



# BOARD AND JPA MEETING

Friday, September 25, 2020  
Virtual Meeting





# CEO/PRESIDENT'S REPORT



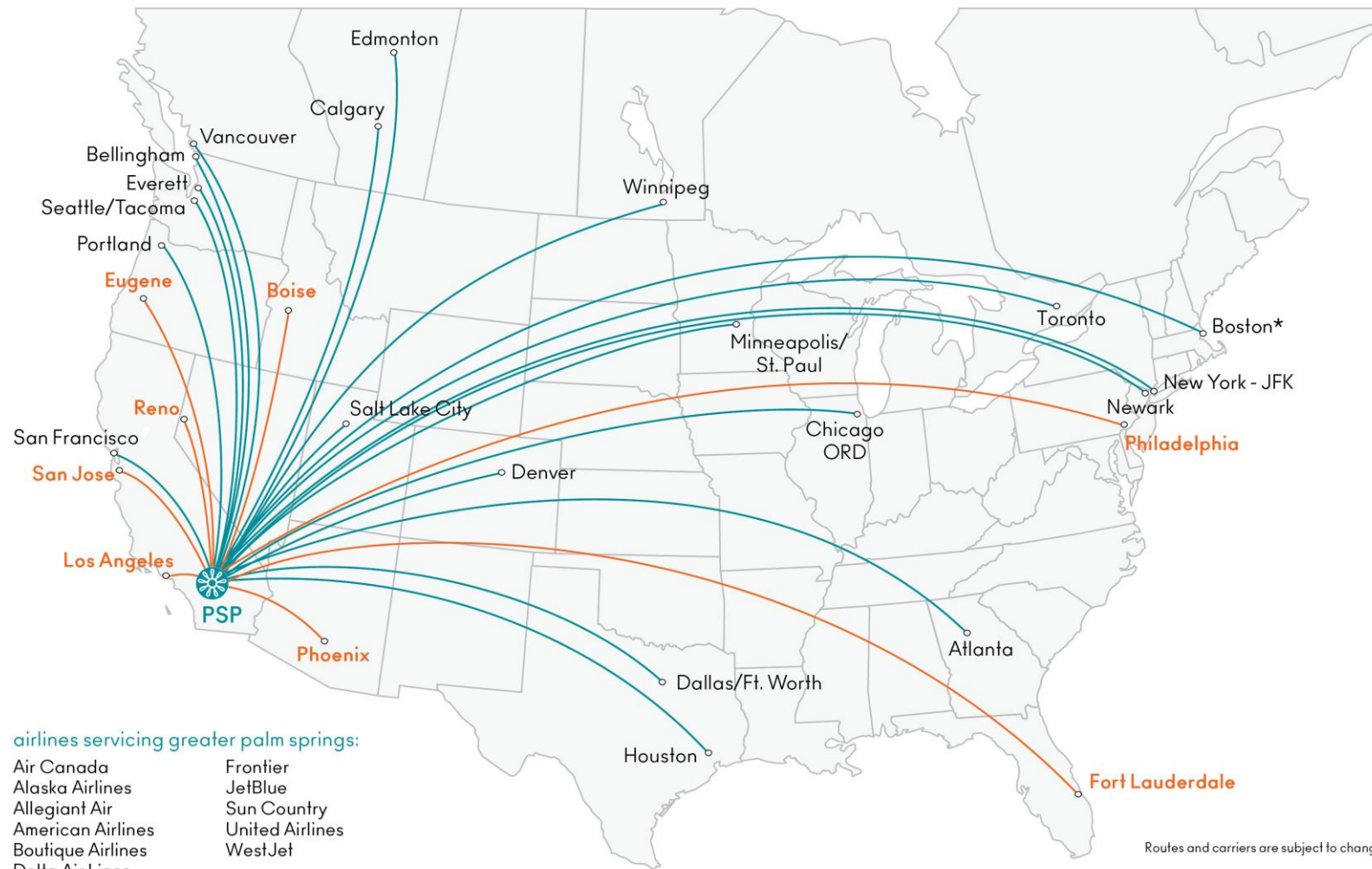


AIR SERVICE



# NEW AIR SERVICE

palm springs international airport (PSP) air service



Routes and carriers are subject to change

\*Limited December flights only

Alaska  
AIRLINES

allegiant

American  
Airlines

ba  
BOUTIQUE AIR

DELTA

jetBlue

Southwest®



# DESTINATION MARKETING

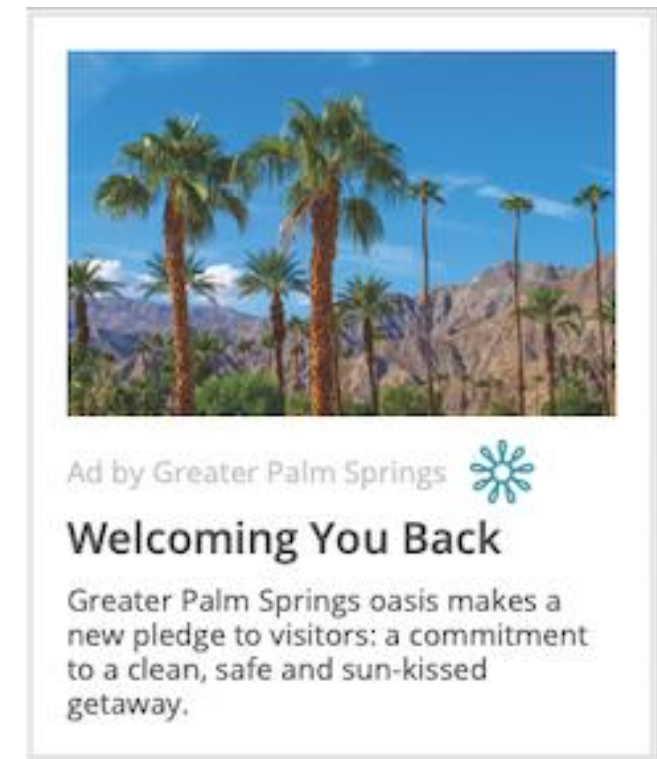


# SAFER TOGETHER, GREATER TOGETHER PLEDGE

**440+**  
PLEDGE TAKERS

Drive market campaign  
launched June 10 and  
continues through  
September.

