



GREATER PALM SPRINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

2019-2020 Annual Report

Submitted to the Greater Palm Springs Convention & Visitors Bureau pursuant to Streets and Highways Code section 36650, for the period from July 1, 2019 through June 30, 2020

July 1, 2019-June 30, 2020

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Boundaries

There are no proposed changes to the boundaries. There are changes to assessed businesses: one (1) new business began operations and one (1) business changed its name.

New Business:

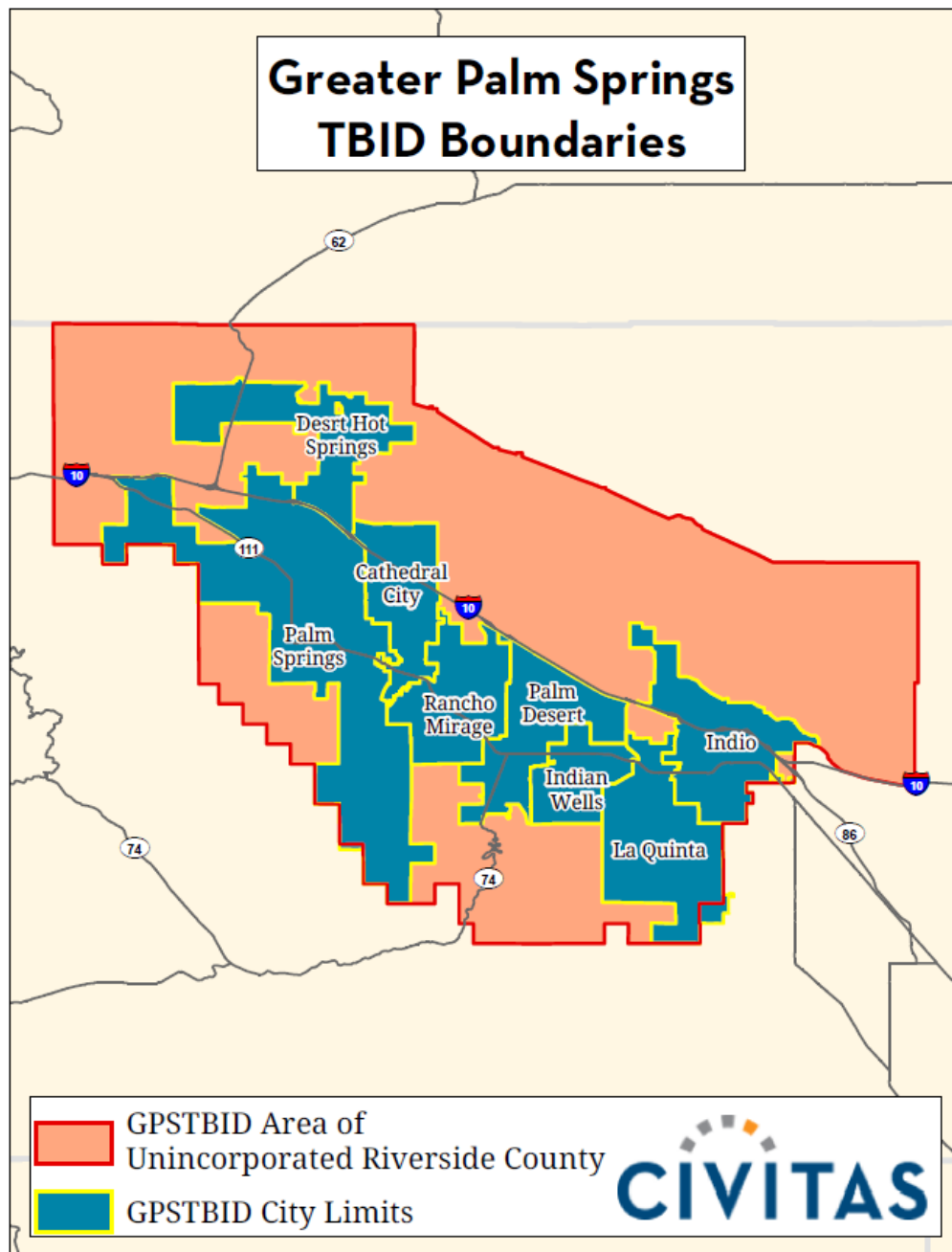
- Fairfield Inn & Suites Indio: 42655 Marmara Street, Indio, CA 92203

Name Change:

- ~~The Monroe Palm Springs~~ Infusion Beach Club: 1900 N. Palm Canyon Drive, Palm Springs, CA 92262

The Greater Palm Springs Tourism Business Improvement District (GPSTBID) will continue to include lodging businesses with fifty (50) or more rooms, existing and in the future, available for public occupancy within the boundaries of the cities of Desert Hot Springs, Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, and Indio, and portion of the unincorporated area of Riverside County in the Coachella Valley, as shown on the following page.

