

MAY 2019

BOARD REPORT

BOARD REPORT MAY 2019

The May Board Report is a summary of performance activity from March through April 2019. It also looks ahead to future programs for the Greater Palm Springs CVB in the coming months.

President's Summary

Hopefully by now you have completed the DestinationNEXT survey. This important survey will assist the CVB and our municipalities to plan for the future of tourism. Our clients and press also received a shorter version of this survey. Paul Ouimet, the founder of NEXTFactor, will attend the June board meeting and provide us with the results. Research and data are the cornerstone of our organization, and developing the right blend of science and art to make the right decisions takes a team. I am excited about the team we have in place and the thoughtfulness they engage in every day.

As we prepare our 2019/20 budget, we are acutely aware of the possible fluctuations in our economy and the impact it can have on our tourism industry. Our strategy to target new nonstop destinations and support them with a robust marketing plan will hopefully reduce the impact and quicken the recovery. Allevon Pacific arranged for a recent meeting in Chicago with United Airlines. Overall, it seems that United had a relatively good 2018 year, but leading indicators for 2019 suggest that the company has not digested its additional capacity coupled with the direct new competition the airline had on the majority of its routes. In 2018, United grew 8% in seats from 2017, which resulted in a revenue increase of 15% because fares increased by 2% and demand increased by 12% with load factors reaching 81.4%. Our discussions centered around starting the Chicago and Houston nonstop service sooner and extending the season to June. We are also working diligently on possible nonstop service between PSP and both Sacramento and Oakland, cautiously optimistic that this new service could begin this Fall.

Our National Parks are an important attraction for both domestic and international visitation, as well as a great amenity for our residents. In support of the new bi-partisan effort, "*Restore Our Parks and Public Lands Act*" (H.R. 1225), I recently submitted an [opinion letter to the Desert Sun](#). The letter highlighted the backlog of maintenance and funding that our parks desperately require. As was recently reported, trees in the park were damaged during the partial government shutdown earlier this spring. However, Joshua Tree National Park already had \$46.8 million in deferred maintenance needs—part of a larger backlog of nearly \$12 billion needed by the NPS to properly maintain all the national parks as a result of aging facilities, strain on resources and inconsistent annual funding.

The bill was co-sponsored by 8th District Representative Paul Cook, 36th District Representative Raul Ruiz and more than 85 others in Congress to direct dedicated annual funding to help address this backlog of deferred maintenance. The bill would establish a fund in the U.S. Treasury named the "National Park Service and Public Lands Legacy Restoration Fund," with 80% of it going to the National Park Service. We encourage you to support this important legislature and support our treasured National Parks.

In the spirit of hospitality, make sure you "TREAT out" and "TREAT often" during this year's [Restaurant Week](#), May 31– June 9. We have a record number of restaurants participating, and our kickoff event will be May 29 at The Ritz-Carlton, Rancho Mirage.

Please [subscribe to our YouTube Channel](#); we continue to add award-winning content. I'm happy to announce that Anndee Laskoe has recently been nominated for her second Emmy for her original [Wander List](#) series covering Greater Palm Springs.

Hopefully you have secured your tables for the [Oasis Awards](#), scheduled for June 11 at the Palm Springs Convention Center. There were a record number of nominations this year, and Caroline Beteta, President & CEO of Visit California, will be our keynote speaker.

Finally, as we move forward with our sustainability goal of transitioning CVB documents and reports to our website, our Board Reports are now being published online instead of being printed. Please reach out to us with any feedback you have on our new online format as you click through this Board Meeting's content online.

Sincerely,



Scott White, President/CEO

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[May 2019](#)

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JOINT POWERS AUTHORITY

Linda Evans, Chair
City of La Quinta

Geoff Kors, Vice Chair
City of Palm Springs

Ernesto Gutierrez
City of Cathedral City

Gary Gardner
City of Desert Hot Springs

Richard Balocco
City of Indian Wells

Elaine Holmes
City of Indio

Jan Harnik
City of Palm Desert

Charles Townsend
City of Rancho Mirage

V. Manuel Perez
County of Riverside

CVB BOARD OF DIRECTORS

Tom Tabler, Chairman
J.W. Marriott Desert Springs
Resort & Spa

Rolf Hoehn, Vice Chairman
Indian Wells Tennis Garden

Robert Del Mas, Secretary
Empire Polo Club & Event
Facility

Aftab Dada, Treasurer
Hilton Palm Springs Resort

Bruce Abney
El Morocco Inn & Spa

Rick Axelrod
Coachella Valley Economic
Partnership

Lorraine Becker
Cabot's Pueblo Museum

Celeste Brackley
Ace Hotel & Swim Club

Tony Bruggemans
Le Vallauris

Jamey Canfield
Palm Springs Convention
Center

Gary Cardiff
Cardiff Limousine &
Transportation

Jay Chesterton
Fantasy Springs Resort Casino

Stephen D'Agostino
Hyatt Regency Indian Wells

Tim Ellis
TravelHost Palm Springs

Michael Facenda
Agua Caliente / Spa Resort
Casinos

Dr. Ron Fremont
CSU San Bernardino
Palm Desert Campus

Jerry Keller
Lulu California Bistro

JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS

Renaissance Indian Wells Resort & Spa
Esmeralda 1-3
44-400 Indian Wells Lane
Indian Wells, CA 92210

Regular Meeting
May 17, 2019
8:00am – 10:00am

AGENDA

Item	Owner
Call to Order	Linda Evans
Roll Call	Linda Evans
Pledge of Allegiance	Linda Evans
Confirmation of Agenda	Linda Evans
Public Comment	Linda Evans
<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. Please complete a "Request to Speak" form and limit your comments to three (3) minutes. When you are called to speak, please stand and state your name for the record.</p> <p>For all Business Session matters or Departmental Reports on the Agenda, a completed "Request to Speak" form should be filed with the Secretary of the Board prior to the JPA Executive Committee and/or Board of Directors beginning consideration of that item.</p>	
Presentation – None	Linda Evans
Approval of Minutes	
<ul style="list-style-type: none"> JPA-CVB Board of Directors Joint Meeting Minutes dated March 22, 2019 (all vote) 	Linda Evans
Consent Calendar (JPA Executive Committee Only Votes)	Linda Evans
<ul style="list-style-type: none"> Warrants and Demands Dated March 31, 2019 Warrants and Demands Dated April 30, 2019 	
JPA Executive Committee Items (JPA Executive Committee Only Votes)	Linda Evans
<ul style="list-style-type: none"> Resolution No. 2019-001 Defined Benefit Pension Plan Update Updates from the Chair Updates from the JPA Members 	

**CVB Board of Directors
(continued)**

Jay Mainthia

Indio Super 8 & Suites

Michael McLean

McLean Company Rentals

Allen Monroe

The Living Desert

Lee Morcus (Emeritus)

Kaiser Restaurant Group

Thomas Nolan

Palm Springs International
Airport

Brad Poncher

Homewood Suites by Hilton,
La Quinta

Greg Purdy

Palm Springs Aerial Tramway

Christoph Roshardt

Renaissance Indian Wells

Tom Scaramellino

Westin Mission Hills Golf Resort
& Spa

Bob Schneider

Desert Bob Consulting

Barb Smith

Access Palm Springs

Kelly Steward

The Ritz-Carlton Rancho
Mirage

Doug Watson

Riviera Palm Springs

Elie Zod

Retired Hospitality Executive

CEO/President's Report

Scott White

- Board Report for May 2019
 - Convention Sales
 - Travel Industry Sales
 - Marketing
 - Communications
 - Film Oasis
 - Digital Marketing
 - Social Media
- Updates
 - Partnership & Certified Tourism Ambassador Program
 - Destination Development
 - California Travel Association – PAC
- Monthly Summary Financial Report & Treasurer's Report – March 2019

CVB Board of Directors Update

Rolf Hoehn

- Nominating Committee (CVB Board Votes):
Peggy Trott, General Manager, Kimpton Rowan Palm Springs
Dermot Connelly, General Manager, La Quinta Resort and Spa
- Updates from the Chair
- Member Updates on New Developments

Tim Ellis

Rolf Hoehn

Future Meeting Date | **Friday, June 28, 2019**

Linda Evans

Adjournment

Linda Evans

Public Notices

- The Greater Palm Springs Convention & Visitors Bureau is handicapped accessible. If special equipment is needed for the hearing impaired, please contact Reva Reynolds at (760) 969-1309 or rreynolds@gpscvcvb.com at least forty-eight (48) hours in advance of the meeting and accommodations will be made.
- If special electronic equipment is needed to make presentations to the CVB Board of Directors, arrangements should be made in advance by contacting Reva Reynolds at (760) 969-1309 or rreynolds@gpscvcvb.com. A one (1) week notice is required.
- Any writings or documents provided to the JPA Executive Committee and CVB Board of Directors regarding any item(s) on this agenda will be made available for public inspection at the Greater Palm Springs CVB located at 70-100 Highway 111, Rancho Mirage, CA 92270, during normal business hours.

Greater Palm Springs

Local Industry STR Data for March 2019

March 2019							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Mar 2018					Occ %	Percent Change from CYTD 2018					Census # of Hotels	Census # of Rooms
	Mar 2019	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2019	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	84.0	-0.6	0.7	0.1	1.1	0.4	73.1	-2.5	0.2	-2.3	-0.5	-0.6	138	15267
Palm Springs	83.8	-2.3	2.4	0.0	0.6	-1.8	72.7	-2.6	2.1	-0.6	0.0	-2.0	64	5215
Cathedral City/ Desert Hot Springs	80.9	1.0	-1.3	-0.3	-0.3	1.0	72.3	4.2	0.2	4.3	4.3	4.2	7	845
Rancho Mirage	85.4	-2.5	-4.1	-6.6	-6.5	-2.5	75.8	-2.0	-1.1	-3.1	-3.1	-2.0	7	1844
Palm Desert	85.7	0.9	1.4	2.3	2.3	0.9	75.4	-4.9	0.4	-4.5	-0.5	-0.9	15	2448
Indian Wells/ La Quinta	84.9	1.6	0.9	2.5	2.9	2.0	71.5	-3.6	-1.0	-4.6	-3.0	-2.1	10	2625
Indio	83.8	1.6	5.6	7.2	16.3	10.1	73.0	-0.1	3.5	3.3	12.1	8.3	18	1418
Hotel Class														
Upper Resort	83.1	-2.4	-0.0	-2.4	-2.4	-2.4	70.5	-4.8	-0.8	-5.5	-5.5	-4.8	12	4850
Resort	86.7	-0.6	1.6	1.0	1.4	-0.2	74.4	-3.2	1.7	-1.5	-1.1	-2.8	14	2856
Branded Select Service	84.5	-0.8	1.7	0.9	0.9	-0.8	76.5	0.1	1.4	1.5	1.5	0.1	43	4419

Source: Smith Travel Research, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

(ADR is Average Daily Rate; RevPAR is Revenue Per Available Room; and RNS Is Room Nights Sold)

Greater Palm Springs information includes the various properties within the Coachella Valley



MAY 2019
BOARD REPORT

CONVENTION SALES

CONVENTION SALES

The Convention Sales team has been diligently working on creating new lead opportunities and meeting with planners in a variety of different ways. Nothing beats face-to-face encounters, so we are planning several client events this summer and fall. We will be heading to Houston, Dallas, San Francisco, Boston, Denver and Chicago, just to name a few places, with opportunities for our partners to join along.

Brand and Marketing continue to create great content for our team to help promote the destination as a fabulous place to host meetings and events. We are excited about the new meetings campaign and our video series that pushes out our message and keeps Greater Palm Springs top of mind to the planners.

April was up on room nights by 16% and leads are up 9% YOY, but our year-to-date numbers are down due to large bookings in the first quarter of 2018. Seeing a trend of slow lead generation in the Mid-Atlantic region of the country has been a concern. We are working with Brand to come up with clever ways to reach out to planners to initiate lead opportunities and promote site experiences to generate more interest.

[HOME](#)

[May 2019](#)



[Archive](#)



— Highlights

Virtual Tradeshow

We implemented a 2-day virtual tradeshow May 14-15, where our team and 10 Partners interacted with planners on a virtual platform. We had **96** planners, who opted in “virtually” to a designated digital platform and interacted with our partners and CVB sales members. This gave us the opportunity to reach a variety of new planners and educate them on how their meetings could best fit in our meeting oasis.



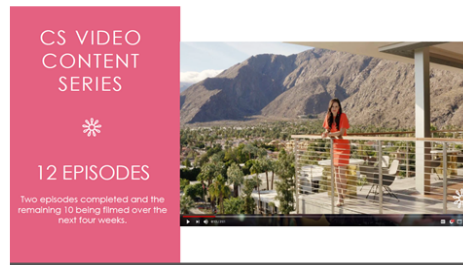
CALSAE Elevate

Greater Palm Springs CVB and Omni Rancho las Palmas hosted this year's Cal SAE's Elevate annual conference, and California's premiere Association Executives from around the state. This gave us an opportunity to showcase the destination to our key association planners, hosting over 300 guests. Following the conference, a group of C-level executives stayed at La Quinta Resort & Spa for additional education and a chance to do some hot laps at the BMW Experience.



— New Video Spots

Brand continues to work on our new convention sales vignette video spots. We have completed three and have been filming additional videos of unique venues, offsite options, group activities, attractions and food venues. Here are three of the new videos for you to enjoy.



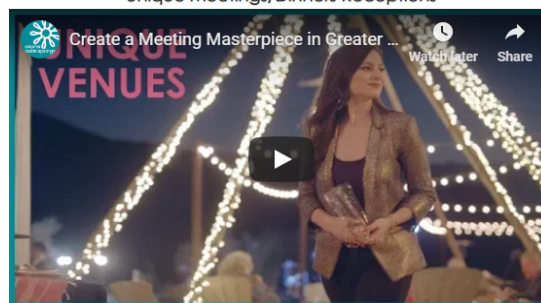
Ease of Travel



Venue Spaces Rentals



Unique Meetings/Dinners Receptions



— Upcoming Missions and Events

The team is gearing up for an incredible summer of sales missions and trade events to reach potential and existing clients. We will be hosting 200 planners at MPI World Education Conference, stressing the importance of wellness through the menu we are serving, and our keynote speaker, Jay Nixon, is a local fitness and wellness trainer and author.

We will be hosting clients in the Lone Star State, meeting with planners in Houston, Dallas and Austin in the middle of June. It's been awhile since we have taken a team to Texas, so we are very excited about the opportunities and group potential it has to offer.

The team is also working on new missions in Chicago and Boston for July and September to help boost our destination exposure and promote air service in those markets.

If you'd like to participate in one or more of our joint share missions, below is a list of our upcoming summer opportunities. Your team's participation will include the following:

- Save-the-date and customer invites
- All organization and payment of venues
- Attendance to all organized client events
- Amenities and gifts presented to the customer
- All branding showing participation
- Pre-trip call to review details

Summer Programs

June 3-6 | Sacramento Sales Mission | \$1,250

June 17-20 | Southeast Sales Mission | \$1,500

July 23-25 | Chicagoland Sales Mission | \$1,895

August 10-13 | ASAE Annual Meeting & Exposition | \$1,895

August 13-15 | Canadian Meetings & Events Expo | \$2,095

You can [sign up online here](#) and get a full list of our joint share opportunities through December 2019.

+ Booking Production Analysis - April 2019

If you have any questions about Convention Sales, please contact:
Mark Crabb, FCDME, Chief Sales Officer
mcrabb@gpscvc.com | 760.969.1304

Convention Sales
Production
April 2019

Team Production (Non-Legacy)						
	Apr-19	Apr-18	YTD 2019	YTD 2018	YTD Goal	Goal %
Leads	101	93	372	394	1,148	32%
Bookings	24	30	82	100	375	22%
Definite Room Nights	19,839	17,113	54,418	66,145	222,500	24%

Legacy Production				
	Apr-19	Apr-18	YTD 2019	YTD 2018
Leads	1	0	4	9
Bookings	0	0	6	4
Definite Room Nights	0	0	6,130	2,079

Total Production (Including Legacy)				
	Apr-19	Apr-18	YTD 2019	YTD 2018
Leads	102	93	376	403
Bookings	24	30	88	104
Definite Room Nights	19,839	17,113	60,548	68,224
Business Sales	\$14,346,248	\$11,066,962	\$44,906,927	\$43,202,176
Jobs Supported	5,910	3,908	18,503	16,790
Local Taxes	\$678,305	\$543,656	\$2,340,008	\$2,176,610
Personal Income	\$5,072,808	\$3,968,196	\$15,864,950	\$15,357,039
Bed Taxes	\$494,553	\$403,611	\$1,749,380	\$1,616,571

PSCC Production				
	Apr-19	Apr-18	YTD 2019	YTD 2018
Leads	9	12	32	54
Bookings	0	1	6	5
Definite Room Nights	0	1,853	7,739	5,708

Event Impact Calculator Key (EIC)

- *Business Sales* - Dollar amount for all expenditures in the local economy as a result of an event. Includes direct, indirect, and induced business sales.
- *Jobs Supported* - Employment supported by all event-related business sales. Includes direct, indirect, and induced business sales.
- *Local Taxes* - Dollar amount for all direct, indirect, and induced local taxes and assessments generated by an event. Includes income, bed, sales, and other
- *Personal Income* - Dollar amount for the income accrued to households as a result of the event and business activity. Includes wages, salaries, labor income, proprietors income, and, retirement/disability/military payments.
- *Bed Taxes* - Dollar amount for the Transient Occupancy Taxes collected based on 11.5% (Average of all Greater Palm Springs cities).

Convention Sales

Booking Production Analysis

April 2019

By Year (Team only)

Meeting Year	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
2019	5	2,929	1,275	34	10,206
2020	5	1,896	915	20	11,377
2021	7	6,587	2,285	17	17,535
2022	3	2,554	1,206	5	6,092
2023	2	2,779	1,400	3	4,409
2024	0	0	0	0	0
2025	1	1,753	1,100	2	3,458
2026	1	1,341	700	1	1,341
2027	0	0	0	0	0
Total	24	19,839	8,881	82	54,418

By Market Segment (Team only)

Type	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
Agriculture, Food	0	0	0	2	1,439
Athletic/Sports	0	0	0	4	3,858
Automotive	0	0	0	1	100
Computer/Software	0	0	0	2	2,379
Educational	1	200	175	5	2,474
Environmental	1	286	150	2	366
Film Crews	0	0	0	0	0
Financial	3	3,978	1,465	8	5,872
Franchise	0	0	0	3	1,867
Fraternal	1	1,753	1,100	2	3,458
Government, Public Admin	0	0	0	5	1,732
Health & Medical	5	5,288	2,081	14	11,124
High Tech/Electric/Comp	0	0	0	4	1,065
LGBT	1	555	350	1	555
Manufacturing/Distribution	0	0	0	3	1,874
Pharmaceuticals	0	0	0	2	886
Real Estate	0	0	0	1	1,335
Religious	1	366	80	3	1,381
Scientific/Technical	0	0	0	1	2,092
Social	1	770	600	3	1,974
SPORTING EVENTS	6	2,340	1,200	6	2,340
Third Party Planner	0	0	0	0	0
Trade/Commercial/Bus	4	4,303	1,680	10	6,247
Transportation	0	0	0	0	0
Total	24	19,839	8,881	82	54,418

Convention Sales
Booking Production Analysis (Cont.)
April 2019

By Key States/Countries (Team only)

State/Country	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
California	14	9,436	4,366	39	20,340
Colorado	0	0	0	1	2,092
District of Columbia	2	2,468	1,250	4	4,113
Florida	0	0	0	5	3,118
Georgia	0	0	0	1	1,705
Iowa	1	159	80	1	159
Illinois	1	28	10	3	1,240
Kansas	0	0	0	4	2,251
Massachusetts	0	0	0	1	789
Michigan	0	0	0	0	0
Minnesota	1	2,395	700	1	2,395
Missouri	0	0	0	0	0
Nebraska	0	0	0	0	0
Nevada	0	0	0	0	0
New Hampshire	0	0	0	0	0
New Jersey	0	0	0	2	3,219
New Mexico	0	0	0	0	0
New York	1	200	175	3	2,744
North Carolina	0	0	0	0	0
Ohio	1	1,753	1,100	2	2,241
Oklahoma	0	0	0	0	0
Oregon	0	0	0	1	70
Pennsylvania	1	788	350	1	788
South Carolina	0	0	0	1	100
Tennessee	0	0	0	0	0
Texas	0	0	0	0	0
Utah	0	0	0	0	0
Virginia	1	2,326	700	3	3,110
Washington	1	286	150	5	1,715
Wisconsin	0	0	0	0	0
[Not Set/Not USA]	0	0	0	4	2,229
Total	24	19,839	8,881	82	54,418

Convention Sales

Lost Business

April 2019

Top Ten Lost Lead Destinations (Ranked by YTD)

