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 Casinos
- Rob Hampton**  
 Palm Springs Convention  
 Center

JOINT MEETING  
 JPA EXECUTIVE COMMITTEE &  
 CVB BOARD OF DIRECTORS

Zoom Video/Call  
 Instructions – Bottom of Page 2

Regular Meeting  
 May 15, 2020  
 8:30am – 10:00am

AGENDA

Item	Owner
Call to Order	Linda Evans
Roll Call	Linda Evans
Pledge of Allegiance	Linda Evans
Confirmation of Agenda	Linda Evans
Public Comment	Linda Evans
<p>At this time members of the public may address the JPA Executive Committee on items that appear within the Consent Calendar or matters that are not listed on the Agenda.</p> <p>Public comments may be received by e-mail or voicemail from the time agenda is posted <b>up until one (1) hour prior to the meeting convening.</b> E-mails will be printed and distributed for the record prior to the meeting. If the sender so requests, they will be read into the record at the meeting not to exceed three (3) minutes in length. <b>E-mail:</b> <a href="mailto:reynolds@gpscvb.com">reynolds@gpscvb.com</a></p> <p>Voicemails will be transcribed and forwarded to the JPA Executive Committee and CVB Board members as soon as possible after they are received. If the sender so requests, they may also be read into the record at the meeting not to exceed three (3) minutes in length. <b>Voicemail:</b> 760.969.1309</p> <p>For all Business Session matters or Departmental Reports on the Agenda, the public can submit comments in advance via email as described above.</p>	
Presentation	Linda Evans
<ul style="list-style-type: none"> <li>Joe Wallace, Coachella Valley Economic Partnership            COVID-19 Economic Impact Study / Update on Palm Desert Campus</li> </ul>	
Approval of Minutes (all vote)	Linda Evans
<ul style="list-style-type: none"> <li>JPA-CVB Board of Directors Joint Meeting Minutes - April 24, 2020</li> </ul>	
Consent Calendar (JPA Executive Committee Only Votes)	Linda Evans
<ul style="list-style-type: none"> <li>Warrants and Demands Dated April 30, 2020</li> </ul>	

**CVB Board of Directors  
(continued)**

**Jerry Keller**

Lulu and Acqua California  
Bistros

**Jay Mainthia**

Indio Super 8 & Suites

**Michael McLean**

McLean Company Rentals

**Allen Monroe**

The Living Desert

**Lee Morcus (Emeritus)**

Kaiser Restaurant Group

**Thomas Nolan**

Palm Springs International  
Airport

**Brad Poncher**

Homewood Suites by Hilton,  
La Quinta

**Greg Purdy**

Palm Springs Aerial Tramway

**Christoph Roshardt**

Renaissance Esmeralda Resort  
& Spa

**Tom Scaramellino**

Westin Mission Hills Golf Resort  
& Spa

**Bob Schneider**

Palm Springs Power Baseball

**Barb Smith**

Access Palm Springs

**Kelly Steward**

The Ritz-Carlton Rancho  
Mirage

**Joseph Tormey**

CSU San Bernardino  
Palm Desert Campus

**Peggy Troff**

Kimpton Rowan Palm Springs

**Doug Watson**

College of the Desert

**Elie Zod**

Retired Hospitality Executive

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JPA Executive Committee Items (JPA Executive Committee Only Votes) Linda Evans

- Updates from the JPA Members
- Updates from the Chair

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CEO/President's Report Scott White

- COVID-19 Discussion / Destination Pledge Discussion

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CVB Board of Directors Update Tom Tabler

- Updates from the Chair
- Updates from the CVB Board Members

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Future Meeting Date | **Friday, June 26, 2020** Linda Evans

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Adjournment Linda Evans

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Public Notices

- Any writings or documents provided to the JPA Executive Committee and CVB Board of Directors regarding any item(s) on this agenda will be made available for public inspection at the Greater Palm Springs CVB located at 70-100 Highway 111, Rancho Mirage, CA 92270, during normal business hours. You may also email your request to Revae Reynolds: [rreynolds@gpscwb.com](mailto:rreynolds@gpscwb.com).

Meeting Instructions

Please click the link below to join the Zoom meeting:

<https://us02web.zoom.us/j/87845646199?pwd=a2JlcGx6bTRiNk1kKzgw3BCd1JiZ09>

Meeting ID: 878 4564 6199

Password: 910272

EMPLOYMENT IMPACT OF COVID-19  
COACHELLA VALLEY



MAY 4, 2020



## EMPLOYMENT IMPACT OF COVID-19 COACHELLA VALLEY

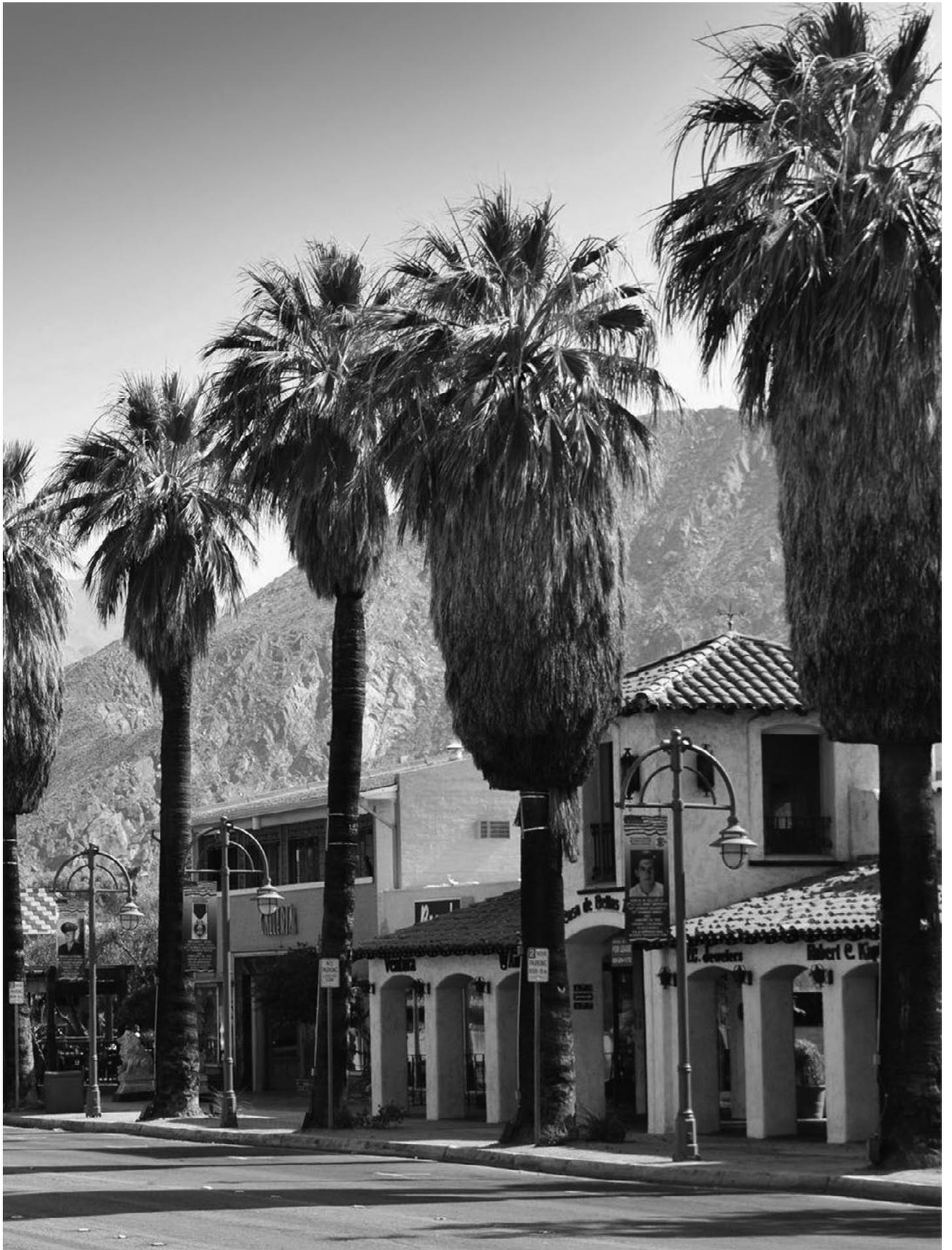
It had been brewing for weeks, and had been the cause of speculation for days, but everything finally changed for the Coachella Valley on March 8, 2020. First, the BNP Paribas Tennis Tournament was cancelled. Days later, organizers of the Coachella and Stagecoach music festivals followed suit, tentatively postponing until the fall. In a normal year, these major events are the last hoorah of “season” in the desert, providing a financial cushion to keep businesses open and people working throughout the hot, slow, summer months. Even if all other day-to-day commerce had carried on as usual from that point forward, the cancellation of these events just before summer meant hardship for businesses and workers. But the cancellation of major events was just the beginning.

On January 26, 2020, the COVID-19 pandemic’s first case was confirmed in California. More than thirteen weeks have passed since the discovery of that first case, and business activity across the State of California has been brought to a stop with the exception of some businesses deemed to be essential. As of the time of writing, the Coachella Valley has 682 confirmed cases and 25 deaths attributed to COVID-19. Riverside County has over 4,000 cases and has suffered 149 deaths. California Governor Gavin Newsom issued a shelter-in-place order on March 19, which includes strict social distancing measures for necessary trips outside of the home, and a ban on gatherings of any size. Only now are some businesses beginning to reopen with strict safety guidelines.

Businesses in the Coachella Valley have missed significant revenue opportunities due to the cancellation of every major sports and entertainment event normally held during this time of year.

Beyond the BNP Paribas Tennis Tournament and the Stagecoach and Coachella Music Festivals, other cancelled major events include the White Party in

Palm Springs, the ANA Inspiration women’s golf tournament, and The Dinah Shore Weekend. These cancellations alone have deprived Coachella Valley businesses of roughly \$2 billion in revenue<sup>1</sup> and caused approximately 600,000 visiting tourists to abort their plans. The bulk of these festivals have been tentatively rescheduled for the fall of 2020. While rescheduled events seem more encouraging than cancelled ones, there is no guarantee that they will actually be held. Governor Newsom’s criteria of herd immunity AND the availability of a vaccine prior to allowing these types of large events in the State of California certainly jeopardizes the probability of such events occurring anytime in 2020. The disruption of these events, which have become vital to the prosperity of many of the Coachella Valley’s small businesses, is expected to have far-reaching negative effects on employment.





The COVID-19 pandemic is having dramatic effects on employment nationwide, but particularly among the nine cities, four tribal nations, and numerous unincorporated communities that make up the Coachella Valley. Pivoting to meet the region's most urgent needs, CVEP has directed its focus in two distinct areas: quantifying the impacts to the region's businesses, and assisting our business base in maximizing access to relief funds available from federal, state and local governments. In December of 2019 the Coachella Valley had a total of 187,218 payroll-based jobs in 15,840 registered businesses. Most of the Coachella Valley's businesses are considered by the United States Small Business Administration (SBA) to be small businesses with less than 500 employees.

Approximately 1 in 4 jobs of jobs in the Coachella Valley depend on tourism and hospitality<sup>2</sup>. Many other job sectors such as retail, food service, arts, and entertainment are dependent on tourists and part-time winter residents (known as snowbirds) for a substantial part of their revenue. Current disruptions in air travel and tourism mean that the visitor-dependent Coachella Valley is among the most negatively impacted places on the planet.

The estimates provided in this report are just that: estimates. Data, guidelines, and information all change rapidly in the era of COVID-19. Governmental responses and mandates, as well as information about the coronavirus and its effects on the human body, are ever-evolving. These and many other factors will impact actual outcomes.

The projected job losses in the various occupational groups are amounts assumed on a national level and applied locally. Because the Coachella Valley has a much higher dependence on festivals and tourism, the projected losses contained in this report may be considered to be conservative.

It is understandable to be alarmed at the economic and business impact projections presented here, particularly for those who work to support, build, and grow businesses as a part of their daily routine. To see such devastating impacts on employment is disconcerting. With that said, CVEP does not presume to be qualified to make public health recommendations, and discourages the use of this report to justify modifications to current public health guidelines.

