

JOINT POWERS AUTHORITY

Gary Gardner, Chair
 City of Desert Hot Springs

Waymond Fermon, Vice Chair
 City of Indio

Mark Carnevale
 City of Cathedral City

Dr. Frank Figueroa
 City of Coachella

Greg Sanders
 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

John Bolton
 Oak View Group

Celeste Brackley
 The Line & Saguaro Hotels

Gary Cardiff
 Cardiff Limousine & Transportation

Kenny Cassidy
 Acme House Company

Jay Chesterton
 Fantasy Springs Resort Casino

Dermot Connolly
 La Quinta Resort and Club

Tim Ellis (Emeritus)
 Ellis Hospitality Services

Eddy Estrada
 Smarter Property Management

David Feltman
 VRON of Palm Springs

**JOINT MEETING
 JPA EXECUTIVE COMMITTEE &
 VGPS BOARD OF DIRECTORS**

Location: The Westin Rancho Mirage
 Golf Resort & Spa
 Room: Oasis 1-4
 71333 Dinah Shore Dr.
 Rancho Mirage, CA 92270

Joint Meeting
 September 27, 2024
 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	
<p>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.</p> <p>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</p> <p>For all Business Session matters or Departmental Reports on the Agenda, the public can submit comments in advance via email as described above.</p>	
Presentation	Gary Gardner
<ul style="list-style-type: none"> Chad Mayes with Capitol Advocacy 	
Approval of Minutes (All Vote)	Gary Gardner
<ul style="list-style-type: none"> JPA - VGPS Board of Directors Joint Meeting Minutes – June 14, 2024 	
Consent Calendar (JPA Only Votes)	Gary Gardner
<ul style="list-style-type: none"> Warrants and Demands Dated June 2024 Warrants and Demands Dated July 2024 Warrants and Demands Dated August 2024 	

Shannon Gilbert
 The Ritz-Carlton, Rancho
 Mirage

Mark Girton
 Goldenvoice

Rob Hampton
 Palm Springs Convention
 Center

Dan Johnson
 Grand Hyatt Indian Wells
 Resort & Villas

Jerry Keller
 Lulu California Bistro

Patrick Klein
 The Gardens on El Paseo

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
 Homewood Suites by Hilton,
 La Quinta

Greg Purdy
 Palm Springs Aerial Tramway

Tim Pyne
 Renaissance Esmeralda Resort
 & Spa

Saverio Scheri
 Agua Caliente Resort Casino
 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.

Item	Owner
Board of Directors Items (BOD Only Votes)	Rolf Hoehn
<ul style="list-style-type: none"> Approve Resolution No. BOD 2024-003 – Legislative Platform for 2024-2025 Legislative Session 	
JPA Executive Committee Items (JPA Only Votes)	Gary Gardner
<ul style="list-style-type: none"> Approve Resolution No. JPA 2024-009 – Amended Conflict of Interest Code Approve Resolution No. JPA 2024-010 – Legislative Platform for 2024-2025 Legislative Session 	
JPA Executive Committee and Board of Directors Updates	All
CEO / President's Report	Scott White
<ul style="list-style-type: none"> VGPS Sales & Marketing Updates Review Proposed 2025 Board of Directors & JPA Executive Committee Joint Meeting Dates 	
Future Meeting Date: Friday, December 13, 2024 Location: Palm Springs Convention Center	Rolf Hoehn
Adjournment	Gary Gardner
Public Notices	
<ul style="list-style-type: none"> 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 8:33 a.m. by Gary Gardner, JPA Chair, at Agua Caliente Resort Casino Spa, in Rancho Mirage, CA.

Roll Call

The roll call is recorded on the following page.

JUNE 14, 2024

Location: Agua Caliente Resort Casino Spa
Room: Cahuilla C, D & E
32-250 Bob Hope Drive
Rancho Mirage, CA 92270
June 14, 2024
8:30am – 10:00am

JOINT POWERS AUTHORITY

Gary Gardner, Chair
City of Desert Hot Springs

Waymond Fermon, Vice Chair
City of Indio

Rita Lamb
City of Cathedral City

Greg Sanders
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

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Kate Anderson
Agua Caliente Band of Cahuilla Indians

Lorraine Becker
Cabal's Pueblo Museum

Sejal Bhakta
Hampton Inn & Suites

John Bolton
Oak View Group

Celeste Brackley
The Line & Saguaro Hotels

Gary Cardiff
Cardiff Limousine & Transportation

Kenny Cassidy
Acme House Company

Jay Chesterlon
Fantasy Springs Resort Casino

Dermot Connolly
La Quinta Resort and Club

Tim Ellis (Emeritus)
Ellis Hospitality Services

Eddy Estrada
Smarter Property Management

David Fellman
VRON of Palm Springs

		PRESENT	NOT/YTD
	Gary Gardner, Council Member, Chair	x	
CITY OF DESERT HOT SPRINGS	Roger Nunez, Council Member		
	Waymond Fermon, Council Member, Vice Chair	x	
CITY OF INDIO	Elaine Holmes, Council Member		
	Mark Carnevale, Mayor	x	
CITY OF CATHEDRAL CITY	Nancy Ross, Mayor Pro Tem		
	Greg Sanders, Mayor	x	
CITY OF INDIAN WELLS	Ty Peabody, Council Member		
	Linda Evans, Mayor	x	
CITY OF LA QUINTA	Steve Sanchez, Council Member		
	Jeffrey Bernstein, Mayor	x	
CITY OF PALM SPRINGS	Ron deHarte, Mayor Pro Tem		
	Jan Harnik, Mayor Pro Tem	x	
CITY OF PALM DESERT	Karina Quintanilla, Mayor		
	Steve Downs, Mayor	x	
CITY OF RANCHO MIRAGE	Meg Marker, Council Member		
	V. Manuel Perez, Supervisor, 4th District		
COUNTY OF RIVERSIDE	Joaquin Tijerina, Economic Development Manager	x	
VISIT GPS BOARD OF DIRECTORS ROLL CALL		PRESENT	EXCUSED
	Rolf Hoehn, Chair - Indian Wells Tennis Garden	x	
	Peggy Trott, Vice Chair - Kimpton Rowan Palm Springs	x	
	Tom Scaramellino, Secretary - Westin Rancho Mirage Golf Resort	x	
	Aftab Dada, Treasurer - Hilton Palm Springs Resort		E

	PRESENT	EXCUSED
Kate Anderson, Agua Caliente Band of Cahuilla Indians		E
Lorraine Becker, Cabot's Pueblo Museum	X	
Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio		E
John Bolton, Oak View Group	X	
Celeste Brackley, The Line & Saguaro Hotels	X	
Gary Cardiff, Cardiff Limousine & Transportation	X	
Kenny Cassidy, Acme House Company	X	
Jay Chesterton, Fantasy Springs Resort Casino	X	
Dermot Connolly, La Quinta Resort & Club	X	
Tim Ellis (Emeritus), Ellis Hospitality Services		E
Eddy Estrada, Smarter Property Management		E
David Feltman, VRON Palm Springs		E
Shannon Gilbert, The Ritz-Carlton, Rancho Mirage	X	
Mark Girton, Goldenvoice & Empire Polo	X	
Rob Hampton, Palm Springs Convention Center	X	
Jerry Keller, LULU California Bistro	X	
Patrick Klein, The Shops on El Paseo	X	
Kelly McLean, Poppy	X	
Nusrat Mirza, JW Marriott Desert Springs Resort & Spa	X	
Allen Monroe, The Living Desert		E
Lee Morcus (Emeritus), Kaiser Restaurant Group	X	
Michael Murray, Hotel Paseo		E
Liz Ostoich, FARM and Tac/Quila Palm Springs	X	
Brad Poncher, Homewood Suites by Hilton La Quinta	X	
Greg Purdy, Palm Springs Aerial Tramway	X	
Tim Pyne, Renaissance Esmeralda Resort & Spa	X	
Saverio Scheri, Agua Caliente Casinos	X	
Bob Schneider, Desert Consulting	X	
Ankit Sekhri, Two Bunch Palms		E

Barb Smith, Eventis Destination Services	x
Boris Stark, Palm Desert Vacation Properties	x
Joe Tormey, CSU San Bernardino Palm Desert Campus	x
Doug Watson, Strategy Innovation Co.	x

A quorum was reached. 28 BOD and 9 JPA.

STAFF/ATTORNEY

<p>Scott White, President and CEO Bill Judson, VP, 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, Dir. of Sustainability & Community Engagement Anthony Ruiz, Website Specialist Samuel Thompson, Director of Indian Wells Tourism Sean Smith, Director of Economic Development</p>	<p>Gary Orfield, Director of Tourism Development Stefanie Kilcoyne, Director of Operations Carolina Viazcan, VP of Sales Sarah Goslin, Executive Assistant & Board Administrator Kimber Foster, Director of Palm Springs Tourism Andy Cloutier, Director of Human Resources Bruce Bauer, Legal Counsel Joyce Kiehl, Director of Communications Krystal Kusmieruk, Senior Marketing Manager Bob Wilson, Brand Communications Specialist Jackie Vega, Senior Community Events Manager Elizabeth Jamison, Destination Experiences Manager</p>
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SPECIAL ANNOUNCEMENT

Next week we will present our Land Acknowledgement to the Native People who settled this area, the Agua Caliente Band of Cahuilla Indians.

PLEDGE OF ALLEGIANCE

Dr. Frank Figueroa led the Pledge of Allegiance.

CONFIRMATION OF AGENDA

JPA Chair, Gary Gardner, asked whether there were any changes to the agenda. Hearing none, the agenda was confirmed.

PUBLIC COMMENT

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

JPA Chair Gardner called for public comments. There were no public comments on record, but there was one member of the public present that requested to speak.

- Mr. Brad Anderson commented: Requested future meetings include audio for additional transparency.

APPROVAL OF MINUTES (All Vote)

JPA – VGPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED MARCH 29, 2024 (all vote)

The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated March 29, 2024, were presented for approval. JPA Chair Gardner asked for a motion. The City of La Quinta made a

motion to approve, and the City of Rancho Mirage seconded. No abstentions. There was no further discussion, and the minutes were approved based on the roll call at the beginning of the meeting. The City of Indio, and Tom Scaramellino were late to meeting and not present to vote.

CONSENT CALENDAR (only JPA Executive Committee votes)

- **WARRANTS AND DEMANDS DATED MARCH 2024**
- **WARRANTS AND DEMANDS DATED APRIL 2024**
- **WARRANTS AND DEMANDS DATED MAY 2024**

The Warrants and Demands dated March, April, and May 2024 for Pacific Premier Bank were presented for approval. JPA Chair Gardner asked for changes or abstentions. Hearing none, the Warrants and Demands were approved based on the roll call vote at the beginning of the meeting. The City of La Quinta made a motion, and the City of Indian Wells seconded. All approved. No abstentions. The City of Indio was late to the meeting and not present to vote.

JPA EXECUTIVE COMMITTEE (JPA Vote Only)

- Waymond Fermon with the City of Indio arrived and therefore was present to vote on the remaining JPA agenda items.
- Approve Resolution JPA 2024-006 – Amended JPA Bylaws to include Coachella and Purpose of JPA Executive Committee. The City of Palm Springs made a motion and the City of Indian Wells seconded. All approved. No abstentions.
- Approve Resolution JPA 2024-007 – Approve the signed 2nd Amended and Restated Joint Powers Agreement. The City of La Quinta made a motion, and the City of Palm Desert seconded. All approved. No abstentions.

CEO / PRESIDENT'S REPORT

Scott White:

- **Air Quality**
Yesterday, Davis and I attended and spoke at CVAG's (Coachella Valley Association-Government) Energy and Sustainability Committee meeting. CVAG is working on the air quality issue with AQMD (South Coast Air Quality Management District). The fine dust left over from Hurricane Hilary is creating more expenses for our businesses, from a cleaning perspective, and is a health hazard for our staff and the people within the industry. If visitors have bad experiences, the word's going to start to spread through social media and we certainly think there's going to be a problem. It is important we elevate the concern with AQMD. CVAG will be the lead organization.
 - Jan Harnik, City of Palm Desert, requested we send out bullet points so the cities can put together support letters.
 - Scott responded that we would work with Tom Kirk to put together talking points and send them out to the Board.
 - **ASAE Fellows Group**
We have the group 'ASAE Fellows', which are CEOs of Associations, in town right now at Margaritaville in Palm Springs. Over forty people are here for continued education. VGPS hosted the group for dinner last night at PS Underground. They said it was their best ASAE Fellows dinner ever.
 - **Solar Project**
Our solar project has been completed. Thank you to Ranch Mirage for coordinating with Renova to have it completed during the summer. The solar production will give us about 98% of our monthly electricity. There will be significant savings due to this project.
 - **Economic Impact Study**
Our preliminary report indicates 2023 generated a record number of visitors and 9 billion in economic impact from tourism. We're excited to share the full report soon.
 - **Airline Updates**
We've successfully entered into our agreement with United Airlines to begin non-stop service from Dulles in Washington, D.C. to PSP. We've received positive feedback, not only from our customers but also from United. They indicated early bookings are strong. The new flight announcement was shared on Good Morning Washington.
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Gary Orfield is consistently working with Ailevon Pacific to secure earlier seasonal flights, as well as extend those same flights into May/June of the following year.

Delta and Sun Country announced they're going to begin Minneapolis service in September, which is much earlier. Chicago is also beginning service earlier.

- **Economic Development**

Sean Smith has hit the ground running and has already attended a few conferences. We had North Star in-market recently doing surveys and interviews. We held group meetings at our office and have had good engagement from all of you. North Star will be conducting interviews via Zoom, and we will be sending out surveys throughout the summer regarding brand strategy development, competitive positioning analysis, and website development. We hope to have everything completed by the end of the year.

- Scott showed a QR code on the screen asking everyone to please scan it and take the survey.

A one-sheet summary overview of the economic development program can be found on all the tables. We will develop a campaign, a brand, and a communication strategy to position the valley as a destination to expand, relocate, or start a new business.

MARKETING UPDATES - Colleen

- **Summer Marketing Update**

We launched our summer marketing campaign in mid-May (around May 15th). We've had our summer media plan in full effect with the categories including out of home & TV, OTAs, digital, content, and social media. We point all of those items to our summer travel page, which is a great resource for travel in the summer.

We also have our summer digital outdoor billboards that run in LA, San Diego, and San Francisco, as well as our digital display ads.

We have 15 co-op partners this year, with two new city partners – the cities of DHS and Indian Wells, as well as the Agua Caliente Band of Cahuilla Indians which joined with the promotion of their cultural plaza. Additionally, Tommy Bahama Miramonte Resort & Spa joined us as a new partner this year.

The 15 co-op videos looped during breakfast, but I'm going to share a few of them with you. As a reminder, these run on KTLA and then across cable and connected TV. They're also on our YouTube channel. We promote them through social media channels and on our website.

- **Expedia/VRBO Special Projects**

Expedia invited us to participate in their national brand campaign, "No Days Left Behind", which is about the importance of taking vacation days. It will be coming out within the next week. We are one of a limited number of destinations featured in this campaign, which will have an expanded reach across the US with high-impact advertising including digital, OOH, website, social media and PR.

We also have for the second year our VRBO custom summer campaign "an oasis from everyday" in partnership with content creators, video content and social amplification will support campaign launching towards the end of June 2024. The 2023 program, "Choose Your Floaty Personality" resulted in 17.5M in future gross bookings. They were in-market last week filming at three different locations in three of our cities.

- **California Live**

We also have produced three segments on California Live, which is aired in April & May in LA, San Francisco and San Diego, on NBC. Preliminary results they launched in May are 1.5 million impressions. Some of the topics include vacation rentals, restaurant week and summer travel.

- **Clicktivated**

We started using a new program, Clicktivated, which is an interactive video platform that allows

users to click while video content plays, allowing access to blog content, listings, and additional information on the locations seen onscreen. We have one dedicated vacation rental video program that launched in May promoting additional vacation rental content, and a second for the summer campaign video, which will launch in June.

- **Visit CA Co-op**

With the launch of Visit California's new "Ultimate Playground" campaign in May, new co-op opportunities were launched with updated brand templates and messaging across Expedia, TripAdvisor, and Sojern. So, in addition to our brand campaigns, we run these layered on top of those with Visit California, giving us expanded reach and also adding value to our media spend. We get up to 2.5 x 1 in media value for every dollar spent. So, we're able to spread our dollars a little bit further by working through these co-ops. Similar to what we do for our partners on our co-op programs.

- **Summer Content**

- **Summer Blogs**

We have 5 summer blogs that we send out in our newsletters, which have a total of almost 40k subscribers and a 45.5% open rate; substantially above the industry standard.