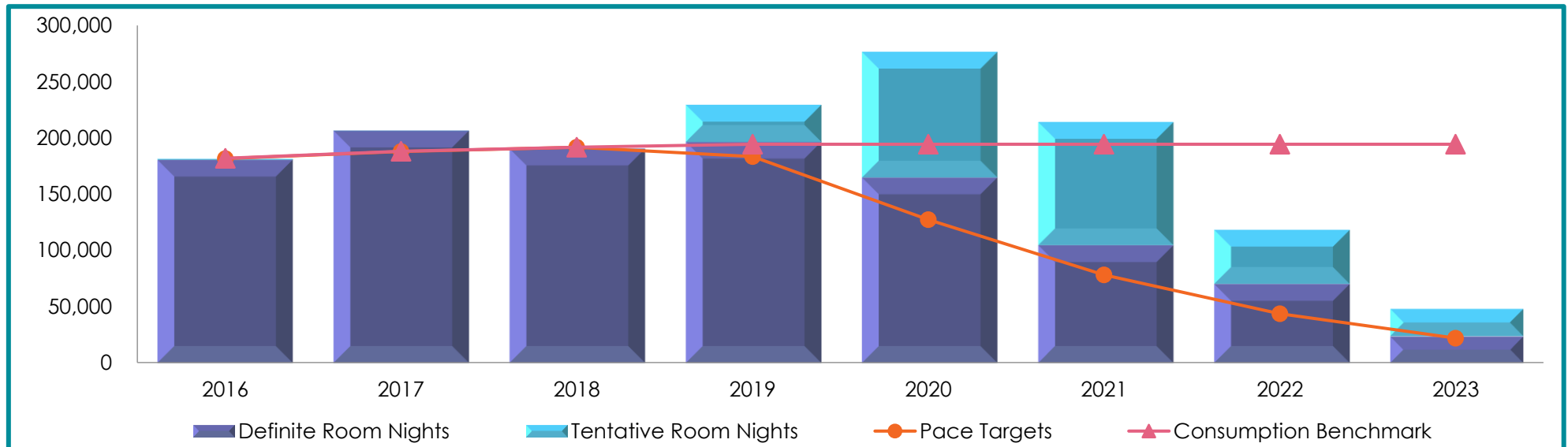
Rank	Lost City	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
1	San Diego	7	4790	22	14,385
2	Las Vegas	1	1,550	5	7,174
3	Orlando	2	2,543	4	6,916
4	Scottsdale	1	1,100	8	6,089
5	Phoenix	3	2,516	5	5,116
6	Philadelphia	0	0	1	3,255
7	Salt Lake City	0	0	1	3,255
8	San Francisco	0	0	1	3,126
9	Albuquerque	1	606	3	2,751
10	Seattle	1	1,880	3	2,474

All Lost Leads by State/Country

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	4	3,616	17	12,450
California	19	8,684	57	30,832
Colorado	2	194	3	689
Florida	2	2,543	8	9,864
Kentucky	0	0	1	640
Georgia	0	0	0	0
Hawaii	0	0	0	0
Idaho	0	0	0	0
Minnesota	0	0	0	0
Montana	0	0	0	0
N/A	1	312	26	18,918
Nevada	1	1,550	6	8,782
New Mexico	1	606	3	2,751
New York	0	0	0	0
North Carolina	0	0	0	0
Oklahoma	0	0	0	0
Oregon	0	0	1	1,478
Out of Country	1	66	7	1,695
Pennsylvania	0	0	1	3,255
South Dakota	0	0	0	0
Tennessee	1	1,065	2	2,405
Texas	1	472	5	3,785
Unknown	13	13,426	103	119,985
Utah	0	0	3	4,053
Washington	2	3,394	4	3,988
Wisconsin	0	0	1	1,467
Wyoming	0	0	1	150
Total	48	35,928	249	227,187

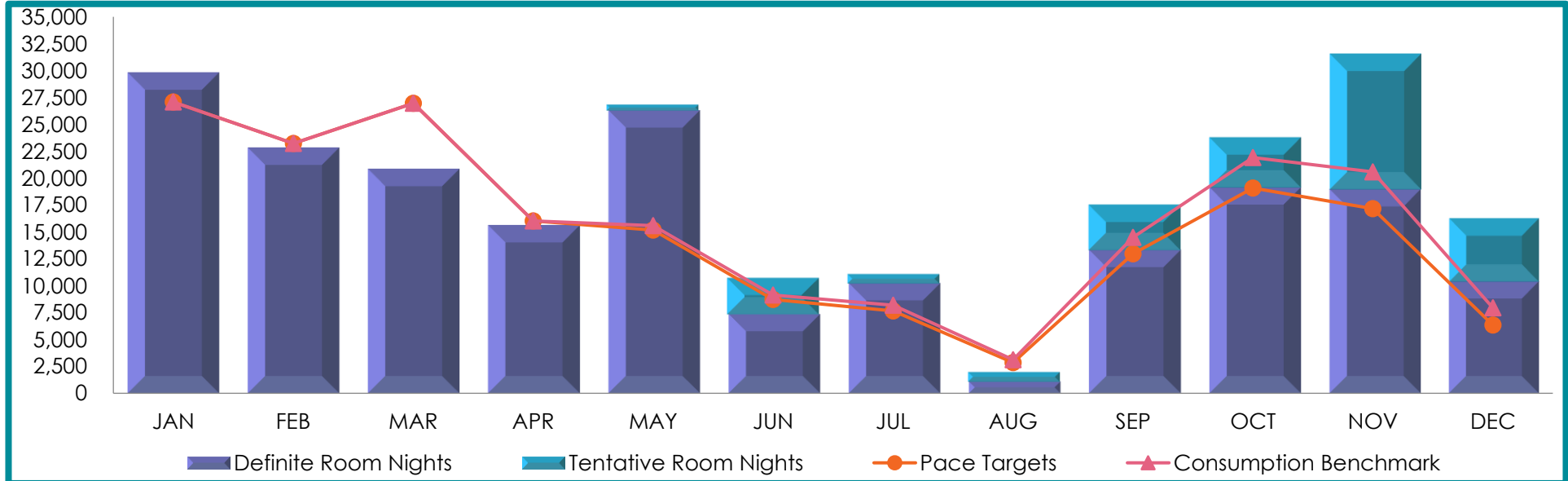
	2016	2017	2018	2019	2020	2021	2022	2023	Total
Definite Room Nights	180,156	206,054	190,016	196,170	164,458	104,232	69,853	23,469	1,134,408
Pace Targets	181,619	187,869	191,568	183,265	127,120	77,963	43,478	21,735	1,014,617
Variance	(1,463)	18,185	(1,552)	12,905	37,338	26,269	26,375	1,734	119,791
Consumption Benchmark	181,769	188,072	191,568	194,278	194,278	194,278	194,278	194,278	1,532,799
Pace Percentage	99%	110%	99%	107%	129%	134%	161%	108%	112%
Total Demand Room Nights	722,310	812,760	868,779	795,890	544,981	294,037	162,188	64,345	4,265,290
Lost Room Nights	542,154	606,706	678,763	599,720	380,523	189,805	92,335	40,876	3,130,882
Conversion Percentage	25%	25%	22%	25%	30%	35%	43%	36%	27%
Tentative Room Nights	1,000	50	0	33,046	111,839	109,508	48,102	24,301	327,846

Greater Palm Springs Events									
Definite Events	231	130	54	264	153	73	37	12	954
Pace Targets	207	95	47	259	125	60	29	13	835
Variance	24	35	7	5	28	13	8	(1)	119
Consumption Benchmark	302	302	302	303	303	303	303	303	2,421
Pace Percentage	112%	137%	115%	102%	122%	122%	128%	92%	114%
Total Demand Events	721	333	129	871	438	179	84	32	2,787
Lost Events	490	203	75	607	285	106	47	20	1,833
Conversion Percentage	32%	39%	42%	30%	35%	41%	44%	38%	34%
Tentative Events	122	111	60	75	170	87	36	16	677



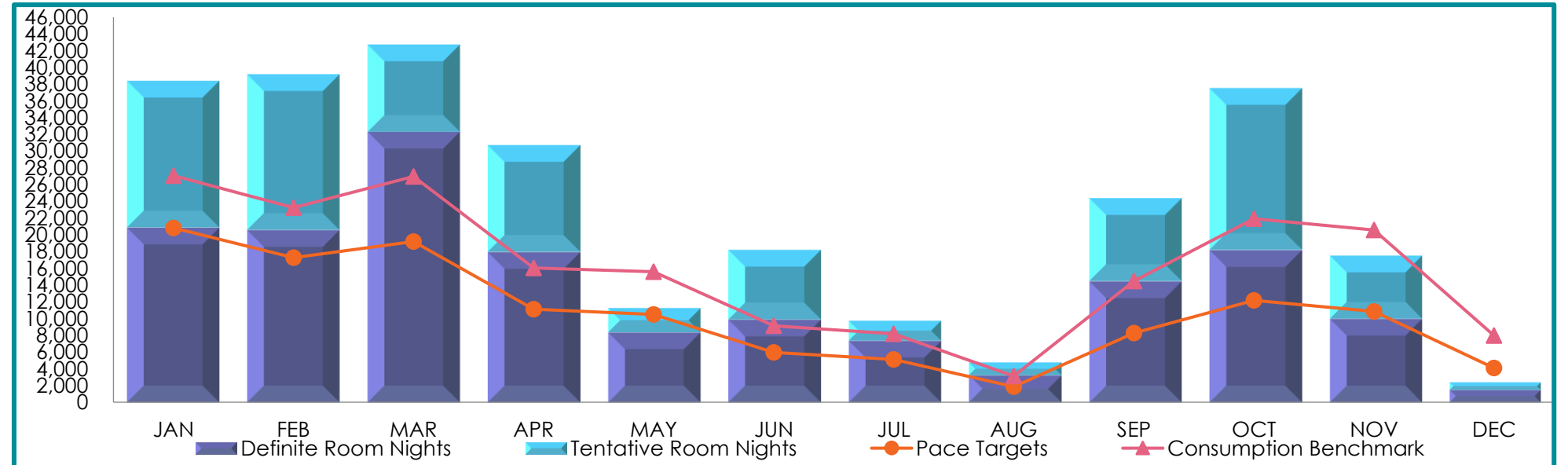
Greater Palm Springs 2019	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	29,760	22,814	20,849	15,664	26,249	7,408	10,309	1,106	13,382	19,163	18,987	10,479	196,170
Pace Targets	27,073	23,235	26,973	16,030	15,179	8,733	7,655	2,854	12,963	19,068	17,155	6,347	183,265
Variance	2,687	(421)	(6,124)	(366)	11,070	(1,325)	2,654	(1,748)	419	95	1,832	4,132	12,905
Consumption Benchmark	27,073	23,235	26,973	16,030	15,576	9,133	8,184	3,123	14,491	21,925	20,585	7,950	194,278
Pace Percentage	110%	98%	77%	98%	173%	85%	135%	39%	103%	100%	111%	165%	107%
Total Demand Room Nights	93,130	117,770	81,292	95,642	74,091	33,251	54,287	10,123	59,691	75,404	84,479	16,730	795,890
Lost Room Nights	63,370	94,956	60,443	79,978	47,842	25,843	43,978	9,017	46,309	56,241	65,492	6,251	599,720
Conversion Percentage	32%	19%	26%	16%	35%	22%	19%	11%	22%	25%	22%	63%	25%
Tentative Room Nights	0	0	0	0	569	3,433	877	911	4,226	4,641	12,529	5,860	33,046

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	40	37	31	22	34	19	13	4	18	20	15	11	264
Pace Targets	43	42	33	24	22	14	11	7	16	25	16	6	259
Variance	(3)	(5)	(2)	(2)	12	5	2	(3)	2	(5)	(1)	5	5
Consumption Benchmark	43	42	33	24	25	17	14	9	23	37	25	11	303
Pace Percentage	93%	88%	94%	92%	155%	136%	118%	57%	112%	80%	94%	183%	102%
Total Demand Events	127	148	100	92	83	53	50	12	63	76	49	18	871
Lost Events	87	111	69	70	49	34	37	8	45	56	34	7	607
Conversion Percentage	31%	25%	31%	24%	41%	36%	26%	33%	29%	26%	31%	61%	30%
Tentative Events	0	0	0	0	4	6	6	5	16	14	18	6	75



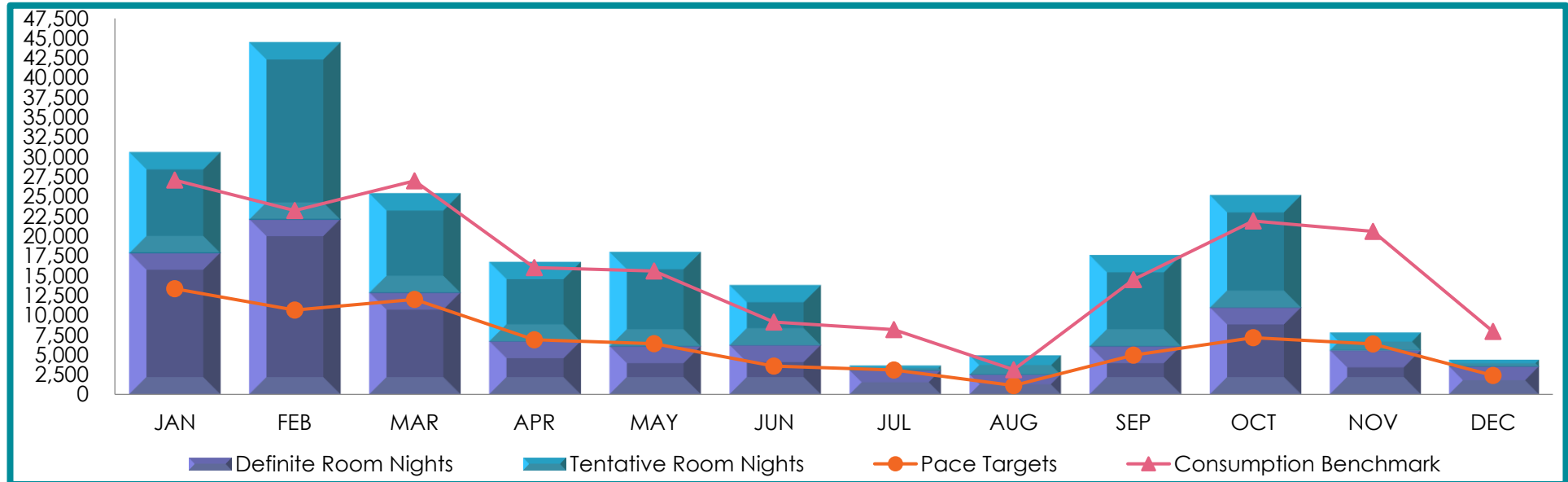
Greater Palm Springs 2020	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	20,844	20,536	32,221	17,941	8,354	9,895	7,348	3,236	14,454	18,162	9,972	1,495	164,458
Pace Targets	20,828	17,268	19,200	11,109	10,485	5,950	5,101	1,856	8,246	12,157	10,846	4,074	127,120
Variance	16	3,268	13,021	6,832	(2,131)	3,945	2,247	1,380	6,208	6,005	(874)	(2,579)	37,338
Consumption Benchmark	27,073	23,235	26,973	16,030	15,576	9,133	8,184	3,123	14,491	21,925	20,585	7,950	194,278
Pace Percentage	100%	119%	168%	161%	80%	166%	144%	174%	175%	149%	92%	37%	129%
Total Demand Room Nights	83,642	91,884	67,656	64,185	32,107	29,688	21,269	11,324	31,129	73,840	31,530	6,727	544,981
Lost Room Nights	62,798	71,348	35,435	46,244	23,753	19,793	13,921	8,088	16,675	55,678	21,558	5,232	380,523
Conversion Percentage	25%	22%	48%	28%	26%	33%	35%	29%	46%	25%	32%	22%	30%
Tentative Room Nights	17,472	18,585	10,432	12,735	2,883	8,275	2,370	1,530	9,868	19,287	7,502	900	111,839

Greater Palm Springs 2020 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	27	20	20	16	11	7	3	4	11	22	9	3	153
Pace Targets	23	21	15	11	10	7	5	3	8	12	7	3	125
Variance	4	(1)	5	5	1	0	(2)	1	3	10	2	0	28
Consumption Benchmark	43	42	33	24	25	17	14	9	23	37	25	11	303
Pace Percentage	117%	95%	133%	145%	110%	100%	60%	133%	138%	183%	129%	100%	122%
Total Demand Events	79	77	57	50	33	22	13	10	26	46	19	6	438
Lost Events	52	57	37	34	22	15	10	6	15	24	10	3	285
Conversion Percentage	34%	26%	35%	32%	33%	32%	23%	40%	42%	48%	47%	50%	35%
Tentative Events	29	35	25	18	6	12	6	2	13	17	6	1	170



Greater Palm Springs 2021	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	17,918	22,148	12,910	6,776	6,160	6,267	3,095	2,570	6,155	11,033	5,630	3,570	104,232
Pace Targets	13,344	10,663	11,990	6,890	6,399	3,576	3,089	1,123	4,969	7,167	6,364	2,389	77,963
Variance	4,574	11,485	920	(114)	(239)	2,691	6	1,447	1,186	3,866	(734)	1,181	26,269
Consumption Benchmark	27,073	23,235	26,973	16,030	15,576	9,133	8,184	3,123	14,491	21,925	20,585	7,950	194,278
Pace Percentage	134%	208%	108%	98%	96%	175%	100%	229%	124%	154%	88%	149%	134%
Total Demand Room Nights	38,349	41,703	29,715	36,096	19,179	11,578	30,168	7,335	24,188	35,575	16,581	3,570	294,037
Lost Room Nights	20,431	19,555	16,805	29,320	13,019	5,311	27,073	4,765	18,033	24,542	10,951	0	189,805
Conversion Percentage	47%	53%	43%	19%	32%	54%	10%	35%	25%	31%	34%	100%	35%
Tentative Room Nights	12,749	22,297	12,603	10,091	11,979	7,684	660	2,450	11,577	14,236	2,282	900	109,508

Greater Palm Springs 2021 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	14	16	6	6	5	5	3	2	5	5	4	2	73
Pace Targets	11	10	7	5	5	3	3	2	4	6	3	1	60
Variance	3	6	(1)	1	0	2	0	0	1	(1)	1	1	13
Consumption Benchmark	43	42	33	24	25	17	14	9	23	37	25	11	303
Pace Percentage	127%	160%	86%	120%	100%	167%	100%	100%	125%	83%	133%	200%	122%
Total Demand Events	27	27	16	25	12	11	13	5	14	16	11	2	179
Lost Events	13	11	10	19	7	6	10	3	9	11	7	0	106
Conversion Percentage	52%	59%	38%	24%	42%	45%	23%	40%	36%	31%	36%	100%	41%
Tentative Events	10	14	14	12	8	5	1	1	8	11	2	1	87



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DESTINATION SERVICES

DESTINATION SERVICES

During this reporting period, the Destination Services team fulfilled 5 Convention Sales client requests resulting in 348 CVB Partner referrals, assisted a total of 7 Convention Sales clients with their service requests/fulfillments, and organized 30 site visits representing 25,134 room nights and 9,739 attendees.

In addition, the team planned and organized 13 programs encompassing 15 events and activities including:

- 1 FAM
- 3 Conference Sponsorships
- 10 Client Events
- 1 CVB Event

Highlights

Recap: February to April

Large events that were executed by the department include:

- GPSnext - Feb. 7
- CSUSB Mardis Gras Fundraiser - Feb. 16
- BNP Baribas Open FAM - March 11-13
- CalSAE Elevate Conference Sponsorship - April 28 – 5/1
- Cal Cup Conference Sponsorship - April 29 – May 3

Upcoming: May to July

Currently, the department projects the following program management. Because most site visits book relatively short term (2-3 weeks in advance), the projections below will likely increase in the coming months.

- 15 programs encompassing 33 events
- 14 pending sites May-July

Cal Cup Conference



Cal Cup Conference



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If you have any questions about Destination Services, please contact:
Jill Philbrook, Director of Destination Services
jphilbrook@gpscwb.com | 760.969.1341

MAY 2019
BOARD REPORT

TRAVEL INDUSTRY SALES

TRAVEL INDUSTRY SALES

Travel Industry Sales hosted the **California Cup** April 29 - May 3. The invitation-only event attracted 56 senior-level decision makers in nine top international markets. Participants represented international wholesale tour operators, retail travel agencies, receptive tour operations, airlines and travel media.

Our international offices also conducted several training events and coordinated meetings with key clients to promote Greater Palm Springs and initiate specific marketing strategies.

Travel Industry Sales was also busy hosting additional clients in the destination, attending a local client event and conducting sales calls in the California beach cities.

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California Cup 2019 - Group Photo at Desert Willow Golf Resort



California Cup 2019 - Opening Reception at JW Marriott



California Cup 2019 - Donation to Desert Arc



California Cup 2019 - Event at Metate Ranch



Key Report Period Stats

Travel Industry Sales Goals				
	Monthly	YTD	Team Goal	% of Goal
Client Reach	659	2380	8,800	27.00%

Travel Industry Sales Activities and Programs				
	Monthly	YTD	Team Goal	% of Goal
In-Market Activations	0	1	15	Organized in-market campaign, event or experience enabling GPS CVB to bring brand awareness directly to the travel trade.
Marketing Campaigns Co-Ops	1	14	35	Coordinated marketing and / or social media campaigns with the travel trade, including Online Travel Agencies promoting the destination.
Trade Shows Sales Missions	2	11	100	Attend events and organized sales missions promoting the destination to the travel trade.
FAMS, Site Visits & Client Meetings	1	9		Organized and hosted FAMS, sites and client meetings in the destination.
Webinars, Trainings & Workshops	6	26		Presentations conducted at call centers, live webinars or hosted workshops that include multiple sessions of trainings and PowerPoint.
Total		61	150	

+ TIS Activities & Programs

If you have any questions about Travel Industry Sales, please contact:
 Gary Orfield, Director of Travel Industry Sales
gorfield@gpscvb.com | 760.969.1335

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PARTNERSHIP & CTA

PARTNERSHIP & CTA

Partner engagement and awareness are the primary focus for 2019. The Partnership team is producing educational programming, unique networking opportunities, informative communications and events that highlight local tourism partners. The Greater Palm Springs Tourism Ambassador program continues to see strong participation from the local community.

