

COMMUNITY OUTREACH

January, February and March brought a variety of community gatherings, the celebration of milestones and educational opportunities resident highlights to the community. Below is a breakdown of outreach efforts and strategies implemented to promote each one.

SENIOR OF THE YEAR BILLBOARD

Displayed on the billboard located on Grapefruit Boulevard from January to mid February. This was a recognition that Magdalena was proud to receive.



FREE BUSINESS MANAGEMENT COURSES

City staff partnered with UCR to promote free business management classes for residents, business owners and employees of businesses in Coachella. Our efforts resulted in maximum capacity for all programs and approval of an additional (virtual) cohort for the Micro MBA program in order to meet demand.



Strategies implemented:

- Coachella.org
- Digital Display Boards
- Organic posting on Facebook, Instagram, Next Door & LinkedIn
- Organic social media posts were published in advance of each Info Session to build anticipation

ARBOR DAY CELEBRATION & BAGDOUMA PARK RIBBON CUTTING

The Public Information Department was tasked with developing an Arbor Day t-shirt graphic the day of the event. A catchy slogan was developed in conjunction with the graphic, and was repurposed within all of the promotional material used ahead of the event - invitation, program, and social media graphics.



Strategies implemented:

- Adapted the City's logo to replace the agave with a tree to commemorate Arbor Day
- Communication had to pivot three weeks prior to the event to combine both Arbor Day and a ribbon cutting event for the new restrooms and newly installed lighting at Bagdouma Park.
- Giveaways included t-shirts, shovels, water bottles, rally towels and miniature soccer balls
- Added the combined event to the calendar on Coachella.org
- Radio ads aired on La Poderosa & La Suavecita
- Organic social media posts were published three weeks ahead of the event to build anticipation
- Boosted social media posts to increase visibility and drive attendance



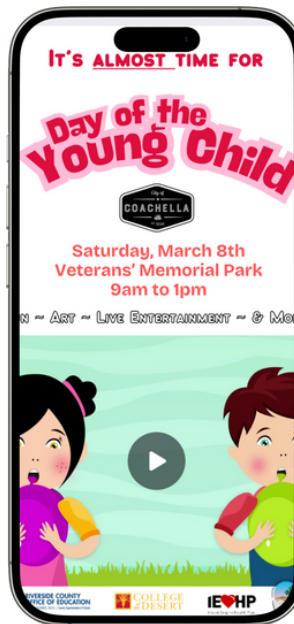
DAY OF THE YOUNG CHILD & HOCKNEY + YOU EXHIBIT

This year's Day of the Young Child offered an immersive art experience for children with the addition of the Hockney + YOU art exhibit at Veterans' Memorial Park. This exhibit was made possible through a partnership between the City, Palm Springs Life Magazine, and Palm Springs Art Museum. Part of the sponsorship package included extensive advertising and media outreach regarding the Hockney + YOU exhibit by Palm Springs Life which we feel helped bolster interest and attendance.

Print ad



Digital ad



Campaign Results

- Flight dates: 2/23 - 3/8
- Video plays: 371,790
- 11% of viewers watched for 3 or more seconds
- 6.5% of viewers watched the entire video



Strategies implemented:

- A full page print ad published in Palm Springs Life's Hockney + YOU program book which promoted art in Coachella
- Radio ads aired on La Poderosa & La Suavecita (investment \$3,000)
- A digital ad ran on YouTube from February 23rd to March 8th (investment \$1,000)

SUAVECITO SUNDAY

Suavecito Sunday continued with a one day format, which was promoted in conjunction with the Mariachi Festival on a billboard, digitally and in radio advertisements.



MARIACHI FESTIVAL



Strategies implemented:

- Both events were added to the calendar on Coachella.org
- We ran a half page ad in El Informador the Thursday prior to each event date
- Organic social media posts were published in advance of both events to build anticipation.
- Paid digital ads ran on YouTube which generated 24.9k impressions, and a view rate of 76.38% (above industry benchmark)
- Radio ads ran on La Suavecita, La Poderosa and Jammin 99.5 (English station) to stimulate attendance. Spots tapered only to Mariachi for one week once Suavecito Sunday passed.

