

EL PASEO
PALM DESERT

SHOP. DINE.
EXPERIENCE.

E1 Paseo

parking & business improvement
district

MONTHLY MARKETING UPDATE

MARCH, 2025

BUDGET YEAR: 2024-2025



April 17, 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

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

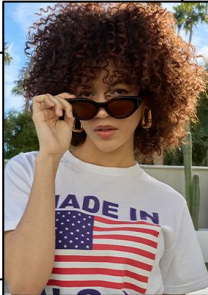


SHOP. DINE. STAY.

MEET ME ON
EL PASEO
PALM DESERT

ShopElPaseo.com

Downtown Palm Desert |



MEET ME ON
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Downtown Palm Desert | Over 200 Discoveries



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ART ON
EL PASEO
PALM DESERT

ShopElPaseo.com

Downtown Palm Desert | Over 200 Discoveries

D. Social Media - February

TOTAL FOLLOWERS: 93,831



COMBINED STATS:

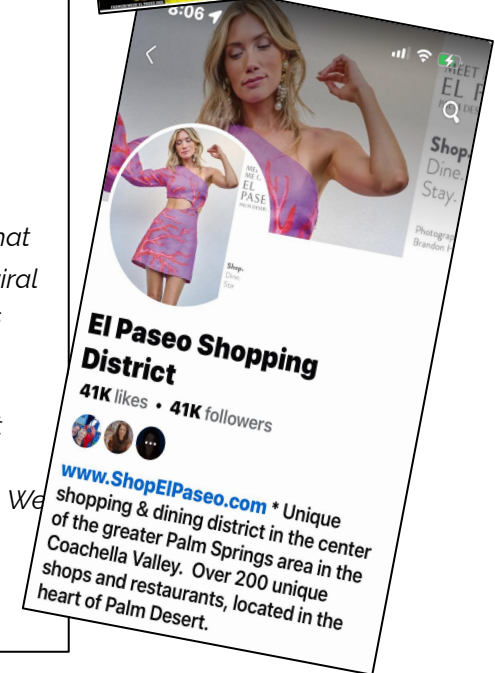
	<u>Mar 2025</u>	<u>Feb 2025</u>	<u>Feb 2024</u>
Impressions	114,472	-40.6%	+72.2%
Engagements	1,512	+101.9%	+2.3%
Audience Growth	93,381	+1%	+3%
Total Sent Messages	542	+32.8%	+38.9%

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**



4.5/5

#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



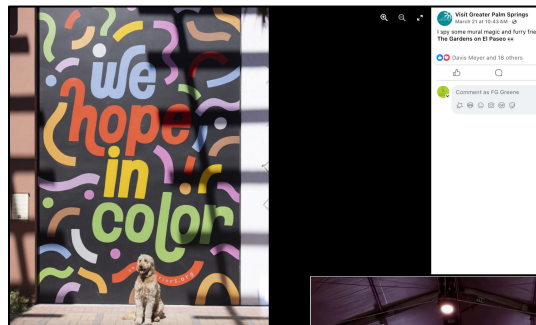
E. Visit Greater Palm Springs CVB - Website

