

BOARD AND JPA MEETING

Friday, September 29, 2023



AGUA CALIENTE

RESORT | CASINO | SPA

RANCHO MIRAGE

CALL TO ORDER

ROLL CALL

LAND ACKNOWLEDGEMENT



"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

GUEST SPEAKER

Jeremy Keating, C.M.

Assistant Airport Director
Palm Springs International Airport

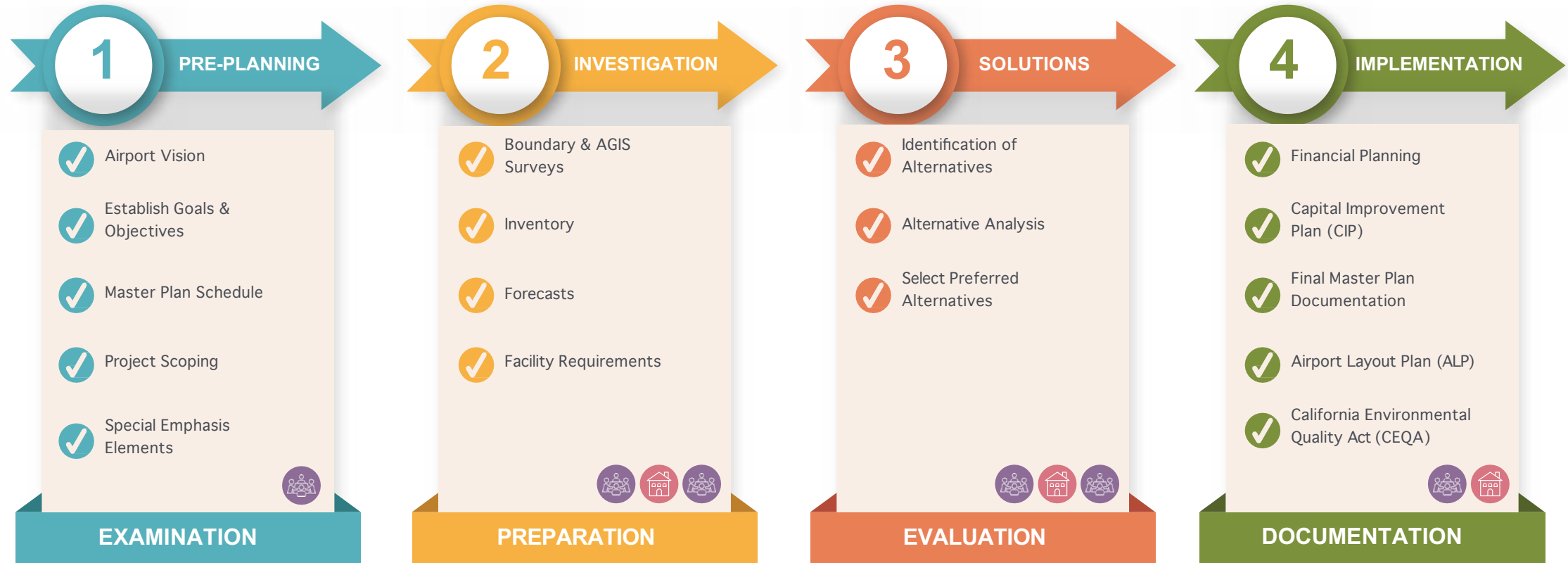


palm springs
INTERNATIONAL AIRPORT

Airport Master Plan
A Vision for Our Airport's Future

Master Plan Process

A methodical approach to ensure the best outcome.



Public Outreach

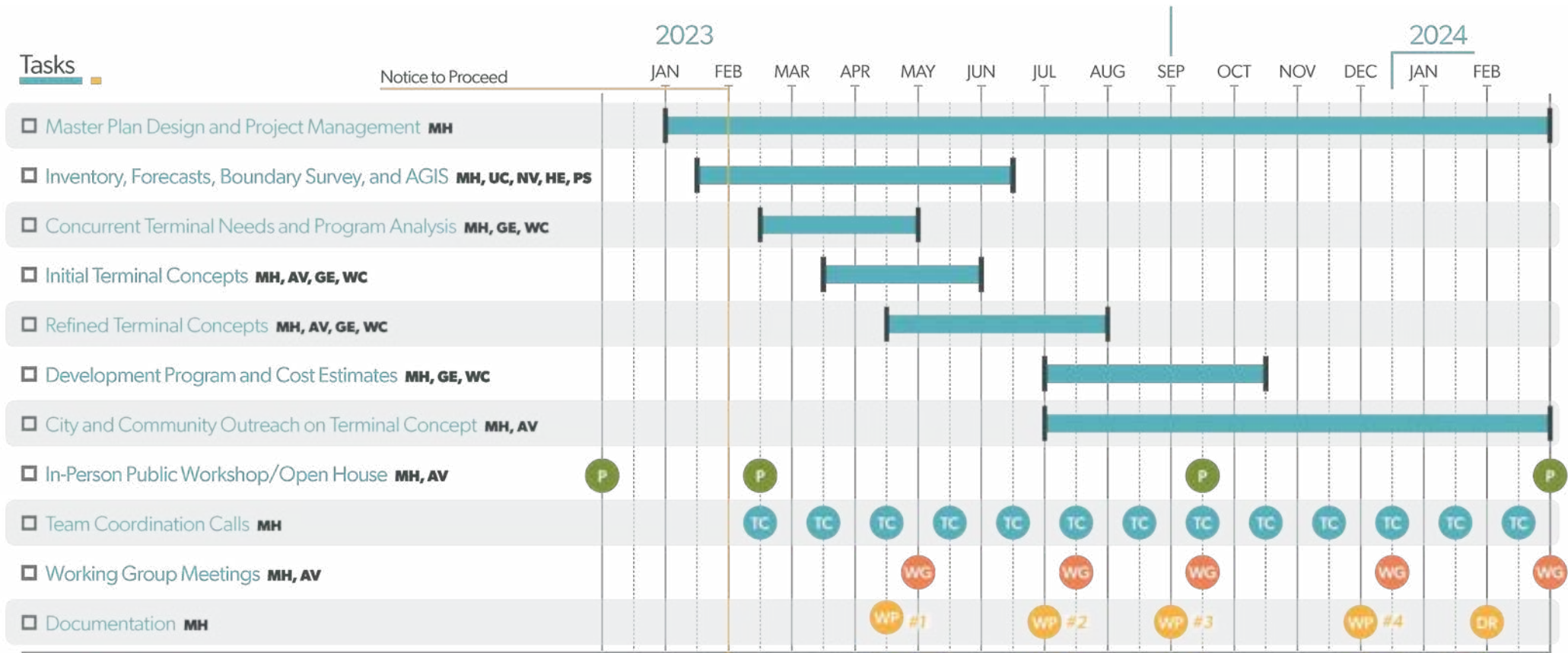


Working Group Meeting



Public Open House

Project Schedule



- PROJECT TEAM**
- MH** Mead & Hunt
 - AV** Aviatrix
 - GE** Gensler
 - WC** Walker Consultants
 - UC** Unison Consulting
 - NV** NV5
 - HE** Helix
 - PS** Psomas

- SCHEDULE LEGEND**
- Time Frame
 - Working Papers
 - Draft Report
 - Public Workshop/Open House
 - Team Coordination Call
 - Working Group Meeting

Updated: May 2023

Planning Considerations – What We Heard

Stakeholder feedback that helped shape the alternatives.

Maintain primary
access at Tahquitz
and El Cielo

Predominantly
boarded by jetway

Bono Concourse
walls can be
constraining

Wexler Building is
the only facility
that must be
preserved

Consider walking
distances



Likes Include:

Quaintness

Charm

Ease of Use

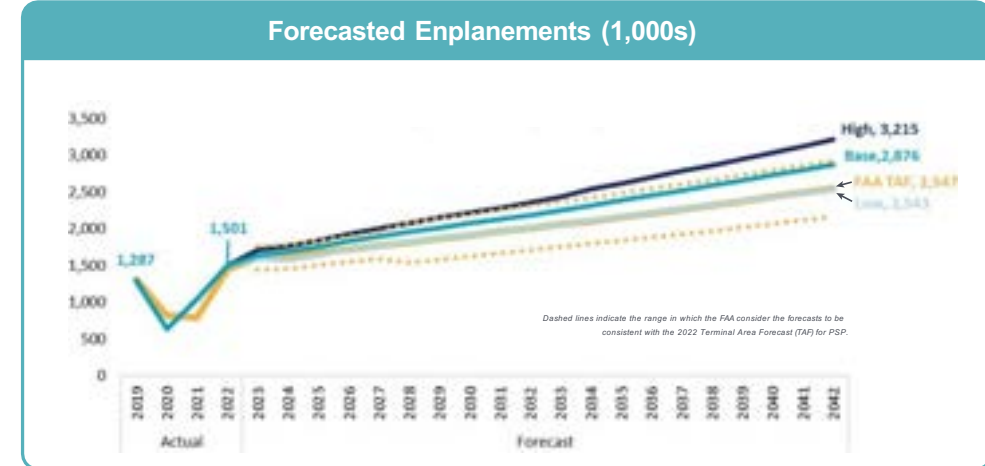
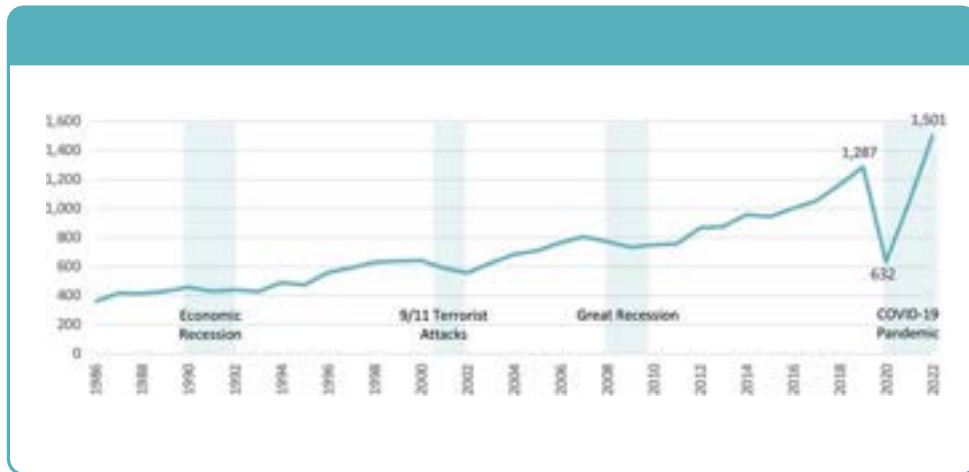
Mountain Views

Hybrid Indoor/Outdoor Spaces

Geometric Expression of Bono

Aviation Activity Forecasts

Rapid growth means it's time to act.



Legend

Enplanement: one passenger boarding one outbound flight at PSP

PAL: planning activity level

FAA TAF: Federal Aviation Administration Terminal Area Forecast



Terminal Requirements Summary

Terminal Requirements

	Existing	2023	PAL 1	PAL 2	PAL 3	PAL 4
Annual Enplanements	1,500,618	1,500,618	1,980,000	2,330,000	2,725,000	3,157,000
Total Peak Hour Enplanements	1,589	1,589	1,727	1,748	2,008	2,163
Total Peak Hour Deplanements	1,638	1,638	1,773	1,908	2,224	2,567
Check-In Hall	15,200 ft ²	18,800 ft ²	21,300 ft ²	21,800 ft ²	24,000 ft ²	25,800 ft ²
Outbound Baggage Screening and Baggage Make-up	35,200 ft ²	51,800 ft ²	51,800 ft ²	51,800 ft ²	52,400 ft ²	62,100 ft ²
Number of Security Screening Checkpoint Lanes	6	7	7	7	8	10
Security Screening Checkpoint	13,600 ft ²	18,900 ft ²	18,900 ft ²	18,900 ft ²	21,600 ft ²	27,000 ft ²
Gates	18	20	23	24	27	32
Departure Lounge	29,300 ft ²	71,200 ft ²	82,400 ft ²	85,900 ft ²	96,600 ft ²	114,800 ft ²
Federal Inspection Services Facility	-	18,000 ft ²	20,000 ft ²	20,000 ft ²	20,000 ft ²	20,000 ft ²
Baggage Claim and Inbound Baggage Handling	14,100 ft ²	28,800 ft ²	38,200 ft ²	38,200 ft ²	38,400 ft ²	47,800 ft ²
Pre-Secure Concessions	7,700 ft ²	4,700 ft ²	6,100 ft ²	7,100 ft ²	8,200 ft ²	9,500 ft ²
Post-Secure Concessions	16,400 ft ²	18,000 ft ²	23,600 ft ²	27,700 ft ²	32,200 ft ²	37,500 ft ²
Circulation	85,300 ft ²	103,100 ft ²	125,300 ft ²	132,400 ft ²	145,600 ft ²	168,200 ft ²
Building Systems & Utilities	38,900 ft ²	49,700 ft ²	58,100 ft ²	61,300 ft ²	67,100 ft ²	78,300 ft ²
TOTAL AREA	300,200 ft²	437,900 ft²	512,000 ft²	539,500 ft²	591,300 ft²	689,600 ft²

Parking Demand

Parking needs today versus 2042.