Campaign included  
digital advertising, native  
advertising, and Los  
Angeles Times.





# THANK YOU LOCAL PLEDGE CAMPAIGN

**August – September**  
campaign with digital  
advertisements, native  
advertising, Desert Sun  
(print and digital), local  
television, and local  
billboards.

Campaign will deliver  
over **21M** impressions.

**EVERY  
PLEDGE  
COUNTS.**

400+ businesses have pledged  
to keep Greater Palm Springs  
**safer** and **stronger.**

LEARN MORE



**Our Community. Safer Together.**

**EVERY  
PLEDGE  
COUNTS**



Thank you to the Greater Palm Springs businesses that have  
pledged to keep us all—visitors, residents and workers—safer.

**Our Community. Safer Together.**

Learn more: [gpsPLEDGE.com](https://gpsPLEDGE.com)

**Our Community.**





# SAFER TRAVEL INITIATIVES





# TELEVISION

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## 2B

IMPRESSIONS  
JUNE - AUGUST

## 185K

TV SPOTS  
JUNE - AUGUST

Los Angeles  
San Diego  
Phoenix  
Las Vegas  
San Francisco  
Seattle  
Portland





# BILLBOARD

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## 45M

IMPRESSIONS  
JUNE - AUGUST

Los Angeles  
Orange County  
San Diego

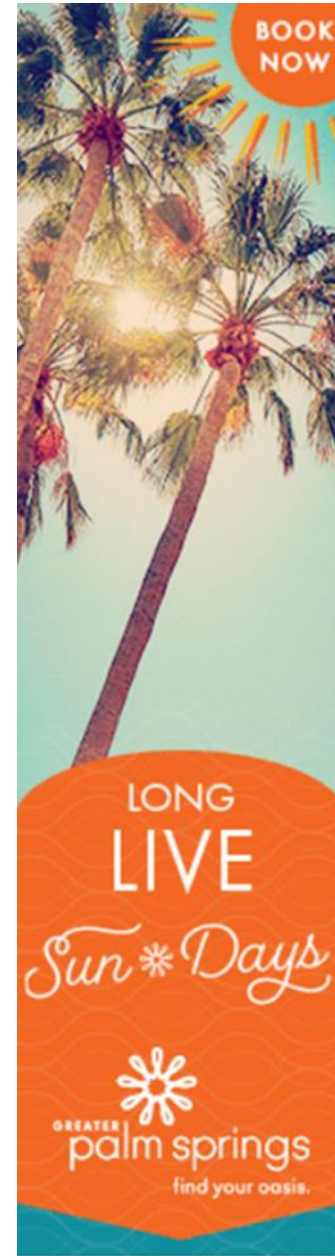




# EXPEDIA & TRIPADVISOR

LAUNCHED  
JUNE 2020 (EXPEDIA)  
SEPTEMBER 2020  
(TRIPADVISOR)

Targeted digital advertisements on Expedia and TripAdvisor raise awareness and drive bookings to the destination.





# TRAVELZOO

Destination landing page supported by Travelzoo advertising will feature Fall Partner deals.

Travelzoo is FREE for CVB Partners.

FEATURED DESTINATION:  
Greater Palm Springs

[f](#) [t](#) [e](#)


[FIND YOUR OASIS](#)

[CHILL DEALS](#)

[OUTDOOR ADVENTURE](#)

[FREE FUN](#)

[VIDEO GALLERY](#)



With nine cities in one beautiful oasis, Greater Palm Springs is rich in experiences: from outdoor adventure, shopping and art to luxurious spas. With natural hot mineral springs, lush palm groves and more than 300 days of sunshine each year, this SoCal destination offers a blend of escape and excitement.

[LEARN MORE](#)

**LAUNCHES  
EARLY OCTOBER 2020**



# EDGE MEDIA

LAUNCHES  
OCTOBER 2020

**LGBTQ-targeted**  
advertising includes  
editorial series, banner  
ads, video/mobile ads,  
and dedicated emails.

The screenshot displays the Edge Media Network website. At the top, there is a banner for 'GREATER palm springs find your oasis.' featuring a person on a colorful inflatable ring in a pool. Below this is a navigation bar with a 'Select location' dropdown, a search bar, and social media icons for Apple, Google, Email, RSS, Facebook, Twitter, and Instagram. The main navigation menu includes links for News, A&E, Biz, Tech, Money, Cars, Style, Health, Travel, Nightlife, Pride, and Calendar. The 'Travel' section is highlighted, showing a large article titled 'Personal Mobility Machine Needs No Help At Tokyo Airport' with a video player. Below this are three smaller article teasers: 'Live Here? Go There: 5 Road Trips to Get Outta Town', 'Airbnb Launches LGBTQ Online Experiences for Pride', and 'Sonoma County Greenlights Return of Tourist Lodging'. On the right side, there is a 'Spring 2020 Seasonal Travel Guide' section with a featured article titled 'Will the LGBTQ Community Be the First to Travel?' and a 'More»' link.