The GPSTBID boundary current includes ninety-six (96) lodging businesses, listed in Appendix 1.



Improvements and Activities

The improvements and activities to be provided for fiscal year 2019-2020 are consistent with the Management District Plan (Plan).

The Certified Tourism Ambassador (CTA) program has been launched under the Sales and Marketing program. The CTA program is designed to increase tourism by providing training to anyone in contact with visitors to ensure all visitors have a positive experience in the GPSTBID.

The Bureau's Marketing Department will be split into three different departments beginning in Fiscal Year 2019-20: Brand, Destination Development, and Marketing.

Sales and Marketing

A sales and marketing program will promote assessed businesses as tourist, meeting, and event destinations. The sales and marketing program will have a central theme of promoting Greater Palm Springs as a desirable place for overnight visits. The program will have the goal of increasing overnight visitation and room night sales at assessed businesses, and may include, without limitation, the following activities:

- Development and implementation of a Destination Master Plan designed to increase overnight visitation and room sales to assessed businesses;
- Destination industry advocacy and communications to educate elected officials, affected stakeholders and the public on initiatives designed to increase overnight visitation and room sales to assessed businesses;
- Internet marketing efforts to increase awareness and optimize internet presence to drive overnight visitation and room sales to assessed businesses;
- Print ads in magazines and newspapers, television/video ads, and radio ads targeted at potential visitors to drive overnight visitation and room sales to assessed businesses;
- Cultural tourism programs and marketing sponsorship initiatives designed to increase overnight visitation and room sales to assessed businesses;
- Industry research designed to increase the effectiveness of District programs;
- Convention sales programs and initiatives designed to increase overnight visitation and room sales to assessed businesses;
- Air service development designed to increase overnight visitation and room sales to assessed businesses;
- Attendance of trade shows to promote assessed businesses;
- Sales blitzes for assessed businesses;
- Familiarization tours of assessed businesses;
- Preparation and production of collateral promotional materials such as brochures, flyers and maps featuring assessed businesses;
- Attendance of professional industry conferences and affiliation events to promote assessed businesses;
- Lead generation activities designed to attract tourists and group events to

- assessed businesses;
- Director of Sales and General Manager meetings to plan and coordinate tourism promotion efforts for assessed businesses; and
- Development and maintenance of a website designed to promote assessed businesses.

Administration and Operations

The administration and operations portion of the budget shall be utilized for administrative staffing costs, office costs, and other general administrative costs such as insurance, legal, and accounting fees.

Contingency/Renewal

The budget includes a contingency line item to account for uncollected assessments, if any. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration or renewal costs at the discretion of the Greater Palm Springs Convention and Visitors Bureau (the Bureau). Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of monies from the reserve fund shall be set by the Bureau. The reserve fund may also be used for the costs of renewing the GPSTBID.

Cost

2019-2020 Projections

The cost of providing improvements and activities for 2019-2020 is consistent with the Plan. The total budget has changed slightly due to normal fluctuations in hotel occupancy and room rates. The anticipated total budget for 2019-2020 is \$17,029,967, which is \$16,564,668 in anticipated collections and \$465,299 in estimated carry over funds. The categorical breakdown for the assessment budget is below. All budget category allocations are within the authorized twenty percent (20%) adjustment of the total budget from the prior year.

Category	Change	%	\$	Carry Over	TOTAL
Sales & Marketing	+4%	97%	\$16,067,728	\$314,112	\$16,381,840
Administration	n/a	3%	\$496,940	\$0	\$496,940
Contingency / Reserve	-4%	0%	\$0	\$151,187	\$151,187
Totals		100%	\$16,564,668	\$465,299	\$17,029,967

Assessment

There is no change in the method and basis of levying the assessment.

Assessment

The annual assessment rate is three percent (3%) of gross short term room rental revenue. Based on the benefit received, assessments will not be collected on stays of more than thirty (30) consecutive days.

