT  
STAFF REPORT**

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MEETING DATE: April 17, 2025

PREPARED BY: Thomas Soule, Public Affairs Manager

SUBJECT: EL PASEO CONSTRUCTION UPDATE

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**RECOMMENDATION:**

Receive and file the City's construction update.

**BACKGROUND/ANALYSIS:**

Public Works staff member Ryan Gayler will give the Board an update on the planned summer construction on El Paseo.

**ATTACHMENTS:**

El Paseo Construction Update



**EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD  
CITY OF PALM DESER  
STAFF REPORT**

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MEETING DATE: April 17, 2025

PREPARED BY: Thomas Soule, Public Affairs Manager

SUBJECT: UPDATE ON BANDWANGO ACTIVATIONS

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**RECOMMENDATION:**

Review and approve the update on Bandwango activations.

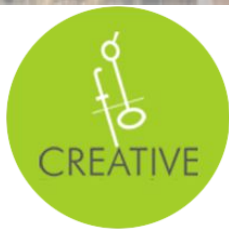
**BACKGROUND/ANALYSIS:**

FG Creative will present an update on the Bandwango program thus far, including next steps for branding and a summer pass program.

**ATTACHMENTS:**

EPPBID Activations Update 04-17-25





EL PASEO  
PALM DESERT

SHOP. DINE.  
EXPERIENCE.

# 2024-2025 ACTIVATIONS BUDGET Update #2 // Bandwango

Presented:  
April 17, 2025

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# 2024-2025 Updated Budget

## *"Bandwango"*

At the February and March board meetings, the overall budget was increased and one of the new mediums approved is the "Quest Pass" concept with Bandwango.

The concept of the online website/app based program allows for the development of quantifiable fun, interactive promotions to support events, categories and the businesses overall. This allowed us to revive the successful concept of "Happy Hopping" and take it to a new level.

The new "quests" directly address all of the initiatives, and allows for future growth with new levels, loyalty program aspects, and other benefits.

- **Evolves the Brand**
  - Utilizes a variety of photo images
  - Promoted via the Website
  - Included in initial and future Advertising Plan mediums
  - Provides content for Social Media
- **Supports the Businesses**
  - In-store visits will include training and participation with merchants
  - Promoted via the Merchant Newsletter & FB Group
  - Publicity Inclusion
- **Leverages Partnerships**
  - Future passes will incorporate partner events; ie Restaurant Week, Large-scale events, etc.
- **Develops Interactive Activations & Partnerships**
  - Art on El Paseo - ArtWalk
  - Fashion Week/Food & Wine
  - Plein Air Festival



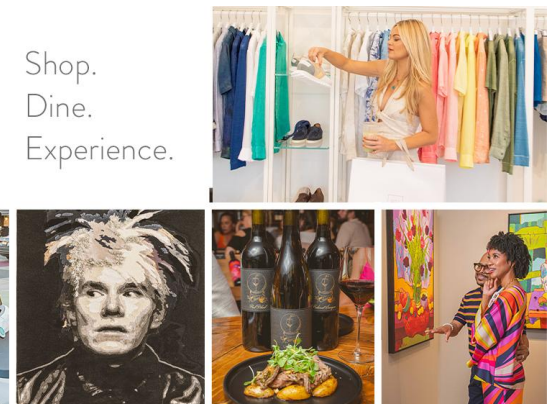
# EL Paseo - "Explore El Paseo"

- Access the Passes at "Explore.elpaseo" via QR code
- Passes are listed and easily accessible

*Get ready for thrilling adventures with our new "Explore" passes! Dive into the excitement of El Paseo as you embark on fun quests that guide you through our iconic shopping avenue, uncovering hidden treasures along the way. Whether it's ArtWalk, delightful happy hours, or exciting events, there's a pass just waiting to enhance your visit. Ready to join the fun? Simply head over to <http://ShopElPaseo.com>, grab your pass, and let the exploration begin!*

## PROMOTED VIA:

- Pass 1
  - Social Media Posts/Boosted
  - Online Calendar Listings
  - CV Weekly Ads/Magazine Cover
  - Radio Schedules
  - Outdoor Billboard
  - PSL Digital Newsletter
  - ShopElPaseo.com Website
- Pass 2 and Future Passes
  - Social Media Posts/Boosted
  - Online Calendar Listings
  - Outdoor Billboards
  - PSL Digital Newsletter
  - ShopElPaseo.com Website
  - Digital Online Campaigns
  - VGPS Website
  - Publicity



## PASS #1

### Art on El Paseo – ArtWalk

**Start Date:** March 5  
**End Date:** April 5

**Check-Ins:** 31  
**Emails Gathered:** 15

#### Participating Galleries:

- Art 276
- A Gallery Fine Art
- Chuck Jones Gallery
- CODA Gallery
- Dawson Cole Fine Art
- Desert Wolff
- Jones & Terwilliger
- Melissa Morgan Fine Art
- That Gallery
- Ramey Fine Art
- Skidmore
- Soul Dive Yoga Art

#### Comments:

- "This brought new people who are our customers."
- "Very fun, saw people using it!"
- "Can't wait to be included in the next one!"





## NEXT STEPS:

- Support Graphics



Window Decal & Coaster



Social Media Graphics



Print Ad



## PASS #2

### “Summer Dining Adventures // Dine Around Town”

*\*\*In Process\*\**

**Start Date:** May 15  
**End Date:** August 31

Pass Type:

- “Gamified”
  - Budget allocated to purchase gift cards
  - Review program and disbursements
- Participants earn 100 points for each check in
- Prizes awarded:
  - 500 points: \$10 Gift Card
  - 1,000 points: \$25 Gift Card
  - 2,500 points: \$50 Gift Card
  - 5,000 points: \$1,000 Gift Card

#### Participating Businesses

- *All Dining Businesses*
- *Happy Hours*
- *Breakfast/Brunch*
- *Late Night*
- *Dining Specials*
- *Partnerships: Restaurant Week Participants*



---

# BUDGET APRIL - JUNE

*"Explore El Paseo Passes"*

## APRIL (Approved)

- April 4 Artwalk Marketing
  - Billboard Graphic
  - Radio Schedule (4/1-4)
  - CV Weekly Print Ads
  - PSL E-Newsletter; 4/4

## MAY/SUMMER EFFORTS

**From Discretionary Funds: Balance is \$6,000**

- |                   |         |
|-------------------|---------|
| • Window Clings   | \$1,500 |
| • Coasters        | \$1,500 |
| • 4x4" Rack Card  | \$1,000 |
| • Radio Schedules | \$2,000 |

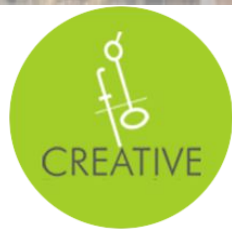
## Covered by Approved Budget

- |                                     |                   |
|-------------------------------------|-------------------|
| • Billboard Graphics                | Budgeted          |
| • Print Ad/PSL Summer               | City of PD Budget |
| • Social Media Paid Campaigns       | Budgeted          |
| • Online Digital Campaigns/Graphics | Budgeted          |
| • PSL E-Newsletter; 5/20            | Budgeted          |
| • Website Updates                   | Budgeted          |
| • Publicity                         | Budgeted          |
| • Administrative/Merchant Relations | Budgeted          |





*Thank You!*



**EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD  
CITY OF PALM DESERT  
STAFF REPORT**

---

MEETING DATE: April 17, 2025

PREPARED BY: Thomas Soule, Public Affairs Manager

SUBJECT: MARKETING UPDATE REPORT FOR FEBRUARY AND MARCH 2025

---

**BACKGROUND/ANALYSIS:**

Stephanie Greene, of FG Creative, will present the Marketing Update reports for February and March 2025.

**ATTACHMENTS:**

Marketing Update Report for February 2025

Marketing Update Report for March 2025







EL PASEO  
PALM DESERT

SHOP. DINE.  
EXPERIENCE.

# E1 Paseo

parking & business improvement  
district

MONTHLY MARKETING UPDATE

MARCH, 2025

BUDGET YEAR: 2024-2025





# 2024-2025 INITIATIVES

1

EVOLVE & COMMUNICATE  
THE BRAND

2

SUPPORT THE  
BUSINESSES

3

LEVERAGE PARTNERSHIPS

4

CREATE ACTIVATIONS



## A. Planning & Coordination

- Implement Marketing Plan and Budget
- Monthly Account Management
- Prepare for Monthly Board Meeting
  - Compile Monthly Marketing Report
  - Coordinate Partnership Reports
  - Present Mid-Year Budget Adjustment Plan

## B. Brand Assets



- Develop campaign elements (next page)
  - Prepare May/Summer 2025 ad for PSL
  - Update Social Media Graphics
  - Update Outdoor Billboard Campaigns

## C. Photo Captures // Brand Resources:

- March
  - Fashion Week
  - Food & Wine





Graphics Produced in March



Where Can You  
Cool Off in Style  
This Summer?


