

JOINT POWERS AUTHORITY

Gary Gardner, Chair
City of Desert Hot Springs

Waymond Fermon, Vice Chair
City of Indio

Rita Lamb
City of Cathedral City

Bruce Whitman
City of Indian Wells

Linda Evans
City of La Quinta

Jan Harnik
City of Palm Desert

Jeffrey Bernstein
City of Palm Springs

Steve Downs
City of Rancho Mirage

V. Manuel Perez
County of Riverside

VGPS BOARD OF DIRECTORS

Rolf Hoehn, Chair
Indian Wells Tennis Garden

Peggy Trott, Vice Chair
Kimpton Rowan Palm Springs

Tom Scaramellino, Secretary
Westin Rancho Mirage Golf Resort & Spa

Aftab Dada, Treasurer
Hilton Palm Springs Resort

Kate Anderson
Agua Caliente Band of Cahuilla Indians

Lorraine Becker
Cabot's Pueblo Museum

Sejal Bhakta
Hampton Inn & Suites

Celeste Brackley
Ace Hotel & Swim Club

Gary Cardiff
Cardiff Limousine & Transportation

Kenny Cassidy
Vacasa

Jay Chesterton
Fantasy Springs Resort Casino

Dermot Connolly
La Quinta Resort and Club

Tim Ellis
Ellis Hospitality Services

Eddy Estrada
Smarter Property Management

David Feltman
VRON of Palm Springs

Rob Hampton
Palm Springs Convention Center

JOINT MEETING JPA EXECUTIVE COMMITTEE & VGPS BOARD OF DIRECTORS

Location: Omni Rancho Las Palmas Resort
Room: Salon 1-4
41000 Bob Hope Drive
Rancho Mirage, CA, 92270
Joint Meeting
January 31, 2023
8:30am – 10:00am

AGENDA

The JPA Executive Committee and VGPS Board of Directors will take action on all items on the agenda. Materials related to an agenda item that are submitted to the JPA Executive Committee and/or the VGPS Board of Directors after distribution of the agenda packets are available for public inspection in the Clerk of the Board's office during normal business hours and on the VGPS website.

Item	Owner
Call to Order	Gary Gardner
Roll Call	Gary Gardner
Pledge of Allegiance	Gary Gardner
Confirmation of Agenda (no vote required)	Gary Gardner

Public Comment

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.

Public comments may be received by e-mail or voicemail (no longer than three (3) minutes in length) from the time agenda is posted up until one (1) hour prior to the meeting convening. Public comments received by email or voicemail by the deadline set forth above, will be made part of the record. Public comments received by email or voicemail (transcribed) will not be read aloud at the meeting. E-mail: sarah@visitgreaterps.com; **Voicemail:** 760.969.1309

For all Business Session matters or Departmental Reports on the Agenda, the public can submit comments in advance via email as described above.

Approval of Minutes (All Vote)	Gary Gardner
<ul style="list-style-type: none">JPA - VGPS Board of Directors Joint Meeting Minutes – November 18, 2022	
Consent Calendar (JPA Only Votes)	Gary Gardner
<ul style="list-style-type: none">Warrants and Demands Dated November 2022Warrants and Demands Dated December 2022	

Jerry Keller
 Lulu and Acqua California
 Bistros

Jay Mainthia
 Indio Super 8 & Suites

Kelly McLean
 MJM Holdings, Inc.,
 McLean Company and Poppy

Nusrat Mirza
 JW Marriott Desert Springs

Allen Monroe
 The Living Desert

Lee Morcus (Emeritus)
 Kaiser Restaurant Group

Michael Murray
 Hotel Paseo

Liz Ostoich
 FARM and Tac/Quila Palm
 Springs

Brad Poncher
 Hospitality Consulting

Greg Purdy
 Palm Springs Aerial Tramway

Tim Pyne
 Renaissance Esmeralda Resort
 & Spa

Bob Schneider
 Desert Consulting

Ankit Sekhri
 Two Bunch Palms

Barb Smith
 Eventis Destination Services

Boris Stark
 Palm Desert Vacation
 Properties

Joseph Tormey CSU
 San Bernardino Palm
 Desert Campus

Doug Watson
 Strategy | Innovation | Co.

The JPA Executive Committee and VGPS Board of Directors will take action on all items on the agenda. Materials related to an agenda item that are submitted to the JPA Executive Committee and/or the VGPS Board of Directors after distribution of the agenda packets are available for public inspection in the Clerk of the Board's office during normal business hours and on the VGPS website.

Item	Owner
CEO / President's Report <ul style="list-style-type: none"> • Presentation of 2022 Results and 2023 Proposed Goals • Sales & Marketing Update • Staff Update • JPA Grant Update • Update on College of the Desert Hospitality & Culinary Campus 	Scott White
VGPS Board of Directors Items (VGPS Board Only Votes) <ul style="list-style-type: none"> • Approve 2023 Goals and Objectives • Approve John Bolton for Board of Directors seat • Approve Patrick Klein for Board of Directors seat • Resolution No. BOD 2023-001 – Amended & Restated VGPS BOD Bylaws 	Rolf Hoehn
JPA Executive Committee Items (JPA Executive Committee Only Votes) <ul style="list-style-type: none"> • Approve 2023 Goals and Objectives • Resolution No. JPA 2023-001 – Amended & Restated JPA Bylaws for recurring Meetings • Resolution No. JPA 2023-002 – Support of Proposed Chuckwalla National Monument and Proposed Expansion of Joshua Tree National Park 	Gary Gardner
JPA Executive Committee and Board of Directors Updates All <ul style="list-style-type: none"> • Recognition of Jerry Keller for Richard M. Milanovich Community Leadership Award • Recognition of Mayor Linda Evans for Desert Sands Educational Foundation's Community Member of the Year 	
Future Meeting Date: Friday, March 31, 2023 Location: JW Marriott Desert Springs Resort & Spa	Gary Gardner
Adjournment	Gary Gardner

Public Notices

- Any documents provided to the JPA Executive Committee and VGPS Board of Directors regarding any item(s) on this agenda will be made available for public inspection at Visit Greater Palm Springs located at 70-100 Highway 111, Rancho Mirage, CA 92270, during normal business hours, or email your request to Sarah Goslin: sarah@visitgreaterps.com. Any changes to the agenda will be posted prior to the meeting at www.visitgreaterpalmssprings.com.

Assistance for those with disabilities:

If you have a disability and need an accommodation to participate in the meeting, please contact the Clerk of the Board at (760) 969-1309 or sarah@visitgreaterps.com at least 48 hours prior to the meeting to inform us of your needs and to determine if accommodation is feasible. VGPS will attempt to accommodate you in a reasonable manner.



JOINT MEETING JPA EXECUTIVE COMMITTEE & VISIT GREATER PALM SPRINGS BOARD OF DIRECTORS MINUTES

Call to Order

The meeting was called to order at 8:37 a.m. by Geoff Kors, JPA Chair, at the Palm Springs Air Museum in Palm Springs, CA.

Roll Call

The roll call is recorded on the following page.

NOVEMBER 18, 2022

Location: Palm Springs Air Museum

Room: Korean Vietnam Hangar

745 N Gene Autry Trail

Palm Springs, CA 92262

Regular Meeting

Friday, November 18, 2022, 8:30am – 10:00am

JOINT POWERS AUTHORITY

Geoff Kors, Chair
City of Palm Springs

Gary Gardner, Vice Chair
City of Desert Hot Springs

Ernesto Gutierrez
City of Cathedral City

Greg Sanders
City of Indian Wells

Waymond Fermon
City of Indio

Linda Evans
City of La Quinta

Jan Harnik
City of Palm Desert

Steve Downs
City of Rancho Mirage

V. Manuel Perez
County of Riverside

Visit GPS BOARD OF DIRECTORS

Rolf Hoehn, Interim Chair
Indian Wells Tennis Garden

Kelly Steward, Interim Vice Chair
The Ritz-Carlton Rancho Mirage

Aftab Dada, Treasurer
Hilton Palm Springs Resort

Kate Anderson
Agua Caliente Band of Cahuilla Indians

Lorraine Becker
Cabol's Pueblo Museum

Jeffrey Bernstein
Destination PSP

Sejal Bhakta
Hampton Inn & Suites

Celeste Brackley
Ace Hotel & Swim Club

Gary Cardiff
Cardiff Limousine & Transportation

Kenny Cassidy
Vacasa

Jay Chesterton
Fantasy Springs Resort Casino

Dermot Connolly
La Quinta Resort & Club and PGA West

Tim Ellis
Ellis Hospitality Services

Eddy Estrada
Smarter Property Management

David Feltman
VRON Palm Springs

Rob Hampton
Palm Springs Convention Center

Jerry Keller
Lulu California Bistro

Jay Mainthia
Indio Super 8 and Suites

Nusrat Mirza
JW Marriott Desert Springs

		PRESENT	NOT/YTD
CITY OF PALM SPRINGS	Geoff Kors, Council Member, Chair	X	1
	Lisa Middleton, Mayor		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council. Member, Vice Chair	X	
	Roger Nunez, Council Member		
CITY OF CATHEDRAL CITY	Ernesto Gutierrez, Mayor	A	1
	Mark Carnevale, Council Member		
CITY OF INDIAN WELLS	Greg Sanders, Council Member	E	1
	Dana Reed, Mayor Pro Tem		
CITY OF INDIO	Waymond Fermon, Mayor	X	
	Elaine Holmes, Council Member		
CITY OF LA QUINTA	Linda Evans, Mayor	E	1
	Robert Radi, Mayor Pro Tem		
CITY OF PALM DESERT	Jan Harnik, Mayor	X	
	Gina Nestande, Council Member		
CITY OF RANCHO MIRAGE	Steve Downs, Council Member	X	1
	Iris Smotrich, Council Member		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District	E	3
	Steven Hernandez, Chief of Staff		
VISIT GPS BOARD OF DIRECTORS ROLL CALL		PRESENT	EXCUSED
	Rolf Hoehn, Interim Chair - Indian Wells Tennis Garden	X	
	Kelly Steward, Interim Vice Chair , The Ritz-Carlton, Rancho Mirage	X	
	Aftab Dada, Treasurer - Hilton Palm Springs Resort	X	
	Kate Anderson, Agua Caliente Band of Cahuilla Indians	X	

	PRESENT	EXCUSED
Visit GPS Board of Directors (continued)		
Lorraine Becker, Cabot's Pueblo Museum	X	
Jeffrey Bernstein, Destination PSP	X	
Kelly McLean MJM Holdings, Inc., McLean Company and Poppy		
Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio	X	
Allen Monroe The Living Desert		E
Lee Morcus (Emeritus) Kaiser Restaurant Group	X	
Michael Murray Hotel Paseo		
Kenny Cassady, Vacasa	A	
Liz Ostoich FARM and Tac/Quila		
Jay Chesterton, Fantasy Springs Resort Casino	X	
Brad Poncher Hospitality Consulting/Strength INN Tourism		
Dermot Connolly, La Quinta Resort & Club	X	
Greg Purdy Palm Springs Aerial Tramway		
Tim Ellis, Ellis Hospitality Services	X	
Tim Pyne Renaissance Esmeralda Resort & Spa		E
Eddy Estrada, Smarter Property Management		
David Feltman, VRON Palm Springs	X	
Bob Schneider Desert Consulting		
Rob Hampton, Palm Springs Convention Center	X	
Ankit Sekhri Two Bunch Palms		
Jerry Keller, Lulu and Acqua California Bistros	X	
Barb Smith Eventis Destination Services		
Jay Mainthia, Indio Super 8 Motel	X	
Boris Stark Palm Desert Vacation Properties		
Kelly McLean, Poppy	X	
Joe Tormey CSU San Bernardino Palm Desert Campus		
Nusrat Mirza, JW Marriott Desert Springs	X	
Peggy Trott Kimpton Rowan Palm Springs		
Allen Monroe, The Living Desert		E
Doug Watson Hospitality Executive		
Lee Morcus (Emeritus), Kaiser Restaurant Group	A	
Michael Murray, Hotel Paseo	A	
Liz Ostoich, FARM and Tac/Quila Palm Springs		E
Brad Poncher, Hospitality Consulting, Strength INN Tourism		E
Greg Purdy, Palm Springs Aerial Tramway		E
Tim Pyne, Renaissance Esmeralda Resort & Spa	X	
Tom Scaramellino, Westin Rancho Mirage Golf Resort & Spa	X	
Bob Schneider, Desert Consulting	X	
Ankit Sekhri, Two Bunch Palms		E
Barb Smith, Eventis Destination Services		E
Boris Stark, Palm Desert Vacation Properties		E
Joe Tormey, CSU San Bernardino Palm Desert Campus	X	

Peggy Trott, Kimpton Rowan Palm Springs

E

Doug Watson, Hospitality Executive

X

Quorum was reached.

STAFF/ATTORNEY

Scott White, President and CEO
Bill Judson, Vice President Finance and Administration
Colleen Pace, Chief Sales and Marketing Officer
Davis Meyer, Senior Director of Community Affairs
Julie Sinclair, Director of Brand Communications
Lauren Bruggemans, Director of Sustainability and
Community Engagement
Kimber Foster, Director of Palm Springs Tourism

Stefanie Kilcoyne, Director of Operations
Lena D. Wade, Legal Counsel
Sarah Goslin, Executive Assistant & Board Administrator
Bob Wilson, Brand Communications Specialist

PLEDGE OF ALLEGIANCE

Chair Kors led the Pledge of Allegiance.

CONFIRMATION OF AGENDA

Chair Kors asked whether there were any changes to the agenda. Hearing none, the agenda was confirmed as presented.

PUBLIC COMMENT

This Public Comment period is for items that appear within the Consent Calendar or matters that are not listed on the agenda.

Chair Kors called for public comments. There were no public comments on record.

APPROVAL OF MINUTES (All Vote)

JPA – VGPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED SEPTEMBER 30, 2022 (all vote)

The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated September 30, 2022, were presented for approval. Chair Geoff Kors asked for comments or a motion to approve. Tim Ellis of Ellis Hospitality moved to accept the minutes as presented. Gary Gardner of Desert Hot Springs, seconded. There was no further discussion and the minutes were approved based on the roll call vote at the beginning of the meeting.

CONSENT CALENDAR (only JPA Executive Committee votes)

- **WARRANTS AND DEMANDS**
- **RESOLUTION NO. JPA 2022-006: AUTHORIZE REMOTE TELECONFERENCE MEETINGS**

The Warrants and Demands dated September & October 2022 for Pacific Premier Bank, were presented for approval, along with Resolution No. JPA 2022-006: Authorizing Remote Teleconference Meetings. Councilmember Steve Downs of Rancho Mirage made a motion to approve. Gay Gardner with Desert Hot Springs seconded. No abstentions or opposition. There was no additional discussion, and the warrants and demands, and Resolution No. JPA 2022-006: Authorizing Remote Teleconference Meetings were approved according to the roll call taken at the beginning of the meeting.

VGPS BOARD OF DIRECTORS ITEMS (VGPS Board Only Votes)

- **VGPS BOARD OF DIRECTORS RENEWALS & ELECTION**
-

No nominations from the floor. Rolf Hoehn presented the names below for approval. Jay Chesterton made a motion to approve. Lorraine Becker seconded. No abstentions or opposition. All renewals and elections were approved.

- **Election 2023-2024 (2-year term)**
 - Rolf Hoehn for Chair
 - Peggy Trott for Vice Chair
 - Tom Scaramellino for Secretary
 - Aftab Dada for Treasurer
- **Renewals 2023-2025 (3-year term)**
 - Lorraine Becker
 - Dermot Connolly
 - Rob Hampton
 - Jay Mainthia
 - Bob Schneider
 - Barb Smith
 - Joe Tormey
 - Doug Watson

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

- **NOMINATIONS FOR CHAIR & VICE CHAIR 2023-2024 (2-YEAR TERM)**

No nominations from the floor. Rolf Hoehn presented the names below for approval. Councilmember Steve Downs from Rancho Mirage made a motion to approve. Mayor Jan Harnik from Palm Desert seconded. No abstentions or opposition. All renewals and elections were approved.

- Gary Gardner for Chair
- Waymond Fermon for Vice Chair

CEO / PRESIDENT'S REPORT

RECOGNITION

Aftab Dada was recognized as the 2022 Community Superhero for Youth Award.

VISIT GPS UPDATES

Scott White presented an update on VGPS' work with Travel Unity and our priority to continue our focus on Diversity, Equity, and Inclusion (DEI). We are in the final stages of finalizing our Resident's Sentiment Study which will be available on our research resource page once complete. Scott attended IGLTA in Milan with Rob Hampton from Palm Springs, where we showed a video from Mayor Lisa Middleton addressing the group. The video will be shared with the Board Members and we are going to bid on 2024 and 2025.

Marketing Recap – Colleen Pace

VGPS has launched a new series as part of our 'What Will You Find' Campaign, the Oasis Adventures Series, which can be found on our YouTube channel and the Board Report. We collaborated with 3 diverse influencers/content creators for their perspective on diversity of the destination.

Convention Sales – Carolina Viazcan

The Convention Sales team will surpass their 2022 booking goal. The team attended IMEX America in October and hosted over 230 appointments. As part of the Give Back program, we implemented in our booth, we expect our donation to the Greater Palm Springs Tourism Foundation to be over \$20,000.

TRAVEL UNITY PRESENTATION

Lauren Bruggemans introduced Roni Weiss (Executive Director) and Chi Lo (Resources Director) from Travel Unity. Roni explained Travel Unity's philosophy with regards to DEI – specifically that they focus on "Applied DEI" which includes embedding DEI principles into the systems and processes of an organization ensuring that the tangible work is done to work towards diversity and inclusivity both internally and externally. Roni explained the business case and why DEI matters to the tourism industry from a few perspectives – the billions of dollars that benefit destinations and businesses when inclusivity is embraced, workforce development, visitorship and ensuring return visitors, community impact and community's support for the tourism industry. Roni shared DEI pages and statements from other visitor-facing organizations to share examples and

provide inspiration. Specifically, Roni mentioned our work with the Agua Caliente Band of Cahuilla Indians and VGPS's landing page on Native American culture that was guided by Kate Anderson. Roni highlighted the phases VGPS has been working through in our DEI work, mentioning that following the internal DEI training and departmental dialogues that took place in November, stakeholder work would begin next with surveys, interviews and focus groups. Roni facilitated a conversation with Board Members on how VGPS is doing with regards to DEI and mentioned that he would share tools with them such as a best practices list and an internal assessment document. To close, Roni mentioned that VGPS is working towards becoming officially certified by Travel Unity through their CBTU program.

