

NOVEMBER 2019

BOARD REPORT

PRESIDENT'S SUMMARY

As we head into the final stretch of 2019, the CVB team is focused on achieving our goals for the year and establishing our new strategies for 2020.

We completed a lot of research this past year, and combined with input from our marketing partners, it is clear we need to fine-tune our marketing strategies and how we measure success. The most notable will be in the marketing department, digital, social and mainstream media, which will be focused more on engagement versus impressions. Our Chief Marketing Officer, Colleen Pace, and her team are working on recommendations that will be shared with CVB board liaisons and finalized at the January board meeting.

Although air service continues to perform well for our destination, the Boeing MAX issue has certainly slowed our momentum with some of our key initiatives: attracting Southwest Airlines; nonstop service from the Washington, D.C. region; additional service from New York; and additional hub service from key cities like Chicago. However, a recent conversation with a major carrier shows promise for summer service from Chicago. We will work hard to make this a reality.

Contour airlines is performing very well. Our contract with Contour ends in May, however, we are in discussions to extend the Sacramento service to September 2020. Establishing Sacramento as year-round service is a priority. Oliver Lamb with Allevon Pacific, the firm we contract with for air service development assistance, will present at our upcoming board meeting.

Our new service from Atlanta on Delta will begin December 21 and run through the end of April. The service will be daily over the holidays, then moving to four days per week. Delta tested our market last year with Saturday service over a period of two months. As a result, we have added Atlanta to our marketing strategies. To help support the service, we have partnered with Delta to create cooperative marketing on their internal networks, and we will have an activation program in Atlanta in December. Colleen will present an overview of this activation at the board meeting.

The CVB leadership team is going through extensive leadership training with the Coraggio Group. The entire leadership team completed the Leadership Practices Inventory, which included a 360 evaluation by their direct reports and team. They also completed StrengthsFinders and are going through sessions with Coraggio built around the Five Behaviors of a Cohesive Team. We completed multiple sessions in November and will have additional sessions in December. The entire leadership team will integrate their action plans into their goals and objectives for 2020. We are also restructuring our CVB evaluation process and will be introducing a new format for 2020. Once completed, we will share it with you.

The Greater Palm Springs Tourism Foundation will be partnering with OneFuture Coachella Valley to manage the Tourism Foundation's scholarship portal. This partnership will ensure the foundation is aligned with regional efforts and regulations required for disbursement of funds.

Paul Ouimet with DestinationNEXT continues to interview key stakeholders in each city. Our goal is to have the full report for a board meeting presentation in the first quarter of 2020. As a reminder, DestinationNEXT can be engaged for additional tourism research for each city.

We sincerely appreciate your support. Best wishes for a happy and healthy Thanksgiving!

Sincerely,



Scott White, President/CEO

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JOINT POWERS AUTHORITY

Linda Evans, Chair
City of La Quinta

Geoff Kors, Vice Chair
City of Palm Springs

Ernesto Gutierrez
City of Cathedral City

Gary Gardner
City of Desert Hot Springs

Richard Balocco
City of Indian Wells

Elaine Holmes
City of Indio

Jan Harnik
City of Palm Desert

Charles Townsend
City of Rancho Mirage

V. Manuel Perez
County of Riverside

CVB BOARD OF DIRECTORS

Tom Tabler, Chairman
J.W. Marriott Desert Springs
Resort & Spa

Rolf Hoehn, Vice Chairman
Indian Wells Tennis Garden

Robert Del Mas, Secretary
Empire Polo Club & Event
Facility

Aftab Dada, Treasurer
Hilton Palm Springs Resort

Bruce Abney
El Morocco Inn & Spa

Rick Axelrod, M.D.
Coachella Valley Economic
Partnership

Lorraine Becker
Cabot's Pueblo Museum

Celeste Brackley
Ace Hotel & Swim Club

Tony Bruggemans
Le Vallauris

Gary Cardiff
Cardiff Limousine &
Transportation

Jay Chesterton
Fantasy Springs Resort Casino

Dermot Connolly
La Quinta Resort and Club

Tim Ellis
TravelHost Palm Springs

Michael Facenda
Agua Caliente / Spa Resort
Casinos

Rob Hampton
Palm Springs Convention
Center

JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS

Westin Mission Hills Resort & Spa
Room: Celebrity Ballroom A-C
71333 Dinah Shore Drive
Rancho Mirage, CA 92270

Regular Meeting
November 22, 2019
8:00am – 10:00am

AGENDA

Item	Owner
Call to Order	Linda Evans
Roll Call	Linda Evans
Pledge of Allegiance	Linda Evans
Confirmation of Agenda	Linda Evans
Public Comment	Linda Evans
<p>At this time members of the public may address the JPA Executive Committee on items that appear within the Consent Calendar or matters that are not listed on the Agenda. Please complete a "Request to Speak" form and limit your comments to three (3) minutes. When you are called to speak, please stand and state your name for the record.</p> <p>For all Business Session matters or Departmental Reports on the Agenda, a completed "Request to Speak" form should be filed with the Secretary of the Board prior to the JPA Executive Committee and/or Board of Directors beginning consideration of that item.</p>	
Presentations	
Oliver Lamb, Ailevon Pacific – Airline Update (20 min) Gary Gardner, City of DHS – Sand to Snow National Monument (10 min) Joe Tormey, Director - CSUSB Hospitality Program Update (10 min)	Linda Evans
Approval of Minutes	
<ul style="list-style-type: none"> JPA-CVB Board of Directors Joint Meeting Minutes dated October 25, 2019 (all vote) 	Linda Evans
Consent Calendar (JPA Executive Committee Only Votes)	Linda Evans
<ul style="list-style-type: none"> Warrants and Demands Dated October 31, 2019 	
JPA Executive Committee Items (JPA Executive Committee Only Votes)	Linda Evans
<ul style="list-style-type: none"> Updates from the Chair Resolution No. JPA 2019-005 – Authorized Signatories to the Defined Benefit Pension Plan Updates from the JPA Members 	

CVB Board of Directors (continued)

Jerry Keller

Lulu California Bistro

Jay Mainthia

Indio Super 8 & Suites

Michael McLean

McLean Company Rentals

Allen Monroe

The Living Desert

Lee Morcus (Emeritus)

Kaiser Restaurant Group

Thomas Nolan

Palm Springs International
Airport

Brad Poncher

Homewood Suites by Hilton,
La Quinta

Greg Purdy

Palm Springs Aerial Tramway

Christoph Roshardt

Renaissance Esmeralda Resort
& Spa

Tom Scaramellino

Westin Mission Hills Golf Resort
& Spa

Bob Schneider

Desert Bob Consulting

Barb Smith

Access Palm Springs

Kelly Steward

The Ritz-Carlton Rancho
Mirage

Joe Tormey

CSU San Bernardino
Palm Desert Campus

Peggy Trott

Kimpton Rowan Palm Springs

Doug Watson

Riviera Palm Springs

Elie Zed

Retired Hospitality Executive

CEO/President's Report

Scott White

- Board Report November 2019
 - * Convention Sales
 - * Destination Marketing
 - * Brand Update
 - * 2020 Board Meetings
- Monthly Summary Financial Report & Treasurer's Report – September 2019

CVB Board of Directors Update

Tom Tabler

- Renewing CVB Board of Directors for Another Term:
Tom Scaramellino, Barb Smith, Kelly Steward, Doug Watson
- Renewing CVB Board of Directors and Waiving Term Limits:
Robert Del Mas, Lorraine Becker, Jay Mainthia, Thomas Nolan,
Bob Schneider
- Updates from the Chair
- Updates from the Members

Future Meeting Date | Friday, January 24, 2020, Location TBD


Linda Evans

Adjournment

Linda Evans

Public Notices

- The Greater Palm Springs Convention & Visitors Bureau is handicapped accessible. If special equipment is needed for the hearing impaired, please contact Revae Reynolds at (760) 969-1309 or rreynolds@gpscvc.com at least forty-eight (48) hours in advance of the meeting and accommodations will be made.
- If special electronic equipment is needed to make presentations to the CVB Board of Directors, arrangements should be made in advance by contacting Revae Reynolds at (760) 969-1309 or rreynolds@gpscvc.com. A one (1) week notice is required.
- Any writings or documents provided to the JPA Executive Committee and CVB Board of Directors regarding any item(s) on this agenda will be made available for public inspection at the Greater Palm Springs CVB located at 70-100 Highway 111, Rancho Mirage, CA 92270, during normal business hours.



JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

Call to Order

Meeting was called to order at 8:07 a.m. by Linda Evans, JPA Chair and Mayor of the City of La Quinta, at the JW Marriott Desert Springs Resort & Spa, Springs Ballroom Salons A-C, in Palm Desert, CA.

Roll Call

The roll call is recorded on the following page.

OCTOBER 25, 2019

JOINT POWERS AUTHORITY

Linda Evans, Chair
City of La Quinta

Geoff Kors, Vice Chair
City of Palm Springs

Ernesto Gutierrez
City of Cathedral City

Gary Gardner
City of Desert Hot Springs

Richard Balocco
City of Indian Wells

Elaine Holmes
City of Indio

Jan Harnik
City of Palm Desert

Charles Townsend
City of Rancho Mirage

V. Manuel Perez
County of Riverside

CVB BOARD OF DIRECTORS

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Indian Wells Tennis Garden

Robert Del Mas, Secretary
Empire Polo Club & Event
Facility

Aftab Dada, Treasurer
Hilton Palm Springs Resort

Bruce Abney
El Morocco Inn & Spa

Rick Axelrod, M.D.
Coachella Valley Economic
Partnership

Lorraine Becker
Cabo's Pueblo Museum

Celeste Brackley
Ace Hotel & Swim Club

Tony Bruggemans
Le Vallauris

Gary Cardiff
Cardiff Limousine &
Transportation

Jay Chesterton
Fantasy Springs Resort Casino

Dermot Connolly
La Quinta Resort & Club and
PGA West

Tim Ellis
TravelHost Palm Springs

Michael Facenda
Agua Caliente Resort Casino

Rob Hampton
Palm Springs Convention
Center

Jerry Keller
Lulu California Bistro

Jay Mainthia
Indio Super 8 and Suites

Location: JW Marriott Desert Springs
74855 Country Club Drive
Palm Desert, CA 92260

Regular Meeting
Friday, October 25, 2019, 8:00am – 10:00am

JPA ROLL CALL PRESENT		PRESENT	NOT/YTD
CITY OF LA QUINTA	Linda Evans, Mayor, Chair	X	
	Robert Radi, Council Member		
CITY OF PALM SPRINGS	Geoff Kors, Council Member, Vice Chair	X	
	Robert Moon, Mayor		
CITY OF CATHEDRAL CITY	Ernesto Gutierrez, Council Member	X	
	Mark Carnevale, Mayor Pro Tem		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council Member	X	
	Jan Pye, Mayor Pro Tem		
CITY OF INDIAN WELLS	Richard Balocco, Council Member	X	
	Ted Mertens, Mayor		
CITY OF INDIO	Elaine Holmes, Council Member	X	
	Waymond Fermon, Council Member		
CITY OF PALM DESERT	Jan Harnik, Council Member		
	Gina Nestande, Mayor Pro Tem	X	
CITY OF RANCHO MIRAGE	Charles Townsend, Council Member		3
	Iris Smotrich, Mayor	X	
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District		2
	Steven Hernandez, Chief of Staff	X	
CVB BOARD OF DIRECTORS ROLL CALL		PRESENT	EXCUSED
Tom Tabler, Chair, J.W. Marriott Desert Springs Resort & Spa			X
Rolf Hoehn, Vice Chair, Indian Wells Tennis Garden		X	
Robert Del Mas, Secretary, Empire Polo Club		X	
Aftab Dada, Treasurer, Hilton Palm Springs Resort		X	

CVB Board of Directors
(continued)

Michael McLean
McLean Company Rentals

Allen Monroe
The Living Desert

Lee Morcus (Emeritus)
Kaiser Restaurant Group

Thomas Nolan
Palm Springs International
Airport

Brad Poncher
Homewood Suites by Hilton,
La Quinta

Greg Purdy
Palm Springs Aerial Tramway

Christoph Roshardt
Renaissance Indian Wells

Tom Scaramellino
Westin Mission Hills Golf Resort
& Spa

Bob Schneider
Desert Consulting

Barb Smith
Access Palm Springs

Kelly Steward
The Ritz-Carlton Rancho
Mirage

Joe Tormey
CSU San Bernardino
Palm Desert Campus

Peggy Trott
Kimpton Rowan Palm Springs

Doug Watson
Riviera Palm Springs

Elie Zod
Retired Hospitality Executive

Bruce Abney, El Morocco Inn & Spa	X	
Rick Axelrod, Coachella Valley Economic Partnership (CVEP)	X	
Lorraine Becker, Cabot's Pueblo Museum	X	
Celeste Brackley, ACE Hotel & Swim Club		X
Tony Bruggemans, Le Vallauris		X
Gary Cardiff, Cardiff Limousine & Transportation	X	
Jay Chesterton, Fantasy Springs Resort Casino		X
Tim Ellis, TravelHost Palm Springs	X	
Michael Facenda, Agua Caliente Resort Spa / Spa Resort Casino		X
Rob Hampton, Palm Springs Convention Center (new)	X	
Jerry Keller, Lulu and Acqua California Bistros	X	
Jay Mainthia, Indio Super 8 Motel	X	
Michael McLean, McLean Company Rentals	X	
Allen Monroe, The Living Desert		X
Lee Morcus (Emeritus), Kaiser Restaurant Group	X	
Tom Nolan, Palm Springs International Airport	X	
Brad Poncher, Homewood Suites by Hilton, La Quinta	X	
Greg Purdy, Palm Springs Aerial Tramway	X	
Christoph Roshardt, Renaissance Indian Wells Resort		X
Tom Scaramellino, Westin Mission Hills Golf Resort & Spa	X	
Bob Schneider, Desert Consulting	X	
Barb Smith, Access Palm Springs	X	
Kelly Steward, The Ritz-Carlton, Rancho Mirage	X	
Joe Tormey, CSU San Bernardino Palm Desert Campus (new)		
Peggy Trott, Kimpton Rowan Palm Springs	X	
Doug Watson, Doubletree by Hilton		X
Elie Zod, Retired Hospitality Executive	X	

STAFF/ATTORNEY

Scott White, President and CEO
Mark Crabb, Chief Sales Officer
Bill Judson, Vice President Finance and Administration
Jeff Miraglia, Chief Brand Officer
Colleen Pace, Chief Marketing Officer
Bob Thibault, Chief Development Officer
Suzanne Aed, National Sales Manager
Erica Abarca, Partnership Manager
Genoa Aleman, Brand Manager
Matt Bark, National Sales Manager
Tammy Bucklin, Associate Director of Sales
Miranda Caudell, Copywriter
Andy Cloutier, Director of Human Resources
Joyce Kiehl, Director of Communications
Rebecca Kirkpatrick, Business Analyst
Krystal Kusmieruk, Social Media Manager

Alex Mercado, Convention Sales Admin Asst
Davis Meyer, Partnership Manager
Anne Marie Mourhess, National Sales Manager
Joanne Ohanesian, Marketing Coordinator
Gary Orfield, Director Travel Industry Sales
Rob Osterberg, Director of Convention Sales
Jill Philbrook, Director of Destination Services
Revae Reynolds, Executive Administrative Assistant
Mary Ryan, National Sales Manager
Danae Sheehan, Assoc Director of Destination Services
Julie Sinclair, Director of Brand Communications
Amber Warren, Brand Coordinator
Marissa Willman, Director of Digital Marketing

Steve Quintanilla, Legal Counsel
Colin Kirkpatrick, Deputy Legal Counsel

GUESTS

Peter Freymuth, Palm Springs Airport Commission
Irene Rodriguez, Cabot's Pueblo Museum
PJ Gagajena, City of Indio
Jan Hulahan, JW Marriott Desert Springs
Deborah McGarrey, Southern California Gas Company
Dr. Jake Zhu, CSU San Bernardino Palm Desert Campus

PLEDGE OF ALLEGIANCE

Chair Evans lead the Pledge of Allegiance.

CONFIRMATION OF AGENDA

Agenda was accepted unanimously.

PUBLIC COMMENT

There were no comments from the public.

PRESENTATION

Deborah McGarrey, Public Affairs Manager, Southern California Gas Company

Ms. McGarrey summarized the large geographic area of the gas company and its stakeholders including cities, elected officials and rate payers. She distributed a blue packet of information (attached to these minutes) including a printed copy of her presentation.

A number of California laws are focused on reducing emissions to meet the climate goals of the state. The Gas Company does not oppose the climate-related legislation, but some have proposed to eliminate all gas appliances, for example. The Gas Company is in favor of choice, supporting the development of solar, wind, electric, hydrogen, and compressed natural gas (CNG). The Gas Company has a goal of developing 5% renewable natural gas by 2022. They have invested \$500 million in dairy-related technology toward this end. Another goal is de-carbonizing their pipeline. They are also working on waste water treatment plants.

McGarrey encouraged all cities to pass a resolution in support of affordable and balanced strategies to reduce emissions from buildings and that call on state policymakers to preserve consumers' ability to choose either natural gas or electric appliances for their homes and businesses.

APPROVAL OF MINUTES (All Vote)

The JPA-CVB Board of Directors Joint Meeting Minutes dated June 28, 2019 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated June 28, 2019, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting (Gardner / Kors) with two abstentions (Hernandez and Smotrich) who are alternates today and were not present at the June meeting.

CONSENT CALENDAR (JPA Exec Committee Only Votes)

1. Warrants and Demands Dated June 2019
2. Warrants and Demands Dated July 2019
3. Warrants and Demands Dated August 2019
4. Warrants and Demands Dated September 2019

The consent calendar was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Holmes / Kors).

JPA EXECUTIVE COMMITTEE ITEMS (JPA Executive Committee Only Votes)

VOTE FOR JPA EXECUTIVE COMMITTEE OFFICERS FOR 2020 (Nomination: Chair – Linda Evans, Vice Chair – Geoff Kors)

The slate of officers was approved as presented and the vote was unanimous based on the roll call taken at the beginning of the meeting (Balocco / Holmes).

RESOLUTION NO. JPA 2019-004 – MEETING DATES 2020

The date for the January 2020 meeting was changed from January 31 to January 24. The 2020 meeting dates were then approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Kors / Balocco).

UPDATES FROM THE JPA MEMBERS

Iris Smotrich – summarized events in Rancho Mirage. Council is reviewing a master plan for a proposed 16-acre, mixed-use project. Another project is a grand oasis crystal lagoon, 34-acre body of water for recreational activities including small craft sailing, with pedestrian walkways, public beach, public park, beach club homes of various sizes, and commercial and office spaces. Hotels will flank the lagoon. The City will schedule public hearings in the near future.

Elaine Holmes – announced that Indio has hired Brooke Beare as their Director of Communications and Marketing. The City recently completed an update to its general plan which will direct the evolution of Indio's growth. Its State of the City event is on Halloween. A new Hampton Inn is under construction. The City is in discussions with Coachella Valley Economic Partnership for an iHub in downtown Indio; it fits well with College of the Desert, as well. The college has purchased a third site in Indio for a new Child Development Center. The Indio BBQ State Championship event is November 2, 2019.

Richard Balocco – reported the relaunch of the remodeled Vue Grille & Bar took place last evening. There have been updates to Shots in the Night that facilitate group activities. The hotel project for the corner just west of Miles Avenue is moving along; planning for 139 rooms, 56 condos, 31 villas, and also restaurants. Financing and other details are progressing, expecting finalization in two years. The Renaissance Indian Wells is rebranding as Renaissance Esmeralda. Hyatt Regency Indian Wells is in progress to create a water theme park.

Gina Nestande – reported on the development at Desert Willow, Desert Surf Resort, which will be a 15-acre resort with a 5-acre surf lagoon. There is only one other such development in the United States, in Texas. It will include an up-scale hotel with villas and will be an economic game changer for the whole valley bringing visitors in the summer. The City met with the developers yesterday and their next meeting is November 14, 2019. The monthly "First Weekend" series of events for Palm Desert begins November 1.

Geoff Kors – reported that Palm Springs had a good summer and occupancy was up. The City just finished the Modernism Week Fall Preview. Tickets for Modernism Week in the spring will go on sale November 1. Next week is Palm Springs Pride with 140,000 people expected to attend. There will be an entertainment district and Palm Canyon will be closed for the festival. The new arena is expected to open September 2021 including a resident hockey team. They will break ground in January 2020. As the City is working on DestinationNEXT, they are starting to think about possible multi-city events, sports events, for example, that could be developed.

Ernesto Gutierrez – Cathedral City is breaking ground on the bridge on Cathedral Canyon soon. The City budget has been updated and there are a number of road improvement projects upcoming. Gutierrez met the director of tourism for the city of Guadalajara, Mexico, and they discussed a potential direct flight into Palm Springs. Upcoming events in Cathedral City: Halloween Spectacular is October 27, Dia de Los Muertos is November 2 at the Palm Springs cemetery. November 9-16 is the Healing Fields which is a tribute to veterans who paid the ultimate price since 2001. The Balloon Festival and associated food trucks will be held November 22-24 featuring 30 hot air balloons, lots of entertainment and food.

Gary Gardner – reported that the TOT in Desert Hot Springs has increased and parking lots in the summer were frequently full. DHS has \$11M in its reserve budget now. The Tyson Ranch project is pursuing phase one permits. The Tyson music festival expects 10,000 people to attend in March 2020. The City is anticipating the Hot Springs conference the first week in November 2019 welcoming owners and operators of hot springs across the nation. Spa tours will be brought back in the spring. The City is hiring a new development director to grow the tourism and retail sectors. Next week, Gardner is meeting with the Bureau of Land Management and the forest service to discuss park headquarters for Sands to Snow National Monument.

