

EL PASEO
PALM DESERT

SHOP. DINE.
EXPERIENCE.

E1 Paseo

parking & business improvement
district

MONTHLY MARKETING UPDATE

JANUARY, 2025

BUDGET YEAR: 2024-2025



February 20, 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 Assos

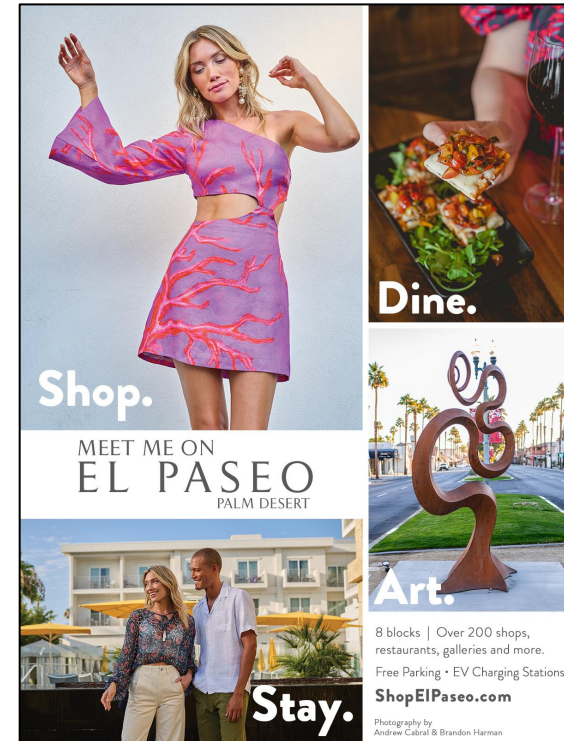
- Develop campaign elements *(next page)*
 - Prepare Mar 2025 ad for PSL
 - Update Social Media Graphics
 - Update Outdoor Billboard Campaigns
 - Prepare Ad for EMC Healthy Living
 - Prepare Graphic for PSL New Home Polybag

C. Photo Captures // Brand Resources:

- January /February
 - 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



Graphics Produced in January



Ad for:

- Desert X Program - Annual
- Healthy Living Magazine - Quarterly
- Desert Plain 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



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
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 - January

TOTAL FOLLOWERS: 93,371



COMBINED STATS:

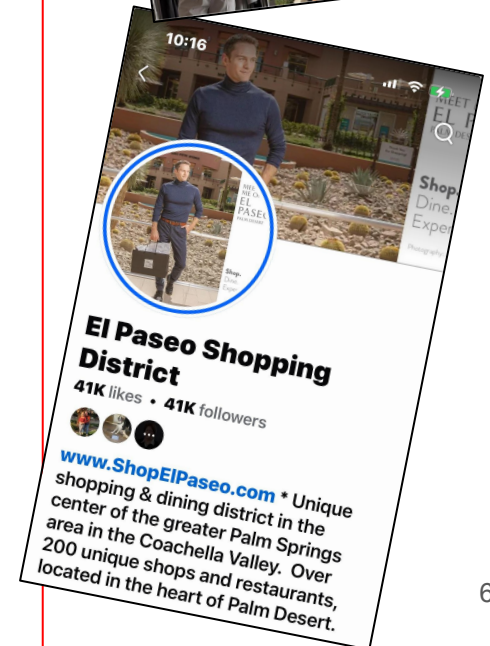
	<u>Jan 2025</u>	<u>Dec 2024</u>	<u>Jan 2024</u>
Impressions	145,850	+20%	+5.9%
Engagements	948	-46%	-80%
Audience Growth	93,371	+0.4%	+1.5%
Total Sent Messages	349	-23%	-19%

HIGHLIGHTS FROM INSTAGRAM:

Profile Visits	1,899
Tagged Photos	208
Accounts Engaged	544
Accounts Reached	29,561

HIGHLIGHTS:

- Add new videos to Facebook Reels that are specific to select stores
- Work with more stores to “collaborate” and share posts
- As usual and as is expected, January numbers are down from December and from the excitement and social sharing of the holidays – except in 2 areas: **our followers went up by 355 and our views went up by 50.8%**