Public Spaces

1,694 increasing to 2,711



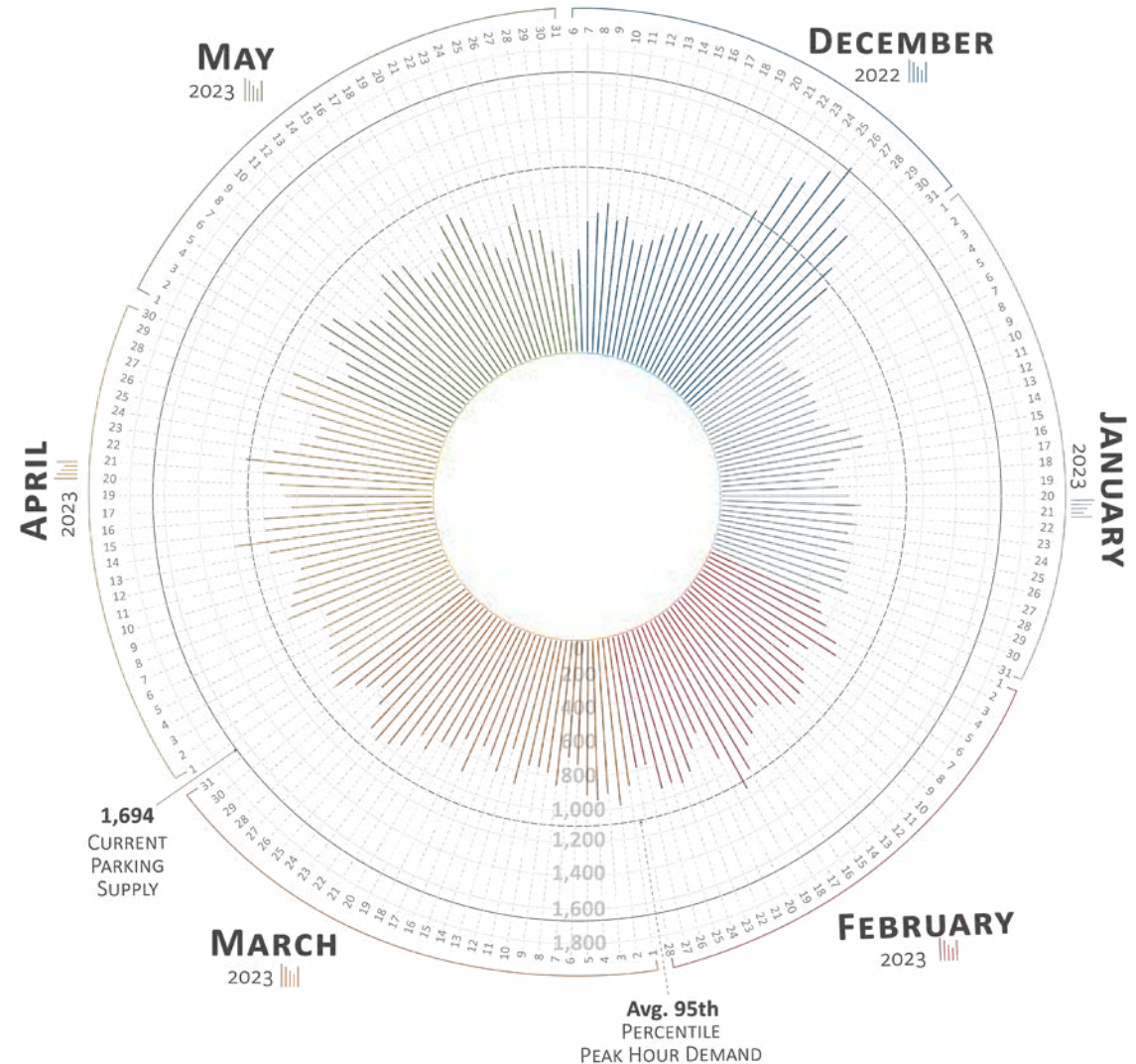
Rental Car Spaces

2,295 increasing to 3,693



Employee Spaces

290 increasing to 610



Alternative Approaches



**Approach 1:
Maximum Reuse**



**Approach 2:
Partial Reuse**



**Approach 3:
Southern Development**

Alternative 1A: "Pier Expansion"

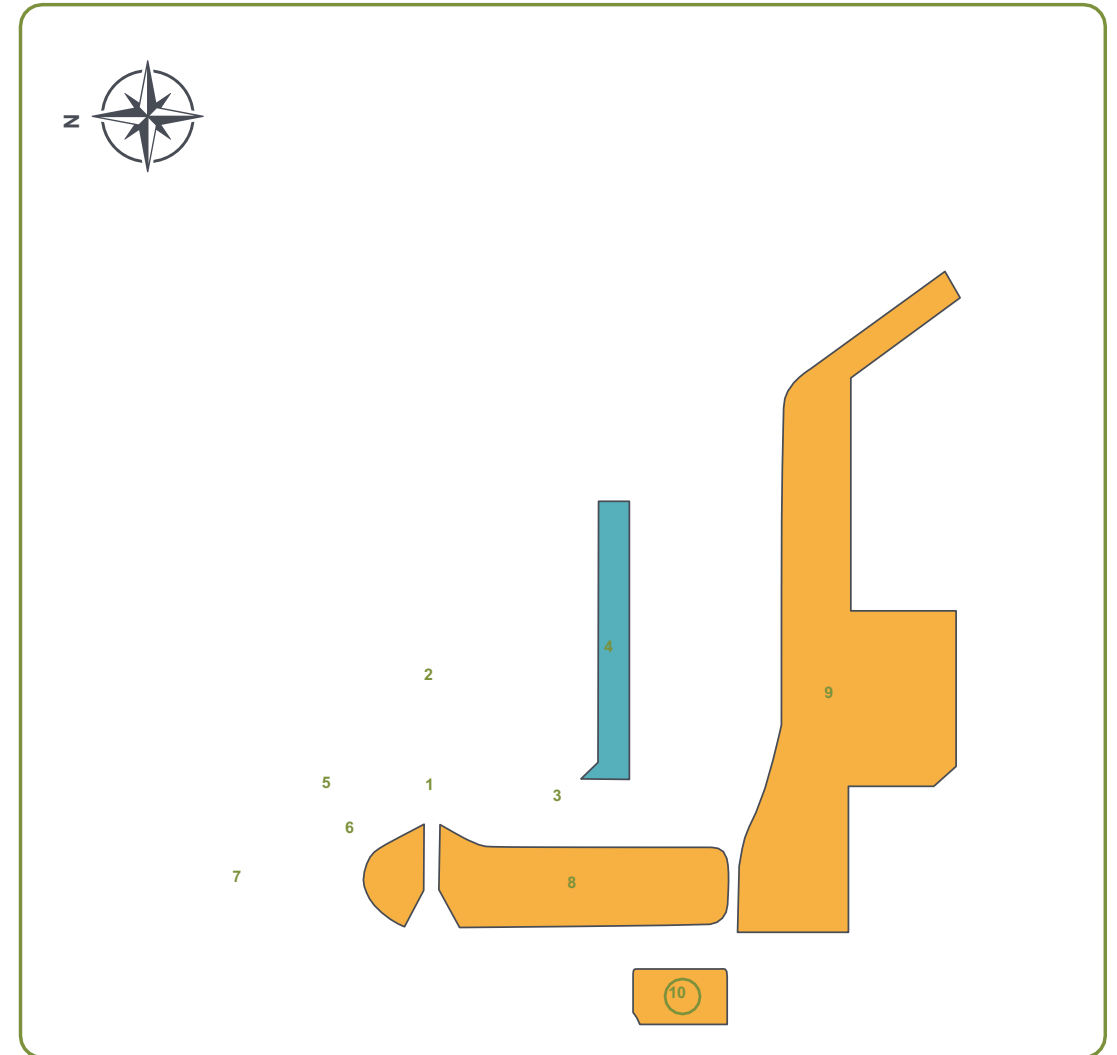
Maximizing use of existing facilities.

- ① Maintain Wexler Building
- ② Maintain Bono Concourse
- ③ Expand headhouse south from existing Wexler Building, while maintaining CBIS
- ④ New southern pier
- ⑤ New concourse with FIS north of courtyard
- ⑥ Baggage claim expansion
- ⑦ New 5 level CONRAC (Signature Air relocated)
- ⑧ Surface parking (short-term)
- ⑨ Surface parking (long-term)
- ⑩ Employee parking

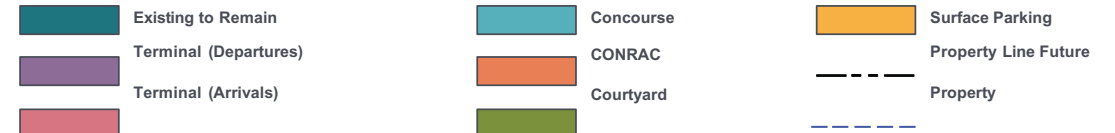
CBIS: Checked Baggage Inspection System

FIS: Federal Inspection Services Facility

CONRAC: Consolidated Rental Car Facility



This illustration is for planning purposes only. It depicts the long-term expansion potential of an initial alternative evaluated as part of the PSP Master Plan study. Construction would likely occur in phases over the next 20+ years.



Alternative 1B: "Bono Expansion"

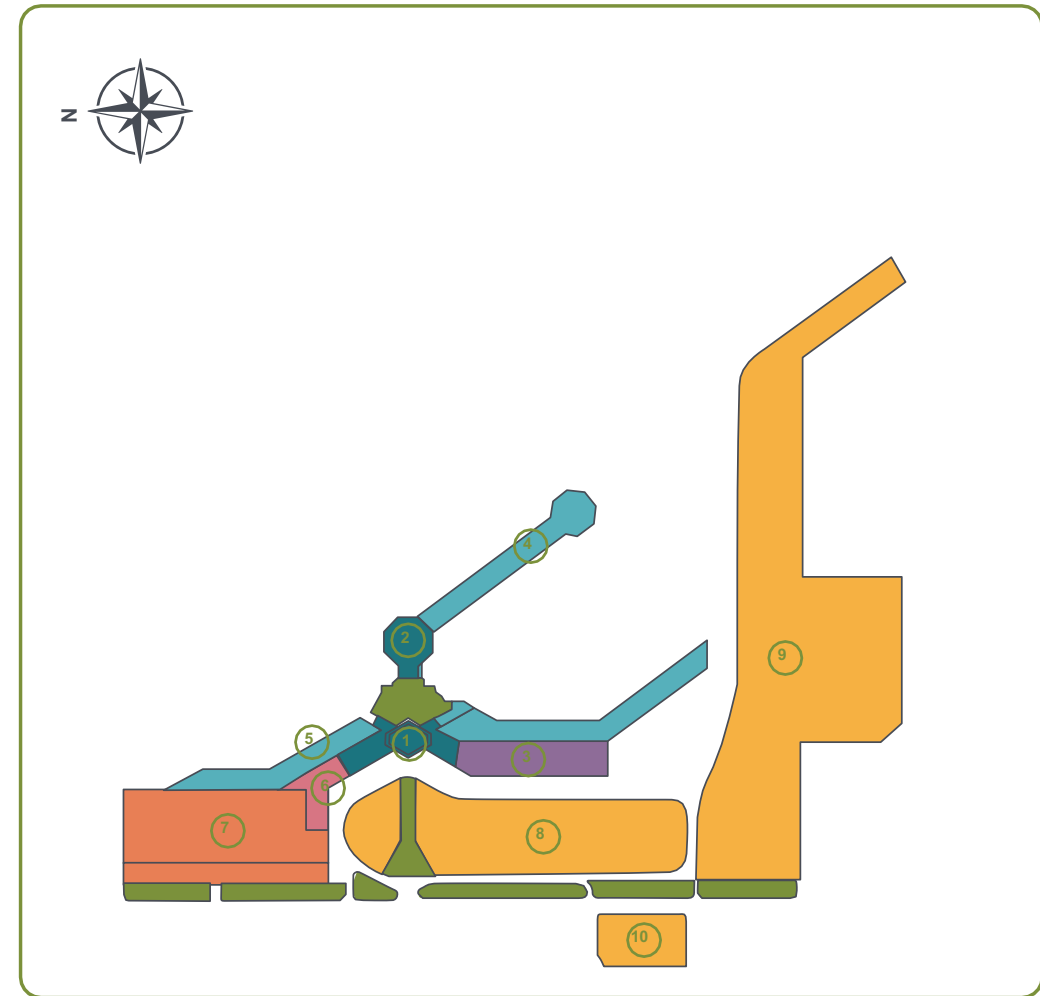
Extending from existing facilities.

- ① Maintain Wexler Building
- ② Renovate Bono Concourse
- ③ Expand headhouse south from existing Wexler Building, while maintaining CBIS
- ④ New southern pier
- ⑤ New concourse with FIS north of courtyard
- ⑥ Baggage claim expansion
- ⑦ New 5 level CONRAC (Signature Air relocated)
- ⑧ Surface parking (short-term)
- ⑨ Surface parking (long-term)
- ⑩ Employee parking

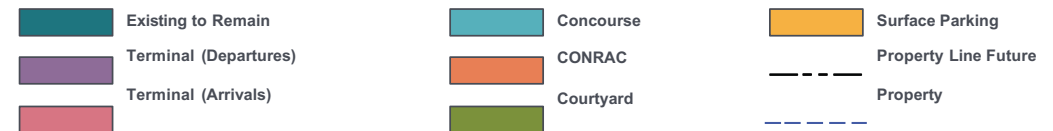
CBIS: Checked Baggage Inspection System

FIS: Federal Inspection Services Facility

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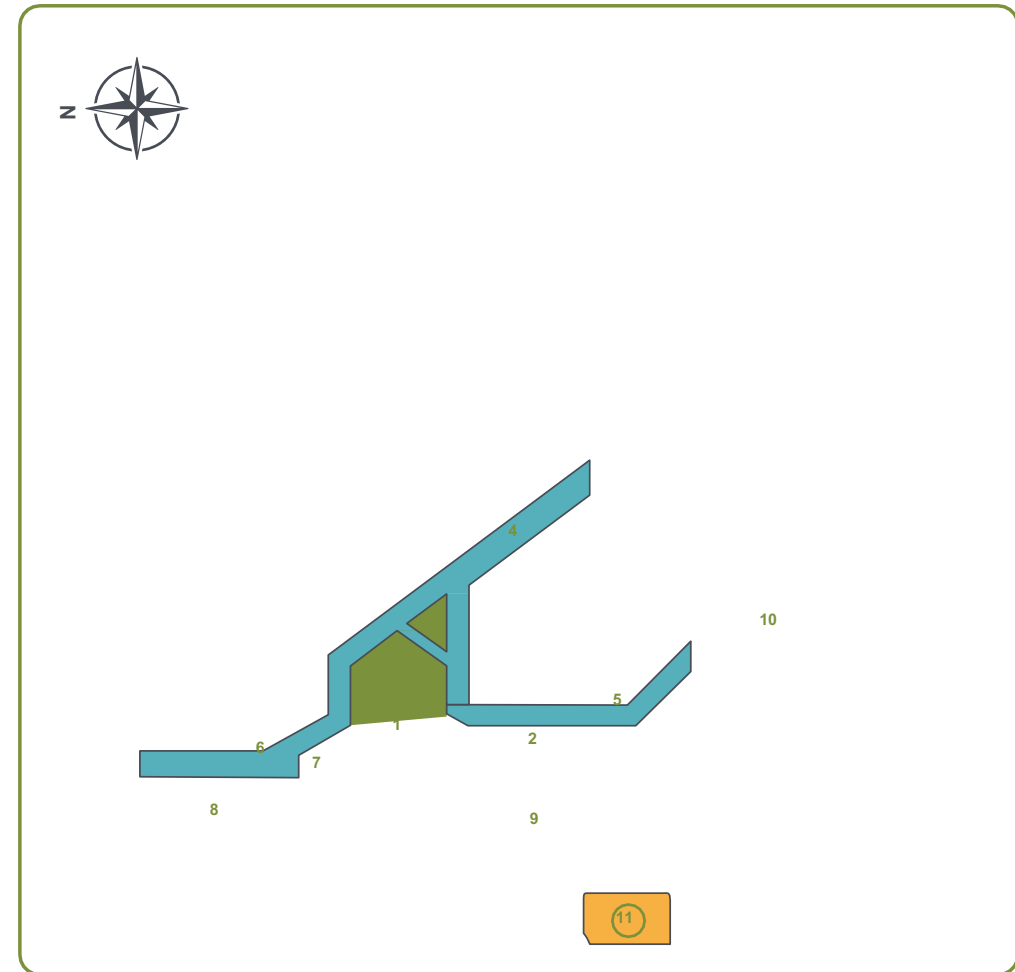
Alternative 2: "Parallel Bar"

Replacing Bono and Regional Jet Concourse with linear concourses.

