

# Twentynine Palms Chamber of Commerce

73660 Civic Center Drive, Suite D  
Phone 760-367-3445 FAX 760-367-3366  
website: 29chamber.com



Photo by Rick Hardman

## 2005-2006 Annual Report

### **Twentynine Palms Chamber of Commerce Mission Statement:**

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

Dear Chamber of Commerce members and Twentynine Palms citizens,

The Twentynine Palms Chamber of Commerce is a cooperative business organization. The work of encouraging the vitality of our local economy and enhancing our quality of life happens through the combined energies of staff, directors, members, organizational partners, and citizens. Each of you has invested money, time, talent, and energy in a wide range of activities, projects, and events during the past year.

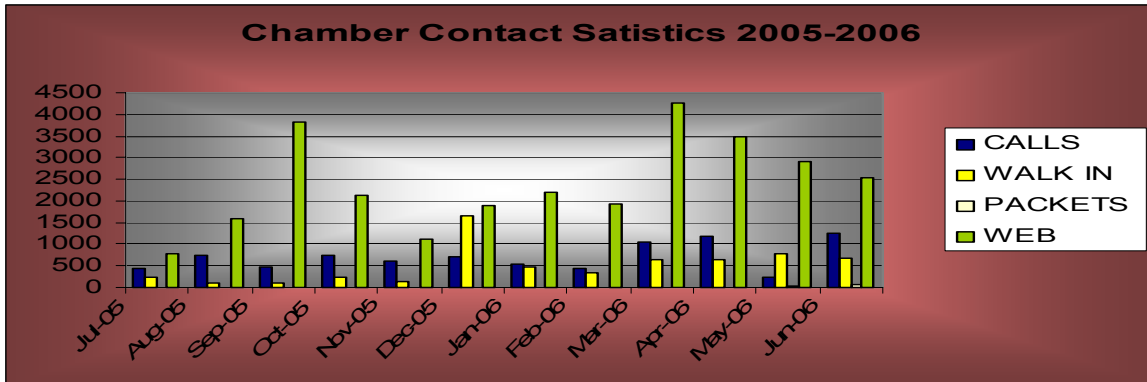
What is the result of your investment? It is with great satisfaction the Chamber submits the highlights of our accomplishments for the fiscal year of 2005-2006. We think you will consider your investment well placed.

Thank you for your continued support. We look forward to working together to keep Twentynine Palms a great place to live, work and visit.

*Dee Richhart*

President, 2005-2006

The Twentynine Palms Chamber of Commerce started this fiscal year with relocation to 73360 Civic Center Drive, located directly behind City Hall. The Chamber has continued to serve as a focal point for visitors, membership, and community alike, expanding our diverse selection of benefits and services.



Chamber Contact Statistics 2005-2006

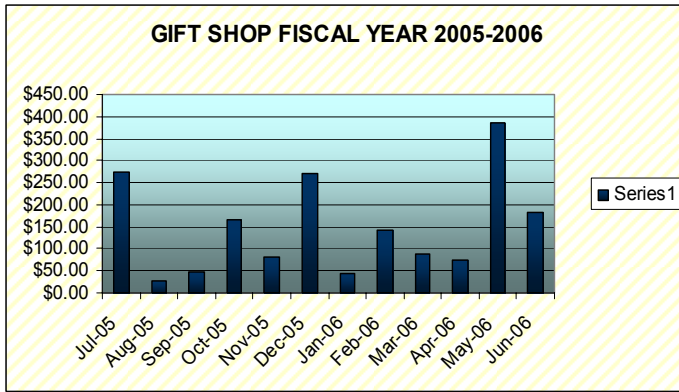
	CALLS	WALK IN	PACKETS	WEB
Jul-05	437	245	6	784
Aug-05	741	91	7	1,605
Sep-05	477	113	5	3,831
Oct-05	750	247	7	2,137
Nov-05	612	141	12	1,129
Dec-05	718	1,645	11	1,909
Jan-06	553	490	9	2,204
Feb-06	425	345	10	1,937
Mar-06	1,060	638	10	4,277
Apr-06	1,193	654	13	3,499
May-06	231	778	25	2,920
Jun-06	1,238	685	54	2,547
<b>Total</b>	<b>8,435</b>	<b>6,072</b>	<b>169</b>	<b>28,779</b>

Jun-05	9,375	4,707	123	14,002
Jun-06	8,435	6,072	169	28,779
Difference	940	1,365	46	14,777

10% decrease      29% increase      37% increase      106% increase



A Chamber is only as strong as its membership investment. With that thought in mind, it is clear why the Twentynine Palms Chamber of Commerce places high priority in its membership services and benefits. For the Fiscal year 2005-2006 the Chamber retained 93% membership reinvestment and an overall increase of 10% new membership investments. Our total membership is 256 for 2005-2006 fiscal year.



