

La Quinta Residence Card Program

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January 31, 2009

Original Date of Introduction: February 1, 2008

With a solid foundation in La Quinta, previously established by our Mayor and staff, and with a future brighter than ever, I am excited to introduce and help launch a new Residence Card Program to take the place of the present program.

I pledge my commitment to work hard in helping to lead La Quinta in order for it to remain the premiere and most sought after city in this state.

Our Resident Card should be a “true” Resident Card, not just a Golf Card for the Silver Rock golf course.

Here are my ideas:

1. **PRESENTLY:** The Resident Card is now \$15 for 3 years, golf only, at Silver Rock. We have 9,000 cards out which equates to \$135,000 for 3 years or \$45,000 per year for the city.
2. **NEW INCOME:** If we can make this into a true Resident Card for all 45,000 residents, we could sell at least an additional 21,000

cards and make it so attractive that the 3 year cost would be \$30 for three years or \$10 per year. This would equate to:

30,000 cards at \$30.00 per card = \$900,000 or \$300,000 per year. This is an increase of \$765,000 for 3 years or \$255,000 per year.

9,000 cards

X \$15.00

\$145,000/3 = \$45,000 per year

30,000 cards

x \$30.00

\$900,000/3 = \$300,000 per year

3. **WHAT WE DO:**

A. To make this Resident Card so much more attractive that all would want one, we would give residents 10% off on all Community Services Department events, excursions, and services, etc. that the City sponsors.

B. We would also include all merchants in La Quinta to give something off in their store, restaurant, or service related business.

4. **HOW WE DO IT:** This can be accomplished by involving and expanding the La Quinta Chamber of Commerce's Member to Member Discount Program already in existence. Every business can contribute something towards this program.

For example:

1. Big Box stores could give 10% off from their food court purchases
2. Restaurants could give a glass of wine with a two entrée purchase
3. Service businesses could give 50% off your 5th visit
4. All businesses would advertise the card via newspapers, email, and direct mail, etc. to let their customers know that they are part of the program which would save the city and chamber from spending their own advertising dollars.

We need a person who is able to give the business owner ideas of what they can do and how they can do it. The City staff is too occupied with community services so the Chamber is a natural recipient and with a percentage going to the Chamber off the increase of the cards would make this a win-win situation for all.

5. **RESULT/CLOSING:** The 80/20 rule. This would definitely keep 80% of the residents spending 80% here in La Quinta, and not 20%.

My first goal is to increase membership in the chamber and the commerce for the city of La Quinta. My second goal is the success of the entire Coachella Valley and all chambers and their cities that could also benefit from this type of program.

I am hoping that the La Quinta Chamber will see the enormous value of this and as they say, "Step up to the plate." This will be a first in the valley and would be a huge success for both parties, the chamber and city.

I spent many hours in the thoughtful planning and presentations of this program to various city and chamber staff

and definitely believe that it would be a huge benefit for all concerned.

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