

# BOARD AND JPA MEETING

Friday, May 20, 2022



**WiFi:** Omni Meeting / 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)



PUBLIC COMMENT

# PRESENTATION

**Colin O'Byrne**

Chief Investment Officer  
The Palm Springs Surf Club



**BLAIR CONKLIN**  
3X World Skimboard Champion  
@blairconklin

*The*  
**PALM  
SPRINGS  
SURF**  
CLUB

Palm Springs, CA  
April 30, 2022

Confidential Information. Subject to confidentiality, disclaimer and risk factors of Developer and its affiliates. All information is subject to further revision.



# CONFIDENTIALITY & DISCLAIMER

This Confidential Memorandum (“Memorandum”) contains confidential information regarding the potential development of a site in Palm Springs, CA (the “Property”, the “Project” or the “Development”). This Memorandum has been prepared to provide background on the Project and to discuss its future prospects. This Memorandum, along with any other provided written or oral communication, is for the purpose of introducing the Project in connection with the financing opportunity discussed in this Memorandum.

By acceptance hereof, each recipient agrees that it will cause its directors, officers, employees, legal and financial advisors, accountants, and other agents and representatives (“Representatives”) not to copy, reproduce or distribute to others this Memorandum in whole or in part, at any time, without the prior written consent Inland Pacific Companies or its assign (“Developer”), except as expressly permitted in a Confidentiality Agreement delivered by the recipient to Developer, and that it will keep, and will cause the Representatives to keep, permanently confidential all information contained herein not already public and will use this Memorandum only for evaluating the investment opportunity presented hereby.

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Furthermore, in furnishing the Memorandum, Developer does not undertake any obligation to provide the recipient with access to any additional information. Developer expressly reserves the right, without giving reason therefore, at any time and in any respect, to amend or terminate this Memorandum, to terminate discussions with any or all prospective partners / lenders, to reject any or all proposals, and to negotiate with any party with respect to a financial commitment involving the Project.



# Overview

We are at a point in time where technology can deliver incredible surfing waves from beginners to experts... all at an affordable price. Our infinity wave technology brings the ocean inland. Included will be consistently perfect and customized waves, unbelievable surf watching, great food, and first-class bungalows rivaling any dayclub in the country.

This is a vastly different concept than a traditional “water park”. PSSC will cater to all ages, have the ability to operate year round and attract corporate events with a heavier emphasis on F & B.

The concept we are building is a \$70,000,000+ development set to open in 2022. The Palm Springs Surf Club is a state-of-the-art facility which includes a 3,000,000 gallon wave pool that can accommodate 12 experts and 20 beginners at one time and is surrounded by several acres of additional amenities which drive supplemental revenue.



# Palm Springs Surf Club

PSSC, LLC is in the process of developing a 23.5 Acre site into a fully integrated surfing, family and lifestyle destination in Palm Springs, CA with a future hospitality component. The venue will feature a world class, surfing wave complex capable of having 32 surfers in the pool at once at an expert level through beginner. It will also include 17 cabanas, 5 water slides, a lazy river, an adult pool, 5 hot tubs, a splash pad, 4 bars, two restaurants, 2 retail outlets and meeting space. There is a also a 2.5 acre site for a hospitality development on the East side of the property.

Wave pool area including caissons - 1.8 acres

Water slides / hilltop area - 1.5 acres

Lazy river with pool / bar on interior - .8 acres

Buildings - 2 acres

Cabanas - .6 acres

Amphitheater (retention basin) - .6 acres

Splash pad - .5 acres

**Total: 12.5 Acres of Surf Complex**

*(walkways, access road, fire lane and misc landscaping make up the remainder of the 12.5 acres.)*



## The Site

- The Site is ideally located within 1 mile of the Palm Springs Airport and consists of 23.5 Acres
- Water Aquifer rights under the property are secured and grandfathered in with repurposing of the traditional water park
- PSSC annual water usage is estimated at 3,000,000 gallons vs a traditional desert golf course which is estimated at well over 300,000,000 gallons annually
- 2.5 acres of the site to be utilized for another development in the future



# Development Plan



Karnak Planning & Design  
614 Calle Vicente, San Clemente, CA 92673  
Phone: 760-434-8400, Cell: 760-828-0653  
E-mail: karnakdesign@gmail.com

CASE: 5.0356 PD 168

**AREA 1,**  
See sheet A-024, Expanded and updated Wave Pool (**Building G**), phase 1 is in construction, phase 2 of expansion in possess for approvals.

**AREA 2,**  
See Sheet A-026, Sunset Grill (**Building D**) to be revised to work with expanded Wave pool.

**AREA 3,**  
See Sheet A-026, Lazy River & Island full renovation, Removal of **Building B** & renovation of restrooms to new enclosures, renovation of island for pool, bar. Adjust south end of lazy River rout for expanded Wave Pool and all access points.

**AREA 4,**  
See Sheet A-026, Renovation of main entry **Building E** and surrounding areas for Restaurant, bars and support areas, expansion for game/employees break rooms and Surf board shop/media rooms for expanded Wave Pool functions.

**AREA 5,**  
See Sheet A-028, Children's Play area, Kiddy splash pool, bar/food service and water fall feature (in area of red slide).

**AREA 6,**  
New Fire service access drive & proposed 30' wide fire lane. This area can be seen on sheet A-024.

**AREA 7,**  
Pacific Spin Ride to be removed along with support equipment in **Building F** & structure to be demo down to retaining wall and slab, ride access tower to remain for reuse.

**AREA 8,**  
Red slide to be removed, ride access tower at top to remain.

**AREA 9,**  
Yellow slide to be removed, ride access tower at top to remain.

**AREA 10,**  
Kahuna's Beach House to be removed along with support equipment in Building C & **Building C** to be demo.

**AREA 11,**  
Flow Rider Ride and group Cabanas to be removed along with support equipment in structure behind ride for new VIP Cabana & food/beverage support.

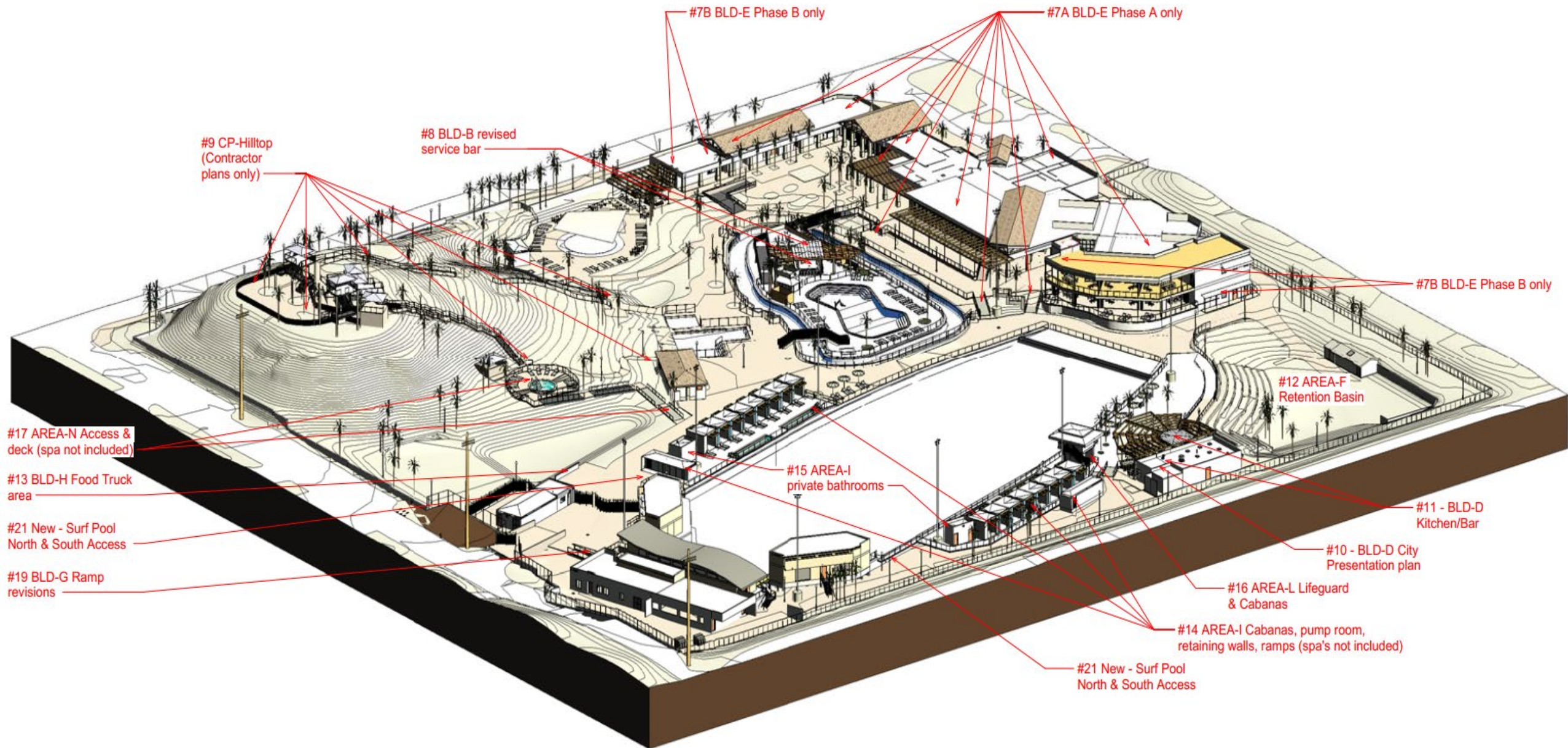
**AREA 12,**  
New Utility building (**Building H**) can be seen on sheet A-024.

