



BOARD AND JPA MEETING

Friday, January 29, 2021
Virtual Meeting



CALL TO ORDER

ROLL CALL

**“I pledge allegiance to the flag of the
United States of America, and to the
Republic for which it stands, one nation
under God indivisible, with liberty
and justice for all.”**



CONFIRMATION OF AGENDA

PUBLIC COMMENT

INSTRUCTIONS FOR PUBLIC COMMENT



Time

Each person has **3 minutes** to speak.



Online

Click the “Participants” icon on Zoom screen to reveal list.

Then click “Raise Hand” button.

You will be called on by your display name or phone number when it is your turn to speak.



By Phone

Select *9. You will be called on by your display phone number or name when it is your turn to speak.

Please mute all other feeds of this meeting while speaking to prevent feedback.

PAUL OUIMET, CEO
NEXTFACTOR ENTERPRISES

greater palm springs

Destination
Experience
Plans

January 29, 2021



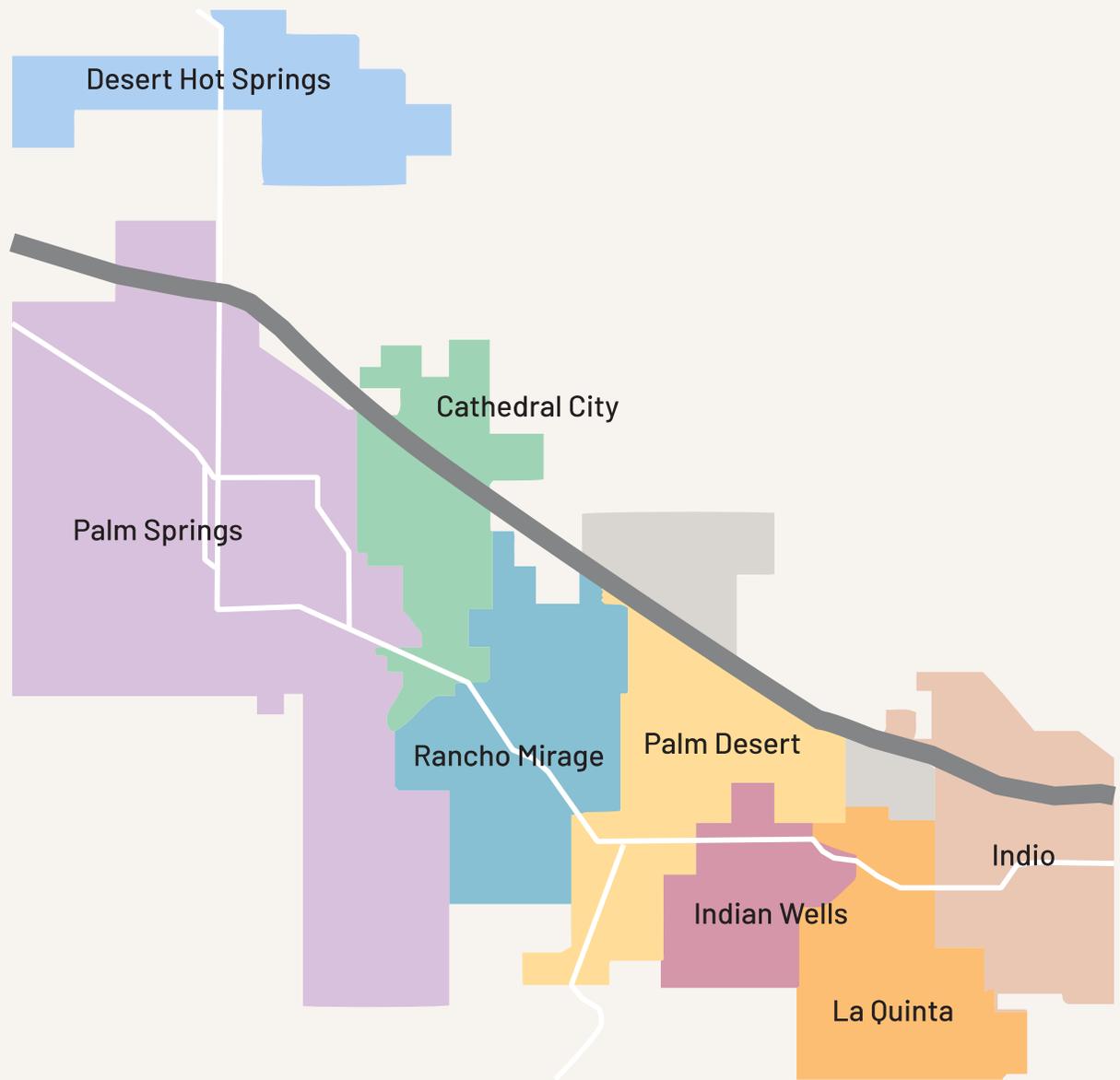
PROJECT OBJECTIVE

To create a Destination Experience Plan for each of the 8 cities

PROJECT DELIVERABLES

- ✓ Develop list of current facilities, attractions, experiences, resources, etc.
- ✓ Develop list of current and future initiatives that the city is working on to improve visitor experience
- ✓ Develop and create product development/guest experience strategies (long and short-term)
- ✓ Prepare recommendations for new visitor experiences/engagement, and improvements to existing that fit the city