March to April 2019 Partnership Highlights

277 Partner referrals were processed

9 new Partners welcomed:

- Villa Royale
- Del Rey Restaurant & Bar
- Fairfield Inn & Suites Indio
- V Wine Lounge
- Ara Pilates + Movement
- Marvyn's Magic Theater
- Brad Schmett Real Estate Group
- California State University San Bernardino, Palm Desert Campus
- Friends of the Desert Mountains

78 Partner renewals, for a total of 446 current active Partners

3 Partner events with 373 partners attending

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Community Events

Cathedral City

- GCVCC - Cathedral City State of the City Address & Luncheon / DoubleTree by Hilton Golf Resort
- Desert Business Association Mixer / Toyota of the Desert
- GCVCC Regional Mixer / Jessup Cadillac Dealership
- GCVCC - Cathedral City Orion Awards / Doubletree by Hilton Golf Resort

Indian Wells

- Indian Wells State of the City Breakfast / Indian Wells Golf Resort

Indio

- FIND Food Bank Telethon
- Coachella Festival Pre-party / Jackalope Ranch
- Coachella Valley Business Conference / Fantasy Springs Resort Casino
- Stagecoach Pre-party / Jackalope Ranch

Palm Desert

- PDACC Business Breakfast / Desert Willow Golf Resort
- PDACC Ribbon Cutting / The Leaf
- PDACC Mixer / Saks Fifth Avenue
- PDACC State of the City Luncheon / JW Marriott Desert Springs Resort & Spa
- PDACC Ribbon Cutting / V Wine Bar

CVB Meet & See at CVRep



- Indian Wells Chamber Ribbon Cutting / Funtastik Balloons
- Desert Health News' annual nominee reception and Wellness Awards kick-off / Cambria on Cook
- PDACC Ribbon Cutting / Kitchen 86 + Bar
- PDACC Business Breakfast / Casuelas Café

Palm Springs

- Wedding Warriors Mixer / Saguaro Hotel & Pool
- Palm Springs Chamber Mixer / Shamrocks Irish Pub
- PSHA Luncheon / Hyatt Palm Springs
- 6th Annual Richard M. Milanovich Legacy Hike
- DAP - Dining Out for Life Kick-Off Event / Eight4Nine Restaurant
- Palm Springs Chamber Leads Lunch / Rio Azul Restaurant
- Palm Springs Chamber Ribbon Cutting / Tredi Interiors
- Palm Springs Chamber Mixer / Spencer's
- PSHA Luncheon / Mr. Lyons
- Desert Business Association Mixer / Wabi Sabi

CVB Meet & See at the Merv Griffin Estate in La Quinta



Rancho Mirage

- Rancho Mirage Chamber Ribbon Cutting / O'Caine Irish Pub
- Rancho Mirage State of the City Luncheon / The Ritz-Carlton RM
- Rancho Mirage Chamber Ribbon Cutting / Krispy Kreme

Thousand Palms

- SunLine Transit Earth Day Celebration

Submit Summer Chill Deals - <https://www.visitgreaterpalmsprings.com/partners/>

Lifestream Blood Drive

The CVB hosted a blood drive with Lifestream in March at its office in Rancho Mirage. CVB staff and Partners came out to donate resulting in 33 units collected, over 30% more than our goal for the drive. Wild Rose Spa partnered to offer mini spa treatments for donors and Pastry Swan Bakery provided treats. The drive helped to not only collect donations but also raise awareness among our tourism Partners about the serious need for blood donations in our community. Lifestream donated \$5 from each collection to the Greater Palm Springs Tourism Foundation. The "donor group code" **9MTS** is still active and can be used by anyone donating blood to Lifestream to support the Tourism Foundation going forward.

— Certified Tourism Ambassador® (CTA) Program

The Greater Palm Springs Tourism Ambassador program held 4 CTA enrollment classes in March and April. The program has certified 103 CTAs to date. In addition to the ongoing partner freebies and discounts offered on CTANetwork.com, CTAs were offered the opportunity to attend the ANA Inspiration Golf Tournament in Rancho Mirage in April as a benefit for being in the program.

Hiring for the Partnership Manager, who will run the program operations, is currently underway. Survey responses from class participants remain strong with over 94% rating the program excellent or very good. Updates to the program in March and April have included a new video that helps illustrate the power of branding and time before class starts for students to add the VisitGreaterPalmSprings.com badges to their mobile home screens for easy access during and after class.

Submit Special Offers Exclusively for CTAs

<https://www.visitgreaterpalmsprings.com/partners/cta-partner-offer-submission-form/>

Become a CTA

<https://www.visitgreaterpalmsprings.com/gps-cta-program/>

If you have any questions about Partnership, please contact:
Davis Meyer, Partnership Manager
dmeyer@gpscvb.com | 760.969.1360

MAY 2019
BOARD REPORT

DESTINATION MARKETING

MARKETING

For the months of March and April, the destination's advertising efforts generated **25,541,335 digital impressions**, **88,100,700 out-of-home impressions**, and **2,573,440,000 television impressions** with **293,689 television spots**.

— Digital

TripAdvisor

Advertising on [TripAdvisor](#) generated 1,009,422 Impressions and 2,414 clicks for the months of March and April. This campaign has generated a strong click-through rate of .25% (compared to TripAdvisor's average of .10%). Since July 2018, Arrivalist data reports this campaign attributed to 2,961 arrivals in Greater Palm Springs and a 1.10 APM (above the .30 Arrivalist APM benchmark). Since January 2019, Adara data reports that this campaign has attributed to **1,644 hotel bookings** and **669 flight bookings**.

Expedia

For the months of March and April, the destination's [Expedia](#) campaign generated 3 million impressions and 1,626 clicks on Expedia partner websites, such as Expedia, Orbitz, Travelocity, Cheap Tickets and Hotels.com. The campaign also included a landing page targeting key fly markets with information on flights to PSP. As a result of this campaign, Expedia reports 41K hotel room nights generated and 7.7K air tickets booked for the months of March and April. The return on ad spend for this campaign is very high at \$252.7 to \$1. For these months, the destination is up 8.4% in hotel room nights and up 23.3% in air tickets.

Travelzoo

The Greater Palm Springs destination [Travelzoo](#) campaign generated 14,700,411 impressions and 31,336 clicks for the months of March and April. The GPS destination landing page features 9 Partner offers, including Colony Palms Hotel, Desert Adventures Red Jeep Tours, Doubletree by Hilton Hotel Golf Resort Palm Springs, Hyatt Regency Indian Wells Resort & Spa, JW Marriott Desert Springs Resort & Spa, The Saguaro Palm Springs, Social Cycle and The Westin Mission Hills Golf Resort & Spa. Since January, Adara reports that this campaign has attributed to 739 hotel bookings and 370 flight bookings.

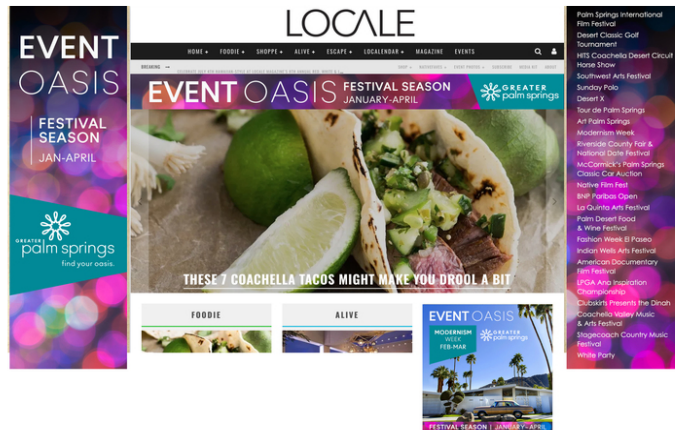
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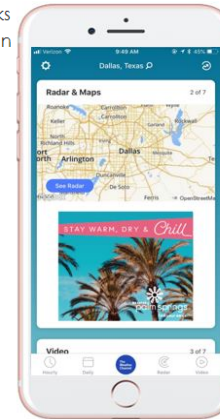
Locale

Locale reports 363,276 impressions generated for the months of March and April. Adara reports that the **Locale** campaign has contributed to 128 hotel bookings and 53 flight bookings for the months of January through April. This campaign targets Southern California through web editorials on Locale.com, including 36 custom articles optimized for google search positions.



Weather.com

The Weather Channel reports 1,025,367 impressions and 9,354 clicks for the months of March and April. This campaign targets viewers in fly markets with a combination of weather triggers to automate media delivery to users who are experiencing cold/inclement weather.



Edge Media

The destination launched its first campaign with **Edge Media**, targeting LGBT travelers. For the month of April, the campaign generated 649K impressions and 394 clicks. Adara reports that 3 hotel bookings and 4 flights were booked from this campaign for the month of April.



— Television

Television

In March and April, we targeted cable television in Los Angeles, San Diego, Phoenix, Las Vegas and San Francisco. Fly markets—including Seattle, Portland, Chicago, Minneapolis, New York, Dallas, Denver, Atlanta and Boston—were targeted through March.

The Winter Cable TV Co-op continued through March and featured Palm Springs Preferred Hotels, Hotel Paseo, ANA Inspiration and the BNP Paribas Open. The campaign included custom Partner commercials that aired on KTLA-Los Angeles, WGN-Chicago and also cable television in Los Angeles, San Diego, Phoenix, Las Vegas and San Francisco.

Television garnered **2,573,440,000 television impressions** with **293,689 television spots**. Total television impressions include streaming TV on Spectrum, Cox and Comcast, ABC, NBC, CBS, Fox and HBO GO Smart TV apps.



— Billboard

Billboard

Destination-branded digital billboards ran in LA and San Diego. The CVB also promoted events on digital billboards, including BNP Paribas Open, La Quinta Arts Festival, ANA Inspiration, Desert X, Palm Desert Food & Wine, Fashion Week El Paseo and Indian Wells Arts Festival. The event billboards generated 26.3 million impressions for Greater Palm Springs. In addition, billboard co-op partner Omni Rancho Las Palmas received 3.3 million impressions for the months of March and April. There were **88,100,700 total out-of-home impressions**.



Airline

In addition to partnering with major airlines to reach fly market travelers, the media plan also includes tactics to reach planners, financiers and strategists in airline industry. These **airline efforts** included Airline Weekly, American Airlines Magazine, Westjet Magazine and Alaska Airlines Magazine. For the months of March and April, the destination garnered **32 million impressions**.



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— Meetings

Meetings

The CVB increased advertising efforts to reach meeting professionals in 2019. For March and April, advertising to this market included CVENT, MPI, PCMA, CA Meetings & Events, Connect, Meetings Today, Meetings & Conventions, Smart Meetings and Successful Meetings. These efforts garnered **156,699 impressions** for March and April.



If you have any questions about Marketing, please contact:
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cpace@gpscvc.com | 760.969.1347

Dana Fury, Marketing Manager
dfury@gpscvc.com | 760.969.1345

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DIGITAL MARKETING

Digital Marketing

Digital Marketing is continuing to optimize digital promotion of the destination through online channels. The focus for the CVB website remains on creating a more engaging user experience for visitors while emphasizing key areas including chilli deals and the events calendar. The CVB is continuing to contract with travel data providers to measure the impact of digital marketing campaigns on hotel and air bookings, as well as actual visitation.

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Travel Data

Arrivalist



Website	Mar. 19	Apr. 19	CTD
Exposures	370,134	353,117	1,085,874
Arrivals	1,650	903	2,553
APM	2.64	1.96	2.35

TripAdvisor	Mar. 19	Apr. 19	CTD
Exposures	348,492	328,555	677,047
Arrivals	507	443	950
APM	1.45	1.35	1.4

TOTAL	Mar. 19	Apr. 19	CTD
Exposures	974,348	788,573	1,742,921
Arrivals	2,157	1,346	3,503
APM	2.21	1.71	1.98*

*Arrivalist benchmark APM is 0.30

Adara



Digital Media Impact

Month	Bookings	Total Nights	Stay Length	ADR	Revenue
Jan.	577	1,468	2.5	\$239.72	\$351,956
Feb.	792	1,793	2.3	\$241.76	\$433,376


Website Impact

Month	Bookings	Total Nights	Stay Length	ADR	Revenue
Jan.	614	1,507	2.5	\$227.13	\$342,290
Feb.	504	1,186	2.4	\$232.55	\$275,806

Group Meeting Deals

In March, the CVB launched a [Group Meeting Deals](#) page to offer special group rates to meeting planners and their attendees. There are currently 10 hotel properties offering featured deals. If you would like to add a group offer, [log in to the extranet](#) and click on [Marketplace](#).

Favorites

A new "Favorites" feature is now available on the CVB website. This tool allows users to create a customized collection of Greater Palm Springs Partners and share customized lists with others. To use, click on the "heart" icon on any Partner listing. To view your collection, click on the saved heart in the top navigation of the website.  (3)

AMP

As mobile users continue to account for a growing segment of CVB website traffic, the CVB partnered with Simpleview to implement AMP (Accelerated Mobile Pages) on the CVB website. AMP versions of the website are now available to mobile users viewing listings, events, deals or blog posts. These pages offer a mobile-optimized design with faster load times.

Top Pages

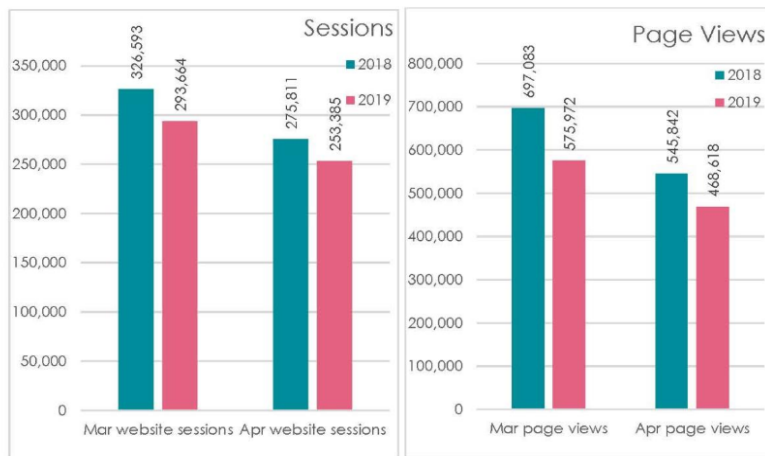
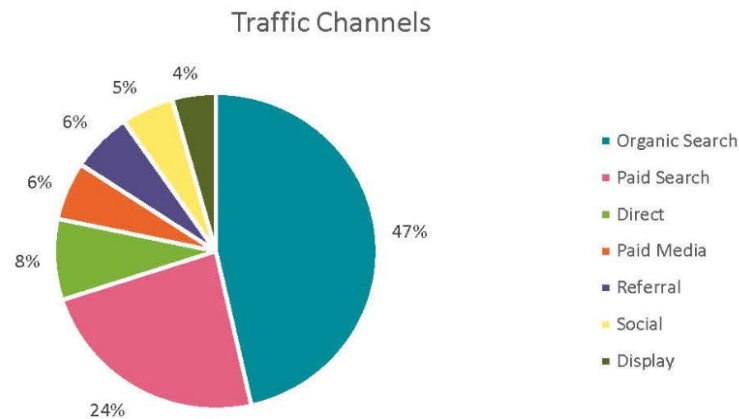
Most Viewed Pages

The following five pages were the most viewed in March-April:

Page URL	Pageviews
/play/things-to-do/	44,372
/events/	30,586
/chill-deals/	26,326
/blog/post/30-free-things-to-do-in-greater-palm-springs/	19,227
/events/signature-events/Coachella-valley-music-arts-festival/	16,925

Organic Traffic

Organic traffic continues to be the top traffic driver to the CVB website. In March and April, organic traffic accounted for 47% of total traffic. The other top-performing traffic channel was paid search with 24%.



Website Sessions: 45% to goal

Page Views: 41% to goal

How to Get Involved

Partner Extranet: Be sure to keep your profile up to date on the CVB website by logging in to the partner extranet at www.mygpscvb.com. This includes updating listing data and your business description, images and special offers for chillpass.com.

Chill Pass: Add your tourism-related offers through the Partner extranet. When you log in, if you have marketing access, click on the Collateral tab on the left of the screen, then click Special Offers to view, add and edit your Chill Pass offers. Your offers will be reviewed before posting live on www.chillpass.com.

Calendar of Events: We love to keep readers informed of the latest events taking place in Greater Palm Springs! If you have a tourism or hospitality-related event that you would like promoted on the CVB online calendar, please submit your event to www.visitgreaterpalmssprings.com/events/submit. Once your offer has been submitted, it will be reviewed by the CVB prior to publishing on the site.

If you have forgotten your password to the extranet, please visit the Partner log-in page and click on "forgot password."

Digital Library: We continue to add new images and request approval of existing images for our Greater Palm Springs destination photo/video gallery. The site features high-resolution images and videos that can be used by media and trade to market the destination. It's easy to set up your account at www.barberstock.com/GreaterPalmSprings.

If you have any questions about Digital Marketing, please contact:
Marissa Willman, Director of Digital Marketing | mwillman@gpscvb.com | 760.969.1348

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SOCIAL MEDIA

Social Media

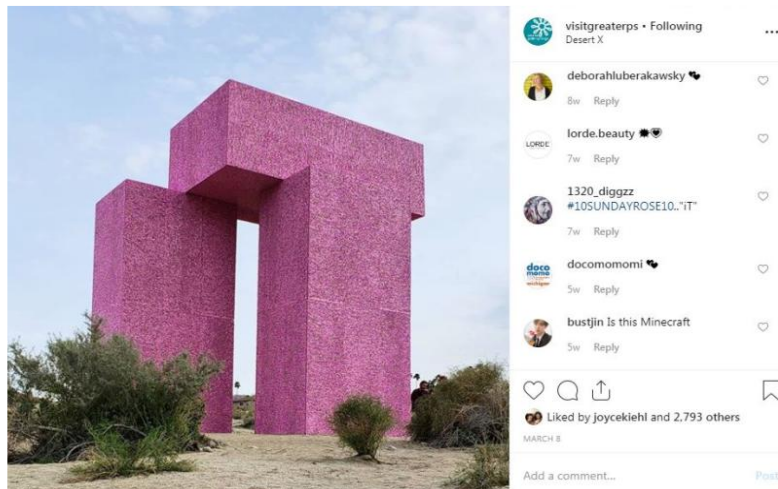
March and April represent the destination's peak busy season, with many of the destination's signature events falling within this time period. Social media coverage focused on the promotion of these events, as well as the planning and pre-production processes for summer's social media campaigns.

— Event Coverage

Signature events were promoted through [Facebook](#), [Instagram](#) and [Twitter](#) throughout March and April with static posts, stories, photos and video content. Promoted signature events included:

- [Desert X](#)
- [BNP Paribas Open](#)
- [La Quinta Arts Festival](#)
- [Fashion Week El Paseo](#)
- [Palm Desert Food + Wine](#)
- [Indian Wells Arts Festival](#)
- [LPGA ANA Inspiration](#)
- [Club Skirts Presents The Dinah](#)
- [Coachella Valley Music & Arts Festival](#)
- [Stagecoach](#)
- [White Party](#)

Our event-related social media posts for this report period totaled **over 315,000 impressions**.



HOME

May 2019

Archive

— Summer Campaigns

The CVB is working with its social media agency of record, Sparkloff, to produce two summer-specific influencer campaigns to promote brand awareness and [Chill Deals](#) to the CVB's target drive markets

CHILLspiration

For this awareness campaign, the CVB will host three influencers with an itinerary including six summer activities. Assets will be captured in video, stills and audio and be distributed through Facebook, Instagram, Instagram Stories, YouTube and Twitter.

Chill Deals

The CVB will host two influencers to promote 10 Chill Deals for our summer Chill Deals campaign. The program will also target audiences that were exposed to the CHILLspiration campaign, offering multiple user touchpoints to drive users to the CVB's [Chill Deals landing page](#). To offer engaging content through this promotion, the campaign will focus on creating cinemagraphs, which are seemingly static images with only one moving element, such as waves in a pool or palm trees swaying. This campaign will link to partner deals on the CVB website.

Facebook

The top-performing post for engagement during this time period was a video, which is a preferred content type on Facebook. The video also included a unique selling point (USP) of boutique hotels. This actionable type of content allows users to start planning a trip around the content consumed. [View the video here.](#)

During this time period, carousel ads were also introduced as a third level of link click ads to drive engaged social media users to the CVB website.

In addition to major signature events, April also saw the reopening of the Palm Springs Aerial Tramway. The reopening was covered on the CVB's Facebook Stories and led to record engagement from a single Facebook Story.

facebook

	Fans	Impressions	Video Views	Website Clicks	Engagement
2019 Incremental Year-to-Date	11,025	3,869,177	911,965	41,871	31,250
2019 Incremental Goal	19,436	9.3M	1.3M	80K	80K
2019 Goal	370K	9.3M	1.3M	80K	80K
% Towards Goal	56.72%	41.60%	70.15%	52.34%	39.06%

Instagram

On Instagram, the highest performing post was also the reopening of the Palm Springs Aerial Tramway. Users were highly anticipating this announcement and engaged with the timely "social buzz" that was created online around the reopening of this iconic local attraction.

In addition to supporting the Tramway reopening, Instagram Stories were utilized throughout March and April to support signature events. In particular, Instagram Stories provided a timely channel to distribute real-time content during the two festival weekends of the Coachella Valley Music and Arts Festival and one weekend of Stagecoach. The CVB also renewed a partnership with country music artist CAM to host a takeover on the CVB Instagram.