## **JOB LOSS PROJECTIONS**

In the Coachella Valley, the initial projections for job losses from December 2019 to May 2020 are 53,795 which constitutes a decline of 28.7%. This leaves only 133,423 people actively reporting for work or working from home on a daily basis in a region with a permanent population of roughly 463,000. The unemployment rate in the Coachella Valley was approximately 7.2% (this includes rural and unincorporated areas of our region) before COVID-19, and is projected to be 31.9% in May of 2020. This projection may exclude many entrepreneurs, small business owners and 1099 contractors not included in numbers from the Bureau of Labor Statistics, who may also have lost their ability to earn a living. There are many such entities in the Coachella Valley.



## BUSINESS LOSS PROJECTIONS

The president of the Hayek Institute has projected that 30% of all businesses will not survive the economic disruptions caused by COVID-19<sup>3</sup>. Applying this figure to the Coachella Valley, the region could see the closure of 4,752 businesses as a result of this crisis. Because many of the businesses in the Coachella Valley exist to serve the tourism industry it is not unreasonable to expect that the casualty rate among small businesses here will be even higher than state, national and international estimates.

## NUMBERS OF JOBS LOST

Sales and Sales-Related jobs are projected to absorb the highest number of job losses with 14,523 losses expected. The second largest impact is projected to be in Food Preparation and Serving-Related jobs at 11,787.

With respect to the number of jobs lost, the third highest impact is projected to be in the Personal Care and Service sector with 7,550 expected losses. These three sectors, which make up much of the Coachella Valley's workforce, are projected to endure a total of 33,860 job losses: nearly 63% of the total jobs estimated to be lost in the valley.

The least-impacted job sectors in the Coachella Valley are projected to be Life, Physical and Social Sciences, Computer and Mathematical, Architecture and Engineering. The total expected job losses from these largely STEM (Science, Technology, Engineering, and Math) business sectors is 169 jobs, constituting only 0.3% of the total jobs lost. The ratio of job losses in the highest three sectors to the losses in the lowest three sectors is 200 to 1.

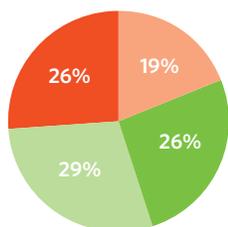
## JOB IMPACTS BY OCCUPATION GROUP

OCCUPATION	DEC 2019 EMP	MAY 2020 PROJECTION	PROJECTED JOB LOSS	% CHANGE
Sales and Sales Related	24,045	9,522	14,523	-60.4%
Food Preparation and Serving Related	17,208	5,421	11,787	-68.5%
Personal Care and Service	10,589	3,039	7,550	-71.3%
Office and Administrative Support	20,049	16,661	3,388	-16.9%
Construction and Extraction	10,434	8,128	2,306	-22.1%
Educational Instruction and Library	8,313	6,509	1,804	-21.7%
Community and Social Service	2,832	1,178	1,654	-58.4%
Arts, Design, Entertainment, Sports and Media	3,161	1,546	1,615	-51.1%
Installation, Maintenance, and Repair	7,459	6,094	1,365	-18.3%
Transportation and Material Moving	7,408	6,089	1,319	-17.8%
Healthcare Support	4,583	3,369	1,214	-26.5%
Production	5,878	4,879	999	-17.0%
Building and Grounds Cleaning and Maintenance	17,126	16,167	959	-5.6%
Business and Financial Operations	5,478	4,673	805	-14.7%
Management	15,582	14,803	779	-5.0%
Healthcare Practitioners and Technical	8,192	7,471	721	-8.8%
Farming, Fishing, and Forestry	9,230	8,898	332	-3.6%
Protective Service	4,133	3,831	302	-7.3%
Legal	1,814	1,611	203	-11.2%
Architecture and Engineering	1,433	1,361	72	-5.0%
Computer and Mathematical	1,663	1,596	67	-4.0%
Life, Physical, and Social Sciences	608	578	30	-5.0%
<b>TOTAL</b>	<b>187,218</b>	<b>133,423</b>	<b>53,795</b>	<b>28.7%</b>

## EMPLOYMENT & UNEMPLOYMENT PROJECTIONS FOR MAY

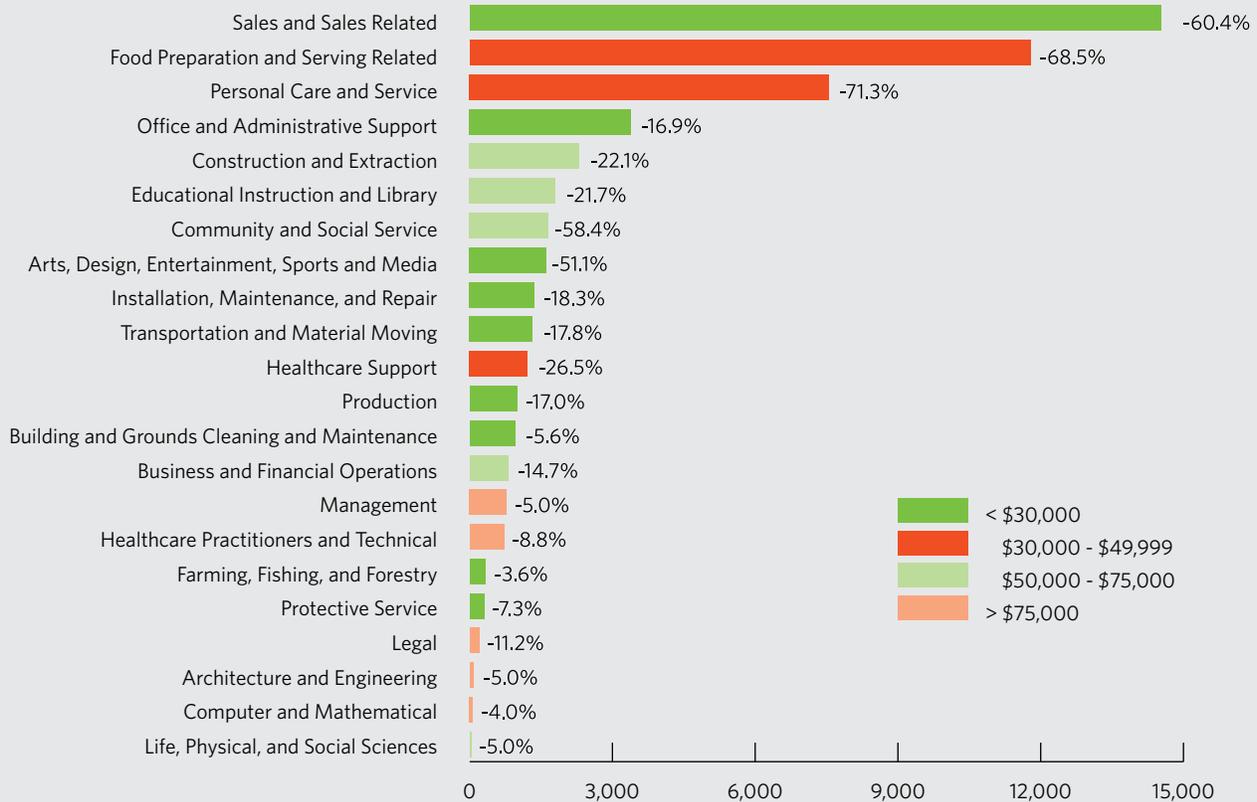
	DEC. 2019	MAY PROJECTIONS
Employment	187,219	133,423
Unemployment Rate	7.2% *	31.9%

\*INCLUDES ESTIMATES FOR RURAL AND UNINCORPORATED AREAS OF THE COACHELLA VALLEY



Educational Attainment	%
No High School Diploma	19%
High School Graduate	26%
Some College/Associate	29%
Bachelor's or Advanced Degree	26%

## PROJECTED JOBS LOST BY OCCUPATIONAL GROUP, MAY 2020



In their study Employment Impact of COVID-19: Southern California, the Los Angeles County Economic Development Corporation (LAEDC) estimates 31.9% unemployment in May 2020 for the Riverside-San Bernardino-Ontario metropolitan statistical areas (MSA), comprising Riverside and San Bernardino Counties. Applying this unemployment estimate to the Coachella Valley, a projected 53,795 (-28.7%) jobs will be lost.

The occupations with the largest total losses are predicted to be Sales and Sales Related jobs, Food Preparation and Service-Related jobs, and Personal

Care and Service jobs. Personal Care and Service jobs are project to have the largest percentage loss of -71.3%.

Sales and Sales Related jobs, and Food Preparation and Serving Related jobs, are the largest occupation groups in the Coachella Valley, accounting for 22% of all employment in the valley. These sectors have the second and third highest estimated percentage job losses, at 60.4% and 68.5% respectively and an estimated loss of 26,311 jobs. The top five employment sectors are estimated to lose nearly 40,000 jobs.



It should also be noted that the top business sectors for job losses are three of lowest-paying job sectors in the Coachella Valley, while the three least-impacted sectors are some of the highest-paying sectors. The most vulnerable members of society are bearing the highest burden of job losses.

The timing of the COVID-19 crisis has been lethal. Businesses with a high concentration of jobs in tourism, hospitality and food have missed their busiest season. Lack of a typical peak season in the spring has created a situation in which the slow summer season effectively started in March, creating a 6-month summer for Coachella Valley businesses that often close or reduce hours in the summer anyway.

### PERCENTAGE OF JOBS LOST

The occupational groups projected to lose the largest number of jobs as a percentage of employment are Personal Care and Service with a 71% contraction expected, Food Preparing and Serving-Related Occupations at 69%, and Sales and Sales-Related at 61% of jobs. These are some of the largest employment groups in the Coachella Valley and few of these occupations have been deemed to be essential. Even among those that are considered to be essential, such as some Food Preparing and Serving jobs, dramatic changes in the types of permitted operations have substantially reduced employment.

The Coachella Valley is home to a significant retail sales industry with 24,045 people employed. These stores are dependent on tourists who visit the region and shop. Since online retailing has become increasingly ubiquitous in recent years, brick-and-mortar retailers have struggled to keep up. Those

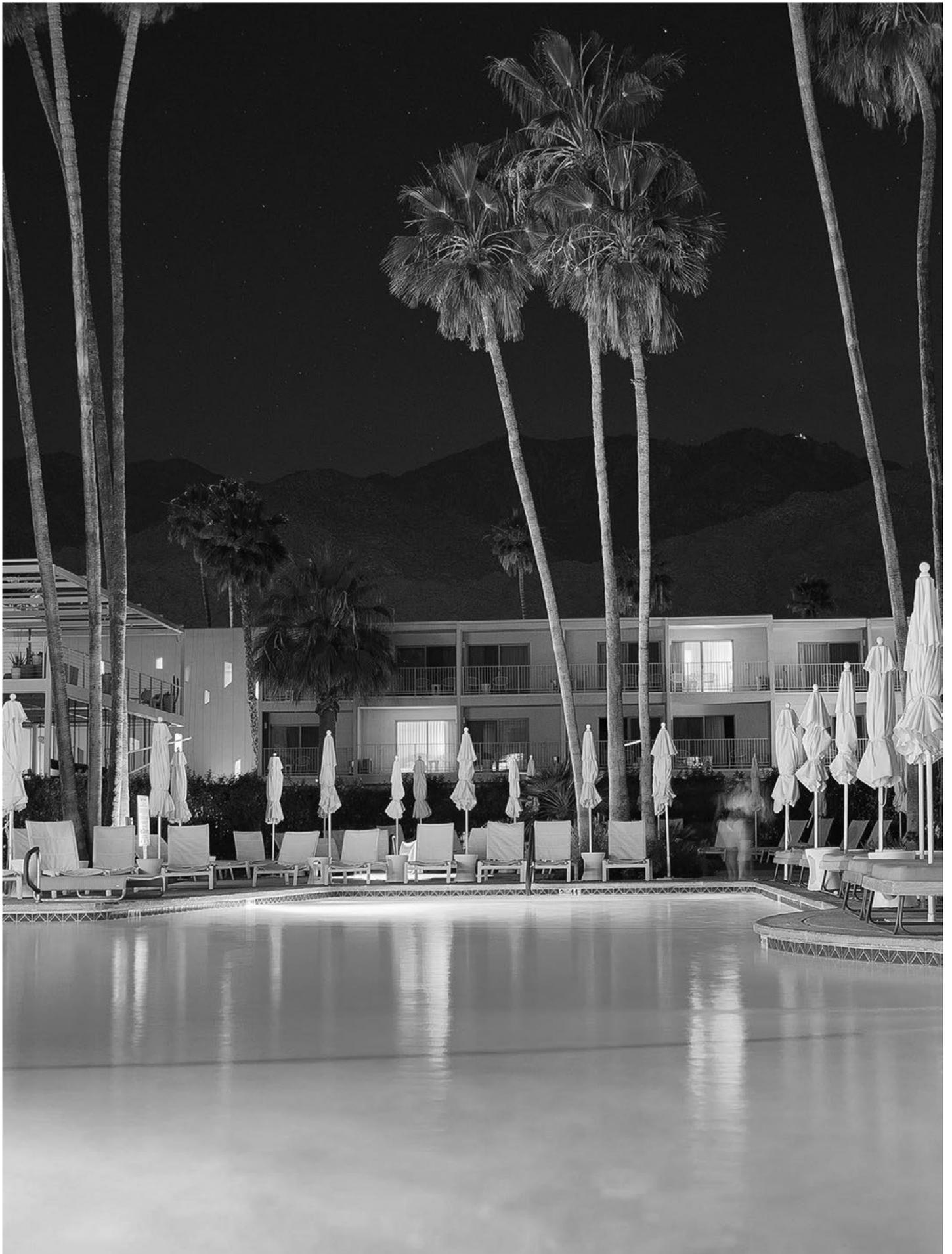
that have been unable to adopt successful omni-channel strategies incorporating online sales as well as physical locations began faltering long before the COVID-19 crisis.

