

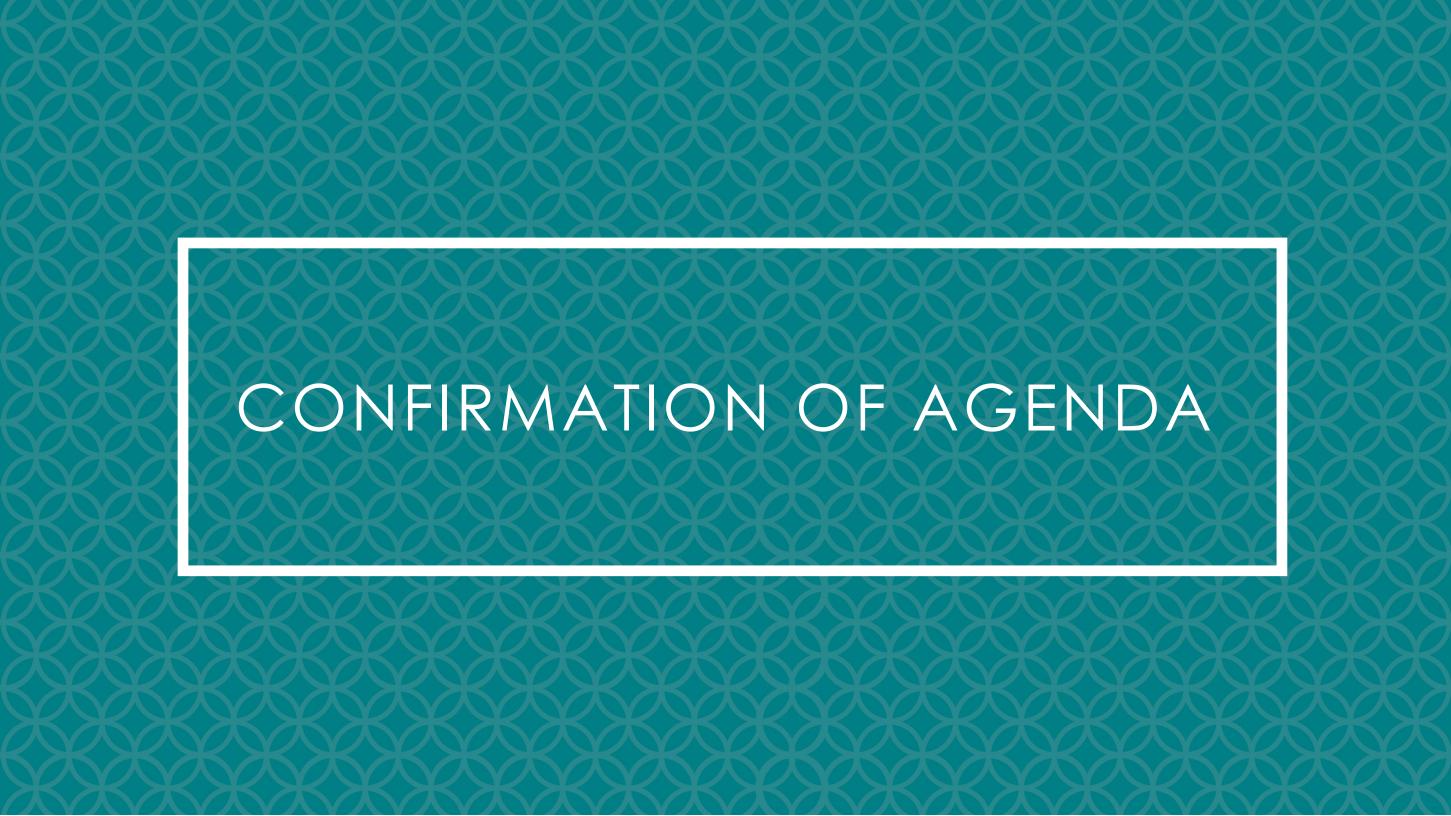
BOARD AND JPA MEETING

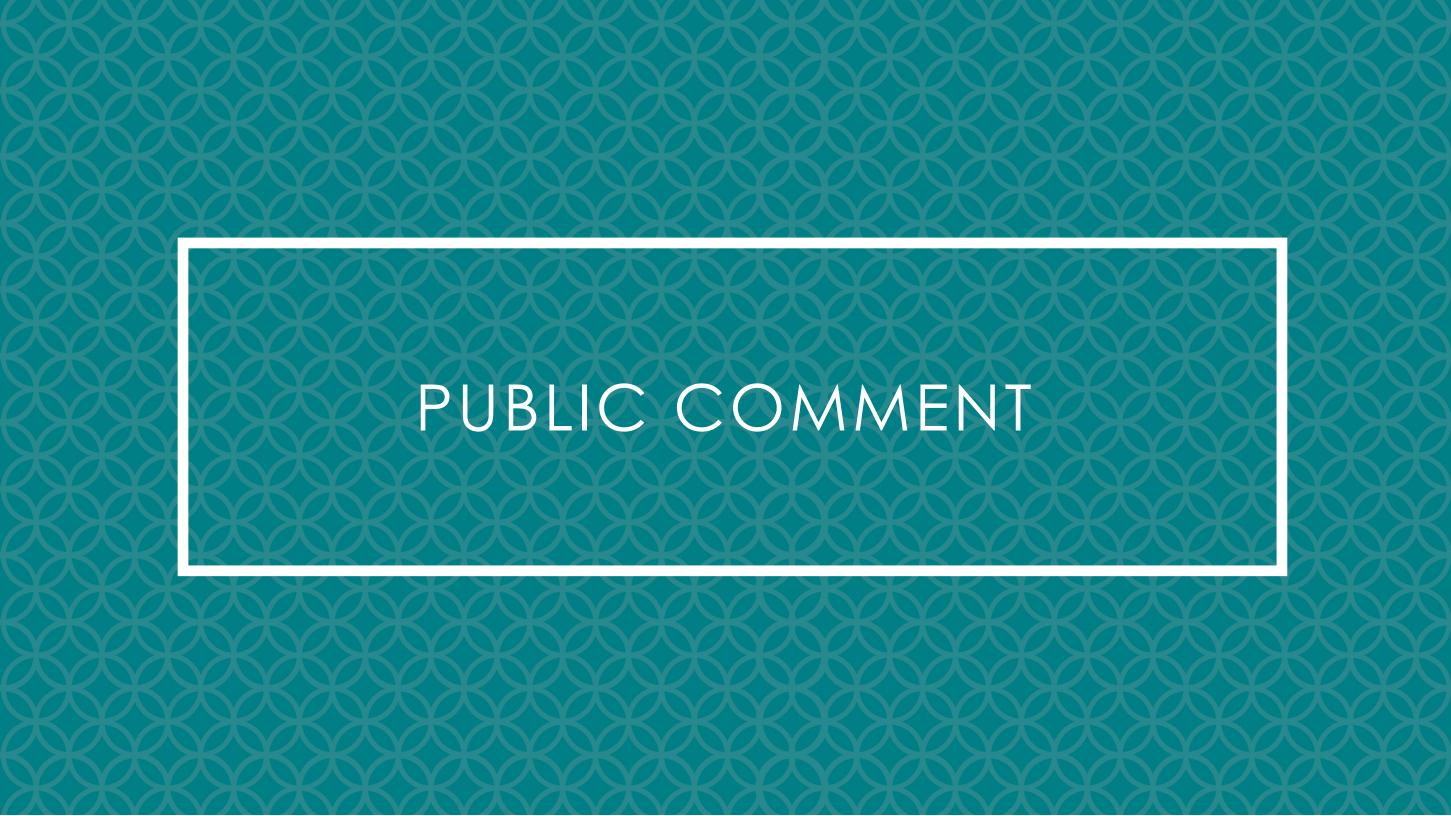
Friday, November 20, 2020 Virtual Meeting