- ① Maintain Wexler Building
- ② Expand headhouse south from existing Wexler Building
- ③ Expand central courtyard
- ④ Create new linear concourse parallel to runway
- ⑤ Extend linear concourse to south
- ⑥ New concourse with FIS north of courtyard
- ⑦ Expand baggage claim
- ⑧ New 5 level CONRAC (Signature Air relocated)
- ⑨ Surface parking (short-term)
- ⑩ Surface parking (long-term)
- ⑪ Employee parking

FIS: Federal Inspection Services Facility

CONRAC: Consolidated Rental Car Facility

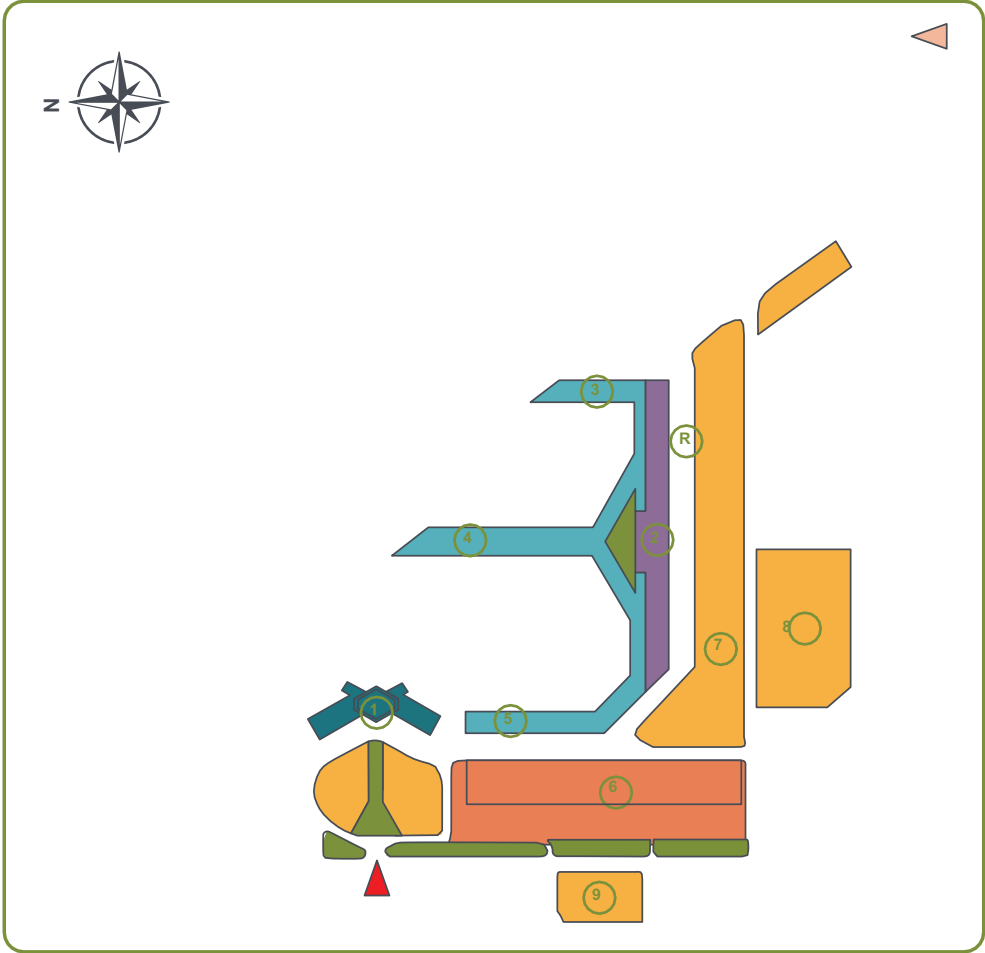


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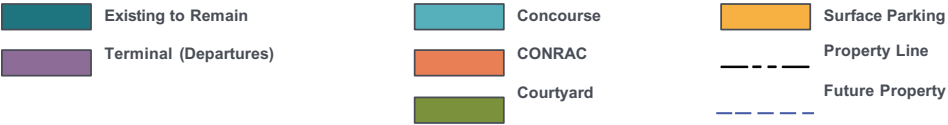


Alternative 3: "Southern Development"

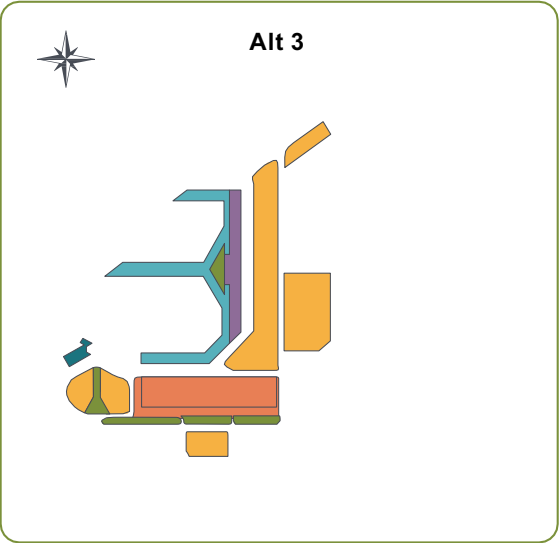
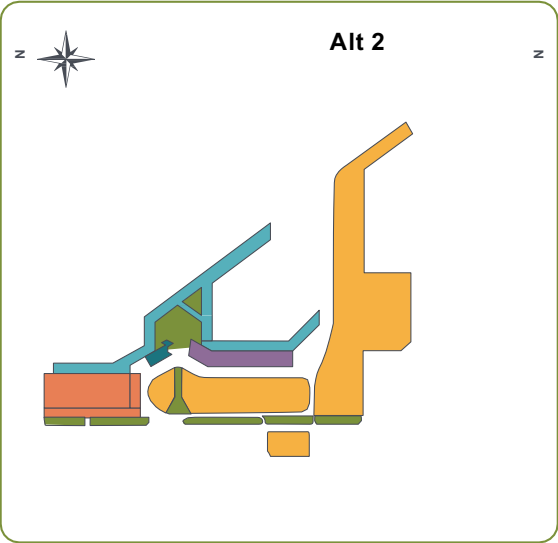
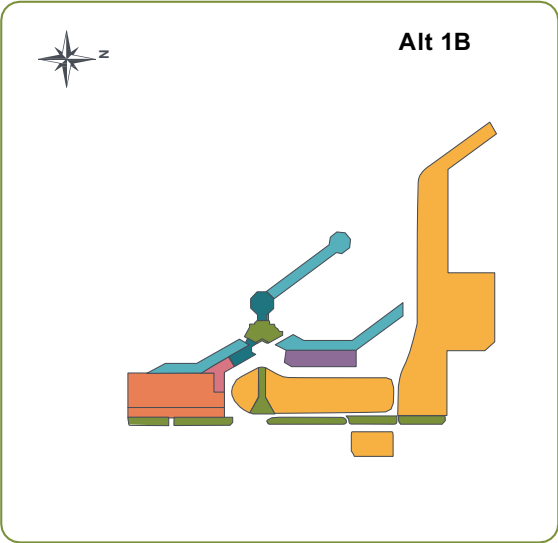
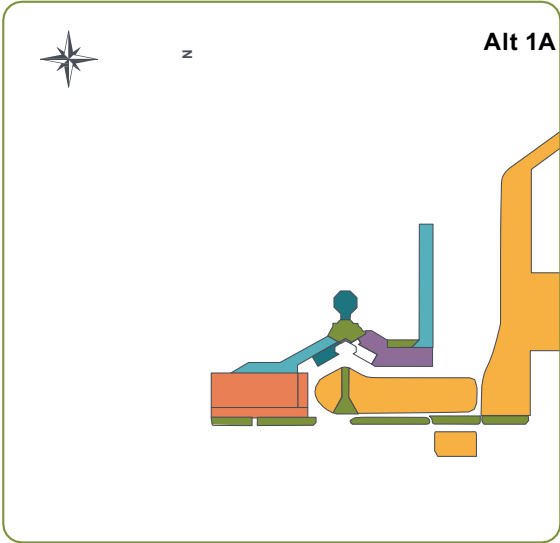
Moving terminal facilities to the south.



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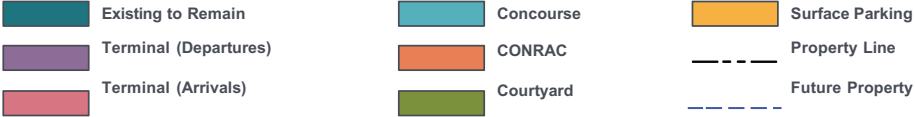
Alternatives Comparison



**Approach 1:
Maximum Reuse**

**Approach 2:
Partial Reuse**

**Approach 3:
Southern Development**



APPROVAL OF MINUTES

- JPA - VGPS Board of Directors Joint Meeting Minutes –
June 29, 2023

CONSENT CALENDAR

(JPA ONLY VOTES)

- Warrants and Demands Dated June 2023
- Warrants and Demands Dated July 2023
- Warrants and Demands Dated Aug 2023

VGPS BOARD OF DIRECTORS ITEMS

(VGPS BOARD ONLY VOTES)

- 2024 Proposed Board of Directors Meeting Dates

JPA EXECUTIVE COMMITTEE ITEMS

(JPA ONLY VOTES)

- Resolution No. JPA 2023-008 – Revisions to VGPS' Benefit Pension Plan
- Resolution No. JPA 2023-009 – Support of Proposed Chuckwalla National Monument and Proposed Expansion of Joshua Tree National Park
- 2024 Proposed Board of Directors Meetings Dates

CEO / PRESIDENT'S REPORT

CALTRAVEL DEI AWARD



DIVERSITY
EQUITY
INCLUSION

VGPS Economic Diversity Development Update



JPA Agreement

- **Stop City Grant for 2024**; allocate the \$640K for economic development recruitment
- **Amend the JPA agreement** and recommend including the City of Coachella and include economic development in our role

NEXT STEPS

- **Create an RFP** to find an agency with economic development experience to help us develop a brand, messaging, strategy, target industries, etc.
- **Develop the brand, a campaign & a website**
- **Create a TAC** of Economic Development Directors from each city

TBID

- To **represent non-hotel / vacation rentals**, VGPS must have additional funds (JPA & private) to meet legal requirements
- **Conduct a new benefits study** (currently in process) to determine how much we need to diversify our budget; this is required by the TBID

CITY DASHBOARDS

Visit Greater Palm Springs City Report

Rancho Mirage | Jan - Aug 2023



City: As of: Report Type: Compare to:

Hotel Performance

Rancho Mirage

Occupancy 60.8% ▲ 1.8%	ADR \$267.30 ▼ -1.4%	RevPAR \$162.51 ▲ 0.3%
Supply 453.4K ▲ 1.2%	Demand 275.7K ▲ 3.0%	Revenue \$73.7M ▲ 1.5%

Greater Palm Springs

Occupancy 63.3% ▲ 2.1%	ADR \$227.11 ▲ 1.3%	RevPAR \$143.85 ▲ 3.4%
Supply 4.1M ▼ -0.6%	Demand 2.6M ▲ 1.6%	Revenue \$586.4M ▲ 2.8%

Greater Palm Springs Hotel Performance by Booking Segment

	Occupancy		ADR		RevPAR		Demand		Revenue	
Transient	41.7%	▲ 2.8%	\$236.30	▼ -2.1%	\$98.46	▲ 0.6%	1.7M	▲ 2.2%	\$401.4M	▲ 0.0%
Group	20.7%	▲ 1.0%	\$213.59	▲ 8.8%	\$44.31	▲ 9.9%	845.6K	▲ 0.4%	\$180.6M	▲ 9.3%
Contract	0.9%	▼ -0.4%	\$116.92	▲ 23.4%	\$1.08	▲ 22.9%	37.8K	▼ -1.0%	\$4.4M	▲ 22.2%

AIR SERVICE

FLIGHTS FROM 20 MARKETS WILL RETURN IN FALL 2023









Airline	Origin	Resumptive Date*	Weekly Flights
	Toronto (YYZ)	10/30/23	3 - 4
	Vancouver (YVR)	10/29/23	7
	Boise (BOI)	2/17/24	3
	Everett (PAE)	9/7/23	5 - 7
	Portland (PDX)	10/1/23	7 - 21
	New York (JFK)	12/14/23	5 - 7
	Bellingham (BLI)	10/6/23	2 - 3
	Austin (AUS)	11/5/23	5 - 7
	Chicago (ORD)	10/5/23	7
	Eugene (EUG)	11/3/23	2
	Redmond (RDM)	11/2/23	2 - 3
	Santa Rosa (STS)	11/3/23	2 - 4
	Atlanta (ATL)	12/16/23	7
	Minneapolis/St. Paul (MSP)	10/9/23	7 - 14
	Seattle (SEA)	9/9/23	2 - 14

* Subject to change based on airlines schedule updates – Week of September 4, 2023; Schedule data via Diio Mi by Cirium; Ailevon Pacific Aviation Consulting analysis.

