

BOARD AND JPA MEETING

Friday, January 28, 2022



JW MARRIOTT

DESERT SPRINGS PALM DESERT

WiFi: Marriott_Conference/ Password: **VGPS2022**





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

(NO VOTE REQUIRED)

The image features a teal background with a repeating pattern of overlapping circles. A white rectangular frame is centered on the page, containing the text "PUBLIC COMMENT" in white, uppercase, sans-serif font.

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

- **Press *9** to raise your hand to speak.
You will be called on by your display phone number or name when it is your turn to speak.
- **Press *6** to toggle mute/unmute.

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



PRESENTATIONS



ECONOMIC IMPACT OF TOURISM

ECONOMIC IMPACT OF TOURISM



TOURISM IS THE **#1 INDUSTRY** IN GREATER PALM SPRINGS

1 IN 5 JOBS

sustained by tourism

14.1 MILLION

visitors

\$5.9 BILLION

visitor spending

↑ UP 19% OVER THE PAST FIVE YEARS

ECONOMIC
IMPACT:

\$7.5 BILLION

TOTAL TAXES GENERATED:

\$687 MILLION

state and local taxes

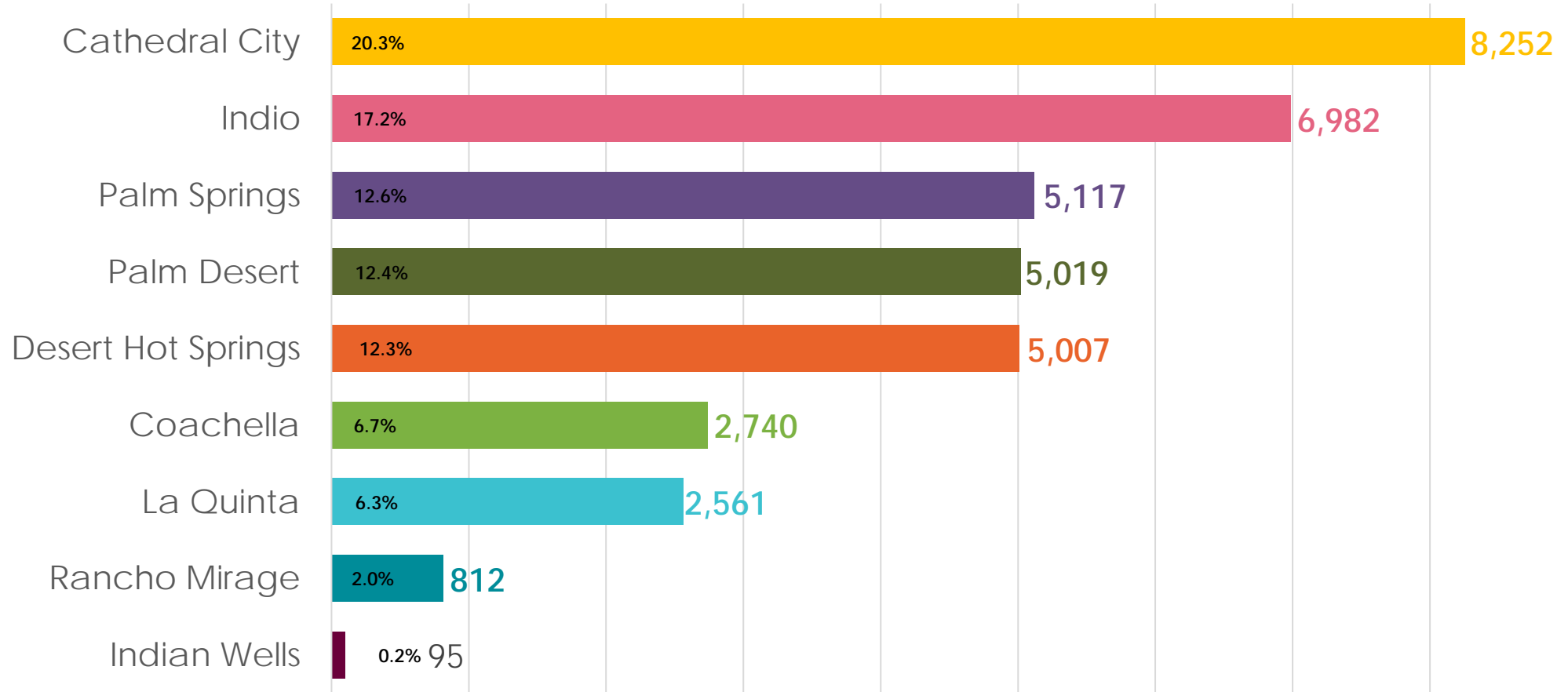
