

EL PASEO
PALM DESERT

SHOP. DINE.
EXPERIENCE.

E1 Paseo

parking & business improvement
district

MONTHLY MARKETING UPDATE

DECEMBER, 2024

BUDGET YEAR: 2024-2025



January 16, 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

B. Brand Assots

- Develop campaign elements
 - Prepare Feb 2025 ad for PSL ----->
 - Update Social Media Graphics
 - Prepare Outdoor Billboard Campaigns
 - Prepare Ad for EMC Healthy Living
 - Prepare Graphic for PSL New Home Polybag

C. Photo Captures:

- December 11
 - Grayseful
 - Skidmore Contemporary Art
 - Trina Turk
 - All Tressed Up
 - Sumo Dog
 - Brandini Toffee
- December 20
 - Shake Shack



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
Ira Holubova

January Graphics



MEET ME ON
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Photography: Ira Holubieva



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Photography: Ira Holubieva

Print Ad: EMC Healthy Living



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ShopElPaseo.com

Photography by
Andrew Cabral

Outdoor Billboard Campaign



SHOP.

DINE.

STAY.

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 | Ov



MEET ME ON
EL PASEO
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ShopElPaseo.com

Downtown Palm Desert | Over 200 Discoveries



ART ON
EL PASEO
PALM DESERT

ShopElPaseo.com

Downtown Palm Desert | Over 200 Discoveries

F. Social Media - December

TOTAL FOLLOWERS: 93,371



COMBINED STATS:

	<u>Dec 2024</u>	<u>Nov 2024</u>	<u>Dec 2023</u>
Impressions	145,850	+20%	+5.9%
Engagements	948	-46%	-80%
Audience Growth	93,371	+0.4%	+1.5%
Total Sent Messages	459	-12%	+16%

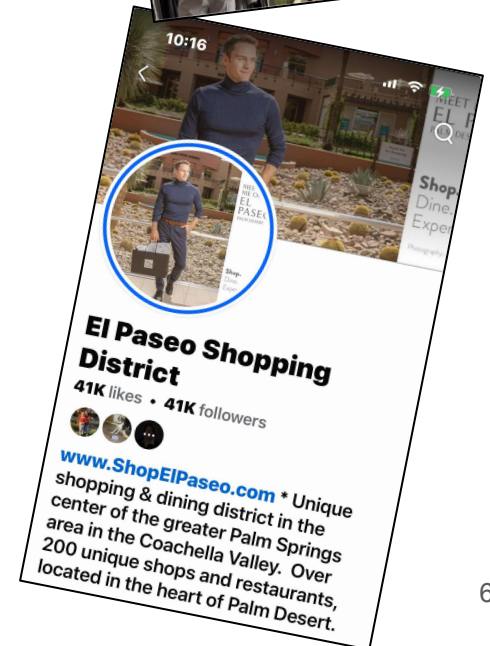
HIGHLIGHTS FROM INSTAGRAM

Profile Visits	2,210
Tagged Photos	263
Accounts Engaged	645
Accounts Reached	50,406

- 57.9% increase in external link taps
- 25% increase in business address taps

NEW TACTICS

- Add new videos to Facebook Reels that are specific to select stores
- Work with more stores to "collaborate" and share posts



Trip Advisor Stats



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

13,351 ↑ 7%

Listing impressions

1,114 ↓ 6%

Unique page visitors

Reviews

0 -

New Reviews

0% -

Review response rate

Visit Greater Palm Springs CVB - Website

249 Views on Website Listing Page - 509 CT

7 Social Posts

5 Blog Posts

667 Views on Landing Page 164 Clicks to Site

SANTA PAWS AT THE GARDENS ON EL PASEO

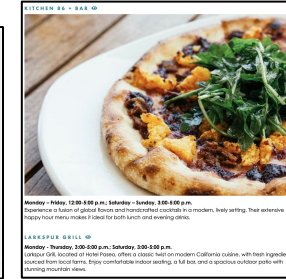
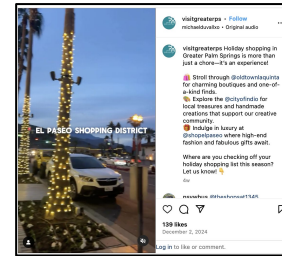
When: December 14

Attention pet lovers! Don't miss the chance to capture a heartwarming moment with Santa and your furry friends. For just \$25, you'll receive a delightful 4x6 photo in a festive frame to cherish forever. Bring your pets and make this holiday season extra special!