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.



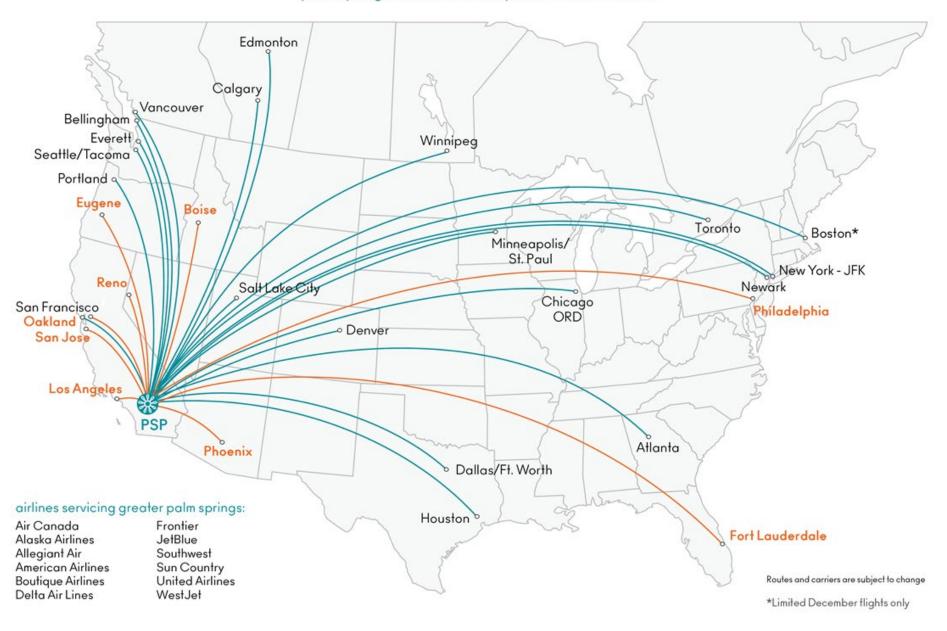
CHAD MAYES CA STATE ASSEMBLY REPRESENTING DISTRICT 42



