



## MARKETING PLAN 2018-2019 CITY OF TWENTYNINE PALMS TBID

PRESENTED BY  
"VISIT 29!"

*Gateway to the Mojave and Joshua Tree National Park*  
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID)

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## EXECUTIVE SUMMARY

The City of Twentynine Palms is the home of Joshua Tree National Park Headquarters, Oasis Visitor Center, and the north entrance to the nearly 800,000-acre national park. It also is the home of the largest Marine Corps training base in the world. These are the most significant economic drivers for the City of Twentynine Palms—the Marine Air Ground Task Force Training Command, Marine Corps Air Ground Combat Center (MCAGCC) and tourism to Joshua Tree National Park (JTNP) and the Mojave Desert.

**MCAGCC** provides direct spending by military personnel, families, civilian employees, instructors, and contractors that support hotels, housing, and food, including spending by visiting friends and relatives of military personnel and families. In addition to approximately 20,000 active-duty Marines and sailors and their families stationed at the Combat Center, “more than 50,000 active-duty and reserve Marines and sailors, as well as other U.S. and allied forces, train at the Combat Center 350 days each year through ITX, other exercises, and formal schools.” [Community Impact Report 2016, MAGTFTC, MCAGCC, Twentynine Palms].

The total payroll impact of the Marine Corps base is \$635 million a year. According to ESRI reports, estimated retail spending patterns of the base personnel is approximately \$14.8M, while total retail spending potential of the base is \$46.5M. Of the \$14.8M in total retail sales, miscellaneous store retailers capture \$5.8M and restaurants capture \$6.4M in sales. The \$46.5M in retail spending potential indicates that retail sales across other retail categories are being captured by neighboring jurisdictions, likely Yucca Valley. [Fernando Sanchez, Project Analyst, Kosmont Companies, August 2017. City of Twentynine Palms Retail Market Study, May 5, 2017, Kosmont Companies, Page 30. <https://app.box.com/s/zyt83cp0j8cxuyzmcjzmvvgre7525oac> ]

**JTNP** attracted nearly 3 million visitors in 2017, and the park will surpass 3 million in 2018. A total of 2,852,619 visitors were recorded entering the park in 2017, an increase from the previous year and almost double the visitation to nearby Death Valley National Park, which recorded 1,294,827. Visitors spent an estimated \$137,625,400 in local gateway regions while visiting Joshua Tree National Park in 2017. These expenditures supported 1,789 jobs, with \$67,602,700 in labor income, \$112,140,800 in value added, and \$182,717,500 million in economic output in local gateway economies surrounding Joshua Tree National Park.

[2017 NPS Visitor Spending Effects Report <https://www.nps.gov/subjects/socialscience/vse.htm>]

Nationally, \$18.2B NPS visitor spending in 2017 is broken into eight expenditure categories:

- Hotels, Motels, B&Ss (\$5.5B)
- Restaurants & Bars (\$3.7B)
- Gas & Oil (\$2.2B)
- Admissions & Fees (\$1.8B)
- Souvenirs & Other Expenses (\$1.8B)
- Local Transportation (\$1.4B)
- Groceries & Takeout Food (\$1.3B)
- Camping Fees (\$.4B)

[2017 NPS Visitor Spending Effects Report <https://www.nps.gov/subjects/socialscience/vse.htm>]

JTNP has three park entrances: Joshua Tree, Twentynine Palms, and Cottonwood. The Twentynine Palms/Oasis entrance had ~658,000 visitors in 2017, making it the second busiest after the Joshua Tree entrance. [Source: National Park Service (2017). Note: Estimates of ~3.5 persons per vehicle are considered in visitor estimates. City of Twentynine Palms Updated Hotel Analysis, July 2018, Kosmont Companies, page 3.]

A core strategy for the City of Twentynine Palms TBID will be to attract more visitors through the city's north entrance of the park, increasing visitor spending, and positioning the city as a premier outdoor adventure destination and gateway to an authentic wilderness experience.

## Hotel Market Analysis

### Market Performance Summary – City of Twentynine Palms

Year	Average Occupancy	ADR	Annual Supply of Room Nights	Annual Demand for Room Nights	Change in Occupied Room Nights	RevPAR	Change in RevPAR
2012	60.5%	\$86.34	214,620	129,830	(5.8%)	\$52.23	(5.7%)
2013	57.8%	\$84.63	214,620	123,944	(4.5%)	\$48.87	(6.4%)
2014	57.6%	\$84.89	214,558	123,541	(0.3%)	\$48.88	0.0%
2015	58.1%	\$80.15	214,620	124,456	0.7%	\$46.08	(5.7%)
2016	63.0%	\$85.26	214,620	135,225	7.8%	\$52.76	14.5%
2017	63.3%	\$86.72	214,620	135,758	1.1%	\$54.86	4.0%
<b>Total Growth 2012-17</b>	<b>4.6%</b>	<b>0.4%</b>	<b>0.0%</b>	<b>4.6%</b>		<b>5.0%</b>	

(ADR = Average Daily Rate. RevPAR = Revenue Per Available Room)

[Source: Smith Travel Research 2018. City of Twentynine Palms Updated Hotel Analysis, July 2018, Kosmont Companies, page 13.]

Below is a table of recent Transient Occupancy Tax (TOT) for the City of Twentynine Palms. Note the significant drop in the TOT revenue for the City by 25% from 2012 to 2015, and the increase in revenue from 2015 to 2018.

Year	Total of Transient Occupancy Tax	Growth %
2011-2012	\$1,036,100	
2012-2013	\$892,600	
2013-2014	\$815,955	-
2014-2015	\$856,826	+ 5%
2015-2016	\$943,832	+ 10.1%
2016-2017	\$1,106,660	+ 17.2%
2017-2018	\$1,219,620 (projected)	+ 10%

[California Travel Impacts, 2000-2017, Dean Runyan Associates for Visit California and Governor's Office of Business Development, May 2018, page 123.]

The City of Twentynine Palm is projected to generate more than \$1.2 million in TOT revenue in 2017-2018, marking its fourth consecutive year of growth.

Trends in TOT revenue for the City of Twentynine Palms between 2011 and 2018 reflect a variety of environmental factors including fluctuations in Federal spending on military contracts at MCAGCC, attendance to national parks and public lands, growth in the short-term vacation rental market, and overall awareness of the destination.

## **Current Market Situation**

The City of Twentynine Palms has approximately 640 lodging rooms and nearly 50 active vacation home rentals in the city limits as of 2018. It has the most diverse lodging market in the region, including nationally branded hotel properties. The different types of accommodations are hotels, motels, inns, bed and breakfasts, recreation vehicle resorts, and vacation home rentals.

New in 2017-2018 is a cultural arts initiative that is assimilating all the artists and arts organizations in the Morongo Basin for regional cohesion and arts-and-tourism promotion. A core group has created the Morongo Basin Strategic Plan for Culture and the Arts for the purpose of economic and community development through arts and culture, produced by The Cultural Planning Group, the Land Use Services Dept. of San Bernardino County, Arts Connection of San Bernardino County, and a coalition of community artists and civic leaders. The goal is to create unified regional branding, promotion, and support for cultural arts in the Morongo Basin area.

The regional branding identity also creates competition for Twentynine Palms with the neighboring towns, such as Yucca Valley and Joshua Tree. Each city positions itself as a better option for the visitor regarding park entrances, historical culture, art venues/events, and retail amenities. The City of Twentynine Palms must improve its branding and brand story to position itself as the destination and must market itself aggressively as a unique wilderness experience in this region, with significant lodging and cultural arts.

## **Tourism Marketing Analysis**

For the City of Twentynine Palms to remain competitive with its neighboring cities, and for the destination to grow, it is imperative that the City of Twentynine Palms invest in destination development, ensuring that essential tourism amenities needs are met.

There has been insufficient economic development investment in the tourism sector from the city, resulting in tourists shopping in neighboring cities such as Yucca Valley, Joshua Tree, and the greater Palm Springs region. Comparatively to the surrounding destinations, the City of Twentynine Palms is lacking key tourism amenities such as restaurants and retail shops, as well as event spaces to host large regional events.

## **Tourism Business Improvement District**

In 2017, a Tourism Business Improvement District (TBID) was formed for the City of Twentynine Palms, and an Advisory Board was appointed with five (5) board members.

To support the goal of the TBID, a tourism assessment fee of 1.5% per guest room night is charged by all lodging facilities, over and above the 9% Transit Occupancy Tax (TOT) the lodging facilities are currently charging.

The TBID uses this 1.5 % for the tourism marketing expenses for marketing the City of Twentynine Palms as a destination. The board members' first task was to develop a new Tourism Marketing Plan. This plan expanded on the city's previous marketing plan, prepared by the city's marketing specialist and used for the past few years.

The primary objective of the new marketing plan is to create a healthy tourist industry for the hospitality market of the city. The secondary goal is to increase city revenue through the Transit Occupancy Tax, thereby aiding the city in developing and building its infrastructure and supporting its economic development and growth in retail through the tourism industry.

The TBID is a funding tool to support tourism marketing programs; this is a strategy directly aligned with the financial objectives of the City of Twentynine Palms. The strategies focus on positioning Twentynine Palms as a destination next to Joshua Tree National Park, by developing marketing programs that make it synonymous with Joshua Tree National Park. The historical headquarters and north entrance of the park are located in Twentynine Palms; this positioning makes the city more visible to the travel community, compared to the competitors, the Town of Yucca Valley and the Village of Joshua Tree. The tourism marketing also highlights the diverse lodging facilities in Twentynine Palms, including large, brand-name hotels, as compared to its competitors.

## SWOT Analysis (2017-2018)

### Strengths

- The city is well located **geographically**: It is a desert destination, which is currently is growing very steadily in national and international tourist markets.
- The landscape of the city is **rural** with a small residential community; therefore, programs can market it as a city that has the theme of small town rural charm.
- The city embraces its **historic** pioneers and Native American culture.
- The city supports its **arts** community and features artists, galleries, murals, and public art.
- The city is surrounded by desert **wilderness**, which has wildlife, fresh air, dark skies for stargazing, which in turn supports outdoor recreational activities, such as camping, hiking, rock climbing, stargazing, biking, bird watching, experiencing landscapes of wildflowers and unique rock formations.
- The city's **natural landmark assets** are Joshua Tree National Park, Indian Cove Campground, 49 Palms Oasis, Oasis of Mara, and its close proximity to Amboy Crater, Mojave National Preserve and Mojave Desert Wilderness Areas, and the Mojave Monuments (Castle Mountains, Mojave Trails, Sand to Snow).
- These natural landscapes create a feeling of **health and wellness**, which supports a growing tourism market. As a marketing initiative, health and wellness as a theme can be part of the city's branding; this also creates an **authentic destination experience**.
- The tourism market can benefit the larger economic development (growth in small business) for the city.
- The city has the added economy of the Marine Corps base, which boosts tourism and the housing market.

- The city has the most diverse inventory of lodging options in the region, thus providing accommodations to meet all travel needs.
- The Transient Occupancy Tax is the third largest revenue source for the city.
- In 2013 the Mojave Desert was recognized by National Geographic in a special issue titled “The World’s Most Beautiful Places—100 Unforgettable Destinations.”

### **Weaknesses**

- Lack of economic development to support the growing tourism. The city lacks major tourist amenities, such as nightlife, retail stores to provide shopping, coffee shops, restaurants, meeting spaces, and event venues, etc.
- The marketing plan needs to be a more comprehensive plan that targets a growing and diverse national and international tourism market (e.g. not just young outdoor types).
- The marketing plan previously lacked branding of the city tourism, and more was needed in the area of social media, an updated tourism website with a blog, and significant use of modern technology such as videos and apps in tourism that promote the city.
- The marketing plan needs more sustainability initiatives that can be used as a strategic goal to market the city and that indicate “We care for our planet, people, and profits.”
- Many residents of the city are transient occupants because of the military base, or are low-income residents and families; therefore, some local housing tends to be poorly kept, which leads to a poor curbside appeal from a visitor perspective.
- Downtown Twentynine Palms needs revitalization, positive investments, and redesigning to accommodate the growing tourism.
- The city lacks adequate transportation from airports, such as Palm Springs Airport (to Twentynine Palms), and it needs more Ubers (to transport visitors to signature event venues, such as Pappy and Harriet’s), as well as bus routes that carry visitors for national park tours, and rental car services.
- There is no major sporting venue to attract national sports to the city, such as golf or tennis tournaments.

### **Opportunities**

- The city’s signature natural asset is its location as the north entrance of Joshua Tree National Park. The city’s rural location in the desert is an extension of the Joshua Tree National Park landscape and wilderness experience, hence the city has the potential to attract a huge market segment that enjoys wilderness, open spaces, and the dark night skies experience that it provides.
- The city has a growing community of Arts and Culture. This can be used strategically for branding the city. While it has a significant arts presence, it needs more cultural history, for example: “Promote the homesteading history and an appreciation of the kind of resourceful people who pioneered the town, left their cultural imprint on the city, and who continue to inspire a tight-knit community of caring individuals. Showcase through a network of interpretive/artistic displays the authentic history that made the town what it is.” [Cultural Tourism Charter for Twentynine Palms, Lisa Pitts, 2009].
- The largest Marine Corps training base in the world is located adjacent to the City of Twentynine Palms. The military population adds to the economy of the area by spending in the local businesses and the housing market, and it adds to the tourism industry as visiting friends and relatives who stay and dine in Twentynine Palms.

- Because of its diverse room types and abundant supply of rooms, the city can host almost all travel needs. The city receives the most significant TOT revenue in the region, and it has the potential for great economic growth through the tourism market. More growth in tourism would encourage more investments in the business economy.
- The city can be marketed as a destination for events such as weddings, rock concerts, sports, mountain biking, annual festivals; holiday seasons and celebrations, wildflower season; stargazing; photography and filming; and desert escapes because of its huge open desert wilderness spaces.

### Threats

- The neighboring cities are developing at a faster pace than the City of Twentynine Palms in retail and the housing market. Joshua Tree has plus/minus 650 vacation home rentals and four motels; this is about 100% of Twentynine Palms lodging rooms. This market share is predicted to grow for Joshua Tree (which is an unincorporated area of San Bernardino County). The majority of these lodging facilities do not pay TOT, and there is no ordinance that provides government guidelines for the lodging facilities. Hence, the lodging in Joshua Tree has a 10.5% advantage in their prices compared to lodging in Twentynine Palms.
- The lack of economic development and infrastructure has resulted in very little growth in the tourism market for the city in the last five years.
- The Marine base has already projected extending their current lodging facility to an additional 80 units. Tortoise Rock Casino has projected a 100-plus lodging facility by 2020. Both of these entities are not obligated to pay into TOT for the City of Twentynine Palms.
- A federal government shutdown creates no or low economic revenue to local businesses, as the city is heavily dependent on Joshua Tree National Park and the Marine base for its economic survival. In 2013, the government shutdown caused the city to lose tourism business and a major event contract that it had hosted since 1990, the AdventureCorps Furnace Creek 508 desert cycling race, which had its finish line in Twentynine Palms.
- Although there has been an increase in the number of travelers to the city, the increase is very slow. While the national park had a growth of 27% in 2017, the city's growth, as seen by the hotel industry TOT revenues attained in the last 5 years, has been about 10%.

## Objectives & Goals

### Quantitative Objectives

Aligned with the city's financial objectives, the goal is to increase Transient Occupancy Tax and Sales Tax revenues, which is crucial to the continued fiscal health of the city. This marketing objective encourages visitors to stay a minimum of two nights in the city. It would also convert "travel through" visitors to overnight occupants, and **increase the number of overnight stays by 10% in a two-year period**. This will encourage and increase repeat visitors. Marketing programs will achieve this objective by capitalizing on the city's unique location in a desert landscape and advertising the city as a two-day desert getaway.