The crowd at this year's Mariachi Festival was the largest on record, and also the most diverse. Staff reported that many Canadians made their way to the East Valley for our event.

Mariachi Festival Giveaway



HEALTHY FOOD TRUCK PILOT PROGRAM

The Public Information Department spearheaded branding for Coachella's Healthy Food Truck Program, and development of a dedicated web page on Coachella.org



DINING OUT PAGE

The Public Information Department revamped the “Local Restaurants” page under the Visitors tab to a better organized, and more dynamic layout.



HOME ENHANCEMENT PROGRAM - VIDEO STORYTELLING

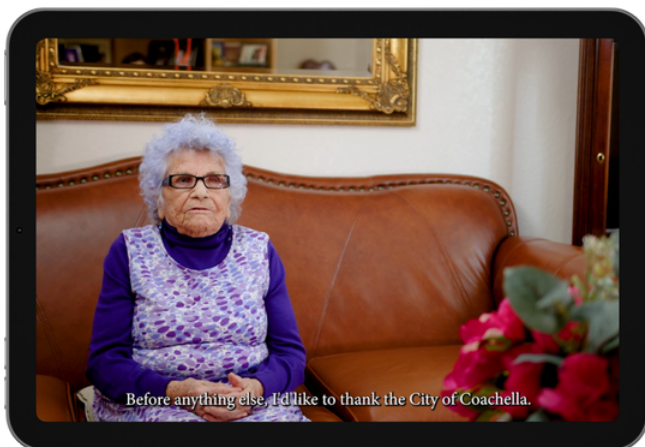
The Public Information Department worked directly with the Riverside County Housing and Workforce Solutions department to identify two families who would best represent the Home Enhancement Program for the City. This process spanned over several months in order to capture the before and after of both residences.

The PIO department managed the resident interviews, selection of clips for each video, translation of audio, and edit recommendations for the final videos.

The finalized videos were saved on Coachella's YouTube Channel, and shared via the City's social media pages to the community and press, which resulted in a high volume of inquiries from residents about the program and extensive media coverage.




Media Coverage



AUGUSTINE BAND OF CAHUILLA INDIANS

The Public Information Officer was able to secure a \$10,000 annual sponsorship with the Augustine Band of Cahuilla Indians for the second consecutive year. The Tribe is looking to increase their sponsorship for next year to become a primary collaborator for the City's Mariachi Festival.



February 24, 2025

Sponsorship Agreement
Augustine Band of Cahuilla Indians & Temalpakh Farm

The City of Coachella is proposing a renewed partnership with the Augustine Band of Cahuilla Indians and Temalpakh Farm on the following 2025 events:

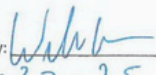
Augustine Band of Cahuilla Indians

- Mariachi Festival (March 22nd) – booth
- Tacos, Tequila & Chavelas Festival (October 18th) – twenty (20) VIP tasting tickets, booth and exclusive bar for the event
 - Inclusion in digital advertisements
 - Logo on I-10 billboard
 - Print offer on back of ticket
 - Inclusion on social media posts
 - Mention in radio ads
- State of the City (date TBD) – table & booth
 - Logo on screen
 - One reserved table

Temalpakh Farm

- Day of the Young Child (March 8th) – booth

Total sponsorship investment: \$10,000

Approved by: 

