



2012 Annual Report

Promoting the Community

Visitor Center

- ◆ The Carmel visitor center was operated 7 days a week in conjunction with 13 volunteers who donated 1,952 hours of staffing
- ◆ Served 28,999 walk-in visitors
- ◆ Answered 7,022 phone calls
- ◆ Booked 536 rooms
- ◆ Handled complaints from visitors about local businesses

Website

- ◆ Promoted www.carmelcalifornia.org – the chamber's travel and business website featuring 534 member businesses in the Carmel area
- ◆ Maintained a comprehensive community calendar on www.carmelcalifornia.org
- ◆ Unique visitors: 162,392
- ◆ Pageviews: 727,684

Events

- ◆ Organized shuttles from Carmel to the 2012 AT&T National Pro-Am Golf Tournament and Concours d' Elegance, giving almost 5,000 rides
- ◆ Showcased 24 restaurants and 24 wineries at the Taste of Carmel
- ◆ Organized 16 ribbon cuttings for member businesses
- ◆ Coordinated the annual Awards of Excellence 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
- ◆ Represented Carmel at ESTC12 - Ecotourism and Sustainable Tourism Conference

- ◆ 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 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 12 monthly electronic newsletters and 51 weekly updates
- ◆ Supported Sustainable Carmel

Providing Networking Opportunities

- ◆ Held 4 member orientations
- ◆ Held 11 business mixers and 1 annual breakfast
- ◆ Held 5 Smart Coffees
- ◆ Hosted 7 Link @ Lunch small groups
- ◆ Held a spring membership luncheon of 175 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 events

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

- ◆ Hosted a Micro Beer Garden during Concours week in Carmel-by-the-Sea
- ◆ Tracked and publicized TOT, occupancy and sales tax figures
- ◆ Created the Hospitality Improvement District (H.I.D.) to fund a Destination Marketing Manager
- ◆ 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 *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 the Carmel Innkeepers Association
- ◆ Assisted businesses interested in coming to Carmel
- ◆ Provided membership lists to members for marketing mailings
- ◆ Put out and compiled 4 member surveys to determine the opinions of chamber businesses

Carmel Chamber of Commerce 2012 Board of Directors

Chair

Doug Lumsden
Monterey Movie Tours

Amanda LeVett
Carmel Boutique Inns

Past-Chair/Treasurer

David Sandys
Hayashi & Wayland, LLP

Stacy Meheen
Bay Bikes

Vice-Chair

Gin Weathers
Weathers Real Estate & Relocation

Norm Mowery
Church of the Wayfarer

Rob Pappani
Santa Barbara Bank & Trust

Vice-Chair

Thompson Lange
Homescapes Carmel

Sandra Pepe
Little Napoli, Vesuvio, Vino Napoli

Julie Armstrong
Big Sur International Marathon

Carrie Theis
Hofsas House

Pete Bassett
Forge in the Forest

Todd Tice
The Club

Lisa Dias
Mirabel Hotel & Restaurant Group

Kelly Vásquez
Heisinger, Buck & Morris,
Attorneys at Law

Carmel Chamber of Commerce 2012 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

Krystlyn Giedt
Operations Specialist

Tamara Swanson
Events Coordinator

Dennis Rippenberg
Visitor Center Staff

Audie Housman
Visitor Center Staff