



EL PASEO
PALM DESERT

SHOP. DINE.
EXPERIENCE.

E1 Paseo

parking & business improvement
district

MONTHLY MARKETING UPDATE

FEBRUARY, 2025

BUDGET YEAR: 2024-2025



March 25, 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 Assets

- Develop campaign elements (next page)
 - Prepare Apr 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

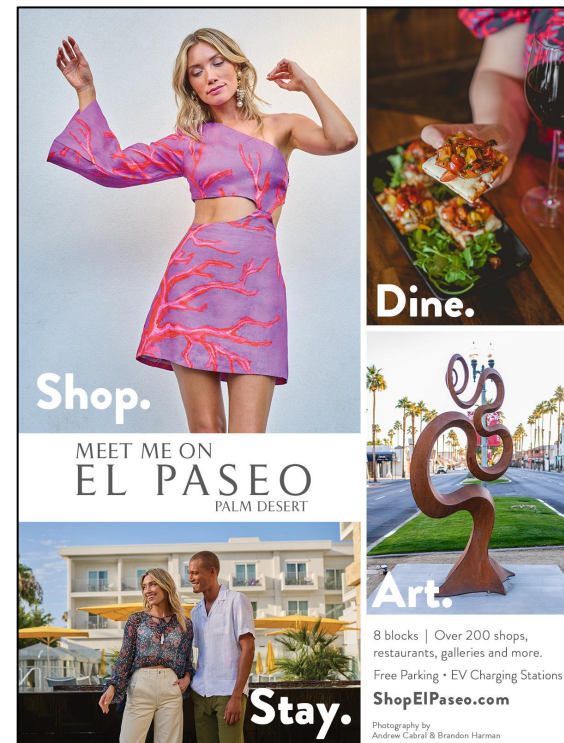
C. Photo Captures // Brand Resources:

- January /February

<ul style="list-style-type: none"> ● Skidmore ● Trina Turk ● Peri G ● The Wine & Cheese Shop ● Shorebird ● The Shops on El Paseo 	<ul style="list-style-type: none"> ● Maison leveque ● Shake shack ● Blonde ● Arhaus ● House of Lolo ● Lolo Interiors
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Graphics Produced in February



Ad for:

- Desert X Program - Annual
- Healthy Living Magazine - Quarterly
- Desert Plein Air Program - Annual
- Indy Car Program - Special Event

March PSL Ad



- Feb Stand Alone Monthly Eblast
- New Home Polybag Insert

Monthly graphics

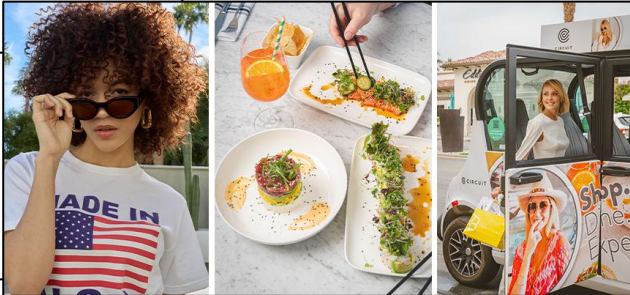
Outdoor Billboard Campaign



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



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ART ON
EL PASEO
PALM DESERT

ShopElPaseo.com

Downtown Palm Desert | Over 200 Discoveries

TOTAL FOLLOWERS: 96,988



COMBINED STATS:

	<u>Feb 2025</u>	<u>Jan 2025</u>	<u>Jan 2024</u>
Impressions	145,850	+20%	+5.9%
Engagements	806	-7.0%	-80%
Audience Growth	96,988	+3.9%	+1.5%
Total Sent Messages	408	+17%	-19%

HIGHLIGHTS FROM INSTAGRAM:

Profile Visits	4,814
Tagged Photos	230
Accounts Engaged	909
Accounts Reached	72,749

HIGHLIGHTS:

- We focused on ad sales on IG and really created content geared to new El Paseo customers and saw a huge increase across the board.