- **Summer Social Media Campaign**

We are in post-production for our summer social media campaign. We partner with an agency, Sonic Gods, out of LA. As part of the campaign, we are working with four influencers for the content. We'll have a main video and influencer content that will be shared on our platforms and the influencers' platforms. Pushing out at the end of June, beginning of July, for that mid-summer push.

- **Influencer Strategy**

We have developed and implemented our influencer strategy overall. We align ourselves with influencers that align with our pillars, our strategy, and our demographics. We've had several videos go viral, which helps us expand our reach.

- **LGBTQ+ Pride Events**

We're targeting LGBTQ+ Pride events that are happening this month. We've already targeted the Provincetown Town event that was May 31st through June 2nd, and LA Pride on June 9th, and we'll have others throughout the summer. We geofence locations throughout the summer and then retarget them to promote our Pride, which is in November. Geofence locations include Provincetown, New York, Los Angeles, Chicago, San Francisco, and San Diego.

An additional program that launched recently is the 'OutThere Magazine' campaign, and we plan to launch 'TravelGay's' campaign in June. TravelGay is a domestic and international audience, so it's expanding our reach to those international consumers.

PR & COMMUNICATIONS – Colleen

- **Meet the Mentors**

Last week we held our Meet the Mentors 2.0. We had over 120 people apply, which we then chose 6 mentors and 6 mentees. The mentors are very influential media that work with them to teach them how to do a media FAM, experience an itinerary, and then work with them on creating content.

- **Media Coverage**

Some recent media coverage include: "Black in Palm Springs: The Entrepreneurs Shaping Coachella Valley's Cultural Movement" article, the article from The New York Times Style Magazine: Australia, "Follow the Footsteps of Icons from Hollywood's Golden Age", as well as an article from Sunset "Wind Down after Coachella and Stagecoach at these Ultra-Relaxing Wellness Retreats".

- **Media Engagement**

We had 63 people in-market from March through June, 143 articles published, and reached 141 media contacts.

RESTAURANT WEEK - Colleen

- We had over one hundred restaurants participating this year, which is one of the most successful that we've had. We had over 200 partners and 32 media that attended. There was a lot of media from our partners in addition to the media we run. Very importantly, we raised \$7,200 for the Find Food Bank. Last year we raised \$4,300, so we almost doubled. We had great engagement with over 44,000 users. We created and sent out two custom newsletters to promote Restaurant Week, which had an average open rate of 38.4% from the 46,000 subscribers.

We also hosted a Foodie FAM leading into Restaurant Week where we hosted five foodie influencers selected to target their audiences in the San Diego, Los Angeles, and Orange County areas, with a total platform size of over 400K followers. We have already had 205,000 organic video views as a result of partnering with these influencers.

We've had a lot of great media coverage, and it's still coming in. The coverage is already almost double what we had last year. Thank you to the six cities who are also sponsors of the Restaurant Week event. We really appreciate your continued support.

Our Summer Eats Pass launched for its fourth season, June 13-September 2., and is an extension of our Restaurant Week. Users redeem offers and/or check in at local restaurants to enter a weekly drawing for a \$50 gift card. For each check-in, VGPS will also donate \$1 to FIND Food Bank. The pass is promoted in LA, San Diego, and the Coachella Valley with a dedicated media plan, including digital display, email blasts, content articles, social media and out of home.

CONVENTION SALES – Carolina

- **Convention Sales Production**
The numbers represented are through the end of May 2024. We are performing at 113% for our room nights.
- **March – June Travel/Tradeshows recap**
We have represented our destination at 32 different sales trips/tradeshows covering 25 different cities from Los Angeles to Washington DC. We are currently planning for ASAE Annual and IMEX America.
- **New or Expanded Tradeshows/Sales Missions**
This year we have also expanded our footprint at ASAE, CME Expo, and PCMA, are planning 3 sales missions to promote our new Atlantic flight, expanded our partnership with Visit California, and plan to work with Luxury Meetings this coming year to help identify new businesses that we can help drive higher ADR for the resorts.

TOURISM DEVELOPMENT – Carolina

- **IPW**
We attended IPW, which had record breaking attendance with 5,700 attendees from 70 countries. We had an activation on the California Plaza, was the sole sponsor of a Wellness Lounge on the tradeshow floor, hosted 125 one-on-one appointments, and was by far the busiest booth. We had 5 partners join us.
- **Go West & GTM**
We are the hosts for the Go West Summit, January 6-9, 2025, as well as GTM West, June 8-13, 2025.

PARTNERSHIP – Lauren B.

- **Tourism Foundation Golf Tournament**
We engaged some of the CV High School students to be part of our event. We had over 100 golfers and raised over \$35,000 for student scholarships.
- **National Travel and Tourism Week**
In May during NTTW, VGPS hosted a special class at our office for 12 CTE (career technical education) Student Ambassadors from Palm Springs Unified School District. We also had some team members from Visit Greater Palm Springs participate in a career panel. The students were very engaged. This is another one of the ways that we're really promoting our mission to grow hospitality leaders locally and connect students in our valley to the opportunities that are present in our industry.

- **Team GPS & Workforce Development**

- We have 150 new TEAM GPS Champions that went through our online course.
- We partnered with College of the Deserts PACE program on a strong workforce grant, which provided hospitality training skills to a hundred individuals for free. Part of that was a day of classes at Coachella Valley High School where we taught 50 students about the hospitality industry.
- The Tourism Foundation supported COD Hospitality Management to send 12 students to Japan for a work study trip. We also supported CSUSB's Hospitality Management Work Study Trip to Italy that took place in April.
- We are also very proud of this sustainability travel documentary that just came out on June 5th for World Environment Day. It was produced in partnership with Sustainable Travel International and an organization called Zinc Media based in the UK. It features the preservation and conservation story of Greater Palm Springs through the lens of partnerships with Friends of the Desert Mountains and the Living Desert Zoo and Gardens. It has been promoted domestically and internationally and will keep running throughout the year to showcase sustainability in our region.

Please join us for our monthly Meet & See at the PS Surf Club on Tuesday, June 18th, as we will be celebrating Susan Esterling's retirement after 18 years.

MARKETING BUDGET OVERVIEW – Colleen

- Gave a quick overview of our 12 seasonal and Always On campaigns – the most we've ever done – all through a variety of media channels:
 - Television Strategy includes a 50/50 split between cable and connected television (streaming devices).
 - Digital Billboard and Out of Home for our Brand Campaign, signature events, and co-op opportunities.
 - OTAs (Online Travel Agencies):
 - Expedia & VRBO are our largest platforms in terms of low funnel bookings that we're able to track.
 - We run our Destination Campaign on Tripadvisor, as it's one of the largest and most trusted travel resources in the world
 - We work with Travel Zoo to promote deals during the summer and different need periods (off season or off-peak timeframes).
 - Expedia Special Project: Unpack 2025 Travel Trends will launch in November 2024. Expedia launches this in November and it's all of the travel trends for the next year. They've never partnered with a DMO on this campaign and this year they're going to take a limited number of destinations to partner. We will have the ability to connect to one or more of the trends that are a fit for our destination, our priorities and strategy. We'll also be part of a national campaign that will be promoting our destination specifically. They push this out throughout the year. They use it as a resource, so we're going to get a lot of extra value from this campaign.
 - We run a variety of Content Programs with media partners whose platforms align with our pillars and our strategy. It drives engagement and allows us to do a lot of storytelling through native advertising.
 - Our Digital/Programmatic advertising runs across several platforms. It's highly targeted. It's personalized across websites, social media and mobile, and is optimized through machine learning. AI is used to make these campaigns the most successful.
 - In 2023 we launched our dedicated UK/Ireland campaign with our focus in awareness building. This year we've optimized it to focus on getting people a little lower down the funnel to the consideration and conversion stages, and we've also layered in an LGBTQ+ layer with targeting to add to the campaign as well.
 - International campaigns launched in partnership with Brand USA / Visit California with Optimized Audience programs, which utilize Brand USA's first party data to reach travelers. Campaigns are planned in the UK, Mexico, Germany, France, Australia and Canada. These will run throughout the year.
 - Digital Website – Paid Media
Paid media supports all VGPS campaigns utilizing Google PPC, Performance Max, Microsoft Ads campaign, and YouTube ads.

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- We have new search for international markets which includes geotargeting in Canada, Mexico, Germany, and France (UK/Ireland through FINN).
 - We've also seen a lot of success with Performance Max campaigns (AI generated), which run across Google's ecosystem on search, display, YouTube, Gmail, and Google Discover feeds.
 - Showed a pie chart breaking down the marketing budget as detailed above.

KELLY & MARK – Colleen

- We are hoping to bring LIVE with Kelly & Mark to our destination. This would amount to 4 shows, with 2.2 million viewers per show. We have an influence on who the guests would be and what some of the topics they would cover to highlight the destination. We're estimating 8.8 million viewers over the course of four days

We have an estimated cost of 1.4 million, and we're looking at city and hotel partnerships to help offset some of the costs.

LONDON DESIGN FESTIVAL – Colleen

- Finn has presented a partnership with Mattel – Barbie Dream House inspired by the Kauffman House, to create an art installation. LDF is one of the most influential and culturally significant global events with over 600,000 visitors in 2019 from 75 countries. Greater Palm Springs is currently the only US destination with a proposed art activation.

VGPS will partner with Mattel and a female designer to create a co-branded art activation inspired by the Kauffman House (Barbie Dreamhouse).

Integration of travel trade/media/consumer touchpoints measuring earned media, engagement & overall reach, press interviews, and media/travel trade events during the festival.

The cost is \$500,000 with a 50/50 split between VGPS and Mattel (VGPS \$250,000/Mattel \$250,000)

BOARD PRIORITIES – Scott

- Welcomed Dan Johnson as our newest Board Member.
- Recommends a Board retreat in 2025 to go through priority areas of focus since we have added so many over the last few years as our organization has evolved to take on economic development, workforce development, vacation rentals, working with our local educators, and advocacy. Sarah will help schedule.

BUDGET REVIEW – Scott

- Scott provided an overview of how we've come to our suggested revenue.
 - Bill looks at Tourism Economics and CBRE, as well as the numbers our hotel partners provide to us from their properties, for our forecasting. We are making a recommendation of \$22.2 million for the fiscal year. Tourism Economics and CBRE show a big difference in what they're forecasting in terms of growth, and we prefer to be more conservative.

The Funding Comparison for fiscal year 23/24 Vs. fiscal year 24/25 indicates a reduction in the TBID and vacation rentals. JPA funding amounts are given to VGPS and we have no control over the amount. City Marketing Partnerships is the co-ops and other items we discussed. The Tribal council voluntarily supports our organization and gives us their forecast. Partnership fees are shifting to a different line item as DTN is taking on more responsibility. DTN is our web site advertising organization.

Also, with Susan's retiring, we eliminated her position and created two positions: one working on website listings directly, and another handling all of our partner events.

Joint share partnerships are flat, and grants are down. Investment income is up thanks to the interest rates. This year's rollover funds amount to about \$1.6 million. \$1.1 million will be

applied to the budget and \$500,000 will be placed in the reserves.

The Expense Comparison for fiscal year 23/24 Vs. fiscal year 24/25 shows labor, wages, taxes, and benefits is up. We're fully staffed for the first time in four years. As mentioned, we added positions, and have also expanded the brand department. We added Economic Development, and when we added vacation rentals on TBID, we added the position to manage our almost 7,000 vacation rentals, which is nearly a full-time job, but those revenues come back in.

As a reminder, we do not utilize a full-time agency. We have two graphic designers, a social media team, a web team, and a brand team.

We are proposing using our reserve funds for the The Kelly and Mark show. The producers will visit in August, and they will decide on the location.

Questions:

1. Lee Morcus asked Scott to speak to the labor taxes and benefits being up by 23%.
 - a. Scott responded that the benefits have been up the last two years. We've added positions, promoted staff, and had acquisitions.
2. Gary Gardner asked Scott to speak on the downward trend in TBID and vacation rentals and if the forecasters see it as temporary, or something that will continue unless we grow the actual number of inventory.
 - a. Scott responded that the downward trend is national, and 2023 was a record year. The decline in vacation rentals is likely due to so many properties purchased during the pandemic that are now being put back on the market.
3. Waymond Fermon stated that any changes with a major event can determine the forecast for the coming year either negatively or positively.
4. Kenny Cassady stated that the TOT is trending down. As a group, we need to target the right audience to stay ahead of any trend that might affect the popularity of the destination.
5. Scott White stated that he attended a Visit California event and learned that Newport Beach abolished their TBID. They've implemented a Meetings Assessment Program for the hotels at 5%, which will levy that against their guests, and give it back to Newport Beach and companies, with 100% dedicated to group business. This will take them from approximately \$1,000,000 a year for group business, to \$7,000,000 a year for group business.

VGPS BOARD OF DIRECTORS (Board Vote Only)

- Tom Scaramellino had arrived and therefore was present to vote on the remaining Board agenda items.
- **Approve the Proposed 2024-2025 Budget**
Liz Ostoich made a motion, and Rob Hampton seconded. All approved. No abstentions.
- **Approve Resolution No. BOD 2024-002 – Strategic Sales & Marketing Reserve**
Celeste Brackley made a motion, and Bob Schneider seconded. All approved. No abstentions.
- **TBID Annual Report (by Civitas) – Required by State of California**
Tom Scaramellino motion and Brad Poncher second. All approved. No abstentions.
- **Receive and Accept the Independent Auditor's 2023 Annual Financial Report (and Communication Letter from Davis Farr dated May 31, 2024)**
Lorraine Becker made a motion, and Jerry Keller seconded. All approved. No abstentions.
- **Approve Dan Johnson with Hyatt Regency Indian Wells for a Board of Directors seat**
Brad Poncher made a motion, and Kenny Cassady seconded. All approved. No abstentions.

JPA EXECUTIVE COMMITTEE (JPA Vote Only)

- **Approve the Proposed 2024-2025 Budget**
The City of Palm Desert made a motion, and the City of La Quinta seconded. No abstentions. All

- approved.
- **Approve Resolution No. JPA 2024-008 – Strategic Sales & Marketing Reserve**
The City of Indio made a motion, and the City of Palm Springs seconded. No abstentions. All approved.
- **TBID Annual Report (by Civitas) – Required by State of California**
The City of La Quinta made a motion, and the City of Coachella seconded. No abstentions. All approved.
- **Receive and Accept the Independent Auditor’s 2023 Annual Financial Report (and**
- **Communication Letter from Davis Farr dated March 20, 2024)**
The City of Coachella made a motion, and the City of La Quinta seconded. No abstentions. All approved.
- **Approve Resolution No. JPA 2024-004 – Updating Monthly Stipend for JPA Executive Committee**
 - Public Comment: Brad Anderson suggests we do not increase the stipend with all the other increases in the desert right now.

The City of Rancho Mirage made a motion, and the City of Indio seconded. No abstentions. All approved.
- **Approve Resolution No. JPA 2024-005 – Carrying Over Funds to FY 2024/2025**
The City of La Quinta made a motion, and the City of Palm Desert seconded.
- **Approve Technical Advisory Committee (TAC) for Economic Development Diversity Initiative**
The City of La Quinta made a motion, and the City of Palm Springs seconded. No abstentions. All approved.

JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES

- **Jeffrey Bernstein:**
A second Community Outreach Meeting is scheduled for the PSP project. Palm Springs will complete a series of presentations over the next few months for stakeholder groups, other cities, and the tribe.
- **Jan Harnik:**
Desert Surf has broken ground. We also have under construction in Palm Desert almost 1,000 workforce housing units.
- **Waymon Fermon:**
Held a parade for our very own American Idol winner, Abbie Carter, who is from Indio.

FUTURE MEETING DATE

- Friday, September 27, 2024 | The Westin Rancho Mirage Golf Resort & Spa

Adjourned at 9:58 am

Clerk for the Board:

Sarah Goslin, Executive Assistant & Board Administrator

VGPS Board of Directors Secretary:

Tom Scaramellino, Secretary

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 June 01, 2024 through June 30, 2024 from Pacific Premier Bank.

A handwritten signature in black ink, appearing to read "Scott White", is written above a horizontal line.

Scott White, President/CEO
Visit Greater Palm Springs

A handwritten signature in black ink, appearing to read "William Judson", is written above a horizontal line.

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

DocuSigned by:

A handwritten signature in black ink, appearing to read "Rolf Hoehn", is written inside a DocuSign signature box.

EBC56068F73F47C...

Rolf Hoehn, Chair, Board of Directors



9 resort cities. one beautiful oasis.