The second objective is to **increase individual visitor expenditure by 10% over a planned period of two years**. Marketing programs will capitalize on the city as the Gateway to the new Mojave Trails National Monument and host of the historical headquarters and north entrance to Joshua Tree National Park. This national park attracted 2.9 million annual visitors in the region in

2017, who spent an estimated \$137,625,400 in the gateway communities.

[2017 NPS Visitor Spending Effects Report, page 24, Natural Resource Report NPS/NRSS/EQD/NRR—2018/1616, <https://www.nps.gov/subjects/socialscience/vse.htm>]

The city also is the home of the largest Marine Corps training base in the world; this target market supports a large part of the economy of the city through transient and resident military and families that live in and visit the city daily. Visitor expenditure can be increased through this target market. The spending power of the Marine base in the area is estimated to be \$46.5 million a year.

### Qualitative Objectives

- Encourage visitors to make Twentynine Palms their authentic desert getaway destination for visiting Joshua Tree National Park, Mojave Trails National Monument, Route 66, and Mojave National Preserve.
- Use the marketing programs to promote the city's partnership with the BLM as an official Gateway to Mojave Trails National Monument and Route 66.
- Promote Twentynine Palms as the home of desert and mountain vistas, dark skies and brilliant stars, as well as historical murals and public art.
- Focus marketing programs on making Twentynine Palms synonymous with Joshua Tree National Park. Invite visitors with slogans such as "Come out to the desert, visit Joshua Tree National Park, and STAY in 29 Palms" and "Visit 29!" in advertising campaigns.
- Capitalize on the city's proximity to, and relationship with, the MCAGCC to encourage service members and their families to utilize the tourism amenities in the City of Twentynine Palms, including lodging, restaurants, and attractions.

### Summary of Goals

**BRANDING:** Establish the destination's brand and market positioning, giving the destination a competitive edge and one that appeals to the targeted niche markets.

**ESTABLISH TARGET MARKETS:** Establish key domestic and international feeder markets to strategically target in order to stimulate longer stays and increased visitor spending.

**BUILD DIGITAL PRESENCE:** Continue to build and refine the Visit29.org visual story, utilizing innovative digital technology to reach a global audience. Increase social media marketing to engage with and grow our targeted niche markets.

**MEASUREMENT:** Utilize and record metrics and analytics to measure progress and ROI in marketing initiatives. Track TOT revenue quarterly.

**PARTNERSHIPS:** Build and foster local, regional, state and national partnerships to support the goals of the TBID.

**ADMINISTRATION:** Maintain consistent and positive marketing staff to implement the marketing plan, programs, and budget for Twentynine Palms with the support and guidance of the TBID Advisory Board.

## MARKETING STRATEGY

**Park Destination:** The primary marketing strategy is to position Twentynine Palms as a destination next to Joshua Tree National Park, using a marketing message to promote Twentynine Palms as “the headquarters of Joshua Tree National Park and host of its north entrance and Oasis Visitor Center.” Make Twentynine Palms synonymous with Joshua Tree National Park. Marketing programs will invite visitors to “Come out to the desert, visit Joshua Tree National Park, and STAY in 29 Palms.” And to those visitors already here, invite them to “Stay and Dine in 29!”

**Branding:** The second strategy is branding the City of Twentynine Palms using several authentic themes that relate to this destination, such as a desert oasis, a weekend getaway, a desert wilderness experience, a health and fitness space, a place to unwind and relax, a city that cares about its people and planet. Diverse marketing programs need to be employed using several themes to promote the city.

**Sustainability:** The third strategy is using sustainability as an innovation to promote the city. A destination that has a positive reputation has a competitive advantage. Visitors respond favorably to sustainable destinations and tourism areas that actively promote their sustainable practices. Market the City of Twentynine Palms as supporting and protecting people and the planet. In particular, promote Joshua Tree National Park and hospitality industry initiatives for sustainable practices and land conservation, recycling, water conservation, and dark night sky protection.

**Military Outreach:** A fourth strategy is outreach to troops and families stationed and newly arrived at MCAGCC to invite them into town for events, attractions, dining, lodging, and housing. For several years, the City of Twentynine Palms has contracted with MCCA/MCAGCC for advertising and sponsorships aboard the base, promoting the city via digital ads in MCCA e-news, movie theater ads, base marquee ads, print advertisements in base publications, event sponsorships, friendly hospitality and working with MCCA and the Chamber of Commerce for welcome aboard and relocation events. The TBID should support and partner with the city in these efforts and supplement them with additional marketing initiatives on behalf of the TBID.

### Branding

What is branding? In branding, the following is used to distinguish a business from the competition: a sign, a slogan, a specific design, or a combination of these features to differentiate the product or services from the competition. Strong branding has become essential in competitive tourism industries. The aim of the brand is to keep and increase traffic to your destination, “Visit 29!”

#### The goal of branding the City of Twentynine Palms:

- Clearly deliver the message of the destination’s mission/vision statement.
- Use a strong brand to confirm the City of Twentynine Palms’ credibility.
- Emotionally connect target markets with city assets, events, history, art, culture, food, lodging, services and tourism businesses.
- Motivate the traveler to “Visit 29!” in its design, colors, authenticity, and artistic creation, in the logo, website, social media, print ads, digital media, videos, etc.
- Create loyalty from visitors and desert travelers.

### **A Basic Checklist to Evaluate the Brand**

1. The City of Twentynine Palms brand must relate to its target audience. Will they instantly "get it" without too much thought? Be clear about the main theme that the brand is expressing.
2. The brand must share the uniqueness of what the city offers (e.g., A Desert Oasis, an outdoor adventure, a rural desert setting).
3. It must reflect what the brand promises, especially for the target or niche markets.
4. The brand must reflect the values that the city wants to be represented as a visitor.

[Laura Lake, Why Branding Is Important When It Comes to Marketing, retrieved July 2017 from <https://www.thebalance.com/why-is-branding-important-when-it-comes-to-your-marketing-2294845> ]

### **Currently what does the city have in terms of a brand?**

On July 24, 2017, the TBID Advisory Board agreed to adopt "Visit 29!" as its tourism Destination Marketing Organization (DMO) handle, with a tagline of "Gateway to the Mojave and Joshua Tree National Park." The board also agreed, with some modifications (adding an "!"), to use the city's approved branding logo, created by local artist Chuck Caplinger, the "29" logo and "A Desert Oasis" as part of the branding for the Twentynine Palms Tourism Business Improvement District's marketing program. (See logo on cover of this marketing plan.)

### **Marketing the brand of Visit 29!**

The Brand should create a broad theme, that **Visit 29 is a rural outdoor desert adventure**, in a **Joshua Tree National Park gateway community**, a unique **desert outpost**, for a great **wilderness experience in the Mojave Desert**. It offers wide-open spaces, dark night skies, unique campgrounds and diverse city lodging, for activities such as bird watching, biking, rock climbing, hiking, photography, stargazing, and relaxation in harmony with the Mojave Desert.

The city as a brand also has unique history; it supports and embraces the home of the largest Marine Corps training base in the world and honors the military families that were pioneers of Twentynine Palms. The cultural history embraces the Indian tribes that were the first inhabitants of the city and many pioneering families that homesteaded the area.

### **The Brand should market Signature Events that the city hosts, such as:**

- Hilltoppers MC 29 Palms Grand Prix (+/- 5,000 attendance)
- Pioneer Days
- The Weed Show
- ChalkFest 29
- 4<sup>th</sup> of July Celebration
- Night Sky Festival (and Meteor Shower events)
- Joshua Tree National Park Art Exposition (Fall)
- Joshua Tree National Park Art Festival (Spring)
- Car Show and Street Fair (Spring)
- Oasis Car Show (Fall)
- Youth Basketball Tournaments
- Tortoise Rock Casino "Live at the Rock" Concerts (May to Oct.)
- Military Relocation in June/July

### **The Brand should market Local Attractions, such as:**

1. Joshua Tree National Park Headquarters and north entrance, Indian Cove, 49 Palms Oasis, Oasis of Mara, park trails/sites near the city (Keys View, Desert Queen Ranch, Barker Dam, Ryan Mountain, Geology trail, Boy Scout trail, Skull Rock, Wall Street Mill).
2. Sky's The Limit Observatory and Nature Center, Tortoise Rock Casino.
3. 29 Palms Art Gallery, Old Schoolhouse Museum, Theatre 29, Smith's Ranch Drive-In, 29 Palms Creative Center, murals and public art.
4. Mojave Trails National Monument, Amboy Crater, historic Route 66, Mojave National Preserve, and other Mojave Desert destinations.

**The Brand should use the following themes to reach target markets:**

1. **Health & Wellness Destination:** Escape & Relax – peace, quiet, open landscape, simple pleasures; Health & Healing – yoga, retreats, alternative, meditation.
2. **Art & Culture:** Rural art community – art, music, theater, performance, festivals.
3. **Rural Community** with history of pioneers, homesteaders, adobes, Indian tribes, Marines.
4. **Sustainability:** City that supports core sustainability efforts, such as preservation of the wilderness (partner with Mojave Desert Land Trust, Desert Institute, Joshua Tree National Park Association); supports Military Hero's program; supports local artists and arts organizations (29 Palms Artists' Guild, 29 Palms Creative Center, JTNP Council for the Arts, MBCAC, etc.).
5. **Hospitality** that cares by using recycle bins, water conservation; and community (Clean up 29!).
6. **Seasonal Themes** in the year, for example, Visit 29 for an awesome wildflower season; celebrate Christmas in 29 Palms; stargaze on summer nights in the desert; enjoy 29's fall events.
7. **Outdoor Activity:** Adventure – hiking, rock climbing, camping, backpacking, cycling, horseback riding, geocaching, off-road vehicles, RV camping, Yoga, birding.
8. **Nature:** Birding, stargazing, astronomy, geology, wildflowers, camping, hiking, biking, wildlife, photography and filming.

## Target and Niche Markets

### Visitor Profiles for this Destination

Groups of two or more people make up over 91% of the JTNP visitors. The age range of 55 and older (represents 34%), age 25 to 54 (represents 47%) and 24 and younger (represents 19%).

**Primary motivators** to visit the desert include: escape urban stress, stargaze, experience nature, be active, spend time with family, and visit cultural attractions.

**Best attributes** of the desert are dark starry night skies, beautiful scenery, outdoor activities, solitude, natural quiet, views without development, desert plants and wildflowers, wildlife, historical sites, art and culture, festivals and special events, and unique shopping opportunities.

**Preferred times** for visiting are during spring and fall. The majority of visitors are from California (62%); of those visitors (20% are from Los Angeles), (17% from San Diego), and (12% from Riverside). More than 55% of pre-travel info is obtained from websites, social media, internet channels, 45% from friends and relatives via word of mouth. The average length of a visit is 2 days; 57% percent of visitor groups surveyed stay overnight in Joshua Tree National Park, or in the surrounding area. Of those, 35% stayed two nights inside the Park and 32% stayed one night in the surrounding area. [Joshua Tree Gateway Communities, Desert Regional Tourism Agency, Tourism Marketing Strategy, January 2016; based on JTNP Visitor Study, Fall 2010, University of Idaho.]

### International Market

There is a growing international market for the **summer months**, June to the end of September. The international market is mostly travelers from the UK, France, Germany, and Switzerland, where the majority of their visits are in the spring and summer seasons. Australia is a potential growing market as well.

### **Domestic Market**

The majority of visitors to the California desert region are from within the state, namely from the big cities in Los Angeles, Orange, San Diego, San Francisco, and San Bernardino counties. There are steady, year-round traveler visits from some key domestic markets like New York, Washington, and Oregon, as well as from our neighboring states like Nevada and Arizona.

### **North American Market**

While the region sees spikes of Canadian travelers during the winter months, there is steady interest in particular from the western provinces such as British Columbia and Alberta, as well as the eastern province of Ontario. These three provinces are home to some of the country's biggest populations.

### **Millennial Market**

For marketing and tourism in Twentynine Palms, it is important to understand the needs of this growing niche market. Millennial travelers are looking for **unique and authentic experiences**, for example, tours and activity providers wishing to access this market. To prioritize these types of entrepreneurs for the future economic growth of tourism, the city could offer incentives, like speedy permitting and reduced fees; and landlords could offer lower rent incentives.

A walking tour company could offer a chance to meet a local artist or craftsperson, while a food workshop could show guests how to make a difficult-to-accomplish regional dish. Example of a tour company in the region is Joshua Tree Excursions (in JT). Twentynine Palms needs to introduce this type of business activity in tourism. Rock climbing companies/instructors can provide such activity, including at Indian Cove, as this area has rock climbing facilities. The Oasis of Mara has naturalist tours on weekends. Add guided tours to Amboy Crater, 49 Palms Oasis, wildflower season, stargazing, etc. (create a package deal with restaurant and lodging facilities).

### **Health and Wellness as an Emerging Niche Market**

- An estimated 17 million travelers identify themselves as being “health and wellbeing” focused, with 40% of them travelling regularly (HVS, 2014).
- Wellness tourists spend 130% more than the average tourist. (Body & Soul).
- The wellness niche market focuses on a healthy mindset and lifestyle: Market the tourism destination (Visit 29!) as a health and wellbeing destination. Through a detailed understanding of this lifestyle, it is likely that business partnerships can arise and prove lucrative for the economy of tourism. Health food stores, Yoga classes, highlight sports, such as swimming, golfing, cycling. An example of where to post/invite cycling events is at: <http://www.bikingbis.com/california-bicycle-ride-calendar-october/>
- Partnership with the military base to hold golf tournaments.

### **Drive Markets – 29 Palms is a short drive from:**

1. Ontario International Airport – 2.5 hours from 29 Palms
2. John Wayne Airport Orange County – 2.5 hours away
3. Los Angeles International Airport – 3 hours away
4. San Diego International Airport – 3.25 hours away.
5. Palms Spring Airport – 1 hour away

### Regional and International Markets

<b>Regional Driving Markets</b>	<b>National Markets</b>	<b>International Markets</b>
Las Vegas	New York	Canada
Los Angeles	Maine	Germany
Monterey	New Mexico	France
Orange County	Washington	UK
Phoenix/Scottsdale	Seattle	Australia
San Diego		Austria
San Francisco		Belgium
Riverside County / Coachella Valley		Italy China / Japan (growing)

1. **Drive Markets:** These markets are within 2 to 3 hours driving distance from Twentynine Palms. There are 21+ million potential tourists residing in Southern California, with Los Angeles County being the number one county in the nation in population.
2. **Event coordinators** from LA are looking for event spaces for weddings, photography, film shoots, and music venues in the desert.
3. **U.S., Canadian, International tourists:** Snowbirds, road-trip couples/families, national park vacationers, rock climbers, hikers, desert experience seekers, outdoor adventurers, retirees.
4. **Travel agents and tour operators** bring tour groups to the desert region from around the globe, via Visit California, Brand USA, IPW, Cal Travel Assn., Greater Palms Springs CVB.
5. **Travel writers** and media connections are found through travel shows, trade shows, Brand USA, Visit California, Greater Palm Springs CVB, San Bernardino County EDA Tourism.
6. **FAM tours** for travel writers and bloggers, coordinated through Greater Palm Springs CVB, Visit California Deserts Region grant, and San Bernardino County EDA Tourism Committee. FAM tours for film industry scouts for desert locations for films, commercials, photo shoots, videos, TV; San Bernardino County EDA and Palm Springs Film Alliance contacts.
7. **Niche and specialty markets** include rock climbers, hikers, birders, photographers, artists, nature lovers, small conference and retreat groups (e.g., organization or business executive retreats, writers, artists, meditation and yoga groups, etc.).

## Partnerships

**City of Twentynine Palms:** The key partnership for ensuring the success of the TBID is the primary relationship between the City of Twentynine Palms, its council members and administrative staff, and the TBID members, TBID Advisory Board and staff. Destination marketing efforts should

be aligned with and supportive of the goals and objectives of the city, and both entities should collaborate to create a strong visitor-friendly experience in the destination.

