

# BOARD AND JPA MEETING

Thursday, June 29, 2023



**THE RITZ-CARLTON**

RANCHO MIRAGE

**WiFi:** Ritz\_CONF / **Access Code:** VGPS2023

CALL TO ORDER



ROLL CALL

"I pledge allegiance to the flag  
of the United States of America,  
and to the Republic for which it stands,  
one nation under God indivisible,  
with liberty and justice for all."



# CONFIRMATION OF AGENDA

(NO VOTE REQUIRED)

PUBLIC COMMENT

PRESENTATION

**Heather Vaikona**  
President and CEO  
Lift to Rise



LIFT TO RISE

# HOUSING AFFORDABILITY IN THE COACHELLA VALLEY

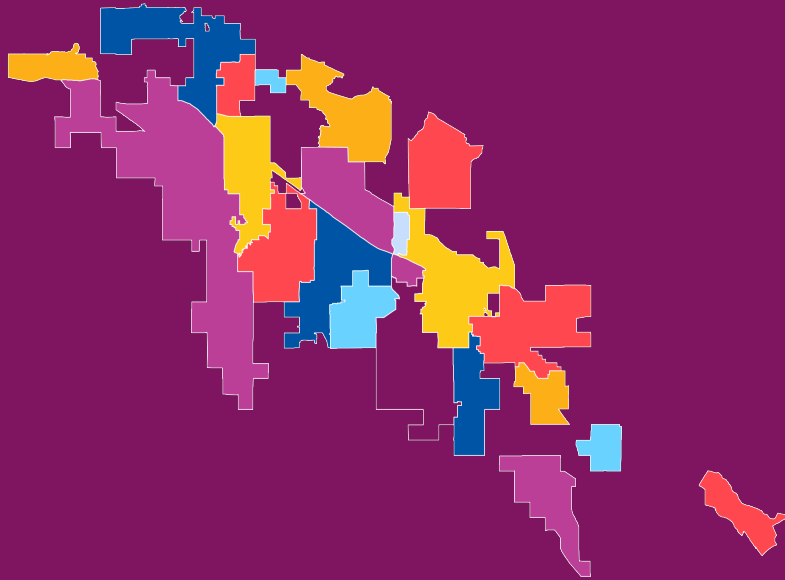
VISIT GREATER PALM SPRINGS  
BOARD MEETING VISIT JUNE 29/2023

## OUR NORTH STAR

A future where all Coachella Valley families are healthy, stable, and thriving.

## OUR MISSION

Lift to Rise brings together community and institutional leaders to collaboratively solve the underlying causes of poverty and inequality.



The Coachella Valley in Southern California's  
Riverside County

### Cities

- Desert Hot Springs
- Palm Springs
- Cathedral City
- Rancho Mirage
- Palm Desert
- Indian Wells
- La Quinta
- Indio
- Coachella

### Unincorporated Communities

- Whitewater
- Desert Edge
- Sky Valley
- Indio Hills
- Thousand Palms
- Desert Palms
- Bermuda Dunes
- Vista Santa Rosa
- Thermal
- Mecca
- Oasis
- North Shore

## KEY DATA POINTS

- Our region has the one of the nation's most severe shortages of housing available and affordable to low-income renters.
- Wages are half of what they need to be to afford the Fair Market Rate for a two-bedroom apartment.
- Half of residents are at or below 200% of federal poverty line and nearly two-thirds face housing cost burden.
- People of color, single mothers, and workers in the hospitality, agriculture, and healthcare industries are most acutely impacted.



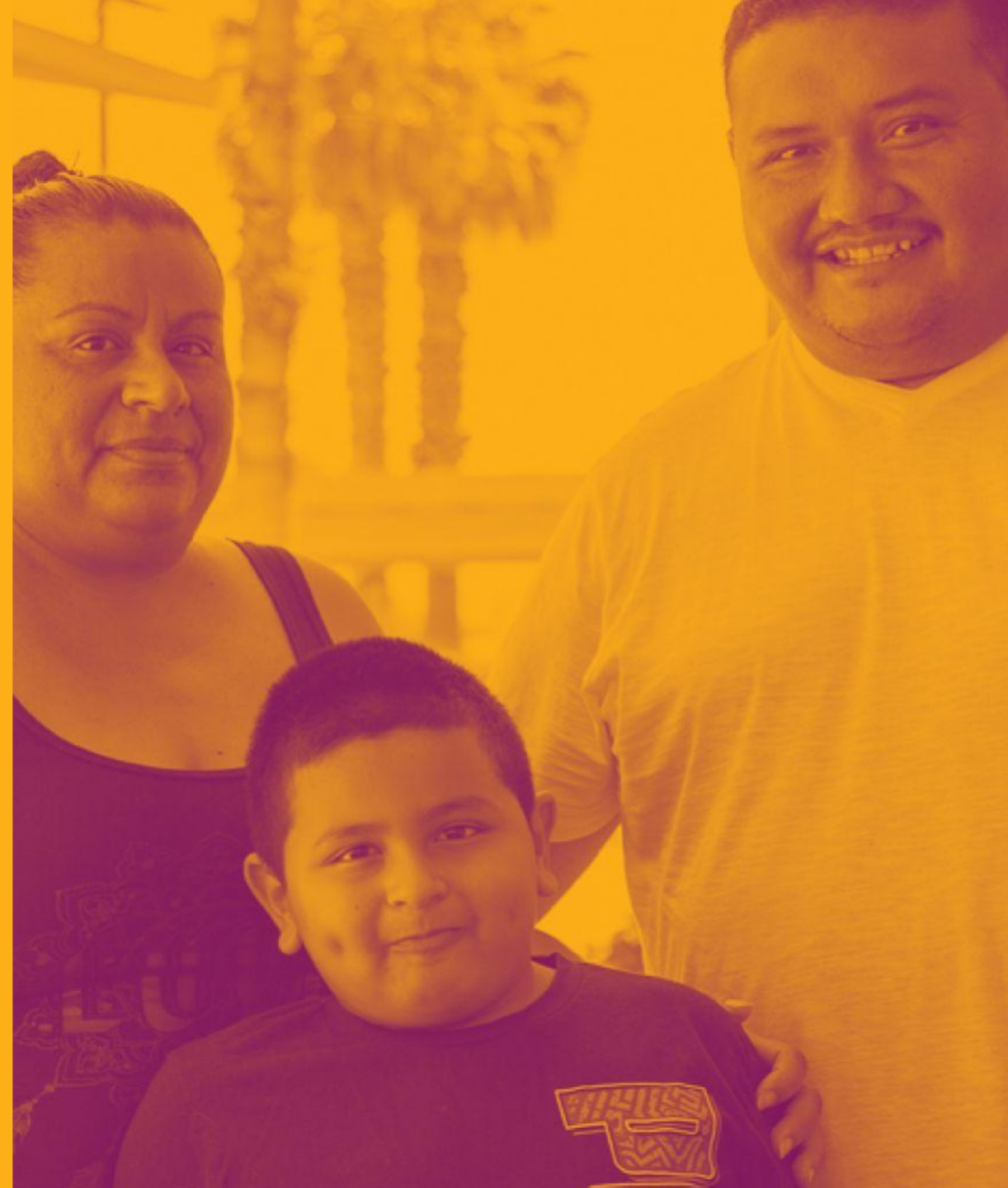
## ORIGIN STORY

- In 2014, we came together as a small group of community-based partners — including **FIND Food Bank, United Way of the Desert, the Regional Access Project Foundation, the Desert Healthcare District, and the Riverside County Economic Development Agency** — to pursue a “Collective Impact” approach.
- We aimed to address the multiple forces of instability across the Valley, and to overcome long-standing silos that prevent collective engagement.
- **In 2018, Lift to Rise launched as an independent nonprofit organization** to mobilize and advance the collective efforts of our partners. Since then, Lift to Rise has grown from a philosophical commitment of a handful of local leaders to a dynamic, results-driven, cross-sector collaboration.



## COMMUNITY-DRIVEN PRIORITIES

- Lift to Rise's mission, priorities, and target organizing areas emerged through community-driven processes where **residents cited housing affordability and continued economic constriction as central concerns and sources of instability in their lives.**
- In response, Lift to Rise organized into two areas of work: **housing stability and economic opportunity**, striving for a future where all Coachella Valley families have safe and affordable housing with more money left over to spend on things other than rent.





## DATA BASELINE

- In 2015, we forged an academic partnership with the USC Sol Price Center for Social Innovation, who helped us conduct a rigorous qualitative and quantitative landscape analysis of our region.
- This effort helped us land on **rent burden as a key indicator around which to organize our work** – if we could move rent burden at a population level, we could move the needle on housing stability and economic opportunity.



## OUR SHARED RESULT

Reduce regional rent burden by 30% through the development of 10,000 units of affordable housing by 2028.





## CROSS-SECTOR COLLABORATION

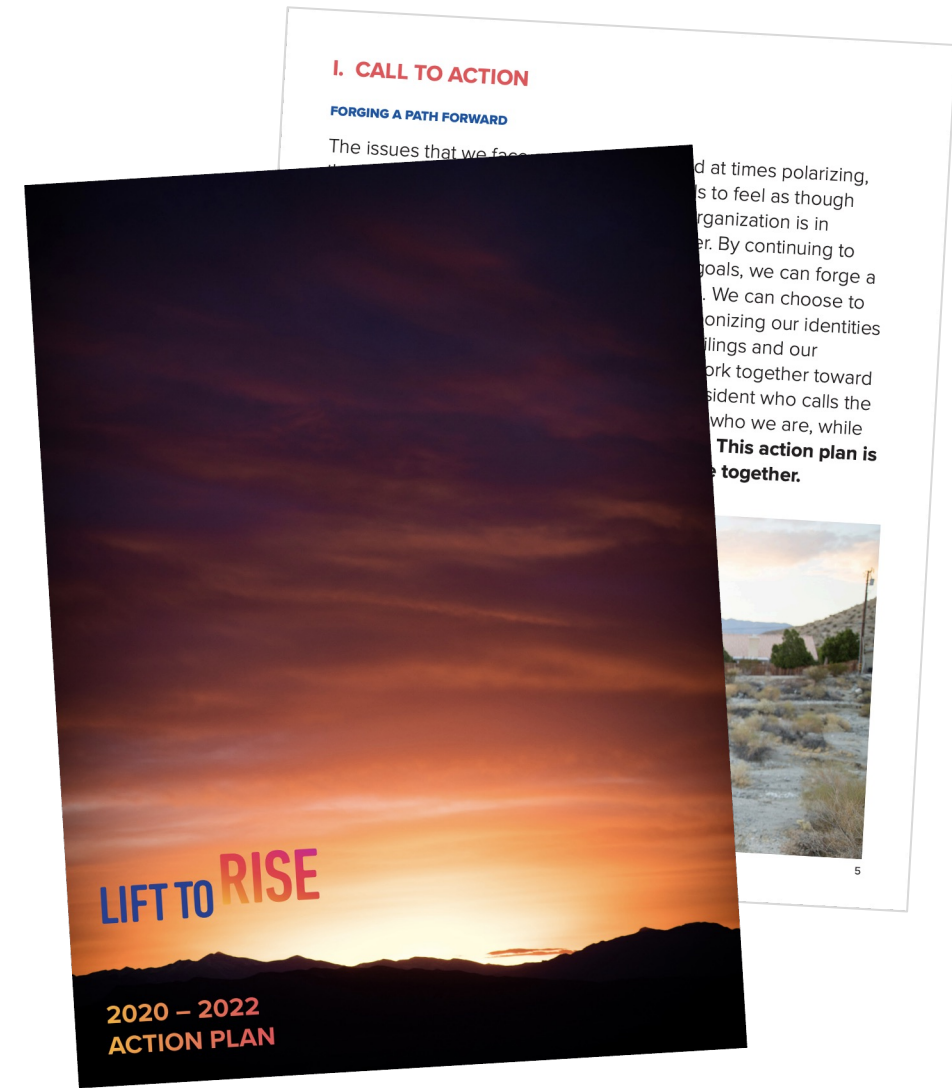


**Lift to Rise's Housing Stability Collaborative Action Network (CAN)** comprises 60+ cross-sector partners organized around our shared result:

- All 9 Coachella Valley cities
- Riverside County
- Residents
- Community-based organizations
- Affordable housing developers
- Community Development Financial Institutions (CDFIs)
- Private funders

## ACTION PLANNING

- Every two years, our Housing CAN members co-create a two-year Action Plan to guide us toward our shared result.
- Our Action Plans are rooted in quantitative and qualitative data analysis, deep community listening, and cross-sector collaboration.
- The Action Plans define results, strategies, and actions, helping us keep each other accountable to our shared result.