\$517.8 MILLION

federal taxes

SAVING GREATER PALM SPRINGS HOUSEHOLDS

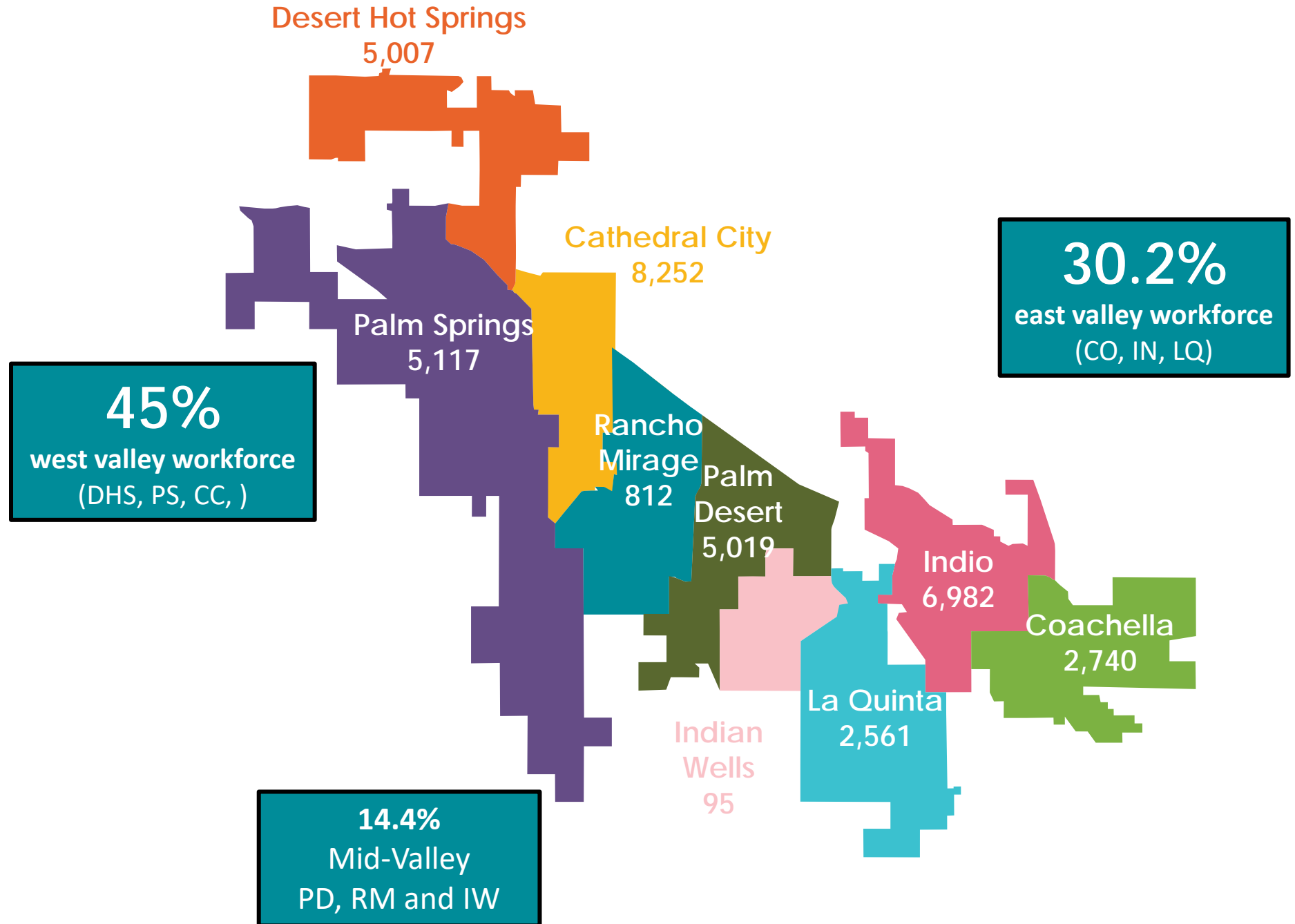
\$4,031 IN ANNUAL TAXES

WHERE HOSPITALITY EMPLOYEES LIVE

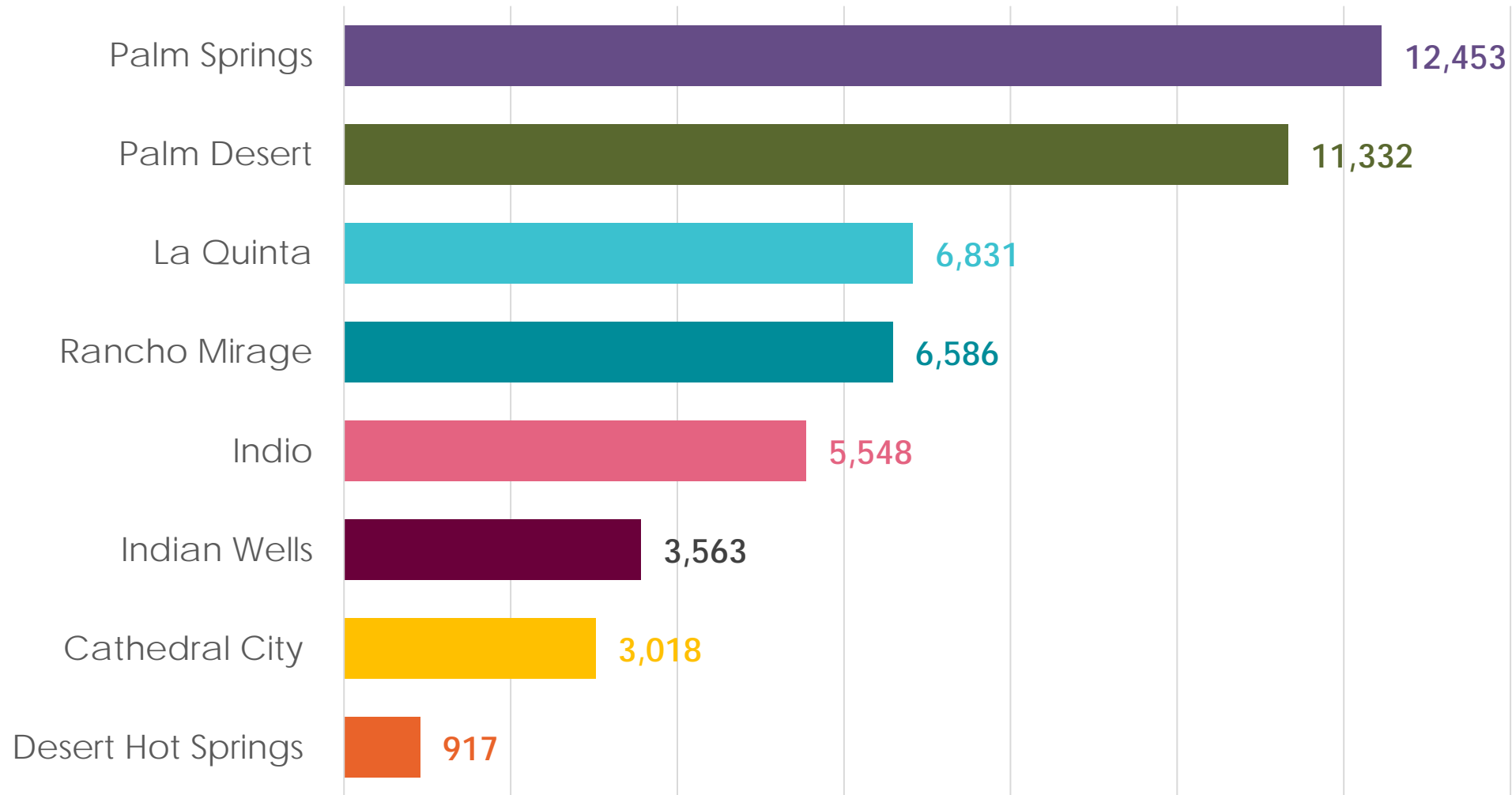


WHERE HOSPITALITY EMPLOYEES LIVE

Sample Size:
84 Properties
11,500 People

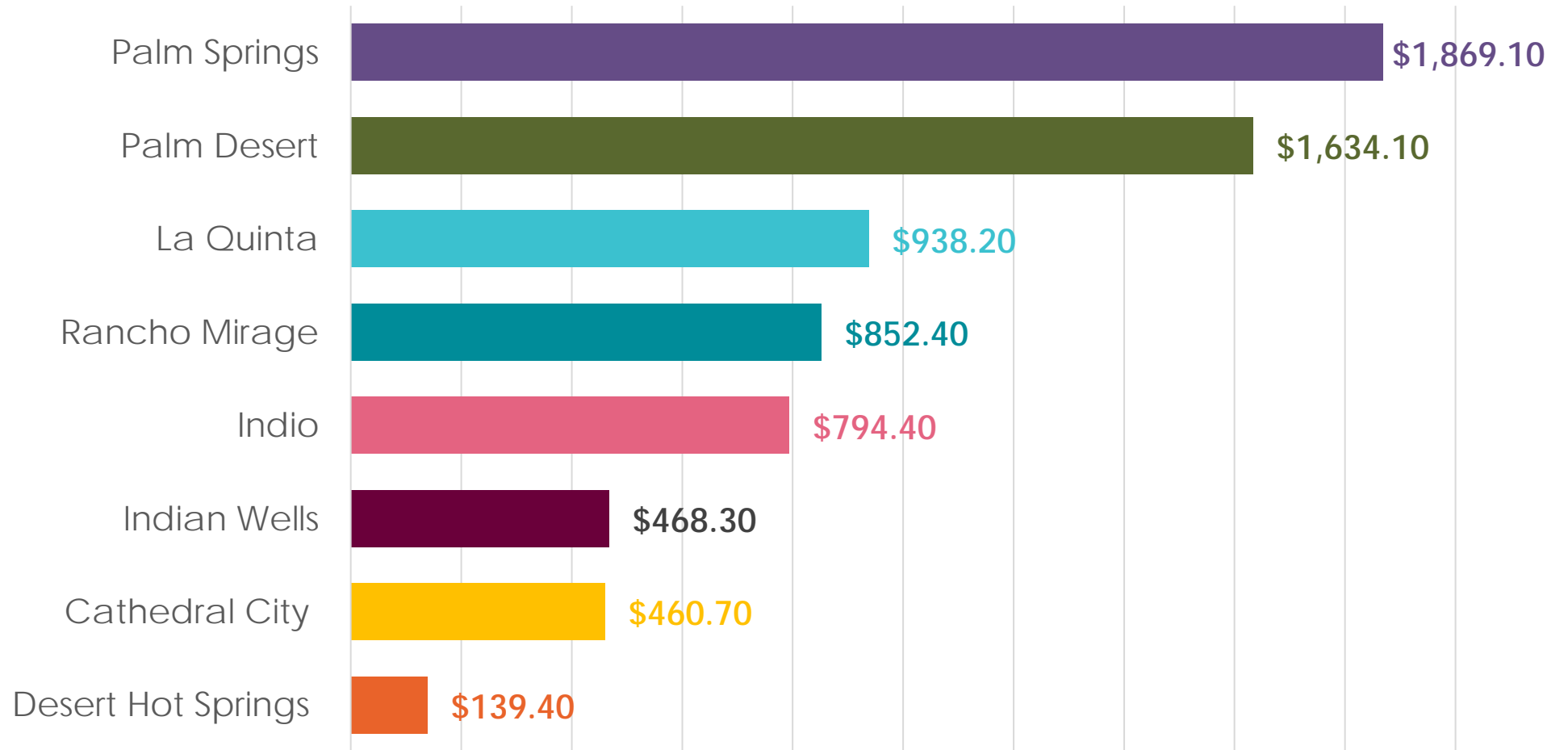


WHERE HOSPITALITY JOBS ARE LOCATED



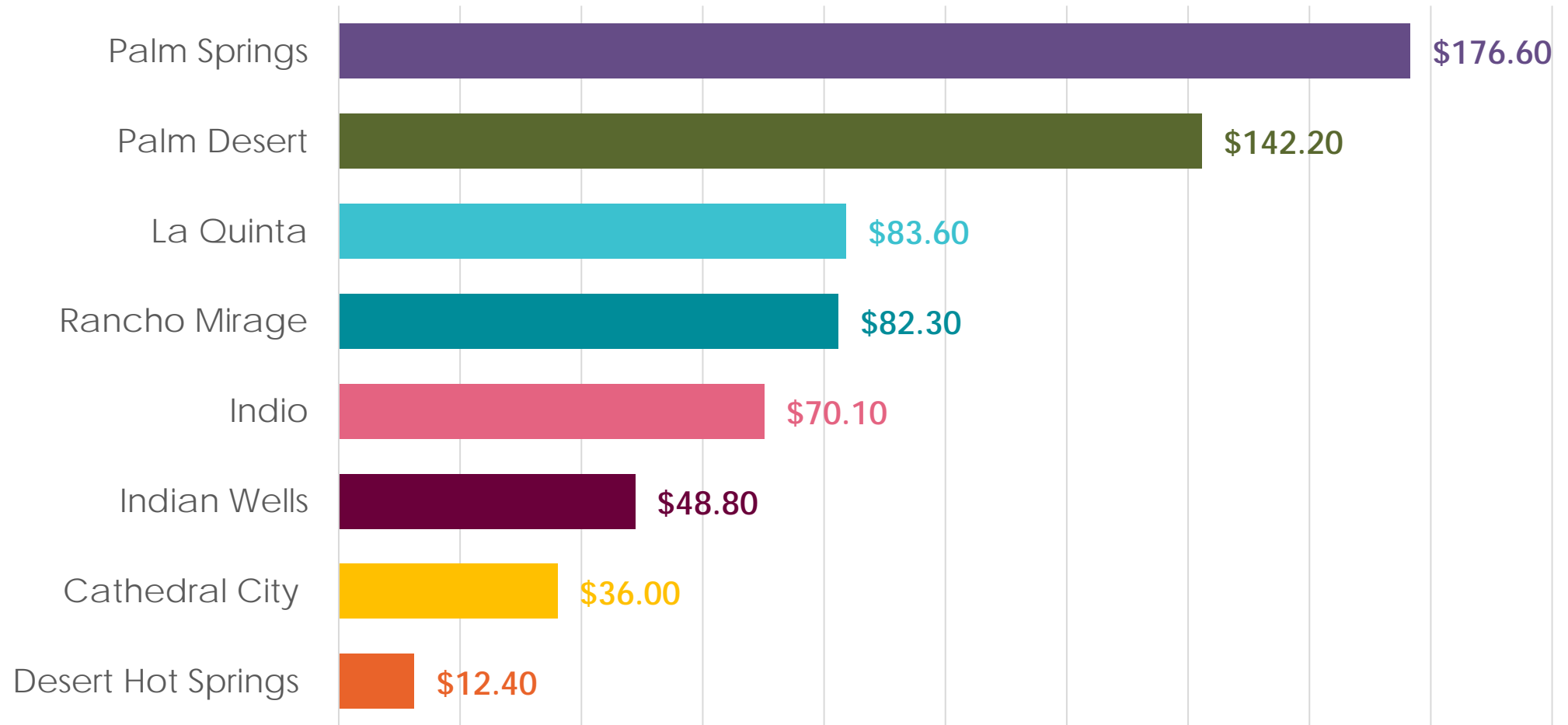
Amounts in number of jobs

IMPACT OF TOURISM BY CITY



Amounts in number of millions

STATE & LOCAL TAXES TOURISM BY CITY



Amounts in number of millions

JOB IMPACTS BY INDUSTRY

- ❖ Food & Beverage – 19,066
- ❖ Recreation & Entertainment – 7,811
- ❖ Lodging – 6,969
- ❖ Retail - 6,899

Job Impacts by Industry

Amounts in number of jobs	Direct jobs	Indirect jobs	Induced jobs	Total jobs
Total, all industries	42,035	5,554	5,983	53,572
By industry				
Food & beverage	17,513	565	988	19,066
Recreation and entertainment	7,270	327	214	7,811
Lodging	6,848	54	67	6,969
Retail trade	5,810	72	1,017	6,899
FIRE	1,444	981	637	3,062
Personal services	1,842	333	608	2,783
