



EL PASEO
PALM DESERT

SHOP. DINE.
EXPERIENCE.

E1 Paseo

parking & business improvement
district

MONTHLY MARKETING UPDATE

OCTOBER, 2024

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
- Meet with Partners
 - GPSCVB
 - The Gardens

B. Brand Assets

- Develop campaign elements
 - Prepare Dec ad for PSL ----->
 - Update Social Media Graphics

C. Photo Capture:

- Scheduled for November



MEET
ME ON
EL
PASEO
PALM DESERT

Shop.
Dine.
Experience.

8 blocks | Over 200 shops,
restaurants, galleries and
more. Courtesy Cart &
Free Parking
SHOPELPASEO.COM

Photography by
Andrew Cabral

October Graphics



D. Publicity & GPSCVB Mentions

- VGPS Social Media Posts - Instagram, Tiktok, Facebook

- Facebook

- 7 reasons to visit this fall - Oct 9

- Instagram:

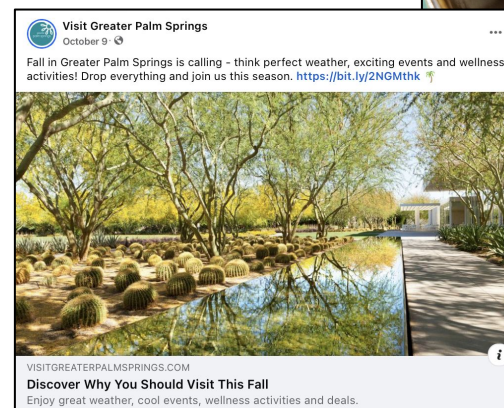
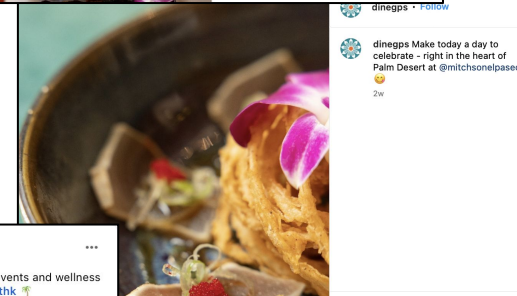
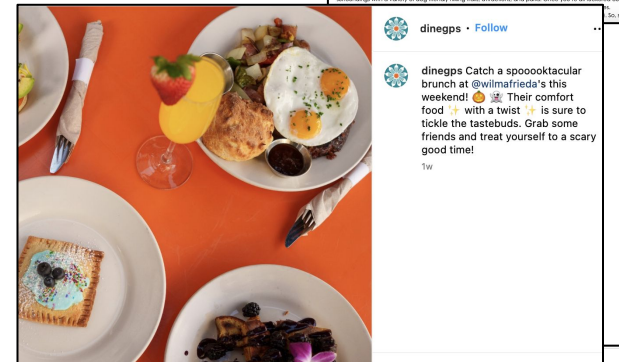
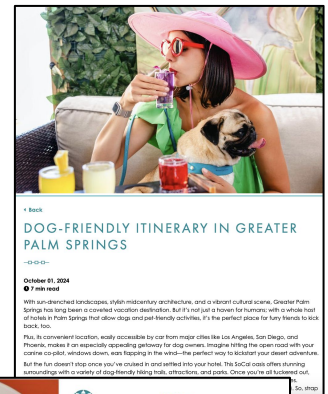
- Mitch's - Oct 24
 - <https://www.instagram.com/p/DBhnl5GPCDL/>
- Wilma & Frieda's - Oct 28
 - <https://www.instagram.com/p/DBrr5gKJOyX/>

- TikTok

- None

- Blog Posts

- Dog friendly Itinerary - Oct 1
 - <https://www.visitgreaterpalm Springs.com/blog/post/dog-friendly-itinerary-in-greater-palm-springs/>



E. Advertising - October

Lookbook Page Clicks: 462

El Paseo Consumer E-Newsletter (PSL)
Deployed: Thursday, October 10, 2024 at 6:00 am
Subject line: New Shops, Art Exhibitions, Fall Fashion
Sent: 9,721
Open Rate: 50.6%
Opens: 4,571
Click rate: 7.4%

THINGS TO DO IN PALM DESERT

EL PASEO

Palm Desert, CA

RESTAURANTS SHOPPING ART-GALLERY DIRECTORIES EVENTS

WELCOME TO THE DARK SIDE

This season, retailers are embracing darker tones and bold textures. Find some inspiration in our Fall 2024 lookbook, blending effortless style with just the right amount of edge for leisurely days that evolve into elegant nights.

