



Visit 29 Palms  
Tourism Business Improvement District  
2024-2025 Tourism Marketing Plan & Budget

Presented by the Tourism Business Improvement District Advisory Board:

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## EXECUTIVE SUMMARY

### Visit 29 Palms Tourism Business Improvement District Overview

Branded as Visit 29 Palms, the Twentynine Palms Tourism Business Improvement District (TBID) was established in October 2017 to increase awareness, interest, and positioning of the city as a premier travel destination. Operating under the Parking and Business Improvement Area Law of 1989, the Visit 29 Palms TBID is formed through a public-private partnership between the City of Twentynine Palms and the lodging operators and owners within the district. The TBID executes creative destination marketing programs to drive tourism, funded entirely by the revenue generated by the 1.5% self-assessed TBID assessment levied across lodging properties within the district, excluding those on the Marine Base.

### Destination Market Overview

Twentynine Palms is a small rural city in San Bernardino County, located along the southeastern range of California's Mojave Desert. This charming city, welcoming 800,000+ overnight visitors annually, is home to Joshua Tree National Park Headquarters, the historic Oasis of Mara, and a brand-new park Visitor Center. As the main north entrance to Joshua Tree National Park, Twentynine Palms plays a pivotal role in providing access to this stunning natural wonder, which now attracts over 3 million visitors a year from around the globe. It is recognized as the official gateway to the newly designated Mojave Trails National Monument and proudly hosts the Twentynine Palms Marine Corps Air Ground Combat Center, established in 1952.

Twentynine Palms has entered a new era, marked by a revitalized downtown, an influx of new businesses, and a new National Park visitor center. The city's strong lodging infrastructure and new developments position it for continued growth and success in the tourism sector, with a vibrant and evolving community ready to welcome visitors to its unique blend of natural beauty, cultural heritage, and modern amenities.

As our destination continues to develop, and through diversifying our attractions and enhancing the visitor experience, and building on our new momentum, we can further establish Twentynine Palms as a premier destination in California's desert region.

### Lodging Market Overview

Overall, Twentynine Palms continues to offer the largest diversity of lodging options, making it the premier lodging market in the Morongo Basin.

#### Hotel Overview

Twentynine Palms continues to lead the hotel market in the Morongo Basin with a substantial inventory of 596 traditional hotel rooms, representing the highest concentration in the region. While exempt from TOT/TBID assessment, when factoring in the 111 rooms from the Inns of the Corps located at the Marine Corps Air Ground Combat Center (MCAGCC), the total rises to 707, further cementing its position as the predominant lodging destination. In contrast, Yucca Valley provides approx. 295 rooms across its hotels/motels, Joshua Tree offers a more eclectic mix of 116 rooms, and Pioneertown, known for its historic Western charm, has a smaller inventory with 19 rooms. Not only has Twentynine Palms maintained its leading position in this market, but it has also attracted new investments and developments, with Hotel Wren and RESET Hotel expected to open in late 2024 and early 2025.

## RV Overview

With the capacity to accommodate over 170 recreational vehicles, the RV resort in Twentynine Palms stands as the largest in the region, offering unparalleled space and amenities for visitors.

## Vacation Rental Overview

Despite being outpaced by neighboring communities in the Morongo Basin, Twentynine Palms remains a significant player in the vacation rental market. The region experienced a surge in new inventory during the pandemic, contributing to oversaturation in the market. Recently, Twentynine Palms has seen a 10% decrease in vacation rental inventory, currently standing at 417 properties. However, the quality and diversity of the offerings remain robust, ensuring that Twentynine Palms continues to attract visitors seeking unique and comfortable accommodations. The market is still undergoing corrections, but Twentynine Palms' strong product offering positions it well for future growth.

## SWOT ANALYSIS

### Strengths

- Proximity to Joshua Tree National Park, Mojave National Preserve, and Mojave Trails National Monument.
- Diverse lodging options and new hotel developments coming soon, including Hotel Wren, RESET Hotel, and Hilton Home2Suite
- Year-round room demand supported by the Twentynine Palms Marine Corps Air Ground Combat Center
- Freedom Plaza has contributed to a revitalized downtown, driving economic growth and new business investments.