cities



New Developments



Sports Arena



Agua Caliente Cultural Museum



Spa at Séc-he



Agua Caliente Casino



Palm Springs Surf Club



Grand Oasis Crystal Lagoon



Hyatt Water Experience



SilverRock Resort



X Park



Porcupine Creek Wellness Spa Resort



Expansion at Living Desert



College of the Desert Expansion

COVID-19

uneven recovery

hybrid meetings

outdoor spaces &
experiences

transformational
travel

digital acceleration

unique experiences

**general opportunities
for greater palm
springs**

Major Opportunities



art corridor





Montreal Memoires

Montreal, Canada

- *Outdoor video projection experience at dusk*
- *Attraction runs year-round*
- *Downloadable app with soundtrack and historical context*
- *Unique historical depiction of Old Montreal*



Six Forgotten Giants

Copenhagen, Denmark

- *Project intends to bring art out of the museum, show the beautiful and often overlooked nature spots, and at the same time give an exciting and different experience*
- *All six sculptures are made from scrap wood with the help of local volunteers*
- *Visitors can go on exciting treasure hunts across six western municipalities of Copenhagen*

outdoor experiences





Indianapolis Cultural Trail

Indianapolis, Indiana

- *8 miles of walk/bike paths through downtown Indianapolis*
- *Connects all six of Indianapolis's Cultural Districts*
- *Features \$2 million in public art*
- *Average expenditure by trail users \$53*
- *\$864.5 million of economic impact, 11,372 jobs created*



Appalachian Trail

Dutchess County, New York

- 30 miles of the National Appalachian Scenic Trail and includes 4,000 acres of protected parkland with hiking, backpacking, snowshoeing, and cross-country skiing*
- The trail has five overnight use areas, two shelters with free mini-libraries, and a resort inn*
- The Harlem Valley Appalachian Trail Community encourages sustainable economic development, works to develop a cultural conservation project, and procures local Indigenous people, the Schaghticokes, to guide the interpretation of the land and rivers surrounding the trail*



Maine Pinnacle Pursuit

Maine

- *The Moosehead Pinnacle Pursuit is a six mountain hiking challenge in the Moosehead Lake region of Maine*
- *The mountains include: Mount Kineo, Number Four Mountain, Whitecap Mountain, Eagle Rock, Big Moose Mountain, and Borestone Mountain*
- *Hikers can finish all 7 hikes and become a registered member of the Moosehead Pinnacle Pursuit*
- *27.9 total miles*

events





Palais des congrès digital studios

Montreal, Canada

- *The Palais des congrès de Montréal has added three immersive rooms to its permanent facilities*
- *Launch of OASIS immersion, a 2,000+ m2 space that will be rentable for events and will also host a rich array of walkthrough exhibits for the general public*
- *The three new immersive rooms are housed on the main floor of the Palais and include 105 laser projectors and 119 surround sound speakers*
- *All part of the state-of-the-art equipment making possible 360° projections on walls and floors that will capture the imagination of one and all*



Upper Canada Village Pumpkinferno

Upper Canada Village, Canada

- *7,000 handcrafted pumpkins lit at night*
- *September through October*
- *Designed and carved by group of young artists*
- *Started in 2012*



Paso Robles Field of Lights

Paso Robles, California

- *15-acre walk-through interactive light installation by artist Bruce Munro*
- *58,800 solar-powered lights cover Sensorio's rolling hills*
- *Opened in May 2019- 2,200 visitors in opening weekend*
- *13,000 Instagram posts with #fieldoflights in first four weeks*

e-gaming





Arlington Esports

Arlington, Texas

- *At 100,000 sqft., Esports Stadium Arlington is the largest dedicated esports facility in North America*
- *The facility serves as a turnkey solution for esports events and productions, built to serve the unique needs and demands of the esports community*

transformational travel





ALIVE

EXPERIENCE



The Alive Experience

Transformational Travel Council, US

- *The Alive Experience is a transformational travel experience that offers the elements of wellness, adventure, self-development, and connection in some of the most beautiful destinations in the world*
- *The ALIVE Experience is a curated a week of workshops, activities and excursions to inspire and empower you to create a profound shift in the areas of life that are important to participants; happiness, health, fulfillment, relationships and purpose*
- *The trips range from 5 - 10 days in length and include all meals, accommodations, local transports, activities, workshops and excursions*

smart cities





Chattanooga Gig City

Chattanooga, Tennessee

- *1 Gigabit-per-second Internet speed available to every home and business, over 150,000 of them, throughout the entire community*
- *Chattanooga's community-owned electric utility EPB is installing a 100% fiber to the premises network.*
- *Gig City runs America's first true Smart Grid and offers residential high-speed Internet*
- *The city has also hosted the first Gig City Innovation Challenge*



Google Fiber Webpass

United States

- *Google Fiber is a high-speed internet connection similar to, although significantly faster than other internet service providers*
- *Webpass is a wired internet connection without the wires that is aimed primarily at high occupancy residential buildings like apartments and commercial buildings*
- *Serving nine metro areas nationwide (Austin, Berkeley, Chicago, Denver, Emeryville, Miami, Oakland, San Diego, San Francisco)*
- *Google is also working with local partners across Fiber cities to get more families in public housing online with Gigabit Internet for \$0/month*



