

Twentynine Palms Chamber of Commerce Convention & Visitors Bureau

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Website: 29chamber.com



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2006-2007 Annual Report

Our Mission:

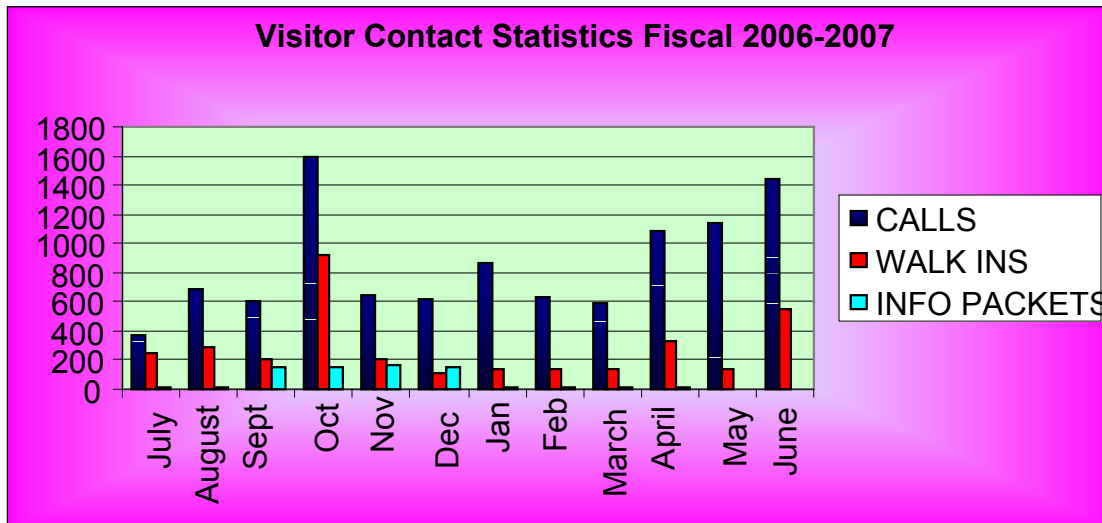
The Twentynine Palms Chamber of Commerce is dedicated to meeting the needs of its membership and the community by fostering economic opportunity and developing a favorable business climate while enhancing our quality of life.

The rich history of the Twentynine Palms Chamber of Commerce spans over 70 years as one of the Basin's premier business organization. Over the years, our Chamber has grown into a generous group of business experts and caring professionals. It is a true business combination where many unique pieces come together and form a platform to meet the ever-expanding needs of our members.

Throughout the past year, the Twentynine Palms Chamber of Commerce continued to actively work on behalf of our membership. We accomplished many goals through the leadership and commitment of a strong Board of Directors, and an extremely dedicated staff. The ongoing involvement and support of our membership is key as we anticipate progress in the future.

The Twentynine Palms Convention and Visitor Bureau is open Monday through Friday. The Bureau is stocked with pamphlets, visitor guides, and information on area hotels and attractions that will help the visitor get the most out of their stay. Locals also find the Convention and Visitor Bureau to be a helpful resource for maps, phone books, and information for visiting friends and relatives.

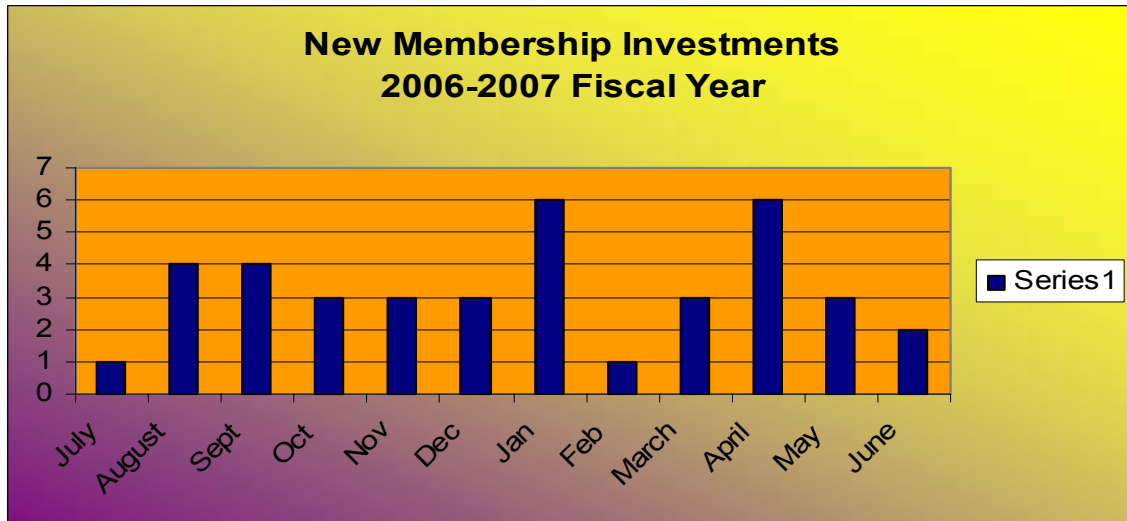
The Visitor Bureau has great selection of Twentynine Palms logo apparel from local merchants for adults and kids, as well as a wide variety of books, key chains, and much more.



	<i>Calls</i>	<i>Walk- ins</i>	<i>Packets</i>	<i>Website</i>
Jun-06	8,435	6,072	169	736,533
Jun-07	10,556	3,410	696*	1,318,175
Difference	2,121+	2,662-	527+	1,316,906+
%	25%+	37%-	32%+	179%+

**Multiples of informational packets were provided to the 29 Palms High School Alumni Association, Soroptimist Convention, Career Day at Copper Mountain College and USMC's "Welcome Aboard."*