### Weakness

- Absence of a clearly defined identity.
- Need for additional signature events to boost tourism during shoulder and off-seasons.
- Growth in tourist amenities like retail and dining still lags behind neighboring communities.
- Limited public transportation and car rental availability.
- The perception of Joshua Tree overshadowing Twentynine Palms.

### Opportunities

- Promoting extended stays and encouraging visitors to explore beyond Joshua Tree National Park.
- Utilizing Freedom Plaza for diverse events and conferences.
- Leveraging the city's arts and culture community to attract tourists.
- Capitalizing on the popularity of stargazing and dark sky tourism.
- Increasing sustainable travel practices and eco-friendly initiatives.

### Threats

- Economic uncertainties and inflation impact travel decisions.
- Competition from neighboring communities.

- Vulnerability to federal government shutdowns affecting park and base visitation.
- Climate change and natural disasters affect access and resources.

## MARKETING STRATEGY

### Goals & Objectives

1. Enhance Brand Awareness: Elevate the recognition of Twentynine Palms as a unique travel destination through targeted marketing campaigns.
2. Increase Visitor Engagement: Develop engaging content, experiences, and events that captivate potential visitors and encourage them to choose Twentynine Palms for their next trip.
3. Boost Overnight Stays: Implement strategies that drive overnight room demand and longer lengths of stay, benefiting local lodging properties and the broader economy.
4. Strengthen Partnerships: Foster collaborative relationships with stakeholders, local businesses, and regional tourism partners to amplify our reach and impact.

### Branding and Positioning

Twentynine Palms offers visitors a uniquely rural desert experience with incredible opportunities to explore the vast and beautiful Mojave Desert wilderness with its world-class hiking trails and rock-climbing routes, incredibly dark, star-studded night skies, and a rich arts and culture community which attracts and inspires artists, musicians, and creatives from around the world.

Branding and positioning of Twentynine Palms must support the multi-faceted appeal of the destination - an oasis where one can explore and unwind, steeped in rich history, culture, and natural beauty, offering unique experiences for adventure seekers, history enthusiasts, wellness pursuers, and culinary explorers alike.

### Brand Identity

Twentynine Palms is the vibrant heart of the Morongo Basin, where the spirit of adventure, creativity, and timeless beauty come together. It is a place of infinite possibilities, rich history, and boundless open spaces, redefining itself as a premier destination for art, exploration, business, and tourism.

### Brand Narratives

#### Art and Cultural Renaissance Hub:

- Positioning: Twentynine Palms is the birthplace of public art in the high desert and the burgeoning epicenter for artists, musicians, and creatives. The city is redefining the High Desert experience, offering a vibrant and dynamic atmosphere where art and culture thrive.
- Elements: Promote local galleries, public art installations, and cultural festivals.
- Showcase the contributions of local artists, musicians, and businesses to the city's

creative landscape.

- Activities: Support artist residency programs, open studio tours, and collaborative art projects. Highlight local art, music, and entrepreneurial endeavors that enhance the city's cultural fabric.

#### Gateway to Joshua Tree National Park:

- Positioning: The original and most authentic gateway to Joshua Tree National Park and new Visitor Center in Freedom Plaza.
- Elements: Highlight proximity to Joshua Tree National Park, unique park features by the north entrance, and exclusive experiences.
- Activities: Develop park-centric itineraries and promote ranger-led tours and eco-tourism initiatives.

#### Exploration, Adventure, and Infinity:

- Positioning: Twentynine Palms is the ultimate starting point for epic desert adventures, where the vast desert meets endless possibilities. It's a place that embodies the "Edge of Infinity" and the "Backyard of 100 Miles of Nothing," showcasing the untouched beauty and boundless opportunities of the high desert.
- Elements: Highlight stargazing, wide-open spaces, and thrilling desert adventures. Emphasize the city's unique landscape and its potential for exploration.
- Activities: Promote hiking, rock climbing, and off-roading experiences. Organize stargazing events, desert marathons, and off-road adventures that draw on the area's natural allure.