OVERVIEW FLY MARKET

- Television
- Expedia
- TripAdvisor
- Travelzoo
- Edge Media
- Adara
- Centro
- CVB Website
- Air Service Landing Page
- Social Media

palm springs international airport (PSP) air service



TELEVISION

702K television spots

4.1B impressions

- Atlanta, GA
- Boise, ID
- Boston, MA
- Chicago, IL
- Dallas, TX
- Denver, CO
- Eugene, OR
- Ft. Lauderdale, FL
- Houston, TX
- Los Angeles, CA
- Minneapolis, MN
- New York, NY
- Oakland, CA
- Philadelphia, PA
- Phoenix, AZ
- Portland, OR, US
- Reno, NV
- San Francisco, CA
- San Jose, CA
- Seattle, WA



EXPEDIA

- Expedia campaign includes the Visit California in-state co-op program and drive market campaign, targeting LA, Orange County, San Diego, San Francisco, Phoenix, Las Vegas, and Seattle
- Campaigns generated 2,120 airline tickets and over 16.6K room nights
- Strong ROI at \$231:\$1, with
 \$2.4M in revenue generated
- Overall bookings are the highest since March







TRIPADVISOR

- October resulted in 1,855 room nights and over \$466K in revenue
- 100 airline tickets attributed to campaign
- Top origin markets: LA, San Diego, and Seattle

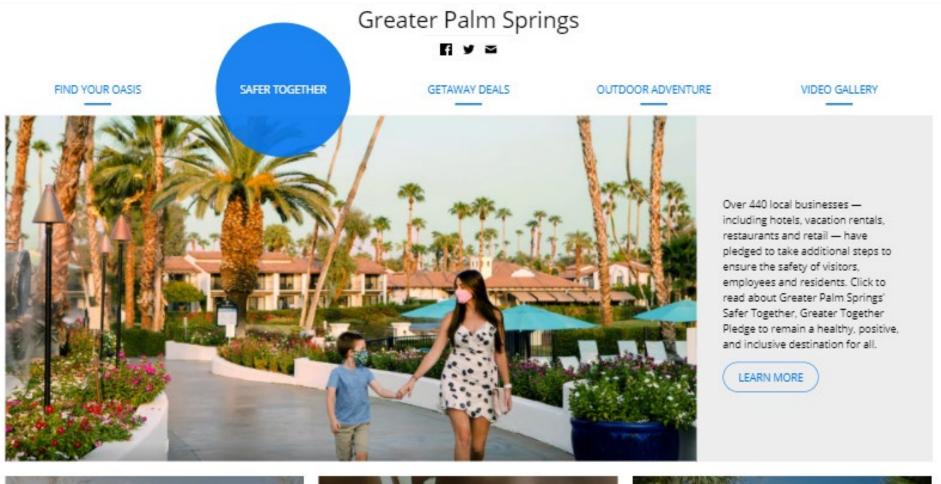








TRAVELZOO









Fall Campaign

- 11K pageviews to Partner Deals page
- Over 11K clicks to partner offers
- \$121,243 in revenue generated
- Customized email sent to Los Angeles and Seattle markets on November 5th

VISIT CALIFORNIA CO-OP: ADARA & PANDORA



September – December

- October campaign has resulted in over \$46K in revenue and ADR of \$206.29, with Greater Palm Springs leading in bookings among co-op partners
- Over 883K impressions generated



October - December

- In addition to banner advertisements, this campaign features a :30 audio spot and :30 video with very strong
 1.16 CTR
- Campaign has resulted in over 522K impressions generated



CONSUMER NEWSLETTER



THINGS TO DO

EAT & DRINK >

PLACES TO STAY >



Safer Travels

In Greater Palm Springs, the health and safety of our visitors has always been a top priority. Learn more about the 450+ local businesses that have taken the destination-wide Safer Together, Greater Together Pledge so you can stay, dine and play with peace of mind.

READ MORE >





Family-Friendly Itinerary

Date shakes. Giraffe feedings. Outdoor adventures.

Make your next family getaway to Greater Palm Springs
unforgettable with this fun 24-hour guide.

READ MORE >



Top 5 Places to Enjoy Open Spaces

From sparkling lakes to giant boulders, our sun-kissed oasis offers plenty of room to relax and roam. Get outside and enjoy the fresh air at our favorite spacious spots.

READ MORE





Eat, Drink and Be Grateful

There's a lot to be thankful for in Greater Palm Springs. Find all your favorite holiday mains, sides and ples from several local restaurants offering Thanksgiving meals in-person and to-go.

LEARN MORE

DINE ON. ADD THESE STORIES TO YOUR PLATE.



Traveling Taste Buds

Authentic, Peruvian dishes. Traditional Mexican entrees, Fresh Thal flavors, Take a cullnary trip around the world without ever leaving the sun-kissed skies of Greater Palm Springs.

LEARN MORE



Dinner Under the Palms

Pair chef-driven meals with mountain views (and a glass of merlot) at these all fresco eateries. Here, there's a charming palio and outdoor dining room for every appetite.