Business services	244	2,027	467	2,738
Education and healthcare		14	1,502	1,516
Other transport	402	177	61	640
Gasoline stations	378	4	37	419
Construction and utilities		302	70	372
Government		249	91	340
Communications		257	56	313
Air transport	284	10	16	310
Wholesale trade		86	108	194
Manufacturing		69	26	95
Agriculture, fishing, mining		27	18	45

FISCAL (TAX) IMPACTS

Visitor spending, visitor supported jobs, and business sales generated **\$1.2 billion** in governmental revenues.

- State and local taxes alone tallied **\$687 million** in 2019.
- Each household in Greater Palm Springs would need to be **taxed an additional \$4,031** to replace the traveler taxes received by state and local governments in 2019.

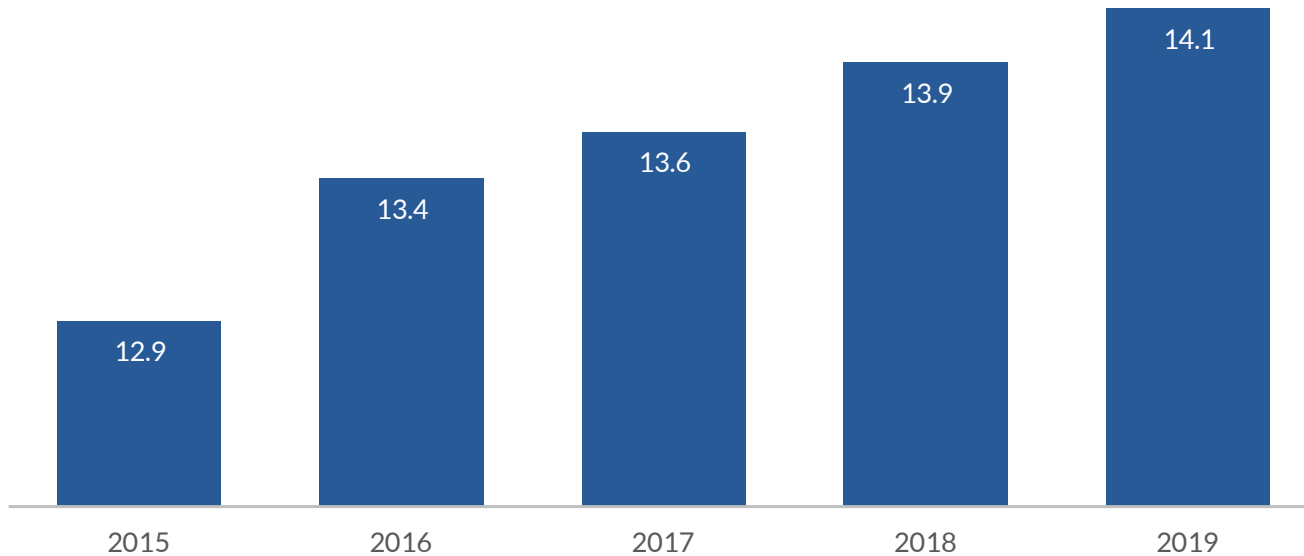
Fiscal (Tax) Impacts

Amounts in millions of current dollars

Total tax revenues	\$1,204.9
Federal	\$517.8
Personal income	\$132.0
Corporate	\$85.7
Indirect business	\$64.6
Social insurance	\$235.4
State and Local	\$687.0
Sales	\$262.7
Bed tax	\$85.1
Personal income	\$51.7
Corporate	\$23.5
Social insurance	\$14.4
Excise and fees	\$71.3
Property	\$178.4