FLIGHTS FROM 20 MARKETS WILL RETURN IN FALL 2023



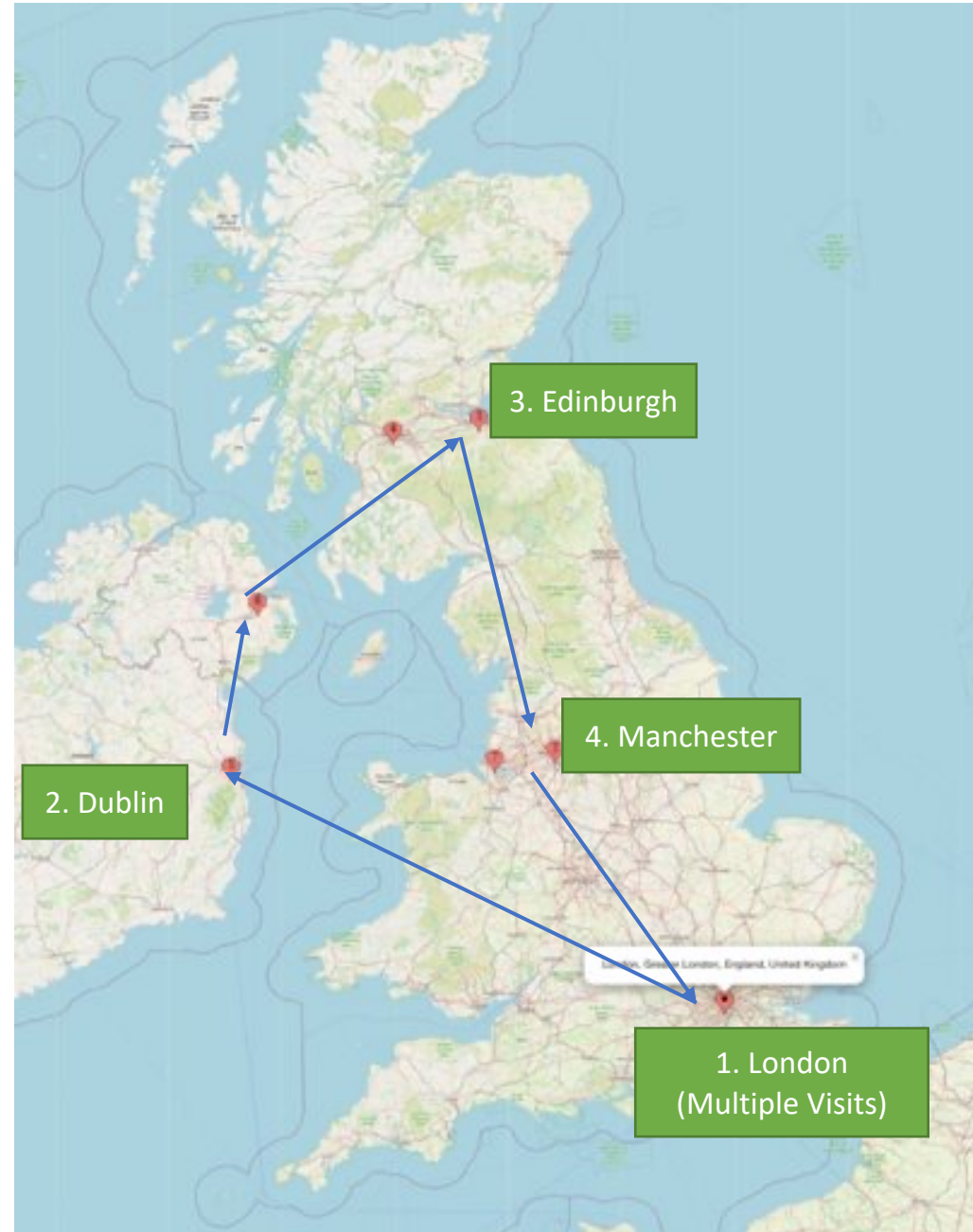
Airline	Origin	Resumptive Date*	Weekly Flights
	Vancouver (YVR)	3/8/24	3
	New York (JFK)	10/29/23	7
	Dallas (DAL)	1/8/24	7
	Minneapolis/St. Paul (MSP)	9/21/23	2 – 7
	Edmonton (YEG)	10/1/23	2 - 7
	Winnipeg (YWG)	11/14/23	2
	Chicago-O'Hare (ORD)	9/29/23	7
	Houston-Intercontinental (IAH)	10/29/23	7 - 14
	Los Angeles (LAX)	10/30/23	7

* Subject to change based on airlines schedule updates – Week of September 4, 2023; Schedule data via Diio Mi by Cirium; Ailevon Pacific Aviation Consulting analysis.

U.K. & IRELAND AIRSTREAM TOUR RECAP

GPS on Tour in the U.K. & Ireland

- London, Concours of Elegance, September 1-3
- Dublin , September 7
- Edinburgh, September 11
- Manchester, September 13
- London, September 16 & 17



EVENT PHOTOS



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



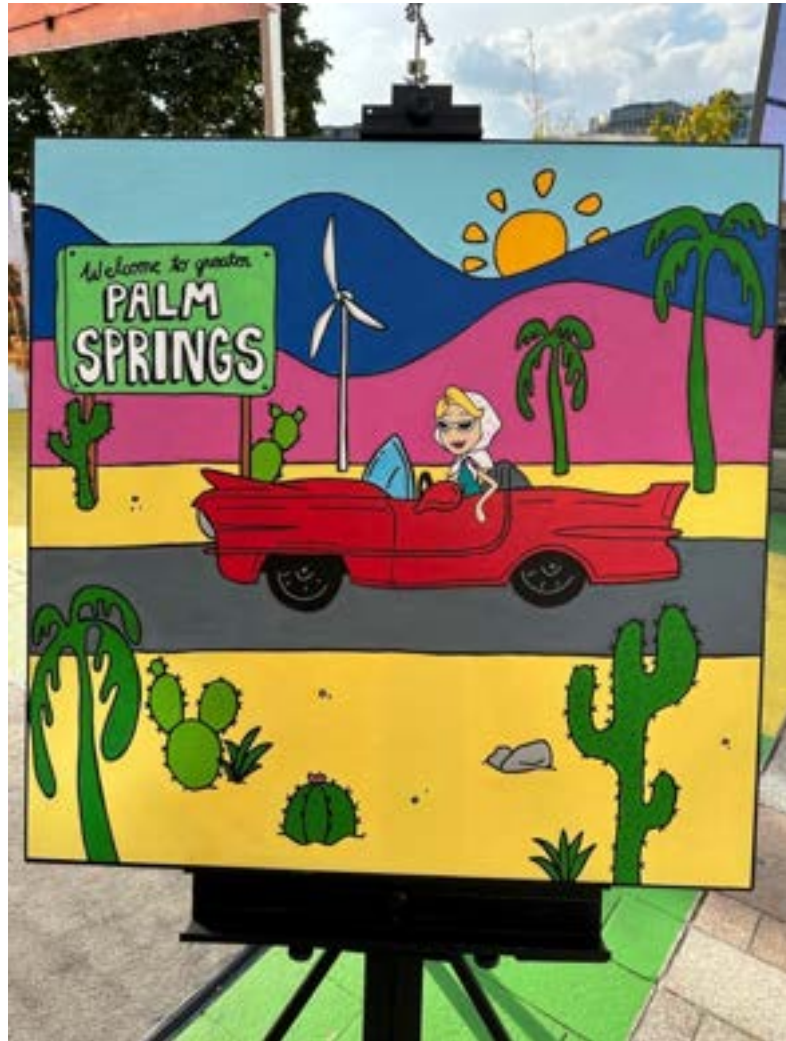
ACTIVATION VIDEOS



EXPERIENTIAL ELEMENTS - Superbloom



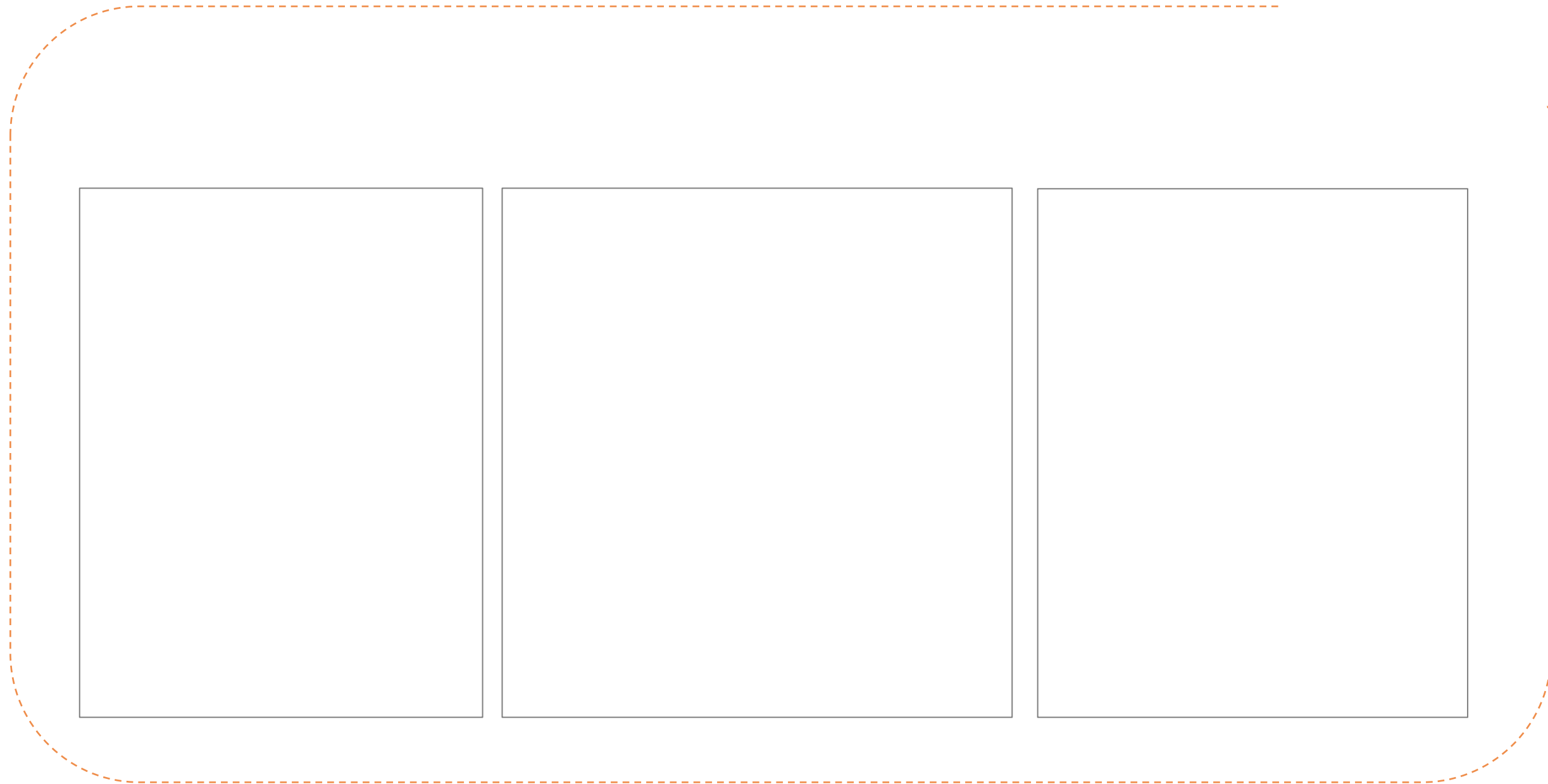
EXPERIENTIAL ELEMENTS – Tysen Knight



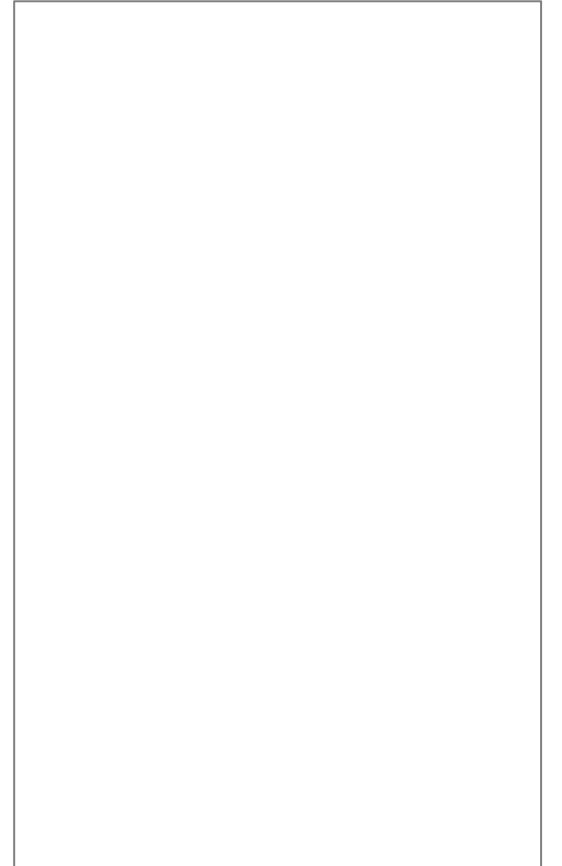
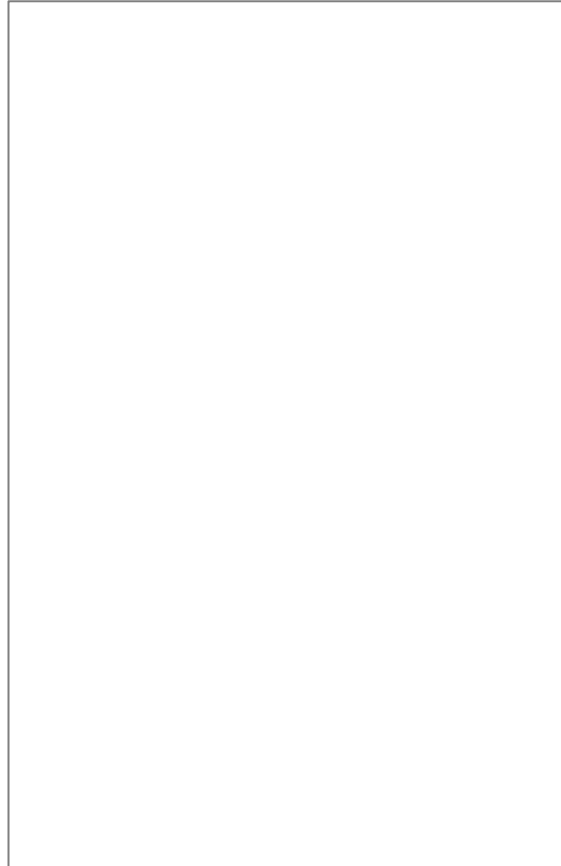
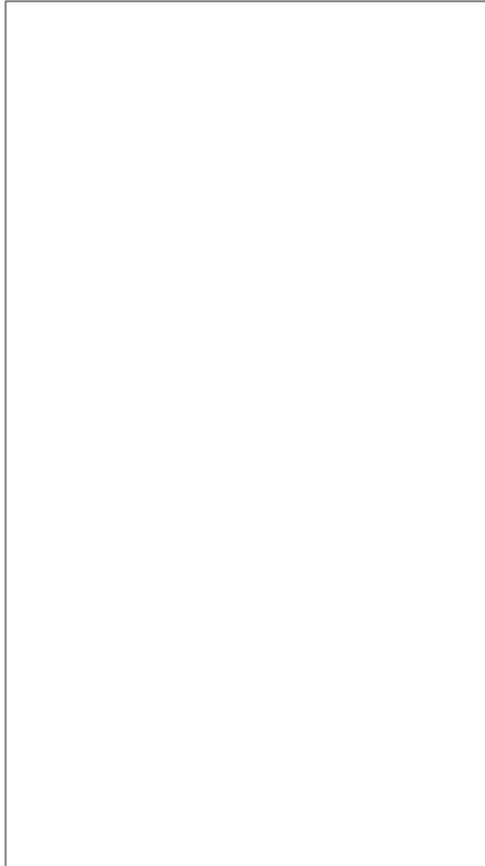
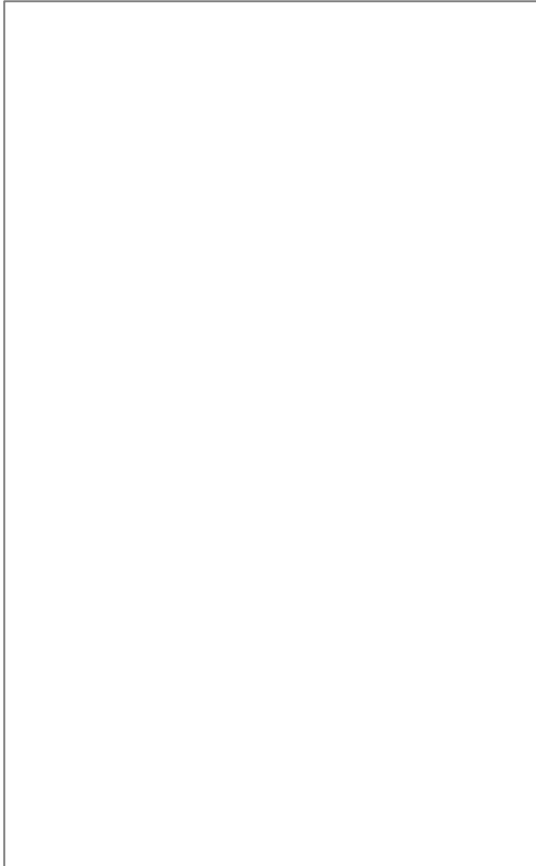
GPS ROAD TRIP - BY THE NUMBERS