Birthdays

Board member birthdays for November and December were acknowledged.

Thank You

Scott White thanked Kelly Steward and Geoff Kors for their service on our Board.

FUTURE MEETING DATE

Tuesday, January 24 - 8:30am
Location: TBD

JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES

- Gary Gardner showed the Desert Hot Springs hiking map that the city worked with VGPS to create and expressed his excitement for the 3 additional maps coming out soon that cover the east, middle and west ends of the valley.

ADJOURNMENT

The meeting was adjourned by Scott White at 10:06 a.m.

Prepared by:

Sarah Goslin
Executive Assistant & Board Administrator

Visit GPS Board of Directors Rep:

Approval Date:



70100 highway 111 / rancho mirage, ca 92270

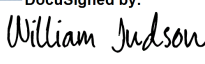
760.770.9000 / 800.967.3767

The following pages reflect the payments issued for the period of November 01, 2022 through November 30, 2022 from Pacific Premier Bank numbered 57630 through W96809.

DocuSigned by:

B262EA65FD724F8...

Scott White, President/CEO
Visit Greater Palm Springs

DocuSigned by:

83162FE215FD413...

William Judson, Vice President, Finance and Administration
Visit Greater Palm Springs

DocuSigned by:

9FFD7D09B770426...

Aftab Dada, Treasurer, Board of Directors



9 resort cities. *one* beautiful oasis.

Check History Report
Sorted By Check Number
Activity From: 11/1/2022 to 11/30/2022

Visit Greater Palm Springs (CVA)

Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
057630	11/4/2022	360VIEW	360ViewPR	4,000.00	Auto
057631	11/4/2022	AILEVON	Ailevon Pacific Aviation	8,417.00	Auto
057632	11/4/2022	AMERHEA	American Heart Association	1,500.00	Auto
057633	11/4/2022	ARCHER	Greg Archer	200.00	Auto
057634	11/4/2022	BASIC	BASIC PVR	3,797.74	Auto
057635	11/4/2022	BRANDIN	Angela Weimer	806.40	Auto
057636	11/4/2022	BURRTEC	Burrtec Waste & Recycling Svcs	226.03	Auto
057637	11/4/2022	CALSAE	CA Society of Assoc. Executive	8,497.00	Auto
057638	11/4/2022	CAPLAN	Eric Scott Caplan	874.80	Auto
057639	11/4/2022	CARDIFF	Cardiff Limousine	154.80	Auto
057640	11/4/2022	CODPACE	College of the Desert, PaCE	4,300.00	Auto
057641	11/4/2022	CONNECT	Connect Worldwide LLC	1,642.86	Auto
057642	11/4/2022	CS&L	Conventions Sports & Leisure	35,000.00	Auto
057643	11/4/2022	CVRESCU	Coachella Valley Rescue Mission	200.00	Auto
057644	11/4/2022	DELAGE	De Lage Landen Fin Svc. Inc.	203.03	Auto
057645	11/4/2022	DESADV	Desert Adventures	500.00	Auto
057646	11/4/2022	DIRECTS	Direct Source Distributing	759.89	Auto
057647	11/4/2022	EMBROI	Desert Promotional	11.42	Auto
057648	11/4/2022	EVENTSE	Event Service Professionals	1,850.00	Auto
057649	11/4/2022	FINDFOO	FIND Food Bank	230.00	Auto
057650	11/4/2022	GARCIAP	Jose C Garcia	385.00	Auto
057651	11/4/2022	GECKO	Gecko Grafix Corporation	1,275.00	Auto
057652	11/4/2022	GROUPAS	Group Assist	350.00	Auto
057653	11/4/2022	HP.COM	HP INC.	2,131.40	Auto
057654	11/4/2022	JNS	JNS Media Specialists	16,491.29	Auto
057655	11/4/2022	LAWRENC	Erin Lawrence	250.00	Auto
057656	11/4/2022	LINCOLN	The Lincoln National Life	3,865.94	Auto
057657	11/4/2022	METLIFE	Metropolitan Life Insurance	6,778.92	Auto
057658	11/4/2022	MODWEEK	Modernism Week	15,000.00	Auto
057659	11/4/2022	ODPBUS	ODP Business Solutions, LLC	294.62	Auto
057660	11/4/2022	PALMSPA	Mount San Jacinto Winter Park Authority	259.50	Auto
057661	11/4/2022	PALMSTO	Frederick A. Armstrong, Jr.	2,087.10	Auto
057662	11/4/2022	PETERMI	Peter Millar LLC	606.16	Auto
057663	11/4/2022	PLUS	PLUS Studios, LLC	15,077.84	Auto
057664	11/4/2022	PRINTIN	Austie Corporation	6,128.83	Auto
057665	11/4/2022	QUADIEN	Quadient Leasing USA, Inc	283.05	Auto
057666	11/4/2022	SCE	Southern California Edison	4,206.20	Auto
057667	11/4/2022	SIMPLE	Simpleview LLC	112,500.00	Auto
057668	11/4/2022	STANDLE	Molly Standley	880.00	Auto
057669	11/4/2022	TOURISM	Tourism Economics LLC	12,000.00	Auto
057670	11/4/2022	TRAVELL	Travel Leaders Network, LLC	258.16	Auto
057671	11/4/2022	UNITEDW	United Way of the Desert	118.00	Auto
057672	11/4/2022	UPS	United Parcel Service	332.45	Auto
057673	11/4/2022	VACRENT	Vacation Rental Compliance	2,500.00	Auto
057674	11/4/2022	VSP	Vision Service Plan (CA)	901.98	Auto
057675	11/4/2022	XPRESS	Xpress Graphics & Printing	704.72	Auto
057676	11/10/2022	ACSHEAT	Randall A Brockman	30,500.00	Auto
057677	11/10/2022	CAPLAN	Eric Scott Caplan	1,780.20	Auto
057678	11/10/2022	COACHPA	Laurent Pascal Groult	1,293.00	Auto
057679	11/10/2022	CONNECT	Connect Worldwide LLC	3,014.39	Auto
057680	11/10/2022	CUBERO	Maricarmen Cubero	20.00	Auto
057681	11/10/2022	EPIC	Epic Entertainment, LLC	75.00	Auto
057682	11/10/2022	GREGEIM	Gregory Elmers	1,750.00	Auto
057683	11/10/2022	HOVEL	Debra Hovel	983.25	Auto

Check History Report
Sorted By Check Number
Activity From: 11/1/2022 to 11/30/2022

Visit Greater Palm Springs (CVA)

Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
057684	11/10/2022	INSTITU	Institute of Mentalphysics	1,841.25	Auto
057685	11/10/2022	IRCINC	IRC Corporation	21.85	Auto
057686	11/10/2022	JNS	JNS Media Specialists	29,756.73	Auto
057687	11/10/2022	KAMINSK	Kaminsky Productions, Inc.	5,723.85	Auto
057688	11/10/2022	KELLERM	Kellermeyer Bergensons Services, LLC	1,529.00	Auto
057689	11/10/2022	LAQRESO	La Quinta Resort & Club	3,600.00	Auto
057690	11/10/2022	LULU	LuLu California Bistro	2,000.00	Auto
057691	11/10/2022	PETTY	Petty Cash	154.01	Auto
057692	11/10/2022	PSHOSP	Palm Springs Hospitality Assn	2,500.00	Auto
057693	11/10/2022	PSUNDER	Michael Fietsam	1,900.00	Auto
057694	11/10/2022	RANCHO	Omni Rancho Las Palmas, LLC	26,000.00	Auto
057695	11/10/2022	RENAISS	Renaissance Indian Wells Resor	100.00	Auto
057696	11/10/2022	RITZGRM	The Ritz-Carlton, Rancho Mirage	1,100.00	Auto
057697	11/10/2022	ROWAN	The Rowan Palm Springs	1,000.00	Auto
057698	11/10/2022	STANDLE	Molly Standley	825.00	Auto
057699	11/10/2022	THOWARD	Tara Howard Petrilla	420.00	Auto
057700	11/10/2022	UPS	United Parcel Service	690.98	Auto
057701	11/10/2022	VILLEGA	Sergio Arturo Villegas	200.00	Auto
057702	11/10/2022	WESTIN	The Westin Rancho Mirage Golf Resort & Spa	2,995.00	Auto
057703	11/10/2022	YU	Lily Yu	2,000.00	Auto
057704	11/21/2022	AARON	Aaron Feaver Photography, Inc.	12,350.00	Auto
057705	11/21/2022	ACETRAN	ACE Transportation, Inc.	780.00	Auto
057706	11/21/2022	AILEVON	Allevon Pacific Aviation	520.16	Auto
057707	11/21/2022	AMEXSLW	American Express	241.52	Auto
057708	11/21/2022	AT&T3	AT&T Mobility	2,966.83	Auto
057709	11/21/2022	BASIC2	BASIC Benefits	168.75	Auto
057710	11/21/2022	BIBLEBA	Bible Baptist Church of Long Beach	2,655.00	Auto
057711	11/21/2022	BRANDIN	Angela Weimer	273.60	Auto
057712	11/21/2022	CAPLAN	Eric Scott Caplan	988.80	Auto
057713	11/21/2022	CARDIFF	Cardiff Limousine	1,176.65	Auto
057714	11/21/2022	CARTER	Damon Paul Carter	500.00	Auto
057715	11/21/2022	COACHPA	Laurent Pascal Groult	1,200.00	Auto
057716	11/21/2022	COSTAR	CoStar Realty Information	16,810.00	Auto
057717	11/21/2022	DESARC	Desert Arc	3,300.00	Auto
057718	11/21/2022	DESARCR	Desert Arc Recycling	40.00	Auto
057719	11/21/2022	DESCH	Eliza Desch	4,056.00	Auto
057720	11/21/2022	DESIGNP	Raul Servin	21.55	Auto
057721	11/21/2022	ENTERP2	EAN Services, LLC	2,174.06	Auto
057722	11/21/2022	FIREUP	Fired Up Culture	7,792.00	Auto
057723	11/21/2022	FRONTIE	Frontier	178.96	Auto
057724	11/21/2022	IRSCARE	United States Treasury	24,575.82	Auto
057725	11/21/2022	IRSCARE	United States Treasury	16,456.71	Auto
057726	11/21/2022	IRSCARE	United States Treasury	17,052.03	Auto
057727	11/21/2022	JNS	JNS Media Specialists	60,844.12	Auto
057728	11/21/2022	KNIGHT	Tysen Knight	850.00	Auto
057729	11/21/2022	LA ART	La Artista Design, Inc.	2,048.44	Auto
057730	11/21/2022	LOCATI	The Kip Group, LLC	9,000.00	Auto
057731	11/21/2022	MASA	Medical Air Services Association	347.00	Auto
057732	11/21/2022	MMGY	MMGY Global, LLC	537.46	Auto
057733	11/21/2022	PAPERPE	Gina Ester May	1,914.00	Auto
057734	11/21/2022	PRINTIN	Austie Corporation	124.99	Auto
057735	11/21/2022	SIMPLE	Simpleview LLC	73,400.00	Auto
057736	11/21/2022	SOCALAR	SoCal Arena Company, LLC	5,800.00	Auto
057737	11/21/2022	SOUNDIN	Monica Poling	1,000.00	Auto

Check History Report**Sorted By Check Number****Activity From: 11/1/2022 to 11/30/2022****Visit Greater Palm Springs (CVA)**

Bank Code: 4 Pacific Premier Operating


Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
057738	11/21/2022	STRONG	Kathryn Louise Strong	750.00	Auto
057739	11/21/2022	TELEPAC	TPx Communications	3,293.07	Auto
057740	11/21/2022	UNIONSW	Union Bank	5,955.38	Auto
057741	11/21/2022	UPS	United Parcel Service	843.05	Auto
057742	11/21/2022	VILLEGA	Sergio Arturo Villegas	300.00	Auto
057743	11/21/2022	VIVIANK	Vivian Kania Co.	2,000.00	Auto
A1107A	11/7/2022	CALPERS	CalPERS	76,397.83	Manual
A6757	11/14/2022	MSR457B	Mission Square Retirement	7,847.56	Manual
A6759	11/14/2022	MSR RHS	Mission Square Retirement RHS Plan	900.00	Manual
C23341	11/1/2022	OHANES	Joanne Ohanesian	1,460.98	Manual
C23342	11/1/2022	RYAN	Mary Ryan	1,525.34	Manual
C23343	11/1/2022	BUCKLIN	Tammy Bucklin	124.52	Manual
C23344	11/1/2022	AED	Suzanne Aed	62.56	Manual
C23345	11/1/2022	DAY	Angie Day	2,349.11	Manual
C23346	11/1/2022	KAWAGUC	Julie Kawaguchi	268.23	Manual
C23347	11/4/2022	BRUGGEM	Lauren Bruggemans	981.00	Manual
C23348	11/8/2022	KIEHL	Joyce Kiehl	1,148.09	Manual
C23349	11/8/2022	BARK	Matt Bark	372.80	Manual
C23350	11/14/2022	TROKEY	William E Trokey	1,487.65	Manual
C23351	11/14/2022	KAWAGUC	Julie Kawaguchi	316.27	Manual
C23352	11/22/2022	BUCKLIN	Tammy Bucklin	520.46	Manual
C23353	11/22/2022	ESTERLI	Susan Esterling	738.71	Manual
C23354	11/22/2022	LITTLE	Laura Hunt Little	202.56	Manual
C23355	11/22/2022	BARK	Matt Bark	278.81	Manual
C23356	11/22/2022	DAY	Angie Day	1,908.97	Manual
C23357	11/25/2022	DAY	Angie Day	1,495.19	Manual
C23358	11/28/2022	OHANES	Joanne Ohanesian	55.00	Manual
C23359	11/28/2022	WHITE	Scott L. White	5,148.89	Manual
W41230	11/3/2022	GATE7	GATE 7	4,407.40	Manual
W47427	11/9/2022	MN' ORG	mN' Organisation	12,742.25	Manual
W96808	11/18/2022	MN' ORG	mN' Organisation	11,873.00	Manual
W96809	11/18/2022	BMI	BMI Publishing Ltd	975.00	Manual

Bank 4 Total: 823,484.77**Report Total:** 823,484.77

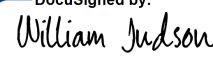


70100 *highway* 111 / rancho mirage, ca 92270
760.770.9000 / 800.967.3767

The following pages reflect the payments issued for the period of December 01, 2022 through December 31, 2022 from Pacific Premier Bank numbered 57744 through W94986.

DocuSigned by:

B262EA65FD724F8...

Scott White, President/CEO
Visit Greater Palm Springs

DocuSigned by:

83162FE215FD413...

William Judson, Vice President, Finance and Administration
Visit Greater Palm Springs

DocuSigned by:

9FFD7D09B770426...

Aftab Dada, Treasurer, Board of Directors



9 resort cities. *one* beautiful oasis.

Check History Report
Sorted By Check Number
Activity From: 12/1/2022 to 12/31/2022

Visit Greater Palm Springs (CVA)

Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
057744	12/2/2022	AILEVON	Ailevon Pacific Aviation	5,417.00	Auto
057745	12/2/2022	BASIC	BASIC PVR	3,797.74	Auto
057746	12/2/2022	BRANDIN	Angela Weimer	1,123.20	Auto
057747	12/2/2022	CAPLAN	Eric Scott Caplan	15.00	Auto
057748	12/2/2022	CARDIFF	Cardiff Limousine	1,346.00	Auto
057749	12/2/2022	COACHPA	Laurent Pascal Groutt	1,293.00	Auto
057750	12/2/2022	COLONIA	Colonial Life	3,147.10	Auto
057751	12/2/2022	COMTRON	Comtron Systems, Inc.	792.00	Auto
057752	12/2/2022	CONCUR	Concur Technologies, Inc.	1,254.51	Auto
057753	12/2/2022	CONNECT	Connect Worldwide LLC	3,000.00	Auto
057754	12/2/2022	CORAGGI	Coraggio Group LLC	416.00	Auto
057755	12/2/2022	CTTC	CTTC	2,500.00	Auto
057756	12/2/2022	CUBERO	Maricarmen Cubero	60.00	Auto
057757	12/2/2022	CVGS	Miguel Oscar Vidal	3,030.00	Auto
057758	12/2/2022	CVWATER	Coachella Valley Water Dist.	174.63	Auto
057759	12/2/2022	DELAGE	De Lage Landen Fin Svc. Inc.	1,202.67	Auto
057760	12/2/2022	DESADV	Desert Adventures	177.00	Auto
057761	12/2/2022	DESARC	Desert Arc	250.00	Auto
057762	12/2/2022	DESTPSP	Destination PSP, Inc.	2,372.37	Auto
057763	12/2/2022	DOWNS	Stephen G Downs	50.00	Auto
057764	12/2/2022	EMBROI	Desert Promotional	242.51	Auto
057765	12/2/2022	FERMON	Waymond Fermon	50.00	Auto
057766	12/2/2022	FINDFOO	FIND Food Bank	230.00	Auto
057767	12/2/2022	FLANDRI	Laura Flandrick	277.20	Auto
057768	12/2/2022	GARDNER	Gary R Gardner	50.00	Auto
057769	12/2/2022	GARFIEL	Lani Garfield	1,250.00	Auto
057770	12/2/2022	HARNIK	Jan C Harnik	50.00	Auto
057771	12/2/2022	IMPACT	Impact Through Golf Foundation	65,200.00	Auto
057772	12/2/2022	JNS	JNS Media Specialists	175,156.90	Auto
057773	12/2/2022	KORS	Geoffrey Kors	50.00	Auto
057774	12/2/2022	LINLINE	Lin Lines Inc.	2,640.00	Auto
057775	12/2/2022	LUX	Teo Denjo	1,500.00	Auto
057776	12/2/2022	METLIFE	Metropolitan Life Insurance	6,720.88	Auto
057777	12/2/2022	MIC	Meetings Industry Council of Colorado	1,900.00	Auto
057778	12/2/2022	ODPBUS	ODP Business Solutions, LLC	598.11	Auto
057779	12/2/2022	PHODU	Charles Meier	300.00	Auto
057780	12/2/2022	PSFILM	Palm Springs International	75,000.00	Auto
057781	12/2/2022	SACCVB	Sacramento CVB	3,640.60	Auto
057782	12/2/2022	SLOVAK	Slovak Baron Empey Murphy &	7,431.95	Auto
057783	12/2/2022	THOWARD	Tara Howard Petrilla	300.00	Auto
057784	12/2/2022	TOURISM	Tourism Economics LLC	47,812.50	Auto
057785	12/2/2022	TRAVELU	Travel Unity	5,812.00	Auto
057786	12/2/2022	TRIO	Trio Restaurant	1,677.30	Auto
057787	12/2/2022	TRULYNO	Truly Nolen Branch 063	87.00	Auto
057788	12/2/2022	UNITEDW	United Way of the Desert	118.00	Auto
057789	12/2/2022	UPS	United Parcel Service	1,491.66	Auto
057790	12/2/2022	UPS2	UPS Supply Chain Solutions Inc	49.93	Auto
057791	12/2/2022	VALLEY	Valley Office Equipment	576.50	Auto
057792	12/2/2022	VOROBYO	Veronika Vorobyov	5,475.10	Auto
057793	12/2/2022	VSP	Vision Service Plan (CA)	901.98	Auto
057794	12/2/2022	XPRESS	Xpress Graphics & Printing	748.11	Auto
057795	12/2/2022	YU	Lily Yu	318.01	Auto
057796	12/9/2022	AMEXBGS	American Express	10,562.52	Auto
057797	12/9/2022	BIGWHEE	Big Wheel Tours, Inc.	973.00	Auto