MEET  
ME ON  
EL  
PASEO  
PALM DESERT



**Shop.  
Dine.  
Stay.**

8 blocks | Over 200 shops,  
restaurants, galleries and  
more. Country Club &  
Free Parking.  
[SHOPELPASEO.COM](http://SHOPELPASEO.COM)

Photography by Brandon Harman,  
Andrew Cabral, George Duchannes  
& courtesy of City of Palm Desert.



- PRINT AD:
- April PSL Ad
  -

DISCOVER  
EL PASEO  
ART  
WALK

Join us Friday, April 4, from 4-7pm  
for the renowned ArtWalk and  
Cruise Night at El Paseo!





Experience the vibrant art scene by downloading our new mobile-exclusive "Explore El Paseo Pass." Click here to view the list of participating galleries, check in as you explore, and take advantage of special offers along the way. Don't miss out on this exciting cultural experience!

Feb Stand Alone Monthly EBlast

Monthly graphics



MEET ME ON  
EL PASEO  
PALM DESERT

**Shop.  
Dine.  
Stay.**

Photography by  
Brandon Harman



Outdoor Billboard Campaign



MEET ME ON  
**EL PASEO**  
PALM DESERT

ShopElPaseo.com

Downtown Palm Desert |



MEET ME ON  
**EL PASEO**  
PALM DESERT

ShopElPaseo.com

Downtown Palm Desert | Over 200 Discoveries



MEET ME ON  
**EL PASEO**  
PALM DESERT

ShopElPaseo.com

Downtown Palm Desert | Over 200 Discoveries



MEET ME ON  
**EL PASEO**  
PALM DESERT

ShopElPaseo.com

Downtown Palm Desert | Over 200 Discoveries



ART ON  
**EL PASEO**  
PALM DESERT

ShopElPaseo.com

Downtown Palm Desert | Over 200 Discoveries

## D. Social Media - February

**TOTAL FOLLOWERS: 93,831**



### COMBINED STATS:

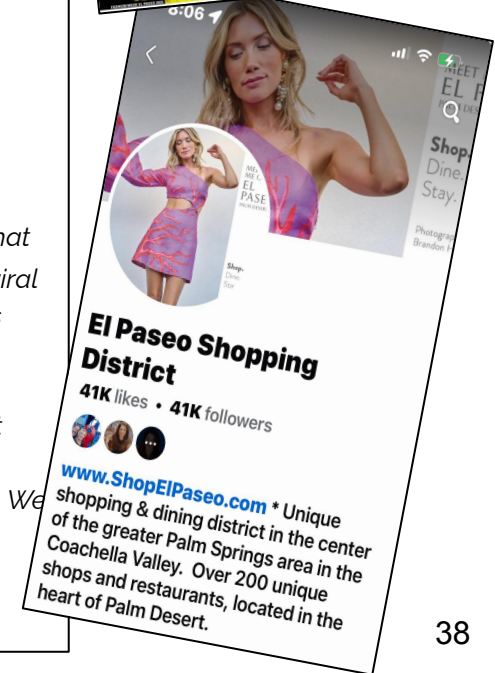
	<u>Mar 2025</u>	<u>Feb 2025</u>	<u>Feb 2024</u>
Impressions	114,472	-40.6%	+72.2%
Engagements	1,512	+101.9%	+2.3%
Audience Growth	93,381	+1%	+3%
Total Sent Messages	542	+32.8%	+38.9%

### HIGHLIGHTS FROM INSTAGRAM:

Profile Visits	1,163
Tagged Photos	281
Accounts Engaged	676
Accounts Reached	13,308

### NOTES:

- We predicted this month would be grossly down monthly as we had a viral video reel last month that received over 175k views. It's our highest-viewed video to date – and it's a challenge to reach that viral level 2 months in a row. A viral video is often followed by a crashing low – even though 58k views is something we should be VERY proud of, rivaling The Grove, Rodeo Drive and Beverly Center.
- We also decided to try a different approach to FWEP & PDFW this year in terms of giveaways. Usually, our numbers are way up in terms of engagement and accounts reached because we host giveaways for tickets that ask our followers to tag other followers and share on their socials.
  - This year, we had only one collaborative giveaway per event – 1 for FWEP and 1 for PDFW. We usually host over 10 giveaways over the 2 events.
  - For the FWEP giveaway, PSL tried a new approach of directing followers to the website – great idea that may have actually encouraged more ticket sales.



# OTHER SOCIAL PLATFORM STATS



Help

El Paseo Shopping District  
Palm Desert, Greater Palm  
Springs, CA 92260-4268

Overview

Business info

Photos & videos

Reviews

Show data for **Last 30 days** to compare with **Previous period**



#4 of 84 things to do in Palm Desert

Page Traffic

**13,390** ↓ 7%

Listing impressions

**1,062** ↑ 1%

Unique page visitors

Reviews

**1** ↑ 100%

New Reviews

**0%**

Review response rate



El Paseo Shopping District

★★★★★ 4.1 (77 reviews)

Claimed • \$\$\$ • Shopping Centers

Closed 10:00 AM - 6:00 PM See hours





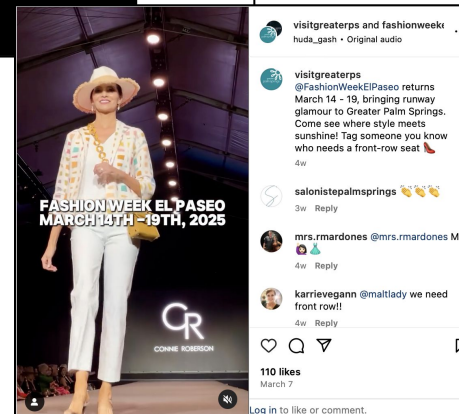
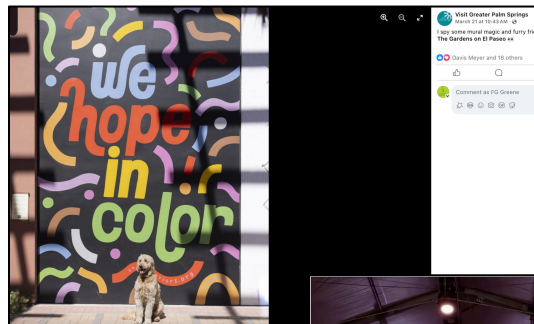
## E. Visit Greater Palm Springs CVB - Website

1,123  
Views on  
Website Listing  
Page – 186 CT

4  
Social Posts

4  
Blog Posts

368  
Views on  
Landing Page  
302 Clicks to  
Site



## Visit Greater Palm Springs CVB - Publicity & GPSCVB Mentions

- **VGPS Social Media Posts - Instagram, Tiktok, Facebook**

- Facebook

- March 21 - <https://www.facebook.com/photo/?fbid=1063728212463525&set=a.633921002110917>

- TikTok

- None

- Blog Posts

- March 13 – Local Places to eat and drink near Desert X
  - <https://www.visitgreaterpalmsprings.com/blog/post/local-places-to-eat-and-drink-near-desert-x/>
- March 12 – Your Guide to Fashion Week
  - <https://www.visitgreaterpalmsprings.com/blog/post/your-guide-to-fashion-week/>
- March 5 – April in Greater Palm Springs
  - <https://www.visitgreaterpalmsprings.com/blog/post/april-in-greater-palm-springs/>
- March 1 - Beyond Coachella: Music Festival Fun in Greater Palm Springs
  - <https://www.visitgreaterpalmsprings.com/blog/post/beyond-coachella-music-festival-fun-in-greater-palm-springs/>

- Articles

- None

## G. WEBSITE - managed by PSL

[www.ElPaseoCatalogue.com](http://www.ElPaseoCatalogue.com)

[www.ShopElPaseo.com](http://www.ShopElPaseo.com)

9,514  
Sessions

7,754  
Users  
7,331 New

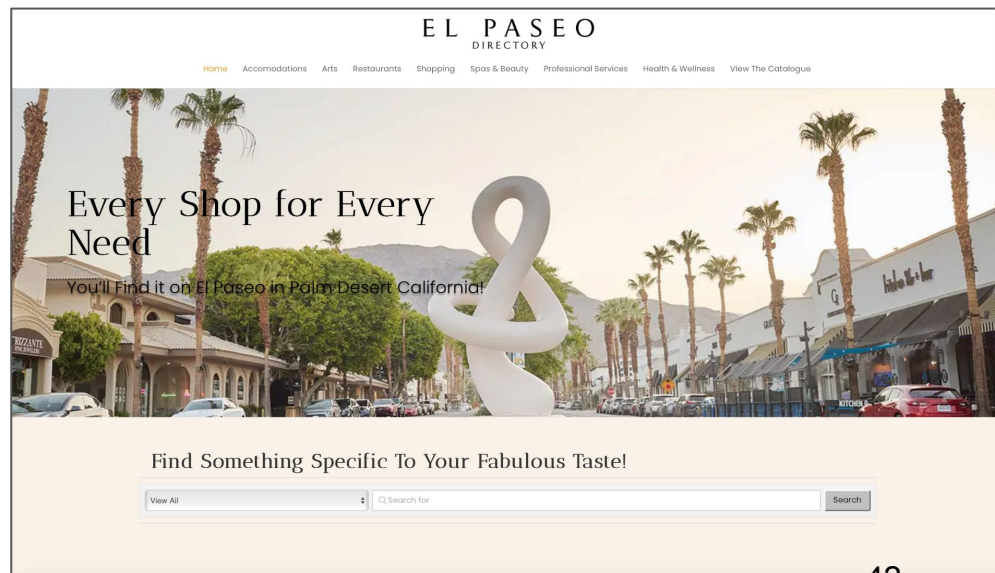
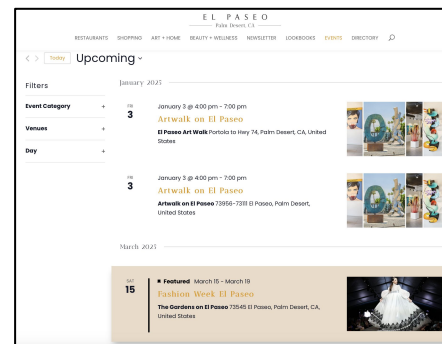
842  
Directory  
Sessions