*The Chamber Gift Shop provides membership an opportunity to show their merchandise to our visitors. Souvenir items such as T-shirts, cups, post cards, and ball caps are available. Gift shop sold \$1,784.72 of local merchant merchandise in 2005-2006.*

### Chamber Communications

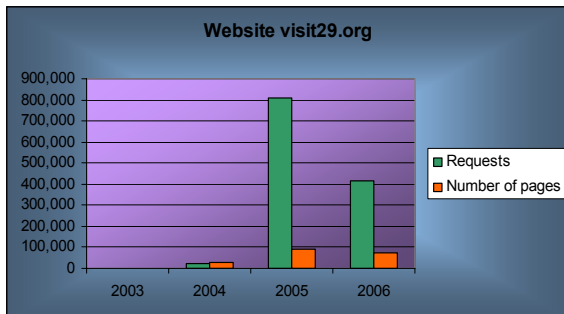
**29chamber.com:** Chamber premiered its new 29chamber.com website on February 2, 2006. The site is professional and user friendly with many informative pages, maps, events, and direct links to member businesses. The Content Management tool allows for site update by Chamber staff on a continual basis, for dissemination of Chamber information, new members and event information. The site allows capabilities to track direct measurements and statistics on an hourly, daily, monthly, and yearly basis.

Statistics below are from February 2 through June 30, 2006:

- Successful requests:** 787,338 (31,090)
- Average successful requests per day:** 4,880 (4,441)
- Successful requests for pages:** 148,282 (6,191)
- Average successful requests for pages per day:** 919 (884)
- Failed requests:** 1,884 (0)
- Data transferred:** 7.56 gigabytes (354.69 megabytes)
- Average data transferred per day:** 47.99 megabytes (50.67 megabytes)

**visit29.org:** Chamber staff manages the visit29.org site on behalf of the City of Twentynine Palms. Chamber staff works on a continued basis to update and enhance the site with rock climbing, biking, camping, and city recreational areas for our visitors.

Statistics below are from 2003 through 2006:



- Successful requests:** 1,454,331
- Average successful requests per day:** 1,533 (1,737)
- Successful requests for pages:** 192,645 (2,285)
- Average successful requests for pages per day:** 203 (326)
- Failed requests:** 30,243 (0)
- Redirected requests:** 24 (0)
- Data transferred:** 14.30 gigabytes (112.61 megabytes)
- Average data transferred per day:** 15.43 megabytes (16.09 megabytes)

**Twentynine Palms Chamber Newsletter**, published monthly is largely circulated within The Desert Trail, private mailing and distributed from the Visitor Center. The newsletter is included in all Visitor/Relocation Packets and given away at conferences, meetings, and events. Chamber staff works diligently in gathering pertinent labor law information, business planning seminars/conferences, membership profiles, and event information to the community.

**Twentynine Palms Chamber E-news:** Our members and visitors receive the latest Chamber news via e-mail by subscription. These electronic information tools allow our members and community to stay informed of issues that can affect their business, Chamber events, and provide members a vehicle for involvement. The first edition of the E-news started in April of 2005 with 50 subscribers and has grown to 207 subscribers as of June 2006.

*Twentynine Palms Chamber of Commerce E-news letter Comparative Metrics*

	<b>Sent</b>	<b>Bounces</b>	<b>Opens</b>	<b>Clicks</b>	<b>Forwards</b>
<b>Overall</b>	<b>5890</b>	<b>8.9%</b> <b>(523)</b>	<b>46.5%</b> <b>(2498)</b>	<b>5.6%</b> <b>(141)</b>	<b>0</b>
<b>Last 3 months</b>	<b>2228</b>	<b>8.3%</b> <b>(185)</b>	<b>39.7%</b> <b>(812)</b>	<b>5.2%</b> <b>(42)</b>	<b>0</b>
<b>Compare with other sites</b>	<b>---</b>	<b>18.3%</b>	<b>37.0%</b>	<b>8.9%</b>	<b>3.3%</b>

History reflects April 2005 through June of 2006

**Radio Public Service Announcements (PSA)** started in March 2006 by invitation of KCDC 107.7fm and Copper Mountain Broadcasting. The Chamber's Public Service Announcements provides a wide distribution of Chamber information regarding the organization, its members, events and other pertinent news on a weekly basis.