Company name: Visit Greater Palm Springs

Report name: Check register

Created on: 8/7/2024

Operating - Pacific Premier Bank

Account no: 8000212688

Date	Vendor	Document no.	Amount
6/13/2024	V00011--Ace Transportation	62237	374.00
6/28/2024	V00756--ACS Air Conditioning/ Heating Services, Inc.	62281	1,439.00
6/5/2024	V00017--Ailevon, LLC	62203	7,067.75
6/5/2024	V01236--Amadeus Hospitality, Inc.	62204	57,000.00
6/14/2024	V00020--America Unlimited GmbH #	202406140102941	10,000.00
6/13/2024	V00022--American Express - Business Platinum Card	62238	595.00
6/28/2024	V01242--American Spice Trade Association	62282	631.03
6/28/2024	V00042--Association of Canadian Travel Agencies #	202406280056495	2,558.05
6/13/2024	V00044--AT&T Mobility	62239	812.50
6/28/2024	V00837--AVIAREPS Holdings Ltd #	202406280043140	750.00
6/28/2024	V00049--AVIAREPS Marketing Garden Holdings Ltd #	202406280055746	1,350.00
6/13/2024	V01231--Barriere Inc.	62240	9,250.00
6/28/2024	V00056--BASIC Benefits	62283	268.42
6/5/2024	V00882--Box of Kittens	62205	11,075.00
6/28/2024	V00073--Brandini	62284	259.20
6/13/2024	V00073--Brandini	62241	129.60
6/5/2024	V00073--Brandini	62206	324.00
6/5/2024	V00867--Brown & Bigelow, Inc	62207	911.48
6/5/2024	V00078--Burrtec Waste & Recycling Svcs	62208	251.18
6/6/2024	V00089--CalPERS Fiscal Services Division	100000017546693	111,449.83
6/28/2024	V00090--CalSAE	62285	22,000.00
6/30/2024	V00093--Cardiff Limousine & Transportation	62347	1,024.55
6/28/2024	V00093--Cardiff Limousine & Transportation	62286	1,928.45
6/13/2024	V00093--Cardiff Limousine & Transportation	62242	880.88
6/13/2024	V00094--CDW Government	62243	44.61
6/13/2024	V01070--Chi Sustainability Consulting, LLC	62244	1,356.25
6/5/2024	V01070--Chi Sustainability Consulting, LLC	62209	5,296.88
6/28/2024	V00120--Coachella Party	62287	300.00
6/13/2024	V00120--Coachella Party	62245	538.75
6/13/2024	V01132--Coachella Valley Garden Service, Inc.	62246	1,550.00
6/28/2024	V00122--Coachella Valley Water District	62288	191.27
6/28/2024	V00124--Colonial Life Premium Processing	62289	5,321.06
6/13/2024	V00873--Connect Worldwide	62247	8,815.56
6/5/2024	V00873--Connect Worldwide	62210	2,119.86
6/5/2024	V00133--Conventiontotes.com Inc	62211	272.19
6/5/2024	V00141--CVB REPS	62212	500.00
6/28/2024	V01224--Daan Colijn	202406280043561	2,425.00
6/28/2024	V00845--David Dixon	62290	300.00
6/13/2024	V00845--David Dixon	62248	300.00
6/28/2024	V00670--DavisFarr LLP	62291	4,500.00
6/28/2024	V00146--Desert Adventures Red Jeep Tour & Events	62292	1,150.00
6/13/2024	V00146--Desert Adventures Red Jeep Tour & Events	62249	1,150.00
6/13/2024	V00148--Desert Arc	62250	1,200.00
6/5/2024	V00148--Desert Arc	62213	800.00
6/13/2024	V00830--Desert Arc Shredding & Recycling	62251	45.00

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Report name: Check register

Created on: 8/7/2024

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Account no: 8000212688

Date	Vendor	Document no.	Amount
6/13/2024	V00152--Desert Fire Extinguisher Co, Inc.	62252	21,038.00
6/28/2024	V00159--Destination PSP	62293	196.68
6/13/2024	V00159--Destination PSP	62253	887.66
6/5/2024	V00159--Destination PSP	62214	1,587.67
6/28/2024	V00161--Destinations International Foundation	62294	20,000.00
6/28/2024	V01240--Emmanuel Doublin	62295	500.00
6/28/2024	V00179--Enterprise	62296	4,827.65
6/30/2024	V00692--Eric Scott Caplan	62348	2,973.60
6/28/2024	V00692--Eric Scott Caplan	62297	1,614.75
6/13/2024	V00692--Eric Scott Caplan	62254	979.65
6/28/2024	V00191--Fantasy Balloon Flights	62298	800.00
6/28/2024	V00861--Finn Partners Limited ##	202406280045202	20,689.31
6/13/2024	V00195--Fired Up Culture	62255	6,037.50
6/28/2024	V01244--Frank Cervera Figueroa	62299	100.00
6/30/2024	V01063--FTCI FBO Greater Palm Springs Defined Benefit Plan	62300	263,266.00
6/20/2024	V01063--FTCI FBO Greater Palm Springs Defined Benefit Plan	62276	998,774.73
6/28/2024	V00722--Garcia Plumbing Co.	62301	215.60
6/28/2024	V00696--Gary R. Gardner	62302	100.00
6/28/2024	V00702--Gregory W Sanders	62303	100.00
6/28/2024	V01241--IEEE PES ICC	62304	4,581.00
6/28/2024	V00259--Image360	62305	850.15
6/13/2024	V00259--Image360	62256	1,215.75
6/28/2024	V00268--IRC Corporation	62306	64.10
6/28/2024	V00713--Jan C Harnik	62307	100.00
6/28/2024	V00832--Jeffrey Adam Bernstein	62308	100.00
6/13/2024	V01238--JL Media & Marketing	62257	3,213.00
6/30/2024	V00274--JNS Media Specialist	62349	511,989.17
6/5/2024	V00274--JNS Media Specialist	62215	151,633.47
6/28/2024	V00283--JW Marriott Desert Springs Resort & Spa	62309	12,987.37
6/5/2024	V00283--JW Marriott Desert Springs Resort & Spa	62216	20,430.00
6/5/2024	V00286--Kaminsky Productions	62217	15,074.46
6/28/2024	V01206--Las Vegas Expo Inc.	62310	23,478.69
6/28/2024	V00303--Leadership Coachella Valley	62311	250.00
6/28/2024	V00309--Lin Lines dba Lion Transportation Services	62312	14,807.45
6/13/2024	V00309--Lin Lines dba Lion Transportation Services	62258	4,991.25
6/28/2024	V00736--Linda Evans Bender	62313	100.00
6/28/2024	V00314--Living Desert	62314	873.75
6/28/2024	V00737--Locations 760	62315	300.00
6/28/2024	V01190--Mark Carnevale	62316	100.00
6/28/2024	V00835--Medical Air Services Association (MASA)	62317	344.00
6/13/2024	V00743--Mel Bell Photography	62259	2,600.00
6/5/2024	V00338--Metropolitan Life Insurance Company	62218	8,152.96
6/20/2024	V00824--Mission Square Retirement - 457 B #	322285780026467	12,805.94
6/6/2024	V00824--Mission Square Retirement - 457 B #	322285780048916	11,619.75
6/20/2024	V00825--Mission Square Retirement - RHS #	322285780026469	1,200.00

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Date	Vendor	Document no.	Amount
6/6/2024	V00825--Mission Square Retirement - RHS #	322285780048920	1,200.00
6/27/2024	V00860--Mission Square Retirement 401 (a) #	322285780045653	54,657.76
6/13/2024	V00351--MMGY Global, LLC NJF	62260	4,533.47
6/28/2024	V00352--mN' Organisation #	202406280054003	1,454.33
6/28/2024	V00806--North Star Place Branding + Marketing	62318	32,000.00
6/13/2024	V00371--Northstar Travel Media, LLC	62261	5,395.00
6/28/2024	V00375--OAG Aviation Worldwide LLC	62319	2,916.38
6/13/2024	V00377--ODP Business Solutions, LLC	62262	442.16
6/5/2024	V00377--ODP Business Solutions, LLC	62219	223.73
6/28/2024	V00990--OneFuture Coachella Valley	62321	5,000.00
6/28/2024	V00990--OneFuture Coachella Valley	62320	5,000.00
6/28/2024	V01096--Palm Springs Convention Center Managed by AEG	62322	2,059.78
6/28/2024	V00400--Palm Springs Power Baseball	62323	912.00
6/5/2024	V00409--PCMA Education Foundation	62220	91,000.00
6/5/2024	V00412--Petty Cash	62221	251.43
6/28/2024	V01226--Pitney Bowes Global Financial Services LLC	62324	461.06
6/6/2024	V00424--PRA Events, Inc. (PRA Palm Springs) #	322285780048918	468.00
6/28/2024	V01177--Pre-Paid Legal Services Inc dba Legal Shield	62325	422.00
6/28/2024	V00745--PS Underground, LLC	62326	6,719.66
6/13/2024	V01234--PSSC, LLC dba Palm Springs Surf Club	62263	2,400.00
6/28/2024	V00829--R & S Commercial Cleaning Inc	62327	1,700.00
6/13/2024	V00443--Rancho Mirage Cleaners	62264	460.00
6/28/2024	V00445--Rand Larson & Associates Inc. dba Morningstar Productions	62328	720.00
6/5/2024	V01084--Renova Energy Corp.	62222	67,863.00
6/28/2024	V01045--Rent Responsibly Inc	62329	7,297.00
6/5/2024	V00763--Roger Morales Photography	62223	200.00
6/28/2024	V01235--Ruben R. Gonzalez	62330	400.00
6/5/2024	V00470--Sartha Global Marketing #	1069	5,000.00
6/5/2024	V01232--SATH Industries, LLC dba 360 DG OCLA LLC	62224	10,989.00
6/28/2024	V00480--Shields Date Garden	62331	192.00
6/13/2024	V00480--Shields Date Garden	62265	238.00
6/30/2024	V00769--Simpleview	62350	115,336.00
6/13/2024	V00769--Simpleview	62266	90,680.00
6/13/2024	V00770--Slovak Baron Empey Murphy & Pinkney LLP	62267	13,056.17
6/28/2024	V01237--Soulglow Aura LLC	62278	2,250.00
6/13/2024	V00500--Southern California Edison	62268	3,713.72
6/28/2024	V00508--Sprout Social	62332	31,966.85
6/30/2024	V01157--Starfish LLC	62351	16,500.00
6/13/2024	V01157--Starfish LLC	62269	4,692.17
6/5/2024	V01157--Starfish LLC	62226	33,750.00
6/28/2024	V00877--Stephan G Downs	62333	100.00
6/28/2024	V01137--Temalpakh Farm	62334	90.00
6/13/2024	V01067--The Burdette Agency, Inc.	62270	30,000.00
6/28/2024	V00936--The Catering Company LLC #	322285780031021	10,000.00
6/28/2024	V00544--The Hartford	62335	15,279.00

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Created on: 8/7/2024

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Date	Vendor	Document no.	Amount
6/5/2024	V00854--The Lincoln National Life Insurance Company	62227	5,186.79
6/28/2024	V00046--The Printing Place	62336	2,754.09
6/13/2024	V00046--The Printing Place	62271	19,208.60
6/5/2024	V00558--The Quotient Group LLC.	62228	10,000.00
6/28/2024	V01243--The Vardadeh Family Trust	62337	180.18
6/28/2024	V00843--Tina Turntables	62338	400.00
6/13/2024	V00782--Tourism Economics	62272	28,800.00
6/5/2024	V00782--Tourism Economics	62229	12,500.00
6/13/2024	V00574--TPX Communications	62273	3,617.38
6/28/2024	V00587--Truly Nolen	62339	94.00
6/5/2024	V00587--Truly Nolen	62230	94.00
6/28/2024	V00597--Uline	62340	687.12
6/28/2024	V00603--United Valet Parking	62279	990.00
6/28/2024	V00606--UPS - United Parcel Service	62341	981.73
6/13/2024	V00606--UPS - United Parcel Service	62274	1,031.43
6/5/2024	V00606--UPS - United Parcel Service	62231	149.38
6/28/2024	V00609--US Travel Association	62342	1,250.00
6/5/2024	V00609--US Travel Association	62232	1,250.00
6/30/2024	V00800--Vacation Rental Compliance	62352	4,900.00
6/5/2024	V00800--Vacation Rental Compliance	62233	4,850.00
6/28/2024	V00612--Valley Office Equipment	62343	726.66
6/5/2024	V00622--Vision Service Plan (CA)	62234	1,025.13
6/28/2024	V00623--Visit California	62344	19,688.00
6/14/2024	V01159--Visit USA Committee Germany e.V. #	202406140102942	600.00
6/5/2024	V00628--Visit USA Committee/ France #	202406050083214	2,494.00
6/28/2024	V00786--Waymond Fermon	62345	100.00
6/5/2024	V00568--Westin Rancho Mirage Golf Resort & Spa	62235	1,616.25
6/28/2024	V00640--Windmill City Screen Printing	62280	4,778.72
6/28/2024	V00642--Xpress Graphics	62346	887.90
6/13/2024	V00642--Xpress Graphics	62275	205.62
6/5/2024	V00642--Xpress Graphics	62236	3,215.56

Total for Operating

3,243,309.62



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760.770.9000 / 800.967.3767

The following pages reflect the payments issued for the period of July 01, 2024 through July 31, 2024 from Pacific Premier Bank.

A handwritten signature in black ink, appearing to read "Scott White", written over a horizontal line.

Scott White, President/CEO
Visit Greater Palm Springs

A handwritten signature in black ink, appearing to read "William Judson", written over a horizontal line.

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

DocuSigned by:
A DocuSigned signature box containing the name "Rolf Hoehn" in a script font and a unique identifier "EBC56068F73F47C..." below it.

Rolf Hoehn, Chair, Board of Directors



9 resort cities. *one* beautiful oasis.

Company name: Visit Greater Palm Springs

Report name: Check register

Created on: 8/7/2024

Operating - Pacific Premier Bank

Account no: 8000212688

Date	Vendor	Document no.	Amount
7/11/2024	V00017--Allevon, LLC	62355	7,067.75
7/11/2024	V01193--Alexander Arslane Merabet dba Palm Springs Propagande	62356	4,000.00
7/11/2024	V01246--American Automobile Association, Inc. (AAA)	62357	4,999.00
7/18/2024	V00022--American Express - Business Platinum Card	62396	5,249.98
7/18/2024	V00044--AT&T Mobility	62397	812.50
7/18/2024	V00047--Avalon Palm Springs	62398	3,500.00
7/11/2024	V00047--Avalon Palm Springs	62358	13,632.40
7/3/2024	V01239--AVIAREPS SRL #	20247030011699	1,658.23
7/18/2024	V00056--BASIC Benefits	62399	263.60
7/11/2024	V00838--Big Wheel Tours, Inc.	62359	350.00
7/19/2024	V00789--Black Diamond Agency Ltd #	322285780010713	750.00
7/18/2024	V00073--Brandini	62400	489.60
7/11/2024	V01019--Brian Wanzek	62360	150.00
7/3/2024	V00089--CalPERS Fiscal Services Division	100000017574842	109,083.45
7/25/2024	V00093--Cardiff Limousine & Transportation	62428	655.97
7/18/2024	V00093--Cardiff Limousine & Transportation	62401	622.80
7/11/2024	V00093--Cardiff Limousine & Transportation	62361	5,312.68
7/25/2024	V00094--CDW Government	62429	15,765.32
7/25/2024	V01132--Coachella Valley Garden Service, Inc.	62430	550.00
7/18/2024	V01132--Coachella Valley Garden Service, Inc.	62402	680.00
7/25/2024	V00122--Coachella Valley Water District	62431	209.72
7/18/2024	V00124--Colonial Life Premium Processing	62403	5,305.20
7/15/2024	V00124--Colonial Life Premium Processing	Voided - 62164	-5,305.20
7/18/2024	V00873--Connect Worldwide	62404	6,000.00
7/11/2024	V00873--Connect Worldwide	62362	770.00
7/11/2024	V00851--Creative Monster (Bruce Feagle)	62363	600.00
7/11/2024	V01080--CV Strategies	62364	20,361.25
7/11/2024	V00845--David Dixon	62365	1,340.00
7/11/2024	V00146--Desert Adventures Red Jeep Tour & Events	62366	340.00
7/25/2024	V00148--Desert Arc	62432	1,200.00
7/18/2024	V00830--Desert Arc Shredding & Recycling	62405	45.00
7/18/2024	V00152--Desert Fire Extinguisher Co, Inc.	62406	212.32
7/11/2024	V00159--Destination PSP	62367	1,331.48
7/18/2024	V00179--Enterprise	62407	1,287.89
7/18/2024	V00692--Eric Scott Caplan	62408	712.50
7/18/2024	V00861--Finn Partners Limited ##	833	8,339.66
7/11/2024	V00195--Fired Up Culture	62368	6,037.50
7/18/2024	V00791--Gate 7 #	879	28,900.30
7/11/2024	V00221--Go West Summit	62369	1,500.00
7/11/2024	V01248--Group Assist, Inc.	62370	700.00
7/11/2024	V00958--HP Inc.	62371	1,897.04
7/25/2024	V00259--Image360	62433	396.35
7/18/2024	V00259--Image360	62409	721.92
7/25/2024	V01254--Incipe Wellness	62434	900.00
7/19/2024	V00912--International Board of Credentialing & Continuing Education #	322285780010709	696.20