GREATER palm springs  
find your oasis.

Select location Search        Sign In | Register

EDGE MEDIANETWORK News A&E Biz Tech Money Cars Style Health Travel Nightlife Pride Calendar

Travel

Personal Mobility Machine  
Needs No Help At Tokyo Airport

1 thru 10 of 7849 Stories Next »

**Live Here? Go There: 5 Road Trips to Get Outta Town**  
By Kelly Chavira | Jun 23  
Summer 2020 is shaping up to be a road-trip kind of season. To help you refresh and decompress the gay way, we've compiled this tip sheet for your very own LGBTQ break from five U.S. cities. Gas up the car, pack up your travel cooler, and let's roll!

**Airbnb Launches LGBTQ Online Experiences for Pride**  
Jun 22  
Airbnb has launched a series of LGBTQ-friendly online experiences, and will partner with the International LGBTQ+ Travel Association to launch 100 new experiences representing LGBTQ diversity over the coming year.

**Sonoma County Greenlights Return of Tourist Lodging**

**Spring 2020**  
Seasonal Travel Guide

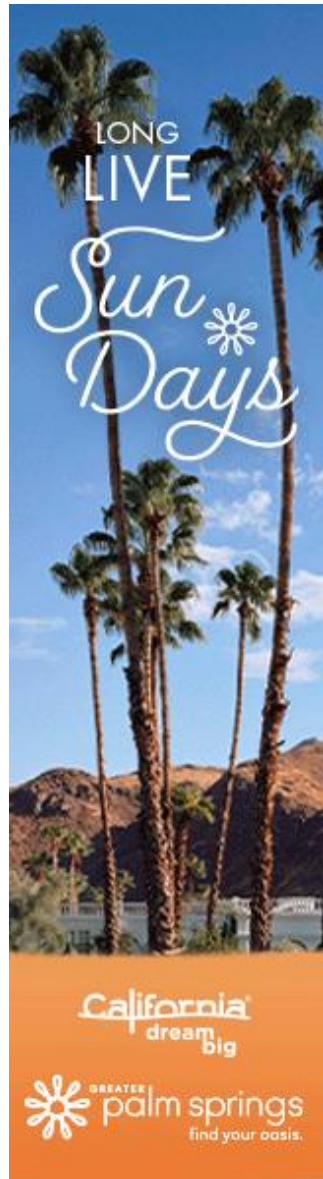
**Will the LGBTQ Community Be the First to Travel?**  
A recent survey by Community Marketing & Insights sheds light on the ever-shifting subject of leisure travel amid the coronavirus.

More»



# VISIT CALIFORNIA CO-OP: JULY - DEC

## “CALLING ALL CALIFORNIANS”



Digital display ads targeting consumers who have previously searched for Greater Palm Springs as well as those searching for leisure, weekend, and road trips.



Geotargeted and retargeted digital display ads for consumers searching Greater Palm Springs and competitive destinations.



Video and mobile display ads on Pandora streaming audio app.

**BASE IMPRESSIONS:** 13M+  
**TOTAL IMPRESSIONS:** 20.9M+

**TOTAL COST:** \$126,000  
**TOTAL VALUE:** \$226,800



# CO-OP RELAUNCH: ADARA



## Time Frame

Beginning in October



## Details

- Digital banner ads retarget people who have visited the CVB and Partner websites
- Adara pixel tracks customer bookings, allowing for more in-depth reporting on bookings, room nights and ROI
- Cost: \$3,500 per month