#### Oasis of the High Desert:

- Positioning: A serene retreat with lush landscapes and tranquil settings.
- Elements: Promote wellness retreats, spa services, and desert gardens.
- Activities: Host wellness weekends, yoga retreats, and nature walks.

#### Historical Significance:

- Emphasize Twentynine Palms' rich history as the original gateway to Joshua Tree National Park and its military heritage.
- Celebrate the city's past while highlighting its transformation into a modern, exciting destination.

### Destination Pillars

Branding and advertising programs developed to build awareness and create interest in traveling to Twentynine Palms will continue to support the multi-faceted appeal of the city and are to be centered and themed around the destination's five pillars:

1. Outdoor Recreation
2. Health and Wellness
3. Arts, Culture, History
4. Stargazing and Astronomy
5. Culinary

## Target Markets & Audiences

To sustain and grow tourism in Twentynine Palms, our strategy will focus on targeting four distinct audience groups through tailored marketing efforts. By understanding the unique motivations, interests, and booking behaviors of each group, we can craft compelling campaigns that resonate with their specific needs. From adventure seekers and national park lovers to seasonal sun chasers and international visitors, we offer diverse experiences that highlight the natural beauty, cultural richness, and recreational opportunities of our region.

By participating in travel trade events, hosting familiarization tours, and leveraging digital marketing, we aim to increase visitor engagement and drive sustained growth. Our collaborative efforts with regional partners and targeted outreach through social media, content marketing, and influencer partnerships will position Twentynine Palms as a premier destination for both domestic and international travelers.

## Target Audience Group #1

Hipsters / Thrill Seekers / Flashpackers / Outdoor Enthusiasts / Off-the-Grid Travelers

### Demographics

- Age Range: 25-45
- Primary Markets: Los Angeles, San Diego, San Francisco, plus nearby metro centers
- Group Composition: Couples, groups of friends, families with children
- Income Level: Middle to upper-middle income
- Occupation: Young professionals, creative industry workers

### Psychographics

- Lifestyle: Busy urbanites seeking quick escapes, adventure enthusiasts, social media savvy.
- Interests: Outdoor activities, trendy events, dining, local culture.
- Values: New experiences, quality time with loved ones, convenience.

### Behavioral Characteristics

- Travel Motivation: Impulse getaways, need for a change of scenery, desire to explore the outdoors.
- Booking Habits: Last-minute bookings, often through mobile apps and travel websites
- Activities Sought: Short hikes, scenic drives, Joshua Tree National Park, pop-up events, local dining and shopping.
- Key Attributes: Seek quick, easy-to-plan trips with a focus on experiences and social media-worthy moments.

### Branding and Positioning

- Brand Identity: Twentynine Palms as the ultimate adventure hub, an oasis for the modern explorer where thrill meets tranquility.

### Marketing Strategies & Programs

- Digital Campaigns: Utilize targeted Google campaigns and social media ads showcasing weekend itineraries, pop-up events, scenic attractions, stunning visuals

of outdoor adventures, and trendy local spots. Share user-generated content from visitors who highlight exciting experiences.

- **Influencer Partnerships:** Collaborate with travel and lifestyle influencers who can share their weekend getaways to Twentynine Palms. Focus on activities like hiking in Joshua Tree, scenic drives, and local pop-up events.
- **Event Marketing:** Promote special weekend events such as outdoor concerts, farmers markets, and food festivals. Highlight unique experiences like stargazing events and local art shows.
- **Email Marketing:** Send out newsletters featuring curated weekend trip ideas and new attractions/businesses to keep the audience engaged.
- **Airports:** These travelers frequently fly for weekend getaways and short vacations. Airport advertising can capture their attention as they plan their next adventure.
- **Outdoor Billboards:** This group is likely to respond to visual, eye-catching advertisements that highlight quick and exciting getaways. Billboards along major highways and urban centers are a great way to capture their interest.