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

4.5/5 | #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](#)



El Paseo Shopping District

4.1 (77 reviews)

Claimed • \$\$\$ • Shopping Centers

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

[See all 322 photos](#)

[Update your review](#) [Add photo](#) [Share](#) [Save](#)

Review Highlights

- "Bought a new handbag at Gucci & I can say that the **Rodeo drive** store had less of a selection." in 15 reviews
- "A. Aside from Desert Hills Premium Outlets, if you decide to travel to **Palm Springs, CA**" in 8 reviews
- "Loggins, McDonald & Christopher Cross meets The Apple Store & Wilma & **Frieda's**." in 3 reviews

[shopelpaseo.com](#)

(877) 735-7273

[Get Directions](#)

73-470 El Paseo St Palm Desert, CA 92260

[Suggest an edit](#)

E. Visit Greater Palm Springs CVB - Website

320
Views on
Website Listing
Page – 574 CT

2
Social Posts

1
Blog Posts

846
Views on
Landing Page
195 Clicks to
Site



EL PASEO SHOPPING DISTRICT

EL PASEO RESTAURANTS & RETAILERS

Set against a stunning mountain backdrop, the El Paseo Shopping and Dining District in Palm Desert features over 300 fabulous shops. Visitors will also find more than a dozen restaurants, from casual cafes to the ultimate in fine dining, in a sophisticated, relaxed desert setting, and the new Hotel Paseo luxury boutique hotel, making El Paseo one of Greater Palm Springs' top shopping and entertainment destinations.

For the quintessential El Paseo shopping experience, gather with friends for a latte, lunch or glass of wine before or after exploring this scenic, sun-drenched boulevard. El Paseo offers an array of independent specialty boutiques and popular brand stores brimming with a wide variety of wardrobe and decorating essentials—from women's and men's apparel, shoes, accessories and fine jewelry to art, home décor and

ACCOMMODATING LARGE PARTIES

For those planning a major family gathering, look no further than **Tommy Bahama Palm Springs**. Known as one of the best family restaurants in Greater Palm Springs, Tommy Bahama dazzles with its outdoor patio and spacious seating, able to comfortably accommodate large family parties. Located right in the middle of Palm Springs this restaurant offers an island-inspired menu that caters to palates of all ages, from spicy to savory to sweet. Or visit **Tommy Bahama Palm Desert**, located on the second level of **The Gardens on El Paseo**.



Visit Greater Palm Springs CVB - Publicity & GPSCVB Mentions

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

- Facebook

- No information provided

- Instagram:

- European Dining Reel, Jan 31 - <https://www.instagram.com/p/DFibvmFPzix/>
- 24 Hours in Greater Palm Springs, Jan 6 - <https://www.instagram.com/p/DEfnsfnPylm/>

- TikTok

- No information provided

- Blog Posts

- Family Friendly Restaurants in Greater Palm Springs – January 10, 2025
 - <https://www.visitgreaterpalmsprings.com/blog/post/family-friendly-restaurants-in-greater-palm-springs/>

-

- Articles

- 12/13/2024 – Print – Mid-Century Magic written by [Emma Tompkins](#) published in Your Mayfair, Your Knightsbridge, Your Marylebone, Your West End, Your Docklands & City, Your St. John's Wood, Your Stratford City