**Media** regarding Twentynine Palms and the Morongo Basin is continually monitored. A monthly analysis of websites and publications that identify our distinct region is compiled. Chamber staff documented 327 media announcements for fiscal year 2005-2006 that included TV/radio broadcasts, newsprint, and the Internet. Publications include the New York Times, LA Times, Conde Nash Travel, Latina Magazine, Artworks, Fuel Cell Today, Filter Magazine, Rocky Mountain News, Bakersfield Californian, Access Washington, Sports Shooter, Seattle Post, Tracy Press, Singapore News, Legends of America, Black and Blue Bottom, Classic Truck World, Tucson Magazine, New York Magazine, Fullerton College of Natural Sciences and Mathematics, San Francisco Chronicle, Boston Herald, Washington Monthly, Life Magazine, and the Fairbanks Daily News. President Bush's visit to the Marine Corps Air Ground Combat Center in April placed Twentynine Palms in the center of worldwide media frenzy.

### *Legislative Affairs*

To improve the business climate of Twentynine Palms, the Chamber focuses on local, State and federal issues and provides periodic legislative alerts.

**The Chamber Board of Directors Endorsed** the Hi-Desert Medical Center's *Measure N* for trauma care in the Morongo Basin;

**Chamber and Rotary Partnership** presented Assemblyman Bill Postmus' State of the County address, January 11, 2006.

**Congressman Lewis** letter signed by Chamber along with other community leaders, March 24, 2006, inviting the Congressman to visit and have open discussion regarding perspectives, issues and concerns of Joshua Tree National Park.

**National Park Service** funding request letters to Senator Feinstein and Congressman Lewis, May 5, 2006, signed by Chamber and other community leaders.

## *Economy and Community Development*

One of the Chamber's goals is to expand the economic base of the community by planning and promoting the growth of Twentynine Palms through tourism and to support business growth with programs designed to educate and assist small business.

**Blue Star Memorial** Highway plaques were dedicated on Veterans Day, November 11, 2005. The *blue star* symbolizes our community's gratitude to those who have, who are, and who will serve our country. Project funding was obtained with the creation and selling of the Chamber's *Wildflower Buttons*, donations by community organizations, individuals and the City of Twentynine Palms. The plaques are located on both the East and West ends of the city on Twentynine Palms Highway.

**Airport:** Chamber arranged discussion meeting for local pilots with the San Bernardino Airport Commission to outline progress of work by the County and ways to expand airport knowledge. Chamber submitted detailed information to numerous pilot websites, added a Chamber website link to the airport, and placed area information within the pilot's rest area at the airport.

**Dell Winston Solar Cup Challenge** came to Twentynine Palms in July 15, 2005 and left on the morning of the 16<sup>th</sup>. The Winston Solar Car Team launched an education program designed to teach high school students how to build roadworthy solar cars. The race is a 1500 mile, 8 day trip from Round Rock TX to NASA's Jet Propulsion Lab in Pasadena CA. This year's event sported over nine car teams that included students, teachers, parents, and sponsors from Dell Computers, Texas State Energy Conservation Office, and the Texas Motor Speedway. USMC Colonel Weddington and Mayor Benton awarded their favorite car and Sgt. Maj. Ricker started the race on the final leg to NASA in Pasadena the following morning. Dr. Lehman Marks stated, "The Twentynine hospitality and community interest was the best of the trip."

**Area information** submitted for publication by the Chamber, included VIA (AAA magazine for Northern California), California Travel & Tourism Commission, Travel & Leisure Magazine, RV Journal, Southwest Blend, The Sun Runner, Reise and Preise German Travel Magazine, Disney Co., The Stomping Ground, The Desert Sun, Camping Life Magazine, Backpacker Magazine, and Outside Magazine.

**Destination Branding Committee** is gathering public input to assist in the creation of a distinctive brand for marketing for Twentynine Palms. The Chamber launched the *Destination Branding Survey* via e-mail on May 5, 2006. Tourist surveys have been printed and will be placed in public entities, lodging facilities and restaurants.

**Chamber Grants** were awarded to the *Action Council 29* for program support and preservation of the City's murals. The *Morongo Basin Cultural Arts Council* received a grant to develop and increase media attention for the 2005 Morongo Basin Open Studio Art Tours in November 2005.

**Rotary/Chamber Partnership** hosted "Business Taxes," presented by Suzie Horn of H& Block on December 7, 2005.

**Maps** that include Twentynine Palms lodging, restaurants and Morongo Basin Points of Interest with addresses and phone numbers were created by Chamber staff this year. The maps have been a great success and an excellent resource tool for visitors and membership alike. Plans for a Community Church and Newcomer map are in the design stage.