Steven Hernandez – Supervisor Perez is in Sacramento working to secure \$20M for the North Lake Plan (Salton Sea). The fire in the eastern end of the Coachella Valley is 30% contained. It is a mulch fire stemming from illegal land use. The Bureau of Indian Affairs fire service is the lead agency working on that fire. Supervisor Perez was instrumental in arranging the Mariachi event at the McCallum Theatre last weekend. Perez supports aligning mariachi events across the Coachella Valley.

Linda Evans – The date for the Ironman is December 8, 2019. There are a number of construction projects in La Quinta including flood control; various streets are being improved. On the City's website there are updated videos of the Montage project taken by drone. American Express is the new sponsor for the golf classic. The City is working on a plan for the Highway 111 corridor between Washington and Jefferson, including a CV Link component.

CVB BOARD OF DIRECTORS (CVB Board of Directors Only Vote)

UPDATES FROM THE CHAIR

Rolf Hoehn noted that the CVB's remote sales people are in town and invited those in attendance today to introduce themselves.

BOARD MEMBER TERMS – VOTE DURING NOVEMBER 2019 MEETING

Hoehn noted that the CVB board membership will be on the agenda for the November 2019 meeting. Some members will be renewed and some of those will need their term limits waived, as indicated on the handout in the board packet. The Board Officers serve a two-year term and are in the middle of their terms this year, so there will not be a Board Officer election this year.

NOMINATING COMMITTEE – NEW MEMBERS (Joe Tormey, Rob Hampton)

Chair of the Nominating Committee, Tim Ellis, reported that the Committee is recommending two new members to the board. The first is Joe Tormey who could not attend today's meeting. Mr. Tormey is the Director of the Hospitality program at CSU San Bernardino Palm Desert Campus. Attending from the campus is the new Dean, Dr. Jake Zhu. The second recommendation is Rob Hampton, General Manager of the Palm Springs Convention Center, who introduced himself and gave a brief history of his experience. The motion to accept these two new members was unanimous based on the roll call taken at the beginning of the meeting (Hoehn / Cardiff).

Ellis noted that Board Member Stephen D'Agostino, General Manager of the Hyatt Regency Indian Wells, is moving to Dallas. The new GM at the Hyatt will be Mike Waddell who is coming from Scottsdale.

RESOLUTION NO. BOD 2019-001 – MEETING DATES 2020

The Board of Directors noted the change in the January meeting date from January 31 to January 24 and the meeting dates for 2020 were accepted unanimously according to the roll call taken at the beginning of the meeting (Dada / Mainthia).

VISIT CALIFORNIA MARKETING RENEWAL REFERENDUM – LETTER AND FLYER

Scott White noted that this update on the Visit California Marketing Renewal Referendum will be discussed during the CVB Update later in this meeting.

CEO/PRESIDENT'S REPORT

BOARD REPORT FOR OCTOBER 2019

Destination NEXT – Bob Thibault

Thibault noted the guest experience survey that was completed by Paul Ouimet of NextFactor Enterprises. Mr. Ouimet is working on a new project, a Destination Experience Plan for the individual cities and has visited each one, meeting with most city officials. The project encourages each city to think strategically about potential developments and events to come. He will present his results after the first of the year.

Thibault also reported on the results of the CVB's study of the employees in our tourism industry and in which zip code they reside, noting that 92% of them live in the Coachella Valley.

Thibault also reported that the Airport Roundtable conference will take place in the destination January 15-17, 2020. This is a gathering of airline route planners and airline marketing professionals. It is beneficial to have them experience the destination.

Thibault also shared statistics on our Palm Springs airport passengers, hotel occupancy and revenue per available room (RevPAR) which are all up for the months of May through August 2019.

Travel Industry Sales – Gary Orfield

Orfield offered congratulations to the Hyatt Regency Indian Wells and appreciation for the Convention Sales and Destination Services teams and the CVB's Paris office for securing the CEDIV annual travel conference here from France in June 2020. This conference will be attended by over 200 French travel agencies.

Orfield shared the marketing collaboration this year between Greater Palm Springs, West Hollywood and San Diego working together to promote "Road Trip 2020" in Australia. There are a number of components to the initiative including the Cool Cousins app.

Orfield reported on the targeted strategy to promote the destination in Ireland. Working with the CVB office in London, the CVB has trained half of the travel professionals in Ireland. Marketing efforts have increased awareness of the destination and its brand pillars.

Orfield noted the upcoming programs and those in which Partners can participate.

Convention Sales – Mark Crabb

Crabb noted the CVB's progress toward its room night goals and how they will be achieved; the CVB is on track.

The IMEX 2019 trade show was a success with 98 one-on-one appointments and 214 clients in the booth had discussions with CVB team members.

The CVB is working more intently with CVENT which is an online platform that automates and simplifies the entire meeting planning process used by 92,000 planners. It is a tool to integrate revenue management into the sales process. Crabb noted

the various metrics in the meeting planning industry, for example, smaller meetings are trending and he noted the demographic distribution of planners' ages, etc. The CVB has created a new ad campaign for use on the CVENT platform.

With respect to events coming up, Crabb noted the visit of industry leaders attending Brian Stevens (CEO of ConferenceDirect) event at the Ritz-Carlton next week and Meetings Today Live 2019 taking place at the JW Marriott Desert Springs, La Quinta Resort & Club, Omni Rancho Las Palmas Resort & Spa, and Westin Mission Hills Golf Resort & Spa. There are Site Experience trainings for General Managers and Directors of Sales and Marketing at ten different properties coming up soon.

Crabb noted the new hire of Angela Day, Northeast National Sales Manager, who starts her job at the CVB November 4.

Destination Marketing – Colleen Pace

Pace shared a wealth of data the CVB received from the market research company SMARI, including the type of trip visitors were on, types of lodging they chose, advertising awareness, and ad campaign return on investment (ROI). The main takeaway is that the CVB's campaigns are measurably effective, efficient and exceed industry averages. Board member Lee Morcus asked about the decrease in awareness and Pace responded that the goal is to reach more affluent audiences which explains the increases in trip spending and economic impact.

With respect to the Summer 2019 Co-op campaign, there were over 13.5 billion impressions and over 206K spots and there were twelve Partners who participated.

The 2019 Summer Chill campaign resulted in 18 billion total impressions with 17.8 billion TV impressions, 61.5 million digital impressions, 128 million out-of-home impressions and 842,000 print impressions.

The Fall Weldest Campaign started in September as a fully integrated campaign with a "Weldest" message across all channels and outlets. The Weldest-themed video was shown in which Wanderlust was involved.

Pace summarized the co-op opportunities for 2020 including streaming TV, such as Hulu, for the first time. Billboards will also be used and there is a new international co-op on Expedia. New co-ops for 2020 include social media, Locale, Adara and Pandora.

The new Visitor Guide is out and it is also available digitally. It is distributed throughout the destination in high traffic areas and the CVB has already mailed out 5,000 copies.

Digital Marketing – Marissa Willman

Willman noted that there has been a 37% increase in mobile traffic to the CVB's website, so the CVB will now track desktop and mobile traffic separately. This is one of the reasons the website will be redesigned, to be more mobile-friendly.

The hiking trail landing page went live last month. The CVB worked with the Bureau of Land Management and Friends of the Desert Mountains to develop one approved list of trails.

Willman reported that the CVB tracks its digital advertising impact via Adara which showed that \$2 million of revenue and over 11,000 room nights were generated by CVB digital ads during April to July 2019. The CVB also learned that the air service of Sacramento was in the top ten destinations even though it is new. Scott White noted that this is good data to support air service in the summer.

Social Media – Krystal Kusmieruk

Kusmieruk reported that the CVB worked with Sparkloft to quantify the results of the summer social media campaign. The CVB is able to retarget those who click on an ad. The "CHILLspiration" video was shown.

Kusmieruk noted that gpsNEXT is a Partner education campaign. The CVB held a training for Partners regarding the effective use of social media. Board member Greg Purdy reported that the class attended by employees of the Palm Springs Aerial Tramway was very informative and helpful. There will be future trainings on the topics of Public Relations and Pitching.

Communications – Joyce Kiehl

Kiehl reported that the CVB celebrated and promoted the inaugural flight of Contour Airlines September 16, 2019. Forty-five Sacramento-based media and meeting planners attended a reception to celebrate the event.

The CVB also joined with Visit California for its annual media mission to Canada. The team met with media in Toronto, Calgary and Vancouver.

Kiehl also reported that media dinners were held in both Los Angeles and San Francisco and six Partners participated in each event.

Kiehl summarized her department's progress toward their PR Quality Score as they are implementing the Barcelona Principles. They are on track to reach their goal.

With respect to upcoming initiatives, Kiehl summarized various conferences, dinners and events the Communications team is involved in.

Partnership – Davis Meyer

Meyer described the upcoming Partner events including a mixer at Villa Paradiso on October 30, Family Day at Desert International Horse Park on November 3, a Meet & See at Classic Club on November 14 and the CVB's Holiday Party on December 5.

Meyer reported the top-viewed Chill Deals over the summer. There were 403 in total and she noted that they are all free of charge to Partners.

The CVB hosted a Live Your Wellesst kickoff event at the JW Marriott Desert Springs on September 20 with 135 attendees and industry guest speakers. There were information stations and activities hosted by Eisenhower Health, Spa Desert Springs, and Thrive Fitness Studio.

Certified Travel Ambassador (CTA) Program – Erica Abarca

Abarca thanked those in the room with whom she has been working since taking over the program four months ago. As of June, there were 162 people who had completed the program and now there are 376. Many organizations have hosted group trainings which has helped fill the classes. The program is growing with special events open only to CTAs and excursions designed to enhance their experience and awareness of our destination. There is also now a CTA digital newsletter. Three ways to get involved: 1. Become a CTA, 2. Explore business opportunities, 3. Support a student.

Visit California Marketing Renewal Referendum – Scott White

White explained the funding structure of Visit California and its periodic renewal which is voted upon by industry members across the state which gross \$1 million or more in revenue annually. Ballots will arrive in November and the deadline to vote is December 31, 2019. Please return your ballot and support Visit California, which is vital to our industry.

MONTHLY SUMMARY FINANCIAL REPORT & TREASURER'S REPORT – AUGUST 2019

White congratulated Bill Judson on the CVB's financial reports which continue to show the company in good standing. The annual audit is still in process and is going smoothly.

CVB BOARD OF DIRECTORS UPDATES

UPDATES ON NEW DEVELOPMENTS

Rolf Hoehn – reported that the Margaritaville National Pickleball National Championship will take place at the Indian Wells Tennis Garden November 2-10. They will use 49 courts and play 4,200 matches over nine days. Entry is \$5 or \$10. He also noted the Ironman in December and, of course, the tennis tournament in March 2020, for which tickets sales are ahead of pace.

Tim Ellis – encouraged members to support the Palm Springs Hospitality Association's Clubs for Kids golf tournament coming up which benefits youth in the Palm Springs area and provides student scholarships. He also noted that the Palm Desert golf cart parade is coming up and the CVB has a cart in the parade.

Rick Axelrod – noted the Coachella Valley Economic Partnership Economic Summit is November 19. He also encouraged everyone to attend or purchase a table for the LifeStream Blood Bank fundraising event November 21. Rita Coolidge will provide entertainment. The blood bank is giving seats to those who have donated 5 gallons or more.

Aftab Dada – added that the Clubs for Kids tournament has a goal to raise \$40,000 for the Boys & Girls Club of Palm Springs and scholarships for students in hospitality.

Jerry Keller – shared some upcoming events that LULU has planned including Halloween on Arenas in Palm Springs. Acqua is partnering with Musical Theater University in the production of Nunsense this Monday and the next two Mondays. Tickets are \$49 for the dinner and show package.

Scott White – noted that the strategic planning firm, Coraggio, completed an organizational assessment for the CVB last year which resulted in the hiring of additional staff. Coraggio has been contracted again, this time to complete an assessment of progress since that time and also to facilitate a leadership assessment and training.

White thanked the JW Marriott Desert Springs for hosting today's meeting and announced the location for next month's meeting is the Westin Mission Hills Golf Resort.

FUTURE MEETING DATE

Friday, November 22, 2019. Location: Westin Mission Hills Golf Resort

ADJOURNMENT

The meeting was adjourned at 9:54 a.m.

Prepared by:

Revae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:

Robert Del Mas

Approval Date:

The following pages reflect the checks that were written for the
Period of
October 1, 2019 through October 31, 2019.
Checks from Wells Fargo are numbered 053436 through W1031A



70100 HIGHWAY 111
RANCHO MIRAGE, CA 92270
T:760.770.9000 • 800.967.3767

A blue ink signature of Scott White, consisting of a large, stylized 'S' followed by a horizontal line and a small 'W'.

Scott White, President/CEO
GPSCVB

A blue ink signature of Bill Judson, featuring a large, stylized 'B' followed by a horizontal line and a small 'J'.

Bill Judson, Vice President of Finance
GPSCVB

A blue ink signature of Aftab Dada, featuring a large, stylized 'A' followed by a horizontal line and a small 'D'.

Aftab Dada, Chairman, HIBC Finance/Budget Committee

Check History Report
Sorted By Check Number
Activity From: 10/1/2019 to 10/31/2019

Greater Palm Springs Convention & Visitors Bureau (CVA)

Bank Code: 3 Wells Fargo Checking

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
053042	10/3/2019	AILEVON	Ailevon Pacific Aviation	5,417.00-	Reversal
053288	10/3/2019	VOSSLER	Judy Vossler	3,099.81-	Reversal
053436	10/4/2019	A&SARTI	Steven H May	231.00	Auto
053437	10/4/2019	A&SARTI	Steven H May	1,015.13	Auto
053438	10/4/2019	ACSHEAT	Randall A Brockman	817.50	Auto
053439	10/4/2019	AGLE	Joshua Agle	3,500.00	Auto
053440	10/4/2019	AILEVON	Ailevon Pacific Aviation	5,417.00	Auto
053441	10/4/2019	AMEXBGS	American Express	13,406.53	Auto
053442	10/4/2019	BASIC2	BASIC	156.48	Auto
053443	10/4/2019	BRANDIN	Angela Weimer	357.60	Auto
053444	10/4/2019	BURRTEC	Burrtec Waste & Recycling Svcs	178.52	Auto
053445	10/4/2019	CALLUST	California Lustre	565.69	Auto
053446	10/4/2019	CALTIA	California Travel Association	51,750.00	Auto
053447	10/4/2019	CHILD	Children's Discovery Museum of	1,000.00	Auto
053448	10/4/2019	COLONIA	Colonial Life	1,810.80	Auto
053449	10/4/2019	CONARD	Lance Conrad - Marut	250.00	Auto
053450	10/4/2019	CVEP	Coachella Valley Economic	1,900.00	Auto
053451	10/4/2019	CVWATER	Coachella Valley Water Dist.	241.46	Auto
053452	10/4/2019	DESADV	Desert Adventures	453.75	Auto
053453	10/4/2019	DESTPSP	Destination PSP, Inc.	20.00	Auto
053454	10/4/2019	HOTELOX	Hotel Oxygen Palm Springs	1,094.36	Auto
053455	10/4/2019	HOVEL	Debra Hovel	2,133.45	Auto
053456	10/4/2019	MAILFIN	MailFinance	2,722.58	Auto
053457	10/4/2019	METLIFE	Metropolitan Life Insurance	5,718.95	Auto
053458	10/4/2019	MOURHES	Anne Marie Mourhess	2,000.00	Auto
053459	10/4/2019	OFFDEPO	Office Depot, Inc.	1,251.93	Auto
053460	10/4/2019	OFFICE1	Office Team	4,000.00	Auto
053461	10/4/2019	PALMDES	City of Palm Desert	1,000.00	Auto
053462	10/4/2019	PETTY	Petty Cash	416.19	Auto
053463	10/4/2019	PROFLAN	Professional Landscape Service	1,025.00	Auto
053464	10/4/2019	PSCANDY	Palm Springs Candy Company	216.00	Auto
053465	10/4/2019	PSHOSP	Palm Springs Hospitality Assn	180.00	Auto
053466	10/4/2019	PUBSTOR	Shurgard-Resco II, LLC	385.00	Auto
053467	10/4/2019	REEDBUS	Reed Business Information Inc.	2,475.00	Auto
053468	10/4/2019	SHIELDS	Shields Date Garden	144.00	Auto
053469	10/4/2019	SKYWINC	Sky Watcher, Inc.	800.00	Auto
053470	10/4/2019	UPS2	UPS Supply Chain Solutions Inc	95.23	Auto
053471	10/4/2019	VOSSLER	Judy Vossler	3,099.81	Auto
053472	10/4/2019	VSP	Vision Service Plan (CA)	800.24	Auto
053473	10/11/2019	2SYNERG	2Synergize, LLC	2,300.00	Auto
053474	10/11/2019	ADARA	ADARA	3,334.00	Auto
053475	10/11/2019	AILEVON	Ailevon Pacific Aviation	5,417.00	Auto
053476	10/11/2019	AMC	AMC Institute	7,500.00	Auto
053477	10/11/2019	ATRANSP	A Transportation Service, LLC	96.00	Auto
053478	10/11/2019	BANYER	Banyer Travel West, LLC.	800.00	Auto
053479	10/11/2019	BESTBES	Best Best & Krieger	75.00	Auto
053480	10/11/2019	BESTBEV	F & B Associates Inc.	2,000.00	Auto
053481	10/11/2019	BESTPRO	Best Promotions	619.43	Auto
053482	10/11/2019	CAL DIS	California State Disbursement	754.50	Auto
053483	10/11/2019	CVHISTO	Coachella Valley History	1,000.00	Auto
053484	10/11/2019	DESADV	Desert Adventures	632.50	Auto
053485	10/11/2019	DESRTHE	Desert Health	1,850.00	Auto
053486	10/11/2019	DESTPSP	Destination PSP, Inc.	420.00	Auto
053487	10/11/2019	FIRST	DAIOHS USA	455.35	Auto

Run Date: 11/13/2019 11:37:37AM

A/P Date: 11/13/2019

Page: 1

User Logon: Gilda

Check History Report
Sorted By Check Number
Activity From: 10/1/2019 to 10/31/2019

Greater Palm Springs Convention & Visitors Bureau (CVA)

Bank Code: 3 Wells Fargo Checking

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
053488	10/11/2019	FRIENDS	Friends of the Desert	1,200.00	Auto
053489	10/11/2019	GECKO	Gecko Grafix Corporation	2,250.00	Auto
053490	10/11/2019	GOSLIN	Sarah Goslin	1,000.00	Auto
053491	10/11/2019	IRCINC	IRC Corporation	28.50	Auto
053492	10/11/2019	IWGOLFR	Indian Wells Golf Resort	4,442.96	Auto
053493	10/11/2019	JNS	JNS Media Specialists	58,544.65	Auto
053494	10/11/2019	KNOWLAN	Knowland	2,400.00	Auto
053495	10/11/2019	LAWQUIN	Steven B. Quintanilla,	3,000.00	Auto
053496	10/11/2019	MADRAS	Diana Jean Bergquist	1,672.50	Auto
053497	10/11/2019	OFFDEPO	Office Depot, Inc.	621.46	Auto
053498	10/11/2019	OFFICE1	Office Team	1,249.00	Auto
053499	10/11/2019	PARTTIM	Part Time Genius	8,000.00	Auto
053500	10/11/2019	PSFILM	Palm Springs International	85,000.00	Auto
053501	10/11/2019	RES	RES Communications	118.75	Auto
053502	10/11/2019	SAVORY	LEMICO, LLC	812.50	Auto
053503	10/11/2019	SHIELDS	Shields Date Garden	62.50	Auto
053504	10/11/2019	SIMPLE	Simpleview LLC	170,106.88	Auto
053505	10/11/2019	SPARKLO	Sparkloft Media	12,172.86	Auto
053506	10/11/2019	STRATEG	Strategic Marketing & Research	18,750.00	Auto
053507	10/11/2019	SUMMERL	Summerland Creative, Inc.	56,716.66	Auto
053508	10/11/2019	TELEPAC	TPx Communications	3,295.46	Auto
053509	10/11/2019	TUCKER	Katelyn Tucker	675.00	Auto
053510	10/11/2019	UPS	United Parcel Service	2,071.01	Auto
053511	10/11/2019	WILMA	Wilma & Frieda's Cafe	287.19	Auto
053512	10/11/2019	XPRESS	Xpress Graphics & Printing	881.47	Auto
053513	10/11/2019	ZAPATA	Jean Paul Zapata	400.00	Auto
053514	10/17/2019	ABOVETH	Eduardo P Limon	400.00	Auto
053515	10/17/2019	ACETRAN	ACE Transportation, Inc.	7,328.00	Auto
053516	10/17/2019	AHI	AHI Meeting Services	4,822.00	Auto
053517	10/17/2019	AILEVON	Ailevon Pacific Aviation	1,203.55	Auto
053518	10/17/2019	AT&T3	AT&T Mobility	1,175.60	Auto
053519	10/17/2019	DELAGE	De Lage Landen Fin Svc. Inc.	203.03	Auto
053520	10/17/2019	DIAM	Diamond Enviromental Services	400.00	Auto
053521	10/17/2019	DMAI	Destinations International	1,250.00	Auto
053522	10/17/2019	ENTERP2	EAN Services, LLC	1,200.79	Auto
053523	10/17/2019	FIRST	DAIOHS USA	100.00	Auto
053524	10/17/2019	FRONTIE	Frontier	178.53	Auto
053525	10/17/2019	HARVEST	Harvest Kitchen	703.63	Auto
053526	10/17/2019	JNS	JNS Media Specialists	16,000.00	Auto
053527	10/17/2019	KELLY	Kelly Paper	412.18	Auto
053528	10/17/2019	LULU	LuLu California Bistro	300.00	Auto
053529	10/17/2019	MYLITTL	Howard Scotte, LLC	293.59	Auto
053530	10/17/2019	PEAK	Polly Peak	3,500.00	Auto
053531	10/17/2019	SLOVAK	Slovak Baron Empey Murphy &	2,655.30	Auto
053532	10/17/2019	STR	Smith Travel Research Inc.	15,245.00	Auto
053533	10/17/2019	TIMEWAR	Time Warner Cable	94.75	Auto
053534	10/17/2019	UNIONSW	Union Bank	5,204.59	Auto
053535	10/17/2019	UPS	United Parcel Service	581.45	Auto
053536	10/24/2019	360VIEW	360ViewPR	8,000.00	Auto
053537	10/24/2019	AMERHEA	American Heart Association	1,500.00	Auto
053538	10/24/2019	BASIC2	BASIC	156.48	Auto
053539	10/24/2019	BGF	BGF LLC	250.00	Auto
053540	10/24/2019	BRIGHT	Bright Event Rentals	500.00	Auto
053541	10/24/2019	BWEST	B. West Marketing Group, Inc.	643.19	Auto