The term “gross room rental revenue” as used herein means: the consideration charged, whether or not received, for the occupancy of space in a lodging business valued in money, whether to be received in money, goods, labor or otherwise, including all receipts, cash, credits and property and services of any kind or nature, without any deduction therefrom whatsoever. Gross room rental revenue shall not include any federal, state or local taxes collected, including but not limited to transient occupancy taxes.

Time and Manner for Collecting Assessments

The GPSTBID assessment was implemented beginning July 1, 2016 and will continue for five (5) years through June 30, 2021. The Bureau is responsible for collecting the assessment on a monthly basis (including any delinquencies, penalties and interest) from each lodging business with fifty (50) rooms or more. The Bureau shall take all reasonable efforts to collect the assessments from each lodging business with fifty (50) rooms or more.

Delinquencies

Assessed businesses which are delinquent in paying the assessment shall be responsible for paying:

Original Delinquency

Any assessed lodging business which fails to remit any assessment within the time required shall pay a penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment; provided, however, that if such ten percent (10%) penalty should exceed the maximum penalty permitted by law, then the penalty shall be the highest amount permitted by law.

Penalty Delinquency

Any assessed lodging business which fails to remit any penalty within ten (10) days after receipt of notice thereof shall pay interest on the penalty at the rate of one percent (1%) per month or fraction thereof on the amount of the penalty from the date on which the penalty first became due until full and complete payment of the outstanding penalty; provided, however, that if such one percent (1%) interest should exceed the maximum rate permitted by law, then the interest rate shall be the highest rate permitted by law.

Interest

In addition to the penalties imposed, any assessed lodging business which fails to remit any assessment shall pay interest at the rate of one percent (1%) per month or fraction thereof on the amount of the assessment from the date on which the assessment first became delinquent until paid; provided, however, that if such one percent (1%) interest should exceed the maximum rate permitted by law, then the interest rate shall be the highest rate permitted by law.

Costs of Collection Delinquencies

Any assessed lodging business shall also be subject to the payment of the costs of collecting any delinquent assessment and/or penalty, including but not limited to sending notices and initiating collection actions, which shall become a part of the assessment required to be paid. All delinquent assessments and penalties shall constitute a civil debt to the Bureau and shall be subject to collection by the Bureau by any means permitted by law.

Penalties Capped

Notwithstanding anything to the contrary, in no event shall the total penalties, including any original delinquency penalties and interest thereon exceed the maximum amount permitted by law.

Surplus and Other Funding

Surplus

The amount of money to be carried over from FY 2018-19 is \$465,299, of which \$314,112 is allocated to sales and marketing programs and \$151,187 is allocated to the contingency/reserve fund.

Other Funding

There are expected to be contributions from sources other than assessment funds.

The estimated amount of other non-assessment funding for FY 2019-20 include:

- City/County funding: \$2,067,506
- Agua Caliente funding: \$156,000
- Partnership funding: \$282,000
- Advertising revenue: \$421,000
- Joint share/FAM/event hosting: \$278,925
- Interest income: \$229,163
- Certified Tourism Ambassador Program Fees: \$24,500