① Overall Site Plan

1" = 30'-0"



# Development Plan Cont.



# Building E Elevations

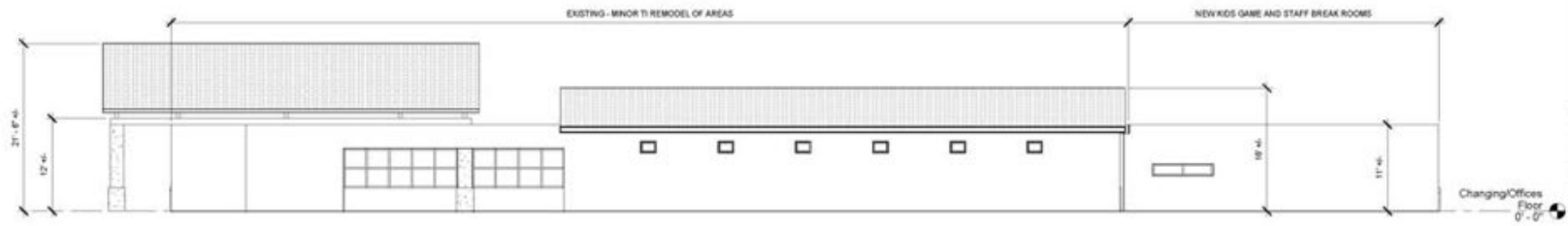
CASE: 5.0356 PD 168



⑥ 3D South West View Phase 1



⑤ 3D North East View Phase 1



④ Changing/Offices North Elevation PH1  
1/8" = 1'-0"

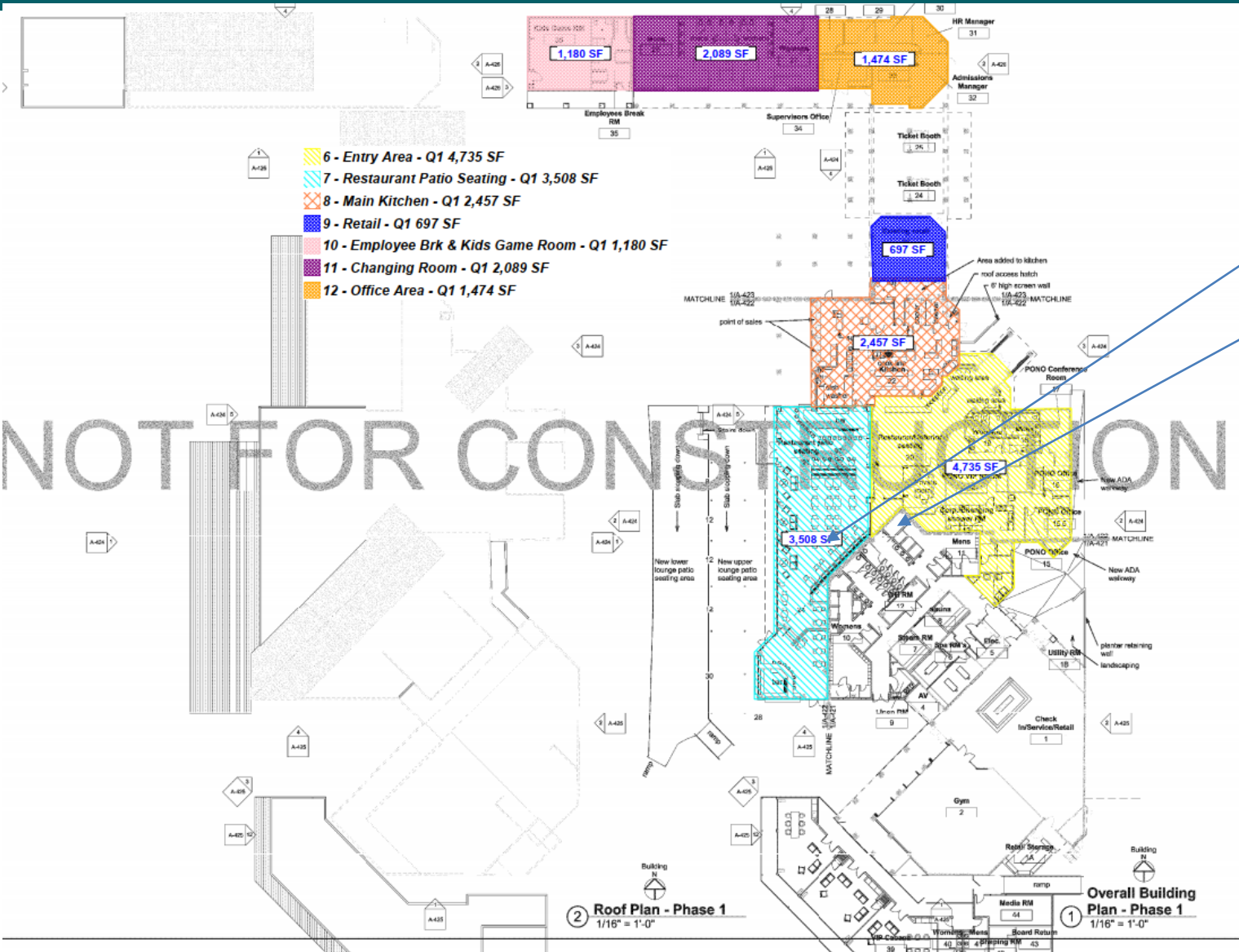


③ Changing/Offices West Elevation PH1  
1/8" = 1'-0"

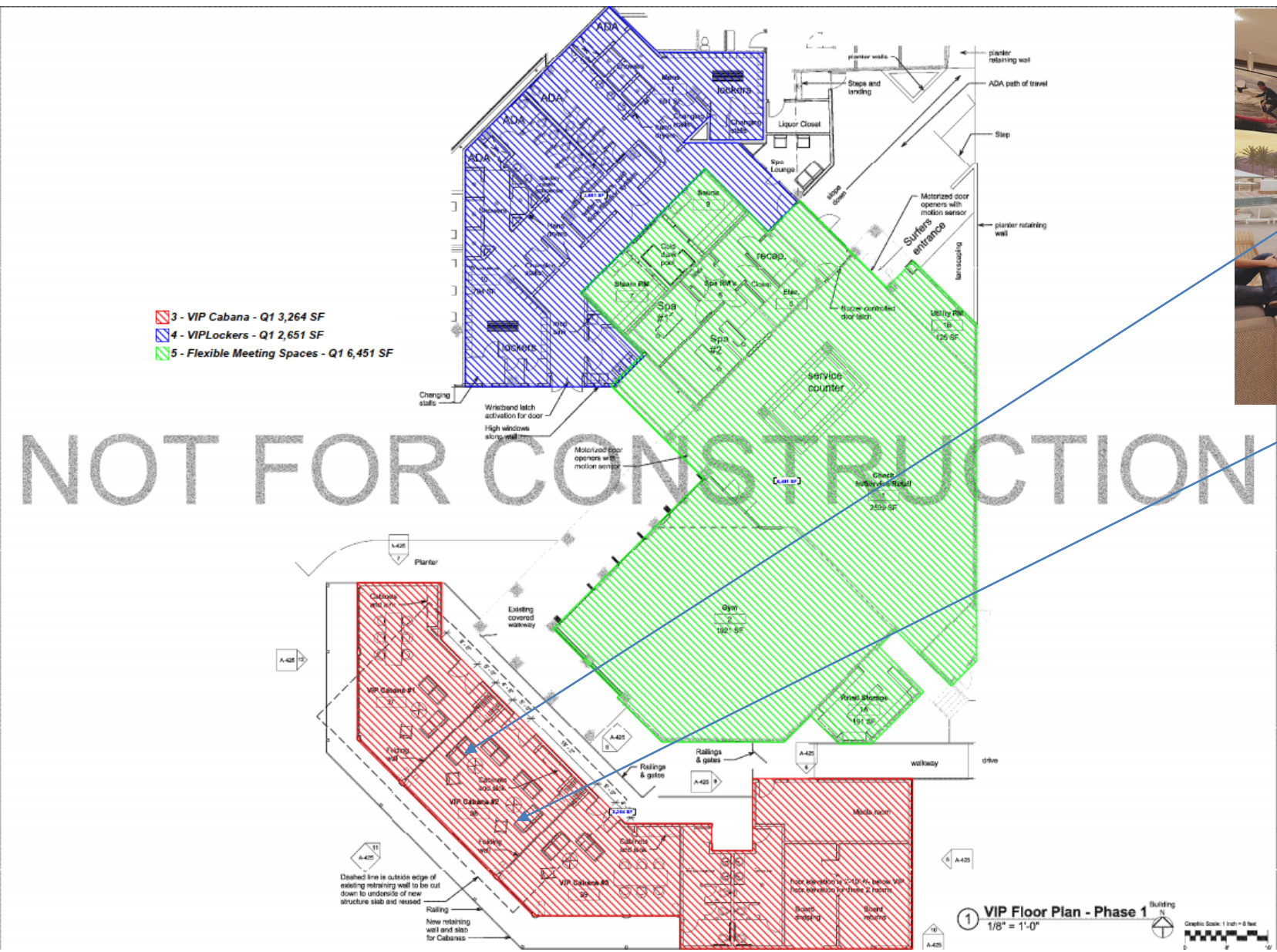


② Changing/Offices East Elevation PH1  
1/8" = 1'-0"