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Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
053542	10/24/2019	CARDIFF	Cardiff Limousine	406.25	Auto
053543	10/24/2019	CHEIRON	Cheiron, Inc.	9,986.25	Auto
053544	10/24/2019	CVWATER	Coachella Valley Water Dist.	366.34	Auto
053545	10/24/2019	DESCAR	Desert Carolers	440.00	Auto
053546	10/24/2019	HOTELP	Hotel Paseo, Autograph	248.92	Auto
053547	10/24/2019	JNS	JNS Media Specialists	124,389.52	Auto
053548	10/24/2019	LINCOLN	The Lincoln National Life	3,191.81	Auto
053549	10/24/2019	MMGY	MMGY Global, LLC	15,750.00	Auto
053550	10/24/2019	OFFDEPO	Office Depot, Inc.	1,164.43	Auto
053551	10/24/2019	PENA	Xochitl Pena	100.00	Auto
053552	10/24/2019	SCE	Southern California Edison	4,720.49	Auto
053552	10/24/2019	SCE	Southern California Edison	4,720.49-	Reversal
053553	10/24/2019	SHREDIT	Shred-It USA	125.56	Auto
053553	10/24/2019	SHREDIT	Shred-It USA	125.56-	Reversal
053554	10/24/2019	SPARKLO	Sparkloft Media	25,721.84	Auto
053554	10/24/2019	SPARKLO	Sparkloft Media	25,721.84-	Reversal
053555	10/24/2019	TRULYNO	Truly Nolen Branch 063	150.00	Auto
053556	10/24/2019	VORTEX	Vortex Industries, Inc.	365.10	Auto
053557	10/24/2019	WARDJ	Jamie Lee Ward	2,275.00	Auto
053558	10/24/2019	SCE	Southern California Edison	4,720.49	Auto
053559	10/24/2019	SHREDIT	Shred-It USA	125.56	Auto
053560	10/24/2019	SPARKLO	Sparkloft Media	25,721.84	Auto
A1007A	10/7/2019	CALPERS	CalPERS	65,585.46	Manual
C20156	10/1/2019	RYAN	Mary Ryan	54.22	Manual
C20157	10/1/2019	CRABB	Mark Crabb	63.20	Manual
C20158	10/1/2019	ABARCA	Erica Abarca	222.86	Manual
C20159	10/1/2019	AED	Suzanne Aed	7,000.00	Manual
C20160	10/1/2019	BUCKLIN	Tammy Bucklin	288.70	Manual
C20161	10/1/2019	CRABB	Mark Crabb	246.64	Manual
C20162	10/1/2019	KIEHL	Joyce Kiehl	4,887.69	Manual
C20163	10/1/2019	MIRAGLI	Jeff Miraglia	1,334.82	Manual
C20164	10/1/2019	MOURHES	Anne Marie Mourhess	849.87	Manual
C20165	10/1/2019	RYAN	Mary Ryan	266.36	Manual
C20166	10/9/2019	BOWIS	Lynne Bowis	218.00	Manual
C20167	10/9/2019	BOWIS	Lynne Bowis	501.23	Manual
C20168	10/9/2019	CRABB	Mark Crabb	1,161.66	Manual
C20169	10/9/2019	MIRAGLI	Jeff Miraglia	738.52	Manual
C20170	10/9/2019	THIBAUT	Robert Thibault	10.00	Manual
C20171	10/11/2019	WHITE	Scott L. White	1,896.60	Manual
C20172	10/15/2019	QUIGLEY	Barbara Quigley	435.61	Manual
C20173	10/15/2019	BARK	Matt Bark	1,485.75	Manual
C20174	10/15/2019	MARTINS	Sandy Martinez	1,202.78	Manual
C20175	10/15/2019	MASTAKO	Ashley Mastako	1,663.85	Manual
C20176	10/15/2019	QUIGLEY	Barbara Quigley	120.56	Manual
C20177	10/15/2019	SHEEHAN	Danae Sheehan	1,498.99	Manual
C20178	10/15/2019	THIBAUT	Robert Thibault	136.66	Manual
C20179	10/16/2019	BARK	Matt Bark	165.86	Manual
C20180	10/16/2019	BATTLE	Marta Battle	58.58	Manual
C20181	10/16/2019	BUCKLIN	Tammy Bucklin	745.14	Manual
C20182	10/16/2019	GOMER	Lori Gomer	2.44	Manual
C20183	10/16/2019	KILCOYN	Stefanie Kilcoyne	35.19	Manual
C20184	10/16/2019	MORGAN	Michelle Morgan	781.00	Manual
C20185	10/16/2019	ORFIELD	Gary Orfield	1.00	Manual
C20186	10/17/2019	OSTERBE	Rob Osterberg	1,488.57	Manual

Check History Report
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Activity From: 10/1/2019 to 10/31/2019

Greater Palm Springs Convention & Visitors Bureau (CVA)

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Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
C20187	10/16/2019	QUIGLEY	Barbara Quigley	359.32	Manual
C20188	10/16/2019	THIBAUT	Robert Thibault	61.62	Manual
C20189	10/16/2019	CRABB	Mark Crabb	721.84	Manual
C20190	10/16/2019	ORFIELD	Gary Orfield	1.00	Manual
C20191	10/16/2019	QUIGLEY	Barbara Quigley	286.41	Manual
C20192	10/16/2019	RYAN	Mary Ryan	1,597.65	Manual
C20193	10/16/2019	WILLMAN	Marissa Willman	19.80	Manual
C20194	10/17/2019	MARTINE	Lucy Martinez	83.49	Manual
C20195	10/17/2019	ABARCA	Erica Abarca	46.40	Manual
C20196	10/17/2019	AED	Suzanne Aed	1,614.71	Manual
C20197	10/17/2019	BOWIS	Lynne Bowis	455.96	Manual
C20198	10/17/2019	MARTINE	Lucy Martinez	24.00	Manual
C20199	10/18/2019	PHILBRO	Jill Philbrook	1,634.87	Manual
C20200	10/22/2019	CRABB	Mark Crabb	2,193.44	Manual
C20201	10/24/2019	BARK	Matt Bark	318.00	Manual
C20202	10/24/2019	BUCKLIN	Tammy Bucklin	386.61	Manual
C20203	10/24/2019	GOSLIN	Sarah Goslin	218.60	Manual
C20204	10/24/2019	KIEHL	Joyce Kiehl	2,844.13	Manual
C20205	10/24/2019	KUSMIER	Krystal Kusmieruk	25.40	Manual
C20206	10/24/2019	MASTAKO	Ashley Mastako	1,215.75	Manual
C20207	10/24/2019	MOURHES	Anne Marie Mourhess	10.00	Manual
C20208	10/24/2019	WHITE	Scott L. White	1,177.03	Manual
C20209	10/24/2019	ZAPATA	Jean Paul Zapata	447.20	Manual
C20210	10/24/2019	GALLEGO	Robyn Gallegos	72.22	Manual
C20211	10/24/2019	MEYERD	Davis Meyer	117.74	Manual
C20212	10/24/2019	MOURHES	Anne Marie Mourhess	648.01	Manual
C20213	10/24/2019	PACEC	Colleen Pace	350.95	Manual
C20214	10/24/2019	SMITH	Sean Smith	2,269.59	Manual
C20215	10/24/2019	ZAPATA	Jean Paul Zapata	46.13	Manual
C20216	10/25/2019	ABARCA	Erica Abarca	82.52	Manual
C20216	10/25/2019	ABARCA	Erica Abarca	82.52-	Reversal
C20216	10/25/2019	BOWIS	Lynne Bowis	543.20	Manual
C20217	10/25/2019	AED	Suzanne Aed	219.80	Manual
C20217	10/25/2019	AED	Suzanne Aed	219.80-	Reversal
C20217	10/25/2019	PACEC	Colleen Pace	1,169.81	Manual
C20218	10/30/2019	SMITH	Sean Smith	1,056.68	Manual
C20219	10/30/2019	WILLMAN	Marissa Willman	598.21	Manual
W1004A	10/4/2019	VISITUS	Visit USA Committee / France	1,700.00	Manual
W1031A	10/31/2019	MARITUR	Maritur DMC	4,125.37	Manual
Bank 3 Total:				954,417.64	
Report Total:				954,417.64	

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

RESOLUTION NO. JPA 2019-005

Linda Evans, Chair
City of La Quinta

Geoff Kors, Vice Chair
City of Palm Springs

A RESOLUTION OF THE GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU (CVB) JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE CONFIRMING AUTHORIZED SIGNATORIES AND TRUSTEES TO THE DEFINED BENEFIT PENSION PLAN

Ernesto Gutierrez
City of Cathedral City

Gary Gardner
City of Desert Hot Springs

Richard Balocco
City of Indian Wells

Elaine Holmes
City of Indio

Jan Harnik
City of Palm Desert

Charles Townsend
City of Rancho Mirage

V. Manuel Perez
County of Riverside

WHEREAS, the Greater Palm Springs Convention & Visitors Bureau (CVB) is a Joint Powers Authority operating under the Joint Exercise of Powers Act (California Government Code Sections 6500 *et seq.*), located in the County of Riverside, State of California; and

WHEREAS, the CVB members ("CVB Members") include the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs and Rancho Mirage and the County of Riverside; and

WHEREAS, the purpose of the CVB is to encourage, promote, and to do such other things as might be necessary to enhance, to the greatest extent possible, all aspects of the hospitality, convention and tourism industry in the Coachella Valley and to attract visitors from national and international markets, all to the benefit of the CVB Members and their constituents; and

WHEREAS, the JPA Executive Committee serves as the governing body of the CVB; and

WHEREAS, the CVB sponsors CVB's Defined Benefit Pension Plan (the "Plan"); and

WHEREAS, CVB desires to confirm the current Plan trustees and authorized signatories; and

NOW, THEREFORE, be it resolved by the JPA Executive Committee, the governing body of the CVB, as follows:

Section 1. Recitals.

That the above recitals are true and correct and are hereby incorporated herein by this reference.

Section 2. AUTHORIZED SIGNATORIES TO PENSION PLAN.

That the following positions and persons are authorized signatories:

1. Chair of the Joint Powers Authority, currently held by Linda Evans
2. Chair of the Board of Directors, currently held by Tom Tabler
3. Treasurer of the Board of Directors, currently held by Aftab Dada
4. President and Chief Executive Officer, currently held by Scott White
5. Vice President of Finance and Administration, currently held by William Judson

Section 3. PENSION PLAN TRUSTEES.

That the following positions and persons are Plan trustees:

1. President and Chief Executive Officer, currently held by Scott White
2. Vice President of Finance and Administration, currently held by William Judson

Section 4. AUTHORIZATION.

That the CVB President/CEO, Vice President of Finance and Administration, and General Legal Counsel are hereby authorized and directed to execute all necessary documents related to the implementation of the actions as approved by this Resolution.

Section 5. SEVERABILITY.

That the Executive Committee declares that, should any provision, section, paragraph, sentence or word of this Resolution be rendered or declared invalid by any final court action in a court of competent jurisdiction or by reason of any preemptive legislation, the remaining provisions, sections, paragraphs, sentences or words of this Resolution as hereby adopted shall remain in full force and effect.

Section 6. REPEAL OF CONFLICTING PROVISIONS.

That all the provisions of any prior resolutions that are in conflict with the provisions of this Resolution are hereby repealed.

Section 7. EFFECTIVE DATE.

That this Resolution shall take effect immediately upon its adoption.

Section 8. CERTIFICATION.

That the Clerk of the Executive Committee shall certify the roll call vote adopting this Resolution.

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PASSED, APPROVED AND ADOPTED at a regular meeting of the JPA Executive Committee of the Greater Palm Springs Convention & Visitors Bureau held on the 22nd day of November 2019, by the following vote:

AYES:

NAYES:

ABSENT:

ABSTAIN:

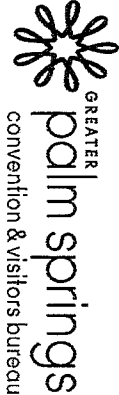
Linda Evans, Chair
Executive Committee

ATTEST:

Reva Reynolds, Clerk for the Executive Committee

APPROVED AS TO FORM:

Colin Kirkpatrick, Deputy Counsel



Monthly Summary Financial Report for September 2019

Account Description	Current Month			Current YTD			Comparison of Current YTD vs. Prior YTD					Annual Forecast	Annual Budget	Variance
	September - Actual	September - Budget	Variance	YTD Actual	YTD Budget	YTD Variance	September 2019		September 2018					
							Current YTD	Prior YTD	YTD Variance					
Revenue														
Cities/County Public Funding	8,021	15,000	(6,979)	506,772	513,751	(6,979)	506,772	447,028	59,744	2,060,527	2,067,506	(6,979)		
Tourism Business Improvement District	915,592	914,288	1,304	2,710,395	2,551,199	159,195	2,710,395	2,551,200	159,195	16,723,863	16,564,668	159,195		
Tribal Voluntary	28,484	28,950	(466)	28,484	28,950	(466)	28,484	28,950	(466)	155,534	155,000	(466)		
Tourism Marketing District	-	-	-	-	-	-	-	-	-	-	-	-		
Partnership (New & Renewal)	2,725	-	2,725	38,291	-	38,291	38,291	32,836	5,455	282,000	282,000	-		
Advertising: Placed/Web/Collateral	110,233	-	110,233	220,233	150,000	70,233	220,233	174,138	46,095	421,000	421,000	-		
Joint Share Partnership Tradeshow	54,357	45,575	8,782	93,212	66,650	26,562	93,212	31,355	61,857	221,187	221,625	(438)		
FAM/Event Host/ConvaAssistance	-	-	-	-	-	-	-	40	(40)	57,300	57,300	-		
Other Rev/Rent/Fees/Int/Rollover	67,122	4,900	62,222	83,762	62,042	21,721	83,762	62,038	21,724	270,446	253,663	16,783		
Prior Year Funding Resolution	-	-	-	314,112	314,112	-	314,112	-	314,112	314,112	314,112	-		
Total Revenue	1,186,535	1,008,714	177,821	3,995,262	3,686,704	308,558	3,995,262	3,327,586	667,676	20,505,969	20,337,874	168,095		
Expenses														
Labor-Salary	407,346	412,306	4,960	1,206,278	1,236,918	30,640	1,206,278	987,859	(218,419)	5,456,591	5,491,230	34,640		
Labor-Benefits	128,126	133,844	5,718	385,122	401,533	16,410	385,122	387,304	2,182	1,630,722	1,647,444	16,722		
Marketing Production	112,134	13,361	(98,773)	336,378	73,689	(262,689)	336,378	146,140	(190,239)	1,397,909	1,322,909	(75,000)		
Media Placement	465,288	698,949	233,661	1,079,893	1,283,172	203,279	1,079,893	1,083,139	3,246	5,316,083	5,305,931	(10,152)		
Collateral Material	2,176	-	(2,176)	7,157	550	(6,607)	7,157	14,408	7,251	79,600	79,600	(0)		
Familiarization Trips	16,228	17,450	1,222	52,400	18,350	(34,050)	52,400	46,207	(6,193)	515,870	506,100	(9,770)		
Trade Shows / Sales Missions	354,733	319,500	(35,233)	513,989	482,126	(31,863)	513,989	332,174	(181,815)	1,193,309	1,130,826	(62,483)		
Travel & Lodging	1,062	-	(1,062)	4,846	-	(4,846)	4,846	17,853	13,007	38,100	38,100	(0)		
Special Promotions	113,347	15,917	(97,430)	206,338	124,793	(81,545)	206,338	130,936	(75,402)	1,183,295	854,995	(328,300)		
International Representation	22,962	6,250	(16,712)	97,846	46,550	(51,296)	97,846	91,060	(6,786)	403,200	403,200	-		
Event Hosting	125,854	11,500	(114,354)	337,220	14,000	(323,220)	337,220	79,205	26,585	391,850	369,100	(22,750)		
Research & Development	150	-	(150)	52,620	47,320	(5,300)	52,620	58,446	15,783	277,326	257,190	(20,136)		
IT-Information Technology	-	10,270	10,270	58,446	38,310	(20,136)	58,446	74,229	6,148	277,907	246,798	(31,109)		
Professional Fees	18,820	10,300	(8,520)	57,398	32,080	(25,318)	57,398	63,545	28,595	10,000	10,000	-		
Principal/Interest/Capital Outlay	-	-	-	-	-	-	-	-	-	1,239,876	1,239,876	(17,325)		
Overhead-Supplies-Utilities-Fees	93,571	110,786	17,215	281,846	353,368	71,522	281,846	265,623	(16,223)	20,896,037	20,337,874	(558,163)		
Total Expenses	1,861,797	1,760,433	(101,364)	4,677,778	4,152,758	(525,020)	4,677,778	3,926,095	(751,684)	20,896,037	20,337,874	(558,163)		
Period Net Revenue <loss>	(675,262)	(751,720)	76,458	(682,516)	(466,054)	(216,462)	(682,516)	(598,509)	(84,007)	(390,068)	0	(390,068)		

Greater Palm Springs
Convention and Visitors Bureau
Treasurer's Report
September 30, 2019



70100 HIGHWAY 111
RANCHO MIRAGE, CA 92270
T:760.770.9000 • 800.967.3767

<u>Account</u>	<u>Institution</u>	<u>Account Type</u>	<u>Annual % Yield/Risk</u>	<u>Current Value</u>
Petty Cash	Cash	Cash	0.00/Low	\$ 800
General Checking	Wells Fargo	Public Fund Checking	0.00/Low	1,314,961
Payroll Checking	Wells Fargo	Public Fund Checking	0.00/Low	7,442
Local Agency Investment Fund	State of California	Pooled Public Money Investment	2.28%/Low	9,827,779
CalTrust Investment Fund	Blackrock	Pooled Public Money Investment	2.18%/Low	3,098,014
Retiree Health Care Program	Fiduciary Trust	US Treasuries, Equities & Bonds	2.23%/Med	384,109
				<u>\$ 14,633,105</u>

The investments reported are in compliance with the Greater Palm Springs Convention & Visitors Bureau's Investment Policy.

Bill Judson
Vice President of Finance & Administration

CVB Board of Directors
Terms

	renew board seat
	waive term limits and renew board seat

Last Updated Oct. 17, 2019

32 Seats + 2 JPA	Last Name	First Name	3 Year Term Expires on Dec 31	BoD Start Date	BoD Renew Date 3-year term	BoD Officer Term 2-year term
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CVB Board of Directors Officers

1	Tabler	Tom	2020	Sept. 2014	12/15/17	12/2018 - 12/2020
2	Hoehn	Rolf	21	Dec. 2010	12/14/18	12/2018 - 12/2020
3	Del Mas	Robert	19	Jan. 2008	12/16/16	12/2018 - 12/2020
4	Dada	Aftab	21	1994	12/14/18	12/2018 - 12/2020

CVB Board of Directors

5	Abney	Bruce	20	Sep. 2011	12/15/17	
6	Axelrod	Rick	20	Jan. 2015	12/15/17	
7	Becker	Lorraine	19	Jan. 2011	12/16/16	
8	Brackley	Celeste	21	June 2018		
9	Bruggemans	Tony	21	<Feb. 2006	12/14/18	
10	Cardiff	Gary	21	<Oct. 2003	12/14/18	
11	Chesterton	Jay	20	July 2009	12/15/17	
12	Connolly	Dermot	22	May 2019		
13	D'Agostino	Stephen	20	Dec. 2017		
14	Ellis	Tim	21	1994	12/14/18	Vice Chair: 01/2013-04/2013 Chair: 05/2013-12/2016
15	Facenda	Michael	21	Dec 2018		
16	Keller	Jerry	20	June 2017		
17	Mainthia	Jay	19	July 2009	12/16/16	
18	McLean	Michael	21	May 2015	12/14/18	
19	Monroe	Allen	21	Jan 2016	12/14/18	
20	Nolan	Thomas	19	Sept. 2007	12/16/16	
21	Poncher	Brad	21	1991	12/14/18	
22	Purdy	Greg	21	Jan 2016	12/14/18	
23	Roshardt	Christoph	20	Sept. 2017		
24	Scaramellino	Tom	19	Jan 2017		
25	Schneider	Bob	19	Nov. 2013	12/16/16	
26	Smith	Barb	19	Dec. 2016		
27	Steward	Kelly	19	Mar. 2016		
28	Trott	Peggy	22	May 2019		
29	Watson	Doug	19	Dec. 2016		
30	Zod	Elie	20	June 2017		
31						
32						
Emeritus	Morcus	Lee	20	<Feb. 2006	12/15/17	

Greater Palm Springs

Local Industry STR Data for October 2019

Oct 2019							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Oct 2018					Occ %	Percent Change from CYTD 2018					Census # of Hotels	Census # of Rooms
	Oct 2019	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2019	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	60.4	6.7	-0.3	6.4	7.2	7.6	62.6	1.5	0.8	2.3	3.6	2.8	139	15291
Palm Springs	61.2	5.0	2.1	7.3	7.4	5.1	63.8	2.1	1.3	3.5	4.1	2.7	65	5238
Cathedral City/ Desert Hot Springs	53.2	15.9	0.3	16.3	16.3	15.9	58.6	6.9	0.2	7.1	7.1	6.9	7	845
Rancho Mirage	65.1	9.4	-8.7	-0.1	-0.0	9.5	65.5	1.1	-0.2	0.9	1.0	1.1	7	1844
Palm Desert	63.8	5.6	1.7	7.5	7.5	5.6	64.5	-0.4	1.0	0.6	1.8	0.8	15	2448
Indian Wells/ La Quinta	53.2	-1.6	2.3	0.7	0.7	-1.5	58.6	-2.1	3.0	0.8	1.5	-1.4	10	2626
Indio	64.0	19.5	8.4	29.5	40.4	29.5	62.8	6.2	2.7	9.1	18.3	15.2	18	1418
Hotel Class														
Upper Resort	55.5	-0.0	-0.6	-0.6	-0.6	-0.0	59.0	-2.3	1.1	-1.2	-1.2	-2.3	12	4850
Resort	61.4	7.1	2.0	9.3	9.3	7.1	65.6	1.6	1.5	3.1	3.4	1.9	14	2855
Branded Select Service	64.4	9.1	4.0	13.5	13.5	9.1	65.0	2.8	1.7	4.5	4.5	2.8	43	4419

Source: Smith Travel Research, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

(ADR is Average Daily Rate; RevPAR is Revenue Per Available Room; and RNS Is Room Nights Sold)

Greater Palm Springs information includes the various properties within the Coachella Valley

NOVEMBER 2019
BOARD REPORT

CONVENTION SALES

CONVENTION SALES

The Convention Sales and Destination Services teams have been working diligently on setting up final site experiences and closing business on groups to help get to our goal. We need to close on 61,000 room nights over the next 2 months to reach our goal, and we are in the home stretch.