LEARN MORE

BLOGS & SOCIAL MEDIA



Thanksgiving Dinners in Greater Palm Springs for 2020

Nov. 02, 2020

There's a lot to be thankful for in Greater Palm Springs this time of year: warm weather, sun-kissed...

Read More →



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 →



- 15 New Blogs created since October with 20,000 page views
- Instagram Stories and Pinterest with messaging on outdoor adventure, sunshine and wide open spaces



GET TESTED

Thank you for dining with us.

To help us stay open, please take a COVID-19 test.



The more we test for COVID-19, whether we show symptoms or not, the more we can slow the spread and move forward to the next reopening tier.

TESTING IS **FREE** AND **EASY**.

Test now. Test often.

To find locations and make an appointment, go to gettested.ruhealth.org.

This business depends on it.

Learn more →





- Restaurant check stuffers to encourage testing
- Social Media Toolkit created to share, with "Test Now. Test Often." message

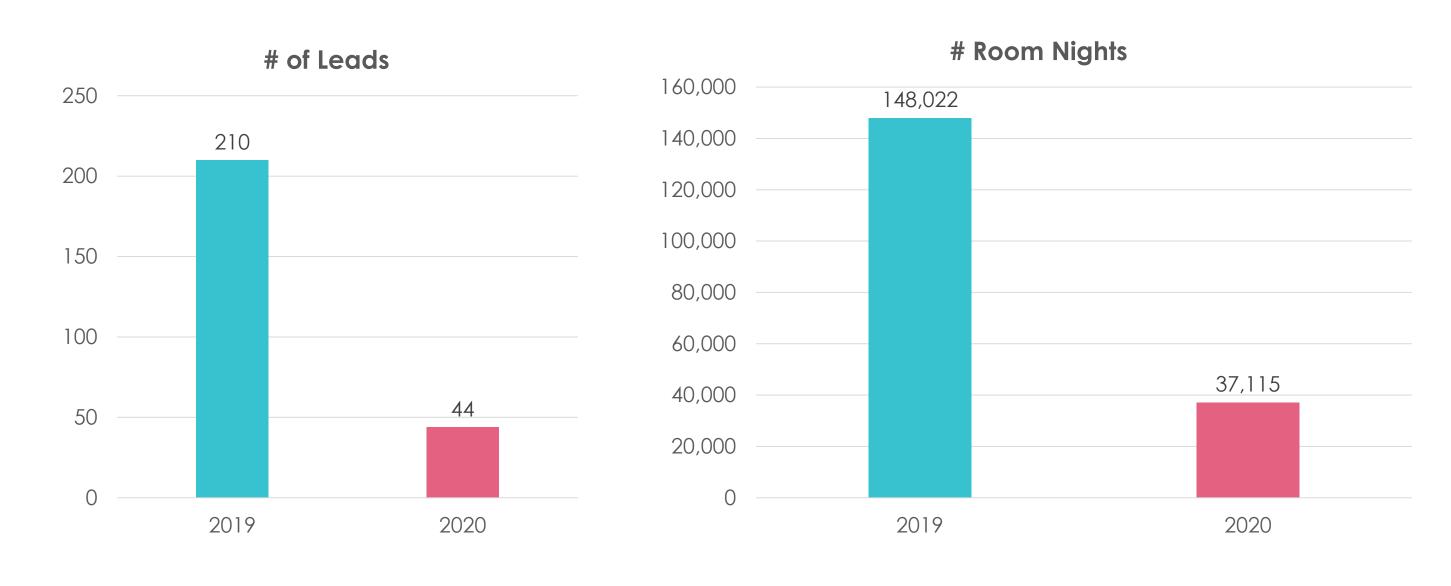


Sample Social Media Copy:

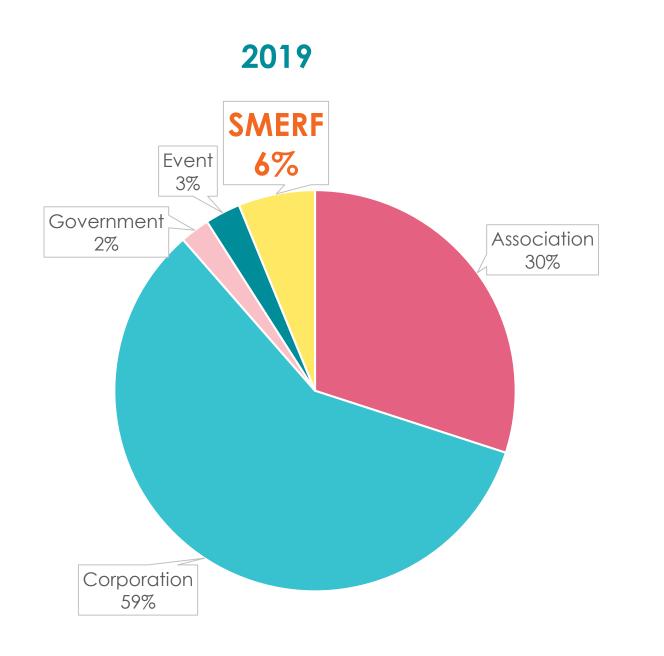
Testing for COVID-19 helps find cases, contain the spread and, ultimately, reopen businesses. Let's all do our part by testing now and often. Make an appointment to get tested at **gettested.ruhealth.org**.