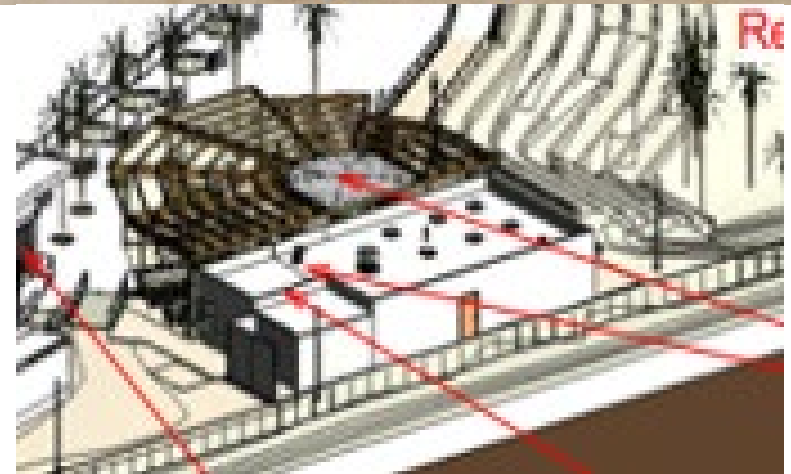
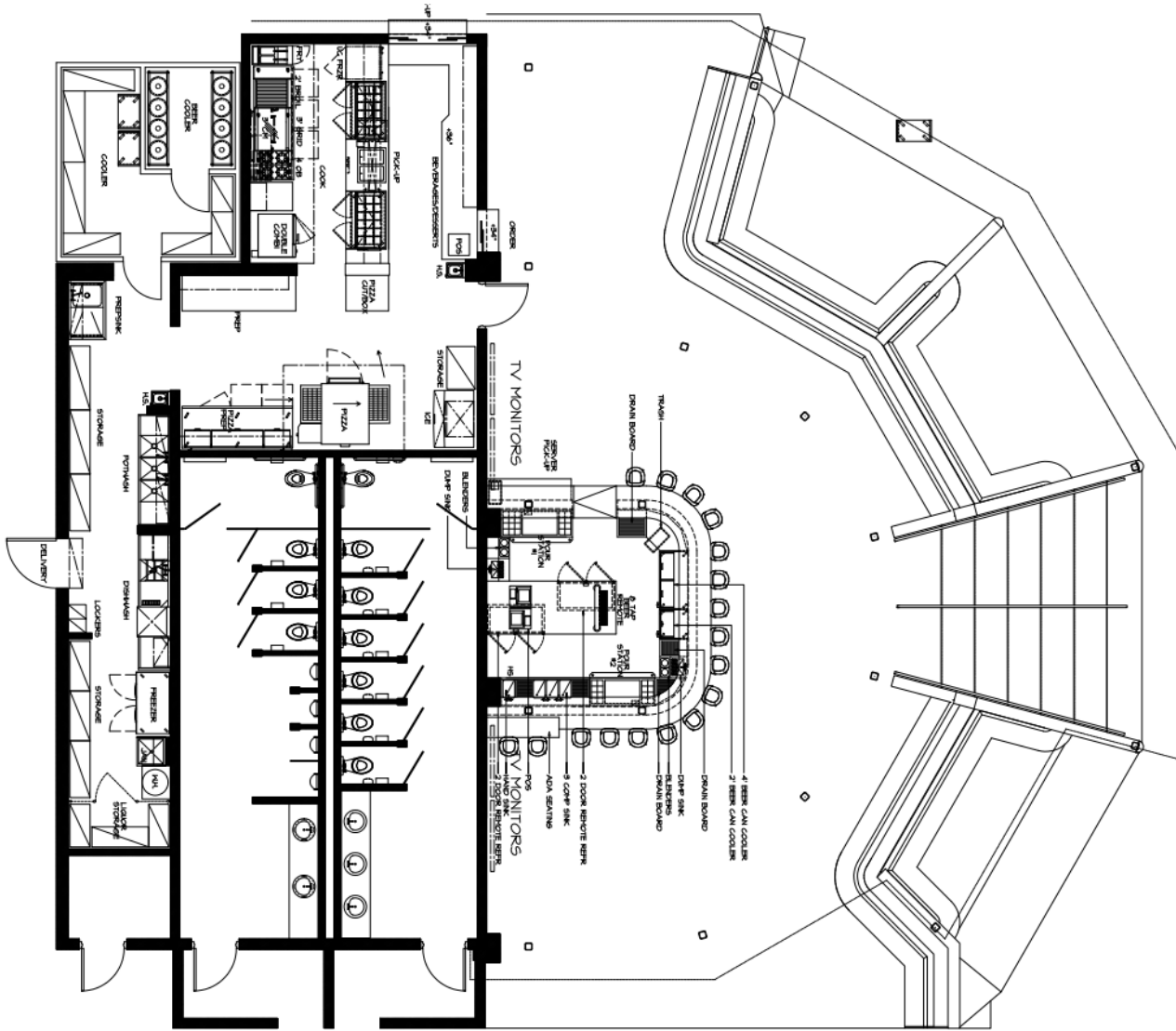
# Building E



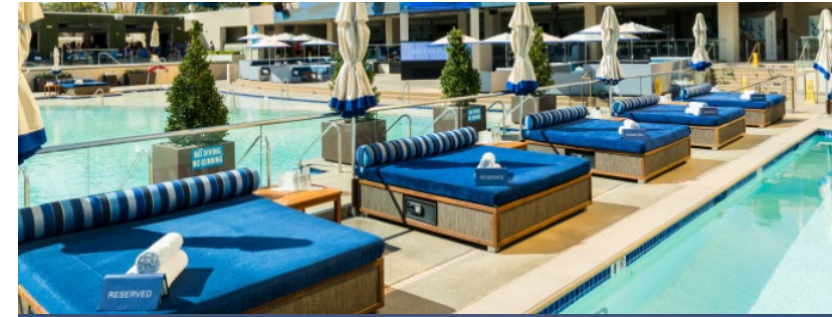
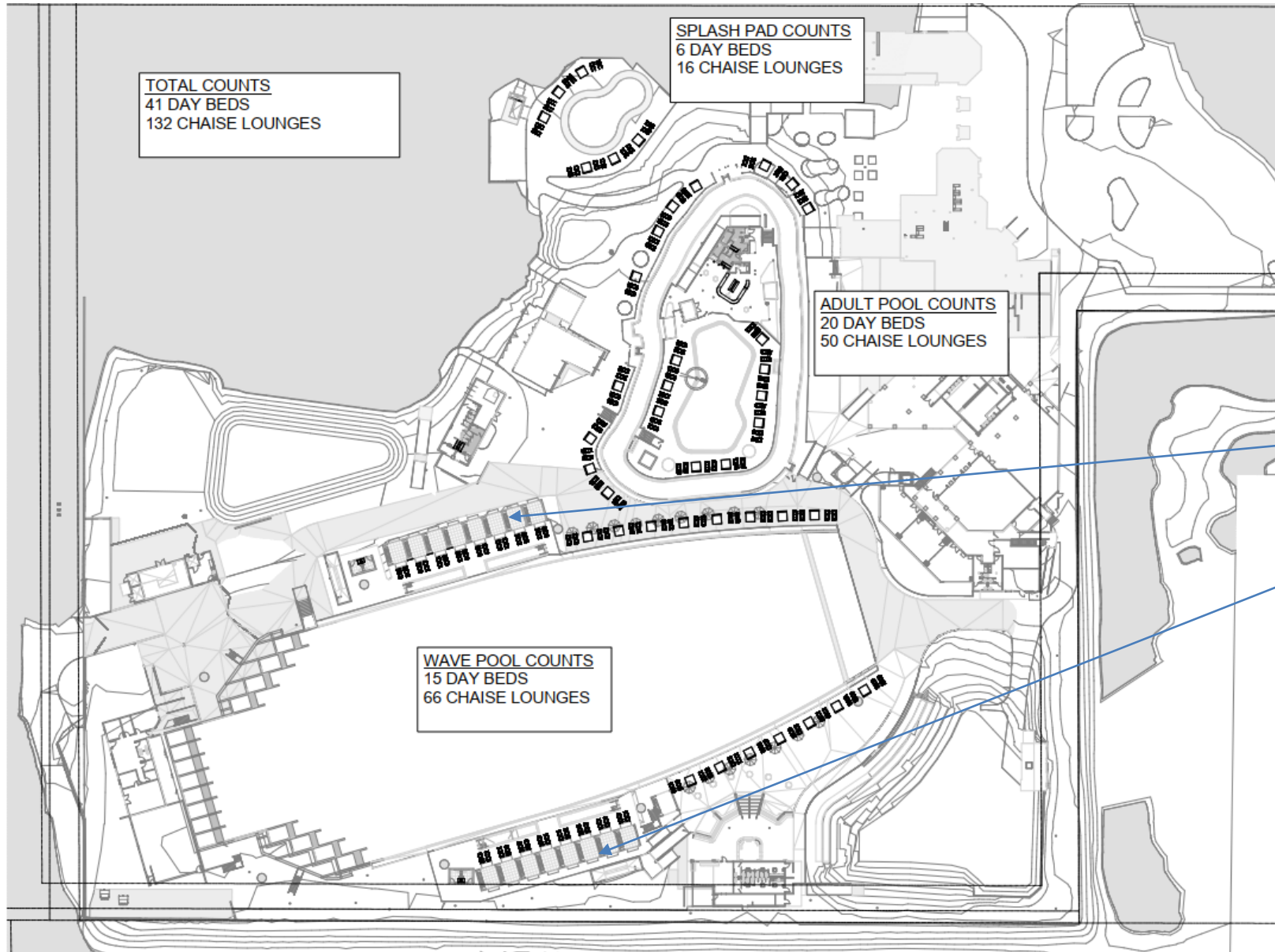
Building E Cont.