**Local Business:** A top priority should be developing partnerships with the Twentynine Palms business community and non-profits that host local attractions. This refers to hotels, restaurants, art galleries, shops, Tortoise Rock Casino, Theatre 29, Smith’s Ranch Drive-In, Sky’s the Limit Observatory, 29 Palms Art Gallery and Old Schoolhouse Museum, etc. The 29 Palms Chamber of Commerce is an important partner in developing, supporting, and promoting local businesses, especially visitor-friendly businesses. Also important is connection and membership support of the other area chambers, including Joshua Tree and Yucca Valley.

**Events:** Second priority should be given to partnerships with organizations that plan large and unique annual events held not only in Twentynine Palms, but also throughout the Morongo Basin.

**NPS/BLM-Related Orgs:** Third priority should be collaborating with the National Park Service and the Bureau of Land Management, Joshua Tree National Park Association, as well as other organizations such as, but not limited to, the Mojave Desert Land Trust and the Joshua Tree National Park Council for the Arts.

**Destination Marketing Organizations:** Fourth priority should be to continue collaborating with the Greater Palm Springs CVB, San Bernardino County EDA Tourism, and Visit California, our regional DMOs and state DMO.

**Base:** Fifth priority is working together with MCCS and the Marine Corps base to assist Marines relocating to Twentynine Palms, especially during their season in June-August. The military has active Welcome Aboard and relocation programs, and city and TBID marketing should utilize digital and print media to advertise events, attractions, lodging, and restaurants to bring them into the city.

## Partnerships – City Partners

**Local Businesses** | Hotel, Motels, Vacation Rentals, Restaurants, Shops, Cultural Venues.

The mission of this TBID tourism organization is to support and sustain the health of the city’s tourism industry, and therefore it needs to be inclusive and accessible to all businesses within the city limits. Marketing efforts throughout the year need to be fairly distributed to support all products and services, and marketing campaigns need to have an inclusive element.

A great example of this kind of strategy is the Greater Palm Springs CVB with their “Summer Chill” campaign. The DMO successfully engaged their regional partners and created a marketing campaign that could engage all types of businesses. “Collaborative efforts to market Greater Palm Springs between the CVB and City Partners has achieved great strides in the last two years with an award-winning marketing campaign that united the unique message of each involved Partner with Greater Palm Springs’ branding. Last year, this collaboration included eleven Partners working together with the CVB on its KTLA “Chill” campaign, amassing increased reach and impact to visitors at a value of more than \$825,000.” [GPSCVB 2017 Sales & Marketing Plan, available online at: <https://visitgreaterpalmsprings.com/partners/reports-and-agendas>]

To effectively work with City Partners, the TBID should develop a community outreach initiative. The TBID needs to hear from City Partners as to their needs and potential ways to contribute, then develop a partnership program together that supports their individual needs and ties into the bigger strategy. This could be done with a written survey, a strategic list of questions to all partners, with a PIMA (Plan, Implement, Measure, Adjust) planning session to follow.

In 2018-2019, a new Quarterly Newsletter to lodging and hospitality partners will communicate the current marketing programs implemented; their successes, results, metrics/analytics; Marketing Plan updates; quarterly TOT revenue stats and TBID Assessment Fee revenue; opportunities for participation; plans for the future and upcoming meetings and trainings, etc.

## Partnerships – Organizations

**(See Appendix 2 for more information about Partnerships – Organizations.)**

### Visit California

<http://www.visitcalifornia.com> and <http://industry.visitcalifornia.com/>

Visit California is the recognized source for statewide marketing planning and implementation to inspire travel to California, in partnership with the state's travel industry.

### Greater Palm Springs CVB

<https://visitgreaterpalmsprings.com/partners/>

Greater Palm Springs Convention & Visitors Bureau is the low desert's tourism marketing agency and recipient of the Visit California Deserts Region tourism marketing grant from Visit California.

### National Park Service – Joshua Tree National Park & Mojave National Preserve

<https://www.nps.gov/jotr/index.htm> and <https://www.nps.gov/moja/index.htm>

The National Park Service has numerous ongoing programs and events in Joshua Tree National Park that the city needs to support.

### Joshua Tree National Park Association

<http://www.joshuatree.org/>

A non-profit working directly with the NPS, JTNPA operates the visitor centers and offers Desert Institute Classes, Old Schoolhouse Lectures, ranger programs, and the JTNP Art Festival in April.

### Mojave Desert Land Trust

[www.mdltr.org](http://www.mdltr.org)

Formed in 2006, this local non-profit organization in Joshua Tree has been recognized for its responsible governing and outstanding achievements in land preservation for our public lands.

### International Dark-Sky Association

<http://www.darksky.org/>

Joshua Tree National Park was awarded a Silver designation from the IDA in 2017 and officially was named a Dark Sky Park. The park is now committed to achieving Gold status.

### Joshua Tree National Park Council for the Arts

[www.jtnparts.org](http://www.jtnparts.org)

Founded in 2013, JTNPCA hosts the annual JTNP Art Exposition in September in 29 Palms, and supports other arts events and programs in the park, including the Night Sky Festival.

### Southern California Vipassana Center, Twentynine Palms (Dhamma Vaddhana Vipassana Meditation Center) <https://www.dhamma.org/en-US/index>

Vipassana Meditation offers 10-day residential courses during which participants learn the basics and practice sufficiently to experience its beneficial results. All expenses are covered by donations.

**Action Council for 29 Palms, Inc.**

[www.action29palmsmurals.com](http://www.action29palmsmurals.com)

Action Council for 29 Palms, Inc. (Action 29 Palms) was established in 1994-95 to optimize the economic well-being of the community and celebrate its heritage through world-class public murals.

**Twentynine Palms Artists' Guild**

[www.29palmsartgallery.com](http://www.29palmsartgallery.com)

Twentynine Palms Artists' Guild is the oldest arts organization in the Morongo Basin, founded in 1951-52, which opened the 29 Palms Art Gallery in 1963 in a historic adobe at the Oasis of Mara.

**Twentynine Palms Historical Society**

[www.29palmshistorical.com](http://www.29palmshistorical.com)

Twentynine Palms Historical Society, founded in 1982, preserves our desert history and presents educational and social events at its Old Schoolhouse Museum on National Park Drive.

**Morongo Basin Cultural Arts Council**

[www.mbcac.org](http://www.mbcac.org) and [www.hwy62arttours.org](http://www.hwy62arttours.org)

Morongo Basin Cultural Arts Council, founded 2001-02, has a mission is to inspire and enliven the community through the arts, and to enhance the cultural and economic health of the region.

**Public Arts Advisory Committee (PAAC), Art in Public Places**

[www.ci.twentynine-palms.ca.us/paac](http://www.ci.twentynine-palms.ca.us/paac)

Established by the City of Twentynine Palms in 2004, the PAAC oversees public art installations, supports Youth and the Arts, and sponsors art exhibitions at the city's Visitor Center & Art Gallery.

**Joshua Tree Gateway Communities / Desert Regional Tourism Agency / California Welcome Center** [www.visitjtgc.com](http://www.visitjtgc.com) / [www.californiawelcomecenter.com](http://www.californiawelcomecenter.com)

The Joshua Tree Gateway Communities tourism committee is now part of Desert Regional Tourism Agency (DRTA), which also maintains the California Welcome Center in Yucca Valley.

**29 Palms Chamber of Commerce**

[www.29chamber.org](http://www.29chamber.org)

The Chamber of Commerce is an important partner and vital link to the local business community. They also manage the city's Visitor Center and greet our visitors. Other chambers, Joshua Tree and Yucca Valley, are important partners in connecting with the region and promoting the brand.

**Sky's The Limit Observatory and Nature Center**

[www.skysthelimit29.org](http://www.skysthelimit29.org)

A premier local attraction is Sky's The Limit Observatory, which is a non-profit organization and stargazing venue dedicated to providing hands-on learning opportunities for residents and visitors.

**Theatre 29**

[www.theatre29.org](http://www.theatre29.org)

Theatre 29 is a non-profit community theater that provides year-round stage productions and an annual Summer Youth Theatre camp and production experience for children and young adults.

## Partnerships – Events (Local & Regional)

(See Appendix 2 for more information about Partnerships – Events.)

**Partner with Local Organizations to Market 29 Palms Signature Events, such as:**

- Hilltoppers MC 29 Palms Grand Prix (+/- 5,000 attendance)
- Pioneer Days (29 Chamber)
- The Weed Show (Historical Society)
- ChalkFest 29 (Action 29 Palms)

- 4<sup>th</sup> of July Celebration (City of Twentynine Palms)
- Night Sky Festival (Sky's The Limit, JTNP, JTNP Council for the Arts, City Park & Rec)
- Joshua Tree National Park Art Exposition (Fall) (JTNP Council for the Arts)
- Joshua Tree National Park Art Festival (Spring) (JTNP Association)
- Car Show and Street Fair (Spring) (29 Chamber)
- Youth Basketball Tournaments (Park & Rec)
- Tortoise Rock Casino "Live at the Rock" Concerts (May to Oct.)

**Market 29 Palms as a Joshua Tree National Park gateway community that supports other regional events, such as:**

- Contact in the Desert – <http://contactinthedesert.com>
- Bhakti Festival – <http://bhaktifest.com>
- Shakti Fest – <http://bhaktifest.com/shaktifest/>
- Joshua Tree Music Festival – <http://www.joshuatreemusicfestival.com>
- Hwy 62 Open Studio Art Tours – <http://hwy62arttours.org>
- Orchid Festival – [www.gublers.com](http://www.gublers.com)

**Signature Regional Attractions, such as:**

- Pappy and Harriet's music events
- Pioneertown and Mane Street reenactments
- Integratron sound bath in Landers
- Hi-Desert Cultural Center & Yucca Valley Visual & Performing Arts Center
- Desert Christ Park
- Off the Beaten Path – The Palms, Noah Purifoy's Outdoor Gallery, Simi Dabah
- Swap Meet, Throwbacks, Antiquing
- Dhamma Vaddhana Vipassana Meditation Center

**Regional Events and Venues, such as:**

- Palm Springs International Film Festival
- Coachella, Stagecoach, Desert Trip music festivals
- The Palm Springs Tram
- The Living Desert
- Palm Springs Art Museum

## Sustainability as an Innovative Marketing Strategy

**Increase consumer awareness** of environmentally friendly businesses in the City of Twentynine Palms. "The Natural Marketing Institute discovered that 58 percent of consumers consider a company's impact on the environment in considering where to purchase goods and services, and are more likely to purchase from companies that practice sustainable habits. That translates into a client base of 68 million Americans who are favorably predisposed to companies showing positive track records in personal, social, and environmental values. The Cause Marketing Forum reports that consumers also favor companies that actively support their communities: businesses do well by doing good." *[News and Best Practices for Commercial & Industrial Environmental Professionals, <https://www.environmentalleader.com/2016/03/6-benefits-of-becoming-a-sustainable-business/>]*

A destination that is renowned for sustainability has a competitive advantage, for example: "The City of Twentynine Palms supports and protects its people and planet and profits." For example: "**Our National Park** (Joshua Tree National Park) protects fauna, flora, land development,

endangered species, and dark night skies.” **“Our Hospitality Industry** together with the city promotes recycling, water conservation, helping the local community by providing jobs for local residents and supporting organizations, such as the local artists of the region and the military troops that serve the U.S., and preserving the dark night sky by fostering good lighting practices.”

**Goals:** Increase recognition of leading, environmentally friendly tourism businesses that support and encourage “green business in hospitality.” Encourage solar energy especially for hospitality in the summer months; this initiative reduces energy consumption. Implement initiatives to reduce water consumption, especially by lodging and restaurants. Promote recycling and reduction in the use of plastic straws, silverware, and other plastic goods. Promote sustainable business travel products and be a responsible host; this promotes voluntary integration of environmental and social good practices in the hospitality business operations. Encourage and support good night lighting to preserve the dark desert sky.

#### **Reduce the tourism industry’s carbon footprint.**

- Encourage more bicycle lanes within the city. Shift towards the use of more environmentally friendly forms of transportation for tourism (buses, bicycles, foot and Ubers) both to and within tourist destinations.
- Work with relevant tourism agencies to identify ways to improve sustainable practices in tourism locations and visitor venues.
- Develop partnerships such as Mojave Desert Land Trust and Joshua Tree National Park Association.
- Minimize the production of waste, reduce the use of plastic, promote recycling, and assist the tourism industry to adapt to climate change.

#### **Joshua Tree National Park sustainability opportunities:**

- **#Explore Responsibly** – This is an important campaign that the city needs to support. Educate visitors on how to respect the fragile desert landscape and how to be a responsible visitor. As the number of people traveling through the national park continues to grow, so do the risks and dangers. Content should be available on the Visit29.org website to help educate tourism partners in the city, so they can in turn help educate their customers.
- **Ranger Programs** – These educational programs not only enhance the visitors’ experience in the park, but also serve the goals of the National Park Service to preserve and sustain the natural and cultural resources of the park system. The seasonal programs should be promoted as an incredible (FREE) service to offer visitors.
- **Every Kid in a Park** – The National Park Service offers every 4<sup>th</sup> grader a free annual park pass, and the city should help promote this opportunity and encourage visiting families to experience the magic that is Joshua Tree National Park. This program runs annually and is available to all children across the country. <https://everykidinapark.gov/>

#### **International Dark Sky Association (IDA)**

Support the goals of the International Dark-Sky Association (IDA), a 501(c)(3) organization founded in 1988, dedicated to help stop light pollution and protect the night skies for present and future generations. Joshua Tree National Park received a Silver designation in 2017 as a Dark Sky Park. The city and Visit 29! tourism marketing efforts should support the park in its efforts to reach for the Gold level designation as a Dark Night Sky park. [www.darksky.org](http://www.darksky.org)

**Mojave Desert Land Trust (MDLT)**

Support the Mojave Desert Land Trust, a non-profit organization founded in 2006 in Joshua Tree, which has been recognized for its responsible governing and outstanding achievements in land preservation. Visit 29! should support their efforts to preserve and add local scenic Joshua tree forests and lands to Joshua Tree National Park. [www.mdlt.org](http://www.mdlt.org)

## MARKETING PROGRAMS

TBID tourism marketing programs promote Twentynine Palms as a desert destination and promote its **upcoming events, attractions, lodging, dining, and day trips to encourage spending and a longer stay by visitors and visiting friends and relatives (VFRs) of residents and military residents**. New marketing media, an upgraded website, and expanded internet marketing such as web banner ads, targeted email marketing campaigns, social media, blogs, e-brochures, mobile apps, and videos are included in the marketing programs. Twentynine Palms is an active arts community at the north entrance of Joshua Tree National Park. Marketing programs highlight local attractions such as Sky's The Limit Observatory and Nature Center, and events and activities in Joshua Tree National Park, Mojave Trails National Monument, and sustainability that the city supports. Branding of Visit 29! uses various themes to promote Twentynine Palms as a rural desert community, and promotes signature events hosted by the city, as well as its history and culture.

The TBID marketing staff works with local and regional tourism marketing entities, including Greater Palm Springs Convention and Visitors Bureau, San Bernardino County Economic Development Agency, and Desert Regional Tourism Agency (Joshua Tree Gateway Communities), for additional regional marketing and to support cross-promotion of events. The TBID also supports Cal Travel Association, Visit California and California Deserts Region marketing efforts, to gain more visibility for the city's location next to the Joshua Tree National Park and Gateway to Mojave Trails National Monument and Mojave Desert. Targeted promotions will be developed for niche markets (e.g. rock climbers, hikers, photographers) to capture new visitors and explorers who value content-rich, interest-specific experiences, and who are potential repeat visitors.

### Digital Marketing – Website – Visit29.org

#### Digital Media Marketing – Website

In 2018, the TBID invested in updating and redesigning the city's visitor website, **Visit29.org**. The site was founded in 2004 as a tourism-oriented companion site to the City of Twentynine Palms website. It was reformatted and merged into the city website briefly from 2016 to 2018, and finally was redesigned and re-launched as a separate site from the city government site in April 2018. A reporting structure has been set up for regular monthly Google Analytics tracking. Current SEO trends, strategies, and required security updates will be ongoing.