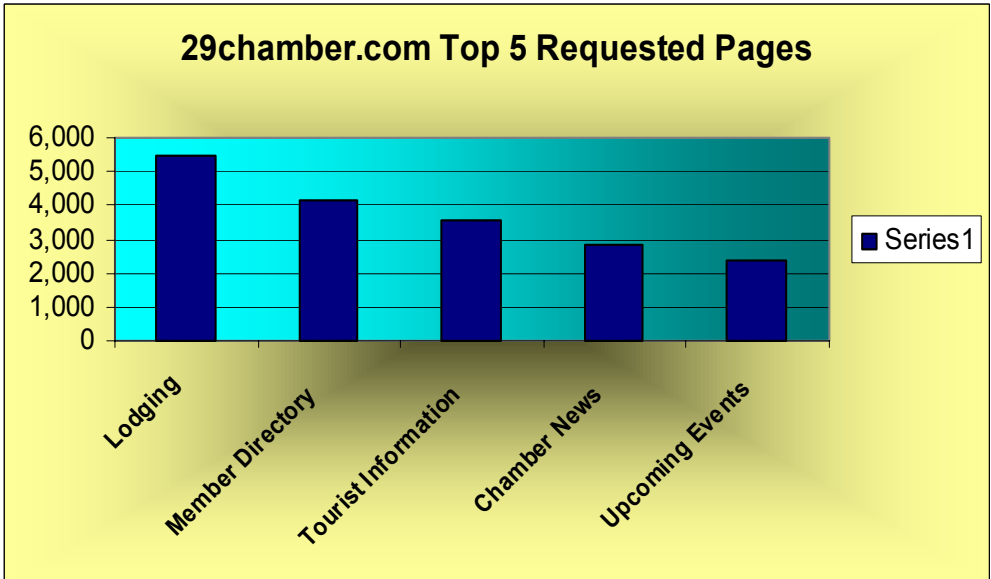
Twentynine Palms Chamber of Commerce Member Investments



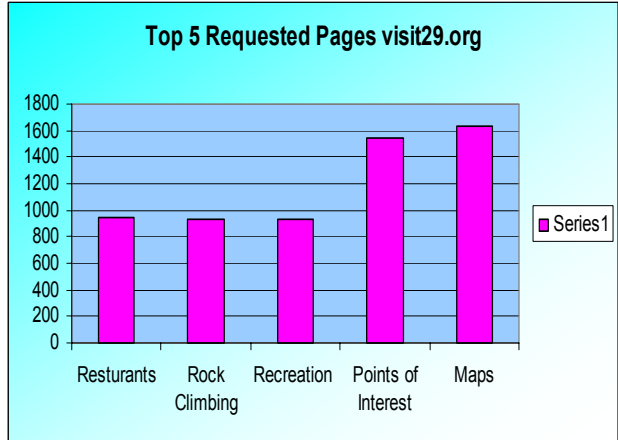
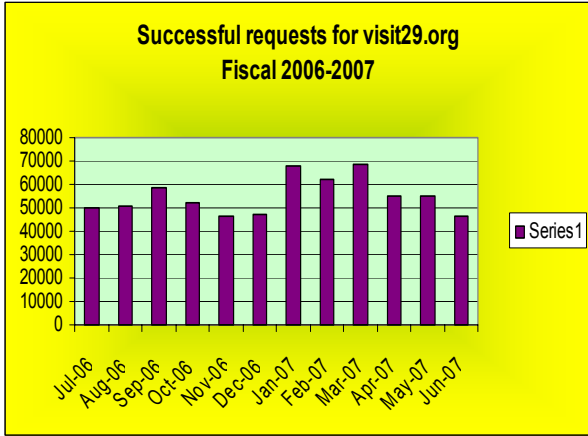
Member retention is the core business of any membership organization. Chamber membership investment retention is 90% with 39 new member investments for 2006-2007 Fiscal Year. The chamber completed the year with 264 member investments.

Business and Economic Development:

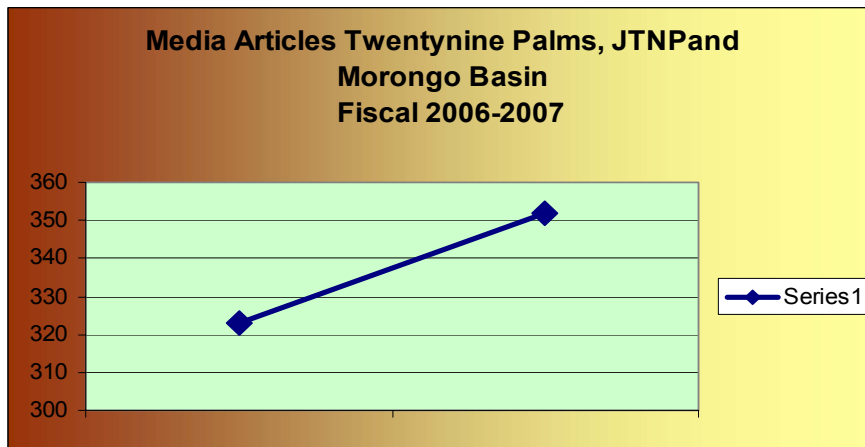
- **29chamber.com website** is proving to be a significant success for community marketing and events with 1,318,175 requests for pages. The new website premiered in February 2006. A color lodging page was created with a direct click home page button, URL links were established to Hi-Desert Playhouse and Cultural Center, Theater 29, Creative Art Center and the MB Cultural Arts Council. City of Twentynine Palms Recreation page was created for additional community activities, additional URL links for park visitor activities such as hiking and rock climbing, up load of maps that include points of interests, restaurants, lodging, places of worship, JTNP and getting to Las Vegas. An Annual events page was updated with photos, descriptions and links to each event's separate webpage. A direct link to the National Weather Service Forecast office was created under the Community page. Additionally, *The Oasis of Murals* map was uploaded that includes a photo gallery of the murals under the Tourist Information menu.



- visit29.org** additions were to include bird watching, horseback riding, skateboarding, ranger led programs, and visitor Points of Interest map. Updates and additions to the Annual Events Page complete with photos and URL links that include the JT Music Festival, Parade of Homes, Open Studio Tours and Gubler Orchid Festival.