## Target Audience Group #2

National Park Lovers / RVers / Eco-Adventurers / International Visitors

### Demographics

- **Age Range:** 25-60
- **Primary Markets:** Broader U.S., and international markets (Canada, Europe, Asia, Australia, Mexico, Central America)
- **Group Composition:** Couples, families
- **Income Level:** Middle to upper-middle income
- **Occupation:** Varied, including professionals, retirees, students

### Psychographics

- **Lifestyle:** Nature enthusiasts, planners, eco-conscious explorers, educational seekers
- **Interests:** National parks, hiking, ecotourism, local cultures, photography
- **Values:** Environmental conservation, supporting local economies, educational travel

### Behavioral Characteristics

- **Travel Motivation:** Visiting multiple national parks, seeking educational experiences, enjoying nature and local cultures
- **Booking Habits:** Planned in advance, often use travel guides, tour operators, and planning resources
- **Activities Sought:** Visiting popular sights and iconic hiking trails in national parks, exploring local towns, dining at locally owned restaurants, attending educational tours and workshops
- **Key Attributes:** Value-rich, immersive experiences that allow them to connect with nature and local communities

### Branding and Positioning

- **Brand Identity:** Twentynine Palms as the ultimate national park gateway, a haven for eco-conscious travelers and road trippers.



## Marketing Strategies

- **Content Marketing:** Create detailed blog posts and guides on the Visit 29 Palms website highlighting road trip itineraries, national park tours, and eco-friendly travel tips. Share stories about the history and unique ecology of the region to attract nature and educational seekers.
- **Partnerships:** Collaborate with national park visitor centers and travel organizations to feature Twentynine Palms as a must-visit destination. Work with eco-tourism agencies to promote sustainable travel experiences.
- **Educational Programs:** Promote educational tours, workshops, and talks on local ecology, geology, and history to enhance the visitor experience. Partner with local experts to offer guided tours and hands-on activities.
- **Print Advertising:** Place ads in national park magazines and travel guides that appeal to this segment. Distribute brochures and informational material at national park visitor centers and eco-tourism events.
- **Airports:** This audience often includes international travelers and domestic visitors who fly to reach various national parks. Airport ads can highlight Twentynine Palms as a gateway to Joshua Tree and other nearby attractions.
- **Outdoor Billboards:** Road trippers and eco-adventurers are often on the road, making billboards along popular driving routes highly effective. Highlighting proximity to Joshua Tree and unique local experiences can attract this audience.
- **Travel Trade Events:** Participate in state, national, and international travel trade events to network with tour operators, travel agents, and international travel media.
- **FAM Tours:** Host familiarization tours for international travel media, tour operators, and influencers to showcase Twentynine Palms.
- **Co-ops with Regional Partners:** Leverage cooperative marketing efforts with regional tourism partners to promote Twentynine Palms as part of broader travel itineraries.
- **Event Marketing:** Promote National Park-themed festivals, events, and art exhibits.

## Target Audience Group #3:

Creative Retreat Seekers / Artists / Writers / Photographers / Health and Wellness Seekers

### Demographics

- **Age Range:** 25-60
- **Primary Markets:** Los Angeles, San Diego, San Francisco, plus other metro centers with creative hubs and wellness communities
- **Group Composition:** Solo travelers, small groups, wellness retreat participants
- **Income Level:** Middle to high income
- **Occupation:** Creative professionals, wellness practitioners

### Psychographics

- **Lifestyle:** Professionally driven, wellness-oriented, seeking inspiration and relaxation
- **Interests:** Creative practices, wellness activities, nature exploration
- **Values:** Inspiration, mindfulness, holistic well-being

### Behavioral Characteristics

- **Travel Motivation:** Seeking peaceful, inspiring environments, holistic experiences, and creative inspiration

- Booking Habits: Planned in advance, often coordinated by retreat organizers or through personal planning
- Activities Sought: Creative workshops, wellness practices (yoga, meditation), nature exploration, local cultural activities
- Key Attributes: Looking for peaceful, inspiring environments and holistic experiences

### Branding and Positioning

- Brand Identity: Twentynine Palms as a serene retreat for creativity and wellness and an inspiring sanctuary for artists and wellness seekers.