28,975  
Page Views

8,230  
Directory Page  
Views

### El Paseo Directory

- 8,228 users
- 1,089 new users
- 132 clicks to advertiser website
- 34 direct calls from directory
- 900 print delivery
- 2,000 catalogue print delivery





## F. Other Advertising - March

### El Paseo Consumer E-Newsletter (PSL)

**Deployed:** Thursday, March 13, 2025 at noon

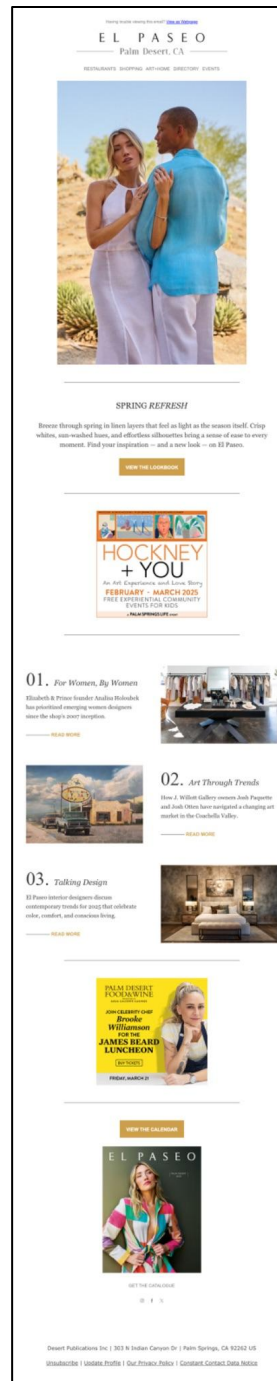
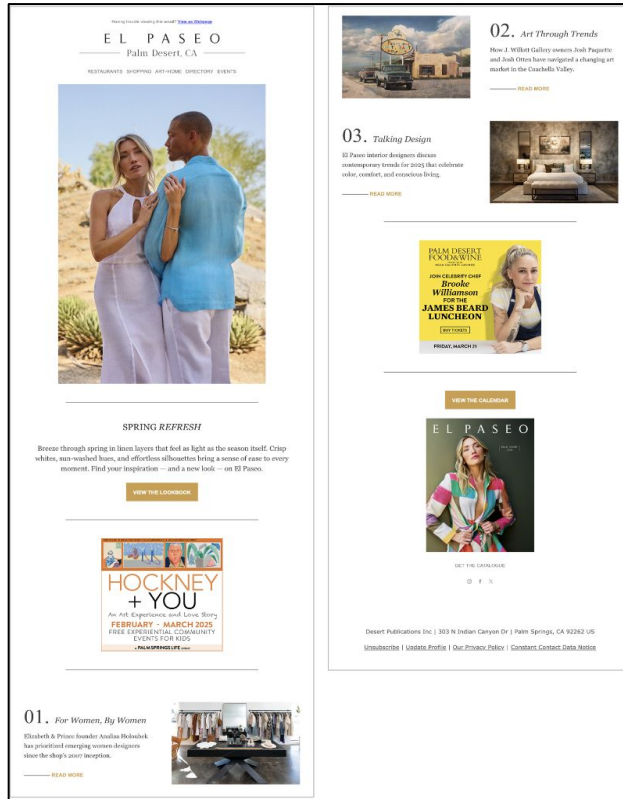
**Subject line:** Linen for Spring, Women-Owned Brands, and Art Trends

**Sent:** 10,068

**Open Rate:** 50.7%

**Opens:** 4,724

**Click rate:** 2.2%



**Lookbook Page Clicks: 957**

<https://elpaseocatalogue.com/lookbooks>

DISCOVER  
EL PASEO  
**ART  
WALK**

Join us Friday, April 4, from 4-7pm  
for the renowned ArtWalk and  
Cruise Night at El Paseo!



## G. OTHER PARTNERSHIPS

### • City of Palm Desert

- Ongoing Merchant Outreach
- Monthly site walk with Vanessa Mager - Mar
- Working with Courtesy Cart Staff
- Service requests via PD In Touch App
- Support "Coffee with the Mayor" with notice to merchants
- Support Fashion Week
- Support Food & Wine

### • El Paseo Partners

- Palm Desert Chamber of Commerce
  - Ribbon Cutting
    - California Bank & Trust
- Riverside County Sheriff Department
  - Emails/texts with BDT team and Sgt. Cryder
  - Weekly check in with CSO De La Torre



2

SUPPORT THE BUSINESSES  
MERCHANT RELATIONS

## A. Overview of Stores

### NEW STORES // OPEN SOON

- Carolina Herrera - (Spring)
- Communion Hair Salon
- Tumi (Spring)
- LoveSac- (Spring)
- Restoration Hardware (late Fall)

### PERMANENTLY CLOSED

- Brighton Collectibles

### TEMPORARILY CLOSED

- Abel, Krieger & Wilmeth CPA (due to fire)

57

Businesses  
Visited

Includes hand  
delivered info,  
emails, phone and  
texts.  
See List Next Page

1

One-on-One  
Meetings

- Leeds &  
Son  
(security)

## Businesses Visited

- |  |                                   |
|--|-----------------------------------|
| • Maison Leveque                       | • Mare's Menswear                 |
| • Skidmore Contemporary Art            | • J. McLaughlin                   |
| • Ramey Fine Art                       | • The Gardens                     |
| • Salon Bar                            | • The Perfect Pint                |
| • Desert Wolff                         | • Mephisto                        |
| • Jones & Terwilliger                  | • The Body Deli                   |
| • Coda Gallery                         | • Sephora                         |
| • MMFA                                 | • Soma                            |
| • Art276                               | • Mama Gina's                     |
| • A Gallery Fine Art                   | • Chuck Jones Gallery             |
| • Victoria Vogel Interiors             | • The Fix                         |
| • The Wine and Cheese Shop on El Paseo | • Lululemon                       |
| • El Paseo Jewelers                    | • RH                              |
| • Wizner Hair Salon & Records          | • <b>Fashion week activations</b> |
| • Chrissy's                            | • Bottega Veneta                  |
| • Chrissy's Kids & Gifts               | • Anthropologie                   |
| • Kaylie Nicole                        | • Beach Bunny                     |
| • Songbird & Sage                      | • Daisy Blue                      |
| • 4 Seasons Swimwear                   | • Kyle + Shahida                  |
| • Peri G Fine Art                      | • Ace Trunk Show                  |
| • Democracy                            | • Skidmore Contemporary Art       |
| • Robann's Jewelers                    | • Black House   White Market      |
| • Earth Spirits                        | • Running Wild on El Paseo        |
| • Mama Gina's                          | • <b>Food &amp; Wine</b>          |
| • Pierro's Pizzavina                   | • Le Fe Wine Bar                  |
| • The Patriot Store                    | • The Perfect Pint                |
| • BoConcept                            | • The Venue Sushi Bar             |
| • Ozel Jeweler's                       | • Olivier Napa Valley             |
| • Hundenfolk                           | • Shake Shack                     |
|  | • Mole                            |
|  | • Sullivan's Steak House          |