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

www.ShopElPaseo.com

9,514
Sessions

7,754
Users
7,331 New

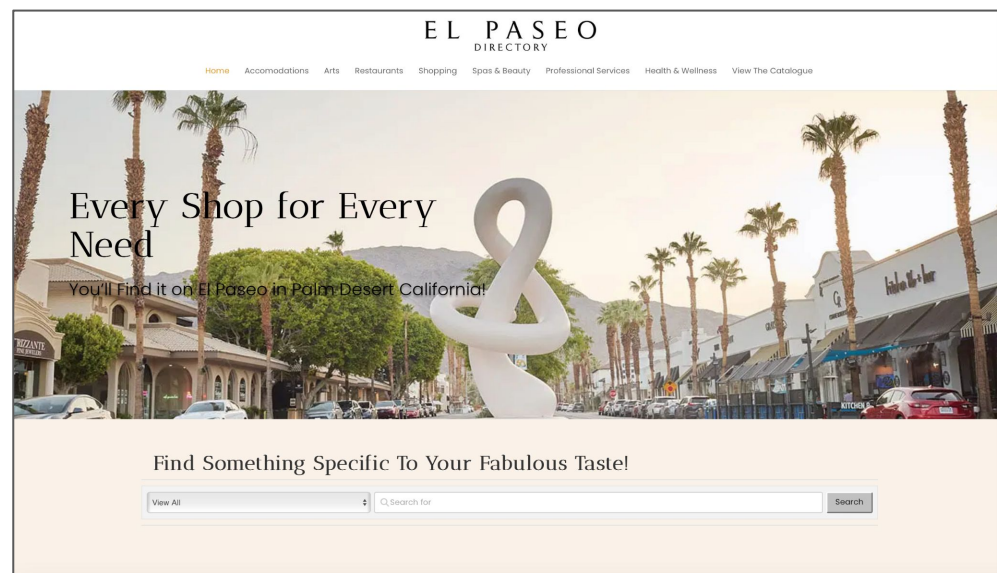
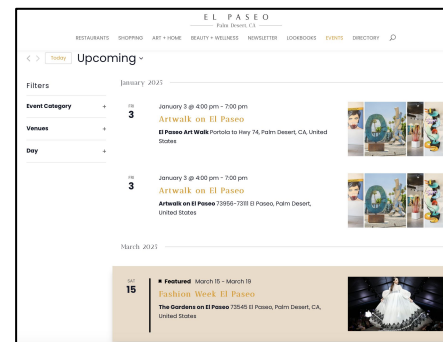
842
Directory
Sessions

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

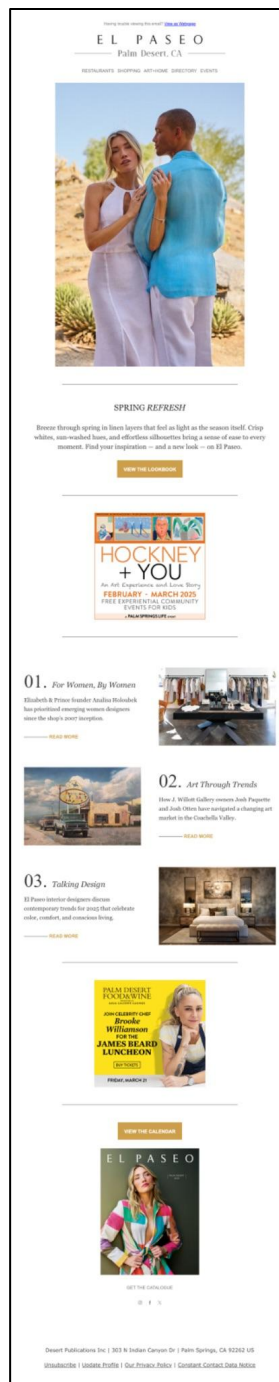
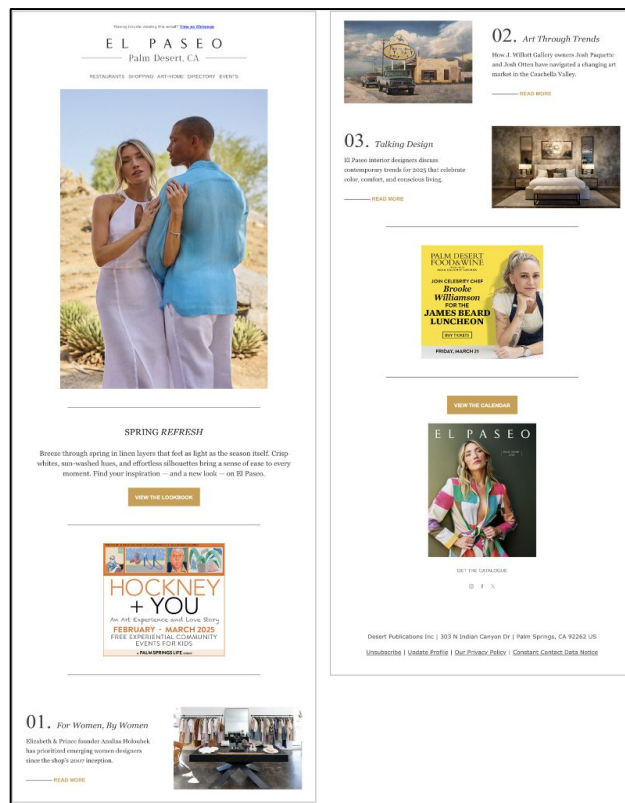
Subject line: Linen for Spring, Women-Owned Brands, and Art Trends