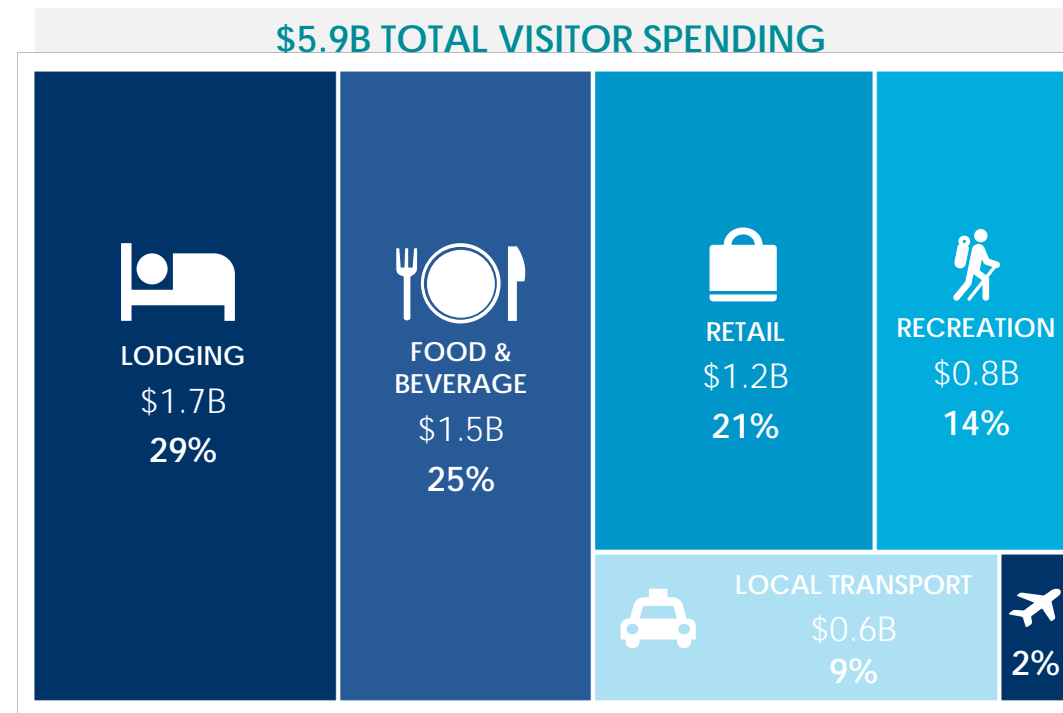
VISITOR ECONOMY TRENDS - VISITATION

Visitation to Greater Palm Springs has been increasing for five straight years



VISTIOR SPENDING BY INDUSTRY

Visitors to Greater Palm Springs spent
nearly \$5.9 billion across a wide range
of sectors in 2019



Note: Lodging spending includes all industry activity, including meetings, catering, etc.

Source: DK Shifflet; Tourism Economics

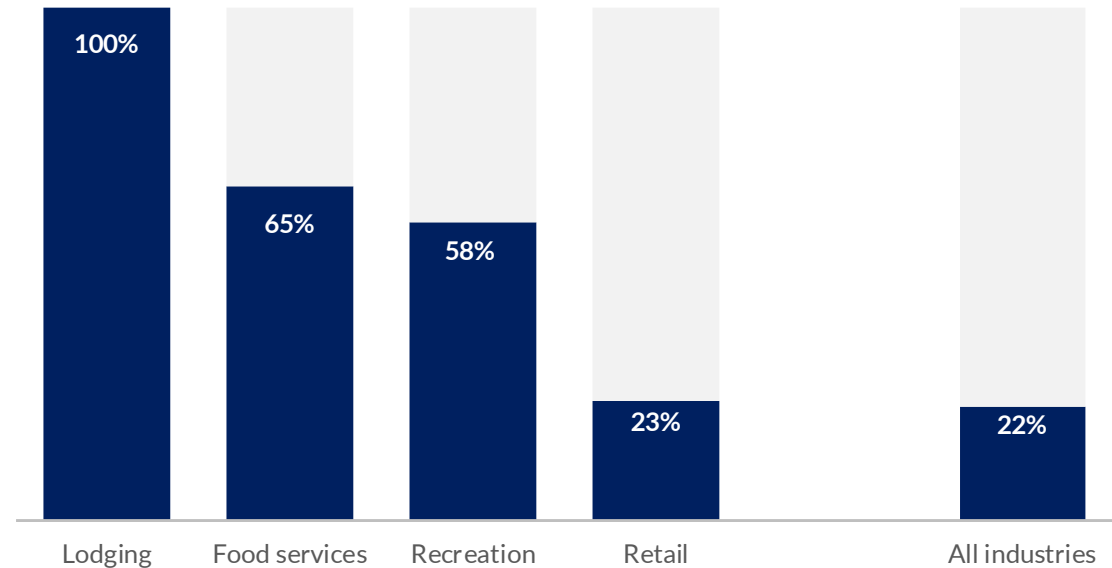
VISITOR-SPENDING EMPLOYMENT INTENSITY

Visitor-generated employment is a significant part of key industries

The entire lodging industry, as well as 58% of recreation, and 65% of food & beverage employment, is supported by visitor spending, including indirect and induced benefits.

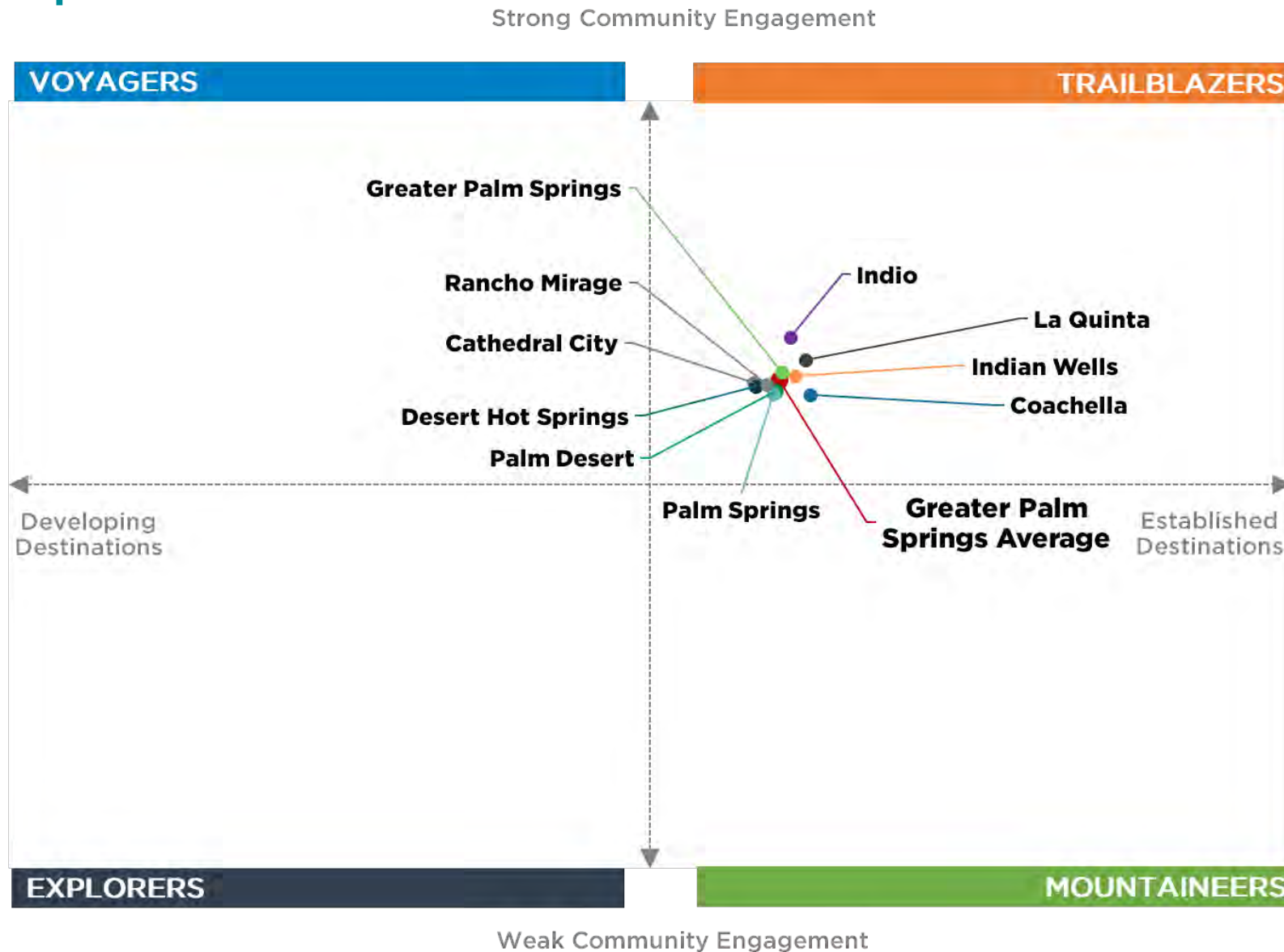
TOURISM EMPLOYMENT INTENSITY

Amounts in percentage of total industry employment



Source: BEA; BLS; Tourism Economics

Greater Palm Springs, CA Overall Assessment – Location Group



GUEST SPEAKER:
DR. MARTHA GARCIA
Superintendent/President
College of the Desert



College of the Desert Campus Updates
Visit Greater Palm Springs, January 28, 2022