HEALTHY LUNCHES IN GREATER PALM SPRINGS

Fuel your adventures with these nutritious options:

- **Chef Tanya's Kitchen:** Plant-based perfection that'll convert even dedicated carnivores. Their creative vegan sandwiches and fresh salads prove healthy eating doesn't mean sacrificing flavor.
- **Sweet Basil California Eatery:** Their Italian-inspired menu features fresh, seasonal ingredients. From lobster lasagna to caprese salad, every dish celebrates healthy eating without skipping on taste.



SANTA MAGIC AT THE GARDENS ON EL PASEO

When: December 7

Experience the magic of the season at The Gardens on El Paseo's annual Santa Magic event! Secure your spot for a festive photo with Santa for just \$25 and enjoy a day packed with holiday fun. Highlights include bounce houses, games, letter-writing to Santa, story time with Mrs. Claus, and mesmerizing snow shows every hour. Create cherished holiday memories with family and friends!



TOP ROOFTOP BARS IN GREATER PALM SPRINGS

December 18, 2024

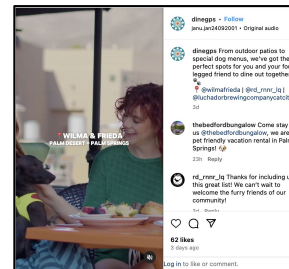
262 ROOFTOP BAR AND GRILL
 262 is a cool rooftop bar in the heart of downtown Palm Springs that uses local Greater Palm Springs value with rooftop views, craft cocktails, and live music. In addition to upscale ambiance, perfect for date night or special celebrations, offering live views of the South Desert Mountains, the rooftop bar has a top-notch bar menu featuring farm-to-table options and a half-mile to beach (optional), and the whole lot rooftop bar is a great place to go.

TOMMY BAHAMA RESTAURANT & BAR AT THE GARDENS
 With a view of the Garden of Eden in Palm Springs, Tommy Bahama Restaurant & Bar features a casual, laid-back atmosphere with tropical-inspired food and drinks. Find a table on the wrap-around balcony and take a bite while enjoying a tropical cocktail. Reservations are encouraged for the evening.

EL PASEO ART WALK

DECEMBER 6

The renowned **El Paseo Art Walk**, a long-standing tradition on **El Paseo**, is happening on the first Friday of every month, from November through May. There will be exhibit openings, artist receptions and more. Enjoy seeing everything there is to admire from each gallery and entertaining stops along the way.



D. Publicity & GPSCVB Mentions

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

- Facebook

- No information provided

- Instagram:

- Holiday Shopping, Dec 2 - <https://www.instagram.com/p/DDFbzPdSQgl/>
- Holiday Happenings, Dec 11 - <https://www.instagram.com/p/DDch1b0PX3M/>
- Holiday Shopping post - https://www.instagram.com/p/DDnTcavsTWa/?img_index=1
- Nightlife - <https://www.instagram.com/p/DEDITFgKe8Z/>
- Holiday Outdoor Dining, Dec 20 - <https://www.instagram.com/p/DDz0mDQyST7/>
- Cozy Nights on El Paseo, Dec 29 - <https://www.instagram.com/p/DEFnZYiKIPF/> & <https://www.instagram.com/p/DEFnZYiKIPF/>
- Dog Friendly Dining, Dec 31 - <https://www.instagram.com/p/DEN2zNaNlms/>

- TikTok

- No information provided

- Blog Posts

- ·ROOFTOP BARS IN GREATER PALM SPRINGS – December 18, 2024
<https://www.visitgreaterpalmsprings.com/blog/post/top-rooftop-bars-in-greater-palm-springs/>
- HOLIDAY HAPPENINGS IN GREATER PALM SPRINGS – December 11, 2024
<https://www.visitgreaterpalmsprings.com/blog/post/holiday-happenings-in-greater-palm-springs/>
- BEST PLACES FOR LUNCH IN GREATER PALM SPRINGS – December 10, 2024
<https://www.visitgreaterpalmsprings.com/blog/post/best-places-for-lunch-in-greater-palm-springs/>
- TOP HAPPY HOUR SPOTS — December 10, 2024
<https://www.visitgreaterpalmsprings.com/blog/post/top-happy-hour-spots-in-greater-palm-springs/>
- YOUR GUIDE TO NIGHTLIFE IN GREATER PALM SPRINGS – December 2, 2024 -
<https://www.visitgreaterpalmsprings.com/blog/post/you-guide-to-entertainment-and-nightlife/>