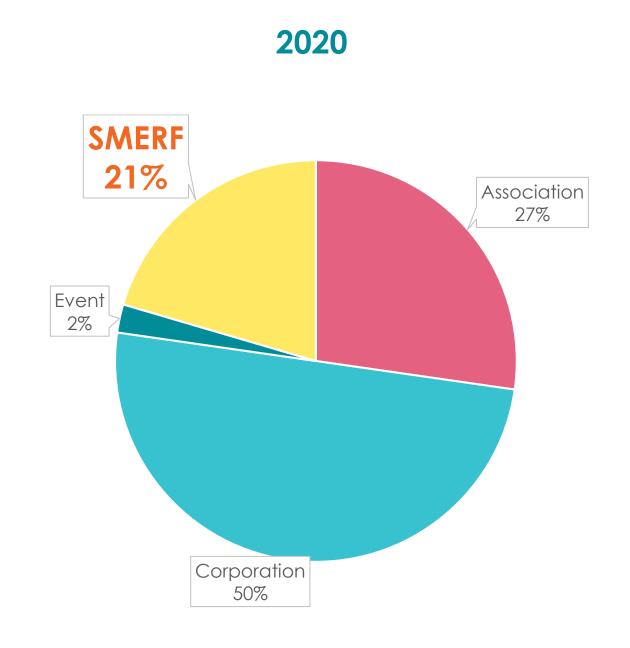


LEADS SEPTEMBER - OCTOBER



LEADS BY CATEGORY SEPTEMBER - OCTOBER





BOOKINGS SEPTEMBER - OCTOBER

BOOKED GROUPS DEFINITE ROOM NIGHTS

TENTATIVE ROOM NIGHTS

19

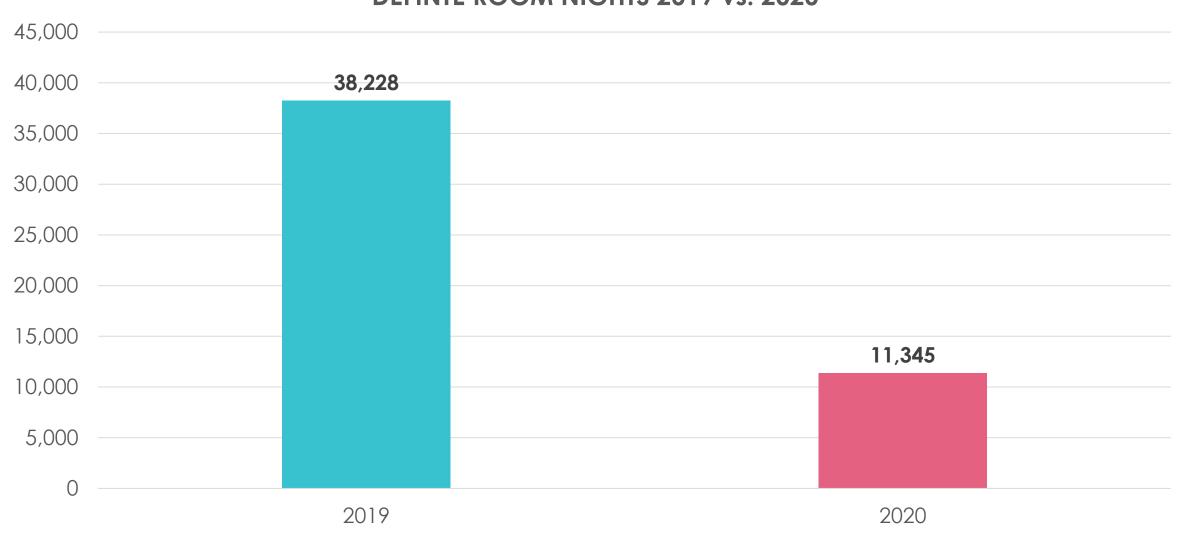
11,345

37,115

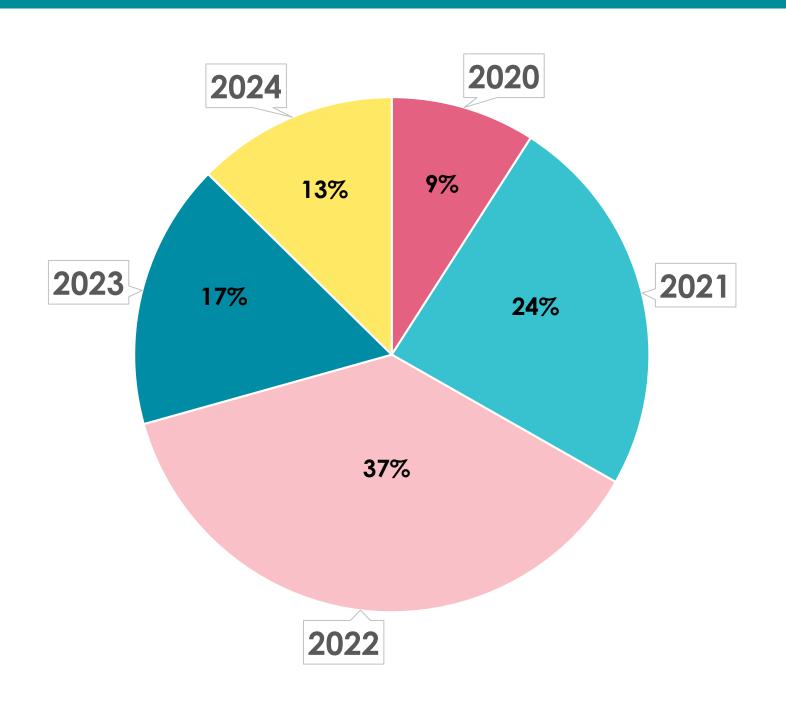
Corporate - 48% Association - 24% SMERF - 13% Event/Govt - 15%

BOOKINGS SEPT/OCT 2019 vs. 2020





BOOKINGS SEPT/OCT BY YEAR



CANCELLATION DUE TO COVID-19

PROGRAMS

ROOM NIGHTS

ECONOMIC IMPACT

217

192,376

\$123.5M

MPI WEC CONFERENCE





LOCATION

United States of America

PRODUCT CATEGORIES

Destinations & Visitors Bureaus

Greater Palm Springs CVB

When you choose to meet in Greater Palm Springs, you're choosing blue skies over board rooms. Mountain sunsets instead of stress. Off-road excursions in lieu of everyday agendas. You're choosing to live (and work) like every day is a sun day.

Located within a short drive from the gateway cities of Los Angeles and San Diego, this Southern California meeting oasis offers just the right amount of CHILLspiration for your next event, from unique venues and outdoor meeting spaces to teambuilding adventures and culinary experiences. With so many options for work and play, there are countless reasons why you should choose Greater Palm Springs for your next meeting or event.

Visit our website for more information on our outdoor venues and unique meeting spaces, new air service, and our destination-wide "Safer Together, Greater Together" health and safety pledge.

https://www.visitgreaterpalmsprings.com/









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Supplier Incentive:

1. Oasis Site Visit Travel Package (2 Night/3 Day) • Roundtrip flight credit of \$1000.00 for the winner. Domestic U.S. city to/from Palm Springs, California (PSP) only. The CVB will handle the flight arrangements. • Roundtrip transfers for two from Palm Springs International Airport to participating hotel. Complimentary accommodations for two at one of the destinations premium hotels. (2 Nights) • Complimentary destination activity during your stay. • Dinner for two one evening of your stay. • Expiration Date is December 31, 2021. • The offer applies to all meeting planners that the bureau met with during the one on one meetings at MPI-WEC 2020 Annual Digital Conference.