Current projections nationwide show a 60% displacement of retail workers in the short term, though major retailers like Macy's are preparing to reopen in other parts of the country as operating restrictions begin to relax<sup>4</sup>. With many brick-and-mortar retail stores on life support, the brick-and-mortar retail industry's future as a viable source of jobs is made increasingly vulnerable by the ease with which online shopping has filled the gap during the shelter-in-place order.

Before the COVID-19 crisis, over 17,000 people were employed in restaurants, bars, and other dining establishments in the Coachella Valley. Only those employees working to serve the business at restaurants offering take-out remain on payroll, and this group is therefore expected to see nearly 69% job loss.

The Coachella Valley is home to five casinos owned by four Native American tribes. All of these casinos are currently closed, with only maintenance crews remaining on staff. This parallels the large number of layoffs that have occurred in Las Vegas. Coming changes in the behavior of casino customers is yet to be defined, but with shelter-in-place orders and bans on large crowds, the casino gaming industry will be challenged until governmental orders are relaxed.

Construction has played a large role as an employer in the Coachella Valley's history. The pre COVID-19 employment in construction was just over 10,000,





with only 22% expected to suffer a job loss. There have been a number of major construction projects in the pipeline to serve an expanding tourism industry including two hotels in Palm Springs, a casino in Cathedral City, an arena in downtown Palm Springs, and SilverRock Resort in La Quinta. It is expected that all of these projects plus the planned BlackRock residential development in Palm Desert will need to re-establish potential profitability before they proceed.

The Coachella Valley's cannabis industry, prevalent in the Coachella Valley since recreational legalization by the State of California, has struggled to compete with illegal growers. Having been deemed an essential business by the State of California, cannabis dispensaries (retail outlets) and cannabis growers have continued to do business during the shelter-in-place order. Many sources report that both cannabis and alcohol consumption have increased as an apparent result of the pandemic. Impacts on employment in the cannabis industry are not readily available, as there is no cannabis-specific federal jobs classification<sup>5</sup>.

Less prone to disruption are jobs which can be easily migrated to a work-at-home model. These jobs range widely, but include many high-skill jobs in business, finance, engineering, technology, and other sciences, as well as other professions such as law and architecture. While historically difficult to count, it is generally accepted that there are a growing number of telecommuters in the Coachella Valley who work for companies headquartered elsewhere. These workers may be at a slight advantage because their employers have not had to make sudden adjustments in order to adapt to a remote workforce.

Occupations in healthcare and protective services are a strong source of well-paying jobs in the Coachella Valley. The effort by medical providers and particularly the hospitals to mobilize to treat the projected large number of COVID-19 patients has been admirable. Hospitals have been required to delay non-essential procedures to hold bed space available for the expected waves of COVID-19 patients that never materialized. Some of the medical providers in the Coachella Valley and in other areas that experienced lower levels of COVID-19 patients have incurred financial hardship and have resorted to furloughs and benefit deferrals. While this sector has been a source of job growth for years, the sector is currently projected to lay off 8.8% of its workforce. Healthcare, unlike tourism, is expected to return to normal employment levels as the ability to perform non-emergency and elective procedures is established.

### **PROJECTED IMPACT MAY 2020**

The nine cities and the unincorporated parts of Riverside County are projected to experience job losses of 53,795 and have an unemployment rate of nearly 32% in May 2020.

The occupations that provide most of the jobs in the Coachella Valley such as tourism, food services, and retail will absorb losses of from 60% to over 70% of the pre COVID-19 workforce.

CVEP will continue to monitor the situation with respect to relaxation of shelter-in-place orders and restarting non-essential business sectors. As external actions change the projected impacts, we will issue updates to this report as necessary.

## METHODOLOGY

The employment projections in this report were based on the findings of a study prepared by the Los Angeles County Economic Development Corporation's (LAEDC) Institute for Applied Economics (IAE) titled the Employment Impact of COVID-19: Southern California:

“Projections included in this report use a bottom-up approach based on the latest, May 2019, Occupational Employment Statistics (OES) data from each of 10 metro areas included in the Southern California Region. The methodology used is based upon similar nationwide occupational job loss estimates recently produced by economists at the St. Louis Federal Reserve Bank, which used “high-risk” of job

loss and estimates of the required physical proximity of work to produce unemployment rates and job loss. The LAEDC estimated probable job loss across occupational categories and applied those to OES data to generate estimated probable job loss and unemployment rates for each MSA in Southern California.”

CVEP utilized Esri's Business Analyst Online to aggregate these data for the Coachella Valley. Original LAEDC data was derived from the Bureau of Labor Statistics, the U.S. Department of Labor, and the U.S. Census Bureau. Occupational data (employment and wages) were obtained from the Occupational Employment Statistics program. Workforce demographic data was from the Quarterly Workforce Indicators dataset.

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## FOOTNOTES:

<sup>1</sup> On March 11, 2020, Rolling Stone reported that the anticipated profit of the Coachella and Stagecoach music festivals in 2019 had been about \$1.4B, with the bulk of that being returned to the local economy. Similarly, the BNP Tournament generates in excess of a \$400M contribution to the local economy annually. Multiple smaller events and day-trips to attractions such as the Palm Springs Aerial Tramway generate millions in local economic activity annually. See the 2017 Report on the Economic Impact of Tourism by the Greater Palm Springs Convention and Visitors Bureau.

<sup>2</sup> According to the 2017 Report on the Economic Impact of Tourism by the Greater Palm Springs Convention and Visitors Bureau.

<sup>3</sup> Barbara Kolm is president of the Hayek Institute, and president of the European Center for Economic Growth. When discussing the potential damage caused by even

relatively short lockdowns, Ms. Kolm stated that by May 2, she expected 30% of businesses to be closed. History News Network, George Washington University Columbian College of Arts & Sciences.

<sup>4</sup> As reported by the Wall Street Journal on Thursday, April 30, Macy's intends to reopen all of its stores within the next 6 weeks if public health orders and safety guidelines permit. Some Macy's stores in Georgia, South Carolina, Oklahoma, Texas and Tennessee will open as soon as Monday, May 4, 2020.

<sup>5</sup> According to cannabis industry magazine High Times, cannabis sales saw significant increases during the month of March in states with legal cannabis markets. University of Utah Health reports that alcohol sales are up 55% compared to the same time last year, presumably as individuals self-medicate to relieve anxiety and stress related to COVID-19.



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THE COACHELLA VALLEY IS READY TO RISE:  
THE CASE FOR A CALIFORNIA STATE  
UNIVERSITY PALM DESERT



e!evate

THE COACHELLA VALLEY IS READY TO RISE:  
THE CASE FOR A CALIFORNIA STATE  
UNIVERSITY PALM DESERT

This case study demonstrates the desert community's collective need, commitment and enthusiasm for establishing the 24th California State University (CSU) in the Coachella Valley. It details how the necessity for affordable higher education is greater in the desert region than in any other location in the state of California, as well as how the community is aligned and prepared to swiftly shepherd the development of CSU Palm Desert.

All of the elements are in place to support a vibrant university in Palm Desert:

- We have an existing foundation for the university at the California State University San Bernardino Palm Desert satellite campus.
- We have the resources to fund building and development.
- We have 170 acres of land already designated for the campus.
- We have an approved Master Plan and can build a full California State University Palm Desert campus quickly.
- We have access to renewable energy sources to power a green campus.
- We have a sizable local student base, with upwards of 5,500 high school graduates annually.
- We have no competing four-year colleges within 60 miles.
- We have one of the fastest growing populations in California and the U.S.
- We have a world class destination that would appeal to students from throughout the state.

Establishing CSU Palm Desert will serve to:

- Enable local youth to pursue their dreams of higher education.
- Support underserved families.
- Make four-year degrees accessible to Coachella Valley residents.
- Diversify the regional economy beyond tourism and agriculture.
- Attract more white-collar jobs.
- Prevent "brain drain."
- Improve infrastructure.





**BACKGROUND**

**One Region, Rising Together**

The Coachella Valley is currently home to 463,000 permanent residents. Residents of the Coachella Valley and neighboring Imperial County do not have access to an affordable public university education. Local students who aspire to go to college are inhibited from doing so due to the lack of degrees offered locally and the distance of existing higher education options currently available.

The California State University San Bernardino Palm Desert satellite campus (CSUSB-PDC) is the only public four-year university presence in the region, and its capacity and range of degrees are limited. The CSUSB-PDC satellite campus is located 72 miles from the main CSU San Bernardino campus, 94 miles from Cal Poly Pomona, and 63 miles from UC Riverside. Additionally, the Coachella Valley does not have a comprehensive private university such as the University of the Pacific in Stockton or University of Redlands.

	<b>EDUCATIONAL ATTAINMENT (ADULTS OVER 25 WITH A BACHELOR'S OR HIGHER) (PERCENTAGE)</b>	<b>LIVING BELOW THE POVERTY LINE (PERCENTAGE)</b>	<b>DISTANCE TO CSU SAN BERNARDINO (IN MILES)</b>	<b>DISTANCE TO PALM DESERT CAMPUS (IN MILES)</b>
Banning	15.4	23.4	37	32
Beaumont	25.1	11.8	31	40
Blythe	7.8	26.2	176	107
Brawley	13.1	28.1	151	82
Cathedral City	18.6	20.7	68	7
Coachella	3.9	28	85	16
Desert Hot Springs	12.1	36.8	61	17
El Centro	17	24.9	164	95
Indian Wells	58	4.4	76	5
Indio	16.6	18.1	80	10
Joshua Tree	20.4	21.9	80	45
La Quinta	34.7	11.2	108	11
Mecca	4.1	42.8	94	25
Palm Desert	35.9	12.5	75	0
Palm Springs	36.3	18.5	59	14
Rancho Mirage	42.7	11.8	72	6
Thermal	0.1	34.3	89	19
Yucca Valley	15.8	21.2	73	39
<b>Riverside County Average</b>	<b>21.5</b>	<b>15.6</b>		
<b>State of California Average</b>	<b>32.6</b>	<b>15.1</b>		

Proximity is the key to educational attainment for the approximately 5,500 yearly graduates of the desert region's public school system. Predominantly centered in the Eastern Coachella Valley, the K-12 student base is 68% Hispanic and 69% female. The percentage of residents living below the poverty line in 13 of the region's 17 cities far exceeds both California and Riverside County averages. Therefore, many local families do not have the resources to send their children to college.