## B. Manage Database - Ongoing

- Send updates to PSL/VGPS
- Review Monthly

## C. Monthly Merchant E-Newsletters

- March Issue
  - Desktop opens - 93.2%
  - Mobile opens - 6.8%

## D. Private Facebook Group

- Manage members/active merchants only
- Post relevant info

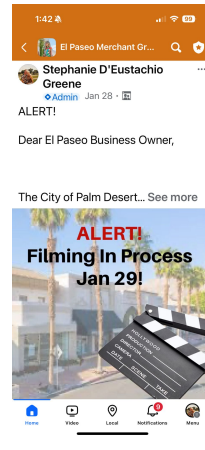
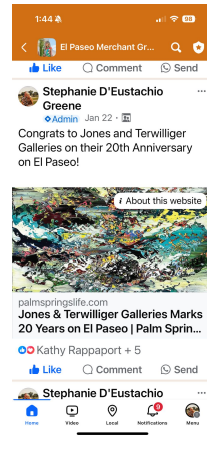
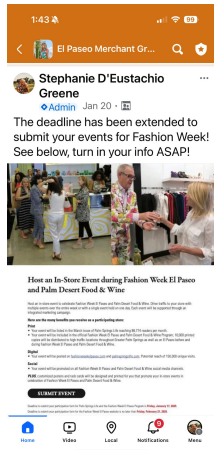
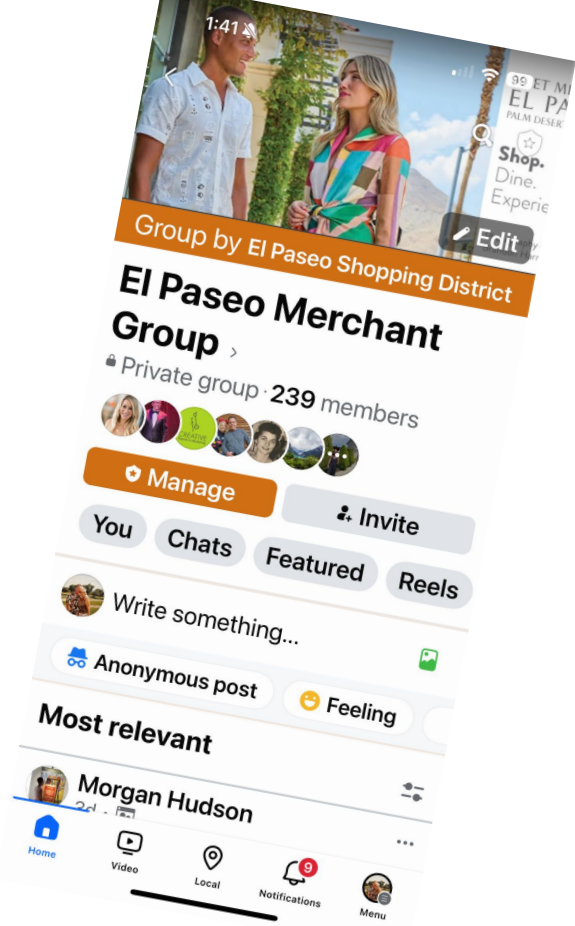
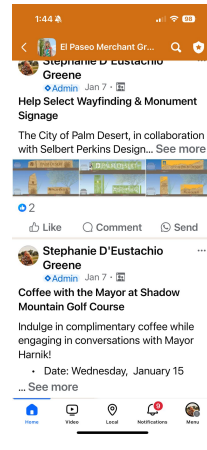
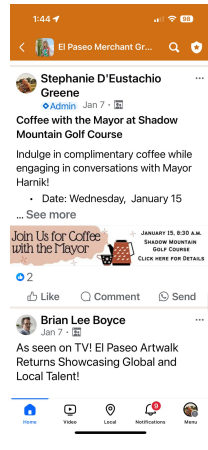
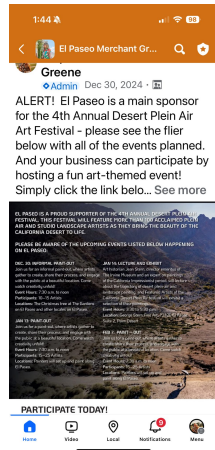


Sent			Open Rate			Click Rate		
439			67.9%			4.4%		
	Original	Resend	Total			Original	Resend	Total
Opens	247	36	283	Clicks		15	3	18
Sent	439	170	609	Did Not Open		162	133	295
Bounces	30	1	31	Unsubscribed		0	0	0
Successful Deliveries	409	169	578	Spam Reports		0	0	0
Desktop Open Percentage			93.2%	Mobile Open Percentage			6.8%	



## E. Private Facebook Group - 239 Members

- Curate members/active merchants only
- Post relevant info re: events, new stores, etc
- Post City of Palm Desert Updates



## F. Photo Captures // Merchant Resource

### Uses

Graphic Assets  
By Merchants  
PR/Editorial  
PSL Content  
Social Content

26

Photo Captures  
to Date

2,500+

Curated  
Photos in Bank

### Photo Bank

By Month &  
Store

### Featuring

Influencers  
Merchants  
Shoppers

### Photo Captures - March

- Fashion Week
- Food & Wine



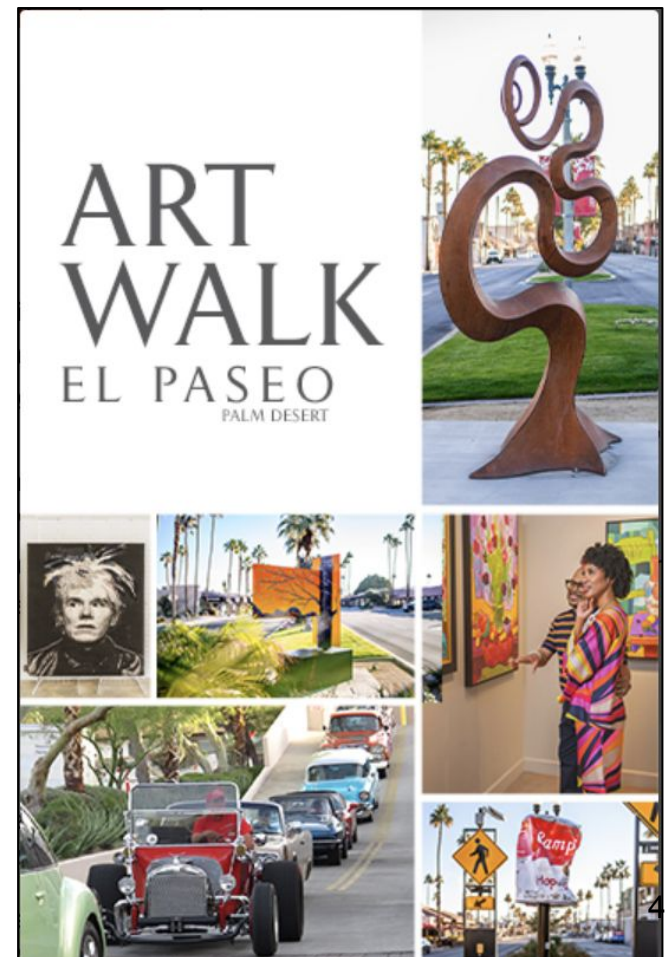


4

CREATE ACTIVATIONS

## A. Reimagined “ArtWalk El Paseo”

- Develop a plan for an increased support of the Galleries for Feb/Mar/Apr ArtWalks
- Update the new branded campaign - Include El Paseo Cruise Night
- NEW: Add Radio and Print Support for Mar/Apr
  - Radio Spots
  - Print Ad for CV Weekly
  - Additional PR



## B. Bandwango - Quest Pass

- Gather information from the galleries for their April 4th event
- Create graphics for the Quest pass
- Please see separate document with Recap







EL PASEO  
PALM DESERT

SHOP. DINE.  
EXPERIENCE.

# E1 Paseo

parking & business improvement  
district

MONTHLY MARKETING UPDATE

FEBRUARY, 2025

BUDGET YEAR: 2024-2025





# 2024-2025 INITIATIVES

1

EVOLVE & COMMUNICATE  
THE BRAND

2

SUPPORT THE  
BUSINESSES

3

LEVERAGE PARTNERSHIPS

4

CREATE ACTIVATIONS



## A. Planning & Coordination

- Implement Marketing Plan and Budget
- Monthly Account Management
- Prepare for Monthly Board Meeting
  - Compile Monthly Marketing Report
  - Coordinate Partnership Reports
  - Prepare Mid-Year Budget Adjustment Plan

## B. Brand Assets

- Develop campaign elements (next page)
  - Prepare Apr 2025 ad for PSL
  - Update Social Media Graphics
  - Update Outdoor Billboard Campaigns
  - Prepare Ad for EMC Healthy Living
  - Prepare Graphic for PSL New Home Polybag

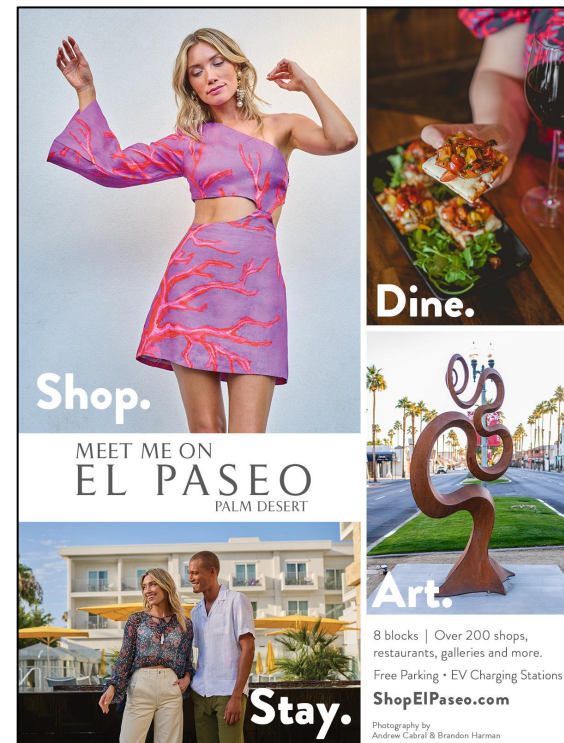
## C. Photo Captures // Brand Resources:

- January /February
 

<ul style="list-style-type: none"> <li>● Skidmore</li> <li>● Trina Turk</li> <li>● Peri G</li> <li>● The Wine &amp; Cheese Shop</li> <li>● Shorebird</li> <li>● The Shops on El Paseo</li> </ul>	<ul style="list-style-type: none"> <li>● Maison leveque</li> <li>● Shake shack</li> <li>● Blonde</li> <li>● Arhaus</li> <li>● House of Lolo</li> <li>● Lolo Interiors</li> </ul>
--	--



## Graphics Produced in February



### Ad for:

- Desert X Program - Annual
- Healthy Living Magazine - Quarterly
- Desert Plein Air Program - Annual
- Indy Car Program - Special Event

### March PSL Ad



- Feb Stand Alone Monthly Eblast
- New Home Polybag Insert

### Monthly graphics



Outdoor Billboard Campaign

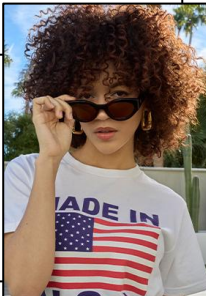


SHOP. DINE. STAY.

MEET ME ON  
EL PASEO  
PALM DESERT

ShopElPaseo.com

Downtown Palm Desert |



MEET ME ON  
EL PASEO  
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Downtown Palm Desert | Over 200 Discoveries



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Downtown Palm Desert | Over 200 Discoveries



MEET ME ON  
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PALM DESERT

ShopElPaseo.com

Downtown Palm Desert | Over 200 Discoveries



ART ON  
EL PASEO  
PALM DESERT

ShopElPaseo.com

Downtown Palm Desert | Over 200 Discoveries

TOTAL FOLLOWERS: 96,988



COMBINED STATS:

	<u>Feb 2025</u>	<u>Jan 2025</u>	<u>Jan 2024</u>
Impressions	145,850	+20%	+5.9%
Engagements	806	-7.0%	-80%
Audience Growth	96,988	+3.9%	+1.5%
Total Sent Messages	408	+17%	-19%

HIGHLIGHTS FROM INSTAGRAM:

Profile Visits	4,814
Tagged Photos	230
Accounts Engaged	909
Accounts Reached	72,749

HIGHLIGHTS:

- We focused on ad sales on IG and really created content geared to new El Paseo customers and saw a huge increase across the board.



# OTHER SOCIAL PLATFORM STATS



? Help

El Paseo Shopping District  
Palm Desert, Greater Palm Springs, CA 92260-4268

Overview

Business info

Photos & videos

Reviews

Analytics

User permissions

Promo tools & awards



#4 of 84 things to do in Palm Desert

## Page Traffic

16,935

Listing impressions

1,129

Unique page visitors

11%

## Reviews

1

New Reviews

100%

0%

Review response rate

## Competitor insights

### Competitor Set #1

The Living Desert Zoo and Gardens

4.5

Palm Canyon Drive

4.5

Westfield Palm Desert

3.5

Old Town La Quinta

4.0

You can create up to 10 competitor sets

Create





## E. Visit Greater Palm Springs CVB - Website

534

Views on  
Website Listing  
Page – 534 CT

3

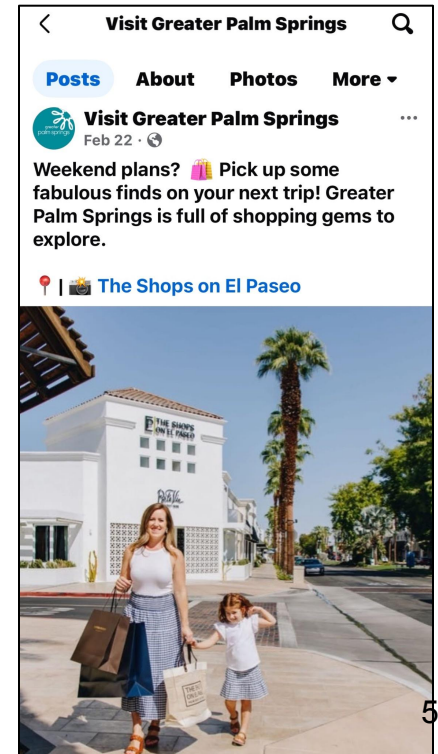
Social Posts

5

Blog Posts

876

Views on  
Landing Page  
106 Clicks to  
Site





# Visit Greater Palm Springs CVB - Publicity & GPSCVB Mentions

- **VGPS Social Media Posts - Instagram, Tiktok, Facebook**

- Facebook

- February 22 - <https://www.facebook.com/photo/?fbid=1042062507963429&set=a.633921002110917>

- Instagram:

- Incl. Wilma & Frieda's - [https://www.instagram.com/p/DFo4\\_EgpNRo/?img\\_index=1](https://www.instagram.com/p/DFo4_EgpNRo/?img_index=1)
    - Incl. Shorebird - <https://www.instagram.com/p/DGGXDWtptTu/>

- TikTok

- None

- Blog Posts

- Top Things to Do in Greater Palm Springs - <https://www.visitgreaterpalmsprings.com/blog/post/top-things-to-do-in-greater-palm-springs/>
    - Can't Miss March Events - <https://www.visitgreaterpalmsprings.com/blog/post/march-in-greater-palm-springs/>
    - Where to dine in GPS on Spring Break - <https://www.visitgreaterpalmsprings.com/blog/post/where-to-dine-in-greater-palm-springs-on-spring-break/>
    - Restaurants with Amazing Views - <https://www.visitgreaterpalmsprings.com/blog/post/restaurants-with-amazing-views-in-greater-palm-springs/>
    - A Taste of Greater Palm Springs Restaurant Week - <https://www.visitgreaterpalmsprings.com/blog/post/get-a-taste-of-greater-palm-springs-restaurant-week/>

- 

- Articles

- None

## G. WEBSITE - managed by PSL

[www.ElPaseoCatalogue.com](http://www.ElPaseoCatalogue.com)

[www.ShopElPaseo.com](http://www.ShopElPaseo.com)

9,258  
Sessions

7,133  
Users  
8,200 New

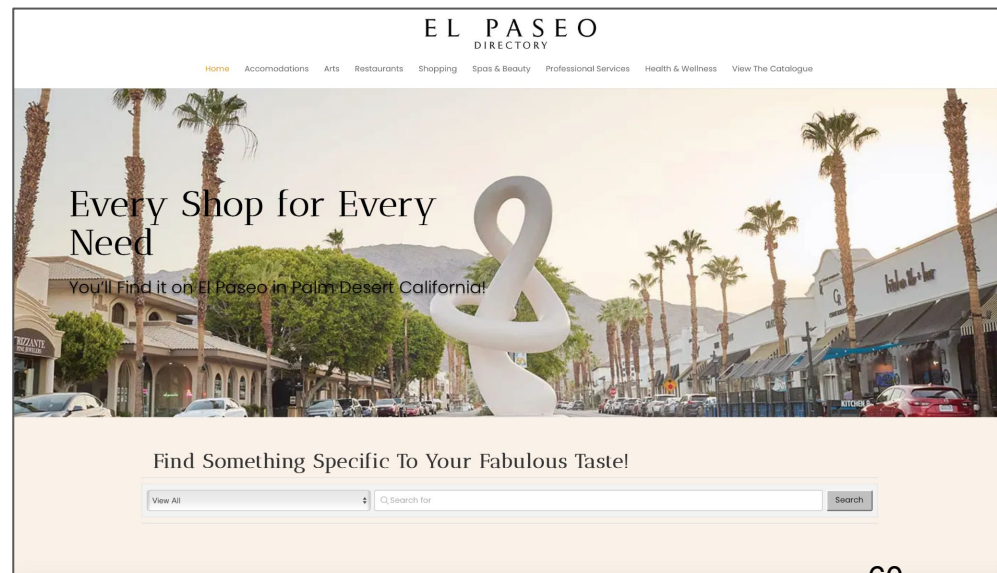
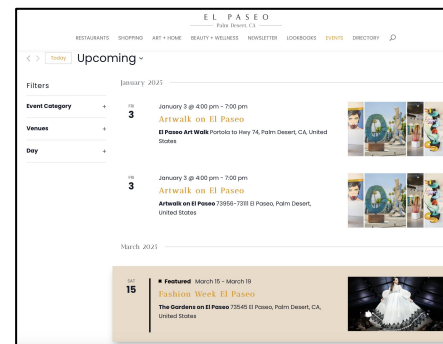
842  
Directory  
Sessions

