

# Indio Chamber of Commerce

## ANNUAL REPORT

2009-2010

### Our Mission

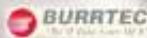
The Indio Chamber of Commerce is dedicated to the promotion, support and enhancement of a growing economy and quality of life for the community

### Our Vision

The Indio Chamber of Commerce will provide dynamic leadership in transforming Indio into a local, regional and international center for commerce, education, culture and recreation

#### Executive Circle Sponsors

##### Platinum



*Desert **funerals** Care*

##### Gold



##### Bronze



# 2009-2010 Board of Directors

## Executive Committee



Patrick Swarthout  
Chairman of the Board  
Imperial Irrigation District



Elaine Holmes  
Vice Chairman  
PJ's Desert Trophies & Gifts



Dr. Frank A. Curry  
Secretary/Treasurer  
Indio Emergency  
Medical Group



Joanne Gilbert  
Member-at-Large  
Desert Recreation District



Valerie Ward  
Member-at-Large  
Burrtec Waste &  
Recycling Services

## Directors



Jacquie Bethel  
Coachella  
Valley Public  
Education  
Foundation



Steve Bohm  
Precision  
Screenprinting  
Embroidery/  
VIP



Greg Castro  
The Desert Sun



Rodney  
Chalmers  
The Chank  
Group



Jim Collins  
Include Me, Inc.



Jim Dibley  
J & L Consulting



Chris Holmes  
FirstBank



Trisha  
LeCompte



Nancy Madson  
Seawright  
Custom  
Precast, Inc.



Summer  
Parkinson  
Empire Polo  
Club



Rollee Pirkel  
John F.  
Kennedy  
Memorial  
Hospital



Brad Ramos  
Indio Police  
Department



Toni Romero  
Sacher  
Enterprises



Steve Sanchez  
The Desert  
Radio Group



Jesse Siess  
Coachella  
Valley History  
Museum



Lisa Slam  
Building  
Industry  
Association  
Desert Chapter



Jill Tremblay  
Best Best &  
Krieger, LLP



Doug Welmas  
Cabazon Band  
of Mission  
Indians

## The Newly Elected Board Members for 2010-2011



Andy Brakebill  
Coachella  
Valley Printing  
Group



Dr. Frank Curry  
Indio Emer-  
gency Medical  
Group



Jim Dibley  
J & L Consulting



Elaine Holmes  
PJ's Desert Tro-  
phies and Gifts



Linda Irwin  
Linda Irwin  
State Farm  
Agency



William Jenkins  
III  
William Jenkins  
III CPA



Summer  
Parkinson  
Empire Polo  
Club



Jim Pedone  
La Quinta  
Resort & Club



Jill Tremblay  
Best Best &  
Krieger

Under the exceptional leadership team of the Indio Chamber of Commerce, we were able to create a fresh new palette of colorful and constructive programming. During the Annual Board Retreat last July, a one year Strategic plan was developed which included the following four focus areas: Membership: Events: Communication & Legislative Affairs: Education & Resources.

With a forward-thinking board, savvy staff and approachable community leaders, the chamber offers a vibrant and sunny atmosphere which welcomes you to work, live and play here.

We are proud to report that with teamwork and perseverance, we were able to accomplish 96% of our goals.

## **MEMBERSHIP**

### **Goal**

Retain, increase and enhance existing membership. Encourage members to embrace the chamber and its mission and thus become walking ambassadors and salespersons for the chamber. Share successes.

### **Strategies**

1. Increase and improve member benefits.
2. Update & refresh marketing materials.
3. Implement substantial member to member discount program (m2m discount).
4. Provide new member orientations every other month.
5. Consistent, timely "touch" contact with each member a minimum of 4 times per year.
6. Increase volunteer participation, utilize interns & office volunteers.
7. Develop recognition programs such as the Member of the Month.
8. Provide additional no/low cost marketing and exposure opportunities.
9. Develop Ribbon Cutting and Grand Opening Celebration Packets including press contact information and community & civ-

ic leader contact information.

10. Hire Independent Contractor (Assistant Manager) for the Southwest Arts Festival®.
11. Hire Administrative Assistant to maintain Visitors Center and Business Support Center.
12. Hire full-time membership sales person.
13. Increase exposure of members via word of mouth, new member directory, website, facebook and literature display in lobby.

## **EDUCATION & RESOURCES**

### **Goal**

Offer educational curriculum to enhance and build the business and residential community. To provide an accessible, convenient one-stop shop of relevant business resources. Supply valuable resources for new and existing businesses at the Chambers Business Support Center.

### **Strategies**

1. Install new sign to recognize designated "Business Support Center" in chamber office.
2. Obtain large official Zoning map, proposed Coachella Valley Enterprise Zone map, general land use plan and new development map for future business owners to view.
3. Acquire Business license application forms (in city and out of city), license tax schedules, Business license submittal forms for commercial locations and home occupations.
4. Provide Signage Ordinances, business entities and city compliance guidelines.
5. Provide City of Indio, walking/hiking maps and Coachella Valley maps.
6. Display business member brochures, phone books, travel rack cards and tourist information.
7. Compile Numbers you Need to Know (electric, gas, phone, garbage, etc.) for new-residents and businesses.
8. Provide Mentoring services for potential new business owners with member merchants.
9. Utilize Constant Contact, Zoomerang, Survey Monkey etc. to obtain post-event surveys.
10. Provide access/knowledge of educational opportunities of topics of interest.