CityPost Smart Kiosks

Kansas City, Missouri

- *25 installed in downtown core- 55 inch touchscreens*
- *Free public Wi-Fi*
- *Google maps wayfinding*
- *Ability to collect pedestrian movement data*
- *Provides local restaurant and event information*
- *CityPost kiosks currently in over 20 cities*



Solar-Powered Benches

Boston, Massachusetts

- *A number of parks in the Boston area have solar-powered smart benches*
- *Dubbed Soofa, the benches sport a solar panel, a pair of charging points for smartphones (or similar devices), and they monitor environmental data such as local air quality and noise pollution*
- *The City of Boston is inviting residents to decide by placing a pin on an online map, or by tweeting or emailing their preferred spot*
- *Residents are also given the opportunity to name the benches by visiting the Soofa website*

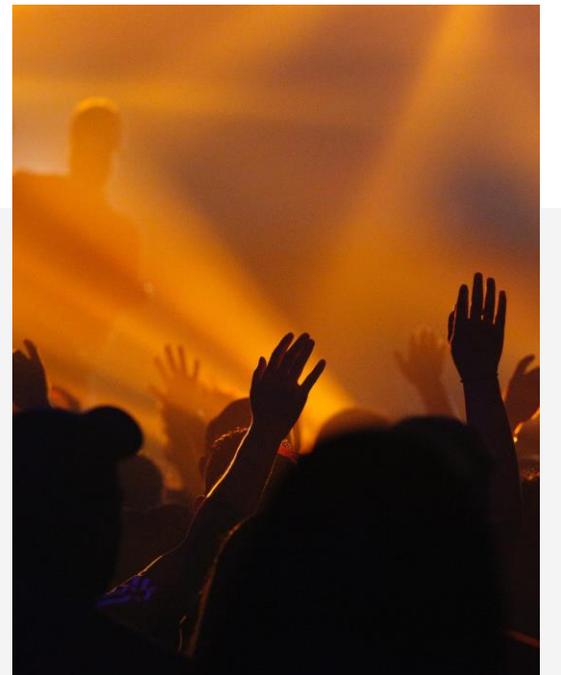
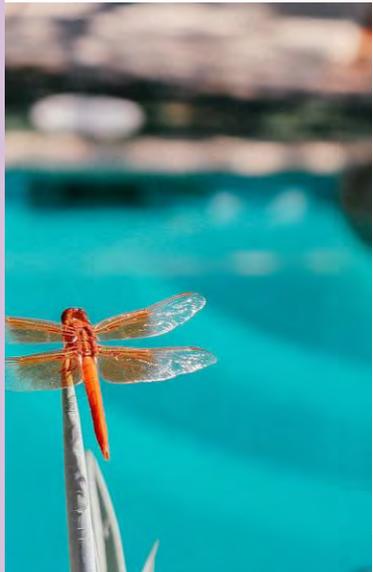
Next Steps

- City Destination Experience Plans distributed next few weeks
- GPSCVB microsite of Destination Experience Plan case studies and videos
- Workshops available at local level to discuss findings and strategies



THANK YOU

pouimet@nextfactorinc.com



CEO/PRESIDENT'S REPORT

➤ CVB Update



MARKETING

MARKETING UPDATE

2021 MEDIA PLAN

Re-engaging planned marketing programs including inspirational and safety messaging.

Drive Markets: LA, San Diego, Phoenix, Las Vegas, San Francisco

Fly Markets: Boise, Eugene, Philadelphia, Reno, Oakland, San Jose, Atlanta, Chicago, Denver, Dallas, Houston, Minneapolis, New York, Portland, Seattle

- TV & Connected TV
- OOH
- Digital
- Social
- Radio
- Meetings
- Partner Co-ops (Spring/Summer Season)