28,243  
Page Views

8,230  
Directory Page  
Views

### El Paseo Directory

- 7,228 users
- 241 new users
- 152 clicks to advertiser website
- 29 direct calls from directory
- 800 print delivery
- 1,000 catalogue print delivery



## F. Other Advertising - February

### El Paseo Consumer E-Newsletter (PSL)

**Deployed:** Friday, February 14, 2025 @ 6:00 am PST

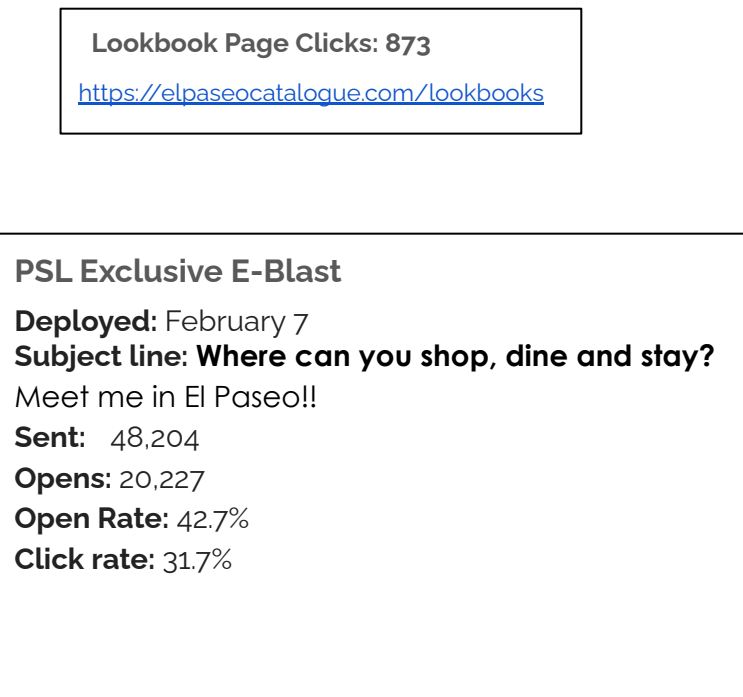
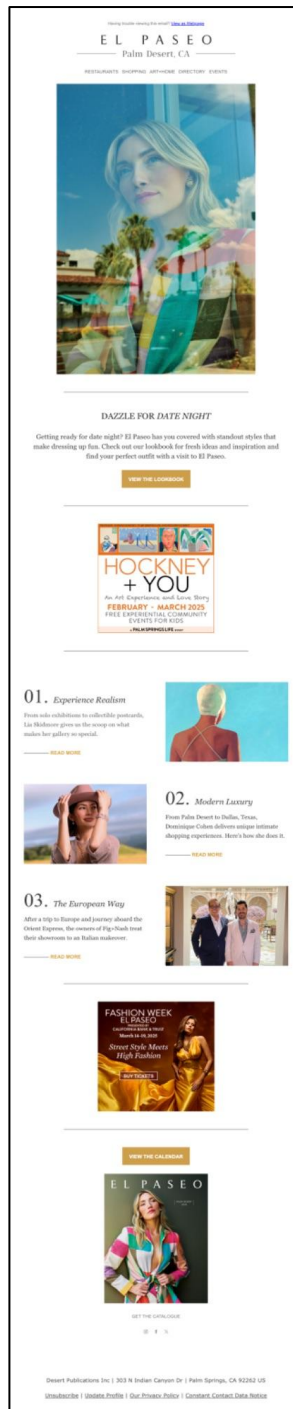
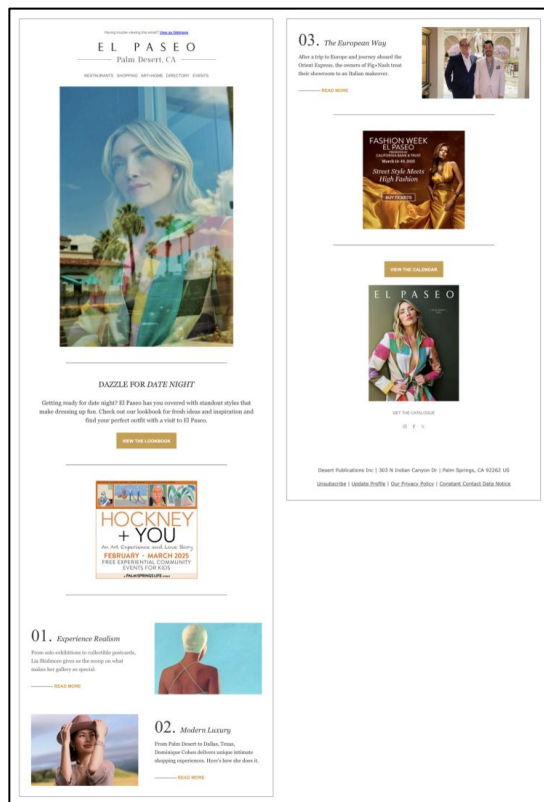
**Subject line:** Romantic Style – Plus Musings on Art, Style, and Home

**Sent:** 10,095

**Open Rate:** 54.1%

**Opens:** 5,057

**Click rate:** 2.9%



## G. OTHER PARTNERSHIPS

### • City of Palm Desert

- Ongoing Merchant Outreach
- Monthly site walk with Vanessa Mager - Feb 20
- Working with Courtesy Cart Staff
- Service requests via PD In Touch App
- Support "Coffee with the Mayor" with notice to merchants



### • El Pasoo Partners

- Palm Desert Chamber of Commerce
  - Ribbon Cutting
    - RE-BATH
- Riverside County Sheriff Department
  - Emails/texts with BDT team and Sgt. Cryder
  - Attended the Rick Espinoza retirement luncheon
  - Two new BDT team members
    - Deputy Keith Granados
    - Deputy Christian Lyon



SUPPORT THE BUSINESSES

MERCHANT RELATIONS

## A. Overview of Stores

### NEW STORES // OPEN SOON

- Carolina Herrera - Spring
- RE-Bath - open
- Tumi (March)
- Ruthless Gallery - Open
- LoveSac- Spring

### PERMANENTLY CLOSED

- Sumo Dog

### TEMPORARILY CLOSED

- Abel, Krieger & Wilmeth CPA (due to fire)

48

Businesses  
Visited

Includes hand  
delivered info,  
emails, phone and  
texts.  
See List Next Page

2

One-on-One  
Meetings

- Peri Jean
- ReBath

## Businesses Visited

- |                             |                              |
|-----------------------------|------------------------------|
| • El Paseo Jewelers         | • Elena Bulatova Fine Art    |
| • Starbucks                 | • Nicole                     |
| • Thai Smile                | • DiMarie Consulting         |
| • Coda Gallery              | • Interior Illusions         |
| • Ramey Fine Art            | • Tom Hammond Design         |
| • Skidmore Contemporary Art | • Communion Salon            |
| • Trestle                   | • The Patriot Store          |
| • Connie Roberson           | • Swarovski                  |
| • Nomada                    | • Pandora                    |
| • Lilly Pulitzer            | • Sundance                   |
| • Alo                       | • Everything But Water       |
| • Beach Bunny               | • Between The Sheets         |
| • Wilson Sports             | • TravisMathew               |
| • BGs                       | • Jones & Terwilliger        |
| • Porta Via                 | • La Dolce Piccola Gelateria |
| • A Gallery Fine Art        | • Dawson Cole Fine Art       |
| • Desert Wolff              | • Brighton Collectibles      |
| • Boelzner & Associates     | • Maison Leveque             |
| • Athleta                   | • Artin Jewels               |
| • Peri G. Fine Art          | • RH                         |
| • Shake Shack               | • Savory Spice Shop          |
| • Hat Bar                   | • Communion Salon            |
| • Desert Wolff              | • Mama Gina's Ristorante     |
| • Elyssa Contardo Designs   | • CPK                        |

B. Manage Database - Ongoing

- Send updates to PSL/VGPS
- Review Monthly

C. Monthly Merchant E-Newsletters

- February Issue
- ArtWalk on El Paseo

D. Private Facebook Group

- Manage members/active merchants only
- Post relevant info

Sent

EPPBID FEB 2025 Merchant News v1.1

CopyShare on Social

DetailsReportingHeat Map

Email Performance

See how your emails are doing with your audience. Compare your results to the industry average.

Sent

433

Open Rate

70.2%

Click Rate

0.5%

	Original	Resend	Total		Original	Resend	Total
Opens	257	32	289	Clicks	2	0	2
Sent	433	156	589	Did Not Open	147	123	270
Bounces	29	1	30	Unsubscribed	0	0	0
Successful Deliveries	404	155	559	Spam Reports	0	0	0
Open Percentage			92.6%	Mobile Open Percentage			7.4%

EL PASO SHOPPING DISTRICT  
MERCHANT NEWS  
FEBRUARY - 2025  
Issued Feb 18 - Issue 18



MEET ME ON  
EL PASO  
MARCH 18

Shop.  
Dist.  
Experience.

NEW MEDIAN ART EXHIBITION!