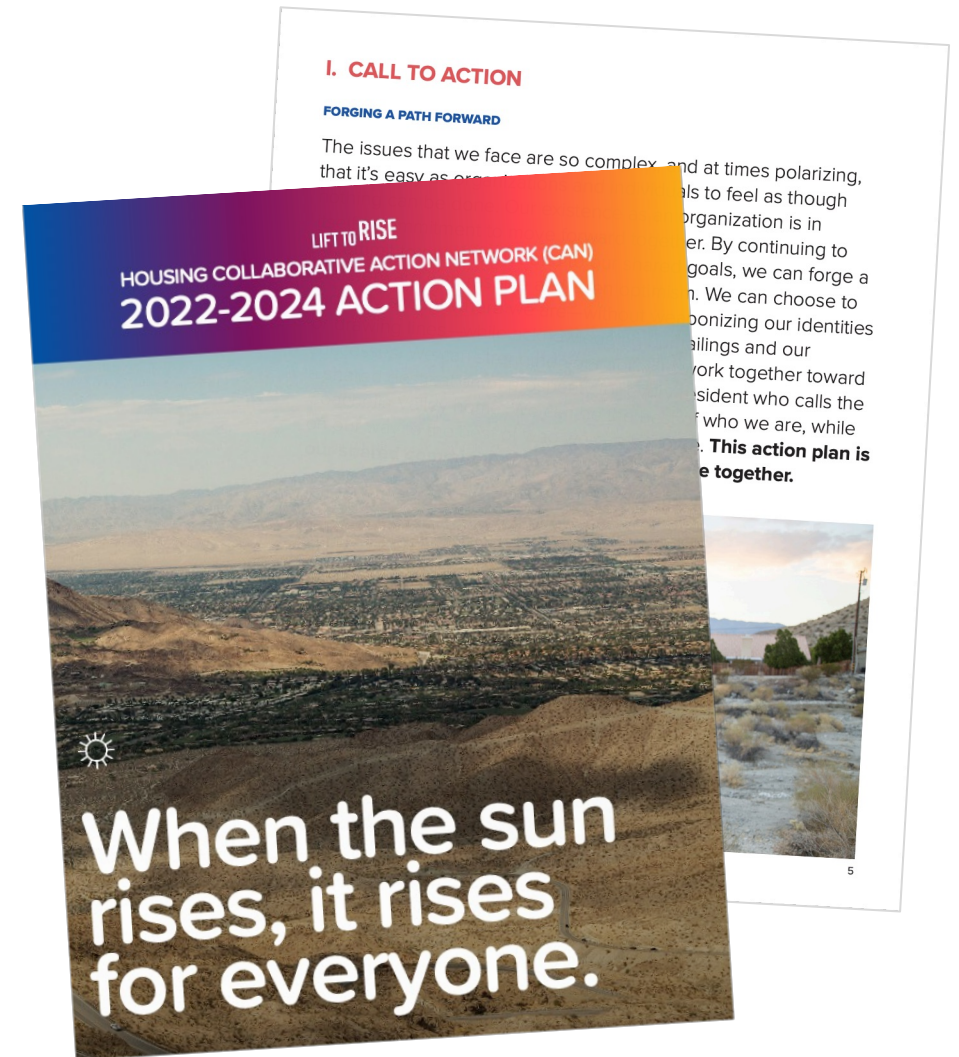




## 2022 - 2024 ACTION PLAN

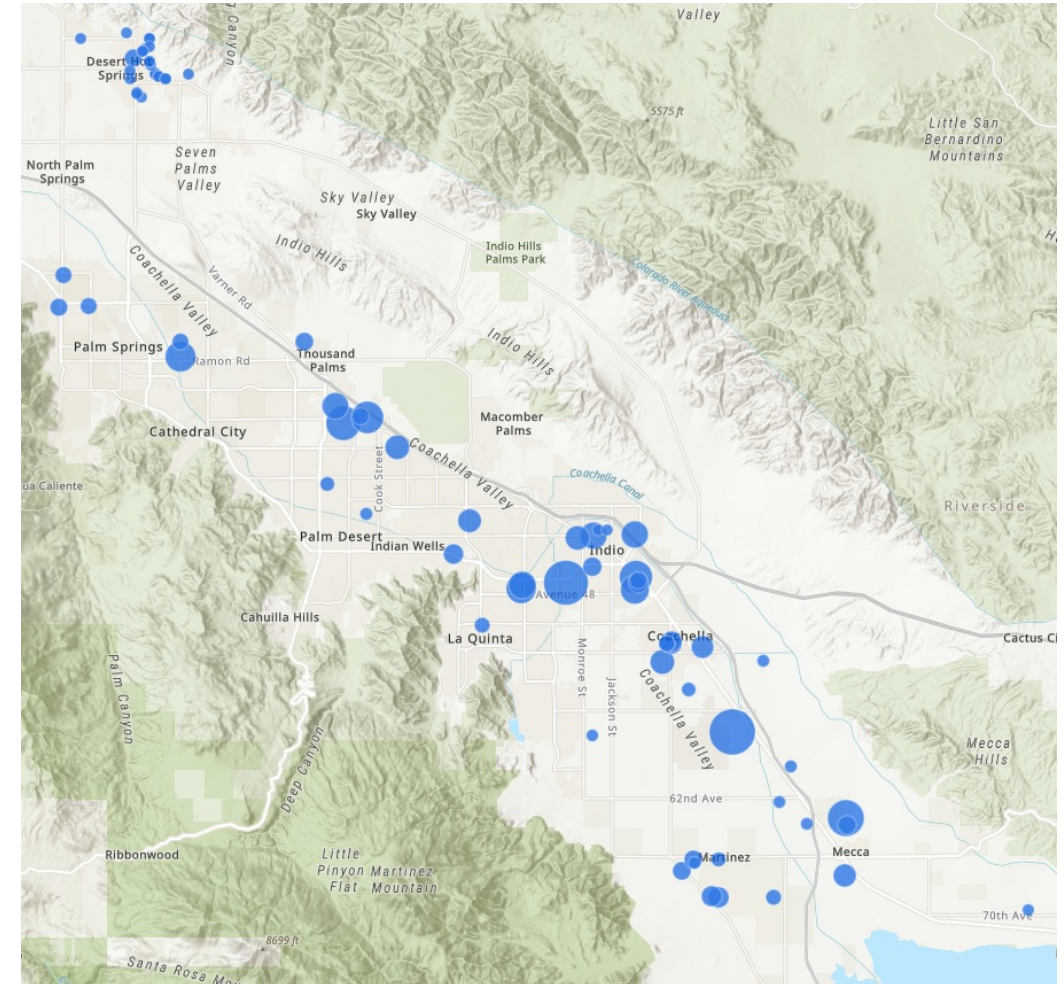
We are now on our third iteration of the Action Plan, which outlines five key strategy areas for 2022-2024:

- **PIPELINE** - tracking affordable housing development and mapping out new opportunities throughout the region
- **INVESTMENT** - growing the We Lift: Coachella Valley Housing Catalyst Fund to leverage public and private capital and mitigate risk for affordable housing developers
- **POLICY** - advocating at the local, state, and federal level for policies that promote affordable housing production in our region
- **RESIDENT ENGAGEMENT** - educating and mobilizing residents and elected officials in support of affordable housing in our communities
- **KEEPING RESIDENTS HOUSED** - developing a housing stability resource center to prevent evictions and foreclosures



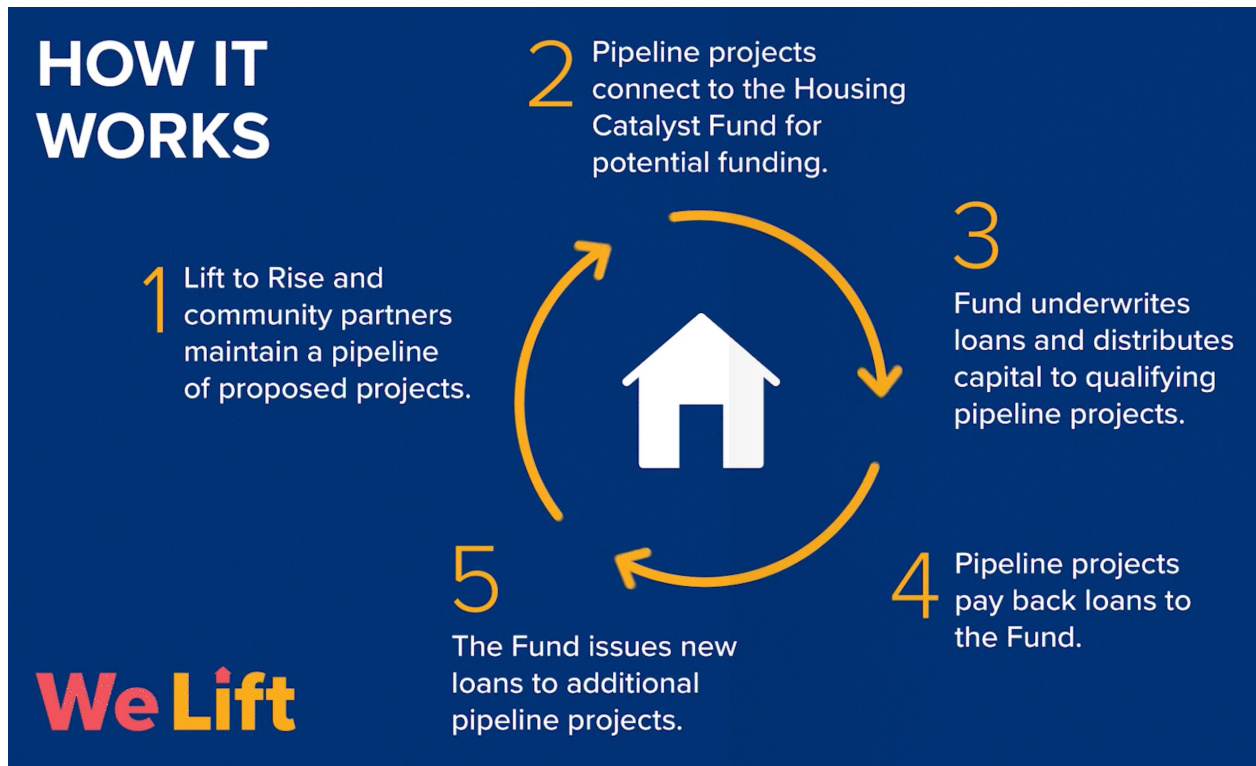
## REGIONAL AFFORDABLE HOUSING PIPELINE

- Our work is predicated on the regional pipeline of projects – our Action Plan strategies are designed to move the pipeline
- **6,600+ affordable units across 78 projects**, including multifamily and single-family
- **\$2.5 billion – \$3.5 billion** total estimated development costs for the pipeline
- Pipeline units assessed over three criteria:  
**Readiness, Rent Burden, and Regional Equity**





## WE LIFT: THE COACHELLA VALLEY'S HOUSING CATALYST FUND



- **\$4.5 million** in loans deployed since 2021 launch
- **650+ units catalyzed** across 7 projects
- **1,700+ units ready for loans** across 12 projects across the Coachella Valley
- **\$15 million** State budget allocation secured in 2022, **\$60 million loan pool target by 2024**

# WHAT WE NEED:

## INVEST, ENGAGE & PRIORITIZE

### FROM ELECTED OFFICIALS AND PUBLIC AGENCIES

- Direct regional investments in infrastructure from County, State, and Federal governments
- Rules and guidelines that recognize our unique regional challenges

### FROM PRIVATE SECTOR & PHILANTHROPY

- More social impact investment
- Commitment to workforce housing

### FROM COASTAL AND METRO COUNTERPARTS

- Allyship
- Recognition of inequitable distribution of resources

### FROM EVERYONE

- Macro-level solutions
- Investment at scale of the problem





LIFT TO **RISE**

THANK **YOU**

**HEATHER VAIKONA**

[heather@lifttorise.org](mailto:heather@lifttorise.org)

73-710 Fred Waring Drive, Suite 100  
Palm Desert, CA 92260

# APPROVAL OF MINUTES

(ALL VOTE)

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

# CONSENT CALENDAR






(JPA ONLY VOTES)

- Warrants and Demands Dated March 2023
- Warrants and Demands Dated April 2023
- Warrants and Demands Dated May 2023