**Note: See Appendix 1 for the current Site Map for Visit29.org**

**Note: See Appendix 4 for Google Analytics report for Visit29.org**

#### Ongoing Strategies:

- Establish key performance indicators and benchmarks for website performance for the Visit29.org website, with a regular monthly reporting schedule.
- Maintain current and best practices and encourage the webmaster to utilize the Google Analytics certificate courses offered in the Google Analytics Academy.
- Stay current in SEO best practices and up-to-date news on search metrics ranking factors. Monitor keywords, keyword searches, backlinks, referring domains, user stats, etc.

- Provide use-friendly resources for visiting Joshua Tree National Park, Mojave Trails National Monument, and Mojave Desert destinations, including maps and links to NPS/BLM resources.
- Promote ways to enhance the visitor experience, with a focus on services available locally (e.g., JTNP Association’s Desert Institute Field Classes, Community Lectures, Step-On Guides for Bus Tours, Military Scholarships, Custom Programs, Ranger Tours).
- Coordinate with Social Media (Facebook, Instagram, Twitter, etc.) to build audience and traffic.
- Monitor the Search feature on the website to ensure that users find the right content quickly.
- Regularly check E-News signups on the website and merge the leads into the email marketing program database. Send monthly e-newsletters to promote seasonal events and attractions. Work with hospitality businesses to include quarterly giveaways and seasonal rate specials.
- Maintain an active Blog that publishes relevant and seasonal content to help drive traffic, improve SEO, and build community and visitor engagement. Publish Blog posts at minimum once a month and track for engagement. Examples of topics include:
  - Current events and news from NPS and BLM
  - Features on top attractions
  - Features on annual events
  - Hiking guides and trails
  - Wildlife and wildflowers
  - Seasonal tips for visiting the desert
  - Travel itineraries
  - Histories and legends of historic inns, motels, VHRs, and attractions

## Comments & Recommendations:

### Visit29.org Homepage

- Reports published in 2017 by numerous media agencies say your website has 7 seconds to capture the visitor’s attention. Therefore, the new homepage incorporates dynamic and visually rich content that immediately presents the desert landscape.
- The homepage illustrates top assets – dark starry skies, wide-open desert landscapes, exploration opportunities, thriving art scene, unique hotels, and eclectic restaurants.
- The site menu was strategically planned so that within these first 7 seconds of visiting the website people understand all the offerings of the city and get a sense of our diversity of places to stay, eat, explore, and visit, without needing to leave the homepage.
- Maps and the “Visit 29!” visitor guide are included in the site. The Plan Your Trip link is accessible from any page of the site. Travel itineraries will be added in the future.
- A previous suggestion for the new site plan recommended that the homepage content could highlight (on a rotating schedule) different hotels, restaurants, and attractions, and kept seasonally relevant. With coordination from local businesses, special offers could be promoted on the homepage. This has not been developed.

### Lodging

The lodging section presents the city’s complete inventory of Hotels, Motels, Inns; Vacation Home Rentals; RVs and Camping. Each listing has photos, text, and Book Direct links. More imagery will be developed in the future to further enhance the desire for a desert lodging experience in Twentynine Palms. Suggestions include: imagery to convey what it’s like to stay out here, friendly hospitality, unique accommodations, incredible desert views, images of innkeepers, pictures of

guests lounging poolside, open desert views from rooms – giving visitors a sense of what the experience is all about.

### **Restaurants**

An introductory paragraph on the Restaurants landing page highlights the variety of menu styles offered by restaurants in Twentynine Palms. Business logos and/or images accompany all listings, and updated photos will be forthcoming as needed. Restaurant listings are updated on a weekly basis, as needed. While the previous version of the Visit29.org website listed restaurants by culinary categories, the new website lists restaurant types in five main categories:

- Casual Fine Dining
- Family Dining
- Fast Food & Drive-Ins
- Neighborhood Bars
- Event Catering

### **Local Attractions**

The **Site Menu in Appendix 1** shows the Local Attractions pages featured in the current site plan. Suggestions for more local attractions and activities in the future include:

- Desert Institute Classes and JTNP Ranger Programs
- Rock Climbing Resources, links to local guides, JTNP climbers map and climbing events in the park. (Indian Cove climbing map is currently included on Indian Cove page)
- Health & Wellness services, yoga classes in the community and at 29 Palms Inn, spa services at Campbell House and Mojave Massage, meditation venues, fitness gyms, etc.

### **Events**

The “Events” section on the redesigned website is in two parts, Annual Events & Festivals and a Calendar of Events listed by month. Ongoing goals for the Events section:

- Update the Calendar of Events weekly and feature upcoming events each month. Coordinate with Social Media for maximum exposure.
- Present selected seasonal “Featured Events” in the right-hand navigation bar, and incorporate these events into seasonal promotions through email marketing newsletters.
- Promote the major local and regional events in the Annual Events & Festivals section, primarily Twentynine Palms events but including Bhakti Fest, Shakti Fest, Contact in the Desert, Orchid Festival, Joshua Tree Music Festivals, which drive traffic into the area.
- Expand Annual Events listings to include major low desert events such as Palms Springs International Film Festival, Village Fest, Modernism Week, Tram Road Challenge.

### **New sections added/expanded:**

#### **Mojave Desert / California Deserts Region**

A page for the California Deserts Region in the “Explore” section of the new website explains the region from the top of Death Valley to the Mexican border. Additional pages describe the Mojave National Preserve and all three new Mojave National Monuments, as well as the Oasis of Mara, Indian Cove, and 49 Palms Oasis. Maps are included. Previous suggestions included additional information on how visitors can get involved (e.g., volunteer projects with Mojave Desert Land Trust), and news on current public affairs.

## History of 29 Palms, California

A History section on the new website celebrates the stories and history of this small desert town, starting with the presence of Native Americans, followed by the ranchers, prospectors, early homesteaders, artists, celebrities, and the base. The city has an incredible history of the arts, and even popular culture, so this is an opportunity to tell the important stories.

- A 29 Palms history section in the new tourism site utilizes the historical image inventory that exists. Stories will continue to be added over time.
- A Celebrities page has brief profiles and photos of celebrities connected to 29 Palms (e.g., John Hilton, James Cagney, Esther Williams, Huell Howser, U2).
- A Marine Base history page includes the early history of Condor Field and the Air Academy.
- Additional history can identify prominent people who have helped to shape what the City of Twentynine Palms is today (e.g., Bill & Elizabeth Campbell).
- An Oasis of Murals page highlights our historical murals in the “Explore” section.
- Given the number of books written on the history of Twentynine Palms, a list of publications will be included, with information on where visitors can purchase these books. (Some of this is in the “Library & Books” page under “Local Attractions,” and a complete list will be linked in the History section.)

## USMC Community

A page for the Marine Base history on the website honors the base and its importance to the city. Additional ideas for engaging the Marine Corps base community specifically have not yet been developed on the website, although the website already serves visitors, newcomers, and residents with complete lodging, restaurants, events and attractions sections. Previous suggestions included better engagement with the local military community, and making the website the information destination for military families and their extended families. Other ideas included:

- Promote family activities, ways for new families to explore and get to know the community; and create a page Just For Kids. (A “Family Fun” page was created on the website.)
- Create a “must see and do” list for newcomers, perhaps even create a unique guide for download; work from existing “Visit 29!” Guide, tailored to UCMS community.
- Add directions and information for families visiting base.
- Coordinate with MCCA team for community promotions; use ads for links and backlinks.
- Link to Desert Institute Military Scholarships, <http://www.joshuatree.org/desert-institute/>

## Maps & Directions

- A California Deserts Region map (PDF produced by Greater Pam Springs CVB) was added to the California Deserts page.
- Links to official maps for Joshua Tree National Park, Mojave National Preserve, Sand to Snow, Mojave Trails, and Castle Mountain have been added to their individual pages, as well as 49 Palms Oasis trail map and Indian Cove trails and climbing map.
- Links were added to Mojave National Monuments pages to the MojaveMonuments.org, which has additional maps and exploration resources produced by Mojave Desert Land Trust.
- The Visit 29! Guide is available for viewing/download on the Visitor Center page. The maps in Visit 29! Guide and Dine in 29! brochures will be redesigned and made available for download separately from the full guides.
- Directions from Palm Springs, LA, San Diego, and Las Vegas airports; mileage distances to/from major airports; plus specific information for Palm Springs International Airport and a link to their website appear on the Trip Planner page, along with other travel info.

## Travel Trade

A “Media Center” page was setup on the new website, with contact information for travel writers and media, with a sample Image Gallery of Twentynine Palms highlights. Other items to be completed include:

- Individual & Group Press Trips/FAMs online application form
- Sample Itineraries & Story Ideas
- Research, Fact Checking, FAQ and Local Flavor
- Media page information for writers, bloggers, influencers

**Note: See Appendix 1 for the current Site Map for Visit29.org**

## Email Marketing

**Interactive emails engage travel consumers, travel professionals, travel writers, bloggers, and invite visitors to Visit 29!**

- The city tourism office currently uses a Constant Contact email-marketing program, with a base of 1,900+ leads from magazine ads in publications such as *Sunset* and *California Road Trips*, plus media and travel writers and bloggers leads obtained from travel shows, and website e-news signups. Current open rate averages 37% to 40%.
- Monthly emails / e-newsletters promote weekend getaways, events, attractions.
- Special seasonal campaigns and promotions are developed throughout the year.
- Lodging specials/packages can be added when lodging owners/managers provide details.
- The Constant Contact marketing software creates a database of contacts, updated frequently by the marketing specialist, and provides ongoing metrics and reports.

## Internet Advertising – Base Marketing

Marketing and advertising opportunities especially effective for marketing to base personnel and families include leaderboard ads with hyperlinks in the Marine Corps Community Services (MCCS) “Life In 29” bi-weekly email (the guide to what’s happening on base and in the local desert community, sent to military families and base subscribers), and leaderboard ads on the MCCS29palms.com website. TBID ads in the above items will contain links to drive traffic to the Visit29.org website and social media. The TBID also will sponsor two base events in 2019 and will be present to interact with base attendees. The TBID also plans to partner with the City of Twentynine Palms in their ongoing Sponsorship and Advertising agreements with the base. Possible partnerships include: (1) Send a representative to co-host a 29 Palms booth at any base special events covered under the city sponsorship; (2) work with the city to co-brand sponsorships and ads and add Visit 29! logo to the city seal where appropriate; (3) request to share some of the city’s digital ads to promote 29 Palms special events; and (4) attend and participate in base events when possible and bring branded swag to share with base families and attendees.

## Internet Advertising – Web Ads

Banner ads with links to Visit29.org are currently running on several desert websites, including joshuatreevisitorguide.com, sunrunnersw.com, z1077fm.com. Digital links also are included with numerous paid ads in print publications, including California Road Trips, and a major link for Visit29.org appears on the Visit California website on the Joshua Tree National Park page. Former web ads were placed for several years on TripAdvisor.com, from 2011 through April 2018. New

web leaderboard ads are planned for MCCS/MCAGCC digital marketing in 2018-19. Other web ads are under consideration for development, including banner ads on Sunset and Desert Magazine websites and other desert and travel e-publications such as DesertUSA.com. In addition, a concerted effort has been made by marketing staff to see that the city's annual events are publicized on all available online calendars in the region and are submitted to other partners for online event promotion including VisitCalifornia.com and CaliforniaOutdoorPlayground.com (San Bernardino County Tourism).

## Bloggers

Bloggers and digital influencers are an incredibly important asset for the city and its Mojave Desert location. In many cases, for the price of a free night's lodging or a meal or participation in or support of a FAM tour, earned media in the form of photos and travel articles or blogs by travel writers and bloggers can circulate nationally or internationally for months, if not years. Many dedicated bloggers have a readership following in the thousands. To date, the city has participated in and supported travel writer FAM tours (familiarization tours) organized by Greater Palm Springs CVB, under their California Deserts Region grant, and has worked with influencers independently and through San Bernardino County EDA tourism program. Other contacts have come from meeting travel writers at travel shows and hosting visiting writers referred by local lodging. A number of new bloggers are now residing in the region and earn extra money by providing tourism blogs for local websites. Organic blogs by local writers are available to promote all aspects and assets of the local community and location.

## Social Media Marketing Programs

### ***What is Social Media?***

Social Media are internet communication platforms that give the means and tools for people to interact with each other, by both sharing and absorbing information on all aspects of life. From a marketing standpoint, the growth of social media and digital technology has empowered the consumer on the quality, cost, and responsibility of products and services, giving the consumer total freedom on reviewing products or services—advising a wider audience (friends, family, associates, business partners, etc.) through their experience on these products or services purchased. Social media programs have made it possible for consumers to express their experience via visual media, and the power to buy is in the hands of the consumer.

### ***Why use social media in tourism marketing?***

Travelers want to visualize potential new experiences. How will it make them feel? What photos will they have to share with friends and family afterwards? To stand out in the tourism industry and inspire travelers to book over competitors, social media is a key strategic marketing tool for experiential storytelling and promotion.

### ***Three (3) Current Social Media Platforms Utilized by Visit29!***

#### **FACEBOOK**

As the top social media platform with a wide demographic reach, a diverse global audience, and a promotional avenue for small businesses, Facebook connects and promotes users/businesses on multiple levels—it is an all-encompassing, globally used, proven and trusted media outlet. Out of the 2.8 billion people total on social media in 2017, Facebook is the top social media platform, with

1.9 billion unique monthly users. It is considered the best place to reach Millennials and GenX, and female users slightly outweigh men. [Source: <https://www.tracx.com/resources/blog/social-media-demographics-2017-marketers>]

Early 2018 social analytics reflect a well-rounded demographic reach:

- 53% female and 47% male; 74% of college graduates and 72% of online users with income \$75K+ are on Facebook.
- U.S. users: 82% of 18 to 29-year-olds; 79% of 30 to 49-year-olds; 56% of seniors aged 65+, 63% between ages 50-64.
- 40 million+ small businesses have active pages; Facebook is available in 101 languages.

[Source: <https://www.omnicoreagency.com/facebook-statistics/>]

### ***Current Facebook Presence***

The Visit29! Facebook presence has enjoyed enormous recent growth. See Appendix 4 for full analytics. Followers have been positively responsive to the heightened colorful, trendy, fun, eye-catching imagery, storytelling and trip tips, weekly themes/series, profile pieces, popular attractions and hidden 29 gems.

### ***Facebook Opportunities***

1. More video, and live video. Further outreach to the military community. More storytelling, more appeal.
2. Further incorporate updated website; paid post boosting, Facebook ads/API ad creation and management.
3. Contest rewards, like local hotel and merchant coupons/gift certificates for trivia winners, 1,000th subscriber, etc.
4. Video series similar to Visit California's travel series on Instagram.

### ***Best Practices for Facebook Campaigns:***

1. Free and paid Facebook advertisements should bring an awareness of who the City of Twentynine Palms is and where it is. Profiles should be visually creative to support the brand of Visit 29!
2. Paid ads should target demographics based on age, interest, locations, products and services, niche groups.
3. Posts with images drive 2.3 times more engagement; use beautiful imagery to highlight the brand. Inspire users with virtual reality features or 360-degree content. Video is in high demand and 43% of users would like to see even more. Links are perfect for sharing industry news and blog content. Find your most engaged content and continue to share it on Facebook. ... Live content drives three times more engagement on Facebook. Planning content means you put more effort into the quality of a post. [Elise Moreau, The Top Social Networking Sites People Are Using, August 2017, <https://www.lifewire.com/top-social-networking-sites-people-are-using-3486554>]
4. Aim for Higher Brand Awareness: Facebook ad campaigns should always be focused on three things: (1) Cost Effectiveness (2) Relevance (3) Engagement. Paid ads should be used for signature events that the city is advertising, to brand the city and to capture the traveler attention with meaningful content and promote the city's natural assets, such as Joshua Tree National Park and Mojave Trails National Monument.