Observation Event

The new 2025-2026 El Paseo Sculpture Exhibition has been installed, adding fresh artwork to El Paseo.

To align with the effort of the Galleries keeping El Paseo Art Walk going strong on the first Friday of the month through April, the City is planning an opening reception and dedication for the El Paseo Sculpture Exhibition on Friday, February 7, 2025, at 4:00 PM. Light refreshments will be provided.

To enhance the event, the City plans to place decorative balloons at each of the 16 art pads along El Paseo, from Hwy 74 to Portola.



BOARD OF DIRECTORS MEETING

February 20th from 8 - 10 am at Palm Desert City Hall

El Paseo BID - Board of Directors

President: Patrick Klein, The Gardens on El Paseo  
patrick@gardensonelpaseo.com

Vice Chair: Rebecca Elliott, Porta Via  
rebecca@portaviarestaurant.com

Board Member: David Fletcher, The Shops on El Paseo

Sent

PR: EP ArtWalk 03-07-25 v1.1

CopyShare on Social

DetailsReportingHeat Map

Email Performance

See how your emails are doing with your audience. Compare your results to the industry average.

Sent

108

Open Rate

38.2%

Click Rate

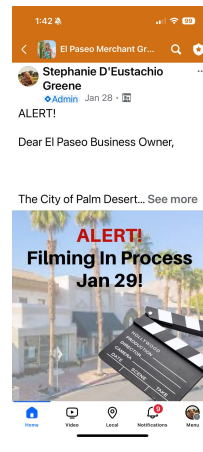
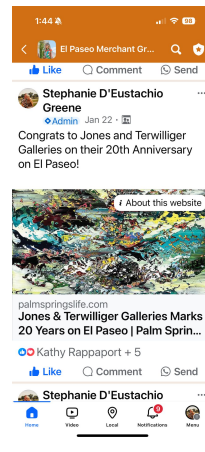
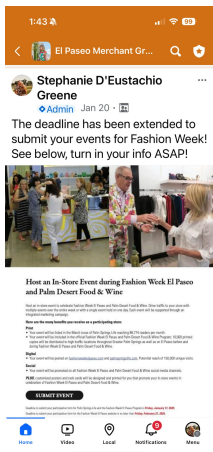
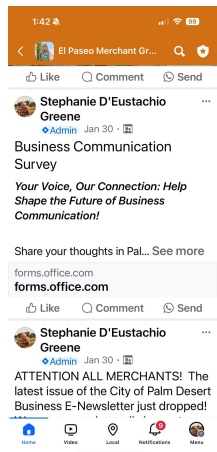
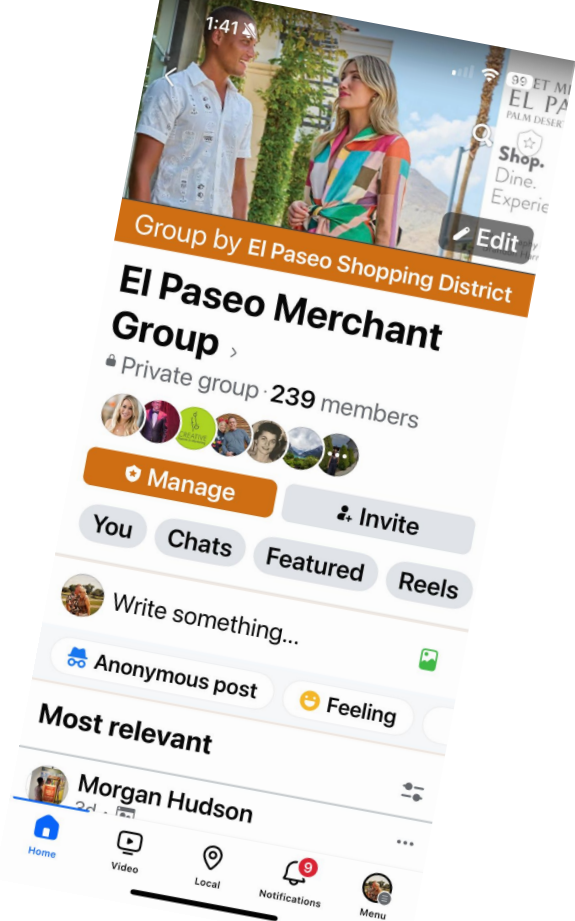
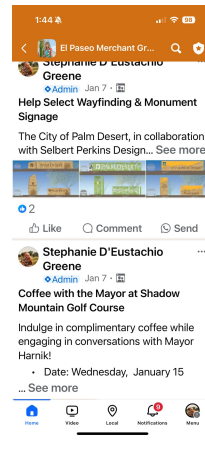
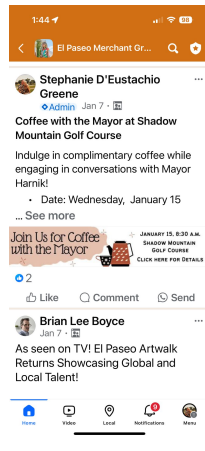
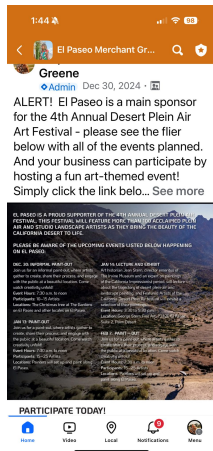
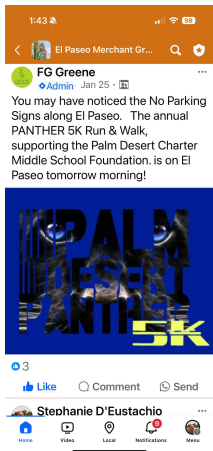
2.2%

Opens	34	Clicks	2	
Sent	108	Did Not Open	55	
Bounces	19	Unsubscribed	0	
Successful Deliveries	89	Spam Reports	0	
Desktop Open Percentage		93.1%	Mobile Open Percentage	6.9%



## E. Private Facebook Group - 239 Members

- Curate members/active merchants only
- Post relevant info re: events, new stores, etc
- Post City of Palm Desert Updates



## F. Photo Captures // Merchant Resource

### Uses

Graphic Assets  
By Merchants  
PR/Editorial  
PSL Content  
Social Content

25

Photo Captures  
to Date

2,500+

Curated  
Photos in Bank

### Photo Bank

By Month &  
Store

### Featuring

Influencers  
Merchants  
Shoppers

### January - February Captures

- Skidmore
- Trina Turk
- Peri G
- The Wine & Cheese Shop
- Shorebird
- The Shops on El Paseo
- Maison leveque
- Shake shack
- Blonde
- Arhaus
- House of Lolo
- Lolo Interiors





## CREATE ACTIVATIONS

### A. Reimagined “ArtWalk El Paseo”

- Develop a plan for an increased support of the Galleries for Feb/Mar/Apr ArtWalks
- Update the new branded campaign - Include El Paseo Cruise Night
- NEW: Add Radio and Print Support for Mar/Apr
  - Radio Spots
  - Print Ad for CV Weekly
  - Additional PR




*Art on*  
**EL PASEO**  
PALM DESERT

**Art Walk**  
on First Friday  
Jan - April, 4-7 pm

**Median Art**  
Exhibition

Visit  
**ShopElPaseo.com**  
for Events, Look  
Books & Business  
Directory.