	Fans	Impressions	Video Views	Engagement
2019 Incremental Year-to-Date	2,105	2,589,776	174,115	188,103
2019 Incremental Goal	5,101	6.2M	1M	500K
2019 Goal	25K	6.2M	1M	500K
% Towards Goal	41.27%	41.77%	17.41%	37.62%



visitgreaterps • Follow
Palm Springs Aerial Tramway

visitgreaterps Have you planned your next trip? The @palm Springs Aerial Tramway has reopened and the view is a must-see! #findyouroasis

#hikingviews #pstramway
#peoplewho adventure #outdoorslife
#adventurealways #welivetoexplore
#liveoutdoors #simplyadventure
#hikecalifornia #socialhiker #VisitCalifornia

View all 12 comments

visitgreaterps @reinertina we couldn't agree more!

visitgreaterps @serenity_in_the_desert It is, and the views are amazing from the top!

visitgreaterps @schmahltowngirl what a

568 likes
APRIL 2

Log in to like or comment.



visitgreaterps • Follow
Stagecoach Festival

visitgreaterps Loving those @stagecoach sunsets #findyouroasis

#weekend #stagecoach2019 #sunsetlover
#sundaysunsets #cityofindio #coachellavalley
#visitcalifornia #ferriswheel #countrymusic
serenity_in_the_desert Cool shot! Sounds like it was a fun weekend. 🌞
always5star I am loving this too! Wow!! 🌟🌟
demi.meier beautiful 🌟

1,501 views
APRIL 28

Log in to like or comment.

Twitter

Recent link click ads on Twitter achieved a Cost Per Click (CPC) of \$0.04, the lowest cost per click seen on the account in over 12 months. Additionally, ad spends were reduced during this time period as to reallocate budget to promote the upcoming summer campaigns. Despite the reduced budget, these ads performed exceptionally well and drove a significant amount of traffic to the CVB website.

In April, the CVB again participated in the annual CSR Share Day event, a 24-hour Twitter campaign that champions discussion around corporate social responsibility and sustainability. The CVB hosted a one-hour Twitter chat around health and wellness in the destination and as it relates to meetings.

Twitter also offered a real-time opportunity to successfully join conversations around significant events, such as the Tram reopening and the Coachella Valley Music and Arts Festival. The excitement around these events created a sense of urgency to engage on such a quick-moving platform.



	Fans	Impressions	Video Views	Website Clicks	Engagement
2019 Incremental Year-to-Date	1,786	1,789,568	277,773	23,674	3,055
2019 Incremental Goal	3,467	5M	500K	22K	20K
2019 Goal	45K	5M	500K	22K	20K
% Towards Goal	51.51%	35.79%	55.55%	107.61%	15.28%

YouTube

Followers continued to grow organically in April, regardless of media spend. Continuing to grow engaged subscribers will increase organic video views moving forward, as new videos will be pushed out to a growing and loyal audience.



	Subscribers	Video Views
2019 Incremental Year-to-Date	1,285	2,328,830
2019 Incremental Goal	500	6.5M
2019 Goal	3,302	6.5M
% Towards Goal	113.99%	35.83%
Stretch Incremental Goal	3,552	

dineGPS: Facebook, Instagram, Twitter

The dineGPS channels are focused on promoting the upcoming Restaurant Week event. The Facebook event is live and allows users to easily RSVP, receive reminders and updates, and invite their friends to attend. The dineGPS Twitter account is promoting all menus submitted by the Restaurant Week deadline with dedicated Tweets.

Additionally, an April Facebook contest captured more than 2,500 email addresses that will be added to the dineGPS email database. A second Instagram sweepstakes with influencer promotion started in mid-May, with the goal to increase Instagram subscribers ahead of the Restaurant Week event.

facebook

	Fans	Impressions	Video Views	Website Clicks	Engagement
2019 Incremental Year-to-Date	3,256	1,785,601	365,438	3,659	14,081
2019 Incremental Goal	1,940	400K	200K	20K	7K
2019 Goal	10K	400K	200K	20K	7K
% Towards Goal	0.23%	446.40%	182.72%	18.30%	201.16%
Stretch Goal		1.5M	500K		50K

Instagram

	Fans	Impressions	Video Views	Engagement
2019 Incremental Year-to-Date	330	133,619	8,389	26,100
2019 Incremental Goal	511	150K	10K	4K
2019 Goal	1,500	150K	10K	4K
% Towards Goal	24.27%	89.08%	83.89%	652.50%

twitter

	Fans	Impressions	Engagement
2019 Incremental Year-to-Date	251	638,748	411
2019 Incremental Goal	693	300K	500
2019 Goal	3,500	300K	500
% Towards Goal	2.74%	212.92%	23.60%



dineGPS @dineGPS · 2h

Reserve, Dine, help and trEAT! bit.ly/2IduGMD

Reserve your table on @dineGPS website during Greater Palm Springs Restaurant Week and \$1 will be donated to @FINDFoodBank. For every \$1 donated, FIND Food Bank is able to provide 5 meals. #GPSRW



If you have any questions about CVB Social Media, please contact:
Krystal Kusmieruk, Social Media Manager | kkusmieruk@gpscwb.com | 760.969.1337

MAY 2019
BOARD REPORT

COMMUNICATIONS

Communications

The Communications team has had a successful start to 2019, with 215 published articles totaling 1,489 Barcelona points. As we start Q2, we are continuing to host both individual and group media FAMs as well as travel to key markets to meet with top-tier journalists focusing on our brand pillars.

2019 Media Value: YTD

The Barcelona Principles

January

405

February

324

March

432

April

397

2019 YTD

1558

MEDIA ASSISTS

515

TRACKING

Ad Value
\$7,468,726

Circulation/Impressions
565,176,815

Total Number of Articles
217

2019 POINTS GOAL

3,650

[HOME](#)

[May 2019](#)

[Archive](#)

— Highlights

It has been a productive Spring for the Greater Palm Springs Communications team, meeting with a total of 296 journalists both in and out of market.

Visit California Mexico Mission: To better understand the Mexican traveler and capitalize on California's cache in the neighboring country, the team visited Mexico City in late March. Combining an intimate editor's dinner, an influencer brunch and a family-focused activation, the Greater Palm Springs Communications team connected with over **100 Mexican media** to share stories beyond the known Palm Springs and Coachella angles.

Visit California Asia Mission: In April the team traveled to Japan and South Korea to capitalize on two of California's most mature markets. This event provided key face-to-face networking opportunities with key media in the Asia market through one-on-one meetings as well as a VIP road trip music-themed dinner. The team met with over **100 journalists and influencers**.

Arts & Culture Press Trip: For the second consecutive year, the CVB partnered with Goldenvoice to host an Arts & Culture-focused press trip. During the day, the media explored Greater Palm Springs' varied art landscape, including visits to Cabot's Pueblo Museum and Palm Springs Art Museum as well as studio tours of two local artists. In the evening, press trip attendees took part in a VIP experience at the Coachella Valley Music & Arts Festival.

— Featured Content

Greater Palm Springs hosted National Geographic China for their feature on Health & Wellness, which featured multiple partners including **Hotel Paseo**, **Desert Adventures Red Jeep**, and **The Ritz-Carlton, Rancho Mirage**.

Date: March 2019

Circulation: 580,000 | **Ad Value:** \$17,246

Barcelona Score: 9



Mary Holland dishes on her favorite Greater Palm Springs eats in "*The Five Palm Springs Restaurants You Need to Try*," featured in **Food & Wine**. Focusing on the variety of culinary experiences one can have in the destination, partners such as **Counter Reformation**, **Pink Cabana**, **Wexler's Deli**, and **4 Saints** are mentioned for the unique style of cooking they're bringing to the oasis.

Date: April, 2019

Circulation: 9,388,987 | **Ad Value:** \$86,848

Barcelona Score: 9



— Social Media Coverage

The CVB stays on top of the latest social media and digital developments to attract travelers to our destination! We research, share ideas and interact daily on our social channels to inspire visiting print and online media, digital influencers and FAM groups to post social media content. In addition to the CVB's social media tags, we ask that CVB Partner social media handles and hashtags be utilized during the destination visit.

#VisitGPS #dineGPS
#findyouroasis



@lopoelise | 2,100 likes
"Standing on the San Andreas Fault..."
@visitgreaterps #findyouroasis



@withrobin | Ace Hotel & Swim Club | 5K likes
You'll find me @acehotelpalmsprings
@visitgreaterps



— Upcoming Media Events

To kick-off the much anticipated 2019 Greater Palm Springs Restaurant Week (GPSRW), the CVB will begin the month of May hosting an interactive culinary media event in Los Angeles. This hands-on experience will bring together food writers to experience the first taste of recipes inspired by participating restaurants. To mark the start of GPSRW, the Communications Team will host media and influencers for a progressive dining experience on May 31st.

The CVB will attend the Wellness Tourism Association (WTA) meeting in Tucson May 28-31. The WTA works to support and further the growth and development of the wellness tourism industry.

IPW, the leading international travel trade show comes to Anaheim this June connecting Greater Palm Springs with media from over 70 countries. The Communications Team will participate in the Media Marketplace, providing an important opportunity to connect one on one with key journalists interested in our destination.

In June, Greater Palm Springs will welcome SATW for its 2019 Eastern Chapter Meeting, held at Hotel Paseo. In addition to networking and professional development opportunities, the team will be leading a number of tours including pre and post conference tours featuring a number of destination immersion opportunities.

The team is also gearing up for National Travel and Tourism Week May 5-11 and Global Wellness Day June 8.

GLOBAL
WELLNESS
DAY®

★ TRAVEL ★
MATTERS

#nttw19

MAY 2019
BOARD REPORT

FILM OASIS

Film Oasis

Full-Length Film Production in Greater Palm Springs

A made-for-TV full-length film set in Palm Springs called "Our Vacation Home" (working title) will air this summer on a major network. The film will highlight several local businesses. The production booked 828 room nights in Greater Palm Springs over March and April for their crew and talent. The production is currently applying for our film incentive.

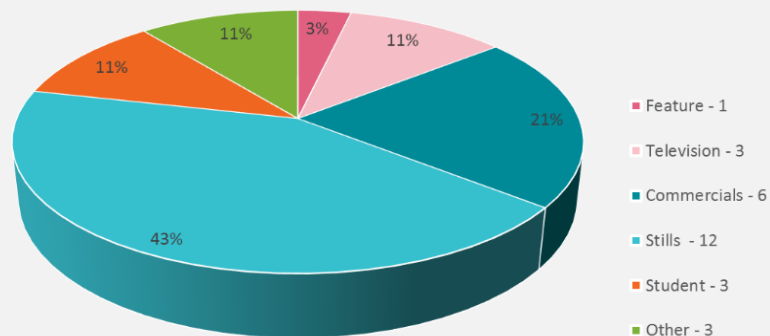
February 2019 Production Report

In February, Greater Palm Springs had 28 productions, which resulted in a minimum of 28 overnight stays. Shoots ranged from a feature film to several commercials for top national brands.

HOME

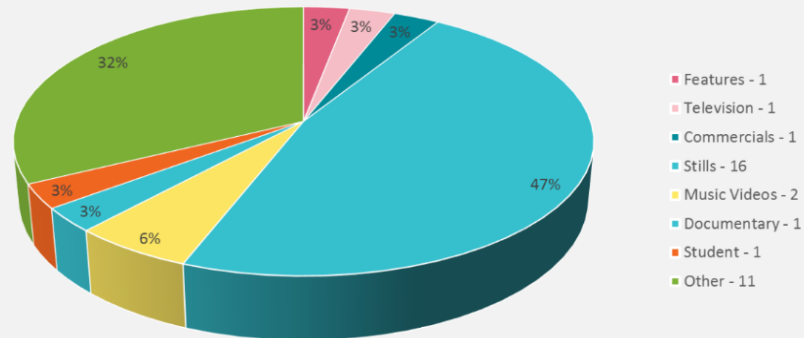
May 2019

Archive



March 2019 Production Report

In March we had 34 productions, which resulted in a minimum of 591 overnight stays (510 of these were for one production alone). Shoots ranged from a large reality TV show to a TV movie based on Palm Springs.



Upcoming

We are partnering with Riverside County Film Commission to host a location scout FAM in May that will highlight Zone 1, and we are working with ShortFest to put together a one day mini-FAM for filmmakers.

If you have any questions about Film Oasis, please contact:
Michelle Rodríguez | mrodriguez@gpscwb.com

MAY 2019
BOARD REPORT

DESTINATION DEVELOPMENT

Destination Development

In March and April, the Destination Development team contracted DestinationNEXT to create a destination-specific survey for Greater Palm Springs with the goal of ensuring that the efforts of the CVB, our Partners and the nine cities are in alignment.

The team also continued to work on the promotion and rollout of Restaurant Week, gaining additional participating restaurants and sponsors; the summer launch of the Greater Palm Springs Tourism Foundation; and a new partnership with Friends of the Desert Mountains to create hiking content on the CVB website.

[HOME](#)

[May 2019](#)

[Archive](#)

— Research

Destination NEXT – Greater Palm Springs Destination Assessment

The CVB has contracted DestinationNEXT to survey our tourism, government, education and business Partners in Greater Palm Springs. The goal of the DestinationNEXT survey is to determine if there are any gaps, key issues and opportunities for potential products, amenities, education, programming and experiences that would benefit the Greater Palm Springs tourism industry and grow the local economy.



The study covers 20 topics in 5 sections with a max number of 184 questions per survey. The questions are specific to Greater Palm Springs as a destination as well as to each of the 9 cities.

Surveys have been sent to over 3,000 GPSCVB Partners, stakeholders and industry professionals. The survey will identify key demographic factors including respondents' age, city and association with the GPSCVB.

The results of the study will be presented at the June 26 CVB Board Meeting.

Restaurant Week

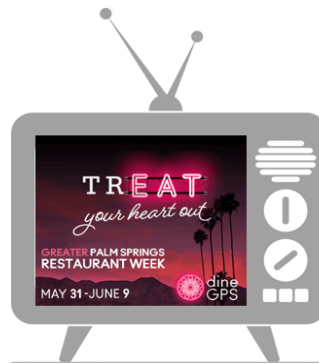
A record number of restaurants – more than 120 – are participating this year; 25 of those are new to [Restaurant Week](#). Other highlights:

- dineGPS Partners/Event Sponsors
 - So Cal Gas Company: As a new Supporting Partner, they will provide scholarships for the [Greater Palm Springs Tourism Ambassador CTA®](#) program to restaurants participating in Restaurant Week.
 - FIND Food Bank Promotion: Book a reservation for Restaurant Week on [dineGPS.com](#), and dineGPS will donate \$1 to FIND Food Bank which equals 5 meals.
- dineGPS Website
 - New - Diners can now "favorite" restaurants on the website by clicking a heart. Diners can curate a list of their favorite restaurants.



Promotion Updates

- New TREAT advertising campaign is underway in both the regional drive and local markets with print, digital, outdoor, radio and TV advertising.
- The Social Media team ran a sweepstake promotion in March & April and was able to acquire over 2,500 new email subscribers to the dineGPS newsletter.
- The Communications team hosted a media dinner in LA for 15 food and lifestyle media on May 1.
- New for 2019: Greater Palm Springs Restaurant Week will have promotional street pole banners down El Paseo a month prior to the event.
- The Restaurant Week kick-off event is scheduled for Wednesday, May 29 at The Ritz-Carlton, Rancho Mirage.



— Greater Palm Springs Tourism Foundation

Progress continues on the Tourism Foundation. We are looking forward to a Summer launch. We have met with Simpleview to discuss options for implementing the Accounting protocols suggested by our Industry advisors.

— Outdoor Adventure

Hiking

In partnership with Friends of the Desert Mountains, we are currently working on creating descriptions and images for the 60+ hiking trails we will feature on the CVB website

— Air Service

JumpStart

The CVB will have a presence at the JumpStart Air Service Development Conference with consultants from Allevon Pacific, June 3-5, 2019. The event will be held in Nashville, TN.

Meetings have been set-up with JetSuiteX, American Airlines, Spirit Airlines, Hawaiian Airlines, JetBlue Airlines, Delta Airlines, Air Canada, Flair Airlines, Southwest Airlines, Contour Airlines, WestJet and Alaska Airlines.

Allevon Pacific is reviewing flight data to create an updated presentation for each airline.

For more information about Destination Development, please contact:

Bob Thibault

Chief Development Officer

bthibault@gpscvb.com | (760) 969-1339

PSP Schedule Analysis- May 2019

May 2019

May 2018

Number of Flights

2,106

Number of Seats

234,045

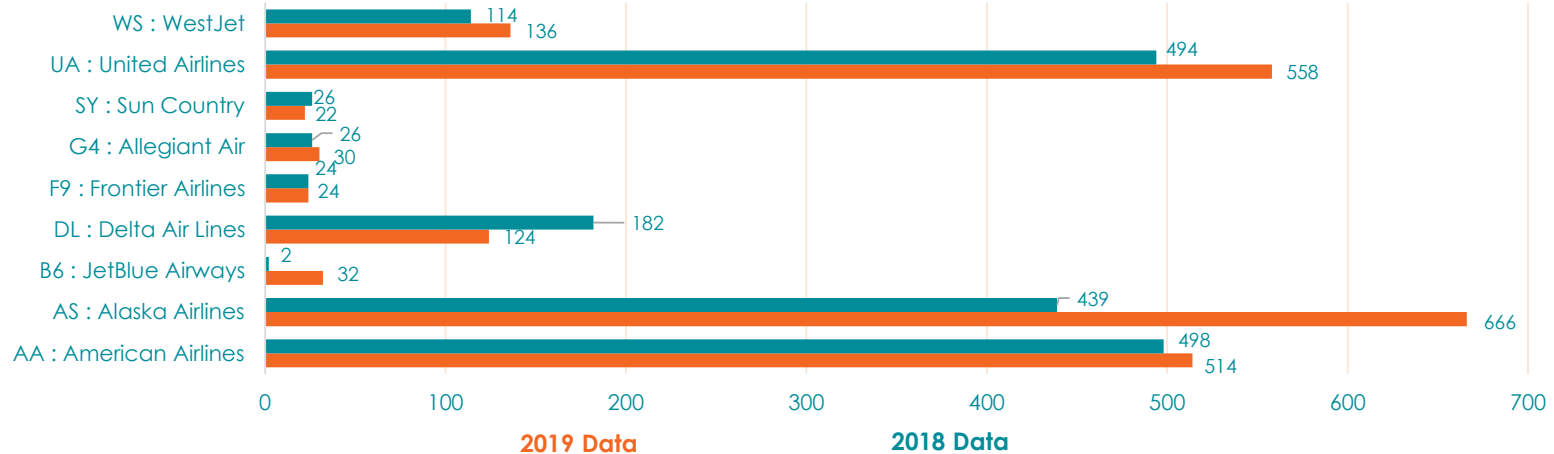
Number of Flights

1,805

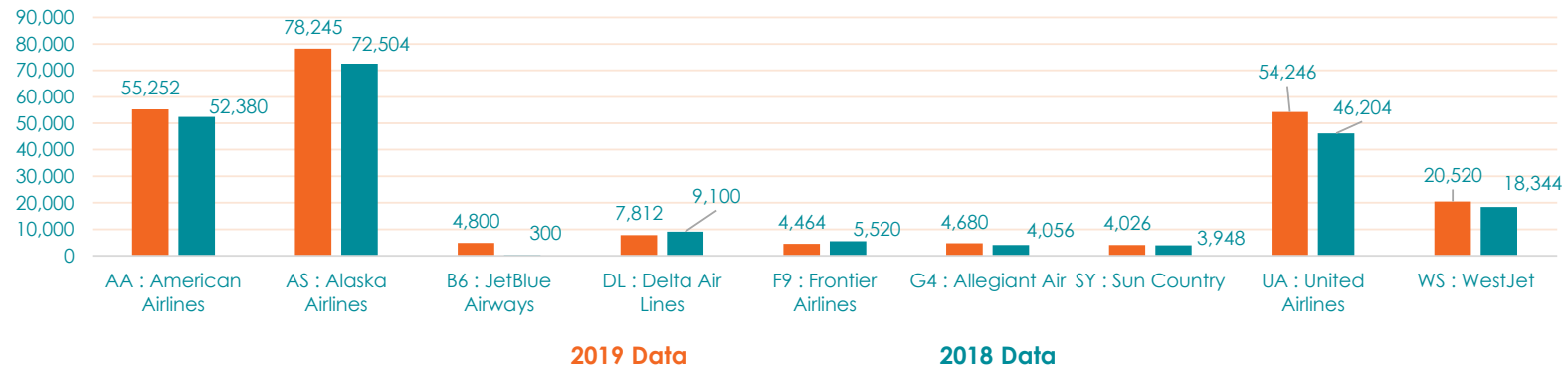
Number of Seats

212,356

Flight Comparison



Seat Comparison



Data represents inbound and outbound flights for PSP

Source: Diio Mi Express (Note: All new air service has not been loaded)