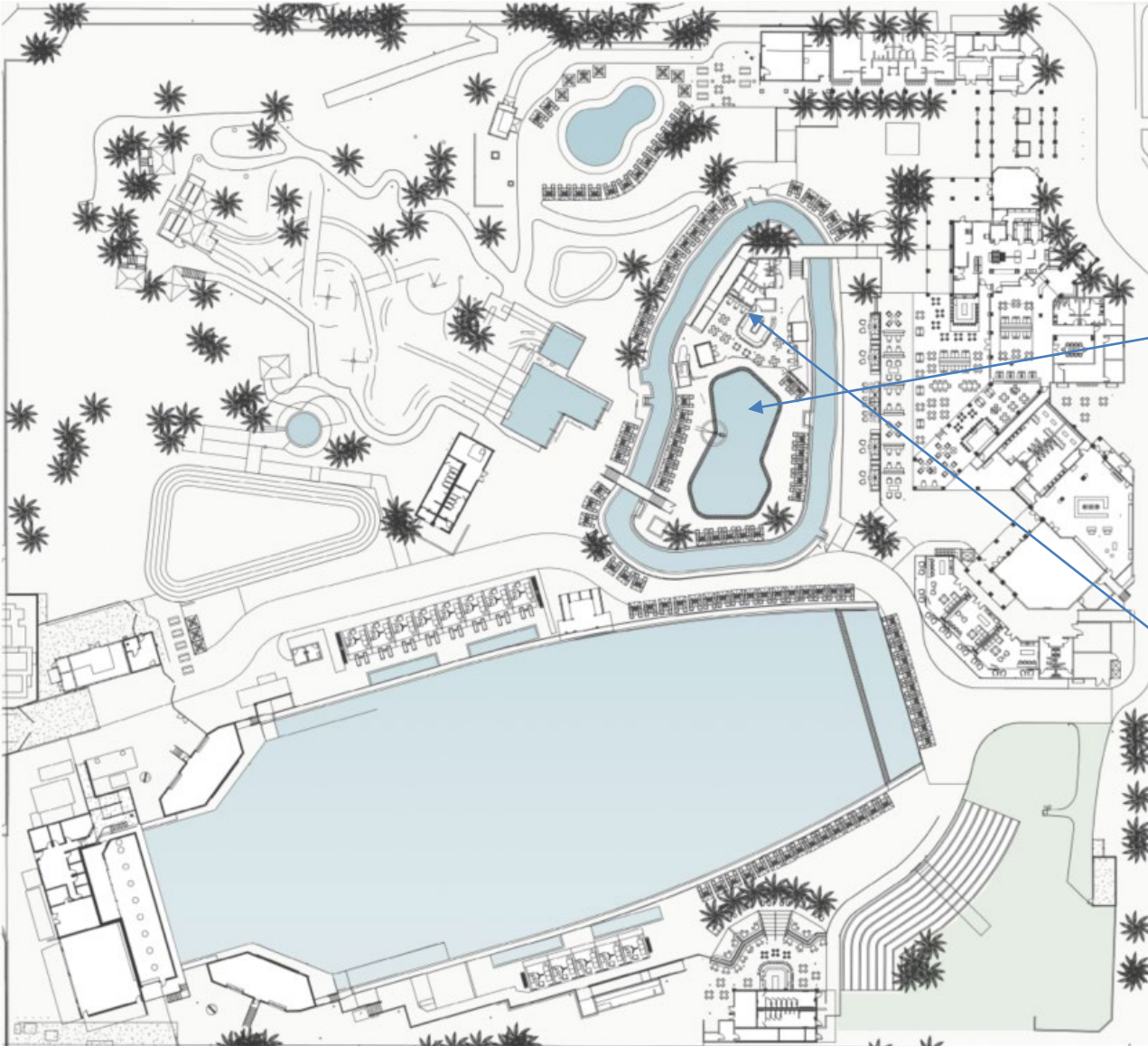
# Building D Sunset Grill



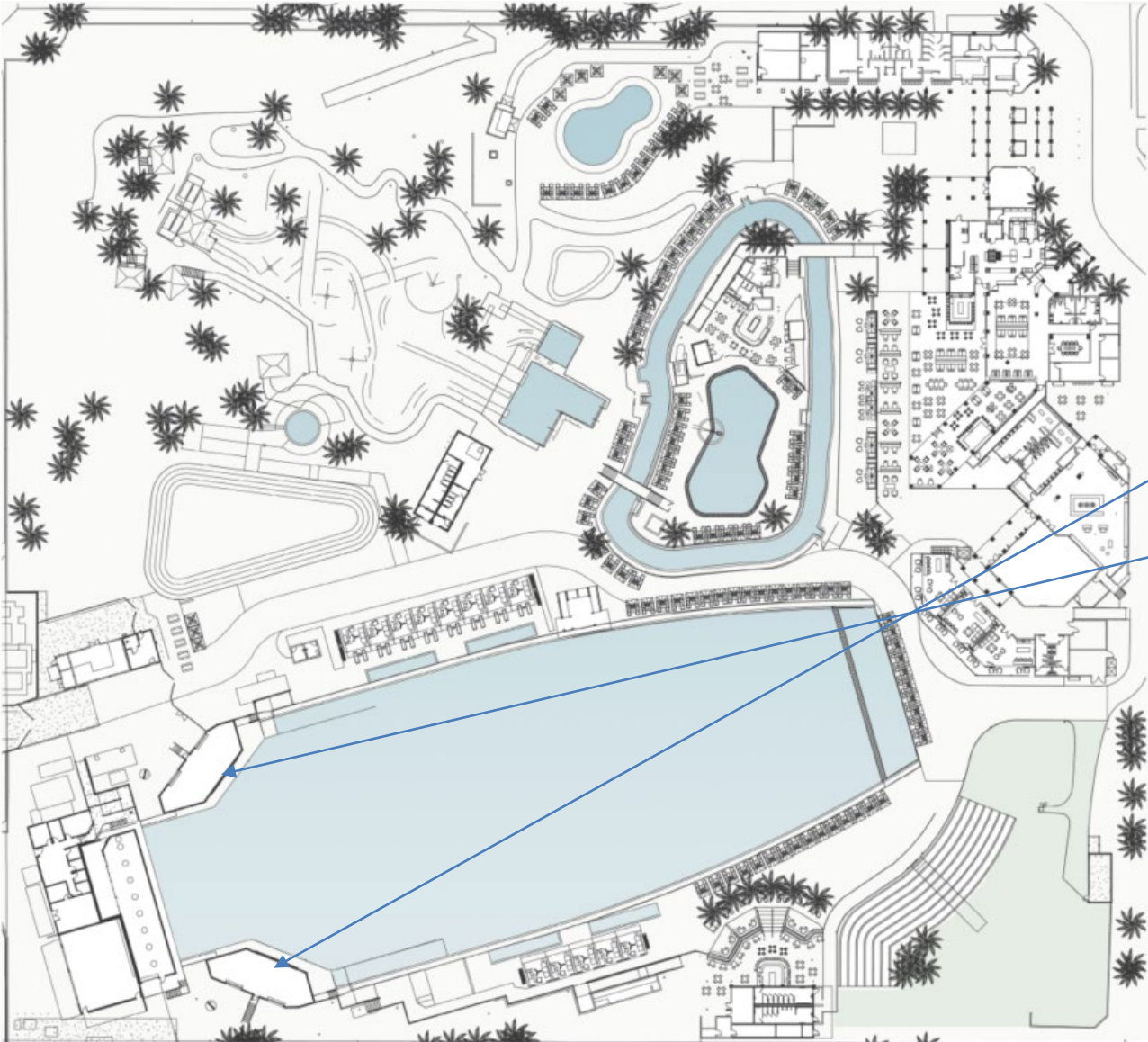
# Park Layout



# Park Layout



## Park Layout – Monitors Caisson Buildings G



## Site Pics



# BSR Surf Ranch Comparison

## BSR Surf Resort

- Waco, TX
- Poor water quality history
- Bring you own food & drink

## Palm Springs Complex

- Proximity to Airport
- California is Surfing Capital of the United States
- Newer wave technology
- Filtered crystal blue water
- Enjoyable Food and Beverage
- VIP cabana experience

## Session Numbers

*(\*BSR sessions booked at least 3 months in advance and 30%+ of their demand flew or drove in from California )*

## Wave Capacity

**Waco- 9 surfers**

**Palm Springs Complex- 32 surfers in the water at a time.**



*\*Water is dyed blue at BSR Surf Resort*

2  
4



## Waves for all levels

The experience of learning how to ride a wave used to take years and now we are able to deliver that experience in just a few hours.