# CEO / PRESIDENT'S REPORT

# 2022 ECONOMIC IMPACT OF TOURISM

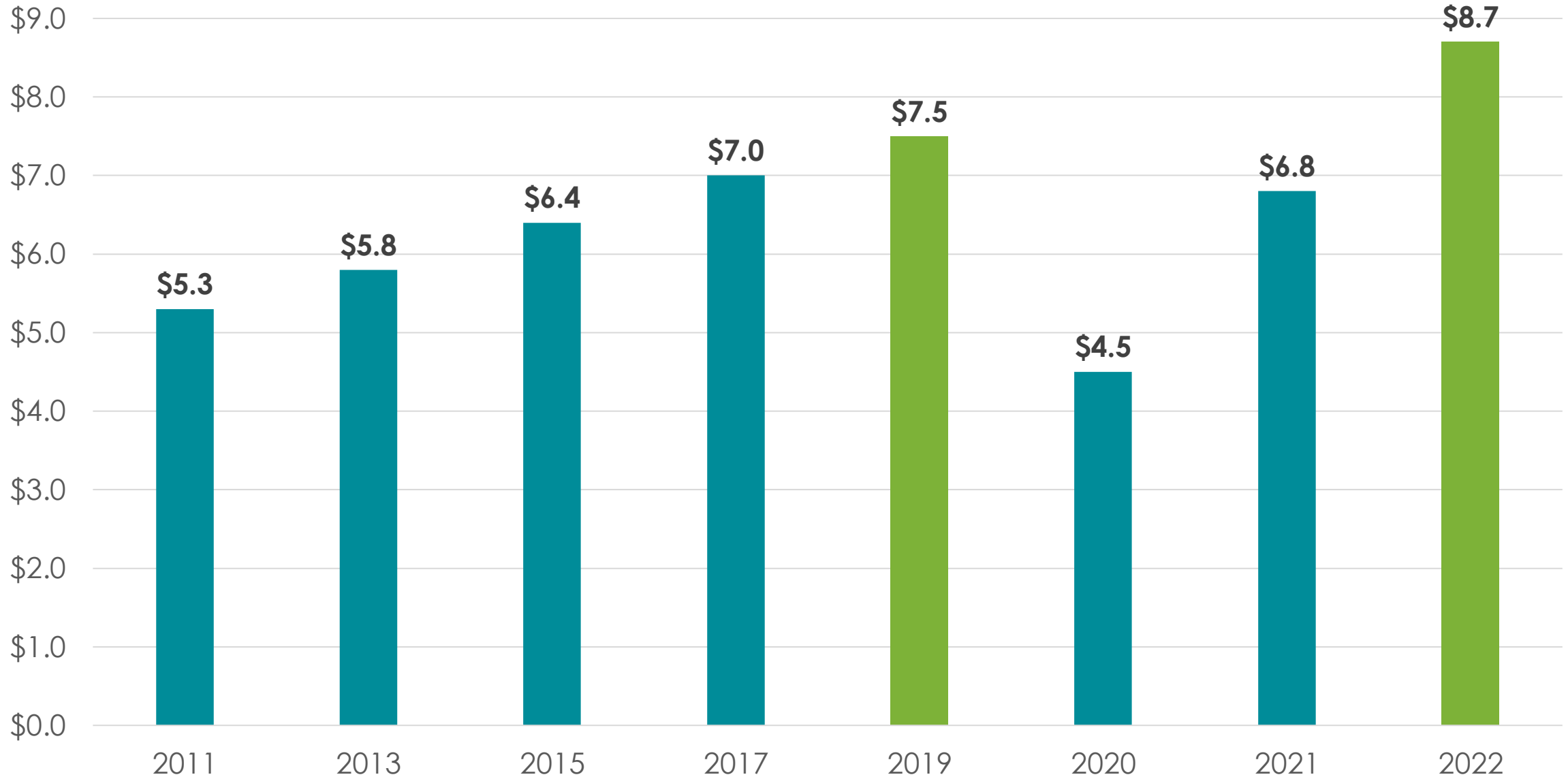
# IMPACT OF TOURISM - COACHELLA VALLEY

	2019	2020	2021	2022
 Number of Visitors	14.1 MILLION	8.6 MILLION	12.8 MILLION	14.1 MILLION
 Total Economic Impact	\$7.5 BILLION	\$4.5 BILLION	\$6.8 BILLION	\$8.7 BILLION
 Jobs	53,572	33,377	37,254	49,137
 State & Local Taxes	\$687 MILLION	\$428 MILLION	\$644 MILLION	\$812 MILLION
 Household Taxes Saved Annually	\$4,031	\$2,638	\$3,970	\$5,000

SOURCE: TOURISM ECONOMICS



# GPS ECONOMIC IMPACT OF TOURISM (BILLIONS)



# SOLAR PROJECT

# VGPS SOLAR PROJECT



Solar Savings	
Estimated Annual Solar Production	95%
SCE Bill Reduction	45%
Net Cost:	\$ 316,710.00
Assuming 5% annual SCE rate increase, in the last two years it's been a 30% increase	
10-Year Electric Savings estimate	\$ 332,000
20-Year Electric Savings estimate	\$ 859,105
30-Year Electric Savings estimate	\$ 1,695,409
Product Warranty Modules (Years)	25
Product Warranty Inverters (Years)	20

AIR SERVICE



# NEW AIR SERVICE - JFK



## **JFK – PSP**

Depart 9:00 a.m. / Arrive 12:20 p.m.

## **PSP – JFK**

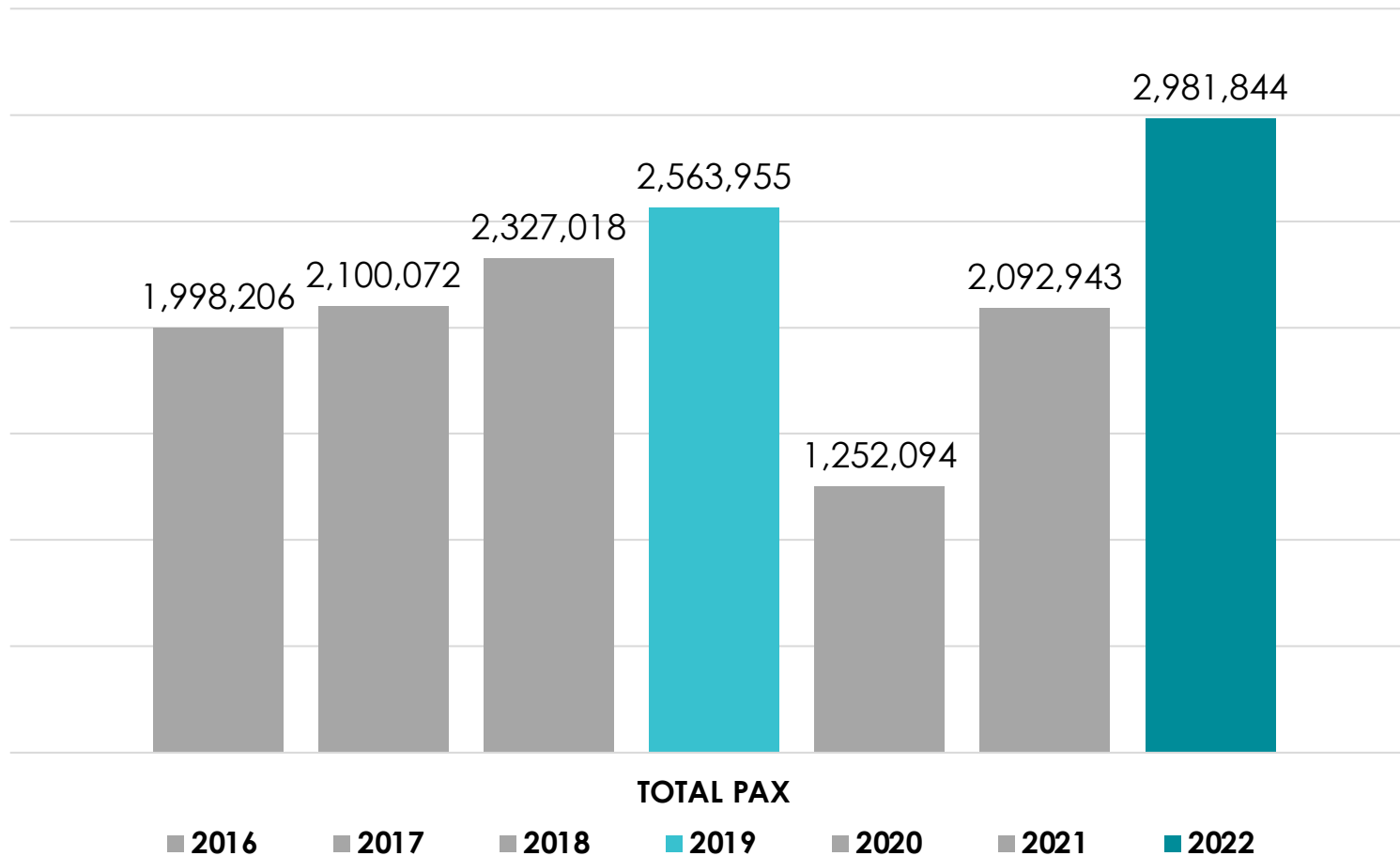
Depart 2:45 p.m. / Arrive 11:05 p.m.

- **DEC 14, 2023 – JAN 7, 2024** / Daily
- **JAN 8 – MAR 13, 2024** / 5x Week
- **MAR 14 – APR 22, 2024** / Daily

