

BOARD AND JPA MEETING

Friday, June 24, 2022

R

RENAISSANCE®

ESMERALDA RESORT & SPA
INDIAN WELLS

WiFi: Renaissance_CONF / Access Code: **VGPS2022**

visit  greater
palm springs



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)



PUBLIC COMMENT

APPROVAL OF MINUTES

(All Vote)

- JPA-Visit GPS Board of Directors Joint Meeting Minutes – May 20, 2022

CONSENT CALENDAR

(JPA ONLY VOTES)

- Warrants and Demands Dated May 2022 for Pacific Premier Bank

VISIT GPS BOARD OF DIRECTORS ITEMS

(Visit GPS Board Only Votes)

- TBID Annual Report (by Civitas) – Required by State of California

JPA EXECUTIVE COMMITTEE ITEMS

(JPA Only Votes)

- TBID Annual Report (by Civitas) – Required by State of California








CEO/PRESIDENT'S REPORT

ECONOMIC IMPACT OF TOURISM

2019-2021

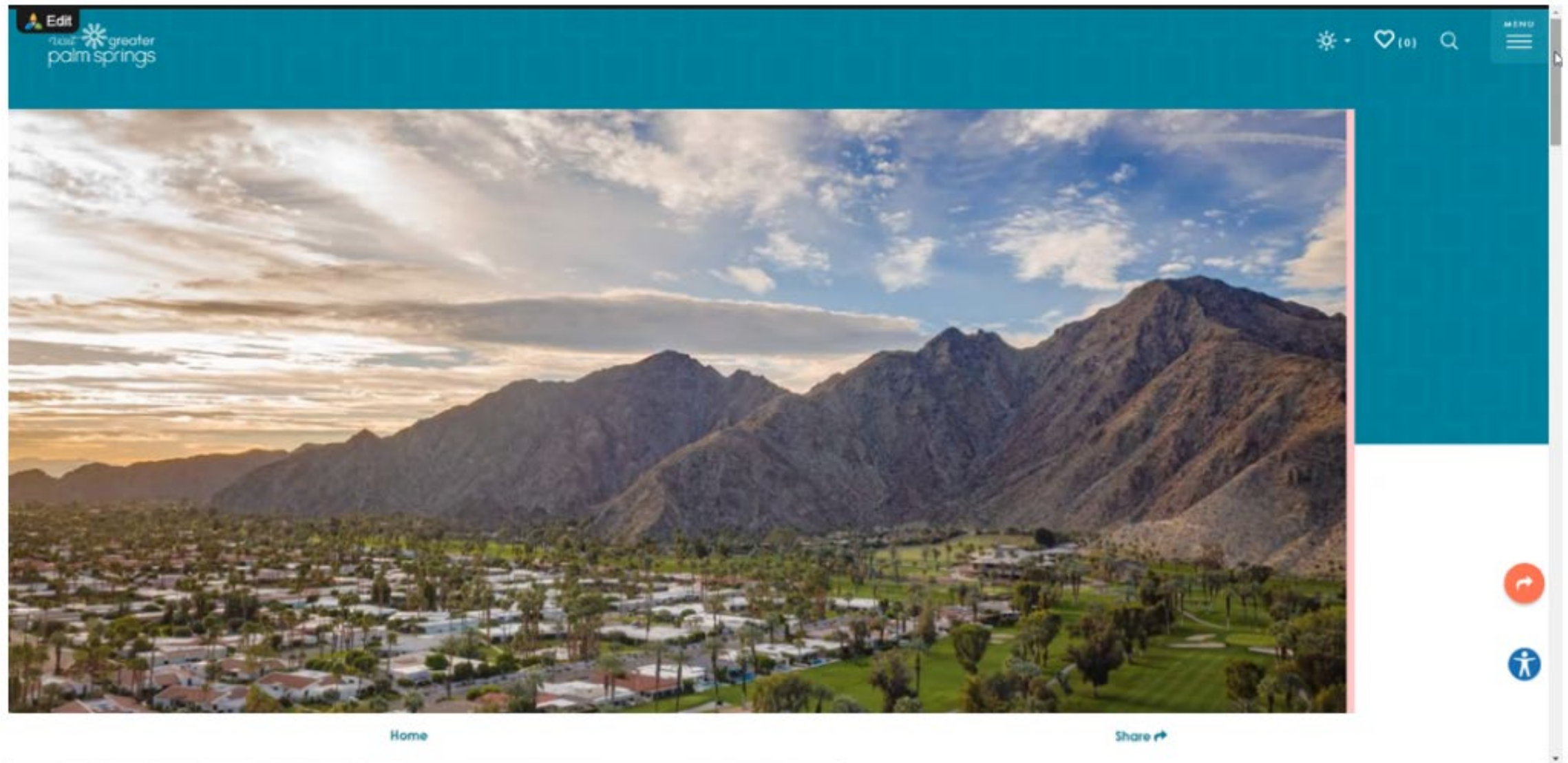
SOURCE: TOURISM ECONOMICS
STUDIES 2019-2021