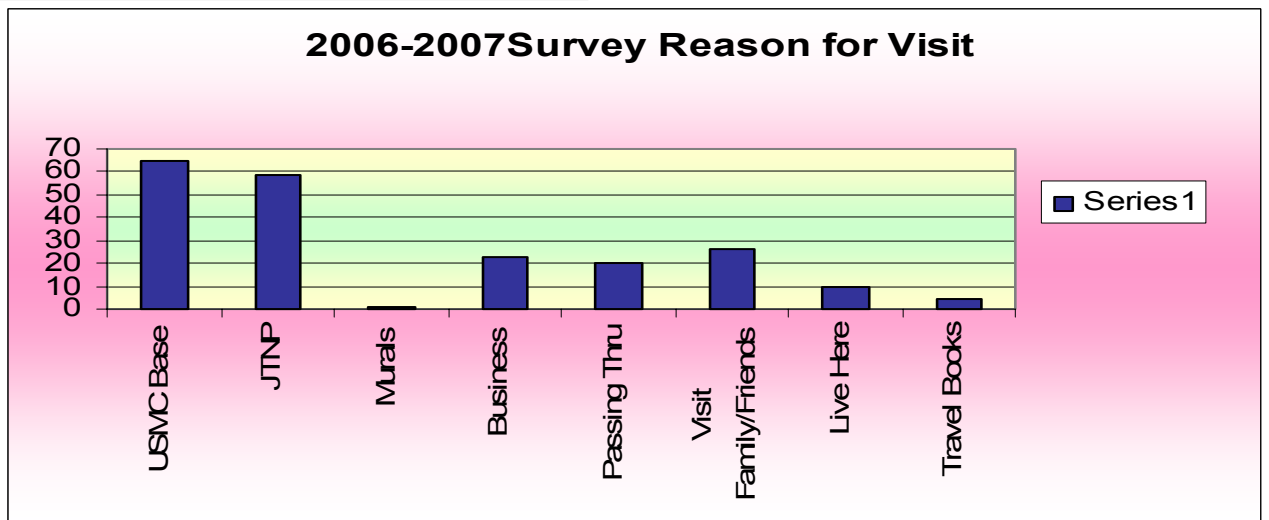
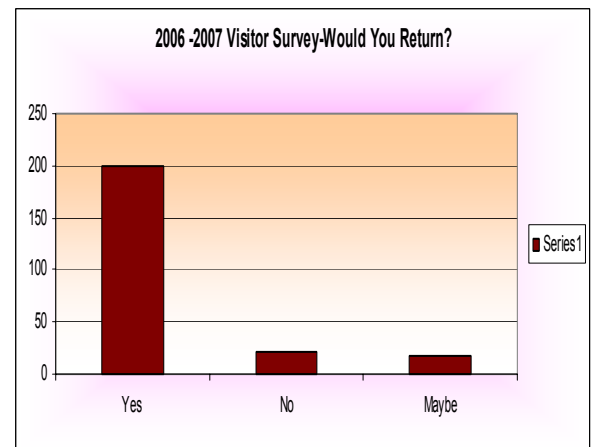
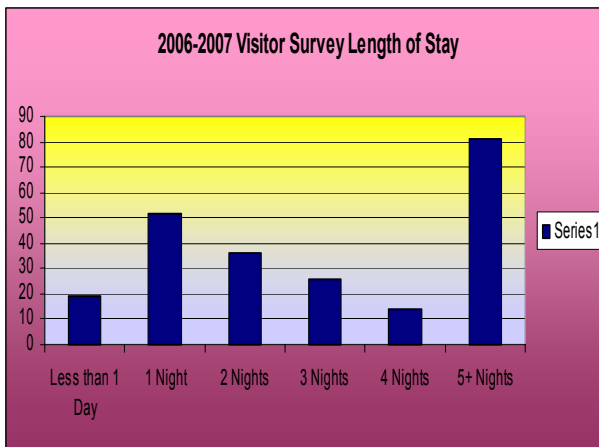
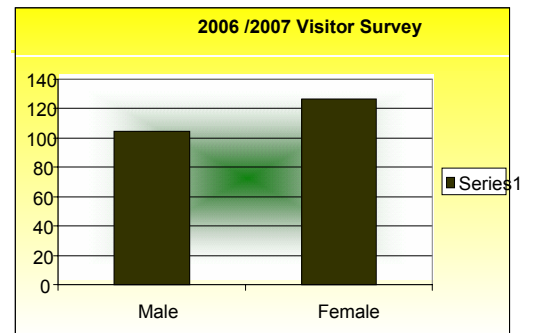
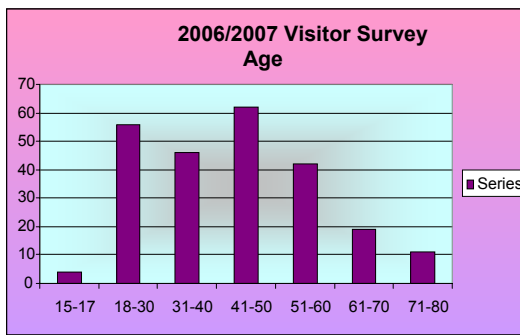


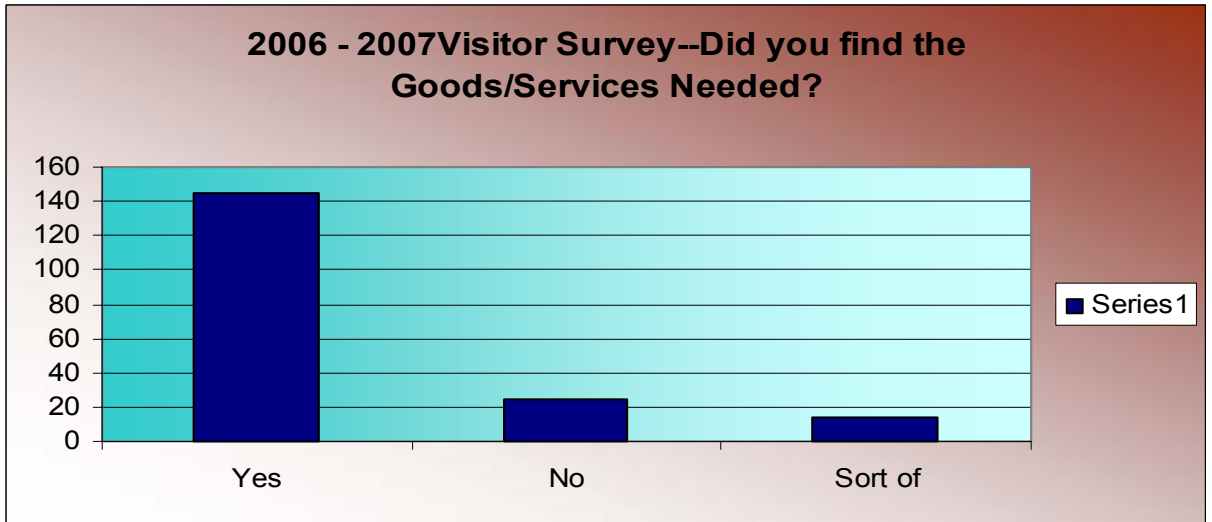
- Media** articles regarding Twentynine Palms and the Morongo Basin rose to 353 for this fiscal year. Just to name a few of the media included Marie Clair, The New York Times, Disneyland Vacation Resort Guide, San Francisco Events, Outside Magazine, Hot Rod Hot Line, Outdoor Industry, UK Climbing, Ontario Daily Bulletin, Pasadena Star, Inland Empire California, Canadian Architect, U.S. News, Family Adventure, Telescope Reviews, The Honolulu Advertiser, The Desert Sun, Women Specific, Country Discoveries, The Press Enterprise, Orange County Register, Modern Hiker, New York Sun, The Buffalo News, Motorcycle Journeys through California, Associated Press, Lorraine USA, Director India, Travel Professionals, Soaring Magazine, Travel Agency, Charter Jet, The Atlanta Constitution, Los Angeles Insight, Orange County Weekly, and Architecture Week. TV coverage included ABC TV News, NBC TV News, Fox News, Home and Garden Television and CBS News. Travel Websites such as SoGoNow, TripAdvisor, Climbing-Outdoor Video Magazine, Desert USA, BootsAllTravel, Visitor Travel Blog, Travelsearchfun, skytonight.com, and Amazines.com.