Photos by  
Andrew Cabral



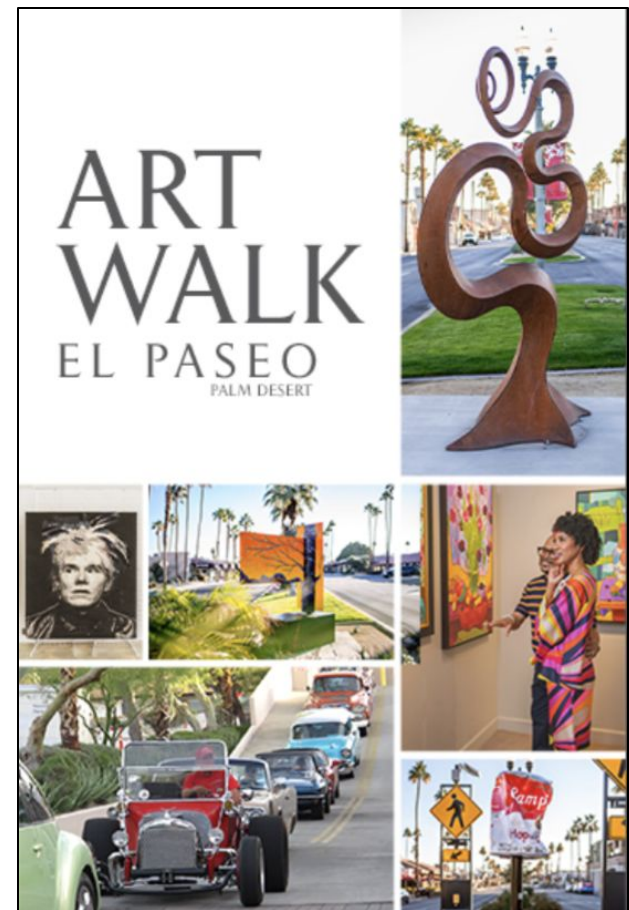
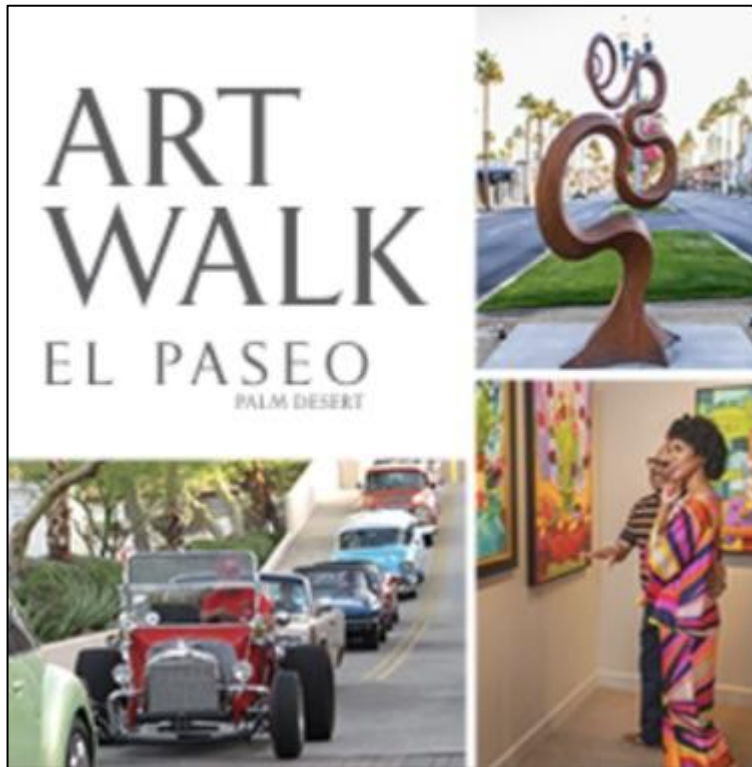
**ART ON  
EL PASEO**  
PALM DESERT

**ShopElPaseo.com**

Downtown Palm Desert | Over 200 Discoveries

## B. Bandwango - Quest Pass

- Gather information from the galleries for their MAR 7th event
- Create graphics for the Quest pass



**EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD  
CITY OF PALM DESERT  
STAFF REPORT**

---

MEETING DATE: April 17, 2025

PREPARED BY: Thomas Soule, Public Affairs Manager

SUBJECT: PALM DESERT WAYFINDING AND MONUMENT SIGN  
INFORMATIONAL PRESENTATION

---

**RECOMMENDATION:**

Receive and file the City's update on wayfinding and monument signs.

**BACKGROUND/ANALYSIS:**

Public Works staff member Chris Gerry will update the Board on the City's new wayfinding and monuments signs.

**ATTACHMENTS:**

Wayfinding and Monument Sign Presentation





FIND *your* HAPPY PACE



PALM DESERT  
CALIFORNIA

# City of Palm Desert Wayfinding Master Plan

*Signage & Wayfinding Concept Design*

March 19, 2025

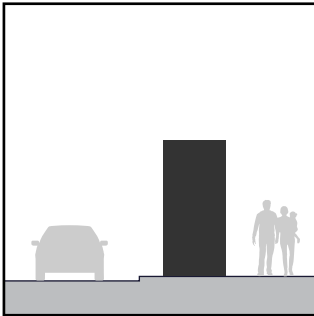
Selbert  
Perkins  
Design.

# 02 Concept Design

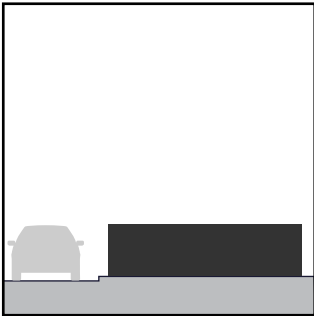


# Summary of Signs Proposed

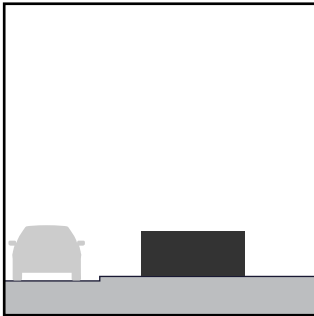
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A01 GATEWAY MONUMENT

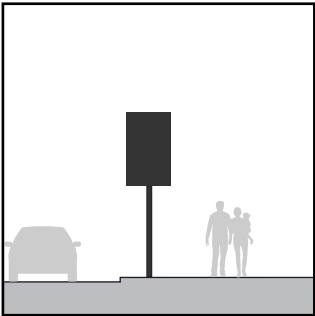


A02 GATEWAY MONUMENT

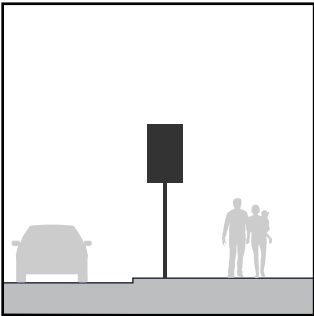


A03 GATEWAY MONUMENT

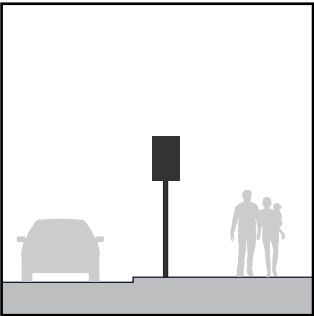
## DIRECTION



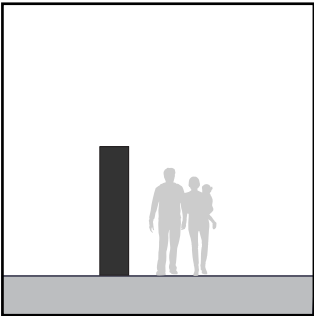
B01 VEHICLE DIRECTION  
LARGE



B02 VEHICLE DIRECTION  
MEDIUM

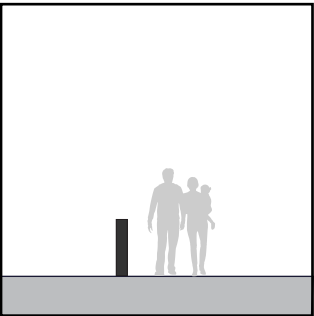


B03 VEHICLE DIRECTION  
SMALL

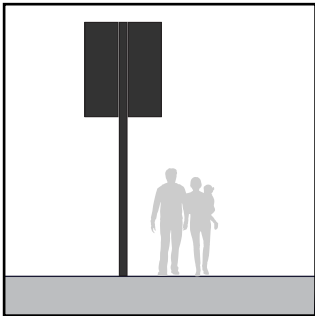


B04 PEDESTRIAN DIRECTION  
W/ MAP

## AMENITY



E01 ART TOTEM - EXISTING

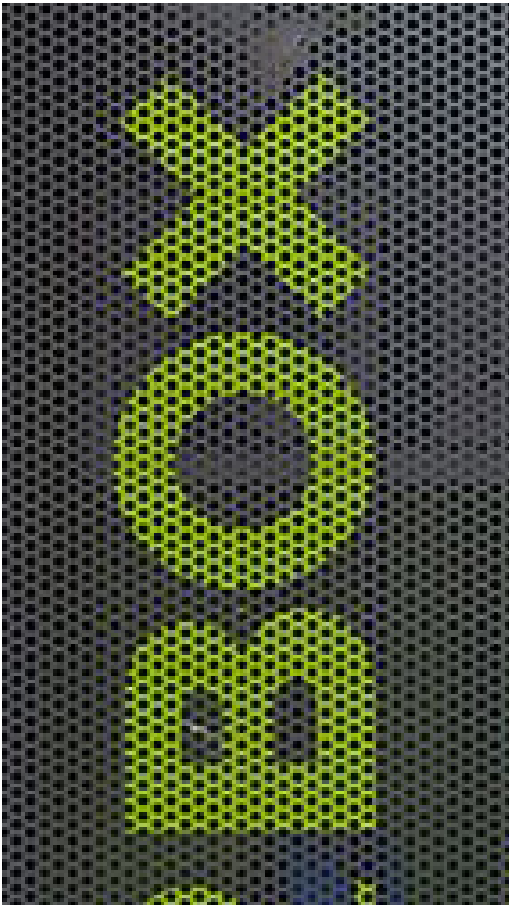


E02 BANNER



E03 PLACEMAKING

CONCEPT 2 MOOD BOARD





CONCEPT 2 DESIGN



A01 GATEWAY MONUMENT  
LOCATION 1

A02 GATEWAY MONUMENT  
LOCATION 2

A03 GATEWAY MONUMENT  
LOCATION 3



CONCEPT 2 DESIGN





CONCEPT 2 DESIGN





CONCEPT 2 DESIGN





**Selbert  
Perkins  
Design.**