	2019	2020	2021
 TOTAL VISITORS	14.1M	8.6 M	12.8 M
 STATE & LOCAL TAXES	\$687 M	\$428 M	\$644 M
 JOBS SUSTAINED	53,500	33,377	37,254
 VISITOR SPENDING	\$5.9 B	\$3.6 B	\$5.6 B
 TOTAL ECONOMIC IMPACT	\$7.5 B	\$4.5 B	\$6.8 B



WORKFORCE DEVELOPMENT

WORKFORCE DEVELOPMENT – LANDING PAGE



WORKFORCE DEVELOPMENT – DIGITAL ADS



A digital advertisement featuring a woman with dark hair, Luz Delgadillo, smiling. The background shows a resort with palm trees and a swimming pool. The text reads: "from FRONT DESK to DIRECTOR OF HOMEOWNER EXPERIENCE" and "LUZ DELGADILLO ORANGE PALM VACATION HOMES". At the bottom, a purple banner contains the text: "Where can a career in hospitality take you?"

from
FRONT DESK
to
**DIRECTOR OF
HOMEOWNER
EXPERIENCE**

LUZ DELGADILLO
ORANGE PALM VACATION HOMES

Where can a
career in hospitality
take you?



A digital advertisement featuring a woman with blonde hair, Katie Brown, sitting in a chair. The background shows a resort with palm trees and a swimming pool. The text reads: "from FRONT DESK" and "KATIE BROWN HYATT REGENCY INDIAN WELLS".