E. Advertising - December

El Paseo Consumer E-Newsletter (PSL)

Deployed: Friday, December 13, 2024

Subject line: Tis the Season to Make a Statement

Sent: 9,835

Open Rate: 49.7%

Opens: 4,526

Click rate: 4.8%

EL PASEO
Palm Desert, CA
RESTAURANTS SHOPPING ART-GALLERY DIRECTORY EVENTS

02. Social Hour
El Paseo transforms a night on the town into something worth savoring. Here are a few of the best bites and sips to try right now.
— READ MORE

03. Nuts on the Block
The shopping district's newest businesses deliver standout style, unique flavors, and an extra dose of flair.
— READ MORE

PALM DESERT FOOD & WINE
FEATURING THE SHIRAZI CAFE
ZAC YOUNG
— READ MORE

VIEW THE CALENDAR

EL PASEO
GET THE LOOKBOOK

TIS THE SEASON
Like any other medium that toys with tone and texture, fashion is an art. The designers are artists, to be sure. But to have an idea of the answers — those who experiment with shapes and styles and dare to have a little fun.
VIEW THE LOOKBOOK

Indulge Your Inner Fashionista
FASHION WEEK EL PASEO
March 16-18, 2025
— READ MORE

Desert Publications Inc | 303 N Indian Canyon Dr | Palm Springs, CA 92262 US
Unsubscribe | Update Profile | Our Privacy Policy | Contact Us

El Paseo Lookbooks

Winter 2025

Fall 2024

Lookbook Page Clicks: 504

<https://elpaseocatalogue.com/lookbooks>

PSL Exclusive E-Blast

Sent: 50,000 + opt ins

Deployed: Friday, December 18, 2024

Subject line: Where can you find all your holiday delights?

Sent: 47,927

Opens: 20,129

Open Rate: 42.6%

Click rate: 2.27%

Art

MEET ME ON
EL PASEO
PALM DESERT

Dine.

Shop.

Experience

8 blocks | Over 200 shops, restaurants, galleries and more.
Free Parking • EV Charging Stations
ShopElPaseo.com
Photos by Andrew Cabral

G. Website

www.ElPaseoCatalogue.com

10,616
Sessions

8,652
Users
8,365 New

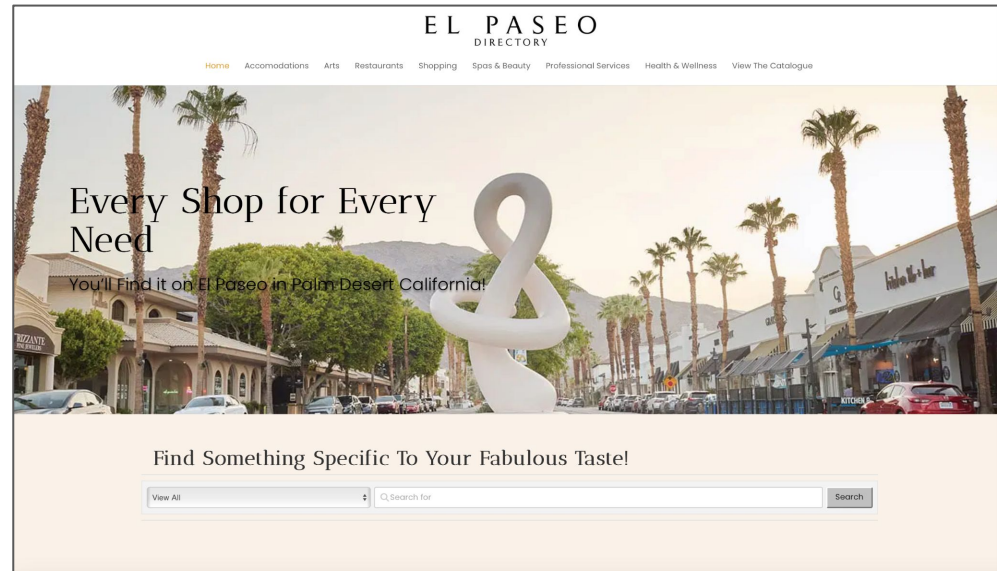
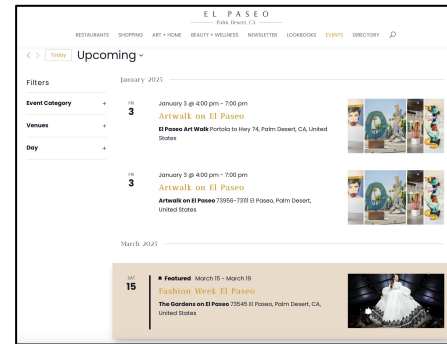
1,791
Directory
Sessions

