



MID-YEAR BUDGET ADJUSTMENT Recommendations

Presented:
January 16, 2025
v1.2





The Process

Welcome to our mid-year budget adjustment presentation for the El Paseo Shopping District.

As we strive to enhance our marketing efforts, our agency employs a meticulous review and selection process to identify innovative ideas and effective advertising vehicles that align with our four core initiatives:

- Increase overall awareness by evolving the brand;
- Drive qualified traffic to the district;
- Supporting the businesses;
- Curate engaging activations.

Our process begins with

- Determining the available budget;
- Overseeing a comprehensive review of approved initiatives;
- Developing a curated list of suggested ideas;
- Meticulously assessing each against the strategic objectives to ensure they resonate with our vision.

We then finalize our top options, ensuring that every decision made is targeted and effective in amplifying the vibrancy and appeal of El Paseo.



1 Budget

2 Initiatives

- **Budget**

- **Current approved budget:** **\$275,000**
- **Items added to existing budget**
 - December Holiday Activation \$1,325
 - ArtWalk Campaign \$1,675
- **Mid-Year Additional Budget:** **\$50,000**

- **Approved Initiatives**

- I. Evolve and communicate the brand
- II. Support the Businesses
- III. Leverage Partnerships
- IV. Curate Activations



3 Ideas

<u>OPTIONS</u>	<u>FIT THE BUDGET?</u>	<u>FIT AN INITIATIVE?</u>	<u>PRO</u>	<u>CON</u>
• Broadcast/TV & Radio	No	Yes		No existing spots Too expensive Spot Inventory Limited
• Airport Advertising	No	Yes	Covered by Digital Geo Fencing	Annual Contract Required Limited Inventory Travel Habits/Phones
• Large Event Sponsorships	No	Occasionally	Covered by Digital Geo Fencing	Very Expensive Difficult to Execute
• Print Options	Yes	Yes	See Ideas	
• Add to Existing Buys	Yes	Yes	See Ideas	
• Activations	Sometimes	Yes	See Ideas	



3
Ideas

✓ Support Initiative

✓ Fit the Budget

● **ADD: Palm Springs Life Print Ads**

\$8,790

- Supports Initiative I – Evolve and Expand the Brand
- Fits the Budget
- March & April - \$4,395 each
- Continue the schedule through the season
- Discussed at the Planning session as an option to be discussed



3
Ideas

✓ Support Initiative

✓ Fit the Budget

\$10,300

- **ADD: Advertising Support for ArtWalk Feb/Mar/Apr**
 - Initiative: Curate and support activations, ArtWalk
 - Utilize mediums that work well for events
 - Radio: (1) week prior @\$1,500 per week
 - Print: CV Weekly print ads @ \$1,000 per month
 - Print: CV Weekly Cover @ \$1,400
 - Include additional management fee to coordinate



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




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CV WEEKLY

GREATER palm springs RESTAURANT WEEK JUNE 2-11 2023

DINEGPS.COM

Dr. Carrero Foundation Awards... LAPStream Blood Drive... Sarah's Truck (SST)... Brandi Hill...



3
Ideas

✓ Support Initiative

✓ Fit the Budget

● **Desert Plein Air Festival - Sponsorship:**

\$5,000 (APPD)

- A month-long promotion - Artists from near and far will converge on the Artists Center in Palm Desert for a three-week festival celebrating the California desert's tradition of painting the landscape *en plein air* (outdoors).
- (3) events on El Paseo - Paint Outs and Competition Paint Event
- Including Galleries to become partners
- Promote with social media and inclusion as sponsor
- Initiative: Curate activations, expand brand awareness, support art galleries
- Approved at the December meeting



3
Ideas

- ✓ Support Initiative
- ✓ Fit the Budget

- **Thermal Indy Car Event - Program Ad:** **\$3,000 (APPD)**
 - A new event at Thermal Raceway in March
 - Opportunity for an ad in the program
 - Initiative: Expand brand awareness
 - Top target market of affluent adults
 - Targets visitors and locals