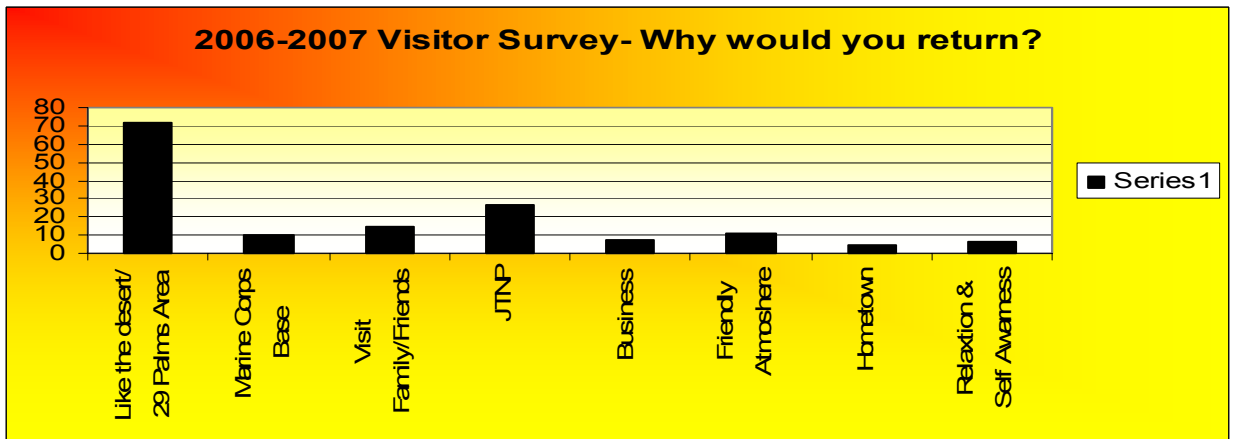
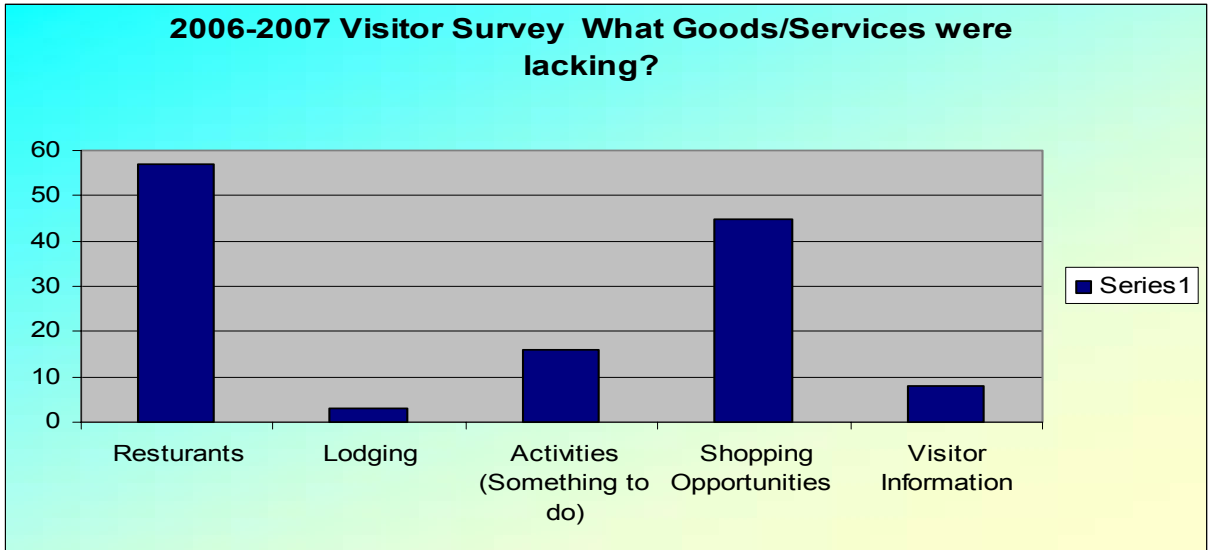
2006-2007 Visitor Survey