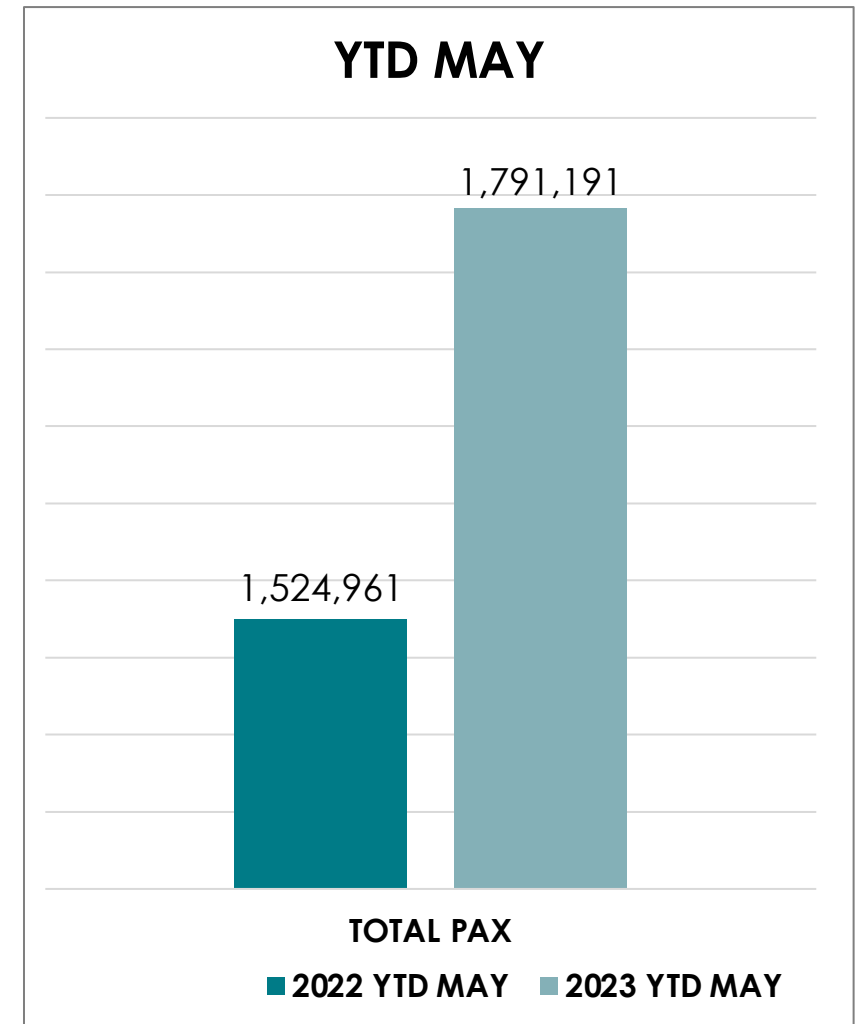


# PSP TOTAL PASSENGERS

## TOTAL PAX



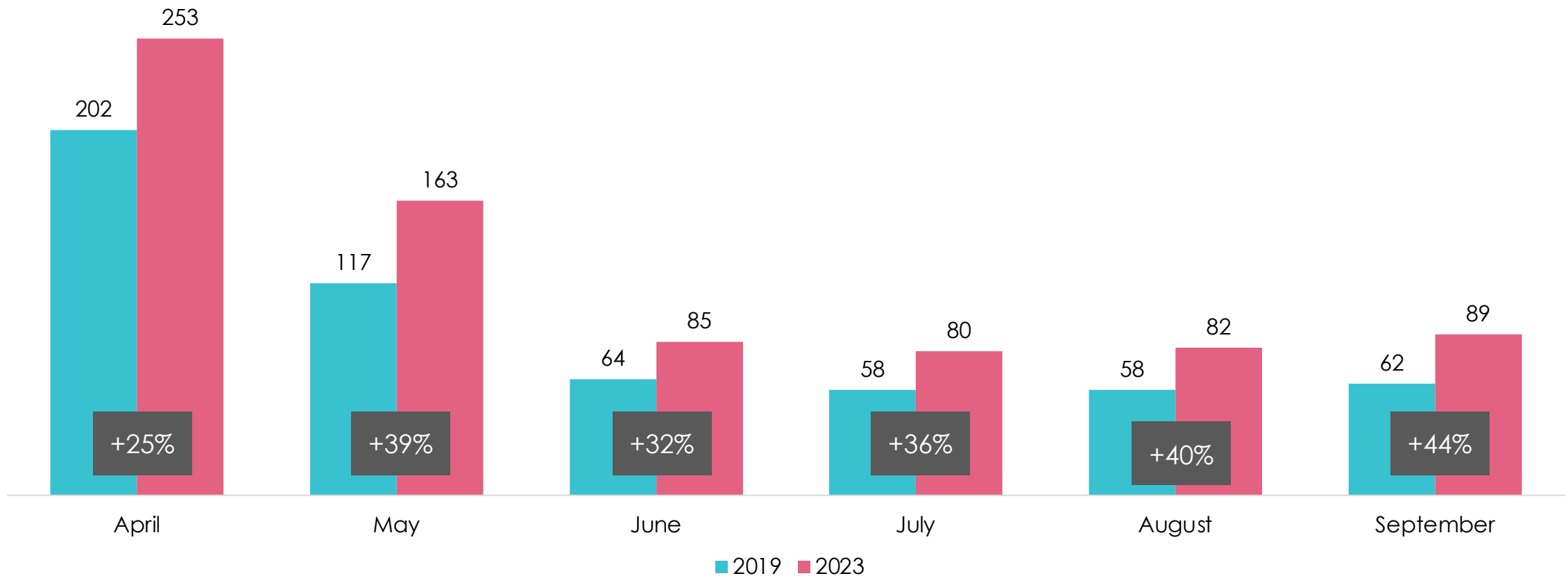
## YTD MAY



# PSP SEAT PROJECTIONS IN 2Q-3Q 2023 ARE UP +34% VERSUS 2019 ...

## PSP MONTHLY SEAT CAPACITY, 2019 VERSUS 2023<sup>1</sup>

Monthly seats in **thousands**, April to September 2023 versus 2019



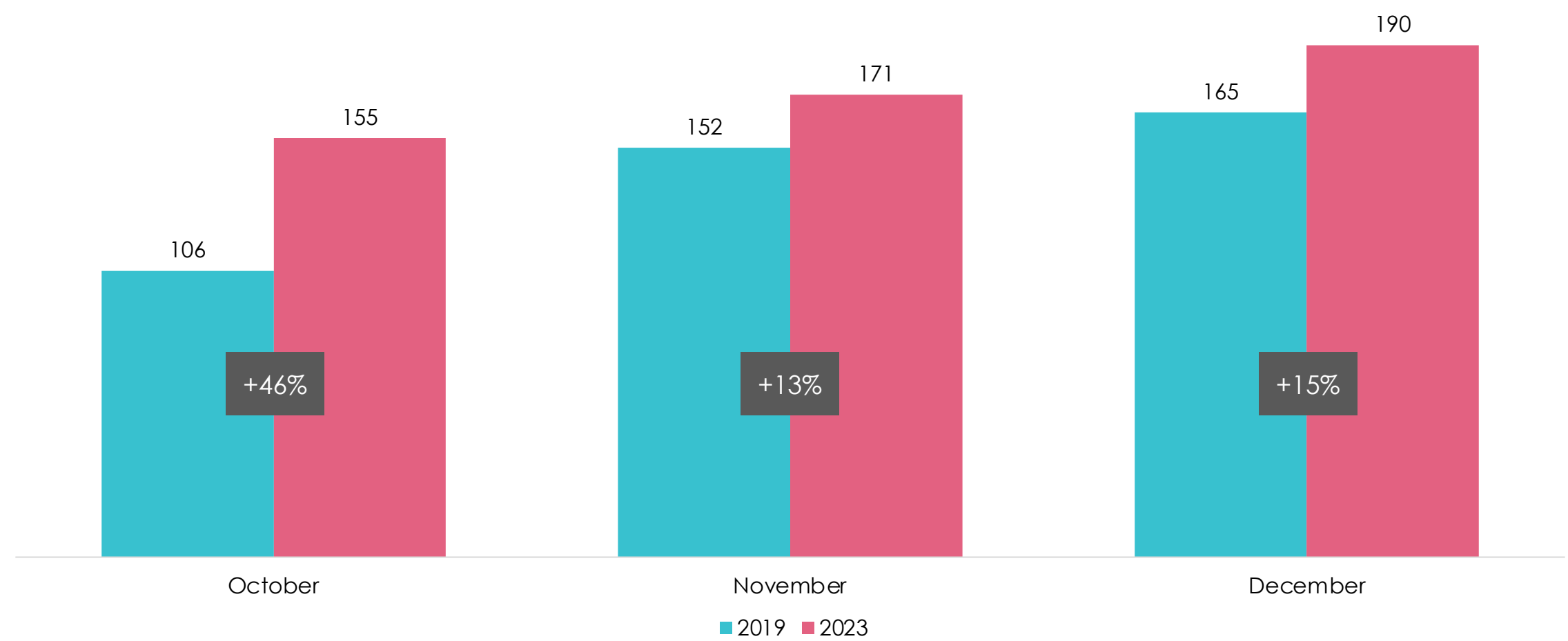
Note 1: June 2023 to September 2023 capacity subject to change based on airlines schedule updates -- Week of June 5, 2023

Source: Schedule data via Diio Mi by Cirium; (Week of June 5, 2023). Ailevon Pacific Aviation Consulting analysis

# PSP SEAT PROJECTIONS IN 4Q 2023 ARE UP +22% VERSUS 2019 AND ...

## PSP MONTHLY SEAT CAPACITY, 2019 VERSUS 2023<sup>1</sup>

Monthly seats in **thousands**, October to December 2023 versus 2019

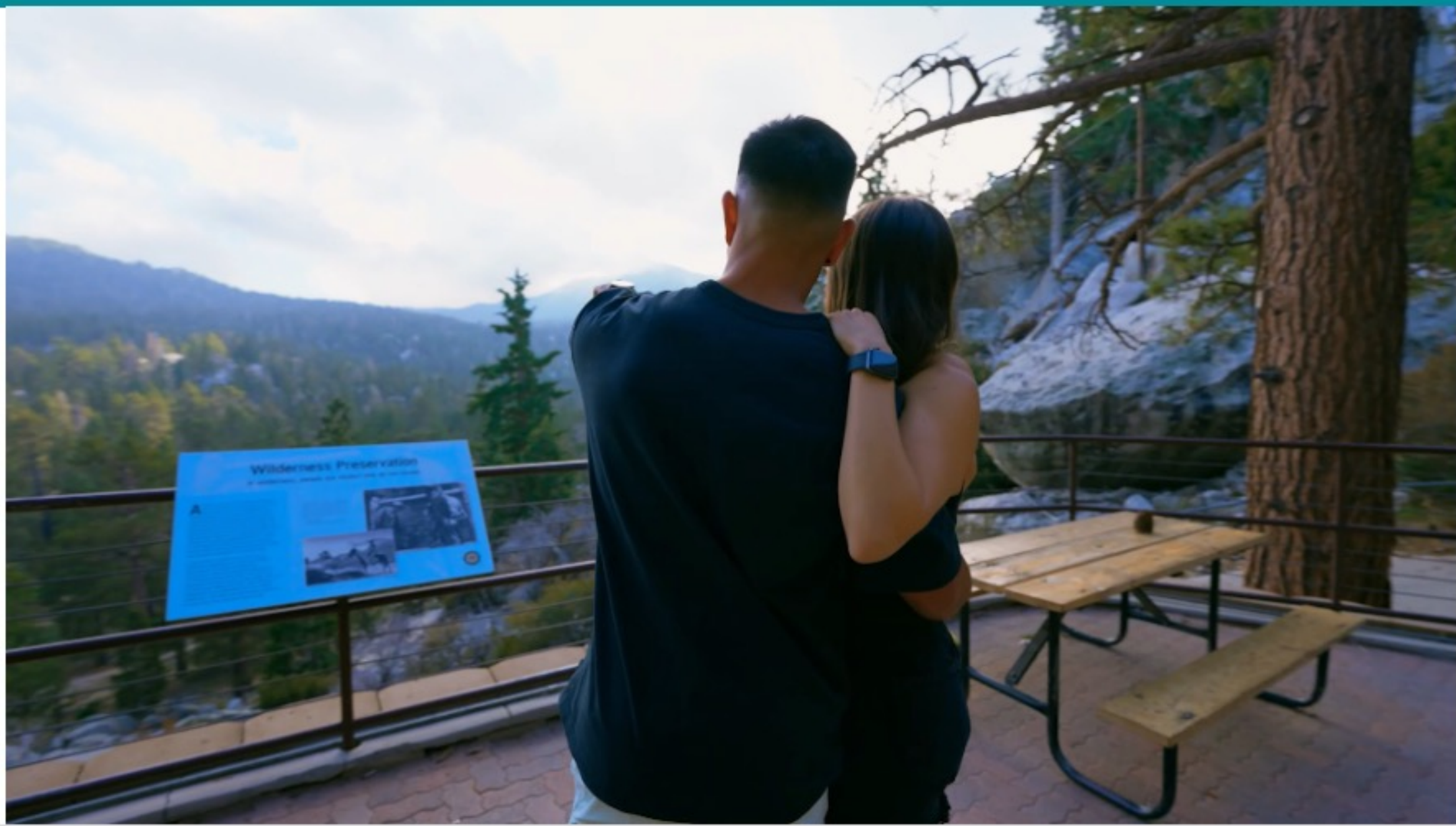


Note 1: October 2023 to December 2023 capacity subject to change based on airlines schedule updates -- Week of June 5, 2023  
Source: Schedule data via Diio Mi by Cirium; (Week of June 5, 2023). Ailevon Pacific Aviation Consulting analysis



MARKETING

# SUMMER SOCIAL CAMPAIGN



# SUMMER CAMPAIGN PROGRAMS



out-of-home /  
television



online travel  
agencies (OTAs)



digital



content



seasonal



social



 **Expedia**

*Vrbo*

 **Tripadvisor**

**TRAVELZOO**



**centre.**

 **SOJERN**

 **SPACEBACK**

**Google**

 **NATIVO**

**LOCALE**

**PALM SPRINGS LIFE**

**pink  
media  
group**

**The  
Weather  
Channel**

 **pandora**



 **YouTube**



# DIGITAL OUTDOOR BILLBOARDS

CHECK IN.

*Chill out.*

[GPSgetaway.com](https://GPSgetaway.com)



visit  greater palm springs

CHECK IN.

*Chill out.*

[GPSgetaway.com](https://GPSgetaway.com)



visit  greater palm springs

CHECK IN.

*Chill out.*

[GPSgetaway.com](https://GPSgetaway.com)



visit  greater palm springs

CHECK IN.

*Chill out.*

[GPSgetaway.com](https://GPSgetaway.com)



visit  greater palm springs




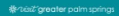
# DIGITAL DISPLAY ADS






# VRBO SUMMER CAMPAIGN

 List Property

 Start Planning




## REVEAL YOUR POOLSIDE PERSONALITY


IN GREATER PALM SPRINGS

### WHAT DOES YOUR POOL FLOATIE SAY ABOUT YOU?


CHOOSE A FLOATIE TO GUIDE YOUR GETAWAY.




LEMON




AVOCADO




CACTUS



FLAMINGO



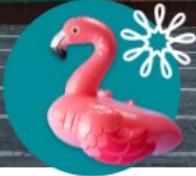
UNICORN



ICE CREAM

YOU CHOOSE

## FLAMINGO FLOCK TO CULTURE




### YOUR RESULTS


CULTURE + CONNOISSEUR

While the pool is great, it's culture we crave so whether we're spreading our wings in the local art scene, expanding our horizons by uncovering history, or getting our beaks wet with the best of modern dining, we're always thirsty for new ideas and perspectives.

### CULTURE CONNOISSEUR CIRCUIT

- 1 Try a Palm Springs staple: a homemade pop tart at *Wilma & Frieda*.
- 2 Spark your creativity at the *Palm Springs Art Museum*.
- 3 Discover midcentury modern architecture with a *Mod Squad design tour*.
- 4 Visit the SoCal landmark *Cabot's Pueblo Museum*.
- 5 Stroll through the *El Paseo Art Walk*.
- 6 Download the *artsGPS* app to easily discover Greater Palm Springs arts & culture.





Check in and chill out in Greater Palm Springs, where adventure and relaxation await. From exploring the local art scene to yoga amongst the palms, soaking up the sunshine poolside or plate hopping on a foodie adventure, we've got everything you need.

When visiting as a vacation rental guest, please remain respectful of neighbors and leave the property in the same great condition you received it. Thank you for helping us preserve the beauty of this area for future visitors.

### PLAN YOUR TRIP

Stays

1 room, 2 travelers


Greater Palm Springs

Check-in Jun 21

Check-out Jun 28

☐ Add a flight ☐ Add a car

Search



© 2023 Vrbo, an Expedia Group company. All rights reserved.  
Terms and Conditions - Privacy Policy Your Privacy Choices





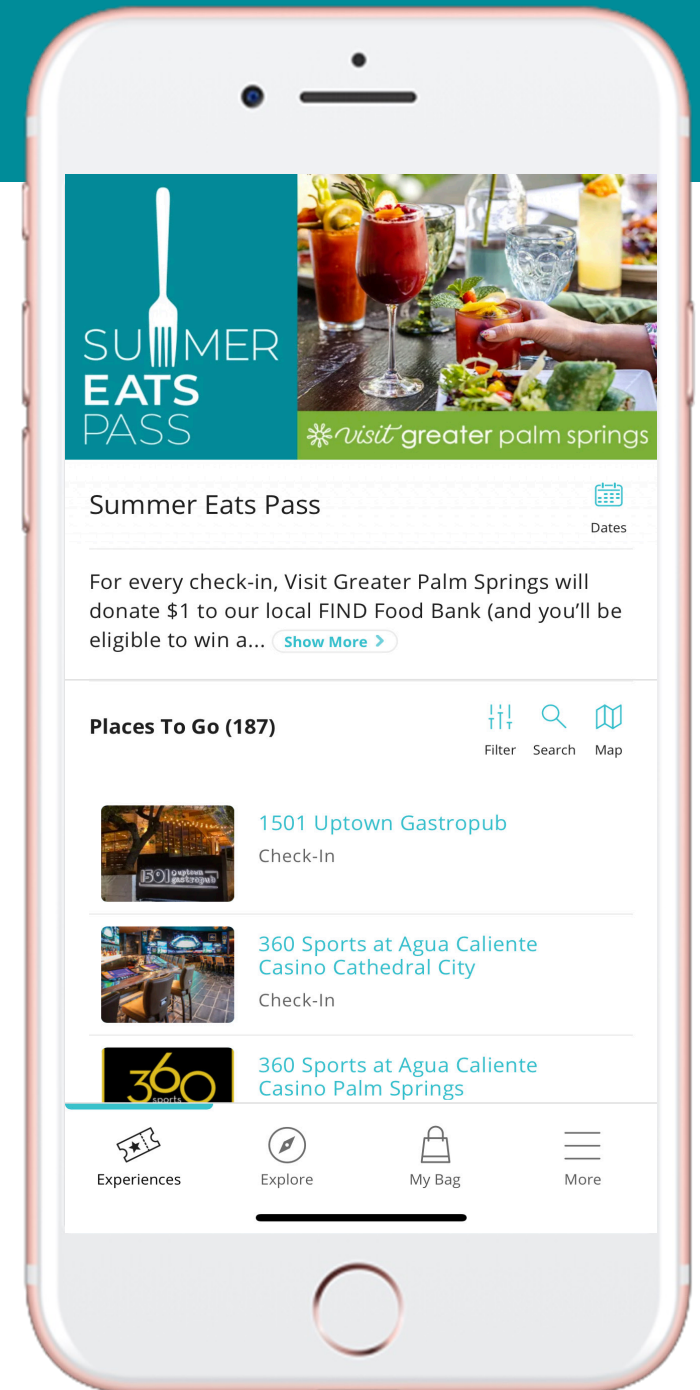
**The  
Weather  
Channel**



Weather-triggered digital ads target **Los Angeles** & **San Diego** markets during typically overcast and cloudy “May gray” and “June gloom” timeframes to influence travel to Greater Palm Springs.