VIEW THE LOOKBOOK

01. Let There Be Art

Right now our exhibitions coming to CDGA Gallery in the 2024-2025 season include vibrant works in diverse mediums.

READ MORE

02. New Shops on the Block

New openings, renovations, and holiday inspiration on the business keep things interesting at The Gardens on El Paseo.

READ MORE

03. Beauty on Demand

Attending a fabulous event? You'll be ready for your close-up after a visit to one of El Paseo's salons, spas, or cosmetic shops.

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Fall 2024



VIEW LOOKBOOK

TOTAL FOLLOWERS: 93,157



COMBINED STATS:

	Oct 2024	Sept 2024	Oct 2023
Impressions	354,058	+121%	+146%
Engagements	10,494	+ 25%	+56%
Audience Growth	0%	+0%	+172%
Total Sent Messages	356	+20%	+19.6%

HIGHLIGHTS FROM INSTAGRAM

Profile Visits	1,467
Tagged Photos	245
Accounts Engaged	620
Accounts Reached	19,028



G. Website

www.ElPaseoCatalogue.com

10,733
Sessions

9,217
Users
8,916 New

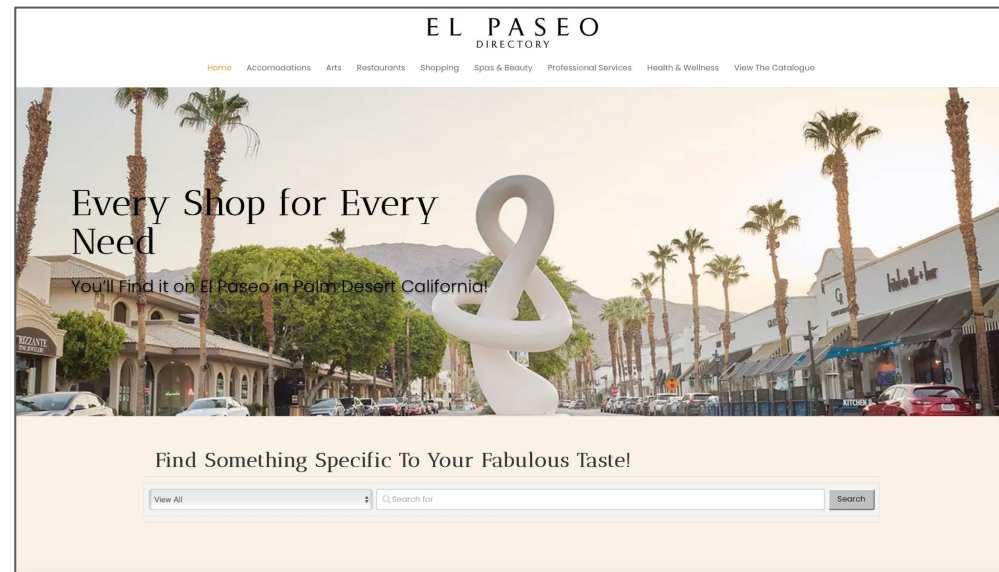
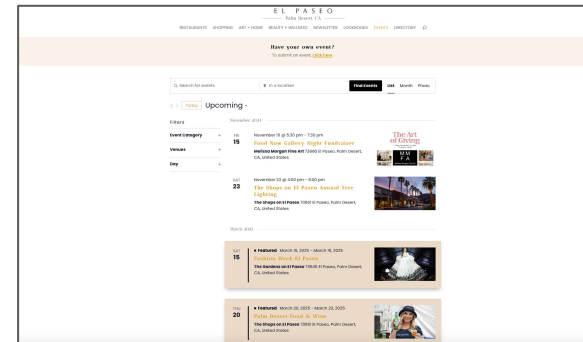
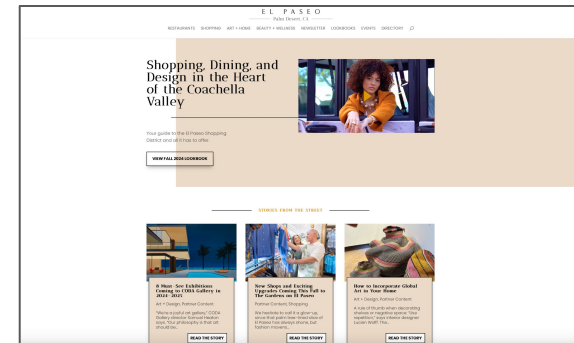
4,213
Directory
Sessions