Date: 2-27-25

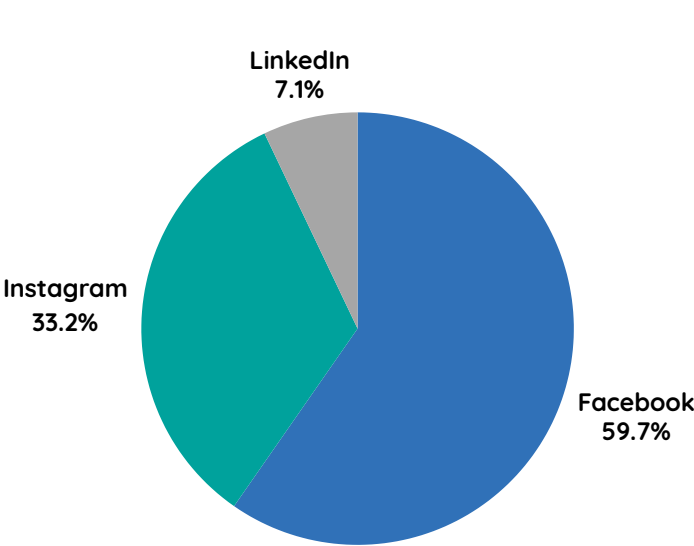
GLOSSARY OF TERMS

- **IMPRESSIONS** - An impression is counted as the number of times an instance of an ad is on screen for the first time. (Example: If an ad is on screen and someone scrolls down, and then scrolls back up to the same ad, that counts as 1 impression).
- **CLICKS** - The number times that something is selected within the ad, by pressing a button or touching a screen.
- **REACH** - The number of unique accounts that saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same accounts.
- **CLICKTHROUGH RATE (CTR)** - is calculated as the number of clicks divided by the number of impressions.
- **VIEWS (OPENS)** - measure how many people opened up your email and looked at it.

SOCIAL MEDIA UPDATE

Breakdown of Followers: Q1 (January - March 2025)

The City continues to experience a steady increase in organic social media growth across the board, all prompted through the consistent posting of relevant content for residents and other followers of our pages.



% of Growth :