500K TV Spots 2.5B Impressions
Feb - June



PALM SPRINGS LIFE



LOVE LOCAL LANDING PAGE



LOVE LOCAL

SUPPORT LOCALLY OWNED BUSINESSES IN GREATER PALM SPRINGS



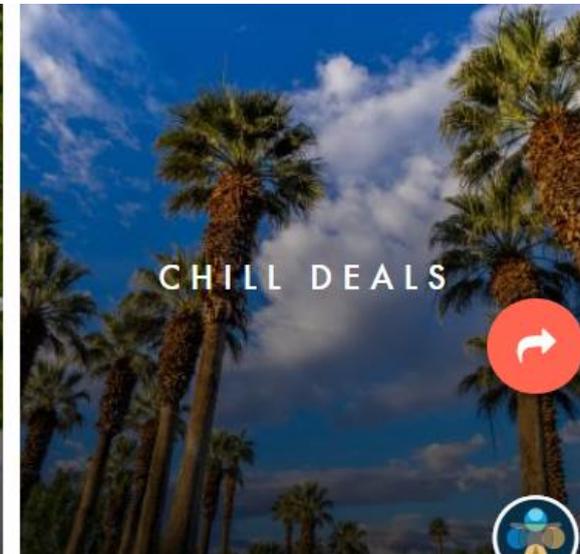
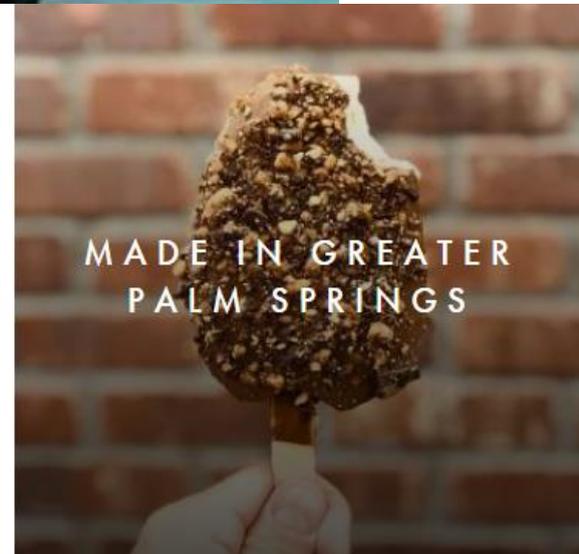
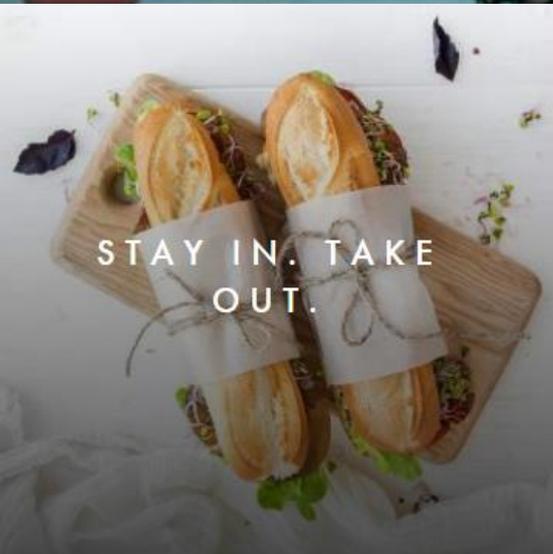
Family owned. Locally sourced. Community treasured. These are the shops, restaurants, spas, attractions and businesses that *make* Greater Palm Springs. That paint our personality. Add to our "flavor." And express our pride.

From decades-old eateries serving time-honored family recipes to the local coffee shop roasting their own beans to the yoga studio leading sun salutations on a downtown rooftop, their stories capture not only our destination's unique set of experiences but also our hearts.

That's why "Love local" is more than a call to action—it's a movement that inspires residents and visitors to support our community of restaurateurs, shop keepers, artists and makers. To discover all the unique gems that set our destination apart, whether it's a thrilling outdoor adventure, a culinary indulgence, a health and wellness escape or a discovery of the arts. To shop, dine, hike, play, gift and love local. Because to know them is to love them.

Here are a few ways you can support local businesses while in Greater Palm Springs:

- Buy **gift cards** or gift certificates, even if you plan on using them later
- Order **takeout**, delivery or curbside pickup from local restaurants, which are currently closed to indoor and outdoor dining in accordance with the regional stay home order
- Purchase **locally made** goods or shop independently owned businesses; retail establishments and shopping centers are still operating at 20% capacity (with face coverings and social distancing required).



LOVE LOCAL CAMPAIGN

Campaign launched December 2020.

Includes:

- Digital advertising
- Digital / print advertising via The Desert Sun
- Palm Springs Life – Taste Issue
- Outdoor billboards
- Social media videos - can be viewed on board site



find local businesses now



PROMOTING OUTDOOR DINING

Blogs & Social Media Content Promoting Al Fresco Dining

- **Unique Dining** in Greater Palm Spring
- Al Fresco Bites: **Perfect Patios** in Greater Palm Springs
- **Top 10 Date Ideas** in Greater Palm Springs
- Celebrate **Valentine's Day** in Greater Palm Springs
- **Couples Getaway** Itinerary



Unique Dining Experiences in Greater Palm Springs

Oct. 14, 2020

Change up your foodie scene by experiencing something different— This SoCal oasis has some...

[Read More →](#)



Al Fresco Bites: Perfect Patios for Outdoor Dining in Greater Palm Springs

Aug. 01, 2020

Dine under swaying palm trees and a breathtaking landscape — Greater Palm Springs is home to a...

[Read More →](#)



Top 10 Date Ideas in Greater Palm Springs

Jan. 22, 2021

Looking for places to take that special someone? Whether it's your first date or your hundredth...

[Read More →](#)

BANDWANGO

- Bandwango's “**Destination Experience Engine**” platform allows DMOs to deliver experiences to consumers via custom “**passports**” for restaurants, retailers, attractions, hiking, golf, or a mix of categories.
- 15-month program duration allows CVB to create multiple **themed destination passes**.
- Bandwango **provides real-time reporting** with contact and geographic information from consumers who sign up.