**Thank You**

Colin O'Byrne, CIO

720.235.7051

[cobyrne@ipcompanies.com](mailto:cobyrne@ipcompanies.com)

*The*  
**PALM  
SPRINGS  
SURF**  
CLUB



# PRESENTATION

**Jennifer Farr, DavisFarr**

Independent Auditor's 2021  
Annual Financial Report for  
Visit Greater Palm Springs

# CEO/PRESIDENT'S REPORT

- Visit GPS Update
- President's Budget Update

# 2021 Economic Impact (Preliminary)

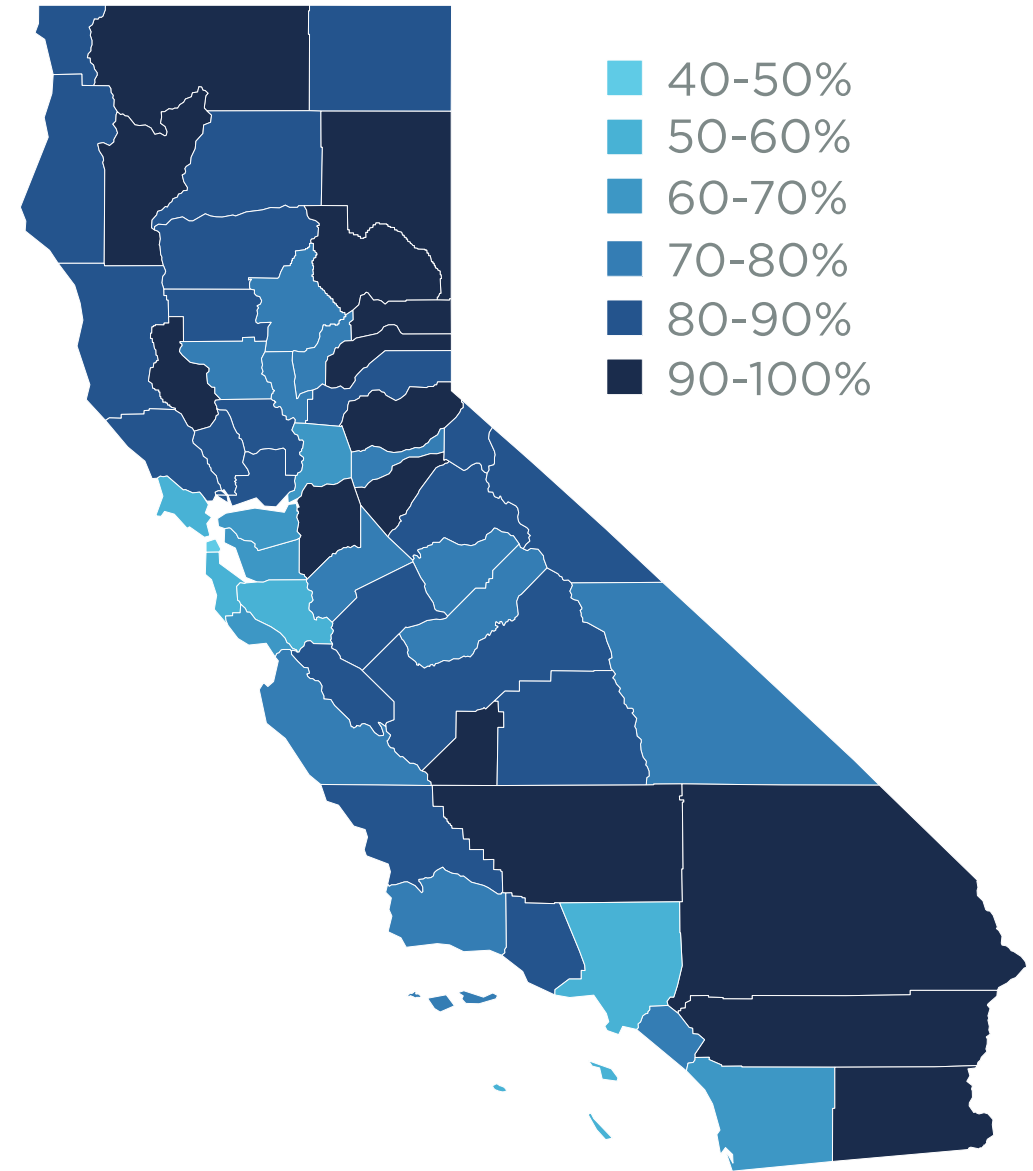
Updated: April 2022

Travel-Related Spending	\$100.2 billion	+46.3% YOY	69% to 2019
Tax Revenue	\$9.8 billion	+32.5% YOY	80% to 2019
Jobs	927,100	+6.4% YOY (+56,000 jobs)	79% to 2019

Source: Dean Runyan Associates

# Uneven Recovery By County

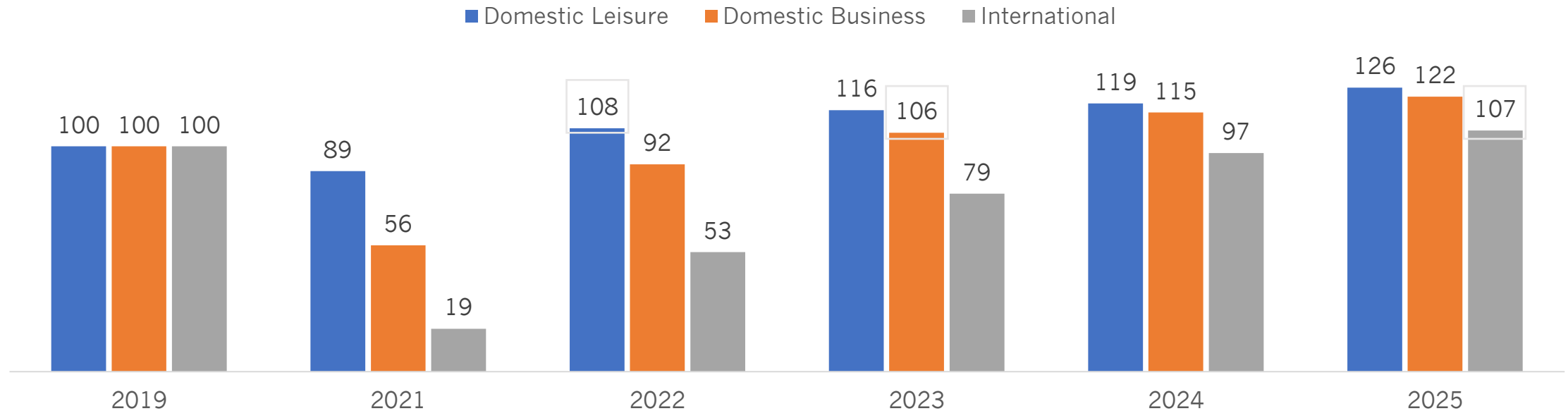
Direct Spending  
(% change vs. 2019)



Source: Dean Runyan Associates

# Leisure Recovery Remains Strong

Forecast Comparison: Visitor Spend to California Key Sectors  
(2019=100)



Source: Tourism Economics, May 2022

# NEW VISIT GPS STAFF

## Convention Sales

Vice President of Sales,  
**Carolina Viazcan**

## Tourism Development

Tourism Development Manager,  
**Julie Kawaguchi**

## Partnership

Director of Sustainability &  
Community Engagement,  
**Lauren Bruggemans**  
(starting 6/6)

# 2022/2023 PRIORITIES

# 2022/2023 VISIT GPS PRIORITIES



## GROW TEAM GPS/WORKFORCE DEVELOPMENT

- Launch tourism and workforce development campaigns
- Retain PR agency for workforce focus
- TEAM GPS/COD Pace program
- Conduct research on hospitality learning campus, student study, and labor workforce



## MEETINGS

- Establish strategic industry partnerships
- Raise demand for off-peak and midweek business
- Produce new assets and video content



## INTERNATIONAL

- Hold a consumer activation in one international market
- Develop consumer media plan targeting key markets
- Re-activate agencies for trade and PR
- Hire in-market position
- Leverage Brand USA & Visit CA partnership for consumer marketing

# 2022/2023 VISIT GPS PRIORITIES



## GROW AIR SERVICE

- Support existing routes with marketing
- Develop airline co-ops
- Provide route support



## DEI/SUSTAINABILITY/ACCESSABILITY

- Launch Kind Traveler Program
- Research and initiate destination certification, such as UNESCO
- Continue partnership with Travel Unity/DEI
- Promote destination certification for autism
- Focus on accessibility in the region



## IMPROVE WAYFINDING

- Develop destination hiking maps
- Create destination awareness along the I-10 corridor for key attractions and experiences



