

BOARD AND JPA MEETING

Friday, March 25, 2022



WiFi: PalmSpringsCC / Access Code: **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)

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PUBLIC COMMENT

GUEST SPEAKER:

Baldomero Felix-Felix
CSUSB Palm Desert Campus
Hospitality Student

APPROVAL OF MINUTES

(All Vote)

- JPA-Visit GPS Board of Directors Joint Meeting Minutes – Jan. 28, 2022

CONSENT CALENDAR

(JPA ONLY VOTES)

- Warrants and Demands Dated January and February 2022

JPA EXECUTIVE COMMITTEE ITEMS

(JPA Executive Committee Only Votes)

- Resolution No. JPA 2022-001 RE: Assembly Bill 361 and Remote Teleconference Meeting Options. Staff Report included
- Resolution No. JPA 2022-002 Amending and Restating the JPA Bylaws, including Two-Year Terms

CEO/PRESIDENT'S REPORT

\$1.75M RivCo GRANT

Support for Our
Tourism Economy



Grant will be used over a **3-year period**; programs include:

Meeting recovery: primary focus: **\$750,000**

- Strategic partner alignment
 - ASAE
 - Maritz
 - PCMA
 - MPI

Subsidized **partner co-ops** for television, billboard and digital programs: **\$535,000**

Localized campaigns to support local businesses to drive business to restaurants and retailers: **\$300,000**

Sports complex feasibility study to measure potential for multi-use sports complex including economic impact: **\$60,000**



CORAGGIO GROUP
CHAIRMAN'S MEETING
November 2021
Updates

VISIT GREATER PALM SPRINGS – PRIORITIES CORAGGIO GROUP

Grow Air Service

Summer routes are not sufficient

Workforce Development

Students and young adults not entering tourism as a career choice

Improve Wayfinding

Currently fragmented and tough to find
JPA + CVAG + County

Develop New Events/Attractions

Lacking Nightlife and Live Music

VISIT GREATER PALM SPRINGS – PRIORITIES CORAGGIO GROUP

Grow Ambassador Network

Distribution channel needed

Grow International Visitation

No International Terminal at PSP

Develop GPS as an Accessible Region

Diversity, Equity and Inclusion

Focus on Sustainability

Great micro stories, but an overall story and message is needed.



Visit Greater Palm Springs

Chairman's Retreat RECAP
February 28, 2022

visit  *greater*
palm springs

OVER THE NEXT TWO YEARS, WHAT ARE THE REGION'S BIGGEST CHALLENGES AND OPPORTUNITIES?



Challenges

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



Opportunity

- Airport
- Visitor Experiences
- Diversity, Equity, Inclusion and Accessible
- Sustainability
- Wayfinding



WHAT ARE TANGIBLE WAYS WE CAN IMPROVE AND GROW OUR REGION'S TOURISM ECONOMY?

Attractions
Events
Experiences

Transportation

College/
Youth
Demographic

Participants agreed that making progress in these areas are ways VGPS can positively impact the region's tourism economy.

Area of Work	VGPS Role
Workforce Dev	Advocacy, Engagement with partners, promotion of destination, promote that area is great place to live and work. The industry must advocate for the COD learning hotel / hospitality campus and advocate for the stand alone Cal State Campus.
Housing	Research and find case studies from other destinations, Linking transportation to housing, Partner with Tribes?, Advocacy, Encourage development and investment.
Transportation	Advocacy, partner on CVAG efforts, visitor mobility in the destination (Metro-Link and Rail), CV Link, advocate for better wayfinding to key tourism areas and attractions (especially from I-10).

Hot topics: What is our role related to each area of work?

Area of Work	VGPS Role
Work Visas	Sharing information and opportunities, Organizing HR Directors in the Valley, work closely with CalTravel, US Travel. Develop resources for business partners.
Education/ Training	Develop a version of the Ambassador Program, Help Trade schools focus on hosp./tourism, Tourism Foundation, International partner, Reach Jr. High/High school students. Advocate for the learning hotel and culinary arts program.
Climate Change	Destination Climate will continue to get hotter. Work with cities and county to improve the visitor experience. Examples were shared; Add shade tree's and shade along pedestrian walkways, incentivize hotels to chill pools, more water experiences.

Hot topics: What is our role related to each area of work?

Area of Work

VGPS Role

Nightlife

Consider focusing on adding more live music and live music venues. Get cities to incentivize or make permitting easier, Transition JPA tourism grant to this effort, Case studies—e.g., Austin and Nashville, Talk to venues already here, Live music listening session/workshop to understand their perspective.

Sustainability

Promote what is already happening in the Valley, determine opportunities for aggregated data, collaborate with CVAG and City groups. Develop content and media coverage.