from
FRONT DESK

KATIE BROWN
HYATT REGENCY INDIAN WELLS



MARKETING

SUMMER BRAND TELEVISION SPOT - SING



SUMMER BRAND TELEVISION SPOT - POET



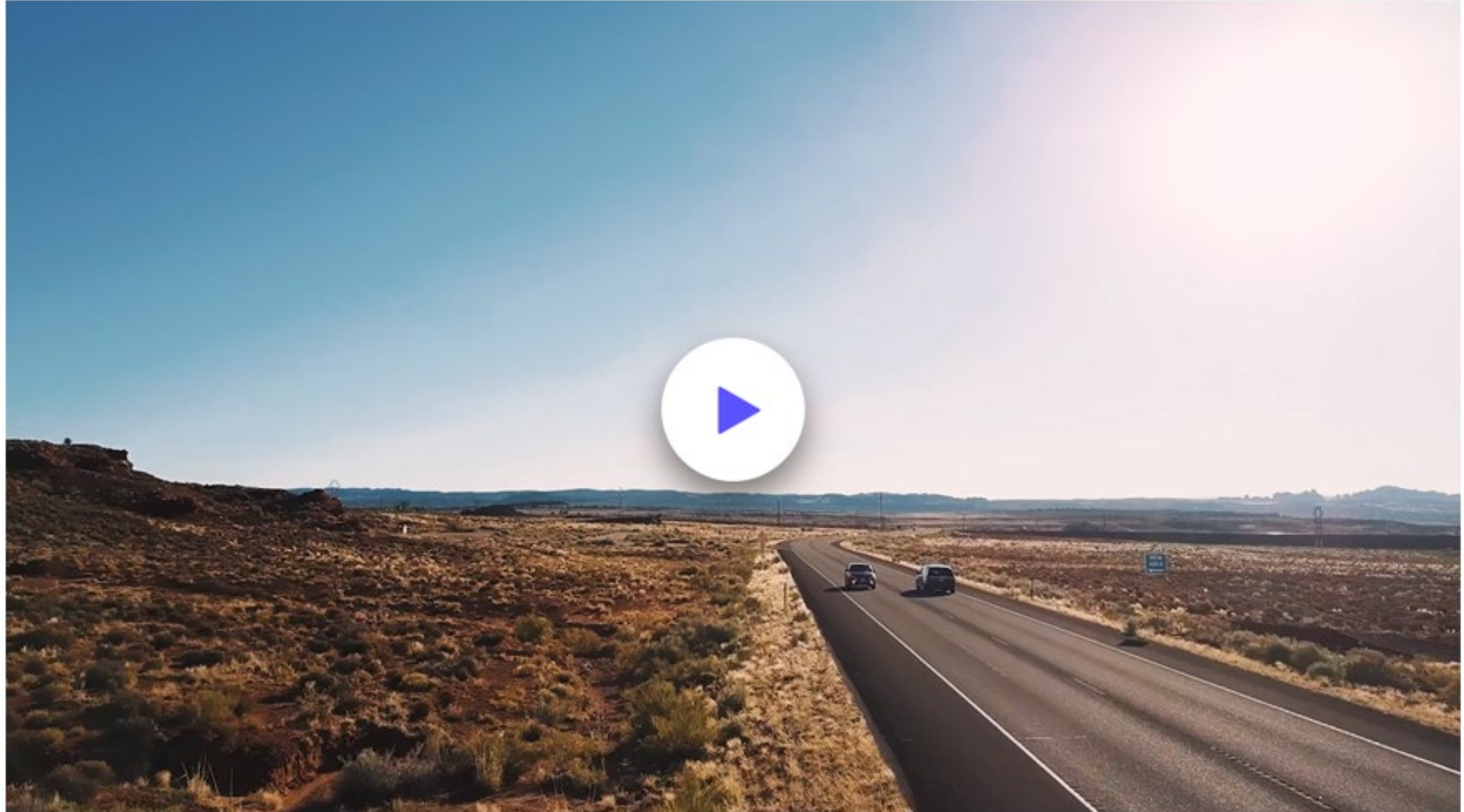
SUMMER BRAND TELEVISION SPOT - FLUSTERS



BRAND USA / UNITED STORIES CAMPAIGN



SOCIAL MEDIA MID-SUMMER CAMPAIGN



GPS RESTAURANT WEEK KICKOFF EVENT

The Ritz-Carlton, Rancho Mirage
June 2, 2022

Over 250 partners, 19 media & 9 influencers attended

Participating restaurants included:

- Backstreet Bistro
- Cork & Fork
- Daniel's Table
- Kitchen 86 + Bar
- Lulu California Bistro
- SO•PA at L'Horizon Resort & Spa
- Trio Restaurant
- Wally's Desert Turtle
- State Fare Bar & Kitchen at The Ritz-Carlton, Rancho Mirage



\$3,685
donation



**Thank you,
sponsors!**



THE RITZ-CARLTON
RANCHO MIRAGE



AGUA CALIENTE
CASINOS
PALM SPRINGS | RANCHO MIRAGE | CATHEDRAL CITY



RESTAURANT WEEK RESULTS



Savor *summer* with every bite.



