



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

Carmel Chamber of Commerce 2011 Board of Directors

Chair

David Sandys
Hayashi & Wayland

Thompson Lange
Homescapes Carmel

Past-Chair

John Lloyd
Pine Inn

Peter Lesnik
Friend of the Chamber

Vice-Chair

Tom Glidden
La Playa Hotel

Doug Lumsden
Monterey Movie Tours

Norm Mowery
Church of the Wayfarer

Treasurer

Baird Pittman
Associated Hosts, Inc.

Carrie Theis
Hofsas House

Pete Bassett
Forge in the Forest

Todd Tice
The Club

Don Bentz
Carmel Plaza

Kelly Vásquez
Heisinger, Buck & Morris,
Attorneys at Law

Janine Potter
Friend of the Chamber

Gin Weathers
Weathers Real Estate &
Relocation

Campbell Cowan
Old Republic Title Company

Carmel Chamber of Commerce 2011 Staff

Monta Potter
Chief Executive Officer

Lee Larrew
Membership Services
Manager

Kyle Stewart
Administrative Services
Manager

Lisa Budlong
Visitor Center Manager

Cristal Clark
Administrative Assistant

Ben Beesley
Events Coordinator

Audie Housman
Weekend Visitor Center
Staff