31,091
Page Views

38,791
Directory Page
Views

El Paseo Directory

- 3,705 users
- 3,692 new users
- 354 clicks to advertiser website
- 62 direct calls from directory



2

SUPPORT THE
BUSINESSES

238

Members in
the FB Group
o Removed

4

One-on-One
Meetings

225

Businesses
Visited

Includes hand
delivered merchant
meeting invitation
Includes email,
phone and text
See List Next Page

MERCHANT RELATIONS

A. Time on El Paseo - Visits to Businesses

a. Increased to promote Merchant Breakfast

B. One-On-One Meetings

C. Manage Database

D. Monthly Merchant E-Newsletter

E. Private Facebook Group

F. Merchant Events

436

Distribution
for
E-Newsletter

Sent

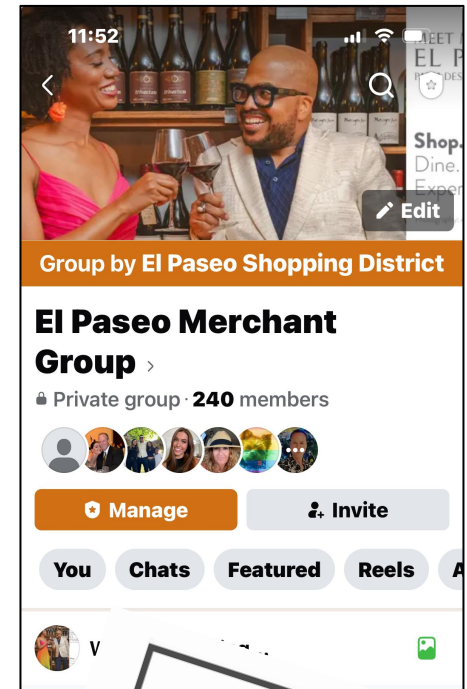
436

Open Rate

61.9%

Click Rate

5.9%



F. Overview of Stores

PERMANENTLY CLOSED

- Modern Hacienda
- Elizabeth Sass Fine Jewelry

TEMPORARILY CLOSED

- Abel, Krieger & Wilmeth CPA (due to fire)
- Desert Luxury Estates (due to fire)
- Chuck Jones Gallery

NEW STORES // OPEN SOON

- Carolina Herrera - Fall
- Shake Shack - Fall
- Wizner Hair Salon - Opened
- The Wine & Cheese Shop on El Paseo (Fall)
- RH Interior Design (Fall)
- Hat Bar by Pretty Please Collective
- Vuori (Nov)
- Alo (Nov)
- Maison Leveque Boutique (Nov)
- Elena Belatove (returns Nov)
- Iconic Palm Springs changing to an Art Gallery renamed Iconic Gallery
- Le Nail Salon - Opened