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

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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 | • Fashion week activations |
| • 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 | • Food & Wine |
| • 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

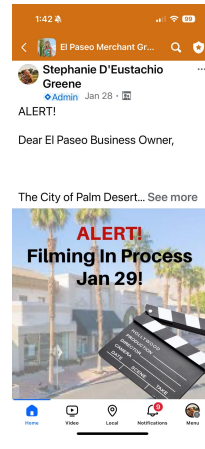
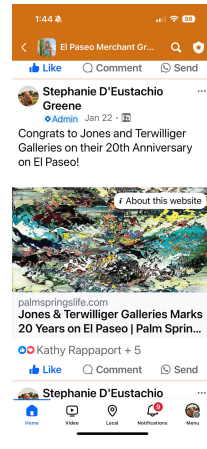
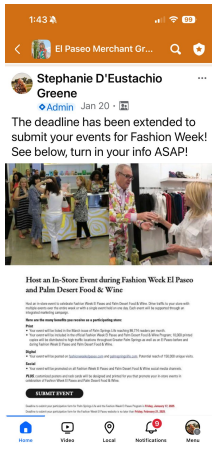
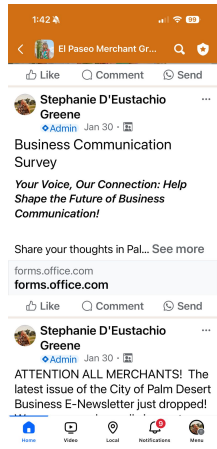
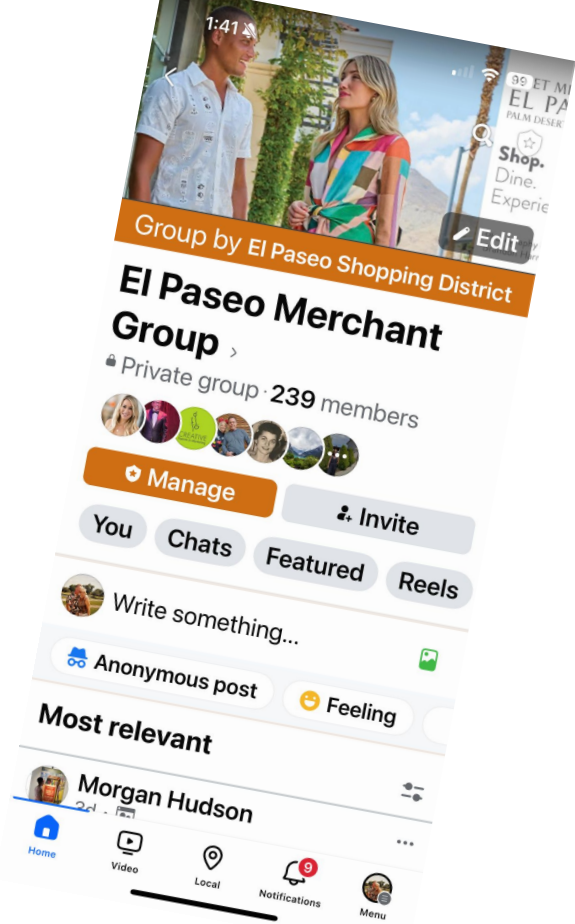
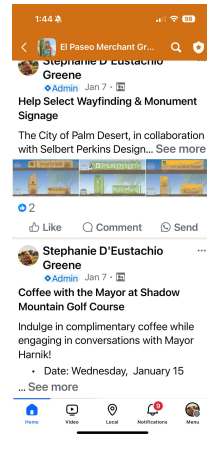
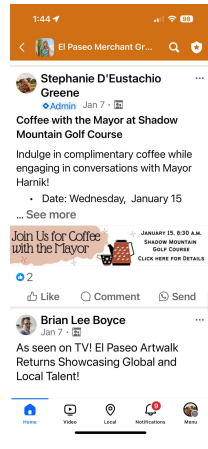
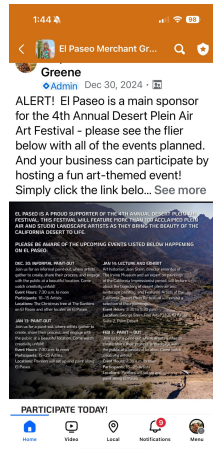
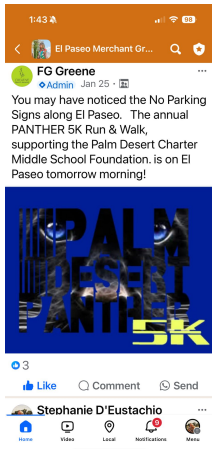
- Manage members/active merchants only
- Post relevant info