Research Studies

Continue to make research a priority and collaborate with other destinations that have similar challenges to address opportunities data and insight

What is our role related to each area of work?



Area of Work	What would you like to see VGPS do related to these areas of work?
Developing new events	Research events that align well with our cities, help cities avoid pitfalls of ineffective events or events that do not fit the overall brand.
Raising demand for midweek and off-Season	Research and report on what's working and keep this priority and as a key objective. Educate cities on the importance of developing an environment that improves the summer experiences; chill pools, water experiences - surf, shade, nighttime entertainment etc.

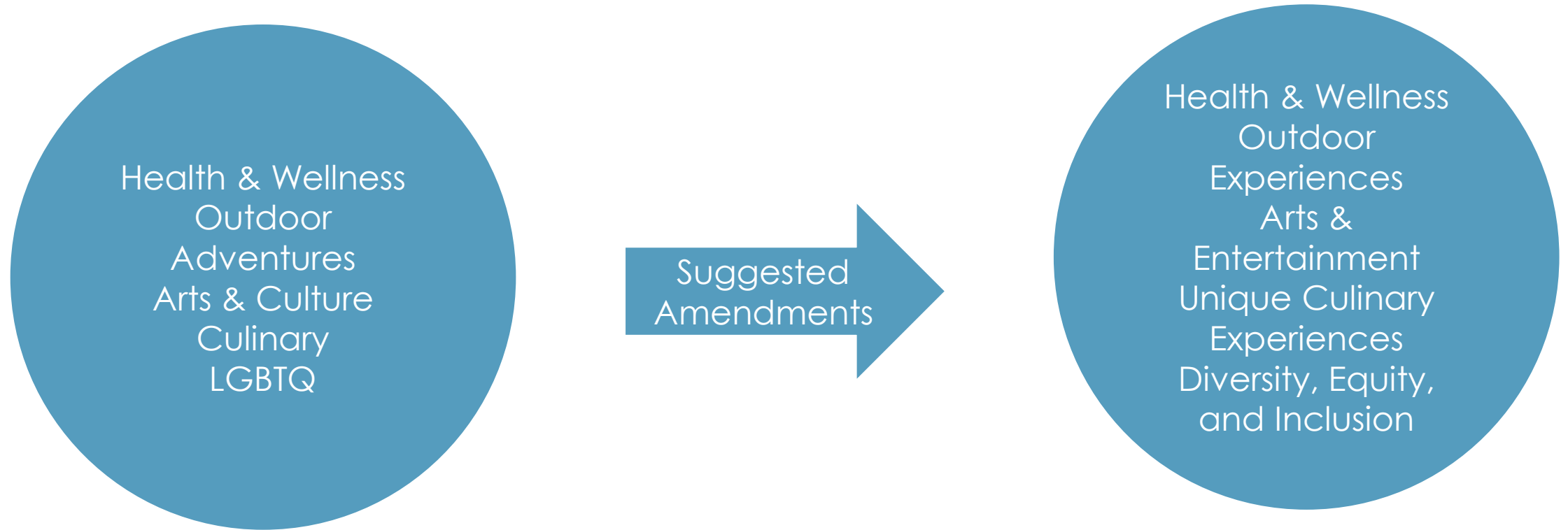
Stay the same, do less of, do more of clarifications
(based on November 19 worksheet)



Area of Work	What would you like to see VGPS do related to these areas of work?
Grow international visitation	Keep doing what we're doing, communicate barriers, encourage Cities to participate, e.g., signage in miles/kilometers, work at hotel level to ensure hotel workers are "ready" for international visitors. Help create an environment where international visitors feel more welcome than our competition.
Diversity, Equity, and Inclusion	General feeling that VGPS is going a good job here, marketing materials seem to capture diversity appropriately. We can show more of what we're doing to our residents, each city can "localize" what they are doing around DEI. Continue to enhance the connection between the consumer/groups, VGPS and the minority business owners. Develop leadership program at COD to help entry level workers transition more successfully into leadership/management roles.

Stay the same, do less of, do more of clarifications
(based on November 19 worksheet)

The group felt that Stewardship should be an overarching principle that guide our decision making and how we execute our work.



Our Five Destination Pillars

Next Steps & Wrap Up

- VGPS will work to set a full day (9:00 to 3:00) full board/JPA work session, most likely in the June timeframe.
- For a good portion of the full-board work session, we will work to amend/recraft the current Vision and Mission statements.