G. WEBSITE - managed by PSL

www.ElPaseoCatalogue.com

www.ShopElPaseo.com

10,993
Sessions

8,700
Users
8,200 New

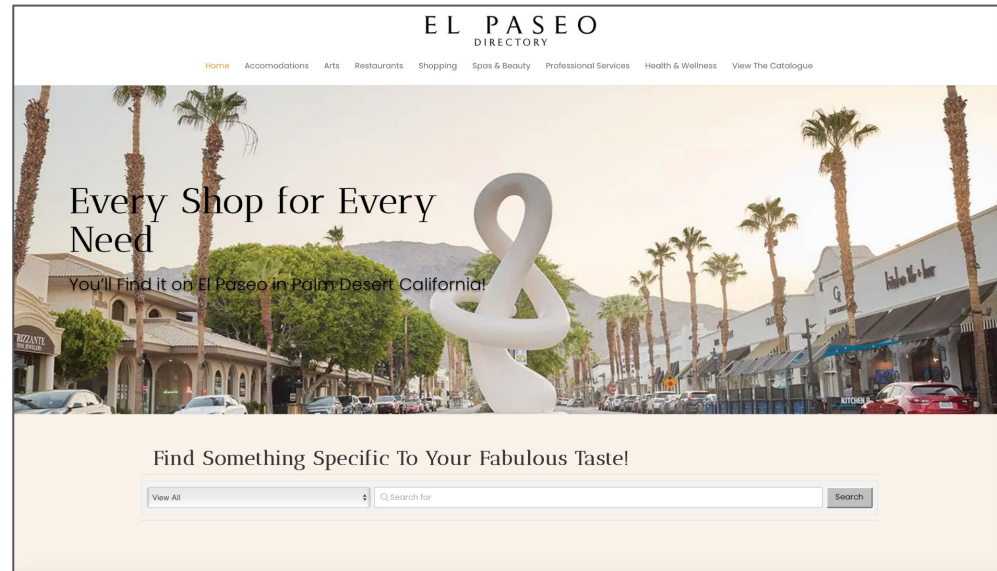
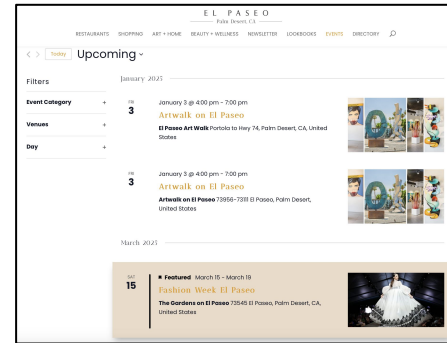
842
Directory
Sessions

36,620
Page Views

9,230
Directory Page
Views

El Paseo Directory

- 1,200 users
- 950 new users
- 150 clicks to advertiser website
- 32 direct calls from directory
- print delivery
- 2,724 catalogue print delivery



F. Other Advertising - January

El Paseo Consumer E-Newsletter (PSL)

Deployed: Thursday January 9, 2024 @ 6:00 am

Subject line: Elevate your Style Game

Sent: 9,952

Open Rate: 51.4%

Opens: 4,736

Click rate: 2.8%

The screenshot shows the layout of the El Paseo Consumer E-Newsletter. At the top, it says "EL PASEO Palm Desert, CA" and lists "RESTAURANTS SHOPPING ARTS AND GALLERY EVENTS". Below this is a large image of a man and a woman. A section titled "NEW YEAR, NEW WARDROBE" includes the text: "Refresh your look for the year ahead with statement pieces from El Paseo's chic boutiques in Palm Desert. Discover contemporary silhouettes, effortless layers, and elegant accessories — all perfectly suited for desert living." Below this is a "VIEW THE LOOKBOOK" button and a small image of a woman in a red dress. Another section titled "01. Cherished Moments" features a photo of a woman's hands and jewelry, with the text: "Gina and Victoria Galante of Primrose Fine Jewellery share a passion for jewelry and the vibrant community they proudly call home." Below this is a "READ MORE" link. On the right side of the newsletter, there are three articles: "02. In Good Taste" with a photo of a bowl of food, "03. This or That" with a photo of people in a shop, and "PALM DESERT FOOD & WINE" with a photo of a woman. At the bottom, there is a "VIEW THE CALENDAR" button, a "GET THE LOOKBOOK" button, and a small image of a woman in a colorful jacket. The footer contains contact information for Desert Publications Inc. and links for "Unsubscribe | Update Profile | Our Privacy Policy | Contact Us | Contact Data Notice".