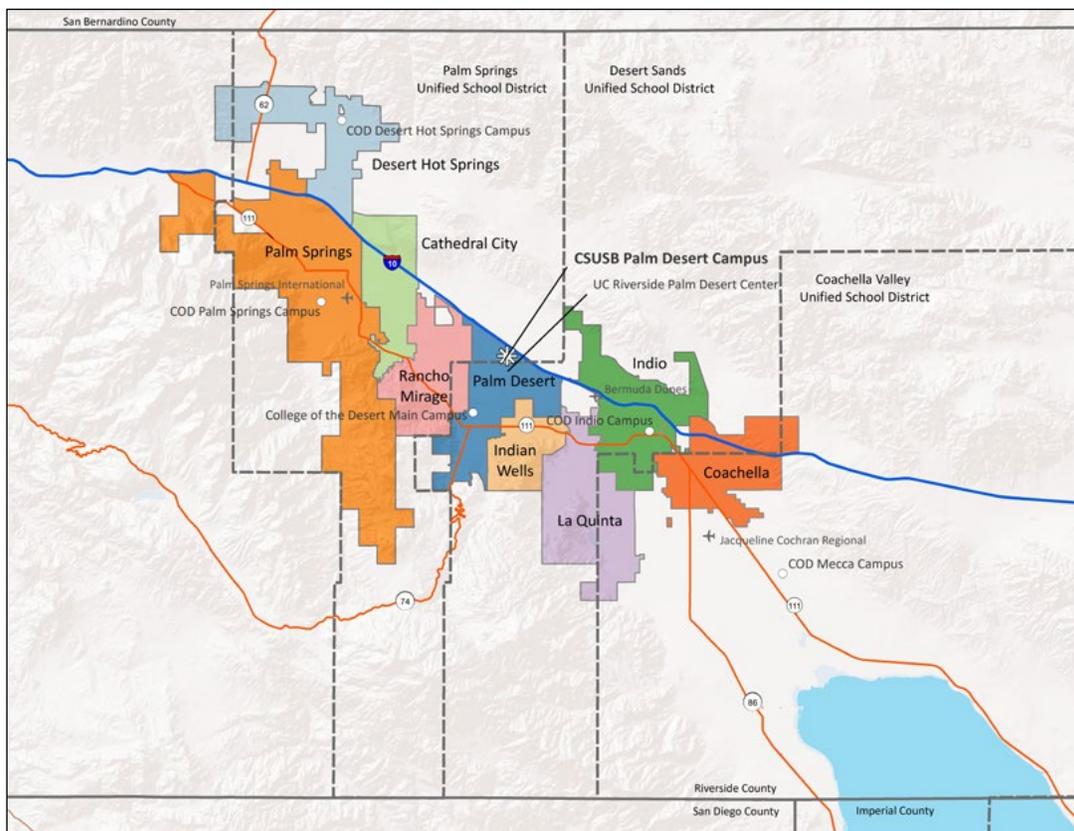
In the 1980s, the cities and leaders of the Coachella Valley stepped up to pave the way for a California State University with a vision to provide access to higher education locally. Over the past few decades, their philanthropic efforts yielded \$60 million in

donations that have been invested in the satellite CSUSB-PDC campus, which is now poised to offer the most cost-effective and educationally impactful option for the 24th campus of the California State University system.

## THE PALM DESERT CAMPUS

### A Sense of Place and Purpose

The Palm Desert Campus of the California State University at San Bernardino (CSUSB-PDC) presently serves 1,609 students. Each year, half of its applicants are not admitted either because the degrees they seek are not offered locally or due to space and faculty constraints.



The Palm Desert Campus is ideally situated in the Central Coachella Valley, with direct access to Interstate 10 and the region's public transportation system. It enjoys the same ideal climate and attractive surroundings that draw millions of tourists from around the world to the Coachella Valley every year. The campus has the potential to become a destination university that appeals to students from throughout California, the United States and abroad.

With an enviably low rate of violent crime, the Palm Desert Campus also offers parents the peace of mind that their young adults will be attending college in a safe and nurturing environment.

In 2020, an Innovation Hub (iHub) is set to open as the result of a partnership between the City of Palm Desert, the Coachella Valley Economic Partnership (CVEP), and CSUSB-PDC. Designed to serve aspiring entrepreneurs, iHub will be collocated with CSU programs in entrepreneurship, cybersecurity, and business with a depth area of hospitality management. Equipped with CENIC fiber high speed Internet, the facility will be a magnet for technology-based businesses and the students who will power the technology economy of the Coachella Valley.

## LOCAL INVESTMENT

### Supportive Cities and an Engaged Philanthropic Community

Between public and private sources, development of the Palm Desert Campus can be swiftly self-funded by the regional community.

The City of Palm Desert initially fueled the potential for the development of the Palm Desert Campus with the gift of 170 acres of land. Today, the value of that land, based on assessments of recently purchased comparable property, is \$44,075,657. Local investors provided funds to improve the land with roads and sewers, and to pay for the construction of four state-of-the-art buildings that serve the 1,609 students currently enrolled.

The cost to reproduce the local investments at the Palm Desert Campus has been estimated to be between \$150 and \$200 Million. These investments constitute 20% of the budget required to establish a campus with the capacity to serve 8,000 students.

All nine cities in the Coachella Valley have provided financial support for the campus and have continually come together to enthusiastically support the expansion of the campus to reach the original goal of hosting 8,000 students in a comprehensive institution of higher learning. It's also worth noting that the City of Palm Desert and its Coachella Valley neighbors are some of the most financially sound cities in all of California.



At a reported cost of \$200,000, CSU San Bernardino already commissioned a Master Plan for the campus. The approved Master Plan includes sufficient educational, athletic, housing, and administrative facility improvements designed to serve the original target of 8,000-plus enrolled students. This is yet another asset that will enable quick expansion into the 24th California State University campus.



## THE STUDENT BODY

### If We Build It, They Will Come

#### PUBLIC SCHOOL DISTRICT ENROLLMENT

The Coachella Valley is home to three unified school districts with a combined K-12 enrollment of 70,566 students: Coachella Valley, Desert Sands, and Palm Springs. There are currently between 5,500 and 5,800 graduating students each year, based on the typical rate of 8% of students being members of a given senior class.

Currently, many of the college-going seniors are faced with the necessity of leaving the region to continue their education because the major courses of study they seek are not offered locally. This large and growing student body will be a recurring and sustainable source of students for an expanded Palm Desert Campus that offers a full complement of majors.

#### COLLEGE OF THE DESERT

The College of the Desert (COD), the community college serving the Coachella Valley, currently has an enrollment of 16,067. That number reflects a robust 14% increase over the last four years.

In the 2017-18 academic year, 671 students completed an Associate Degree for Transfer (ADT), reflecting an increase of 121% over the previous four years. Another 466 students completed associate degrees of other disciplines. The growth in ADT completions is testament to the rapidly improving future economic impact of the COD graduates. Much like the high

school seniors, these ADT graduates currently have to leave the region to complete degrees that are not offered at the CSUSB Palm Desert Campus.

Additionally, COD is planning to open a new campus in Palm Springs in 2023 and will double the footprint of its Indio Campus in the same time frame. The Indio expansion is designed to add 5,000 students to the current capacity of 3,300 and will include a childhood development center to help parents who aspire to achieve a college education do so. The Palm Springs campus will have the capacity to serve over 3,000 full time equivalent students.

When complete, the capacity of COD will expand to at least 25,000 students—a 56% increase in the next three to five years.

#### POPULATION GROWTH TO DRIVE ENROLLMENT

According to the Coachella Valley Association of Governments (CVAG) and the Southern California Association of Governments (SCAG), the population of the Coachella Valley is expected to grow to 884,000 by 2035. This projection represents a growth rate of 99.4% from the 443,401 residents in the year 2014 when the projections were done.

Furthermore, the study projects that most of the population growth will come from the Eastern Coachella Valley, where a significant number of the current students at the CSUSB-PDC come from.



**ADJACENT ECONOMIC DEVELOPMENT**

BlackRock, the world’s largest asset management company with \$7.4 Trillion in assets under management, acquired 167 acres adjacent to the Palm Desert Campus in 2018. There is currently a Master Plan in place to develop 1,069 residential units including 336 apartments, 110 townhomes, and 623 single family homes. This development will create an economic impact of at least \$500 Million and serve as potential housing for students who require living accommodations near the Palm Desert Campus.

Additionally, the local business community driven by hospitality, healthcare, education, local government, and a rapidly growing community of technology professionals is poised to absorb the graduates of the Palm Desert Campus as programs of study are expanded to their needs.

As the campus actualizes, there is sufficient land off campus to attract even more private investment, further increasing the potential for positive local impact by establishing the 24th CSU Campus at the current Palm Desert Campus.

	GREATER COACHELLA VALLEY	SAN JOAQUIN COUNTY	SAN MATEO COUNTY	CONTRA COSTA COUNTY	
	PALM DESERT	STOCKTON	SAN MATEO	CONCORD	CHULA VISTA
4 Year Universities Within 60 miles	0	7	21	24	6
Population Served	600,834	759,314	727,209	1,079,597	615,127
Projected Population Growth Rate (ann)	3.37%	1.76%	0.77%	0.81%	0.78%
Student Population	1,609	881	0	1,300	0
Latinx	68%	51%	NA	33%	NA
Female	69%	66%	NA	61%	NA
Campus Status	CSUSB Branch	CSU Stan Branch	None	CSU East Bay Branch	None
Land	Yes	Undefined	Undefined	Yes	Undefined
Readiness	Immediate	Needs Site & Prep	Needs Site & Prep	Immediate	Needs Site & Prep
Private Investment to Date	\$52 million	0	0	unknown	0
Safety (Violent Crime Rate/1000))	1.71	14.23	2.73	3.69	3.09



PALM DESERT



STREET

## DIVERSIFYING THE ECONOMY & WORKFORCE DEVELOPMENT

### Positive Impacts Beyond Educational Opportunities

Given only 16% of the Coachella Valley workforce holds a Bachelor's degree, educated employees and a local university play a key role in diversifying the regional economy beyond hospitality and agriculture. The Coachella Valley doesn't have the same ratio of high-paying white collar jobs that nearby markets like Los Angeles, Orange County and Riverside have, which poses a challenge to both attracting workforce and keeping local talent local.

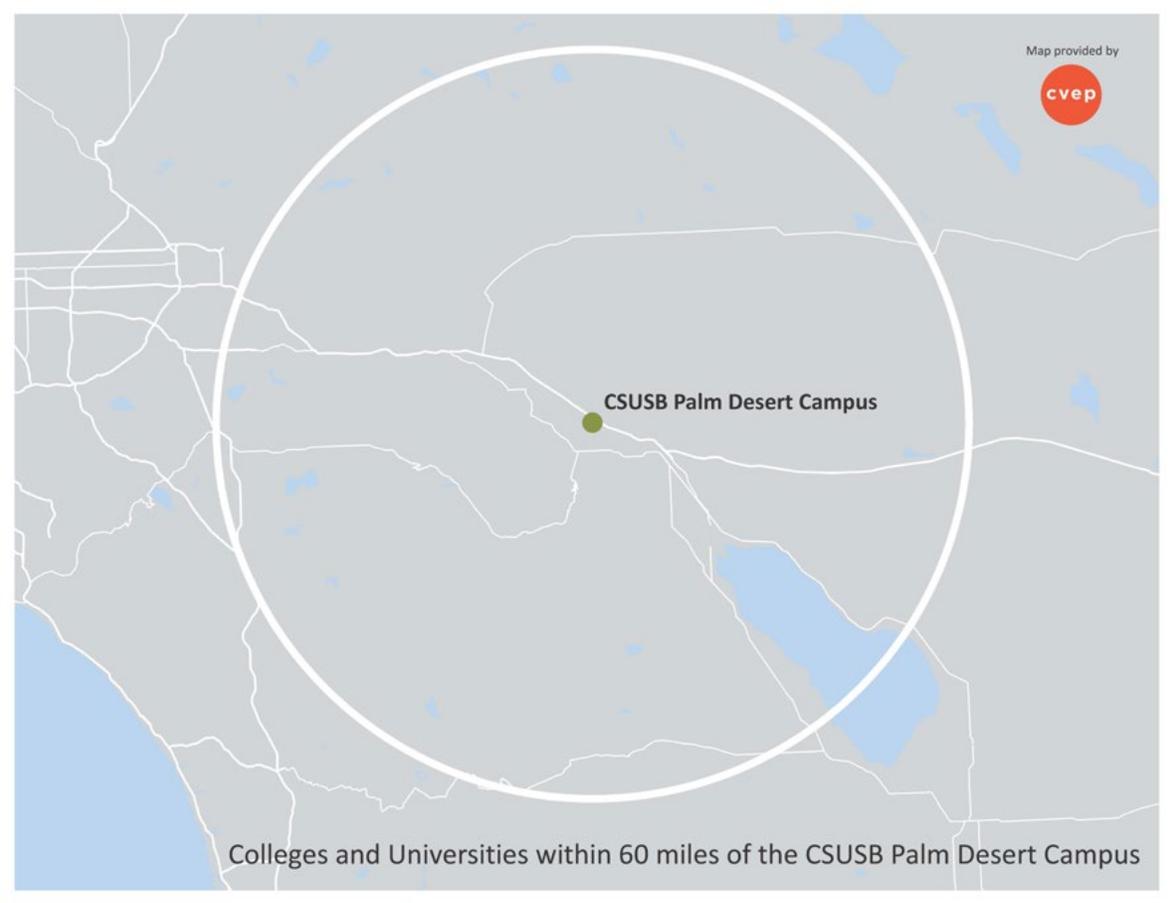
CSU Palm Desert would also effectively solve a major workforce development challenge for the tourism industry—the desert region's largest industry that employs one in four residents. Plus, the presence of a university would remove a longstanding barrier to airlift development: the lack of a significant business traveler population.