- 8** Consumer activation days
- 9,315** Consumer engagements
- 66** Media engagements
- 593** Trade engagements
- 2,608** Contest entries
- 350** Pounds of Brandini popcorn consumed
- 1,169** Miles Airstream traveled
- £6,000 (\$7,269)** Raised-to-date for The Prince's Trust (only 1 of 5 of our art auctions completed)



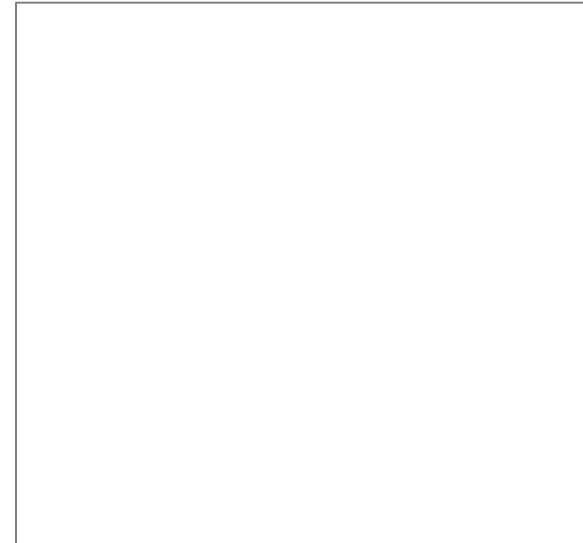
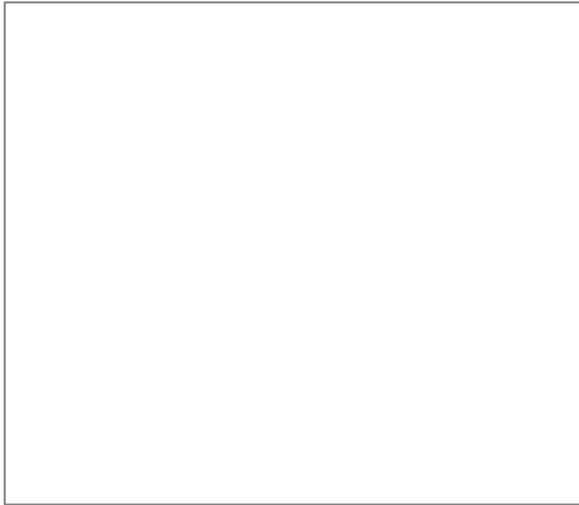
Coverage highlights - influencers



Coverage highlights - influencers

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Coverage highlights - Press



2022
IMAGE & AWARENESS STUDY

Background & Objectives

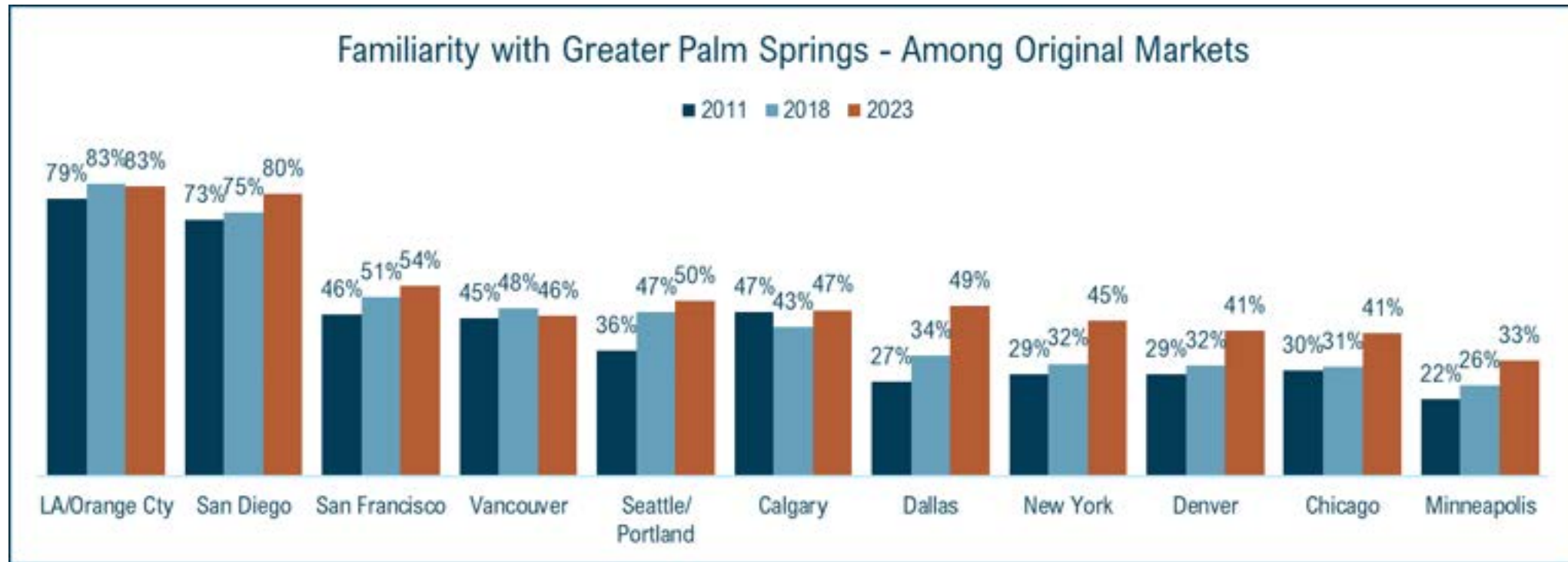
Purpose: Update of Image Awareness studies conducted in 2011 and 2018

Objectives:

- **Measure awareness and image** of Greater Palm Springs as a vacation destination among leisure travelers in leading California and non-California target markets.
- **Assess awareness and recall** of Greater Palm Springs advertising and promotional messaging.
- **Determine the leading barriers** against the selection of Greater Palm Springs as a travel destination.
- **Identify marketing opportunities** among leisure traveler sub-groups in various markets by evaluating their travel planning and behavioral characteristics as well as receptivity to Greater Palm Springs as a destination.

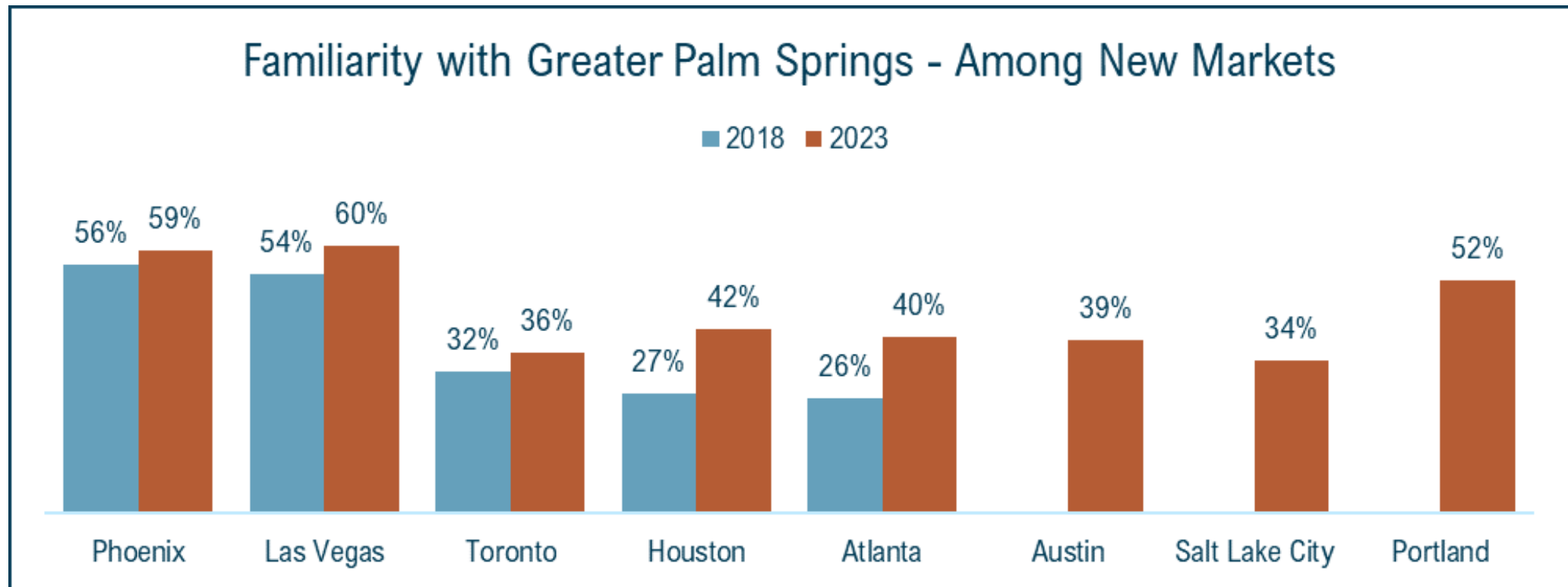
Familiarity

- In nearly every market, sizeable gains in familiarity with Greater Palm Springs were achieved. Below outlines familiarity increases within existing markets.



Familiarity

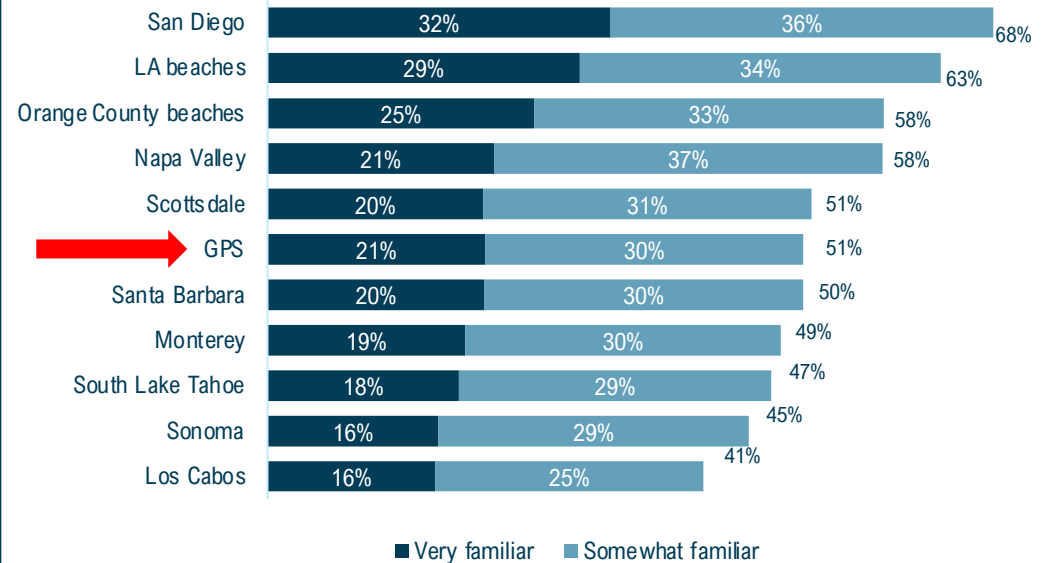
- In nearly every market, sizeable gains in familiarity with Greater Palm Springs were achieved. Below outlines familiarity increases within NEW markets.



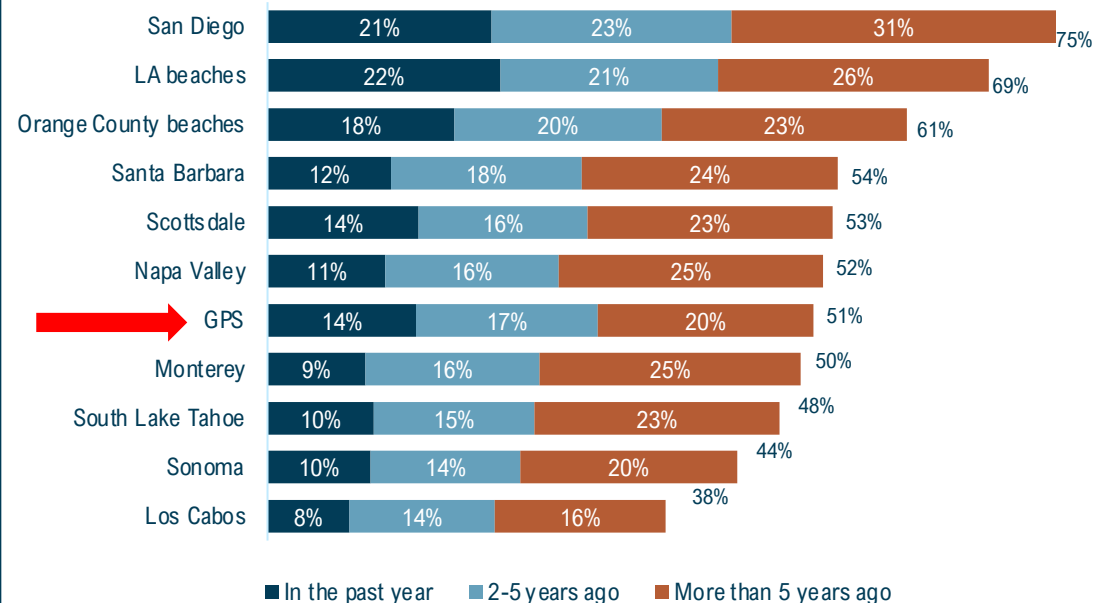
Brand Health Metrics

- While growth in familiarity is important to a travel brand, this needs to be viewed in context of other overall metrics like visitation, overall rating, and future likelihood to visit. Familiarity and visitation typically move together. And this is, in fact, what we see at this juncture.
- GPS ranks 7th in terms of overall top two box familiarity amongst the competitive set and holds the same rank in overall past visitation. And this pattern is true across most of the competitive set.
- The question is how, with growing familiarity, this impacts overall ratings and future interest.