Check History Report**Sorted By Check Number****Activity From: 12/1/2022 to 12/31/2022****Visit Greater Palm Springs (CVA)**

Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
057798	12/9/2022	BRANDIN	Angela Weimer	1,713.60	Auto
057799	12/9/2022	CALLIGR	Lara Kiniris	720.00	Auto
057800	12/9/2022	CARDIFF	Cardiff Limousine	154.80	Auto
057801	12/9/2022	CULTSTR	Cultivar Strategies	25,000.00	Auto
057802	12/9/2022	DESTPSP	Destination PSP, Inc.	98.34	Auto
057803	12/9/2022	DMAI	Destinations International	15,390.00	Auto
057804	12/9/2022	DOVE	Dove Printing	2,428.69	Auto
057805	12/9/2022	ENTERP2	EAN Services, LLC	537.82	Auto
057806	12/9/2022	EVENTSC	Eventscape International, Inc.	1,565.00	Auto
057807	12/9/2022	GECKO	Gecko Grafic Corporation	1,425.00	Auto
057808	12/9/2022	HAIRYDO	Phillip Large	1,500.00	Auto
057809	12/9/2022	IMAGE	Image360 - Palm Desert	321.16	Auto
057810	12/9/2022	JNS	JNS Media Specialists	21,433.95	Auto
057811	12/9/2022	LOCATI	The Kip Group. LLC	200.00	Auto
057812	12/9/2022	MYLITTL	Howard Scotte, LLC	4,380.93	Auto
057813	12/9/2022	NEXTMAN	Next Management LLC	7,200.00	Auto
057814	12/9/2022	ODPBUS	ODP Business Solutions, LLC	104.35	Auto
057815	12/9/2022	PETTY	Petty Cash	97.69	Auto
057816	12/9/2022	PJTROPH	Gold Star Ventures East	2,261.59	Auto
057817	12/9/2022	QUADFIN	Quadient Finance USA, Inc.	307.99	Auto
057818	12/9/2022	QUADIEN	Quadient Leasing USA, Inc	2,716.31	Auto
057819	12/9/2022	SELECTM	Select Los Angeles, LLC	9,600.00	Auto
057820	12/9/2022	SUMMERL	Summerland Creative, Inc.	3,402.50	Auto
057821	12/9/2022	THRESHO	Threshold 360, Inc	2,000.00	Auto
057822	12/9/2022	TRAKSTA	Trakstar	6,299.00	Auto
057823	12/9/2022	ULINE	ULINE	199.78	Auto
057824	12/9/2022	UPS	United Parcel Service	33.00	Auto
057825	12/9/2022	UPS2	UPS Supply Chain Solutions Inc	215.78	Auto
057826	12/9/2022	USACHES	United States Chess Federation	5,106.00	Auto
057827	12/9/2022	VIVIANK	Vivian Kanla Co.	3,051.09	Auto
057828	12/9/2022	XPRESS	Xpress Graphics & Printing	2,759.74	Auto
057829	12/19/2022	ACADEMY	Academy of Neonatal Nursing	8,860.00	Auto
057830	12/19/2022	AMEXSLW	American Express	2,366.52	Auto
057831	12/19/2022	BASIC2	BASIC Benefits	164.50	Auto
057832	12/19/2022	CALTIA	California Travel Association	73,412.16	Auto
057833	12/19/2022	CAPLAN	Eric Scott Caplan	2,284.80	Auto
057834	12/19/2022	CARDIFF	Cardiff Limousine	577.20	Auto
057835	12/19/2022	DELAROS	Manuel Dela Rosa	500.00	Auto
057836	12/19/2022	DESADV	Desert Adventures	500.00	Auto
057837	12/19/2022	DESARCR	Desert Arc Recycling	40.00	Auto
057838	12/19/2022	DESTPSP	Destination PSP, Inc.	163.88	Auto
057839	12/19/2022	ESQUERR	Kamari Esquerra	500.00	Auto
057840	12/19/2022	EXPRESS	Express Frame	327.06	Auto
057841	12/19/2022	FRESHED	Fresh Eddie Productions, LLC	2,500.00	Auto
057842	12/19/2022	HENEY	Paul Heney	519.25	Auto
057843	12/19/2022	JNS	JNS Media Specialists	46,110.02	Auto
057844	12/19/2022	KELLERM	Kellermeyer Bergensons Services, LLC	1,529.00	Auto
057845	12/19/2022	NORTH	Northeast CVB Representatives	450.00	Auto
057846	12/19/2022	ODPBUS	ODP Business Solutions, LLC	99.53	Auto
057847	12/19/2022	PAPERPE	Gina Ester May	1,350.00	Auto
057848	12/19/2022	PRINTIN	Austie Corporation	637.88	Auto
057849	12/19/2022	RANCHO	Omni Rancho Las Palmas, LLC	14,330.45	Auto
057850	12/19/2022	RENAISS	Renaissance Indian Wells Resor	1,406.80	Auto
057851	12/19/2022	SPECTRU	Charter Communications	126.30	Auto

Check History Report**Sorted By Check Number****Activity From: 12/1/2022 to 12/31/2022****Visit Greater Palm Springs (CVA)**

Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
057852	12/19/2022	STANDLE	Molly Standley	620.00	Auto
057853	12/19/2022	TRAVELU	Travel Unity	451.27	Auto
057854	12/19/2022	UNCLED	Uncle D's Smokehouse BBQ & Grill	787.00	Auto
057855	12/19/2022	UNIONSW	Union Bank	7,960.83	Auto
057856	12/19/2022	UPS	United Parcel Service	94.24	Auto
057857	12/19/2022	XPRESS	Xpress Graphics & Printing	188.69	Auto
057858	12/22/2022	AARON	Aaron Feaver Photography, Inc.	12,350.00	Auto
057859	12/22/2022	BAKERTI	Baker Tilly US, LLP	2,964.06	Auto
057860	12/22/2022	BRANDIN	Angela Weimer	136.80	Auto
057861	12/22/2022	BROWN&B	Brown & Bigelow, Inc	533.25	Auto
057862	12/22/2022	CARDIFF	Cardiff Limousine	1,018.50	Auto
057863	12/22/2022	COACHPA	Laurent Pascal Grouit	5,279.75	Auto
057864	12/22/2022	COMTRON	Comtron Systems, Inc.	200.00	Auto
057865	12/22/2022	CVHARVE	CV Harvest Box	6,658.28	Auto
057866	12/22/2022	CVWATER	Coachella Valley Water Dist.	173.46	Auto
057867	12/22/2022	DESADV	Desert Adventures	1,500.00	Auto
057868	12/22/2022	EMBROI	Desert Promotional	34.26	Auto
057869	12/22/2022	GIVESMA	GiveSmart US, Inc.	500.00	Auto
057870	12/22/2022	JMILLER	Jessica Lauren Miller	1,400.00	Auto
057871	12/22/2022	JNS	JNS Media Specialists	55,654.63	Auto
057872	12/22/2022	JSPICER	Judd Spicer	300.00	Auto
057873	12/22/2022	KNIGHT	Tysen Knight	150.00	Auto
057874	12/22/2022	MARGARI	AGRE DCP Palm Springs Tenant LLC	2,475.15	Auto
057875	12/22/2022	MOGO	James Valletti	320.00	Auto
057876	12/22/2022	NATIONW	Nationwide	450.00	Auto
057877	12/22/2022	PSBOT	AEG Management Palm Springs LLC	491.63	Auto
057878	12/22/2022	SAKS	Victoria Saks	200.00	Auto
057879	12/22/2022	SCE	Southern California Edison	2,595.73	Auto
057880	12/22/2022	SEARCHG	SearchWide Global	13,333.00	Auto
057881	12/22/2022	SEARCHG	SearchWide Global	13,333.00	Auto
057882	12/22/2022	SIMPLE	Simpleview LLC	120,750.00	Auto
057883	12/22/2022	SITEFOU	SITE Foundation	12,000.00	Auto
057884	12/22/2022	SLOVAK	Slovak Baron Empey Murphy &	11,415.65	Auto
057885	12/22/2022	SPARKCL	Tarran Merrill	2,750.00	Auto
057886	12/22/2022	SYNERGY	Synergy Information Solutions	2,940.00	Auto
057887	12/22/2022	ULINE	ULINE	238.40	Auto
057888	12/22/2022	UNICOMM	Unicomm, LLC	4,295.00	Auto
057889	12/22/2022	UPS	United Parcel Service	1,278.44	Auto
057890	12/22/2022	VALLEY	Valley Office Equipment	812.64	Auto
057891	12/22/2022	VOROBYO	Veronika Vorobyov	124.59	Auto
057892	12/22/2022	WELLNES	Wellness Tourism Association	5,000.00	Auto
057893	12/22/2022	XPRESS	Xpress Graphics & Printing	808.77	Auto
A03290	12/23/2022	MSR 401	MSR 401(a)	32,231.44	Manual
A03292	12/23/2022	MSR457B	Mission Square Retirement	8,018.98	Manual
A03294	12/23/2022	MSR RHS	Mission Square Retirement RHS Plan	900.00	Manual
A1206A	12/6/2022	CALPERS	CalPERS	75,804.03	Manual
A6684	12/8/2022	MSR457B	Mission Square Retirement	7,950.66	Manual
A6686	12/8/2022	MSR RHS	Mission Square Retirement RHS Plan	900.00	Manual
A8029	12/1/2022	MSR RHS	Mission Square Retirement RHS Plan	900.00	Manual
A8030	12/1/2022	MSR457B	Mission Square Retirement	8,099.99	Manual
C23360	12/5/2022	AED	Suzanne Aed	2,501.35	Manual
C23361	12/5/2022	MEYERD	Davis Meyer	1,626.40	Manual
C23362	12/5/2022	ORFIELD	Gary Orfield	1,610.88	Manual
C23363	12/5/2022	RYAN	Mary Ryan	233.63	Manual

Check History Report**Sorted By Check Number****Activity From: 12/1/2022 to 12/31/2022****Visit Greater Palm Springs (CVA)**

Bank Code: 4 Pacific Premier Operating

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
C23364	12/5/2022	TROKEY	William E Trokey	1,743.27	Manual
C23365	12/8/2022	BUCKLIN	Tammy Bucklin	85.12	Manual
C23366	12/8/2022	DAY	Angie Day	1,020.75	Manual
C23367	12/8/2022	ESTERLI	Susan Esterling	1,143.10	Manual
C23368	12/8/2022	MACIAS	Melanie Macias	207.07	Manual
C23369	12/8/2022	RYAN	Mary Ryan	645.19	Manual
C23370	12/12/2022	OSTERBE	Rob Osterberg	38.97	Manual
C23371	12/13/2022	PACEC	Colleen Pace	213.08	Manual
C23372	12/13/2022	MOURHES	Anne Marie Mourhess	75.76	Manual
C23373	12/14/2022	BARK	Matt Bark	1,226.05	Manual
C23374	12/14/2022	TROKEY	William E Trokey	1,063.33	Manual
C23375	12/21/2022	DAY	Angie Day	1,690.19	Manual
C23376	12/21/2022	DAY	Angie Day	617.63	Manual
C23377	12/21/2022	OHANES	Joanne Ohanesian	199.06	Manual
C23378	12/21/2022	TROKEY	William E Trokey	74.31	Manual
C23379	12/28/2022	AED	Suzanne Aed	2,012.03	Manual
C23380	12/28/2022	SHEEHAN	Danae Sheehan	59.38	Manual
C23381	12/28/2022	BARK	Matt Bark	803.91	Manual
C23382	12/28/2022	RYAN	Mary Ryan	1,214.33	Manual
C23383	12/28/2022	CLOUTIE	Andy Cloutier	381.39	Manual
W63771	12/22/2022	RADDLE	Raddlemann Ltd	7,500.00	Manual
W80357	12/21/2022	VISUSAI	Visit USA Committee Ireland	2,350.79	Manual
W94984	12/16/2022	VISITUS	Visit USA Committee / France	1,033.00	Manual
W94985	12/16/2022	IAGTO	I.A.G.T.O	1,000.00	Manual
W94986	12/16/2022	AMERUN	America Unlimited GmbH	3,500.00	Manual
Bank 4 Total:				1,196,831.53	
Report Total:				1,196,831.53	

2022 RESULTS & 2023 GOALS
VISIT GREATER PALM SPRINGS



CONVENTION SALES

2022 RESULTS & 2023 GOALS

- The team ended the year strong and had an exceptional fourth quarter to achieve **117% of our 2022 room night goal**. There were **2 groups** in 2022 that were **anomalies** and may impact our production capabilities in 2023. **MLS Soccer NEXT Group which generated 12,702 Room Nights** for December have expressed some concerns with the facility, infrastructure, and other factors beyond our control. We are in discussions with them and hope to know more by the end of the first quarter. **US Department of Defense represented 6,697 Room nights** and does not have the ability to return in 2023. These two groups represent **19,399 Room Nights** which helped us achieve our stretch goal, otherwise we would have ended our year at 104%, or **162,706 Room Nights**. Leadership is using this as a baseline and the following environmental factors in their recommendations for 2023 goals.
- Local Directors of Sales & Marketing are reporting **compression in 2023** with limited availability in the first 6 months of the year. This is due to short-term corporate demand and is reflected in our **Future Pace**, as we are currently up **19% or 31,391 RNS** OTB for **2023** for VGPS bookings.
- 4 Resort properties** will be under construction **in 2023**, Hyatt Regency Indian Wells Resort & Spa, La Quinta Resort & Club, Miramonte Resort & Spa, and The Ritz-Carlton Rancho Mirage, which could **limit availability** and may be a deterrent for planners from booking.
- We are recommending adjusting measurement categories from **total number of booked groups** to **total number of new bookings**. A new booking is defined as a group that has not booked in the destination through VGPS in 5 years or more. The shift is at the recommendation of our hotel partners, who have indicated to us that new groups is a high priority.

Historical/Goals

	2019 GOAL	2019 ACTUAL	2021 GOAL	2021 ACTUAL	2022 GOAL	2022 STRETCH GOAL	2022 ACTUAL	2023 GOAL	2023 STRETCH GOAL
ROOM NIGHTS	222,500	217,337	69,500	96,511	155,000	170,000	182,105	185,500	206,500
# GROUPS BOOKED	375	350	150	189	260	280	332	*N/A	*N/A
LEAD DISTRIBUTION	1,148	1,155	450	1,012	1,150	1,175	1,564	1,450	1,550
NEW LEAD DISTRIBUTION	668	648	200	530	600	650	843	825	875

	2019 ACTUAL	2022 ACTUAL	2023 GOAL	2023 STRETCH GOAL
NEW BOOKINGS	151	212	220	230

Future Pace indicates we are ahead of pace for **2023** and **2024**. Focus and opportunity in 2025 and beyond for association business is a priority for the team. Our strategic partnership with ASAE will continue to be used to add focus to this market.

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives
2023	199,206	167,814	31,391	19%	0	142,929
2024	109,661	105,920	3,741	4%	87,474	149,633
2025	49,397	68,146	-18,749	-28%	147,738	75,773
2026	17,375	43,346	-25,972	-60%	179,760	41,127
2027	2,595	24,290	-21,695	-89%	194,540	22,766
2028	3,312	11,947	-8,635	-72%	193,823	12,179
2029	683	6,679	-5,094	-90%	196,452	0

as of 1/6/23

PREDICTION OF MILD RECESSION IN 2023

Oxford Economics has cut its 2023 U.S. GDP forecast from 0.0% to -0.5%. The mild recession will be driven by elevated prices, more costly borrowing rates, and weaker corporate earnings that will cause a retrenchment in consumer spending, business investment, and hiring in the first half of 2023. The forecast for 2022 real GDP growth is unchanged at 1.7.

Recent **layoffs** also are an indicator of **potential softening** of group demand in the upcoming months. Recent layoffs include **Amazon (10,000 staff)**, **Salesforce (8,000 staff)**, **HP (5,000 staff)**, **Cisco (4,000 staff)**, and **Goldman Sachs (3,200 staff)**.