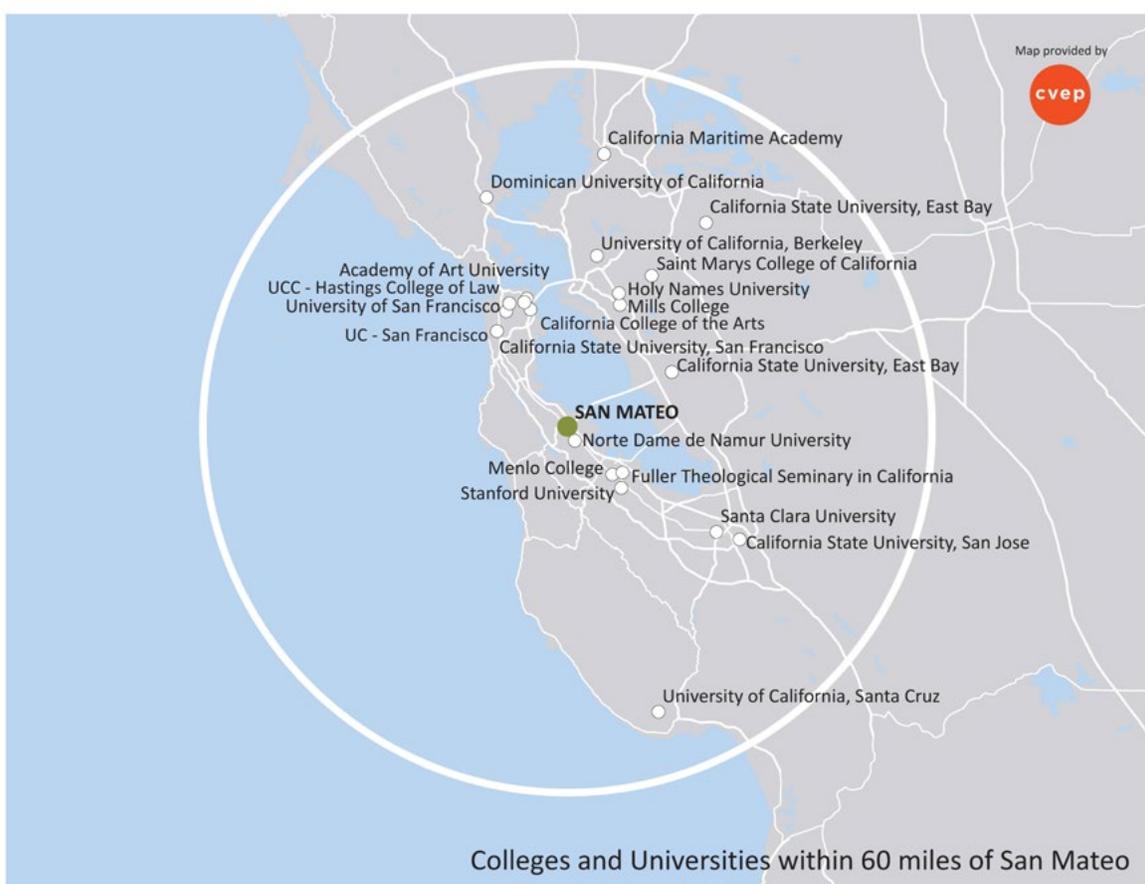
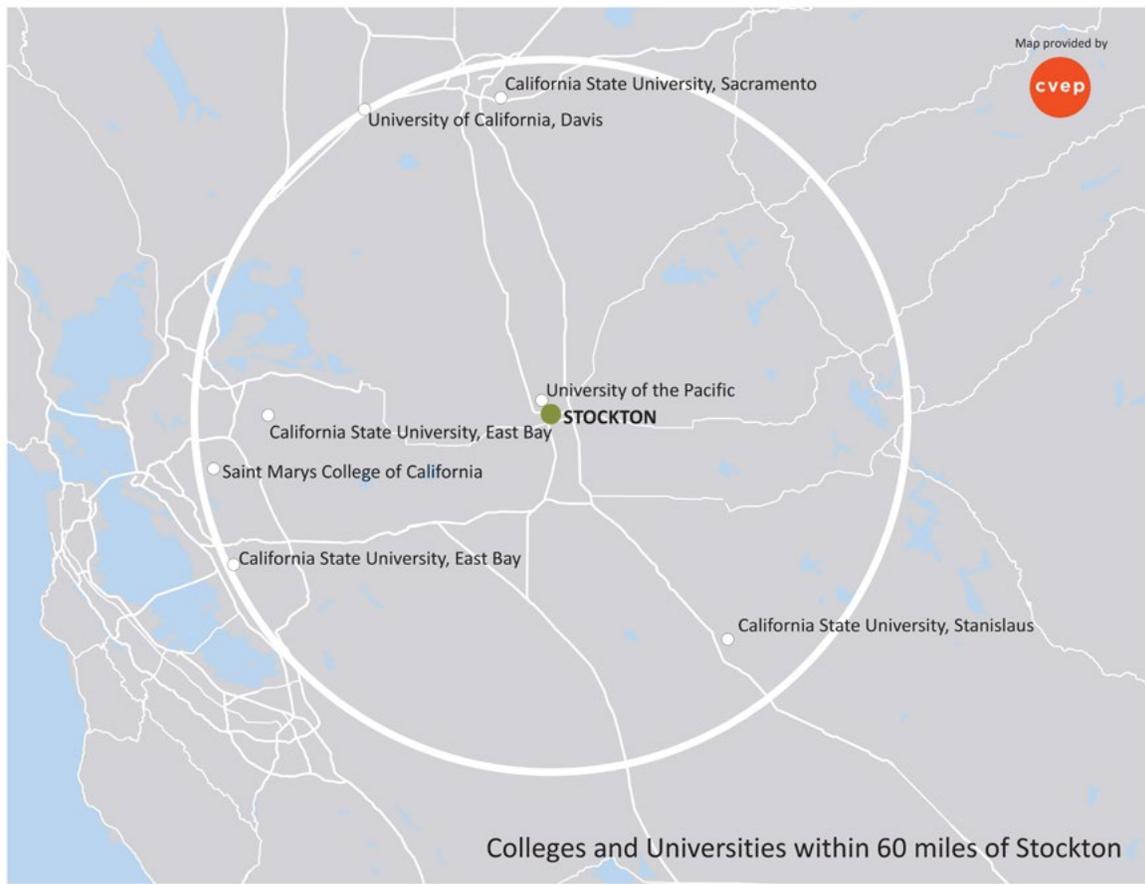
The Greater Palm Springs Convention and Visitors Bureau has invested in a robust collection of research on workforce and airlift development, as well as industry clusters. The findings of all such studies highlight the need for a university to overcome major obstacles to growth. The following studies can be provided upon request or accessed online:

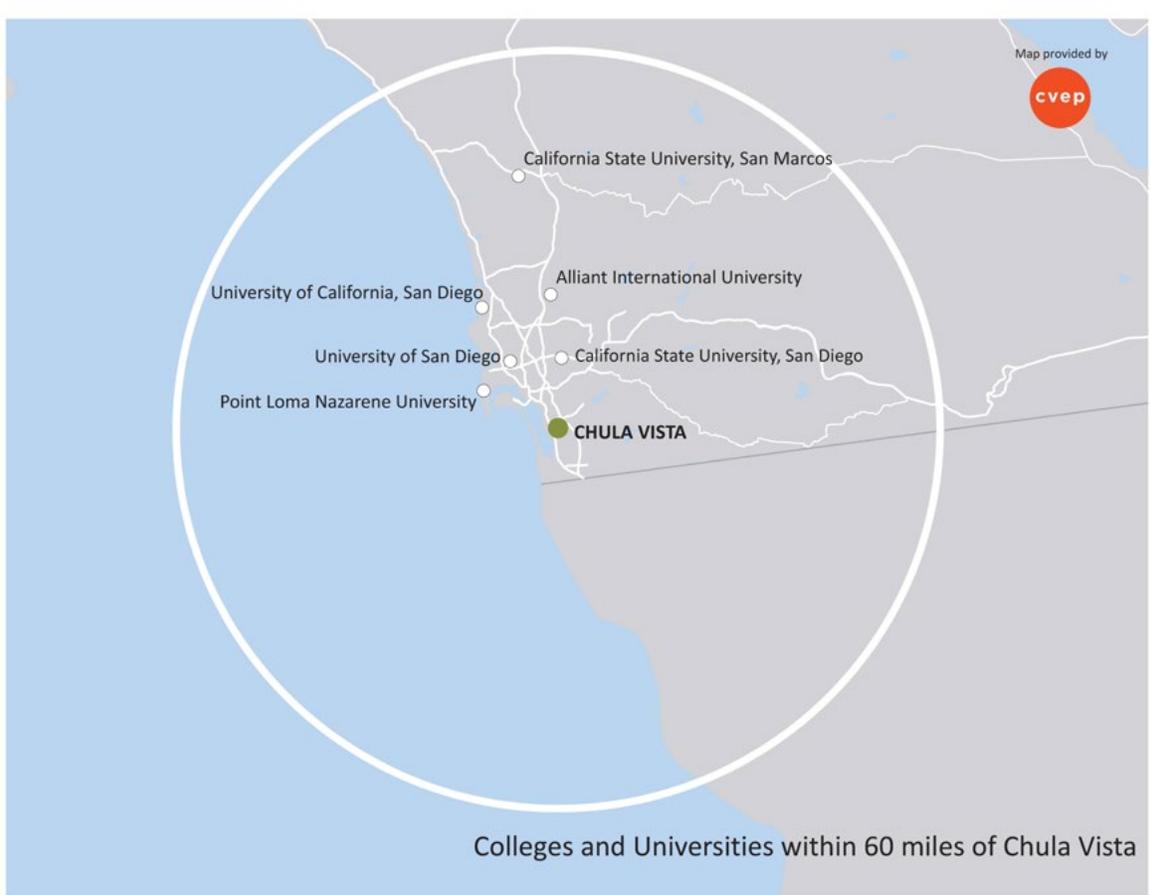
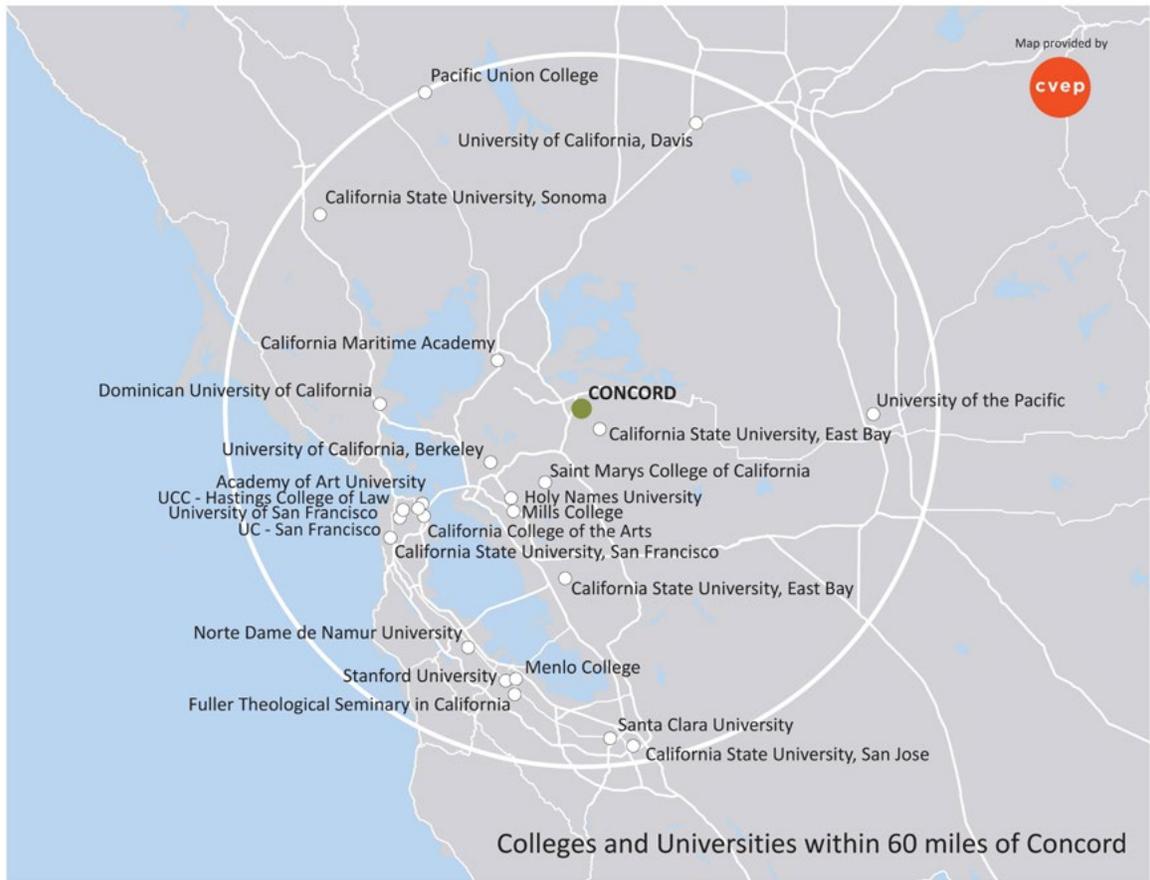
- Coachella Valley Business Attraction (RSG, February 2020)
- The Economic Impact of a Fully Utilized CSUSB Palm Desert Campus (Tourism Economics, 2018)
- The Economic Impact of a Proposed Hospitality Management Program at Palm Desert Campus (Tourism Economics, 2017)
- 2018 Greater Palm Springs Relocation Study (fuseResearch, 2018)