## Markets

Varies





# CO-OP RELAUNCH: CENTRO



## Time Frame

Beginning in October



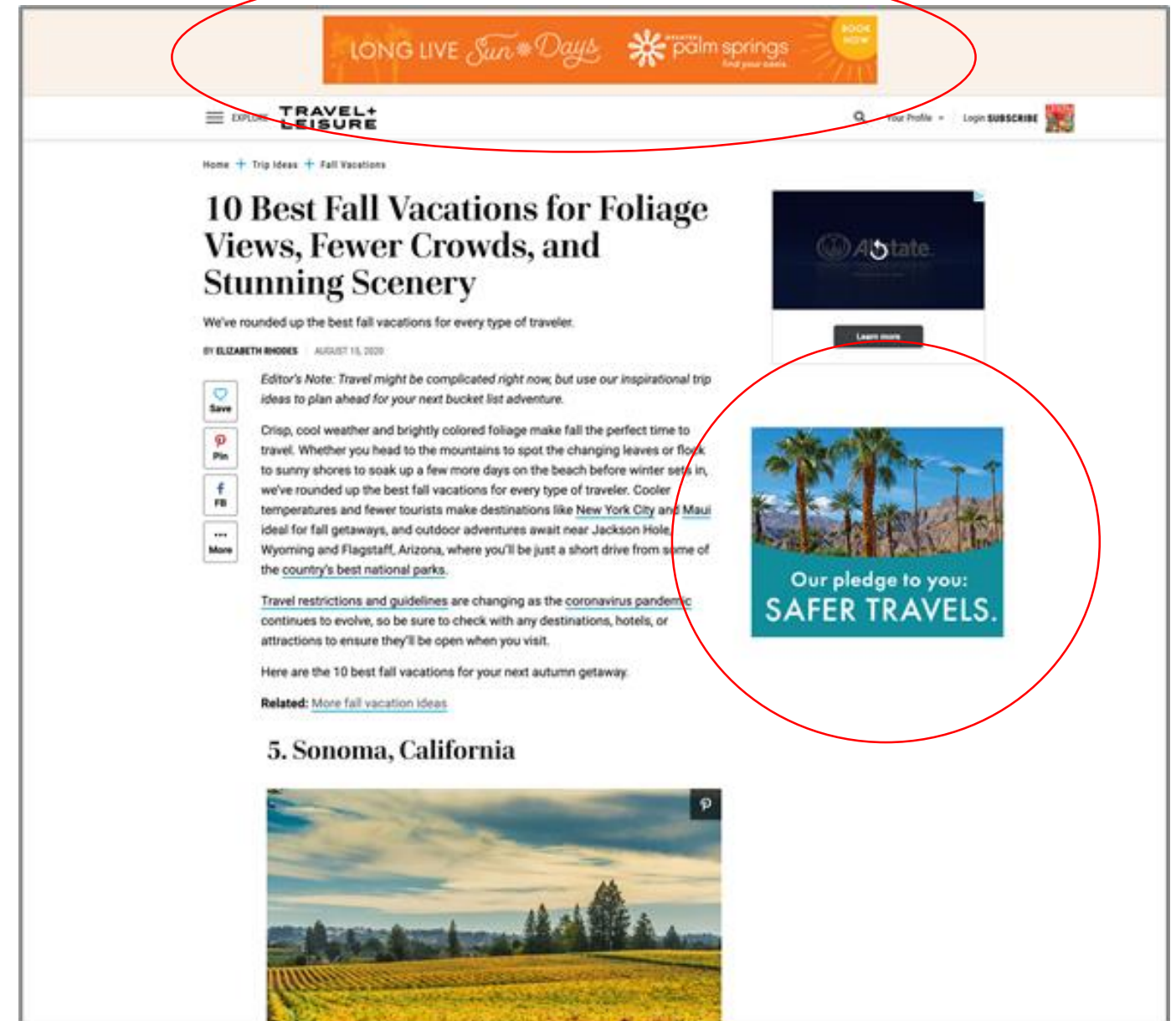
## Details

- CVB-produced ads linking back to your website or offer. Ads run on proprietary list of popular travel and news-related sites.
- Cost: Starting at \$1,500/month campaign



## Markets

Varies





# CO-OP RELAUNCH: BILLBOARD



## Time Frame

Year-Round (L.A./San Diego) &  
Seasonal (Other Markets)



## Details

- Co-branded CVB-produced billboard
- Select the number of billboards and markets to fit your budget
- Cost: Starting at \$2,000/month  
Varies by market and number of boards