# SUMMER EATS PASS

- Lunched for its third season, **June 12- September 4**.
- Users check in at local restaurants to enter a weekly drawing for a \$50 gift card. For each check-in, VGPS will also **donate \$1 to FIND Food Bank**.
- In its first two weeks, there have been **over 700** pass sign-ups.
- Promoted in LA, San Diego, and the Coachella Valley with a **full media plan**, including digital display, email blasts, content articles, social media and out of home.



# SUMMER CAMPAIGN LANDING PAGE



EIGHT REASONS TO  
VISIT GREATER PALM  
SPRINGS THIS  
SUMMER



YOUR GUIDE TO  
FAMILY FUN IN  
GREATER PALM  
SPRINGS



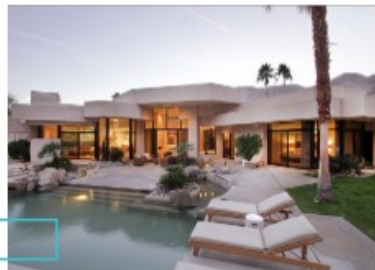
YOUR GUIDE TO  
PACKING FOR A  
VACATION TO  
GREATER PALM  
SPRINGS

1/3

## PLACES TO STAY

If you're looking for places to stay in Greater Palm Springs, you'll find an array of unique and unforgettable accommodations. Tap into the destination's history as a place of healing, and treat yourself to the ultimate relaxing getaway, by staying at a hot mineral water spa hotel.

[VIEW MORE >](#)



## VACATION RENTALS

Greater Palm Springs feels like your home away from home with an ultra-luxe vacation home rental. These rentals offer not only privacy, comfort and value but a unique take on life in the oasis, as well.

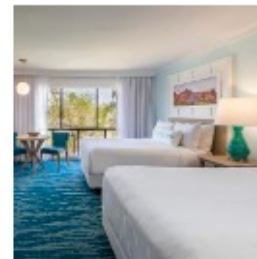
[VIEW MORE >](#)

## SUMMER IN GREATER PALM SPRINGS

Summer is here and it's the perfect time to indulge in some much-needed wellness in Greater Palm Springs. Whether you're looking to bask in the sun, take a dip in the pool, or just relax and unwind, this SoCal oasis has you covered.

With plenty of activities to choose from, there's no shortage of ways to play, sip, swim, and chill all season long. If you're in need of some serious R&R, you can book a day spa session and indulge in some pampering treatments that will leave you feeling rejuvenated and refreshed. So pack your bags, grab your friends, and get ready for an unforgettable summer adventure in Greater Palm Springs!

### GETAWAY OFFERS



#### 3 FOR 2: STAY 2 NIGHTS AND GET 3RD NIGHT FREE

[Margartaville Resort Palm Springs](#)  
With so much to do at Margartaville Resort Palm Springs from our two pools, spa,...

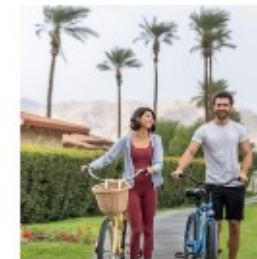
[READ MORE >](#)



#### 20% OFF - STAY LONGER, SAVE MORE

[Marriott's Shadow Ridge II - The Villages](#)  
There are More Vacations to Love with The Marriott Vacation Clubs! Save up to 20% at...

[READ MORE >](#)



#### LINGER LONGER AND SAVE

[Miramonte Indian Wells Resort & Spa](#)  
Enjoy a bike ride through one of our prestigious Indian Wells neighborhoods, attend...

[READ MORE >](#)



#### 5TH NIGHT FREE

[ACME House Company Vacation Rentals](#)  
Enjoy spring and summer in Palm Springs for one night more on us! Use code 5THFREE...

[READ MORE >](#)

[DISCOVER GREATER PALM SPRINGS GETAWAY OFFERS >](#)



SUMMER  
2023  
CO-OP  
TELEVISION



rancho las palmas  
palm springs



# PARTNER TV CO-OP – WESTIN RANCHO MIRAGE



visit  greater  
palm springs



# PARTNER TV CO-OP – RENAISSANCE ESMERALDA





# PARTNER TV CO-OP – HYATT REGENCY INDIAN WELLS

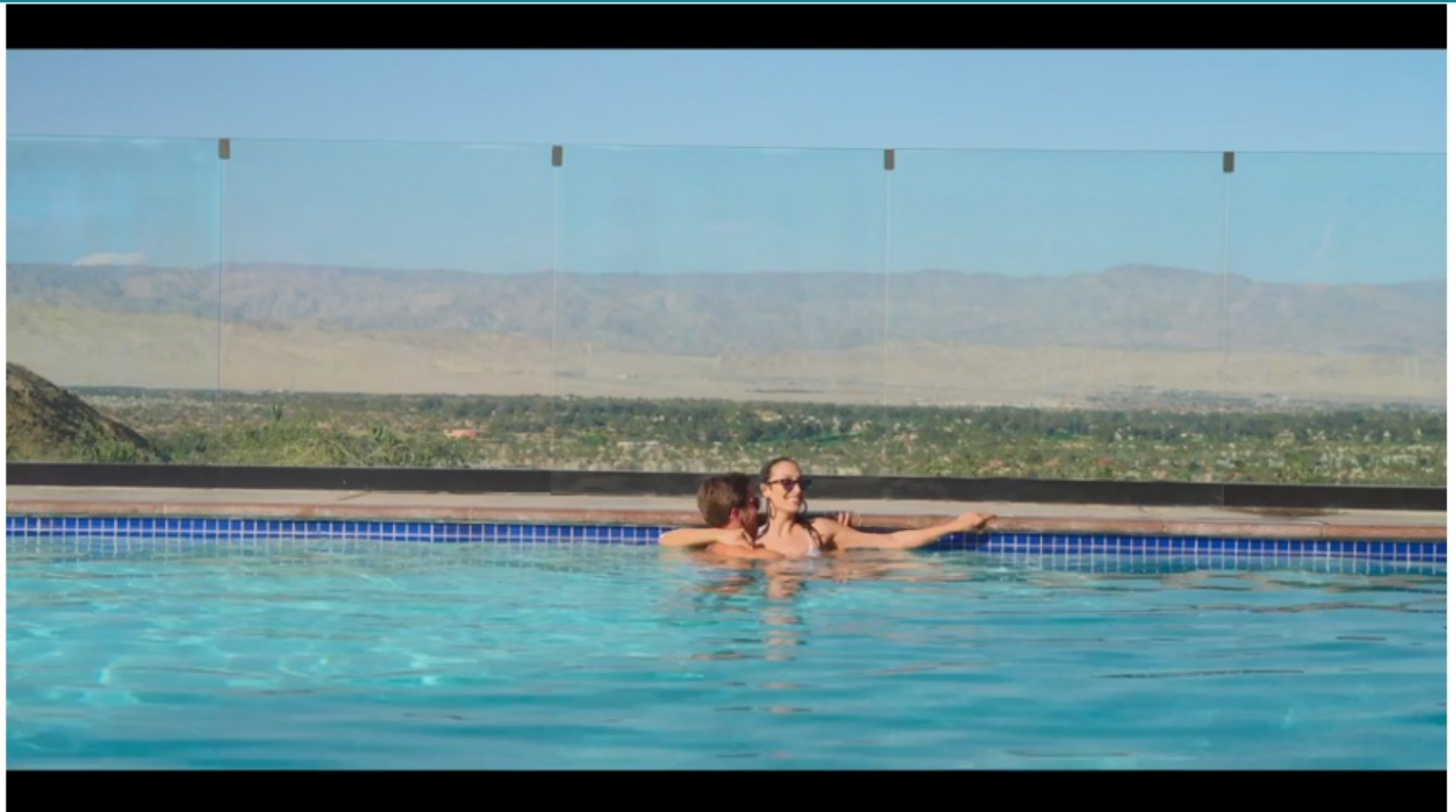




# PARTNER TV CO-OP – VISIT PALM SPRINGS



# BRAND TELEVISION SPOT





# TELEVISION SEGMENTS: KTLA & CALIFORNIA LIVE

NEW

- Television segments with host & influencer **Dawn McCoy** ran on KTLA in Los Angeles and NBC stations in LA, the Bay Area, and San Diego.
- **LA Unscripted** segment on KTLA with aired leading up to Mother's Day weekend, promoting **summer travel** to Greater Palm Springs.
- **California Live segment** on NBC stations aired **June 19** and will re-air on **July 7**, promoting vacation rental stays throughout the destination.
- Upcoming segment will air in August promoting **late summer travel**.



# NEW TELEVISION TACTICS

NEW

**NEW** television for 2023/2024 include:



Addition of **Disney+** and **ESPN+** streaming services.



**Extended markets** to promote Greater Palm Springs beyond nonstop fly markets such as (Kansas City, Omaha, St. Louis, Philadelphia, Washington DC, Des Moines, Detroit, Indianapolis, Columbus.



Increased split between **connected television** (streaming) and cable television.



Addition of **hosted segments** on local NBC and KTLA stations.





# NEW: DIGITAL DISPLAY PROGRAMS

NEW

## Adtheorent

Programmatic display platform specializing in **predictive advertising** and machine-learning.

Uses technology to analyze data and **predict user engagement and conversions.**

### Custom digital advertising tactics

include programmatic and high impact banners, native advertising, connected TV, audio, and podcasts.



## Journera

**Targets visitors** using first-party booking data from airline and hotel brands. Confirmed traveler data comes directly from the reservation source: all channels, all bookings, in real-time.

**Targeting can include** individuals who have a history of booking air or hotels within the Palm Springs DMA in the past 24 months, or who have booked air or hotels in competing destinations during the same time frame.



# NEW: CLICKTIVATED

NEW



**Interactive video platform** allows us to feature select locations within our video content.

Locations are pinpointed throughout the video, linking to **listings**, **blog content**, and **landing pages**, allowing viewers to explore locations while viewing.

Campaign features onsite and **programmatic advertising** driving to the video content.

Campaigns are planned with in 23/24 to support **seasonal** and **pillar-based** campaigns.



# NEW: LGBTQ+ ADVERTISING

NEW

VGPS deploys advertising across **dedicated LGBTQ+ platforms** and publications throughout the year to reach travelers with custom content.

For the 23/24 media plan, **Out Traveler** and **Out There Magazine** are being considered.

Out Traveler is a trusted resource within the LGBTQ+ community and includes a **digital program** with advertising across their channels, including video and social media.

Out There Magazine is a **global print and digital publication** targeting LGBTQ+ luxury travelers.



**OUT  
TRAVELER**



**Out** **THEADVOCATE** **PRIDE** **OUT TRAVELER** **plus** **ADVOCATE CHANNEL**

Engage with over 12MM\* LGBTQ+ individuals via digital, print, social and video platforms across the [equalpride](#) network and enhance your brand's advertising potential and capabilities. Please provide answers to the questions below and email your questionnaire back to your sales contact.



# NEW: CONTENT PROGRAMS

NEW

## AFAR

Luxury-focused online and print publication featuring high-quality content to inspire and guide travelers in their journey.

Targets national and international travelers with an content hub, including: Interactive destination map, custom itineraries, digital advertising, social media, email takeovers.

## lonely planet

Online travel content platform to promote destination pillars like outdoor adventure, arts & culture, dining, and more.

Program includes on-site article, social media, native content, and digital ads.

Content on LP website permanently.

## Sunset

Targets readers interested in travel within the Western region with higher disposable income.

Print, digital, and social content programs reach leisure travelers within Sunset's sections on outdoor adventure, food & drink, home & garden, and lifestyle.





# NEW: BBC STORYWORKS WELLNESS SERIES

NEW

## Purpose

- Highlight unique health & wellness communities from around the world.
- Opportunity to highlight Native American culture in our destination.
- Visit GPS is the only domestic location the BBC is considering for this opportunity.

## Deliverables

- Delivery of one 5-minute film as part of the series, plus short form videos and native content.