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

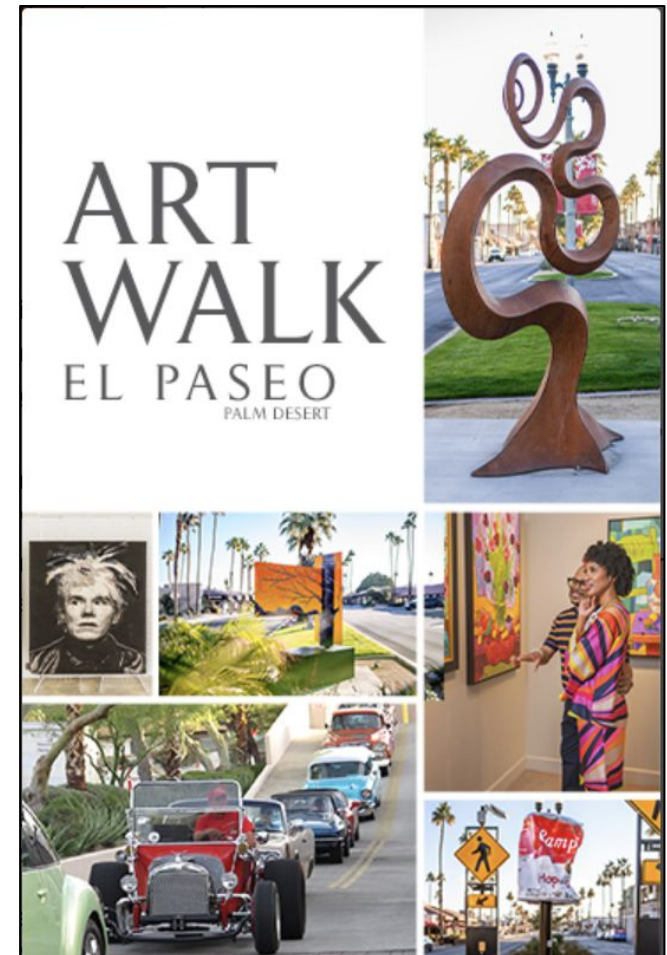


4

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