## Markets

Los Angeles, San Diego, San Francisco,  
New York, Chicago, Minneapolis





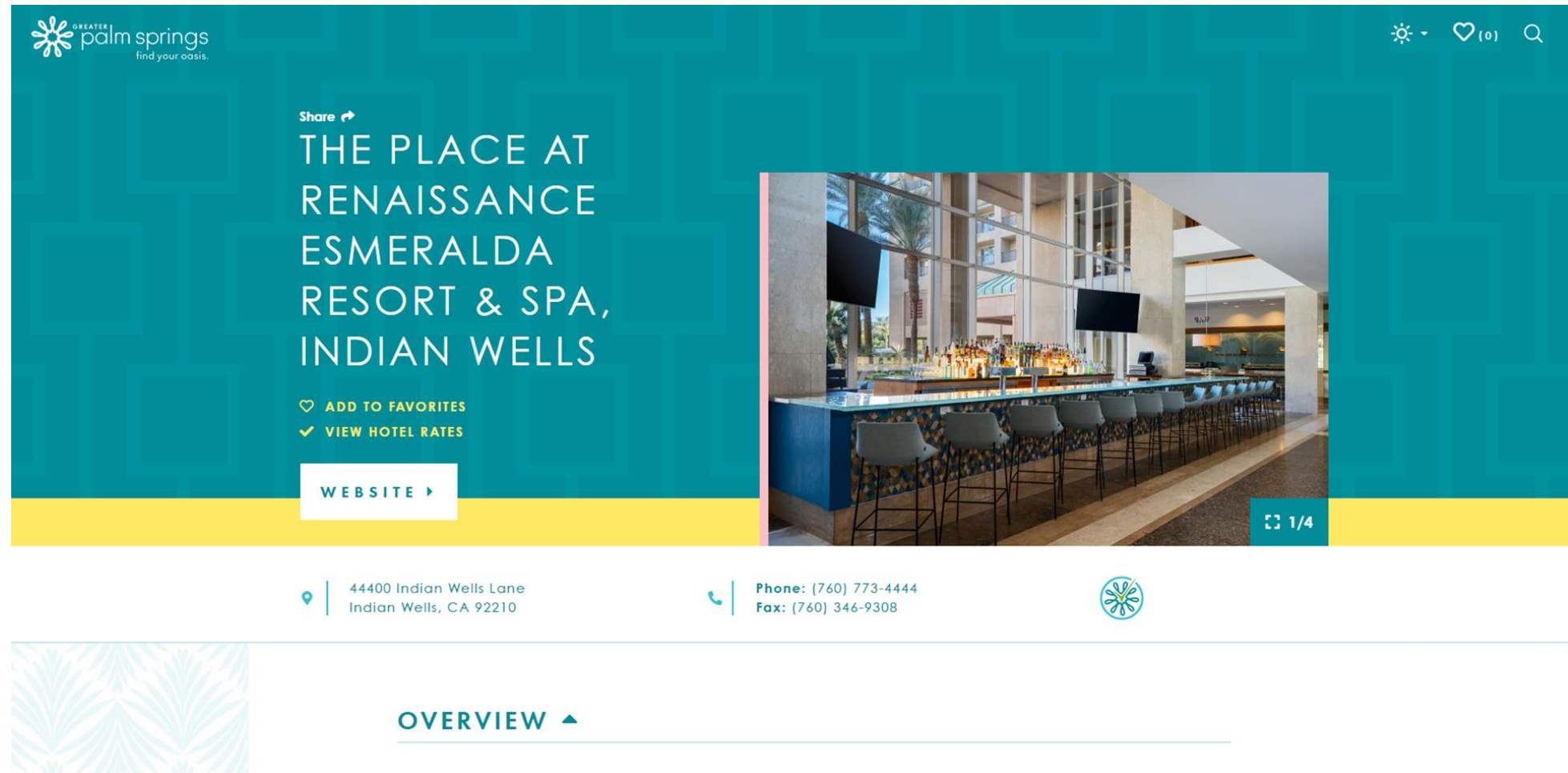


WEBSITE



# WEBSITE LAUNCH September 2020

- “Mobile-first” strategy.
- Increase member/partner referrals
- Add landing pages and content based on users’ search patterns
- Updated partner portal







SOCIAL MEDIA



# SOCIAL MEDIA



◀ [Back to Blog Home](#)

## Al Fresco Bites: Perfect Patios for Outdoor Dining in Greater Palm Springs

Last Updated: Monday, September 21, 2020



Dine under swaying palm trees and a breathtaking landscape — Greater Palm Springs offers the opportunity to take their dining experience outdoors and take in the beautiful sights. Here are some of the restaurants in our nine cities offering al fresco dining options for everyone.

◀ [Back to Blog Home](#)

## How to Travel Responsibly in Greater Palm Springs

Last Updated: Friday, July 17, 2020



If you're planning a Greater Palm Springs getaway, you probably have nothing but enjoying some rays, chilling by the pool and sipping some classic cocktails on your mind. And we don't blame you. Our Southern California oasis is the perfect sun-kissed escape after months of staying at home, and we're so excited to welcome you back—but in order to keep our visitors, hospitality workers and local community safe, we're asking everyone to travel responsibly.

Safe travel is a partnership between the destination and you. For that reason, we have established a [Safer Together, Greater Together Pledge](#) as our commitment to providing an environment that encourages the safety of all.

What does that mean, exactly? In addition to the steps we are taking, below are a few travel "musts" that you can do to help put everyone's well-being first (without sacrificing any wanderlust):

@VisitGreaterPS

TOTAL  
IMPRESSIONS

**700K+**

@dineGPS

TOTAL  
IMPRESSIONS

**50K+**



# CONVENTION SALES



# ONLINE MEETING SERIES

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158 clients attended so far

7/14: Kickoff  
7/29: Movement & Exercise  
8/18: Health & Nutrition  
9/16: Stress Mang & Sleep  
10/14: Connection to Community