Familiarity



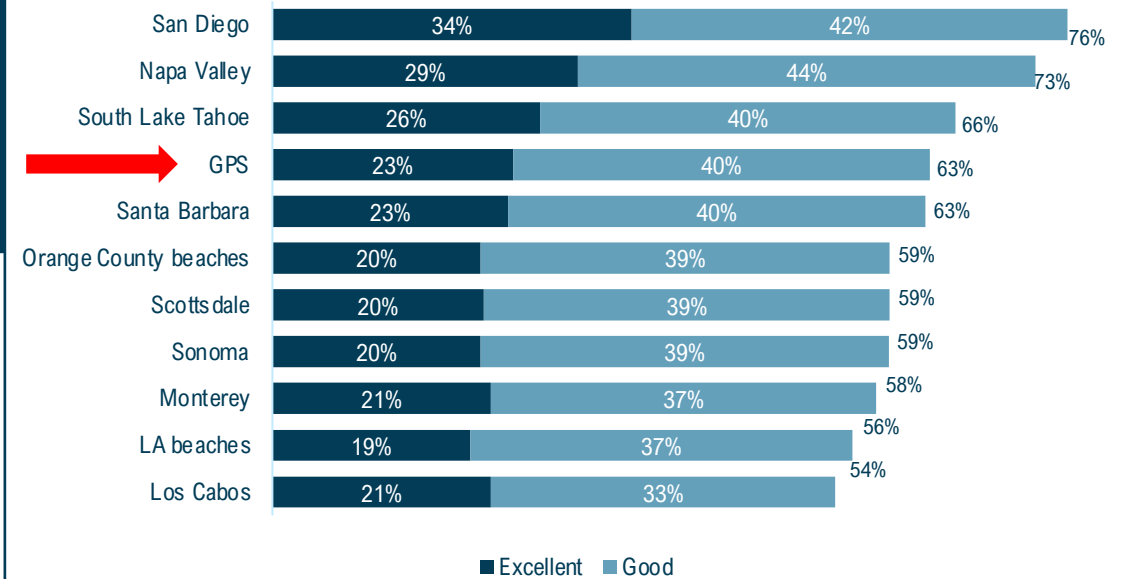
Visitation



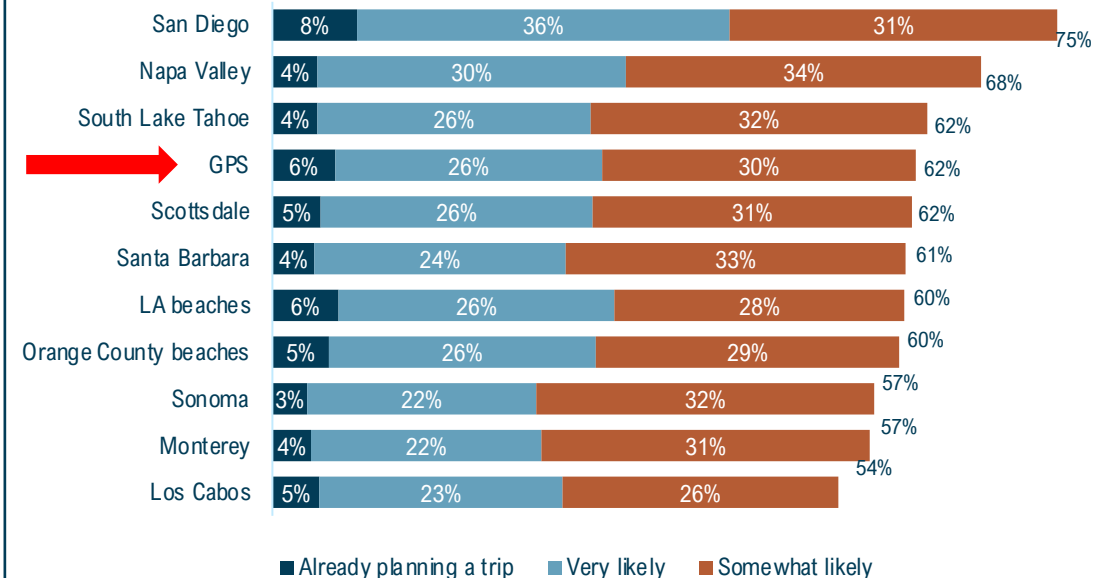
Brand Health Metrics

- While the growth in familiarity is a positive, the other important yardstick is whether we see gains in overall appeal as a destination and likely visitation. These two measures, like familiarity and visitation, tend to move together.
- What is positive and interesting is that GPS ranks far better in terms of appeal and future likelihood than in the past performance metrics of familiarity and visitation. Coupled with growing familiarity, this is an indicator of a strengthening brand.
- Interestingly, GPS' performance and appeal are like those of the other smaller, most similar competitors of Napa, Tahoe, and Santa Barbara.

Overall Rating



Likelihood



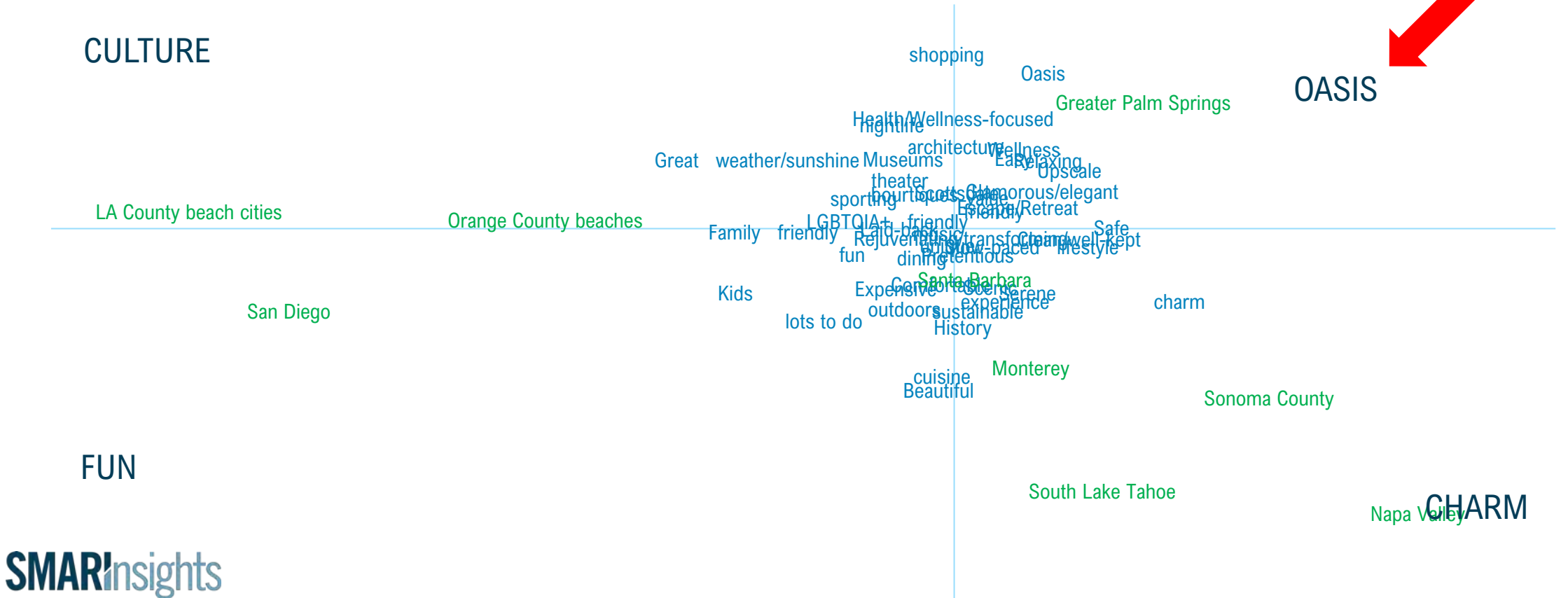
Personality Ratings

- When a more qualitative set of descriptive words that suggest how a place “feels” are considered, there is slightly more positivism especially around being beautiful and having great weather. Beyond this, being expensive or upscale, and a clean retreat are consistent with the “nice place to relax” seen in the attributes.
- When these are viewed in the context of the competitive set, a clearer differentiation emerges of being a safe, glamorous, health- and wellness-focused oasis. In fact, the worst ratings given to GPS were the same as the average of the competitive set. And overall, the strongest performing competitors are those that did well on the brand health metrics – Santa Barbara, Lake Tahoe, and Napa.
- Interestingly, the most familiar, most visited, more urban destinations (L.A. and Orange County beaches and San Diego) don’t have any of the appeal of these retreats that is delivered by the scenic beauty and pace in the smaller, niche destinations.

Greater Palm Springs	
Great weather/sunshine	4.16
Beautiful	4.02
Upscale	3.98
Clean/well-kept	3.93
Escape/Retreat	3.90
Expensive	3.89
Comfortable	3.87
Oasis	3.84
Safe	3.83
Health/Wellness-focused	3.83
Serene	3.76
Glamorous/elegant	3.75
Rejuvenating/transforming	3.74
Laid-back	3.71
LGBTQIA+ friendly	3.58
Family friendly	3.56
Slow-paced lifestyle	3.52
Pretentious	3.35

Perceptual Map – Competitive Differentiation

- When comparing destination attributes, Greater Palm Springs is clearly well differentiated and essentially owns the “Oasis” quadrant, a strong indicator of brand messaging.



Return on Investment

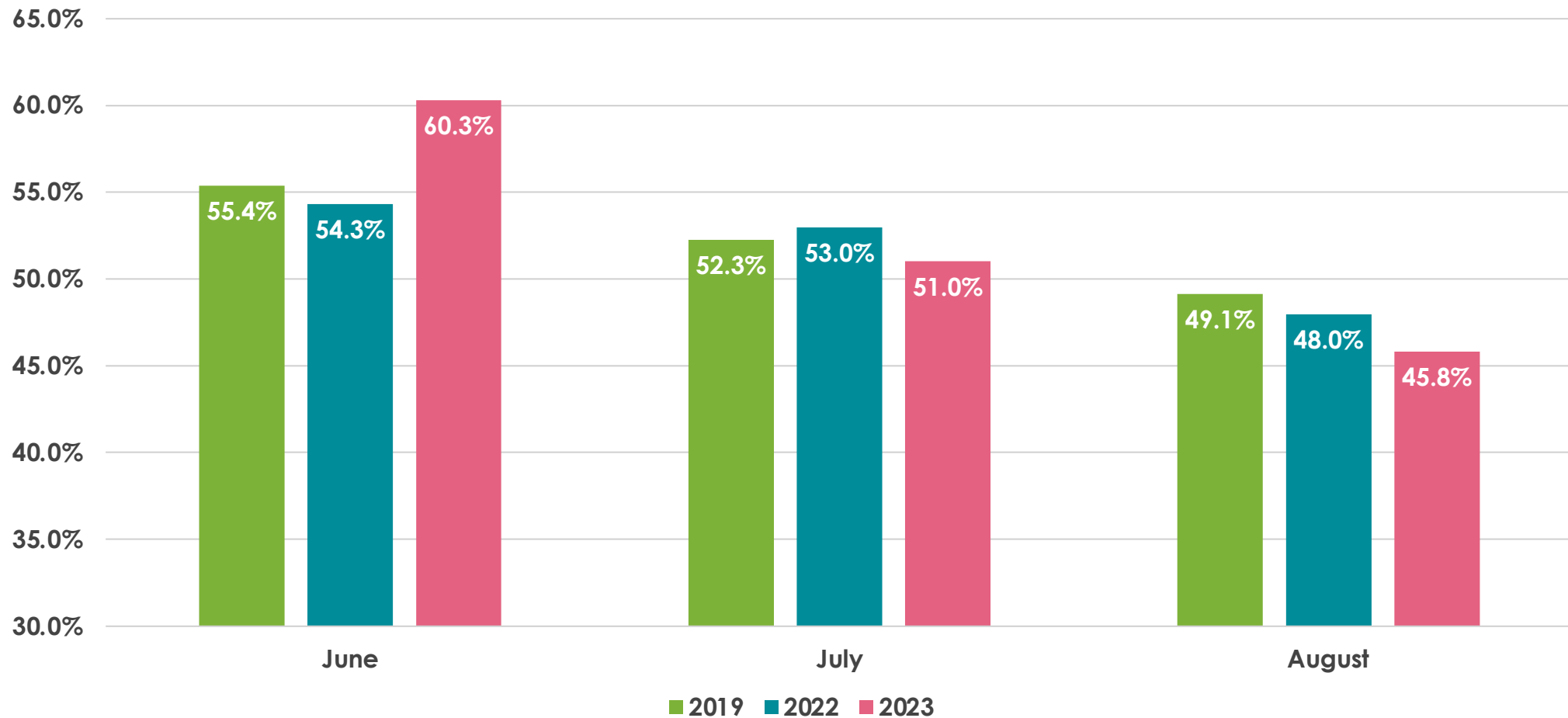
- Advertising effectiveness was also measured, campaigns performed well.
- Overall, the campaigns measured reached more than 14 million households.
- In terms of the cost per aware household, this is better than average at \$0.22. And since the last measure in 2018, the trip spending exhibits a sizeable increase of \$1,827.
- The net result is an ROI in excess of \$800, well above 2018's fly market performance \$570.