TABLE DISCUSSION: TOURISM BENEFITS CAMPAIGN



BOARD LIAISON PROGRAM

BOARD LIAISON PROGRAM

Fresh Start
Seeking Volunteers




A Board Liaison is a member of the Visit GPS Board of Directors who maintains a **critical connection between the Board and a specific department** of Visit GPS.

- The goal is to foster **regional collaboration** and bring diverse perspectives to our initiatives.
- Board Liaisons are volunteers and serve a **1-year term**, from January to December.

CURRENT BOARD LIAISONS

- **Marketing/Brand** Bob Schneider, Celeste Brackley / Kelly Steward
- **Convention Sales** Tom Scaramellino and Rob Hampton
- **Public Relations** Greg Purdy / **Open Position**
- **Destination Experiences** Barb Smith / **Open Position**
- **Tourism Development** Peggy Trott / **Open Position**
- **Palm Springs Marketing** Rob Hampton
- **Indian Wells Marketing** Tim Pyne
- **Finance** Aftab Dada / Rolf / Robert / Kelly
- **Partnership** David Feltman / **Open Position**



STVR ECONOMIC IMPACT STUDY

STVR ECONOMIC IMPACTS IN CONTEXT - SPENDING, JOBS, AND INCOME

COACHELLA VALLEY



VISITOR SPENDING

\$564 MILLION

Corresponds to
\$1.5 million per day in visitor
spending, on average



STATE & LOCAL TAXES

\$91 MILLION

Covers the average salaries for
**600 fire dept. employees, 700 police
officers, or 1,100 teachers** in the
Coachella Valley



EMPLOYMENT

4,200 JOBS

The number of **total jobs
sustained** by STVR visitors

STVR ECONOMIC IMPACTS BY CITY- SPENDING, JOBS, AND INCOME

CITY LEVEL DETAIL

	Direct Spending \$millions	Total impact \$millions	Total Jobs	S&L Taxes \$millions
Greater Palm Springs Region	\$564.1	\$700.5	4,200.0	\$90.8
Palm Springs	\$210.8	\$252.2	1,355	\$33.9
La Quinta	\$108.1	\$127.8	650	\$17.5
Palm Desert	\$100.8	\$129.3	805	\$16.4
Indio	\$69.5	\$87.8	548	\$10.9
Rancho Mirage	\$28.8	\$37.5	363	\$4.3
Cathedral City	\$21.8	\$30.5	191	\$3.7
Indian Wells	\$9.0	\$12.4	126	\$1.4
Desert Hot Springs	\$8.4	\$11.0	67	\$1.4

SOURCES: BLS, BEA, US CENSUS, TOURISM ECONOMICS

ECONOMIC IMPACT

2020 OVERALL

\$3.6 BILLION

33,377

\$428 MILLION



ECONOMIC IMPACT



JOBS



STATE & LOCAL TAXES

2020 STVRs

\$564 MILLION (16% of total)

4,200 (12.58% of total)

\$91 MILLION (21.6% of total)