HIGHLIGHTS

Meetings Today Live

In partnership with The Westin Mission Hills Golf Resort & Spa, JW Marriott Desert Springs Resort & Spa, La Quinta Resort & Club and Omni Rancho Las Palmas Resort & Spa, we successfully hosted the Meetings Today Live 2019 event, which welcomed 22 planners from around the U.S. and Canada that bring or intend to bring meetings to Greater Palm Springs.

Following the event, La Quinta Resort & Club hosted 6 planners on a post-FAM that visited additional properties in Indian Wells and off-site venues such as the BMW Performance Center and Empire Polo Club.



Twenty-two planners attended Meetings Today Live.

Palm Springs Convention Center

We've met with Rob Hampton and Rick Lesson to discuss the CVB's partnership with the Palm Springs Convention Center and how we can improve the RFP process, create seamless communication, partner on sales missions and co-op on sponsorship opportunities. We will schedule regular meetings and get both teams together on a quarterly call to work through issues.

UPCOMING MISSIONS AND EVENTS

- Meeting Site Resource Business Meeting / FAM | December 3-6, 2019
- SITE Holiday Event | December 8-10, 2019
- CalSAE Seasonal Spectacular | December 15-17, 2019
- Association Forum of Chicagoland Holiday Showcase | December 17, 2019

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Convention Sales
Production
October 2019

Team Production (Non-Legacy)

	Oct-19	Oct-18	YTD 2019	YTD 2018	YTD Goal	Goal %
Leads	117	88	996	940	950	105%
Bookings	28	38	272	270	308	88%
Definite Room Nights	20,027	26,943	161,510	169,079	178,000	91%

Legacy Production

	Oct-19	Oct-18	YTD 2019	YTD 2018
Leads	0	0	7	10
Bookings	0	4	18	13
Definite Room Nights	0	10,344	27,422	24,206

Total Production (Including Legacy)

	Oct-19	Oct-18	YTD 2019	YTD 2018
Leads	117	88	1,003	950
Bookings	28	42	290	283
Definite Room Nights	20,027	37,287	188,932	193,285
Business Sales	\$10,718,010	\$26,425,488	\$125,743,897	\$124,243,136
Jobs Supported	3,700	9,749	45,824	46,506
Local Taxes	\$556,380	\$1,260,169	\$6,504,124	\$6,229,315
Personal Income	\$3,726,580	\$9,257,510	\$43,995,975	\$43,850,015
Bed Taxes	\$410,639	\$915,751	\$4,829,008	\$4,607,012

PSCC Production

	Oct-19	Oct-18	YTD 2019	YTD 2018
Leads	6	9	107	131
Bookings	0	3	19	18
Definite Room Nights	0	8,184	25,976	31,558

Event Impact Calculator Key (EIC)

- *Business Sales* - Dollar amount for all expenditures in the local economy as a result of an event. Includes direct, indirect, and induced business sales.
- *Jobs Supported* - Employment supported by all event-related business sales. Includes direct, indirect, and induced business sales.
- *Local Taxes* - Dollar amount for all direct, indirect, and induced local taxes and assessments generated by an event. Includes income, bed, sales, and other
- *Personal Income* - Dollar amount for the income accrued to households as a result of the event and business activity. Includes wages, salaries, labor income, proprietors income, and, retirement/disability/military payments.
- *Bed Taxes* - Dollar amount for the Transient Occupancy Taxes collected based on 11.5% (Average of all Greater Palm Springs cities).

Convention Sales
Booking Production Analysis
October 2019

By Year (Team only)

Meeting Year	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
2019	2	227	90	77	17,147
2020	17	5,981	4,788	118	58,804
2021	6	6,526	2,496	44	41,816
2022	2	1,508	951	18	17,902
2023	0	0	0	5	8,121
2024	1	5,785	1,500	3	10,221
2025	0	0	0	3	4,133
2026	0	0	0	2	2,016
2027	0	0	0	1	675
2028	0	0	0	1	675
Total	28	20,027	9,825	272	161,510

By Market Segment (Team only)

Type	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
Agriculture, Food	0	0	0	7	5,147
Athletic/Sports	1	60	50	10	5,535
Automotive	0	0	0	3	330
Computer/Software	0	0	0	3	2,869
Cultural, Fine Arts, Libraries	0	0	0	1	130
Educational	2	2,028	2,100	25	14,710
Entertainment	1	80	40	1	80
Environmental	0	0	0	3	621
Ethnic	0	0	0	1	1,030
Financial	2	382	250	23	17,030
Franchise	0	0	0	14	8,461
Fraternal	0	0	0	3	5,238
Government, Public Admin	1	5,785	1,500	12	10,066
Health & Medical	0	0	0	20	17,270
Heritage, Patriotic, Veterans	1	239	180	1	239
High Tech/Electric/Comp	3	1,639	738	10	5,752
Hobby & Vocational	1	3,188	800	1	3,188
Insurance	0	0	0	4	718
LGBT	0	0	0	3	744
Manufacturing/Distribution	2	935	605	16	8,261
Meetings, Convention, Tourism Industry Events	3	404	185	7	1,933
Pharmaceuticals	0	0	0	3	1,775
Real Estate	0	0	0	1	1,335
Religious	3	2,410	1,352	22	12,877
Scientific/Technical	1	235	90	12	9,346

Social	0	0	0	12	3,262
SPORTING EVENTS	4	943	830	12	3,796
Third Party Planner	0	0	0	2	117
Trade/Commercial/Bus	3	1,699	1,105	38	18,675
Transportation	0	0	0	2	975
Total	28	20,027	9,825	272	161,510

Convention Sales
Booking Production Analysis (Cont.)
October 2019

By Key States/Countries (Team only)

State/Country	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
California	13	13,777	7,627	115	57,549
Colorado	1	778	100	5	4,113
Connecticut	0	0	0	1	1,119
District of Columbia	1	235	90	13	16,285
Florida	1	60	35	9	3,566
Georgia	1	125	50	6	4,262
Iowa	1	194	60	4	4,442
Illinois	1	293	105	12	3,675
Kansas	1	349	220	6	2,975
Kentucky	0	0	0	2	3,837
Maryland	1	54	38	5	2,281
Massachusetts	0	0	0	3	1,009
Michigan	0	0	0	0	0
Minnesota	0	0	0	6	5,652
Missouri	0	0	0	0	0
Nebraska	0	0	0	0	0
Nevada	0	0	0	2	156
New Hampshire	0	0	0	0	0
New Jersey	0	0	0	4	4,811
New Mexico	0	0	0	0	0
New York	0	0	0	3	2,744
North Carolina	0	0	0	3	1,935
Nort Dakota	0	0	0	1	90
Ohio	0	0	0	4	4,941
Oklahoma	0	0	0	0	0
Oregon	1	60	50	2	130
Pennsylvania	0	0	0	7	7,178
South Carolina	0	0	0	1	100
Tennessee	2	465	345	9	4,190
Texas	3	3,398	925	7	4,841
Utah	0	0	0	1	386
Virginia	1	239	180	12	5,831
Washington	0	0	0	11	5,763
Wisconsin	0	0	0	2	143
West Virginia	0	0	0	1	585
Wyoming	0	0	0	1	1,000
[Not Set/Not USA]	0	0	0	14	5,921
Total	28	20,027	9,825	272	161,510

Convention Sales
Lost Business
October 2019

Top Ten Lost Lead Destinations (Ranked by YTD)

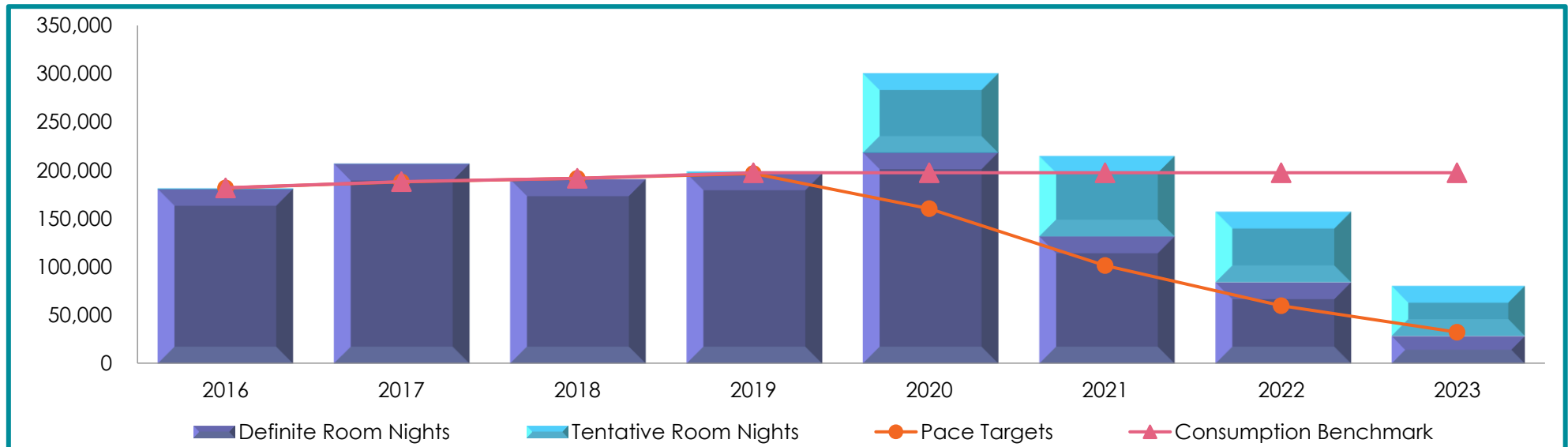
Rank	Lost City	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
1	San Diego	5	2470	51	32,836
2	Phoenix	2	802	18	21,350
3	Orlando	3	2,371	14	17,708
4	Las Vegas	1	346	16	16,984
5	Scottsdale	4	941	25	16,736
6	Reno	5	8,407	12	15,049
7	Los Angeles	1	60	16	13,943
8	San Antonio	0	0	11	12,633
9	Anaheim	1	380	5	10,921
10	Miami	0	0	7	7,253

All Lost Leads by State/Country

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	11	3,857	59	46,468
California	31	14,534	183	112,457
Colorado	1	1,945	8	6,219
District of Columbia	0	0	2	702
Florida	6	9,324	35	38,755
Kentucky	1	1,843	1	1,843
Georgia	2	836	4	1,498
Hawaii	3	1,769	4	2,139
Illinois	0	0	2	437
Louisiana	1	152	8	4,821
Michigan	0	0	1	2,481
Missouri	2	1,867	4	3,484
N/A	16	9,402	81	51,231
Nevada	3	917	28	28,908
New Mexico	0	0	3	2,751
New York	0	0	1	537
Oregon	0	0	2	1,504
Out of Country	4	1,858	20	8,917
Pennsylvania	0	0	2	4,620
South Carolina	0	0	1	248
Tennessee	0	0	4	5,805
Texas	1	533	21	24,162
Unknown	36	43,095	244	294,338
Utah	1	300	5	5,173
Vermont	0	0	1	155
Washington	1	900	8	7,813
Wisconsin	0	0	1	1,467
Wyoming	0	0	1	150
Total	120	93,132	734	659,083

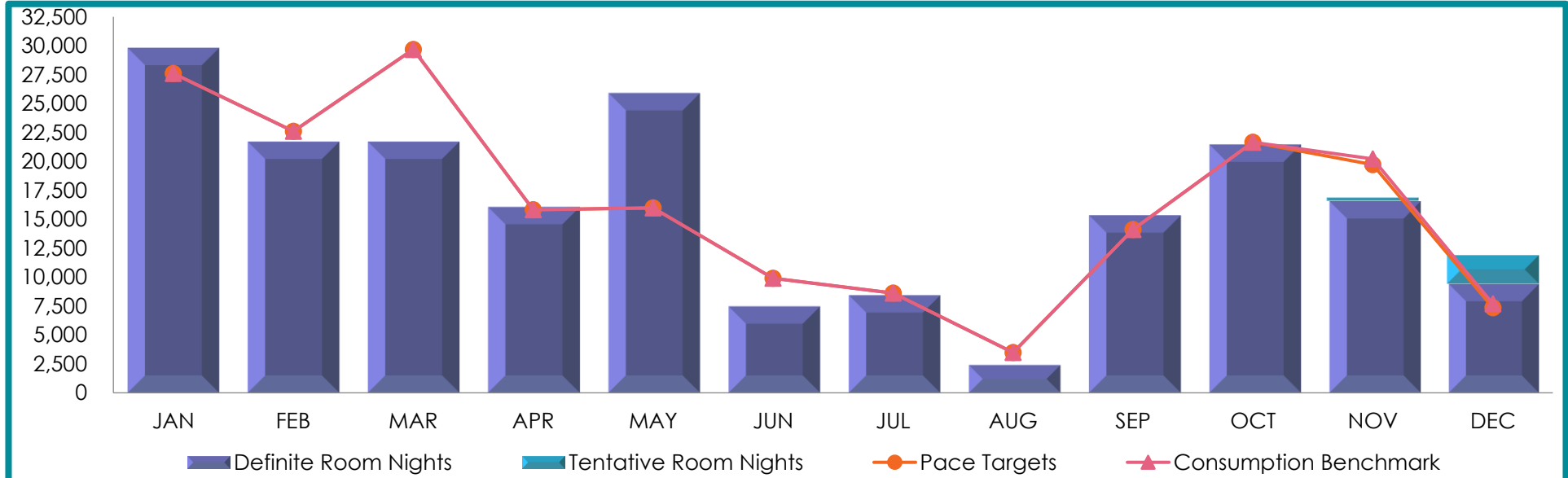
	2016	2017	2018	2019	2020	2021	2022	2023	Total
Definite Room Nights	180,156	206,054	190,016	196,077	217,778	131,438	83,999	28,429	1,233,947
Pace Targets	181,619	187,869	191,568	196,584	160,213	101,285	59,670	32,178	1,110,986
Variance	(1,463)	18,185	(1,552)	-507	57,565	30,153	24,329	(3,749)	122,961
Consumption Benchmark	181,769	188,072	191,568	197,402	197,402	197,402	197,402	197,402	1,548,419
Pace Percentage	99%	110%	99%	100%	136%	130%	141%	88%	111%
Total Demand Room Nights	722,310	812,760	868,779	838,617	777,945	444,125	231,047	95,510	4,791,093
Lost Room Nights	542,154	606,706	678,763	642,540	560,167	312,687	147,048	67,081	3,557,146
Conversion Percentage	25%	25%	22%	23%	28%	30%	36%	30%	26%
Tentative Room Nights	1,000	50	0	2,718	82,415	83,292	72,932	51,903	294,310

Greater Palm Springs Events									
Definite Events	231	130	54	300	254	101	52	15	1,137
Pace Targets	207	95	47	297	183	86	40	20	975
Variance	24	35	7	3	71	15	12	(5)	162
Consumption Benchmark	302	302	302	302	302	302	302	302	2,416
Pace Percentage	112%	137%	115%	101%	139%	117%	130%	75%	117%
Total Demand Events	721	333	129	1002	781	307	131	52	3,456
Lost Events	490	203	75	702	527	206	79	37	2,319
Conversion Percentage	32%	39%	42%	30%	33%	33%	40%	29%	33%
Tentative Events	122	111	60	6	162	101	52	26	640



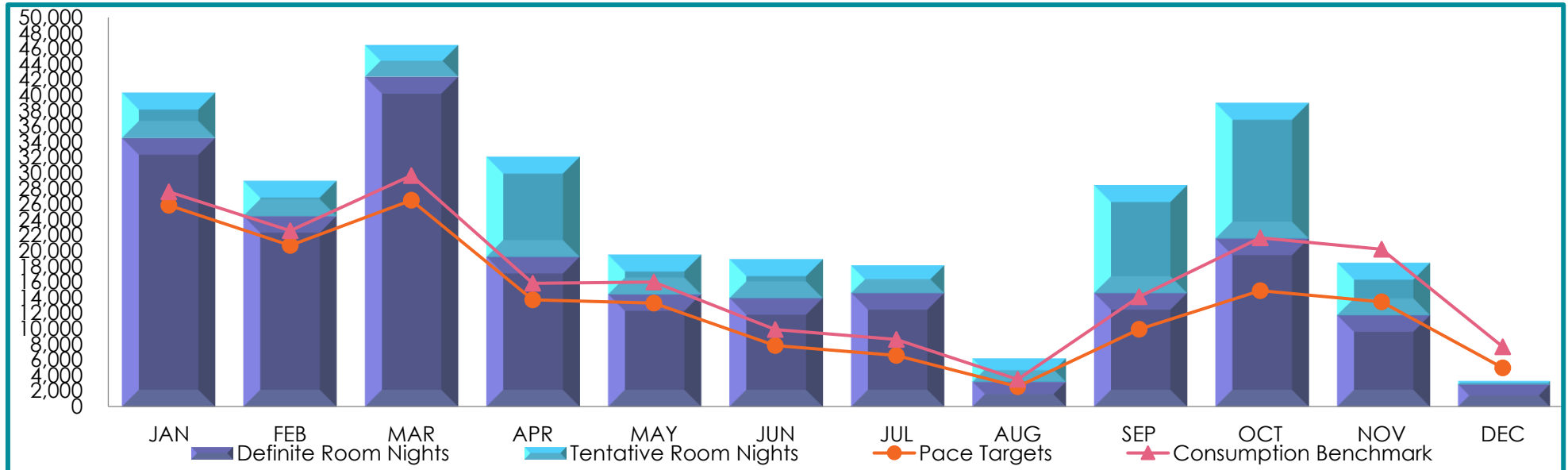
Greater Palm Springs 2019	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	29,760	21,677	21,684	16,049	25,864	7,465	8,437	2,410	15,336	21,438	16,557	9,400	196,077
Pace Targets	27,600	22,609	29,687	15,827	15,988	9,895	8,624	3,482	14,110	21,668	19,730	7,364	196,584
Variance	2,160	(932)	(8,003)	222	9,876	(2,430)	(187)	(1,072)	1,226	(230)	(3,173)	2,036	(507)
Consumption Benchmark	27,600	22,609	29,687	15,827	15,988	9,895	8,624	3,482	14,110	21,668	20,223	7,689	197,402
Pace Percentage	108%	96%	73%	101%	162%	75%	98%	69%	109%	99%	84%	128%	100%
Total Demand Room Nights	93,130	117,770	82,141	96,027	74,275	36,698	55,433	10,421	71,084	83,745	96,320	21,573	838,617
Lost Room Nights	63,370	96,093	60,457	79,978	48,411	29,233	46,996	8,011	55,748	62,307	79,763	12,173	642,540
Conversion Percentage	32%	18%	26%	17%	35%	20%	15%	23%	22%	26%	17%	44%	23%
Tentative Room Nights	0	0	0	0	0	0	0	0	0	0	250	2,468	2,718

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	40	36	32	23	33	20	15	8	23	31	24	15	300
Pace Targets	43	41	34	23	25	18	15	8	22	37	22	9	297
Variance	(3)	(5)	(2)	0	8	2	0	0	1	(6)	2	6	3
Consumption Benchmark	43	41	34	23	25	18	15	8	22	37	25	11	302
Pace Percentage	93%	88%	94%	100%	132%	111%	100%	100%	105%	84%	109%	167%	101%
Total Demand Events	127	148	102	93	86	60	61	22	84	109	79	31	1,002
Lost Events	87	112	70	70	53	40	46	14	61	78	55	16	702
Conversion Percentage	31%	24%	31%	25%	38%	33%	25%	36%	27%	28%	30%	48%	30%
Tentative Events	0	0	0	0	0	0	0	0	0	0	2	4	6