COLLEGE
of the **DESERT**

Hospitality Program Update

Yolanda Bender

College of the Desert Instructor of Hospitality Management

Curriculum Development

- Developing **new courses** in Hospitality Law, Operations, Management, Sales and Marketing and Hotel Restaurant Accounting.
- Broadening the Hospitality program to **align full-scope training**



Class Projects / Internship Programs

- **Class Projects on creating the dream vacation**
 - Introduces students to the wide array of interconnecting facets to the tour and travel industry.
 - Students will learn how to interact and plan as a group.
 - Broaden their horizons and learn about other cultures.
- **Develop a new internship program with local hotels.**



Simulations

- Spring semester students will be **running virtual hotel simulations**
 - Provide students the opportunity to operate a hotel
 - Explore the effects of their decisions on food costs, profit and loss statements



Partnerships

- Partnership with the **American Hotel and Lodging Educational Institute**, whose purpose is creating career opportunities for upward mobility, spurring economic growth, investing in communities and serving America's travelers.
- Articulating with CSUSB, Palm Desert Hospitality Management Program.
- Study abroad collaborations.
- Coachella Valley Unified School District Dual Enrollment Program.





COLLEGE
of the **DESERT**

Palm Springs Development Project

Dr. Martha Garcia
Superintendent / President

Palm Springs Development Project

**The PALM SPRINGS
DEVELOPMENT PROJECT
will be built.**



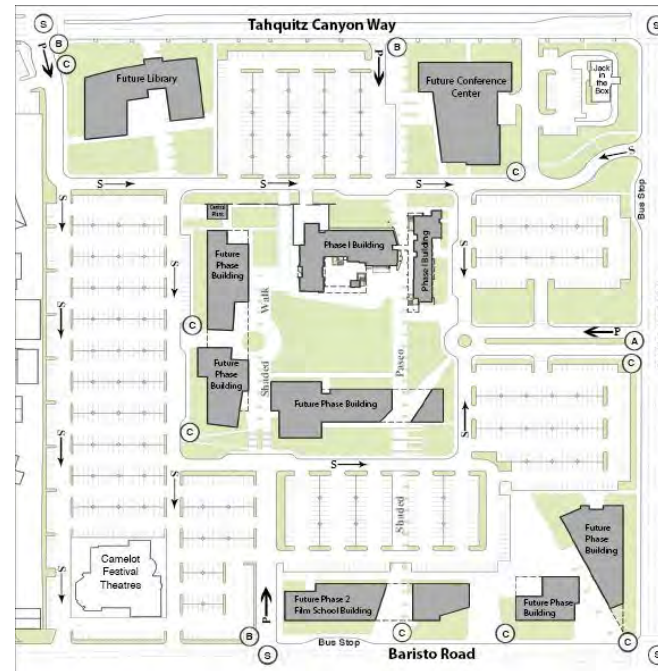
Palm Springs Development Project

Site Plan Progression

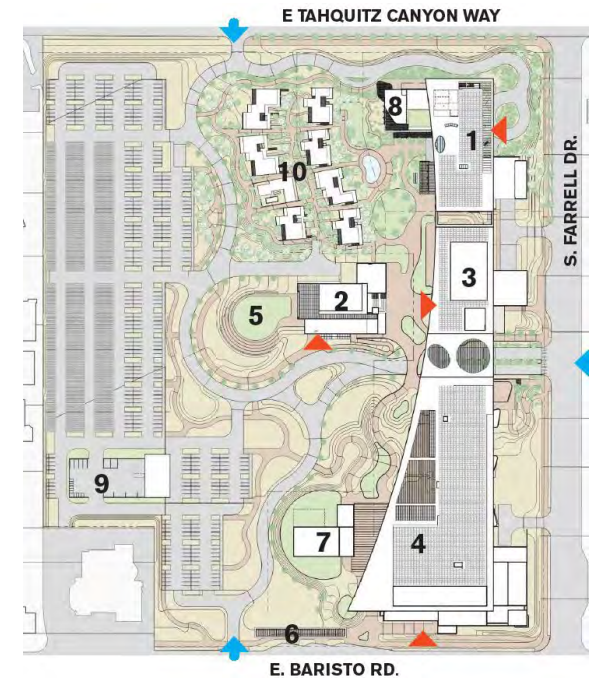
**First Iteration
2010-2013**



**Second Iteration
2013-2018**



**Third Iteration
2020-Present**



Palm Springs Development Project

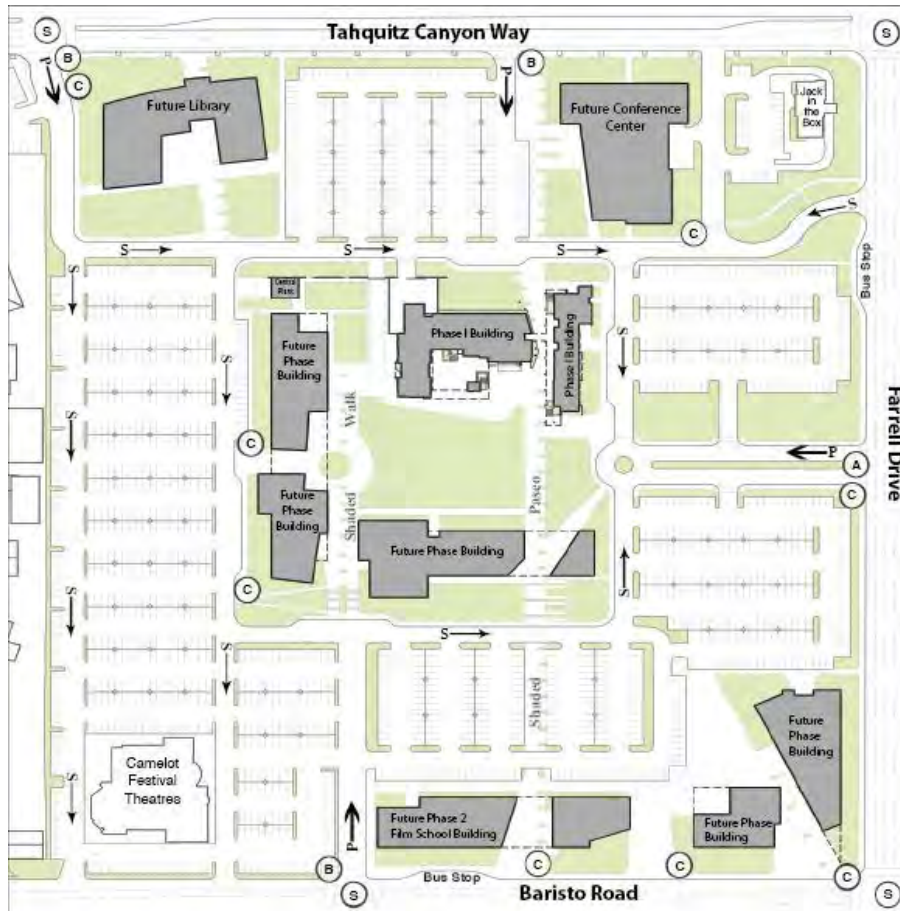
First Iteration Site Plan



- In 2010, commenced design for original project site located on North Indian Canyon Dr.
- Submitted to Department of the State Architect in 2012.
- Plans approved in 2013.
- This site was designed for Traditional Credit offerings.