**"Gateway Communities Desert Parks Funding Workshop,"** co-sponsored by the Chamber, took place in Yucca Valley on January 24, 2006. Workshop goals to develop initiatives to facilitate California Desert businesses and communities to work to improve funding for the California Desert National Parks.

**Desert Park Partners**, established in February 2006, under the National Parks Conservation Association. The Chamber is a member of the *Marketing Committee* that will participate and support marketing efforts on behalf of Joshua Tree National Park.

**Downtown Revitalization** merchant meetings, sponsored by the Chamber, were held on January 27 and February 10, 2006. Purpose of the meetings was to obtain recommendations and ideas on how to create an inviting and energetic downtown center. The Chamber forwarded the results and commentaries to the City Planning Commission.

**Joshua Tree National Park Informational** tour in February brought up close and personal views offered by Park Superintendent Curt Sauer. City and business leaders from across the Morongo Basin attended the unique and informative tour. Discussed the park's plans and how the Basin communities can work together for park preservation in protecting its unique desert ecosystem, and a variety of specialized wildlife.

**Morongo Business and Community Outreach Day**, hosted by the San Bernardino County with Chamber participation was held on March 23, 2006 at Copper Mountain College. County representatives were available to talk and hand out information regarding Business Loans, Employment Services, Employer Services, Business Services, and Assessor Assistance.

**25<sup>th</sup> Annual California Conference on Tourism** held at the Disneyland Hotel, March 27-29, 2006 was attended by Chamber staff who networked with travel magazines, travel agents and other State wide Chambers.

**Career Day** at Copper Mountain College, with Chamber participation, was held on April 5, 2006. State, County and local businesses attended and furnished information regarding current job openings, recruitment and employment services.

**29 Palms Youth Club** received a free subscription to Constant Contact sponsored by the Chamber to create, send, and track e-newsletters regarding the Youth Club organization's activities and events.

**First Annual Bridal Fair**, sponsored by the Pampered Chef at the Helen Gray Center, was held on May 6, 2006. Chamber staff attended giving out maps, merchant information, and visitor guides.

**Morongo Basin Chambers Partnership** that includes Joshua Tree, Yucca Valley, and Twentynine Palms Chambers. The group has worked together, setting strategic goals while participating in the Morongo Basin Economic Consortium and the Desert Park Partners. Goals include:

- Development and creation a comprehensive Attractions & Facilities map for Morongo Basin;
- Develop a target market plan for concierge and media groups within the Coachella Valley and across the United States with an art, music and events e-newsletter covering the Morongo Basin;
- Redevelop market plan for FAM tour for concierge and media groups;
- Develop a marketing partnership plan with Copper Mountain College;

**2005-2006 Chamber Ribbon Cuttings:** Oasis Elementary School re-dedication, Reach Out Morongo Basin, Twentynine Palms Rotary re-dedication of the Twentynine Palms Youth Club, and Terminix.

**Chamber Memberships include:**

- *Morongo Basin Economic Partnership;*
- *California Tourism Association;*
- *Western Association of Chamber Executives;*
- *Morongo Basin Economic Consortium;*
- *Chamber Staff appointed to the Desert Regional Tourist Association Board of Directors who administer the California Welcome Center in Yucca Valley*

***EDUCATION***

The Education Committee supports excellence in education and promotes meaningful business/education relationships with public and private schools. We want to offer experiences that connect academic knowledge with real-world application in meaningful ways.

**Oasis Elementary School** conducted a “Re-opening Ribbon Cutting” that was held on the school premises after a long construction project was completed. Children and community leaders rededicated the school to the community.

**Coffee with Morongo Basin School District Superintendent** Jim Majchrzak, was held on March 16, 2006. Mr. Majchrzak spoke of the District’s bond projects, programs to keep children from dropping out of school and the new satellite school for challenged children.

**Twentynine Palms High School** invited Chamber staff to speak to Juniors and Seniors about Child Labor Laws, March 22, 2006.

**Twentynine Palms Elementary School’s** 3<sup>rd</sup> grade class taught by Mrs. Nelson presented the Chamber with numerous children’s versions of a ‘*Twentynine Palms Travel Brochure.*’ The Chamber staff is highlighting these brochures on the Chamber website under the “Kids Page.”

***Military***

The purpose of the Military Affairs Committee (MAC) of the Twentynine Palms Chamber of Commerce is to maintain and continually improve the relationship between the military and civilian communities.