Schedule A Meeting

REPRESENTATIVE CONTACT

Angle Day

aday@gpscvb.com

saed@gpscvb.com

Rob Osterberg rosterberg@gpscvb.com

Suzanne Aed

MPI WEC Conference (Nov 3 – 6, 2020)

- Hybrid conference with 600 meeting planners in attendance; both virtual and in-person conference in Texas
- Greater Palm Springs CVB had 24 virtual oneon-one appointments with meeting professionals that have interest in the destination
- Greater Palm Springs was a featured supplier on the conference website

What's New In Greater Palm Springs

CONVENTION SALES MONTHLY NEWSLETTER



FIND YOUR (SAFE) MEETING OASIS IN GREATER PALM SPRINGS

Your confidence. Your peace of mind. Your safety. That's our pledge to you in Greater Palm Springs. Our sun-kissed Southern California oasis has always been known for its open and inspiring spaces, and our **latest video** shows how our destination is keeping you safe - from hotels and restaurants to meeting rooms and the Palm Springs Convention Center.

Our **Safer Together**, **Greater Together Pledge** shows how we're committing to the best health and safety practices throughout Greater Palm Springs, so whether it's business or pleasure, you can feel confident and relaxed throughout your stay.



A GPS reboot VIRTUAL SERIES

RSVP NOW

JOIN OUR NEXT VIRTUAL SERIES!

We're so glad that many of you could join us throughout the summer for gpsREBOOT - A VirtuWELL Series. Our virtual conversation series will continue this fall and winter with gpsREBOOT - Art & Sol. Our first event is tomorrow, November 18th at 10AM PST. Don't miss our panel of local experts as they discuss all things Modernism, including the Rat Pack, cocktail culture, Modernism Week and more! RSVP today to reserve your spot.



NEW NONSTOP SERVICE TO GREATER PALM SPRINGS

Visiting our sunny oasis is about to get even easier! We are thrilled to welcome American Airlines seasonal nonstop service from Philadelphia to Palm Springs beginning this December. Call your Northeast Sales Manager, Angie Day, to learn more about Greater Palm Springs for your next meeting or event, and visit our Air Service page for additional route information.