32,818
Page Views

10,238
Directory Page
Views

El Paseo Directory

- 1,376 users
- 1,348 new users
- 298 clicks to advertiser website
- 42 direct calls from directory
- 2,500 print delivery
- 2,724 catalogue print delivery



OTHER PARTNERSHIPS

A. City of Palm Desert

- Ongoing Merchant Outreach
- Monthly site walk with Vanessa Mager - Dec 10
- Working with Courtesy Cart Staff
- Service requests via PD In Touch App



B. El Paseo Partners

- Visit Greater Palm Springs
 - None
- Palm Desert Chamber of Commerce
 - Ribbon Cutting
 - Shake Shack
- Riverside County Sheriff Department
 - Emails/texts with BDT team and Sgt. Cryder
 - Deputy Michele Ploesch was promoted to Sergeant and transferred to the Blythe station
 - No replacement at this time
 - BDT team on EP for Shake Shack grand opening
 - Riverside County Mounted Posse on EP



2

SUPPORT THE
BUSINESSES

242

Members in
the FB Group
1 New
1 Removed

63

Businesses
Visited

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

0

One-on-One
Meetings

443

Distribution
for
E-Newsletter

MERCHANT RELATIONS

- A. Visits to Businesses
- B. One-On-One Meetings
 - a. Suspended for Dec due to holidays
- C. Manage Database
- D. Monthly Merchant E-Newsletter
- E. Private Facebook Group
- F. Merchant Events
 - a. The Gardens on El Paseo Tree Lighting
 - b. Shake Shack Grand Opening
 - c. California Desert Plein Art Festival
 - d. Acapella Singers
 - e. Stilt Walker



Sent	Open Rate	Click Rate
443	71.3%	4.6%

F. Overview of Stores

NEW STORES // OPEN SOON

- Carolina Herrera - Fall
- Shake Shack -opened
- The Wine & Cheese Shop on El Paseo (Jan)
- RH Interior Design -opened
- Hat Bar by Pretty Please Collective -opened
- Desert Luxury Estates - reopened
- Brandini Toffee (pop up)
- DiMarie Consulting
- Re-Bath

PERMANENTLY CLOSED

- Interior Motives Window Coverings
- Iconic Palm Springs/Iconic Gallery
- 120% Lino

TEMPORARILY CLOSED

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

Businesses Visited

1. Ozel Jewelers
2. Skidmore Contemporary Art (x3)
3. El Paseo Jewelers
4. The Gardens on El Paseo
5. Starbucks
6. Tidelli Outdoor Living
7. Brandini Toffee (pop up)
8. Sumo Dog (pop up)
9. Janie & Jack
10. Lids
11. Beach Bunny
12. Alo
13. The Agency
14. Chuck Jones Gallery
15. Sullivan's
16. Gucci
17. Tiffany & Co.
18. Bottega Veneta
19. The Patriot Store x2
20. Rappaport Furniture
21. Maison Felize
22. Tom Hammond Designs
23. A Gallery Fine Art
24. Place Vendome Jewelers
25. Artisan Salon
26. Interior Illusions
27. KN Nails
28. Coco Rose
29. Coco Rose Last Chance (x2)
30. Shear Hair Design
31. 120% Lino
32. Agim Salon
33. Ralph Lauren
34. Athleta
35. Songbird & Sage x2
36. Mr. Marcus
37. Daisy Blue
38. Mephisto
39. CSI SkinLab
40. Riga (both locations)
41. Sunny Days
42. Engel & Volkers
43. Robann's Jewelers
44. Earth Spirits
45. BoConcept
46. Hat Bar by Pretty Please
47. La Dolce Piccola Gelateria
48. Tony's Menswear
49. Pink Club
50. Jones & Terwilliger
51. Savory Spice Shop
52. Ozel Jewelers
53. Leeds & Son I Boucher
54. The Shops on El Paseo
55. Commerce Realty (Landlord via phone and email)
56. The Wine & Cheese Shop on El Paseo
57. J. McLaughlin
58. Everything But Water
59. RH left my card for the manager
60. Shake Shack (x2)
61. BGs
62. DeMarie Consulting
63. Starbucks - met new district manager