## Distribution

- BBC.com, Global Wellness Institute network, social media, public relations, newsletter inclusions.

## Audience

Platform has 43 million video views and 1.8 billion pageviews.



# NEW: SUSTAINABLE TRAVEL DOCUMENTARY

NEW

*Sublime*

A **sustainability documentary series** is planned via Zinc Media, a production company in partnership with Sustainable Travel International and Sublime Magazine.

Program includes a 3-5 minute documentary and a :60-90 short form video that tells Greater Palm Springs' sustainability story, focusing on conservation efforts through organizations like **Friends of the Desert Mountains** and **The Living Desert**.

The video content will be supported with marketing and public relations distribution globally across **Sustainable Travel International's network**.

Footage will be **owned by Greater Palm Springs**, providing the ability to create additional video content to support our sustainability pillar.



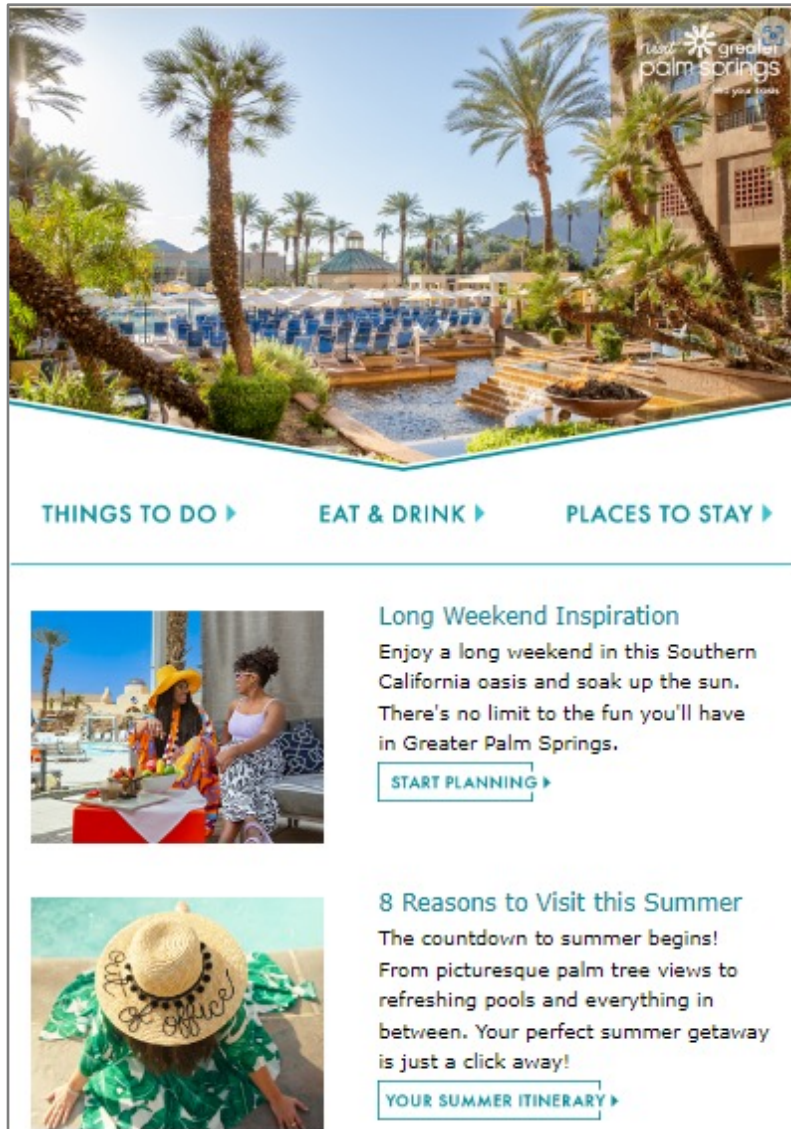
SOCIAL & WEB



# SUMMER CONTENT

SUBSCRIBERS  
**30K+**

OPEN RATE  
**46.25%**



## Top 5 Performing Summer Blogs

1. Top Things to Do in Greater Palm Springs
2. Greater Palm springs Fourth of July Round up
3. Family Fun at Resorts in Greater Palm Springs
4. Summer Cocktails to Try in Greater Palm Springs
5. Eight Reasons to Visit Greater Palm Springs this Summer



# "YOUR GUIDE TO" SERIES



**139K+**  
VIDEO VIEWS

## **Your Guide to...**

- Packing
- Family Fun
- Sustainable Trip
- Brunch
- Relaxing & Recharging
- Gal Pal Getaway



# NEW: INFLUENCER/CONTENT STRATEGY

NEW

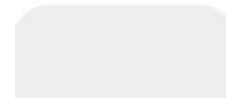
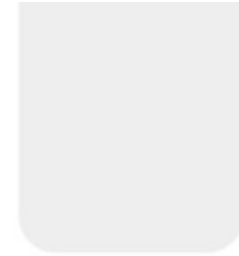
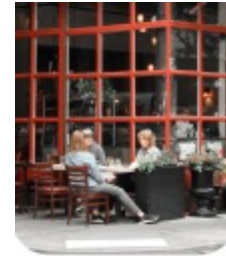
## Program: Crowdriff Creators

**What:** Generate short-form video content utilizing content creators. Short-form video fuels social media strategy across TikTok, Instagram and YouTube Shorts. This program will provide:

- Over 50 content shoots
- 250+ short-form videos

## Program: Sonic Gods Agency

**What:** Work with influencers quarterly to further amplify marketing campaigns as well as organizational goals such as accessibility.





# NEW: CHATBOT

NEW  
DEMO

**What:** Chat Bot + AI messaging

**Why:** To provide visitors to the VGPS website with personalized information to what they are looking for. It will also serve as a point of contact for those looking to submit an RFP on the VGPS Convention Sales page.

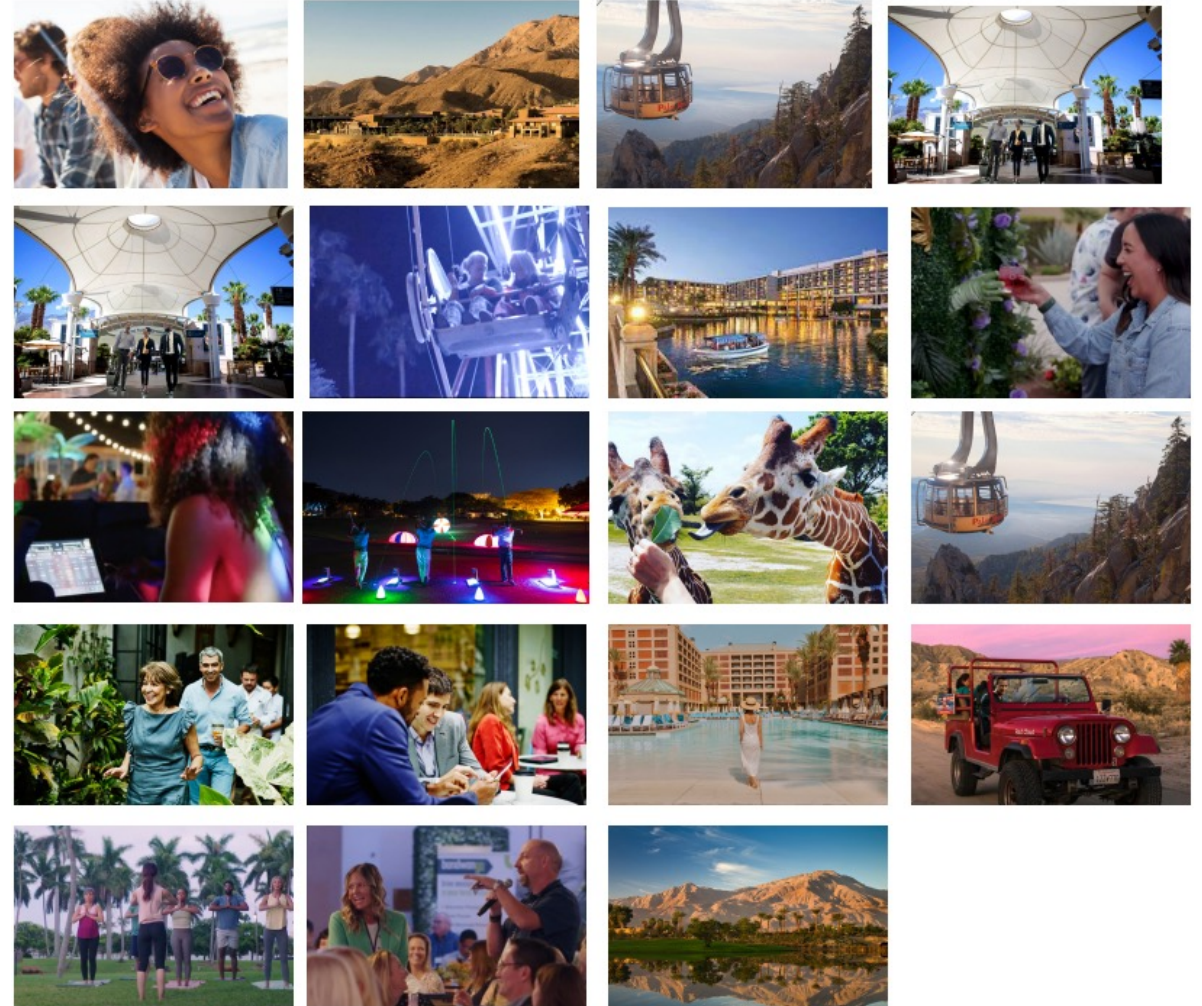


# CONVENTION SALES MARKETING

# CONVENTION SALES: NEW CAMPAIGN

greenhaus

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





# CONVENTION SALES MEDIA PLAN

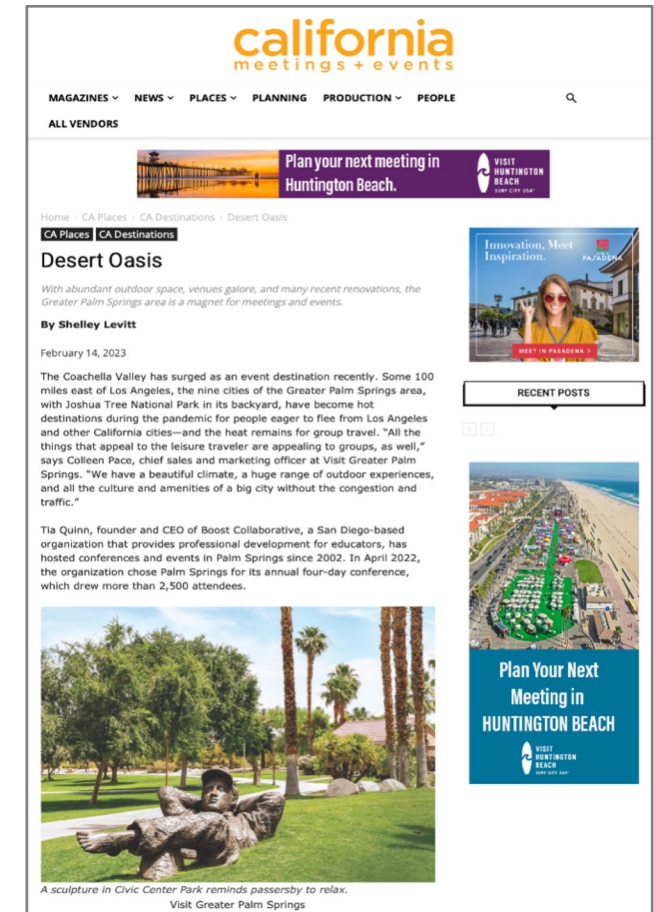


# NEW: CALIFORNIA MEETINGS & EVENTS

NEW

**California meeting planner-targeted** publication highlighting California meeting venues.

**Program includes** sponsored content, video advertising, dedicated newsletters, print ads, high impact digital display, and social media.



# NEW: IGLTA

NEW

**IGLTA** (The International LGBTQ+ Travel Association) works to advance LGBTQ+ travel by fostering understanding, promoting inclusivity, and advocating for equal rights and protections for LGBTQ+ travelers worldwide.

By leveraging IGLTA's network and reputation, Visit Greater Palm Springs can enhance its visibility and appeal to LGBTQ+ travelers, reinforcing our position as **an LGBTQ+-friendly destination** of choice.

This program utilizes digital display advertising and email newsletter display advertising to reach IGLTA members and readers with **content for both leisure and meetings**.





# NEW: SMALL MARKET MEETINGS

NEW

## Program:

- Targeted email blasts
- High impact digital ads
- Photo slideshow
- Social media promotion
- Video
- Sponsored articles
- Print

## SMALL MARKET MEETINGS

*The Magazine for Smaller Cities, Facilities and Planners.*



May 2023



April 2023



March 2023



February 2023

INTERNATIONAL

# INTERNATIONAL CAMPAIGN



- Visit GPS, along with agency Finn Partners, launched a new **international campaign** with a dedicated media plan promoting travel to a UK/Ireland audience.
- **Launched** end of April.
- **Media plan** includes digital display, social media, streaming audio, and video.
- The campaign has generated **5.8M** impressions and over **12K** clicks to our website. Conversions have also increased from **6.89%** to **12.19%** from April to May.