90

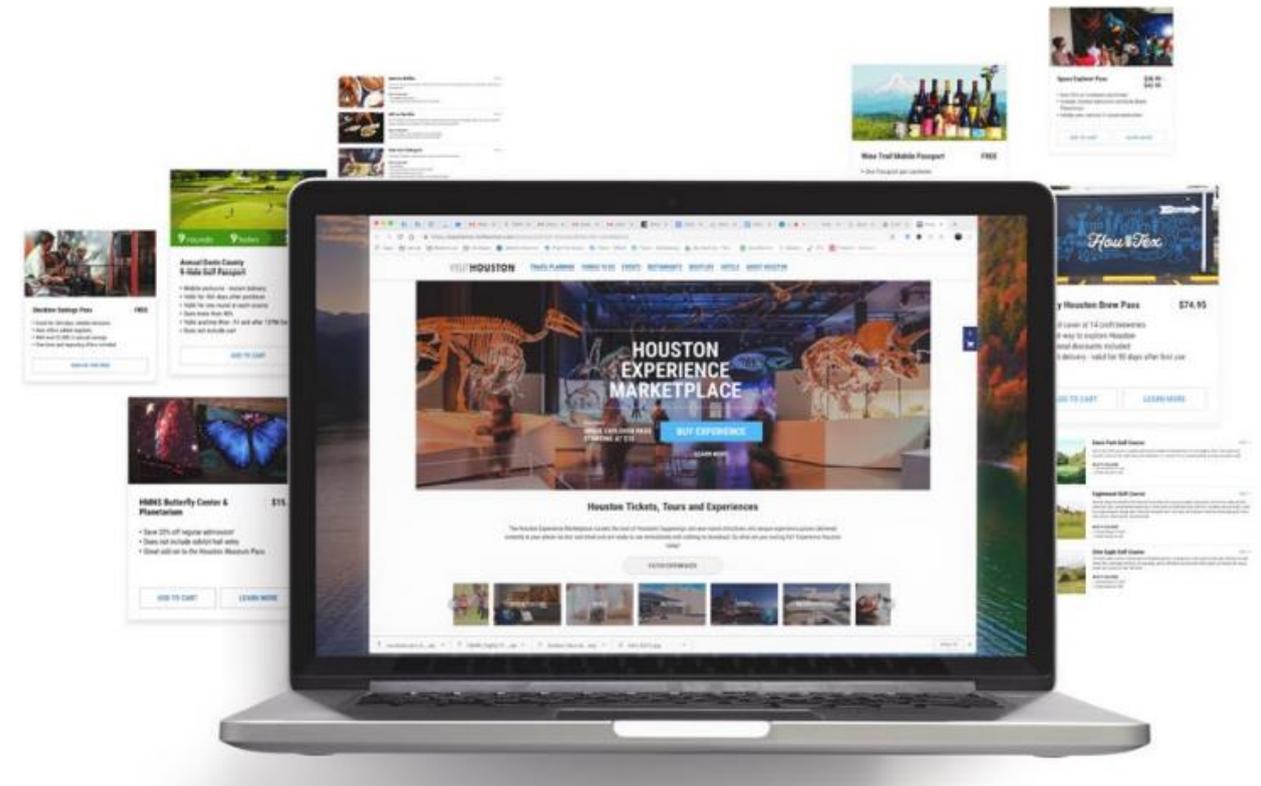
DMO clients

4,500

Merchants in network

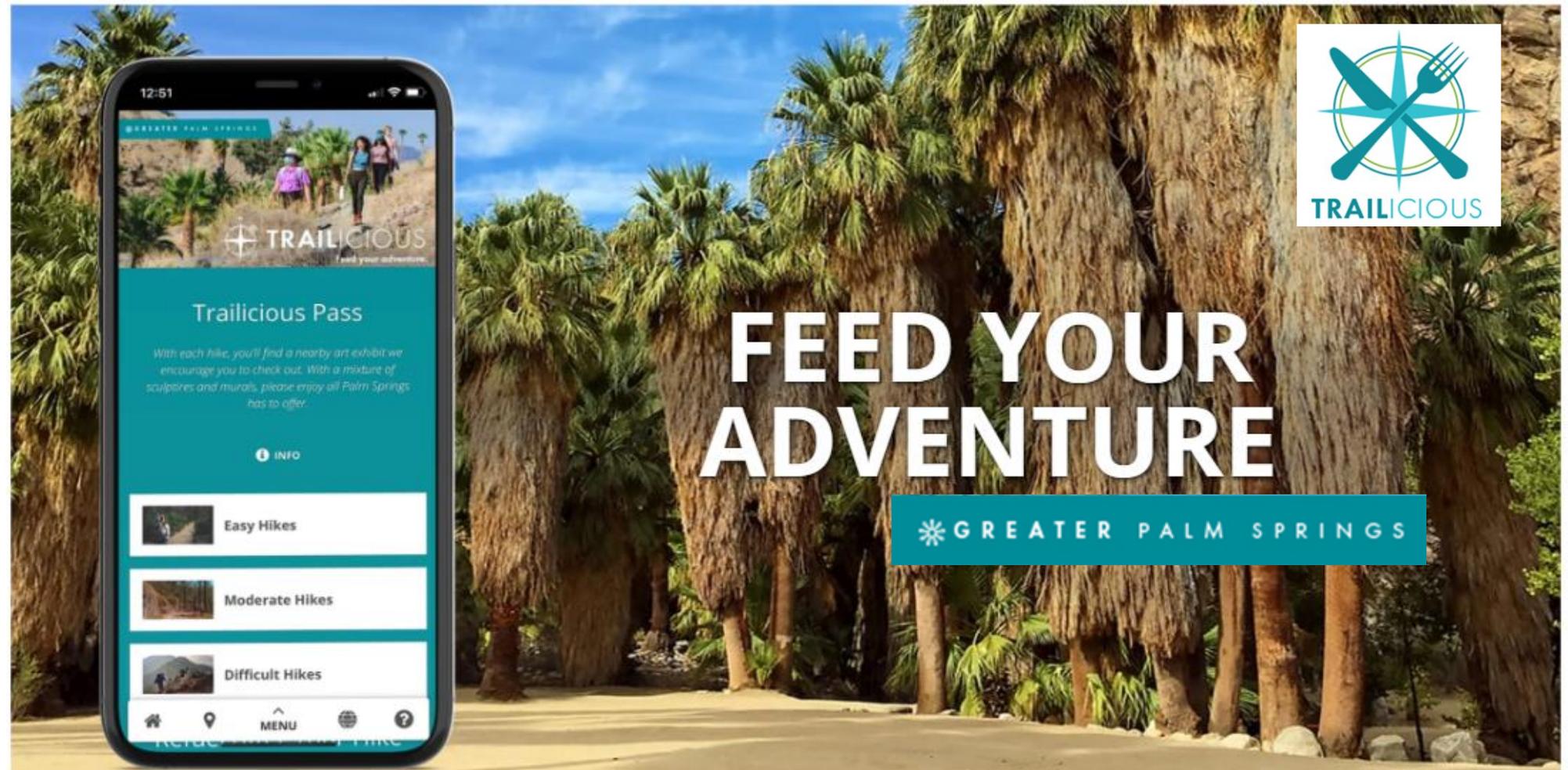
488,250

Total redemptions/check-ins processed



BANDWANGO “TRAILICIOUS” PASS

- **Custom pass** launches **February 8** promoting local hiking trails and dining offers.
- **Advertising campaign** promotes Trailicious Pass sign-ups with option to add to mobile home screen.
- Consumers to **check in at trails** to win prizes.
- Features **partner restaurant deals**, promoting takeout and outdoor dining options before or after hiking.



Step 1 - Get Your Pass

This mobile exclusive passport is a collection of curated attractions, retailers, restaurants and more and offering deals and discounts to redeem during your visit.



Step 2 - Receive Text

Your passport will be instantly delivered to your phone via text and email and is ready to use immediately! There is no app to download. Your pass can be saved to your phone's home screen for easy one-tap access.



Step 3 - Redeem

When visiting a participating business, simply present your phone to the attendant or staff member to redeem available discounts. For checking in to hikes, simply click check-in when within .25 miles of the trail head.



CONVENTION SALES

gpsREBOOT – ART & SOL



Join us next month for the continuation of our virtual series: GPS REBOOT Art & Sol!

This series highlights local artists, musicians, museum directors and creatives from the Coachella Valley. Past events have covered Modernism and museums.

Upcoming topics include:

- Theater, dance, music and film
- Public art

CONVENTION SALES MONTHLY NEWSLETTER



The Greater Palm Springs Convention & Visitors Bureau is looking forward to a brighter year in 2021, and we can't wait to welcome you back to our sunny destination when the time is right.