## INSTAGRAM

Acquired by Mark Zuckerberg/Facebook in 2012, Instagram is ranked as the “fastest growing platform” in 2017, with 90% of users under 35 years old, female users outweighing males 38% to 26%, and 70.7% of U.S. businesses on Instagram.

[Source: <https://sproutsocial.com/insights/instagram-stats>]

Users are brand-oriented, with hashtags offering post exposure and connection to relevant and favorite businesses and brands (7 out of 10 Instagram hashtags are branded). Doubling its user base in two years to 800 million overall, Instagram is continually adding features, including recent “stories, shoppable photos, explore pages.” [Source: <https://www.smartinsights.com/social-media-marketing/instagram-marketing/instagram-statistics>]

Posts with at least one hashtag average 12.6% more engagement. When Instagram introduced videos, 5 million were uploaded in the first 24 hours. Instagram videos get two times the engagement of photos over any other social media platform.

[Source: <https://www.omnicoreagency.com/instagram-statistics>]

As the fastest growing platform with enormous Millennial and GenX appeal, customizable advertising options, quick means of branding and co-promotion, brevity and portfolio-like visual appeal, Instagram seems to be the current “it” platform, with ample promotional opportunities.

### ***Current Instagram Presence***

The Visit29! Instagram presence also has enjoyed enormous growth of late. See Appendix 4 for full analytics. Followers have been positively responsive to the newly branded, colorful Insta-look, eye-catching images, themes/series, popular attractions and hidden 29 gems.

### ***Instagram Opportunities***

1. Utilize Instagram ads and live video, and continue to use Instagram stories.
2. Develop video series similar to Visit California’s Instagram travel series.
3. Continue to grow community and circles through hashtag shout-outs, partnerships.
4. Explore in-app/API advertising options, sell Visit 29! merchandise (when applicable) with “Shoppable” posts.

### ***Best Practices for Instagram Campaigns:***

1. Best Practices for Facebook (see above) also apply to Instagram.
2. Best Practices 2018 by AEA Design: <http://aeadesign.com/blog/marketing/instagram-best-practices-2018>
3. Instagram “Stories” can be a great tool to promote the website, especially as it hits the follower quota to incorporate hyperlinks into stories.
4. Utilize hashtag shout-outs, tags, to grow community and create/bolster partnerships.

## TWITTER

Twitter is known as the real-time, public microblogging network where news breaks first, and it is popular for its brevity in characteristic 140-character limit and unfiltered feed. As of January 2018, there are 330 million monthly active users, with 79% of Twitter accounts based outside the U.S.:

- 24% of all internet male and 21% of internet female users use Twitter.
- 37% of Twitter users are between ages of 18 and 29; 25% are 30-49 years old.
- The top three countries by user count outside the U.S.: Brazil (27.7 million users), Japan (25.9 million), and Mexico (23.5 million).
- There are 67 million+ Twitter users in U.S. (21 percent of American adults).

- 28% of Americans who use Twitter are college educated; 30% earn \$75,000+, 74% use Twitter as a news source.

[Sources: <https://www.omnicoreagency.com/twitter-statistics>; <https://blog.hootsuite.com/twitter-statistics>]

The platform is integrated with other social media, and as a hallmark has connected individuals with celebrities, businesses, and other resources that may have been previously unreachable.

### ***Current Twitter Presence***

The Visit29! Twitter presence also has been positively elevated in the past 4 months. See Appendix 4 for full analytics. Followers have been responsive to updates on travel news, attractions and hidden area gems, and cross-promotional community shares/retweets.

### ***Twitter Opportunities***

1. Continued opportunity to appeal to politics/current events-leaning audience with tailored posts regarding 29! and surrounding area news and events; community shares, live-tweeted events and bolstered partnerships.
2. Utilize more video and experiment with “Twitter Moments” to spruce up static tweets into a more visual-friendly slideshow.
3. Utilize Twitter advanced search or tools like Hootsuite or Sprout Social to track brand mentions [Source: <https://blog.hootsuite.com/influencer-marketing/#strategy>].
4. Incorporate Twitter ads and Twitter Cards: Twitter Cards enable you to attach rich photos, videos, and media experience to tweets that drive traffic to your website. By adding a few lines of HTML code to your web page, users who tweet links to your content will have a “Card” added to it that is visible to their followers.
5. Host Twitter Chats: Twitter chats are scheduled hashtag discussions that focus on specific topics. Host a chat where people can ask questions about your products or services, or discuss a topic of interest to them. Use tools like Tweet Chat or Tubs, to make chats easier to manage.

### ***Twitter Best Practices***

1. Best Practices for Facebook (see above) also apply to Twitter.
2. Share Media Mentions: Share links anytime the destination gets mentioned in the media, a habit that could lead to more attention from journalists and reporters.
3. Use Hashtags to organize tweets around a specific keyword or topic. It is native to Twitter, so use hashtags often. Don’t use more than two or three per tweet.
4. Find Influencers and use influence measurement tools such as Klout, Twellow, or Commun.it to qualify the influence of your followers and others, and then engage with those who have a greater degree of authority. [Paul Chaney, 2016, 25 Ways to Use Twitter for Marketing <http://www.practicalecommerce.com/25-ways-to-use-twitter-for-marketing>]
5. Utilize video: “Tweets with videos are six times more likely to be retweeted than tweets with photos, and three times more likely to be retweeted than tweets with GIFs,” and a recent Twitter partnership survey revealed that users don’t see video ads as intrusive but informative. [Source: <https://blog.hootsuite.com/twitter-statistics>]

### ***Platforms to Add/Consider in Future Efforts***

#### **Google+**

Google My Business is the most important Google+ feature, especially for a business that has a local presence. A Google+ business listing can increase visibility on local and mobile search, and it

allows potential customers to call you, get directions to your business (destination) on Google Maps, and check out your verified business website. Your listing also makes your photos and YouTube videos easily findable on your business page and lets customers leave reviews for your business right on your Google+ page. It's up to you to fill in your information with as much detail as possible. Communities have transformed Google+ into a more deeply connected environment; people's favorite communities have become a starting point for their Google+ activity each day. You can use communities to recruit and connect with passionate advocates of your products or your cause, e.g. Photographers (nature lovers, hiking, camping, national park lovers, Marines, etc.). Or create a community around a passion or topic of interest, like endangered critters (tortoise in Joshua Tree National Park), or the history of 29 Palms.

**Google Hangouts** are a great way to create and promote events, such as signature events, attractions, Q&A sessions, webinars or conversations on a topic of interest to your audience. You can also use them for videoconferencing to connect to people across the world.

**Google ads** can bolster campaign efforts and increase reach.

**Google Maps:** Visitors and locals are encouraged to upload their photos of lodging and restaurants to Google Maps.

## YouTube

YouTube is the second largest search engine. YouTube by many is seen as a separate social network, all on its own, as the premier place online to go to watch an endless variety of videos and upload your own as well. There is ample opportunity to create signature Visit29! branded videos, promoting area art, culture, and attractions including Joshua Tree National Park, Marine base, Mojave Trails National Monument, campgrounds, historical sites, and art events.

## Pinterest

When it comes to leading tourism marketing trends, Pinterest (150 million active users a month) has gone from a site for daydreaming DIY wish lists to a strategic marketing platform. Some of the latest stats reveal Pinterest is the second highest in website referral traffic, second only to Facebook. Users search for particular topics/items, rather than scrolling through a feed of recently posted items—and as they are not pushed down in a continual feed, pins have a much longer shelf life than Tweets and Facebook posts. While Tweets have a lifespan of just 18 minutes, a viral pin can continue to bring in traffic for years to come.

[Source: <http://www.untethered.media/2017/02/tourism-marketing-trends-pinterest/>]

## Snapchat

A stalwart platform of popularity with teens and millennials, Snapchat appeals with its fun filters and iconic features, private feeds and temporary messages. Although both Instagram and Facebook have recently incorporated the short-lived Snapchat-like messaging options in Stories, Snapchat still is a dominating platform for those under 34:

- 1) Forbes, 2018—Why Snapchat Is So Successful With Younger Users (And What Facebook And Instagram Can Learn): <https://bit.ly/2NDnKI9>
- 2) Snapchat for Business: <https://www.businessnewsdaily.com/9860-snapchat-for-business.html>

## Crossovers/Digital Media

### Yelp

With “320 million reviews and opinions from travelers around the world” influencing consumer decision making, Twentynine Palms as a city should be learning from these reviewers and taking

part in the online conversation. Yelp significantly caters to local businesses that have paid for ads, and offers a free platform to market their business. On Yelp, “its user community is primarily active in major metropolitan areas, and is one of the most important sites on the Internet. As of 2016, it has 168 million monthly unique visitors and 108 million reviews. Yelp is widely used nationally, especially in California.” Yelp needs to be looked at for cost of paid ads and function.

### **TripAdvisor**

Currently not being utilized, the city has, in the past, paid for a Premium Destination Marketing package on TripAdvisor.com (through April 2018). Since 2011, the city has sponsored a Twentynine Palms Tourism DMO page, and the city’s marketing specialist updated upcoming events, created custom banner ads, and added photos, maps, brochures, visitor information and more. There is opportunity to re-evaluate this platform and determine if there’s a way to reincorporate it into Visit29! branding efforts, or find alternatives.

### **Flickr is Yahoo's popular photo-sharing network.**

A popular option to upload photos, create albums, and display photography. Joshua Tree National Park uses this network to post a massive inventory of NPS photography available to the public. [Elise Moreau, The Top Social Networking Sites People Are Using, retrieved August 2017, from <https://www.lifewire.com/top-social-networking-sites-people-are-using-3486554> ]

### **Foursquare has broken up its location-based app into two parts.**

While its main Foursquare app is now meant to be used as a location discovery tool, its Swarm app is all about being social. You can use it to see where your friends are, let them know where you are by checking in, and chat or plan to meet up at a specific location sometime later. [Elise Moreau, The Top Social Networking Sites People Are Using, retrieved August 2017, from <https://www.lifewire.com/top-social-networking-sites-people-are-using-3486554> ]

### **Social media management apps:**

Time and energy saving apps—easily organize multiple accounts and share information across several social networks without having to post separately to your multiple accounts. Two popular Apps are **Hootsuite** and **Buffer**. [Elise Moreau, The Top Social Networking Sites People Are Using, retrieved August 2017, from <https://www.lifewire.com/top-social-networking-sites-people-are-using-3486554> ]

### **Primary Costs for Social Media**

Costs for social media vary depending on organization, strategy, staffing and budget, but some basic costs include hiring, software, hardware, paid ads, and influencers. See Appendix 5 for itemized Visit29!-specific social media budget in the Internet Marketing category.

## **Print Advertising**

### **Recent Print Advertising has included:**

- *Sunset Magazine* – Travel Directory ads, Dec./Jan., Feb., Mar.; Circ. 315,000 per issue (Leads emailed weekly to Visit 29!, 1,000+ leads/year based on three ads). Also online link.
- *California Road Trips 2018* – Visit California Visitor Guide, Circ. 1 million copies, (600,000 inserted in *Travel+Leisure Magazine*, 400,000 distributed at CAWelcome Centers & events). (Leads emailed weekly to Visit 29! office.) Online digital version on VisitCalifornia.com.

- *Desert Magazine* – 1/4-page ad in June, Sept., Oct., Nov., Dec., Jan. issues. 68,000 readers/issue; 40,000 inserted monthly in *The Desert Sun*; 7,500+ distributed to hotels, shops, real estate offices, visitor centers in the Greater Palm Springs area.
- *Art Patron Magazine* – Full-page sponsor ad for 32-page insert promoting Arts & Culture in Joshua Tree area. 40,000 copies distributed to Palm Springs, Laguna Beach, Orange County.
- *Off The Grid (Adventures)* – Hi-Desert Publishing Co. bi-annual special visitor publication.
- *Basin Wide Spirit Magazine* – Hi-Desert Publishing Co. quarterly publication.
- *Hwy 62 Art Tours Catalog* – Annual full-page sponsor ad, 10,000 copies.
- *Joshua Tree Nat. Park Art Exposition Catalog* – Annual full-page sponsor ad, 2,000 copies.
- *Joshua Tree Visitor Guide* – Full-page print ad 2018, plus digital banner ad and 29 Palms visitor information at [joshuatreevisitorguide.com](http://joshuatreevisitorguide.com)
- Other ads previously ran in *MCCS Desert Lifestyle Magazine*, *Life in 29 e-newsletter*, *MCAGCC Guide (annual directory)*, *Westways*, *The Sun Runner*, *Tortoise-Telegraph*, etc.

### Recommendations for new print advertising opportunities:

Generally, print advertising is expensive and often difficult to track the return on investment. When pursuing print advertising opportunities in the future, TBID marketing should focus on publications that have a strong digital presence and offer opportunities to bundle both print and digital advertising together. A strategic approach to print advertising will ensure that the reach is aiming for the right target market, at the right time of year. For local print advertising, the ads should be event driven.

### Publications to consider:

*Palm Springs Life Magazine*

*The Guide* (published by *Palm Springs Life Magazine*)

Hi-Desert Publishing Co. marketing and visitor publications

Additional notes: Research on print advertising prices in some of the top travel magazines, including *Travel + Leisure*, *Conde Nast*, and *National Geographic* publications, found price points starting at \$50K for 1/3-page ads, so these options may not fit the budget in the immediate future. Options to investigate include travel guidebooks and websites, such as Frommers, Lonely Planet, Fodor's Travel, Rick Steves Travel Guides.

## Travel Shows and Trade Conventions

**Los Angeles Travel & Adventure Show:** For a sixth consecutive year, in February 2018 the city hosted a Twentynine Palms tourism booth at the Los Angeles Travel & Adventure Show (<https://travelshows.com/>), which is the largest travel show in the U.S. for travel consumers, travel agents, travel writers/bloggers and media. In the booth, the city's marketing specialist and booth volunteers personally invite potential visitors to visit Twentynine Palms, Joshua Tree National Park and the Mojave Desert. Leads are obtained through a booth drawing for a "Desert Getaway" (a free night's lodging at a local hotel plus restaurant coupons). Booth giveaways include "Visit 29!" visitor guides, Joshua Tree National Park maps, lodging rack cards, brochures or information about events and cultural arts, Visit29.org pens, and other giveaways.

- Total Attendance: 36,813
- Travel Trade: 3,442 / Travel Agents: 931 / Press: 220
- Leads: In 2018, the Twentynine Palms tourism booth generated 730 Leads (422 drawing entries + 283 e-news sign-ups = 705 plus 25 media/travel writers); 308 "qualified leads"

were added to the Constant Contact email marketing list.

- Travel Show Demographics: 72% in Peak Earning Years 35-65 / 64% Earn Over \$100,000 / 52% women, 48% men / 61% Spend Over \$5,000 in annual travel.

**San Diego Travel & Adventure Show:** The city has participated in this travel show in San Diego since its inaugural event in 2014. The show averages 15,400+ attendance. For three years, the city hosted its own booth, and for two years the city's marketing specialist co-hosted the "Visit California Deserts" booth with the Greater Palm Springs CVB and Ridgecrest Area CVB, promoting the California Deserts Region under a grant from Visit California maintained by GPSCVB. Leads obtained from the 2018 show = 118 shared leads from GPSCVB, plus travel writer contacts.

**Other travel shows** over the years included the San Francisco/Bay Area Travel & Adventure Show (2014) and the L.A. Times Travel Show (2013, 2014).