Chamber representatives assisted with or attended:

- General Zilmer’s 4<sup>th</sup> of July Reception and show
- Officer’s Spouses “Welcome Aboard” September 30, 2005
- Quality of Life Expo, October 26, 2005
- General Zilmer’s Promotion ceremony, November 3, 2005
- USMC Birthday Pageant, November 4, 2005
- Blue Star Memorial Hwy dedication, November 11, 2005 Veteran’s Day
- Toys for Tots Poker Run, the Chamber conducted the “Bike Show” with prize donations from our town merchants, December 10, 2005;
- General Zilmer’s Christmas Reception, December 17, 2005;
- Stars and Stripes Valentine Ball honoring Sgt. Major Ricker’s work with OneLegacy aboard the base; February 11, 2006;
- Battle Color Ceremony, March 9, 2006;
- Colonel Weddington’s Retirement Ceremony, March 10, 2006;
- Gary Sinise & Lt. Dan Band, presented by the USO, March 12, 2006;

- Sgt. Major Ricker's Relief and Appointment Ceremony, March 15, 2006;
- Executive Off Site Training, May 7 through May 11, brought in 14 USMC Generals and wives for Off Site Training. General Stone requested Community Visitor Packets that included Action Council 29 T-shirts, Twentynine Palms baseball caps, and Wally Pacholka cards.
- General Stone's "Executive Off Site" reception, May 8, 2006;
- "We Salute You" aboard base, May 20, 2006

## ***Events and Programs***

**Chamber Mixers** are a vital aspect of Chamber membership, which supply members with opportunities to meet with and learn from fellow Chamber members. Chamber Mixers are one of the Chamber's oldest networking events. Mixer hosts who are Chamber members, have the opportunity to show case their business.

**General Membership Meeting**, held on July 29, 2005 at Theater 29 summarized the Chamber Membership Survey and Annual Report with a Power Point presentation. Members in attendance offered feedback regarding Chamber Programs.

**2005 Pioneer Days- "29 Palms Blooms"** were held October 13 through October 16, 2005. Marguerite Lyons and Margaret Kenny were Parade Grand Marshals. New events included were the Knights of Columbus Mud Run, Cow Chip Bingo, and Chamber of Commerce Pet Parade.

**2005 Light Parade** lighted up Adobe and Twentynine Palms Hwy on December 10, 2005;

**Kelso Depot Dedication Bus** was sponsored by the City of Twentynine Palms and the Chamber on March 25, 2006. The dedication brought more than 600 people to celebrate the Depot as the official visitor center for Mojave National Preserve.

**Street Fair and Car Show** saw 118 car entries lined up and down Highway 62 on June 2, 2006. Attendance of the event numbered 2,500 car enthusiasts who strolled the Highway buying from local merchants, vendors, listening to music, and having good family fun in downtown Twentynine Palms.

**Annual Award and Installation Dinner** was held on June 24, 2006, at Theater 29. This year's community awards honored The Wonder Garden, Liz Meyer, Ray Kinsman, Twentynine Palms Rotary, Rob Fleck, and the City of Twentynine Palms.

### ***Chamber Staff***

A professional and helpful Chamber staff works on a daily basis to meet the needs of the membership as well as the myriad requests from visitors, new citizens, and prospective new businesses to our city. The Chamber staff represents a wide array of experience and skill.

***Christina Dooley-Executive Director***  
***[29coc@29chamber.com](mailto:29coc@29chamber.com)***

***Sal Griffin-Administrative Assistant***  
***[staff@29chamber.com](mailto:staff@29chamber.com)***

***Jillian Dike-Administrative Assistant***  
***[staff2@29chamber.com](mailto:staff2@29chamber.com)***

***We thank our volunteer Docents:***  
***Bill Holmes, Howard Snow, and Carol Voisine***

*2005-2006 Chamber Board of Directors*

***Officers:***

*Dee Richhart, President  
Williams Insurance Service*

*Betty Laferriere, Vice President  
The Flower Garden*

*Kurt Schauppner, Secretary  
The Desert Trail*

*Melvin Berlin, Treasurer, President Elect 2006-2007  
Global Product Sales*

***Board Directors***

*Dan Mintz, Past President  
The Bowladium*

*Cindy McVay  
Oasis Elementary School*

*Gary Diagneault  
Z107.7fm*

*Steve Brown  
The Sun Runner*

*Bill Easter  
Reflections Photography*

***Ex-Officio Representatives:***

*City of Twentynine Palms*

*Action Council for 29 Palms*

*29 Palms Innkeepers*

*Joshua Tree National Park*

***MCAGCC***