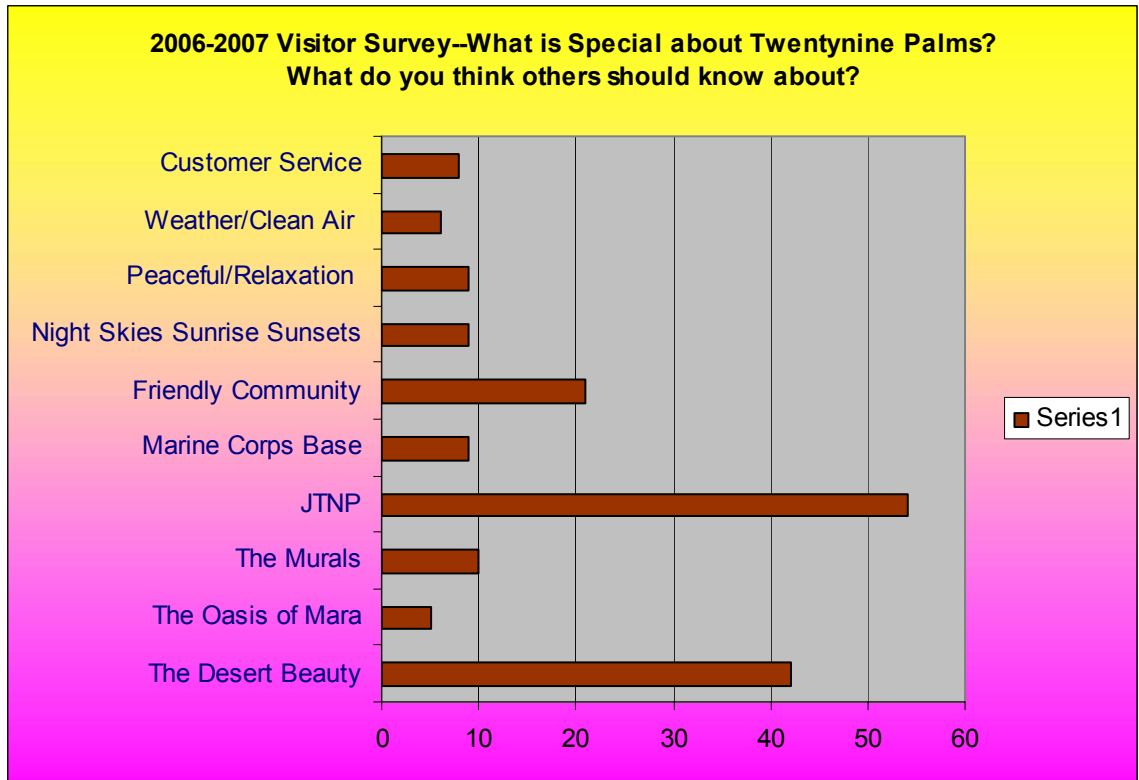
- The Chamber gathered 248 Visitor Surveys throughout the 2006-2007 fiscal year. A Visitor Survey button has been added to the 29chamber.com home page to continue to gather information. Surveys indicate that most of the participants spent 5+ nights in Twentynine Palms for the Marine Base, Joshua Tree National Park or visiting family and friends. Data is also indicative that the participants would return because of our desert beauty, Joshua Tree National Park, and *“without exception, the people we have met are simply gracious and friendly people, this place is amazing.”* Other specific reasons to return to Twentynine Palms is to “escape,” “relax,” “self awareness,” “no traffic,” “quiet,” “peaceful,” “hiking and rock climbing adventures,” “slow down,” and “leave your watch at home.”





For the most part, participants who were visiting stated that they found the goods and services they needed. The participants who temporarily live in or around the city stated they could not find goods and services such as restaurants, shopping opportunities or things to do.





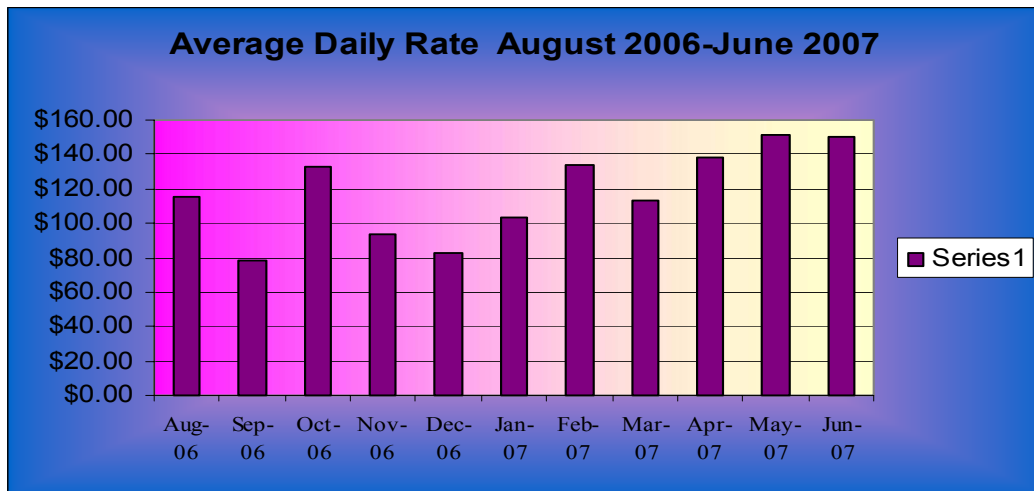
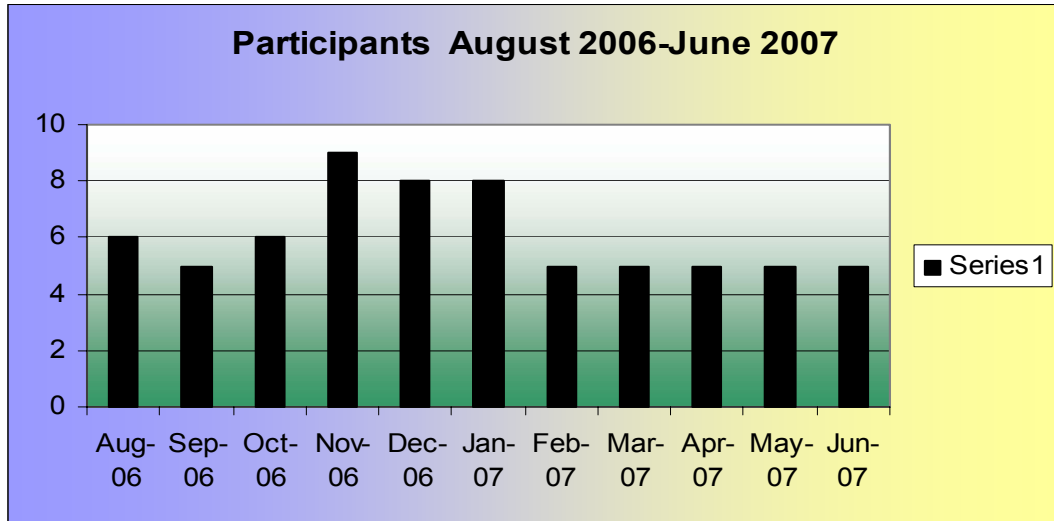
Travel Media Showcase Partnerships