MEETINGS RESEARCH

MEETINGS RESEARCH

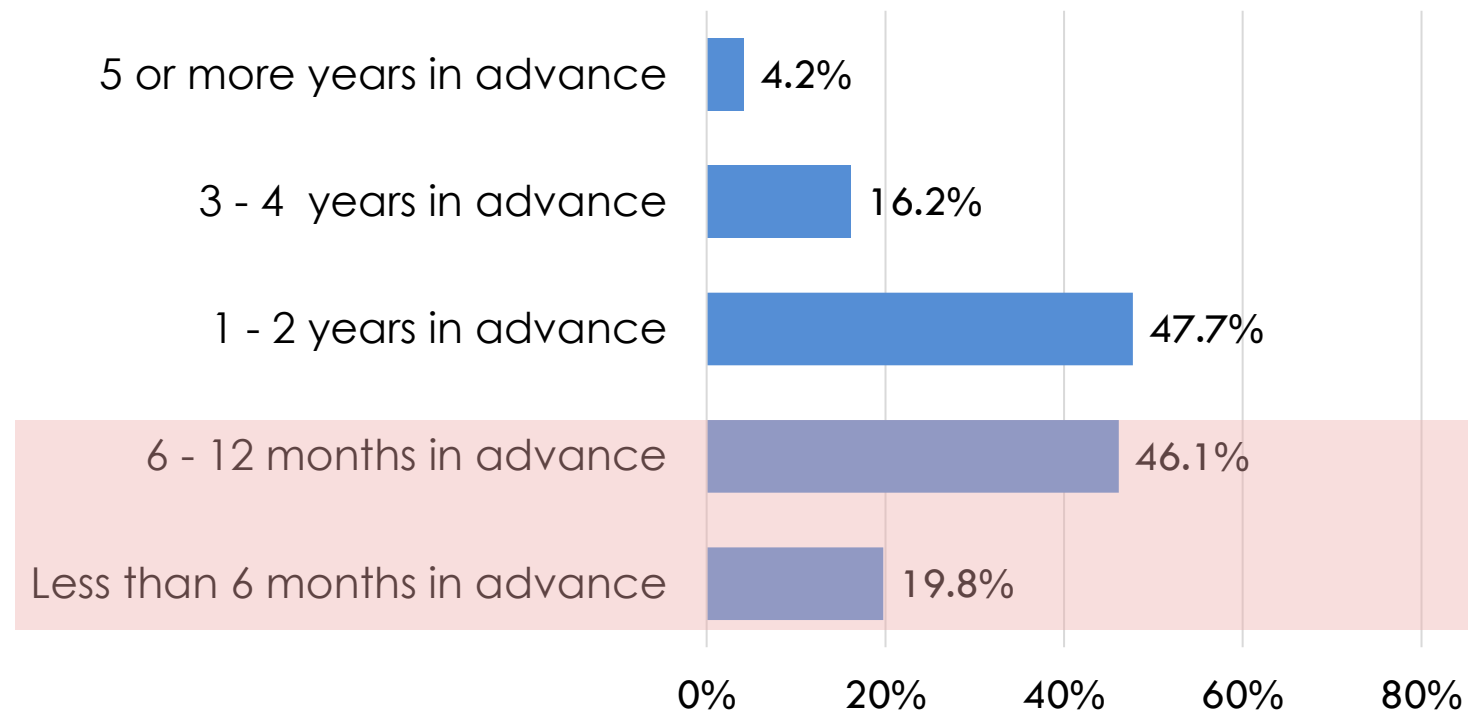
RESEARCH OVERVIEW & OBJECTIVES

- Meeting planners' assessment of the current state of the industry
- Feelings about the benefits and challenges anticipated to be brought forth in the future
- Understand how they want to be communicated and marketed to

MEETINGS RESEARCH: BOOKING WINDOW SHORTENED

Booking Window

Question: As of now, generally how far in advance of the event date are you sourcing meeting destinations/venues?



MEETINGS RESEARCH: IMPORTANCE OF SAFETY

Importance of Safety

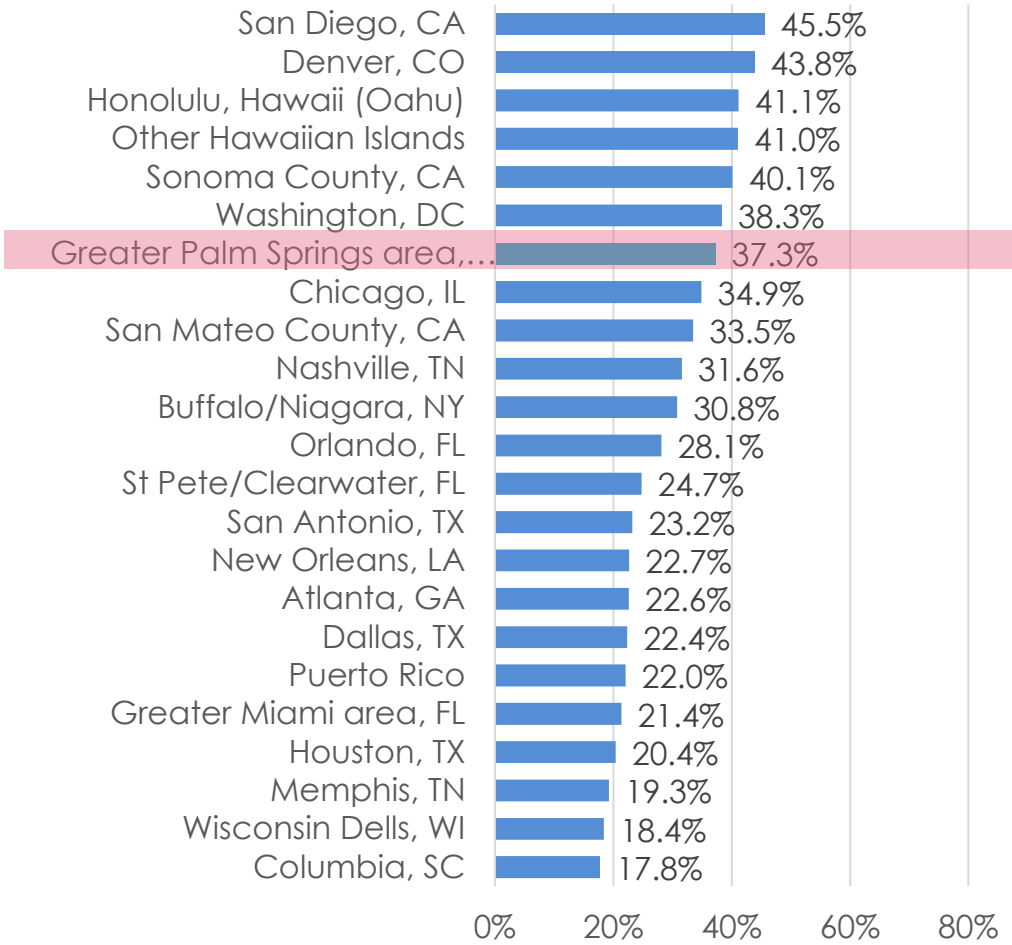
“My clients have strong feeling towards health, safety and even politics - their decisions will be impacted by these items, especially if they remain extreme.”