F. Photo Captures // Merchant Resource

Photo Bank

By Month &
Store

21

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

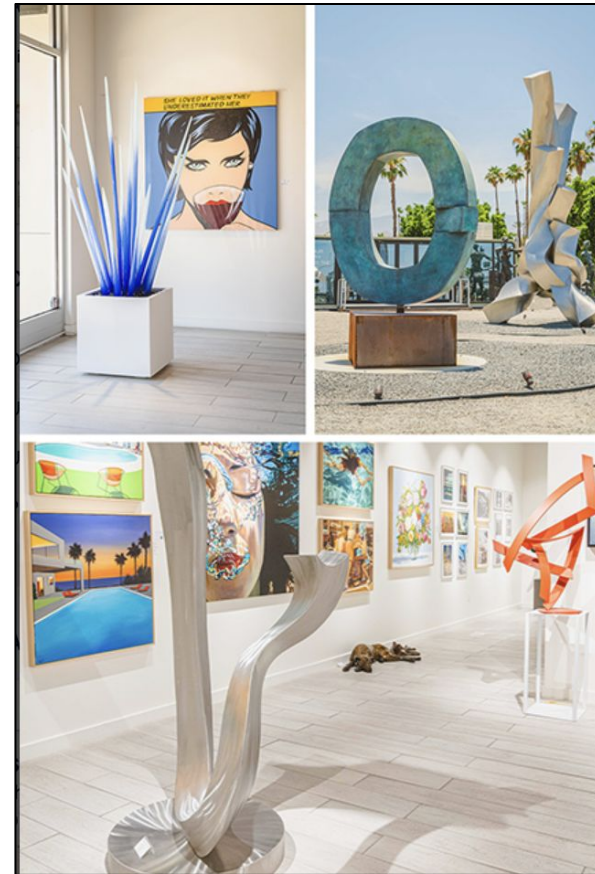


4

CREATE ACTIVATIONS

• ArtWalk

- Promote Jan 3 "First Friday" planned around the galleries that are doing exhibition openings
- Developed a new branded campaign for "Art on El Paseo" and launched in December:
 - Outdoor
 - Cart Topper
 - Rack Card



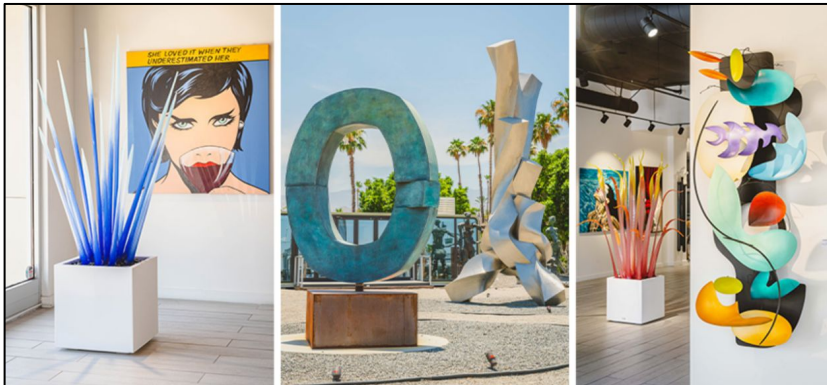
Art on
EL PASEO
 PALM DESERT

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

4

CREATE ACTIVATIONS

- **Holiday Entertainment**

- Develop a last minute plan for entertainment for the holidays on December 23
 - Carolers
 - Stilt Walkers
 - Social Media Posts

PHOTO TO COME