**IPW:** U.S. Travel Association's IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S.—it is not a typical trade show (<https://www.ipw.com>). More than 1,000 U.S. travel organizations from every region of the U.S. and 1,300+ international and domestic buyers from more than 70 countries conduct business negotiations that result in the generation of more than \$4.7 billion in future travel to the U.S. Premier sponsors include Brand USA and Visit California. The city was represented at IPW in Chicago (2014) and Orlando (2015), where the city's marketing specialist co-hosted the "Visit California Deserts" booth with the Ridgecrest CVB, under the Greater Palm Springs CVB tourism grant from Visit California. This event should again be considered in the future for a TBID representative to attend, working in partnership with and in support of the Greater Palms Springs CVB's Visit California Deserts grant.

**Cal Travel Summit:** An important tourism networking convention each year is the Cal Travel Summit (CTS) produced by the California Travel Association (Cal Travel), which hosts approximately 450 travel professionals from throughout the state. In 2018 the TBID became a member of this organization to support Cal Travel's tourism lobbying efforts in Sacramento and their partnership with Visit California. The city's marketing specialist attended the annual CalTravel Summit in San Diego in May 2018, which included TBID workshops hosted by John Lambeth of Civitas. The city's marketing specialist previously represented the city at the CTS in San Diego (2014) and Rancho Mirage (2016), and established important network connections for the city. Since 1981, CalTravel has protected and enhanced the interests of the California travel and tourism industry through advocacy, collaboration, and education. Travel and tourism is one of the most significant economic drivers in the state—responsible for hundreds of billions of dollars in economic activity, millions of jobs and billions in tax revenues. <https://caltravel.org>

## Broadcast Media – Radio & TV

Information is being researched regarding potential broadcast media endeavors and advertising opportunities for marketing Visit 29!

## Billboards & Electronic Billboards

Billboard advertising is a potential new outlet for promoting the Visit 29! destination. Locations include Hwy 62, I-10 east and west in the Coachella Valley, I-15 and I-40 to/from Las Vegas. Information received from Lamar Advertising (Oct. 2017) gave estimated average billboard costs

for Hwy 62 and I-10 locations:

- **Hwy 62** – Rates range from \$1000-\$1500 / 4 weeks. Vinyl production \$750 (lasts about 1 year); Poster production \$150 (lasts about 2 months).
- **Driving East on I-10** catches traffic driving into the valley; billboard are referred to as West Face locations – (a) Starting at I-10 & SR60 split to just west of Hwy 111 & I-10 split, average cost on locations is \$3500-\$4500 / 4 weeks. (b) I-10 east of Hwy 111 split and west of Gene Autry Trail, average cost on locations is \$3000-\$4000 / 4 weeks.
- **Driving West on I-10** catches traffic driving out of the valley and into the hi-desert – I-10 west of Bob Hope and east of the I-10/SR60 split, average cost is \$1800-\$2800 / 4 weeks.
- Vinyl production costs for I-10 billboards: \$1075 - \$1850
- Billboard sizes are: 10.5" x 22.9", 10.6" x 36', 12' x 36', 14' x 48'.
- Rates are quoted on a net 28-day cycle, and 28-week to 52-week contracts are preferred.

## Mobile Apps

Through apps, travel companies can enhance their visibility and presence in the competitive travel industry.... Brick and mortar travel offices, guidebooks, leaflets, and compasses have been replaced by fully-featured mobile apps accessible to travelers anytime anywhere. Mobile travel apps can be linked to geo location-enabled services like Google Maps and GPS to provide maps, directions and even last-minute route diversions to unfamiliar locations. Now there is no need to carry voluminous guidebooks and maps. Besides location, some mobile apps offer real-time views of the destination you are browsing and accommodations available there. Travel apps are a must-have in this era where smart work, not work, ensures success.

[Jatin Sapra, Dec. 2016, How Mobile Apps are Transforming the Travel and Tourism Industry, retrieved August 2017 from <https://www.techaheadcorp.com/blog/mobile-apps-transforming-travel-tourism-industry/> ]

### Mobile App Benefits:

**ENGAGE ON-THE-GO**—Provide an engaging, modern, mobile tool for visitors to reference directories of local attractions, calendar of events, places and maps, and much more. Because the information is digital, it's always up-to-date and easily accessible anytime, anywhere.

**BE AN INDUSTRY PIONEER**—Lead the tourism industry in delighting visitors with the convenience of **geofence** technology, mapping with GPS and turn-by-turn directions, in-app FaceTime. Employ **geofencing** to target mobile phone ads within a specified location or distance.

**SHOWCASE THE BEST OF YOUR DESTINATION**—Curate content about your destination through experience guides and eat/stay/play directories to show visitors the best your location has to offer instead of relying on third parties and undependable information.

**QUICKLY COMMUNICATE**—Send engaging, actionable push messages with the click of a button to deliver event reminders, promote flash sales, or share local news. Keep your destination and reasons to return and do more top of mind with travelers.

**REDUCE OVERHEAD COSTS**—Reduce printing and mailing costs for visitor's guides by pointing visitors to the app for the most up-to-date content about your destination. Plus, monetize the app with ads from local businesses and organizations.

**DRIVE TRAFFIC TO LOCAL BUSINESS**—Feature local businesses in the app through directories, maps, and push notifications that drive visitors to connect with owners or stop in and purchase. One more way to support the local businesses that help make your destination great.

[Mobile Apps for Travel, retrieved from <https://www.visitapps.com> ]

**Proposed mobile apps could promote:** Event attendance, public art, mural tours, and guide people to local attractions, hiking trails and narratives, stargazing, etc. Other suggestions include history, adobes/architecture, geology, mining, wildflowers, park information, archaeology, walking tours, districts, historical societies, signature events, signature attractions.

**Translations:** Translations of content are available in many languages.

**Current status:** In 2017-2018, the TBID board was advised to focus on redesigning the Visit29.org website first and to create a dynamic, new website that was mobile friendly, thereby eliminating the immediate need for a costly mobile app. Apps will be revisited in the future.

## Appendix 1 – Visit29.org Site Map (July 2018)

### **Header**

Subscribe | Blog | Language Translator | Search

### **Main Menu**

#### **LODGING**

Hotels, Motels & Inns  
Vacation Home Rentals  
RVs & Camping

#### **RESTAURANTS**

Casual Fine Dining  
Family Dining  
Fast Food & Drive-Ins  
Neighborhood Bars  
Event Catering

#### **ATTRACTIONS**

Cultural Arts  
Art Cruise 29!  
Community Theatre  
Stargazing  
Music  
Casino  
Drive-In Movies  
Bowling  
Golf  
Health & Wellness  
Library & Books  
Parks  
Family Fun  
Attractions near 29!

#### **EVENTS**

Annual Events & Festivals  
Calendar of Events (by month)

#### **EXPLORE**

Joshua Tree National Park  
Mojave National Preserve  
Mojave National Monuments  
    Sand to Snow  
    Mojave Trails  
    Castle Mountains

California Desert  
Indian Cove  
49 Palms Oasis  
Oasis of Mara  
Oasis of Murals  
Public Art

#### **BLOG**

#### **HISTORIC 29!**

Early History  
Homesteading  
Historic Buildings & Adobes  
Marine Corps Base 29 Palms  
Celebrities

#### **PLAN YOUR TRIP**

Visitor Center  
Trip Planner  
Travel Tips & Weather

Sustainability  
Contact Us

### **Footer**

SOCIAL MEDIA FEED (Instagram, Twitter)

LODGING

RESTAURANTS

ATTRACTIONS

UPCOMING EVENTS

EXPLORE

HISTORIC 29

PLAN YOUR TRIP

MEETINGS

MEDIA CENTER

FAMILY FUN

VISIT 29! BLOG

CONTACT US

### **[Links]**

CITY OF TWENTYNINE PALMS

JOSHUATREE NATIONAL PARK

TWENTYNINE PALMS CHAMBER OF COMMERCE

TWENTYNINE PALMS HISTORICAL SOCIETY

MARINE CORPS AIR GROUND COMBAT CENTER

VISIT CALIFORNIA

**SUBSCRIBE** [Box signup form]

## **Appendix 2**

### **Partnerships – Organizations**

#### **Visit California**

<http://www.visitcalifornia.com> and <http://industry.visitcalifornia.com/>

Visit California is the recognized source for statewide marketing planning and implementation, and information and support to California's vast travel and tourism industry, thereby maintaining California's position as one of the world's preeminent travel and tourism destinations.

- Throughout the year, Visit California does outreach, looking for stories, ideas, events, unique places to introduce their audience to, and their reach and influence is extremely powerful. One example of a Visit California marketing program that tourism organizations can take advantage of, and partner with, is the annual Restaurant Month campaign.
- The city marketing office has worked with Visit California in support of the California Deserts Region grant, managed by Greater Palm Springs CVB, and assisted with map design consultation, co-hosted the Visit California Desert booths at IPW, participated with travel writer FAM tours, joined Deserts Region partnerships periodic planning conference calls, and networked with contacts in the Visit California organization.

#### **Greater Palm Springs CVB**

<https://visitgreaterpalmsprings.com/partners/>

The Greater Palm Springs Convention & Visitors Bureau (CVB) is the low desert region's coordinating agency for tourism, marketing, and promotional efforts aimed at leisure, corporate, incentive, and convention group markets. The CVB works on behalf of its nine city partners to promote Greater Palm Springs by reaching visitors from around the world through massive ongoing sales and marketing efforts. Greater Palm Springs CVB is also recipient of the annual Visit

California Deserts Region Tourism Marketing Grant, a matching grant that benefits partners throughout the entire California Deserts Region from Death Valley to the Mexican border. The TBID needs to continue working in partnership with the CVB to ensure that desert marketing includes Twentynine Palms and the Joshua Tree National Park gateway communities region.

### **National Park Service – Joshua Tree National Park & Mojave National Preserve**

<https://www.nps.gov/jotr/index.htm> and <https://www.nps.gov/moja/index.htm>

The National Park Service has numerous programs in Joshua Tree National Park that the city needs to support.

- **Ongoing Programs – #Explore Responsibly** is about educating visitors on how to be respectful of the fragile desert landscape and how to be a responsible visitor. **Ranger Programs** are educational programs that not only enhance the visitors experience in the park, but also serve the goals of the National Park Service to preserve and sustain the natural and cultural resources. **Every Kid in a Park** is a program where NPS offers every 4<sup>th</sup> grader a free annual park pass. <https://everykidinapark.gov/>
- **Special Events** – The relatively new annual **Night Sky Festival** is an important and unique event. In 2018, the City of Twentynine Palms is teaming up with Sky's The Limit Observatory, JTNP Council for the Arts, and Joshua Tree National Park staff to organize and sponsor this event. The TBID will be supporting this event.

### **Joshua Tree National Park Association**

<http://www.joshuatree.org/>

As the official non-profit organization working directly with the NPS for Joshua Tree, JTNPA offers a variety of services including: Desert Institute Classes, Old Schoolhouse Museum Lecture Series, custom programs, and the annual JTNP Art Festival in April each year.

- Custom Programs include: Day with a Desert Naturalist, Sunset/Sunrise Photography Workshops, Guided Hikes.
- Research and development is needed to understand how the TBID can work with JTNPA on partnership and promotion of events and programs.
- Military Scholarships: The Desert Institute, with support from Walmart Foundation and the Officers' Spouses Club of MCAGCC, offers scholarships for military personnel and their spouses to attend field classes. This opportunity should be promoted on the website and in outreach publicity. Applications are at: <http://www.joshuatree.org/desert-institute/>

### **Mojave Desert Land Trust**

[www.mdlit.org](http://www.mdlit.org)

- Formed in 2006, this local non-profit organization has received accreditation, which recognized the organization for its responsible governing and outstanding achievements in land preservation. Partnership opportunities exist in areas such as citizen science and education projects, land steward teams, and numerous other volunteer opportunities.
- In addition to exposing visitors to this organization and the important work they do, the TBID has an opportunity to collaborate with MDLT for fundraising campaigns and to promote events that support and give back to the organization.

### **International Dark-Sky Association**

<http://www.darksky.org/>

- Joshua Tree National Park was awarded a Silver designation from the IDA in 2017 and officially became a **Dark Sky Park**. This designation is huge and a result of many years of dedicated work from the NPS team at Joshua Tree and community partners. The park is now committed to achieving Gold status. We should support this effort.
- The city has a great opportunity to collaborate with the IDA and promote initiatives within the city limits to follow best practices for protecting the night sky.

### **Joshua Tree National Park Council for the Arts**

[www.jtnparts.org](http://www.jtnparts.org)

- As an organization committed to fostering the artistic spirit inspired by Joshua Tree National Park, JTNPFA founded in 2013 hosts the annual JTNP Art Exposition in September, through partnership with the NPS, City of Twentynine Palms, 29 Palms Inn, 29 Palms Art Gallery, 29 Palms Creative Center, the Twenty-Nine Palms Band of Mission Indians, and local business sponsors.
- Opportunities exist to partner with JTNPFA throughout the year to promote smaller events, including the new partnership with JT Art Lab for “Artists’ Teas” in the park, and work together to celebrate the amazing link between artists and the Mojave Desert.

### **Southern California Vipassana Center, Twentynine Palms (Dhamma Vaddhana Vipassana Meditation Center)** <https://www.dhamma.org/en-US/index>

- Vipassana, which means to see things as they really are, is one of India's most ancient techniques of meditation.
- The technique of Vipassana Meditation is taught at 10-day residential courses during which participants learn the basics and practice sufficiently to experience its beneficial results. There are no charges for the courses—not even to cover the cost of food and lodging. All expenses are met by donations from people who, having completed a course and experienced the benefits of Vipassana, wish to give others the opportunity to also benefit.
- A special 10-day Vipassana course especially for business executives and government officials is being held periodically at several centers around the world.
- Visit 29! should partner with the Vipassana Center as their service supports the brand's goal of meeting with niche market needs (health & wellness market). The Vipassana Center is a recognized non-profit brand (in meditation and yoga) with several centers in the U.S., and they have a huge following. Their center here gives recognition to the city's destination.

### **Action Council for 29 Palms, Inc.**

[www.action29palmsmurals.com](http://www.action29palmsmurals.com)

Action Council for 29 Palms, Inc. (Action 29 Palms) is a non-profit 501(c)(3) all-volunteer organization established in 1994 to optimize the social, cultural, and economic well-being of the community and to celebrate its uniquely fragile environment and heritage. Their mission is to revive the pioneer “can do” spirit that created Twentynine Palms and instill community pride through the production of high quality, world class, public murals (26 historical and nature murals as of 2014).

### **Twentynine Palms Artists Guild**

[www.29palmsartgallery.com](http://www.29palmsartgallery.com)

Twentynine Palms Artists' Guild is the oldest arts organization in the Morongo Basin, founded in 1951-52 by eight desert artists, including famed landscape painter John Hilton. The Guild is an all-volunteer, 501(c)(3) non-profit organization, which owns and operates the 29 Palms Art Gallery.

The Gallery opened in 1963 in a historic adobe built in 1936 by the Stubbs brothers for western author Tom Hopkins. It is a landmark in the City of Twentynine Palms, providing exhibitions, art receptions, seasonal events, Monday morning paint-outs, and art classes for all ages.

### **Twentynine Palms Historical Society**

[www.29palmshistorical.com](http://www.29palmshistorical.com)

The Twentynine Palms Historical Society was founded on April 26, 1982. Today, it continues its original purpose of preserving and interpreting the historical heritage of the Twentynine Palms area through a variety of educational activities. The Society is a non-profit educational organization 501(c)(3). Its mission is to collect, preserve and display information, artifacts and memorabilia pertaining to the culture and history of Twentynine Palms and the greater Morongo Basin. The Society owns and operates the Old Schoolhouse Museum, which hosts lectures, a research library, historical displays, a gift shop, books and brochures, and free annual events such as The Weed Show and the Pioneer Days Old Timers' Gathering.