APPENDIX









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PH: 760.340.1575 • FX: 760.548.0370 • WEB: CVEP.COM



# **JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES**

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## **Call to Order**

The conference call was called to order at 8:31 a.m. by Linda Evans, JPA Chair and Mayor of the City of La Quinta.

## **Roll Call**

The roll call is recorded on the following page.

**APRIL 24, 2020**

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JOINT POWERS AUTHORITY

Linda Evans, Chair  
 City of La Quinta  
 Geoff Kors, Vice Chair  
 City of Palm Springs

Ernesto Gutierrez  
 City of Cathedral City  
 Gary Gardner  
 City of Desert Hot Springs

Ty Peabody  
 City of Indian Wells

Elaine Holmes  
 City of Indio

Jan Harnik  
 City of Palm Desert

Charles Townsend  
 City of Rancho Mirage

V. Manuel Perez  
 County of Riverside

CVB BOARD OF DIRECTORS

Tom Tabler, Chairman  
 J.W. Marriott Desert Springs  
 Resort & Spa

Rolf Hoehn, Vice Chairman  
 Indian Wells Tennis Garden

Robert Del Mas, Secretary  
 Empire Polo Club & Event  
 Facility

Aftab Dada, Treasurer  
 Hilton Palm Springs Resort

Bruce Abney  
 El Morocco Inn & Spa

Rick Axelrod, M.D.  
 Coachella Valley Economic  
 Partnership

Lorraine Becker  
 Cabot's Pueblo Museum

Celeste Brackley  
 Ace Hotel & Swim Club

Tony Bruggemans  
 Le Vallauris

Gary Cardiff  
 Cardiff Limousine &  
 Transportation

Jay Chesterton  
 Fantasy Springs Resort Casino

Dermot Connolly  
 La Quinta Resort & Club and  
 PGA West

Tim Ellis  
 TravelHost Palm Springs

Michael Facenda  
 Agua Caliente Resort Casino

Rob Hampton  
 Palm Springs Convention  
 Center

Jerry Keller  
 Lulu California Bistro

Jay Mainthia  
 Indio Super 8 and Suites

Location: Conference Call  
 Dial: 646-749-3122  
 Access Code: 590-266-701

Regular Meeting  
 Friday, April 24, 2020, 8:30am – 10:00am

		PRESENT	NOT/YTD
CITY OF LA QUINTA	Linda Evans, Mayor, Chair	X	
	Robert Radi, Council Member		
CITY OF PALM SPRINGS	Geoff Kors, Mayor, Vice Chair	X	
	Dennis Woods, Council Member		
CITY OF CATHEDRAL CITY	Ernesto Gutierrez, Council Member	X	
	Mark Carnevale, Council Member		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council Member	X	
	Robert Griffith, Mayor Pro Tem		
CITY OF INDIAN WELLS	Ty Peabody, Mayor		1
	Ted Mertens, Council Member		
CITY OF INDIO	Elaine Holmes, Mayor Pro Tem	X	
	Waymond Fermon, Council Member		
CITY OF PALM DESERT	Jan Harnik, Council Member	X	
	Gina Nestande, Mayor		
CITY OF RANCHO MIRAGE	Charles Townsend, Council Member	X	
	Iris Smotrich, Mayor		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District	X	1
	Steven Hernandez, Chief of Staff		
CVB BOARD OF DIRECTORS ROLL CALL		PRESENT	EXCUSED
	Tom Tabler, Chair, J.W. Marriott Desert Springs Resort & Spa	X	
	Rolf Hoehn, Vice Chair, Indian Wells Tennis Garden	X	
	Robert Del Mas, Secretary, Empire Polo Club	X	
	Aftab Dada, Treasurer, Hilton Palm Springs Resort	X	

CVB Board of Directors  
 (continued)

Michael McLean  
 McLean Company Rentals

Allen Monroe  
 The Living Desert

Lee Morcus (Emeritus)  
 Kaiser Restaurant Group

Thomas Nolan  
 Palm Springs International  
 Airport

Brad Poncher  
 Homewood Suites by Hilton,  
 La Quinta

Greg Purdy  
 Palm Springs Aerial Tramway

Christoph Roshardt  
 Renaissance Indian Wells

Tom Scaramellino  
 Westin Mission Hills Golf Resort  
 & Spa

Bob Schneider  
 Big League Dreams

Barb Smith  
 Access Palm Springs

Kelly Steward  
 The Ritz-Carlton Rancho  
 Mirage

Joe Tormey  
 CSU San Bernardino  
 Palm Desert Campus

Peggy Trott  
 Kimpton Rowan Palm Springs

Doug Watson  
 College of the Desert

Elie Zod  
 Retired Hospitality Executive

Bruce Abney, El Morocco Inn & Spa	X	
Rick Axelrod, Coachella Valley Economic Partnership (CVEP)	X	
Lorraine Becker, Cabot's Pueblo Museum	X	
Celeste Brackley, ACE Hotel & Swim Club	X	
Tony Bruggemans, Le Vallauris	X	
Gary Cardiff, Cardiff Limousine & Transportation		X
Jay Chesterton, Fantasy Springs Resort Casino	X	
Dermot Connolly, La Quinta Resort & Club	X	
Tim Ellis, TravelHost Palm Springs	X	
Michael Facenda, Agua Caliente Resort Spa / Spa Resort Casino		X
Rob Hampton, Palm Springs Convention Center (new)	X	
Jerry Keller, Lulu and Acqua California Bistros	X	
Jay Mainthia, Indio Super 8 Motel	X	
Michael McLean, McLean Company Rentals	X	
Allen Monroe, The Living Desert	X	
Lee Morcus (Emeritus), Kaiser Restaurant Group		X
Tom Nolan, Palm Springs International Airport	X	
Brad Poncher, Homewood Suites by Hilton, La Quinta	X	
Greg Purdy, Palm Springs Aerial Tramway	X	
Christoph Roshardt, Renaissance Indian Wells Resort	X	
Tom Scaramellino, Westin Mission Hills Golf Resort & Spa		X
Bob Schneider, Desert Consulting	X	
Barb Smith, Access Palm Springs	X	
Kelly Steward, The Ritz-Carlton, Rancho Mirage	X	
Joe Tormey, CSU San Bernardino Palm Desert Campus (new)	X	
Peggy Trott, Kimpton Rowan Palm Springs	X	
Doug Watson, Doubletree by Hilton	X	
Elie Zod, Retired Hospitality Executive		X

## STAFF/ATTORNEY

Scott White, President and CEO  
Bill Judson, Vice President Finance and Administration  
Jeff Miraglia, Chief Brand Officer  
Colleen Pace, Chief Marketing Officer  
Bob Thibault, Chief Development Officer  
Erica Abarca, Partnership Manager  
Suzanne Aed, National Sales Manager  
Marta Battle, Tourism Development Coordinator  
Matt Bark, National Sales Manager  
Miranda Caudell, Copywriter  
Andy Cloutier, Director of Human Resources  
Carmen Cubero, Destination Dev. Admin. Asst.  
Dana Fury, Marketing Manager  
Robyn Gallegos, Sr. Tourism Development Manager

Stacie Herndon, Sr. Graphic Designer  
Steve Kellum, Destination Services Coordinator  
Rebecca Kirkpatrick, Business Analyst  
Stefanie Kilcoyne, Director of Operations  
Krystal Kusmieruk, Social Media Manager  
Laura Hunt Little, Media Relations Manager  
Davis Meyer, Partnership Manager  
Gary Orfield, Director Travel Industry Sales  
Rob Osterberg, Director of Convention Sales  
Reva Reynolds, Executive Administrative Assistant  
Mary Ryan, National Sales Manager  
Danae Sheehan, Assoc. Director of Destination Services  
Julie Sinclair, Director of Brand Communications  
  
Colin Kirkpatrick, Deputy Legal Counsel

## GUESTS

Joe Alegre, Hotel Paseo  
Sherry Barkas, The Desert Sun  
Brooke Beare, City of Indio  
Deborah Glickman, City of Palm Desert  
Marcie Graham, City of La Quinta  
Irene Rodriguez, Cabot's Pueblo Museum  
Thomas Soule, City of Palm Desert

## PLEDGE OF ALLEGIANCE

Chair Evans lead the Pledge of Allegiance.

## CONFIRMATION OF AGENDA

The agenda was accepted unanimously.

## PUBLIC COMMENT

There were no comments from the public.

## APPROVAL OF MINUTES (All Vote)

The JPA-CVB Board of Directors Joint Meeting Minutes dated January 24, 2020, and Special Meeting Minutes dated March 27, 2020. (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated January 24, 2020, and Special Meeting Minutes dated March 27, 2020, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting ( Kors / Chesterton ).

## CONSENT CALENDAR (JPA Exec Committee Only Votes)

1. Warrants and Demands Dated January 31, 2020
2. Warrants and Demands Dated February 29, 2020
3. Warrants and Demands Dated March 31, 2020

The Consent Calendar was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting ( Harnik / Kors ).

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**JPA EXECUTIVE COMMITTEE ITEMS (JPA Executive Committee Only Votes)**

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**UPDATES FROM THE JPA MEMBERS**

**Geoff Kors** reported that the Palm Springs city council meeting started at 3pm yesterday and ended at 11:30pm. The main topic was the budget. Most of the impact comes from loss of sales tax and transient occupancy tax (TOT) in March, April and continuing into May and June. The projection is a loss of approximately \$26-30 million. The city created a re-opening committee with representatives from business and tourism organizations. The city will allow appointments made online for tennis and pickleball, but they are not opening golf yet.

