

BOARD AND JPA MEETING

Friday, March 27, 2026



CALL TO ORDER





"I pledge allegiance
to the flag of the
United States of America,
and to the Republic
for which it stands,
one nation under God
indivisible, with liberty
and justice for all."

ROLL CALL



CONFIRMATION OF AGENDA



PUBLIC COMMENT



APPROVAL OF MINUTES

(ALL VOTE)



- a. JPA/VGPS Board of Directors Joint Meeting
Minutes from January 30, 2026

CONSENT CALENDAR OF JPA EXECUTIVE COMMITTEE

(JPA ONLY VOTES)



a. Warrants and Demands dated January 2026 and
February 2026

FINANCE REPORT-OUT



a. Brian Kelty, VP of Finance & Administration,
to present the 2025 Auditor's report

AUDIT OF FINANCIAL STATEMENTS FY 24/25

Davis Farr Certified Public Accountants

Audit Responsibilities:

- Exercise professional judgement.
- Identify and assess risk of material misstatements of the financials.
- Obtain an understanding of internal controls.
- Evaluate appropriateness of accounting policies
- Conclude if there are going concerns for VGPS to continue to operate in the future.

Audit Results:

- Completed audit January 31, 2026.
- Adoption of GASB 101 and GASB 102. No matters were raised with methods or accounting policies used by management.
- Significant accounting estimates are used related to net pension and OPEB liabilities which the auditors found reasonable and appropriate.
- Strengthen our internal controls to ensure pension liability is properly recorded.

BOARD OF DIRECTORS ITEMS

(BOARD ONLY VOTES)

- a. Receive and Accept the Independent Auditor's 2025 Annual Financial Report (and Communication Letter from Davis Farr dated January 23, 2026)

JPA EXECUTIVE COMMITTEE ITEMS

(JPA ONLY VOTES)

- a. Receive and Accept the Independent Auditor's 2025 Annual Financial Report (and Communication Letter from Davis Farr dated January 23, 2026)

PSP UPDATE



palm springs
INTERNATIONAL
AIRPORT

- Palm Springs International Airport is **running without disruption** amid DHS shutdown
- Security wait times between **zero–15 minutes**
- **No ICE personnel** on site

"We are especially grateful to our TSA officers, who continue to show up every day with professionalism and dedication despite the challenges of the federal government shutdown."

— PSP Airport spokesperson Jake Ingrassia

HELP LOCAL TSA AGENTS

Thank you!

to those who have already donated.
We have received \$2,355 so far. Your
contributions make a difference!

Businesses Donating Catered Meals

- Indian Wells Golf Resort
- JW Marriott Desert Springs Resort & Spa
- Townie Bagels
- Zin American Bistro

\$500 or More

- Sejal Bhakta
- Garry Sage



\$499 or Less

- Benjamin Broyles
- Robert Collins
- Jessica Enders
- Ruth Hill
- Robert Hunt
- Liz Lindsay
- Kimberly Renée
- Sheila Thornton

PRESENTATION

DESTINATION STEWARDSHIP PLAN UPDATE



Bethanie DeRose
Executive Vice President
Hunden Partners

VISIT GREATER PALM SPRINGS

Destination Stewardship Plan

**hunden
partners**

SMARInsights



GuideGeek



Team Overview & Destination Master Plan Expertise



Hunden Partners Internal Team



Rob Hunden
President & CEO

PROJECT ROLE:
Subject Matter Expertise

KEY EXPERIENCE:
Burbank, San Diego Port Authority, Tahoe City, Sacramento, Irvine