Company name: Visit Greater Palm Springs

Report name: Check register

Created on: 8/7/2024

Operating - Pacific Premier Bank

Account no: 8000212688

Date	Vendor	Document no.	Amount
7/25/2024	V00832--Jeffrey Adam Bernstein	62435	50.00
7/24/2024	V00832--Jeffrey Adam Bernstein	Voided - 62000	-50.00
7/25/2024	V00274--JNS Media Specialist	62436	9,305.98
7/18/2024	V00274--JNS Media Specialist	62410	480,444.45
7/11/2024	V00274--JNS Media Specialist	62372	44,378.71
7/11/2024	V01223--Karl Krause #	823	2,925.00
7/25/2024	V01253--Karst Inc.	62437	954.35
7/18/2024	V00287--Keenan & Associates	62411	29,081.35
7/11/2024	V01218--Kenilworth Media Incorporated	62373	3,905.75
7/18/2024	V00737--Locations 760	62412	600.00
7/11/2024	V00737--Locations 760	Voided - 62147	-600.00
7/11/2024	V00737--Locations 760	62374	350.00
7/18/2024	V00835--Medical Air Services Association (MASA)	62413	344.00
7/1/2024	V00338--Metropolitan Life Insurance Company	62353	8,020.25
7/11/2024	V01249--Mission Hills Country Club, Inc.	62375	40,800.68
7/30/2024	V00824--Mission Square Retirement - 457 B #	322285780007865	12,086.16
7/11/2024	V00824--Mission Square Retirement - 457 B #	322285780019596	13,829.41
7/30/2024	V00825--Mission Square Retirement - RHS #	322285780007863	1,250.00
7/11/2024	V00825--Mission Square Retirement - RHS #	322285780019598	1,200.00
7/11/2024	V00351--MMGY Global, LLC NJF	62376	34,448.02
7/11/2024	V00352--mN' Organisation #	813	17,554.96
7/11/2024	V00354--Modernism Week	62377	200.00
7/11/2024	V00985--Muck Rack, LLC	62378	16,750.00
7/18/2024	V01252--Nailah Johnson	62414	450.00
7/11/2024	V00377--ODP Business Solutions, LLC	62379	682.81
7/11/2024	V00890--OMMAC Ltd. #	815	26,000.00
7/18/2024	V00412--Petty Cash	62415	59.89
7/18/2024	V01177--Pre-Paid Legal Services Inc dba Legal Shield	62416	400.05
7/25/2024	V01084--Renova Energy Corp.	62439	7,850.00
7/11/2024	V01071--San Diego ASTA Chapter	62380	599.00
7/25/2024	V00480--Shields Date Garden	62440	197.50
7/11/2024	V00480--Shields Date Garden	62381	149.90
7/11/2024	V00769--Simpleview	62382	119,966.25
7/18/2024	V00770--Slovak Baron Empey Murphy & Pinkney LLP	62417	7,657.00
7/11/2024	V01157--Starfish LLC	62383	50,000.00
7/11/2024	V00523--Summerland Creative	62384	8,875.00
7/11/2024	V00810--Superbloom Group LLC	62385	495.00
7/11/2024	V01245--Team California Economic Development Corporation	62386	3,500.00
7/18/2024	V00854--The Lincoln National Life Insurance Company	62418	5,102.15
7/25/2024	V00551--The Lock Shop Inc.	62441	130.00
7/18/2024	V00552--The Modern Tour, LLC	62419	460.00
7/11/2024	V00046--The Printing Place	62387	3,805.73
7/11/2024	V01108--The Tadros LLC dba The Packhouse at Aziz Farms	62388	300.00
7/18/2024	V00574--TPX Communications	62420	3,699.48
7/19/2024	V00583--TravMedia USA LLC #	322285780010711	6,000.00

Company name: Visit Greater Palm Springs

Report name: Check register

Created on: 8/7/2024

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Account no: 8000212688

Date	Vendor	Document no.	Amount
7/25/2024	V00587--Truly Nolen	62442	94.00
7/11/2024	V00966--Tysen Knight Productions	62389	4,169.88
7/11/2024	V01247--Unchained Group, LLC	62390	3,750.00
7/18/2024	V00784--Unicomm, LLC	62422	4,495.00
7/25/2024	V00606--UPS - United Parcel Service	62443	574.57
7/11/2024	V00606--UPS - United Parcel Service	62391	4,054.53
7/25/2024	V00607--UPS Supply Chain Solutions, Inc.	62444	34.74
7/11/2024	V00607--UPS Supply Chain Solutions, Inc.	62392	49.70
7/18/2024	V00609--US Travel Association	62423	39,400.00
7/18/2024	V00612--Valley Office Equipment	62424	681.85
7/1/2024	V00622--Vision Service Plan (CA)	62354	1,052.64
7/18/2024	V00623--Visit California	62425	4,000.00
7/11/2024	V00623--Visit California	62393	6,000.00
7/25/2024	V00631--Vortex Industries, Inc.	62445	683.30
7/11/2024	V00635--Wellness Tourism Association	62394	1,500.00
7/25/2024	V01255--Westin Kierland Resort & Spa	62446	13,705.18
7/25/2024	V00642--Xpress Graphics	62447	321.60
7/18/2024	V00642--Xpress Graphics	62426	1,431.66
7/11/2024	V00642--Xpress Graphics	62395	689.03
7/18/2024	V01251--Zephyr Brown dba NSB Audio Visuals	62427	600.00

Total for Operating

1,311,588.92



70100 highway 111 / rancho mirage, ca 92270

760.770.9000 / 800.967.3767

The following pages reflect the payments issued for the period of August 01, 2024 through August 31, 2024 from Pacific Premier Bank.



Scott White, President/CEO
Visit Greater Palm Springs



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

DocuSigned by:

EBC56068F73F47C...

Rolf Hoehn, Chair, Board of Directors



9 resort cities. one beautiful oasis.

Company name: Visit Greater Palm Springs

Report name: Check register

Created on: 9/4/2024

Operating - Pacific Premier Bank
Account no: 8000212688

Date	Vendor	Document no.	Amount
8/22/2024	V00017--Ailevon, LLC	62539	63,525.00
8/15/2024	V00017--Ailevon, LLC	62517	5,775.00
8/8/2024	V00017--Ailevon, LLC	62488	7,067.75
8/1/2024	V00650--Alexandra Pawelski dba Alle Pierce LLC	62448	20,560.16
8/22/2024	V01279--Alpha Phi	62540	2,835.00
8/29/2024	V00021--American Express - Business Green Re	62568	537.00
8/1/2024	V01078--ASAE: The Center for Association Lead	62449	127,500.00
8/2/2024	V00042--Association of Canadian Travel Agencie	202408020088801	1,091.24
8/8/2024	V00044--AT&T Mobility	62489	824.01
8/15/2024	V00837--AVIAREPS Holdings Ltd #	202408150121182	2,172.00
8/2/2024	V00837--AVIAREPS Holdings Ltd #	202408020088799	188.50
8/2/2024	V00049--AVIAREPS Marketing Garden Holdings	202408020088800	2,029.00
8/22/2024	V00056--BASIC Benefits	62541	41.88
8/15/2024	V00056--BASIC Benefits	62518	226.54
8/22/2024	V00057--BASIC PVR	62542	6,854.14
8/1/2024	V00057--BASIC PVR	62450	12,682.44
8/22/2024	V00655--Best Best & Krieger	62543	85.00
8/29/2024	V00838--Big Wheel Tours, Inc.	62569	700.00
8/29/2024	V00882--Box of Kittens	62570	6,089.50
8/29/2024	V01082--Brand USA	62571	4,750.00
8/29/2024	V00073--Brandini	62572	129.60
8/8/2024	V00073--Brandini	62490	64.80
8/1/2024	V01269--Burnham Gibson Wealth Advisors, LLC	62451	3,581.63
8/29/2024	V00078--Burrtec Waste & Recycling Svcs	62573	252.12
8/6/2024	V00089--CalPERS Fiscal Services Division	100000017612272	106,125.89
8/8/2024	V01204--Capitol Advocacy, LLC	62491	10,000.00
8/29/2024	V00093--Cardiff Limousine & Transportation	62574	111.20
8/15/2024	V00093--Cardiff Limousine & Transportation	62519	2,185.40
8/8/2024	V00093--Cardiff Limousine & Transportation	62492	12,410.22
8/1/2024	V00093--Cardiff Limousine & Transportation	62452	254.40
8/29/2024	V00094--CDW Government	62575	861.35
8/8/2024	V00102--Children's Discovery Museum of the De	62493	15,000.00
8/29/2024	V00110--City of Indian Wells	62576	750.26
8/15/2024	V00115--City of Rancho Mirage	62520	57,844.91
8/29/2024	V00117--Civitas	62577	10,980.00
8/15/2024	V00880--Coachella Valley Music Productions & E	62521	200.00
8/29/2024	V00122--Coachella Valley Water District	62578	230.04
8/8/2024	V01267--Codex Creation Committee	62494	5,000.00
8/29/2024	V00124--Colonial Life Premium Processing	62579	5,356.92
8/1/2024	V00124--Colonial Life Premium Processing	62453	5,321.06
8/22/2024	V00129--Concur Technologies, Inc.	62544	1,434.00
8/8/2024	V00873--Connect Worldwide	62495	954.79
8/29/2024	V01085--CrowdRiff Inc.	62580	35,000.00
8/22/2024	V01090--CrushCrush Promos	62545	1,533.21

Company name: Visit Greater Palm Springs

Report name: Check register

Created on: 9/4/2024

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Account no: 8000212688

Date	Vendor	Document no.	Amount
8/1/2024	V01080--CV Strategies	62454	42,563.63
8/15/2024	V00144--De Lage Landen Financial Services, Inc	62522	2,998.92
8/8/2024	V00144--De Lage Landen Financial Services, Inc	62496	292.19
8/15/2024	V01273--Denise Benz dba Authentic Speakers A	62523	2,795.00
8/8/2024	V00146--Desert Adventures Red Jeep Tour & Ev	62497	575.00
8/29/2024	V00148--Desert Arc	62581	700.00
8/15/2024	V00148--Desert Arc	62524	1,200.00
8/8/2024	V00830--Desert Arc Shredding & Recycling	62498	45.00
8/15/2024	V00678--Desert Promotional & Embroidery, LLC	62525	83.19
8/1/2024	V00678--Desert Promotional & Embroidery, LLC	62455	1,117.40
8/22/2024	V00159--Destination PSP	62546	629.11
8/15/2024	V00159--Destination PSP	62526	104.34
8/1/2024	V00159--Destination PSP	62456	564.32
8/29/2024	V01274--Destination Think! USA Inc.	62582	5,000.00
8/22/2024	V01281--Diversified Communications	62547	849.00
8/1/2024	V01270--Elevated Experiences, LLC	62457	3,130.31
8/8/2024	V00179--Enterprise	62499	1,710.66
8/22/2024	V00692--Eric Scott Caplan	62548	605.25
8/15/2024	V00692--Eric Scott Caplan	62527	264.00
8/8/2024	V00692--Eric Scott Caplan	62500	1,812.75
8/29/2024	V01068--Event Survey Group	62583	3,500.00
8/29/2024	V01285--FGTA, LLC	62584	4,000.00
8/22/2024	V00194--FIND Food Bank	62549	260.00
8/1/2024	V00194--FIND Food Bank	62458	520.00
8/2/2024	V00861--Finn Partners Limited ##	202408020088802	230,115.65
8/1/2024	V00195--Fired Up Culture	62459	6,037.50
8/1/2024	V00228--Greater Coachella Valley Chamber of C	62460	5,500.00
8/29/2024	V00699--Greg Archer	62585	200.00
8/29/2024	V00705--Hospitality Performance Network Globa	62586	12,500.00
8/8/2024	V00958--HP Inc.	62501	192.31
8/1/2024	V01260--Human Rights Campalgn	62461	5,000.00
8/1/2024	V00259--Image360	62462	177.79
8/29/2024	V00274--JNS Media Specialist	62587	100,375.39
8/22/2024	V00274--JNS Media Specialist	62550	44,209.02
8/1/2024	V00274--JNS Media Specialist	62463	1,446,451.54
8/1/2024	V00286--Kaminsky Productions	62464	800.00
8/29/2024	V01253--Karst Inc.	62588	754.06
8/1/2024	V00287--Keenan & Associates	62465	5,542.02
8/1/2024	V00303--Leadership Coachella Valley	62466	1,400.00
8/29/2024	V01283--Legacy Landscape Designs	62589	7,850.00
8/8/2024	V00309--Lin Lines dba Lion Transportation Servi	62502	4,991.25
8/7/2024	V00309--Lin Lines dba Lion Transportation Servi	Voided - 62258	-4,991.25
8/22/2024	V01278--Little Brush LLC	62551	500.00
8/8/2024	V00875--LNRS Data Services Inc	62503	3,400.92

Company name: Visit Greater Palm Springs

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Created on: 9/4/2024

Operating - Pacific Premier Bank
Account no: 8000212688

Date	Vendor	Document no.	Amount
8/22/2024	V00835--Medical Air Services Association (MASA	62552	344.00
8/1/2024	V00338--Metropolitan Life Insurance Company	62467	7,709.30
8/23/2024	V00824--Mission Square Retirement - 457 B #	322285780003150	13,130.12
8/8/2024	V00824--Mission Square Retirement - 457 B #	322285780007870	12,848.69
8/23/2024	V00825--Mission Square Retirement - RHS #	322285780003152	1,250.00
8/8/2024	V00825--Mission Square Retirement - RHS #	322285780007872	1,250.00
8/29/2024	V00349--MJMeetings, LLC	62590	950.00
8/8/2024	V00349--MJMeetings, LLC	62504	2,850.00
8/8/2024	V00351--MMGY Global, LLC NJF	62505	240.00
8/8/2024	V00352--mN' Organisation #	202408080097582	6,112.64
8/22/2024	V00817--Molly Moon Crafts	62553	212.50
8/8/2024	V01174--MPI, Sacramento/Sierra Nevada Chapt	62506	1,620.00
8/22/2024	V00359--MSi #	202408220086227	8,000.00
8/8/2024	V00359--MSi #	202408080097583	11,000.00
8/29/2024	V01277--National Barbie Doll Collectors	62591	6,376.00
8/29/2024	V01282--National LGBT Chamber of Commerce	62592	25,000.00
8/1/2024	V00806--North Star Place Branding + Marketing	62468	2,957.95
8/29/2024	V00377--ODP Business Solutions, LLC	62593	335.95
8/22/2024	V00377--ODP Business Solutions, LLC	62554	9.95
8/15/2024	V00377--ODP Business Solutions, LLC	62528	240.72
8/8/2024	V00377--ODP Business Solutions, LLC	62507	61.13
8/1/2024	V00377--ODP Business Solutions, LLC	62469	378.78
8/2/2024	V00890--OMMAC Ltd. #	202408020088797	17,962.86
8/29/2024	V00381--Omni Rancho Las Palmas Resort & Spa	62594	1,000.00
8/22/2024	V01219--OT Technology, Inc	62555	9,420.00
8/1/2024	V00391--Palm Springs Aerial Tramway	62487	942.75
8/22/2024	V00398--Palm Springs International Film Society	62556	7,500.00
8/8/2024	V00412--Petty Cash	62508	200.85
8/1/2024	V01257--Pitney Bowes Inc.	62471	295.08
8/22/2024	V01177--Pre-Paid Legal Services Inc dba Legal S	62557	400.05
8/1/2024	V01065--Pro-Sports Marketing of California	62472	3,100.00
8/1/2024	V01258--Professionals In Human Resources Assc	62473	200.00
8/1/2024	V00829--R & S Commercial Cleaning Inc	62474	1,700.00
8/1/2024	V01268--Reading Recovery Council of North Am	62475	2,175.00
8/15/2024	V01232--SATH Industries, LLC dba 360 DG OCL	62529	1,221.00
8/29/2024	V00480--Shields Date Garden	62595	74.95
8/22/2024	V00480--Shields Date Garden	62558	197.50
8/15/2024	V00480--Shields Date Garden	62530	506.12
8/8/2024	V00480--Shields Date Garden	62509	192.00
8/29/2024	V00769--Simpleview	62596	2,640.00
8/22/2024	V00769--Simpleview	62559	6,200.00
8/1/2024	V00769--Simpleview	62477	333,750.00
8/8/2024	V01002--Simpleview Canada, Inc.	62510	2,753.00
8/22/2024	V00770--Slovak Baron Empey Murphy & Pinkney	62560	7,657.00