**Jan Harnik** reported that the City of Palm Desert is working hard in support of the CSU Palm Desert campus. The City has invested \$100,000 in the project. She noted that the City recognizes that tourism is important, as well as a strong university presence in our valley. She looks forward to everyone working together for access to higher education which would also be important to enhancing our healthcare sector.

**Supervisor Perez** reported that he is working with a number of specific efforts, many of which include people on the CVB Board and JPA Executive Committee. Locally, he is assembling a team of individuals to begin the process of getting people back to work. Similar efforts are under way at the county level. There is a team in the county known as the Red Team comprised specifically of people involved in public health. They have created a preamble to inform the re-opening guidelines. The County is also creating an economic task force. He reported that the County had been concentrating on the public health crisis, but now they are also addressing the unemployment spike. The County is anticipating a potential unemployment rate of 14% or higher, which has not been seen since 2008. The County also has budget concerns and projects significant losses for 2020 and 2021. The County is preparing plans to turn the corner and get people back to work. If anyone would like more information, please call or email the Supervisor. Linda Evans asked if he had any other announcements from the county. He responded that the county will have a press conference to answer questions starting at 2pm this afternoon.

**Elaine Holmes** expressed disappointment over the cancellation of high school graduation ceremonies, but the City of Indio is acknowledging seniors on billboards, on the jumbotron at the I-10 auto mall, and in other ways. Brooke Beare, the City's Director of Communications and Marketing, has created a City Facebook page where she is posting interviews of business and restaurant owners, creating hope and inspiration. Josh Bonner, Executive Director of the Greater Coachella Valley Chamber of Commerce, is leading a taskforce regarding economic development. Also, the Indio iHub is helping small businesses and disseminating information. The City of Indio is still moving forward on other projects. The Hampton Inn is getting ready to open when they can. The City is also working on the downtown plan and had to cancel the fanfare for that project just before the virus-related shutdown. The Indio golf course is open again with safety protocols. In this way, the City is pursuing the balance between safety and recovery.

**Gary Gardner** reported that the City of Desert Hot Springs' budget was not hit as hard as some other cities because TOT is not their primary source of revenue. He noted that the impact of the shutdown needs to be approached from a regional perspective. He reported good news that the CJ Grand hotel is being redeveloped and plans to open in October as the Azure Palm Hot Springs Resort & Day Spa. It will be an amazing addition to the city. He congratulated Scott White and the CVB team for outstanding messaging and marketing efforts, especially for the drive market. He also appreciates the CTA emails. Thank you to everyone for their hard work.

**Charles Townsend** reported that the City of Rancho Mirage has re-opened its golf courses. At the upcoming May 7 city council meeting, they will discuss more aspects of re-opening businesses. The council will experience their annual rotation on May 7 whereby Dana Hobart will become Mayor and Ted Weill will become Mayor Pro Tempore. The City has a fund to help support its restaurants. Thirty-five restaurants out of about 65 have applied for funds. The City has distributed approximately \$265,000 so far. Rancho Mirage was to be the host city for the Senior Inspiration Awards this year, but the event has been postponed. The new date will be announced soon. The Rancho Mirage Chamber is working with all businesses in the City to help them and to facilitate additional openings to help bring the economy back.

**Ernesto Gutierrez** thanked the CVB for doing a great job. The City of Cathedral City remains open, issuing building permits and conducting building inspections. The City is facing some revenue shortfalls, as are the other cities. He will not know the

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extent of the damage until June or July when tax revenue comes in from state and county. He noted that we are all facing the same situation, so we must work together. He is looking forward to working together and helping each other.

## UPDATES FROM THE CHAIR

**Linda Evans** reported that the City of La Quinta has allocated \$1.5 million to assist local businesses with 25 employees or less. To date, 71 businesses have applied. The grants are \$5K, \$10K, \$15K, and \$20K. The City is working with businesses on a plan to re-open when the county gives the OK. She noted that the City has dedicated the entire June issue of The Gem to its high school seniors who will not be able to experience graduation celebrations. Graduates are also being recognized with banners along Highway 111. Like other cities, La Quinta is also looking at opening golf, tennis, and pickleball with reminders about safety and health protocol. The City is still completing road work as is safe to do so. She noted that she is on board to support the re-opening of tourism, when appropriate.

## CEO/PRESIDENT'S REPORT

### TBID MANAGEMENT DISTRICT PLAN (MDP) – OVERVIEW SUMMARY AND TIMELINE

Scott White reported that the TBID renewal is still going forward. The Management District Plan (MDP) must be finalized this month. The petition will go out in May and June for the vote. At the June board meeting, a Resolution of Intention to form the Tourism Business Improvement District will be presented to the JPA Executive Committee for approval. The timeline distributed with the agenda documents today outlines the schedule of Public Hearings. The renewed District will begin collections on July 1, 2021.

### COVID-19 RESPONSE SUMMARY AND OVERVIEW

#### Business Reopening

Scott White summarized the phased approach to re-opening businesses and the formation of the Hotel Recovery Task Force which will develop protocol for hotels to open under safe conditions. The CVB will share the proposal with the County to facilitate approval to get people back to work. The CVB conducted a survey of hoteliers to collect data. There were 15 questions. The results are broken down by size of hotel, number of rooms. Many employees have been laid off. Many hotels have not been successful getting disaster loans and PPP loans. They are having difficulty sourcing product such as hand sanitizers, masks, etc. The CVB will use this data as guidance for the task force.

#### Marketing

The CVB has also developed phased approach to marketing, from "Pause: Response" to "Inspire: Pre-Recovery" to "Plan/Activate: Recovery." In the "response" phase, the CVB created a Public Service Announcement at the request of Riverside County and is creating billboards, social media, public relations pieces, etc. Phase 2 will take place roughly during May. The messaging is to inspire future travel, creating an oasis at home, addressing people's anxiety, dream of your next visit, etc. The last phase is "plan and activate" which will be a new campaign focused on the drive market when traveling is appropriate. This will be communicated via social, email, drive market TV, billboards, digital, print, OTA's, earned media, etc. This is the overview of the CVB's messaging which will evolve as the situation changes.

White reported that the CVB pivoted from a tourism marketing organization to a community resource organization. A resource page was developed for the CVB website with information for local partners. There is another one with information for consumers.

Colleen Pace reported that, on March 17, the CVB launched the "Stay In. Take Out." initiative to support our local restaurants. The site has 31,000 page views and features 436 restaurants on the page and is being updated daily as more sign up to be included. People are spending over 10 minutes on this site. Other partners are using it as a resource. The video "Stay In, Take Out" was shown. It is running in local media and is being pushed out on social media.

Bob Thibault reported that Davis Meyer has been doing a great job sending out newsletters to the CVB partners. There have been 8,000 click throughs to date and 45 total updates as of April 22, 2020. The newsletter includes resources, volunteer opportunities, CVB community initiatives and CVB outreach campaigns.

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Scott White reported that the CVB created some community messaging and showed the 30-second piece, "Greater Together."

White reported that the CVB collaborated with the non-profit Life to Rise to create a hospitality workforce relief fund to benefit local hospitality workers. All monies raised are deductible as a charitable donation and will go 100% to hospitality workers in the Coachella Valley. The CVB has been running commercials and created a webpage: [GPShospitalityfund.org](http://GPShospitalityfund.org). The video ad for this campaign was shown. White noted the vendors and partners who helped get this relief program up and running very quickly and cost effectively.

White reported that the CVB also received requests about where to find opportunities for volunteering, so the CVB created a webpage listing all the various ways the public can volunteer, from Find Food bank to making masks, etc. He welcomes all suggestions for additions.

The CVB also had a request regarding grocery stores and their special hours for seniors, so a webpage was created for that, too. All these resource pages are being updated.

Riverside County Public Health department asked if the CVB could create a public health message for their "Stay in Place" campaign. In 24 hours, the CVB created a 30-second spot in English and Spanish. The video was shown. Colleen Pace noted that for all these videos, our vendor, JNS, has done them for no charge.

Colleen Pace reported that the CVB's marketing strategy has phases based on the appropriate message for the situation. The first phase is the "pause" phase. For meetings, the message is "Pause Now. Meet Later." The next phase will be the "Inspire" phase. The "Oasis at Home" page went up March 27 and already has over 7,000 page views. She noted that the CVB is happy to add to the page and welcomed suggestions. The Oasis at Home video topics include Kid-Friendly Activities, Virtual Workouts, Foodie Topics, Explore the California Deserts, etc.

The CVB has been sending consumer-focused emails in addition to partner-focused emails. Starting April 3, the CVB has reached 8,903 consumers an open rate of 31.4%. The consumer message is "Pause now. Play later." There was also a consumer email highlighting the CVB's video series, "Find Your Videoasis" featuring links to Wander List, Chill Chaser, dineGPS and craftGPS, which is also doing well.

As appropriate, the message will evolve from "Pause Now. Meet Later" to "Plan Now. Meet Later." The sales team is focusing on customer engagement now. Clients are encouraged to "take a sun-check" as the CVB mailed them gifts in the mail. The CVB is still receiving leads which are up from 3-5 leads per week to about 12 now.

The CVB created branded Zoom backgrounds which are available for download from the CVB website.

Monday, May 4, marks the beginning of National Travel and Tourism Week. The CVB has scheduled a virtual activity for each day.

Phase 3 of the marketing sequence will be the "Plan/Activate" phase. When the time is right, the CVB has pre-paid 137,500 TV spots on cable/KTLA for May through August. The messaging will be less about "Chill" and more appropriate for the times, incorporating our local people, artisans, musicians, aspirational messages moving forward.

The CVB also has the Palm Springs Getaway Guide, focusing on the drive market to include the fall season and beyond. The CVB is meeting weekly with Visit California to spread media dollars farther.

#### **Air Service Forecast**

White reported that the CVB has been working with Tom Nolan at the Palm Springs International Airport and Ailevon, the air service consultant, regarding the updated Air Service Forecast. When the pandemic started, many large events rescheduled to the fall and the CVB was keeping the airlines informed. Bob Thibault discussed the projections, which include three different scenarios for 2020 and 2021. Thibault noted the recovery of monthly one-way capacity seats extends through 2021. The projections for the actual number of passengers are approximately 54% of 2019 numbers.

The CARES Act allows airlines to function with limited capacity. The projection for 2020 indicates PSP capacity will be down 89%, which represents 337,000 seats over a 5-month period. The strategy for air service moving forward is to identify the new normal, respond to changes as they occur, ensure that GPS is heard loudest when airlines rebuild networks, and ensure GPS is well-served over the key winter period.

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## REVISED FORECAST

White noted that the finance team is going to create three different budget scenarios which will be presented to the Chairman's Committee for review in May. Because the future is unpredictable, the three budgets will represent a worse case, middle case and best-case scenario. The current budget forecast was updated and displayed, taking into consideration the impact of the pandemic and especially the reduction in TBID revenue. White reported that the CVB team has done a great job reducing expenses and they are still working to do more. The majority of staff is furloughed – 250 weeks total, so far.

## MONTHLY SUMMARY FINANCIAL REPORT & TREASURER'S REPORT – FEBRUARY 2020

The Monthly Summary Financial Report and Treasurer's Report for the month of February were distributed with the agenda and other board meeting materials. There was no further discussion on the financial reports.

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## CVB BOARD OF DIRECTORS UPDATE

### UPDATES FROM THE CHAIR

**Tom Tabler** encouraged all to go online and donate to the Hospitality Workforce Relief Fund. The structure is to give \$200 per qualified family as short-term, emergency assistance. Tabler thanked Scott White and Supervisor Perez for facilitating the re-opening of golf courses. The JW Marriott golf course sold out three days in a row. Everyone wore face coverings. He also thanked Christoph Roshardt and Peggy Trott for chairing the local hotel recovery task force and reminded all that they are seeking your input on that effort.

### UPDATES FROM THE CVB BOARD MEMBERS

**Rolf Hoehn** reported that the Indian Wells Tennis Garden is in a holding pattern to see how things evolve. He is looking forward to pickleball in the fall, and hopeful. The venue is creating guidelines for members and hoping to open May 1, 2020.

**Aftab Dada** reported that the Hilton Palm Springs is one of only a few hotels open in the city. They are providing accommodations for people working in the essential services. He obtained Paycheck Protection Program (PPP) funding and has 62 employees deep cleaning the property for the next two months.