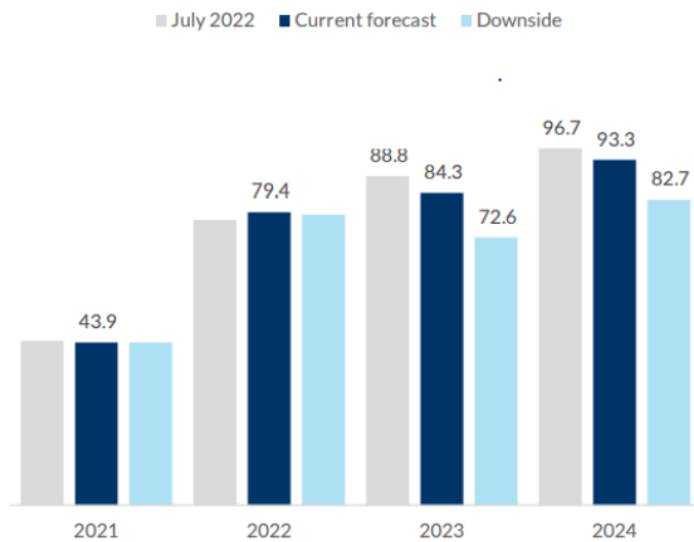
Tourism Economics has provided quarterly updates throughout 2022 on **National Group Demand**. Their group forecast continues to decline due to the mild recession, turbulent public health conditions, lower attendance levels, and greater hesitancy to plan group events long term, resulting in a **slower recovery in group demand**.

Below graph is from most recent group forecast from November 2022.

KEY RESULTS

Group demand benchmark

Group demand benchmark: US aggregate
Index (2019=100)



Source: 2Synergize FuturePace; Tourism Economics

CBRE has forecasted **1.1% total occupancy growth for 2023** in Greater Palm Springs compared to 2022. ADR is predicted to stabilize with a **2.2% increase forecasted for 2023**.

Annual Performance - Five Year History and Forecast

Year	Occ	Δ Occ	ADR	Δ ADR	RevPAR	Δ RevPAR
2017	64.8%	0.9%	\$152.16	-2.9%	\$98.58	-2.1%
2018	64.3%	-0.7%	\$158.56	4.2%	\$101.98	3.5%
2019	64.7%	0.6%	\$166.86	5.2%	\$107.98	5.9%
2020	36.8%	-43.1%	\$149.52	-10.4%	\$55.03	-49.0%
2021	54.7%	48.6%	\$170.71	14.2%	\$93.35	69.6%
2022F	63.4%	15.9%	\$211.00	23.6%	\$133.73	43.3%
2023F	64.1%	1.1%	\$215.72	2.2%	\$138.23	3.4%
2024F	62.5%	-2.5%	\$220.89	2.4%	\$138.03	-0.1%
2025F	62.8%	0.5%	\$226.20	2.4%	\$142.09	2.9%
2026F	63.6%	1.3%	\$231.87	2.5%	\$147.47	3.8%

Source: Kalibri Labs, Q3 2022

2023 WEBSITE GOALS

2022 ACTUALS

	2019 ACTUAL	2020 ACTUAL	2021 ACTUAL	2022 GOAL	2022 ACTUAL
Sessions	3,253,951	1,776,588	2,734,915	3,095,000	3,381,633
Bounce Rate	42.22%	50.39%	48.34%	47.88%	49.24%
Engaged Session Rate	34.16%	27.80%	34.63%	34.93%	33.70%
Engaged Sessions	1,111,550	493,891	947,101	1,081,084	1,138,289
Qualified Session Rate	5.50%	6.52%	7.76%	8%	7.51%
Qualified Sessions	178,967	115,834	212,229	247,600	252,917

- **2022 sessions** actual was at **109%** of goal and **104%** **2019** actual sessions.
- We did not meet goal for **bounce rate** in 2022 due to new awareness campaigns we did not anticipate that resulted in website traffic but not driving conversions (ie. AEG/Benefits of Tourism/Workforce Development). Average bounce rate for DMO's is 55%.
- We made **engaged session goal** and **qualified session goal** as a hard number but not as a rate (%) due to actual website traffic being higher than projected.

NEW MEASUREMENT WITH GOOGLE ANALYTICS 4 (GA4)

	2022 ACTUAL	2022 GA4	2023 GA4 GOAL
Users	2,548,954	2,324,142	2,347,383
Sessions	3,381,663	2,933,794	2,963,132
Highly Engaged Sessions	1,138,289	1,138,289	1,149,672
Qualified Sessions	252,917	252,917	255,446

- Our website host Simpleview has preemptively taken steps to implement Google Analytics 4 (GA4) which will go live July 1, 2023.
- This will change the metrics used for the website moving forward in a significant way.
- With these preemptive measures in place, yearly comparisons will be available throughout the year.
- Bounce rate will no longer be prioritized by Google as highly engaged sessions and qualified sessions are the best measurement of engagement.
- Recommend revisiting goals for the July 1st launch as Google continues to evolve the measurements and definitions for GA4.

GLOSSARY:

User: This is the primary user metric in GA4 defined as total unique users that visit the website. It does include a returning website visit in the same browser.

Sessions: A session is the total number of user interactions that take place within a given period. The session counts in your Google Analytics 4 property will be lower than the session counts in Universal Analytics. This is because Google Analytics 4 does not create a new session when the source changes mid-session, while Universal Analytics does create a new session under that circumstance.

Highly engaged session: A website session on visitgreaterpalmsprings.com who has met the following criteria:

- Session duration is greater than 2:00 AND they have visited 2 or more pages during the session
- Subscribed to the eNewsletter,
- Requested a Visitor Guide
- Clicked "Visit Website"
- Clicked on coupon. on a partner listing.

Qualified Sessions: Conversions are defined as a website visitor that does one of the following:

- Signs up for an eNewsletter
- Requests a Visitors Guide
- Visits a partner website
- Including offers/coupons from website

2023 SOCIAL MEDIA GOALS

2022 ACTUALS

@VISITGREATERPS	2019 ACTUAL	2020 ACTUAL	2021 ACTUAL	2022 GOAL	2022 ACTUAL
Impressions	26,864,635	13,523,178	20,240,257	23,500,000	35,214,751
Video Views	3,897,914	2,103,305	5,007,148	5,100,000	6,574,485
Website Clicks	107,107	70,998	123,636	130,000	141,760
@DINEGPS					
Impressions	4,419,707	4,033,739	5,093,835	5,500,000	5,998,743
Video Views	482,663	219,808	432,182	500,000	843,610
Website Clicks	20,739	13,729	22,988	24,000	55,116

COMBINED GOALS 2023

@VISITGREATERPS	2022 GOAL	2022 ACTUAL	2023 GOAL
Impressions	29,000,000	41,213,494	42,000,000
Video Views	5,600,000	7,418,095	7,600,000
Website Clicks	154,000	196,876	199,000

- Recommend combining channels to look at total metrics together vs. looking at by @visitgreaterps and @dinegps. This is due to how much crossover there is between channels as well as the fact that we only have one channel for TikTok, YouTube, and Pinterest.



2023 MEDIA GOALS

Earned Media	2019 ACTUAL	2021 ACTUAL	2022 GOAL	2022 ACTUAL	2023 GOAL
PR Quality Score	4,452	6,389	6,500	6,679	6,800
Media Outreach/Assists	1,786	1,275	2,000	2,256	2,500
Media Value	\$18,859,220	\$25,397,129	Tracking	\$58,223,095	Tracking
CS Earned Media					
Earned Media Placements	33	35	60	62	70

- PR Quality Score is a point-based system of evaluating the quality of media. Media is rated on a scale of 1-12 based on story type, media tier, visuals, URL, DMO mention, and reader response.
- Newly created position (VP of Communications) will support and provide strategic direction for media relations as well as important organizational priorities such as DEI, sustainability, and workforce development.
- New UK PR Agency (Finn Partners) will be used to gain more media exposure to support international recovery. Brand partnership with Globe-Trotter and activations will be used to share messaging about Greater Palm Springs. Events in GPS, West Hollywood, UK, and Japan are planned for 2023 highlighting this partnership.
- Proactive targeting and pitching to our top "most wanted media" list including national and regional coverage such as NY Times, Travel & Leisure, Conde Nast, Lonely Planet, National Geographic, LA Times, Seattle Magazine, Wall Street Journal, Afar, Outside, etc.
- Corporate communications and public affairs messaging will be shared locally to support organizational priorities such as workforce development and sustainability.
- Leverage new Michelin/VC partnership to gain coverage elevating Greater Palm Springs as a culinary destination sharing the (8) new recommended restaurants. Additionally, introduce new restaurant options throughout the valley for Michelin to consider adding to their list.
- Develop new quarterly media newsletter to grow media base by showcasing destination through pillar focused story ideas.

2023 BOARD PRIORITIES

Fly Market Support

Palm Springs International Airport has continued to experience record passenger growth in 2022 to officially mark the busiest year on record with **2.98 million** total passengers for 2022 (16.3% increase from 2019). Our top priorities are to **grow off-season nonstop service** to major hub airports; Chicago, Atlanta, Salt Lake (up gauge type of plane) and New York. Priorities for seasonal service are New York, Washington D.C. and Atlanta. Specifically for Southwest, we are targeting expansion of Dallas and Chicago beyond their current holiday service.

With more **year-round flights** than ever, continued support is planned for all new and existing nonstop flights to our destination via co-op marketing in partnership with airlines, as well as through our **advertising efforts in fly markets**. Our more than **8-million-dollar** advertising budget will support marketing campaigns that will include custom advertising plans and co-op programs with select airline partners (such as Southwest and JetBlue), with additional budget allocated to supporting any new routes that are added in 2023.

We will continue our presence at **industry conferences** such as Jump Start, Airport Roundtable and Routes America while also making personal visits to airline headquarters. We will also create opportunities to **host network planners** and their internal strategic meetings in Greater Palm Springs. Our presentations will be fully customized for each airline while also providing updated research and destination updates.

We will utilize our recent **resident survey** to understand and address sentiment to further **educate and engage** the local community. We will advocate and support plans for airport expansion and regional support, as well as efforts to develop an international terminal with a dedicated FIS.

International Marketing

VGPS recently contracted with Finn Partners, **a full-service marketing and PR agency**, which will allow us to focus on **supporting international recovery** by increasing awareness and market share for Greater Palm Springs. Through this new and expanded partnership, we will develop and execute a consumer media plan targeting **key markets in the UK and Ireland** with digital, social, video, and print/OOH advertising in addition to PR and Travel Trade efforts and in-market activations. We will align this partnership with Brand USA's marketing offerings to maximize our reach and budget.

Brand partnership with **Globe-Trotter** will be launched in Q1 2023 in Greater Palm Springs with additional events at their storefronts in West Hollywood, UK, and Japan.

Additional supplemental programs with **Brand USA** and **Visit California/Expedia** will also be considered and deployed in 2023 to reach additional international markets.

Marketing Pillar Support:

In 2023, we will continue to support our **culinary experiences**, leveraging the new **Michelin/Visit California** partnership to gain more media coverage. We will support local restaurants promoting (8) new recommended restaurants and introducing Michelin to a variety of restaurant partners in Greater Palm Springs to gain more ratings and recommendations.

Experience passes in partnership with **Bandwango** will continue to be deployed throughout the year, including the annual **Summer Eats Pass** which is deployed immediately following **Greater Palm**

Springs Restaurant Week. Local restaurants will also be featured and promoted throughout new social/video and blog content programming planned for 2023.

Continuing to support and promote **arts & culture** in our destination is a key part of our 2023 goals. With the launch of the **Oasis of Art campaign**, we now have a comprehensive campaign that encompasses the Art & Sol video series, artsGPS app, signature events, and murals/public art offerings. We will continue to deploy new content and align our advertising with applicable events throughout the year, including Desert X, Modernism Week, and other signature music and arts festivals as well as nightlife and entertainment events in the destination.

New content will be planned for the **Art & Sol video series** highlighting local artists, which will be deployed gradually throughout the year and promoted via a dedicated media plan including video display advertising, native content, and social media.

Health & Wellness, Outdoor Adventure and LGBTQ+ will also be a priority to highlight in our content creation, digital efforts, and creative imagery and video.

Convention Sales

With continued **recovery of group business** as a key priority for our organization, we will grow and evolve our convention sales advertising that resumed last year with the **“Meetings Mean More”** campaign. We have partnered with **Greenhaus Agency** to evaluate and evolve the current meetings campaign, which includes an in-depth destination immersion trip, interviews with partners and stakeholders, presentation of key findings, and development of new photography and video assets for use in marketing our destination to meeting planners. These findings and new assets will allow us to further develop our advertising campaign throughout 2023.

In addition, **strategic partnerships** will continue with organizations like American Express, ASAE, CalSAE, Conference Direct, Helms Briscoe, HPN, Maritz, PCMA, and Prestige, allowing us to increase our advertising presence across their channels and receive customized benefits such as event registrations, sponsorship opportunities, and access to research and survey data.

Workforce Development & TEAM GPS

Continued support around **workforce development** is a goal for 2023 to increase awareness of and interest in entering the tourism and hospitality industry. A student focus group planned for early 2023 will provide additional insights on the current campaign's effectiveness and will inform future direction, messaging, and creative assets.

Further growth of the **TEAM GPS** program is also a marketing priority. TEAM GPS Champions Pass will launch in 2023, which will offer prizes and rewards for participants as they meet milestones and experience locations throughout the destination.

Additionally, three new social media channels will be developed to support Team GPS (**@TeamGreaterPS**). This will allow us to raise community engagement and awareness of Team GPS, support community and partnership events, and spotlight hospitality and tourism workforce priorities. Channels will include TikTok, Instagram and Facebook.

We will expand our partnership with **COD's PaCE program** to deliver training and certifications to our workforce, including the launch of our online self-paced, TEAM GPS Champions course, quarterly meetings with a hospitality HR advisory group, and development of new trainings. The **Tourism Foundation** will continue to sponsor TEAM GPS for hospitality employees and the emerging leaders certification program.

Through our partnership with **One Future Coachella Valley**, we will provide hospitality employers with connections for **internship and job shadow programs** and a toolkit for successful programs. We will continue to provide and promote scholarships for local students interested in hospitality careers through the Tourism Foundation.

We will work with the local college hospitality programs to invite students to attend our networking events and fundraisers for the Tourism Foundation throughout the year so they can network with industry professionals. We will also continue to partner with the **CVHS Hospitality Academy** to provide experience for those students at our events.

To refine and improve our **hospitality careers marketing campaign**, we will conduct focus groups with students and use their feedback to update the existing campaign. We'll continue to engage with the high schools and colleges to connect students with industry professionals, provide TEAM GPS Champions training, and expand awareness of opportunities in hospitality.

DEI, Cultural Tourism, Sustainability, and Accessibility

DEI, cultural tourism, sustainability, and accessibility are incorporated organically into all aspects of VGPS's marketing initiatives, which will continue to be a priority in 2023. Diversity will be **authentically represented** across messaging and imagery and alignment with influencers and content creators offering diverse perspectives will be proactively sought to support these priorities.

New landing pages for **sustainability ("Find Your Sustainable Oasis")** and accessibility launched and will continue to highlight locations, businesses, and attractions that offer sustainable and accessible experiences for visitors. Cultural tourism will be a focus, as well, as the **Agua Caliente Cultural Plaza** opens later this year. A full content plan has been developed to support cultural tourism for the destination. A **Native American** culture page also launched in 2022, which will be further built out and expanded upon this year. We will also continue to foster relationships with content creators in these spaces to organically showcase how our destination is committing to all aspects of DEI, cultural tourism, accessibility, and sustainability.

We will launch and coordinate phase 3 of our **Travel Unity partnership**, which focuses on stakeholder engagement, surveying partners, and developing a DEI/Sustainability advisory group. We will also launch our Kind Traveler program this year with a goal of onboarding **5 more hotel** properties.

We will survey/assess the accessibility needs and current assets of our tourism partners this year and use that information to inform education or resource opportunities, as well as share with marketing/communications to promote the existing partner assets. We will continue to promote **Autism Certification** with a goal of getting at least **one city** and **10 business partners** to become certified autism centers.

Our sustainability goals include beginning the process of a **sustainability certification** through an organization like GSTC. Sustainability includes not only promoting and communicating green practices but also our cultural heritage and sharing economic opportunities for our workforce and communities.

We will research certification options and partner with our board, tourism businesses, cities, and other organizations like **CVAG** to move forward with an assessment and start developing goals that our businesses and cities would like to achieve.

These areas of **DEI, sustainability, cultural heritage, and accessibility** will all be included in our TEAM GPS training and partner education throughout the year, and each partner communication will include an update, tip, or resource in this area.

We've partnered with nonprofit **Caravanserai** to provide a cohort of 30 Spanish-speaking tourism related entrepreneurs with marketing support and TEAM GPS training. We'll also host a marketplace for local hospitality partners to connect with these businesses.

Regional Collaboration

We will actively advocate for organizational priorities including a standalone **Cal State Campus** in Palm Desert, a **COD culinary and hospitality training facility and program** that meets the needs of our destination, rail service, international air service, shade trees and structures, regional mobility, wayfinding, broadband, solutions for workforce housing and homelessness, and action at the Salton Sea. This includes communicating our priorities to elected officials and lawmakers, highlighting progress and opportunities in presentations to partners and community members, and sharing opportunities for partners or those in the community to support.

Vacation Rentals Education/Research

We will continue to promote the **benefits of vacation rental tourism** locally through PR and marketing, provide resources and best practices to vacation rental operators and cities, commission an updated economic impact of vacation rental tourism for 2022, advocate for balanced vacation rental policies, and partner with the major platforms to communicate with vacation rental operators. We will also engage the process for a research study to evaluate the marketing funding and analysis visitors' behavior to quantify the benefits to vacation rental TBID owners. We will explore a grant or co-op for vacation rental operators to help reduce negative impacts, such as noise monitoring or guest education tools.