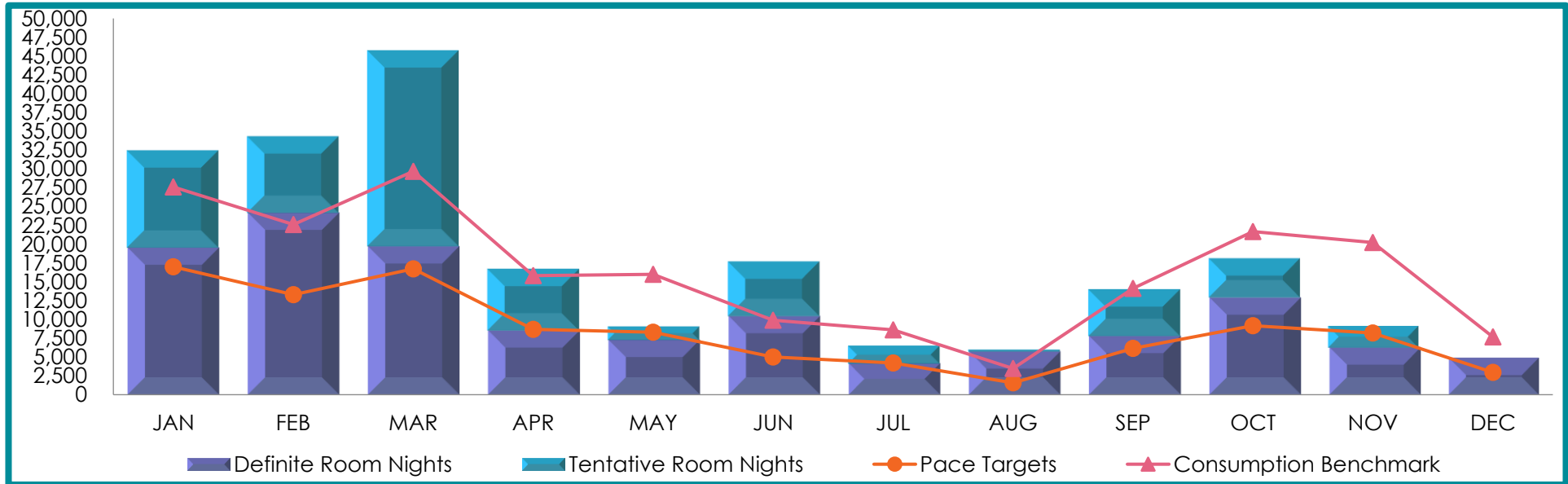
Greater Palm Springs 2020	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	34,479	24,473	42,320	19,271	14,457	13,970	14,643	3,236	14,639	21,602	11,788	2,900	217,778
Pace Targets	25,850	20,689	26,504	13,709	13,278	7,843	6,565	2,558	9,929	14,880	13,459	4,949	160,213
Variance	8,629	3,784	15,816	5,562	1,179	6,127	8,078	678	4,710	6,722	(1,671)	(2,049)	57,565
Consumption Benchmark	27,600	22,609	29,687	15,827	15,988	9,895	8,624	3,482	14,110	21,668	20,223	7,689	197,402
Pace Percentage	133%	118%	160%	141%	109%	178%	223%	127%	147%	145%	88%	59%	136%
Total Demand Room Nights	142,771	127,938	94,840	89,692	42,738	44,477	33,074	15,287	48,730	88,558	40,863	8,977	777,945
Lost Room Nights	108,292	103,465	52,520	70,421	28,281	30,507	18,431	12,051	34,091	66,956	29,075	6,077	560,167
Conversion Percentage	24%	19%	45%	21%	34%	31%	44%	21%	30%	24%	29%	32%	28%
Tentative Room Nights	5,807	4,552	4,056	12,807	5,126	5,038	3,583	3,044	13,830	17,375	6,750	447	82,415

Greater Palm Springs 2020 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	48	37	34	21	20	14	15	4	12	30	13	6	254
Pace Targets	35	31	24	15	16	10	8	4	10	16	10	4	183
Variance	13	6	10	6	4	4	7	0	2	14	3	2	71
Consumption Benchmark	43	41	34	23	25	18	15	8	22	37	25	11	302
Pace Percentage	137%	119%	142%	140%	125%	140%	188%	100%	120%	188%	130%	150%	139%
Total Demand Events	148	150	109	87	47	40	32	16	44	65	31	12	781
Lost Events	100	113	75	66	27	26	17	12	32	35	18	6	527
Conversion Percentage	32%	25%	31%	24%	43%	35%	47%	25%	27%	46%	42%	50%	33%
Tentative Events	18	24	17	19	13	7	7	6	17	21	10	3	162



Greater Palm Springs 2021	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	19,496	24,092	19,658	8,561	7,287	10,462	4,185	5,758	7,835	12,902	6,292	4,910	131,438
Pace Targets	16,994	13,283	16,729	8,684	8,310	5,007	4,198	1,574	6,161	9,167	8,198	2,980	101,285
Variance	2,502	10,809	2,929	(123)	(1,023)	5,455	(13)	4,184	1,674	3,735	(1,906)	1,930	30,153
Consumption Benchmark	27,600	22,609	29,687	15,827	15,988	9,895	8,624	3,482	14,110	21,668	20,223	7,689	197,402
Pace Percentage	115%	181%	118%	99%	88%	209%	100%	366%	127%	141%	77%	165%	130%
Total Demand Room Nights	58,814	68,502	45,513	54,876	35,222	18,475	31,648	13,746	38,537	52,633	21,249	4,910	444,125
Lost Room Nights	39,318	44,410	25,855	46,315	27,935	8,013	27,463	7,988	30,702	39,731	14,957	0	312,687
Conversion Percentage	33%	35%	43%	16%	21%	57%	13%	42%	20%	25%	30%	100%	30%
Tentative Room Nights	12,931	10,188	26,038	8,168	1,798	7,234	2,377	300	6,191	5,206	2,861	0	83,292

Greater Palm Springs 2021 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	18	20	11	8	7	8	4	3	6	7	5	4	101
Pace Targets	16	14	11	7	7	5	4	2	5	8	5	2	86
Variance	2	6	0	1	0	3	0	1	1	(1)	0	2	15
Consumption Benchmark	43	41	34	23	25	18	15	8	22	37	25	11	302
Pace Percentage	112%	143%	100%	114%	100%	160%	100%	150%	120%	88%	100%	200%	117%
Total Demand Events	43	48	32	48	24	16	15	9	24	28	16	4	307
Lost Events	25	28	21	40	17	8	11	6	18	21	11	0	206
Conversion Percentage	42%	42%	34%	17%	29%	50%	27%	33%	25%	25%	31%	100%	33%
Tentative Events	16	16	21	9	5	8	3	1	8	10	4	0	101



DESTINATION SERVICES

DESTINATION SERVICES

In support of the CVB sales teams, Destination Services has had the opportunity to assist with 29 site visits and plan 29 client events during the reporting period. Additionally, 493 partners have been referred to meeting planners to assist with their in-destination needs.

AUGUST–OCTOBER HIGHLIGHTS

The Destination Services team planned and organized **15 programs** encompassing **29 events** and activities including **2 FAMs**, **3 trade shows**, **20 client events**, **2 CVB events** and **2 conference sponsorships**. In addition, the team:

- Fulfilled **21** Convention Sales client requests resulting in **493** CVB Partner referrals
- Assisted a total of **11** Convention Sales clients with their service requests/fulfillments
- Organized **29** site visits representing **27,021** room nights and **14,004** attendees

EVENT HIGHLIGHTS

Large events that were executed by the department include:

- IMEX America, September 10-12
- LA Media Dinner, September 18
- Denver Sales Mission, September 23-27
- Young Travel Professionals FAM, October 10-14
- Meetings Today Sponsorship & FAM, October 27-30
- Event Leaders 100 FAM, October 31–November 2

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DESTINATION EVENTS



YOUNG TRAVEL
PROFESSIONALS FAM AT PS
UNDERGROUND



NOVEMBER–JANUARY HIGHLIGHTS

The department projects the following program management:

- Total of 13 programs encompassing 16 events
- November–January sites currently have 5 pending

Note: Most site visits book relatively short term, so the above numbers will increase in the coming months.

If you have any questions about Destination Services, please contact:

Jill Philbrook, Director of Destination Services
jphilbrook@gpscva.com | 760.969.1341

NOVEMBER 2019
BOARD REPORT

TRAVEL INDUSTRY SALES

TRAVEL INDUSTRY SALES

Greater Palm Springs conducted client training events via our international offices in four countries in October. We also hosted key clients during FAMS showcasing partners across all parts of our destination. October was also our annual Travel Professional Appreciation Month, allowing us to promote special offers from our partners to encourage personal client visits.

TRAVEL INDUSTRY SALES GOALS

Market Activity				
	Monthly	YTD	Team Goal	% of Goal
Client Reach	358	8,103	8,800	92%
In-Market Activations	0	13	15	Organized in-market campaign, event or experience enabling the CVB to bring brand awareness directly to the travel trade.
Marketing Campaigns Co-Ops	5	42	35	Coordinated marketing and/or social media campaigns with the travel trade, including Online Travel Agencies promoting the destination.
Trade Shows Sales Missions	8	42	100	Attend events and organized sales missions promoting the destination to the travel trade.
FAMS, Site Visits & Client Meetings	6	53		Organized and hosted FAMS, site visits and client meetings in the destination.
Webinars, Trainings & Workshops	0	54		Presentations conducted at call centers, live webinars or hosted workshops that included multiple sessions of trainings and PowerPoint.
Total	19	204	150	

ACTIVITIES & PROGRAMS: OCTOBER

2019 Comptoir des Voyages FAM | France

TIS hosted two agents from Comptoir des Voyages in France to experience GPS. Partner participation included Ace Hotel & Swim Club, Joshua Tree National Park, Joshua Tree Saloon and Rimrock Ranch.

2019 Top Resa & Sales Day | France

The CVB joined Visit California's booth at IFTM Top Resa in Paris. This event is the only B2B travel trade exhibition in France and is recognized as the primary opportunity to reach the French travel trade, with 19 clients reached. The CVB also hosted a client event prior to the start of IFTM Top Resa, partnering with Visit Sonoma for a VIP reception with key product managers and agency owners in attendance.

2019 Club CA - Tokyo | Japan

Club California, held in Tokyo, had a total of 118 agents attend the event. The event centered around VCA's Road Trip Republic initiative.

2019 Visit California UK Super FAM | United Kingdom

Our office worked with Visit California, British Airways and American Airlines, hosting 10 agents from the UK to raise awareness of California. Partner participation included The Westin Mission Hills Golf Resort & Spa; Desert Hills Premium Outlets; Miramonte Indian Wells Resort & Spa; Doubletree Golf Resort; Desert Adventures Red Jeep Tour & Events; Hyatt Regency Indian Wells Resort & Spa; Eight4Nine Restaurant;

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The group enjoyed an excursion via Red Jeep Tour & Events.



The Palm Springs Aerial Tramway provided an expansive view of the destination.



Attendees of the Young Travel Professionals FAM enjoyed off-roading with ATV Experience.

2019 Young Travel Professionals FAM | International

The CVB worked directly with Young Travel Professionals to bring eight agents from Vancouver and the Dallas Fort Worth chapter to Greater Palm Springs for a luxury FAM experience. Partner participation included Ace Transportation Inc.; Sands Hotel & Spa; Palm Springs Mod Squad; ATV Experience; Lavendar Bistro; Wilma & Frieda's; Smoke Tree Stables; Koffi; Makerville Studio; IW Coffee; Joshua Tree Music Festival; La Copine; Kate's Lazy Desert; Sky Watcher Star Tours; Shields Date Garden; Avalon Hotel & Bungalows Palm Springs; Villa Royale; The Spring Resort & Spa; and PS Underground.

2019 Visit California India Roadshow | India

Our office in India participated in the Explore California Training Day organized by Visit California. Two classes were offered in the cities of Bengaluru and Ahmedabad, with a total of 59 agents attending the event.

Club CA - Hangzhou | China

Two representatives from Canusa, Germany, came to Greater Palm Springs after the IPW Tradeshow to experience the destination firsthand. Partner participation included The Ritz-Carlton, Rancho Mirage; Desert Adventures Red Jeep Tours & Events; La Quinta Resort & Club; and Palm Springs Aerial Tramway.

MN Organization | France

Our office in France had a Lunch & Learn training with 11 travel agents from Jet Set and held meetings with two representatives from Tribu d'explorateurs and Jet Set. The meetings included updates and experiences available in the destination.

Sartha Global Marketing | India

Since June, our office in India has met with 76 travel companies. Meetings included creating customized itineraries, honeymoon holidays and road trips.

Marketing Services International | Germany

Our office in Germany had training with 11 sales agents at the DER Touristik Headquarters in Frankfurt on the California Regional partners. They also met with nine travel representatives. The companies included America Unlimited, CANUSA, Faszination Fernweh, CRD, Urlaubspiraten.de, Knecht Reisen, Flamingo Fernreisen and INFOX GmbH.

Black Diamond | Germany

Our office in the UK had training with 22 agents from USAirtours for the month of October and had meetings with four companies: American Sky, Elegant Resorts, The Winerist and Travel Counsellors.

If you have any questions about Travel Industry Sales, please contact:

Gary Orfield, Director of Travel Industry Sales

gorfield@gpscvc.com | 760.969.1335

NOVEMBER 2019
BOARD REPORT

PARTNERSHIP & CTA

PARTNERSHIP & CTA

Partner engagement and awareness are the primary focus for 2019. In October, the Partnership team has continued to produce educational programming, unique networking opportunities, informative communications and events that highlight local tourism partners. The [Greater Palm Springs Tourism Ambassador program](#) continues to see strong participation from the local community.

OCTOBER 2019 PARTNERSHIP HIGHLIGHTS

Partner referrals processed: **143**
Partner renewals: **13**
Current active partners: **542**
New partners welcomed: **8**

October's New Partners

- [Palm Springs Stargazing](#)
- [Desert International Horse Park](#)
- [Eddie V's](#)
- [Grand Food and Beverage Catering](#)
- [Palm Springs Power Baseball](#)
- [Movie Colony Hotel](#)
- [The WE Studio](#)
- [Tuscany Manor Resort](#)

Meet & See Events

On October 17, the team held one partner event—a Meet & See at Roly China Fusion in Palm Springs—with 72 partners attending.

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More than 72 partners attended the October Meet & See at Roly China Fusion in Palm Springs

GPSNEXT PARTNER EDUCATION

The gpsNEXT Fall Marketing Update was held at the CVB office on October 3 and gave partners a look at our new co-op opportunities for 2020, as well as research and project updates from the CVB team and an international update from Expedia.

View the [gpsNEXT Fall Marketing Update deck](#).

View [2020 digital marketing opportunities](#).

View the [2020 marketing co-ops](#).

OCTOBER 2019 COMMUNITY EVENTS ATTENDED

Cathedral City

- Desert Business Association Mixer / AMP Sports Bar

Coachella

- Greater Coachella Valley Chamber of Commerce - Coachella State of the City and Business Awards / Spotlight 29 Casino

Indio

- Corazon de Mexico event and exhibit opening / Coachella Valley History Museum

La Quinta

- Greater Coachella Valley Chamber of Commerce - La Quinta State of the City Luncheon and Business Awards / Embassy Suites La Quinta

Palm Desert

- Palm Desert Area Chamber of Commerce Mixer / V Wine Bar

Palm Springs

- Palm Springs Chamber ribbon cutting / Roly China Fusion
- Wedding Warriors Mixer / Golden Palm Estate
- Lulu Catering & Events season opener event / Palm Springs Air Museum
- Palm Springs Chamber Business Expo & Taste of Palm Springs / Colony 29
- PSHA Luncheon / Renaissance Palm Springs
- Palm Springs Life - Concierge of the Year event / Il Corso Palm Springs
- Legacy Wall Grand Opening Celebration / TheBank

Rancho Mirage

- Rancho Mirage Chamber ribbon cutting and grand opening / Enzo's Bistro & Bar RM
- 5th Annual SBEMP Awards / The Ritz-Carlton, Rancho Mirage



TOURISM

AMBASSADOR

GREATER PALM SPRINGS

The **Greater Palm Springs Tourism Ambassador program** held four CTA enrollment classes in October, including a private class for participants of this year's Greater Palm Springs Restaurant Week. The program has certified **391 CTAs to date**. In addition to the ongoing partner freebies and discounts offered on CTANetwork.com, CTAs had the opportunity to attend their first **shareGPS event** at Libation Room in Palm Desert. The shareGPS events are mixers exclusive to CTAs, where attendees can enjoy complimentary refreshments and talk with others about what is going on at their particular properties, venues, etc., to share new information or best practices. We also kicked off our CTA Monthly Newsletter, dispersed to over 300 current CTAs.

In the months of November and December, the CVB is scheduled to host three public classes and two private classes: one for the Renaissance Palm Springs Hotel staff and the other for the El Paseo Business Improvement District businesses. We are currently booking for 2020 private classes.

Individual registration for the CTA program is \$49. Private group classes start at just \$600 for up to 20 people, additional students \$30 each. You can [learn more about the program](#) at our CTA website.

Submit Special Offers Exclusively for CTAs

To get more exposure for your business by offering our CTAs incentives to visit your business and get to know it firsthand, simply fill out our [submission form](#).

If you have any questions, please contact CTA Program Manager Erica Abarca at 760-969-1322 or eabarca@gpscvc.com.

If you have any questions about Partnership, please contact:
Davis Meyer, Partnership Manager
dmeyer@gpscvc.com | 760.969.1360

NOVEMBER 2019
BOARD REPORT

DESTINATION MARKETING

MARKETING

During the month of October, the destination's advertising efforts generated **19.4M digital impressions**, **63.3M out-of-home impressions** and **3.58B television impressions** with **245K television spots**. Advertising efforts beginning in September focused on the destination's "WELLeSt" campaign, which highlights health-and-wellness messaging to national audiences.

See specific details below; **all data is for the month of October** unless otherwise noted.

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— Digital

TripAdvisor

Advertising on [TripAdvisor](#) generated nearly **447K impressions** and **507 clicks**. In October, this campaign generated a click-through rate of .11% (compared to TripAdvisor average of .10%). Since January 2019, Arrivalist data reports this campaign attributed to 4,141 actual arrivals in Greater Palm Springs and a 1.12 arrival per million (above the .30 Arrivalist APM benchmark).

Expedia

The destination's [Expedia](#) campaign generated **1.3M impressions** and **764 clicks** on Expedia, Orbitz, Travelocity, Cheap Tickets and Hotels.com. The campaign included a [landing page](#) targeting key fly markets with information on flights to PSP. This campaign has generated **47.6K hotel room nights** and **9.2K air tickets** during this period. The return on ad spend for this campaign is very high at \$260.4 to \$1. The destination is up 7.1% in hotel room nights YOY for October.

Travelzoo

The Greater Palm Springs destination [Travelzoo](#) campaign generated **11.7M impressions** and **15.1K clicks**. The Fall Travelzoo landing page features 13 offers from the following CVB partners:

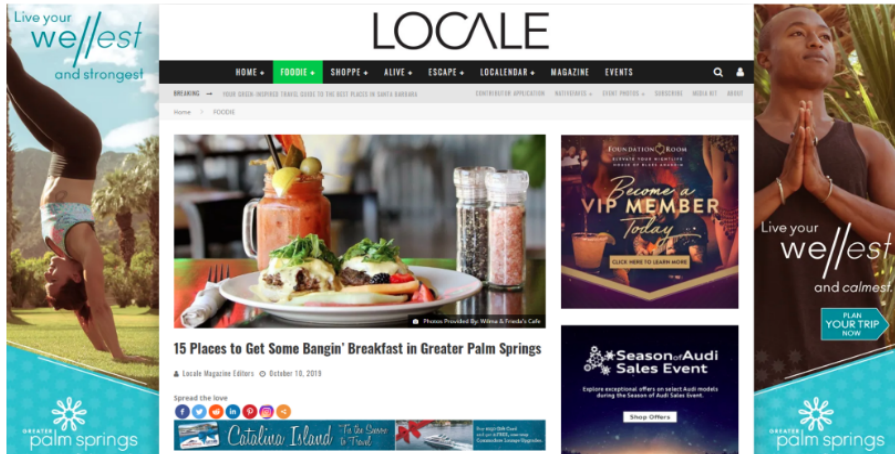
- Azure Spa at the Riviera Palm Springs
- Big Wheel Tours
- Desert Adventures Red Jeep Tours
- DoubleTree by Hilton Hotel Golf Resort Palm Springs
- Embarc Palm Desert
- JW Marriott Desert Springs Resort & Spa
- Marquis Villas Resort
- Palm Canyon Resort
- Palm Springs Windmill Tours
- Renaissance Esmeralda Resort & Spa, Indian Wells
- Social Cycle
- The Spa at JW Marriott
- The Westin Mission Hills Golf Resort & Spa

The campaign also included a [sponsored article](#), which launched in September. The sponsored article generated **1.5M engagements** with an 11% click-through rate (above the 5-10% benchmark) and **4:03 time on site** (compared to the 2:30 benchmark).

Locale

Locale reports **133K impressions** generated. This campaign targets Southern California through web editorials on Locale.com, including 36 custom articles optimized for Google search positions. In October, the CVB launched six *Locale* editorials, including "**The Only Dinner-Date Guide to La Quinta You'll Ever Need**," "**9 International Dining Destinations in Cathedral City That Should be on Your Radar**," "**Your Guide to the Perfect Weekend in Indio, California**," "**The Hot Air Balloon Fest Isn't the Only Cathedral City Event You Can't Miss This Year**," "**15 Places to Get Some Bangin' Breakfast in Greater Palm Springs**" and "**Paint the Town Rainbow: 9 Pride Events You Don't Want to Miss in Greater Palm Springs**."

The Breakfast Places editorial generated high traffic at **2,019 pageviews** (compared to average of 476).



Edge Media

Targeting LGBT travelers, the Edge Media campaign generated **584K impressions** and **700 clicks** during the period. The campaign includes banner advertising on the Edge Media Network website along with native articles throughout the year.