PSP Departures & Average Seats per Departure

		Monthly Departures				Average Seats per Departure			
Market Airline	Origin	May-19	Jun-19	Jul-19	Aug-19	May-19	Jun-19	Jul-19	Aug-19
AA : American Airlines	DFW : Dallas/Fort Worth, TX, US	66	61	62	62	160	160	160	160
AA : American Airlines	ORD : Chicago-O'Hare, IL, US	33	5	0	0	0	160	0	0
AA : American Airlines	PHX : Phoenix, AZ, US	158	150	155	155	75	75	74	73
AS : Alaska Airlines	PDX : Portland, OR, US	70	12	0	0	148	149	0	0
AS : Alaska Airlines	SEA : Seattle, WA, US	113	39	31	31	153	150	0	0
AS : Alaska Airlines	SFO : San Francisco, CA, US	150	120	119	119	76	76	0	0
B6 : JetBlue Airways	JFK : New York-JFK, NY, US	16	0	0	0	150	0	0	0
DL : Delta Air Lines	SLC : Salt Lake City, UT, US	62	60	62	62	63	63	63	63
F9 : Frontier Airlines	DEN : Denver, CO, US	12	0	0	0	186	0	0	0
G4 : Allegiant Air	BLI : Bellingham, WA, US	15	8	9	9	156	156	156	156
SY : Sun Country	MSP : Minneapolis/St. Paul, MN, US	11	0	0	0	183	0	0	0
UA : United Airlines	DEN : Denver, CO, US	93	90	93	93	132	65	50	0
UA : United Airlines	LAX : Los Angeles, CA, US	31	30	31	31	70	0	0	0
UA : United Airlines	SFO : San Francisco, CA, US	155	99	93	93	82	81	0	0
WS : WestJet	YVR : Vancouver, BC, CA	24	11	9	9	150	163	0	0
WS : WestJet	YYC : Calgary, AB, CA	44	22	22	22	152	148	147	156
Totals		1,053	707	686	686	1,935	1,444	650	608

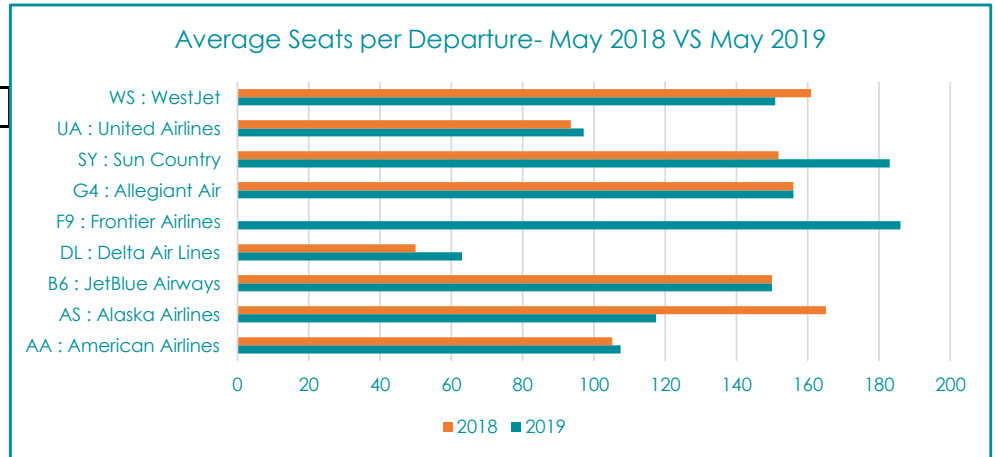
Source: Diio Mi Express (Note: All new air service has not been loaded)

PSP Average Daily Seats & Departures by Market Airline

Average Daily Departures by Market Airline						
Market Airline	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19
AA : American Airlines	8.3	7.2	7.0	7.0	7.0	7.8
AC : Air Canada	0.0	0.0	0.0	0.0	0.0	0.2
AS : Alaska Airlines	10.7	5.7	4.8	4.8	5.1	7.1
B6 : JetBlue Airways	0.5	0.0	0.0	0.0	0.0	0.5
DL : Delta Air Lines	2.0	2.0	2.0	2.0	2.8	2.9
F9 : Frontier Airlines	0.4	0.0	0.0	0.0	0.0	0.0
G4 : Allegiant Air	0.5	0.3	0.3	0.3	0.3	0.5
SY : Sun Country	0.4	0.0	0.0	0.0	0.1	0.6
UA : United Airlines	9.0	7.3	7.0	7.0	7.9	9.7
WS : WestJet	2.2	1.1	1.0	1.0	1.2	2.7

Average Daily Seats by Market Airline						
Market Airline	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19
AA : American Airlines	891	726	690	686	682	806
AC : Air Canada	0	0	0	0	0	28
AS : Alaska Airlines	1,262	558	440	440	481	805
B6 : JetBlue Airways	77	0	0	0	0	68
DL : Delta Air Lines	126	126	126	126	163	165
F9 : Frontier Airlines	72	0	0	0	0	0
G4 : Allegiant Air	75	42	45	45	47	86
SY : Sun Country	65	0	0	0	18	106
UA : United Airlines	875	514	429	488	656	804
WS : WestJet	331	168	155	161	195	425

Average Seats per Departure by Market Airline						
Market Airline	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19
AA : American Airlines	107.5	100.8	98.5	98.0	97.4	103.7
AC : Air Canada	0.0	0.0	0.0	0.0	0.0	146.0
AS : Alaska Airlines	117.5	97.9	90.8	90.9	94.3	112.9
B6 : JetBlue Airways	150.0	0.0	0.0	0.0	0.0	150.0
DL : Delta Air Lines	63.0	63.0	63.0	63.0	57.6	57.4
F9 : Frontier Airlines	186.0	0.0	0.0	0.0	0.0	0.0
G4 : Allegiant Air	156.0	156.0	156.0	156.0	156.0	156.0
SY : Sun Country	183.0	0.0	0.0	0.0	183.0	183.0
UA : United Airlines	97.2	70.3	61.2	69.7	82.7	83.1
WS : WestJet	150.9	152.7	154.6	161.1	162.9	158.6



Source: Diio Mi Express (Note: All new air service has not been loaded)

May 2019 Arrivals by Aircraft Type

Market Airline	Aircraft Type	# of Flights	# of Seats
AA : American Airlines	B737-800 Passenger	99	15,840
AA : American Airlines	CRJ-700	37	2,590
AA : American Airlines	CRJ-900	121	9,196
AS : Alaska Airlines	A319	5	595
AS : Alaska Airlines	A320	129	19,186
AS : Alaska Airlines	A320 Sharklets	3	447
AS : Alaska Airlines	B737-700 Passenger	10	1,240
AS : Alaska Airlines	B737-800 Winglets Pax/BBJ2	8	1,272
AS : Alaska Airlines	B737-900 Passenger	6	1,068
AS : Alaska Airlines	B737-900 Winglets Pax/BBJ3	22	3,916
AS : Alaska Airlines	E-175	150	11,400
B6 : JetBlue Airways	A320	16	2,400
DL : Delta Air Lines	CRJ	31	1,550
DL : Delta Air Lines	CRJ-900	31	2,356
F9 : Frontier Airlines	A320	12	2,232
G4 : Allegiant Air	A319	12	1,872
G4 : Allegiant Air	A319 Sharklets	3	468
SY : Sun Country	B737-800 Passenger	11	2,013
UA : United Airlines	A319	59	7,552
UA : United Airlines	A320	26	3,900
UA : United Airlines	B737-800 Passenger	38	6,308
UA : United Airlines	B737-900 Passenger	1	179
UA : United Airlines	CRJ	93	4,650
UA : United Airlines	CRJ-700	31	2,170
UA : United Airlines	E-175 Enhanced Winglets	31	2,356
WS : WestJet	B737-600	12	1,356
WS : WestJet	B737-700 Winglets Pax/BBJ1	21	2,814
WS : WestJet	B737-800 Winglets Pax/BBJ2	35	6,090

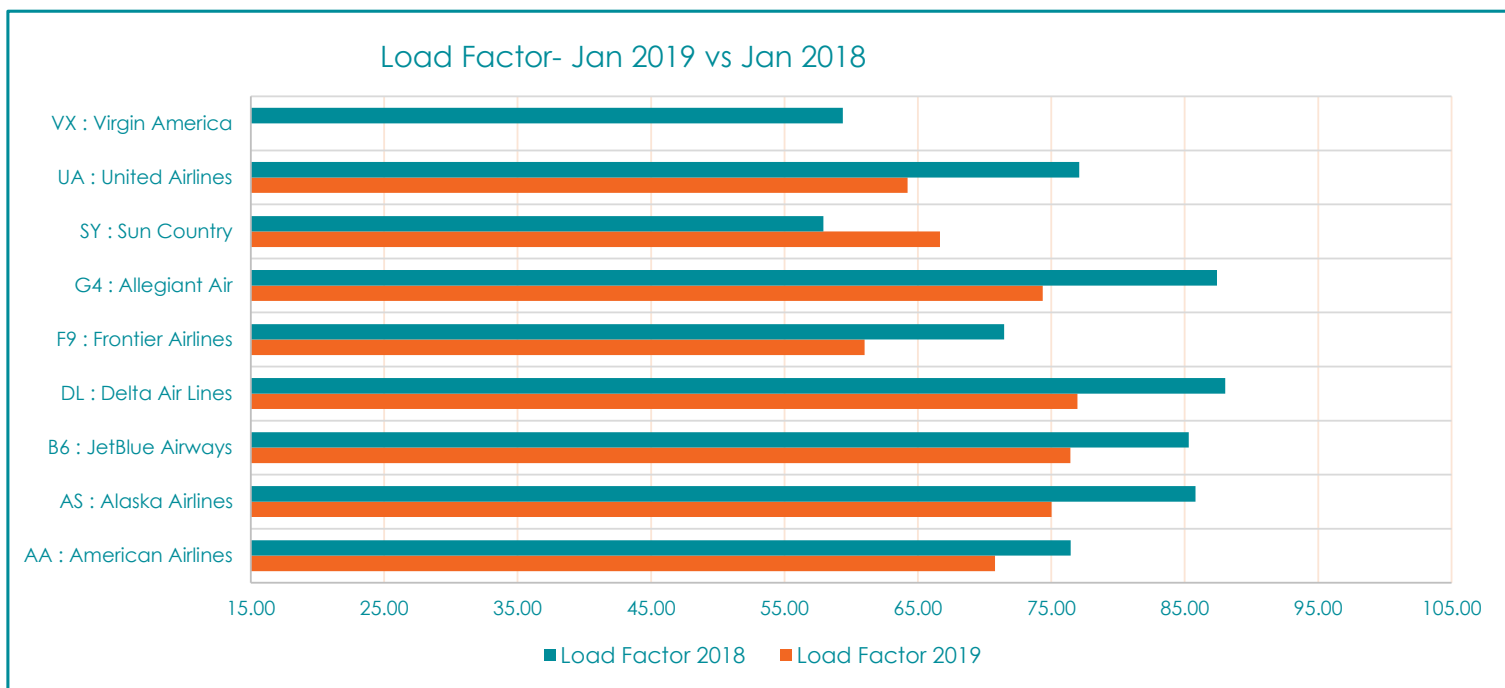
Average Daily Opportunities

Average Daily Flight Opportunities	Average Daily Seat Opportunities
3.2	511
1.2	84
3.9	297
0.2	19
4.2	619
0.1	14
0.3	40
0.3	41
0.2	34
0.7	126
4.8	368
0.5	77
1.0	50
1.0	76
0.4	72
0.4	60
0.1	15
0.4	65
1.9	244
0.8	126
1.2	203
0.0	6
3.0	150
1.0	70
1.0	76
0.4	44
0.7	91
1.1	196


Source: Diio Mi Express (Note: All new air service has not been loaded)

January 2019 - Load Factor Report

Average Daily Departures Each Way by Market Airline						
Market Airline	Seats Available	Onboards	Load Factor 2019	Load Factor 2018	Departures	Average Departures Per Day
AA : American Airlines	36,147	25,999	70.78	76.45	317	10.2
AS : Alaska Airlines	42,635	30,804	75.02	85.81	272	8.8
B6 : JetBlue Airways	4,545	3,474	76.42	85.31	30	1.0
DL : Delta Air Lines	14,484	11,055	76.97	88.03	155.5	5.0
F9 : Frontier Airlines	4,131	2,705	61.00	71.47	22.5	0.7
G4 : Allegiant Air	2,184	1,624	74.36	87.42	14	0.5
SY : Sun Country	7,847	4,973	66.66	57.92	42	1.4
UA : United Airlines	42,221	28,330	64.22	77.09	457	14.7
VX : Virgin America	0	0	0.00	59.37	0	0.0



Source: Diio Mi Express



JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

Call to Order

Meeting was called to order at 8:07 a.m. by Linda Evans, JPA Chair and Mayor of the City of La Quinta, at the Agua Caliente Casino Resort Spa, Cahuilla DEC, in Rancho Mirage, CA.

Roll Call

The roll call is recorded on the following page.

MARCH 22, 2019

JOINT POWERS AUTHORITY

Linda Evans, Chair
City of La Quinta

Geoff Kors, Vice Chair
City of Palm Springs

Ernesto Gutierrez
City of Cathedral City

Gary Gardner
City of Desert Hot Springs

Richard Balocco
City of Indian Wells

Elaine Holmes
City of Indio

Jan Harnik
City of Palm Desert

Charles Townsend
City of Rancho Mirage

V. Manuel Perez
County of Riverside

CVB BOARD OF DIRECTORS

Tom Tabler, Chairman
J.W. Marriott Desert Springs
Resort & Spa

Rolf Hoehn, Vice Chairman
Indian Wells Tennis Garden

Robert Del Mas, Secretary
Empire Polo Club & Event
Facility

Aftab Dada, Treasurer
Hilton Palm Springs Resort

Bruce Abney
El Morocco Inn & Spa

Rick Axelrod
Coachella Valley Economic
Partnership

Lorraine Becker
Cabo's Pueblo Museum

Celeste Brackley
Ace Hotel & Swim Club

Tony Bruggemans
Le Vallauris

Jamey Canfield
Palm Springs Convention
Center

Gary Cardiff
Cardiff Limousine &
Transportation

Jay Chesterton
Fantasy Springs Resort Casino

Stephen D'Agostino
Hyatt Regency Indian Wells

Tim Ellis
TravelHost Palm Springs

Michael Facenda
Agua Caliente Resort Casino

Dr. Ron Fremont
CSU San Bernardino
Palm Desert Campus

Jerry Keller
Lulu California Bistro

Location: Agua Caliente Casino Resort Spa
32250 Bob Hope Drive
Rancho Mirage, CA 92270

Regular Meeting
Friday, March 22, 2019, 8:00am – 10:00am

JPA ROLL CALL PRESENT		PRESENT	NOT/YTD
CITY OF LA QUINTA	Linda Evans, Mayor, Chair	X	
	Robert Radi, Council Member		
CITY OF PALM SPRINGS	Geoff Kors, Council Member, Vice Chair	X	
	Robert Moon, Mayor		
CITY OF CATHEDRAL CITY	Ernesto Gutierrez, Council Member	X	
	Mark Carnevale, Mayor Pro Tem		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council Member	X	
	Jan Pye, Mayor Pro Tem		
CITY OF INDIAN WELLS	Richard Balocco, Council Member		
	Ted Mertens, Mayor	X	
CITY OF INDIO	Elaine Holmes, Council Member	X	
	Waymond Fermon, Council Member		
CITY OF PALM DESERT	Jan Harnik, Council Member	X	
	Gina Nestande, Mayor Pro Tem		
CITY OF RANCHO MIRAGE	Charles Townsend, Council Member		1
	Iris Smotrich, Mayor Pro Tem	X	
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District		
	Steven Hernandez, Chief of Staff	X	
CVB BOARD OF DIRECTORS ROLL CALL		PRESENT	EXCUSED
Tom Tabler, Chair, J.W. Marriott Desert Springs Resort & Spa		X	
Rolf Hoehn, Vice Chair, Indian Wells Tennis Garden		X	
Robert Del Mas, Secretary, Empire Polo Club		X	
Aftab Dada, Treasurer, Hilton Palm Springs Resort		X	

CVB Board of Directors
(continued)

Abe Liao
Kimpton Rowan Palm Springs

Jay Mainthia
Indio Super 8 and Suites

Michael McLean
McLean Company Rentals

Allen Monroe
The Living Desert

Lee Morcus (Emeritus)
Kaiser Restaurant Group

Thomas Nolan
Palm Springs International
Airport

Brad Poncher
Homewood Suites by Hilton,
La Quinta

Greg Purdy
Palm Springs Aerial Tramway

Christoph Roshardt
Renaissance Indian Wells

Tom Scaramellino
Westin Mission Hills Golf Resort
& Spa

Bob Schneider
Desert Consulting

Barb Smith
Access Palm Springs

Kelly Steward
The Ritz-Carlton Rancho
Mirage

Doug Watson
Riviera Palm Springs

Elie Zod
Retired Hospitality Executive

Bruce Abney, El Morocco Inn & Spa	X	
Rick Axelrod, Coachella Valley Economic Partnership (CVEP)		X
Lorraine Becker, Cabot's Pueblo Museum	X	
Celeste Brackley, ACE Hotel & Swim Club		
Tony Bruggemans, Le Vallauris	X	
Jamey Canfield, Palm Springs Convention Center		
Gary Cardiff, Cardiff Limousine & Transportation		
Jay Chesterton, Fantasy Springs Resort Casino	X	
Stephen D'Agostino, Hyatt Regency Indian Wells		X
Tim Ellis, TravelHost Palm Springs		X
Michael Facenda, Agua Caliente Resort Spa / Spa Resort Casino	X	
Ron Fremont, CSUSB Palm Desert Campus		X
Jerry Keller, Lulu and Acqua California Bistros		
Abe Liao, Kimpton Rowan		
Jay Mainthia, Indio Super 8 Motel		
Michael McLean, McLean Company Rentals	X	
Allen Monroe, The Living Desert		X
Lee Morcus (Emeritus), Kaiser Restaurant Group		X
Tom Nolan, Palm Springs International Airport	X	
Brad Poncher, Homewood Suites by Hilton, La Quinta	X	
Greg Purdy, Palm Springs Aerial Tramway	X	
Christoph Roshardt, Renaissance Indian Wells Resort	X	
Tom Scaramellino, Westin Mission Hills Golf Resort & Spa		X
Bob Schneider, Desert Consulting	X	
Barb Smith, Access Palm Springs	X	
Kelly Steward, The Ritz-Carlton, Rancho Mirage		X
Doug Watson, Doubletree by Hilton		
Elie Zod, Retired Hospitality Executive		X

STAFF/ATTORNEY

Scott White, President and CEO
Jeff Miraglia, Chief Brand Officer
Bob Thibault, Chief Development Officer
Colleen Pace, Chief Marketing Officer
Rob Osterberg, Director of Convention Sales
Andy Cloutier, Director of Human Resources
Joyce Kiehl, Director of Communications
Gary Orfield, Director of Travel Industry Sales
Julie Sinclair, Director of Brand Communications

Anndee Laskoe, Director of Brand Content
Marissa Willman, Director of Digital Marketing
Davis Meyer, Partnership Manager
Krystal Kusmieruk, Social Media Manager
Amber Warren, Brand Coordinator
Erica Abarca, Development Administrative Assistant
Reva Reynolds, Executive Administrative Assistant
Ashley Mastako, Communications Coordinator
Colin Kirkpatrick, Legal Counsel

GUESTS

Peter Freymuth, PS Airport Commission
Mary Jo Ginther, Palm Springs Bureau of Tourism
JL Mertens, Guest of City of Indian Wells
Brian Nestande, Riverside County

PLEDGE OF ALLEGIANCE

Chair Evans lead the Pledge of Allegiance.

CONFIRMATION OF AGENDA

The agenda was accepted unanimously.

PUBLIC COMMENT

There were no comments from the public.

PRESENTATION

None.

APPROVAL OF MINUTES (ALL VOTE)

The JPA-CVB Board of Directors Joint Meeting Minutes dated January 25, 2019 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated January 25, 2019, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting (Harnik / Hoehn).

CONSENT CALENDAR (JPA EXEC COMMITTEE ONLY VOTES)

1. Warrants and Demands Dated January 31, 2019
2. Warrants and Demands Dated February 28, 2019

Chair Evans noted the warrants and demands were included in the meeting documents in advance. The consent calendar was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Harnik / Kors).

JPA EXECUTIVE COMMITTEE ITEMS (JPA Executive Committee Only Votes)

UPDATES FROM THE CHAIR

Linda Evans had no specific updates as the Chair of the JPA Executive Committee, but kicked off the updates from the JPA members by noting that the Montage and Pendry hotels at SilverRock in the City of La Quinta are under way. The La Quinta Arts Festival is completed.

UPDATES FROM THE JPA MEMBERS

Geoff Kors reported that the City of Palm Springs launched "uniquely Palm Springs" to feature the unique local businesses. This initiative came from the Economic Development Business Retention Subcommittee. The feedback from retail so far is that the effort is having a positive impact. The City also launched a TOT rebate program for hotel renovations, focused on small hotels, but all hotels are eligible. The City plans to revisit its Noise and Events ordinance.

Ted Mertens, City of Indian Wells, reported that the BNP Paribas tennis tournament was very successful. The City is looking forward to the Pickleball Tournament again in November and the Ironman again in December.

Iris Smotrich reported that the Omni Rancho Las Palmas and Holiday Inn Express in Rancho Mirage both completed upgrades in 2018 including room remodels, Splashtopia, new pool and eatery. The Ritz Carlton Rancho Mirage is also discussing an expansion. One of the car dealers is building a new showroom. New businesses include an Irish Pub near Gelson's and Krispy Kreme, which is set to open April 16, 2019.

Jan Harnik reported that Palm Desert Field Day was March 9. They are in the midst of the Food & Wine Festival. Last year, five local chefs were invited to New York City for the James Beard luncheon and they have been invited back for this October's James Beard event. Palm Desert also just finished hosting Fashion Week.

Elaine Holmes is pleased the Coachella Valley is busy. The City of Indio welcomes Homewood Suites which is currently being framed. The Marriott Fairfield is doing well since its opening in December. The annual Tamale Festival attracted 300,000 visitors. The City and festival planners implemented some new ideas this past year and are re-energizing the event. She noted that the 2019 Tamale Festival and the Ironman event are on the same weekend.