El Paseo Lookbooks

Winter 2025

Fall 2024

Lookbook Page Clicks: 640

<https://elpaseocatalogue.com/lookbooks>

PSL Exclusive E-Blast

Sent: 50,000 + opt ins

Deployed: Jan 14

Subject line: Where can you find everything under the sun?

Sent: 48,020

Opens: 20,654

Open Rate: 43.7%

Click rate: 2.25%

G. OTHER PARTNERSHIPS

● City of Palm Desert

- Ongoing Merchant Outreach
- Monthly site walk with Vanessa Mager - Jan 20
- Working with Courtesy Cart Staff
- Service requests via PD In Touch App
- Panther 5K - support with notice to merchants
- Support "Coffee with the Mayor" with notice to merchants

● El Paseo Partners

- Palm Desert Chamber of Commerce
 - Ribbon Cutting
 - Sumo Dog
- Riverside County Sheriff Department
 - Emails/texts with BDT team and Sgt. Cryder



2

SUPPORT THE BUSINESSES

MERCHANT RELATIONS

A. Overview of Stores

NEW STORES // OPEN SOON

- Peri G. Fine Art
- The Wine & Cheese Shop on El Paseo Open
- Carolina Herrera - Fall
- RE-Bath (Feb)
- Tumi (March)
- Ruthless Gallery (Feb)
- LoveSac

PERMANENTLY CLOSED

- EQTY l Forbes Global Properties
- Brandini Toffee Pop Up

TEMPORARILY CLOSED

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

41

Businesses
Visited

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

2

One-on-One
Meetings

- Peri Jean
- ReBath

Businesses Visited

1. Ramey Fine Art
2. Bacarrat
3. Maison Leveque Boutique (in person and via phone and text)
4. The Galleria property manager
5. ReVamp Studio
6. Dream Dentistry
7. Peri G. Fine Art
8. The Wine & Cheese Shop on El Paseo
9. Chartwell Properties
10. El Paseo Jewelers
11. Grayseful
12. Shorebird
13. Roche Bobois
14. Oliver Peoples
15. The Daily Grill
16. CPK
17. Athleta
18. Ralph Lauren
19. Soma
20. Chico's
21. Trestle
22. Skidmore Contemporary Art
23. Re-Bath (via phone)
24. The Gardens
25. Artin Jewels
26. J Charnay Salon
27. Elena Bulatova Fine Art (x2)
28. Blonde
29. The Wine & Cheese Shop
30. J. Willott Art Gallery
31. El Paseo Jewelers
32. Songbird & Sage
33. The Accessory Lounge
34. Josie's
35. BGs
36. The Patriot Store
37. Vouri
38. Riga (small)
39. Tommy Bahama Home
40. Mephisto
41. Sunny Days

B. Manage Database - Ongoing

- Send updates to PSL/VGPS
- Review Monthly

C. Monthly Merchant E-Newsletters

- January Issue
- Special Alert: Fashion Week In-store Events

D. Private Facebook Group

- Manage members/active merchants only
- Post relevant info

Sent EPPBID JAN 2025 Merchant News v1.1

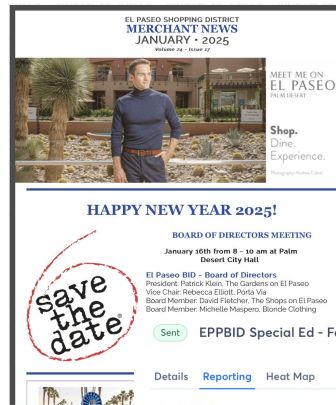
Copy Share on Social

Details Reporting Heat Map

Email Performance

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

Sent	Open Rate	Click Rate
436	69.7%	1.7%



Original	Resend	Total		Original	Resend	Total
248	38	286	Clicks	6	1	7
436	167	603	Did Not Open	155	129	284
33	0	33	Unsubscribed	0	1	1
403	167	570	Spam Reports	0	0	0
			91.9% Mobile Open Percentage	8.1%		