## PROMOTE REGIONAL COLLABORATION

- Develop Native American & Cultural Tourism
- Attract new events & attractions
- Enhance visitor experience / summer shade initiative
- JPA City Grant – 2023



# WORKFORCE DEVELOPMENT & INDUSTRY RELATIONS

# NATIONAL TRAVEL & TOURISM WEEK OPEN HOUSE

## \$15,000 Donated to FIND Food Bank



**Tourism Advocacy Day, May 6**  
Assemblymember Mayes  
Senator Melendez

### CalTravel

- Allocate additional **\$45 million to Visit California** for tourism marketing promotion
- AB 2075, electric vehicle charging standards & AB 2890, PBIDs

### Greater Palm Springs

- Support Mayes and Garcia's request for **\$79 Million for the CSUSB Palm Desert Campus**



# NATIONAL TRAVEL & TOURISM WEEK OPEN HOUSE



## THANK YOU PARTNERS!

- Lulu Catering & Events
- Dragon Lili Boba Bar
- Tacos Gonzalez
- Quality Massage & Facials Mobile Spa
- Ben & Jerry's Palm Springs
- Sergio Villegas
- Creative Monster
- Coachella Party
- JNS Next



# NATIONAL TRAVEL & TOURISM WEEK OPEN HOUSE

## 25 HOSPITALITY CAREER INTERVIEWS

### Including:

- Kelly Mui, FIND Food Bank
- Patrick Service, Las Casuelas Terraza
- Dr. Pamela Stegeman, College of the Desert
- Luz Delgadillo, Oranj Palm Vacation Rentals
- Olga Reyes, Palm Springs Life
- Damian Jenkins, The Management Trust
- Rick Leson, Palm Springs Convention Center
- Rob Hampton, Palm Springs Convention Center
- Kurt Struwe
- Yolanda Bender, College of the Desert
- Mallory Landon
- Joe Tormey, CSUSB PDC
- David Garcia-Tlahuel, CSUSB PDC Senior
- Cristian Cabrera
- Baldomero Felix
- John Shay, Lulu
- Katie Brown, Hyatt Regency Indian Wells



# WORKFORCE DEVELOPMENT

## RESEARCH

### **Tourism Economics Hospitality Management Research**

- Number of management jobs, types and salary ranges.
- City of Residence
- Regional Workforce Summary

### **COD Campus Research CS&L**

- Enrollment levels and trends
- Specific program and course work offerings
- Physical space, including hotel and other hospitality operations
- Placement statistics
- Operating budgets
- Faculty levels
- Public/private partnership

## ACTIVATION

### **One Future Coachella Valley**

- Increase Awareness of Hospitality Careers
- Increase work experience opportunities
- Establish regional undergraduate program
- Scholarships
- Targeted workshops, speaker panels, networking events, experience a hotel day etc.

### **Erica Abarca**

Dedicated full time to workforce development

### **Marketing Campaign**

- RFP – creative agency
- Research – students / young adults
- Testimonials
- Video content
- Social Media

# BENEFITS OF TOURISM CAMPAIGN



**VISITORS HELP OUR COMMUNITY THRIVE**

Without visitors, many of the world-class events, festivals, and activities you enjoy **wouldn't exist.**

**VISITORS SAVE YOUR HOUSEHOLD \$4,031 IN TAXES EACH YEAR**

Tourism is the valley's No. 1 economic driver and employer, bringing \$7.5 billion each year to local businesses and sustaining over 53,000 jobs. Thank you to all of the hospitality workers who improve our quality of life!

**TOURISM**  
visitvalley.com

Learn more about the benefits of tourism  
at [tourismGPS.com](http://tourismGPS.com)



**Did you know?**

Without visitors, your household would pay **\$4,031 more** in annual taxes.

**FIND OUT HOW**



**Did you know?**

Without visitors, many

**FIND OUT HOW**



**Did you know?**

Visitors have a daily economic impact of **\$20.5 million** which helps support your favorite local restaurants and businesses.

**FIND OUT HOW**

# TOURISM FOUNDATION GOLF TOURNAMENT



**Register now!**  
[gpstourismfoundation.com](http://gpstourismfoundation.com)

## **WEDNESDAY, MAY 25** **PGA WEST Greg Norman Course**

### **Reception Sponsors:**

- The Palm Club at Westin Rancho Mirage
- JNS Next
- BMW Performance Driving School
- Brandini Toffee

### **Hole Sponsors:**

- Eventis Destination Services
- CSUSB Palm Desert Campus Hospitality Management Program
- Fantasy Springs Resort Casino
- Tour de Palm Springs

### **Thank you:**

- City of Rancho Mirage
- City of La Quinta
- Hyatt Regency Indian Wells
- Renaissance Esmeralda
- Indian Wells Golf Resort
- JW Marriott
- Desert Champions
- Palm Springs Convention Center
- Ellis Hospitality

# MARKETING UPDATE

# SUMMER MARKETING PROGRAMS \$1M



out-of-home /  
television



online travel  
agencies (OTAs)



digital



content



seasonal



social



 **Expedia**

 **Tripadvisor**

**TRAVELZOO**

**centre**

 **SOJERN**

 **SPACEBACK**

**Google**

 **NATIVO**

**LOCALE**

**PALM SPRINGS LIFE**



**SPAFINDER**

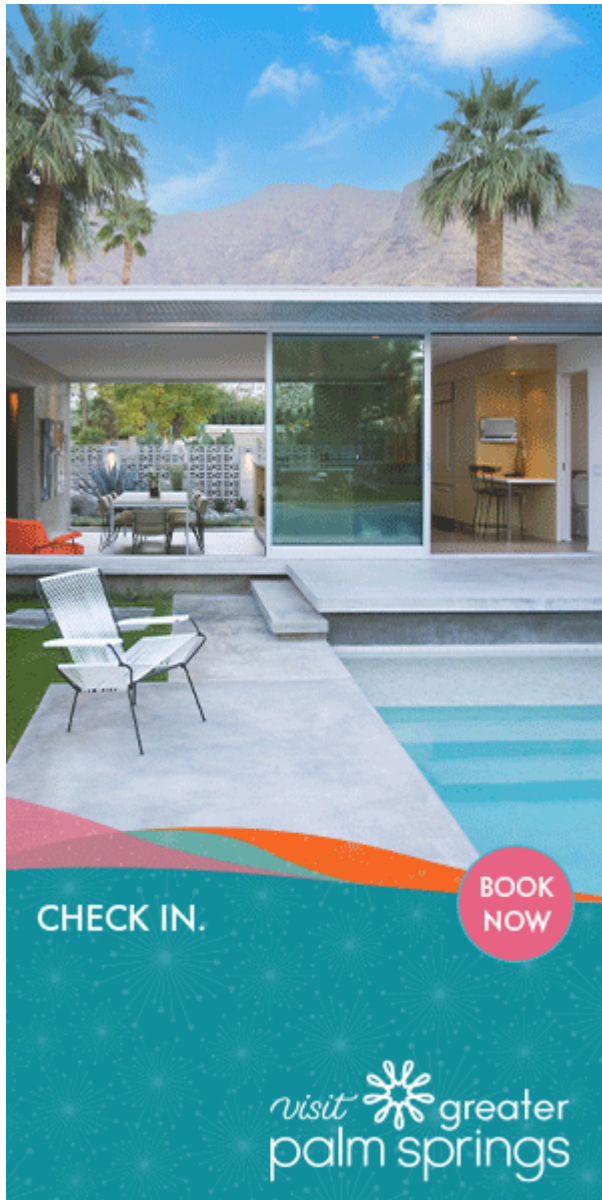
**The  
Weather  
Channel**

 **pandora**



 **YouTube**

# SUMMER CAMPAIGN CREATIVE



SUMMER  
2022  
CO-OP  
TELEVISION

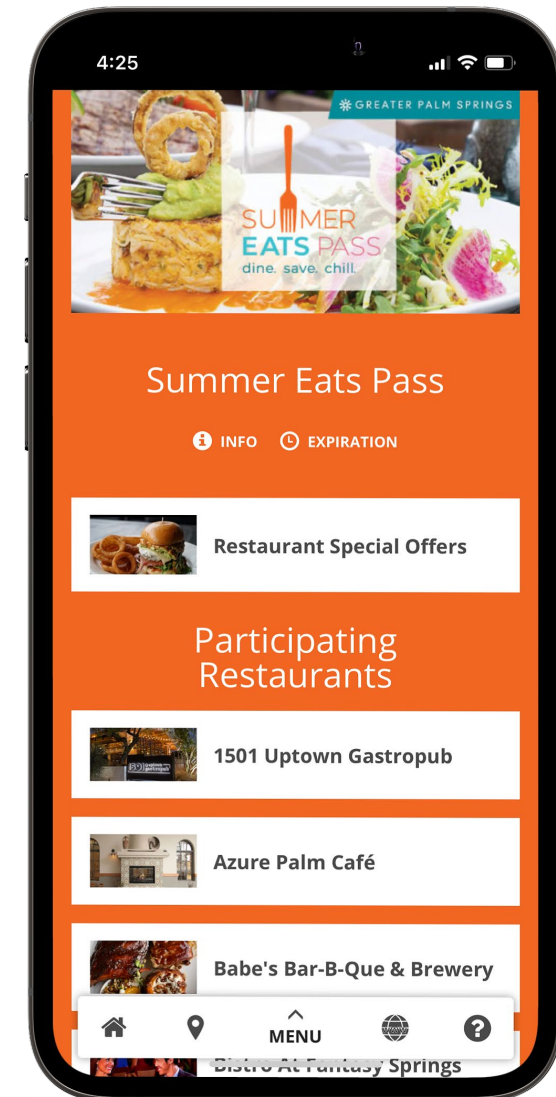


# SUMMER CO-OP: OMNI RANCHO LAS PALMAS



# RESTAURANT WEEK & SUMMER EATS PASS

- **Greater Palm Springs Restaurant Week** 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!