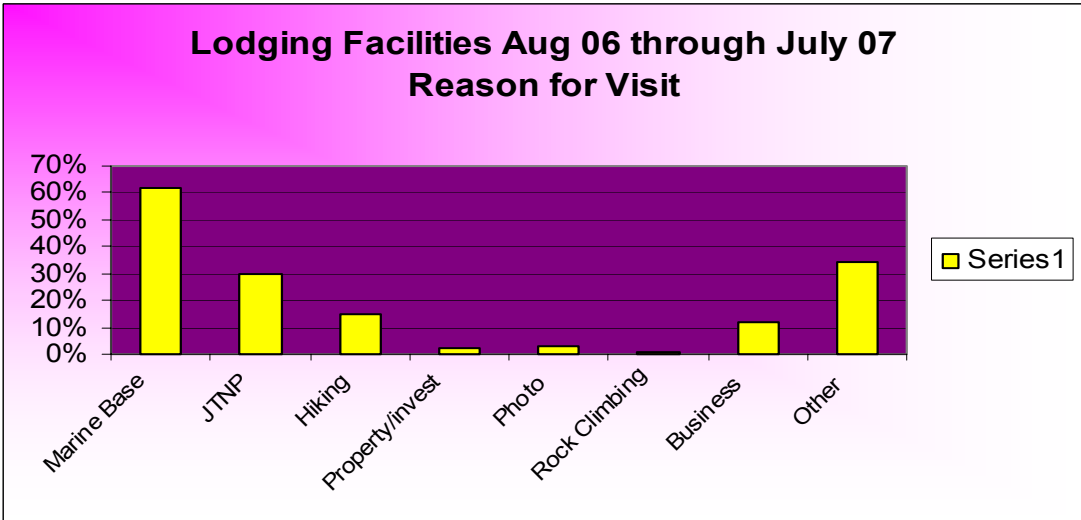
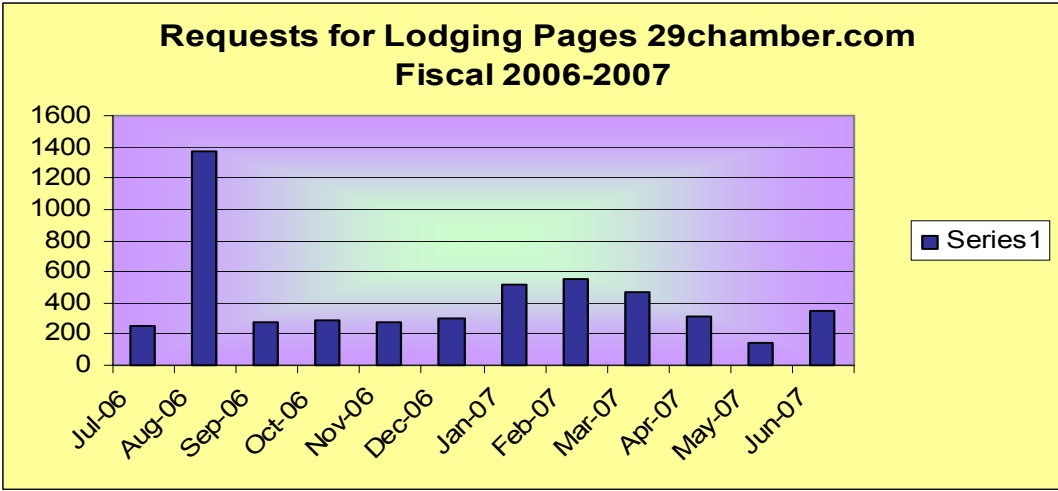
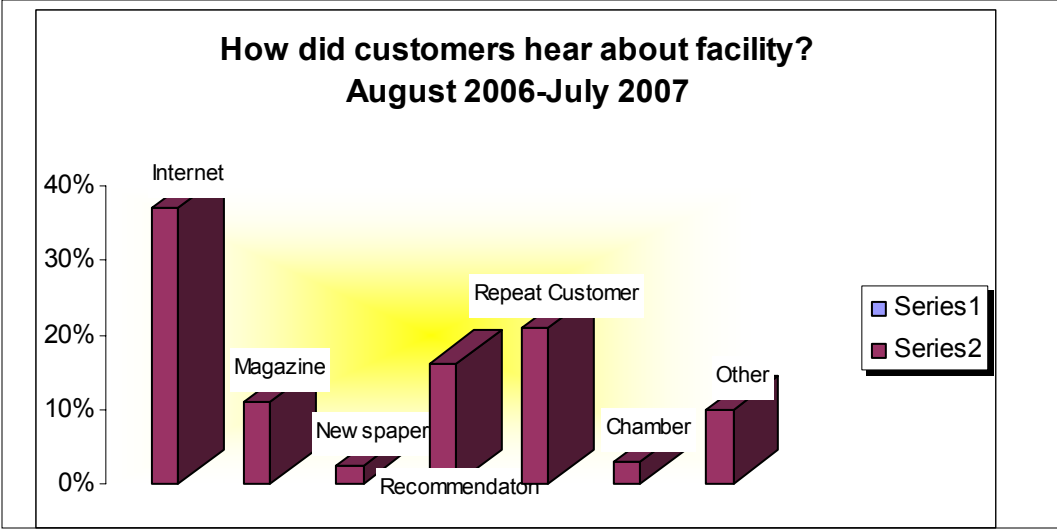
- The Travel Media Showcase offers a unique opportunity for top travel journalists and professionals to meet one-on-one at a single location, for the purpose of exchanging and developing personal contacts. The Travel Media Showcase includes participation with one-on-one appointments as well as networking with attending journalists, present regional story ideas and regional background materials to national and international media and schedule follow-up media visits to tourism destination.