This month, we're excited to share the continuation of our gpsREBOOT Art & Sol series, some great news for Palm Springs International Airport (PSP), inspiration from our wide-open spaces, and healthy recipes from our local restaurants that will give you a taste of our Southern California oasis from home.

Think of it as a little virtual sunshine from our team to you. Here's to sunnier days ahead!

- Monthly newsletter distributed to over **8K meeting professionals** nationally
- **Promotes** safety messaging, air service, inspirational content



A TASTE OF GREATER PALM SPRINGS

Whether you're missing Greater Palm Springs or have yet to visit, you can experience a taste of our culinary oasis from home with this roundup of guilt-free (and delicious) recipes from some of our top restaurants. Start 2021 off on a healthy note with these fresh and inspired dishes.

[READ MORE ▶](#)

CONVENTION SALES ENGAGEMENT



Greater Palm Springs CVB
2,500 followers
2d •

While you can't be here with us at the moment, we invite you to join us tomorrow on National Plan for Vacation Day at The Ritz-Carlton, Rancho Mirage for a live 5-minute guided meditation. Learn more here: <https://fb.me/e/1Z1qatC3g>



24
Like Comment Share



Greater Palm Springs CVB
2,500 followers
2w •

Palm Springs International Airport - PSP inspires you to dream of travel! Your favorite small airport has been nominated by USA TODAY 10Best for Best Small Airport. Show your support and click the link to vote now! <https://bit.ly/39aDCxI>



HUT, HUT, HIKE!

In the spirit of Super Bowl LV, we thought we'd send a little Greater Palm Springs flavor your way. Spice up game day with one (or both) of these recipes made with Desert Dill-ight from local shop Savory Spice.