# RESTAURANT WEEK TELEVISION SPOT



# GREATER PALM SPRINGS RESTAURANT WEEK

**KICKOFF EVENT at THE RITZ-CARLTON, RANCHO MIRAGE**

**Thursday, June 2 • 5:30 – 7:30 p.m.**



- Lulu California Bistro
- Wally's
- Trio Restaurant
- Cork & Fork
- Daniel's Table
- State Fare Bar + Kitchen  
at The Ritz-Carlton,  
Rancho Mirage
- ...and more!

**CVHS Hospitality Academy Students**

# VISIT CALIFORNIA & AEG CAMPAIGN

- Hosted talent series featuring country artist Ingrid Andress
- Long and short form videos, including social cutdown assets
- Custom California content hub housing editorial and content series
- AEG media buy includes digital and social retargeting to encourage festival ticket-buyers to return to Greater Palm Springs



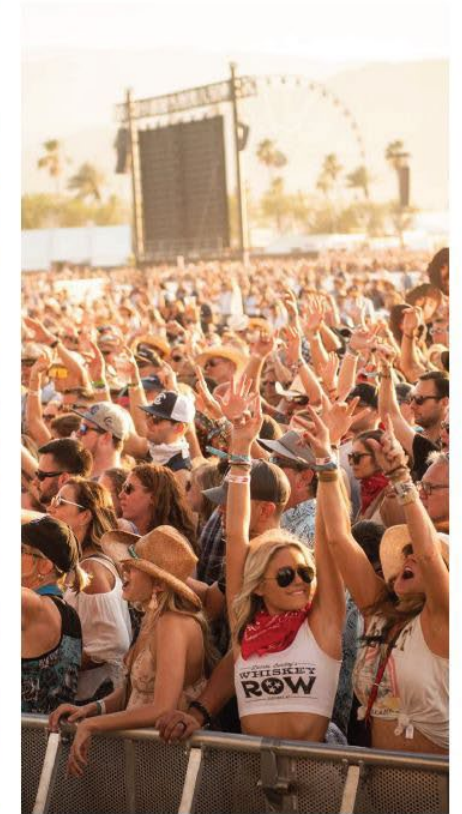
**EPISODE 1:  
DESERT HOT SPRINGS**



**EPISODE 2:  
DESERT ART**



**EPISODE 3:  
COACHELLA**



**EPISODE 4:  
STAGECOACH**

# BRAND USA – UNITED STORIES

- In partnership with Brand USA to support International recovery
- Multi-generational story of travel from UK to Greater Palm Springs
- Long and short form videos, including social cutdown assets
- Distribution through Brand USA consumer campaign



# ART & SOL SERIES



- Features seven local artists in newly produced video and social media content.
- Campaign will include promotion of the newly updated Arts GPS app, encouraging visitors to experience public art and to learn more about the local arts & culture offerings in Greater Palm Springs.



# ART & SOL: TYSEN KNIGHT





# CONVENTION SALES


# CONVENTION SALES PRODUCTION - 2022

	LEADS	NEW LEADS	BOOKINGS	ROOM NIGHTS
YTD ACTUAL	507	272	103	51,646
YTD GOAL	383	200	87	51,667
YTD 2019	372	194	81	53,369

# 2022 CONVENTION SALES STRATEGIC PARTNERSHIPS



# CONVENTION SALES ADVERTISING




meetings mean  
*more*

In Greater Palm Springs, we put **more** inspiration into everything—including our meetings.

- MORE** air service: over 20 new nonstop routes
- MORE** safety measures: over 80% vaccination rate destination-wide
- MORE** enhancements: over \$100 million in renovations
- MORE** venues: a 261,000 sq. ft. convention center & unlimited outdoor meeting space

Add *more* to your next event in this Southern California meeting oasis.

meetingsinpalmssprings.com

visit  greater palm springs  
find your meeting oasis

Conference Direct



**MORE**  
NONSTOP  
FLIGHTS

**30+**  
CITIES &  
COUNTING

PLAN NOW

visit  greater palm springs  
MEETINGS MEAN MORE.

Digital Advertising

VISIT CALIFORNIA

SPECIAL ADVERTISING SECTION

## GREATER PALM SPRINGS

Find Your Meeting Oasis

**TRAVEL ESSENTIALS**  
Getting to Greater Palm Springs has never been easier. Palm Springs International Airport (PSP) offers 30+ nonstop flights across 13 airlines and connections to over 500 destinations worldwide. SmarterTravel.com even named PSP one of its 10 Most Stress-Free Airports in America thanks to its open-air walkways, lushly landscaped courtyards, and fewer crowds.

**MEETING AND EVENT VENUES**  
The Palm Springs Convention Center, located within walking distance of downtown, exceeds all expectations, offering:

- 120,000 square feet of carpeted exhibit space
- 21 breakout rooms and two spacious ballrooms
- an inspiring lobby with panoramic mountain views
- a 20,000-square-foot event lawn

The destination's wide range of outdoor meeting space includes major resort properties like the Sonoran Palm Springs (whose 38,000-square-foot outdoor event space features a pool, cabanas, and

**THINGS TO DO**  
Whether it's a small corporate meeting with a side of golf at the famed PGA West or a team-building Jeep excursion to see the San Andreas Fault, Greater Palm Springs offers plenty of opportunities to balance all that work with a little play. Hop aboard the Palm Springs Aerial Tramway and climb more than 8,000 feet above the valley floor, meet desert dwellers during a private reception at the Living Desert Zoo & Gardens, or give your meeting a shot of adrenaline with a hot lap around the track at the BMW Performance Center West.

**For More Information**  
Visit Greater Palm Springs  
(760) 770-9000  
MtgSales@visitgreaterps.com  
meetingsinpalmssprings.com

**A FUTURE NEW ENTERTAINMENT ARENA**  
The destination is always offering something new for groups, and one of the most exciting developments on the horizon is the Acrisure Arena. This state-of-the-art entertainment venue will be home to the Seattle Kraken's American Hockey League (AHL) franchise — the Coachella Valley Firebirds — and host concerts and events.

Plus, more than 500 hotels, restaurants, and businesses have taken a destination-wide pledge to uphold the latest health and safety standards so your attendees can relax and meet with peace of mind.



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MAY/JUNE 2022

Northstar Visit California Advertorial

## 2022/2023 Media Plan OVERVIEW

MEDIA	DESCRIPTION	Investment
TV/CTV/OOH	TV shift to more CTV, Billboard	\$1,643,400
Airline/Flight Support	Airline Co-ops and marketing route support	\$1,025,000
Online Travel (OTAs)	Expedia, TripAdvisor, Travelzoo	\$870,000
Digital Programs	Google, Centro, Sojern, Q Digital, Spaceback	\$830,000
Content Programs	Nativo, Local, AARP, Palm Springs Life	\$234,412
International Campaigns	Brand USA, Direct Consumer Programs	\$775,000
Visit CA Co-ops	Consumer Digital, International, & Meetings	\$450,000
Local Campaigns	Benefits of Tourism, Workforce Development, Love Local	\$200,000
Social Media	Instagram, Facebook, TikTok, Pinterest, YouTube	\$452,500
Meetings	Northstar, SMART, Connect, Meetings Today, CVENT, USAE	\$532,000
New Opportunities	AEG, Lonely Planet, AFAR, Weekend Sherpa	\$400,000
		<b>\$7,412,312</b>

# 2022/2023 BUDGET

# TBID HOTEL FORECAST

## Visit Greater Palm Springs TBID Hotel Revenue Forecast Fiscal Year July 1, 2022 - June 30, 2023

	Total
Highest Pre-COVID	\$ 18,254,026
Fiscal 21/22 Forecast	\$ 21,716,885
<b><u>Forecast FY 22-23</u></b>	
Tourism Economics	\$ 23,459,124
CBRE-Hotel Horizons	\$ 23,341,688
CV Hotel Sample	\$ 23,024,531
<b>Recommendation</b>	<b>\$ 21,762,696</b>

### **Growth Forecasts:**

	Tourism Economics	CBRE Hotel Horizons
Occupancy - 2022	11.2%	15.3%
Occupancy - 2023	1.4%	2.0%
Average Daily Rate - 2022	5.5%	5.2%
Average Daily Rate - 2023	4.1%	0.1%