 GREATER palm springs
RESTAURANT WEEK
JUNE 3-12, 2022

 Browse menus & make reservations



GREATER
palm springs
RESTAURANT WEEK

dineGPS.com



**JUNE
3-12**



GREATER palm springs
RESTAURANT WEEK
JUNE 3-12, 2022



Browse menus &
make reservations 

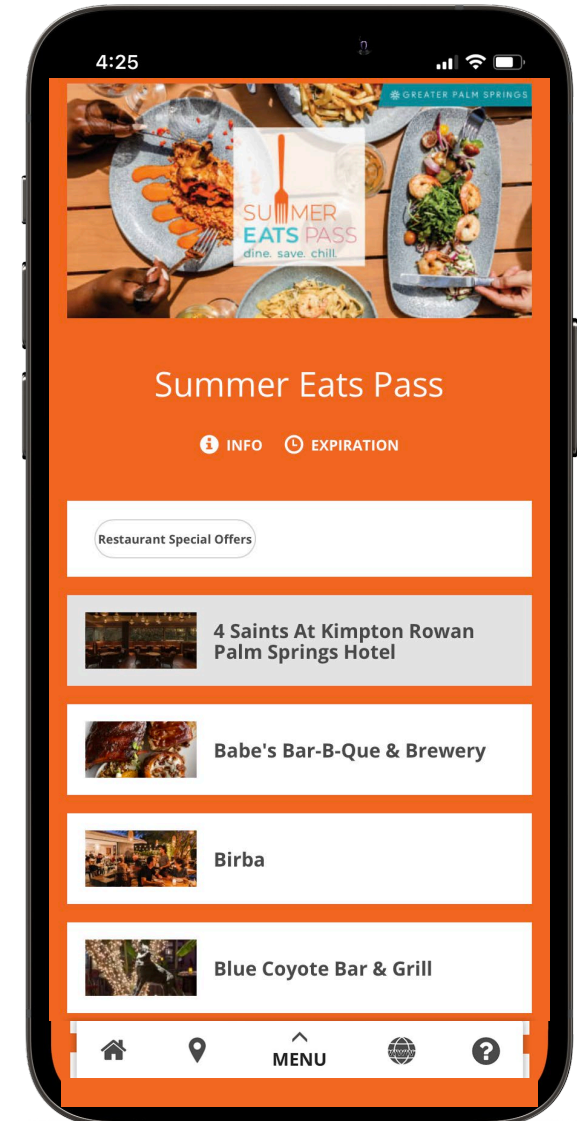
Impressions	Spots (TV & Radio)	Web Sessions	Completed Sessions*	Duration
223M	9,621	46K	187K	5:25

*Completed sessions include partner referrals, view menus, reserve now and click to call

SUMMER EATS PASS

- The **Summer Eats Pass** launched on June 13 and will continue through September 5.
- The pass is promoted locally and in the drive market with a full media plan, including **television, digital, print, social media** and **out of home**.
- Restaurant Week participants are automatically included in the Summer Eats Pass as check-in locations. Restaurants also have the option of including a deal, discount, or special menu.
- This year, 80+ restaurants are participating, and in its first week the pass has already had **630** sign-ups!

www.SummerEatsGPS.com





CONVENTION SALES

CONVENTION SALES PRODUCTION - 2022

	LEADS	NEW LEADS	BOOKINGS	ROOM NIGHTS
YTD ACTUAL	636	340	124	57,772
YTD GOAL	479	250	108	64,583
YTD 2019	487	262	104	67,479

UPCOMING TRADESHOWS/EVENTS

MPI WORLD EDUCATION CONFERENCE

June 20-23

- Hosted buyers – 10 matched appointments
- Ask the Export Breakout sponsor
- President's Dinner Table for 8

CANADIAN MEETINGS + EVENTS EXPO

August 16-18

- Annual tradeshow targeting over 200+companies
- Joint Share Program

STRATEGIC SITE SELECTION

8/17

- Reception-style event with 150 Clients from Canada

ASAE - ANNUAL MEETING & EXPO

August 20-23

- Annual meeting & expo targeting association professionals

MARITZ NEXT

8/30-9/1

- 1-1 appointment with Sourcing Managers and Clients

CONFERENCE DIRECT

8/29-9/1

- First Annual event bringing together (50) diverse groups of meeting professionals, ConferenceDirect Associates, and industry partners

DESTINATION ACCOLADES



Where meetings
shine *greater*.