Vacation Rentals Marketing/Production

Vacation rentals will continue to be integration into destination-wide marketing campaigns in addition to dedicated vacation rental advertising programs. These programs include VRBO, AirBNB, digital display, native content, and social media. Additional campaigns will be added to the strategy in 2023 with a new vacation rental summer campaign launching in partnership with VRBO which will have a social media 1st media plan. We will continue to engage the Advisory Group to further enhance, develop and uncover new marketing opportunities. We will also focus on building our asset library with more vacation rental videos and images to utilize in our plan.

Wayfinding

We will partner with CVAG to advocate and explore funding options for I-10 corridor beautification. We will also promote awareness of grant opportunities for new vehicle e-charging stations along the I-10 corridor and advocate for **improved wayfinding** to vehicle e-charging stations. We will continue to advocate with the cities for additional wayfinding to visitor points of interest throughout the Coachella Valley. We will also work with CVAG and the **Coachella Valley Mountains Conservancy** to add water and shade locations to our hiking maps as well as encourage All Trails to add these to their guides.

Travel Trade – Domestic & International

Despite forecasts of a softening economy, spending on services is projected to maintain positive results as pent-up travel is still relevant. We will curate a robust Program of Work allowing us and our participating partners the opportunity to meet with influential travel advisors and executives. We will also partner with travel agent associations such as ASTA, MAPTA, PATA, etc. on client events and gain access to travel agents across the country. Either virtually or in-person, destination training and client

interactions are vital as the travel industry continues to rebuild and redesign their business model to accommodate post-pandemic consumer desires.

In the U.S., our focus will be in the key drive markets, direct flight sources markets of the Pacific Northwest, Midwest and Northeast as well as expanding into areas such as Washington DC or Philadelphia to build demand for new air service in the future. We will leverage our membership with ACTA (Association of Canadian Travel Agencies) to reach top advisors, both in-market and hosting client FAMS in Greater Palm Springs. With multiple Canadian trips planned, we will be front and center with agents from WestJet Vacations, Air Canada Vacations, TravelBrands, and many more top accounts.

Programming in the European markets will be enhanced this year with the recent addition of a U.K. based Tourism Development Manager, Gerry Boyle, who has extensive experience representing destinations, including launching Brand USA's trade operations in the U.K. Gerry will not only support our offices in France, the U.K. and Germany, but also able to connect with more travel planners via personal visits and travel shows previously not attainable. We will also begin dedicating resources toward international MICE business, both from Europe and Asia with specific MICE focused FAMS and B-2-B marketing. This year we begin working with a new agency for U.K. representation, Finn Partners, providing us with a fresh perspective on our Travel Trade strategy. New target accounts, product development, trainings and marketing campaigns will generate strong demand and complement our new direct-to-consumer marketing in the U.K.

As COVID restrictions continue to ease in Asia, we will maintain our project-based work with Visit California offices in Japan, India, South Korea and China with dedicated trainings and personal sales calls. Ample marketing opportunities from Visit California and Brand USA will also arise throughout the year and we will participate when market conditions warrant. Australia's international outbound travel market is ramping up quickly after virtually no international travel during the pandemic. This resulted in significant closures of travel agencies and businesses, leaving only the major operators. Our office will implement strategies centered around these travel companies such as Helloworld, Flight Centre, and Virtuoso and place a high priority on training advisors called back to service and people new to the travel industry.

We will continue hosting client FAMS showcasing our destination to key domestic and source markets while also leveraging our regional collaboration efforts with San Diego and Santa Monica. A new regional luxury itinerary will be developed this year with Santa Barbara and West Hollywood, and new product, developed through memberships in IGLTA (LGBTQ+ travel), and the Wellness Tourism Association (wellness travel) as well as our close work with Costco and AAA (membership travel).

Partnership and Tourism Foundation

2022 REVENUE GOALS	2022 Goal	2022 actual	2023 Goal	Stretch goal
Partnership Renewal	\$200,000	\$212,704	\$225,000	\$250,000
New Partners	\$10,000	\$28,492.50	\$25,000	\$35,000
DTN-Website	\$40,000	\$59,658.17	\$50,000	\$65,000
Restaurant Week	\$50,000	\$82,100	\$80,000	\$100,000
Total	\$300,000	\$382,954.67	\$380,000	\$450,000
Fundraising				
Oasis Awards Gala	\$50,000	\$84,873	\$100,000	

Golf Tournament	\$25,000	\$27,705.08	\$25,000
Other (auctions, sponsors)	\$25,000	\$6,120	\$25,000
Total	-	\$118,698.08	\$150,000
TEAM GPS			
Registrations	300	192	300

The Partnership department will focus on supporting the organizational priorities through stakeholder and community engagement, partner education, partnership benefits, and local advocacy, marketing, and promotion.



John Bolton

Senior Vice President, Oak View Group
General Manager, Acrisure Arena

John Bolton, CVE, currently serves at Senior Vice President for Oak View Group and General Manager of the new \$300 Million Dollar Acrisure Arena project located in the Greater Palm Springs Area of Southern California.

Prior to moving to Palm Springs, Bolton served as Vice President of Entertainment for ASM Global, the world's largest venue management company. In this position, Bolton worked with ASM Global Arenas and Stadiums in the presentation of some 32,000 live events annually. Additionally, he utilized his previous venue marketing experience to provide marketing and public relations support to more than 140 ASM Global arena marketing professionals. Prior to his Vice President role with ASM Global, he served as Regional Vice President for venues in Puerto Rico and the West Coast United States as well as National Director of Marketing for ASM Global.

Prior to his corporate positions, Bolton was entrusted to oversee the final phases of construction and grand opening of one of ASM Global/SMG's premier arenas – Tulsa's BOK Center. Through his vision, this previously underserved market became a "must play" stop for national touring artists and family shows. His effort led to a nomination for *Pollstar's* Best New Major Concert Venue and subsequent nominations for *Pollstar's* Arena of the Year every year he managed the venue (2009 – 2012). In 2011, Bolton and the BOK Center were awarded the prestigious IAVM Venue Excellence Award.

Bolton has been awarded numerous other industry honors including Venue Executive of the Year by *Pollstar* Magazine and the International Entertainment Buyers Association. He is also a three-time winner of *Venues Today* Hall of Headlines Award (2008, 2013, and 2015).

Bolton served as Chair of the Board of Directors (2013-14) for the International Association of Venue Managers (IAVM) as well as Chair of the Board of Directors (2020-2021) for the International Entertainment Buyers Association (IEBA).

Locally, the Coachella Valley Chamber of Commerce awarded their 2021 President's Award to Bolton for his work facilitating the new Acrisure Arena project for the Coachella Valley in Southern California.



Patrick Klein

General Manager
Taubman

The Gardens on El Paseo / El Paseo Village

Born and raised in the LA / San Fernando Valley area, and graduate of San Diego State University with a degree in Business Finance. Worked for Westfield from 2007 to 2014 managing malls in Santa Ana, West Covina, Century City, and then on to Palm Desert in 2011 where I saw the mall through a re-development. Joined the Taubman Company in 2014 to manage The Gardens on El Paseo where I continue to be employed. Boards I currently serve on include the El Paseo Parking & Business Improvement District, Palm Desert Area Chamber of Commerce, and the Family YMCA of the Desert. I am married to my wife Johanna and we have 3 awesome kids, and we absolutely love living in the Coachella Valley where we reside in La Quinta.

VGPS BOARD OF DIRECTORS

Rolf Hoehn, Chair
Indian Wells Tennis Garden

Peggy Troff, Vice Chair
Kimpton Rowan Palm Springs

Tom Scaramellino, Secretary
Westin Rancho Mirage Golf
Resort & Spa

Aftab Dada, Treasurer
Hilton Palm Springs Resort

Kate Anderson
Agua Caliente Band of
Cahuilla Indians

Lorraine Becker
Cabot's Pueblo Museum

Sejal Bhakta
Hampton Inn & Suites

Celeste Brackley
Ace Hotel & Swim Club

Gary Cardiff
Cardiff Limousine &
Transportation

Kenny Cassidy
Vacasa

Jay Chesterton
Fantasy Springs Resort Casino

Dermot Connolly
La Quinta Resort and Club

Tim Ellis
Ellis Hospitality Services

Eddy Estrada
Smarter Property Management

David Feltman
VRON of Palm Springs

Rob Hampton
Palm Springs Convention
Center

Jerry Keller
Lulu and Acqua California
Bistros

Jay Mainthia
Indio Super 8 & Suites

Kelly McLean
MJM Holdings, Inc.,
McLean Company and Poppy

Nusrat Mirza
JW Marriott Desert Springs

Allen Monroe
The Living Desert

Lee Morcus (Emeritus)
Kaiser Restaurant Group

Michael Murray
Hotel Paseo

Liz Ostoich
FARM and Tac/Quila Palm
Springs

Brad Poncher
Hospitality Consulting

Greg Purdy
Palm Springs Aerial Tramway
Properties

Resolution No. BOD 2023-001 **A RESOLUTION OF THE BOARD OF DIRECTORS OF** **VISIT Greater Palm Springs** **AMENDING AND RESTATING THE BYLAWS AND** **ADOPTING THE 2023 REGULAR MEETING SCHEDULE**

WHEREAS, on March 25, 2022, the Board of Directors of Visit Greater Palm Springs ("VGPS") adopted Resolution No. BOD 2022-001 whereby the Bylaws of the Board of Directors were amended and restated; and

WHEREAS, at the September 30, 2022 regular meeting of the VGPS Board of Directors, the members of the VGPS Board of Directors in attendance unanimously approved by motion that the regular meetings of the VGPS Board of Directors for 2023 would occur a minimum of five times per calendar year, and would change the day of the week of the meeting from Fridays to Tuesdays; and

WHEREAS, the VGPS Board of Directors has determined that limiting the meetings to one particular day of the week would likely result in lower attendance of VGPS Board of Directors members than is desirable; and

WHEREAS, the VGPS Board of Directors deems it to be in the best interest of VGPS that the Bylaws of the VGPS Board of Directors be amended as set forth in the amended and restated Bylaws attached hereto as Exhibit "A" which shall change such things as the regular meeting schedule of the VGPS Board of Directors and the applicable rules of parliamentary procedure as follows:

Section 2 Membership

g. Duties

The duties of the Board of Directors shall include the following:

- (1) Develop an annual budget for Visit GPS for submission to the JPA Executive Committee for its consideration and approval.
- (2) Develop measurable performance criteria to evaluate Visit GPS performance (to include room nights booked, lead generation, cooperative advertising, partnership involvement and other appropriate indicators). . .

Section 4. Meetings

b. Types of Meetings

1. Regular Meetings

Tim Pyne
Renaissance Esmeralda Resort
& Spa

Bob Schneider
Desert Consulting

Ankit Sekhri
Two Bunch Palms

Barb Smith
Eventis Destination Services

Boris Stark
Palm Desert Vacation
Properties

Joseph Tormey CSU San
Bernardino Palm Desert
Campus

Doug Watson
Strategy | Innovation | Co.

Regular meetings will be held at least five (5) times per year, unless cancelled in advance. The meeting schedule shall be adopted by the Board of Directors, from time to time. The time and place of the meetings shall be stated in the agendas for said meetings. The Chair may alter the date of a regular meeting within five (5) days' written notice to the members of the Board of Directors and to any person who has filed a written request for such notice.

...

i Rules of Order

Except as provided herein, other rules adopted by the Board of Directors and applicable provisions of state law, the meeting procedures of the Board of Directors will be generally governed by the latest revised edition of *Rosenberg's Rules of Order*.

WHEREAS, in accordance with Section 4.a.1. of the attached Amended and Restated Bylaws, and Government Code Sections 54954(a), the VGPS Board of Directors now desires to provide the date for holding regular meetings in 2023, as described in the attached 2023 Schedule of Regular Meetings, attached hereto as Exhibit "B" incorporated herein by this reference.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of Visit Greater Palm Springs, that:

Section 1. RECITALS

The above recitals are true and correct and are hereby incorporated herein by this reference.

Section 2. ADOPTION OF AMENDED AND RESTATED BYLAWS

The VGPS Board of Directors hereby consents to, approves, and adopts the Amended and Restated Bylaws of the VGPS Board of Directors attached hereto as Exhibit "A" and incorporated herein by this reference.

Section 3. ADOPTION OF 2023 SCHEDULE OF REGULAR MEETINGS OF THE BOARD OF DIRECTORS

The regular meetings of the VGPS Board of Directors shall be held on the dates as set forth in the 2023 Regular Meeting Schedule attached hereto as Exhibit "B" and incorporated herein by this reference; such 2023 Regular Meeting Schedule shall replace and supersede any prior VGPS Board of Directors established regular meeting schedule for 2023.

Section 4. SEVERABILITY

The VGPS Board of Directors declares that, should any provision, section paragraph, sentence or word of this Resolution and/or the attachments hereto be rendered or declared invalid by any final court action in a court of competent jurisdiction or by reason of any preemptive legislations, the remaining provisions, sections, paragraphs, sentences or words of this Resolution and/or Regular Meeting Schedule as hereby adopted shall remain in full force and effect.

Section 5. REPEAL OF CONFLICTING PROVISIONS

That all provisions of any prior resolutions and/or regular meeting schedules that are in conflict with the provisions of this Resolution are hereby repealed.

Section 6. EFFECTIVE DATE

That this Resolution shall take effect immediately upon its adoption.

Section 7. CERTIFICATION

That the Secretary of the VGPS Board of Directors shall certify the roll call vote adopting this Resolution.

I HEREBY CERTIFY that the foregoing Resolution was introduced and adopted at a regular meeting of the Visit GPS Board of Directors on the 31st day of January 2023 by the following vote:

- AYES:**
- NAYES:**
- ABSENT:**
- ABSTAIN:**

Rolf Hoehn, Chair
Visit Greater Palm Springs Board of
Directors

ATTEST:

Tom Scaramellino, Board Secretary

APPROVED AS TO FORM:

Lena D. Wade, General Counsel

Exhibit "A" to

**RESOLUTION NO. BOD 2023-001
A RESOLUTION OF THE BOARD OF DIRECTORS OF
VISIT GREATER PALM SPRINGS AMENDING AND RESTATING THE BYLAWS AND
ADOPTING THE 2023 REGULAR MEETING SCHEDULE**

**AMENDED AND RESTATED BYLAWS OF
THE BOARD OF DIRECTORS OF
VISIT Greater Palm Springs**

Exhibit "B" to

**RESOLUTION NO. BOD 2023-001
A RESOLUTION OF THE BOARD OF DIRECTORS OF
VISIT GREATER PALM SPRINGS AMENDING AND RESTATING THE BYLAWS AND
ADOPTING THE 2023 REGULAR MEETING SCHEDULE**

2023 SCHEDULE OF REGULAR MEETINGS



**2023
JPA EXECUTIVE COMMITTEE/VGPS BOARD OF DIRECTORS
JOINT REGULAR MEETING SCHEDULE***

January 31, 2023	JPA Executive Committee and VGPS Board of Directors Joint Meeting
February 2023	Dark
March 31, 2023	JPA Executive Committee and VGPS Board of Directors Joint Meeting
April 2023	Dark
May 2023	Dark
June 29, 2023	JPA Executive Committee and VGPS Board of Directors Joint Meeting
July 2023	Dark
August 2023	Dark
September 26, 2023	JPA Executive Committee and VGPS Board of Directors Joint Meeting
October 2023	Dark
November 2023	Dark
December 5, 2023	JPA Executive Committee and VGPS Board of Directors Joint Meeting

*The location and time of the joint regular meeting shall be set forth in the applicable agenda.

2022 RESULTS & 2023 GOALS
VISIT GREATER PALM SPRINGS



CONVENTION SALES

2022 RESULTS & 2023 GOALS

- The team ended the year strong and had an exceptional fourth quarter to achieve **117% of our 2022 room night goal**. There were **2 groups** in 2022 that were **anomalies** and may impact our production capabilities in 2023. **MLS Soccer NEXT Group which generated 12,702 Room Nights** for December have expressed some concerns with the facility, infrastructure, and other factors beyond our control. We are in discussions with them and hope to know more by the end of the first quarter. **US Department of Defense represented 6,697 Room nights** and does not have the ability to return in 2023. These two groups represent **19,399 Room Nights** which helped us achieve our stretch goal, otherwise we would have ended our year at 104%, or **162,706 Room Nights**. Leadership is using this as a baseline and the following environmental factors in their recommendations for 2023 goals.
- Local Directors of Sales & Marketing are reporting **compression in 2023** with limited availability in the first 6 months of the year. This is due to short-term corporate demand and is reflected in our **Future Pace**, as we are currently up **19% or 31,391 RNS** OTB for **2023** for VGPS bookings.
- 4 Resort properties** will be under construction **in 2023**, Hyatt Regency Indian Wells Resort & Spa, La Quinta Resort & Club, Miramonte Resort & Spa, and The Ritz-Carlton Rancho Mirage, which could **limit availability** and may be a deterrent for planners from booking.
- We are recommending adjusting measurement categories from **total number of booked groups** to **total number of new bookings**. A new booking is defined as a group that has not booked in the destination through VGPS in 5 years or more. The shift is at the recommendation of our hotel partners, who have indicated to us that new groups is a high priority.

Historical/Goals

	2019 GOAL	2019 ACTUAL	2021 GOAL	2021 ACTUAL	2022 GOAL	2022 STRETCH GOAL	2022 ACTUAL	2023 GOAL	2023 STRETCH GOAL
ROOM NIGHTS	222,500	217,337	69,500	96,511	155,000	170,000	182,105	185,500	206,500
# GROUPS BOOKED	375	350	150	189	260	280	332	*N/A	*N/A
LEAD DISTRIBUTION	1,148	1,155	450	1,012	1,150	1,175	1,564	1,450	1,550
NEW LEAD DISTRIBUTION	668	648	200	530	600	650	843	825	875

	2019 ACTUAL	2022 ACTUAL	2023 GOAL	2023 STRETCH GOAL
NEW BOOKINGS	151	212	220	230

Future Pace indicates we are ahead of pace for **2023** and **2024**. Focus and opportunity in 2025 and beyond for association business is a priority for the team. Our strategic partnership with ASAE will continue to be used to add focus to this market.