Gary Gardner is pleased to attend his first Greater Palm Springs CVB meeting representing the City of Desert Hot Springs. DHS hosted the inaugural Kind Music Festival and 7,000 people attended the one-day event. Tyson was the sponsor and plans to continue. He expressed thanks to all cities who donated to Desert X; the event is very beneficial for Desert Hot Springs and the City was proud to have two installations in the City. Desert X encourages visitors to explore the outlying areas of the Coachella Valley. The City is working to secure funding for a visitors center and park center for the Sand to Snow National Monument. The mayor and members of council are traveling to Washington, DC, to lobby in favor of the Monument. Also, cannabis tourism is enticing visitors to Desert Hot Springs to visit the new facilities. The mineral hot springs combine well with this new industry.

Ernesto Gutierrez reported that Cathedral City will celebrate LGBT days March 30 and they still have space for entries. The new location for the Coachella Valley Repertory Theater just opened. Also, Cathedral Canyon Drive just reopened following the flood damage this spring.

Steven Hernandez reported no update from the County of Riverside.

CEO/PRESIDENT'S REPORT

BOARD REPORT FOR MARCH 2019

Scott White thanked Michael Facenda and the Agua Caliente Casino Resort Spa team for hosting today's meeting.

Marketing

Scott White introduced Colleen Pace who reported that the CVB has finalized the summer coop participants for 2019. There are 13 and the new participant is the Ritz-Carlton Rancho Mirage. The new media in 2019 will target fly markets with weather-triggered ads during the coldest winter months. Starting in May, the CVB will target the get-away markets (drive). The CVB will also put ads in Airline Weekly, targeting airline network planners. The publication has 14,000 subscribers. Expedia,

Canada, launched February 8, 2019, with \$1.5M in gross bookings. There is also a campaign with Brand USA and Expedia targeting visitors from Mexico.

Recapping GPS Next, Pace reported that there were 106 attendees and the follow-up survey indicated 88% of people rated the event excellent or very good and 86 said they will definitely return. The CVB welcomes feedback on the event.

Digital Marketing

Marissa Willman reported that in Digital Marketing, the CVB implemented Arrivalist last July, which tracks arrivals to the destination (via mobile devices) after exposure to digital media or the CVB website. Other DMOs in our competitive set participate in this program. Also, Adara tracks booking data for website visitors and users exposed to digital advertising and estimates the resulting spend in the destination. On the website, the CVB is using SEO Content (Search Engine Optimization) to optimize landing pages and blog posts to increase organic traffic to the website. The top five blog posts included "Hot Water Guide to Desert Hot Springs" and spots about Modernism Week 2019 and Desert X. The CVB also created landing pages for the signature events to drive more traffic to the website. The Desert X page was the top performing page and 25,000 people downloaded the Desert X app. In new initiatives, Willman's department created Meetings Deals to drive website traffic to Group Deals. There is no cost to participants who want to post a "deal."

Convention Sales

Scott White introduced Rob Osterberg to report for Mark Crabb who is in Chicago. Osterberg reported that the CVB hosted a BNP Paribas Open FAM last week with 18 attendees. He thanked the JW Marriott Desert Springs for hosting the accommodations and thanked Rolf Hoehn and his staff at the Indian Wells Tennis Garden. In the past, this FAM provided 96 destination leads totaling 66,111 room nights. Convention Sales has a new initiative, the Customer Advisory Board, which will include seasoned and new business leaders. The program will be developed in 2019 and the inaugural meeting will be in 2020. The update on the Site Experience is that there have been 18 site experiences surveyed with an overall score of 8.7 out of 10.0. The Convention Sales Video Content series will have 12 episodes. Two have been completed. With this series, meeting planners and their attendees can see the potential experiences they can have in our destination and how GPS is differentiated from other destinations.

Travel Industry Sales

Gary Orfield reported that there are three business-to-business marketing campaigns targeting Australia, Ireland and the United Kingdom, respectively. The run dates are each a little different, but take place between January and May 2019. Tour operators are using our So-Cal Triangle strategy. The Palm Springs Courtyard Marriott is one of the hotels featured. GPS is hosting the California Cup this year. This is a VIP FAM, attended by presidents, managing directors, and owners of tour-related businesses. It is a 4-day program and over 50 clients are coming from around the world. The JW Marriott Desert Springs is hosting. There are still spots available and CVB board members are encouraged to participate. Visit California has identified India as a growth market. They are partnering with Sartha Marketing, an India-based trade and PR representation agency. The CVB is participating in a FAM they developed taking place May 16-19, 2019. A participation form will come out on Monday for those who would like to join in. Finally, Travel Industry Sales is redirecting budget resources and coordinating a So Cal VIP FAM, designed to bring clients here so they can experience the destination. A number of significant agencies are coming out from the Los Angeles area for Stagecoach and other activities.

Social Media

Krystal Kusmieruk noted that US Travel designates one day a year for people to plan their vacation. The CVB conducted a promotional 24-hour sweepstakes and asked followers to provide their input, generating 201,764 impressions. This year's superbloom made national news. The CVB coordinated an interview with Visit California, put a blog post on the CVB website, and posted videos on social media. Regarding the Craft GPS series, the Truss & Twine video was shown. Eight episodes will be created. The Chill Chaser series is in its third season. The episode featuring dog-friendly locations was shown. Anndee Laskoe reported that Wander List is in its third season. One of the new segments is Vintage Shopping which was shown. It has already received more than 215,000 views. The next piece, coming out next week, is Unique Boutiques and Historical Small Hotels.

Communications

Joyce Kiehl began with a staff update, announcing that Ashley Mastako was promoted to Media Relations Manager. A new Communications Coordinator will be hired. CVB staff members traveled to Boston in February for the inaugural Boston to Palm Springs flight on JetBlue. The Palm Springs Bureau of Tourism greeted everyone when they landed in Palm Springs. The Communications team has hosted media and events for Tristan Banning (Sidewalk Hustle), Andrew Nelson (National Geographic), Annabel Herrick (Amuse) and worked with Desert X to promote the event. Featured coverage included 101 articles about various aspects of the destination. The Barcelona Quality Score is used to measure the quality of the coverage, not just the quantity. The average score per article is over 7. The value of the CVB's media exposure is tracking at over \$2 million. Upcoming initiatives include a Mexico media mission, a German press FAM, a VCA Taiwan press FAM, a Visit

California Korea/Japan media mission, Restaurant Week activities, National Travel & Tourism week, and more. The SATW (Society of American Travel Writers) Eastern Chapter Conference will be here in June from the east coast.

Partnership

Davis Meyer reported that the annual Oasis Awards will be held at the Palm Springs Convention Center on June 11 and will include lunch this year. Some new categories have been created. Upcoming Partner events include the Merv Griffin Estate on April 3, the Coachella Valley Repertory Theater on April 30, and two more events in May. The CTA (Certified Tourism Ambassador) Program has certified 86 ambassadors to date. It was reported that Bruce Abney's whole team at the El Morocco is certified or enrolled in a class. Meyer encouraged all to host a class for their staff. Partners are encouraged to provide incentives/rewards to CTA graduates. The CVB created a landing page on its website for the CTA program.

White announced that the Greater Palm Springs Tourism Foundation has received its IRS approval.

Destination Development

Bob Thibault summarized the VisaVue statistics, indicating that total spending is up 6.7% YOY. Los Angeles is our biggest market and Seattle and New York are up. The CVB started promoting to Las Vegas and those numbers are up, too. The dineGPS update focused on Restaurant Week which is May 31 through June 9, 2019. Agua Caliente Casinos is a presenting sponsor.

With respect to air service, the average load factors at PSP for February were up 5.7% YOY and the total passenger activity for January and February were up 18.6% and 16.5% respectively. Delta has new service to Atlanta and JetBlue extended its New York flight through May 2019.

Thibault reported that Destination Next is a survey the CVB will implement to provide feedback from key people in the destination to determine destination priorities and strategies. The assessment will take place April-May 2019 and a presentation of results will take place in June. Participants invited to take the survey are CVB Partners and stakeholders, government leaders, meeting planners, travel trade professionals, and community leaders.

White noted that with respect to air service, he is negotiating to encourage the New York service to start in September and he is reaching out about some other destinations.

California Travel Association Update

White provided an update on the California Travel Association. He is serving on its Government Relations Committee and noted that 2,000 bills were introduced in Sacramento in 2018. One hundred of them had an impact on tourism. The organization works with the California Chamber and other groups and advocates on behalf of tourism. Assemblyman Eduardo Garcia's Salton Sea bill is pending referral to the policy committee. Priority Topics for 2019 include homelessness, protecting tourism funding, labor and workforce issues, sustainability, short-term rentals, infrastructure needs, etc. The CA Travel Association is working to develop its PAC (Political Action Committee). Other interest groups benefit from a well-funded PAC. The PAC raised about \$30,000 in past years and increased that number to \$157,000 in 2018. The goal is to get to \$500,000. The CVB will look at opportunities to raise money for the PAC. White noted that Bob Schneider went to Sacramento and the convention in San Diego. Jeff Miraglia is the chair of the Cal Travel marketing committee and Mary Jo Ginther is also involved, so the destination has some momentum already.

The California Travel Summit will take place September 10-13, 2019, at the JW Marriott at L.A. LIVE.

Monthly Summary Financial Report & Treasurer's Report – January 2019

Scott White noted that John Kirby has announced his retirement. His replacement, Bill Judson, from Sonoma, is scheduled to start work April 15. There were no comments or questions regarding the financials.

CVB BOARD OF DIRECTORS UPDATE

UPDATES FROM THE CHAIR

Tom Tabler thanked the CVB staff for their hard work. The Chairman's Committee will meet soon and he will report out at the next board meeting. He noted the importance of the Destination Development Plan and the hospitality program being developed at CSUSB Palm Desert campus. He also reminded members about the Oasis Awards scholarships and encouraged all members to offer nominations for Oasis Awards. Tabler noted that John Kirby was missed today and congratulated him on his retirement. Tabler also requested an offer for a meeting venue for the next board meeting in May.

CVB BOARD MEMBERSHIP UPDATE

Tom Tabler announced that Abe Liao (Kimpton Rowan Palm Springs) is moving to Washington, D.C., and Gil Reyes at Hotel Paseo is going to a Westin property in Florida, which leaves two openings on the board. Brad Poncher, speaking on behalf of Tim Ellis, the chair of the nominating committee, directed board members to communicate their nominations to either Revae Reynolds or Tim Ellis for follow up.

MEMBER UPDATES ON NEW DEVELOPMENT

Tom Tabler welcomed board members to provide a brief update if they have new developments to share.

Christoph Roshardt announced that the Renaissance Indian Wells will begin renovating guest rooms on June 10, elevating the suites, remodeling the lobby bar over June through August and re-opening in October.

Tony Bruggemans noted that Palm Springs is busy and remembers years ago when it was less so. Le Vallauris has had a great season, although the rain decreased patio seating.

Greg Purdy announced the Palm Springs Aerial Tramway's goal to re-open on April 1. He noted their security camera captured impressive footage of the rain damage. The Tram paid their employees during the closure.

Robert Del Mas reported that the Empire Polo Club and Events is gearing up for Coachella and Stagecoach. They have two weddings on Saturday, corporate events next week, and then soft load-in starts a week from tomorrow for the concerts. Attendance is expected to be good. Coachella sold out within six hours.

Tom Tabler announced that the JW Marriott Desert Springs is doing some remodeling through December 1, 2019.

Rolf Hoehn reported that the BNP Paribas tennis tournament was very successful and set a new record: attendance was 475,000. Last year was 454,000, so they are getting closer to their target of 500,000. Uber and Lyft services help save parking spaces. They started the Senior Cup right after the BNP. Over 800 senior tennis players from all over the country and internationally will participate. That will be followed by the Indian Wells Arts Festival and the Easter Bowl, junior tournament, followed by their music season with Garden Jam on April 6 and 7, with Lukas Nelson, Los Lobos, and Buddy Guy. The pickleball tournament is in November.

Barb Smith and Access Palm Springs have been busy. She thanked the hotel partners for their support. The Mardi Gras fundraising event for the CSUSB Hospitality Program was very successful. They are still tallying and collecting the total donations. Over 500 people attended. The support of the JW Marriott Desert Springs was appreciated. She is looking forward to even bigger and better for next year.

Mike McLean reported that vacation rentals are up across the Coachella Valley. The TOT through January is up 16% over last year and complaints are down 40-45%. He encouraged all to attend the April 3 event at the Merv Griffin Estate Meet & See.

Michael Facenda thanked everyone for a successful Meet & See at Agua Caliente Casino Resort Spa last night. The Agua Caliente Casinos have a new logo, new brand, new commercials, which unify the two properties, "Agua Caliente Casinos."

Tom Nolan reported that the airline industry is a complex one. There are interrelated relationships between airlines, airports, and flyers. Bob Thibault and he are attending the Jumpstart airline conference in June. He is in conversation with the airlines constantly and with Southwest over the last couple of years. Southwest introduced service to Hawaii which pulled away some interest in other airports. There are mechanics union issues which had a negative impact on reputation and the 737 Max topic also. The industry can change quickly.

Jay Chesterton reported that business is good at Fantasy Springs Resort Casino. The Rockyard opens tomorrow night for its season with a Van Halen tribute band.

Bruce Abney reported that the Meet & See last evening was a great event. He and the El Morocco support the Tourism Ambassador Program and complimented its thoroughness.

Lorraine Becker reported that Cabot's Pueblo Museum is bringing in Hopi kachina carvers, an ancient craft. She appreciates the surge of activity in the valley and encouraged all to come to Cabot's this weekend.

Brad Poncher of Homewood Suites in La Quinta, thanked all for making the large events possible.

FUTURE MEETING DATE

Friday, May 17, 2019. Location TBD.

ADJOURNMENT

The meeting was adjourned at 9:56 a.m.

Prepared by:

Reva Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:

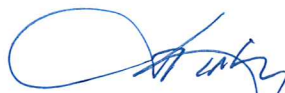
Robert Del Mas

Approval Date:

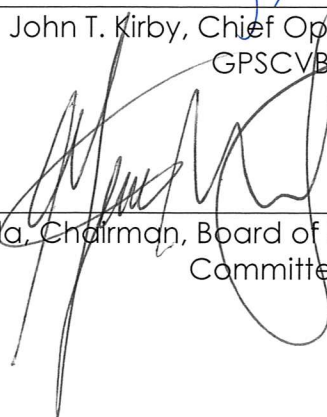
The following pages reflect the checks that were written for the
period of
March 1, 2019 through March 31, 2019.
Checks from Wells Fargo are numbered 052331 through W0329C



Scott White, President/CEO
GPSCVB



John T. Kirby, Chief Operating Officer
GPSCVB



Aftab Dada, Chairman, Board of Directors Finance/Budget
Committee

Check History Report
Sorted By Check Number
Activity From: 3/1/2019 to 3/31/2019

Greater Palm Springs Convention & Visitors Bureau (CVA)

Bank Code: 3 Wells Fargo Checking

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
052331	3/1/2019	ACEHOTE	PSP TRS Corp.	146.19	Auto
052332	3/1/2019	AMEXBGS	American Express	6,897.11	Auto
052333	3/1/2019	AMEXSLW	American Express	44,331.81	Auto
052334	3/1/2019	AVANTIT	Stefanie Kilcoyne	5,135.35	Auto
052335	3/1/2019	BARK	Matt Bark	35.50	Auto
052336	3/1/2019	BASIC2	BASIC	107.12	Auto
052337	3/1/2019	BMWFIN	BMW Financial Services	691.78	Auto
052338	3/1/2019	BRANDIN	Angela Weimer	630.00	Auto
052339	3/1/2019	BRENTAN	Elisabeth Rowe Brentano	1,500.00	Auto
052340	3/1/2019	CA FTB	Franchise Tax Board	75.00	Auto
052341	3/1/2019	CARRIER	Kathryn Carrier	1,400.00	Auto
052342	3/1/2019	DELAGE	De Lage Landen Fin Svc. Inc.	529.89	Auto
052343	3/1/2019	FARR	Gudrun Farr	3.20	Auto
052344	3/1/2019	FINDFOO	FIND Food Bank	5,000.00	Auto
052345	3/1/2019	FIRSTCO	First Concepts Consultants, Inc	2,000.00	Auto
052346	3/1/2019	GOODSPE	Sharon Goodspeed	849.00	Auto
052346	3/5/2019	GOODSPE	Sharon Goodspeed	849.00	Reversal
052347	3/1/2019	HUGHES	David Ian Hughes	2,025.00	Auto
052348	3/1/2019	JNS	JNS Media Specialists	343,800.00	Auto
052349	3/1/2019	LAWQUIN	Steven B. Quintanilla,	3,000.00	Auto
052350	3/1/2019	METLIFE	Metropolitan Life Insurance	7,241.32	Auto
052351	3/1/2019	MINTYSD	Jonathan Minton	1,474.88	Auto
052352	3/1/2019	OFFDEPO	Office Depot, Inc.	18.79	Auto
052353	3/1/2019	PACEC	Colleen Pace	1,233.90	Auto
052354	3/1/2019	PROFLAN	Professional Landscape Service	10,934.00	Auto
052355	3/1/2019	SHREDIT	Shred-It USA	114.94	Auto
052356	3/1/2019	SIMPLE	Simpleview LLC	215,102.25	Auto
052357	3/1/2019	SMOKETR	Smoke Tree Stables	120.00	Auto
052358	3/1/2019	UPS	United Parcel Service	631.45	Auto
052359	3/1/2019	VSP	Vision Service Plan (CA)	756.06	Auto
052360	3/1/2019	WATERS	Sandra Lee Waters	3.20	Auto
052361	3/8/2019	ACEHOTE	PSP TRS Corp.	91.57	Auto
052362	3/8/2019	ACETRAN	ACE Transportation	5,928.00	Auto
052363	3/8/2019	ALLSMIL	All Smiles Valet, Inc.	650.00	Auto
052364	3/8/2019	ASPEN	Webster, Martin, Vinton	968.15	Auto
052365	3/8/2019	ASSOCF	Association Forum	930.00	Auto
052366	3/8/2019	AT&T3	AT&T Mobility	1,215.10	Auto
052367	3/8/2019	BRANDIN	Angela Weimer	140.00	Auto
052368	3/8/2019	BURRTEC	Burrtec Waste & Recycling Svcs	173.81	Auto
052369	3/8/2019	CALSAE	CA Society of Assoc. Executive	4,990.00	Auto
052370	3/8/2019	CALSAE	CA Society of Assoc. Executive	3,800.00	Auto
052371	3/8/2019	COLONIA	Colonial Life	1,576.06	Auto
052372	3/8/2019	DESCHAM	Desert Champions LLC	800.00	Auto
052373	3/8/2019	ENCHANT	Lizette Vela	220.00	Auto
052374	3/8/2019	FINDFOO	FIND Food Bank	110.00	Auto
052375	3/8/2019	FIRST	DAIOHS USA	912.99	Auto
052376	3/8/2019	GECKO	Gecko Graft Corporation	2,062.50	Auto
052377	3/8/2019	HEIDILS	Heidi L. Smith & Associates	150.00	Auto
052378	3/8/2019	HILTONP	Walter Family Partnership	1,773.15	Auto
052379	3/8/2019	HILTONP	Walter Family Partnership	502.38	Auto
052380	3/8/2019	HOTELP	Hotel Paseo, Autograph	2,354.93	Auto
052381	3/8/2019	IMAGE	Image360 - Palm Desert	699.30	Auto
052382	3/8/2019	IRCINC	IRC, Inc.	28.50	Auto
052383	3/8/2019	KARIDIS	Karidis Productions, Inc.	1,140.00	Auto

Check History Report
Sorted By Check Number
Activity From: 3/1/2019 to 3/31/2019

Greater Palm Springs Convention & Visitors Bureau (CVA)