**NEXT SERIES:** Fall 2020  
Focus on **Arts & Culture**



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A VirtuWELL Series for YOU

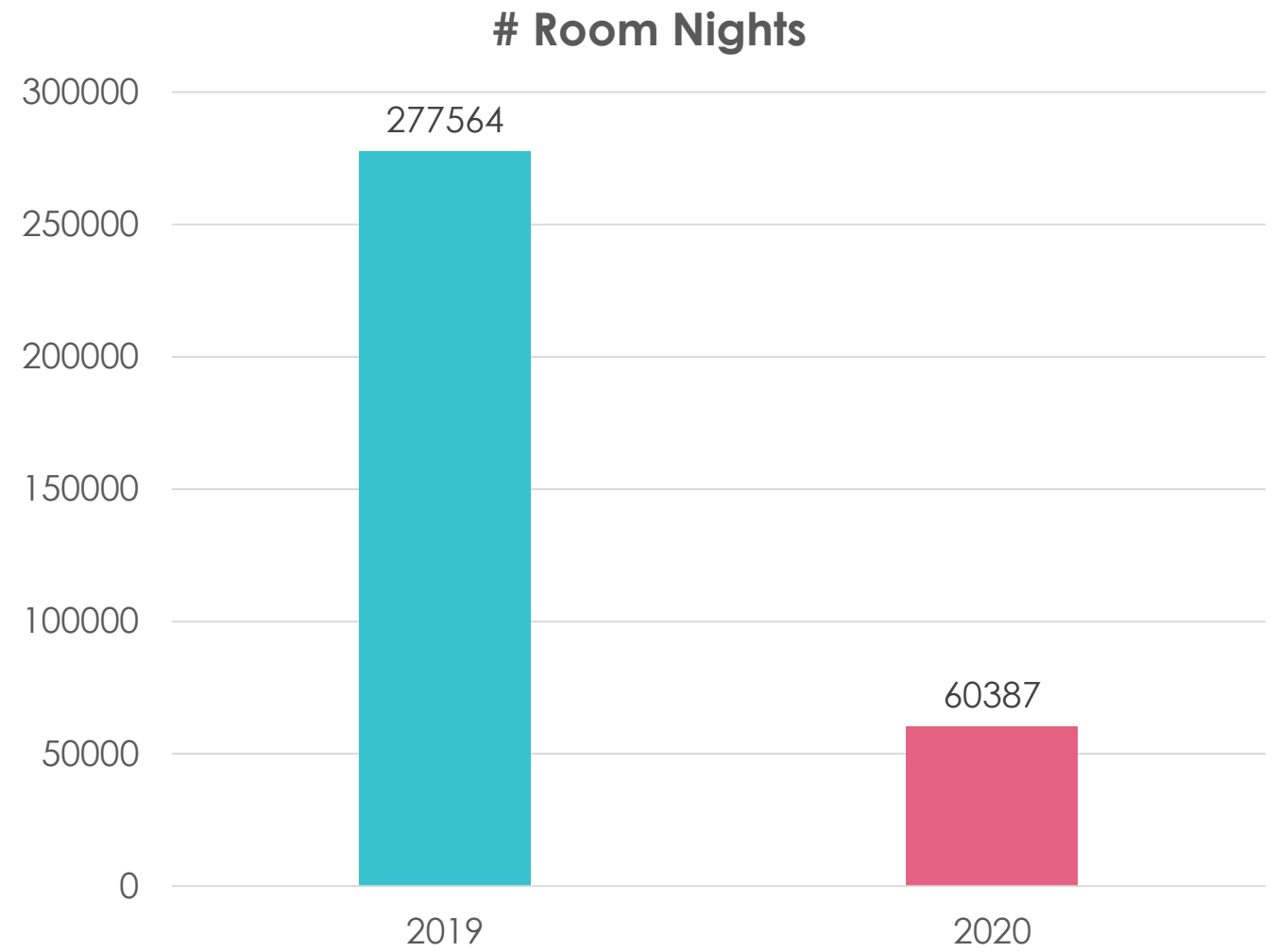
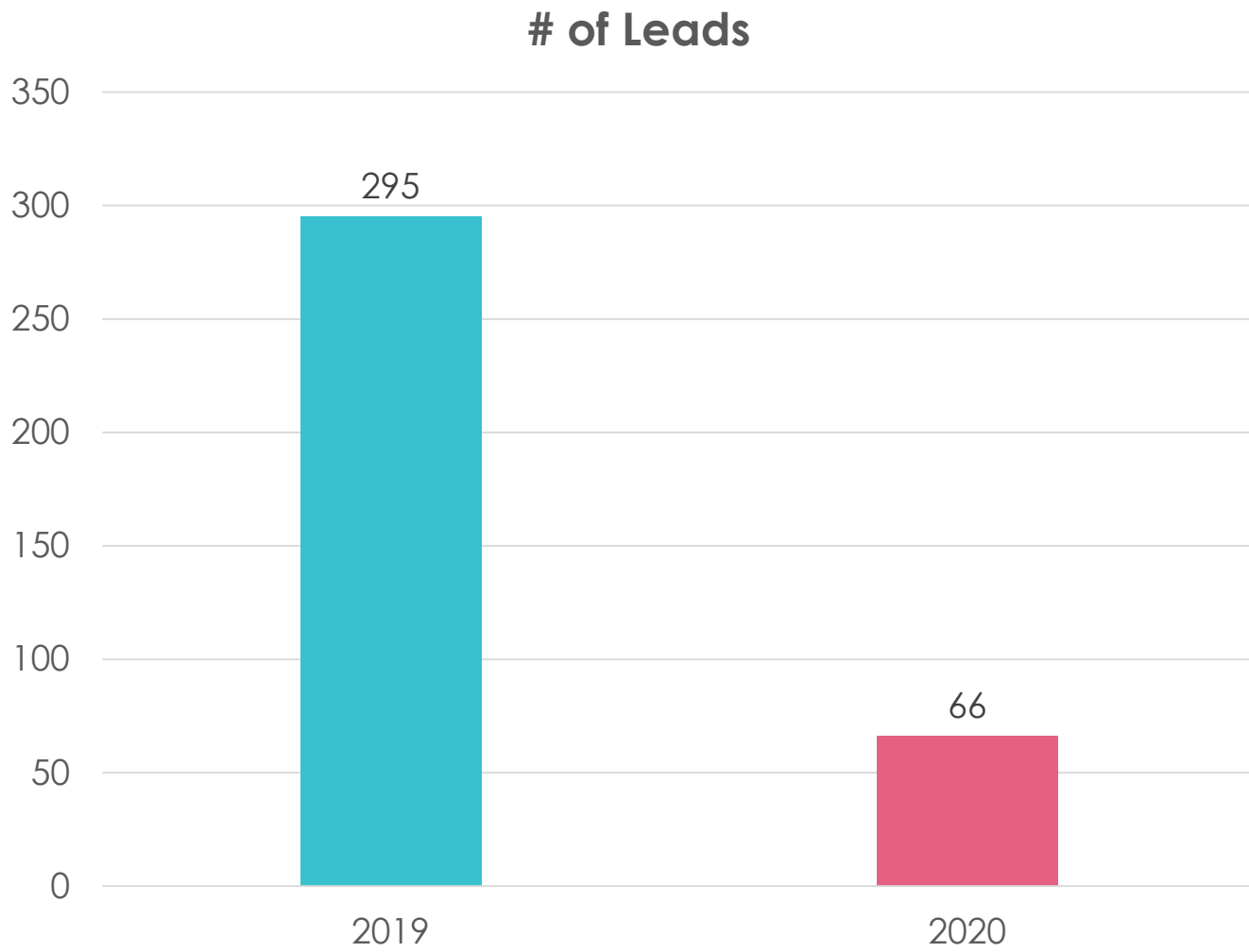
*“Thanks for keeping us  
fit and healthy during  
these challenging  
times.” —Janet P.  
Caine, Senior Director,  
Global Accounts,  
HelmsBriscoe*