- Monthly newsletter
 distributed to nearly
 10K meeting professionals
 nationally
- Promotes air service, safety information, Greater Palm Springs virtual series, and more
- Custom editions in specific markets promoting new 2020 flight routes

gpsREBOOT - ART & SOL



Launched **Wednesday**, **November 18th** our newest virtual series: GPS REBOOT Art & Sol!

"Thanks, Angie ... truly that was one of the best webinars I've seen in awhile - appreciate being included. So informative and uplifting - makes me crave for the time when our Canadian borders open up and group travel resumes!"

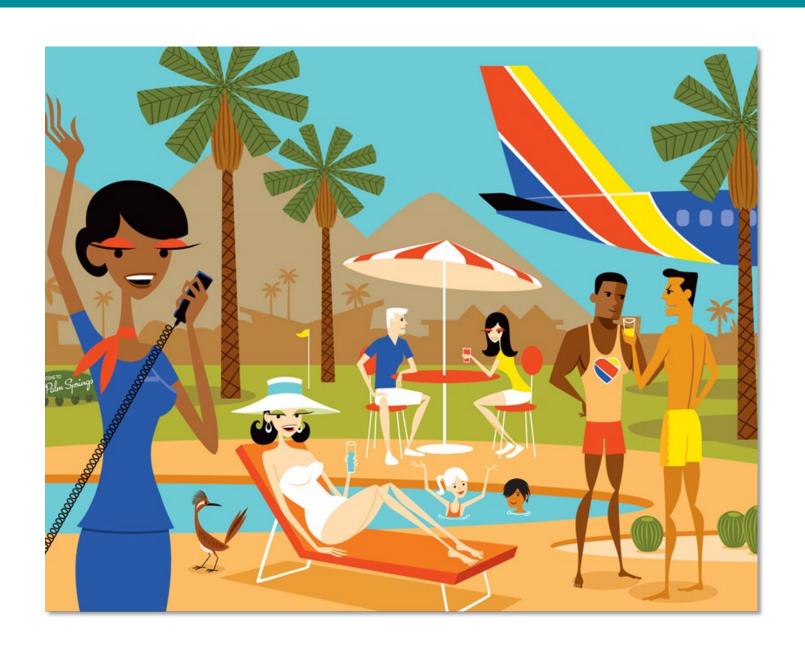
President, Pipeline Communications Inc.

Topics include:

- Modernism
- Local museums and galleries
- Theater, dance, music and film
 - Public art

PUBLIC RELATIONS & COMMUNICATIONS

SOUTHWEST AIRLINES



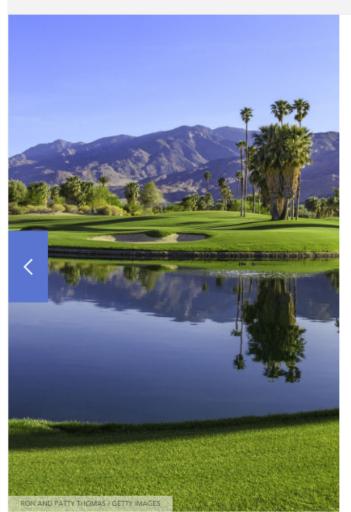


MEDIA COVERAGE



15 Best Thanksgiving Getaways for Families or Couples

In case you plan to skip the whole stressing over a big dinner thing.



7 of 15

Palm Springs, California

November is an ideal time to visit this colorful city in the Sonoran Desert, where temperatures hover in the high 70s and there is zero rainfall. Spend your days ogling midcentury modern architecture, hiking in stunning Joshua Tree National Park, or taking a high-flying ride on the Palm Springs Aerial Tramway, which just reopened to visitors with enhanced safety procedures in October. For an adults-only escape, look into the affordable and design-forward Villa Royale, but families will love the Hyatt Regency Indian Wells, which includes two new dueling 30-foot waterslides and a 450-foot lazy river.



SUMMARY PUBLIC HEARING: TBID

- 1. Open Public Hearing
- 2. Staff Report
- 3. Questions of Staff/Legal
- 4. Open Public Testimony Period
- 5. Close Public Testimony Period
- 6. Adopt Resolution No. JPA 2020-005
- 7. Close Public Hearing