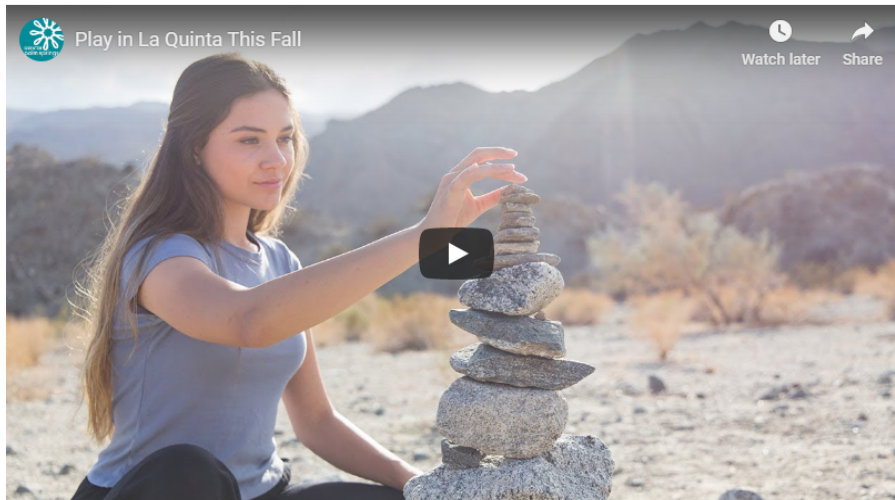


— Television

Markets targeted include Los Angeles, San Diego, Phoenix, Las Vegas, San Francisco, Seattle, Portland, Chicago, Minneapolis, New York, Dallas, Denver, Vancouver, Calgary, Toronto and Winnipeg.

The Fall TV co-ops launched in September, featuring the City of La Quinta, BNP Paribas Open, Palm Springs Bureau of Tourism and Palm Springs Preferred Small Hotels. The campaign included custom partner commercials that aired on **KTLA (Los Angeles)**, **cable television** and **connected TV** in Los Angeles, San Diego, Phoenix, Las Vegas and San Francisco.

Television garnered **over 3.58B television impressions** with **245K television spots**. Of those impressions, 953M were from KTLA with 1,189 spots. Total television impressions include **streaming TV** on Spectrum, Cox and Comcast, ABC, NBC, CBS, Fox and HBO GO smart TV apps as well as **connected TV**, which includes over-the-top devices and applications like Apple TV, Google Chromecast, Amazon Fire, Roku and more.



— Billboard

Destination-branded digital billboards ran in Los Angeles, San Diego, Chicago and San Francisco. The CVB also promoted the Palm Springs Tramroad Challenge, Modernism Week Fall Preview, the USA Pickleball National Championships, Run with Los Muertos, Cathedral City Hot Air Balloon Festival, The Living Desert, the Date Harvest Festival, HITS Triathlon Series, Street at Westfield Palm Desert, Ironman, Props & Hops Craft Beer Festival at the Palm Springs Air Museum and Greater Palm Springs Pride. Overall, digital billboard marketing efforts generated **63.3M impressions** for Greater Palm Springs.



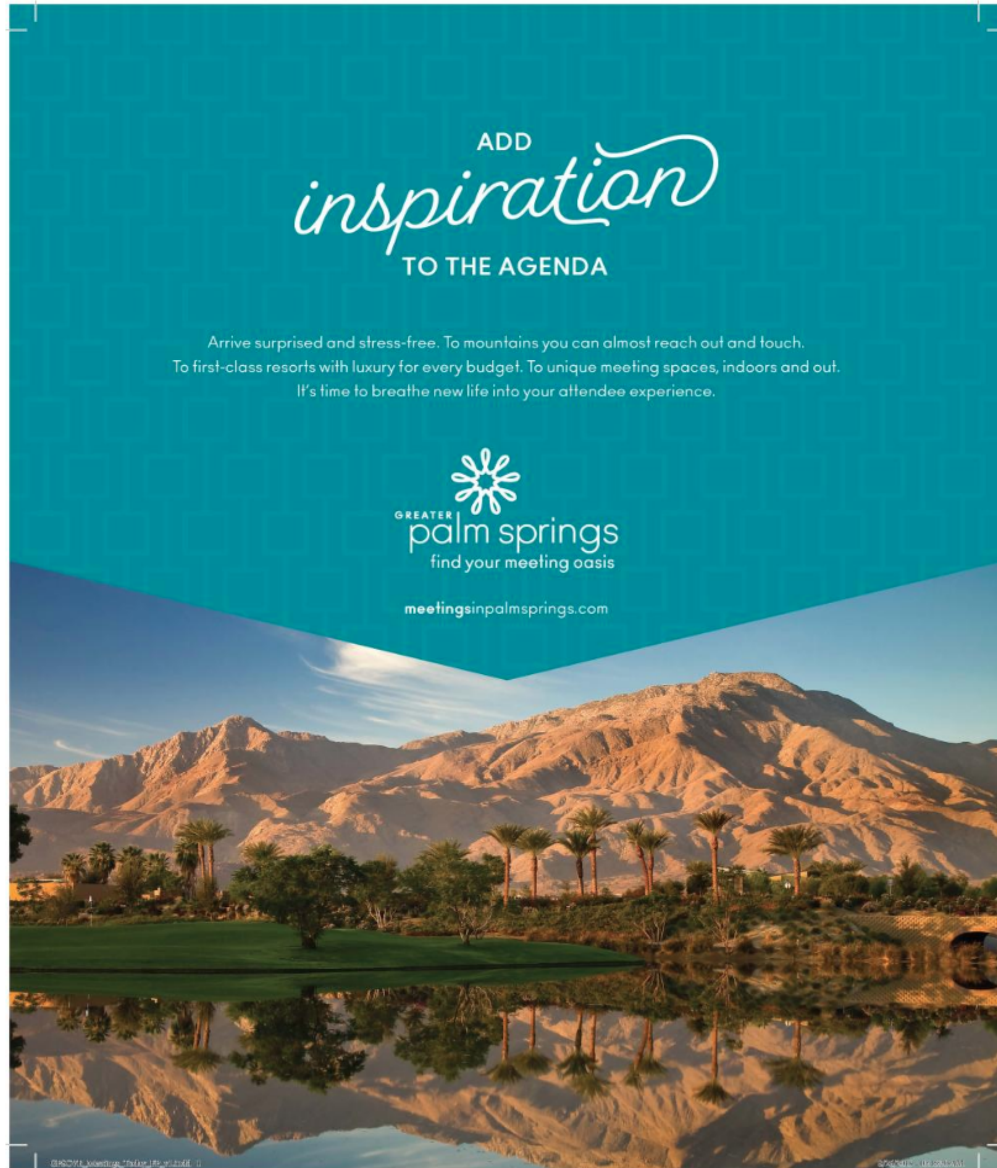
— Airline

In addition to partnering with major airlines to reach fly market travelers, the media plan also includes tactics to reach planners, financiers and strategists in the airline industry. During this period, an ad in *SKIFT Airline Weekly* garnered **28K impressions**.



— Meetings

The destination increased advertising efforts to reach meeting professionals in 2019. For October, advertising to this market included CVENT, MPI, *CA Meetings & Events*, *Smart Meetings* and *USAE*. These efforts garnered **314K impressions**.



If you have any questions about Marketing, please contact:
Colleen Pace, Chief Marketing Officer
cpace@gpscvc.com | 760.969.1347

Dana Fury, Marketing Manager
dfury@gpscvc.com | 760.969.1345

DIGITAL ANALYTICS

DIGITAL ANALYTICS

The Digital Marketing team is continuing to optimize the digital presence of the destination through online channels, including the website and email. Key Performance Indicators (KPIs) are now being segmented by desktop and mobile users, as these segments behave differently in the digital landscape. The team is also continuing to move forward with a website redesign, scheduled to launch in August 2020.

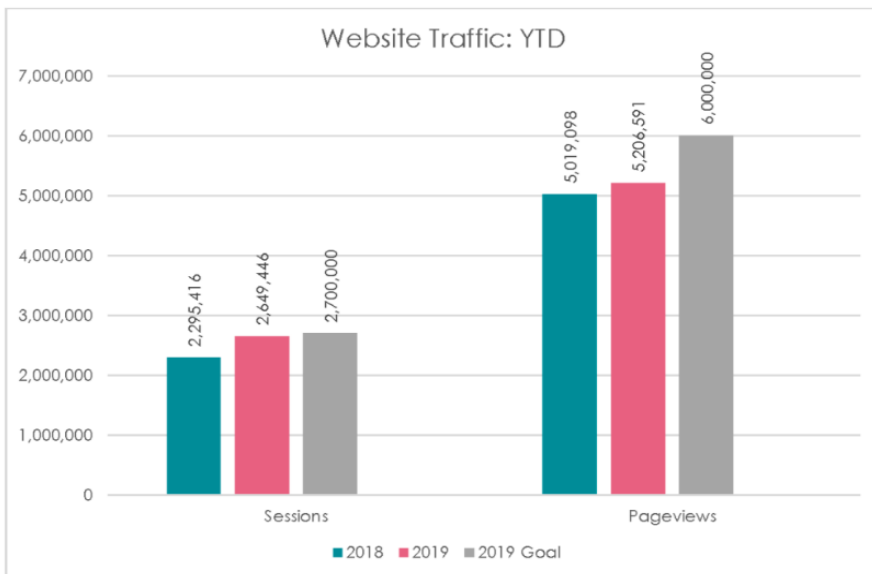
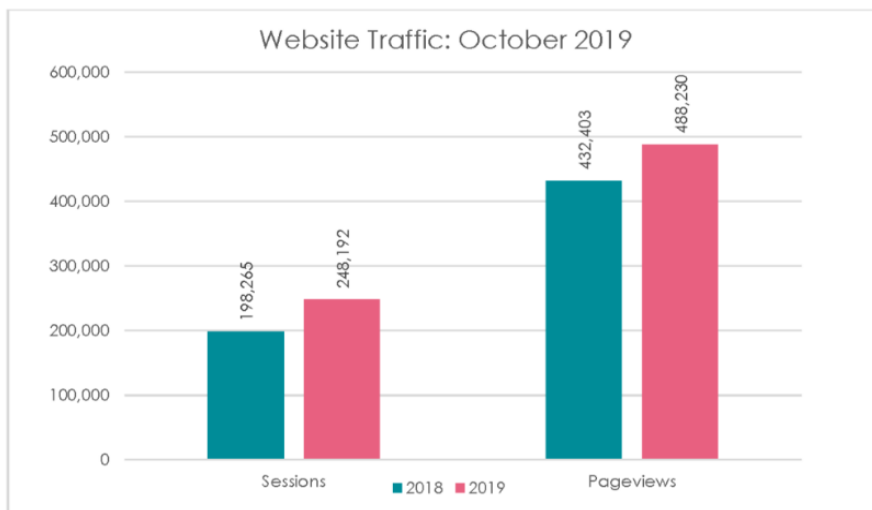
[HOME](#)

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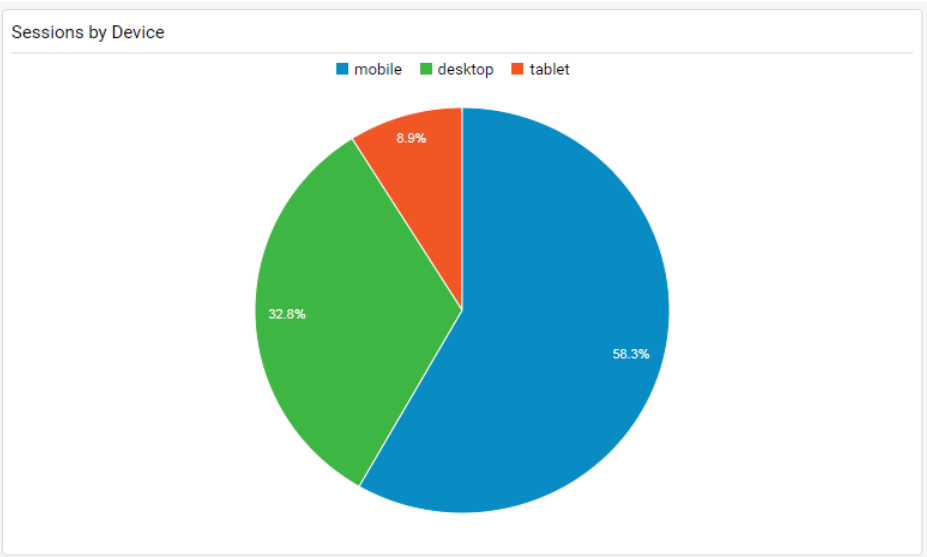
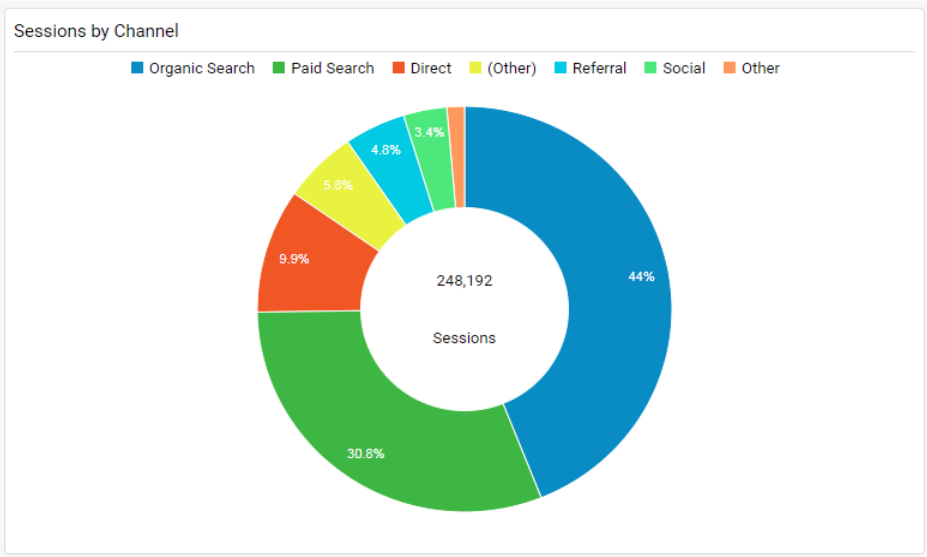
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Website (October 2019)

Website Traffic



Traffic by Source and Device



Desktop vs Mobile KPIs

	Users	Sessions	Pageviews	Pages/Session	Session Duration	Bounce Rate
Overall	193,449	248,192	488,230	1.97	2:36	40.81%
Desktop	65,014	81,431	201,344	2.47	3:34	33.87%
Mobile	112,793	144,621	235,980	1.63	1:56	46.46%

Top 5 Pages

- [/events/](#)
- [/play/things-to-do/](#)
- [/blog/post/30-free-things-to-do-in-greater-palm-springs](#)
- [/blog/post/hot-water-guide-to-desert-hot-springs/](#)
- [/chill-deals/stay/](#)

Chill Deals

In October, the [Chill Deals landing pages](#) received **24,521 pageviews**. Individual deals received a total of **7,800 pageviews**. The top-performing deals are listed below.

Top 5 Chill Deals

- 4th Night Free – La Quinta Resort & Club and PGA WEST, a Waldorf Astoria Resort
- Daily Happy Hour – Village Pub
- \$250 Spa Credit – Parker Palm Springs
- \$3 Tacos and \$5 Margaritas – Citrus & Palm, Miramonte Indian Wells Resort & Spa
- \$10 Pool & Hot Spring Day Pass – Desert Hot Springs Spa Hotel

Website Redesign

The website redesign is continuing to move forward with an expected launch in summer of 2020. In October, the CVB hosted the Simpleview web development team for an immersion throughout the destination. This two-day visit helped the development team better understand the destination and its unique selling points, which will then be brought to life in the new website design.

New site navigation and page layouts will be presented and approved by the end of the calendar year. The new digital style guide and creative design will be presented to the CVB for approval in early 2020.

— Email

Act-on is continuing to manage the CVB's email marketing for both the consumer and dineGPS newsletters. In October, the email strategy included automation emails that sent a follow-up email to engaged users who interacted with the initial email. The CVB will continue to use marketing automation to target engaged users with additional travel information to increase their likelihood to visit.

October 2019	Consumer Newsletter	dineGPS Newsletter
Recipients	8,328	8,059
Open Rate	30.4%	15.7%
Clickthrough Rate	7.25%	2.78%

— Travel Data



Adara tracks hotel bookings for up to 60 days after exposure to the CVB's digital media or website. **More than \$600,000 in hotel revenue** was generated through exposure to the CVB's digital media or website for the month of August. Additionally, vacation ("fly") markets ranked within the destination's top10 hotel origin markets for the reporting period (August), indicating interest to Greater Palm Springs in key air service markets including New York, Chicago and Washington, D.C.

Digital Media Impact

Month	Bookings	Total Nights	Stay Length	ADR	Revenue
August	1,064	2,375	2.2	\$188.60	\$447,837

Top Origin Markets (Digital Media)

Market	Percentage of Booking
Los Angeles	43.5
San Diego	12.1
San Francisco	5.8
New York	4.7
Palm Springs	2.9
Phoenix	2.9
Denver	1.7
Portland	1.6
Washington D.C.	1.6
Rochester	1.4

Website Impact

Month	Bookings	Total Nights	Stay Length	ADR	Revenue
August	423	980	2.3	\$178.61	\$175,038

Top Origin Markets (Website)

Market	Percentage of Booking
Los Angeles	39.5
San Diego	9.7
Palm Springs	4.5
San Francisco	4.3
Rochester	2.8
Phoenix	2.6
Washington D.C.	2.4
Chicago	2.4
Portland	2.4
Dallas	2.1



Arrivalist tracks users arriving in destination after exposure to our TripAdvisor campaign or website. Arrivalist continues to outperform the industry benchmark of .30 arrivals per thousand exposures.

	Exposures	Arrivals	APM
TripAdvisor	446,685	414	0.93
Website	435,900	931	2.14
Total	882,585	1,345	1.52

If you have any questions about Digital Marketing, please contact:
Marissa Willman, Director of Digital Marketing | mwillman@gpscvc.com | 760.969.1348

NOVEMBER 2019
BOARD REPORT

SOCIAL MEDIA

SOCIAL MEDIA

This fall, the CVB launched the **Live Your Wellest** campaign in support of the overall marketing fall “WELlest” program. As events occur throughout the destination, the CVB is also ensuring we pre-promote as well as provide live coverage. Events covered in October and early November include **Modernism Week Fall Preview**, **Run with Los Muertos**, **Brew in LQ**, **Greater Palm Springs Pride** and the **USA Pickleball National Championships**.

The CVB has also implemented a more engaging content strategy on social media with the addition of trivia polls to Twitter and Instagram stories.

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Visit Greater Palm Springs
@VisitGreaterPS

When you visit Greater Palm Springs, would you rather:

Enjoy a day at the spa	37%
Explore the outdoors	39%
Taste latest food trends	24%

428 votes · 2 hours left

Looking forward, there will be continual coverage of signature events as well as promotion of nice weather and holiday happenings in the vacation (“fly”) markets.

LIVE YOUR WELLEST

The overall strategy for the fall **Live Your Wellest** campaign was to inspire visitors to view Greater Palm Springs as the ultimate wellness destination for their next getaway. To raise awareness, the CVB implemented a few fun interactive components of the social campaign:

- Live Your Wellest quiz
- Live Your Wellest sweepstakes
- Four Zen Instagram story moments
- “This or That” Wellest templates

The Live Your Wellest quiz invited the website and social audience to discover their “wellest” personality: Adventurist, Healthy Foodie, Spa Seeker or Mindful Muse. Upon completion of the quiz, one of four “wellest” mantras was given, and the user had the opportunity to share on their personal social media channels. In conjunction with the quiz, everyone who participated was automatically entered to win a sweepstakes prize from the JW Marriott Desert Springs Resort & Spa.



The four Zen moments published in our Instagram story prompted fans to take deep breaths in and out, encouraging them to partake in a little wellness moment from Greater Palm Springs. The "moments" were interactive (with sounds and movement) while serving a purpose of calm and did exceptionally well with an average of over 1M impressions each.



Lastly, to continue to drive participation in the quiz and sweepstakes, the following templates invited users to play a more interactive roll in sharing their wellness lifestyle with our "This or That" quizzes.



The Live Your Wellest campaign resulted in **5.9M impressions**, **25.7K views** and over **4.2K link clicks**.

AIRLINES

To promote the increase in flights during the fall, the CVB targeted nonstop destinations with airline-specific messaging. These destinations included: **Sacramento; Portland; Minneapolis; Vancouver, BC; New York City; Houston; Edmonton, AB; Chicago; Winnipeg, MB; Seattle; San Francisco; Denver; Dallas; Calgary, AB; Bellingham, Washington; Toronto, ON; and Atlanta.**


The 2019 airlines ads campaign resulted in **over 1.6M impressions**, **11.9K landing page views** and **14.7K clicks**.





DINEGPS




This month, the CVB rolled out season 2 of the [craftGPS](#) video series with "Indulge in Infused Spirits at Pívat," the new cigar lounge at Agua Caliente Resort Casino Spa Rancho Mirage. This season will highlight 6 local bars in Greater Palm Springs for visitors to experience. In addition, the CVB is currently working on a third season of the [dineGPS](#) chef series spotlighting local flavors in Greater Palm Springs.