“My members are much more concerned about political climate. That will have an impact on how I source.”

“People are looking for safety measures and the political climate of a state can be a large deterrent for many clients.”

SAFE PLACE FOR MEETINGS (GOOD COVID PROTOCOLS)

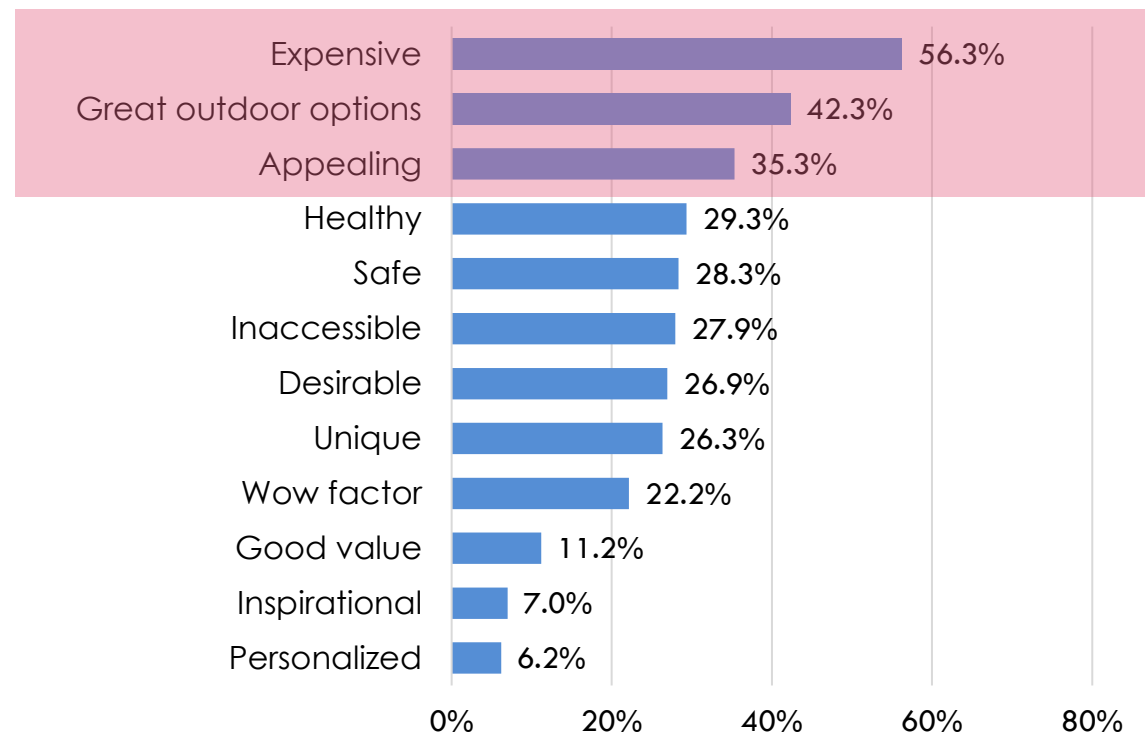
% Who “Agree” or “Strongly Agree”



Question: Now rate each destination for each attribute using the scales below: Safe destination for meetings/events (low incidence of COVID; good health & safety measures). Base: All respondents. 501 completed surveys.