Palm Springs Development Project

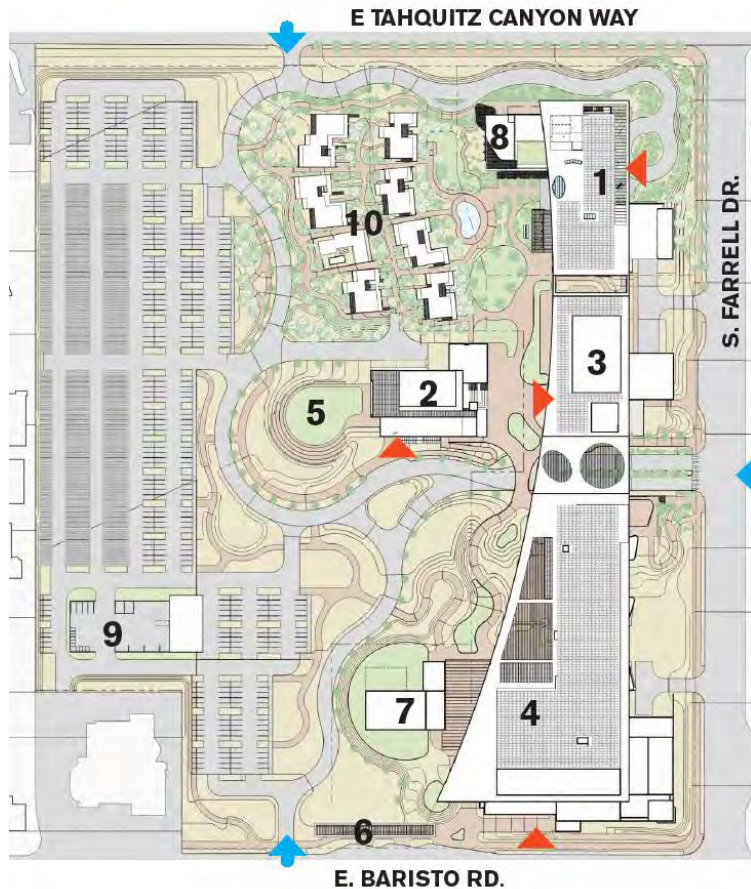
Second Iteration Site Plan



- In 2013, decision made to relocate the campus.
- In 2015, the “Mall Site” was selected and Master Planning for a traditional credit campus commenced and was completed in early 2016.
- In 2018, HPI Architecture was hired to produce the program documents.
- In 2018, programming stopped when the District changed the planning assumptions from a traditional credit campus to a **Career Technical Education(CTE)** campus for select instructional programs (**i.e., Hospitality**) and updated the name to the Palm Springs Development Project (PSDP).

Palm Springs Development Project

Third Iteration Site Plan



Estimated Completion: TBD

Initial Budget: \$300,000,000

Current Budget: \$345,550,642

- Early 2020, WRNS Architects were selected via a design competition, to be Architect of Record for the new CTE Campus.
- Early 2021, during the planning phase, additional funding requirements became apparent, which lead to a phased approach for construction.

Palm Springs Development Project

- In 2020, the COVID-19 Pandemic severely impeded the project's progress. Increases in material and labor drove up the estimated project costs.
- In May of 2021, numerous scenarios were developed for consideration, each with options for cost saving analysis.
- Fall of 2021, the project has been under review to understand previous planning documents and collect and evaluate current data. The data in the 2016 Master Plan was for the second iteration site plan that envisioned a traditional credit campus.

Palm Springs Development Project

Next Steps

- Develop a **district-wide** Total Cost of Ownership Plan, including long term operational costs.
- Validate, update and expand the data from the 2016 Master Plan (relevant to a CTE – not a traditional campus).
- Gather input from faculty, staff and student advisory groups, and others.
- Then the Board of Trustees will review and take action on final plan. The plan will be submitted to the Division of State Architect for final approval so we can commence construction.



COLLEGE
of the DESERT

New Opportunities to Engage

visit  *greater*
palm springs

Hospitality Training Program



[Home](#) > [Training Programs](#) > [Hospitality](#)

Call Now **855.520.6806**

CATALOG

- Arts and Design
- Business
- Computer Applications
- Computer Science
- Construction and Trades
- Health and Fitness
- [Hospitality](#)
- Information Technology
- Language
- Legal
- Teacher Professional Development

Hospitality

Making a career out of helping others can be incredibly rewarding. Whether you want to be a travel agent, a wedding planner, or even a pastry artist, these online hospitality training programs can help you get started.

Collaboration, Communication and Cooperation are Vital

Thank you.



COLLEGE
of the DESERT



GREATER
palm springs
convention & visitors bureau



Thank You

APPROVAL OF MINUTES

(All Vote)

- JPA-Visit GPS Board of Directors Joint Meeting Minutes – Nov. 19, 2021

CONSENT CALENDAR

(JPA ONLY VOTES)

- Warrants and Demands Dated November and December 2021

JPA EXECUTIVE COMMITTEE ITEMS

(JPA Executive Committee Only Votes)

- Proposed Updates to the JPA Executive Committee Bylaws
- Updates from the JPA Members and Chair



CEO/PRESIDENT'S UPDATE



ACRISURE
ARENA

RESEARCH GUIDES DECISIONS

Upcoming Research

Resident study: How tourism impacts the **economic, social and physical environment** of those living throughout Visit Greater Palm Springs. This data will help us better understand how residents living in our nine cities feel about the tourism industry and its impact on their lives and fulfill our mission to positively impact the **quality of life of our residents**. We will begin this research in Q1 2022.

Tourism Economics has begun the data collection process for our **Cannabis Economic Impact Study** for the cannabis industry in Greater Palm Springs to outline the impact this industry has on our workforce and tax revenues. This is expected to be completed by the end of January 2022.

Meetings: An in-depth study of the **destination marketing and advertising tactics** most successful at reaching and converting meeting planners at various points of decision, including identifying the messaging and creative elements most effective in inspiring planners to bring their meetings/events to a destination, and feedback to help improve current DMO campaigns and outreach efforts. **Destination Analysts** will deliver the findings of this research in January.

Tourism Economics is finalizing a **Vacation Rental Economic Impact Study** for our region with city-specific detail on the financial impact, jobs supported, and visitor spend related to vacation rentals. We expect to see a first draft for these reports in January.

Destination's tourism workforce: To quantify, we are partnering with Tourism Economics on a **Tourism Workforce Economic Impact Report** focusing on managerial and hourly segments. Our goal is to highlight the many career opportunities and income levels associated with tourism jobs to recruit more young graduates from our local schools. We will begin this research in Q1 2022.





- Virtual, self-paced training option for TEAM GPS ambassador training
- Courses in:
 - Banquet service
 - Culinary knife skills
 - Emerging Leaders – Leadership Training
 - Customer service for hospitality employees
 - Basic COVID safety and conflict de-escalation



VISIT GPS 2022 GOALS

2022 CONVENTION SALES GOALS

	2019 GOAL	2019 ACTUAL	2021 GOAL	2021 ACTUAL	2022 GOAL	2022 STRETCH GOAL
ROOM NIGHTS	222,500	217,337	69,500	96,511	155,000	170,000
# GROUPS BOOKED	375	350	150	189	260	280
LEAD DISTRIBUTION	1,148	1,155	450	1,012	1,150	1,175
NEW LEAD DISTRIBUTION	668	648	200	530	600	650

2022 CONVENTION SALES FOCUS



Adding **new positions**

- VP of Sales
- Small Meetings Manager



Establish new **strategic partners** (ASAE, PCMA, Maritz) to gain exposure to meeting planner audiences through live events, focus groups, client hosting, and marketing & advertising



Develop new meetings **creative campaign**

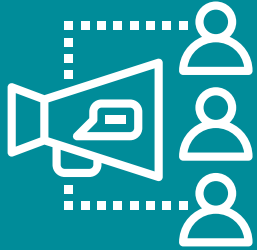


Continue to leverage **Visit CA** partnership with participation in CA **meetings recovery campaigns**



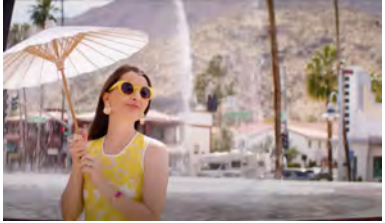
Focus on **need periods**

2022 MARKETING FOCUS



- **Airline** Marketing Support
- **Pillar-Based** Marketing
- **Video** Content Distribution
- New Partner **Co-Op Programs**
- **Event** Support
- **E-mail** Generation
- **International** Marketing