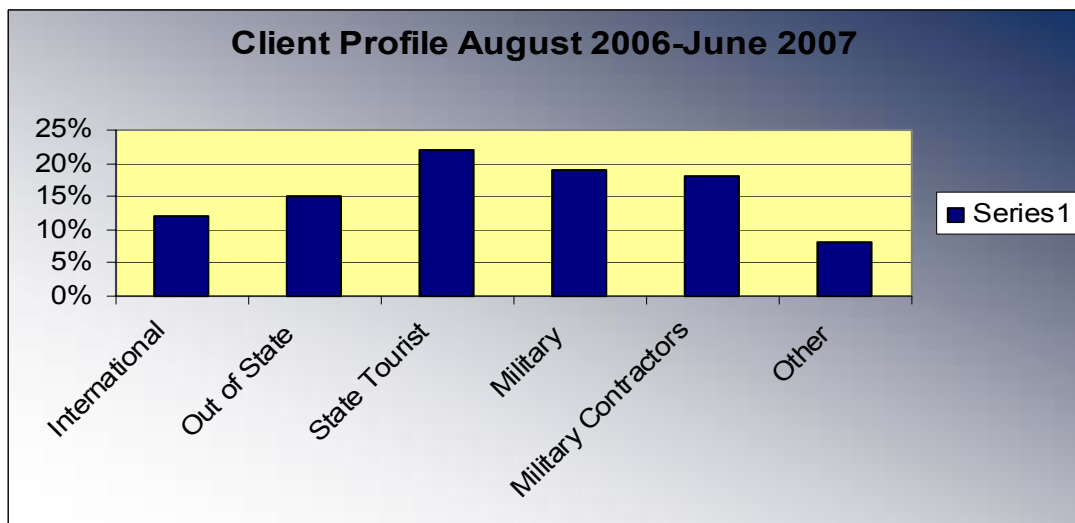
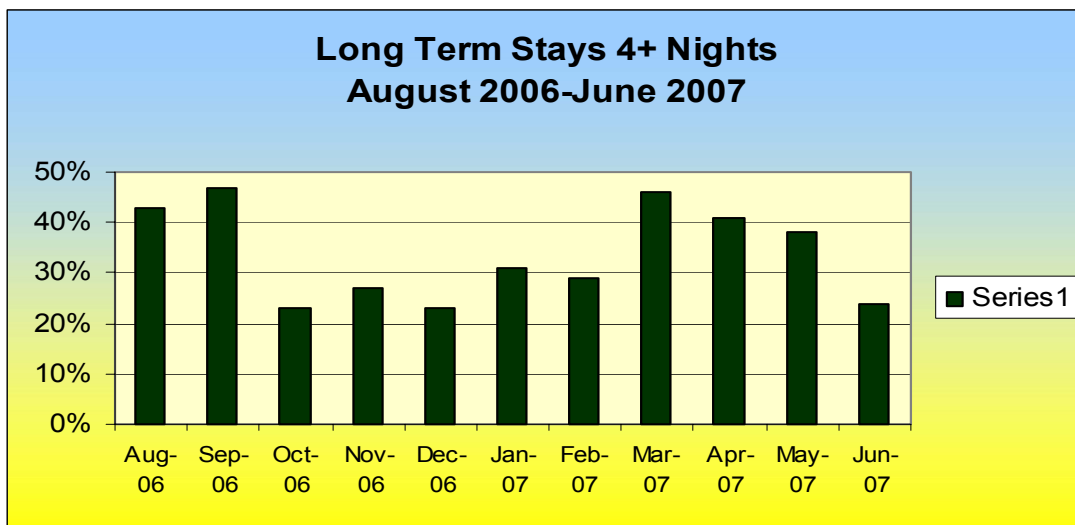
Joshua Tree, Yucca Valley and the Twentynine Palms Chambers of Commerce agreed to partner and participate in Travel Media Showcase to be held November 27 through 29, 2007 at the Morongo Casino. The Travel Media Showcase offers an exceptional opportunity for the promotion of the Morongo Basin. The three Chamber’s Marketing Plan was completed for presentation to strategic alliances for funding, which included the City of Twentynine Palms, Town of Yucca Valley, Joshua Tree Village, Morongo Basin Economic Consortium, San Bernardino County, Chambers and other partners/alliances. The plan includes hosting a luncheon with Huell Howser as the guest speaker, organize and staff booth, produce regional posters, DVDs, and brochures. Organize a post Familiarization Tour, development of regional gift package, become pro-active on Showcase Overseeing Committee. Palm Springs Bureau of Tourism joined in partnership with the Morongo Basin Chambers of Commerce on May 23, 2007 to help host the Travel Media Showcase Post FAM tour for attending journalists.

Visitors Profile and Trip Characteristics

- In August 2006 the lodging facilities members agreed to help the Chamber to gather occupancy data and visitor profile. The data gathered will measure the value and volume of visitors to the city. The lodging facilities responded to a monthly on-line survey sent from the Chamber in order to provide a up to date picture of current and future hotel capacity, visitor profile and trip characteristics. This form of study will allow a better understanding of who our visitors are, so that development of product and services can meet their needs.







California Travel & Tourism Commission Workshop

- California Travel & Tourism Commission Workshop was conducted in Barstow on June 12, 2007. The workshop is designed to assist the California desert areas with tourism development and marketing programming efforts. Information on how to partner and assist in creating and expanding the cultural heritage tourism product. Twentynine Palms Chamber of Commerce presented the following for this workshop:

The first of the local non-profit speakers was long-time resident and Action Council 29, Chairman Ray Kinsman whose discussion reflected thirteen years of experience coordinating downtown murals. Ray provided many practical tips and suggestions which were eagerly received by the group, many of whom are actively considering mural projects of their own. Although Ray, good-naturedly declined to accept the title of “Mr. Mural” as used by the events organizer Jeanette Richardson of the Kern County Arts Council, it was clear that his expertise could help other communities avoid unnecessary mistakes. Many participants were grateful and relieved to have access to such a valuable resource, especially since mural programs require such large sums of money to

establish and operate. Ray joined in the spirit of cooperation expressed by all the panelists by offering his advice to all.

Ms. Syndee Slayton, the Morongo Basin Cultural Art Council's Public Relations Director, showcased the annual Open Studio Arts Tour (October 26-November 4, 2007) with an eclectic and humorous presentation stressing the importance of providing tourists with a one-of-a-kind personal experience coupled with a strong sense of community cooperation.

Mrs. Jerri Hagman, owner of The Homestead Inn in 29 Palms and Co-Chairman of Sky's The Limit, fascinated the group with models and aerial photos of the planned observatory to be located across from the 29 Palms National Park Visitor Center. Geared toward educating about and preserving our night skies, the Sky's the Limit efforts are part of a larger movement to expand the community's practical knowledge of all life sciences through the study of astronomy.

Future workshops will be effective in building partnerships, sharing best practices and providing information and cross marketing knowledge.