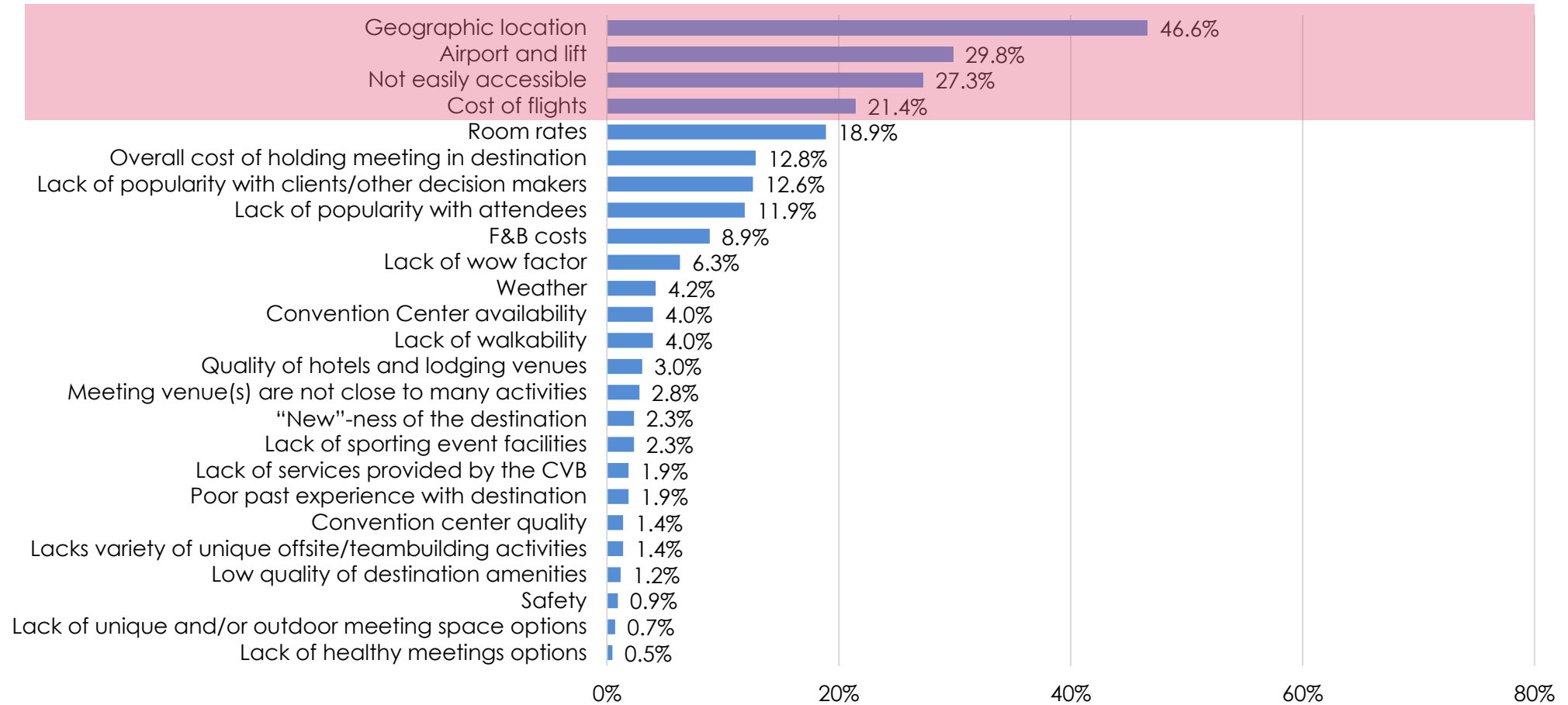
WORDS TO DESCRIBE GREATER PALM SPRINGS AS PLACE FOR MEETINGS

GPS Custom Question: Now please think about Greater Palm Springs as a place for meetings. What words best describe your feelings about meetings in Greater Palm Springs? (Select all that apply)



Base: All respondents. 501 completed surveys.

REASONS FOR NOT SOURCING GREATER PALM SPRINGS IN PAST 5 YEARS



Base: Respondents who have not sourced Greater Palm Springs in past 5 years. 429 completed surveys.

GREATER PALM SPRINGS – ADVERTISING



"I really like this. The message is attractive, and the font stands out. This is the kind of wording I want—quick and simple."

"I didn't realize how many nonstop flights there were, this blew me away."

"I like that it mentions luxury for every budget, that's nice to know."

GREATER PALM SPRINGS ADVERTISING STRENGTHS & OPPORTUNITIES



Help needed!