2022 NEW CO-OP OPPORTUNITIES



TV / BILLBOARD

Television
(Seasonal)

Billboards
(Year-Round /
Seasonal
Based on Markets)



centro



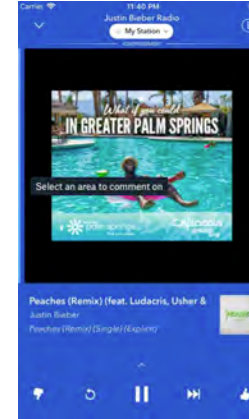
ADARA

DIGITAL / AUDIO

Centro – Digital & Native Advertising
(Year-Round)

Adara – Digital Advertising
(Year-Round)

Pandora – Audio
(Summer 2022)



pandora



SOCIAL

Social Media
(Summer 2022)

2022 WEBSITE GOALS

	2019 ACTUAL	2020 ACTUAL	2021 GOAL	2021 ACTUAL	2022 GOAL
Sessions	3,253,951	1,776,588	2,288,096	2,734,915	3,095,000
Bounce Rate	42.22%	50.39%	48.64%	48.34%	47.88%
Engaged Sessions	34.16%	27.80%	33.66%	34.63%	34.93%
Qualified Session Rate	5.50%	6.52%	10%	7.76%	8%

2022 SOCIAL MEDIA GOALS

@VISITGREATERPS	2019 ACTUAL	2020 ACTUAL	2021 GOAL	2021 ACTUAL	2022 GOAL
Impressions	26,864,635	13,523,178	16.2M	20,240,257	23,500,000
Video Views	3,897,914	2,103,305	2M	5,007,148	5,100,000
Website Clicks	107,107	70,998	75K	123,636	130,000
@DINEGPS					
Impressions	4,419,707	4,033,739	4.4M	5,093,835	5,500,000
Video Views	482,663	219,808	200K	432,182	500,000
Website Clicks	20,739	13,729	17K	22,988	24,000

2022 WEBSITE & SOCIAL MEDIA FOCUS



- **Video** distribution
- New and refreshed **content creation**
- Customized **dynamic persona** content
- New **Arts App**
- Develop **summer social media** campaign
- Increase **consumer** database

2022 MEDIA GOALS

Earned Media	2019 ACTUAL	2021 GOAL	2021 ACTUAL	2022 GOAL
PR Quality Score	4,452	4,250	6,389	6,500
Media Outreach/Assists	1,786	2,000	1,275	2,000
Media Value	\$18,859,220	Tracking	\$25,397,129	Tracking
CS Earned Media				
Earned Media Placements	33	35	46	60

2022 MEDIA & PR FOCUS



- Seek coverage from **top tier publications** and media platforms
- Pro-active outreach to increase coverage for **meetings recovery**
- Re-activate **international market** office coverage and support
- Re-engage with **Film Oasis** to support in market production
- Support **tourism industry** through advocacy and education to local community
- Integrate **DEI** into media and PR efforts across all disciplines

2022 TEAM GPS FOCUS



- Self-paced **TEAM GPS courses** with COD PaCE
- **Industry webinars** and live sessions with local students through Nepris
- Introduce TEAM GPS to **academies** and other **high school** programs
- **Incorporate Cannabis** tourism training
- **DEI** training
- **FREE experience pass** for TEAM GPS members

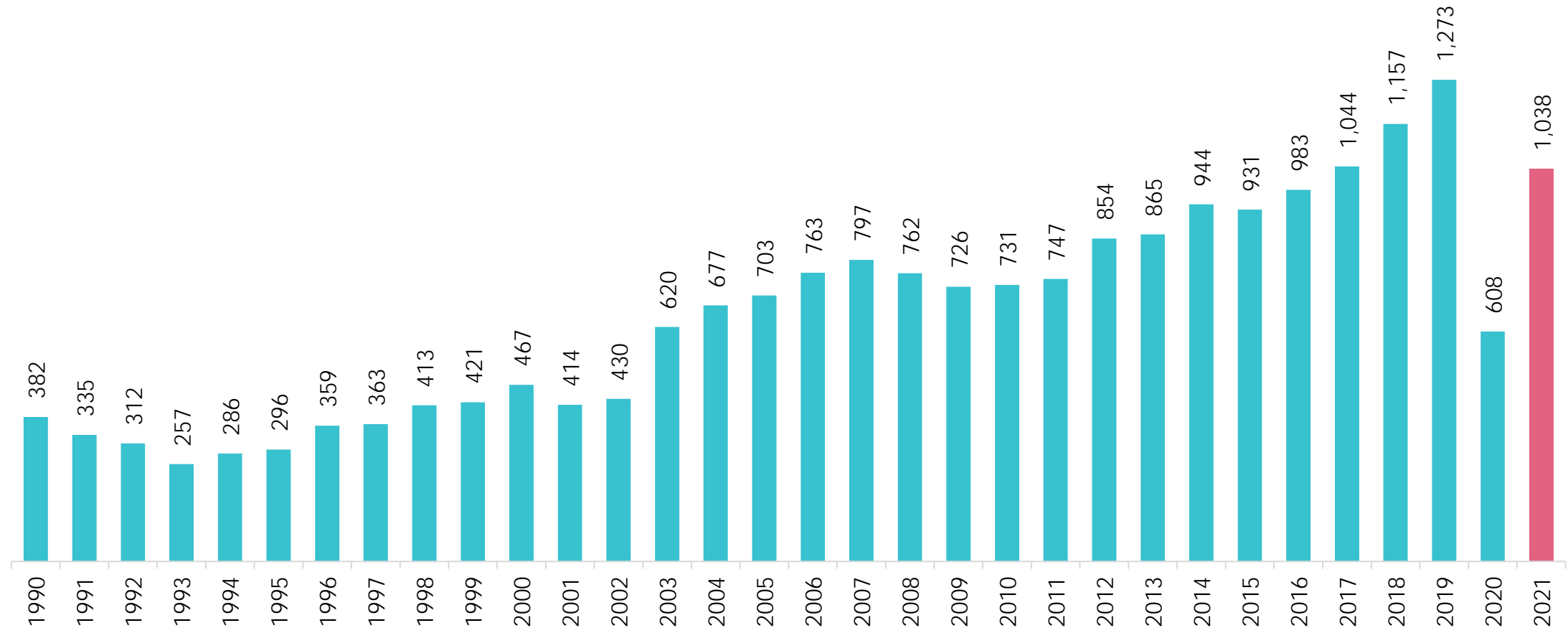


AIR SERVICE

PSP ENDED 2021 WITH 1.04 M ENPLANEMENTS, THE FOURTH HIGHEST IN PSP'S HISTORY ...