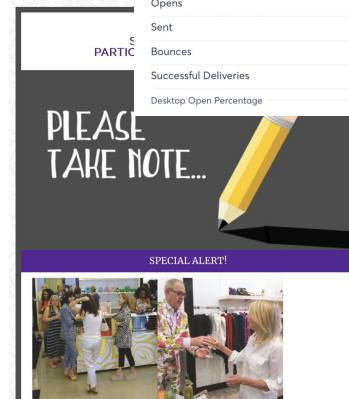
Copy Share on Social

Details Reporting Heat Map

Email Performance

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

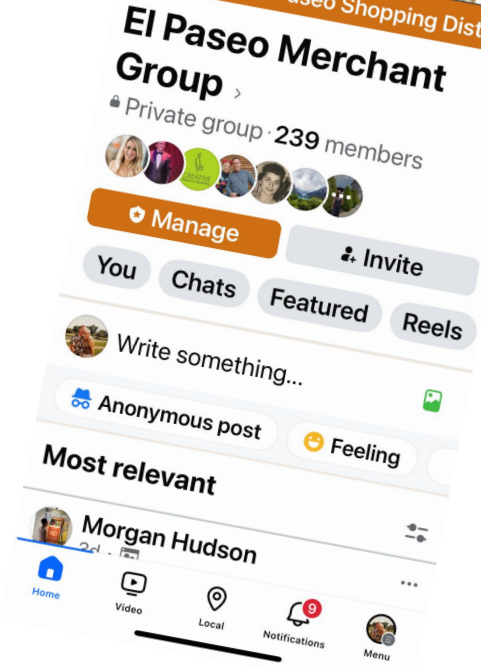
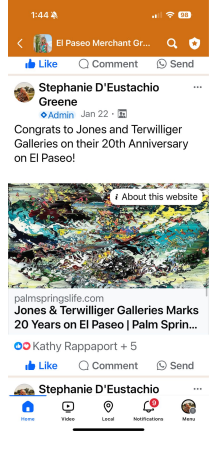
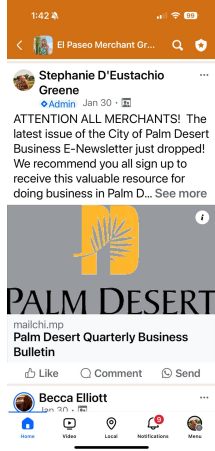
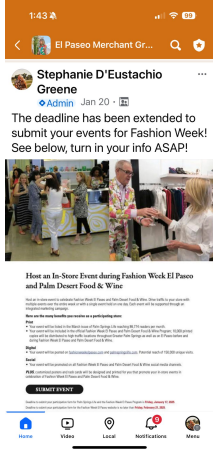
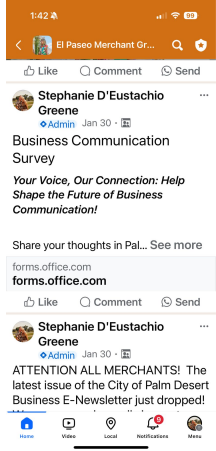
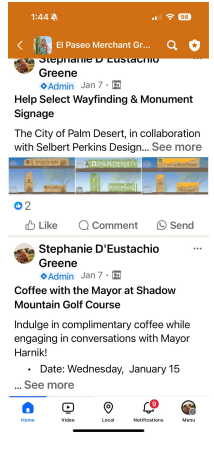
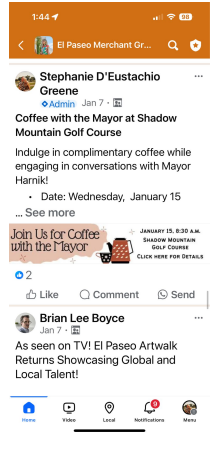
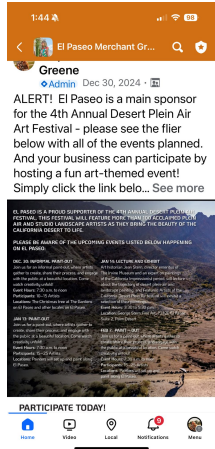
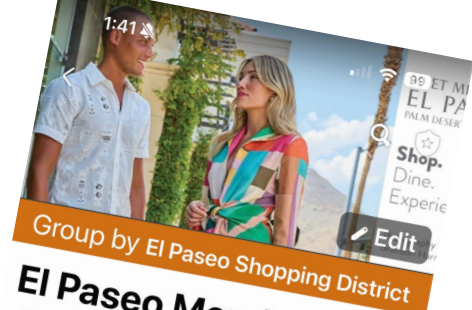
Sent	Open Rate	Click Rate
434	61.7%	3.7%