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 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



E. Visit Greater Palm Springs CVB - Website

534

Views on
Website Listing
Page – 534 CT

3

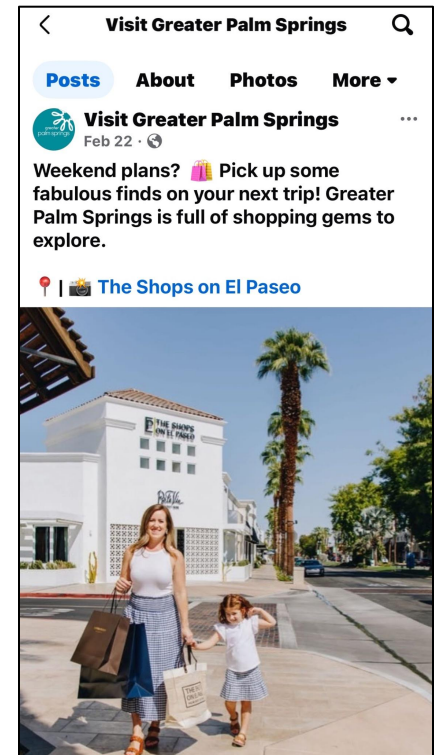
Social Posts

5

Blog Posts

876

Views on
Landing Page
106 Clicks to
Site



Visit Greater Palm Springs CVB - Publicity & GPSCVB Mentions

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

- Facebook

- February 22 - <https://www.facebook.com/photo/?fbid=1042062507963429&set=a.633921002110917>

- Instagram:

- Incl. Wilma & Frieda's - https://www.instagram.com/p/DFo4_EgpNRo/?img_index=1
 - Incl. Shorebird - <https://www.instagram.com/p/DGGXDWtptTu/>

- TikTok

- None

- Blog Posts

- Top Things to Do in Greater Palm Springs - <https://www.visitgreaterpalmsprings.com/blog/post/top-things-to-do-in-greater-palm-springs/>
 - Can't Miss March Events - <https://www.visitgreaterpalmsprings.com/blog/post/march-in-greater-palm-springs/>
 - Where to dine in GPS on Spring Break - <https://www.visitgreaterpalmsprings.com/blog/post/where-to-dine-in-greater-palm-springs-on-spring-break/>
 - Restaurants with Amazing Views - <https://www.visitgreaterpalmsprings.com/blog/post/restaurants-with-amazing-views-in-greater-palm-springs/>
 - A Taste of Greater Palm Springs Restaurant Week - <https://www.visitgreaterpalmsprings.com/blog/post/get-a-taste-of-greater-palm-springs-restaurant-week/>