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*“I really enjoyed yesterday’s webinar, as it was very  
motivating! Thank you for hosting the program. There were  
a lot of great takeaways and many things I hope to  
incorporate into my life.” —Nicolina Mongano, Sourcing  
Manager, American Bar Association – Illinois*



# LEADS JUNE - AUGUST





# BOOKINGS JUNE - AUGUST

**BOOKED  
GROUPS**

**DEFINITE  
ROOM NIGHTS**

**TENTATIVE  
ROOM NIGHTS**

**9**

**5,432**

**60,387**

Corporate: 3,631 RNS  
Association: 2,047 RN  
SMERF: 253 RNS



# CANCELLATION DUE TO COVID-19 - GPSCVB

**PROGRAMS**

**ROOM NIGHTS**

**ECONOMIC IMPACT**

**168**

**138,015**

**\$82,314,697**

Above numbers are a subset of hotel revenue

Cancellations from March 2020 – December 2021



# CANCELLATION DUE TO COVID-19 - PSSCC

ROOM NIGHTS

ROOM REVENUE

PSSCC REVENUE

**69,105**

**\*\$12,632,964**

**\$1,732,032**

Above numbers are a subset of CVB numbers and hotel revenue

Cancellations from March 2020 – June 2021

\*Room revenue based on 2019 STR data for ADR



# CANCELLATION DUE TO COVID-19 - Hotels

**ROOM NIGHTS**

**REVENUE**

**256,005**

**\$90,272,379**

Cancellations from March 2020 through any future date



COMMUNICATIONS



# MEDIA COVERAGE

TOTAL  
IMPRESSIONS

**1.34B+**

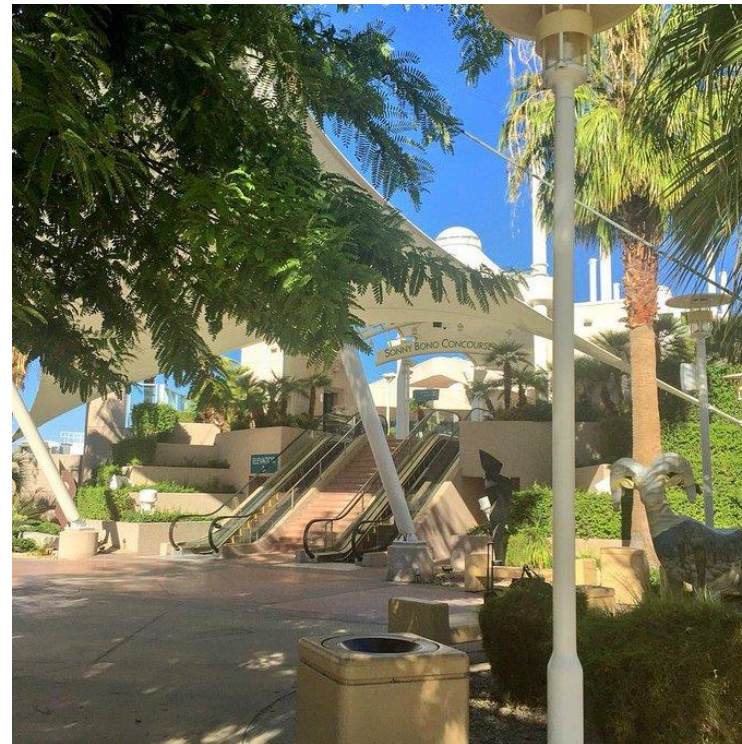
AD VALUE

**\$1.5M+**



NEWS

**Southwest Airlines is using the coronavirus to solidify its dominance in California**



**Palm Springs Is Seeing An Explosion Of Scheduled Air Service**

Palm Springs is turning into a hotspot for new scheduled air services. US airlines are trying to find as many sources of revenue as possible, and leisure sun destinations have proven to be incredibly lucrative. So, while Florida has seen its fair share of attention, out in Palm Springs, California, the airport is increasing in popularity with several new domestic services.



Southwest is one of the most hotly-awaited new services coming to PSP this winter. Photo: Getty Images



# MEDIA COVERAGE

## Los Angeles Times

TRAVEL

Planning a road trip? How to find a good hotel deal, plus tips on how to stay safe

Palm Springs



Los Angeles Times

Hot deals are a natural here du [website](#) to find 25%-off deals, t

Or book the [Saguaro Palm Spri](#) starting at \$89 per night and w CALOCAL.

Looking for something higher- [Resort & Spa](#), reopening Aug. 3 (psst ... that's one night free). promo code is P50; the rate is \$

We planned these seven SoCal day trips with coronavirus in mind



A giraffe stands on a green hillside in its habitat at the Living Desert Zoo and Gardens in Palm Desert. (Gina Ferazzi / Los Angeles Times)

## TRAVEL+ LEISURE

Home + Weekend Getaways

### 9 Weekend Getaways From San Diego That Will Bring You to Mountains, Deserts, National Parks, Vineyards, and More

Whether you're looking for an active trip filled with hiking and water sports or a relaxing vacation spent lazing around a pool or on the beach, San Diego is just a short drive from several destinations that make for perfect weekend getaways.

BY PATRICIA DOHERTY | JULY 31, 2020

In less than three hours on the road, you can be in California's desert city of [Palm Springs](#). Depending on the season, you have the option of lazing away the day around a pool, playing golf, shopping, hiking, or visiting a spa. Come evening, enjoy some live music and alfresco dining.