- | | | |
|-----------------------------------|---|--------------------------------|
| • El Paseo Jewelers | • Divine Sound | • Thairapy |
| • Starbucks | • La Dolce Piccola | • Pacific Premier Bank |
| • The Patriot Store | • Gelateria | • The Blonde Door |
| • Robarr's Jewelers | • Iconic Palm Springs | • Louis Neyer Interior Designs |
| • Dishwater Blonde | • Anatolian Rugs | • Windermere Real Estate |
| • The Leaf | • Coco Rose | • Shorebird |
| • Earth Spirits | • Mares Menswear | • Summer Colony Living |
| • Democracy | • Deebian's Sportswear | • Roche Bobois |
| • Pro Travel | • Savory Spice Shop | • Oliver Peoples |
| • Piero's Pizza | • Riga Designs | • The Daily Grill |
| • Blanke Schein Wealth Management | • Il Sogno | • Ramey Fine Art |
| • Leeds & Son | • Pink Club | • Desert Jewels |
| • Tom Hammon Designs | • Be Seen Optics | • Exclusive Salon |
| • The Gardens - Patrick Klein | • J McLaughlin | • Chartwell Escrows |
| • Keystone Private Wealth | • Bo Concept | • Frizzante Jewelers |
| • Tommy Bahama Restaurant | • Le Nails Spa | • EQTV Real Estate |
| • Wilma & Frieda | • BGS | • Chartwell Properties |
| • Saks 5th Avenue | • Il Corso | • The Shade Store |
| • Sullivan's Steakhouse | • Tidelli Outdoor Living | • Ralph Lauren |
| • Pacifica Seafood | • Tommy Bahama Home | • Athleta |
| • Sephora | • Daisy Blue | • California Pizza Kitchen |
| • Sunglass Hut | • Riga | • Porta Via |
| • Eileen Fisher | • Mephisto | • Soma |
| • William Sonoma | • CSI Skintab | • Chico's |
| • Pottery Barn | • Emerick Jewels | • Sant |
| • Arhaus | • True You Medical | • Trestle |
| • Sottovoce | • Alexander on El Paseo | • Connie Roberson |
| • The Perfect Pair | • Grayseful | • Raymond James |
| • Oh My Sole | • Riga Designs | • Kitchen 86 |
| • Agim Salon | • The Fix | • Mole |
| • J. Jill | • Sunny Days | • Travel Edge |
| • Talbots | • Jeffrey Alan Salon | • Transworld Business Brokers |
| • The Perfect Pint | • The Body Deli | • Mya Salon |
| • Galt Jewelers | • Libation Room | • J Russell Salon by Sharee |
| • Gorgona | • Mastro's Steakhouse | • Uptown Dog Grooming |
| • Anthropologie | • Bellissimo Home Accents | • George Stern Fine Arts |
| • Tommy Bahama Retail | • Aveda Salon | • Terra Lane Salon |
| • Bottega Veneta | • BoConcept - new ownership rep via email | • Desert Wolf |
| • Gucci | • Diane Schaller - GM | • ReVamp Studio |
| • Tiffany & Co. | • Coco Rose via email | • Desert Dream |
| • Beach Bunny | • Brandon Boswell | • Dentistry |
| • Lids | • Diamonds | • 3D Nails |
| • 120% Lino | • Sweet Basil | • Tinted Hair |
| • Louis Vuitton | • House of Lolo | • Chrissy's on El Paseo |
| • Johnny Was | • Oliver Napa Valley | • Wizner Salon and Records |
| • Vince | • Lolo Interiors | • Gregory Architects |
| • Tempur-pedic | • Tina Stephens | |
| • Hundenfolk | • All Tressed Up | |
| | • Pretty Nails | |

- | | | |
|---------------------------------|--|--|
| • Haley Nicole | • J. Willott Gallery | • SuperMutts |
| • Chakra Asthetics | • That Gallery | • Tiffany Tailors |
| • JC's Cafe | • Thai Smile | • Engel & Volkers |
| • Palm Desert Eye Care | • Dragonette Limited | • Color Delight Beauty Bar |
| • Acuity Optical | • Fig & Nash | • Lo Maintenance Hair Co. |
| • Giancarlo Salon | • Interior Illusions | • True Serenity Skin Care |
| • Blonde | • Joel B. Johnson | • Victoria Vogel - The Design Collective |
| • Armando's | • Blown El Paseo | • The Cheese Shop (email) |
| • Salvatore Bommarito | • Dennis Ogas Salon | • Hotel Paseo (via email) |
| • Law | • J. Charnay Salon | • Davis Meyer (via email) |
| • Lance CrossBorder | • Baccarat | • Paulina Larson (via email) |
| • Desert Psychiatric Associates | • Desert Lash Studio | • Maison Leveque Boutique |
| • Boelzner & Associates | • EV Services | • Hat Bar Pretty Please Collective (via email) |
| • Songbird & Sage | • 10/5 | • JMA Architects |
| • Aloha Pearls & Swartz | • Artisan Salon | • Alo |
| • 4 Seasons Swimwear | • Tuverson & Co. | • Chuck Jones Gallery (via email) |
| • Elizabeth & Prince | • The Private Collection | |
| • Everything but Water | • La Vergeli Brow Studio | |
| • TravisMathew | • Kismet Beauty | |
| • Between The Sheets | • Marga's Repeat | |
| • Sundance | • Boutique | |
| • Apple | • MMFA | |
| • Swarovski | • Wayne's Collection | |
| • Pandora | • Sophia Shoe Salon | |
| • Kylie x Shaida | • Valley View Dental | |
| • Lilly Pulitzer | • The Sandy Mane | |
| • Mister Marcus | • Tranquil Sands Hair Spa | |
| • Coffee Bean & Tea Leaf | • The Hideout | |
| • California Closets | • Restaurant & Bar | |
| • Nomada | • The Agency | |
| • The Estate Jewelry | • Better Homes and Gardens Desert Luxury Estates | |
| • Lululemon | • Your CBD Store | |
| • Tony's Mens Clothing | • The Lumpy Bunny | |
| • White House I Black Market | • Nicole (email) | |
| • Dawson Cole Fine Art | • Beacon Point Financial | |
| • Brighton Collectibles | | |