### **Morongo Basin Cultural Arts Council**

[www.mbcac.org](http://www.mbcac.org) and [www.hwy62arttours.org](http://www.hwy62arttours.org)

The Morongo Basin Cultural Arts Council is a nonprofit, volunteer-based organization with a 501(c)(3) status. The Arts Council's mission is to inspire and enliven the community through the arts, and to enhance the cultural and economic health of the region. They host the annual Hwy 62 Open Studio Art Tours, which supports the area artists and brings hundreds of tourists to the area for the two-weekend event each October.

### **Art in Public Places, Public Arts Advisory Committee**

[www.ci.twentynine-palms.ca.us/paac](http://www.ci.twentynine-palms.ca.us/paac)

Art in Public Places was established by the City of Twentynine Palms in 2004 as part of its Public Arts Program and is administered by the Public Arts Advisory Committee (PAAC), appointed by the City Council. PAAC oversees public art installations, supports Youth and the Arts projects in the community, and sponsors Art in Public Places exhibitions at the Twentynine Palms Visitor Center & Art Gallery and Chamber of Commerce.

### **Joshua Tree Gateway Communities / Desert Regional Tourism Agency / California Welcome Center**

[www.visitjtgc.com](http://www.visitjtgc.com) / [www.californiawelcomecenter.com](http://www.californiawelcomecenter.com)

The Joshua Tree Gateway Communities tourism committee was established to promote local events, unique attractions, and exclusive locations that can enhance the visitor experience in the communities that border Joshua Tree National Park. It is now part of Desert Regional Tourism Agency (DRTA), which also manages the California Welcome Center in Yucca Valley.

### **29 Palms Chamber of Commerce**

[www.29chamber.org](http://www.29chamber.org)

The Chamber of Commerce is an important partner and vital link to the local business community. They also manage the city's Visitor Center, offer a gift shop with local books and souvenirs, and greet the visitors and travelers coming to and through Twentynine Palms. The TBID needs to work with their staff to coordinate tourism promotion, provide current visitor materials, and support their outreach on the base through Welcome Aboard and other events. Joshua Tree and Yucca Valley chambers also are important partners in connecting with the region and promoting the brand.

### **Sky's The Limit Observatory and Nature Center**

[www.skysthelimit29.org](http://www.skysthelimit29.org)

A premier local attraction is Sky's The Limit Observatory, which is a non-profit organization and stargazing venue dedicated to providing hands-on learning opportunities for residents and visitors. They host free star parties and viewing events every Saturday night (except during a full moon) on their campus, which is located at the top of Utah Trail next to the north entrance to Joshua Tree National Park in Twentynine Palms. Sky's The Limit is one of the city's biggest assets. Attendance averages between 80 and 150 each week, and visitors are from all over the world.

### **Theatre 29**

[www.theatre29.org](http://www.theatre29.org)

Theatre 29 is a non-profit community theater organization that produces year-round stage productions, from Broadway musicals to original dramas, at their Theatre 29 building on Sullivan Road. Besides being an important local attraction, they offer an annual Summer Youth Theatre camp, which provides on-stage acting and production experience for children and young adults.

## **Partnerships – Events (Regional)**

### **Hwy 62 Open Studio Art Tours | October | Two Weekends**

<http://hwy62arttours.org/>

- Annual event organized by Morongo Basin Cultural Arts Council, taking place over two weekends in October where artists in the region open their art studio doors to the public. In its 17<sup>th</sup> year in 2018, it is one of the Morongo Basin's best and most recognizable events, drawing visitors from all over Southern California and beyond.
- The Visit 29! tourism organization should dedicate marketing efforts each fall to support this event, to encourage local artists to participate in the tour, and to continue supporting a full-page sponsor ad in the event catalog, which the city has sponsored for years.
- In past years, the annual event included special opening/closing celebrations and a compatible Art Tours Collective exhibition at 29 Palms Art Gallery.

### **Joshua Tree Music Festival | October & May**

<http://www.joshuatreemusicfestival.com/>

"A family-friendly, global music experience." The annual fall and spring events are promoted on the Visit29.org calendar, and sponsorship opportunities should be investigated. Partnership and sponsorship opportunities and information listed on their website include (customized combination of the following):

- ID in prominent position on 50,000 event handbills & 5000 posters.
- Logo, link, and promo text recognition on the festival website.
- Sponsor banners at both festivals (entrances, stages).
- ID on sponsor page in festival program (2,000 programs).
- Full or Half Page ad in festival program.
- ID on all EBLASTS (22,000 in database), 10 EBLASTS per festival.
- Social Media posts (35k+ FB page likes).
- Product placement at both festivals.
- Stage announcements throughout the festivals.
- VIP festival passes. Complimentary festival passes.

### Contact in the Desert | May | Joshua Tree Retreat Center

<http://contactinthedesert.com/>

“An EPIC weekend of exploration into extraterrestrial life, ancient aliens, human origins, secret space program, crop circles, UFO sightings, contact experiences, and interstellar living.”

- While there is a sponsor page with logos, directly linked back to these companies, there is not any sponsorship/partnership opportunity information posted.
- Under the conference venue category on the website a variety of Twentynine Palms hotels and motels are listed under area accommodations. (29 Palms Inn has noted some referral business from this event.)
- They have a special section for outings to the Integratron, and perhaps there is an opportunity to work with them to create an outing at Sky’s the Limit Observatory.

### Bhakti Fest | September | Joshua Tree Retreat Center | (& Shakti Fest | May)

<http://bhaktifest.com/> and <http://bhaktifest.com/shaktifest/>

“Bhakti Fest celebrates the devotional paths of yoga, Kirtan (sacred music), and meditation. The festival is a drug and alcohol-free vehicle for evolution of human consciousness through a heart-centered revolution. Bring your yoga mats this September to the idyllic Joshua Tree Retreat Center, located in the beautiful region east of Los Angeles. Practice with the best yoga teachers in the world, dance to sacred music by world-renown Kirtan artists, and take workshops with leaders in the field of personal growth. Camp out beneath the stars or stay at one of our many accommodations on and offsite; enjoy the swimming pool and free filtered drinking water; stop in at The Bhakti Family Village and expose your children to other enlightened youth and families; enjoy the best vegetarian food at any festival. We offer Student, Senior, Military and Local Resident discounts. We are building community—please join us!”

Partnership/Sponsorship information from their website:

- Bhakti Fest delivers an interactive and integrated experience where your company can connect directly with our attendees as well as extensive brand exposure through the Festival’s marketing campaign, offering the perfect environment to reach potential customers with a strong return on investment. [vendors-sponsors@bhaktifest.com](mailto:vendors-sponsors@bhaktifest.com)

### Market 29 Palms as a Joshua Tree National Park gateway community that supports many regional events, such as:

- Contact in the Desert – <http://contactinthedesert.com>
- Bhakti Festival – <http://bhaktifest.com>
- Shakti Fest – <http://bhaktifest.com/shaktifest/>
- Joshua Tree Music Festival – <http://www.joshuatreemusicfestival.com>
- Hwy 62 Open Studio Art Tours – <http://hwy62arttours.org>
- Orchid Festival – [www.gublers.com](http://www.gublers.com)

### Signature Regional Attractions, such as:

- Pappy and Harriet’s music events
- Pioneertown and Mane Street reenactments
- Integratron sound bath in Landers
- Hi-Desert Cultural Center events and Yucca Valley Visual & Performing Arts Center
- Desert Christ Park
- Off the Beaten Path – The Palms, Noah Purifoy’s Outdoor Gallery, Simi Dabah Sculptures
- Swap Meet, Throwbacks, Antiquing

- Dhamma Vaddhana Vipassana Meditation Center

#### **Regional Events and Low-Desert Venues, such as:**

- Palm Springs International Film Festival and Short Film Fest
- Coachella, Stagecoach, Desert Trip music festivals
- The Palm Springs Tram
- The Living Desert
- Palm Springs Art Museum

## **Appendix 4 – Lodging List**

### **LODGING IN TWENTYNINE PALMS – 2018 – (Approx. 637 Rooms & 160+ RV Spaces)**

**29 Palms Inn** – 760-367-3505 – 73950 Inn Avenue

[www.29palmsinn.com](http://www.29palmsinn.com)

ROOMS: 23

**America's Best Value Inn** – 760-367-0070 – 71829 Twentynine Palms Hwy.

[www.countryinn29palms.com](http://www.countryinn29palms.com)

ROOMS: 38

**Best Western Gardens Hotel** – 760-367-9141 – 71487 Twentynine Palms Hwy.

[www.bestwesterngardens.com](http://www.bestwesterngardens.com)

ROOMS: 84

**The Campbell House** – 760-367-3238 – 74744 Joe Davis Drive (off Utah Trail)

[www.campbellhouse29palms.com](http://www.campbellhouse29palms.com)

ROOMS: 12

**Circle C Lodge** – *New owners/new contact info pending* – 6340 El Rey Avenue

[new owners, [www.sheltersocialclub.com](http://www.sheltersocialclub.com) ]

ROOMS: 12

**El Rancho Dolores** – 760-367-3528 – 73352 Twentynine Palms Hwy.

[www.elranchomotel29palms.com](http://www.elranchomotel29palms.com)

ROOMS: 31

**Fairfield Inn & Suites by Marriott** – 760-361-5000 – 6333 Encelia Avenue

[www.marriott.com](http://www.marriott.com)

ROOMS: 80

**Harmony Motel** – 760-367-3351 – 71161 Twentynine Palms Hwy.

[www.harmonymotel.com](http://www.harmonymotel.com)

ROOMS: 8

**Holiday Inn Express & Suites** – 760-361-1000 – 72535 Twentynine Palms Hwy.

[www.hiexpress.com/29palms](http://www.hiexpress.com/29palms)

ROOMS: 84

**Homestead Inn (Extended Stay)** – 760-367-0030 – 74153 Two Mile Road

[www.homesteadinn29.com](http://www.homesteadinn29.com)

ROOMS: 3

**Mojave Trails Inn & Suites** – 760-800-1112 – 73842 Twentynine Palms Hwy.

[www.mojavetrailsinn.com](http://www.mojavetrailsinn.com)

ROOMS: 10

**Motel 6** – (760)904-6992 - 72562 Twentynine Palms Hwy.

[www.motel6.com](http://www.motel6.com)

ROOMS: 123

**Nine Palms Inn** – (760)367-0334 – 73193 Twentynine Palms Hwy.

[www.9palmsinn.com](http://www.9palmsinn.com)

ROOMS: 10

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**Rodeway Inn & Suites** – 760-361-4009 – 71809 Twentynine Palms Hwy.

[www.hotel29palms.com](http://www.hotel29palms.com) / [www.rodewayinn.com](http://www.rodewayinn.com)

ROOMS: 72

**Sunnyvale Garden Suites** – 760-361-3939 – 73843 Sunnyvale Drive

[www.sunnyvalesuites.com](http://www.sunnyvalesuites.com)

ROOMS: 21

**TwentyNine Palms Resort** – RV Park & Cottages – 760-367-3320 - 4949 Desert Knoll Drive (at Amboy Rd.) – [www.29palmsresort.com](http://www.29palmsresort.com)

COTTAGES: 26 / RV SPACES: 160+

### **VACATION HOME RENTALS in Twentynine Palms, CA**

**Approximately 50 active Vacation Home Rentals (VHRs) in the City as of July 2018.**

[Note: Updated VHR list to come with number of guests allowed per VHR for a room count.]

## **Appendix 4 – Metrics: Measurement of Marketing Programs**

See attached PDFs for metrics reports:

**Website Traffic / Google Analytics – Visit29.org metrics – July 2018**

**Social Media – Facebook, Instagram, Twitter stats – 2018**

**Sample 29 Palms Visitor Center / Chamber of Commerce visitor report – June 2018**

## **Appendix 5 – Tourism Marketing Budget 2018-2019**

See attached PDF for the TBID Tourism Marketing Budget for FY 2018-2019 (Oct. 1 to Sept. 30), along with a separate budget for the City of Twentynine Palms and the TBID advertising and sponsorship marketing efforts aboard the Marine Base for 2018-2019.



**CURRENT VISIT29! PRESENCE ON FACEBOOK**  
**456 LIKES, 462 FOLLOWERS as of 2/28/18 (launched 4/27/2016; Specialist start 3/12/18)**  
**972 PAGE LIKES (+516), 995 PAGE FOLLOWERS (+533) as of 6/30/18**

**\*\*note: numbers in red denote significant growth over pre-Specialist efforts (before March 12, 2018)**

	Posts	Likes/reactions/ emoticons	Comments	Post clicks	Retweets/ shares	Engagement rate average per post	People reached	Post topics
June 2018	13	979 PT (APP 75.31);  +82 likes +85 follows	141	2,460	160	12.15%	18,361	Art Cruise, Smith's Drive In, Love Signs of 29, July 4/MCCS celebration, Iron Mountain sign totem, Pet-friendly hotels, Father's Day/Indian Cove, Wonder Valley art/mystery site, Mojave Sol gift shop, Summer Solstice/49 Palms, Summer "Chill" launch/activities/hotels & VRBO specials, JTNP night video/dark sky promo/full moon, JTNP night ranger talks/Chill activity
May 2018	15	902 PT (APP 60.13);  +157 likes +161 follows	170	2,803	163	10.6%	21,916	Jumbo Rocks Cafe, Art Cruise, Farmers Mkt, Joshua Tree Music Fest, ShaktiFest, JTNP/RoadRunner, STL/Mother's Day, Pop-Up Shop, desert bloom, Mojave Trails posts (Route 66, Roy's/Amboy, Amboy Salt, Amboy Crater, Cadiz Dunes, Patton camp), CITD/ufc
April 2018	18	504 posts total/PT APP 28);  +137 page likes +142 page follows	50	1,132	68	9.94%	13,899	Grand Prix, JTNP art fest/Art Cruise, local merchants/antique/thrift, Yucca Man, JTNP free day, Historical Society groundbreaking/Retro Bash, STL events/Lyrid shower, Brecada sculpture/art, new website, national park week, P2P, farmers market, Harmony Hotel, Visit29 ribbon cutting
MARCH 12-30 2018 (2.5-week period)	15	958 posts total/PT (average per post/APP 63.9); +140 page likes +145 page follows	198	2,691	120	11.73%	12,278	Farmers Market, Car Show, Wonder Valley Music Fest, Faultline Farm, KidsNTrips Twitter Party, Robert Plant 29 video, Theatre29/marines share, spring bloom, Habitat profile, Call for Artists/ Pioneer Days RoadRunner, social rebrand announcement
MARCH 1-11 2018	-	-	-	-	-	-	-	-
February 2018	6	19 PT (APP 3.2)	0	12	0	7%	428	Valentines Day, King of Hammers, 29 Palms art gallery, LA Travel & Adventure
January 2018	4	11 PT (APP 2.75)	0	46	4	7.75%	543	Park announcements, Road Runner, Art Cruise
December 2017	4	17 PT (APP 4.25)	1	66	5	9%	535	Food, NY Times share/desert profile
November 2017	0	0	0	0	0	0	0	-
October 2017	1	3 PT (APP 3)	0	3	0	0.46%	1,303	TBID RFP
September 2017	2	2 PT (APP 1)	0	8	0	4.5%	169	JT National Park Art Expo

Monthly report prepared by: Robin Zimmermann, Social Media Specialist (for City of 29 Palms TBID)  
 -Data compiled through month end June 30, 2018; prepared July 3, 2018-

**CURRENT VISIT29! PRESENCE ON INSTAGRAM**  
**307 FOLLOWERS, 426 FOLLOWING as of 2/28/18 (launched 9/19/16, Specialist start 3/12/18)**  
**545 (+238) FOLLOWERS, 625 FOLLOWING as of 6/30/18**