Appendix 1 – Assessed Businesses

Business Name	Street Address	City	State	ZIP
7 Springs Inn & Suites LLC	950 N. Indian Canyon Dr.	Palm Springs	CA	92262
Ace Hotel	701 E. Palm Canyon Dr.	Palm Springs	CA	92262
America's Best Value	43505 Monroe St.	Indio	CA	92201
Aqua Soleil Hotel and Mineral Water Spa	14500 Palm Dr.	Desert Hot Springs	CA	92240
Avalon Hotel Palm Springs	415 S. Belardo Rd.	Palm Springs	CA	92262
Baymont Inn & Suites Palm Springs	390 S. Indian Canyon Dr.	Palm Springs	CA	92262
Best Western Date Tree	81-909 Indio Blvd.	Indio	CA	92201
Best Western Inn	1633 S. Palm Canyon Dr.	Palm Springs	CA	92264
Best Western Las Brisas	222 S. Indian Canyon Dr.	Palm Springs	CA	92262
Best Western Palm Desert	74-695 Hwy 111	Palm Desert	CA	92260
Caliente Tropics, LLC	411 E. Palm Canyon Dr.	Palm Springs	CA	92264
Club Intrawest	1 Willow Ridge	Palm Desert	CA	92260
Club Trinidad Resort	1900 E. Palm Canyon Dr.	Palm Springs	CA	92264
Colony Palms	572 N. Indian Canyon Dr.	Palm Springs	CA	92262
Comfort Suites Palm Desert	39858 Washington St.	Palm Desert	CA	92211
Courtyard by Marriott Palm Springs	1300 E. Tahquitz Canyon Way	Palm Springs	CA	92262
Courtyard by Marriott Palm Desert	74895 Frank Sinatra Dr.	Palm Desert	CA	92211
Days Inn - Palm Court Inn	1983 N. Palm Canyon Dr.	Palm Springs	CA	92262
Delos Reyes Palm Springs	1277 S. Palm Canyon Dr.	Palm Springs	CA	92264
Desert Breeze Resort	77955 Calle Las Brisas S.	Palm Desert	CA	92211
Desert Hot Springs Spa Hotel	10805 Palm Dr.	Desert Hot Springs	CA	92240
Desert Isle Resort	2555 E. Palm Canyon	Palm Springs	CA	92264
DoubleTree by Hilton Hotel Golf Resort Palm Springs	67967 Vista Chino	Cathedral City	CA	92234
Embassy Suites Casitas	50-777 Santa Rosa Plaza	La Quinta	CA	92253
Embassy Suites Hotel Palm Desert	74700 Highway 111	Palm Desert	CA	92260
Embassy Suites La Quinta Hotel	50-777 Santa Rosa Plaza	La Quinta	CA	92253

Business Name	Street Address	City	State	ZIP
Extended Stay America #8828	1400 E. Tahquitz Canyon Way	Palm Springs	CA	92262
Fairfield Inn & Suites	74-764 Technology Drive	Palm Desert	CA	92211
Fairfield Inn & Suites Indio	42655 Marmara Street	Indio	CA	92203
Fairfield Inn Palm Desert	72-322 CA-111	Palm Desert	CA	92260
G6 Hospitality LLC #104	78100 Varner Rd.	Palm Desert	CA	92211
Hampton Inn & Suites Palm Desert	74-900 Gerald Ford Dr.	Palm Desert	CA	92211
Hilton Garden Inn	71-700 CA-111	Rancho Mirage	CA	92270
Holiday Inn Express	36101 Date Palm Dr.	Cathedral City	CA	92234
Holiday Inn Express & Suites	84-054 Indio Springs Dr.	Indio	CA	92203
Holiday Inn Express Palm Desert	74675 Hwy 111	Palm Desert	CA	92260
Holiday Inn Express Suites	71730 Highway 111	Rancho Mirage	CA	92270
Homewood Suites by Hilton La Quinta	45-200 Washington St.	La Quinta	CA	92253
Homewood Suites by Hilton Palm Desert	36999 Cook St.	Palm Desert	CA	92211
Hotel Paseo	45400 Larkspur Lane	Palm Desert	CA	92260
Hotel Zoso	150 S. Indian Canyon Drive	Palm Springs	CA	92262
Hyatt Regency Indian Wells Resort & Spa	44-600 Indian Wells Ln.	Indian Wells	CA	92210
Hyundae Resort and Spa	11000 Palm Dr.	Desert Hot Springs	CA	92240
Indian Palms Country Club	48630 Monroe St.	Indio	CA	92201
Indian Wells Resort & Spa	76-661 Hwy 111	Indian Wells	CA	92210
Indio Super 8 Motel	81753 CA-111	Indio	CA	92201
Indio Travelodge	80651 Highway 111	Indio	CA	92201
Infusion Beach Club	1900 N. Palm Canyon Dr.	Palm Springs	CA	92262
Ivy Palm Resort & Spa	2000 N. Palm Canyon Dr.	Palm Springs	CA	92262
JW Marriott Desert Springs Resort & Spa	74-855 Country Club Dr.	Palm Desert	CA	92260
Kimpton Palm Springs	155 W. Tahquitz Canyon Way	Palm Springs	CA	92262
La Quinta Resort & Club	49-499 Eisenhower Dr.	La Quinta	CA	92253
Lawrence Welk's Desert Oasis Resort	34567 Cathedral Canyon Dr.	Cathedral City	CA	92234