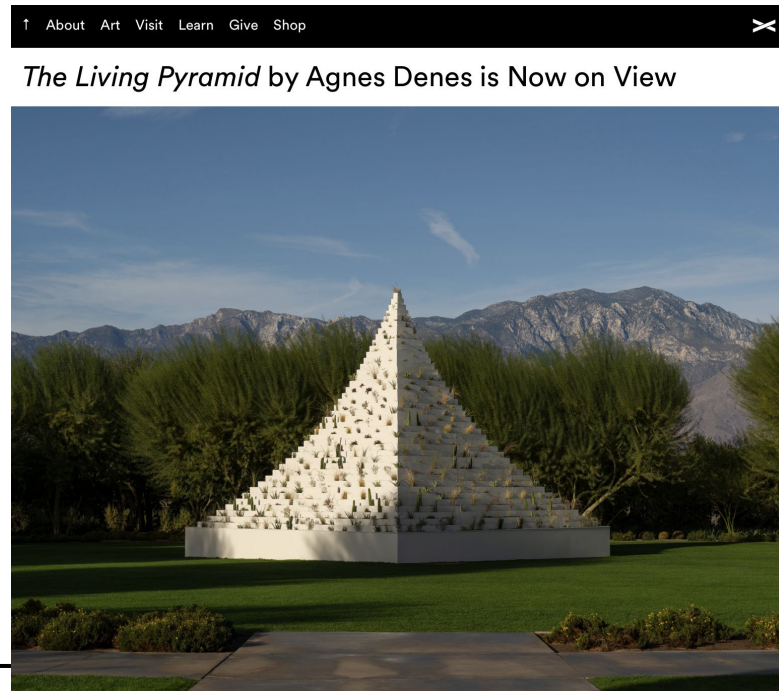
**THE THERMAL CLUB
INDYCAR GRAND PRIX
MARCH 21-23
THERMAL, CALIFORNIA**

BROADCASTS	WEEKEND SCHEDULE	EVENT DETAIL
LATEST MEDIA	PAST WINNERS	SPOTTER GUIDE

3
Ideas

- ✓ Support Initiative
- ✓ Fit the Budget

- **ADD: Desert X Program Ad** **\$3,500**
 - Continuing support from past events
 - Initiative: Supports Activations
 - ArtWalk and Median Art
 - Feature dining and shopping
 - Supports El Paseo for art lovers
 - City of Palm Desert also supports the event



The first work of Desert X 2025 exhibition is on view at Sunnylands Center & Gardens.

3 Ideas

- ✓ Support Initiative
- ✓ Fit the Budget

- **NEW: Quest Promotion/Bandwango** **\$15,000**
 - A new concept that takes the Happy Hopping “Quest” concept to a new level.
 - Initiatives: Support businesses, expand brand, curate activations
 - Subscription to an app platform that coordinates a variety of self-guided quest opportunities for shoppers and visitors to interact with all categories of merchants.
 - Discuss parameters
 - Next Step: Set up a zoom call and demo for Board

Visitors and locals are seeking tangible experiences that can't be found on static web content...





...which results in missed attribution of your economic impact




bandwango.com

We're Here To Help You Every Step Of The Way

STRATEGY
Our client strategy team helps put your vision into reality and will guide you on pass creation best practices.

SET-UP
Our client success team helps optimize your pass build via our tech enabled platform and integrate it into your website to drive more conversions.

ONBOARDING
Our local business team takes care of all the onboarding of the businesses participating in your programs (outreach, accounting, training, and more)

SUPPORT
Our customer support team is ready to help 7 days a week. From pass strategy to pass-holder support, we are ready to help when you need it.



3 Ideas

- ✓ Support Initiative
- ✓ Fit the Budget

- **Contingency** **\$4,410**
 - Provides budget for last minute ideas that fit the parameters
 - Supports all initiatives
 - Sound budget planning option





Thank You!