**\*\*note: numbers in red denote significant growth over pre-Specialist efforts (before March 12, 2018)**

	Posts	Hearts	Comments	New followers	Discovery (% of accounts that saw post that weren't following)	Actions:(P)rofile Visits/ (W)eb site clicks/ (GD)Get Directions	Reach	Impressions (H)ome/ (#)Hashtags/ (P)rofile	Post topics
JUNE 2018	9	585	30	68	10.89%	20 total P: 18; W: 1; GD: 1	2270	2976 H: 2693; #: 65; P: 108; Other: 110	July 4/MCCS celebration, Iron Mountain sign totem, Pet-friendly hotels, Father's Day/Indian Cove, Mojave Sol gift shop, Summer Solstice/49 Palms, Summer "Chill" launch/activities/hotels & VRBO specials, Sunset Magazine Best of the West/JTNP feature re-gram, JTNP night ranger talks/Chill activity
MAY 2018	17	1055	54	97	16.4%	44 total P: 42; W: 2	4009	5159 total H: 4511; #: 367; P: 170; Other: 111	Jumbo Rocks Cafe, Ribbon cutting/Indian Cove, Art Cruise, Farmers Mkt, Joshua Tree Music Fest, ShaktiFest, JTNP/RoadRunner, STL/Mother's Day, desert bloom, Mojave Trails posts (Route 66, Roy's/ Amboy, Amboy Salt, Amboy Crater, Cadiz Dunes, Patton camp), CITD/ufo, Smith's Drive-In
APRIL 2018	9	484	20	43	13%	15 total P: 15; W: 0	1803	2407 total H: 2191; #: 83; P: 60; Other 73	P2P, STL, Grand Prix, JTNP art fest/Art Cruise, Historical Society groundbreaking/Retro Bash, local merchants/thrift, Brecada sculpture, Barker Dam dragonfly/national park week
MARCH 12-30 2018 (2.5-week period)	13	553	15	30	10.58%	18 total P: 16; W: 2	1943	2597 total H: 2319; #: 78; P: 150; Other 50	Farmers Market, Car Show, salad/29Palms Inn, Faultline Farm, spring bloom, Retro Bash, Habitat profile, RoadRunner, social rebrand announcement
MARCH 1-11 2018	1	21	2						Art Cruise post - this was a share from Campbell House
February 2018	5	105	6						Fans Sports Bar, 90s throwback dance party, President's Day/Oasis Grill, LA Travel/Adventure Show
January 2018	4	149	7						San Diego Travel Show, Palm Springs Tram, Road Runner, JTNP announcements
December 2017	13	346	5						Local restaurants/bars, Images 29 book/holiday shopping, JTGC, JT Lab artist program, meteor shower, JTNP photo shares
November 2017	0	0	0						-
October 2017	0	0	0						-
September 2017	3	84	4						JT National Park Art Expo

*Note: As Business Profile for Instagram (showing analytics) was not installed prior to Specialist start on March 12, 2018, there was minimal past insights/performance data for the 6 months prior to Specialist start. Full analytics starting March 12 onward are now provided.*

*Monthly report prepared by: Robin Zimmermann, Social Media Specialist (for City of 29 Palms TBID)  
 -Data compiled through month end June 30, 2018; prepared July 3, 2018-*

## CURRENT VISIT29! PRESENCE ON TWITTER

**148 TWEETS, 290 FOLLOWERS, 379 FOLLOWING as of 2/23/18 (launched 4/27/16, Specialist start 3/12/18)**

**218 TWEETS, 363 FOLLOWERS (+73), 428 FOLLOWING as of 6/30/18**

**\*\*note: numbers in red denote significant growth over pre-Specialist efforts (before March 12, 2018)**

	Tweets/ posts	Likes/ hearts	Comments	Retweets/ shares	New followers	Profile visits	Mentions	Impressions (delivered to a stream)	Engagements (Tweet interaction)	Post topics
JUNE 2018	13	96	2	27	19	508	5	13,600	270	Art Cruise, Smith's Drive In, Love Signs of 29, July 4/MCCS celebration, Iron Mountain sign totem, Pet-friendly hotels, Father's Day/Indian Cove, Wonder Valley art/mystery site, Mojave Sol gift shop, Summer Solstice/49 Palms, Summer "Chill" launch/activities/hotels & VRBO specials, JTNP night video/dark sky promo/full moon, JTNP night ranger talks/Chill activity
MAY 2018	15	102	1	32	18	656	10	14,800	395	Jumbo Rocks Cafe, Art Cruise, Farmers Mkt, Joshua Tree Music Fest, ShaktiFest, JTNP/RoadRunner, STL/Mother's Day, Pop-Up Shop, desert bloom, Mojave Trails posts (Route 66, Roy's/Amboy, Amboy Salt, Amboy Crater, Cadiz Dunes, Patton camp), CITD/ufo
APRIL 2018	17	93	3	26	14	832	7	10,800	274	P2P, STL/Lyrid shower, Grand Prix, JTNP art fest Art Cruise, Historical Society groundbreaking, farmers market, Coachella/Cottonwood drive, Yucca Man, Desert Lady Diaries, JTNP free day, new website, Barker Dam/national park week, Harmony Hotel, ribbon cutting
MARCH 12-30 2018 (2.5-week period)	19	86	5	22	22	586	5	16,900	323	Farmers Market, Car Show, Faultline Farm, KidsNTrips Twitter Party, Robert Plant 29 video, spring bloom, Habitat profile, RoadRunner, social rebrand announcement
MARCH 1-11 2018	-	-	-	-	-	-	-	-	-	-
February 2018	1	2	1	0	10	39	8	811	4	LA Travel Show
January 2018	4	4	0	2	13	48	18	1,511	34	Desert Woman show, JTNP announcements, Art Cruise
December 2017	4	8	2	2	8	52	19	1,256	56	Local food, NY Times desert profile share
November 2017	1	2	0	0	7	12	1	565	6	Cocktails @29PalmsInn
October 2017	1	0	0	0	13	23	1	901	11	TBID RFP
September 2017	2	1	0	0	14	10	1	813	2	JT National Park Art Expo

*Monthly report prepared by: Robin Zimmermann, Social Media Specialist (for City of 29 Palms TBID)  
-Data compiled through month end June 30, 2018; prepared July 3, 2018-*



## Mission Statement

The Twentynine Palms Chamber of Commerce is dedicated to meeting the needs of its membership and community by fostering economic opportunity and developing a favorable business climate while enhancing our quality of life.

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June 2018 Report

### Social Media

Current Facebook Likes: 5,281

Current Instagram Followers: 821

Current Twitter Followers: 546

### Visitors: 1270

- Visitors center, gift shop, park info, art gallery
- Chamber business
- Farmers market
- PAAC reception

### Phone Calls: 108

- MCAGCC access
- Chamber Business
- Relocation Information

### Origin of Visitors not local:

- Country: Germany, U.K., Australia
- State: Louisiana, Kansas, New Jersey, Pennsylvania, Virginia, Colorado

### Upcoming Events

8/4 Art Cruise 29!; Various locations & Times

8/1 Pioneer Days Meeting; Visitors Center; 6p

8/15 Pioneer Days Meeting; Location TBD; 6p

8/16 Public Board Meeting 5:30p

8/20 Art due for Pioneer Days poster & buttons & PAAC card

8/26 Small Business Workshop: Building a Business Plan

8/29 Pioneer Days Meeting; Location TBD; 6p



Twentynine Palms Tourism Business Improvement District				
51-1013	<b>TOURISM MARKETING BUDGET 2018-2019</b>	2017-18	2017-18	2018-19
		Budget	YTD Actual	Budget
	<b>REVENUE: Visit 29! Tourism Assessment Fee 1.5% (as of 3rd Quarter)</b>	<b>\$150,000.00</b>	<b>\$174,000.00</b>	<b>\$200,000.00</b>
	<b>REVENUE: Income from Merchandise for Resale</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$7,500.00</b>
<b>6348</b>	<b>TRAVEL SHOWS</b>	<b>Budget</b>	<b>YTD Actual</b>	<b>Budget</b>
Feb2019	LOS ANGELES Travel & Adventure Show (Feb.16-17, 2019) \$3,270 paid	\$3,170.00	\$3,270.00	<i>Prepaid</i>
	Expenses: Booth Equipment 6'x42"Counter \$170, Cartload In/Out \$80	\$350.00	\$249.40	\$250.00
	Expenses: Hotel, Meals, Car, Gas, CCParking	\$1,600.00	\$1,834.64	\$2,000.00
Feb2020	LOS ANGELES Travel & Adventure Show 2020 (Prepay \$3,270)	\$0.00	\$0.00	\$0.00
Jan2019	SAN DIEGO Travel & Adventure Show, VisitCADeserts, Exp.\$1,500	\$1,200.00	\$1,474.41	\$0.00
June2019	IPW (International) VisitCADeserts (Anaheim, June 1-5, 2019) Exp.\$1,500	\$0.00	\$0.00	\$0.00
		<b>\$6,320.00</b>	<b>\$6,828.45</b>	<b>\$2,250.00</b>
<b>6347</b>	<b>TRADE CONVENTIONS &amp; ORGANIZATIONS</b>			
Jan.	CaliforniaTravelAssn. Membership (<\$1M in tourism revenue = \$450/yr.)	\$450.00	\$495.00	\$495.00
May/June	CalTravelSummit (\$699Reg+\$85TBID+\$85Dn=\$869; Exp:Hotel,Meals,Car)	\$1,600.00	\$2,422.59	\$0.00
May	SanBernardinoCountyEDA TourismSummit (Expenses: Car/Gas)	\$300.00	\$80.65	\$100.00
Feb.	Partnerships/OrganizationMemberships: Chambers 29P/YV/JT & Other	\$0.00	\$315.00	\$500.00
		<b>\$2,350.00</b>	<b>\$3,313.24</b>	<b>\$1,095.00</b>
<b>6346</b>	<b>TOURISM PRINT ADS</b>			
Nov.	Sunset Magazine Travel Directory ad Dec/Jan-Feb-Mar (\$1,750x3)(315K)	\$5,250.00	\$5,250.00	\$0.00
Apr.	California Road Trips, VisitCalifornia annual guide, T+L insert (1M) & web	\$3,250.00	\$3,600.00	\$3,600.00
		<b>\$8,500.00</b>	<b>\$8,850.00</b>	<b>\$3,600.00</b>
<b>6345</b>	<b>REGIONAL PRINT ADS</b>			
Jun-Jan.	Desert Magazine, TheDesertSun, 1/4-pg ad (\$485x6 issues)	\$2,910.00	\$2,910.00	\$0.00
Mar.	Hwy 62 Art Tours Catalog, Oct. full-page Patron Sponsor ad (10K)	\$1,250.00	\$1,500.00	\$1,500.00
Nov.	"Off the Grid" Visitor Magazine (HDPublishing 1/4-pg ad @\$195)	\$195.00	\$195.00	\$195.00
Apr.	"Off the Grid" Visitor Magazine (HDPublishing 1/4-pg ad @\$195)	\$175.50	\$175.50	\$195.00
Apr.	Visitor's Digest (HDPublishing, Spring 1/2-pg ad @\$275)	\$0.00	\$275.00	\$0.00
Oct.	BasinWide Spirit Magazine (1/4-pg x 4 @\$175.50) Quarterly	\$0.00	\$0.00	\$702.00
Oct.	CaliforniaWelcomeCenter, 29 Palms backlit panel ad,brochure,web ad+link	\$225.00	\$225.00	\$225.00
New:	BILLBOARD ADS, Lamar (H62, I-10, I-15, static billboard or digital billboard)	\$0.00	\$0.00	\$6,000.00
		<b>\$4,755.50</b>	<b>\$5,280.50</b>	<b>\$8,817.00</b>
<b>6241</b>	<b>MARKETING SUPPLIES</b>			
Ongoing	Office supplies/labels/printer ink/paper/envelopes/stamps/copies etc.	\$1,000.00	\$176.07	\$1,000.00
	Marketing Giveaways (Pens1000@.32,StylusPens@.77;Totes@2.45)	\$1,225.00	\$0.00	\$1,000.00
	Marketing Supplies: RackCard/display holders, bins, RoadrunnerShuttle etc.	\$60.00	\$246.41	\$500.00
	Printing: Misc. (DrawingEntries30pads@50/pad=1,500/\$50,Bkmarks500/\$30)	\$80.00	\$0.00	\$50.00
	Printing: Business cards (500@\$34.80 V+R+5Board)	\$35.00	\$69.60	\$250.00
	Marketing Equipment	\$3,000.00	\$0.00	\$3,000.00
		<b>\$5,400.00</b>	<b>\$492.08</b>	<b>\$5,800.00</b>
<b>6356</b>	<b>INTERNET MARKETING &amp; WEBSITE</b>			
	Internet Advertising, Social media ads across platforms (\$500/mo)	\$16,875.00	\$1.99	\$6,000.00
	Internet Marketing Software (Hootsuite,FinalCut,MusicLibrary,Photoshop)	\$0.00	\$0.00	\$2,000.00
	Internet Marketing Supplies/Hardware	\$0.00	\$0.00	\$1,000.00
	Internet Marketing, Bloggers, Influencers	\$0.00	\$0.00	\$2,000.00
	Website Redesign, Consulting, Web fixes, tech updates, troubleshooting	\$10,285.00	\$10,285.00	\$2,000.00
	Website, Wordpress & Plugins security updates	\$0.00	\$0.00	\$750.00
	Website Hosting/Domain Renewal (\$130.81Eli)(GoDaddy\$538.92+\$12.17)	\$0.00	\$681.90	\$550.00
	ConstantContact Email Marketing (501-2500names) (Renew March/April)	\$540.00	\$549.00	\$550.00
Canceled	TripAdvisor PremiumDestinationPrtn Mktg sponsorship+ads(May2018-2019)	\$5,500.00	\$0.00	\$0.00
New:	MCCS/MCAGCC LifeIn29 email ads \$1600, MCCS website ads \$1400	\$0.00	\$0.00	\$3,000.00
New:	Sunset Magazine, Desert Magazine digital/web ads (moved from print ads)	\$0.00	\$0.00	\$7,910.00
		<b>\$33,200.00</b>	<b>\$11,517.89</b>	<b>\$25,760.00</b>
<b>6344</b>	<b>BROADCAST MEDIA</b>			
	Radio, TV, Pandora ads, Videos, Podcasts, etc.	\$0.00	\$0.00	\$5,000.00
				<b>\$5,000.00</b>
<b>6371</b>	<b>SPONSORSHIPS</b>			
	Skys The Limit, BLM, NPS, Action 29Palms, 29P Art Gallery, Events, etc.	\$0.00	\$0.00	\$8,000.00
	MCCS/MCAGCC Sponsorship, event sponsor/event giveaways			\$2,000.00
				<b>\$10,000.00</b>
<b>6251</b>	<b>TRAVEL &amp; ENTERTAINMENT</b>			
	Trainings, Training Travel Expenses, Travel writers/FAM tour hospitality	\$0.00	\$0.00	\$2,000.00

				<b>\$2,000.00</b>
<b>6340</b>	<b>MERCHANDISE FOR RESALE</b>			
	Postcards, T-Shirts, hats, souvenirs, swag with Visit 29! branding logo	\$0.00	\$0.00	\$5,000.00
				<b>\$5,000.00</b>
<b>6353</b>	<b>CONTRACT SERVICES</b>			
	<b>Marketing Director/Firm:</b> Implement TBID Marketing Plan & Budget	\$0.00	\$0.00	\$100,000.00
	Marketing Specialist (as of 7/31)	\$30,000.00	\$24,200.00	
	Social Media Specialist (as of 7/31)	\$16,800.00	\$11,157.43	
		<b>\$46,800.00</b>	<b>\$35,357.43</b>	<b>\$100,000.00</b>
	<b>Tourism Marketing Subtotal:</b>	<b>\$107,325.50</b>	<b>\$71,639.59</b>	<b>\$169,322.00</b>
<b>6244</b>	<b>Contingency:</b> Contingency Fund	\$10,000.00	\$0.00	\$10,000.00
	<b>TOTAL BUDGET:</b>	<b>\$117,325.50</b>	<b>\$71,639.59</b>	<b>\$179,322.00</b>
	<b>Proposed Budget 2018-2019 - 07/31/2018</b>			