Business Name	Street Address	City	State	ZIP
Marquis Villas Resort	140 S. Calle Encilia	Palm Springs	CA	92262
Marriott's Desert Springs Villas I & II	1091 Pinehurst Lane	Palm Desert	CA	92260
Marriott's Shadow Ridge I & II – The Village/The Enclaves	9003 Shadow Ridge Road	Palm Desert	CA	92211
Miracle Springs Hotel & Spa	10625 Palm Dr.	Desert Hot Springs	CA	92240
Miramonte Resort & Spa	45-000 Indian Wells Ln.	Indian Wells	CA	92210
Motel 6 #0313	82195 Indio Blvd.	Indio	CA	92201
Motel 6 #09	63950 20 th Ave.	Palm Springs	CA	92264
Motel 6 #1262	63950 20th Ave.	N. Palm Springs	CA	92258
Motel 6 #1346	69570 CA-111	Rancho Mirage	CA	92270
Motel 6 #689	660 S. Palm Canyon Dr.	Palm Springs	CA	92264
Motel 6 #3221	72215 Varner Road	Thousand Palms	CA	92264
Oasis Villa Resort	4190 East Palm Canyon Dr.	Palm Springs	CA	92264
Omni Rancho Las Palmas	4100 Bob Hope Dr.	Rancho Mirage	CA	92270
Palm Canyon Resort	2800 S. Palm Canyon Dr.	Palm Springs	CA	92264
Palm Mountain Resort	155 S. Belardo Rd.	Palm Springs	CA	92262
Palm Springs Hilton	400 E. Tahquitz Canyon Way	Palm Springs	CA	92262
Palm Springs Tennis Club	701 W. Baristo Rd.	Palm Springs	CA	92262
Quality Inn	84-096 Indio Springs Dr.	Indio	CA	92201
Red Lion Inn	69151 E. Palm Canyon Dr.	Cathedral City	CA	92234
Renaissance Esmeralda Indian Wells #9672P	44400 Indian Wells Ln.	Indian Wells	CA	92210
Renaissance Palm Springs Hotel	888 E. Tahquitz Canyon Way	Palm Springs	CA	92262
Residence Inn by Marriott Palm Desert	38305 Cook St.	Palm Desert	CA	92211
Riviera Palm Springs Resort	1600 N. Indian Canyon Dr.	Palm Springs	CA	92262
Royal Plaza Inn	82-347 Hwy 111	Indio	CA	92201
Royal Sun Inn LLC	1700 S. Palm Canyon Dr.	Palm Springs	CA	92264
Sahara Motel	66700 E. 5th St.	Desert Hot Springs	CA	92240
Staybridge Suites	67711 30 th Ave.	Cathedral City	CA	92234
The Hyatt Regency Suites Palm Springs	285 N. Palm Canyon Dr.	Palm Springs	CA	92262

Business Name	Street Address	City	State	ZIP
The Parker Palm Springs	4200 E. Palm Canyon Dr.	Palm Springs	CA	92264
The Plaza Resort and Spa	2601 Gold Club Dr.	Palm Springs	CA	92262
The Ritz Carlton Rancho Mirage	68900 Frank Sinatra Dr.	Rancho Mirage	CA	92270
The Saguaro Palm Springs	1800 E. Palm Canyon Dr.	Palm Springs	CA	92264
Travelodge by Wyndham Palm Springs	1269 E. Palm Canyon Drive	Palm Springs	CA	92264
Triada Palm Springs	640 N. Indian Canyon Dr.	Palm Springs	CA	92262
Two Bunch Palms Resort & Spa	67425 Two Bunch Palms Tr.	Desert Hot Springs	CA	92240
V Palm Springs	333 E. Palm Canyon Dr.	Palm Springs	CA	92264
Vagabond Inn	1699 S. Palm Canyon Dr.	Palm Springs	CA	92264
Vista Mirage Resort	400 S. Hermosa Dr.	Palm Springs	CA	92262
Westin Desert Willow	75 Willow Ridge	Palm Desert	CA	92260
Westin Hills Golf Resort & Spa	71333 Dinah Shore Dr.	Rancho Mirage	CA	92270
Westin Mission Hills Resort Villas	71333 Dinah Shore Dr.	Rancho Mirage	CA	92270
WorldMark Palm Springs	1177 N. Palm Canyon Dr.	Palm Springs	CA	92262
Worldmark Indio	42-151 Worldmark Way	Indio	CA	92203