Strengths:

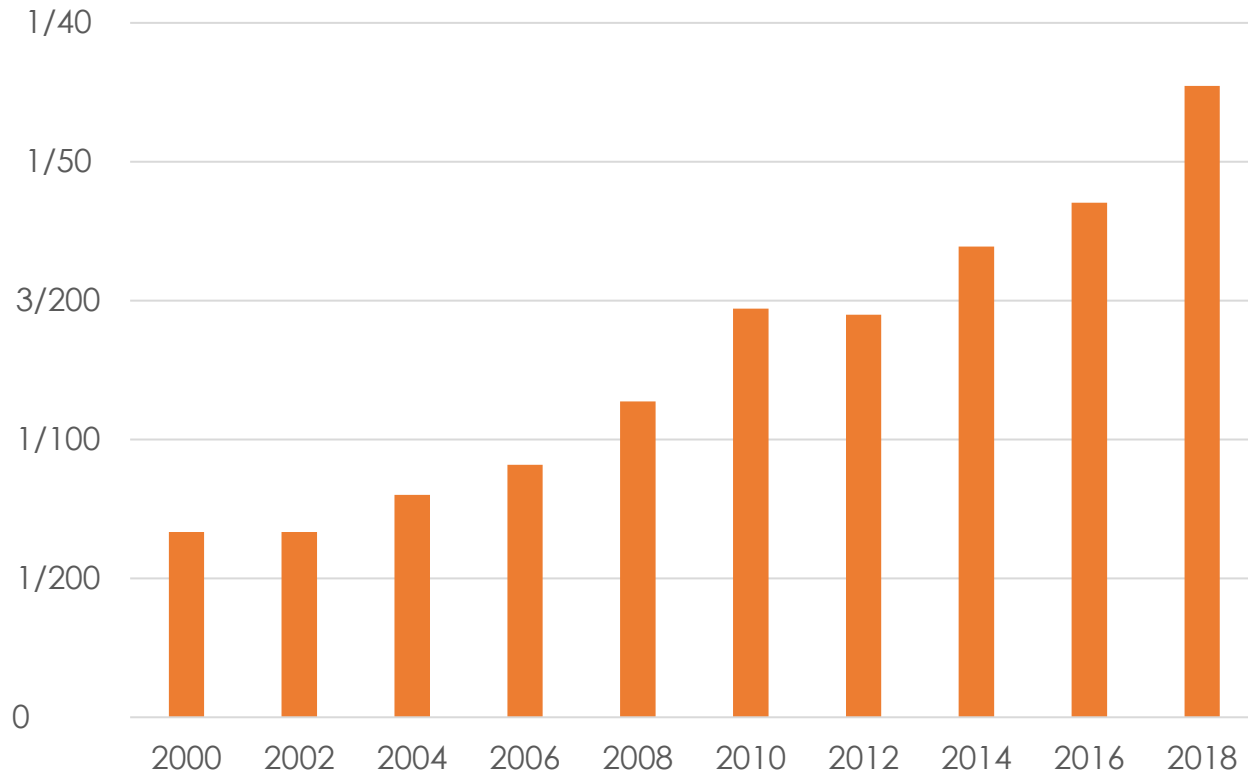
- Beautiful, inspirational imagery
- Succinct messaging
- Messaging dispels myths about Greater Palm Springs being just a resort destination.

Opportunities:

- Planners want to see **more images related to business meetings**, such as hotel meeting space, the convention center and images of attendees experiencing the destination.
- **Add citations to images on print ads** so planners can easily continue their research if the property/facility piques their interest.

IBCCES AUTISM CERTIFICATE

AUTISM IN THE U.S.



1 in 44 children

Visit Greater Palm Springs is a
Certified Autism Center



AUTISM CERTIFIED DESTINATION

BECOMING A CERTIFIED AUTISM DESTINATION

- Cities
- Police/Fire
- Attractions
- Hotels
- Restaurants
- Retail & Others



Mesa, AZ Autism Certified City

AUTISM CERTIFIED DESTINATION

Certification for attractions includes an onsite audit and sensory guide report.

Attractions use these to help visitors with autism plan their stay and navigate different areas of the attraction.

Children's Discovery Museum of the Desert is first attraction to commit.

Dobson Ranch Park
2359 S Dobson Rd, Mesa, AZ 85202



IBCCES Sensory Guide™
Elevated Sand Table | Mesa, AZ | ISD#0496

TOUCH	TASTE	SOUND	SMELL	SIGHT
				
6	1	3	1	2

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Sensory Level (1 = low sensory stimulation, 10 = high sensory stimulation)