Facebook: 14,347 followers - 1.79% growth

Instagram: 7,992 followers - 7% growth

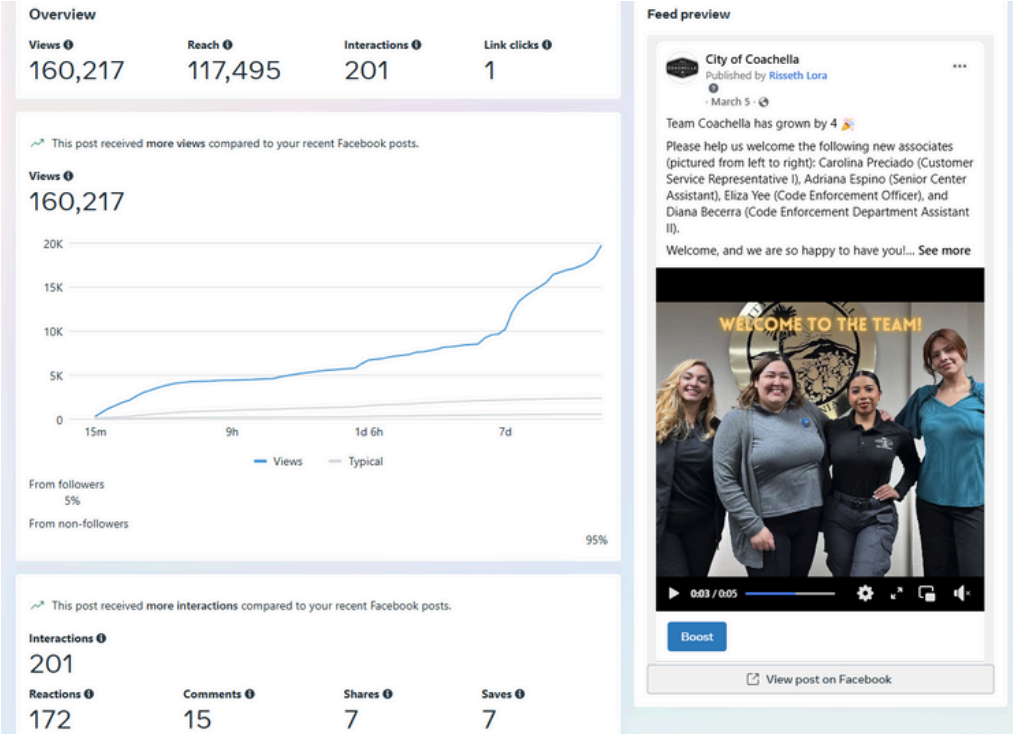
LinkedIn: 1,703 followers - 8.4% growth

FOLLOWER COMPARISON CHART - CITY BY CITY

	COACHELLA	INDIO	LA QUINTA	PALM DESERT	PALM SPRINGS	INDIAN WELLS	RANCHO MIRAGE	CATHEDRAL CITY
Instagram	7,992	25.2k	13.9k	1,443	7,033	15.2k	N/A	N/A
Linkedin	1,703	2,256	1,187	1,871	2,386	454	N/A	1,344
Facebook	14,300+	30,000+	59,000+	6,400+	21,000+	2,300+	4,300+	14,000+