	Fans	Impressions	Video Views	Website Clicks	Engagement
2019 Incremental Year-to-Date	4,066	2,372,056	407,865	14,444	20,566
2019 Incremental Goal	1,940	400,000	200,000	20,000	7,000
2019 Goal	10,000	400,000	200,000	20,000	7,000
% Towards Goal	209.59%	593.01%	203.93%	72.22%	293.80%
Stretch Goal	5K	2.5M	500,000		50K


 Instagram	Fans	Impressions	Video Views	Engagement
2019 Incremental Year-to-Date	496	594,274	73,130	29,638
2019 Incremental Goal	511	150,000	10,000	4,000
2019 Goal	1,500	150,000	10,000	4,000
% Towards Goal	97.06%	396.18%	731.30%	740.95%
Stretch Goal		1.2M	100,000	33,000

	Fans	Impressions	Engagements
2019 Incremental Year-to-Date	529	1,061,726	4,732
2019 Incremental Goal	693	300,000	500
2019 Goal	3,500	300,000	500
% Towards Goal	76.33%	353.91%	946.40%
Stretch Goal		1.4M	8.5K

2019 YEAR TO DATE

 Facebook	Fans	Impressions	Video Views	Website Clicks	Engagement
2019 Incremental Year-to-Date	13,043	7,618,078	1,871,831	71,634	74,357
2019 Incremental Goal	19,436	9.3M	1.3M	80,000	80,000
2019 Goal	370,000	9.3M	1.3M	80,000	80,000
% Towards Goal	67.11%	81.70%	144.00%	89.54%	92.95%

 Instagram	Fans	Impressions	Video Views	Engagement
2019 Incremental Year-to-Date	3,752	12,726,809	874,990	381,047
2019 Incremental Goal	5,101	6.2M	1M	500,000
2019 Goal	25,000	6.2M	1M	500,000
% Towards Goal	73.55%	205.30%	87.50%	76.21%

 Twitter	Fans	Impressions	Video Views	Website Clicks	Engagements
2019 Incremental Year-to-Date	1,712	3,346,876	605,232	25,056	15,493
2019 Incremental Goal	3,467	5M	500,000	22,000	20,000
2019 Goal	45,000	5M	500,000	22,000	20,000
% Towards Goal	49.40%	67.00%	121.05%	114.00%	74.47%

 YouTube	Subscribers	Video Views
2019 Incremental Year-to-Date	1,819	4,882,756
2019 Incremental Goal	750	6.5M
2019 Goal	3,302	6.5M
% Towards Goal	242%	75.00%

If you have any questions about CVB Social Media, please contact:
 Krystal Kusmieruk, Digital Marketing Manager | kkusmieruk@gpscvb.com | 760.969.1337

NOVEMBER 2019
BOARD REPORT

COMMUNICATIONS

COMMUNICATIONS

The CVB had a productive October, attending multiple events out of market and hosting both individual and group media FAMs in Greater Palm Springs.

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PR Quality Score

TRACKING

Ad Value
\$15,053,945
Circulation/Impressions
1.67B
Total Number of Articles
484

MEDIA ASSISTS
1,047

2019 YTD

3,489

GOAL

3,650

HIGHLIGHTS

The team kicked off the month by partnering with Convention Sales to host media at a Monday Night Football game at Levi's Stadium in Santa Clara. Following this event, the team hosted its annual San Francisco media dinner to update the Northern California market on all things Greater Palm Springs for 2020. More than 25 consumers and meetings attended and had the opportunity to mix and mingle with six CVB partners ranging from cities and hotels to attractions.



The CVB team and partners hosted a media dinner in San Francisco October 8.

Sharing the many ways Arts + Culture makes up our destination, the CVB hosted a selection of domestic and international journalists to promote Greater Palm Springs' attractions while enjoying Modernism Week Preview. Coverage is scheduled to appear between now and prior to Modernism Week's main event in February 2020 to maximize awareness of the event.

The CVB Communications team hosted media for a Greater Palm Springs chef-focused dinner at the James Beard House in New York City. Five chefs showcased their talents to help promote upcoming Palm Desert Food & Wine. Following the event, the team hosted 12 media at the Institute of Culinary Education for an interactive dining experience.



Journalists attended a CVB and partners media dinner at the James Beard House in New York City featuring the cuisine of five Greater Palm Springs chefs.

FEATURED CONTENT



Meetings Today, October 2019
Circulation: 55,085



The main house at Sunnymede Estate is a classic example of Midcentury Modern architecture.

GREATER PALM SPRINGS

By Kathy Strong



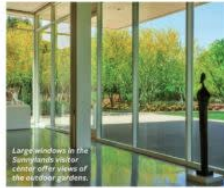
As a Palm Springs area resident for more than 30 years, my favorite pastime is still uncovering local treasures, from art to architecture.

A combination of both can be found at the Sunnymede Center & Gardens and Estate in Rancho Mirage. The intriguing 200-acre estate, surrounded

by its famous "pink walls," includes a golf course, an art collection with original Picasso, and expansive grounds and gardens. It has hosted royalty, world leaders, and the rich and famous for decades.

The home was built in the 1960s by Leonore and Walter Aronberg, a publishing magnate and U.S. ambassador to the United Kingdom from 1969 to 1974. The home itself is considered a masterpiece of Midcentury Modern architecture, characterized by a futuristic aesthetic, with outdoor trellises, exposed columns, large windows and open floor plans.

During a visit, I discover a lot going on at the center, with yoga classes on the great lawn, lectures, bird-watching and artists and amateurs painting landscapes. The estate, which has been preserved for the public following the couple's passing (Walter in 2002 and Leonore in 2009), offers a 90-minute



Large windows in the Sunnymede Center offer views of the outdoor gardens.

Within Range

Mileages are approximate driving distances.

➔ **Near Palm Springs International Airport (PSP):** The Palm Springs Air Museum, considered one of the world's top aviation museums, has more than 50 aircraft, which date from World War II through the Vietnam conflict.

➔ **8 mi. from PSP:** Stop on high at the Cathedral City Hot Air Balloon Festival, November 22-24, which includes a balloon glow, entertainment and a food-truck festa.

➔ **9 mi. from PSP:** Ride the world's largest rotating train at the Palm Springs Aerial Tramway for a thrilling trip up to the mountain wilderness of Mount San Jacinto State Park at 8,516 feet above sea level.

OCTOBER 2019 ALASKA BEYOND 85

Alaska Beyond, October 2019

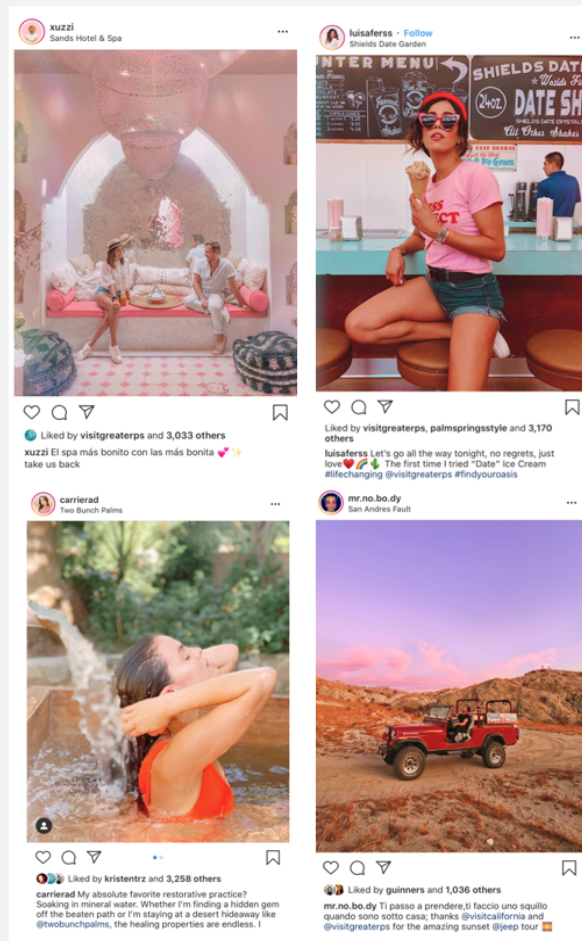
Circulation: 91,210

SOCIAL MEDIA COVERAGE

The CVB stays on top of the latest social media and digital developments to attract travelers to our destination. We research, share ideas and interact daily on our social channels to inspire visiting print and online media, digital influencers and FAM groups to post social media content.

In addition to the CVB's social media tags, we ask that CVB partners' social media handles and hashtags be utilized during the destination visit.

#VisitGPS #dineGPS #findyour oasis



ON THE HORIZON: WHAT'S AHEAD

Greater Palm Springs continues its presence out of market beginning with the Visit California Media Bootcamp in Atlanta. Interaction will include media speed dating, influencer activity and a media dinner. This will be followed by a meeting and luncheon with Meredith Publishing staff in Birmingham.

Continuing the momentum on the culinary front, the team will be hosting both traditional journalists and influencers from Canada for a foodie-themed FAM in conjunction with Visit California. Media will experience all facets of the farm-to-table movement, including an exploration of the destination's agriculture via Desert Adventures Red Jeep Tours.

The team will attend International Luxury Travel Market (ILTM) in December, providing a unique opportunity to bring our destination face to face with top-tier international luxury media. This will be followed by media events in Paris with Visit California.

Zone 2 FAM

In October we welcomed five location scouts to explore film locations in Palm Desert, Indian Wells, La Quinta, Indio and Coachella. The scouts all left with a new sense of Greater Palm Springs and appreciated discovering new looks they did not expect in our destination. We have already received follow-up scouting calls and an incentive application lead from this FAM.



Attendees of the October Zone 2 FAM found high-speed thrills at the BMW Performance Center West.



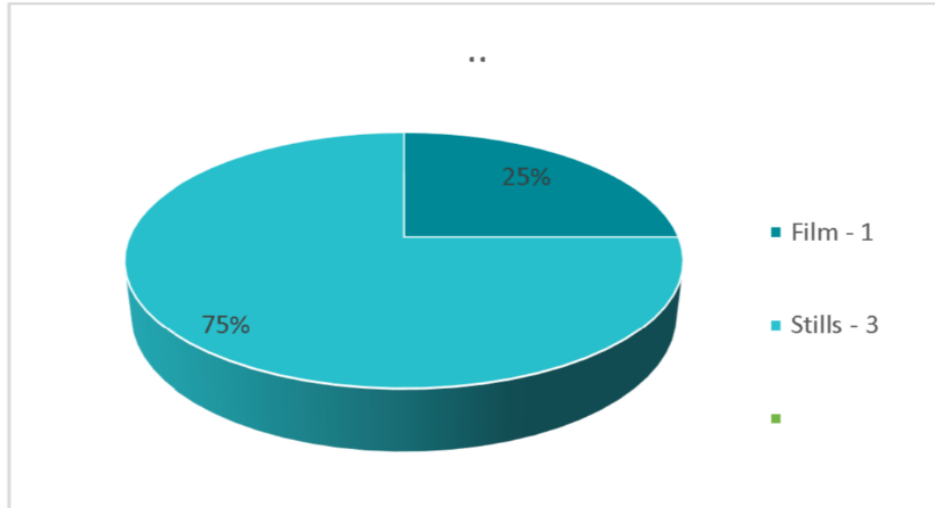
An off-road excursion with Desert Adventures Red Jeep Tours provided an experiential view of the destination's stunning landscape.

Incentive Update

Jason Momoa's passion project, *The Last Manhunt*, is in the process of applying for our film incentive and booked 518 room nights in the destination over the course of production. There is a second production in the area that is looking to apply, and they are on track to book 1,700 room nights over the course of production.

September 2019 Production Report

In September our area had one independent film starring one of Hollywood's hottest actors; that production alone booked 518 room nights for the month. We also had three still photography productions, which resulted in a minimum of four additional overnight stays.



If you have any questions about Film Oasis, please contact:
Michelle Rodriguez | mrodriguez@gpscvb.com

If you have any questions about Communications and Media/PR, please contact:
Greater Palm Springs Communications Team | media@gpscvb.com

RESEARCH

RESEARCH

During the months of October and November, the Destination Development team focused on research, working on arranging meetings for Paul Ouimet, President/CEO of NextFactor, to interview stakeholders from each of Greater Palm Springs' nine cities.

The team has also been working on the creation of the Greater Palm Springs Tourism Foundation website and a new portal. Part of this endeavor included partnering with OneFuture Coachella Valley.

DESTINATION NEXT – GREATER PALM SPRINGS DESTINATION EXPERIENCE PLAN

The CVB is continuing to work with NextFactor on the second phase of DestinationNEXT, creating a **Destination Experience Plan** for each city.

Paul Ouimet, President/CEO of NextFactor, conducted interviews October 7-11 and October 30–November 6 with key stakeholders from each city in order to gain more insight and prepare recommendations for new visitor experiences. Paul conducted interviews with about 5 to 15 key stakeholders from each of these cities: Cathedral City, Indian Wells, La Quinta, Palm Springs, Desert Hot Springs, Palm Desert, Indio and Rancho Mirage.

The remaining interviews that Paul was not able to conduct during those dates will be done by phone.

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DestinationNEXT Key Stakeholder Interviews Completed	
Cathedral City	5 Interviews: <ul style="list-style-type: none">• Mark Carnevale – Mayor• John Aguilar – Mayor Pro Tem• Stone James – Economic Development• Charlie McClendon – City Manager• Chris Parman – Communications/Events/LGBTQ
Desert Hot Springs	8 Interviews: <ul style="list-style-type: none">• Scott Matas – Mayor• Irene Rodriguez – Executive Director Cabot's Museum• Luke Rainey – Deputy City Manager• Gary Gardner – City Councilmember; CVB Liaison; former Planning Commissioner• Robert Griffith – Hotelier President; City Councilmember; former Planning Commissioner• Melissa Cronin – Marketing Consultant at the City of DHS• Doria Wilms – Assistant City Manager• Roberta Crcic – Executive Program Director at the City of DHS
Indian Wells	6 Interviews: <ul style="list-style-type: none">• Ted Martens – Mayor• Ty Peabody – Mayor Pro Tem• Christopher Freeland – City Manager• Mairead Hennessy – GM Miramonte• Steven Rosen – GM Indian Wells Golf Resort• Christoph Roshardt – GM Renaissance Indian Wells
Indio	11 Interviews: <ul style="list-style-type: none">• Lupe Ramos Amith (by phone) – Mayor• PJ Gagajena – Administrative Services Manager, Economic Development• Debra Alleyne – Management Analyst, Public Arts and Historic Preservation• Carl Morgan – Economic Development Director• Mark Scott – City Manager• Brooke Beare – Director of Communications and Marketing• Gloria Franz (by phone) – Second VP of the Coachella Valley History Museum• Robert Del Mas – General Manager / Director of Sales & Operations, Empire Polo Club• Thomas Rivera – General Manager, Indio Grand Marketplace• Don Casper – VP of Marketing, Fantasy Springs• Josh Bonner – President and Chief Executive Officer, Greater Coachella Valley Chamber of Commerce

La Quinta	6 Interviews: <ul style="list-style-type: none"> • Linda Evans – Mayor • Leslie Locken – Business Manager Old Town La Quinta • Thomas Burns – Executive Director Old Town Artisan Studios • Elisa Guerrero – Owner Old Town Peddler • Chris George – Director of Marketing La Quinta Resort & Club • Barb Adair – Desert Recreation District
Palm Desert	8 Interviews: <ul style="list-style-type: none"> • Susan Marie Weber – Mayor • Jan Harnik – Councilmember • The Living Desert Leadership Team • Ray Rodriguez – Owner Las Casuelas Café • Stephanie Greene – CEO FG Creative • Joe Alegre – GM Hotel Paseo • Jan Hulahan – Director of Marketing Sales JW Marriott • Patrick Klein – GM The Gardens on El Paseo
Palm Springs	13 Interviews: <ul style="list-style-type: none"> • Geoff Kors – Mayor Pro Tem • David Ready – City Manager • Aftab Dada – President PSHA, PS Resorts Chair, Managing Director, Hilton Palm Springs • Mary Jo Ginther – Director of Tourism at the Palm Springs Bureau of Tourism and Convention Center • Rob Hampton – GM Palm Springs Convention Center • Michael Green – Owner Triangle Inn Palm Springs and Executive Director Palm Springs Cultural Center • Lynnie Green – GM Renaissance Hotel PS • Doug Watson – GM Riviera Resort PS • Lisa Vossler Smith – Executive Director Modernism Week • Kate Anderson – Director of PR, Agua Caliente Band of Cahuilla Indians • Sheri Broedlow – Associate Director of Development Palm Springs Art Museum • Scott Slaven – Director of Marketing & Design Palm Springs Art Museum • Bruce Hoban – Co-founder of Vacation Rental Owners and Neighbors
Rancho Mirage	14 Interviews: <ul style="list-style-type: none"> • Iris Smotrich – Mayor • Charles Townsend – Councilmember • Isaiah Hagerman – City Manager • Jeremy Gleim – Development Director • Alyssa Randolph – Tournament Manager, ANA LPGA event • Erwin Bucy (by phone) – Rancho Las Palmas Shopping Center • Mark Piatkowski (by phone) – GM Omni Rancho Las Palmas • Carol Scott – Executive Director Children's Discovery Museum • David Frascchetti – RM Wine & Food Festival • Jamie Kabler – Rancho Mirage Writers Festival • Brendan Liang (by phone) – The River/CL Group • David Renker (by phone) – Eisenhower Special Programming • John Finkler (by phone) – Deputy Director Sunnylands • Katie Slice – Executive Director Rancho Mirage Chamber of Commerce

Paul will be conducting the remaining interviews by phone with:

- **Ryan Stendell** – Director of Community Planning for the City of Palm Desert
- **Tom Scaramellino** – GM The Westin Mission Hills Golf Resort & Spa
- **Kelly Steward** – GM The Ritz-Carlton, Rancho Mirage
- **Tom Kirk** – Executive Director CVAG
- **Ron DeHarte** – President PS Pride
- **Michael Braun** – President Grit Development

Final reports will be presented to each city in January/February 2020.

GREATER PALM SPRINGS TOURISM FOUNDATION

Since 2014, the Greater Palm Springs Convention and Visitors Bureau (CVB) has awarded scholarships to Coachella Valley students pursuing college majors in the tourism and hospitality industry. The CVB now awards scholarships through its Tourism Foundation, which was established in 2017.

The **Greater Palm Springs Tourism Foundation** supports and initiates diverse programming related to the hospitality, convention and tourism industries with funds raised from the general public and other sources. Initiatives encompass providing education and leadership training, college scholarships, volunteer and mentor development, special event promotion and cultural enhancement.

The Foundation was created to extend resources that are currently not available in the region, such as:

- Scholarships
- Volunteer Programs
- Multimedia Project
- Disaster Relief

Tourism Foundation Benchmarks	
June 2017	The Greater Palm Springs Tourism Foundation was established.
March 2019	The Foundation received federal approval as 501 (c) (3).
Fall 2019	The Foundation began a partnership with OneFuture Coachella Valley to manage the scholarship process and follow-up.
December 2019	The Foundation will vote on: <ul style="list-style-type: none">• Its new Board Members and Officers• The number of scholarships awarded and dollar amount of each.
January/February 2020	The Foundation website and OneFuture CV Portal will go live.

Greater Palm Springs Tourism Foundation Partnership With OneFuture Coachella Valley

The GPS Tourism Foundation has partnered with OneFuture Coachella Valley to manage the Foundation's scholarship portal. OneFuture will:

- Market hospitality scholarship opportunities for the Foundation's scholarship program to high school seniors in the Coachella Valley
- Manage the Foundation's online scholarship portal and scholar selection process, including:
 - Overseeing scholarship application intake
 - Providing student application support and troubleshooting
 - Providing Foundation scholarship reviewer trainings
 - Facilitating application review and scoring
 - Ranking applications and proposing scholar selection
 - Affirming document verification and scholar support
- Provide student support services, including:
 - One-on-one counseling
 - Financial aid package review
 - Student leadership conference
 - Mid-year conference
 - Personal mission statement
 - Workforce preparation/awareness
 - Disbursement of scholarship awards to schools
 - Student progress reports

OneFuture Coachella Valley will also:

- Provide dollar-for-dollar matching of the Foundation's scholarship funds up to a maximum of \$13,000. The matching may be increased in future years depending on the availability of funding.

VISAVUE TREND CARDS

VisaVue tracks non-local cardholder spend in the Coachella Valley. Below are the third-quarter results for both domestic and international visitors.

Domestic	Quarter – Q3 2019	Percentage (+/-):
Cardholders	1,192,080	7.5%
Total Spending	\$196,878,760	6.9%
Spend/Cardholder	\$54.47	-0.3%
International	Quarter – Q3 2019	Percentage (+/-):
Cardholders	23,555	0.4%
Total Spending	\$5,097,739	-0.4%
Spend/Cardholder	\$97.40	-4.1%

In the domestic market, the top cardholder growth originated from: Las Vegas, NV (92.3%), San Diego, CA (15.7%) and Seattle-Tacoma, WA (15%). There is a drop from Tucson, AZ (-4.2%).

In the international market, the top cardholders growth for the 3rd quarter originated from: Mexico (23.3%), Germany (14.3%), Netherlands (4.5%), Australia (4.3%) and Canada (2.1%). In addition, there was a decrease from the following: China (-28.2%), Italy (-13.1%), United Kingdom (-10.7%), Switzerland (-9.7%) and France (-3%).

For more information about Destination Development, please contact:

Bob Thibault

Chief Development Officer

bthibault@gpscvcv.com | (760) 969-1339



NOVEMBER 2019
BOARD REPORT

AIR SERVICE

AIR SERVICE

Year to date, total passenger numbers for PSP have increased, as did passengers and average load factor for the month of October.

Total Passengers YTD Through October: 2,080,555 (up 13.9%)

AIR SERVICE FOR THE MONTH OF OCTOBER

- **Total Passengers:** 177,363 (up 5.9%)
- **Total Seats:** 106,624 (down 1%)
- **Average Load Factor:** 83.2%

AIRPORT ROUNDTABLE SERIES

The 2020 Airport Roundtable Conference will be hosted at the Hyatt Regency Indian Wells January 15-17, 2020. The conference will comprise airline route planners and airport marketing representatives.