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- Articles

- None

G. WEBSITE - managed by PSL

www.ElPaseoCatalogue.com

www.ShopElPaseo.com

9,258
Sessions

7,133
Users
8,200 New

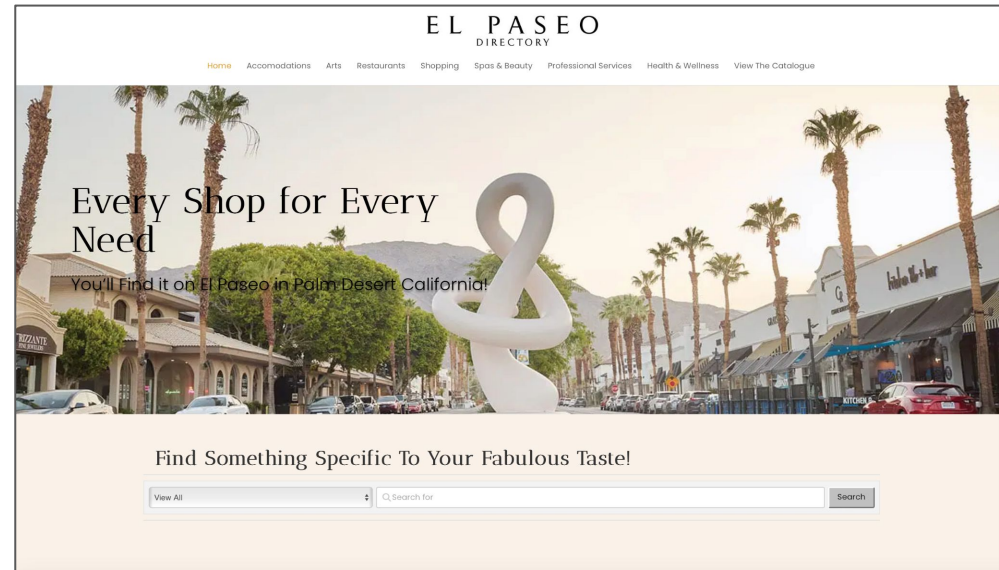
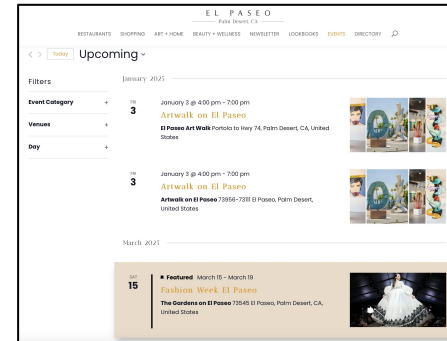
842
Directory
Sessions

28,243
Page Views

8,230
Directory Page
Views

El Paseo Directory

- 7,228 users
- 241 new users
- 152 clicks to advertiser website
- 29 direct calls from directory
- 800 print delivery
- 1,000 catalogue print delivery



F. Other Advertising - February

El Paseo Consumer E-Newsletter (PSL)

Deployed: Friday, February 14, 2025 @ 6:00 am PST

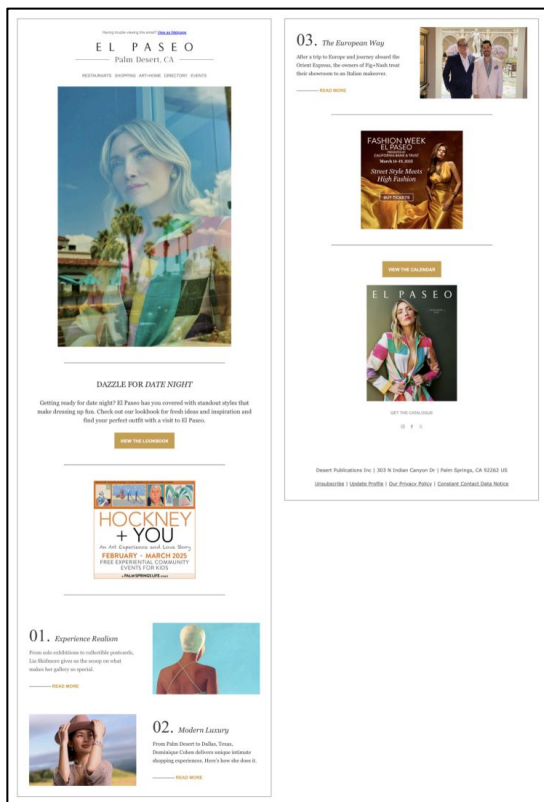
Subject line: Romantic Style – Plus Musings on Art, Style, and Home

Sent: 10,095

Open Rate: 54.1%

Opens: 5,057

Click rate: 2.9%



Lookbook Page Clicks: 873

<https://elpaseocatalogue.com/lookbooks>

PSL Exclusive E-Blast

Deployed: February 7

Subject line: Where can you shop, dine and stay?

Meet me in El Paseo!!