- The Chamber's Executive Director serves as Treasurer to the Morongo Basin Regional Economic Consortium;
- The Chamber's Executive Director serves as Board of Director on the Desert Regional Tourist Association;
- Annual Awards and Installation dinner was held on June 16, 2007 at the Elks Lodge. Assemblyman Paul Cook was the keynote speaker. Awards went to:
 1. Business of the Year-Bar-sto Precision Machine
 2. Pillar of the Community- Basin Wide Foundation
 3. Lifetime Achievement- Bob Bronski
 4. Volunteer of the Year- Dick Moran
 5. At your Service- Linda McNeely, The Desert Trail

Legislation

- City Council Candidate Forms were held on September 14, 2006 and October 26, 2006. The forums allowed the community to ask questions of the running candidates;
- 65th District Assembly Candidate Forum, September 18, 2006, Morongo Basin Chambers of Commerce partnered, however Forum was cancelled due to candidates schedules.
- Reception Coffee with City Council members, December 19, 2006;
- ***Creation of "City Council Connections"*** started April 23, 2007 as an informal means to communicate with the Twentynine Palms City Council;
- Office Hours for Senator Ashburn's *mobile office* are held in the Chamber Conference Room every quarter;
- Assemblyman Paul Cook, keynote speaker, June 16, 2007.

Marketing

- **Chamber and Visitor Center Maps** were created by Chamber staff that includes separate maps of the Morongo Basin Points of Interests, lodging facilities, restaurants, and places of worship, Joshua Tree National Park, Junqers, along with the back roads to Las Vegas. This group of maps is very popular with our visitors and is available on the chamber website.
- **Palms Springs Concierge FAM Tour** included Joshua Tree, Twentynine Palms and Yucca Valley Chambers of Commerce who partnered to provide a FAM tour of the Morongo Basin on September 13, 2006. There were 17 Palm Springs Concierges who rode in Hummers that were picked up in Palm Springs, breakfasted in Yucca Valley, toured Joshua Tree National Park, lunched at the Roughley Manor, toured Twentynine Palms Murals, Gubler's Orchids, Integratron and wrapped up the day at Pappy and Harriet's in Pioneertown. Concierges were overwhelmed by the information and sites they had visited throughout the day. Additional tours are in planning stages that will include RV Activity Directors from the Coachella Valley.
- **40,000 copies of the "Discovery Guide to Joshua Tree National Park and Adventures Along Historic Route 62"** were distributed throughout the Coachella Valley. The forty nine page magazine-style visitors guide highlights dining, lodging, shopping, recreation and education of the Morongo Basin. The resource guide was distributed to over 300 drop points throughout Coachella Valley, including grocery stores, area businesses and restaurants, chambers of commerce, visitor centers, banks, hotels, post offices, senior centers, libraries and apartment complexes.
- **SCASSE Conference**, September 21 & 22, 2006, Temecula, CA – Executive Director attended the Southern California Association of Chamber of Commerce Executives' Conference in Temecula. Chamber programs, effective electronic communications, group decision – making dynamics and Chamber fundamentals were discussed.
- **Coachella Concierge Association** invited the Morongo Basin Chambers of Commerce to present a Regional Talk on April 10, 2007. The purpose of the presentation was to build favorable partnerships and explore ways to broaden the visitors' desert experience.

Military Affairs

Twentynine Palms Chamber of Commerce maintains and continually improve, the relationship between the military and civilian community.

- Independent's Day Celebration, July 4, 2006;
- General and Mrs. Stone's Chamber of Commerce Reception, September 8, 2006;
- Chamber attended "*Quality of Life Expo*" aboard Marine Base on September 13th, 2006. The Expo is an immense opportunity to educate those aboard the base of the community resources offered within our City and the Morongo Basin. Welcomed over 125 visitors to our booth during the 3-hour event;
- USMC Birthday Pageant, November 10, 2006;
- General and Mrs. Stone's Christmas Social, December 10, 2006;
- Chamber participated with the Office of the Secretary of Defense-Deputy Undersecretary of Defense for Installations and Environment Community Survey Team, February 20 and 21st, 2007;
- Battle Color Ceremony, March 6, 2007;
- Reception USMC Assistant Commandant, General Bob Magnus, March 19, 2007;
- General and Mrs. Stone's Farewell reception, March 30, 2007;
- Promotion ceremony of General Stone, April 15, 2007;
- Change of Command Ceremony, April 5, 2007;
- USMC "We Salute You," May 19, 2007.

Tours, Conferences & Meetings

- Jim Majchrzak, Superintendent of Morongo Basin Unified School District, spoke with community members regarding school security, student success stories and district funding on October 12, 2007;
- Board Retreat, February 4, 2007;
- Pandemic Flu Seminar was presented in partnership with San Bernardino County and Rotary, April 11, 2007;
- "America's Best Idea," Tri-Chamber Mixer, JT Nursery, May 8, 2007;
- Chamber Visitor and Lodging Facilities survey results to City of Twentynine Palms Economic Development Task Force, May 24, 2007;
- Tri Chamber Event, Hospice 25th Anniversary Open House, June 5, 2007;
- "Heat Stress" Regulations Seminar was presented in partnership with Williams Insurance and Rotary, June 27, 2007.

Events:

- 2006 Pioneer Days October 19 through October 22, 2006;
- Toys for Tots Motorcycle Show, December 9, 2006;
- Winter Light Parade, December 9, 2006;
- Career Day at Twentynine Palms High School, March 2, 2007;
- Street Fair & Car Show, June 1, 2007;
- Annual Awards & Installation Dinner, June 16, 2007.

Media

- Chamber newsletter is published monthly with a 3,200 distribution in The Desert Trail. Additional mailing chamber distribution consists of 153 per month;
- Chamber weekly e-news blast:

	Sent	Bounces	Opens	Clicks	Forwards
Overall	29552	9.3%	36.2%	4.6%	0.1%
Last 3 months	5274	9.1%	30.7%	3.5%	0.1%
Compare with other sites	---	18.3%	37.0%	8.9%	3.3%

- Public Service Announcements conveys community awareness of chamber news, events, and other member and community programs. Both Z107.7 & Copper Mountain Broadcasting sponsor the chamber public service announcements at no charge to the chamber.

2007-2008 Executive Committee

Cindy McVay--Chair
Morongo Unified School District

Andy Patel--Treasurer
Holiday Inn Express

Govinda Arehalli--Vice Chair
Circle C Lodge

Kurt Schauppner--Secretary
The Desert Trail

2007-2008 Board of Directors

Melvyn Berlin,
Global Product Sales

Gary Daigneault
Z107.7

Gary DeMaroney
Copper Mountain Broadcasting

David W. Jones,
Time Warner

I.O. Stone III
Barstow Precision Machine

Staff

Christina Hagoort-Dooley, Executive Director

Sal Griffin, Administrative Assistant

Lara Craig, Website Coordinator



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