	Original	Resend	Total		Original	Resend	Total
Opens	217	35	252	Clicks	14	1	15
Sent	434	191	625	Did Not Open	188	156	344
Bounces	29	0	29	Unsubscribed	0	0	0
Successful Deliveries	405	191	596	Spam Reports	0	0	0
			92% Desktop Open Percentage	8% Mobile Open Percentage			

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

23

Photo Captures
to Date

2,400+

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



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




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. Desert Plein Air Festival

- Support with premium Sponsorship
- Facilitate "Paint Outs" with the City and the Gardens
- Assist with planning
- Provide marketing support



PALM DESERT PRESENTS CALIFORNIA DESERT **PLEIN AIR FESTIVAL**

EL PASEO IS A PROUD SUPPORTER OF THE 4TH ANNUAL DESERT PLEIN AIR FESTIVAL. THIS FESTIVAL WILL FEATURE MORE THAN 100 ACCLAIMED PLEIN AIR AND STUDIO LANDSCAPE ARTISTS AS THEY BRING THE BEAUTY OF THE CALIFORNIA DESERT TO LIFE.

PLEASE BE AWARE OF THE UPCOMING EVENTS LISTED BELOW HAPPENING ON EL PASEO:

<p>DEC. 30: INFORMAL PAINT-OUT Join us for an informal paint-out, where artists gather to create, share their process, and engage with the public at a beautiful location. Come watch creativity unfold! Event Hours: 7:30 a.m. to noon Participants: 10–15 Artists Locations: The Christmas tree at The Gardens on El Paseo and other locales on El Paseo.</p> <p>JAN 13: PAINT-OUT Join us for a paint-out, where artists gather to create, share their process, and engage with the public at a beautiful location. Come watch creativity unfold! Event Hours: 7:30 a.m. to noon Participants: 15–25 Artists Locations: Painters will set up and paint along El Paseo.</p>	<p>JAN 14: LECTURE AND EXHIBIT Art historian Jean Stern, director emeritus of the Irvine Museum and an expert on paintings of the California Impressionist period, will lecture about the trajectory of desert plein-air and landscape painting, and Featured Artists of the California Desert Plein Air Festival will exhibit a selection of their paintings. Event Hours: 3:30 to 5:30 p.m. Location: George Stern Fine Art, 73320 El Paseo, Suite 2, Palm Desert</p> <p>FEB 7: PAINT – OUT Join us for a paint-out, where artists gather to create, share their process, and engage with the public at a beautiful location. Come watch creativity unfold! Event Hours: 7:30 a.m. to noon Participants: 15–25 Artists Locations: Painters will set up and paint along El Paseo.</p>
---	--

PARTICIPATE TODAY!

Drive traffic to your gallery or store with multiple events or single event held one day. Each event will be supported through an integrated marketing campaign. Here are the many benefits you receive as a participating store:

Print

- Your event will be listed in the official Desert Plein Air Festival Program

Digital

- Your event will be posted on californiadesertpleinair.com, shopelpaseo.com and palmsspringslife.com. Potential reach of 150,000 unique visits.

CLICK TO SUBMIT

DEADLINE TO SUBMIT IS FRIDAY, JANUARY 5 2025

FOR MORE INFORMATION, VISIT: CALIFORNIADESERTPLEINAIR.COM

NEED IDEAS ON WHAT KIND OF EVENT TO THROW?
CALL US AND WE'LL MEET WITH YOU ONE-ON-ONE TO BRAINSTORM!