Visit Greater Palm Springs
BEST CVB/DMO

JW Marriott Desert Springs Resort & Spa BEST DESERT RESORT	La Quinta Resort & Club BEST DESERT RESORT	Renaissance Esmeralda Indian Wells Resort & Spa BEST DESERT RESORT
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Greater Palm Springs is proud to be the home of four Smart Stars Awards.

With 300+ days of sunshine annually, mountains you can almost reach out and touch, and an incredible range of accommodations, outdoor meeting spaces, and venues, this Southern California destination promises an unforgettable meeting experience.

visit  greater
palm springs
find your meeting oasis
meetinginpalm Springs.com



ConferenceDirect®

2022
Convention & Visitors Bureau of the Year
the Year

ConferenceDirect®
2022
Convention & Visitors Bureau of the Year
Secondary Market
VISIT GREATER
PALM SPRINGS

ConferenceDirect®
MeetingMe
IndustryInsights for the Meetings Community

WE ARE VERY
UNDERSTAFFED
Now Hiring

How to Plan For and Mitigate
Major Meeting Disrupters

STAFFING

VISIT GPS STAFF UPDATES

Convention Sales

- National Accounts Director
Washington D.C.,
Will Trokey
- Sales Administrative Coordinator,
Rozanne Sutherland (starting 7/5)
- Sales Administrative Coordinator,
Abel Lua (starting 7/5)

Destination Experiences

- Destination Experiences Specialist,
Lauren Taylor

Marketing

- Brand Communications Specialist,
Bob Wilson
- Digital Marketing Manager,
Melanie Macias (starting 6/27)

Partnership

- Director of Sustainability &
Community Engagement,
Lauren Bruggemans

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

BIRTHDAYS

HAPPY BIRTHDAY !!!



LINDA EVANS

June 5



DAVID FELTMAN

June 6



LEE MORCUS

June 13



MANUEL PEREZ

June 18



JOE TORMEY

June 21



BOB SCHNEIDER

June 25



GREG SANDERS

June 25



BORIS STARK

July 15



GREG PURDY

July 26

PRIORITY WORKING SESSION

Trever Cartwright
Founder/CEO
Coraggio Group



Visit Greater Palm Springs

BOARD/JPA
COLLABORATION SESSION
June 24, 2022

visit  *greater*
palm springs



What we'll cover today

- Review Board/JPA Strategic Guidance
- Discuss and Align on Areas of Focus and Action Steps
- **Spotlight:** Revised Vision and Mission Statements
- **Spotlight:** Becoming a Year-Round Destination
- Next Steps in Plan Update Process



Our Destination Pillars

Health & Wellness

Outdoor Adventures

Arts & Culture

Culinary

LGBTQ

Guidance

Health & Wellness

Outdoor Experiences

Arts & Entertainment

Unique Culinary Experiences

DEI + Culture



Fast forward five years. How has our destination evolved?

- Attractions
- Events
- Experiences
- Year-Round Destination
- Transportation/ Infrastructure
- Technology/ Broadband
- Sustainability

Over the next two years what are the region's biggest challenges and opportunities?



Challenges

- Workforce/Labor
- Climate/Weather
- Transportation
- Housing/Homelessness



Opportunity

- Airport

Big Takeaway:
**Explore
advocacy role**



What are tangible ways we can improve and grow our region's tourism economy?