Sent: 48,204

Opens: 20,227

Open Rate: 42.7%

Click rate: 31.7%

G. OTHER PARTNERSHIPS

● City of Palm Desert

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



● El Pasoo Partners

- Palm Desert Chamber of Commerce
 - Ribbon Cutting
 - RE-BATH
- Riverside County Sheriff Department
 - Emails/texts with BDT team and Sgt. Cryder
 - Attended the Rick Espinoza retirement luncheon
 - Two new BDT team members
 - Deputy Keith Granados
 - Deputy Christian Lyon



2

SUPPORT THE BUSINESSES
MERCHANT RELATIONS

A. Overview of Stores

NEW STORES // OPEN SOON

- Carolina Herrera - Spring
- RE-Bath - open
- Tumi (March)
- Ruthless Gallery - Open
- LoveSac- Spring

PERMANENTLY CLOSED

- Sumo Dog

TEMPORARILY CLOSED

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

48

Businesses
Visited

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

2

One-on-One
Meetings

- Peri Jean
- ReBath

Businesses Visited

- El Paseo Jewelers
- Starbucks
- Thai Smile
- Coda Gallery
- Ramey Fine Art
- Skidmore Contemporary Art
- Trestle
- Connie Roberson
- Nomada
- Lilly Pulitzer
- Alo
- Beach Bunny
- Wilson Sports
- BGs
- Porta Via
- A Gallery Fine Art
- Desert Wolff
- Boelzner & Associates
- Athleta
- Peri G. Fine Art
- Shake Shack
- Hat Bar
- Desert Wolff
- Elyssa Contardo Designs
- Elena Bulatova Fine Art
- Nicole
- DiMarie Consulting
- Interior Illusions
- Tom Hammond Design
- Communion Salon
- The Patriot Store
- Swarovski
- Pandora
- Sundance
- Everything But Water
- Between The Sheets
- TravisMathew
- Jones & Terwilliger
- La Dolce Piccola Gelateria
- Dawson Cole Fine Art
- Brighton Collectibles
- Maison Leveque
- Artin Jewels
- RH
- Savory Spice Shop
- Communion Salon
- Mama Gina's Ristorante
- CPK

B. Manage Database - Ongoing

- Send updates to PSL/VGPS
- Review Monthly

C. Monthly Merchant E-Newsletters

- February Issue
- ArtWalk on El Paseo

D. Private Facebook Group

- Manage members/active merchants only
- Post relevant info

Sent EPPBID FEB 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	433	Open Rate	70.2%	Click Rate	0.5%
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	Original	Resend	Total		Original	Resend	Total
Opens	257	32	289	Clicks	2	0	2
Sent	433	156	589	Did Not Open	147	123	270
Bounces	29	1	30	Unsubscribed	0	0	0
Successful Deliveries	404	155	559	Spam Reports	0	0	0

Open Percentage	92.6%	Mobile Open Percentage	7.4%
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Sent PR: EP ArtWalk 03-07-25 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.](#)