Bethanie DeRose
EVP of Consulting

PROJECT ROLE:
Project Executive
Strategy
Direction
Partner management

KEY EXPERIENCE:
Visit California and San Diego Region, Monterey, Carlsbad



Matthew Avila
Project Director

PROJECT ROLES:
VGPS planning lead
City-specific plan lead
Market research

KEY EXPERIENCE:
VTC, Dallas, Jackson, Oceanside, Hamilton County



Derek Bratrud
Project Manager

PROJECT ROLES:
VGPS project support
City-specific plan lead
Market Research

KEY EXPERIENCE:
VTC, Jackson, Loveland, Hendersonville

Organization Chart



Bethanie DeRose
Project Executive,
day-to-day contact

Derek Bratrud
Project Director



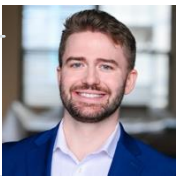
Matthew Avila
Project Director



Franco Matticoli
Senior Analyst



Luke Miller
Senior Analyst



Why We're Here



Plan Goals & Objectives



Data-driven
highly actionable
Destination plan



Ambitious
regional vision



Strategic
Recommendations



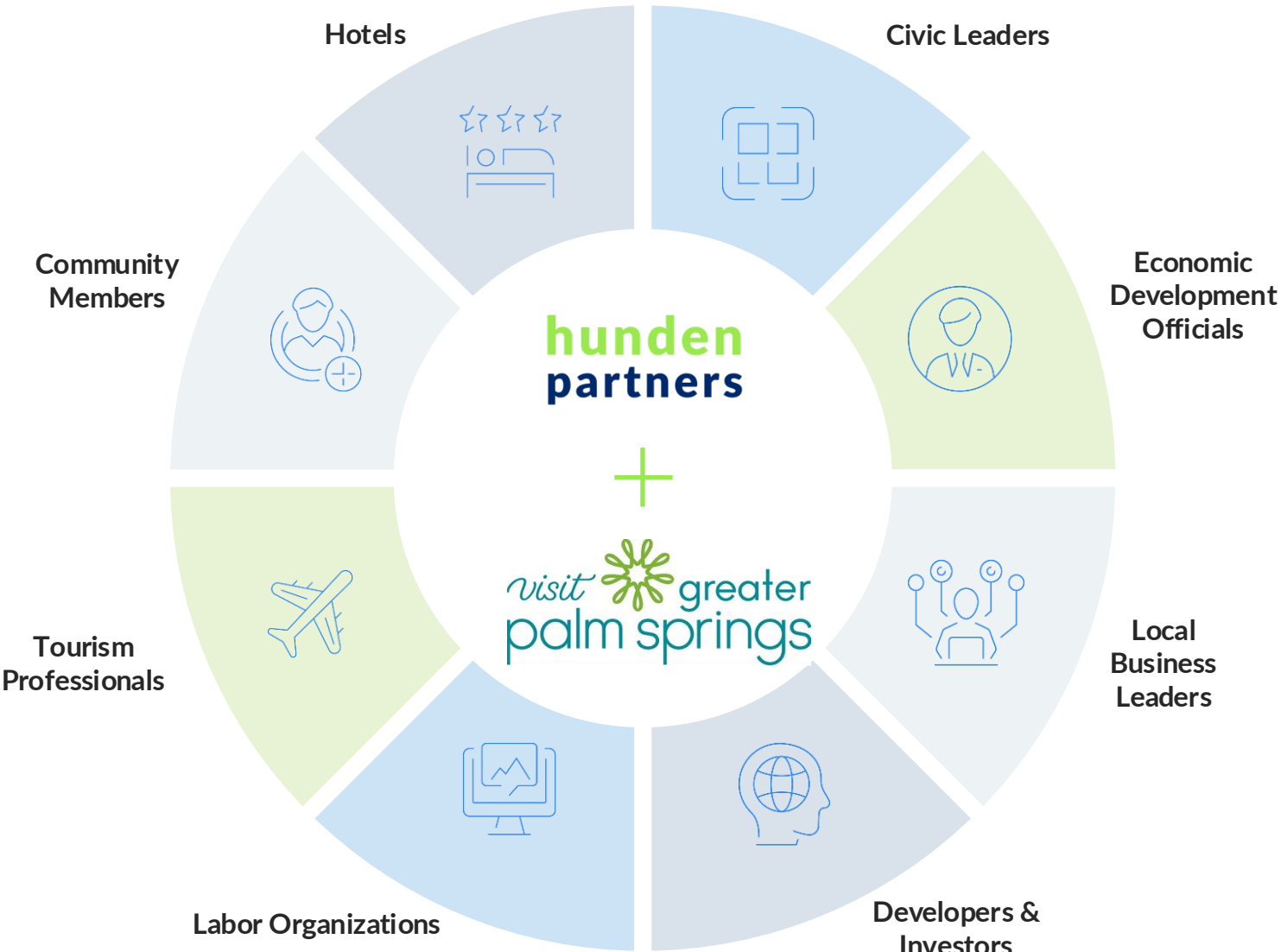
Nine city-specific
implementation plans

Plan Development Process



Stakeholder Engagement

- ✓ Focus Groups
- ✓ Individual Meetings & Calls
- ✓ Meeting Planner Survey