Attractions,
Events, and
Experiences

Transportation

College/
Youth
Demographic



Areas of Focus: Guidance from Board and JPA Sessions

- **Workforce Development**
- **Housing/Homelessness**
- **Climate/Weather**
- **Transportation**
- Work Visas
- Education/Training
- Grow Nightlife & Entertainment
- Economic Development
- Sustainability
- Research Studies

A scenic view of a desert resort. In the foreground, there is a swimming pool with orange lounge chairs and a small building. The middle ground is filled with numerous palm trees and greenery. In the background, a large, rugged mountain range stretches across the horizon under a blue sky with scattered clouds.

Discussion: Areas of Focus and Action Steps



Priority Areas of Focus

Air Service

DEI-Sustainability/Accessibility/Cultural Heritage

Wayfinding

Regional Collaboration

Workforce Development/Higher Education

Meetings, Conventions, and Sporting Events

International Business

Priority Area: Air Service

L = Lead S = Support A = Advocate

Key Action	VGPS	Board	JPA EC	Other	When
Promote and retain existing routes	L/S	S	A	AP/Airport, Chambers	Ongoing
Target and develop new routes	L/S	A	A/S	AP/Airport	Ongoing
Develop international terminal capabilities	A/S	A	L	Airport	TBD
Grow regional support for PSP	S	S	S	Airport (Lead)	Ongoing
Implement resident survey (routes and services)	L	S	S		July
Focus on airport expansion and enhancements	A/S	A/S	A/S	Airport	Ongoing

Priority Area: DEI-Sustainability/Accessibility/Cultural Heritage

L = Lead **S** = Support **A** = Advocate

Key Action	VGPS	Board	JPA EC	Other	When
Launch Kind Traveler Program	L	S	S	Local charities	Sept 2022
Research and initiate destination certification (i.e., UNESCO)	L	S	S		July 2022
Continue partnerships with Travel Unity/DEI	L	S	S		Ongoing
Promote destination certification for autism	L	S	S		Fall 2022
Develop/implement needs assessment for tourism-based accessibility	L	S	S		Fall 2022
Develop Native American & Cultural Tourism	L/S	S/A	S/A	Tribes	Fall 2022
Establish advisory group	L	S	S		Fall 2022
Aggregate existing sustainability efforts	L	S	S		Fall 2022

Priority Area: Wayfinding

L = Lead **S** = Support **A** = Advocate

Key Action	VGPS	Board	JPA EC	Other	When
Develop destination hiking maps	L	S	S		Q1 2023
Create destination awareness along the I-10 corridor for key attractions and experiences	A	A/S	L	CVAG	TBD
Enhance wayfinding to improve visitor experiences	A	A/S	L		TBD

Priority Area: Regional Collaboration

L = Lead **S** = Support **A** = Advocate

Key Action	VGPS	Board	JPA EC	Other	When
Grow nightlife and entertainment	A/S	L/S	L		Ongoing
Attract new events and attractions	A/S	A/S	L		Ongoing
Enhance visitor experience/summer shade initiative	A/S	A/L/S	L/S		2023
Continue JPA City Grant—2023	L	S	S		2023
Improve regional mobility	A/S	A/S	A/S	Lead	TBD
Improve broadband	A/S	A/S	A/S	Lead	TBD
Homelessness TBD	A	A	A/S	CVAG	
Salton Sea - Leadership	A/S	A/S	A/S	Various Agencies	

Priority Area: Workforce Development/Higher Education

L = Lead **S** = Support **A** = Advocate

Key Action	VGPS	Board	JPA EC	Other	When
Launch workforce development campaigns	L	S/A	S/A	Chambers, RivCo	June 2022
Conduct research on hospitality learning campus, student study, labor force and retention	L	S/A	S/A		July 2022
Grow team GPS	L	S/A	S	COD	Ongoing
Promote the need for a stand-alone Cal State Campus	S/A	A	S/A	Priority One (Lead)	On-Going
Establish Hospitality Mentorship Programs	A	L/S	S	Cal State, One Future CV, COD	2023

