



2010 Annual Report

Promoting the Community

Visitor Center

- ◆ The Carmel visitor center was operated 7 days a week in conjunction with 11 volunteers who donated 1,454 hours of staffing
- ◆ Served 23,853 walk-in visitors
- ◆ Answered 8,292 phone calls
- ◆ Booked 601 rooms
- ◆ Made over 12,000 referrals to chamber businesses
- ◆ Handled complaints from visitors about local businesses

Website

- ◆ Promoted www.carmelcalifornia.org – the chamber's travel and business website featuring 540 member businesses in the Carmel area
- ◆ Maintained a comprehensive community calendar on www.carmelcalifornia.org
- ◆ Unique users: 251,894
- ◆ Hits: 7,464,021

Events

- ◆ Organized shuttles from Carmel to the 2010 AT&T National Pro-Am Golf Tournament and Concours d' Elegance, giving over 4,000 rides
- ◆ Organized shuttles to the US Open, giving 8,300 rides
- ◆ Showcased 30 restaurants and 20 wineries at the Taste of Carmel
- ◆ Organized 22 ribbon cuttings for member businesses
- ◆ Coordinated the annual Awards of Excellence Program & Gala Dinner

Publicity

- ◆ Distributed 125,000 *Guides to Carmel* (by mail or in person)
- ◆ Published a monthly *Carmel Pine Cone* page

- ◆ Submitted media releases regularly to and received coverage from local media
- ◆ Collaborated as association members with these organizations to promote Carmel:
 - San Francisco Convention & Visitors Bureau (SFCVB)
 - Monterey County Convention & Visitors Bureau (MCCVB)
 - Monterey County Hospitality Association (MCHA)
 - Central Coast Tourism Council (CCTC)
 - Monterey County Vintners & Growers Assoc. (MCVGA)
- ◆ Distributed wine tasting, wedding, and relocation brochures for walk-in visitors, website and phone requests
- ◆ Hosted travel writers and "fam" trips
- ◆ Provided photos and fact-checking services to print media, radio, television
- ◆ Provided information for tours and tour guides
- ◆ Helped plan weddings, reunions, and celebrations of all sorts
- ◆ Promoted dozens of events and hundreds of performances to visitors asking "What events are going on when I come?" or "What is there to do tonight?"
- ◆ Published 11 printed newsletters and 30 on-line weekly updates

Providing Networking Opportunities

- ◆ Held 6 member orientations
- ◆ Held 10 business mixers
- ◆ Held 2 educational breakfasts
- ◆ Held a spring membership luncheon of 230 people to honor long-time chamber members
- ◆ Introduced over 100 new members to the community through newsletters and personal contact
- ◆ Held 11 board meetings
- ◆ Held 2 Executive Leadership Council meetings

MISSION:

The Carmel Chamber of Commerce promotes business, marketing and networking opportunities to benefit its members professionally and economically.

Representing Business with Government

- ◆ Attended city council and community meetings to speak on business issues
- ◆ Met regularly with city officials
- ◆ Participated on city committee for marketing, and provided input on events and other business-related issues

Working to Build a Strong Local Economy

- ◆ Tracked and publicized TOT, occupancy and sales tax figures
- ◆ Endorsed city and county issues designed to strengthen the economy
- ◆ Supported and promoted all local events from small to large
- ◆ Worked with police department to alert businesses to suspicious activities
- ◆ Organized Economic Advisory Committee with community leaders
- ◆ Provided cooperative advertising opportunities in *Resident Guide*, *Visitor Guide*, newsletter, website, plasma screen and visitor center
- ◆ Coordinated co-op advertising opportunities for *SF Chronicle* and *Monterey Land & Sea*
- ◆ Published restaurant/inn map with Carmel Innkeepers Association
- ◆ Assisted businesses interested in coming to Carmel
- ◆ Provided print labels to members for marketing mailings
- ◆ Assisted in getting participant buses to the Big Sur Marathon to leave from Carmel-by-the-Sea
- ◆ Put out and compiled 6 member surveys to determine the opinions of chamber businesses

Carmel Chamber of Commerce 2010 Board of Directors

Chair

Vicki Lynch
Writing on the Wall

Peter Lesnick
Sunset Center

Past-Chair

John Lloyd
Pine Inn

Doug Lumsden
Monterey Movie Tours

Vice-Chair

Tom Glidden
La Playa Hotel

Janine Potter
Resident

David Sandys
Hayashi & Wayland, LLP

Vice-Chair

Sandra Pepe
Pepe's Little Napoli Italian
Bistro

Jill Sheffield
The Carmel Foundation

Treasurer

Baird Pittman
Associated Hosts, Inc.

Carrie Theis
Hofsas House

Don Bentz
Carmel Plaza

Todd Tice
The Club

Demi Briscoe
First National Bank of
Central California

Kelly Vásquez
Heisinger, Buck & Morris,
Attorneys at Law

Tom Burns
Artworks Magazine

Gin Weathers
Weathers Real Estate &
Relocation

Christine Chin
First American Title Company

Carmel Chamber of Commerce 2010 Staff

Full-time Staff

Monta Potter
Chief Executive Officer

Lee Larrew
Membership Services
Manager

Part-time Staff

Kyle Stewart
Administrative Services
Manager

Lisa Budlong
Visitor Center Manager

Cristal Clark
Administrative Assistant

Ben Beesley
Events Coordinator

Audie Housman
Weekend Visitor Center
Staff