1 GREATER PALM SPRINGS SUPER DILL-ICIOUS DIP

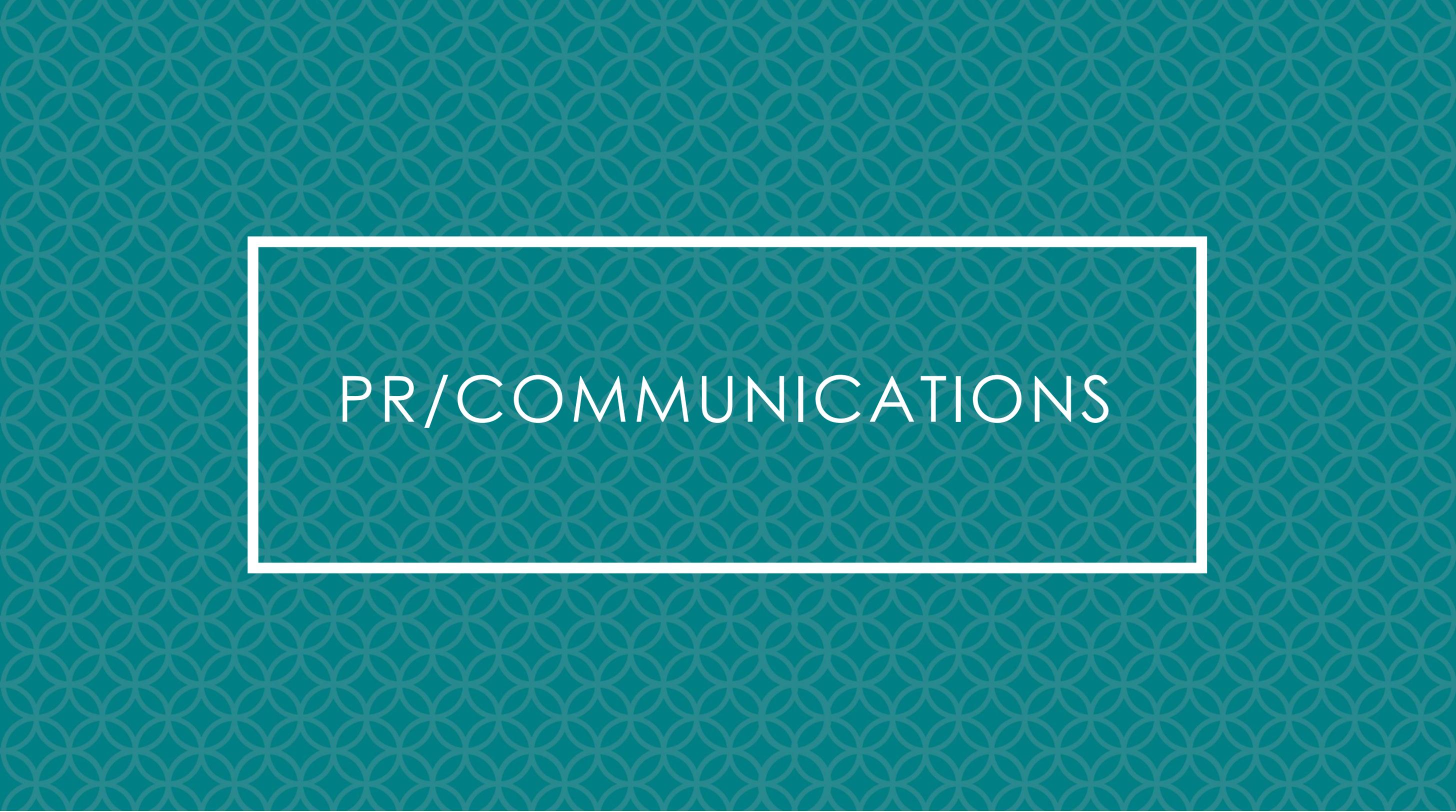
INGREDIENTS
8 oz. cream cheese
1 cup sour cream
¼ cup mayonnaise
2 tbs. Desert Dill-ight spice*
1 tbs. minced green onion
2 tsp. minced garlic

DIRECTIONS
Combine all ingredients and stir until smooth. Chill for at least 1 hour before serving with your favorite chips, pretzels or raw veggies.

*Desert Dill-ight is also great on the rim of a bloody mary, sprinkled on popcorn or deviled eggs, or mixed into macaroni or potato salad.

GREATER palm springs
find your oasis.
visgreaterpalm springs.com

- Regular LinkedIn posts
- Recipes from GPS
- Digital messages – Sun Check
- Virtual FAM
- Re-engage Media Plan in April
- New videos
- Engage Strategic Partnerships with HelmsBriscoe, ConferenceDirect, and Prestige



PR/COMMUNICATIONS

PR/COMMUNICATIONS



 Samantha Brown  January 19 at 2:01 PM · 

On this week's FB Live Chat, we'll be talking Palm Springs and the Coachella Valley! Visitors started flocking to this playground in the 1920s for rest and rela... See More



SAMANTHA-BROWN.COM

Greater Palm Springs, California - Samantha Brown's Places to Love
Palm Springs and the Coachella Valley are not only a desert oasis, but a bonafide lifestyle. Fro...

- Samantha Brown Facebook Live reviewing and commenting on **2019 Places to Love episode** in Greater Palm Springs.
- Samantha has **200,000** Facebook followers.
- **13.8K views** as of 1/28

PR/COMMUNICATIONS



- Kelly and Ryan Show will be spotlighting a different destination each day with **Greater Palm Springs slated for February 26.**
- Show will feature backdrop image of the destination as well as **imagery and videos** throughout the episode.
- Guests on the episode will have a **connection to our destination.**
- Live with Kelly and Ryan ranks as the No. 1 talk show syndicated or network among women 25-54 and has an average of **2.4M viewers.**



AIR SERVICE UPDATES

AIR SERVICE UPDATES



JetBlue

- Postponed flight from Fort Lauderdale (**FLL**). Start date: TBD



Alaska

- Postponed flight from Reno (**RNO**). Start date: TBD
- Postponed flight from San Jose (**SJC**) until fall of 2021.