Bank Code: 3 Wells Fargo Checking

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
052384	3/8/2019	LAWRENC	Erin Lawrence	200.00	Auto
052385	3/8/2019	MEYERD	Davis Meyer	229.44	Auto
052386	3/8/2019	MPI	Meeting Professionals Int'l	28,000.00	Auto
052387	3/8/2019	MPI INT	MPI International	1,956.00	Auto
052388	3/8/2019	OFFDEPO	Office Depot, Inc.	1,252.80	Auto
052389	3/8/2019	PARTTIM	Part Time Genius	35,616.00	Auto
052390	3/8/2019	PEFACIL	PE Facility Solutions, LLC	1,390.00	Auto
052391	3/8/2019	PETTY	Petty Cash	245.38	Auto
052392	3/8/2019	PRESTIG	Prestige Resorts & Destination	10,000.00	Auto
052393	3/8/2019	PROFLAN	Professional Landscape Service	6,843.00	Auto
052394	3/8/2019	PSHOSP	Palm Springs Hospitality Assn	1,000.00	Auto
052395	3/8/2019	RENAISS	Renalsance Indian Wells Resor	1,500.00	Auto
052396	3/8/2019	SCE	Southern California Edison	1,728.64	Auto
052397	3/8/2019	SERNA	Cynthia Adriana Serna	500.00	Auto
052398	3/8/2019	SLOVAK	Slovak Baron Empey Murphy &	280.00	Auto
052399	3/8/2019	TELEPAC	TPx Communications	3,260.17	Auto
052400	3/8/2019	TIMEWAR	Time Warner Cable	93.14	Auto
052401	3/8/2019	TOUCHIT	Touch-It Prod.	1,000.00	Auto
052402	3/8/2019	UNITEDW	United Way of the Desert	128.00	Auto
052403	3/8/2019	UPS	United Parcel Service	1,113.21	Auto
052404	3/8/2019	UPS2	UPS Supply Chain Solutions Inc	36.99	Auto
052405	3/8/2019	VPAR	VPAR Inc.	1,500.00	Auto
052406	3/8/2019	WARREN	Amber Warren	17.28	Auto
052406	3/8/2019	WARREN	Amber Warren	17.28-	Reversal
052407	3/8/2019	XPRESS	Xpress Graphics & Printing	2,040.42	Auto
052407	3/8/2019	XPRESS	Xpress Graphics & Printing	2,040.42-	Reversal
052408	3/8/2019	WARREN	Amber Warren	17.28	Auto
052409	3/8/2019	XPRESS	Xpress Graphics & Printing	2,040.42	Auto
052410	3/15/2019	360DEST	360 DG SDPS, LLC	1,337.50	Auto
052411	3/15/2019	ADARA	ADARA	3,334.00	Auto
052412	3/15/2019	AGLE	Joshua Agle	15,000.00	Auto
052413	3/15/2019	BASIC	BASIC pacific	3,140.98	Auto
052414	3/15/2019	CA FTB	Franchise Tax Board	75.00	Auto
052415	3/15/2019	CATHCER	Cathedral City Evening Rotary	350.00	Auto
052416	3/15/2019	CDW GOV	CDW-Government, Inc	1,965.48	Auto
052417	3/15/2019	CIVITAS	Civitas Advisors Inc	2,080.00	Auto
052418	3/15/2019	CLASSPH	Jake Pratt	150.00	Auto
052419	3/15/2019	DELAGE	De Lage Landen Fin Svc. Inc.	340.95	Auto
052420	3/15/2019	DESADV	Desert Adventures	316.25	Auto
052421	3/15/2019	EIGHT4N	EIGHT4NINE Restaurant & Lounge	750.00	Auto
052422	3/15/2019	EMBROI	Desert Promotional	559.00	Auto
052423	3/15/2019	ENTERP2	EAN Services, LLC	815.09	Auto
052424	3/15/2019	FRONTIE	Frontier	173.32	Auto
052425	3/15/2019	GALLEGO	Robyn Gallegos	1,000.00	Auto
052426	3/15/2019	GRAY	Caroline Gray	208.69	Auto
052427	3/15/2019	JNS	JNS Media Specialists	80,151.02	Auto
052428	3/15/2019	JONESAG	The Jones Agency	13,966.00	Auto
052429	3/15/2019	KPLM	KPLM	2,500.00	Auto
052430	3/15/2019	MARLEY	Denise Marley	3,150.00	Auto
052431	3/15/2019	MARTINE	Lucy Martinez	38.00	Auto
052432	3/15/2019	MPI WEC	Meeting Professionals	1,224.00	Auto
052433	3/15/2019	NAED	National Association of	3,818.00	Auto
052434	3/15/2019	OFFDEPO	Office Depot, Inc.	1,204.31	Auto
052435	3/15/2019	PCMANC	PCMA Northern California	2,174.64	Auto

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052436	3/15/2019	PEAK	Polly Peak	3,500.00	Auto
052437	3/15/2019	PROTECT	Protection 1/ ADT	261.21	Auto
052438	3/15/2019	PSHOSP	Palm Springs Hospitality Assn	120.00	Auto
052439	3/15/2019	PUBSTOR	Shurgard-Resco II, LLC	355.00	Auto
052440	3/15/2019	SHEEHAN	Danae Sheehan	187.93	Auto
052441	3/15/2019	SIGNATU	Signature Travel Network	5,250.00	Auto
052442	3/15/2019	SQUEEGE	Nathan D Garcia	300.00	Auto
052443	3/15/2019	SWEENEY	Jennifer Sweeney	233.75	Auto
052444	3/15/2019	UPS	United Parcel Service	561.72	Auto
052445	3/15/2019	VAVRINE	Vavrinek, Trine, Day & Co. LLP	2,800.00	Auto
052446	3/21/2019	ACETRAN	ACE Transportation	102.00	Auto
052447	3/21/2019	ASPEN	Webster, Martin, Vinton	119.40	Auto
052447	3/21/2019	ASPEN	Webster, Martin, Vinton	119.40	Reversal
052447	3/21/2019	ASPEN	Webster, Martin, Vinton	119.40	Reversal
052448	3/21/2019	AVANTIT	Stefanie Kilcoyne	5,135.35	Auto
052449	3/21/2019	BGF	BGF LLC	250.00	Auto
052450	3/21/2019	BRANDIN	Angela Weimer	60.00	Auto
052451	3/21/2019	CDW GOV	CDW-Government, Inc	7,319.33	Auto
052452	3/21/2019	CVWATER	Coachella Valley Water Dist.	171.02	Auto
052453	3/21/2019	DCI	Development Counsellors	5,754.55	Auto
052454	3/21/2019	DESADV	Desert Adventures	2,070.00	Auto
052455	3/21/2019	HARTFOR	The Hartford	114.00	Auto
052455	3/22/2019	HARTFOR	The Hartford	114.00	Reversal
052456	3/21/2019	HYATTGR	Hyatt Regency Indian Wells	528.98	Auto
052457	3/21/2019	JNS	JNS Media Specialists	57,834.13	Auto
052458	3/21/2019	LAWQUIN	Steven B. Quintanilla,	3,000.00	Auto
052459	3/21/2019	MAGUIRE	Janet P Maguire	90.00	Auto
052460	3/21/2019	MPLUS	M Plus LLC.	874.00	Auto
052461	3/21/2019	PACEC	Colleen Pace	895.14	Auto
052462	3/21/2019	REYNOLD	Revae Reynolds	117.09	Auto
052463	3/21/2019	SAGUARO	The Saguaro Palm Springs	289.40	Auto
052464	3/21/2019	SAVORY	LEMICO, LLC	39.91	Auto
052465	3/21/2019	SHEEHAN	Danae Sheehan	39.52	Auto
052466	3/21/2019	SPARKLO	Sparkloft Media	29,466.67	Auto
052467	3/21/2019	STEELTE	Steel Technology LLC	4,337.88	Auto
052468	3/21/2019	STR	Smith Travel Research Inc.	150.00	Auto
052469	3/21/2019	SYNAPSE	Synapse Sports Inc.	36,000.00	Auto
052470	3/21/2019	TALLGRA	Nancy J Cohee	280.00	Auto
052471	3/21/2019	UNIONSW	Union Bank	10,040.57	Auto
052472	3/21/2019	VALLEY	Valley Office Equipment	797.69	Auto
052473	3/21/2019	WEAREME	B+B Productions, LLC	1,592.00	Auto
052474	3/21/2019	ZAPATA	Jean Paul Zapata	1,300.00	Auto
052475	3/28/2019	360VIEW	360ViewPR	6,000.00	Auto
052476	3/28/2019	ACETRAN	ACE Transportation	1,440.00	Auto
052477	3/28/2019	ADWEEK	Adweek LLC	25,000.00	Auto
052478	3/28/2019	AGUACAL	Agua Caliente Resort & Spa	1,000.00	Auto
052479	3/28/2019	AILEVON	Ailevon Pacific Aviation	10,834.00	Auto
052480	3/28/2019	AMEXSLW	American Express	88,660.31	Auto
052481	3/28/2019	BASIC2	BASIC	218.12	Auto
052482	3/28/2019	BGF	BGF LLC	250.00	Auto
052483	3/28/2019	BRANDIN	Angela Weimer	420.00	Auto
052484	3/28/2019	BRIGHT	Bright Event Rentals	750.00	Auto
052485	3/28/2019	CA FTB	Franchise Tax Board	75.00	Auto
052486	3/28/2019	CATERIN	Catering by Westwood, Inc.	750.00	Auto

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052487	3/28/2019	CRYSTAL	Crystal Fantasy LLC	150.00	Auto
052488	3/28/2019	DESADV	Desert Adventures	316.25	Auto
052489	3/28/2019	DORRIS	Chelsea N Dorris	1,500.00	Auto
052490	3/28/2019	DRINKER	Drinker Biddle & Reath LLP	2,856.00	Auto
052491	3/28/2019	EVANS	Linda Evans Bender	50.00	Auto
052492	3/28/2019	FARR	Gudrun Farr	8.11	Auto
052493	3/28/2019	GARDNER	Gary R Gardner	50.00	Auto
052494	3/28/2019	GOMER	Lori Gomer	800.00	Auto
052495	3/28/2019	GUTIERR	Ernesto Gutierrez	50.00	Auto
052496	3/28/2019	HARNIK	Jan C Harnik	50.00	Auto
052497	3/28/2019	HASLER1	TotalFunds	1,500.00	Auto
052498	3/28/2019	HOLMES	Elaine Holmes	50.00	Auto
052499	3/28/2019	ICON	ICON Presentations, Inc.	450.00	Auto
052500	3/28/2019	JNS	JNS Media Specialists	52,278.70	Auto
052501	3/28/2019	KAUFMAN	Hylon Kaufmann	31.85	Auto
052502	3/28/2019	KORS	Geoffrey Kors	50.00	Auto
052503	3/28/2019	LIQUIDC	Liquid Catering	750.00	Auto
052504	3/28/2019	MERTENS	Ted Mertens	50.00	Auto
052505	3/28/2019	MYLITTL	Howard Scotte, LLC	429.39	Auto
052506	3/28/2019	PASTRY	The Pastry Swan Bakery	125.00	Auto
052507	3/28/2019	PRINTIN	Austie Corporation	2,777.80	Auto
052508	3/28/2019	RMCHAMB	Rancho Mirage Chamber of	550.00	Auto
052509	3/28/2019	SHIELDS	Shields Date Garden	180.00	Auto
052510	3/28/2019	SHREDIT	Shred-It USA	114.94	Auto
052511	3/28/2019	SMOTRIC	Iris M Smotrich	50.00	Auto
052512	3/28/2019	ULINE	ULINE	534.82	Auto
052513	3/28/2019	UPS	United Parcel Service	1,199.18	Auto
052514	3/28/2019	WATERS	Sandra Lee Waters	8.11	Auto
A0306A	3/6/2019	CALPERS	CalPERS	63,036.31	Manual
A0326A	3/26/2019	HARTFOR	The Hartford	114.00	Manual
C19222	3/4/2019	MOURHES	Anne Marie Mourhess	198.34	Manual
C19223	3/4/2019	ZAPATA	Jean Paul Zapata	436.97	Manual
C19224	3/4/2019	ZAPATA	Jean Paul Zapata	78.71	Manual
C19225	3/11/2019	GALLEGO	Robyn Gallegos	36.06	Manual
C19226	3/11/2019	WHITE	Scott L. White	2,932.82	Manual
C19227	3/11/2019	RYAN	Mary Ryan	2,399.50	Manual
C19228	3/13/2019	CRABB	Mark Crabb	1,333.63	Manual
C19229	3/13/2019	KIEHL	Joyce Kiehl	379.06	Manual
C19230	3/13/2019	LASKOE	Anndee Laskoe	446.31	Manual
C19231	3/13/2019	MIRAGLI	Jeff Miraglia	389.92	Manual
C19232	3/13/2019	OSTERBE	Rob Osterberg	648.23	Manual
C19233	3/13/2019	MASTAKO	Ashley Mastako	16.24	Manual
C19234	3/13/2019	MCCULLU	Winona McCullum	253.60	Manual
C19235	3/13/2019	KIEHL	Joyce Kiehl	1,077.26	Manual
C19236	3/15/2019	KIEHL	Joyce Kiehl	887.63	Manual
C19237	3/15/2019	KIRBY	John Kirby	1,292.00	Manual
C19238	3/26/2019	AED	Suzanne Aed	212.54	Manual
C19239	3/21/2019	BARK	Matt Bark	2,306.55	Manual
C19240	3/21/2019	BOWIS	Lynne Bowis	616.22	Manual
C19241	3/21/2019	BOWIS	Lynne Bowis	700.39	Manual
C19242	3/21/2019	BUCKLIN	Tammy Bucklin	874.76	Manual
C19243	3/21/2019	CRABB	Mark Crabb	123.65	Manual
C19244	3/21/2019	GALLEGO	Robyn Gallegos	561.40	Manual
C19245	3/26/2019	GALLEGO	Robyn Gallegos	105.41	Manual

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C19246	3/21/2019	GOODSPE	Sharon Goodspeed	288.60	Manual
C19247	3/21/2019	MASTAKO	Ashley Mastako	52.57	Manual
C19248	3/21/2019	MORGAN	Michelle Morgan	647.81	Manual
C19249	3/26/2019	MOURHES	Anne Marie Mourhess	80.48	Manual
C19250	3/21/2019	ORFIELD	Gary Orfield	90.53	Manual
C19251	3/26/2019	OSTERBE	Rob Osterberg	635.00	Manual
W0306A	3/6/2019	ICMARC	ICMA-RC	5,922.04	Manual
W0306B	3/6/2019	ICMARCR	ICMA-RC-RHS Plan	950.00	Manual
W0308A	3/8/2019	AVIAREP	Aviareps Marketing Garden, LTD	1,411.36	Manual
W0315A	3/15/2019	ICMARC	ICMA-RC	5,830.52	Manual
W0315B	3/15/2019	ICMARCR	ICMA-RC-RHS Plan	950.00	Manual
W0320A	3/20/2019	MSI	Marketing Services Intl GmbH	20,670.17	Manual
W0328A	3/28/2019	SHANGHA	Shanghai Mailman Business	22,340.00	Manual
W0329A	3/29/2019	AVIAREP	Aviareps Marketing Garden, LTD	8,877.71	Manual
W0329B	3/29/2019	VISITUS	Visit USA Committee / France	909.41	Manual
W0329C	3/29/2019	MN' ORG	mN' Organisation	10,662.00	Manual
Bank 3 Total:				<u>1,472,265.41</u>	
Report Total:				<u><u>1,472,265.41</u></u>	

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Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
052308	4/23/2019	KELLAM	Steve Kellam	25.80-	Reversal
052361	4/23/2019	ACEHOTE	PSP TRS Corp.	91.57-	Reversal
052447	4/1/2019	ASPEN	Webster, Martin, Vinton	119.40-	Reversal
052486	4/4/2019	CATERIN	Catering by Westwood, Inc.	750.00-	Reversal
052515	4/4/2019	360VIEW	360ViewPR	6,000.00	Auto
052516	4/4/2019	AMERTOU	AmericanTours International	4,500.00	Auto
052517	4/4/2019	AMEXBGS	American Express	7,360.17	Auto
052518	4/4/2019	ASPEN	Webster, Martin, Vinton	109.45	Auto
052519	4/4/2019	AT&T3	AT&T Mobility	1,801.65	Auto
052520	4/4/2019	ATRANSP	A Transportation Service, LLC	110.00	Auto
052521	4/4/2019	AVANTIT	Stefanie Kilcoyne	5,135.35	Auto
052522	4/4/2019	BMWFIN	BMW Financial Services	691.78	Auto
052523	4/4/2019	BMWFIN2	BMW Financial Services NA, LLC	34,610.50	Auto
052524	4/4/2019	BRANDIN	Angela Weimer	96.00	Auto
052525	4/4/2019	BURRTEC	Burrtec Waste & Recycling Svcs	173.81	Auto
052526	4/4/2019	CHEIRON	Cheiron, Inc.	4,625.00	Auto
052527	4/4/2019	CLASSIC	Classic Club	2,000.27	Auto
052528	4/4/2019	COLONIA	Colonial Life	1,704.44	Auto
052529	4/4/2019	COLONYP	Colony Palms Hotel, LLC	872.00	Auto
052530	4/4/2019	DELAGE	De Lage Landen Fin Svc. Inc.	529.89	Auto
052531	4/4/2019	DESADV	Desert Adventures	948.75	Auto
052532	4/4/2019	FINDFOO	FIND Food Bank	110.00	Auto
052533	4/4/2019	FIRST	DAIOHS USA	100.00	Auto
052534	4/4/2019	FIRSTCO	First Concepts Consultants, Inc	2,000.00	Auto
052535	4/4/2019	FTICA	Fiduciary Trust Int'l of Calif	380,255.56	Auto
052536	4/4/2019	GECKO	Gecko Grafix Corporation	450.00	Auto
052537	4/4/2019	HARRELL	Crystal Harrell	100.00	Auto
052538	4/4/2019	HOWCUST	Artize Gallery, LLC	1,405.22	Auto
052539	4/4/2019	LINCOLN	The Lincoln National Life	6,527.77	Auto
052540	4/4/2019	LPE	Logo Products Experts, Inc.	715.49	Auto
052541	4/4/2019	MAGUIRE	Janet P Maguire	350.00	Auto
052542	4/4/2019	MAILFIN	MailFinance	2,722.58	Auto
052543	4/4/2019	METLIFE	Metropolitan Life Insurance	5,526.08	Auto
052544	4/4/2019	ORKIN	Orkin, Inc.	162.71	Auto
052545	4/4/2019	PDCC	Palm Desert Area Chamber of	6,600.00	Auto
052546	4/4/2019	PEAK	Polly Peak	3,500.00	Auto
052547	4/4/2019	PETERSO	Gregory Earl Peterson	500.00	Auto
052548	4/4/2019	PETTY	Petty Cash	409.08	Auto
052549	4/4/2019	PRINTIN	Austlie Corporation	321.10	Auto
052550	4/4/2019	PROFLAN	Professional Landscape Service	1,025.00	Auto
052551	4/4/2019	RENPS	Renaissance Palm Springs	750.00	Auto
052552	4/4/2019	SCOLSON	Stefan Colson	9,000.00	Auto
052553	4/4/2019	SHERNAN	Steven A Hernandez	50.00	Auto
052554	4/4/2019	SIMPLE	Simpleview LLC	79,950.00	Auto
052555	4/4/2019	SMOKETR	Smoke Tree Stables	2,376.00	Auto
052556	4/4/2019	SOWEST	Southwest Rail Passenger Assn	2,000.00	Auto
052557	4/4/2019	STURGEON	Donna Sturgeon	129.00	Auto
052558	4/4/2019	THEWED	The Wedding Report, Inc.	399.00	Auto
052559	4/4/2019	TIMEWAR	Time Warner Cable	93.14	Auto
052560	4/4/2019	UNITEDW	United Way of the Desert	128.00	Auto
052561	4/4/2019	UPS	United Parcel Service	281.63	Auto
052562	4/4/2019	VSP	Vision Service Plan (CA)	750.91	Auto
052563	4/4/2019	WARREN	Amber Warren	25.06	Auto
052564	4/4/2019	XPRESS	Xpress Graphics & Printing	693.28	Auto

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052565	4/4/2019	CATERIN	Catering by Westwood, Inc.	750.00	Auto
052566	4/11/2019	AAPFOOD	AIDS Assistance Program, Inc	5,000.00	Auto
052567	4/11/2019	FARR	Gudrun Farr	21.00	Auto
052568	4/11/2019	GOODSPE	Sharon Goodspeed	936.00	Auto
052569	4/11/2019	HUGHES	David Ian Hughes	3,150.00	Auto
052570	4/11/2019	IMAGE	Image360 - Palm Desert	84.59	Auto
052571	4/11/2019	JNS	JNS Media Specialists	38,271.76	Auto
052572	4/11/2019	KNOWLAN	Knowland	2,400.00	Auto
052573	4/11/2019	MADRAS	Diana Jean Bergquist	5,043.75	Auto
052574	4/11/2019	OFFDEPO	Office Depot, Inc.	3,379.49	Auto
052575	4/11/2019	PDCC	Palm Desert Area Chamber of	75.00	Auto
052576	4/11/2019	PEFACIL	PE Facility Solutions, LLC	1,390.00	Auto
052577	4/11/2019	PSFILM	Palm Springs International	27,500.00	Auto
052578	4/11/2019	SCE	Southern California Edison	1,563.61	Auto
052579	4/11/2019	SLOVAK	Slovak Baron Empey Murphy &	2,255.00	Auto
052580	4/11/2019	SUMMERL	Summerland Creative, Inc.	96,700.00	Auto
052581	4/11/2019	TELEPAC	TPx Communications	3,339.92	Auto
052582	4/11/2019	WARREN	Amber Warren	92.33	Auto
052583	4/11/2019	WATERS	Sandra Lee Waters	21.00	Auto
052584	4/11/2019	XPRESS	Xpress Graphics & Printing	110.25	Auto
052585	4/18/2019	ABARCA	Erica Abarca	1,200.00	Auto
052586	4/18/2019	ADARA	ADARA	3,334.00	Auto
052587	4/18/2019	ALLE	Alexandra Pawelski	13,000.00	Auto
052588	4/18/2019	AMP	Assn. of Meeting Professionals	1,350.00	Auto
052589	4/18/2019	AVANTIT	Stefanie Kilcoyne	5,186.18	Auto
052590	4/18/2019	BOYS	Boys & Girls Clubs of	100.00	Auto
052591	4/18/2019	BRANDIN	Angela Weimer	258.00	Auto
052592	4/18/2019	CA FTB	Franchise Tax Board	75.00	Auto
052593	4/18/2019	CAPLAN	Eric Scott Caplan	4,011.67	Auto
052594	4/18/2019	CONTOTE	Conventiontotes.com Inc.	4,015.59	Auto
052595	4/18/2019	CVWATER	Coachella Valley Water Dist.	210.62	Auto
052596	4/18/2019	DCI	Development Counsellors	5,754.55	Auto
052597	4/18/2019	DELAGE	De Lage Landen Fin Svc. Inc.	340.95	Auto
052598	4/18/2019	DESADV	Desert Adventures	316.25	Auto
052599	4/18/2019	ENTERP2	EAN Services, LLC	2,800.85	Auto
052600	4/18/2019	FIRST	DAIOHS USA	497.35	Auto
052601	4/18/2019	FRONTIE	Frontier	172.90	Auto
052602	4/18/2019	GALLEGO	Robyn Gallegos	1,600.00	Auto
052603	4/18/2019	JNS	JNS Media Specialists	10,225.72	Auto
052604	4/18/2019	KELLY	Kelly Paper	412.63	Auto
052605	4/18/2019	LAWRENC	Erin Lawrence	200.00	Auto
052606	4/18/2019	LULU	LuLu California Bistro	1,000.00	Auto
052607	4/18/2019	MAGUIRE	Janet P Maguire	970.00	Auto
052608	4/18/2019	MARLEY	Denise Marley	1,500.00	Auto
052609	4/18/2019	OFFDEPO	Office Depot, Inc.	727.34	Auto
052610	4/18/2019	ORKIN	Orkin, Inc.	162.71	Auto
052611	4/18/2019	PROFLAN	Professional Landscape Service	8,838.00	Auto
052612	4/18/2019	PSHOSP	Palm Springs Hospitality Assn	150.00	Auto
052613	4/18/2019	PUBSTOR	Shurgard-Resco II, LLC	355.00	Auto
052614	4/18/2019	REEDBUS	Reed Business Information Inc.	4,950.00	Auto
052615	4/18/2019	RENAISS	Renaissance Indian Wells Resor	1,000.00	Auto
052616	4/18/2019	REYNOLD	Revae Reynolds	35.80	Auto
052617	4/18/2019	SAFEHOU	Safe House of the Desert	500.00	Auto
052618	4/18/2019	SANFERN	San Fernando Valley Business	49.95	Auto