# FUNDING COMPARISON 2021/2022 vs. 2022/2023

Ref.	Description	2021/2022 Forecast Projection	2021/2022 Approved Budget	2022/2023 Proposed Budget	Proposed % of Prior Yr. Budget	Proposed % of Current Forecast
<b><u>Funding</u></b>						
1)	TBID - Hotels	\$ 21,371,266	\$ 14,615,761	\$ 21,762,695	148.9%	101.8%
2)	TBID - Vacation Rentals	2,210,136	1,100,000	2,349,375	213.6%	106.3%
3)	JPA Funding	1,636,973	1,636,972	2,469,962	150.9%	150.9%
4)	City Marketing Partnerships	358,968	359,973	360,000	100.0%	100.3%
5)	Tribal Voluntary	155,987	146,201	155,987	106.7%	100.0%
6)	Partnership Fees	225,000	205,000	225,000	109.8%	100.0%
7)	Advertising & Website Revenues	246,000	311,000	196,000	63.0%	79.7%
8)	Joint Share Partnerships	108,630	112,235	160,580	143.1%	147.8%
9)	Grants	60,000	121,125	618,333	510.5%	1030.6%
10)	Other Sources: Investment Income	33,045	19,394	216,035	1113.9%	653.8%
11)	Prior Year Rollover Funds	-	-	-		
12)	Loan Funds	-	-	-		
13)	Reserve Usage	-	200,000	-	0.0%	
TOTAL		<b>\$ 26,406,005</b>	<b>\$ 18,827,661</b>	<b>\$ 28,513,967</b>	151.4%	108.0%

# BUDGET INCREASES BY CATEGORY

## Media Placement & Digital Advertising

<b>G</b>	Air Service Marketing	\$	1,310,000
<b>N</b>	International Consumer Marketing	\$	500,000
<b>G</b>	Television - Cable/Connected TV	\$	345,000
<b>G</b>	Visit CA Co-op	\$	300,000
<b>R/G</b>	AEG Multiplier	\$	250,000
<b>G</b>	Brand USA Co-op	\$	200,000
<b>G</b>	Expedia + VRBO	\$	100,000
<b>G</b>	Local Campaigns (includes workforce/tourism benefits)	\$	200,000
<b>G</b>	Vacation Rental Digital Promotion	\$	100,000
<b>G</b>	Digital Pay Per Click Campaigns	\$	50,000
		<b>\$</b>	<b>3,355,000</b>

## Familiarization Trips

<b>G</b>	New & Expanded FAMS	\$	280,000
		<b>\$</b>	<b>280,000</b>

## Tradeshows / Sales Missions

<b>G/N</b>	New & Expanded Tradeshows & Sales Missions		455,000
		<b>\$</b>	<b>455,000</b>

**R = Return**  
**N = New**  
**G = Grow**

# BUDGET INCREASES BY CATEGORY

## Special Promotions & Representation

<b>R</b>	City Grant Program	\$	650,000
<b>N</b>	Foundation Workforce Development Campaign		600,000
<b>N</b>	Activations (2 or more cities)		500,000
<b>N</b>	Cultural Tourism		150,000
<b>G</b>	Flight Guarantees		125,000
<b>N</b>	ASAE Strategic Partnership		113,000
<b>N</b>	PCMA Partnership		85,000
<b>N</b>	Maritz MDP2 Alliance Marketing Agreement		39,000
<b>G</b>	Helms Briscoe Events/Partnership		25,000
<b>G</b>	CD Partnership		23,000
<b>G</b>	HPN Global Marketing Program		12,500
<b>N</b>	MPI		27,000
<b>N</b>	DEI & Community Affairs		100,000
<b>N</b>	Sustainability		100,000
<b>N</b>	One Future		40,000
<b>G</b>	Returning Int Contracts back to normal		176,000
			<hr/>
			<b>\$ 2,765,500</b>

**R = Return**  
**N = New**  
**G = Grow**

# BUDGET INCREASES BY CATEGORY

<b><u>Event Hosting</u></b>		
<b>N</b>	New Event Hosting	225,000
<b>G</b>	Group Rebates	\$ 90,000
		<b>\$ 315,000</b>
<b><u>Research &amp; Development</u></b>		
<b>G</b>	Destination Research	\$ 150,000
<b>N</b>	Symphony/Tableau - Monthly Dashboard	48,000
<b>N</b>	Economic Impact of Tourism	30,000
<b>N</b>	Feasibility Report Amateur Sports Complex	30,000
<b>N</b>	Vacation Rental Research	20,000
<b>R</b>	VISA Destination Insights	16,000
		<b>\$ 294,000</b>
<b><u>Professional Fees</u></b>		
<b>G</b>	Special Projects - PR Support	\$ 88,000
<b>G</b>	MMGY/NJF	66,000
<b>R</b>	Corragio - Strategic Plan	35,000
<b>N</b>	Accounting Systems Upgrades	34,000
<b>R</b>	Film Oasis Representation	24,000
		<b>\$ 247,000</b>

**R = Return**  
**N = New**  
**G = Grow**

# LABOR BY DEPARTMENT

Headcount	2019	Current	New Proposed
Exec/Admin	11	11	0
Partnership	5	4	3
Marketing	18	13	3
City Contracts	1	2	0
Convention Sales	14	13	2
Tourism Development	4	4	0
Destination Experiences	8	5	1
<b>Total</b>	<b>61</b>	<b>52</b>	<b>9</b>

Department	New Proposed Positions
Partnership	Director of Sustainability & Community Engagement
Partnership	Senior Partnership Manager
Partnership	TBID Manager
Marketing	Senior Communications Manager
Marketing	Senior Digital Marketing Manager
Marketing	Graphic Designer
Convention Sales	Sales Admin Supervisor
Convention Sales	Sales Coordinator
Destination Experiences	Destination Experience Specialist

# EXPENSE COMPARISON 2021/2022 vs. 2022/2023

Ref.	Description	2021/2022 Forecast Projection	2021/2022 Approved Budget	2022/2023 Proposed Budget	Proposed % of Prior Yr. Budget	Proposed % of Current Forecast
	<b><u>Expenses</u></b>					
14)	Labor - Wages	\$ 5,192,067	\$ 5,100,090	\$ 6,445,345	126.4%	124.1%
15)	Labor - Taxes & Benefits	1,591,581	1,846,033	2,025,099	109.7%	127.2%
16)	Marketing Production	634,400	822,939	736,000	89.4%	116.0%
17)	Media Placement & Digital Marketing	5,343,315	5,683,376	9,248,879	162.7%	173.1%
18)	Collateral Material	68,314	76,400	101,560	132.9%	148.7%
19)	Familiarization Trips	231,230	291,800	623,620	213.7%	269.7%
20)	Tradeshows / Sales Missions	574,339	737,800	1,238,500	167.9%	215.6%
21)	Travel & Lodging	17,860	36,000	41,000	113.9%	229.6%
22)	Special Promotions & Representation	1,516,625	1,455,950	4,284,650	294.3%	282.5%
23)	Event Hosting	559,820	713,700	1,097,980	153.8%	196.1%
24)	Research & Development	195,456	390,910	750,700	192.0%	384.1%
25)	IT - Information Technology	100,199	100,199	118,200	118.0%	118.0%
26)	Professional Fees	192,751	211,750	457,850	216.2%	237.5%
27)	Capital Outlay	200,000	200,000	60,000	30.0%	30.0%
28)	Overhead-Supplies-Utilities-Fees	976,439	1,101,932	1,284,585	116.6%	131.6%
29)	Loan Repayment	-	58,782	-	0.0%	
	<b>TOTAL</b>	<b>\$ 17,394,396</b>	<b>\$ 18,827,661</b>	<b>\$ 28,513,967</b>	<b>151.4%</b>	<b>163.9%</b>

# VISIT GPS BOARD OF DIRECTORS ITEMS

(Visit GPS Board Only Votes)

- Receive and Accept the Independent Auditor's 2021 Annual Financial Report (and Communication Letter from DavisFarr dated May 6, 2022)
- Receive and Approve the Proposed 2022-2023 Budget
- Nominating Committee - Nusrat Mirza, General Manager, JW Marriott Desert Springs Resort & Spa

# APPROVAL OF MINUTES

(All Vote)

- JPA-Visit GPS Board of Directors Joint Meeting Minutes – March 25, 2022

# CONSENT CALENDAR

(JPA ONLY VOTES)

- Warrants and Demands Dated March 2022 for Pacific Premier Bank and Wells Fargo Bank
- Warrants and Demands Dated April 2022 for Pacific Premier Bank

# JPA EXECUTIVE COMMITTEE ITEMS

(JPA Executive Committee Only Votes)

- Receive and Accept the Independent Auditor's 2021 Annual Financial Report (and Communication Letter from DavisFarr dated May 6, 2022)
- Receive and Approve the Proposed 2022-2023 Budget
- Resolution No. JPA 2022-003 RE: Updated Signers for Pacific Premier Bank



# JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES



BIRTHDAYS

# HAPPY BIRTHDAY !!!



**Jay Chesterton**

May 9



**Brad Poncher**

May 15



**Todd Hooks**

May 9



**Jerry Keller**

May 23



**Rolf Hoehn**

May 11



**Rob Hampton**

May 31

*Thank you!*

**REVAE**

**FOR YOUR 6 YEARS OF SERVICE TO  
THE BOARD AND JPA.  
BEST WISHES!**



NEXT BOARD MEETING  
Friday, June 24, 2022

Renaissance Esmeralda Resort &  
Spa, Indian Wells