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Report name: Check register

Created on: 9/4/2024

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Date	Vendor	Document no.	Amount
8/21/2024	V00770--Slovak Baron Empey Murphy & Pinkney	Voided - 62417	-7,657.00
8/15/2024	V00770--Slovak Baron Empey Murphy & Pinkney	62531	1,548.24
8/29/2024	V01008--SoCal Electrical & Lighting, Inc.	62597	233.40
8/8/2024	V01008--SoCal Electrical & Lighting, Inc.	62511	388.02
8/22/2024	V01009--Soothe, Inc.	62561	659.11
8/29/2024	V00499--Southern California Black Chamber of C	62598	1,500.00
8/8/2024	V00500--Southern California Edison	62512	12,702.79
8/1/2024	V01157--Starfish LLC	62478	28,396.90
8/22/2024	V00810--Superbloom Group LLC	62562	500.00
8/8/2024	V00810--Superbloom Group LLC	62513	415.00
8/1/2024	V00810--Superbloom Group LLC	62479	330.00
8/29/2024	V01256--TED Foundation, Inc.	62599	1,766.18
8/1/2024	V00854--The Lincoln National Life Insurance Cor	62480	5,043.76
8/29/2024	V00569--Threshold 360, Inc.	62600	13,000.00
8/1/2024	V01109--Total Sports Consulting, LLC	62481	212,500.00
8/15/2024	V00574--TPX Communications	62532	3,728.98
8/15/2024	V01259--Traka USA LLC	62533	11,604.83
8/22/2024	V01276--Travel Store, Inc.	62563	750.00
8/29/2024	V00587--Truly Nolen	62601	94.00
8/15/2024	V00597--Uline	62534	229.25
8/15/2024	V01275--United States Treasury	62535	83.72
8/22/2024	V00604--United Way of the Desert	62564	82.00
8/1/2024	V00604--United Way of the Desert	62482	173.00
8/29/2024	V00606--UPS - United Parcel Service	62602	557.56
8/22/2024	V00606--UPS - United Parcel Service	62565	1,178.15
8/15/2024	V00606--UPS - United Parcel Service	62536	880.69
8/8/2024	V00606--UPS - United Parcel Service	62514	1,028.68
8/1/2024	V00606--UPS - United Parcel Service	62483	620.41
8/22/2024	V00607--UPS Supply Chain Solutions, Inc.	62566	26.44
8/1/2024	V00800--Vacation Rental Compliance	62484	4,950.00
8/1/2024	V00622--Vision Service Plan (CA)	62485	1,020.06
8/29/2024	V00623--Visit California	62603	7,500.00
8/8/2024	V01271--Vue Vacations	62515	90.00
8/15/2024	V00640--Windmill City Screen Printing	62537	174.82
8/29/2024	V00642--Xpress Graphics	62605	53.60
8/29/2024	V00642--Xpress Graphics	62604	80.79
8/22/2024	V00642--Xpress Graphics	62567	289.02
8/8/2024	V00642--Xpress Graphics	62516	474.38
8/1/2024	V00642--Xpress Graphics	62486	579.87
8/15/2024	V01042--Zash Snacks LLC	62538	216.00
8/22/2024	V01272--Zoey Goto #	202408220086229	254.84

Total for Operating

3,298,455.61

VGPS BOARD OF DIRECTORS

RESOLUTION NO. BOD 2024-003

A RESOLUTION OF THE BOARD OF DIRECTORS OF VISIT GREATER PALM SPRINGS AUTHORIZING VISIT GREATER PALM SPRINGS TO ADOPT A LEGISLATIVE ADVOCACY PLATFORM

WHEREAS, Visit Greater Palm Springs ("VGPS") is a joint powers authority 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 is now and at all relevant times has been a duly formed and validly existing California joint powers authority and is further described in that certain amended and restated Joint Powers Agreement, dated January 20, 2016, executed by and between the VGPS Member Agencies defined therein (the "JPA Agreement"); and

WHEREAS, the VGPS Board of Directors ("Board of Directors") serves as the advisory body to the JPA Executive Committee on issues pertaining to VGPS in order to jointly 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 industries in the Coachella Valley and to attract visitors to the area from a world-wide market, all to the benefit of the member organizations and their constituents; and

WHEREAS, the Board of Directors has identified key priorities, including growing the tourism economy through targeted leisure marketing, attracting new meetings, conventions, and events, and driving demand during need periods for both leisure and group segments; and

WHEREAS, the Board of Directors is dedicated to research that measures impact and effectiveness, educating the community and homeowners about vacation rentals, and developing best practices in these areas. Regional collaboration remains a vital focus, especially in expanding air service and supporting new transportation options; and

WHEREAS, the Board of Directors is also committed to advancing diversity, equity, and inclusion (DEI), sustainability, accessibility, cultural heritage, and workforce development; and

Rolf Hoehn, Chair
Indian Wells Tennis Garden

Peggy Trott, Vice Chair
Kimpton Rowan Palm Springs

Tom Scaramellino, Secretary
Westin Rancho Mirage Golf Resort & Spa

Affab 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

John Bolton
Oak View Group

Celeste Brackley
The Line & Saguaro Hotels

Gary Cardiff
Cardiff Limousine & Transportation

Kenny Cassidy
Acme House Company

Jay Chesteron
Fantasy Springs Resort Casino

Dermot Connolly
La Quinta Resort and Club

Tim Ellis (Emeritus)
Ellis Hospitality Services

Eddy Estrada
Smarter Property Management

David Feltman
VRON of Palm Springs

Shannon Gilbert
The Ritz-Carlton, Rancho Mirage

Mark Girton
Goldenvoice & Empire Polo

Rob Hampton
Palm Springs Convention Center

Dan Johnson
Grand Hyatt Indian Wells Resort & Villas

Jerry Keller
Lulu California Bistro

Patrick Klein
The Shops on El Paseo

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

Tim Pyne
Renaissance Esmeralda Resort
& Spa

Saverio Scheri
Agua Caliente Resort Casino Spa,
Rancho Mirage

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.

WHEREAS, the Board of Directors also wishes to strengthen its work in tracking and analyzing priority legislative, budgetary, regulatory, and administrative issues at the state level in order to provide a framework for staff and lobbyists to navigate policy matters that could impact the operation and implementation of VGPS' programs and services; and

WHEREAS, the Board of Directors desires to be proactive and involved in the governmental decision making processes directly affecting the above and legislative priorities impacting VGPS and adopt legislative advocacy priorities in the form of a legislative platform as identified in Exhibit "1"; and

WHEREAS, the Board of Directors has decided to adopt a legislative platform as identified in Exhibit "1".

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

Section 1. RECITALS

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

Section 2. LEGISLATIVE ADVOCACY PLATFORM

The Visit Greater Palm Springs Board of Directors hereby adopts the legislative platform as set forth in Exhibit "1" hereto and incorporated herein by this reference.

Section 3. EFFECTIVE DATE

That this Resolution shall take effect immediately upon its adoption. This Resolution shall remain in full force and effect until rescinded by the Visit Greater Palm Springs Board of Directors by resolution.

Section 4. SEVERABILITY

The Visit Greater Palm Springs Board of Directors declares that, should any provision, section, paragraph, sentence, or word of this Resolution 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 as hereby adopted shall remain in full force and effect.

Section 5. REPEAL OF CONFLICTING PROVISIONS

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

PASSED, APPROVED AND ADOPTED at a regular meeting of the Visit Greater Palm Springs Board of Directors held on the 27 day of September, 2024, by the following vote:

AYES:

NAYES:

ABSENT:

ABSTAIN:

**Roelf Hoehn, Chair
Board of Directors
Visit Greater Palm Springs**

ATTEST:

Sarah Goslin, Clerk for the Board of Directors

APPROVED AS TO FORM:

Bruce T. Bauer, General Counsel

**ATTACHMENT "1" TO
A RESOLUTION OF THE BOARD OF DIRECTORS OF VISIT GREATER PALM SPRINGS AUTHORIZING
VISIT GREATER PALM SPRINGS TO ADOPT A LEGISLATIVE ADVOCACY PLATFORM**

Visit Greater Palm Springs Legislative Platform

Visit Greater Palm Springs (VGPS) is the official destination marketing organization representing the Coachella Valley, which includes the nine cities of Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio, and Coachella, along with unincorporated areas of Riverside County. Established in May 1989 as a Joint Powers Authority, VGPS was created to stimulate the region's tourism economy. Today, it serves over 5,000 business partners, focusing on sales, marketing, and public relations efforts targeted at leisure travelers, as well as the meetings, conventions, and events markets.

Tourism is the cornerstone of the Greater Palm Springs economy, supporting one in four local jobs. In 2023, the area welcomed 14.4 million visitors who generated \$9 billion in total economic impact. These visitors not only support local businesses but also contribute significantly to public services through state and local tax revenues, amounting to an estimated \$851 million in 2023. This contribution translates to \$5,500 in tax savings for every local household.

Recognizing that the growth of the tourism industry requires more than traditional sales and marketing, VGPS is also committed to diversifying the regional economy. This includes ensuring the availability of a trained workforce, providing affordable housing for that workforce, developing new and enhanced visitor experiences, improving sustainability practices, and enhancing transportation access. Under the guidance of its Board of Directors and member jurisdictions, VGPS has identified key priorities, including growing the tourism economy through targeted leisure marketing, attracting new meetings, conventions, and events, and driving demand during need periods for both leisure and group segments. VGPS is also dedicated to research that measures impact and effectiveness, educating the community and homeowners about vacation rentals, and developing best practices in these areas. Regional collaboration remains a vital focus, especially in expanding air service and supporting new transportation options. Furthermore, VGPS is committed to advancing diversity, equity, and inclusion (DEI), sustainability, accessibility, cultural heritage, and workforce development.

The purpose of this legislative platform is to guide VGPS in tracking and analyzing priority legislative, budgetary, regulatory, and administrative issues at the state level. It provides a framework for staff and lobbyists to navigate policy matters that could impact the operation and implementation of VGPS programs and services. This document is essential in shaping a state and regional strategy and developing a focused action plan to address the needs and priorities of VGPS and its member jurisdictions.

VGPS will engage in proactive advocacy by:

- Collaborating with state legislators and agencies to advance our legislative priorities.
- Participating in coalitions and partnerships that support shared goals in tourism, transportation, workforce development, and community development.

- Conducting outreach to local communities, businesses, and stakeholders to ensure broad support and alignment with our advocacy efforts.

LEGISLATIVE PRIORITIES

Tourism

The hospitality sector is the backbone of Greater Palm Springs' tourism-driven economy, supporting one in four local jobs. VGPS is committed to supporting hotels, short-term rentals, and other hospitality providers by advocating for a fair and reasonable regulatory environment and protecting the industry from policies, fees, or taxes that deter visitors or investment.

Support:

- Support legislation that promotes California as a premier destination for domestic and international travelers, with a focus on the unique offerings of the Coachella Valley.
- Support legislation that strengthens the existing assessment laws, including the Property and Business Improvement District Law of 1994, to protect against legal challenges.
- Support legislation that compels the collection of tourism business improvement district assessments by short-term rental platforms.
- Support legislation that gives cities and counties authority to create entertainment districts, expand hours for alcohol sales, maintain outdoor dining decks, or make other modifications to existing laws that support tourism.

Oppose

- Oppose legislation that would impose undue regulations or taxes on tourism related businesses that could negatively impact the Coachella Valley's tourism economy.
- Oppose legislation that overburdens hotel or short-term rental operators or put them at a competitive disadvantage compared to other regions or states.
- Oppose legislation that would restrict local governments from enacting regulations around zoning or regulating hotels and vacation rentals.
- Oppose legislation that would create statewide assessments, fees, or taxes on hotels or short-term rentals.
- Oppose legislation that would further limit or delay development of tourism related projects in the Coachella Valley, such as attractions, venues, and hotels.

Transportation and Infrastructure

Transportation access is crucial for sustaining and growing the local economy. VGPS prioritizes regional collaboration to expand air service, establish passenger rail service, and improve transportation options, ensuring visitors can easily access Greater Palm Springs and our workforce can easily traverse from their homes to their place of employment. Enhancing transportation infrastructure supports not only tourism but also the overall regional economy, making it a key focus for VGPS.

Infrastructure development is critical for sustaining the growth of the tourism industry in Greater Palm Springs. VGPS advocates for investments in infrastructure that enhance the visitor experience, support new and existing businesses, and improve the overall quality of life for residents. This includes everything from transportation networks to public amenities.

Support:

- Support legislation that improves transportation infrastructure, including roads, airports, and public transit systems, to better connect the Coachella Valley with surrounding regions.
- Support efforts to expand air service, rail service and transportation options for visitors and residents to the Coachella Valley.
- Support legislation or efforts that accelerates the timeline for the Coachella Valley Rail Project.
- Support policies, programs, and funding for electric vehicle charging infrastructure.
- Support programs that leverage technology to improve mobility, increase goods movement efficiency, reduce emissions and help to mitigate environmental impacts.
- Support legislation that expands the I-10 corridor west of the Coachella Valley to reduce traffic on busy weekends or during events, including the addition of toll lanes.
- Support funding and implementation of the Coachella Valley's middle mile broadband project and the programs to assist with last-mile connections that bridge the digital divide in the Coachella Valley.
- Support efforts by the California Department of Transportation, Riverside County Transportation Commission, San Diego Association of Governments and the San Bernardino Association of Governments, to implement congestion projects identified in the Inland Empire 8 Multimodal Corridor Plan that increase mobility to and from the CVAG region, including increased funding for bypass roads, bridges and transportation improvements in the pass area.
- Support efforts that streamline project delivery, build local capacity such as additional technical assistance, and provide increased flexibility to innovate and strategically invest funds to meet local needs.

- Support regional efforts to increase passenger rail service between Los Angeles and the Coachella Valley, including funding opportunities and actions by the Facilitate Equitable Deals task force to improve coordination and collaboration with Union Pacific Railroad (FED-UP).
- Identify programs and support legislation that provide funding for clean energy, energy efficiency, decarbonization, and green building programs.
- Monitor actions related to the 1934 Agreement of Compromise between Imperial Irrigation District and the Coachella Valley Water District and support Coachella Valley Energy Commission efforts to achieve a permanent service option and governance structure between Coachella Valley stakeholders and IID post-2033.

Oppose:

- Oppose legislation that cuts transportation funding or that could hinder regional connectivity or reduce the quality of infrastructure supporting the tourism economy.
- Oppose program guidelines that use transit-oriented development standards, such as the Affordable Housing and Sustainable Communities program, that disproportionately favor large urban centers and do not reflect the reality of growth and development in the Coachella Valley.

Workforce Development and Education

A trained workforce is essential for the continued success of Greater Palm Springs' tourism industry. VGPS is focused on workforce development initiatives, including TEAM GPS, to ensure a skilled labor pool that meets the needs of local businesses. This priority also includes advocating for affordable housing to support the region's workforce.

Support:

- Support legislation that funds workforce development programs tailored to the hospitality and tourism industries, including vocational training and partnerships with local educational institutions.
- Advocate for tourism and hospitality related training to be included in the qualifications for existing workforce development funding.
- Support legislation that increases workforce development funding for programs in the Coachella Valley specifically.
- Advocate to establish a full 4-year university in the Coachella Valley.
- Support policies that allow community colleges to offer bachelor's degrees if that degree in that program is not available through a nearby 4-year university.

Oppose:

- Oppose legislation that reduces funding for workforce development or limits access to education and training opportunities within the Coachella Valley.

- Oppose policies that disqualify tourism or hospitality related career training from funding or other program opportunities.

Sustainability, Accessibility & Social Inclusion

VGPS is dedicated to promoting sustainability practices that protect Greater Palm Springs' natural environment while supporting economic growth. Ensuring accessibility for all visitors is a key priority for VGPS. This includes advocating for improvements that make the region more welcoming and navigable for individuals with disabilities. By focusing on accessibility, VGPS aims to create a more inclusive destination that meets the needs of all travelers. This priority includes efforts to reduce the tourism industry's carbon footprint, promote responsible resource use, and ensure that the region remains an attractive destination for future generations.

Support:

- Support legislation that incentivizes businesses, through cost savings, rebates, or other means, to adopt sustainability practices, including initiatives that promote water conservation, renewable energy adoption, and sustainable land use.
- Support legislation that incentivizes or provides funding or rebates for cities, counties, or businesses to plant trees or build shade structures.
- Support legislation that protects and expands key regional, state, and national parks and outdoor spaces that attract visitors to the Coachella Valley
- Support legislation that recognizes cultural heritage sites and events that celebrate the diverse history and culture of the Coachella Valley.
- Support legislation that creates policies or programs supporting visitors and residents on the autism spectrum and/or provide funding or incentives for autism awareness and sensitivity training.
- Support legislation that provides grants, rebates, or other funding opportunities for diverse small business owners.
- Support policies that ensure criteria for defining disadvantaged communities and environmental justice areas accurately represent eastern Riverside County, including those that mirror AB 1550 community mapping, in order to ensure the region can compete for funding opportunities.
- Support legislation that fosters community engagement in tourism initiatives, ensuring that local voices are heard and respected in the development process.