### Marketing Strategies & Programs

- Content Marketing: Develop blog posts and guides on the Visit 29 Palms website highlighting creative retreats, wellness workshops, and unique accommodations. Feature stories and testimonials from artists and wellness practitioners who have found inspiration in Twentynine Palms.
- Digital Campaigns: Use targeted digital ads and social media campaigns to reach creative communities and wellness seekers. Highlight peaceful landscapes, unique accommodations, and upcoming creative and wellness events.
- Partnerships: Collaborate with creative retreat organizers, wellness centers, and art institutions to promote Twentynine Palms as an ideal retreat destination, and build relationships with local artists and wellness practitioners who offer exclusive workshops and retreats.
- Event Marketing: Host familiarization tours for creative professionals and wellness retreat organizers to showcase Twentynine Palms' unique offerings. Promote art shows, wellness festivals, mindfulness retreats and creative workshops to attract visitors.

### Target Audience #4:

Seasonal Sun Chasers / Snowbirds / Multigen Memory Makers

### Demographics:

- Age Range: 35-75 (parents and grandparents), 5-18 (children)
- Primary Market: Northern and Midwestern U.S., Canada
- Group Composition: Retirees, remote workers, solo travelers, couples, families
- Income Level: Middle to upper-middle income
- Occupation: Retired professionals, remote workers, semi-retired individuals

### Psychographics:

- Lifestyle: Seeking warmth, culture, and relaxation, value family bonding time, flexible travel schedules
- Interests: Nature, cultural events, community activities, wellness
- Values: Comfort, community, immersive experiences, quality family time

### Behavioral Characteristics:

- Travel Motivation: Escaping cold climates, enjoying mild winters, exploring new places, family reunions, and milestone celebrations

- **Booking Habits:** Advance planning for longer stays, use of travel deals and extended stay discounts, group discounts and family packages
- **Activities Sought:** National Parks, local cultural events, community activities, local dining and shopping, participating in group tours and booking family-friendly outdoor activities
- **Key Attributes:** Seeking a home-away-from-home experience, local culture and community, affordable long-term stays, comfort and convenience.

#### Branding and Positioning:

- **Brand Identity:** Twentynine Palms as a warm, welcoming escape for families and retirees, offering a perfect blend of relaxation and adventure.

#### Marketing Strategies:

- **Content Marketing:** Create blog posts and guides focusing on long-term stay itineraries, highlighting local events, and community activities. Feature stories and testimonials from other winter escapers and multigenerational families who have enjoyed extended stays in Twentynine Palms.
- **Digital Campaigns:** Use targeted ads via Google and social media platforms to reach potential visitors. Highlight comfort, community, and family-friendly activities available in Twentynine Palms.
- **Partnerships:** Collaborate with travel agencies to promote Twentynine Palms as a prime destination for seasonal stays. Partner with local businesses to offer exclusive deals and discounts for long-term visitors.
- **Event Marketing:** Promote local cultural events, community activities, guided tours, and family-friendly festivals to attract visitors.
- **Airports:** Retirees and families often travel by air to escape cold climates and enjoy extended stays in warmer destinations. Airports provide a great opportunity to attract their attention as they plan their seasonal travel.

#### Event Development

Events play a pivotal role in Twentynine Palms' tourism strategy, catering to a diverse array of visitors across all four target audience groups. Visit 29 Palms will remain committed to supporting its newly established Sponsorship and Event Grant Program in FY24-25, a program designed to foster the development of new and innovative events, increase industry collaboration and community engagement, and attract overnight visitors.