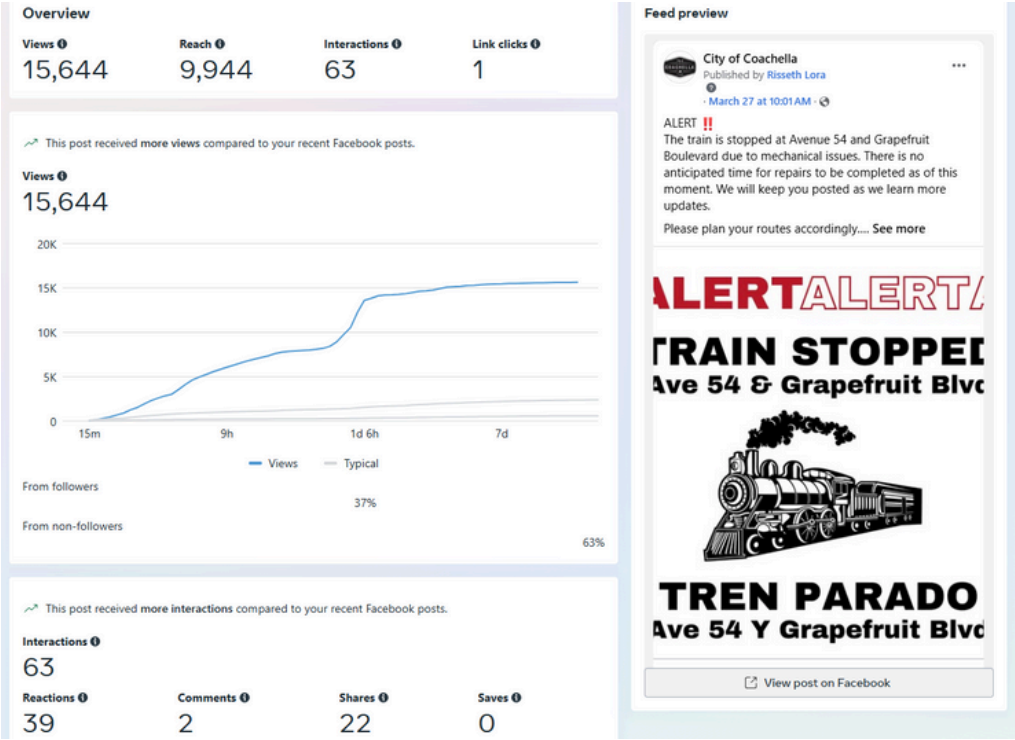
TOP 5 SOCIAL MEDIA POSTS

1. Team Coachella - New Staff Post



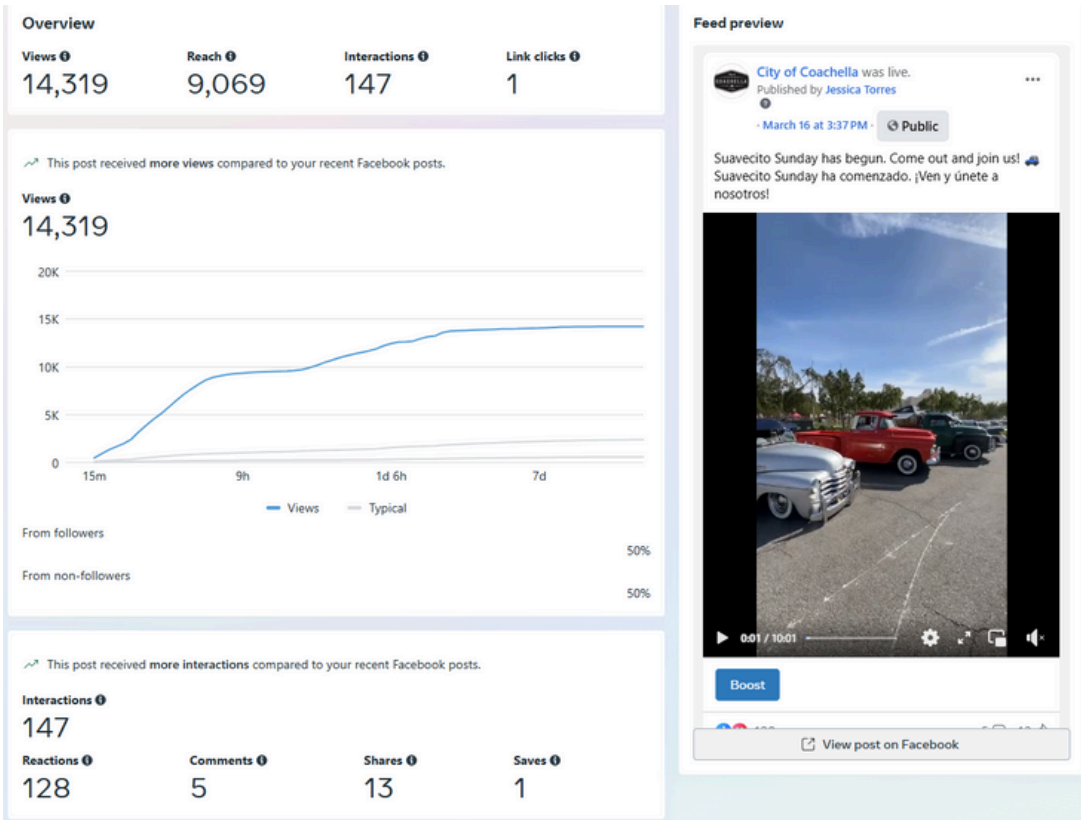
TOP 5 SOCIAL MEDIA POSTS, CONT'D