Oppose:

- Oppose legislation that perpetuates systemic inequalities within the tourism sector.
- Oppose legislation that would diminish the cultural heritage or community character of the region.

Housing and Homelessness

Affordable housing is vital for maintaining a stable and thriving workforce in Greater Palm Springs. VGPS advocates for policies and initiatives that increase access to affordable housing for workers in the tourism industry. This priority supports the region's economic growth by ensuring that the local workforce can live and thrive in the communities they serve.

Support:

- Support California Environmental Quality Act (CEQA) reform to expedite and streamline Housing Development.
- Support legislation and programs that provide more funding and incentives for rural and underserved communities like the Coachella Valley.
- Monitor the Affordable Housing and Sustainable Communities Program and advocate for increased flexibility and changes that ensure a greater share of funding is available to areas that don't have Transit Oriented Developments (TOD) and thereby more accurately account for unique community characteristics and growth patterns in the Coachella Valley.
- Support increased investment in, and creation of, programs that assist local governments, counties, and regional collaborations to address the challenges associated with homelessness.
- Support and advocate for increased funding for vouchers to increase access to safe and affordable housing in the Coachella Valley and Riverside County, and eliminate barriers to effectively serve the homeless population.
- Support legislative efforts that would allow local jurisdictions to implement, if they choose, programs and ordinances that require unsheltered individuals to accept housing solutions and treatment solutions.

Oppose:

- Oppose legislative changes that create or strengthen a nexus between the availability of transportation funding and local jurisdictions' ability to meet their requirements under the Regional Housing Needs Assessment (RHNA) numbers.
- Oppose legislative and regulatory actions that utilize CalEnviroScreen and high housing density criteria, which favor large urban centers, to determine allocation of state grant funds and would decrease funding competitiveness for areas such as the Coachella Valley.
- Oppose program guidelines that use transit oriented development standards, such as the Affordable Housing and Sustainable Communities program, that disproportionately favor large urban centers and do not reflect the reality of growth and development in the Coachella Valley, therefore decreasing funding opportunities for the Coachella Valley.

Salton Sea

The Salton Sea, a critical ecological and economic asset in the Coachella Valley, is facing significant environmental challenges that threaten public health, wildlife habitats, and regional sustainability. Significant economic opportunity also exists in the region, including the potential for lithium extraction, biofuels, thermal energy production, and agricultural innovation. The restoration of the Salton Sea is essential not only for preserving the natural environment but also for supporting tourism and economic development in the region. VGPS is committed to advocating for policies and funding that will advance comprehensive restoration efforts and mitigate the adverse impacts on local communities.

Support:

- Advocate for state and federal funding for the restoration and revitalization of the Salton Sea, including the implementation of the Phase One: 10-Year Plan.
- Support legislation that provides funding for the restoration and revitalization of the Salton Sea to limit regional impacts to air quality, wildlife habitat, and health of communities, including the Phase One: 10 Year Plan.
- Monitor the Southeast California Economic Region and support efforts to enhance the competitiveness for federal, state, and local funding, as well as Lithium Valley and clean energy development investment opportunities in the Eastern Riverside County and Imperial County communities.
- Support legislative efforts that promote environmentally sensitive development in the Salton Sea region, such as geothermal energy projects and lithium extraction, which can provide economic benefits while addressing environmental concerns.
- Back policies that protect public health by reducing air quality impacts from exposed playa and ensuring that restoration efforts prioritize the well-being of local communities.

Oppose:

- Oppose any legislative or regulatory actions that delay or reduce funding for the Salton Sea restoration or that undermine comprehensive restoration plans.

FUNDING PRIORITIES

Funding for Programs Managed Directly by VGPS

Workforce Development Training VGPS plays a key role in developing the local hospitality workforce, a sector employing over 50,000 residents. To enhance skill levels, VGPS partners with the College of the Desert to offer industry-relevant certificate programs. VGPS seeks state and federal grants to expand these training programs, enabling greater career growth and earning potential for residents. This includes pursuing funding from the California Employment Training Panel (ETP) and Workforce Innovation and Opportunity Act (WIOA) funds, as well as private foundations focused on workforce development.

Autism Certification Grants VGPS has partnered with the International Board of Credentialing and Continuing Education Standards (IBCCES), a global leader in professional autism and neurodiversity training and certification, to become a Certified Autism Destination. The designation requires local tourism-facing businesses like hotels, restaurants, attractions, events, and retail become Certified Autism Centers. VGPS aims to secure grants to support businesses in earning their Certified Autism Center designations. VGPS seeks funding from sources such as the California Health and Human Services Agency, philanthropic grants focused on accessibility and inclusion, and corporate social responsibility (CSR) programs that prioritize neurodiverse communities. These funds will help cover training costs for local businesses, promoting an inclusive tourism economy.

Funding Advocacy

VGPS has identified certain projects and programs as key to the success and future economic development of the region and advocates in support of the partner agencies or local governments responsible for them:

Amateur Sports Facility VGPS will advocate for state grants, such as those from the California Department of Parks and Recreation, to develop a regional amateur sports complex. The facility would attract sports tournaments, boosting tourism and improving local quality of life. Additionally, VGPS will pursue funding through public-private partnerships and from organizations focused on youth sports and community development.

Four-Year University Campus in the Coachella Valley To advance educational opportunities, VGPS supports the development of a full four-year university campus. Potential funding sources include the California State University system, state educational bonds, and legislative appropriations. VGPS will work with the local educational community to secure these investments.

Passenger Rail Service – Coachella Valley Rail Project VGPS strongly supports the Coachella Valley Rail Project and will support the Riverside County Transportation Commission (RCTC) and Coachella Valley Association of Governments (CVAG) in their efforts to complete the project. This includes advocating for federal funds from programs like the Federal Railroad Administration's Consolidated Rail Infrastructure and Safety Improvements (CRISI) program, as well as state funding from the California Transportation Commission (CTC) to complete this project.

Infrastructure Improvements VGPS will further support efforts by CVAG and RCTC to secure funding from the California Department of Transportation (Caltrans), including SB1 Road Maintenance and Rehabilitation Program (RMRP) funds, to enhance regional roadways and transportation networks. VGPS will also advocate for funds from the U.S. Department of Transportation's Rebuilding American Infrastructure with Sustainability and Equity (RAISE) program.

Shade and Extreme Heat Projects VGPS advocates for use of Climate Bond funding supporting projects in the Coachella Valley that increase shade trees and manufactured shade, and other projects aimed at mitigating the effects of extreme heat. In addition to improving the quality of life for residents, these measures will boost the local economy by creating a more year-round visitor destination.

Palm Springs International Airport Expansion To support the growth of Palm Springs International Airport (PSP), VGPS advocates for state and federal grants to enhance its infrastructure, including customs facilities and increased passenger capacity. Potential funding sources include the Federal Aviation Administration's Airport Improvement Program (AIP) and state transportation infrastructure bonds.

Jacqueline Cochran Regional Airport Expansion VGPS will work with Riverside County to advocate for funding to expand the Jacqueline Cochran Regional Airport. This could involve advocating for federal infrastructure grants and state allocations to support regional aviation capacity.

Salton Sea Restoration and Development VGPS supports the restoration and economic development of the Salton Sea and will advocate for state and federal grants focused on geothermal energy, lithium extraction, habitat restoration, dust suppression, and water quality improvements. This includes potential funding from the Climate Bond, California Natural Resources Agency, and federal environmental grants. VGPS also supports the establishment of long-term funding mechanisms to ensure sustained investment in the Salton Sea's ecological health.

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

RESOLUTION NO. JPA 2024-009

Gary Gardner, Chair
City of Desert Hot Springs

Waymond Fermon, Vice Chair
City of Indio

A RESOLUTION OF THE JOINT POWERS AUTHORITY (“JPA”) EXECUTIVE COMMITTEE OF VISIT GREATER PALM SPRINGS AMENDING THE CONFLICT OF INTEREST CODE OF VISIT GREATER PALM SPRINGS

Mark Carnevale
City of Cathedral City

Dr. Frank Figueroa
City of Coachella

Greg Sanders
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, 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, Visit Greater Palm Springs members (“VGPS Members”) include the cities of Cathedral City, Coachella, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs and Rancho Mirage and the County of Riverside; and

WHEREAS, the Political Reform Act, Government Code Sections 8100, et. seq., requires state and local government agencies to adopt and promulgate conflict-of-interest codes.; and

WHEREAS, the JPA Executive Committee has adopted a Conflict of Interest Code that governs VGPS officials and employees; and

WHEREAS, notice of the time and place of a public meeting on, and of consideration by the JPA Executive Committee of, the proposed amended Conflict of Interest Code was provided each affected designated employee and publicly posted for review at the offices of VGPS; and

WHEREAS, a public meeting was held upon the proposed amended Conflict of Interest Code at a regular meeting of the JPA Executive Committee on September 27, 2024, at which all present were given an opportunity to be heard on the proposed amended Conflict of Interest Code; and

WHEREAS, the JPA Executive Committee finds that it is appropriate to amend the Conflict of Interest Code to add and delete designated positions subject to the Conflict of Interest Code’s requirements and make minor clarifications to the Conflict of Interest Code as set forth in Exhibit 1 hereto and incorporated herein by this reference.

NOW, THEREFORE, BE IT RESOLVED by the JPA Executive Committee of Visit Greater Palm Springs that the members of the JPA Executive Committee do hereby adopt the proposed amended Conflict of Interest Code, a copy of which is attached hereto and shall be on file with the Clerk of Visit Greater Palm Spring and available to the public for inspection and copying;

BE IT FURTHER RESOLVED that the said amended Conflict of Interest Code shall be submitted to the Board of Supervisors of the County of Riverside for approval and said Conflict of Interest Code shall become effective 30 days after the Board of Supervisors approves the proposed amended Conflict of Interest Code as submitted.

PASSED, APPROVED AND ADOPTED at a regular meeting of the JPA Executive Committee of Visit Greater Palm Springs held on September 27, 2024, by the following roll call vote:

AYES:
NAYES:
ABSENT:
ABSTAIN:

Gary Gardner, Chair
JPA Executive Committee

ATTEST:

Sarah Goslin, Clerk

APPROVED AS TO FORM:

Bruce T. Bauer, General Counsel

**ATTACHMENT "1" TO
A RESOLUTION OF THE JOINT POWERS AUTHORITY ("JPA") EXECUTIVE
COMMITTEE OF VISIT GREATER PALM SPRINGS AMENDING THE
CONFLICT OF INTEREST CODE OF VISIT GREATER PALM SPRINGS**

AMENDED CONFLICT OF INTEREST CODE OF GREATER PALM SPRINGS

CONFLICT OF INTEREST CODE FOR VISIT
GREATER PALM SPRINGS

(A Joint Powers Authority created pursuant to Government Code Section 6501 et seq.)

In conformance with Government Code Sections 87300 et seq., Visit Greater Palm Springs hereby adopts and promulgates this conflict of interest code.

Reference is hereby made to 2 California Administrative Code Section 18730, and by this reference said section, as it now reads and as it may hereafter be duly amended by the Fair Political Practices Commission, is incorporated herein as if set forth in full.

Designated employees shall file their statements with Visit Greater Palm Springs, which will make the statements available for public inspection and reproduction. Statements of Economic Interests are public records open for public inspection and reproduction pursuant to Government Code section 81008. If a statement is received in signed paper format, Visit Greater Palm Springs's filing official shall make and retain a copy and forward the original of this statement to the filing officer, the County of Riverside Clerk of the Board of Supervisors. If a statement is electronically filed using the County of Riverside's Form 700 e-filing system, both Visit Greater Palm Springs's filing official and the County of Riverside Clerk of the Board of Supervisors will receive access to the filed statement simultaneously.

A newly created position that makes or participates in the making of decisions that may foreseeably have a material effect on any financial interest of the position-holder, and which specific position title is not yet listed in Visit Greater Palm Springs's conflict of interest code is included in the list of designated positions and shall disclose pursuant to the broadest disclosure category in the code, subject to the following limitation: The President & CEO of Visit Greater Palm Springs may determine in writing that a particular newly created position, although a "designated position," is hired to perform a range of duties that are limited in scope and thus is not required to fully comply with the broadest disclosure requirements, but instead must comply with more tailored disclosure requirements specific to that newly created position. Such written determination shall include a description of the newly created position's duties and based upon that description, a statement of the extent of disclosure requirements. The President & CEO's determination is a public record and shall be retained for public inspection in the same manner and location as this conflict-of-interest code. (Gov. Code Sec. 81008.)

Attached hereto as Appendix A is a list of designated officers and employees, together with disclosure categories assigned to each such designated officer or employee.

Attached hereto as Appendix B is a schedule of disclosure categories identifying the economic interests which must be disclosed by designated officers or employees within each such category. Each designated officer or employee shall file statements of economic interests at the times and in the manner prescribed by law.

The Secretary or other official charged with the duty of maintaining the official records of Visit Greater Palm Springs shall be the filing officer for such statements.

The Board of Supervisors of the County of Riverside shall be the Code Reviewing Body for this agency.

CERTIFICATE OF AGENCY APPROVAL

I, SCOTT L. WHITE, hereby certify that the foregoing Conflict of Interest Code, together with attached appendices, was adopted by the Visit Greater Palm Springs on June __, 2024, and is submitted to the Code Reviewing Body for approval. I further certify that said code has been prepared, promulgated and adopted in conformity with the provisions of Government Code Sections 87301, 87309 and 87311.

Date: 6/24/24



Scott White, President & CEO
Visit Greater Palm Springs

APPENDIX A

VISIT GREATER PALM SPRINGS

CONFLICT OF INTEREST CODE DESIGNATED EMPLOYEES/POSITIONS

TITLE	DISCLOSURE CATEGORY
Members or Chairman of (Member and Alternate) JPA EXECUTIVE COMMITTEE	1, 3
Members or Chairman of BOARD OF DIRECTORS	1, 3
President & CEO	1, 3

(List each position in which the incumbent has or would have the authority to make or influence the making of decisions which could have economic effect on that person's financial interest, to lowest level, such as the person making decisions concerning purchase or selection of office supplies. Assign the appropriate disclosure category.)

Chief Sales & Marketing Officer	1, 3
Director of Brand Communications	1, 3
Director of Communications	1, 3
Director of Economic Development	1, 3
Director of Group Sales	1, 3
Director of Human Resources	1, 3
Director of Indian Wells Tourism	1, 3
Director of Marketing	1, 3
Director of Technology & Operations	1, 3
Director of Palm Springs Tourism	1, 3
Director of Sales	1, 3
Director of Sales Operations	1, 3
Director of Sales & Business Development	1, 3
Director of Sustainability & Community Engagement	1, 3
Director of Tourism Development	1, 3
National Sales Manager	1, 3
National Accounts Director	1, 3
Small Meetings Manager	1, 3
Vice President of Communications	1, 3
Vice President Finance & Administration	1, 3
Vice President of Government & Industry Relations	1, 3
Vice President of Sales	1, 3

Revised June 3, 2024

APPENDIX B

VISIT GREATER PALM SPRINGS

CONFLICT OF INTEREST CODE DISCLOSURE CATEGORIES

CATEGORY 1.

Filers in this category shall disclose the following:

- a) Any business entity located in or doing business within the jurisdiction, in which the filer has a direct or indirect interest worth one thousand dollars (\$1,000) or more.
- b) Any business entity, wherever located, engaged in, involved in or in any way related to the hospitality, hotel, restaurant, transportation, tourism, convention or visitor-related industries, in which the filer has a direct or indirect interest worth one thousand dollars (\$1,000) or more.
- c) Any investment of one thousand dollars (\$1,000) or more in real property located within the jurisdiction, zoned, used, intended or usable for hospitality, hotel, restaurant, transportation, tourism, convention or visitor-related uses.
- d) Any business entity located in or doing business within the jurisdiction, in which the filer is a director, officer, partner, trustee, employee, or holds any position of management.
- e) Any business entity, wherever located, engaged in, involved in or in any way related to the hospitality, hotel, restaurant, transportation, tourism, convention or visitor-related industries, in which the filer is a director, officer, partner, trustee, employee, or holds any position of management.
- f) Any source of income, other than gifts or loans, by a commercial lending institution in the regular course of business on terms available to the public without regard to official status, aggregating two hundred fifty dollars (\$250) or more in value provided to, received by or promised to the filer within the 12 months preceding the filing.
- g) Any donor of, or any intermediary or agent for a donor of, a gift or gifts aggregating two hundred fifty dollars (\$250) or more in value provided to, received by or promised to the filer within the 12 months preceding the filing.