The purpose of the Roundtable events is to help airport professionals share their ideas and concepts in the areas of marketing and air service development.

AVIATION REPORT

The Aviation Report tracks flight and seat comparisons by departure origin, market airlines, aircraft type and load factor. Click on images for an enlarged PDF view. [View the full Aviation Report.](#)

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PSP Schedule Analysis- November 2019

November 2019

November 2018

Number of Flights

2,686

Number of Seats

303,639

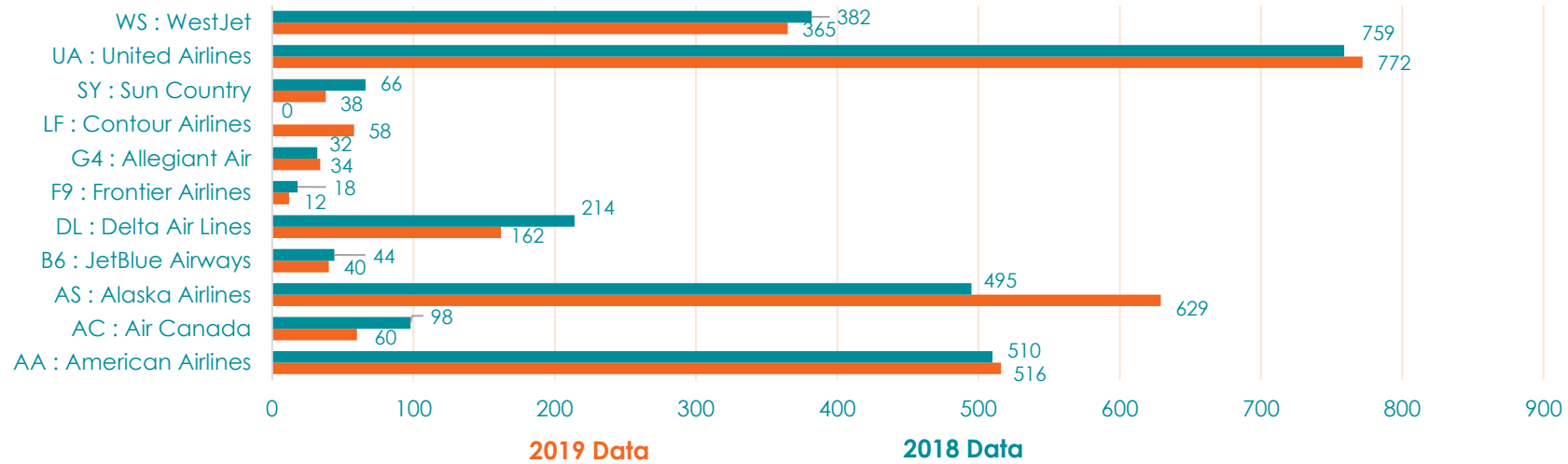
Number of Flights

2,618

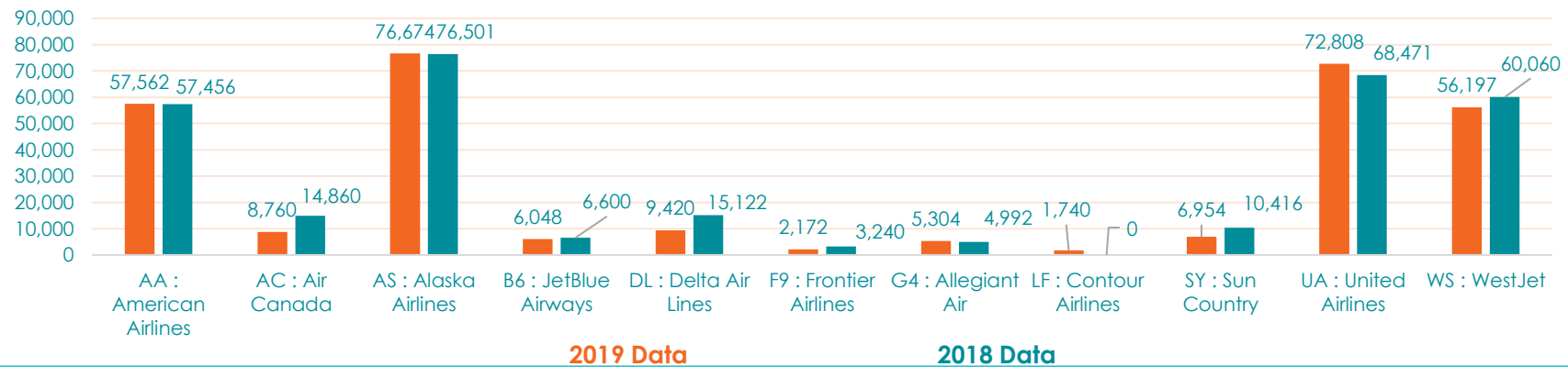
Number of Seats

317,718

Flight Comparison



Seat Comparison



Data represents inbound and outbound flights for PSP

Source: Diio Mi Express (Note: All new air service has not been loaded)

PSP Departures & Average Seats per Departure

Market Airline	Origin	Monthly Departures				Average Seats per Departure			
		Nov-19	Dec-19	Jan-20	Feb-20	Nov-19	Dec-19	Jan-20	Feb-20
AA : American Airlines	DFW : Dallas/Fort Worth, TX, US	58	77	90	82	160	160	151	155
AA : American Airlines	ORD : Chicago-O'Hare, IL, US	54	44	31	46	160	160	160	160
AA : American Airlines	PHX : Phoenix, AZ, US	146	152	146	141	74	78	81	76
AC : Air Canada	YVR : Vancouver, BC, CA	30	31	25	25	146	132	120	120
AC : Air Canada	YYZ : Toronto, ON, CA	0	5	17	29	0	136	159	136
AS : Alaska Airlines	PAE : Everett, WA, US	26	31	31	29	76	76	76	76
AS : Alaska Airlines	PDX : Portland, OR, US	58	62	62	58	147	148	171	177
AS : Alaska Airlines	SEA : Seattle, WA, US	112	124	119	146	168	164	170	172
AS : Alaska Airlines	SFO : San Francisco, CA, US	119	137	130	129	76	76	76	76
B6 : JetBlue Airways	JFK : New York-JFK, NY, US	20	24	25	24	151	156	152	150
DL : Delta Air Lines	ATL : Atlanta, GA, US	0	8	17	17	0	160	192	199
DL : Delta Air Lines	MSP : Minneapolis/St. Paul, MN, US	0	11	35	33	0	180	165	162
DL : Delta Air Lines	SEA : Seattle, WA, US	0	19	35	29	0	132	153	160
DL : Delta Air Lines	SLC : Salt Lake City, UT, US	81	96	94	83	58	58	57	57
F9 : Frontier Airlines	DEN : Denver, CO, US	6	12	10	9	181	184	183	185
G4 : Allegiant Air	BLI : Bellingham, WA, US	17	15	10	13	156	156	156	156
LF : Contour Airlines	SMF : Sacramento, CA, US	29	30	31	29	30	30	30	30
SY : Sun Country	MSP : Minneapolis/St. Paul, MN, US	19	26	24	31	183	183	185	186
SY : Sun Country	SFO : San Francisco, CA, US	0	4	9	8	0	183	185	186
UA : United Airlines	DEN : Denver, CO, US	111	95	107	124	115	92	83	96
UA : United Airlines	EWK : Newark, NJ, US	0	13	5	0	0	126	126	0
UA : United Airlines	IAH : Houston-Intercontinental, TX, US	61	65	63	75	73	73	73	83
UA : United Airlines	LAX : Los Angeles, CA, US	30	31	31	29	50	61	54	50
UA : United Airlines	ORD : Chicago-O'Hare, IL, US	34	31	31	29	129	101	131	128
UA : United Airlines	SFO : San Francisco, CA, US	150	163	158	159	89	80	101	100
WS : WestJet	YEG : Edmonton, AB, CA	30	31	31	29	154	147	146	161
WS : WestJet	YVR : Vancouver, BC, CA	65	63	66	63	168	166	173	174
WS : WestJet	YWG : Winnipeg, MB, CA	3	5	8	8	134	142	144	169
WS : WestJet	YYC : Calgary, AB, CA	85	82	92	87	144	140	143	148
Totals		1,344	1,487	1,533	1,564	2,823	3,680	3,797	3,729

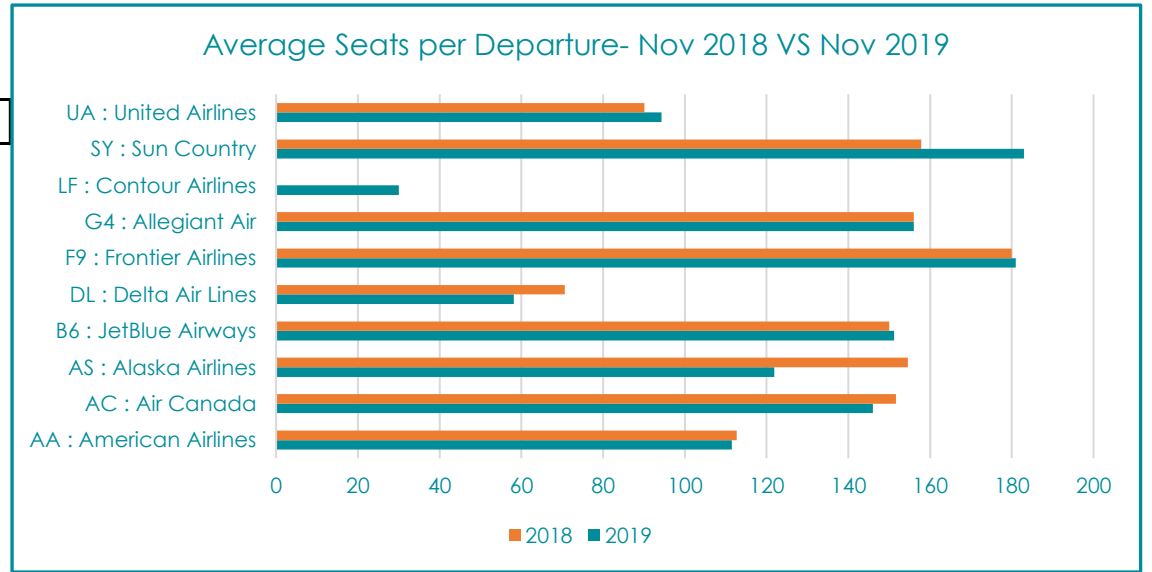
Source: Diio Mi Express (Note: All new air service has not been loaded)

PSP Average Daily Seats & Departures by Market Airline

Average Daily Departures by Market Airline						
Market Airline	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20
AA : American Airlines	8.6	8.8	8.6	9.6	10.7	9.4
AC : Air Canada	1.0	1.2	1.4	1.9	2.0	1.7
AS : Alaska Airlines	10.5	11.4	11.0	12.9	14.1	13.9
B6 : JetBlue Airways	0.7	0.8	0.8	0.9	0.8	1.0
DL : Delta Air Lines	2.7	4.3	5.8	5.8	7.2	8.0
F9 : Frontier Airlines	0.2	0.4	0.3	0.3	0.4	0.4
G4 : Allegiant Air	0.6	0.5	0.3	0.5	0.9	0.6
LF : Contour Airlines	1.0	1.0	1.0	1.0	1.0	1.0
SY : Sun Country	0.6	1.0	1.1	1.4	1.5	0.6
UA : United Airlines	12.9	12.8	12.7	14.9	15.9	15.0
WS : WestJet	6.1	5.8	6.4	6.7	6.4	5.8

Average Daily Seats by Market Airline						
Market Airline	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20
AA : American Airlines	959	1,039	982	1,099	1,208	1,044
AC : Air Canada	146	159	184	248	282	251
AS : Alaska Airlines	1,280	1,411	1,388	1,693	1,833	1,721
B6 : JetBlue Airways	101	125	122	129	126	157
DL : Delta Air Lines	157	378	637	647	819	874
F9 : Frontier Airlines	36	74	59	60	77	80
G4 : Allegiant Air	88	78	50	72	136	88
LF : Contour Airlines	29	30	30	31	30	30
SY : Sun Country	116	183	197	259	270	105
UA : United Airlines	1,213	1,108	1,157	1,401	1,633	1,128
WS : WestJet	939	907	977	1,066	1,031	897

Average Seats per Departure by Market Airline						
Market Airline	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20
AA : American Airlines	112	114	114	114	112	111
AC : Air Canada	146	132	136	129	141	145
AS : Alaska Airlines	122	120	126	131	130	124
B6 : JetBlue Airways	151	156	152	150	150	152
DL : Delta Air Lines	58	85	109	112	114	110
F9 : Frontier Airlines	0	184	183	185	183	184
G4 : Allegiant Air	156	156	156	156	156	156
LF : Contour Airlines	30	30	30	30	30	30
SY : Sun Country	183	183	185	186	186	186
UA : United Airlines	94	83	91	94	103	75
WS : WestJet	154	150	154	160	161	155



Source: Diio Mi Express (Note: All new air service has not been loaded)

November 2019 Departures by Aircraft Type

Market Airline	Aircraft Type	# of Flights	# of Seats
AA : American Airlines	A319	2	256
AA : American Airlines	A321	1	181
AA : American Airlines	B737-800 Passenger	111	17,760
AA : American Airlines	CRJ-700	60	4,200
AA : American Airlines	CRJ-900	84	6,384
AC : Air Canada	A320	30	4,380
AS : Alaska Airlines	A320	75	11,108
AS : Alaska Airlines	A320 Sharklets	7	1,043
AS : Alaska Airlines	A321	5	595
AS : Alaska Airlines	B737-700 Passenger	1	124
AS : Alaska Airlines	B737-800 Winglets Pax/BBJ2	4	636
AS : Alaska Airlines	B737-900 Passenger	7	1,246
AS : Alaska Airlines	B737-900 Winglets Pax/BBJ3	71	12,638
AS : Alaska Airlines	E-175	145	11,020
B6 : JetBlue Airways	A320	20	3,024
DL : Delta Air Lines	CRJ	48	2,400
DL : Delta Air Lines	E-175 Enhanced Winglets	33	2,310
F9 : Frontier Airlines	A320	6	1,086
G4 : Allegiant Air	A319	17	2,652
LF : Contour Airlines	ERJ135/ ERJ140/ ERJ145	29	870
SY : Sun Country	B737-800 Passenger	19	3,477
UA : United Airlines	A319	71	9,088
UA : United Airlines	A320	21	3,150
UA : United Airlines	B737-800 Passenger	31	5,146
UA : United Airlines	B737-900 Passenger	28	5,012
UA : United Airlines	CRJ	141	7,050
UA : United Airlines	CRJ-700	31	2,170
UA : United Airlines	E-175 Enhanced Winglets	63	4,788
WS : WestJet	B737-600	7	791
WS : WestJet	B737-700 Winglets Pax/BBJ1	81	10,854
WS : WestJet	B737-800 Winglets Pax/BBJ2	95	16,530

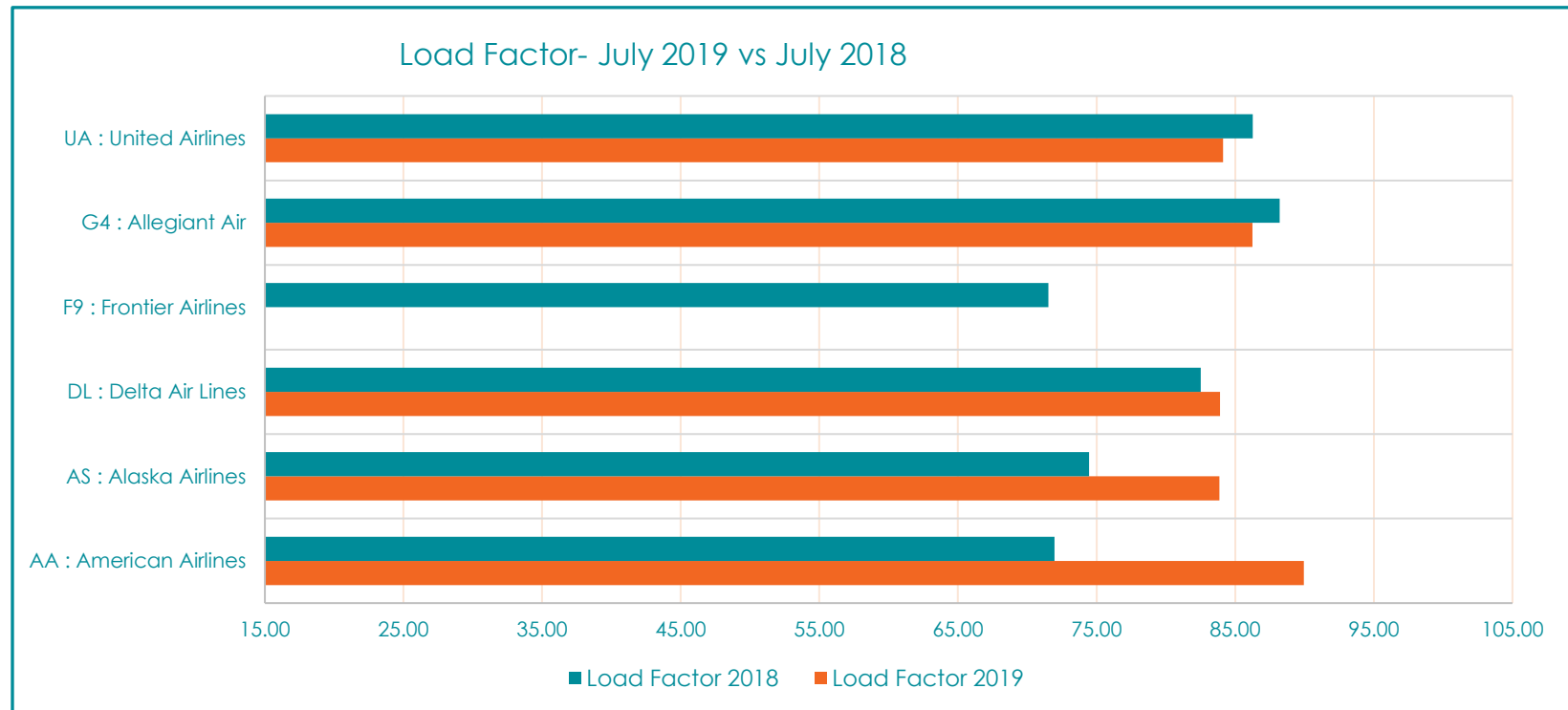
Average Daily Opportunities

Average Daily Flight Opportunities	Average Daily Seat Opportunities
0.1	9
0.0	6
3.7	592
2.0	140
2.8	213
1.0	146
2.5	370
0.2	35
0.2	20
0.0	4
0.1	21
0.2	42
2.4	421
4.8	367
0.7	101
1.6	80
1.1	77
0.2	36
0.6	88
1.0	29
0.6	116
2.4	303
0.7	105
1.0	172
0.9	167
4.7	235
1.0	72
2.1	160
0.2	26
2.7	362
3.2	551

Source: Diio Mi Express (Note: All new air service has not been loaded)

July - Load Factor Report

Average Daily Departures Each Way by Market Airline						
Market Airline	Seats Available	Onboards	Load Factor 2019	Load Factor 2018	Departures	Average Departures Per Day
AA : American Airlines	21,076	18,469	89.95	71.96	212	6.8
AS : Alaska Airlines	13,674	10,823	83.86	74.45	164.5	5.3
DL : Delta Air Lines	3,928	3,296	83.90	82.51	61	2.0
F9 : Frontier Airlines	0	0	0.00	71.52	0	0.0
G4 : Allegiant Air	1,404	1,211	86.25	88.21	9	0.3
UA : United Airlines	13,379	10,848	84.12	86.27	198.5	6.4



Source: Diio Mi Express

NOVEMBER 2019
BOARD REPORT

VIDEOS

DESTINATION VIDEOS

The following videos were launched in October and November 2019. They were shared on the CVB's social media channels, including Facebook, Instagram, YouTube and Twitter.

[HOME](#)

[November 2019](#)

[Archive](#)

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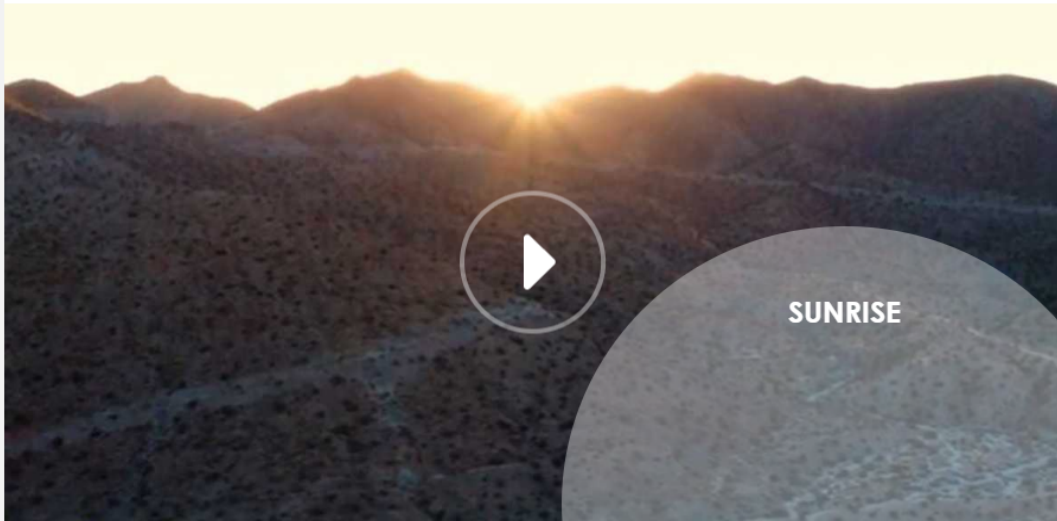
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