PSP TRAFFIC TRENDS

Thousands of onboards traveling to PSP: 1990 to 2021



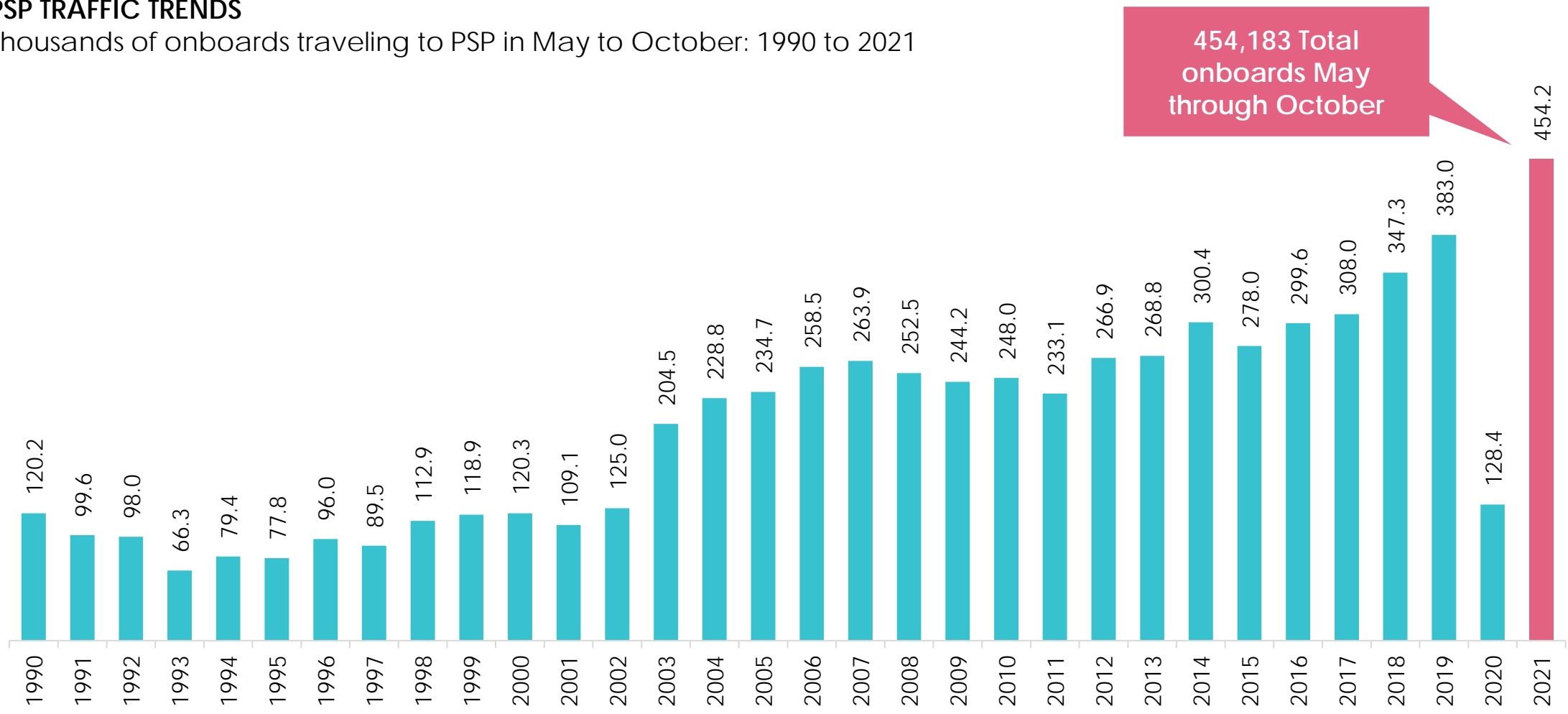
Note 1: October-December 2021 is extracted from PSP Enplanement Report

Source: T-100 data via Diio Mi by Cirium; PSP Enplanement Report. Ailevon Pacific Aviation Consulting analysis

... IN 2021, PSP SAW A RECORD NUMBER OF TRAVELERS IN THE SHOULDER MONTHS

PSP TRAFFIC TRENDS

Thousands of onboards traveling to PSP in May to October: 1990 to 2021

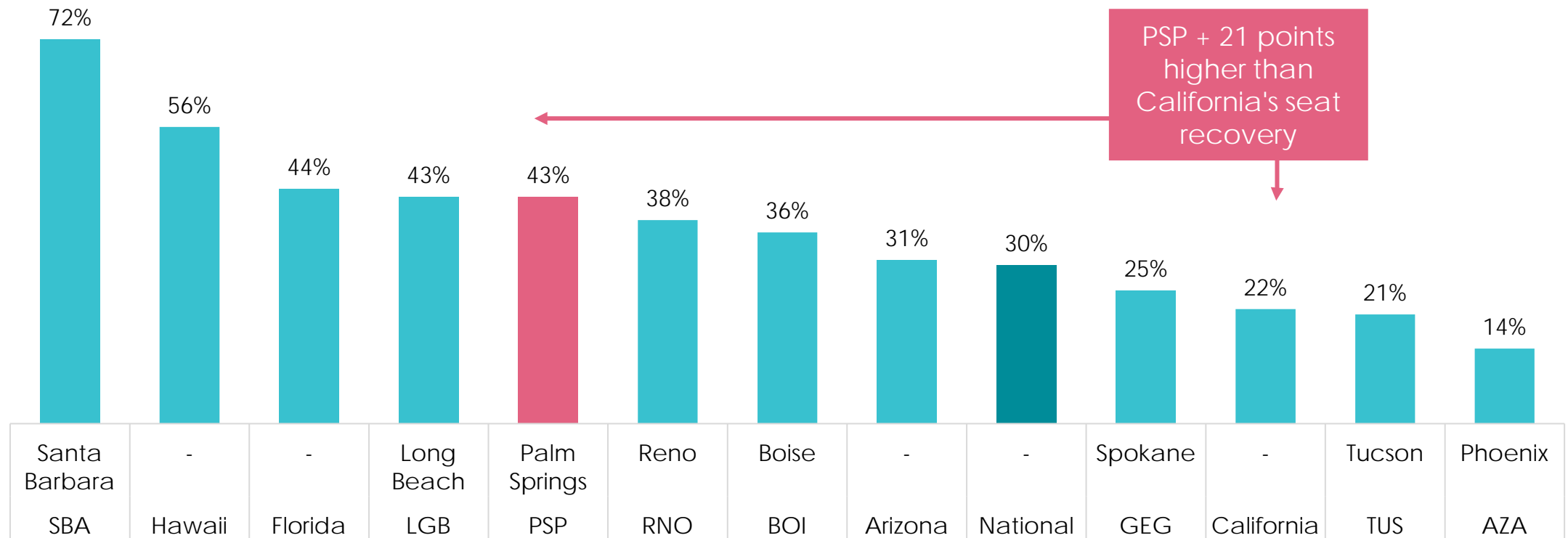


Note 1: October-December 2021 is extracted from PSP Enplanement Report
Source: T-100 data via Diio Mi by Cirium; PSP Enplanement Report. Ailevon Pacific Aviation Consulting analysis

IN 2021, PSP WAS UP 43% IN SEAT CAPACITY VERSUS 2020 ...

PSP VS. PEERS: SEAT CHANGE YEAR-OVER-YEAR

Percentage of seat change 2020 vs. 2021



Note 1: November to December 2021 capacity subject to change based on airlines schedule updates

Source: Schedule data via Diio Mi by Cirium; (Week of Jan 10, 2021). Ailevon Pacific Aviation Consulting analysis

2022 AIR SERVICE FOCUS



- Focus on **summer and fall** growth
- Maintain **current levels of service**
- Support new and existing service with **marketing campaigns**
- Conduct **airline headquarters visits**
- Attend **Jump Start, Routes America**
- Partner with **Visit CA** on campaigns and initiatives to **support air service**
- Network planner **landing page** with relevant data
- **Trade missions** to direct flight cities

2022 TRAVEL TRADE FOCUS



- **Strengthen (USA, Canada & Mexico)**
 - Staff Market re-alignment
 - Reaching travel advisors via new sources
 - In-market & in-person engagement in 2022
 - Visit California & Brand USA co-ops
- **Grow (Australia, France, UK, Germany & China)**
 - Re-opening of overseas offices (except China)
 - Destination trainings & marketing co-ops with key tour operators
 - Regional itinerary collaboration & marketing
- **Build (India, South Korea, Japan, Italy & Scandinavia)**
 - 2022 Re-Engagement



VISIT GPS BOARD OF DIRECTORS ITEMS


Thank you!

TOM TABLER

FOR YOUR MANY YEARS OF
LEADERSHIP AS OUR BOARD CHAIR.
WE'LL MISS YOU!



VISIT GPS BOARD OF DIRECTORS ITEMS

(Visit GPS Board Only Votes)

- Visit GPS 2022 Goals – Approval
- Nominating Committee Update
 - Interim Chair: Rolf Hoehn; Interim Vice Chair: Kelly Steward
- Proposed Updates to the Board of Directors Bylaws
- Updates from the Chair
- Updates from the Visit GPS Board Members

The image features a teal background with a repeating pattern of overlapping circles. A white rectangular frame is centered on the page, containing the word "BIRTHDAYS" in white, uppercase, sans-serif font.

BIRTHDAYS

HAPPY BIRTHDAY !!!



CELESTE BRACKLEY

Jan 9



TIM PYNE

Feb 11



ERNESTO GUTIERREZ

Feb 10



LORRAINE BECKER

Feb 15



BARB SMITH

Feb 11



EDDIE ESTRADA

Feb 29

NEXT BOARD MEETING
Friday, March 25, 2022

Location TBD