CATEGORY 2.

Filers in this category shall disclose the following:

- a) Any business entity located in or doing business within the jurisdiction, in which the filer has a direct or indirect interest worth one thousand dollars (\$1,000) or more.
- b) Any business entity located in or doing business within the jurisdiction, in which the filer is a director, officer, partner, trustee, employee, or holds any position of management.
- c) Any source of income, other than gifts or loans, by a commercial lending institution in the regular course of business on terms available to the public without regard to official status, aggregating two hundred fifty dollars (\$250) or more in value provided to, received by or promised to the filer within the 12 months preceding the filing.
- d) Any donor of, or any intermediary or agent for a donor of, a gift or gifts aggregating \$250 or more in value provided to, received by or promised to the filer within the 12 months preceding the filing.

CATEGORY 3.

Filers in this category shall disclose the following:

- a) Any business entity engaged in the advertising, promotion, public relations, publicity, office equipment sales or leasing, or office supplies sales business, located in or doing business within the jurisdiction, in which the filer has a direct or indirect interest worth one thousand dollars (\$1,000) or more.
- b) Any business entity engaged in the advertising, promotion, public relations, publicity, office equipment sales or leasing, or office supplies sales business, located in or doing business within the jurisdiction, in which the filer is a director, officer, partner, trustee, employee, or holds any position of management.
- c) Any source of income, other than gifts or loans, by a commercial lending institution in the regular course of business on terms available to the public without regard to official status, aggregating two hundred fifty dollars (\$250) or more in value provided to, received by or promised to the filer within the 12 months preceding the filing.
- d) Any donor of, or any intermediary or agent for a donor of, a gift or gifts aggregating two hundred fifty dollars (\$250) or more in value provided to, received by or promised to the filer within the 12 months preceding the filing.

CONFLICT OF INTEREST CODE FOR ~~THE VISIT~~
GREATER PALM SPRINGS-
~~CONVENTION & VISITORS BUREAU~~

(A Joint Powers Authority created pursuant to Government Code Section 6501 et seq.)

In conformance with Government Code Sections 87300 et seq., ~~the GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU~~ Visit Greater Palm Springs hereby adopts and promulgates this conflict of interest code.

Reference is hereby made to 2 California Administrative Code Section 18730, and by this reference said section, as it now reads and as it may hereafter be duly amended by the Fair Political Practices Commission, is incorporated herein as if set forth in full.

Designated employees shall file their statements with Visit Greater Palm Springs, which will make the statements available for public inspection and reproduction. Statements of Economic Interests are public records open for public inspection and reproduction pursuant to Government Code section 81008. If a statement is received in signed paper format, Visit Greater Palm Springs's filing official shall make and retain a copy and forward the original of this statement to the filing officer, the County of Riverside Clerk of the Board of Supervisors. If a statement is electronically filed using the County of Riverside's Form 700 e-filing system, both Visit Greater Palm Springs's filing official and the County of Riverside Clerk of the Board of Supervisors will receive access to the filed statement simultaneously.

A newly created position that makes or participates in the making of decisions that may foreseeably have a material effect on any financial interest of the position-holder, and which specific position title is not yet listed in Visit Greater Palm Springs's conflict of interest code is included in the list of designated positions and shall disclose pursuant to the broadest disclosure category in the code, subject to the following limitation: The President & CEO of Visit Greater Palm Springs may determine in writing that a particular newly created position, although a "designated position," is hired to perform a range of duties that are limited in scope and thus is not required to fully comply with the broadest disclosure requirements, but instead must comply with more tailored disclosure requirements specific to that newly created position. Such written determination shall include a description of the newly created position's duties and based upon that description, a statement of the extent of disclosure requirements. The President & CEO's determination is a public record and shall be retained for public inspection in the same manner and location as this conflict-of-interest code. (Gov. Code Sec. 81008.)

Attached hereto as Appendix A is a list of designated officers and employees, together with disclosure categories assigned to each such designated officer or employee.

Attached hereto as Appendix B is a schedule of disclosure categories identifying the economic interests which must be disclosed by designated officers or employees within each such category. Each designated officer or employee shall file statements of economic interests at the times and in the manner prescribed by law.

The Secretary or other official charged with the duty of maintaining the official records of ~~the Visit~~ Greater Palm Springs ~~Convention & Visitors Bureau~~ shall be the filing officer for such statements.

The Board of Supervisors of the County of Riverside shall be the Code Reviewing Body for this agency.

CERTIFICATE OF AGENCY APPROVAL

I, SCOTT L. WHITE, hereby certify that the foregoing Conflict of Interest Code, together with attached appendices, was adopted by the ~~GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU on September __, 2020~~ [Visit Greater Palm Springs on June __, 2024](#), and is submitted to the Code Reviewing Body for approval. I further certify that said code has been prepared, promulgated and adopted in conformity with the provisions of Government Code Sections 87301, 87309 and 87311.

Date: _____

Scott White, President & CEO

[Visit Greater Palm Springs-
Convention & Visitors Bureau](#)

APPENDIX A

VISIT GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU

CONFLICT OF INTEREST CODE DESIGNATED EMPLOYEES/POSITIONS

TITLE	DISCLOSURE CATEGORY
Members or Chairman of (Member and Alternate) JPA EXECUTIVE COMMITTEE	1, 3
Members or Chairman of BOARD OF DIRECTORS	1, 3
President & CEO	1, 3

(List each position in which the incumbent has or would have the authority to make or influence the making of decisions which could have economic effect on that person's financial interest, to lowest level, such as the person making decisions concerning purchase or selection of office supplies. Assign the appropriate disclosure category.)

Associate Director of Destination Services	1, 3
Associate Director of Sales	1, 3
Chief Creative Officer	1, 3
Chief Destination Development Officer	1, 3
Chief Sales & Marketing Officer	1, 3
Director of Brand Communications	1, 3
Director of Communications	1, 3
Director of Economic Development	1, 3
Director of Convention Sales <u>Group Sales</u>	1, 3
Director of Human Resources	1, 3
Director of Indian Wells Sales & Marketing <u>Tourism</u>	1, 3
Director of Marketing	1, 3
Director of Operations	1, 3
Director of Palm Springs Tourism	1, 3
Director of Partnership	1, 3
Director of Regional Sales	1, 3
Director of Sales Operations	1, 3
Director of Sales & Business Development	1, 3
Director of Sustainability & Community Engagement	1, 3
Director of Tourism Development	1, 3
National Sales Manager	1, 3
National Accounts Director	1, 3
Small Meetings Manager	1, 3
Vice President of Communications	1, 3
Vice President Finance & Administration	1, 3
Vice President of Government & Industry Relations	1, 3
Vice President of Sales	1, 3

APPENDIX B

VISIT GREATER PALM SPRINGS ~~CONVENTION & VISITORS BUREAU~~

CONFLICT OF INTEREST CODE DISCLOSURE CATEGORIES

CATEGORY 1.

Filers in this category shall disclose the following:

- a) Any business entity located in or doing business within the jurisdiction, in which the filer has a direct or indirect interest worth one thousand dollars (\$1,000) or more.
- b) Any business entity, wherever located, engaged in, involved in or in any way related to the hospitality, hotel, restaurant, transportation, tourism, convention or visitor-related industries, in which the filer has a direct or indirect interest worth one thousand dollars (\$1,000) or more.
- c) Any investment of one thousand dollars (\$1,000) or more in real property located within the jurisdiction, zoned, used, intended or usable for hospitality, hotel, restaurant, transportation, tourism, convention or visitor-related uses.
- d) Any business entity located in or doing business within the jurisdiction, in which the filer is a director, officer, partner, trustee, employee, or holds any position of management.
- e) Any business entity, wherever located, engaged in, involved in or in any way related to the hospitality, hotel, restaurant, transportation, tourism, convention or visitor-related industries, in which the filer is a director, officer, partner, trustee, employee, or holds any position of management.
- f) Any source of income, other than gifts or loans, by a commercial lending institution in the regular course of business on terms available to the public without regard to official status, aggregating two hundred fifty dollars (\$250) or more in value provided to, received by or promised to the filer within the 12 months preceding the filing.
- g) Any donor of, or any intermediary or agent for a donor of, a gift or gifts aggregating two hundred fifty dollars (\$250) or more in value provided to, received by or promised to the filer within the 12 months preceding the filing.

CATEGORY 2.

Filers in this category shall disclose the following:

- a) Any business entity located in or doing business within the jurisdiction, in which the filer has a direct or indirect interest worth one thousand dollars (\$1,000) or more.
- b) Any business entity located in or doing business within the jurisdiction, in which the filer is a director, officer, partner, trustee, employee, or holds any position of management.
- c) Any source of income, other than gifts or loans, by a commercial lending institution in the regular course of business on terms available to the public without regard to official status, aggregating two hundred fifty dollars (\$250) or more in value provided to, received by or promised to the filer within the 12 months preceding the filing.
- d) Any donor of, or any intermediary or agent for a donor of, a gift or gifts aggregating \$250 or more in value provided to, received by or promised to the filer within the 12 months preceding the filing.

CATEGORY 3.

Filers in this category shall disclose the following:

- a) Any business entity engaged in the advertising, promotion, public relations, publicity, office equipment sales or leasing, or office supplies sales business, located in or doing business within the jurisdiction, in which the filer has a direct or indirect interest worth one thousand dollars (\$1,000) or more.
- b) Any business entity engaged in the advertising, promotion, public relations, publicity, office equipment sales or leasing, or office supplies sales business, located in or doing business within the jurisdiction, in which the filer is a director, officer, partner, trustee, employee, or holds any position of management.
- c) Any source of income, other than gifts or loans, by a commercial lending institution in the regular course of business on terms available to the public without regard to official status, aggregating two hundred fifty dollars (\$250) or more in value provided to, received by or promised to the filer within the 12 months preceding the filing.
- d) Any donor of, or any intermediary or agent for a donor of, a gift or gifts aggregating two hundred fifty dollars (\$250) or more in value provided to, received by or promised to the filer within the 12 months preceding the filing.

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

RESOLUTION NO. JPA 2024-010

Gary Gardner, Chair
City of Desert Hot Springs

Waymond Fermon, Vice Chair
City of Indio

A RESOLUTION OF THE JOINT POWERS AUTHORITY ("JPA") EXECUTIVE COMMITTEE OF VISIT GREATER PALM SPRINGS ADOPTING A LEGISLATIVE ADVOCACY PLATFORM

Mark Carnevale
City of Cathedral City

Dr. Frank Figueroa
City of Coachella

Greg Sanders
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, 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, Visit Greater Palm Springs members ("VGPS Members") include the cities of Cathedral City, Coachella, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs, Rancho Mirage and the County of Riverside; and

WHEREAS, the JPA Executive Committee recognizes that the growth of the tourism industry requires more than traditional sales and marketing, VGPS is also committed to diversifying the regional economy. This includes ensuring the availability of a trained workforce, providing affordable housing for that workforce, developing new and enhanced visitor experiences, improving sustainability practices, and enhancing transportation access.

WHEREAS, the JPA Executive Committee, under the guidance of its Board of Directors and member jurisdictions, has identified key priorities, including growing the tourism economy through targeted leisure marketing, attracting new meetings, conventions, and events, and driving demand during need periods for both leisure and group segments.

WHEREAS, the JPA Executive Committee is also dedicated to research that measures impact and effectiveness, educating the community and homeowners about vacation rentals, and developing best practices in these areas. Regional collaboration remains a vital focus, especially in expanding air service and supporting new transportation options.

WHEREAS, the JPA Executive Committee is also committed to advancing diversity, equity, and inclusion (DEI), sustainability, accessibility, cultural heritage, and workforce development.

WHEREAS, the JPA Executive Committee also wishes to strengthen its work in tracking and analyzing priority legislative, budgetary, regulatory, and administrative issues at the state level in order to provide a framework for staff and lobbyists to navigate policy matters that could impact the operation and implementation of VGPS' programs and services.

WHEREAS, the JPA Executive Committee desires to be proactive and involved in the governmental decision making processes directly affecting the above and legislative priorities impacting VGPS and adopt legislative advocacy priorities in the form of a legislative platform as identified in Exhibit "1."

WHEREAS, the JPA Executive Committee has decided to adopt a legislative platform as identified in Exhibit "1."

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

Section 1. RECITALS

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

Section 2. LEGISLATIVE ADVOCACY PLATFORM

The JPA Executive Committee hereby adopts the legislative platform as set forth in Exhibit 1 hereto and incorporated herein by this reference.

Section 3. SEVERABILITY

That the JPA Executive Committee declares that, should any provision, section, paragraph, sentence or word of this Resolution 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 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 6. CERTIFICATION

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

PASSED, APPROVED AND ADOPTED at a regular meeting of the JPA Executive Committee of Visit Greater Palm Springs held on September 27, 2024, by the following roll call vote:

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

Gary Gardner, Chair
JPA Executive Committee

ATTEST:

Sarah Goslin, Clerk

APPROVED AS TO FORM:

Bruce T. Bauer, General Counsel

**ATTACHMENT "1" TO
A RESOLUTION OF THE JOINT POWERS AUTHORITY ("JPA") EXECUTIVE COMMITTEE OF
VISIT GREATER PALM SPRINGS ADOPTING A LEGISLATIVE PLATFORM**

Visit Greater Palm Springs Legislative Platform

Visit Greater Palm Springs (VGPS) is the official destination marketing organization representing the Coachella Valley, which includes the nine cities of Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio, and Coachella, along with unincorporated areas of Riverside County. Established in May 1989 as a Joint Powers Authority, VGPS was created to stimulate the region's tourism economy. Today, it serves over 5,000 business partners, focusing on sales, marketing, and public relations efforts targeted at leisure travelers, as well as the meetings, conventions, and events markets.

Tourism is the cornerstone of the Greater Palm Springs economy, supporting one in four local jobs. In 2023, the area welcomed 14.4 million visitors who generated \$9 billion in total economic impact. These visitors not only support local businesses but also contribute significantly to public services through state and local tax revenues, amounting to an estimated \$851 million in 2023. This contribution translates to \$5,500 in tax savings for every local household.

Recognizing that the growth of the tourism industry requires more than traditional sales and marketing, VGPS is also committed to diversifying the regional economy. This includes ensuring the availability of a trained workforce, providing affordable housing for that workforce, developing new and enhanced visitor experiences, improving sustainability practices, and enhancing transportation access. Under the guidance of its Board of Directors and member jurisdictions, VGPS has identified key priorities, including growing the tourism economy through targeted leisure marketing, attracting new meetings, conventions, and events, and driving demand during need periods for both leisure and group segments. VGPS is also dedicated to research that measures impact and effectiveness, educating the community and homeowners about vacation rentals, and developing best practices in these areas. Regional collaboration remains a vital focus, especially in expanding air service and supporting new transportation options. Furthermore, VGPS is committed to advancing diversity, equity, and inclusion (DEI), sustainability, accessibility, cultural heritage, and workforce development.

The purpose of this legislative platform is to guide VGPS in tracking and analyzing priority legislative, budgetary, regulatory, and administrative issues at the state level. It provides a framework for staff and lobbyists to navigate policy matters that could impact the operation and implementation of VGPS programs and services. This document is essential in shaping a state and regional strategy and developing a focused action plan to address the needs and priorities of VGPS and its member jurisdictions.

VGPS will engage in proactive advocacy by:

- Collaborating with state legislators and agencies to advance our legislative priorities.
- Participating in coalitions and partnerships that support shared goals in tourism, transportation, workforce development, and community development.

- Conducting outreach to local communities, businesses, and stakeholders to ensure broad support and alignment with our advocacy efforts.

LEGISLATIVE PRIORITIES

Tourism

The hospitality sector is the backbone of Greater Palm Springs' tourism-driven economy, supporting one in four local jobs. VGPS is committed to supporting hotels, short-term rentals, and other hospitality providers by advocating for a fair and reasonable regulatory environment and protecting the industry from policies, fees, or taxes that deter visitors or investment.

Support:

- Support legislation that promotes California as a premier destination for domestic and international travelers, with a focus on the unique offerings of the Coachella Valley.
- Support legislation that strengthens the existing assessment laws, including the Property and Business Improvement District Law of 1994, to protect against legal challenges.
- Support legislation that compels the collection of tourism business improvement district assessments by short-term rental platforms.
- Support legislation that gives cities and counties authority to create entertainment districts, expand hours for alcohol sales, maintain outdoor dining decks, or make other modifications to existing laws that support tourism.

