



EL PASEO
PALM DESERT

SHOP. DINE.
EXPERIENCE.

2024-2025
ACTIVATIONS BUDGET
Update #2 // Bandwango
Presented:
April 17, 2025



2024-2025 Updated Budget

"Bandwango"

At the February and March board meetings, the overall budget was increased and one of the new mediums approved is the "Quest Pass" concept with Bandwango.

The concept of the online website/app based program allows for the development of quantifiable fun, interactive promotions to support events, categories and the businesses overall. This allowed us to revive the successful concept of "Happy Hopping" and take it to a new level.

The new "quests" directly address all of the initiatives, and allows for future growth with new levels, loyalty program aspects, and other benefits.

- **Evolves the Brand**
 - Utilizes a variety of photo images
 - Promoted via the Website
 - Included in initial and future Advertising Plan mediums
 - Provides content for Social Media
- **Supports the Businesses**
 - In-store visits will include training and participation with merchants
 - Promoted via the Merchant Newsletter & FB Group
 - Publicity Inclusion
- **Leverages Partnerships**
 - Future passes will incorporate partner events; ie Restaurant Week, Large-scale events, etc.
- **Develops Interactive Activations & Partnerships**
 - Art on El Paseo - ArtWalk
 - Fashion Week/Food & Wine
 - Plein Air Festival



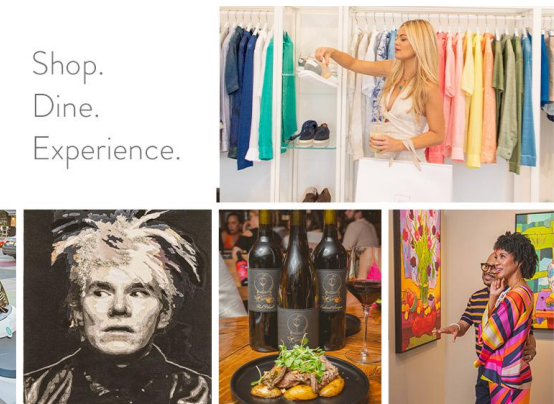
EL Paseo - "Explore El Paseo"

- Access the Passes at "Explore.elpaseo" via QR code
- Passes are listed and easily accessible

Get ready for thrilling adventures with our new "Explore" passes! Dive into the excitement of El Paseo as you embark on fun quests that guide you through our iconic shopping avenue, uncovering hidden treasures along the way. Whether it's ArtWalk, delightful happy hours, or exciting events, there's a pass just waiting to enhance your visit. Ready to join the fun? Simply head over to <http://ShopElPaseo.com>, grab your pass, and let the exploration begin!

PROMOTED VIA:

- Pass 1
 - Social Media Posts/Boosted
 - Online Calendar Listings
 - CV Weekly Ads/Magazine Cover
 - Radio Schedules
 - Outdoor Billboard
 - PSL Digital Newsletter
 - ShopElPaseo.com Website
- Pass 2 and Future Passes
 - Social Media Posts/Boosted
 - Online Calendar Listings
 - Outdoor Billboards
 - PSL Digital Newsletter
 - ShopElPaseo.com Website
 - Digital Online Campaigns
 - VGPS Website
 - Publicity



PASS #1

Art on El Paseo – ArtWalk

Start Date: March 5
End Date: April 5

Check-Ins: 31
Emails Gathered: 15

Participating Galleries:

- Art 276
- A Gallery Fine Art
- Chuck Jones Gallery
- CODA Gallery
- Dawson Cole Fine Art
- Desert Wolff
- Jones & Terwilliger
- Melissa Morgan Fine Art
- That Gallery
- Ramey Fine Art
- Skidmore
- Soul Dive Yoga Art

Comments:

- *"This brought new people who are our customers."*
- *"Very fun, saw people using it!"*
- *"Can't wait to be included in the next one!"*



NEXT STEPS:

- Support Graphics



4x4 Card



Window Decal & Coaster



Social Media Graphics



Print Ad



PASS #2

“Summer Dining Adventures // Dine Around Town”

In Process

Start Date: May 15
End Date: August 31

Pass Type:

- “Gamified”
 - Budget allocated to purchase gift cards
 - Review program and disbursements
- Participants earn 100 points for each check in
- Prizes awarded:
 - 500 points: \$10 Gift Card
 - 1,000 points: \$25 Gift Card
 - 2,500 points: \$50 Gift Card
 - 5,000 points: \$1,000 Gift Card

Participating Businesses

- *All Dining Businesses*
- *Happy Hours*
- *Breakfast/Brunch*
- *Late Night*
- *Dining Specials*
- *Partnerships: Restaurant Week Participants*



BUDGET APRIL - JUNE

"Explore El Paseo Passes"

APRIL (Approved)

- April 4 Artwalk Marketing
 - Billboard Graphic
 - Radio Schedule (4/1-4)
 - CV Weekly Print Ads
 - PSL E-Newsletter; 4/4

MAY/SUMMER EFFORTS

From Discretionary Funds: Balance is \$6,000

- Window Clings \$1,500
- Coasters \$1,500
- 4x4" Rack Card \$1,000
- Radio Schedules \$2,000

Covered by Approved Budget

- Billboard Graphics Budgeted
- Print Ad/PSL Summer City of PD Budget
- Social Media Paid Campaigns Budgeted
- Online Digital Campaigns/Graphics Budgeted
- PSL E-Newsletter; 5/20 Budgeted
- Website Updates Budgeted
- Publicity Budgeted
- Administrative/Merchant Relations Budgeted





Thank You!