Canadian Carriers

- Continue to push back service dates.
- Only WestJet's Calgary (**YYC**) flight is currently operating
- Winnipeg (**YWG**) completely removed from WestJet's schedule

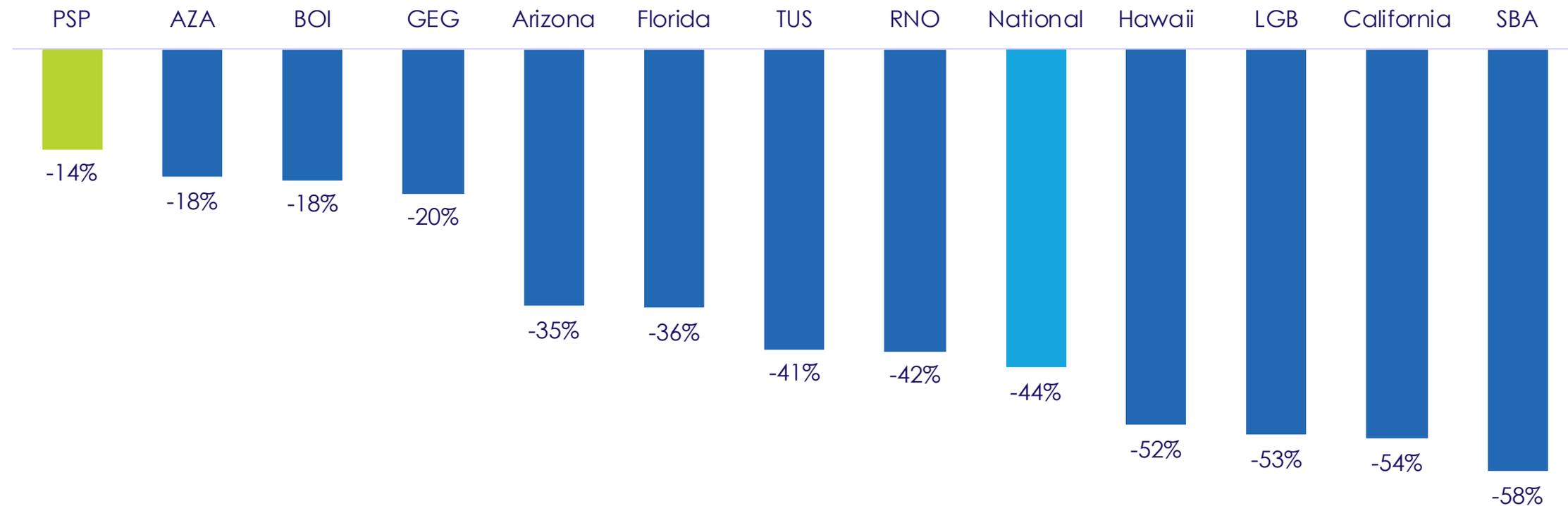


Boutique Air

- Ending seasonal Los Angeles (**LAX**) service on March 1, 2021
- Ending seasonal Phoenix (**PHX**) service on January 28, 2021

Verses its peers, PSP retained the **highest** percentage of seats in 2020* compared to its 2019* capacity

PSP VS. PEERS: PERCENTAGE OF SEATS FROM 2019/2020 TO 2020/2021
December 2019 to February 2020 vs. December 2020 to February 2021



*Time frame is December 2019 to February 2020 vs. December 2020 to February 2021

Source: Cirium Schedule data via Diio Mi; (Week of January 18, 2021)
Ailevon Pacific Aviation Consulting analysis

T.E.A.M. GPS

T.E.A.M. GPS

TEAM

 **GREATER PALM SPRINGS**

Teach – Use our firsthand knowledge of the destination to inform visitors of our unique history and experiences

Engage – Be the first to say “hello” and make a visitor feel welcome. Smile. Make eye contact. Listen.

Advise – Offer suggestions, directions, even itinerary ideas to help them plan their stay.

Motivate – Inspire and move them to make the most of their time here and plan their return; let them see and feel your enthusiasm for Greater Palm Springs.

T.E.A.M. GPS



Every unforgettable memory made, whether it's a perfect dinner under the palms or an afternoon with top-tier drink service by the pool, is a win for the team.

T.E.A.M. GPS & COD

Partnership with College of the Desert

- COVID-related training
- Basic safety and sanitation for hospitality employees
- Customer Service and Conflict De-escalation

Classes start in February

Free for Hospitality Employees

Virtual: Complete at Own Pace



COLLEGE
of the **DESERT**

EMPLOYEE HANDBOOK

Updated January 2021

CVB BOARD OF DIRECTORS UPDATE

- Updates from the Chair
- Updates from the CVB Board Members

APPROVAL OF MINUTES

JPA-CVB Board of Directors Joint Meeting Minutes –
November 20, 2020

(All Vote)

CONSENT CALENDAR

Warrants & Demands Dated November 2020

(JPA Executive Committee Only Vote)

JPA EXECUTIVE COMMITTEE ITEMS

(JPA Executive Committee Only Vote)

- Updates From the JPA Members and Chair

NEXT BOARD MEETING
Friday, March 26, 2021