# UK/IRELAND ACTIVATION



- Finn Partners, to transform a vintage Airstream into a branded **Greater Palm Springs experience**, traveling throughout the UK and Ireland.
- This tour aligns perfectly with VGPS and the Board's priority of **attracting International travelers** to our destination.
- Activation sites have been strategically scouted to allow for consumer foot traffic, **media and trade** experiences/education about our destination.
- **Destination pillars** will be highlighted in unique and exciting ways to bring our destination to life.
- The interior of the airstream will be transformed into a mid-century modern living and dining room which will also allow for **Tour operator training** and **meetings with media**.

# Concours of Elegance - September 1-3, Hampton Court Palace

---

Annual event held at Hampton Court Palace. This weekend event brings together 60 of the rarest cars and attracts 15,000 affluent visitors from around the world.

Visit Greater Palm Springs will be the first destination sponsor in the history of this event.





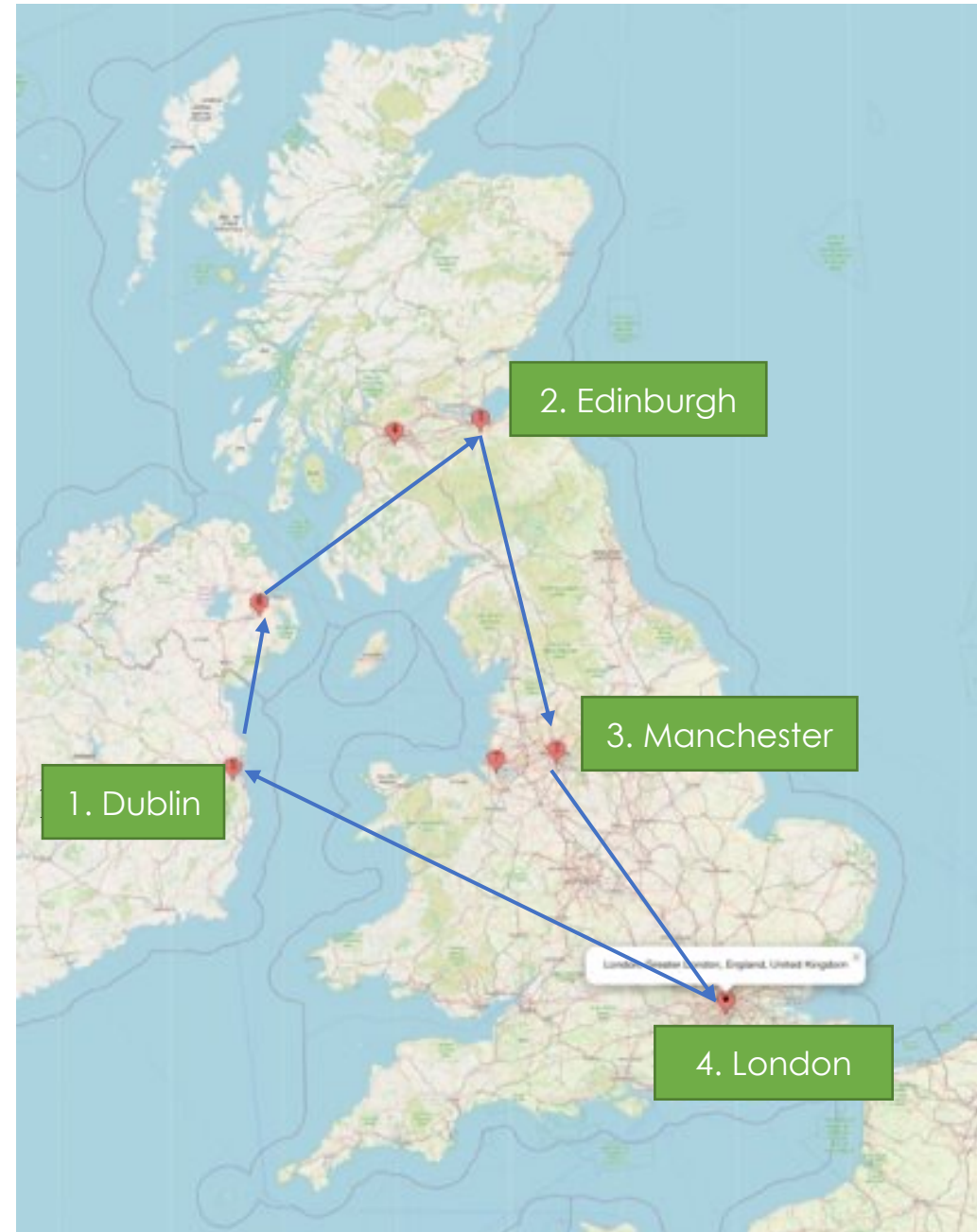
**Dublin** - September 7

**Edinburgh** - September 11

**Manchester** - September 12

**London** (location 1) -  
September 15

**London** (location 2) -  
September 16





# ACTIVATION LOCATIONS





# EXPERIENTIAL ELEMENTS



**Tyson Knight** will create live, destination-themed art at both London locations



**Superbloom** creating their beautiful art at the Dublin, Edinburgh, Manchester and Hampton Court Palace locations

## Destination VR Experience



- Hiking
- BMW Experience
- Joshua Tree
- Jeep Tour
- Aerial Tramway



- Shields Date Shake
- Wellness Juice
- Brandini Toffee Popcorn

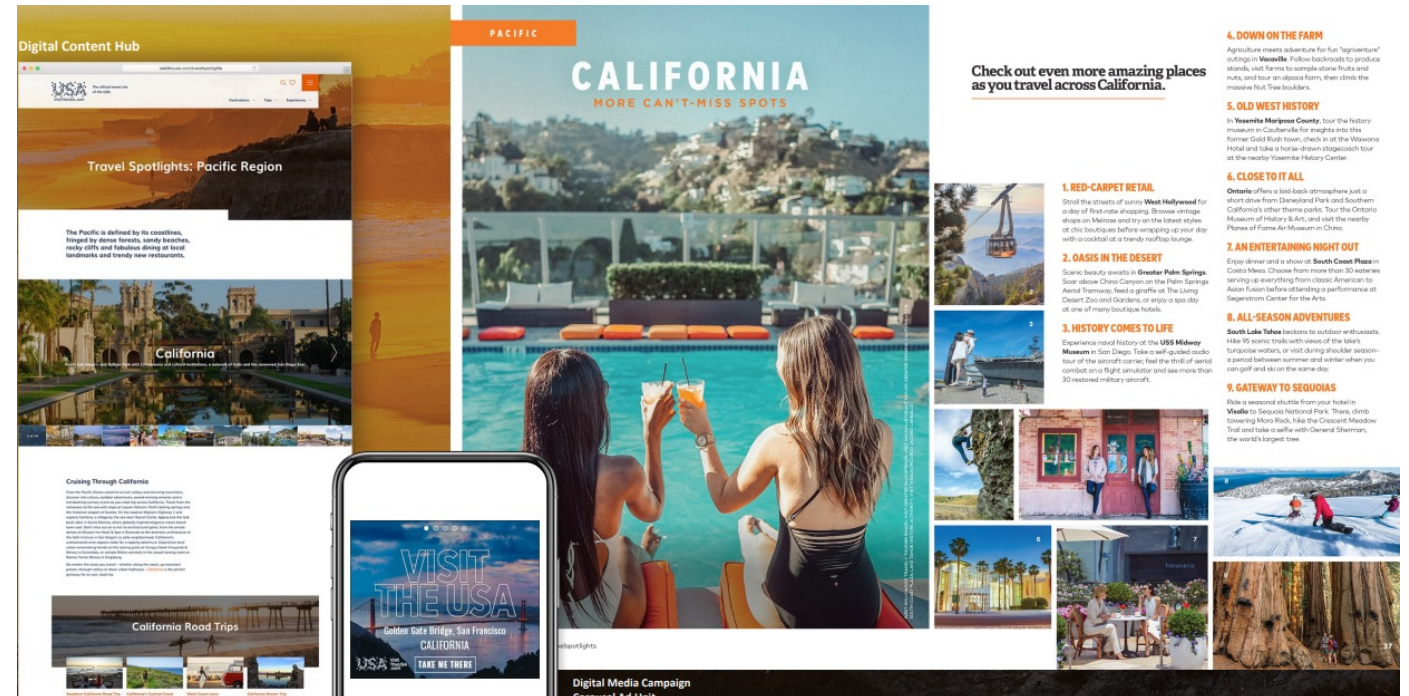
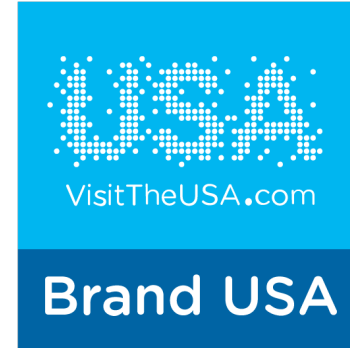


# NEW: EXPANDED INTERNATIONAL MARKETING

NEW

- Co-Op programs through **Visit California** and **Brand USA** are planned across digital platforms and OTAs like **Expedia, Sojern, TripAdvisor,** and **Despegar**

- Markets** include UK/Ireland, Germany, Australia, France, Mexico, and Canada.
- New programs will be implemented in the **UK & Ireland** to expand upon the dedicated media plan launched in 2023.





PR/COMMUNICATIONS

# MARCH – JUNE HIGHLIGHTS

## **PRESS VISITS** – Hosted 69 Media

### **On the Road**

- VGPS Phoenix Media Dinner
- Globe-Trotter West Hollywood
- Visit California Toronto Mission
- Visit California LA Media Reception
- Camp Travel Mom San Diego
- US Travel IPW San Antonio
- PRSA Travel and Tourism Madison









# MEET THE MENTORS

Pairs **aspiring travel writers** looking to jump-start their careers with accomplished media established in the tourism industry



**Samantha Brooks**  
Editor-in-Chief  
Pasadena Magazine



**Kelsey Marie Muhammed**  
Contributor  
Travel Noire



**Brittany Oliver**  
Freelance  
ESSENCE, Sweet July, Huff Post



**Andrew Nelson**  
Freelance  
Nat Geo WSJ



**Nina Ruggiero**  
Digital Editorial  
Director  
Travel + Leisure



**Stacey Leasca**  
Freelance  
Food & Wine,  
Men's Journal,  
Travel + Leisure



**Rachel Chang**  
Freelance  
Travel + Leisure,  
CNT, NYT

# NEW IN 2023-2024

## International Media Missions/Tradeshows

- Europe Media Forum  
(Brand USA Travel Week)
- Mexico
- Canada
- Asia

## FAMS/Events

- IPW 2024 Pre/Post FAMS
- Wellness Tourism Association

## Activations

- UK/Ireland
- Domestic Activation (Seattle/New York)

## Podcast Opportunities



# TOURISM DEVELOPMENT



# MARCH – MAY PROGRAMS



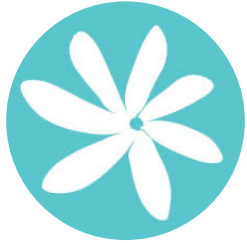
- 5,000+ media & international buyers
- 60+ countries
- 120+ Appointments

**Client FAMS** included: JetSet Voyage from France and Travelex from Australia

Hosted our new U.K. agency, Finn Partners, in destination for an immersion and training trip.



# TOURISM DEVELOPMENT SUMMER PROGRAMMING



## FRANCE CEO FAM

June 8-14, 2023  
Greater Palm Springs



## IAGTO

June 20-23, 2023  
Tampa, FL



## CLUB CALIFORNIA

June 20 & 27, 2023  
Shanghai & Beijing



## BRAND USA MISSION

July 10-14, 2023  
Japan & Korea



## VISIT USA UK SUMMER AFFAIR

July 6, 2023  
London



## GTM WEST

July 11-15, 2023  
Las Vegas, NV



## BRAND USA ROADSHOW

July 27-28, 2023  
Osaka & Nagoya



## VC CHINA MISSION

August 21-25, 2023  
Beijing & Shanghai



# TOURISM DEVELOPMENT

ENHANCED

## IPW 2024 LOS ANGELES



California  
Plaza



**Expanded Footprint** including activation area with custom branding on the California Plaza, wellness lounge, and booth on tradeshow floor.

The VGPS team will be hosting **pre- and post-event FAMs** in Greater Palm Springs.



