2011 Annual Report

Promoting the Community

Visitor Center
♦ The Carmel visitor center operated 7 days a week with 13 volunteers who donated 1,808 hours of staffing
♦ Served 25,032 walk-in visitors
♦ Answered 6,803 phone calls
♦ Booked 564 rooms
♦ Handled complaints from visitors about local businesses

Website
♦ Completed a redesign of the chamber website, www.carmelcalifornia.org, to include photos, new content, a Members Only section, coupons, Carmel weather, wine maps, media page and much more
♦ Maintained calendars for the community and the chamber on www.carmelcalifornia.org

Events
♦ Organized shuttles from Carmel to the 2011 AT&T Pebble Beach National Pro-Am Golf Tournament and Concours d’ Elegance, giving over 4,000 rides
♦ Showcased 30 restaurants and 20 wineries at the Taste of Carmel
♦ Organized 13 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 12 monthly Carmel Pine Cone pages
♦ Submitted media releases regularly to and received coverage from local, national and international media
♦ Organized and publicized the Carmel Wine Walk by-the-Sea

♦ 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)
♦ Hosted travel writers and “fam” trips
♦ Provided photos and fact-checking services to print media, radio, and 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 12 printed newsletters and 50 on-line weekly updates
♦ Started and supported Sustainable Carmel

Providing Networking Opportunities
♦ Held 3 member orientations
♦ Held 12 business mixers
♦ Held 2 educational breakfasts
♦ Held 2 prospective member introductions
♦ Held a spring membership luncheon of 200 people to honor long-time chamber members
♦ Introduced over 80 new members to the community through newsletters and personal contact
♦ Held 11 board meetings
♦ Held 3 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
- Provided staff support to Economic Advisory Committee of community leaders
- Provided cooperative advertising opportunities in *Community Directory, Visitor Guide*, newsletter, website, plasma screen and visitor center
- Coordinated co-op advertising opportunities for *SF Chronicle* and *Monterey Land & See*
- Published restaurant/inn map with Carmel Innkeepers Association
- Assisted businesses interested in coming to Carmel
- Provided membership list to members for marketing mailings
- Hosted an event for the Big Sur Marathon in Carmel-by-the-Sea
- Put out and compiled 4 member surveys to determine the opinions of chamber businesses