Check History Report
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Activity From: 4/1/2019 to 4/30/2019

Greater Palm Springs Convention & Visitors Bureau (CVA)

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Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
052619	4/18/2019	SAVORY	LEMICO, LLC	486.00	Auto
052620	4/18/2019	SERNA	Cynthia Adriana Serna	250.00	Auto
052621	4/18/2019	STRATEG	Strategic Marketing & Research	9,000.00	Auto
052622	4/18/2019	SUMMERL	Summerland Creative, Inc.	7,450.00	Auto
052623	4/18/2019	UNITEDW	United Way of the Desert	1,200.00	Auto
052624	4/18/2019	UPS	United Parcel Service	327.26	Auto
052625	4/18/2019	WARREN	Amber Warren	143.43	Auto
052626	4/18/2019	YMCA	Family YMCA of the Desert	700.00	Auto
052627	4/26/2019	ACEHOTE	PSP TRS Corp.	91.57	Auto
052628	4/26/2019	ALLE	Alexandra Pawelski	285.46	Auto
052629	4/26/2019	AMEXSLW	American Express	89,099.91	Auto
052630	4/26/2019	BARBER	Barberstock Systems	2,622.00	Auto
052631	4/26/2019	BASIC	BASIC pacific	3,120.14	Auto
052632	4/26/2019	BASIC2	BASIC	140.00	Auto
052633	4/26/2019	BRANDIN	Angela Weimer	672.00	Auto
052634	4/26/2019	BWEST	B. West Marketing Group, Inc.	670.43	Auto
052635	4/26/2019	CALLUST	California Lustre	2,125.00	Auto
052636	4/26/2019	CAPLAN	Eric Scott Caplan	5,116.25	Auto
052637	4/26/2019	CARDIFF	Cardiff Limousine	4,474.80	Auto
052638	4/26/2019	DELAGE	De Lage Landen Fin Svc. Inc.	529.89	Auto
052639	4/26/2019	DES SUN	The Desert Sun #1082	1,241.73	Auto
052640	4/26/2019	DESADV	Desert Adventures	316.25	Auto
052641	4/26/2019	GOMEZ	Andrea Gomez	100.00	Auto
052642	4/26/2019	GPSTF	Greater Palm Springs Tourism	170.00	Auto
052643	4/26/2019	HARRELL	Crystal Harrell	100.00	Auto
052644	4/26/2019	HASLER1	TotalFunds	1,000.00	Auto
052645	4/26/2019	HOTELP	Hotel Paseo, Autograph	215.81	Auto
052646	4/26/2019	JNS	JNS Media Specialists	25,192.29	Auto
052647	4/26/2019	KELLAM	Steve Kellam	25.80	Auto
052648	4/26/2019	LASKOE	Anndee Laskoe	142.05	Auto
052649	4/26/2019	MACIAS	Melanie Macias	2,500.00	Auto
052650	4/26/2019	OLIVE	Rick Emple	584.54	Auto
052651	4/26/2019	PDCC	Palm Desert Area Chamber of	260.00	Auto
052652	4/26/2019	PSCANDY	Palm Springs Candy Company	596.25	Auto
052653	4/26/2019	SALGADO	Karina Salgado	75.00	Auto
052654	4/26/2019	SDTA	San Diego Tourism Authority	3,467.52	Auto
052655	4/26/2019	SHIELDS	Shields Date Garden	48.00	Auto
052656	4/26/2019	SHREDIT	Shred-It USA	115.46	Auto
052657	4/26/2019	SONYPTE	Sony Pictures Television, Inc.	4,584.56	Auto
052658	4/26/2019	SPARKLO	Sparkloft Media	29,466.67	Auto
052659	4/26/2019	TEAWITH	Leslie Shockley	258.60	Auto
052660	4/26/2019	TOUCHIT	Touch-It Prod.	3,000.00	Auto
052661	4/26/2019	UNIONSW	Union Bank	7,042.21	Auto
052662	4/26/2019	VALLEY	Valley Office Equipment	728.41	Auto
052663	4/26/2019	VANRIJS	Joan Page McKenna Van Rijswijk	50.00	Auto
052664	4/26/2019	XPRESS	Xpress Graphics & Printing	2,396.18	Auto
A0408A	4/8/2019	CALPERS	CalPERS	63,571.37	Manual
C17148	4/17/2019	GALLEGO	Robyn Gallegos	850.33	Manual
C17148	4/17/2019	GALLEGO	Robyn Gallegos	850.33-	Reversal
C19252	4/1/2019	ABARCA	Erica Abarca	59.72	Manual
C19253	4/1/2019	BATTLE	Marta Battle	165.16	Manual
C19254	4/1/2019	KIEHL	Joyce Kiehl	950.46	Manual
C19255	4/1/2019	MASTAKO	Ashley Mastako	77.22	Manual
C19256	4/1/2019	QUIGLEY	Barbara Quigley	619.07	Manual

Run Date: 5/8/2019 10:11:27AM

A/P Date: 5/8/2019

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User Logon: Gilda

Check History Report
Sorted By Check Number
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Greater Palm Springs Convention & Visitors Bureau (CVA)

Bank Code: 3 Wells Fargo Checking

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
C19257	4/1/2019	WILLMAN	Marissa Willman	694.51	Manual
C19258	4/1/2019	ZAPATA	Jean Paul Zapata	726.14	Manual
C19259	4/1/2019	KIEHL	Joyce Kiehl	426.43	Manual
C19260	4/1/2019	WHITE	Scott L. White	2,733.91	Manual
C19261	4/4/2019	BUCKLIN	Tammy Bucklin	267.14	Manual
C19262	4/4/2019	CRABB	Mark Crabb	2,666.02	Manual
C19263	4/4/2019	GALLEGO	Robyn Gallegos	70.00	Manual
C19264	4/4/2019	OHANES	Joanne Ohanesian	7.74	Manual
C19265	4/4/2019	PACEC	Colleen Pace	354.58	Manual
C19266	4/4/2019	WILLMAN	Marissa Willman	629.00	Manual
C19267	4/19/2019	OSTERBE	Rob Osterberg	672.37	Manual
C19268	4/8/2019	ABARCA	Erica Abarca	9.68	Manual
C19269	4/8/2019	BOWIS	Lynne Bowis	1,208.73	Manual
C19270	4/8/2019	MEYERD	Davis Meyer	92.22	Manual
C19271	4/8/2019	KUSMIER	Krystal Kusmieruk	648.00	Manual
C19272	4/10/2019	ESTERLI	Susan Esterling	520.25	Manual
C19273	4/10/2019	MASTAKO	Ashley Mastako	596.00	Manual
C19274	4/10/2019	ZAPATA	Jean Paul Zapata	596.00	Manual
C19275	4/10/2019	BARK	Matt Bark	871.70	Manual
C19276	4/10/2019	KELLAM	Steve Kellam	187.06	Manual
C19277	4/10/2019	ESTERLI	Susan Esterling	87.31	Manual
C19278	4/11/2019	RYAN	Mary Ryan	587.01	Manual
C19279	4/11/2019	WHITE	Scott L. White	4,114.88	Manual
C19280	4/11/2019	OSTERBE	Rob Osterberg	2,928.00	Manual
C19281	4/11/2019	PHILBRO	Jill Philbrook	96.57	Manual
C19282	4/12/2019	GOMER	Lori Gomer	276.19	Manual
C19283	4/12/2019	KIEHL	Joyce Kiehl	498.50	Manual
C19284	4/12/2019	MARTINE	Lucy Martinez	127.21	Manual
C19285	4/12/2019	WILLMAN	Marissa Willman	126.18	Manual
C19286	4/16/2019	KIRKPAT	Rebecca Kirkpatrick	274.29	Manual
C19287	4/16/2019	MEYERD	Davis Meyer	41.96	Manual
C19288	4/16/2019	PACEC	Colleen Pace	381.47	Manual
C19289	4/16/2019	ABARCA	Erica Abarca	19.72	Manual
C19290	4/16/2019	KIRKPAT	Rebecca Kirkpatrick	44.64	Manual
C19291	4/16/2019	MEYERD	Davis Meyer	100.00	Manual
C19292	4/19/2019	MIRAGLI	Jeff Miraglia	187.16	Manual
C19293	4/19/2019	OSTERBE	Rob Osterberg	265.27	Manual
C19294	4/19/2019	PACEC	Colleen Pace	61.56	Manual
C19295	4/19/2019	REYNOLD	Reva Reynolds	286.65	Manual
C19296	4/23/2019	GOODSPE	Sharon Goodspeed	103.60	Manual
C19297	4/23/2019	KUSMIER	Krystal Kusmieruk	37.70	Manual
C19298	4/23/2019	GOODSPE	Sharon Goodspeed	83.69	Manual
C19299	4/23/2019	KUSMIER	Krystal Kusmieruk	27.84	Manual
C19300	4/23/2019	ORFIELD	Gary Orfield	2,450.95	Manual
C19301	4/24/2019	ABARCA	Erica Abarca	32.96	Manual
C19302	4/24/2019	BOWIS	Lynne Bowis	1,418.48	Manual
C19303	4/24/2019	BUCKLIN	Tammy Bucklin	1,218.32	Manual
C19304	4/29/2019	MACIAS	Melanie Macias	326.59	Manual
C19305	4/29/2019	MASTAKO	Ashley Mastako	163.81	Manual
C19306	4/29/2019	MIRAGLI	Jeff Miraglia	138.77	Manual
C19307	4/29/2019	MIRAGLI	Jeff Miraglia	213.96	Manual
C19308	4/29/2019	RYAN	Mary Ryan	1,871.40	Manual
W0402A	4/2/2019	ICMARC	ICMA-RC	6,130.52	Manual
W0402B	4/2/2019	ICMARCR	ICMA-RC-RHS Plan	950.00	Manual

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W0402C	4/2/2019	ICMARC	ICMA-RC	25,500.00	Manual
W0408A	4/8/2019	FLIGHTC	Flight Centre Travel Group Lmt	14,259.20	Manual
W0408B	4/8/2019	SPECIAL	Specialist Holidays Group	5,000.00	Manual
W0412A	4/12/2019	BLACKDI	Black Diamond	10,000.00	Manual
W0416A	4/16/2019	CRDINT	CRD Int'l GmbH	2,000.00	Manual
W0419A	4/19/2019	ICMARC	ICMA-RC	6,180.52	Manual
W0419B	4/19/2019	ICMARCR	ICMA-RC-RHS Plan	950.00	Manual
Bank 3 Total:				1,228,238.49	
Report Total:				1,228,238.49	

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

RESOLUTION NO. JPA 2019-001

Linda Evans, Chair
City of La Quinta

Geoff Kors, Vice Chair
City of Palm Springs

Ernesto Gutierrez
City of Cathedral City

Gary Gardner
City of Desert Hot Springs

Richard Balocco
City of Indian Wells

Elaine Holmes
City of Indio

Jan Harnik
City of Palm Desert

Charles Townsend
City of Rancho Mirage

V. Manuel Perez
County of Riverside

A RESOLUTION OF THE GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU (CVB) JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE REVISING AUTHORIZED SIGNATORIES AND TRUSTEES TO THE DEFINED BENEFIT PENSION PLAN

WHEREAS, the Greater Palm Springs Convention & Visitors Bureau (CVB) is a Joint Powers Authority operating under the Joint Exercise of Powers Act (California Government Code Sections 6500 *et seq.*), located in the County of Riverside, State of California; and

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

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

WHEREAS, the JPA Executive Committee serves as the governing body of the CVB; and

WHEREAS, the CVB sponsors CVB's Defined Benefit Pension Plan (the "Plan"); and

WHEREAS, CVB recently underwent changes to personnel, including the retirement of the CVB's Chief Operating Officer, John Kirby, and hiring of a new Vice President of Finance and Administration, William Judson; and

WHEREAS, in light of the aforementioned personnel changes, CVB's pension counsel has recommended that several revisions be made including (1) removing the Chief Operating Officer (John Kirby) as an authorized signatory and adding CVB's Vice President of Finance and Administration (William Judson) as authorized signatory to the Plan, and (2) removing the Chief Operating Officer (John Kirby) and naming CVB's Vice President of Finance and Administration (William Judson) as Trustee on the Plan.

NOW, THEREFORE, be it resolved by the JPA Executive Committee, the governing body of the CVB, as follows:

Section 1. Recitals.

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

Section 2. REVISING AUTHORIZED SIGNATORIES TO PENSION PLAN.

That the Chief Operating Officer (John Kirby) is hereby removed as an authorized signatory with respect to the Plan and that CVB's Vice President of Finance and Administration (William Judson) is hereby added as an authorized signatory to the Pension Plan.

Section 3. REVISING PENSION PLAN TRUSTEES.

That the Chief Operating Officer (John Kirby) is hereby removed as a Trustee on the Plan and CVB's Vice President of Finance and Administration (William Judson) is hereby added as a Trustee on the Plan.

Section 4. AUTHORIZATION.

That the CVB President/CEO (Scott White), Vice President of Finance and Administration (William Judson), and General Legal Counsel (Steven Quintanilla) are hereby authorized and directed to execute all necessary documents related to the implementation of the actions as approved by this Resolution.

Section 5. SEVERABILITY.

That the 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 legislation, the remaining provisions, sections, paragraphs, sentences or words of this Resolution as hereby adopted shall remain in full force and effect.

Section 6. REPEAL OF CONFLICTING PROVISIONS.

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

Section 7. EFFECTIVE DATE.

That this Resolution shall take effect immediately upon its adoption.

Section 8. CERTIFICATION.

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

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PASSED, APPROVED AND ADOPTED at a regular meeting of the JPA Executive Committee of the Greater Palm Springs Convention & Visitors Bureau held on the 17th day of May, 2019, by the following vote:

AYES:

NAYES:

ABSENT:

ABSTAIN:

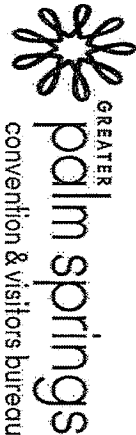
Linda Evans, Chair
Executive Committee

ATTEST:

Revae Reynolds, Clerk for the Executive Committee

APPROVED AS TO FORM:

Steven B. Quintanilla, General Counsel



Monthly Summary Financial Report for March 2019

Account Description	Current Month			Current YTD			Comparison of Current YTD vs. Prior YTD					Annual Forecast	Annual Budget	Variance
	March - Actual	March - Budget	Variance	YTD Actual	YTD Budget	YTD Variance	March 2019		March 2018					
							Current YTD	Prior YTD	YTD Variance					
Revenue														
Cities/County Public Funding	-	-	-	1,341,084	1,341,079	5	1,341,084	1,281,369	59,715	1,800,610	1,800,605	5		
Tourism Business Improvement District	2,624,595	2,434,950	189,645	12,193,113	11,188,800	1,004,313	12,193,113	11,980,206	212,907	16,754,313	15,750,000	1,004,313		
Tibial Voluntary	50,958	-	50,958	118,226	-	118,226	118,226	111,621	6,605	206,958	156,000	50,958		
Tourism Marketing District	-	-	-	-	-	-	-	-	-	-	-	-		
Partnership (New & Renewal)	35,159	68,750	(33,591)	254,992	206,250	48,742	254,992	248,538	6,454	281,506	275,000	6,506		
Advertising: Placed/Web/Collateral	12,500	51,000	(38,500)	311,030	102,000	209,030	311,030	266,300	44,730	435,030	427,000	8,030		
Joint Share Partnership Tradeshows	2,250	-	2,250	101,787	101,800	(13)	101,787	119,835	(18,048)	188,610	185,600	3,010		
FAM/Event Hosty/ConvAssistance	29,500	-	29,500	29,540	750	28,790	29,540	48,157	(18,617)	56,800	57,300	(500)		
Other Rev/Rent/Fees/Int/Rollover	61,527	4,900	56,627	257,878	110,800	147,078	257,878	67,336	190,542	316,534	161,224	155,310		
Prior Year Funding Resolution	-	-	-	-	-	-	-	-	-	-	-	-		
Total Revenue	2,816,488	2,559,600	256,888	14,607,650	13,051,479	1,556,172	14,607,650	14,123,362	484,288	20,040,361	18,812,729	1,227,632		
Expenses														
Labor-Salary	903,426	865,738	(37,688)	3,780,997	3,861,983	80,986	3,780,997	3,170,261	(610,735)	4,942,679	4,988,086	45,407		
Labor-Benefits	184,877	178,135	(6,742)	1,275,373	1,316,347	40,974	1,275,373	997,026	(278,347)	1,707,484	1,743,360	35,876		
Advertising Production	136,083	112,453	(23,630)	623,815	477,150	(146,665)	623,815	519,728	(104,087)	1,057,518	942,468	(115,050)		
Marketing Contingency	-	-	-	-	-	-	-	-	-	-	-	-		
Advertising Placement	238,523	227,634	(10,889)	3,316,308	2,712,042	(604,266)	3,316,308	3,506,567	190,259	5,018,820	4,498,202	(520,618)		
Web Advertising & Web Development	3,146	34,983	31,837	232,910	313,597	80,687	232,910	380,670	147,760	391,650	381,650	(10,000)		
Collateral Material	3,162	500	(2,662)	39,607	44,675	5,068	39,607	35,600	(4,007)	77,350	77,350	0		
Familiarization Trips	58,259	18,375	(39,884)	331,442	194,325	(137,117)	331,442	292,988	(38,454)	485,380	485,200	(180)		
Trade Shows / Sales Missions	48,642	69,500	20,858	900,006	680,475	(219,531)	900,006	618,223	(281,783)	1,219,034	1,016,319	(202,715)		
Travel & Lodging	1,186	-	(1,186)	24,782	2,000	(22,782)	24,782	46,964	22,182	35,000	35,000	-		
Special Promotions	29,841	22,500	(7,341)	370,020	236,700	(133,320)	370,020	439,587	69,567	898,303	881,570	(16,733)		
International Representation	20,103	51,750	31,647	219,888	235,000	15,112	219,888	183,664	(36,224)	366,500	366,500	0		
Event Hosting	133,020	141,600	8,580	937,711	893,583	(44,128)	937,711	574,079	(363,631)	1,381,248	1,309,033	(72,215)		
Research & Branding	12,024	51,350	39,326	118,153	164,150	45,997	118,153	184,003	65,850	299,200	394,800	95,600		
IT-Information Technology	55,054	10,770	(44,284)	184,170	221,230	37,060	184,170	149,354	(34,816)	250,827	259,040	8,213		
Professional Fees	15,312	21,570	6,258	194,885	232,216	37,331	194,885	239,888	45,003	296,445	356,536	60,091		
Principal/Interest/Capital Outlay	-	16,632	16,632	168,976	32,632	(136,344)	168,976	-	(168,976)	168,976	32,632	(136,344)		
Overhead-Supplies-Utilities-Fees	70,589	51,955	(18,634)	786,041	646,256	(139,785)	786,041	673,048	(112,993)	1,129,781	1,044,982	(84,799)		
Total Expenses	1,913,247	1,875,445	(37,802)	13,505,085	12,264,361	(1,240,724)	13,505,085	12,011,652	(1,493,433)	19,726,194	18,812,729	(913,465)		
Period Net Revenue <loss>	903,241	684,155	219,086	1,102,566	787,118	315,448	1,102,566	2,111,710	(1,009,145)	314,167	(0)	314,167		

Greater Palm Springs
Convention and Visitors Bureau
Treasurer's Report
March 31, 2019



70100 HIGHWAY 111
RANCHO MIRAGE, CA 92270
T:760.770.9000 • 800.967.3767

<u>Account</u>	<u>Institution</u>	<u>Account Type</u>	<u>Annual % Yield/Risk</u>	<u>Current Value</u>
Petty Cash	Cash	Cash	0.00/Low	\$ 800
General Checking	Wells Fargo	Public Fund Checking	0.00/Low	1,234,170
Payroll Checking	Wells Fargo	Public Fund Checking	0.00/Low	14,777
Local Agency Investment Fund	State of California	LAIF Invested Savings	0.35%/Low	8,718,845
CalTrust Investment Fund	Blackrock	Invested Savings	2.32%/Low	3,057,626
Retiree Health Care Program	Wells Fargo	Savings Account	0.05%/Low	30,256
				<u>\$ 13,056,473</u>

The investments reported are in compliance with the Greater Palm Springs Convention & Visitors Bureau's Investment Policy.

Bill Judson
Vice President of Finance & Administration