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives
2023	199,206	167,814	31,391	19%	0	142,929
2024	109,661	105,920	3,741	4%	87,474	149,633
2025	49,397	68,146	-18,749	-28%	147,738	75,773
2026	17,375	43,346	-25,972	-60%	179,760	41,127
2027	2,595	24,290	-21,695	-89%	194,540	22,766
2028	3,312	11,947	-8,635	-72%	193,823	12,179
2029	683	6,679	-5,094	-90%	196,452	0

as of 1/6/23

PREDICTION OF MILD RECESSION IN 2023

Oxford Economics has cut its 2023 U.S. GDP forecast from 0.0% to -0.5%. The mild recession will be driven by elevated prices, more costly borrowing rates, and weaker corporate earnings that will cause a retrenchment in consumer spending, business investment, and hiring in the first half of 2023. The forecast for 2022 real GDP growth is unchanged at 1.7.

Recent **layoffs** also are an indicator of **potential softening** of group demand in the upcoming months. Recent layoffs include **Amazon (10,000 staff)**, **Salesforce (8,000 staff)**, **HP (5,000 staff)**, **Cisco (4,000 staff)**, and **Goldman Sachs (3,200 staff)**.

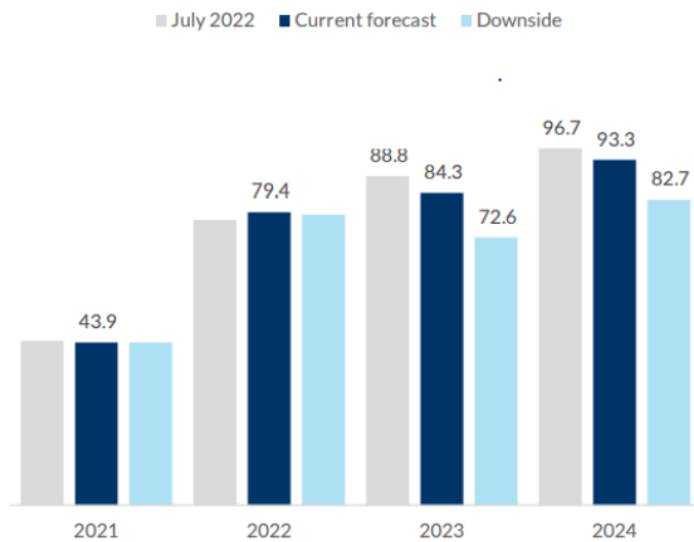
Tourism Economics has provided quarterly updates throughout 2022 on **National Group Demand**. Their group forecast continues to decline due to the mild recession, turbulent public health conditions, lower attendance levels, and greater hesitancy to plan group events long term, resulting in a **slower recovery in group demand**.

Below graph is from most recent group forecast from November 2022.

KEY RESULTS

Group demand benchmark

Group demand benchmark: US aggregate
Index (2019=100)



Source: 2Synergize FuturePace; Tourism Economics

CBRE has forecasted **1.1% total occupancy growth for 2023** in Greater Palm Springs compared to 2022. ADR is predicted to stabilize with a **2.2% increase forecasted for 2023**.

Annual Performance - Five Year History and Forecast

Year	Occ	Δ Occ	ADR	Δ ADR	RevPAR	Δ RevPAR
2017	64.8%	0.9%	\$152.16	-2.9%	\$98.58	-2.1%
2018	64.3%	-0.7%	\$158.56	4.2%	\$101.98	3.5%
2019	64.7%	0.6%	\$166.86	5.2%	\$107.98	5.9%
2020	36.8%	-43.1%	\$149.52	-10.4%	\$55.03	-49.0%
2021	54.7%	48.6%	\$170.71	14.2%	\$93.35	69.6%
2022F	63.4%	15.9%	\$211.00	23.6%	\$133.73	43.3%
2023F	64.1%	1.1%	\$215.72	2.2%	\$138.23	3.4%
2024F	62.5%	-2.5%	\$220.89	2.4%	\$138.03	-0.1%
2025F	62.8%	0.5%	\$226.20	2.4%	\$142.09	2.9%
2026F	63.6%	1.3%	\$231.87	2.5%	\$147.47	3.8%

Source: Kalibri Labs, Q3 2022

2023 WEBSITE GOALS

2022 ACTUALS

	2019 ACTUAL	2020 ACTUAL	2021 ACTUAL	2022 GOAL	2022 ACTUAL
Sessions	3,253,951	1,776,588	2,734,915	3,095,000	3,381,633
Bounce Rate	42.22%	50.39%	48.34%	47.88%	49.24%
Engaged Session Rate	34.16%	27.80%	34.63%	34.93%	33.70%
Engaged Sessions	1,111,550	493,891	947,101	1,081,084	1,138,289
Qualified Session Rate	5.50%	6.52%	7.76%	8%	7.51%
Qualified Sessions	178,967	115,834	212,229	247,600	252,917

- **2022 sessions** actual was at **109%** of goal and **104%** **2019** actual sessions.
- We did not meet goal for **bounce rate** in 2022 due to new awareness campaigns we did not anticipate that resulted in website traffic but not driving conversions (ie. AEG/Benefits of Tourism/Workforce Development). Average bounce rate for DMO's is 55%.
- We made **engaged session goal** and **qualified session goal** as a hard number but not as a rate (%) due to actual website traffic being higher than projected.

NEW MEASUREMENT WITH GOOGLE ANALYTICS 4 (GA4)

	2022 ACTUAL	2022 GA4	2023 GA4 GOAL
Users	2,548,954	2,324,142	2,347,383
Sessions	3,381,663	2,933,794	2,963,132
Highly Engaged Sessions	1,138,289	1,138,289	1,149,672
Qualified Sessions	252,917	252,917	255,446

- Our website host Simpleview has preemptively taken steps to implement Google Analytics 4 (GA4) which will go live July 1, 2023.
- This will change the metrics used for the website moving forward in a significant way.
- With these preemptive measures in place, yearly comparisons will be available throughout the year.
- Bounce rate will no longer be prioritized by Google as highly engaged sessions and qualified sessions are the best measurement of engagement.
- Recommend revisiting goals for the July 1st launch as Google continues to evolve the measurements and definitions for GA4.

GLOSSARY:

User: This is the primary user metric in GA4 defined as total unique users that visit the website. It does include a returning website visit in the same browser.

Sessions: A session is the total number of user interactions that take place within a given period. The session counts in your Google Analytics 4 property will be lower than the session counts in Universal Analytics. This is because Google Analytics 4 does not create a new session when the source changes mid-session, while Universal Analytics does create a new session under that circumstance.

Highly engaged session: A website session on visitgreaterpalmsprings.com who has met the following criteria:

- Session duration is greater than 2:00 AND they have visited 2 or more pages during the session
- Subscribed to the eNewsletter,
- Requested a Visitor Guide
- Clicked "Visit Website"
- Clicked on coupon. on a partner listing.

Qualified Sessions: Conversions are defined as a website visitor that does one of the following:

- Signs up for an eNewsletter
- Requests a Visitors Guide
- Visits a partner website
- Including offers/coupons from website

2023 SOCIAL MEDIA GOALS

2022 ACTUALS

@VISITGREATERPS	2019 ACTUAL	2020 ACTUAL	2021 ACTUAL	2022 GOAL	2022 ACTUAL
Impressions	26,864,635	13,523,178	20,240,257	23,500,000	35,214,751
Video Views	3,897,914	2,103,305	5,007,148	5,100,000	6,574,485
Website Clicks	107,107	70,998	123,636	130,000	141,760
@DINEGPS					
Impressions	4,419,707	4,033,739	5,093,835	5,500,000	5,998,743
Video Views	482,663	219,808	432,182	500,000	843,610
Website Clicks	20,739	13,729	22,988	24,000	55,116

COMBINED GOALS 2023

@VISITGREATERPS	2022 GOAL	2022 ACTUAL	2023 GOAL
Impressions	29,000,000	41,213,494	42,000,000
Video Views	5,600,000	7,418,095	7,600,000
Website Clicks	154,000	196,876	199,000

- Recommend combining channels to look at total metrics together vs. looking at by @visitgreaterps and @dinegps. This is due to how much crossover there is between channels as well as the fact that we only have one channel for TikTok, YouTube, and Pinterest.



2023 MEDIA GOALS

Earned Media	2019 ACTUAL	2021 ACTUAL	2022 GOAL	2022 ACTUAL	2023 GOAL
PR Quality Score	4,452	6,389	6,500	6,679	6,800
Media Outreach/Assists	1,786	1,275	2,000	2,256	2,500
Media Value	\$18,859,220	\$25,397,129	Tracking	\$58,223,095	Tracking
CS Earned Media					
Earned Media Placements	33	35	60	62	70

- PR Quality Score is a point-based system of evaluating the quality of media. Media is rated on a scale of 1-12 based on story type, media tier, visuals, URL, DMO mention, and reader response.
- Newly created position (VP of Communications) will support and provide strategic direction for media relations as well as important organizational priorities such as DEI, sustainability, and workforce development.
- New UK PR Agency (Finn Partners) will be used to gain more media exposure to support international recovery. Brand partnership with Globe-Trotter and activations will be used to share messaging about Greater Palm Springs. Events in GPS, West Hollywood, UK, and Japan are planned for 2023 highlighting this partnership.
- Proactive targeting and pitching to our top "most wanted media" list including national and regional coverage such as NY Times, Travel & Leisure, Conde Nast, Lonely Planet, National Geographic, LA Times, Seattle Magazine, Wall Street Journal, Afar, Outside, etc.
- Corporate communications and public affairs messaging will be shared locally to support organizational priorities such as workforce development and sustainability.
- Leverage new Michelin/VC partnership to gain coverage elevating Greater Palm Springs as a culinary destination sharing the (8) new recommended restaurants. Additionally, introduce new restaurant options throughout the valley for Michelin to consider adding to their list.
- Develop new quarterly media newsletter to grow media base by showcasing destination through pillar focused story ideas.

2023 BOARD PRIORITIES

Fly Market Support

Palm Springs International Airport has continued to experience record passenger growth in 2022 to officially mark the busiest year on record with **2.98 million** total passengers for 2022 (16.3% increase from 2019). Our top priorities are to **grow off-season nonstop service** to major hub airports; Chicago, Atlanta, Salt Lake (up gauge type of plane) and New York. Priorities for seasonal service are New York, Washington D.C. and Atlanta. Specifically for Southwest, we are targeting expansion of Dallas and Chicago beyond their current holiday service.

With more **year-round flights** than ever, continued support is planned for all new and existing nonstop flights to our destination via co-op marketing in partnership with airlines, as well as through our **advertising efforts in fly markets**. Our more than **8-million-dollar** advertising budget will support marketing campaigns that will include custom advertising plans and co-op programs with select airline partners (such as Southwest and JetBlue), with additional budget allocated to supporting any new routes that are added in 2023.

We will continue our presence at **industry conferences** such as Jump Start, Airport Roundtable and Routes America while also making personal visits to airline headquarters. We will also create opportunities to **host network planners** and their internal strategic meetings in Greater Palm Springs. Our presentations will be fully customized for each airline while also providing updated research and destination updates.

We will utilize our recent **resident survey** to understand and address sentiment to further **educate and engage** the local community. We will advocate and support plans for airport expansion and regional support, as well as efforts to develop an international terminal with a dedicated FIS.

International Marketing

VGPS recently contracted with Finn Partners, **a full-service marketing and PR agency**, which will allow us to focus on **supporting international recovery** by increasing awareness and market share for Greater Palm Springs. Through this new and expanded partnership, we will develop and execute a consumer media plan targeting **key markets in the UK and Ireland** with digital, social, video, and print/OOH advertising in addition to PR and Travel Trade efforts and in-market activations. We will align this partnership with Brand USA's marketing offerings to maximize our reach and budget.

Brand partnership with **Globe-Trotter** will be launched in Q1 2023 in Greater Palm Springs with additional events at their storefronts in West Hollywood, UK, and Japan.

Additional supplemental programs with **Brand USA** and **Visit California/Expedia** will also be considered and deployed in 2023 to reach additional international markets.

Marketing Pillar Support:

In 2023, we will continue to support our **culinary experiences**, leveraging the new **Michelin/Visit California** partnership to gain more media coverage. We will support local restaurants promoting (8) new recommended restaurants and introducing Michelin to a variety of restaurant partners in Greater Palm Springs to gain more ratings and recommendations.

Experience passes in partnership with **Bandwango** will continue to be deployed throughout the year, including the annual **Summer Eats Pass** which is deployed immediately following **Greater Palm**

Springs Restaurant Week. Local restaurants will also be featured and promoted throughout new social/video and blog content programming planned for 2023.

Continuing to support and promote **arts & culture** in our destination is a key part of our 2023 goals. With the launch of the **Oasis of Art campaign**, we now have a comprehensive campaign that encompasses the Art & Sol video series, artsGPS app, signature events, and murals/public art offerings. We will continue to deploy new content and align our advertising with applicable events throughout the year, including Desert X, Modernism Week, and other signature music and arts festivals as well as nightlife and entertainment events in the destination.

New content will be planned for the **Art & Sol video series** highlighting local artists, which will be deployed gradually throughout the year and promoted via a dedicated media plan including video display advertising, native content, and social media.

Health & Wellness, Outdoor Adventure and LGBTQ+ will also be a priority to highlight in our content creation, digital efforts, and creative imagery and video.

Convention Sales

With continued **recovery of group business** as a key priority for our organization, we will grow and evolve our convention sales advertising that resumed last year with the **“Meetings Mean More”** campaign. We have partnered with **Greenhaus Agency** to evaluate and evolve the current meetings campaign, which includes an in-depth destination immersion trip, interviews with partners and stakeholders, presentation of key findings, and development of new photography and video assets for use in marketing our destination to meeting planners. These findings and new assets will allow us to further develop our advertising campaign throughout 2023.

In addition, **strategic partnerships** will continue with organizations like American Express, ASAE, CalSAE, Conference Direct, Helms Briscoe, HPN, Maritz, PCMA, and Prestige, allowing us to increase our advertising presence across their channels and receive customized benefits such as event registrations, sponsorship opportunities, and access to research and survey data.

Workforce Development & TEAM GPS

Continued support around **workforce development** is a goal for 2023 to increase awareness of and interest in entering the tourism and hospitality industry. A student focus group planned for early 2023 will provide additional insights on the current campaign's effectiveness and will inform future direction, messaging, and creative assets.

Further growth of the **TEAM GPS** program is also a marketing priority. TEAM GPS Champions Pass will launch in 2023, which will offer prizes and rewards for participants as they meet milestones and experience locations throughout the destination.

Additionally, three new social media channels will be developed to support Team GPS (**@TeamGreaterPS**). This will allow us to raise community engagement and awareness of Team GPS, support community and partnership events, and spotlight hospitality and tourism workforce priorities. Channels will include TikTok, Instagram and Facebook.

We will expand our partnership with **COD's PaCE program** to deliver training and certifications to our workforce, including the launch of our online self-paced, TEAM GPS Champions course, quarterly meetings with a hospitality HR advisory group, and development of new trainings. The **Tourism Foundation** will continue to sponsor TEAM GPS for hospitality employees and the emerging leaders certification program.

Through our partnership with **One Future Coachella Valley**, we will provide hospitality employers with connections for **internship and job shadow programs** and a toolkit for successful programs. We will continue to provide and promote scholarships for local students interested in hospitality careers through the Tourism Foundation.

We will work with the local college hospitality programs to invite students to attend our networking events and fundraisers for the Tourism Foundation throughout the year so they can network with industry professionals. We will also continue to partner with the **CVHS Hospitality Academy** to provide experience for those students at our events.

To refine and improve our **hospitality careers marketing campaign**, we will conduct focus groups with students and use their feedback to update the existing campaign. We'll continue to engage with the high schools and colleges to connect students with industry professionals, provide TEAM GPS Champions training, and expand awareness of opportunities in hospitality.

DEI, Cultural Tourism, Sustainability, and Accessibility

DEI, cultural tourism, sustainability, and accessibility are incorporated organically into all aspects of VGPS's marketing initiatives, which will continue to be a priority in 2023. Diversity will be **authentically represented** across messaging and imagery and alignment with influencers and content creators offering diverse perspectives will be proactively sought to support these priorities.

New landing pages for **sustainability ("Find Your Sustainable Oasis")** and accessibility launched and will continue to highlight locations, businesses, and attractions that offer sustainable and accessible experiences for visitors. Cultural tourism will be a focus, as well, as the **Agua Caliente Cultural Plaza** opens later this year. A full content plan has been developed to support cultural tourism for the destination. A **Native American** culture page also launched in 2022, which will be further built out and expanded upon this year. We will also continue to foster relationships with content creators in these spaces to organically showcase how our destination is committing to all aspects of DEI, cultural tourism, accessibility, and sustainability.

We will launch and coordinate phase 3 of our **Travel Unity partnership**, which focuses on stakeholder engagement, surveying partners, and developing a DEI/Sustainability advisory group. We will also launch our Kind Traveler program this year with a goal of onboarding **5 more hotel** properties.

We will survey/assess the accessibility needs and current assets of our tourism partners this year and use that information to inform education or resource opportunities, as well as share with marketing/communications to promote the existing partner assets. We will continue to promote **Autism Certification** with a goal of getting at least **one city** and **10 business partners** to become certified autism centers.

Our sustainability goals include beginning the process of a **sustainability certification** through an organization like GSTC. Sustainability includes not only promoting and communicating green practices but also our cultural heritage and sharing economic opportunities for our workforce and communities.

We will research certification options and partner with our board, tourism businesses, cities, and other organizations like **CVAG** to move forward with an assessment and start developing goals that our businesses and cities would like to achieve.

These areas of **DEI, sustainability, cultural heritage, and accessibility** will all be included in our TEAM GPS training and partner education throughout the year, and each partner communication will include an update, tip, or resource in this area.

We've partnered with nonprofit **Caravanserai** to provide a cohort of 30 Spanish-speaking tourism related entrepreneurs with marketing support and TEAM GPS training. We'll also host a marketplace for local hospitality partners to connect with these businesses.

