



visit  **greater**
palm springs

OUR MISSION

We **promote our unique and diverse destination to the world** while advancing regional collaboration to improve the quality of life for our residents and partners.



2-YEAR PRIORITY AREAS OF FOCUS

- Develop **international terminal** capabilities & increase summer capacity / add nonstop to Washington D.C. **(study underway)**
- Support **independent Cal State campus** and **COD Hospitality campus**
- Feasibility Study on **regional sports complex (study underway)**
- Improve wayfinding along the **I-10 corridor** for key attractions and experiences
- Attract **new events & attractions** during summer and fall
- Advocate for a better summer visitor experience/**summer shade** initiative

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2-YEAR PRIORITY AREAS OF FOCUS

- Support **sustainability** and **DEI** efforts
- Advocate for the development of **multi-family housing** solutions
- Support **passenger rail service** and improve regional mobility
- Promote the importance of **work visas**
- Establish hospitality **mentorship** programs and grow hospitality **internship** program
- Develop **International group** business
- Grow **nightlife** & entertainment