- > Staff Report
- ➤ Board Q&A
- > Public Comment

INSTRUCTIONS FOR PUBLIC COMMENT



Time

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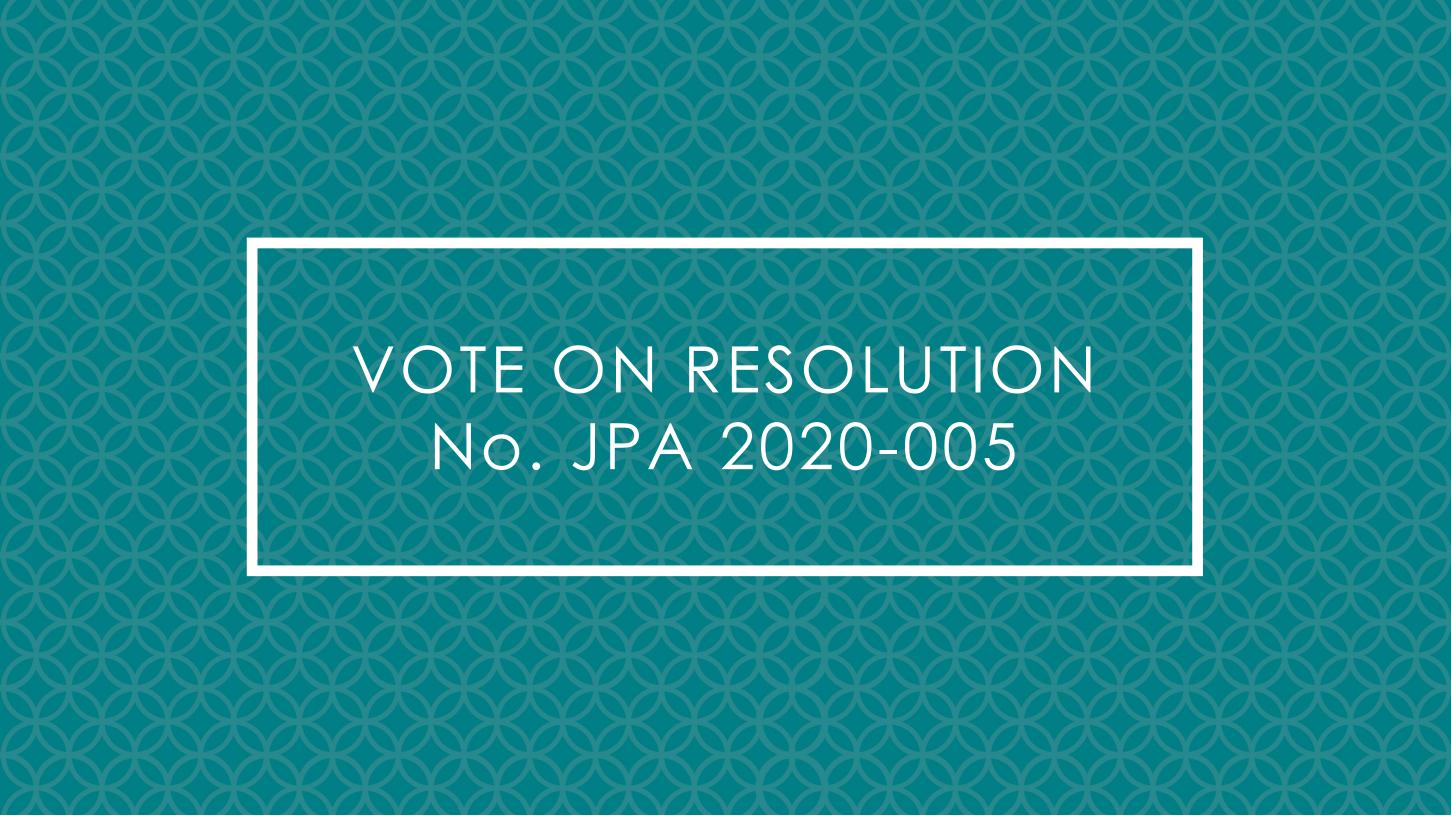
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TBID RENEWAL: FOLLOW-UP QUESTIONS

For more information about the TBID, please contact Director of Partnership Davis Meyer at dmeyer@gpscvb.com.

You can also learn more at gpsTBID.com.





- > Warrants & Demands for September and October 2020 JPA Vote
- > Approval of Minutes from September 25, 2020 Board Meeting

CHANGE OF AUDITOR



New firm was selected

- > Last rotation of auditors was 2013
- > RFP sent out: Oct. 9, 2020
- > Sent to 5 firms (from lists provided by our cities)
- Selected DavisFarr Certified Public Accountants
 - Extensive government audit experience
 - Audited most cities in Greater Palm Springs
 - JPA audit experience
 - DMO/CVB audit experience
 - Stellar reputation



JPA EXECUTIVE COMMITTEE

- > Floor Nomination of Officers for 2021 (Chair and Vice Chair)
- > Election of Officers for 2021 (Chair and Vice Chair)
- ➤ Resolution No. JPA 2020-006 Appointing William Judson Treasurer and Auditor of the JPA
- > Updates from the JPA Members and Chair

CVB BOARD MEMBER RENEWALS

- > CVB Board Member Term Renewals
 - Axelrod, Keller, Roshardt, Tabler and Zod

- > CVB Board Member Renewals with Term Limit Waivers
 - Abney, Chesterton and Morcus

One roll call for both items

CVB BOARD ELECTION OF OFFICERS

- > Tim Ellis Chair of Nominating Committee
- > CVB Officers Term Limits Waiver and Election
 - Chair, Tom Tabler
 - Vice Chair, Rolf Hoehn
 - Secretary, Robert Del Mas
 - Treasurer, Aftab Dada



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

NEXT BOARD MEETING Friday, January 29, 2021