Traveling households	35,532,892
Awareness	40.6%
Aware households	14,426,354
Incremental Travel	10.0%
Incremental trips	1,442,635
Trip spending	\$1,827
Total Incremental Spending	\$2,635,694,922
Ad spend	\$3,272,000
ROI	56 \$805.53

MARKETING

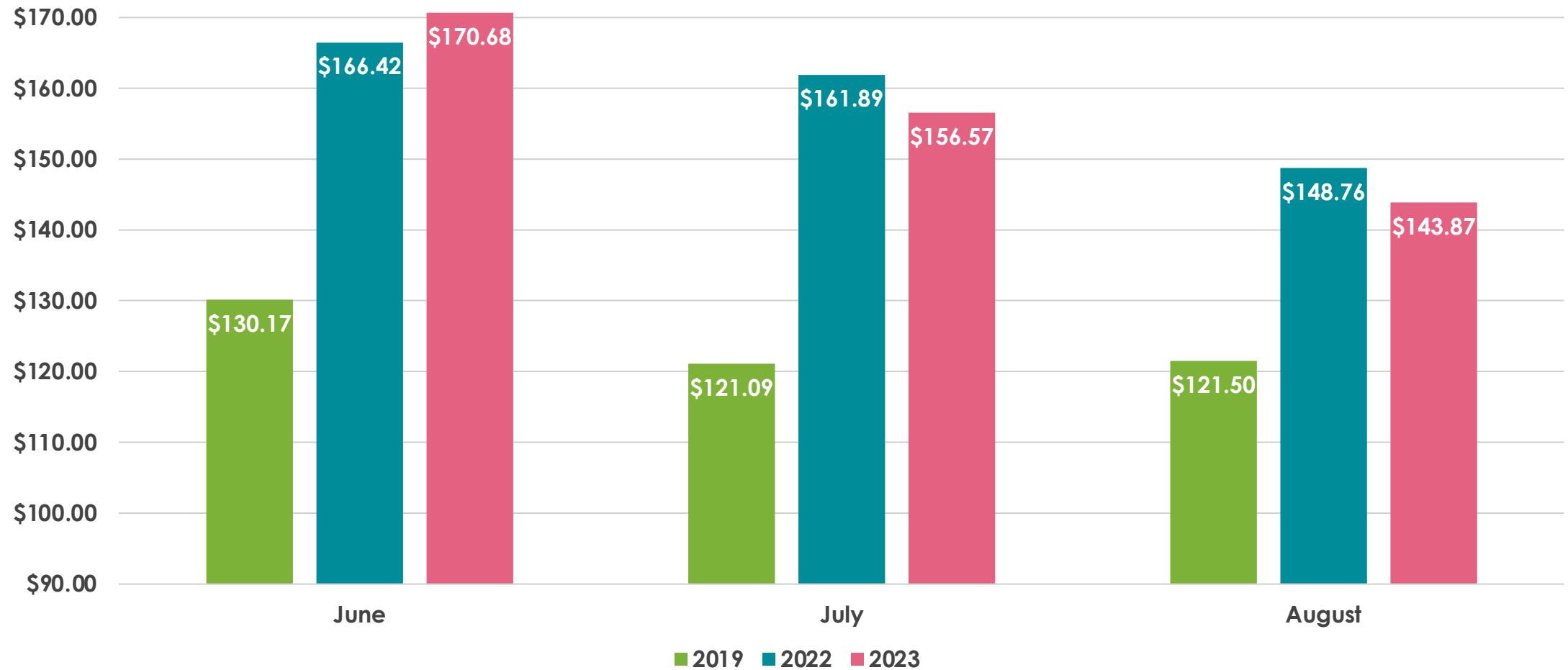
OCCUPANCY RESULTS: GPS

Comparison by Month

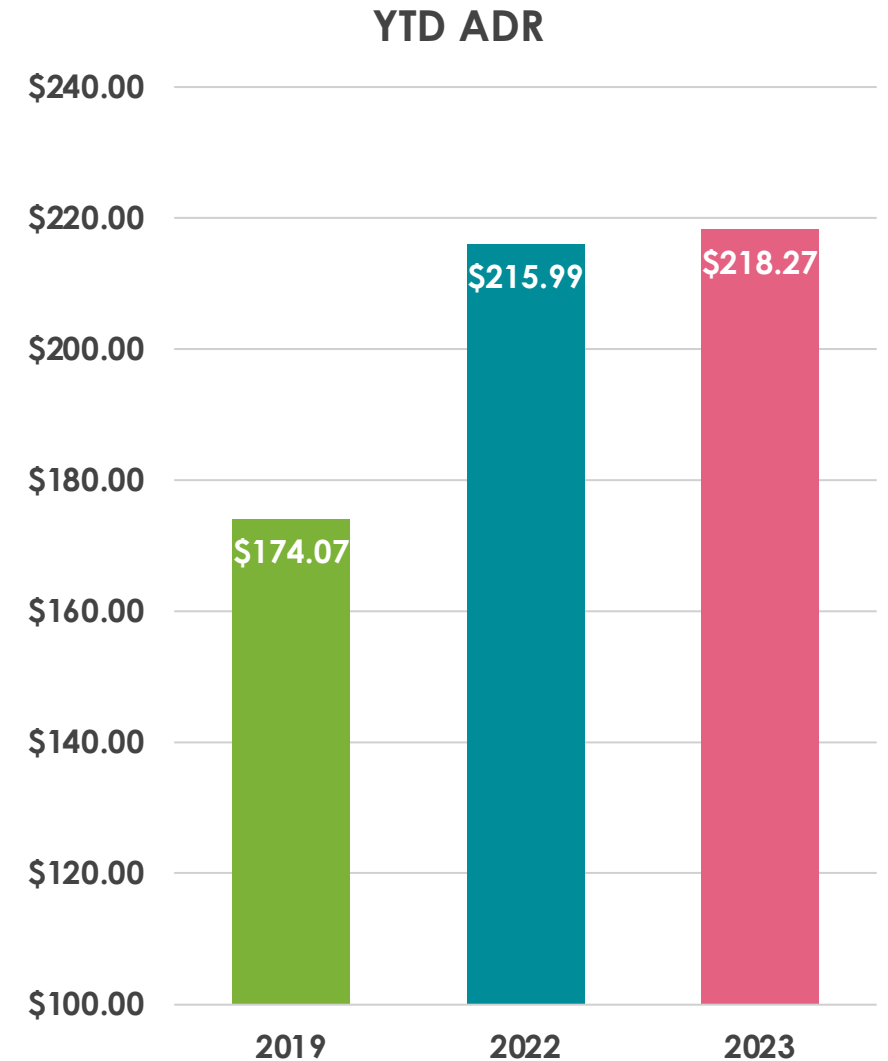
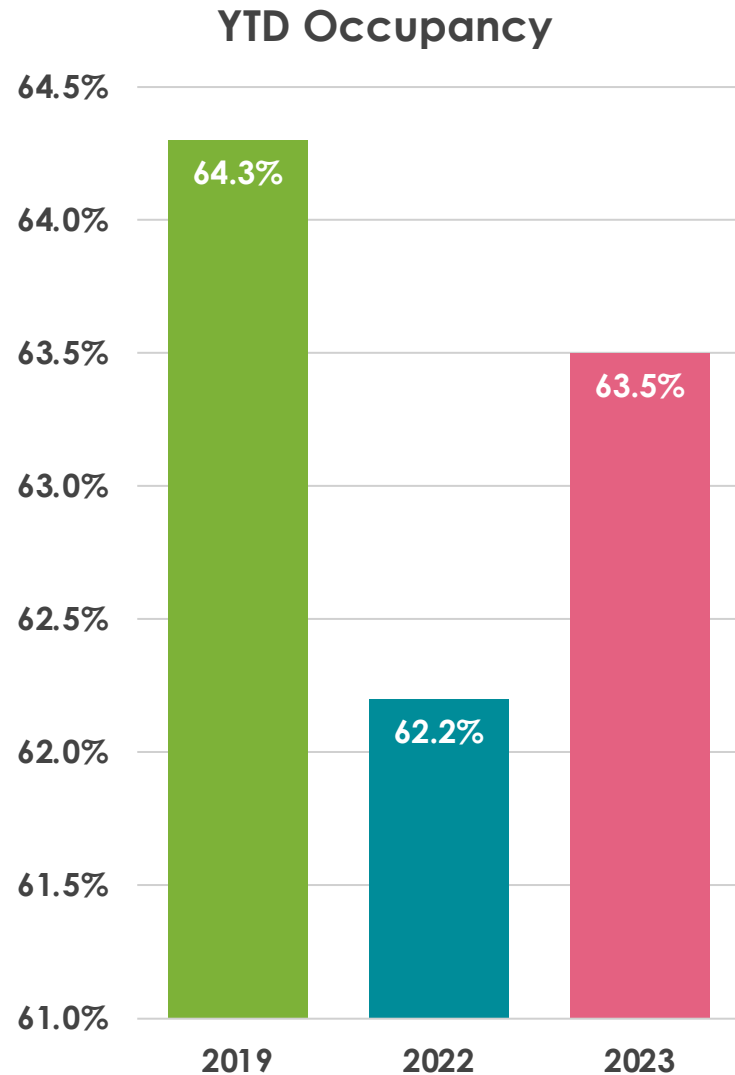


ADR RESULTS: GPS

Comparison by Month

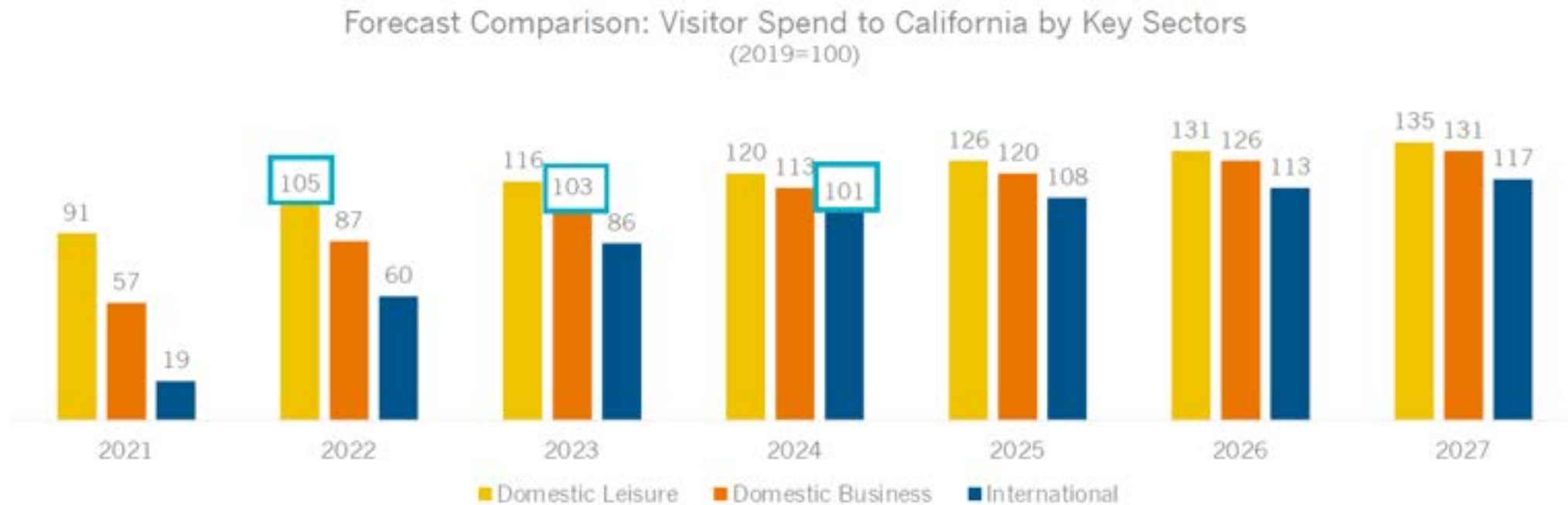


YTD AVERAGE RESULTS (JAN-AUG): GPS



VISIT CA RECOVERY INFO

Spending Forecast by Travel Segment



Source: Tourism Economics (May 2023)

2023 SUMMER MARKETING RECAP

2023 SUMMER CAMPAIGN: CHECK IN. CHILL OUT.

9.5B
impressions

445K
spots



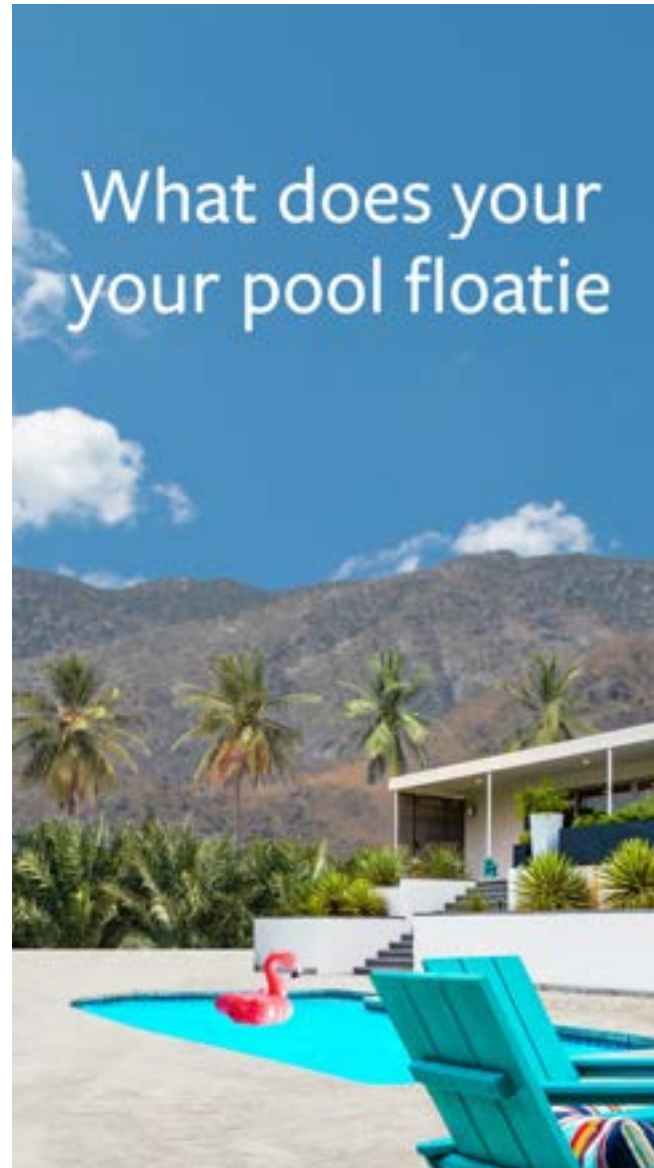
2023 SUMMER CAMPAIGN: CO-OP TELEVISION

6.5B
impressions

86K
spots



VRBO “FLOATIE” SUMMER CAMPAIGN



- Vacation rental-dedicated campaign across **VRBO** launched **May 15** with a custom landing page.
- Users selected a “floatie” persona to discover custom itineraries and vacation rental listings that match their travel style.
- Social media-forward campaign included promotion across **Facebook & Instagram stories** and **feed posts, video, digital display** advertising, and the custom **microsite**.
- This campaign resulted in **\$17.5M in gross bookings** for vacation rentals in our destination.

SUMMER SOCIAL CAMPAIGN

- Summer social media campaign created in partnership with **Sonic Gods** utilized aerial and hyperlapse cinematography to showcase Greater Palm Springs from a new angle.
- The campaign included a **longform video, social posts,** and **influencer** and **paid promotion.**
- The campaign received **2.4M** impressions, **495K** video views, over **12K** engagements, and led to a **2.3K** follower increase on Instagram.