3. Train Stopped at Ave 54 & Grapefruit Blvd - Alert



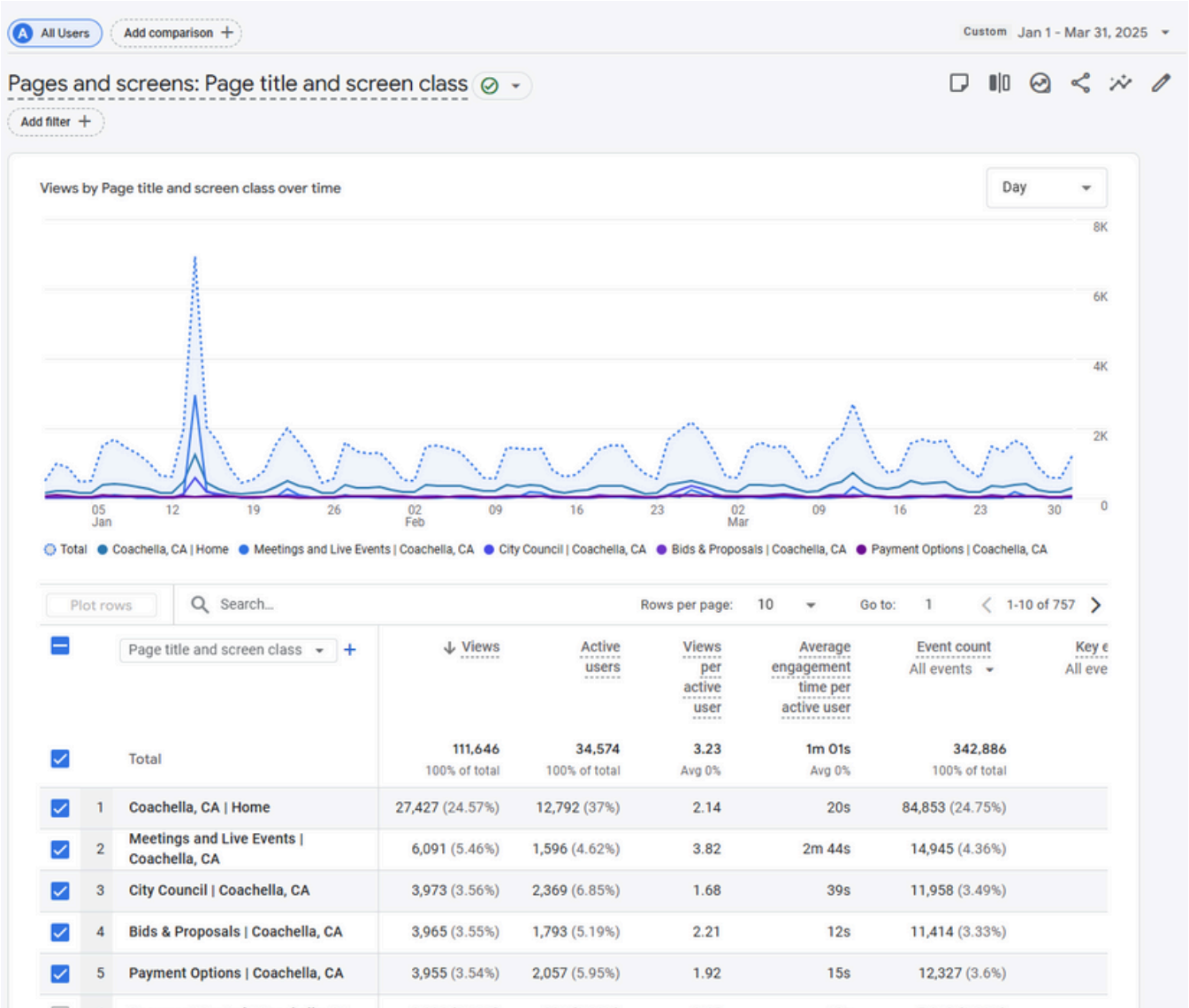
TOP 5 SOCIAL MEDIA POSTS, CONT'D

5. Suavecito Sunday has Begun



WEBSITE ANALYTICS

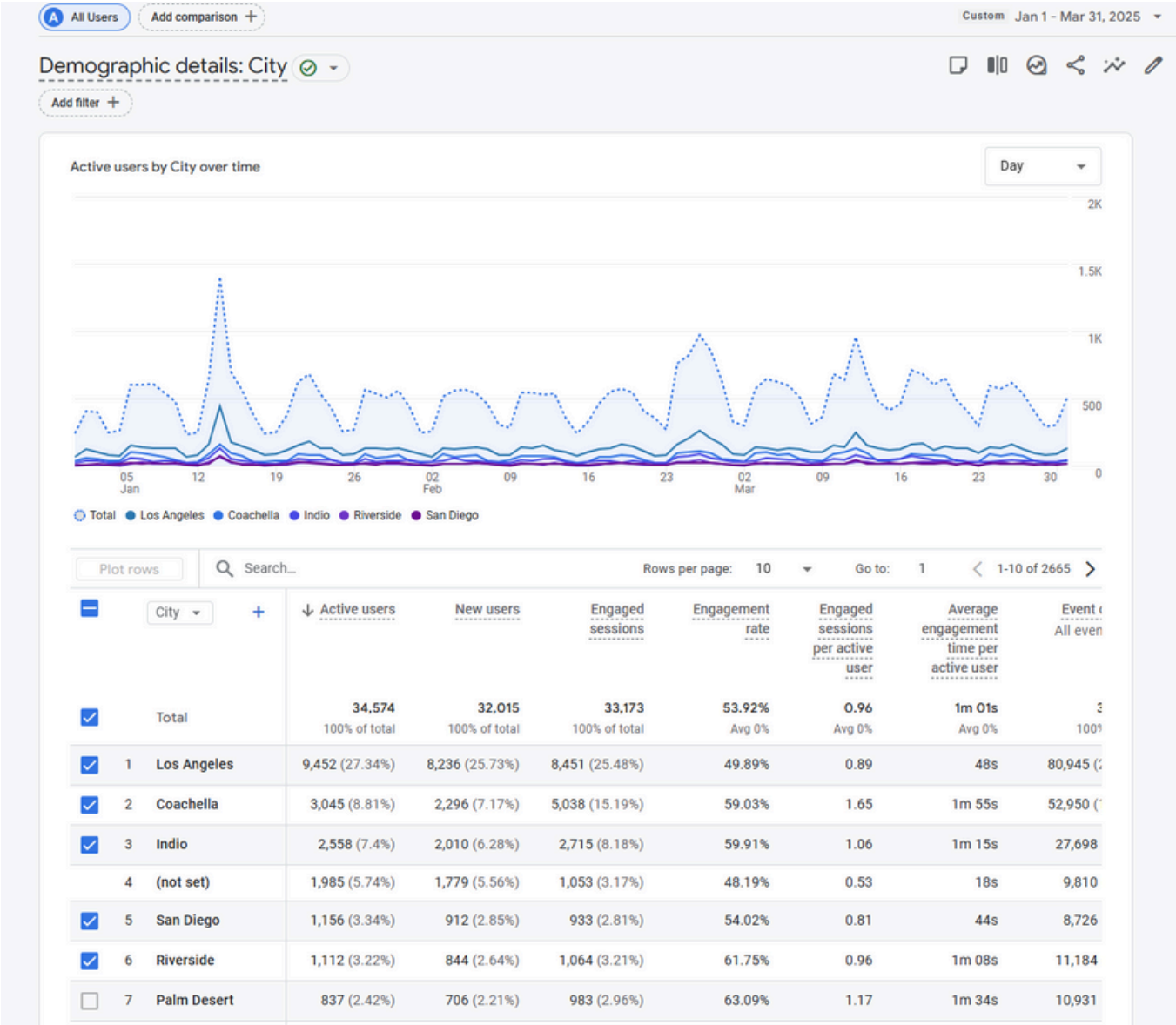
Top Pages Visited:



- 1. Coachella, CA | Home
- 2. Meetings and Live Events | Coachella, CA
- 3. City Council | Coachella, CA
- 4. Bids & Proposals | Coachella, CA
- 5. Payment Options | Coachella, CA