**Robert del Mas** reported that the Empire Polo & Event Facility is holding its own. The most activity is to-go food being sold by the Tack Room Tavern and Polo Pizza Company. Empire is fortunate to secure PPP funding. They have only had to furlough two employees and there are no layoffs. The whole crew is working reduced hours. Optimistically, they are looking to October for the concerts: Coachella and Stagecoach.

**Tom Tabler** reported that the popularity of the golf course at the JW Marriott Desert Springs demonstrates the pent-up demand. He is excited to open, but safely, and is confident customers will comply. He believes the drive market will come back first for leisure and resorts and noted that our market will come back before other, more crowded options.

Scott White thanked Palm Springs Mayor Geoff Kors, JPA Chair Linda Evans, Assemblymember Eduardo Garcia and County Supervisor Manuel Perez for their leadership. The JPA has been inquiring at various banks and has learned that the JPA is not eligible for special COVID-19 funding. He is hopeful future funding legislation changes that. White also thanked the CVB team which is doing everything they can to tackle every obstacle. The CVB will get the results of the hotel survey out next week. The next board meeting in May will most likely be virtual again.

There were no additional questions or comments.

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FUTURE MEETING DATE

Friday, May 15, 2020. Location: Virtual Meeting

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ADJOURNMENT

The meeting was adjourned at 9:43 a.m.

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**Prepared by:**

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Revae Reynolds  
Executive Administrative Assistant

**CVB Board of Directors Secretary:**

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Robert Del Mas

**Approval Date:**

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The following pages reflect the checks that were written for the  
period of  
April 1, 2020 through April 30, 2020.  
Checks from Wells Fargo are numbered 054312 through W0430B



70100 HIGHWAY 111  
RANCHO MIRAGE, CA 92270  
T:760.770.9000 • 800.967.3767

A handwritten signature in blue ink, which appears to be "Scott White", is written above a horizontal line. The signature is enclosed within a hand-drawn blue circle.

Scott White, President/CEO  
GPSCVB

A handwritten signature in blue ink, which appears to be "William Judson", is written above a horizontal line. The signature is partially obscured by a larger, more complex signature below it.

William Judson, Vice President, Finance and Administration  
GPSCVB

A large, complex handwritten signature in blue ink is written above a horizontal line. The signature is highly stylized and overlaps the line.

Aftab Dada, Chairman, Board of Directors Finance/Budget  
Committee

**Check History Report**  
**Sorted By Check Number**  
**Activity From: 4/1/2020 to 4/30/2020**

**Greater Palm Springs Convention & Visitors Bureau (CVA)**

Bank Code: 3 Wells Fargo Checking

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
054192	4/2/2020	BWEST	B. West Marketing Group, Inc.	1,312.56-	Reversal
054312	4/2/2020	ACCOUNT	Accountemps	2,663.20	Auto
054313	4/2/2020	AILEVON	Ailevon Pacific Aviation	2,708.50	Auto
054314	4/2/2020	AMEXBGS	American Express	1,391.87	Auto
054315	4/2/2020	BRANDIN	Angela Weimer	157.50	Auto
054316	4/2/2020	BURRTEC	Burrtec Waste & Recycling Svcs	178.52	Auto
054317	4/2/2020	CAL DIS	California State Disbursement	754.50	Auto
054318	4/2/2020	CAPLAN	Eric Scott Caplan	375.00	Auto
054319	4/2/2020	COLONIA	Colonial Life	2,442.76	Auto
054320	4/2/2020	FIRST	DAIOHS USA	100.00	Auto
054321	4/2/2020	GARCIAP	Jose C Garcia	180.00	Auto
054322	4/2/2020	GECKO	Gecko Grafic Corporation	525.00	Auto
054323	4/2/2020	HUGHES	David Ian Hughes	3,375.00	Auto
054324	4/2/2020	JONESAG	The Jones Agency	16,000.00	Auto
054325	4/2/2020	MADRAS	Diana Jean Bergquist	2,175.00	Auto
054326	4/2/2020	OFFDEPO	Office Depot, Inc.	346.53	Auto
054327	4/2/2020	ONEWEST	David Krastel	685.00	Auto
054328	4/2/2020	PEAK	Polly Peak	3,500.00	Auto
054329	4/2/2020	PROFLAN	Professional Landscape Service	1,025.00	Auto
054330	4/2/2020	PUBSTOR	Shurgard-Resco II, LLC	385.00	Auto
054331	4/2/2020	QUADFIN	Quadient Finance USA, Inc.	1,000.00	Auto
054332	4/2/2020	SCE	Southern California Edison	1,558.73	Auto
054333	4/2/2020	SCOLSON	Stefan Colson	4,000.00	Auto
054334	4/2/2020	SHREDIT	Shred-It USA	133.80	Auto
054335	4/2/2020	SPARKLO	Sparkloft Media	18,871.13	Auto
054336	4/2/2020	THEGOOD	The Good House	120.00	Auto
054337	4/2/2020	TOTALPL	TotalPlan Business Interiors,	6,631.90	Auto
054338	4/2/2020	TRULYNO	Truly Nolen Branch 063	75.00	Auto
054339	4/2/2020	UPS	United Parcel Service	327.77	Auto
054340	4/2/2020	VALLEY	Valley Office Equipment	1,733.46	Auto
054341	4/2/2020	VSP	Vision Service Plan (CA)	900.30	Auto
054342	4/2/2020	XPRESS	Xpress Graphics & Printing	20.20	Auto
054343	4/16/2020	ACCOUNT	Accountemps	3,728.48	Auto
054344	4/16/2020	AILEVON	Ailevon Pacific Aviation	1,209.98	Auto
054345	4/16/2020	AT&T3	AT&T Mobility	2,159.82	Auto
054346	4/16/2020	BASIC	BASIC pacific	4,282.46	Auto
054347	4/16/2020	BOUTIQ	Boutique Editions Ltd	2,975.00	Auto
054347	4/16/2020	BOUTIQ	Boutique Editions Ltd	2,975.00-	Reversal
054348	4/16/2020	CAL DIS	California State Disbursement	754.50	Auto
054349	4/16/2020	CIVITAS	Civitas Advisors Inc	9,360.00	Auto
054350	4/16/2020	COLONIA	Colonial Life	2,426.68	Auto
054351	4/16/2020	DELAGE	De Lage Landen Fin Svc. Inc.	2,047.74	Auto
054352	4/16/2020	ENTERP2	EAN Services, LLC	131.37	Auto
054353	4/16/2020	EVANS	Linda Evans Bender	50.00	Auto
054354	4/16/2020	FINDFOO	FIND Food Bank	130.00	Auto
054355	4/16/2020	FORWORD	Shannon Brooks	2,125.00	Auto
054356	4/16/2020	GARDNER	Gary R Gardner	50.00	Auto
054357	4/16/2020	HARNIK	Jan C Harnik	50.00	Auto
054358	4/16/2020	HOLMES	Elaine Holmes	50.00	Auto
054359	4/16/2020	JNS	JNS Media Specialists	11,969.00	Auto
054360	4/16/2020	KELLY	Kelly Paper	412.63	Auto
054361	4/16/2020	KORS	Geoffrey Kors	50.00	Auto
054362	4/16/2020	LINCOLN	The Lincoln National Life	4,535.68	Auto
054363	4/16/2020	METLIFE	Metropolitan Life Insurance	6,920.52	Auto

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Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
054364	4/16/2020	MMGY	MMGY Global, LLC	19,947.63	Auto
054365	4/16/2020	OFFDEPO	Office Depot, Inc.	18.83	Auto
054366	4/16/2020	PAYSCAL	PayScale, Inc.	3,000.00	Auto
054367	4/16/2020	PDCC	Palm Desert Area Chamber of	450.00	Auto
054368	4/16/2020	PERVIAN	Peruvian Fuego	500.00	Auto
054369	4/16/2020	PETTY	Petty Cash	322.07	Auto
054370	4/16/2020	PRINTIN	Austlie Corporation	2,424.38	Auto
054371	4/16/2020	SIMPLE	Simpleview LLC	9,000.00	Auto
054372	4/16/2020	SLOVAK	Slovak Baron Empey Murphy &	500.00	Auto
054373	4/16/2020	TELEPAC	TPx Communications	3,709.80	Auto
054374	4/16/2020	TIMEWAR	Time Warner Cable	100.06	Auto
054375	4/16/2020	UNITEDW	United Way of the Desert	158.00	Auto
054376	4/23/2020	ACCOUNT	Accountemps	1,331.60	Auto
054377	4/23/2020	BASIC2	BASIC	189.44	Auto
054378	4/23/2020	BWEST	B. West Marketing Group, Inc.	994.38	Auto
054379	4/23/2020	CARDIFF	Cardiff Limousine	1,775.61	Auto
054380	4/23/2020	CHEIRON	Cheiron, Inc.	12,635.00	Auto
054381	4/23/2020	CIVITAS	Civitas Advisors Inc	600.60	Auto
054382	4/23/2020	JNS	JNS Media Specialists	3,772.06	Auto
054383	4/23/2020	LAWQUIN	Steven B. Quintanilla,	3,000.00	Auto
054384	4/23/2020	SCHNITZ	Authentic Fine Food CA Inc	400.00	Auto
054385	4/23/2020	SLOVAK	Slovak Baron Empey Murphy &	8,146.60	Auto
054386	4/23/2020	TOURISM	Tourism Economics LLC	3,500.00	Auto
054387	4/23/2020	UNIONSW	Union Bank	1,574.70	Auto
054388	4/23/2020	UPS	United Parcel Service	167.23	Auto
A0407A	4/7/2020	CALPERS	CalPERS	73,751.47	Manual
C20472	4/1/2020	AED	Suzanne Aed	108.68	Manual
C20473	4/1/2020	GALLEGO	Robyn Gallegos	0.84	Manual
C20474	4/1/2020	OSTERBE	Rob Osterberg	675.12	Manual
C20475	4/2/2020	PACEC	Colleen Pace	202.69	Manual
C20476	4/2/2020	PACEC	Colleen Pace	127.95	Manual
C20477	4/9/2020	RYAN	Mary Ryan	1,351.98	Manual
C20478	4/15/2020	MORGAN	Michelle Morgan	70.59	Manual
C20479	4/27/2020	KIEHL	Joyce Kiehl	258.49	Manual
C20480	4/27/2020	MEYERD	Davis Meyer	5.00	Manual
W0403A	4/3/2020	LINCOLN	The Lincoln National Life	23,784.00	Manual
W0406A	4/6/2020	GATE7	GATE 7	6,200.00	Manual
W0408A	4/8/2020	ICMARC	ICMA-RC	8,194.13	Manual
W0408B	4/8/2020	ICMARC	ICMA-RC	7,760.80	Manual
W0408C	4/8/2020	ICMARCR	ICMA-RC-RHS Plan	1,100.00	Manual
W0408D	4/8/2020	ICMARCR	ICMA-RC-RHS Plan	1,000.00	Manual
W0410A	4/10/2020	CRDINT	CRD Int'l GmbH	2,000.00	Manual
W0427A	4/27/2020	PRECORO	Precoro INC.	3,933.00	Manual
W0428A	4/28/2020	BOUTIQ	Boutique Editions Ltd	2,975.00	Manual
W0428B	4/28/2020	SHANGHA	Shanghai Mailman Business	5,990.00	Manual
W0429A	4/29/2020	GATE7	GATE 7	2,065.50	Manual
W0429B	4/29/2020	ICMARC	ICMA-RC	7,760.80	Manual
W0429C	4/29/2020	ICMARC	ICMA-RC	31,112.67	Manual
W0429D	4/29/2020	ICMARC	ICMA-RC	8,097.47	Manual
W0429E	4/29/2020	ICMARCR	ICMA-RC-RHS Plan	1,000.00	Manual
W0429F	4/29/2020	ICMARCR	ICMA-RC-RHS Plan	1,000.00	Manual
W0430A	4/30/2020	AVIAREP	Aviareps Marketing Garden, LTD	202.67	Manual
W0430B	4/30/2020	BLACKDI	Black Diamond	5,625.00	Manual
<b>Bank 3 Total:</b>				<b>400,043.81</b>	

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Report Total: 400,043.81