FALL CAMPAIGN

FALL/WINTER CAMPAIGN PROGRAMS



IGLTA
ADVANCING
LGBTQ+ TRAVEL



centro

PALM SPRINGS LIFE



SPACEBACK



ADTHEORENT

CONDÉ NAST



SOJERN

LOCALE



DogTrekker
HAVE DOG WILL TRAVEL



NATIVO



ESPN



Tripadvisor



OutThere

AFAR

TRAVELZOO



Sunset



NBC
BAY AREA

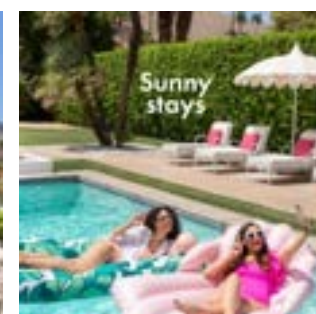
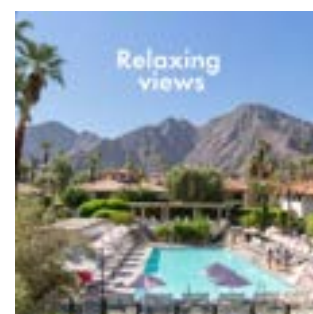


Google

bandwango
The Destination Experience Engine



WHAT WILL YOU FIND? FALL/WINTER CAMPAIGN

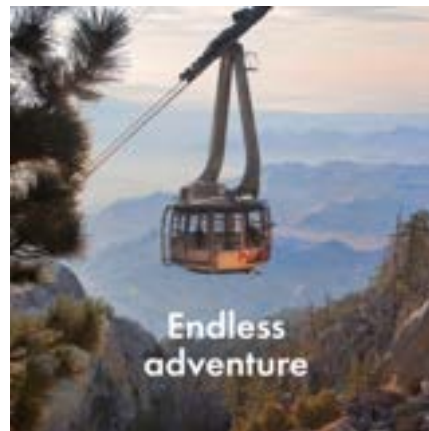


INTERNATIONAL CAMPAIGN: UNITED KINGDOM

13M
impressions



30K
clicks



INTERNATIONAL CAMPAIGNS: BRAND USA & VISIT CA



- For the first time, **Visit California** is offering international co-op programs in the UK, Mexico, and Canada across **Expedia, TripAdvisor, Sojern, and Despegar.**



- We will also be launching Brand USA campaigns throughout the year, including **Optimized Audience** programs, which utilize Brand USA's first party data to reach travelers. Campaigns are planned in the UK, Mexico, Germany, France, and Canada.
- A campaign with **Family Traveller** is also planned through Brand USA to reach family audiences in the UK.

THE JOURNAL OF LOST TIME

- Outdoor adventure-focused digital and social content in collaboration with **The Journal of Lost Time** will launch in October 2023.
- Campaign includes custom article on Journal of Lost Time website and social content across Instagram, Twitter, and Pinterest.
- Content will also be used to promote outdoor adventure across other media channels.



“YOUR GUIDE TO” SERIES – SEASON 2

- “Your Guide To...” Series with Alle Pierce launched in early 2023 and generated over **139K** video views.
- Season 2 of the series includes content on **hidden gems, hot springs, midcentury modern architecture and design, and pools.**
- The series will include longform videos on YouTube and Instagram Reel cutdown spots promoted across social media.



NEW: SUSTAINABILITY & WELLNESS DOCUMENTARIES



- A **sustainability documentary video** is planned via Zinc Media, in partnership with Sustainable Travel International and Sublime Magazine.
- The campaign will highlight Greater Palm Springs' sustainability story, focusing on conservation efforts through **Friends of the Desert Mountains**.
- Includes 3-5 minute video and shortform content supported with PR distribution globally.



- Documentary video series will highlight Native American culture in our destination, focusing on the **Agua Caliente Band of Cahuilla Indians**.
- Delivery of one 5-minute film as part of the series, plus short form videos and native content.
- BBC.com, Global Wellness Institute network, social media, public relations, newsletter inclusions. Platform has **43M** video views and **1.8B** pageviews.



Hi! I'm a virtual assistant for Visit Greater Palm Springs. I can answer questions about hotels, dining, activities, and attractions across the nine cities that make up Greater Palm Springs. What can I help you with?

What events are happening?

What can I do in a day?

When is the best time to visit?

Knowledge by Satisfi Labs

Ask a question



SATISFI LABS – WEBSITE CHATBOT

- This ChatBot generates answers directly from website content and documents.
- Not all answers are generated by AI. VGPS can craft specific responses.
- Generative AI anticipates next questions users will ask.

CONVENTION SALES: NEW MEETINGS CAMPAIGN

greenhaus

- **“The Oasis is Real”** – A new campaign created in collaboration with Greenhaus will launch in early October.
- **Video / photography production** took place May 2023 at various Greater Palm Springs locations.
- New will include updated video, photo, and digital assets.



VISIT CA – FILMING IN DESTINATION

Beach Ball

TV CAMPAIGN CONCEPTS

"BEACH BALL" :30



- 1 We open on a **San Francisco** street where a trolley car is moving up a steep hill. A bored businessman stares out from the car, looking up at the cloudy sky above.



- 2 Suddenly, the clouds part and from them emerges a beach ball, which comes soaring right towards him. He perks up and without missing a beat, strikes the ball, launching it into an entirely new setting.



- 3 Cut to a **Giant Sequoia Grove** where friends are hiking with their dog. As the beach ball descends towards them, the dog playfully jumps up and bonks the ball with its nose, propelling it to the next scene.



- 4 Cut to a woman lounging on a **Malibu** beach reading a book. Without taking her eyes off the book she hits the approaching ball back up into the air.



- 5 A climber ascending a rock face in **Joshua Tree** leans out and gives the ball a little tap, sending it on its way.



- 6 At a swanky resort in **Palm Springs** people are lounging poolside and swimming in the pool. Unaware of the descending ball, it plunges into the water.

EVERYONE: (Disappointed)
Awwwww.

VISIT CA – FILMING IN DESTINATION

Beach Ball

TV CAMPAIGN CONCEPTS

"BEACH BALL " :30 CONTINUED



7 Suddenly, someone pops up under the water, hitting the ball with their head and sending it into the air once again.

EVERYONE: Yeesssss!



8 In **Temecula Valley** wine country, a group of friends indulge in wine and food. As the ball approaches the group, one friend, holding a wine glass in one hand and a small plate of food in the other, jumps up to headbutt the ball.



9 On the Klamath River in **Yurok Country**, the ball falls towards a group paddling a Yurok dugout canoe. One of them keeps the ball moving by hitting it with their paddle. The wack sends the ball accelerating upwards with great speed.



10 At the **Hollywood** sign, a dad and his daughter are on horseback. In a tight shot we see their heads moving slowly from left to right in unison before we cut wide revealing they are following the beachball flying past them through the sky.



11 At a Rady Shell concert in **San Diego** Bay the ball falls into an energetic crowd. The ball is passed around the crowd for a couple hits before one final hit sends it rocketing high up into the air.



12 Cut to a wide bird's eye view of the concert and bay from above as the ball comes soaring up towards and past us.

We can see there are a couple additional balls below being hit up by the crowd.

VO: COME OUT AND PLAY

SUPER: THE ULTIMATE PLAYGROUND

LOGO: CALIFORNIA

PR/COMMUNICATIONS

MEET THE MENTORS

Weekend 1: September 15-17
Host hotel: J.W. Marriott Desert Springs

Weekend 2: September 22-23
Host hotel: Kimpton Rowan Palm Springs

2
WEEKENDS

7
MENTORS

6
MENTEES

THE MENTORS:



Samantha Brooks Editor-in-Chief (Agency Magazine); Freelance (Pasadena Magazine, Bloomberg, C Magazine, etc.)



Rachel Chang Freelance (Conde Nast Traveler, Travel + Leisure, New York Times)



Kelsey-Marie Mohammed Contributor (Travel Noire)



Andrew Nelson Freelance (Indagare, National Geographic)



Brittney Oliver Freelance (ESSENCE, Sweet July, Huff Post)



Nina Ruggiero Digital Editorial Director (Travel + Leisure)



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

MEET THE MENTORS - PATHWAYS

KEY EXPERIENCES

Palm Springs Aerial Tramway
Palm Springs Air Museum
Cabot's Pueblo Museum
Shields Date Garden
Midcentury architecture tour
Public art & sculptures
Mineral springs experience
(Azure Palms, The Spa at Séc-he)

SUSTAINABILITY

The Living Desert Zoo & Gardens
Acrisure Arena
Sunnylands Center & Gardens
The Good House
Vintage shopping in Palm Springs
and Palm Desert
Temalpakh Farm
Chef Tanya's Kitchen

DEI/CULTURE

Palm Springs Art Museum
Arenas District
CV History Museum
Coachella Walls
Aneka Brown Designs
KGAY
Indian Canyons
CV Pride Hockey League

MENTEE: **Adrienne Hutto**
Senior at Manhattan College
MENTOR: Samantha Brooks

MENTEE: **Zoe Woodbury**
Graduate from Hamilton College
MENTOR: Brittney Oliver

MENTEE: **Cathleen Jeanty**
English Major at Bellarmine University
MENTOR: Rachel Chang

MENTEE: **Anisa Alvarez**
Graduate of Cal State San Bernadino
MENTORS: Nina Ruggerio & Stacey Leasca

MENTEE: **Meera Sahney**
Graduate of Barnard
MENTOR: Kelsey-Marie Mohammed

MENTEE: **Drew Filipski**
Student at Ohio University
MENTOR: Andrew Nelson

MEET THE MENTORS

“I loved how my mentor modeled the behavior expected [on a press trip], not just told me what to do.” – Meera Sahney



CONVENTION SALES

FUTURE PACE 2023 - 2025

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives
2023	240,093	194,129	45,964	24%	0	16,377
2024	161,072	145,551	15,521	10%	0	192,042
2025	91,356	91,071	285	0%	0	162,528

Numbers represent bookings though Visit Greater Palm Springs as of 9/25/23

CONVENTION SALES PRODUCTION - 2023

	LEADS	NEW LEADS	NEW BOOKINGS	ROOM NIGHTS
YTD ACTUAL*	1,261	664	194	152,373
YTD GOAL	1,087	619	165	139,125
YTD 2022	1,185	630	182	132,076

Numbers represent bookings though Visit Greater Palm Springs as of 9/25/23

JUNE – AUGUST TRAVEL/TRADESHOWS RECAP

Sales team has conducted
13 sales trips/tradeshows
through August



Looking forward, this fall the
team has **19 sales**
trips/tradeshows scheduled.



Educon & CEMA
Conference



Activate Conference



CDX Conference



Annual Meeting &
Trade Show



Education
Invitational



Classic Conference



Annual Conference



NATIONAL CELEBRATE SERVICES WEEK

Celebrating This
Star!



Alex White

Director, Event Management
Miramonte Resort & Spa, Indian Wells

"Having committed almost 20 years to the team, Alex is the foremost expert on catering to our clients ... her wisdom and light bring joy to the team on a daily basis, adding to our familial environment."



Celebrating Stellar Service Stars
JULY 31 - AUGUST 4, 2023

*visit greater palm springs

Celebrating This
Star!



Luis Vazquez

Banquet Server,
Hyatt Palm Springs

"Luis is always looking to improve the guest experience. One recent group said that because of Luis, this was their best experience in seven years at the Hyatt. He is reliable, willing to cover shifts in other departments, and carries an excellent work ethic."



Celebrating Stellar Service Stars
JULY 31 - AUGUST 4, 2023

*visit greater palm springs

Celebrating This
Star!



Chauncey Palmer

Event Manager
Palm Springs Convention Center

"Her management of a complicated three-week program ... resulted in a very satisfied client and left a great impression of our city on their international attendees."



Celebrating Stellar Service Stars
JULY 31 - AUGUST 4, 2023

*visit greater palm springs

- **2nd Annual** Event Service Professionals Association Celebration
- **Congratulations** to the 13 nominees!
- **Advertising** in The Desert Sun and on LinkedIn for **Event Services Professional Association's "National Celebrate Services Week"** (July 31- August 4)
- **Hosted event** at Hotel Paseo to recognize and celebrate

UPCOMING TRAVEL



IMEX – October 17-19

- Currently we have 55 confirmed appointments (max is 90)
 - Hosting lunch – 10 confirmed
 - Hosting two Dinners – 17 confirmed
 - Hosting breakfast – 17 confirmed
-



Far Hills Race Client Event – October 20-21

- Hosting 40 corporate customers, insurance and financial focus
-



PCMA Exhale – November 12-15

- Hosting corporate client for this event, which is focused on wellbeing and mindfulness
-



Association Forum Holiday Showcase- November 29-30

- Chicago's association community gather for learning sessions and tradeshow

PARTNERSHIP

CARAVANSERAI PROJECT MARKETPLACE



**Meet & See at the
Palm Springs Art Museum**

September 27

Event held this past Wednesday to support a cohort of local Spanish-speaking entrepreneurs with businesses in the tourism and hospitality eco-system for their SEED 2.0 Business Readiness Training Program.

***Thank you** to EIGHT4NINE, Sergio Villegas, and the PS Art Museum!*

UPCOMING EVENTS



Monday, October 30

Renaissance Esmeralda
Resort & Spa, Indian Wells

5:30 p.m.

IBCCES VISIT

Tuesday, October 10

VISIT GPS HOLIDAY PARTY

Wednesday, December 6

EMERGING LEADERS

46

OPEN
ENROLLMENTS

42

GROUP
PARTICIPANTS



GROUP CLASSES WITH

- Acrisure Arena
- JW Marriott Desert Springs Resort & Spa
- Fantasy Springs Resort Casino

OPEN ENROLLMENTS FROM

- The Westin Rancho Mirage Golf Resort & Spa
- LULU California Bistro

Scholarships Available!

goTEAMgps.com

SB 1383

SB 1383 – Requirements for CA businesses and residents around organic waste disposal and recovery. Tier 2 businesses required to comply **starting January 1, 2024**.

TIER 2 BUSINESSES:

- Hotels
- Restaurant Facilities
- Health Facilities
- State Agency Cafeterias
- Local Education Agencies
- Large Venues or Large Events

WHAT FOOD CAN BE RECOVERED?

- Fresh produce
- Shelf-stable/Non-perishable foods
- Fresh/Frozen grocery requiring refrigeration/freezing
- Baked goods
- Frozen/Cold/Hot prepared foods
- Food items that meet the food safety requirements

[FINDFoodBank.org/foodrescue](https://findfoodbank.org/foodrescue)

AUTISM CERTIFICATION

CONGRATULATIONS!!!
JW MARRIOTT DESERT SPRINGS RESORT & SPA



Certified Businesses

- The Living Desert Zoo & Gardens
- Children's Discovery Museum of the Desert
- Variety Children's Network
- Boys & Girls Club of Palm Springs
- Rancho Mirage Library & Observatory
- Visit Greater Palm Springs

Still Need for Destination Certification

3 hotels / lodging

2 restaurants

3 entertainment

THANK YOU!!!



Thank you to our partners who helped house Cathedral City residents affected by Tropical Storm Hilary:

- **Residence Inn by Marriott Palm Desert**
- **Courtyard by Marriott Palm Desert**
- **The Westin Rancho Mirage Golf Resort & Spa**

BIRTHDAYS

HAPPY BIRTHDAY !!!



JAY MAINTHIA

September 5



JEFFREY BERNSTEIN

September 21



KENNY CASSADY

September 26



ALLEN MONROE

September 29



JAN HARNIK

October 11



GARY CARDIFF

October 19



SHANNON GILBERT

November 2



PATRICK KLEIN

November 2



SEJAL BHAKTA

November 9



DOUG WATSON

November 27

JPA EXECUTIVE COMMITTEE &
BOARD OF DIRECTORS
UPDATES

AFTER-MEETING VR EXPERIENCE



Opportunity to **try out the virtual reality destination experience** that debuted in the UK Road Trip and that will be featured at IMEX America for meeting planners.



NEXT BOARD MEETING

Friday, December 8, 2023

Location:
Hotel Paseo, Palm Desert