F. Photo Captures // Merchant Resource

Photo Bank

By Month &
Store

19

Photo Captures
to Date

Uses

Graphic Assets
By Merchants
PR/Editorial
PSL Content
Social Content

2,300+

Curated
Photos in Bank

Featuring

Influencers
Merchants
Shoppers



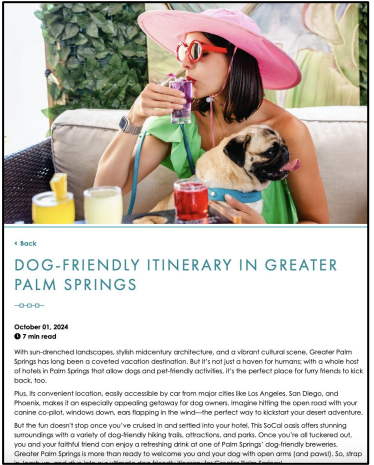
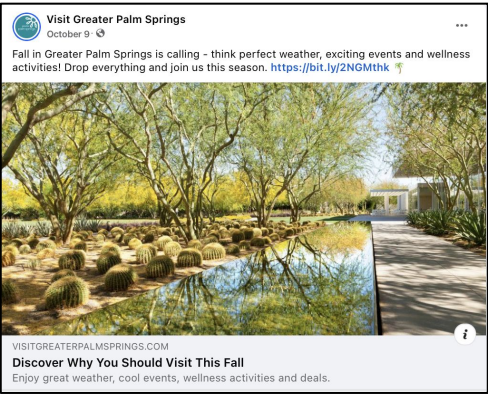
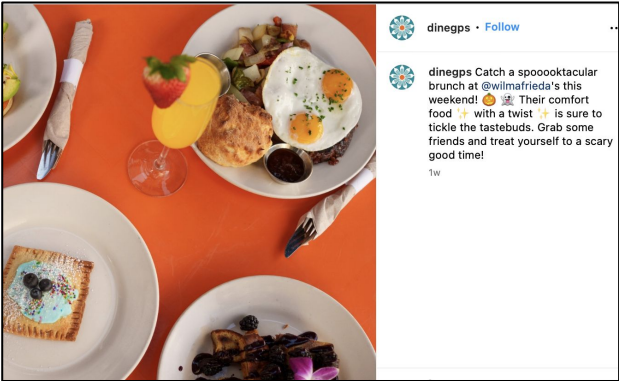
Visit Greater Palm Springs CVB

521
Views on
Website Listing
Page – 265 CT

3
Social Posts

1
Blog Posts

557
Views on
Landing Page
69 Clicks to
Site



OTHER PARTNERSHIPS

A. City of Palm Desert

- Ongoing Merchant Outreach
- Monthly site walk with Vanessa Mager - Oct 12
- Notifying merchants that the Courtesy Carts will return Oct. 14
- Working with Courtesy Cart Staff
- Service requests via PD In Touch App & Vanessa monthly walk - 17

B. El Paseo Partners

- Desert Cancer Foundation
 - Paint El Paseo Pink
- PDACC
 - Golf Cart Parade
- Visit Greater Palm Springs
 - None
- Palm Springs Life
 - Working on edits for 2025 directory printing
 - Working on edits for the 2025 annual catalog
- Riverside County Sheriff Department
 - Emails/texts with BDT team and Sgt. Cryder
 - 602 Trespass form submitted for
 - Courtesy Carts



4

CREATE ACTIVATIONS

- **ArtWalk**

- Coordinating ideas with Skidmore Gallery to create a new ArtWalk event.
- Promote Nov 2 as a new "First Friday" planned around the galleries that are doing exhibition openings.