By seeding new events from national park-themed festivals and creative retreats to wellness expos and family-friendly activities, Twentynine Palms creates opportunities for engagement and exploration that resonate with each group's unique interests and preferences and increase visitors' length of stay. Events not only showcase the city's natural beauty, cultural richness, and recreational offerings but also foster a sense of community and belonging among attendees.

Importantly, while Visit 29 Palms provides initial financial backing to help new events get off the ground, our expectation is that this support serves as a catalyst, enabling these events to grow and become self-sustainable in the future. By doing so, we aim to create a vibrant, enduring event landscape that continually attracts visitors year after year.

## MARKETING PROGRAMS

### Digital Marketing – Website

Visit29.org has undergone a complete rebuild and redesign to enhance user experience and visual storytelling capabilities. The new site, powered by a dynamic CMS and supported by a robust CRM and extranet, will continue to drive lead generation and improve communication with local business owners who can manage their listings independently.

### Digital Marketing – Search Engine Marketing

Monthly paid search campaigns with Google will continue to optimize Visit29.org's visibility in search results, attracting targeted traffic to the website.

### Digital Marketing – Display

Seasonal digital display campaigns across the Google Display Network will increase brand awareness and attract new interest from potential visitors browsing millions of websites, news pages, and blogs.

### Digital Marketing – Social Media

Utilizing platforms like Instagram, TikTok, Facebook, and YouTube, Visit 29 Palms will engage in experiential storytelling to build awareness, drive lead generation, and foster relationships with both new and returning visitors.

### Digital Marketing – Email Marketing

E-newsletter campaigns will deliver inspirational content and travel resources directly to subscribers, leveraging the redesigned Visit29.org to increase lead collection and subscriber base.

### Print Advertising

Strategic placements in state-wide and national publications will strengthen Visit 29 Palms' brand recognition and target key audiences effectively.

### Media/PR

A dedicated media and public relations strategy will be implemented to generate positive press coverage and build strong relationships with journalists and media outlets. Through press releases, media kits, and targeted outreach, Visit 29 Palms will highlight key events, attractions, and unique stories, aiming to secure feature articles and broadcast segments that enhance the city's profile as a premier travel destination.

### Airport & Out-of-Home Media

Continued investment in digital advertising at regional airports will target frequent flyers and travelers, enhancing brand visibility. Opportunities for digital billboards in key locations will also be explored to amplify messaging.

### Bloggers and Influencers

Collaborations with influential bloggers and digital creators will amplify Visit 29 Palms' appeal and drive engagement among leisure travelers, leveraging their influence to showcase the destination's unique offerings.

### Partnerships & Co-Ops

Strategic alliances with Visit California, Visit Greater Palm Springs, and Discover Inland Empire will extend Visit 29 Palms' reach into long-haul domestic and international markets through cooperative marketing efforts and joint promotional campaigns.

### FAM Tours

Organizing familiarization tours for travel media, tour operators, and event organizers will showcase Twentynine Palms' attractions firsthand, fostering positive reviews and increasing awareness among key travel decision-makers.

## Goals, Metrics, Key Performance Indicators

By focusing on the following goals, metrics, and KPIs, Visit 29 Palms can effectively measure the impact of its marketing activities, optimize strategies for greater success, and ultimately drive sustainable growth in tourism and visitor spending within the city.

### Increase TBID Assessment Revenue

- Goal: Achieve year-over-year growth in TBID assessment revenue.
- Strategy: Implement targeted marketing campaigns and promotional efforts to drive increased visitor stays and spending within Twentynine Palms.
- Measurement: Quarterly tracking and reporting of TBID assessment revenue growth compared to previous years.

### Enhance Lead Generation and Lodging Partner Referrals

- Goal: Increase outbound lodging link clicks on Visit29.org, indicating higher lead generation and referrals to lodging partners.
- Strategy: Optimize website content and user experience, execute effective digital marketing campaigns, and participate in industry events to drive lead generation for lodging partners.
- Measurement: Monitor monthly outbound lodging link clicks on Visit29.org and track the growth in referrals to lodging partners.