Oppose

- Oppose legislation that would impose undue regulations or taxes on tourism related businesses that could negatively impact the Coachella Valley's tourism economy.
- Oppose legislation that overburdens hotel or short-term rental operators or put them at a competitive disadvantage compared to other regions or states.
- Oppose legislation that would restrict local governments from enacting regulations around zoning or regulating hotels and vacation rentals.
- Oppose legislation that would create statewide assessments, fees, or taxes on hotels or short-term rentals.
- Oppose legislation that would further limit or delay development of tourism related projects in the Coachella Valley, such as attractions, venues, and hotels.

Transportation and Infrastructure

Transportation access is crucial for sustaining and growing the local economy. VGPS prioritizes regional collaboration to expand air service, establish passenger rail service, and improve transportation options, ensuring visitors can easily access Greater Palm Springs and our workforce can easily traverse from their homes to their place of employment. Enhancing transportation infrastructure supports not only tourism but also the overall regional economy, making it a key focus for VGPS.

Infrastructure development is critical for sustaining the growth of the tourism industry in Greater Palm Springs. VGPS advocates for investments in infrastructure that enhance the visitor experience, support new and existing businesses, and improve the overall quality of life for residents. This includes everything from transportation networks to public amenities.

Support:

- Support legislation that improves transportation infrastructure, including roads, airports, and public transit systems, to better connect the Coachella Valley with surrounding regions.
- Support efforts to expand air service, rail service and transportation options for visitors and residents to the Coachella Valley.
- Support legislation or efforts that accelerates the timeline for the Coachella Valley Rail Project.
- Support policies, programs, and funding for electric vehicle charging infrastructure.
- Support programs that leverage technology to improve mobility, increase goods movement efficiency, reduce emissions and help to mitigate environmental impacts.
- Support legislation that expands the I-10 corridor west of the Coachella Valley to reduce traffic on busy weekends or during events, including the addition of toll lanes.
- Support funding and implementation of the Coachella Valley's middle mile broadband project and the programs to assist with last-mile connections that bridge the digital divide in the Coachella Valley.
- Support efforts by the California Department of Transportation, Riverside County Transportation Commission, San Diego Association of Governments and the San Bernardino Association of Governments, to implement congestion projects identified in the Inland Empire 8 Multimodal Corridor Plan that increase mobility to and from the CVAG region, including increased funding for bypass roads, bridges and transportation improvements in the pass area.
- Support efforts that streamline project delivery, build local capacity such as additional technical assistance, and provide increased flexibility to innovate and strategically invest funds to meet local needs.

- Support regional efforts to increase passenger rail service between Los Angeles and the Coachella Valley, including funding opportunities and actions by the Facilitate Equitable Deals task force to improve coordination and collaboration with Union Pacific Railroad (FED-UP).
- Identify programs and support legislation that provide funding for clean energy, energy efficiency, decarbonization, and green building programs.
- Monitor actions related to the 1934 Agreement of Compromise between Imperial Irrigation District and the Coachella Valley Water District and support Coachella Valley Energy Commission efforts to achieve a permanent service option and governance structure between Coachella Valley stakeholders and IID post-2033.

Oppose:

- Oppose legislation that cuts transportation funding or that could hinder regional connectivity or reduce the quality of infrastructure supporting the tourism economy.
- Oppose program guidelines that use transit-oriented development standards, such as the Affordable Housing and Sustainable Communities program, that disproportionately favor large urban centers and do not reflect the reality of growth and development in the Coachella Valley.

Workforce Development and Education

A trained workforce is essential for the continued success of Greater Palm Springs' tourism industry. VGPS is focused on workforce development initiatives, including TEAM GPS, to ensure a skilled labor pool that meets the needs of local businesses. This priority also includes advocating for affordable housing to support the region's workforce.

Support:

- Support legislation that funds workforce development programs tailored to the hospitality and tourism industries, including vocational training and partnerships with local educational institutions.
- Advocate for tourism and hospitality related training to be included in the qualifications for existing workforce development funding.
- Support legislation that increases workforce development funding for programs in the Coachella Valley specifically.
- Advocate to establish a full 4-year university in the Coachella Valley.
- Support policies that allow community colleges to offer bachelor's degrees if that degree in that program is not available through a nearby 4-year university.

Oppose:

- Oppose legislation that reduces funding for workforce development or limits access to education and training opportunities within the Coachella Valley.

- Oppose policies that disqualify tourism or hospitality related career training from funding or other program opportunities.

Sustainability, Accessibility & Social Inclusion

VGPS is dedicated to promoting sustainability practices that protect Greater Palm Springs' natural environment while supporting economic growth. Ensuring accessibility for all visitors is a key priority for VGPS. This includes advocating for improvements that make the region more welcoming and navigable for individuals with disabilities. By focusing on accessibility, VGPS aims to create a more inclusive destination that meets the needs of all travelers. This priority includes efforts to reduce the tourism industry's carbon footprint, promote responsible resource use, and ensure that the region remains an attractive destination for future generations.

Support:

- Support legislation that incentivizes businesses, through cost savings, rebates, or other means, to adopt sustainability practices, including initiatives that promote water conservation, renewable energy adoption, and sustainable land use.
- Support legislation that incentivizes or provides funding or rebates for cities, counties, or businesses to plant trees or build shade structures.
- Support legislation that protects and expands key regional, state, and national parks and outdoor spaces that attract visitors to the Coachella Valley
- Support legislation that recognizes cultural heritage sites and events that celebrate the diverse history and culture of the Coachella Valley.
- Support legislation that creates policies or programs supporting visitors and residents on the autism spectrum and/or provide funding or incentives for autism awareness and sensitivity training.
- Support legislation that provides grants, rebates, or other funding opportunities for diverse small business owners.
- Support policies that ensure criteria for defining disadvantaged communities and environmental justice areas accurately represent eastern Riverside County, including those that mirror AB 1550 community mapping, in order to ensure the region can compete for funding opportunities.
- Support legislation that fosters community engagement in tourism initiatives, ensuring that local voices are heard and respected in the development process.

Oppose:

- Oppose legislation that perpetuates systemic inequalities within the tourism sector.
- Oppose legislation that would diminish the cultural heritage or community character of the region.

Housing and Homelessness

Affordable housing is vital for maintaining a stable and thriving workforce in Greater Palm Springs. VGPS advocates for policies and initiatives that increase access to affordable housing for workers in the tourism industry. This priority supports the region's economic growth by ensuring that the local workforce can live and thrive in the communities they serve.

Support:

- Support California Environmental Quality Act (CEQA) reform to expedite and streamline Housing Development.
- Support legislation and programs that provide more funding and incentives for rural and underserved communities like the Coachella Valley.
- Monitor the Affordable Housing and Sustainable Communities Program and advocate for increased flexibility and changes that ensure a greater share of funding is available to areas that don't have Transit Oriented Developments (TOD) and thereby more accurately account for unique community characteristics and growth patterns in the Coachella Valley.
- Support increased investment in, and creation of, programs that assist local governments, counties, and regional collaborations to address the challenges associated with homelessness.
- Support and advocate for increased funding for vouchers to increase access to safe and affordable housing in the Coachella Valley and Riverside County, and eliminate barriers to effectively serve the homeless population.
- Support legislative efforts that would allow local jurisdictions to implement, if they choose, programs and ordinances that require unsheltered individuals to accept housing solutions and treatment solutions.

Oppose:

- Oppose legislative changes that create or strengthen a nexus between the availability of transportation funding and local jurisdictions' ability to meet their requirements under the Regional Housing Needs Assessment (RHNA) numbers.
- Oppose legislative and regulatory actions that utilize CalEnviroScreen and high housing density criteria, which favor large urban centers, to determine allocation of state grant funds and would decrease funding competitiveness for areas such as the Coachella Valley.
- Oppose program guidelines that use transit oriented development standards, such as the Affordable Housing and Sustainable Communities program, that disproportionately favor large urban centers and do not reflect the reality of growth and development in the Coachella Valley, therefore decreasing funding opportunities for the Coachella Valley.

Salton Sea

The Salton Sea, a critical ecological and economic asset in the Coachella Valley, is facing significant environmental challenges that threaten public health, wildlife habitats, and regional sustainability. Significant economic opportunity also exists in the region, including the potential for lithium extraction, biofuels, thermal energy production, and agricultural innovation. The restoration of the Salton Sea is essential not only for preserving the natural environment but also for supporting tourism and economic development in the region. VGPS is committed to advocating for policies and funding that will advance comprehensive restoration efforts and mitigate the adverse impacts on local communities.

Support:

- Advocate for state and federal funding for the restoration and revitalization of the Salton Sea, including the implementation of the Phase One: 10-Year Plan.
- Support legislation that provides funding for the restoration and revitalization of the Salton Sea to limit regional impacts to air quality, wildlife habitat, and health of communities, including the Phase One: 10 Year Plan.
- Monitor the Southeast California Economic Region and support efforts to enhance the competitiveness for federal, state, and local funding, as well as Lithium Valley and clean energy development investment opportunities in the Eastern Riverside County and Imperial County communities.
- Support legislative efforts that promote environmentally sensitive development in the Salton Sea region, such as geothermal energy projects and lithium extraction, which can provide economic benefits while addressing environmental concerns.
- Back policies that protect public health by reducing air quality impacts from exposed playa and ensuring that restoration efforts prioritize the well-being of local communities.

Oppose:

- Oppose any legislative or regulatory actions that delay or reduce funding for the Salton Sea restoration or that undermine comprehensive restoration plans.

FUNDING PRIORITIES

Funding for Programs Managed Directly by VGPS

Workforce Development Training VGPS plays a key role in developing the local hospitality workforce, a sector employing over 50,000 residents. To enhance skill levels, VGPS partners with the College of the Desert to offer industry-relevant certificate programs. VGPS seeks state and federal grants to expand these training programs, enabling greater career growth and earning potential for residents. This includes pursuing funding from the California Employment Training Panel (ETP) and Workforce Innovation and Opportunity Act (WIOA) funds, as well as private foundations focused on workforce development.

Autism Certification Grants VGPS has partnered with the International Board of Credentialing and Continuing Education Standards (IBCCES), a global leader in professional autism and neurodiversity training and certification, to become a Certified Autism Destination. The designation requires local tourism-facing businesses like hotels, restaurants, attractions, events, and retail become Certified Autism Centers. VGPS aims to secure grants to support businesses in earning their Certified Autism Center designations. VGPS seeks funding from sources such as the California Health and Human Services Agency, philanthropic grants focused on accessibility and inclusion, and corporate social responsibility (CSR) programs that prioritize neurodiverse communities. These funds will help cover training costs for local businesses, promoting an inclusive tourism economy.

Funding Advocacy

VGPS has identified certain projects and programs as key to the success and future economic development of the region and advocates in support of the partner agencies or local governments responsible for them:

Amateur Sports Facility VGPS will advocate for state grants, such as those from the California Department of Parks and Recreation, to develop a regional amateur sports complex. The facility would attract sports tournaments, boosting tourism and improving local quality of life. Additionally, VGPS will pursue funding through public-private partnerships and from organizations focused on youth sports and community development.

Four-Year University Campus in the Coachella Valley To advance educational opportunities, VGPS supports the development of a full four-year university campus. Potential funding sources include the California State University system, state educational bonds, and legislative appropriations. VGPS will work with the local educational community to secure these investments.

Passenger Rail Service – Coachella Valley Rail Project VGPS strongly supports the Coachella Valley Rail Project and will support the Riverside County Transportation Commission (RCTC) and Coachella Valley Association of Governments (CVAG) in their efforts to complete the project. This includes advocating for federal funds from programs like the Federal Railroad Administration's Consolidated Rail Infrastructure and Safety Improvements (CRISI) program, as well as state funding from the California Transportation Commission (CTC) to complete this project.

Infrastructure Improvements VGPS will further support efforts by CVAG and RCTC to secure funding from the California Department of Transportation (Caltrans), including SB1 Road Maintenance and Rehabilitation Program (RMRP) funds, to enhance regional roadways and transportation networks. VGPS will also advocate for funds from the U.S. Department of Transportation's Rebuilding American Infrastructure with Sustainability and Equity (RAISE) program.

Shade and Extreme Heat Projects VGPS advocates for use of Climate Bond funding supporting projects in the Coachella Valley that increase shade trees and manufactured shade, and other projects aimed at mitigating the effects of extreme heat. In addition to improving the quality of life for residents, these measures will boost the local economy by creating a more year-round visitor destination.

Palm Springs International Airport Expansion To support the growth of Palm Springs International Airport (PSP), VGPS advocates for state and federal grants to enhance its infrastructure, including customs facilities and increased passenger capacity. Potential funding sources include the Federal Aviation Administration's Airport Improvement Program (AIP) and state transportation infrastructure bonds.

Jacqueline Cochran Regional Airport Expansion VGPS will work with Riverside County to advocate for funding to expand the Jacqueline Cochran Regional Airport. This could involve advocating for federal infrastructure grants and state allocations to support regional aviation capacity.

Salton Sea Restoration and Development VGPS supports the restoration and economic development of the Salton Sea and will advocate for state and federal grants focused on geothermal energy, lithium extraction, habitat restoration, dust suppression, and water quality improvements. This includes potential funding from the Climate Bond, California Natural Resources Agency, and federal environmental grants. VGPS also supports the establishment of long-term funding mechanisms to ensure sustained investment in the Salton Sea's ecological health.



JPA Executive Committee and VGPS Board of Directors

***PROPOSED* 2025 Joint Meeting Dates**

January 31, 2025	8:30-10:00 a.m. TBD JPA Executive Committee and VGPS Board of Directors Joint Meeting
February	Dark
March	Dark
April 4, 2025	8:30-10:00 a.m. TBD JPA Executive Committee and VGPS Board of Directors Joint Meeting
May	Dark
June 27, 2025	8:30-10:00 a.m. TBD JPA Executive Committee and VGPS Board of Directors Joint Meeting
July	Dark
August	Dark
September 26, 2025	8:30-10:00 a.m. TBD JPA Executive Committee and VGPS Board of Directors Joint Meeting
October	Dark
November	Dark
December 12, 2025	8:30-10:00 a.m. TBD JPA Executive Committee and VGPS Board of Directors Joint Meeting

Visit Greater Palm Springs
Statement of Activities - Actual vs Budget
As of July 31, 2024

	Month	Month		
	07/31/2023	07/31/2024		
	Actual	Actual	Budget	Variance*
Revenue				
TBID - Hotels	\$ 1,139,850	\$ 1,020,130	\$ 1,058,981	\$ (38,851)
TBID - Vacation Rentals	0	56,126	293	55,833
JPA Funding	630,078	766,450	766,450	0
City Marketing Partnerships	31,141	33,887	31,667	2,220
Partnership Fees	8,580	3,160	7,108	(3,948)
Advertising & Website Revenues	58,125	95,519	17,000	78,518
Grants	83,750	85,000	54,000	31,000
Net Investment Income	247,662	127,693	87,320	40,374
Total Revenue	\$ 2,199,186	\$ 2,187,965	\$ 2,022,819	\$ 165,146
Expenses				
Labor - Wages	\$ 571,487	\$ 646,843	\$ 641,359	\$ 5,484
Labor - Taxes & Benefits	175,852	228,417	266,300	(37,883)
Marketing Production	30,160	15,712	2,375	13,337
Media Placement & Digital Marketing	558,898	1,096,813	873,238	223,575
Collateral Material	1,080	2,071	2,433	(363)
Familiarization Trips	37,717	37,164	55,917	(18,751)
Tradeshows / Sales Missions	45,396	59,365	73,878	(14,515)
Travel & Lodging	1,683	3,800	10,251	(6,449)
Special Promotions & Representation	183,114	343,910	145,833	198,076
Collection Fees	0	2,813	15	2,798
Event Hosting	7,707	17,864	60,833	(42,969)
Research	10,049	98,165	70,442	27,723
IT - Information Technology	11,109	9,255	49,833	(40,578)
Professional Fee	7,721	36,303	47,000	(10,697)
Overhead-Supplies-Utilities-Fees	226,687	205,985	251,216	(45,231)
Capital Outlay	0	7,850	1,250	6,600
Total Expenses	\$ 1,868,660	\$ 2,812,330	\$ 2,552,173	\$ 260,157
Total Revenues Less Expenses	\$ 330,526	\$ (624,365)	\$ (529,354)	\$ (95,011)

*** Notes for Budget Variances**

TBID - Vacation Rentals revenue

- This is a timing variance. The City of Palm Springs provided July 2024 Vacation Rental TBID information in time for inclusion in the July financial report. This was not the case in the prior year and was not assumed during budget development.

Media Placement & Digital Marketing:

- This is a timing variance. The July expense of \$317,500 for the Pay-Per-Click marketing program was budgeted assuming payment in September.

Special Promotions & Representation:

- This is a timing variance. Multiple sales partnerships expensed in July were budgeted in later months.