



# 2013 Annual Report

## Promoting the Community

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### Visitor Center

- ◆ The Carmel Visitor Center was operated 7 days a week in conjunction with 15 volunteers who donated 2001 hours of staffing
- ◆ Served 26,285 walk-in visitors
- ◆ Answered 6,260 phone calls
- ◆ Booked 539 room nights
- ◆ Handled complaints from visitors about local businesses

### Website

- ◆ Promoted [www.carmelcalifornia.org](http://www.carmelcalifornia.org) – the chamber's travel and business website featuring 539 member businesses in the Carmel area
- ◆ Maintained a comprehensive community calendar on [www.carmelcalifornia.org](http://www.carmelcalifornia.org)
- ◆ Unique visitors: 171,170
- ◆ Pageviews: 644,875

### Events

- ◆ Organized shuttles from Carmel to the 2013 AT&T National Pro-Am Golf Tournament and Concours d' Elegance, giving over 3,000 rides
- ◆ Showcased 21 restaurants and 20 wineries at the Taste of Carmel
- ◆ Organized 10 ribbon cuttings for member businesses
- ◆ Coordinated the annual Awards of Excellence Program & Gala Dinner

### Publicity

- ◆ Distributed 120,000 *Guides to Carmel* (by mail or in person)
- ◆ Published 12 monthly *Carmel Pine Cone* pages
- ◆ Hosted travel writers and "fam" trips
- ◆ Provided information for tours and tour guides

- ◆ 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
- ◆ Provided photos and fact-checking services to print media, radio, television
- ◆ 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 electronic monthly newsletters and 51 weekly updates
- ◆ Connected with 2,025 Twitter followers
- ◆ Reached out through Facebook with 2,210 likes

## Providing Networking Opportunities

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- ◆ Held 3 member orientations and 2 prospective member orientations
- ◆ Held 13 business mixers and 11 board meetings
- ◆ Held 2 educational breakfasts and 7 Smart Coffees
- ◆ Held a spring membership luncheon for 224 people to honor long-time chamber members
- ◆ Introduced 73 new members to the community
- ◆ Held 3 Executive Leadership Council meetings
- ◆ Hosted 2 group travel excursions and 7 travel presentations

### *MISSION:*

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

## Representing Business with Government

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- ◆ 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

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- ◆ Tracked and publicized TOT, occupancy and sales tax figures
- ◆ Supported the Hospitality Improvement District (HID) in collaboration with the City of Carmel and the Carmel Innkeepers Association
- ◆ 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 *Guide to Carmel*, *Carmel Pine Cone*, chamber newsletters, website, eblasts and visitor center plasma screen
- ◆ Published restaurant/inn map with Carmel Innkeepers Association
- ◆ Assisted businesses interested in coming to Carmel
- ◆ Supported Sustainable Carmel
- ◆ Provided membership list to members for marketing mailings
- ◆ Put out and compiled 7 member surveys to determine the opinions of chamber businesses

## Carmel Chamber of Commerce 2013 Board of Directors

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### Chair

Thompson Lange  
Homescapes Carmel

Graeme Robertson  
Merrill Lynch

### Past-Chair

Doug Lumsden  
Monterey Movie Tours

Steve Summers  
National Parking & Valet

### Vice-Chair

Norm Mowery  
Church of the Wayfarer

Jeanie Sumners  
Mazda Raceway Laguna Seca

### Treasurer

John Lloyd  
Pine Inn & Tally Ho Inn

Julie Armstrong  
Big Sur International  
Marathon

Rob Arnold  
Robert Arnold Inc.

Pete Bassett  
Forge in the Forest

Scott Caraccioli  
Caraccioli Cellars

Mary Crowe  
La Playa Carmel

Lisa Dias  
Mirabel Hotel & Restaurant  
Group

Gerard Mattimoe  
Glastonbury Audio Visual  
Event Specialists

Stacy Meheen  
Bay Bikes

Rob Pappani  
Union Bank

Sandra Pepe  
Little Napoli, Vesuvio,  
Vino Napoli