WEBSITE ANALYTICS

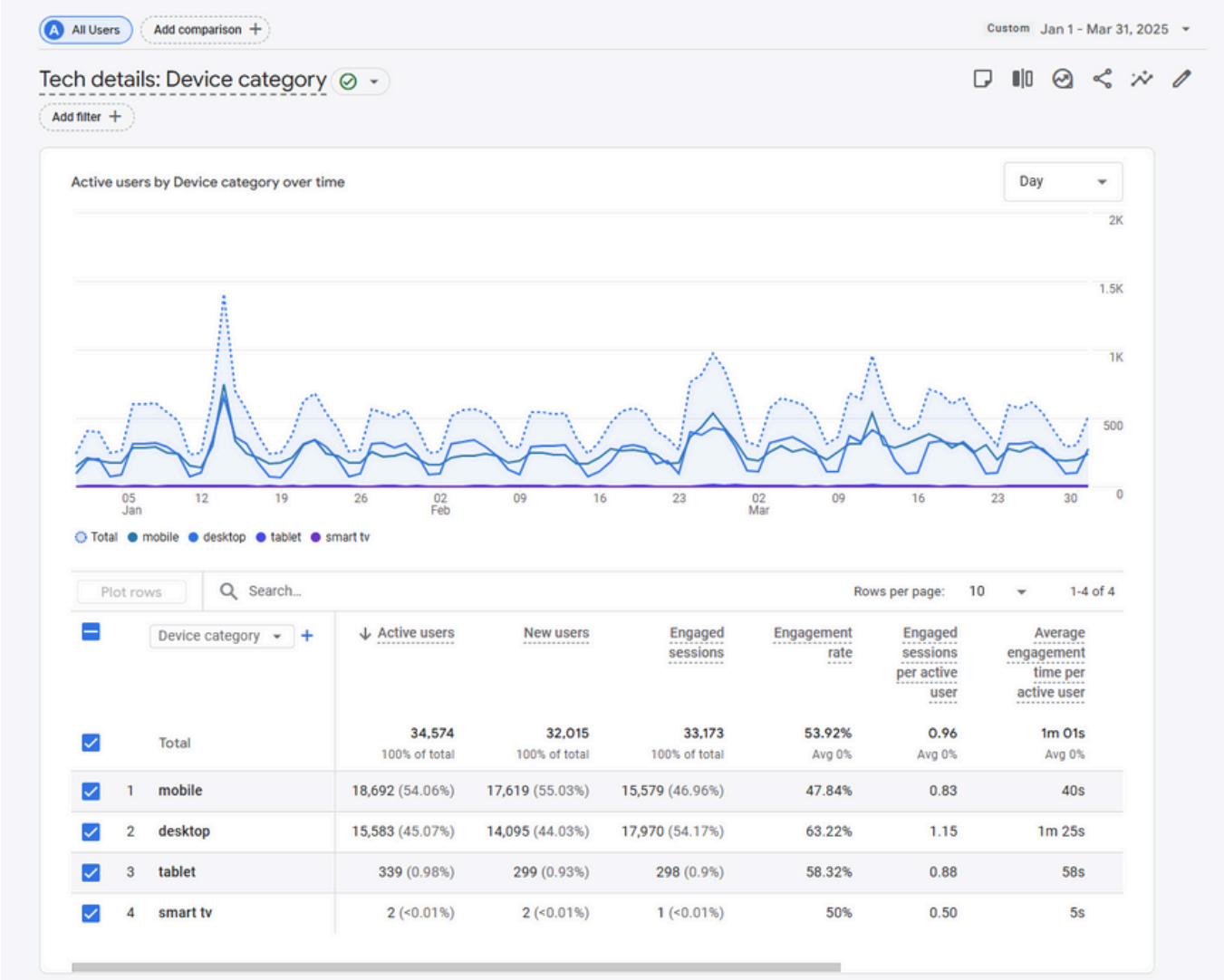
Demographic Details (website visitors):



- 1. Los Angeles - 9,452 visitors
- 2. Coachella - 3,045 visitors
- 3. Indio - 2,558 visitors
- 4. San Diego - 1,156 visitors
- 5. Riverside - 1,112 visitors

WEBSITE ANALYTICS

Devices used to view the website:



- 1.Mobile/Phone - 18,692 sessions
- 2.Desktop - 15,583 sessions
- 3.Tablet - 339 sessions
- 4.Smart TV - 2 sessions