Regional Collaboration

We will actively advocate for organizational priorities including a standalone **Cal State Campus** in Palm Desert, a **COD culinary and hospitality training facility and program** that meets the needs of our destination, rail service, international air service, shade trees and structures, regional mobility, wayfinding, broadband, solutions for workforce housing and homelessness, and action at the Salton Sea. This includes communicating our priorities to elected officials and lawmakers, highlighting progress and opportunities in presentations to partners and community members, and sharing opportunities for partners or those in the community to support.

Vacation Rentals Education/Research

We will continue to promote the **benefits of vacation rental tourism** locally through PR and marketing, provide resources and best practices to vacation rental operators and cities, commission an updated economic impact of vacation rental tourism for 2022, advocate for balanced vacation rental policies, and partner with the major platforms to communicate with vacation rental operators. We will also engage the process for a research study to evaluate the marketing funding and analysis visitors' behavior to quantify the benefits to vacation rental TBID owners. We will explore a grant or co-op for vacation rental operators to help reduce negative impacts, such as noise monitoring or guest education tools.

Vacation Rentals Marketing/Production

Vacation rentals will continue to be integration into destination-wide marketing campaigns in addition to dedicated vacation rental advertising programs. These programs include VRBO, AirBNB, digital display, native content, and social media. Additional campaigns will be added to the strategy in 2023 with a new vacation rental summer campaign launching in partnership with VRBO which will have a social media 1st media plan. We will continue to engage the Advisory Group to further enhance, develop and uncover new marketing opportunities. We will also focus on building our asset library with more vacation rental videos and images to utilize in our plan.

Wayfinding

We will partner with CVAG to advocate and explore funding options for I-10 corridor beautification. We will also promote awareness of grant opportunities for new vehicle e-charging stations along the I-10 corridor and advocate for **improved wayfinding** to vehicle e-charging stations. We will continue to advocate with the cities for additional wayfinding to visitor points of interest throughout the Coachella Valley. We will also work with CVAG and the **Coachella Valley Mountains Conservancy** to add water and shade locations to our hiking maps as well as encourage All Trails to add these to their guides.

Travel Trade – Domestic & International

Despite forecasts of a softening economy, spending on services is projected to maintain positive results as pent-up travel is still relevant. We will curate a robust Program of Work allowing us and our participating partners the opportunity to meet with influential travel advisors and executives. We will also partner with travel agent associations such as ASTA, MAPTA, PATA, etc. on client events and gain access to travel agents across the country. Either virtually or in-person, destination training and client

interactions are vital as the travel industry continues to rebuild and redesign their business model to accommodate post-pandemic consumer desires.

In the U.S., our focus will be in the key drive markets, direct flight sources markets of the Pacific Northwest, Midwest and Northeast as well as expanding into areas such as Washington DC or Philadelphia to build demand for new air service in the future. We will leverage our membership with ACTA (Association of Canadian Travel Agencies) to reach top advisors, both in-market and hosting client FAMS in Greater Palm Springs. With multiple Canadian trips planned, we will be front and center with agents from WestJet Vacations, Air Canada Vacations, TravelBrands, and many more top accounts.

Programming in the European markets will be enhanced this year with the recent addition of a U.K. based Tourism Development Manager, Gerry Boyle, who has extensive experience representing destinations, including launching Brand USA's trade operations in the U.K. Gerry will not only support our offices in France, the U.K. and Germany, but also able to connect with more travel planners via personal visits and travel shows previously not attainable. We will also begin dedicating resources toward international MICE business, both from Europe and Asia with specific MICE focused FAMS and B-2-B marketing. This year we begin working with a new agency for U.K. representation, Finn Partners, providing us with a fresh perspective on our Travel Trade strategy. New target accounts, product development, trainings and marketing campaigns will generate strong demand and complement our new direct-to-consumer marketing in the U.K.

As COVID restrictions continue to ease in Asia, we will maintain our project-based work with Visit California offices in Japan, India, South Korea and China with dedicated trainings and personal sales calls. Ample marketing opportunities from Visit California and Brand USA will also arise throughout the year and we will participate when market conditions warrant. Australia's international outbound travel market is ramping up quickly after virtually no international travel during the pandemic. This resulted in significant closures of travel agencies and businesses, leaving only the major operators. Our office will implement strategies centered around these travel companies such as Helloworld, Flight Centre, and Virtuoso and place a high priority on training advisors called back to service and people new to the travel industry.

We will continue hosting client FAMS showcasing our destination to key domestic and source markets while also leveraging our regional collaboration efforts with San Diego and Santa Monica. A new regional luxury itinerary will be developed this year with Santa Barbara and West Hollywood, and new product, developed through memberships in IGLTA (LGBTQ+ travel), and the Wellness Tourism Association (wellness travel) as well as our close work with Costco and AAA (membership travel).

Partnership and Tourism Foundation

2022 REVENUE GOALS	2022 Goal	2022 actual	2023 Goal	Stretch goal
Partnership Renewal	\$200,000	\$212,704	\$225,000	\$250,000
New Partners	\$10,000	\$28,492.50	\$25,000	\$35,000
DTN-Website	\$40,000	\$59,658.17	\$50,000	\$65,000
Restaurant Week	\$50,000	\$82,100	\$80,000	\$100,000
Total	\$300,000	\$382,954.67	\$380,000	\$450,000
Fundraising				
Oasis Awards Gala	\$50,000	\$84,873	\$100,000	

Golf Tournament	\$25,000	\$27,705.08	\$25,000
Other (auctions, sponsors)	\$25,000	\$6,120	\$25,000
Total	-	\$118,698.08	\$150,000
TEAM GPS			
Registrations	300	192	300

The Partnership department will focus on supporting the organizational priorities through stakeholder and community engagement, partner education, partnership benefits, and local advocacy, marketing, and promotion.

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

RESOLUTION NO. JPA 2023-001

A RESOLUTION OF THE JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE OF VISIT GREATER PALM SPRINGS AMENDING AND RESTATING THE BYLAWS AND ADOPTING THE 2023 REGULAR MEETING SCHEDULE

Gary Gardner, Chair
City of Desert Hot Springs

Waymond Fermon, Vice Chair
City of Indio

Rita Lamb
City of Cathedral City

Bruce Whitman
City of Indian Wells

Linda Evans
City of La Quinta

Jan Harnik
City of Palm Desert

Jeffrey Bernstein
City of Palm Springs

Steve Downs
City of Rancho Mirage

V. Manuel Perez
County of Riverside

WHEREAS, on March 25, 2022, the Joint Powers Authority ("JPA") Executive Committee of Visit Greater Palm Springs ("VGPS") adopted Resolution No. JPA-2022-002 whereby the Bylaws of the JPA Executive Committee were amended and restated; and

WHEREAS, at the September 30, 2022 regular meeting of the Executive Committee, the JPA Executive Committee members in attendance unanimously approved by motion that the regular meetings of the JPA Executive Committee for 2023 would occur a minimum of five times per calendar year, and would change in day of the week from Fridays to Tuesdays; and

WHEREAS, the JPA Executive Committee has determined that limiting the meetings to one particular day of the week would likely result in lower attendance of JPA Executive Committee members than is desirable; and

WHEREAS, the JPA Executive Committee deems it to be in the best interest of VGPS that the Bylaws of the JPA Executive Committee be amended as set forth in the amended and restated Bylaws attached hereto as Exhibit "A" which shall change the regular meeting schedule of the JPA Executive Committee and the applicable rules of parliamentary procedure as follows:

Section 16. Types of Meetings.

The JPA Executive Committee may hold and conduct the following meetings:

(a) Regular Meetings

Regular meetings will be held at least five (5) times per year, unless cancelled in advance. The meeting schedule shall be adopted by the JPA Executive Committee, from time to time. The time and place of the meetings shall be stated in the agendas for said meetings. The Chair may alter the date of a regular meeting within five (5) days' written notice to the members of the JPA Executive Committee and to any person who has filed a written request for such notice.

Section 21. Rosenberg's Rules of Order.

Except as provided herein, other rules adopted by the JPA Executive Committee and applicable provisions of state law, the meeting procedures of the JPA Executive Committee will be generally governed by the latest revised edition of *Rosenberg's Rules of Order*; and

WHEREAS, in accordance with Section 16(a) of the attached Amended and Restated Bylaws, and Government Code Sections 54954(a) and 36805, the JPA Executive Committee now desires to provide the time and date for holding regular meetings in 2023, as described in the attached 2023 Schedule of Regular Meetings, attached hereto as Exhibit "B" incorporated herein by this reference.

NOW, THEREFORE, BE IT RESOLVED by the JPA Executive Committee, the governing body of Visit Greater Palm Springs, that:

Section 1. RECITALS

The above recitals are true and correct and are hereby incorporated herein by this reference.

Section 2. ADOPTION OF AMENDED AND RESTATED BYLAWS

The JPA Executive Committee hereby consents to, approves, and adopts the Amended and Restated Bylaws of the Joint Powers Authority Executive Committee of Visit Greater Palm Springs attached hereto as Exhibit "A" and incorporated herein by this reference.

Section 3. ADOPTION OF 2023 SCHEDULE OF REGULAR MEETINGS OF THE JPA EXECUTIVE COMMITTEE.

The regular meetings of the JPA Executive Committee shall be held at the time and place as set forth in the 2023 Regular Meeting Schedule attached hereto as Exhibit "B" and incorporated herein by this reference; such 2023 Regular Meeting Schedule shall replace and supersede any prior JPA Executive Committee established regular meeting schedule.

Section 4. SEVERABILITY

The JPA Executive Committee declares that, should any provision, section paragraph, sentence or word of this Resolution and/or the attachments hereto be rendered or declared invalid by any final court action in a court of competent jurisdiction or by reason of any preemptive legislations, the remaining provisions, sections, paragraphs, sentences or words of this Resolution and/or Regular Meeting Schedule as hereby adopted shall remain in full force and effect.

Section 5. REPEAL OF CONFLICTING PROVISIONS

That all provisions of any prior resolutions and/or regular meeting schedules that are in conflict with the provisions of this Resolution are hereby repealed.

Section 6. EFFECTIVE DATE

That this Resolution shall take effect immediately upon its adoption.

Section 7. CERTIFICATION

That the Clerk of the JPA Executive Committee shall certify the roll call vote adopting this Resolution.

I HEREBY CERTIFY that the foregoing Resolution was introduced and adopted at a regular meeting of the JPA Executive Committee on the 31st day of January 2023 by the following vote:

AYES:
NAYES:
ABSENT:
ABSTAIN:

Gary Gardner, Chair
JPA Executive Committee

ATTEST:

Sarah Goslin
Clerk for the JPA Executive Committee

APPROVED AS TO FORM:

Lena D. Wade, General Counsel

Exhibit "A" to

**RESOLUTION NO. JPA 2023-001
A RESOLUTION OF THE JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE OF
VISIT GREATER PALM SPRINGS AMENDING AND RESTATING THE BYLAWS AND ADOPTING THE 2023
REGULAR MEETING SCHEDULE**

**AMENDED AND RESTATED BYLAWS OF
THE JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE OF
VISIT GREATER PALM SPRINGS**

Exhibit "B" to

RESOLUTION NO. JPA 2023-001
A RESOLUTION OF THE JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE OF
VISIT GREATER PALM SPRINGS AMENDING AND RESTATING THE BYLAWS AND ADOPTING THE 2023
REGULAR MEETING SCHEDULE

2023 SCHEDULE OF REGULAR MEETINGS



2023
JPA EXECUTIVE COMMITTEE/VGPS BOARD OF DIRECTORS
JOINT REGULAR MEETING SCHEDULE*

January 31, 2023	JPA Executive Committee and VGPS Board of Directors Joint Meeting
February 2023	Dark
March 31, 2023	JPA Executive Committee and VGPS Board of Directors Joint Meeting
April 2023	Dark
May 2023	Dark
June 29, 2023	JPA Executive Committee and VGPS Board of Directors Joint Meeting
July 2023	Dark
August 2023	Dark
September 26, 2023	JPA Executive Committee and VGPS Board of Directors Joint Meeting
October 2023	Dark
November 2023	Dark
December 5, 2023	JPA Executive Committee and VGPS Board of Directors Joint Meeting

*The location and time of the joint regular meeting shall be set forth in the applicable agenda.

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

RESOLUTION NO. JPA 2023-002

**A RESOLUTION OF THE JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE OF
VISIT GREATER PALM SPRINGS
IN SUPPORT OF THE
ESTABLISHMENT OF THE PROPOSED CHUCKWALLA NATIONAL MONUMENT
AND THE PROPOSED EXPANSION OF THE JOSHUA TREE NATIONAL PARK**

Gary Gardner, Chair
City of Desert Hot Springs

Waymond Fermon, Vice Chair
City of Indio

Rita Lamb
City of Cathedral City

Bruce Whitman
City of Indian Wells

Linda Evans
City of La Quinta

Jan Harnik
City of Palm Desert

Jeffrey Bernstein
City of Palm Springs

Steve Downs
City of Rancho Mirage

V. Manuel Perez
County of Riverside

WHEREAS, on March 25, 2022, the Joint Powers Authority ("JPA") Executive Committee of Visit Greater Palm Springs ("VGPS") adopted Resolution No. JPA-2022-002 whereby the Bylaws of the JPA Executive Committee were amended and restated; and

WHEREAS, Visit Greater Palm Springs ("VGPS") is a joint powers authority ("JPA") operating under the Joint Exercise of Powers Act (California Government Code Section 6500 et seq.), located in the County of Riverside, State of California; and

WHEREAS, VGPS members include the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs and Rancho Mirage and the County of Riverside; and

WHEREAS, the purpose of the VGPS is to encourage, promote, and to do such other things as might be necessary to enhance, to the greatest extent possible, all aspects of the hospitality, convention and tourism industry in the Coachella Valley and to attract visitors from national and international markets, all to the benefit of the CVB Members and their constituents; and

WHEREAS, the proposed Chuckwalla National Monument and the expansion of the Joshua Tree National Park, located partially in Riverside County, contain spectacular public lands that are a scenic, environmental, economic, cultural and recreational resource both locally, as well as across our state; and

WHEREAS, the proposed Chuckwalla National Monument and the Joshua Tree National Park support year-round habitats for diverse wildlife such as desert bighorn sheep, desert tortoise, a wide variety of birds and many other species; and

WHEREAS, publicly owned and federally managed desert lands constitute a public wildland resource of extraordinary and inestimable value and deserve to be protected for present and future generations; and

WHEREAS, securing permanent protection for the proposed Chuckwalla National Monument and the proposed expansion of the Joshua Tree National Park will secure quality of life and recreational opportunities directly related to our public lands for generations to come; and

WHEREAS, multiple studies have shown that National Monuments create jobs and support positive economics for communities nearby; and

WHEREAS, these areas contain significant cultural, archeological, historic and scientific values worthy of permanent protection; and

WHEREAS, it remains in VGPS's interest to maintain and protect the California desert as a recreational resource and a place for citizens of and visitors to the Coachella Valley to recreate, spend time with family, or simply gaze into the night sky.

NOW, THEREFORE, BE IT RESOLVED by the JPA Executive Committee, the governing body of Visit Greater Palm Springs, that:

Section 1. RECITALS

The above recitals are true and correct and are hereby incorporated herein by this reference.

Section 2. SUPPORT OF CHUCKWALLA NATIONAL MONUMENT AND JOSHUA TREE NATIONAL PARK

- a. The JPA Executive Committee directs the President and CEO of VGPS to submit a written request, on behalf of VGPS, that United States President Joseph R. Biden promptly designate the proposed Chuckwalla National Monument and the Joshua Tree National Park as National Monuments/Parks through Presidential proclamation via the Act for the Preservation of American Antiquities (Antiquities Act).
- b. The JPA Executive Committee directs the President and CEO of VGPS to forward a copy of this Resolution to United States President Joseph R. Biden, Senator Diane Feinstein, Senator Alex Padilla, Congressman Raul Ruiz, and Congressman Ken Calvert.

Section 3. SEVERABILITY

The JPA Executive Committee declares that, should any provision, section paragraph, sentence or word of this Resolution and/or the attachments hereto be rendered or declared invalid by any final court action in a court of competent jurisdiction or by reason of any preëemptive legislations, the remaining provisions, sections, paragraphs, sentences or words of this Resolution and/or Regular Meeting Schedule as hereby adopted shall remain in full force and effect.

Section 4. REPEAL OF CONFLICTING PROVISIONS

That all provisions of any prior resolutions that are in conflict with the provisions of this Resolution are hereby repealed.

Section 5. EFFECTIVE DATE

That this Resolution shall take effect immediately upon its adoption.

Section 7. CERTIFICATION

That the Clerk of the JPA Executive Committee shall certify the roll call vote adopting this Resolution.

I HEREBY CERTIFY that the foregoing Resolution was introduced and adopted at a regular meeting of the JPA Executive Committee on the 31st day of January 2023 by the following vote:

AYES:
NAYES:
ABSENT:
ABSTAIN:

Gary Gardner, Chair
Executive Committee

ATTEST:

Sarah Goslin
Clerk for the JPA Executive Committee

APPROVED AS TO FORM:

Lena D. Wade, General Counsel

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

STAFF REPORT

Gary Gardner, Chair
City of Desert Hot Springs

**Waymond Fermon,
Vice Chair**
City of Indio

Rita Lamb
City of Cathedral City

Bruce Whitman
City of Indian Wells

Linda Evans
City of La Quinta

Jan Harnik
City of Palm Desert

Jeffrey Bernstein
City of Palm Springs

Steve Downs
City of Rancho Mirage

V. Manuel Perez
County of Riverside

SUBJECT:

Support for the proposed Chuckwalla National Monument and expansion of Joshua Tree National Park.

RECOMMENDATION:

Adopt a Resolution entitled, "A RESOLUTION OF THE JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE OF VISIT GREATER PALM SPRINGS IN SUPPORT OF THE ESTABLISHMENT OF THE PROPOSED CHUCKWALLA NATIONAL MONUMENT AND THE PROPOSED EXPANSION OF THE JOSHUA TREE NATIONAL PARK." This Resolution would support the designation of the proposed Chuckwalla National Monument and expansion of Joshua Tree National Park via presidential use of the Antiquities Act or through legislation in the U.S. Congress.

