

BOARD AND JPA MEETING

Friday, March 31, 2023



WiFi: Marriott_CONFERENCE / Access Code: VGPS2023

IMEX AMERICA TRADE SHOW DONATION





\$23,100 from show





\$11,550 donated to each

CALL TO ORDER

ROLL CALL



CONFIRMATION OF AGENDA

(NO VOTE REQUIRED)

PUBLIC COMMENT

PRESENTATIONS



VISIT CA OUTLOOK FORUM 2023



Kate Anderson Director of Public Relations Agua Caliente Band of Cahuilla Indians

PRESENTATION

Michael Dominquez President & CEO Associated Luxury Hotels International

PRESENTATION

Bill Judson Vice President of Finance & Administration2022 Annual Financial Audit

AUDIT OF FINANICAL STATEMENTS

- Performed audit procedures in December 2022
- Issued an unmodified audit opinion dated March 20, 2023
 - Financial statements are fairly stated in all material respects



AUDIT AREAS OF FOCUS

- Standard approach includes substantively testing all material assets and liabilities and analytically testing all material revenues and expenses
- Additional areas of focus this year:
 - Evaluation of new lease accounting standard no material impact on the organization
 - □ Testing of pension and other post employment benefit (OPEB) actuarial valuations

INTERNAL CONTROLS

- Reviewed internal controls over key accounting cycles
 - Cash receipting
 - Cash disbursements and purchasing
 - Payroll
 - Banking and investing
 - Information systems
- Selected 7 large vendor contracts for testing bidding and procurement policies

AUDIT RESULTS

- ■No material weaknesses in internal controls
- ■No instances of noncompliance
- Auditor Recommendation:
 - "We recommend VGPS update the procurement policy to address documentation retention and that VGPS adhere to the formalized policy."

APPROVAL OF MINUTES

(ALL VOTE)

> JPA - VGPS Board of Directors Joint Meeting Minutes – January 31, 2023

CONSENT CALENDAR

(JPA ONLY VOTES)

- > Warrants and Demands Dated January 2023
- > Warrants and Demands Dated February 2023

VGPS BOARD OF DIRECTORS ITEMS

(VGPS BOARD ONLY VOTES)

- Approve John Bolton for Board of Directors seat
- ➤ Receive and Accept the Independent Auditor's 2022 Annual Financial Report (and Communication Letter from Davis Farr dated March 20, 2023)
- > Resolution No. BOD 2023-002 Appropriating Funds

JPA EXECUTIVE COMMITTEE ITEMS

(JPA ONLY VOTES)

- ➤ Receive and Accept the Independent Auditor's 2022 Annual Financial Report (and Communication Letter from Davis Farr dated March 20, 2023)
- > Resolution No. JPA 2023-003 Appropriating Funds



CEO / PRESIDENT'S REPORT

MARKETING

AMERICAN AD FED AWARDS

BEST OF SHOW

Art & Sol video series

GOLD

- AEG video w/ Visit CA
- United Stories/Brand USA
- Oasis of Art
- Art & Sol

SILVER

- What Will You Find?
- Recreate Responsibly
- JW Marriott Summer Co-Op
- The Ritz-Carlton Summer Co-Op
- Oasis Adventures

BRONZE

- The Living Desert Summer Co-Op
- Omni Rancho Las Palmas Summer Co-Op
- Agua Caliente Casinos Summer Co-Op
- City of La Quinta Summer Co-Op



THE WESTIN

RANCHO MIRAGE GOLF RESORT & SPA





SUMMER 2023 CO-OP PARTNERS













OMNI HOTELS & RESORTS

rancho las palmas palm springs



CONVENTION SALES: NEW CAMPAIGN

greenhaus

- Greenhaus Agency's in-market immersion trip took place in December 2022
 - New campaign approved in March:
 "The Oasis is Real"
- Video / photography production scheduled for early May 2023 at various Greater Palm Springs locations
- New campaign rollout planned for late Q2 / early Q3 with new video, photo, and digital assets.

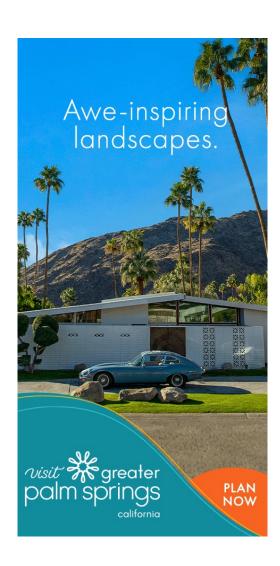


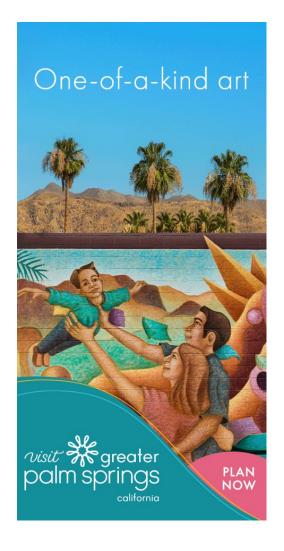
INTERNATIONAL CAMPAIGN: UK



INTERNATIONAL MARKETING

- New partnership with Finn Partners launched January 2023 to support international recovery efforts via marketing, public relations, and travel trade.
- Media plan launched in March with digital and social media advertising with destination pillar messaging that resonates most with UK travelers such as Arts & Culture, midcentury architecture, and health & wellness.





PR/COMMUNICATIONS



LAUNCH:

February 22 **Greater Palm Springs**

March 2 London

March 16 **Tokyo**

April 27 **West Hollywood**





First-of-its-kind destination-inspired collection was created in partnership with luxury travel lifestyle brand Globe-Trotter and pays homage to the natural beauty, iconic midcentury modern architecture, and timeless glamour of our Southern California oasis.

GLOBE-TROTTER SPECIAL EVENT IN JAPAN



Globe-Trotter × Palm Springs Collection Special Event

GLOBE-TROTTER







JAPAN MEDIA MISSION



BROADCAST: CULINARY



CONVENTION SALES

FUTURE PACE 2023-2027

Year	ОТВ	Pace Targets	Variance	Variance %	LTB	Tentative
2023	216,356	177,856	38,500	21%	0	115,626
2024	113,971	114,029	58	99%	83,473	196,772
2025	57,061	73,049	-15,988	-21%	140,073	87,141
2026	17,375	46,856	-29,481	-63%	179,759	54,320
2027	2,595	27,236	-24,641	-90%	194,539	31,967

^{*} Numbers represent bookings though Visit Greater Palm Springs as of 2/28/23

PARTNERSHIP

SAVE THE DATES

May 4



May 8-12



National Travel & Tourism Week Events

June 2-11



October 30



Restaurant Week

Awards & Gala

GPS Tourism
Foundation
Golf Tournament

FORM 700

due by April 1 to Sarah Goslin

JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES

BIRTHDAYS

HAPPY BIRTHDAY !!!



ANKIT SEKHRI

March 24



LIZ OSTOICH

May 2



AFTAB DADA

April 7



JAY CHESTERTON

May 9



PEGGY TROTT

April 21



ROLF HOEHN

May 11



BRAD PONCHER

May 15



JERRY KELLER

May 23



KATE ANDERSON

May 24



ROB HAMPTON

May 31



TIM ELLIS

April 23



NEXT BOARD MEETING

Thursday, June 29, 2023

Location: The Ritz-Carlton, Rancho Mirage