### Expand Engagement, Reach, and Following Across Owned Channels

- Goal: Grow engagement and reach across Visit 29 Palms' digital channels
- Strategy: Develop and distribute compelling, timely content that resonates with target audiences, utilize social media platforms for community engagement and brand promotion.
- Measurement: Track quarterly metrics such as social media engagement rates, website traffic, and follower growth to gauge effectiveness of content and campaign strategies.

## **Metrics and Key Performance Indicators (KPIs):**

### TBID Assessment Revenue

- KPI: Quarterly TBID assessment revenue results.

### Lead Generation and Lodging Partner Referrals

- KPI: Monthly outbound lodging link clicks and e-news subscribers on Visit29.org.
- KPI: Percentage increase in lodging referrals and e-news subscribers year-over-year.

### Engagement Across Owned Channels

- KPI: Social media engagement rate (average likes, comments, shares per post).
- KPI: Website traffic metrics (sessions, page views, bounce rate).
- KPI: Growth in social media followers and email newsletter subscribers.

### Measurement and Reporting:

- Quarterly Marketing Reports: Analytics will be compiled and reviewed to measure the success of each campaign and marketing initiative.
- Performance Review Meetings: Quarterly subcommittee meetings will be conducted to review KPIs, assess progress towards goals, and adjust strategies as needed to optimize performance.
- Benchmarking: Compare performance metrics against industry benchmarks and previous performance to gauge competitiveness and effectiveness of marketing efforts.

## **CITY OF 29 PALMS VISITOR CENTER**

In partnership with the City of Twentynine Palms, Visit 29 Palms will continue to manage and operate the visitor center located at 73484 Twentynine Palms Hwy. This center is open to the public seven days a week, providing in-person visitor services, maps, brochures, and travel resources. As a destination marketing organization, it is acknowledged that our work is not simply done once a travel decision and booking has been made and that it is important to support our visitors once they arrive at our destination. These in-person interactions will continue to be valuable for driving return visits, and longer lengths of stay.

In partnership with the Twentynine Palms Public Arts Advisory Committee (PAAC) the visitor center will continue to provide gallery space and host the quarterly Art in Public Places Program art exhibitions.

## **ADMINISTRATION**

### Tourism Business Improvement District Advisory Board

Appointed by the City Council, the TBID is administered by a 5-member Advisory Board made up of lodging owners, operators, and representatives, from each segment of the city's lodging industry. The TBID Advisory Board oversees the development and implementation of the annual tourism marketing plan and budget and provides strategic oversight, guidance, and direction to the TBID staff.

### Tourism Business Improvement District Advisory Staff

The TBID staff team will consist of one full-time marketing director, one part-time visitor center associate, and one part-time social media staff/contractor. The marketing director will oversee and manage the staff team and reports directly to the City Manager and TBID Advisory Board.

### Subcommittees

In addition to the TBID Advisory Board and TBID Staff, subcommittees play a crucial role in the success of our marketing initiatives. These subcommittees can include up to two TBID Advisory Board members, TBID staff, and may also involve stakeholders, community members, and other city staff. For the upcoming year, our focus will be on maintaining subcommittees in three key areas: events, partnerships, and marketing.

### TBID Assessment Collection & Finance

TBID assessment revenue will be collected and reported on a quarterly basis by the City's Finance Department who also assist with other aspects of financial reporting for the Visit 29 Palms TBID.

### Contract Services

As needed, Visit 29 Palms will retain contract services from related agencies such consulting advisors, content creators, social media specialists, or web developers.