# CONVENTION SALES

# FUTURE PACE 2023 - 2025

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives
2023	225,483	181,907	43,576	24%	0	106,580
2024	122,296	118,170	4,126	3%	0	226,132
2025	66,973	75,774	-8,801	-11%	130,162	98,871

Numbers represent bookings though Visit Greater Palm Springs as of 5/31/23

# CONVENTION SALES PRODUCTION - 2023

	LEADS	NEW LEADS	NEW BOOKINGS	ROOM NIGHTS
YTD ACTUAL*	870	475	136	108,452
YTD GOAL	725	413	110	92,750
YTD 2022	770	413	117	78,014

Numbers represent bookings though Visit Greater Palm Springs as of 6/27/23



# MARCH – JUNE TRAVEL/TRADESHOWS RECAP

Sales team has conducted  
**24 sales trips/tradeshows**  
through June

Planning for:

- ASAE Annual, Atlanta - August
- IMEX America, Las Vegas - Fall



Visionary Awards



Elevate



Annual Conference



Presentation  
& Event Hosting



Education  
Invitational



Prestige Global  
Meeting Source  
Annual Meeting



Annual Meeting &  
Trade Show



ConferenceDirect  
Annual Partner  
Meeting



Trade Show



Annual Meeting

# MARCH – JUNE FAMs RECAP

**Maritz Global Events FAM**  
**March 7-10**



**HelmsBriscoe Wellness FAM**  
**March 26-29**



**Fraternal Executives Association Post FAM**  
**June 2**

# NEW TRADESHOW/SALES MISSIONS

NEW

Pursue **higher-end business** to drive ADR for hotels

- Site Classic & Site Global
- Maritz Elevate & Activate
- IRF Invitational

Focus on **Chicago** with addition of

- Association Forum

Target need times and to grow sports segment:

- New **Connect Sports Sports & TEAMS Tradeshow**

Elevate presence at **ASAE Annual Meeting** (August 2023)

Sponsor for **Meetings Today** Live-West

Expand footprint at **PCMA Convening Leaders** (San Diego – Jan 2024)

Hold post-FAM with **PCMA Convening Leaders** - Madonna Concert and Destination Experience

Hold new **Stagecoach** FAM and **Tech Focus** FAM



PARTNERSHIP

# TOURISM FOUNDATION GOLF TOURNAMENT

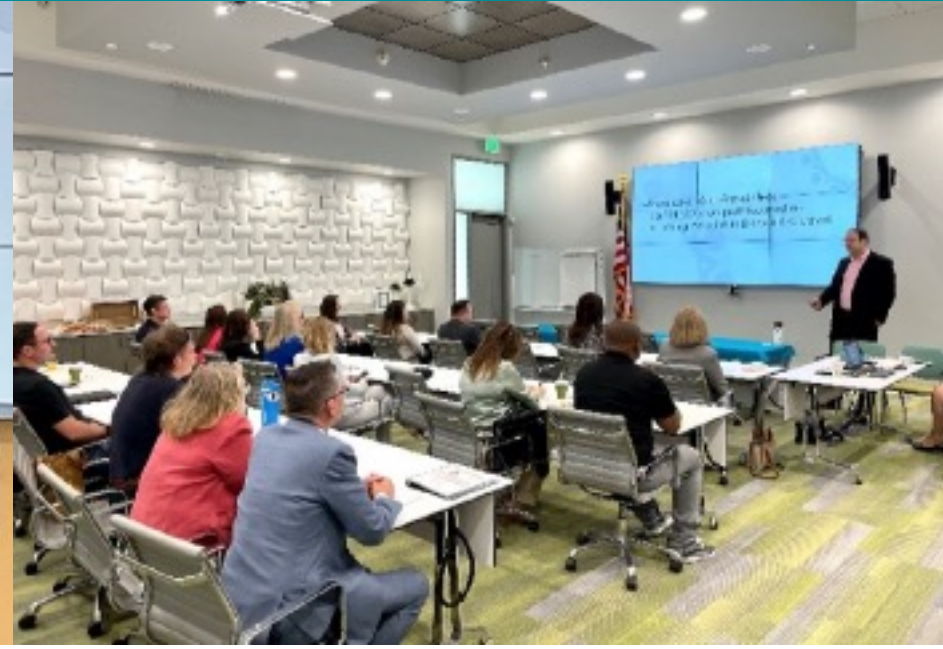


**May 4, 2023**

Raised over **\$35,000**



# NATIONAL TRAVEL & TOURISM WEEK



**#TravelForward**

## **Travel Unity**

- DEI Partner Focus Group
- Create Your DEI Strategy Workshops
- City DEI meetings
- Internal department action items

## **Partner Events**

- TEAM GPS Class
- Networking Happy Hour
- LifeStream Blood Drive
- HR Steering Committee



# COD HOSPITALITY MANAGEMENT STUDENTS STUDY IN JAPAN

**The Tourism Foundation contributed \$12K to help 11 COD Hospitality Management Students Study Abroad**

COD partnered with Wakayama University and their students to share the art of hospitality in Japan.

The students visited four cities, and VGPS arranged a site tour of HIS Travel, where Greater Pam Springs was being featured.

## **Site Tours:**

- Rihga Royal Hotel (Osaka)
- Ace Hotel Kyoto
- Okura Hotel (Tokyo)



# RESTAURANT WEEK RECAP



# RESTAURANT WEEK



GREATER  
palm springs  
RESTAURANT  
**WEEK**  
JUNE 2-11, 2023  
DINEGPS.COM

presented by:



AGUA CALIENTE  
CASINOS

PALM SPRINGS | RANCHO MIRAGE | CATHEDRAL CITY

**86 Restaurants Participating**





# GPS RESTAURANT WEEK KICKOFF EVENT



**May 31, 2023**

**Agua Caliente Resort Casino Spa  
Rancho Mirage**

**\$4,304 donation to  
FIND Food Bank**



## **Participating restaurants**

- Waters Café at Agua Caliente Resort Casino Spa Rancho Mirage
- Azure Palm Café
- Beautiful Day
- Cork & Fork
- I Heart Mac & Cheese
- Kaiser Grille Palm Springs
- Lulu California Bistro
- Sol Y Sombra
- Vue Grille & Bar
- Waldo's Ristorante & Bar

**Over 250 partners, 32 media  
& influencers attended**

# RESTAURANT WEEK MEDIA PLAN RECAP

**282M**

TOTAL  
IMPRESSIONS

**257K+**

COMPLETED  
ACTIONS

**42K+**

WEB  
SESSIONS

**11K**

TV SPOTS



Completed sessions include partner referrals, view menus, reserve now and click to call.



# AUTISM CERTIFICATION

**CONGRATULATIONS!!!**

**JW MARRIOTT DESERT SPRINGS RESORT & SPA**

**RANCHO MIRAGE LIBRARY & OBSERVATORY**

## **Certified Businesses**

- The Living Desert Zoo & Gardens
- Children's Discovery Museum of the Desert
- Variety Children's Network
- Boys & Girls Club of Palm Springs



Still Need for Destination Certification

3 hotels / lodging

2 restaurants

1 civic / recreation

3 entertainment



# STVR SUMMER WEBINAR SERIES

**NEW** this summer for Coachella Valley short-term rental hosts:  
**Five-Star Summer Hosting Essentials**

Registrants will get live access to each event plus a copy of the recording and event materials.



Seasonal Readiness &  
Best Practices



Local Travel Trends &  
Guest Data



Regulatory Must-Knows  
& Issue Prevention

[greaterpalmsprings.rentresponsibly.org](https://greaterpalmsprings.rentresponsibly.org)

2023/2024  
BUDGET REVIEW

TBID HOTEL  
FORECAST

Visit Greater Palm Springs  
TBID Hotel Revenue Forecast  
Fiscal Year July 1, 2023 - June 30, 2024

Total
-------

**Forecast FY 23/24**

Tourism Economics	\$ 23,512,383
CBRE-Hotel Horizons	\$ 23,455,801
CV Hotel Sample	\$ 22,882,657
Recommendation	\$ 22,882,657

**Growth Forecasts**

	Tourism Economics	CBRE Hotel Horizons
Occupancy - 2023	2.7%	0.8%
Occupancy - 2024	3.1%	0.6%
Average Daily Rate - 2023	1.5%	3.4%
Average Daily Rate - 2024	0.5%	2.6%



# FUNDING COMPARISON 2022/2023 vs. 2023/2024

Ref.	Description	2022/2023 Forecast Projection	2022/2023 Approved Budget	2023/2024 Proposed Budget	Proposed % of Current Forecast
	<b><u>Funding</u></b>				
1)	TBID - Hotels	\$ 22,998,896	\$ 21,762,695	\$ 22,882,657	99.5%
2)	TBID - Vacation Rentals	2,960,952	2,349,375	3,014,249	101.8%
3)	JPA Funding	2,729,242	2,469,962	2,532,815	92.8%
4)	City Marketing Partnerships	300,319	360,000	380,000	126.5%
5)	Tribal Voluntary	202,247	155,987	211,251	104.5%
6)	Partnership Fees	225,000	225,000	250,000	111.1%
7)	Advertising & Website Revenues	243,000	196,000	273,500	112.6%
8)	Joint Share Partnerships	118,850	160,580	143,000	120.3%
9)	Grants	624,411	618,333	588,333	94.2%
10)	Other Sources: Investment Income	703,648	216,035	1,123,226	159.6%
11)	Prior Year Rollover Funds	-	-	-	
12)	Reserve Usage	-	-	394,344	
	<b>TOTAL</b>	<b>\$ 31,106,565</b>	<b>\$ 28,513,967</b>	<b>\$ 31,793,375</b>	<b>102.2%</b>

# EXPENSE COMPARISON 2022/2023 vs. 2023/2024

Ref.	Description	2022/2023	2023/2024	Proposed
		Approved Budget	Proposed Budget	% of Prior Yr. Budget
	<b><u>Expenses</u></b>			
13)	Labor - Wages	\$ 6,445,345	\$ 7,175,695	111.3%
14)	Labor - Taxes & Benefits	2,025,099	2,611,431	129.0%
15)	Marketing Production	736,000	1,279,500	173.8%
16)	Media Placement & Digital Marketing	9,248,879	9,480,712	101.7%
17)	Collateral Material	101,560	115,360	113.6%
18)	Familiarization Trips	623,620	1,073,720	172.2%
19)	Tradeshows / Sales Missions	1,238,500	1,805,126	145.8%
20)	Travel & Lodging	41,000	77,000	187.8%
21)	Special Promotions & Representation	4,284,650	3,136,855	73.2%
22)	Event Hosting	1,097,980	1,517,200	138.2%
23)	Research & Development	750,700	839,930	111.9%
24)	IT - Information Technology	118,199	179,700	152.0%
25)	Professional Fees	457,850	600,575	131.2%
26)	Capital Outlay	60,000	394,344	657.2%
27)	Overhead-Supplies-Utilities-Fees	1,284,585	1,578,226	122.9%
	TOTAL	<b><u>\$ 28,513,966</u></b>	<b><u>\$ 31,793,375</u></b>	111.5%

# NEW BUDGET INCREASES BY CATEGORY

## **Familiarization Trips**

**\$132,500**

- NEW and expanded FAMs including new Stagecoach FAM
- Desert Region FAM and International FAMs

## **Tradeshows / Sales Missions**

**\$510,000**

- New & Expanded Tradeshows & Sales Missions (Sales)
- IPW (Hosted in LA 2024)
- International Tradeshows (PR Focus)

## **Event Hosting**

**\$385,000**

- NCAA Basketball Tournament
- Meetings Today Client Event
- Wellness Tourism Association Annual Meeting
- IGLTA Global Convention
- Visit CA Outlook Forum
- ASTA Conference



# NEW MEDIA PLACEMENT BY CATEGORY

## **NEW Media Placement & Digital Advertising**

**\$1,436,500**

- Expanded TV Markets and Streaming
- Expedia/VRBO (off-platform options)
- TripAdvisor (off-platform options)
- Social Media (increase channels and campaigns)
- Influencer Programs (paid campaigns and Crowdriff)
- BBC Documentary Series
- Sustainable Travel Series
- New Media Programs (Sunset, Afar, Lonely Planet, Journera)
- Digital PPC Campaigns, Digital Fees and Chatbot

## **NEW Marketing Production**

**\$ 507,000**

- New VGPS Brand TV Spot
- TV Co-ops (2024 [10] new spots vs. [4] in 2023)
- Leisure Photo Shoot
- Content Series
- Tourism Development Projects

# VGPS BOARD OF DIRECTORS ITEMS

(VGPS BOARD ONLY VOTES)

- Receive and Approve the Proposed 2023-2024 Budget
- TBID Annual Report (by Civitas) – Required by State of California
- Resolution No. BOD 2023-003 – Amended & Restated VGPS BOD Bylaws
- Approve Shannon Gilbert for Board of Directors Seat
- Approve Saverio (Sal) Scheri for Board of Directors Seat
- Approve Kevin Barnes for Board of Directors Seat

# JPA EXECUTIVE COMMITTEE ITEMS

(JPA ONLY VOTES)

- Receive and Approve the Proposed 2023-2024 Budget
- TBID Annual Report (by Civitas) – Required by State of California
- Resolution No. JPA 2023-004 – Carrying Over Funds to FY 2023/2024
- Resolution No. JPA 2023-006 – Authorizing Investment of Monies in the Local Agency Investment Fund
- Resolution No. JPA 2023-007 – Authorizing Change in Bank Signers and Pacific Premier Bank to Provide Other Financial Services
- Resolution No. JPA 2023-005 – Opposing Senate Bill 584



CONGRATULATIONS!



*Congratulations!*



JERRY  
KELLER

Jerry was honored on his 88<sup>th</sup> birthday, May 23, on the Palm Springs Walk of Stars in the category of Civic Pioneer.

BIRTHDAYS



# HAPPY BIRTHDAY !!!



**LINDA EVANS**

June 5



**NUSRAT MIRZA**

June 6



**DAVID FELTMAN**

June 6



**LEE MORCUS**

June 13



**MANUEL PEREZ**

June 18



**JOE TORMEY**

June 21



**BOB SCHNEIDER**

June 25

JPA EXECUTIVE COMMITTEE &  
BOARD OF DIRECTORS  
UPDATES

# AFTER-MEETING TOUR



**THE RITZ-CARLTON**

RANCHO MIRAGE

Opportunity to  
tour the property's  
remastered rooms!

Available right  
after today's  
meeting.





# NEXT BOARD MEETING

Friday, September 29, 2023

Location:  
Agua Caliente Resort Casino Spa Rancho Mirage