11. Create innovative programming to enhance knowledge of business-oriented entrepreneurs.
12. Distribute Chamber Membership Directories and pocket Visitor Guide with each and every inquiry.

## **COMMUNICATION & LEGISLATIVE AFFAIRS**

### **Goal**

Assist in the creation of a competitive and attractive business environment for the City of Indio, the valley and state. Represent the interests of business with government that supports a business friendly environment and take appropriate action when needed. Communicate issues of concern and provide valuable, relevant information to the business community in an effort to create an informed society.

### **Strategies**

1. Provide accessibility to local, state and federal government officials.
2. Stay informed of legislative issues affecting the business community.
3. Monitor pertinent federal and state legislation and rule making.
4. Encourage the continued participation by area elected official representatives to participate at GAPP meeting and chamber activities.
5. Meet with lawmakers.
6. Keep an updated list of key elected officials and distribute in all business packets.
7. Devise list of Chamber Champions-a list of 50 volunteers, mostly small business people who will sign an agreement that they will respond to alerts asking them to attend a press conference, council meeting, hearing or write a letter whenever necessary.
8. Write letters and voice support on issues that are pro-business and oppose non-friendly business legislation.
9. Keep membership informed about job creators and job killers in newsletter.
10. Increase visibility by attending conferences, meetings and hosting government officials.

- Attend city council meetings on a regular basis in an effort to be informed about local issues.
- Coordinate and facilitate meetings with potential new businesses and the City Leadership Team.

#### EVENTS

##### Goal

Offer innovative opportunities for members to connect & deliver beneficial educational programming.

##### Strategies

- Provide valuable and relevant educational programming on a monthly basis.
- Seek professional and informative speakers

- to address key issues.
- Provide accessibility to local, state and regional leaders.
- Host Meet & Greet opportunities for members to gather with community & civic leaders.
- Implement structured networking programs, including icebreakers & themes when feasible.
- Create sponsorship levels for each event at a variety of price points to increase visibility for all members.
- Encourage interactive networking at all chamber and community events/activities.
- Elevate event venues (develop and adhere to stricter venue criteria).
- Collaborate and/or partner with other

- chambers and organizations (schools, youth and senior centers, libraries, health-care, etc.) to provide worthwhile community outreach programming.
- Facilitate weekly meetings with SCORE & create easy access for potential new/existing businesses.
- Provide SCORE seminars featuring information vital to the success of new/existing businesses.
- Provide Coachella Valley Enterprise Zone informational workshops and forums.
- Encourage registration at all events by offering the opportunity to be on the ("A-LIST") attendance list.

#### The Indio Chamber of Commerce Staff

Joyce Donaldson, CEO

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Find us on FaceBook! 



Featured above, left to right, are:  
Joyce Donaldson, CEO; Ivonne Moreno, Director of Member Services; Jessica Love, Committee and Events Coordinator; Nette Moreno, Administrative Assistant; Enda Rodriguez, Committee and Events Coordinator.

The Indio Chamber of Commerce is a non-profit 501 (c) 6 organization. Membership dues, donations and sponsorships are instrumental in financially helping us as we promote, educate and assist in the growth and success of the business community.

Annual Report Courtesy of Kiner Communications

#### Fast Facts:

1	Gold ADDY Award for the Southwest Arts Festival Poster
15	Ribbon Cuttings
19	Action taken on legislative issues from the governmental Affairs & Public Policy Committee
64	Exhibitors at the BizNet Symposium & Business Showcase
68	New members
108	Golfers in the Chamber Golf Outing & Fundraiser
131	Phone calls per day
154	Average visitors per week in the chamber office
2:10	Average time spent on website southwestartsfest.com
355	Artists booths at the Southwest Arts Festival®
381	Friends on Facebook since launch in March
455	Chamber members
458	Fans on Facebook since launch in March
949	Visitor/business packets mailed in the past year
4,160	Visitors in the office in the past 6 months
55,710	Poster Art Sales for the Southwest Arts Festival®
6,555	Volunteer hours donated by the Ambassador Committee
8,300	Chamber Directories and Visitor Guides distributed
9,000	Attendees as the 2010 Southwest Arts Festival®
10,065	Visitors from 58 countries/territories on website southwestartsfest.com
\$14,298	Net profit at the Chamber Golf Outing & Fundraiser
\$16,719	Net profit at the Chambers beer gardens at the International Tamale Festival
23,838	Visitors on websiteindiochamber.org
29,244	Total contacts with visitors in the past 6 months
51,000	Page views while visiting chamber site
\$ 91,720	Net profit for the 2010 Southwest Arts Festival®
\$204,922	Expenses incurred for the production of the Southwest Arts Festival®
\$296,642	Income from the Southwest Arts Festival®
\$678,422	Total Art Sales at the 2010 Southwest Arts Festival®