PARTNERSHIP

SAVE THE DATES

April 27
5pm – 7pm



asia_{SF}
PALM SPRINGS

MEET & SEE

asiaSF Palm Springs

May 4
7am – 6pm



NTTW
NATIONAL TRAVEL & TOURISM WEEK
MAY 1-7, 2022

**NATIONAL TRAVEL & TOURISM
WEEK
OPEN HOUSE**

Visit Greater Palm Springs,
Rancho Mirage

May 25
1pm – 7pm

GREATER PALM SPRINGS
TOURISM
FOUNDATION
GOLF TOURNAMENT

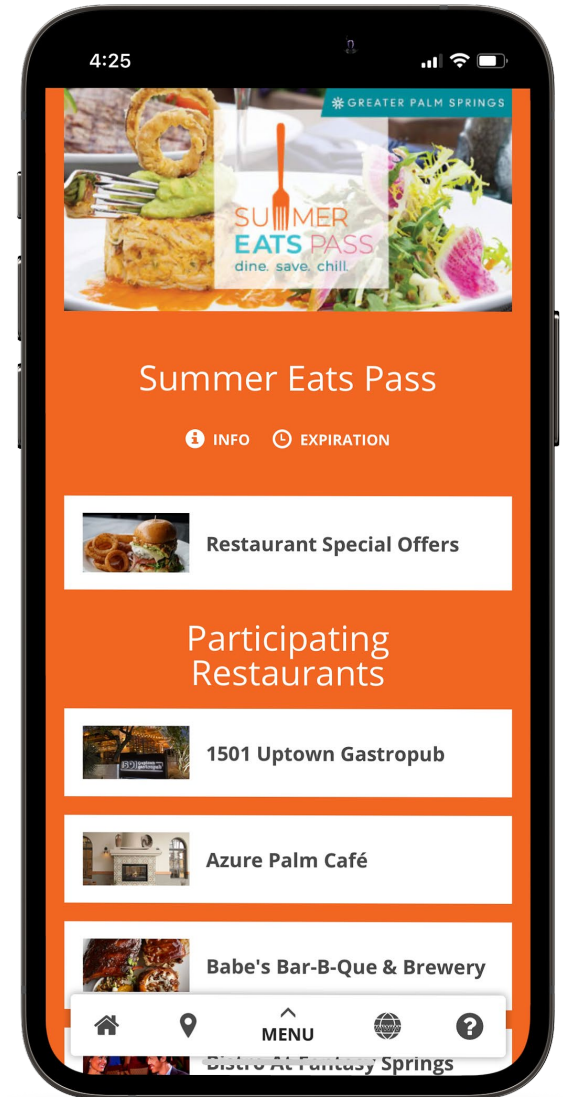


**TOURISM FOUNDATION
GOLF TOURNAMENT**

PGA WEST Golf Resort,
La Quinta

RESTAURANT WEEK & SUMMER EATS PASS

- **Greater Palm Springs Restaurant Week** is returns from June 3 – 12, immediately followed by the **Summer Eats Pass** available to diners June 13 – September 5.
- Both programs will be promoted locally and in the drive market with a full media plan, including **television, radio, digital** advertising, **print, social media** and **billboard**.
- Restaurant Week participants will be included in the Summer Eats Pass as check-in locations. **Special offers** can also be submitted by all restaurants.
- The 2021 Summer Eats Pass had over **2,800** sign-ups!





KindTraveler™

DESTINATION CO-OP PROGRAM

Attracts a new and sought-after market of **conscious, responsible travelers** who view giving back as an essential part of their lifestyle.

Promotes **responsible and sustainable tourism** to tap into the 75% of travelers who express interest in making a difference locally in the places they visit.

Visit CA & Visit Greater Palm Springs **co-op program**:

- Greater Palm Springs **designated microsite** within Kind Traveler
- **Free sign-up** for TBID properties
- **Participation includes** a newsletter campaign, logo placement/mention in kind traveler's weekly newsletter, influencer marketing, press release, impact report, and more

Contact: Director of Partnership Davis Meyer /
davis@visitgreaterps.com

VISIT GPS STAFF UPDATES

Convention Sales

- Vice President of Sales,
Carolina Viazcan (starting 4/13)
- Small Meetings Manager,
Rich Ainsworth
- Convention Sales Coordinator,
Sally Hollingsworth

Digital Marketing

- Digital Marketing Coordinator,
Lloyd Pressley

Communications

- Communications Coordinator,
Cameron Vaughan

Marketing

- Marketing Manager,
open

VISIT GPS BOARD OF DIRECTORS ITEMS

(Visit GPS Board Only Votes)

- Resolution No. BOD 2022-001 Amending and Restating the Board of Directors Bylaws (from “CVB” to “Visit GPS”)



JPA EXECUTIVE COMMITTEE
& BOARD OF DIRECTORS
UPDATES

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BIRTHDAYS

HAPPY BIRTHDAY !!!



KELLY STEWARD

March 8



ROBERT DEL MAS

March 20



MIKE MCLEAN

March 26



AFTAB DADA

April 7



TIM ELLIS

April 23



PEGGY TROTT

April 21



GEOFF KORS

April 30

NEXT BOARD MEETING
Friday, May 20, 2022

Location TBD