**Visit 29 Palms Tourism Business Improvement District Budget**

	<b>FY 22-23</b> Actuals Through 9/30/23	<b>FY 23-24</b> Approved Budget	<b>FY 23-24</b> Actuals Through 7/2/24	<b>FY 23-24</b> Projected Year-End Actuals	<b>FY 24-25</b> Proposed Budget
<b>RESERVES</b>					
TBID Reserve Balance	\$ 560,669.49	\$ 412,239.49	\$523,111.30		
			<i>As of 7/3/24</i>		

Account Code

<b>51-0000</b>	<b>REVENUE</b>						
4125	TBID Assessment Fee (1.5%)	\$ 390,420	\$ 350,000	\$ 211,016	\$ 356,000	\$ 375,000	
4150	Visitor Center Consignment Sales	\$ 1,300	\$ 500	\$ 500	\$ 500	\$ 500	
4152	Partnership Program	\$ -	\$ 3,500	\$ -	\$ -	\$ -	
4245	Interest	\$ 10,355	\$ 1,000	\$ 5,393	\$ 10,000	\$ 5,000	
	<b>TBID Reserves</b>	\$ -	\$ 148,430		\$ 148,430	\$ 150,000	
	<b>TOTAL REVENUE</b>	<b>\$ 402,075</b>	<b>\$ 503,430</b>	<b>\$ 216,909</b>	<b>\$ 514,930</b>	<b>\$ 530,500.00</b>	

Account Code

<b>51-1013</b>	<b>EXPENDITURES</b>						
5110	Salaries	\$ 90,057	\$ 97,646	\$ 80,516	\$ 97,646	\$ 106,974	
5120	Salaries Part-Time	\$ 15,745	\$ 16,673	\$ 12,495	\$ 16,673	\$ 16,380	
5250	Health Benefits	\$ 18,940	\$ 20,806	\$ 15,234	\$ 20,806	\$ 21,496	
5251	Retirement Benefits	\$ 6,782	\$ 7,499	\$ 6,187	\$ 7,499	\$ 8,430	
5252	Workers Comp	\$ 2,521	\$ 4,001	\$ 3,720	\$ 4,001	\$ 4,934	
5254	Unemployment	\$ -	\$ 305	\$ -	\$ 305	\$ 1,000	
6241	Office Supplies	\$ 1,732	\$ 3,000	\$ 1,972	\$ 2,500	\$ 2,500	
6244	Miscellaneous Expense	\$ 2,192	\$ 5,000	\$ 1,300	\$ 1,300	\$ 5,000	
6245	Contingency	\$ -	\$ 10,000	\$ -	\$ -	\$ 10,000	
6251	Meeting & Travel	\$ -	\$ 200	\$ -	\$ 250	\$ 200	
6291	Visitor Center Building Maintenance	\$ 1,687	\$ 500	\$ 463	\$ 800	\$ 1,000	
6343	Video Production	\$ 8,800	\$ 16,000	\$ -	\$ -	\$ -	
6344	Broadcast/Out of Home Media	\$ 36,996	\$ 36,000	\$ 13,000	\$ 29,000	\$ 60,000	
6345	Regional Print Ads	\$ 2,730	\$ 11,800	\$ 10,010	\$ 18,590	\$ 15,000	
6347	Trade Conventions & Memberships	\$ 12,450	\$ 19,000	\$ 27,739	\$ 27,739	\$ 20,000	
6353	Contract Services	\$ 26,910	\$ -	\$ 10,000	\$ 10,000	\$ 24,000	
6356	Digital Marketing	\$ 44,177	\$ 45,000	\$ 27,520	\$ 30,520	\$ 39,000	
6360	Special Projects	\$ -	\$ 10,000	\$ -	\$ -	\$ -	
6371	Event Sponsorship & Grants	\$ 16,968	\$ 200,000	\$ 111,011	\$ 190,000	\$ 200,000	
6518	Electronic Equipment	\$ 578	\$ -	\$ -		\$ -	
6841	Legal Services	\$ 17,660	\$ -	\$ 621	\$ 621	\$ -	
6350	Reporting & Analysis		\$ -	\$ 6,000	\$ 6,000	\$ -	
	<b>TOTAL EXPENDITURES</b>	<b>\$ 306,925</b>	<b>\$ 503,430</b>	<b>\$ 359,787</b>	<b>\$ 464,250</b>	<b>\$ 535,914</b>	
		\$ 95,150	\$ -	\$ (142,878)	\$ 50,681	\$ (5,414)	