BACKGROUND:

A coalition of local non-profits and other organizations (The Protect California Deserts Campaign) is working to gain the support of U.S. Congressman Raul Ruiz, M.D., Senators Feinstein and Padilla, and the Biden Administration on a proposal to conserve federal public lands in Riverside and Imperial Counties for present and future generations to enjoy. The proposal would designate a new Chuckwalla National Monument that would border the southern edge of Joshua Tree National Park and permanently protect recreational access to popular places like the Mecca Hills and Orocopia Mountains. The proposed protections would honor and recognize the cultural histories of Indigenous peoples, enhance access to world-class nature for local residents and visitors, protect fragile desert wildlife by providing connectivity between existing protected lands, and help boost local economies.

National monuments can be established in two ways: through federal legislation or, more commonly, through presidential use of the Antiquities Act. Given current gridlock in Congress, the coalition is pursuing the latter option and seeks to work closely with Congressman Ruiz and California senators to advocate with the Biden Administration. Staff is recommending that the Board approve a resolution supporting the designation of the proposed Chuckwalla National Monument and expansion of Joshua Tree National Park and directing staff to forward the resolution to United States President Joseph R. Biden, Senator Diane Feinstein, Senator Alex Padilla, Congressman Raul Ruiz, and Congressman Ken Calvert.

The proposal would protect special deserts, mountains, and woodlands spanning from the eastern Coachella Valley almost to the Colorado River (see attached map). The new monument would safeguard World War II historical sites, the Bradshaw Trail and other designated routes, cultural landscapes, and vital habitats for a diverse array of species, including chuckwalla, desert bighorn sheep, and desert tortoise. The proposal also includes an expansion to Joshua Tree National Park. To highlight key elements, the proposal would:

- Establish a Chuckwalla National Monument stretching from the Mecca Hills and Dos Palmas in the west to approximately 10 miles west of the Arizona border in Riverside and Imperial Counties; this would include protection for a wide array of cultural, historic and natural resources;
- Expand Joshua Tree National Park in the Eagle Mountain area;
- Require an inter-agency study of recreation needs on public lands in the region; especially under-resourced but popular day-use sites;
- Honor the homelands of the Cahuilla, Chemehuevi, Mojave, Quechan, and Serrano peoples.

The proposed Chuckwalla National Monument and other protections would only apply to federal public lands. Such a designation would not affect existing lawful use of private property. Rights of way, utility corridors and infrastructure would not be impacted. The proposed Joshua Tree National Park expansion includes only those lands identified in a 2016 assessment by the National Park Service for inclusion in the Park. The expansion would cover only Bureau of Land Management (BLM) lands in the area, not privately owned lands. It also would not affect a proposed pump storage project and other existing or proposed activities on private lands.

The proposed protection of public lands is compatible with and complimentary to both the Coachella Valley Multiple Species Habitat Conservation Plan (CVMSHCP) and the Desert Renewable Energy Conservation Plan (DRECP).

It's important to note that the draft Chuckwalla National Monument boundary does not exactly match the CVMSHCP conservation area boundaries. While the goals of the proposed national monument and the CVMSHCP are compatible, some variation is expected. The previously designated national monuments in the region which overlap with the CVMSHCP, the Santa Rosa and San Jacinto Mountains National Monument and the Sand to Snow National Monument, provide opportunities for ongoing collaboration and cooperative management. Like other national monuments in the region, the national monument designation would ultimately involve development of a management plan for the public lands with significant collaboration with local, state, and federal partners and input from the public.

The proposal was also crafted to be complimentary to the goals of the DRECP. All areas prioritized for renewable energy development were purposefully excluded from the proposed national monument boundaries.

National Monuments generally permit existing recreational uses to continue and in fact provide a better experience for users with increased signage for improved access and interpretation. OHV use is permissible within national monuments on legal routes and within designated areas.

The draft proposal will benefit Riverside and Imperial Counties in several ways, including:

- Protecting crucial plant and wildlife habitat and migration corridors.
- Safeguarding indigenous sites, landscapes of importance, and other significant cultural resources.
- Protecting important historic sites and landscapes.
- Enhancing equitable and sustainable recreation access to federal public lands.
- Boosting local economies by attracting visitors (see attachment on economic benefits)

- Promoting tourism and recreation which are an essential part of the desert region's economy.

The National Monument designation would preserve and enhance the extensive recreational and environmental education opportunities in this spectacular landscape. Monument designation would attract outdoor recreation enthusiasts, translating into dollars for the local economies of the Coachella Valley, Palo Verde Valley and surrounding communities.

All the lands within this proposal are within the new 25th Congressional District, which is represented by Congressman Ruiz. The coalition of organizations supporting the Protect California Deserts proposal is currently reaching out to local elected officials, community leaders and stakeholders to solicit their input and support. Local supporters include Friends of the Desert Mountains, California Audubon, Cactus to Clouds, COFEM, the Sierra Club, Mojave Desert Land Trust, Native American Land Conservancy, Wildlands Conservancy, and National Parks Conservation Association among several others.

Staff recommends VGPS support the Protect California Deserts proposal and the designation of the Chuckwalla National Monument.

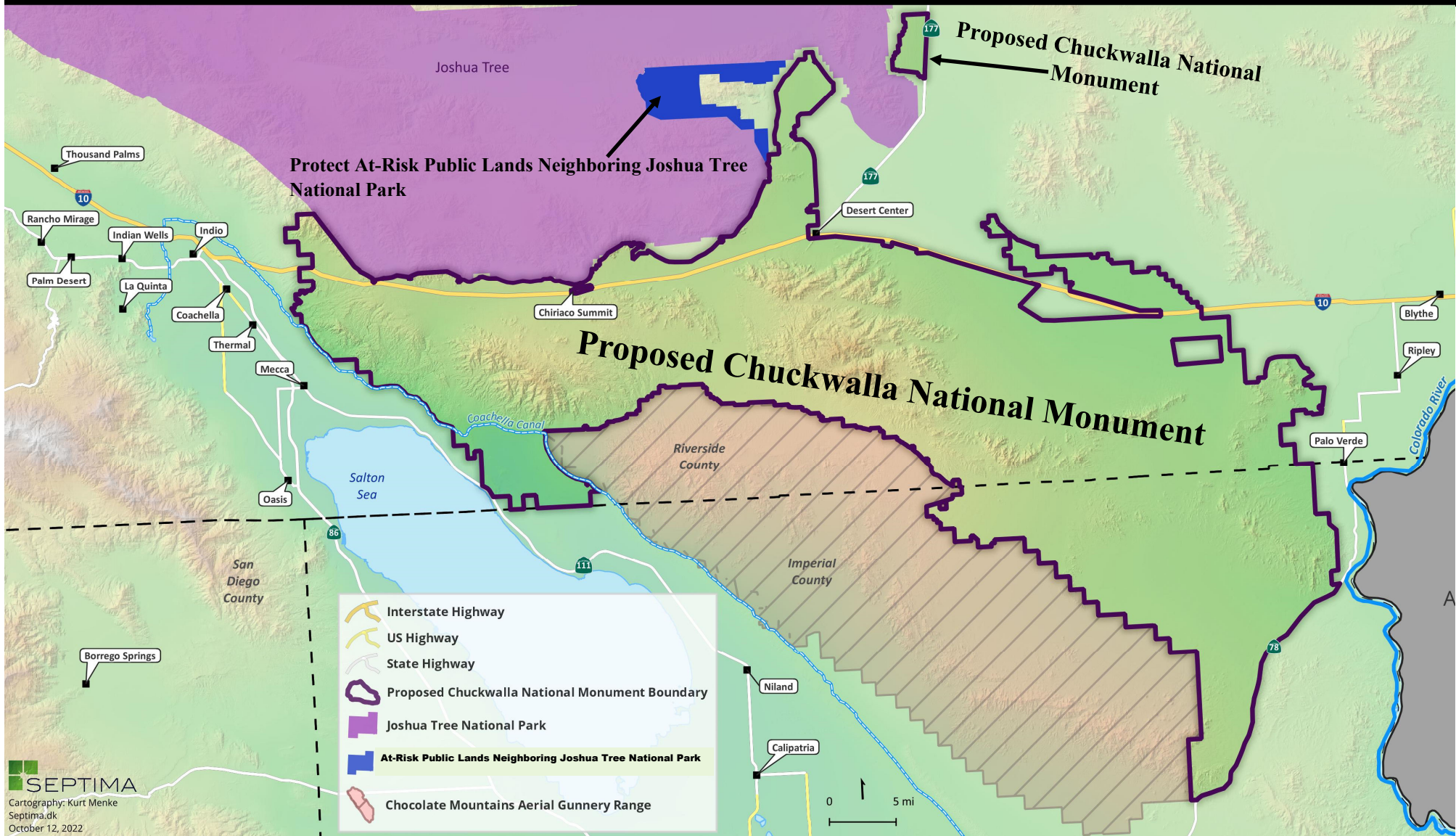
FISCAL IMPACT:

There is no fiscal impact as a result of adopting the proposed resolution of support.

ATTACHMENTS:

1. Map of Proposed Chuckwalla National Monument and Joshua Tree National Park expansion
2. Summary of the Protect California Deserts proposal
3. A factsheet on economic benefits of the proposal

The Protect CA Deserts Campaign's Public Land Proposals





INTRODUCING A NEW EFFORT TO PROTECT CALIFORNIA DESERTS

Local organizations, with the support of regional and national organizations, are working together to preserve public lands in Riverside and Imperial Counties between Palm Springs and the Colorado River for future generations. These protections will honor and recognize the Indigenous cultural histories and tribal heritage values of the Cahuilla, Quechan, Serrano, Chemehuevi, and Mojave peoples, increase access to world-class nature for local residents and visitors, protect fragile desert wildlife and facilitate connectivity, and help benefit local economies. This effort proposes to:



Bob Wick

► DESIGNATE A NEW CHUCKWALLA NATIONAL MONUMENT

that would border the southern edge of Joshua Tree National Park and permanently protect recreation access to popular places like the Mecca Hills and Orocopia Mountains. The new monument would safeguard World War II historical sites, the Bradshaw Trail, cultural landscapes, and vital habitats for chuckwalla, desert bighorn sheep, and desert tortoise.

► EXPAND JOSHUA TREE NATIONAL PARK

to the east, which will connect the Park with the proposed national monument and other existing protected areas. This would help ensure connectivity for desert bighorn sheep, burro deer, and other wildlife in the face of climate change. The park expansion would also increase access to nature for east Coachella Valley residents and preserve places of cultural and historical importance. The National Park Service has identified the lands proposed in the expansion as a suitable addition to the park.



Larry Heronema



► HONOR THE HOMELANDS

of the Iviatim, Kwatsáan, Maara'yam, Nūwū, Pipa Aha Macav (the Cahuilla, Quechan, Serrano, Chemeheuvi, and Mojave) peoples. Local organizations are working to properly inform and involve Tribal nations whose homelands are within the proposed monument so that future management plans implement Tribal input and stewardship practices. This will help ensure that their traditions, sacred sites, trails, and plant and animal relatives in this cultural landscape are preserved in a manner which respects Tribal priorities and sovereignty.

► HELP ENSURE MORE EQUITABLE ACCESS TO NATURE FOR LOCAL COMMUNITIES

The proposed monument includes many places that are enjoyed for outdoor recreation activities, including the Mecca Hills, the Orocopia Mountains, and the historic Bradshaw Trail National Back Country Byway. Permanently protecting these lands with a monument designation is an opportunity to ensure that these places are here for current and future generations to experience and enjoy. As part of our effort, we're proposing that the Bureau of Land Management conduct a study to assess recreation needs in the area.



CALIFORNIA'S DESERTS: UNPARALLELED AND BELOVED PUBLIC LANDS

California's deserts span over 26 million acres and are like nowhere else on earth. The deserts of Riverside and Imperial Counties include palm oases, rocky mountain ranges, and lush desert woodlands with unique plants such as the Chuckwalla Cholla cactus and threatened animals such as the desert tortoise and flat-tailed horned lizard. The U.S. Fish and Wildlife Service selected lands within the proposed Chuckwalla National Monument as a re-introduction site for the iconic and critically endangered Sonoran pronghorn.

These public lands offer outstanding recreation opportunities and are essential to enhancing equitable outdoor access for local communities. They are the ancestral homelands of many Tribes since time immemorial. The region also contains important historical values, and tourism in the area helps contribute to a sustainable economic engine for nearby communities.



PROTECTCADESERTS.ORG

@PROTECTCADESERT



► EMAIL US:
INFO@PROTECTCADESERTS.ORG

► CALL US:
CHRIS CLARKE, (760) 600-0038

THE CALIFORNIA DESERTS REGION

ECONOMIC BENEFITS

The Economic Link Between Conserved Lands and Local Communities

Studies have demonstrated an association between conservation of public lands and a significant boon to surrounding local economies.

Tourism: Economic Driver in the Desert

The California Desert region is experiencing a rapid escalation in tourist enthusiasm and visitation that has driven revenue for local economies.

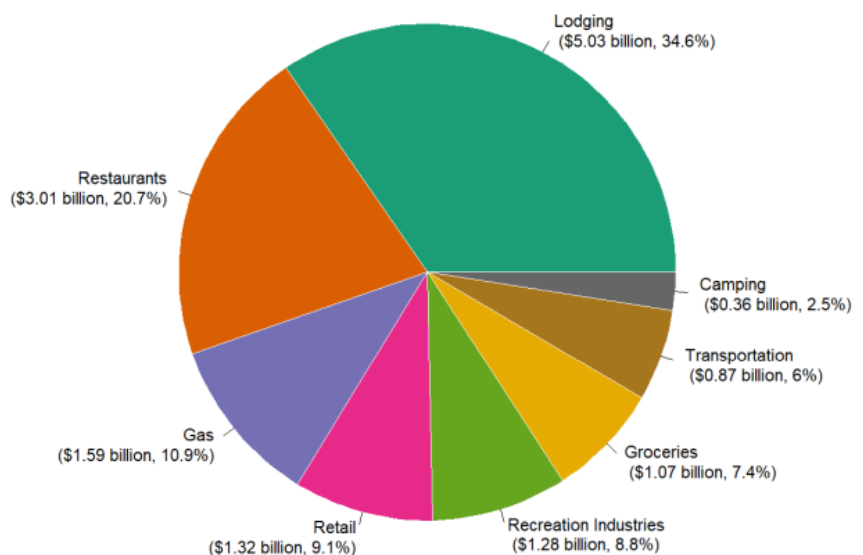
Jobs and Desert Visitation

Tourism is an industry, and as desert visitation rapidly expands, so too has job creation and business opportunities for local residents who support related sectors such as business, finance, construction, and health.



DESERT CONSERVATION CONFERS ECONOMIC BENEFITS. IT'S MORE THAN SAVING BEAUTIFUL PLACES.

Monument designation has a positive and statistically significant average increase of approximately 10% on the total number of establishments [businesses] and 8.5% on the total number of jobs in Zip Code Tabulation Areas within 25 km of the 14 Mountain West designated national monuments analyzed across a 25-year time period.



Per capita income in western nonmetropolitan counties [100,000 acres of protected lands] was on average \$4,360 higher [in 2010; \$5,319 in 2022] than per capita income in similar counties with no protected lands.

-The Economic Importance of National Monuments to Local Communities. 2017. Headwaters Economics.

M. Walls, P. Lee, & M. Ashenfarb. 2020. Resources for the Future. National monuments and economic growth in the American West. Science Advances. Vol 6 (12).
Graph: 2020 National Park Visitor Spending Effects [NPS].

Economic Benefits of Desert Conservation



SUMMARY POINTS: ECONOMIC BENEFITS OF DESERT CONSERVATION

- In a 2020 study published by the Washington D.C. based think tank Resources for the Future, authors reviewed data across 8 states in the Mountain West to estimate the economic impacts of 14 monument designations over a 25-year period. They concluded that monuments resulted in **greater average number of establishments and jobs in proximity to monuments**; increased average establishment growth rate; and had no effect on mining and other industries that use public lands.
- The National Park Service 2020 Report on *NPS Visits, Spending, and Economic Contributions to Local Economies* noted that for Joshua Tree National Park, visitation of 2,399,542 guests conveyed **\$121,857,000** spent in local economies; **1,512** jobs; and **\$60,065,000** in labor income consisting of employee wages, salaries and payroll benefits, as well as the incomes of proprietors that are supported by NPS visitor spending.
- Visit California's Economic Impact of Travel report for 2021 indicated Local Tax Revenue of **\$293,000** for the state's Desert Region, supporting community benefits such as safety, fire, recreation, and library services.
- Joshua Tree National Park and other desert public lands have experienced a dramatic increase in visitation across the last decade as the public has enthusiastically discovered our desert region. For instance, between 2011 and 2021, visitation at JTNP increased from 1,396,237 to 3,064,000 – a **119% increase**.
- A 2014 report [ECONorthwest] noted economic contributions of Quiet Recreation Visits within 50 miles of recreation sites on BLM-managed lands within California. Total Direct Spending was \$243,938,853. In inflation-adjusted dollars for 2022, that amount today would be **\$305,182,203**.
- Tourists to Imperial County generate an estimated \$347.6 million (2016; \$428.9 million adjusted for 2022) in the County and support more than 4,700 direct jobs, about 7 percent of total employment in the County.

National monuments and economic growth in the American West. 2020. [Link](#)
2020 National Park Visitor Spending Effects. Economic contributions to local communities, states, and the nation. 2021. NPS. [Link](#)
Economic Impact of Travel in California 2012-2021. Visit California. 2022. Dean Runyon and Associates. [Link](#)
National Park Service Stats. National Park Service Visitor Use Statistics. [Link](#)
The Economic Value of 'Quiet Recreation' on BLM Lands. 2017. Pew Charitable Trusts. [Link](#)
Updated Summary: The Economic Importance of National Monuments to Local Communities. 2017. Headwaters Economics. [Link](#)
Imperial County Comprehensive Economic Development Strategy. [Link](#)