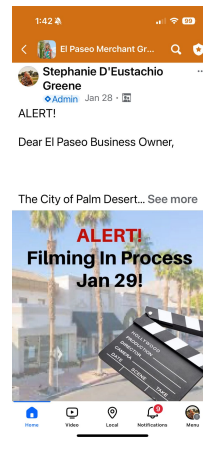
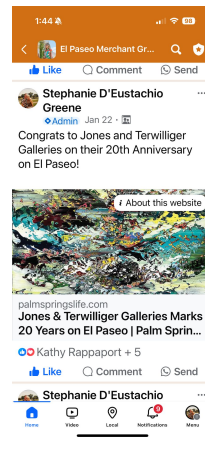
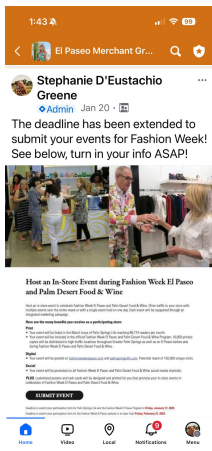
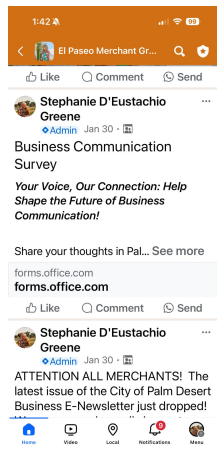
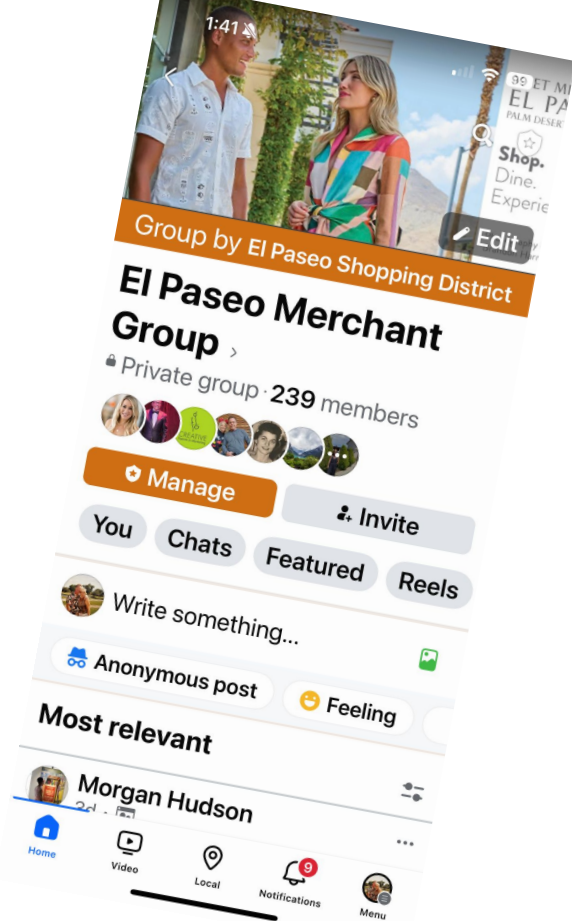
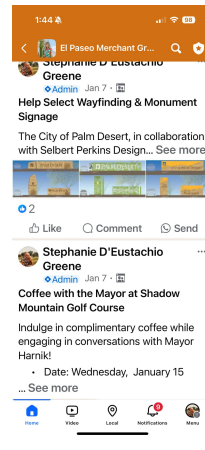
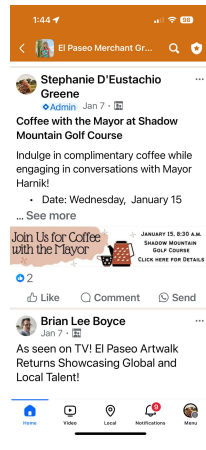
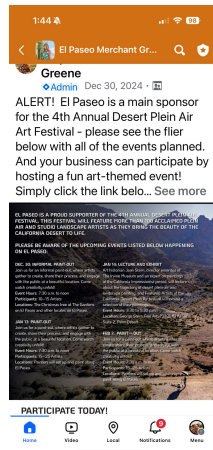
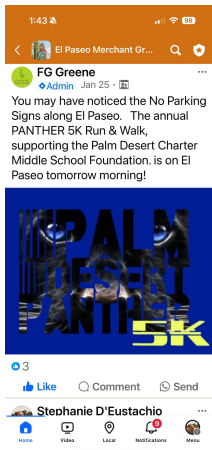
Sent	108	Open Rate	38.2%	Click Rate	2.2%
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Opens	34	Clicks	2
Sent	108	Did Not Open	55
Bounces	19	Unsubscribed	0
Successful Deliveries	89	Spam Reports	0

Desktop Open Percentage	93.1%	Mobile Open Percentage	6.9%
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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

25

Photo Captures
to Date

2,500+

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



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. Bandwango - Quest Pass

- Gather information from the galleries for their MAR 7th event
- Create graphics for the Quest pass