CONTINUED

Priority Area: Workforce Development/Higher Education

L = Lead **S** = Support **A** = Advocate

CONTINUED

Key Action	VGPS	Board	JPA EC	Other	When
Grow Hospitality Internship Program	A	L/S	S	Cal State, COD, One Future	2023
Support/Participate in state and national programs	L	S	S		On- Going
Expand COD Pace Hospitality Program Partnership	L	S/A	A		On- Going
Promote the need for a hospitality campus and learning hotel	L	S/A	S/A	Hotel brand partner	May 22
Promote the importance of work visas	A	L	L	US Travel	Fall 22
Develop affordable housing solutions	S/A	S/A	L		TBD

Priority Area: Meetings, Conventions and Sporting Events

L = Lead **S** = Support **A** = Advocate

Key Action	VGPS	Board	JPA EC	Other	When
Establish strategic industry partnerships	L	S	S		2022
Raise demand for off-peak and midweek business	L/S	L/S	S		Ongoing
Produce new assets and video content	L	S	S		Fall 2022
Conduct feasibility study for sports complex	L	S	S/A	RivCo	July 2022
Grow international MICE business	L	L/S	S		Fall 2022
Leverage venues to grow and diversify group business	L	S	S		Ongoing

Priority Area: International Business

L = Lead **S** = Support **A** = Advocate

Key Action	VGPS	Board	JPA EC	Other	When
Hold a consumer activation in one international market	L	S	S	Rep Firm	Q4 2022 or Q1 2022
Develop consumer media plan targeting key markets	L	S	S	Brand USA, Visit CA	Fall 2022
Re-activate agencies for trade and PR	L	S	S		July 2022
Hire in-market position, Europe	L	S	S		Fall 2022
Add nonstop service from Dublin	L/A	A	A	AP/Airport	TBD

A wide-angle photograph of a resort. In the foreground, there is a swimming pool with orange lounge chairs and a small building. The middle ground is filled with numerous palm trees and greenery. In the background, a large, rugged mountain range stretches across the horizon under a blue sky with scattered clouds.

Spotlight Topics



Current Vision and Mission:

Vision

The CVB will be recognized as the premier regional destination marketing organization among its competitive set.

Considerations: We can be more visionary and aspirational.

Mission

Market Greater Palm Springs as a premier visitor and meeting/convention destination for the purpose of positively affecting the area's economy and quality of life for its citizens.

Considerations: Expand to include advocacy.



Vision

Where the world travels to experience freedom of the heart.

Mission

We support the city's visitor economy by raising awareness and creating demand for the experience of West Hollywood.

Vision

To be the most compelling destination in the world.

Mission

We promote the San Francisco region as a top global destination by leading the way in performance, innovation, and sustainability.

Vision

A distinctly beautiful place, where travelers come to experience personal awe and inspiration.

Mission

We grow visitor demand for overnight travel to Santa Barbara/the South Coast, while sustaining a high quality of life.

Vision

Travel Portland is a promoter and steward of this city and its progressive values, which have the power to transform the travelers who visit it.

Mission

We generate travel demand that drives economic impact for Portland.



Staff Recommendations

Vision

A unique oasis of natural beauty, inspiration, and rich cultural heritage creating a transformational experience inclusive and welcoming to all.

The CVB will be recognized as the premier regional destination marketing organization among its competitive set.

Mission

We inspire sustainable visitation through promotion and advocacy of Greater Palm Springs as a leading destination with the purpose of positively impacting the regional economy and quality of life for residents.

Market Greater Palm Springs as a premier visitor and meeting/convention destination for the purpose of positively affecting the area's economy and quality of life for its citizens.



Spotlight Discussion

Becoming a year-round destination



Wrap Up

Next Steps in Plan Update Process



Thank you.

visit  greater
palm springs



NEXT BOARD MEETING
Friday, September 30, 2022

Location: TBD