2013 Annual Report

Promoting the Community

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 – the chamber’s travel and business website featuring 539 member businesses in the Carmel area
♦ Maintained a comprehensive community calendar on 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 “fan” 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
♦ 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

♦ 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
♦ 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

Chair
Thompson Lange
Homescapes Carmel

Past-Chair
Doug Lumsden
Monterey Movie Tours

Vice-Chair
Norm Mowery
Church of the Wayfarer

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

Chair
Graeme Robertson
Merrill Lynch

Past-Chair
Steve Summers
National Parking & Valet

Vice-Chair
Jeanie Sumners
Mazda Raceway Laguna Seca