The Uptown Design District has grown into a major attraction for shoppers scouting clever home decor and art items, clothing, and gifts. Art lovers will be dazzled by the collection and special exhibits at the [Palm Springs Art Museum](#). And for nature fans, [hiking trails](#) for all levels are available, including the [Indian Canyons](#), with waterfalls, streams, rock art, and native plants. About an hour east, [Joshua Tree National Park](#) offers spectacular rock formations, starry skies, and campgrounds.

Stay in a luxe golf resort, boutique hotel, restored motel-style inn, or modern downtown hotel, depending on your plans for the weekend. The [Kimpton Rowan](#) offers a rooftop pool and stunning restaurant, and the restored [Villa Royale](#) has a retro vibe. Dive, an 11-room boutique hotel, features an intimate 1960s French Riviera feel, perfect for a buyout. There's also a guide for [LGBTQ visitors and residents](#), which makes finding entertainment and lodging easy.



# MEDIA COVERAGE

## ESSENCE | 50 YEARS

HOME · TRAVEL

### 7 Socially Distant Destinations That Make For A Perfect Romantic Getaway

THERE ARE PLENTY OF BEAUTIFUL — AND ROMANTIC — OPTIONS RIGHT IN YOUR OWN BACKYARD.

#### 04 Palm Springs, California

Palm Springs isn't just for the epic fail that was the Insecure girls trip — it's also suitable for couples. For those on the West Coast looking for some fun in the sun, check out Palm Springs for its hiking, gondola rides, golf, and warm desert air. Take the Palm Springs Aerial Tramway — the world's largest rotating tram car — to travel 2.5 miles up to the top of Chino Canyon, where you can wander around and explore. Relax together at Estrella Spa or Kimpton Rowan Palm Springs, where you can get desert-inspired treatments and poolside views.



## DEPARTURES

—— Travel ——

### The Best Weekend Trips From LA to Experience the Best of Southern California

Palm Springs is a dream sequence of a city, especially for those who love pools, cocktails, and mid-century modern furniture. Post up at [L'Horizon Resort and Spa](#), an [American Fine Hotels & Resorts](#) partner built in the 1950s, where you can stay in one of their chic [deluxe bungalows](#). Or you can stay in Belle Epoque-style luxury at [Dive Palm Springs](#), a property with just 11 guest rooms and suites that exude St. Tropez vibes. When you're not lounging by the L'Horizon or Dive pools, wander the [Uptown Design District](#) for boutique shopping (your home decor vision will come to life at [Christopher Kennedy](#)) and high-end art galleries (we're fans of [Coda Gallery](#)), have brunch at [Norma's](#) or [Workshop](#), or hop over to Indian Wells for a round of golf at [Indian Wells Golf Resort's](#) 36 holes. If you're after a desert hike, take the [Palm Springs Aerial Tramway](#) (the "world's largest rotating tram car") up Chino Canyon to hike within Mount Jacinto State Park. For dinner, you must try the exceptional upscale Vietnamese food in Palm Springs at either [533 Viet Fusion](#) or [Rooster and the Pig](#).



# Upcoming Media Coverage

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**Fodor's**

**EnCompass**  
THE AAA COMPANION

**SPECTRUM  
NEWS1**

AMERICAN  
WAY |

**DEPARTURES**

**ESSENCE**

**TRAVEL+  
LEISURE**



# SUNSET HOLIDAY HOUSE



**Palm  
Springs**





# PUBLIC MEETING TBID RENEWAL

- Staff Report
- Board Q&A
- Public Comment



# INSTRUCTIONS FOR PUBLIC COMMENT



## **Time**

Each person has **3 minutes** to speak.



## **Online**

Click the “Participants” icon on Zoom screen to reveal list.

Then click “Raise Hand” button.

You will be called on by your display name or phone number when it is your turn to speak.



## **By Phone**

Select \*9. You will be called on by your display phone number or name when it is your turn to speak.

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Please mute all other feeds of this meeting while speaking to prevent feedback.



# TBID RENEWAL: FOLLOW-UP QUESTIONS

For more information about the TBID, please contact Director of Partnership Davis Meyer at [dmeyer@gpscvb.com](mailto:dmeyer@gpscvb.com).

You can also learn more at **gpsTBID.com**.



# JPA EXECUTIVE COMMITTEE

- Approval of Conflict of Interest Code (amended Sept. 25, 2020)
- Officer Nominations – Vote at November Meeting
- Resolution No. JPA 2020-003 - Meeting Dates for 2021
- Resolution No. JPA 2020-004 – Reopening Guidelines for Local Meetings
- Updates from the JPA Members and Chair



# REOPENING SUPPORTING DATA

## District 4 Facilities Only - Daily Sums Averaged by Month

Year-Month	Average of COVID Confirmed Hospitalized	Average of COVID Confirmed in ICU**
4/1/2020	30.27	14.50
5/1/2020	37.84	13.26
6/1/2020	98.43	22.77
7/1/2020	160.23	35.26
8/1/2020	70.58	16.65
9/1/2020*	27.91	4.39
<i>*September is a partial month</i>		
<i>**ICU Confirmed are a subset of the Confirmed Hospitalized metric.</i>		



# BOARD OF DIRECTORS

- Nominating Committee (Vote):
  - Todd Hooks, Agua Caliente Band of Cahuilla Indians
  - Kate Anderson, alternate
- Resolution No. BOD 2020-001 – Meeting Dates for 2021
- Resolution No. BOD 2020-002 – Reopening Guidelines for Local Meetings
- Board Liaisons Continuing



# BOARD OF DIRECTORS UPDATE

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





NEXT BOARD MEETING  
November 20, 2020