- ✓ Resident Sentiment Survey
- ✓ Community DEI and Cultural Relevance Integration



PILLARS OF PLACE



ENTERTAINMENT



HOTELS &
HOSPITALITY



SPORTS



CONVENTION &
CONFERENCES



EVENTS &
GAMING



ENTERTAINMENT &
ATTRACTIONS



RECREATION & NATURAL
ENVIRONMENT



ARTS &
CULTURE



AUTHENTIC
ARCHITECTURE &
PUBLIC SPACE



SHOPPING/DINING &
ADULT BEVERAGE
EXPERIENCES

Pillars of Place Analysis

Methodology

- Matrix results will identify supply, demand and product gaps
- Each category has criteria worth 20 points
- Results identify product strengths and opportunities in Greater Palm Springs by Pillar and by location
- Identify critical mass and opportunities for growth



**Current Visitor
Demand**



Uniqueness



Accessibility



**Event
Opportunity**



Economic Scale



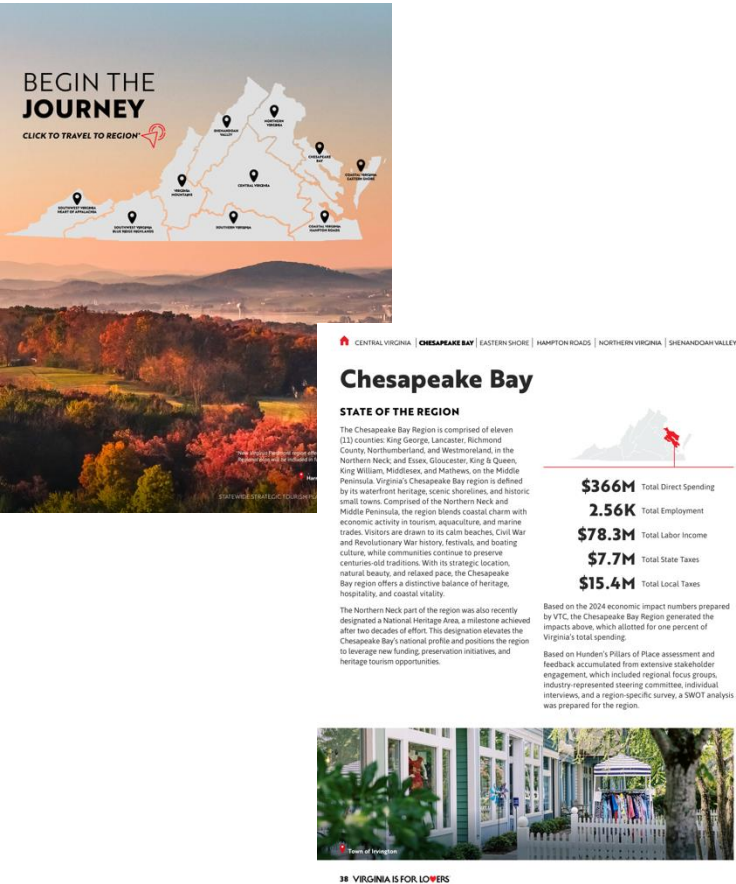
Strategic Framework and Action Plan

- ✓ Clear goals and priorities
- ✓ Target visitor segments
- ✓ Product and experience development strategies
- ✓ Infrastructure and investment considerations
- ✓ Governance, partnerships, and implementation roles

WHAT TO EXPECT AS AN OUTCOME



CITY-LEVEL PLANS



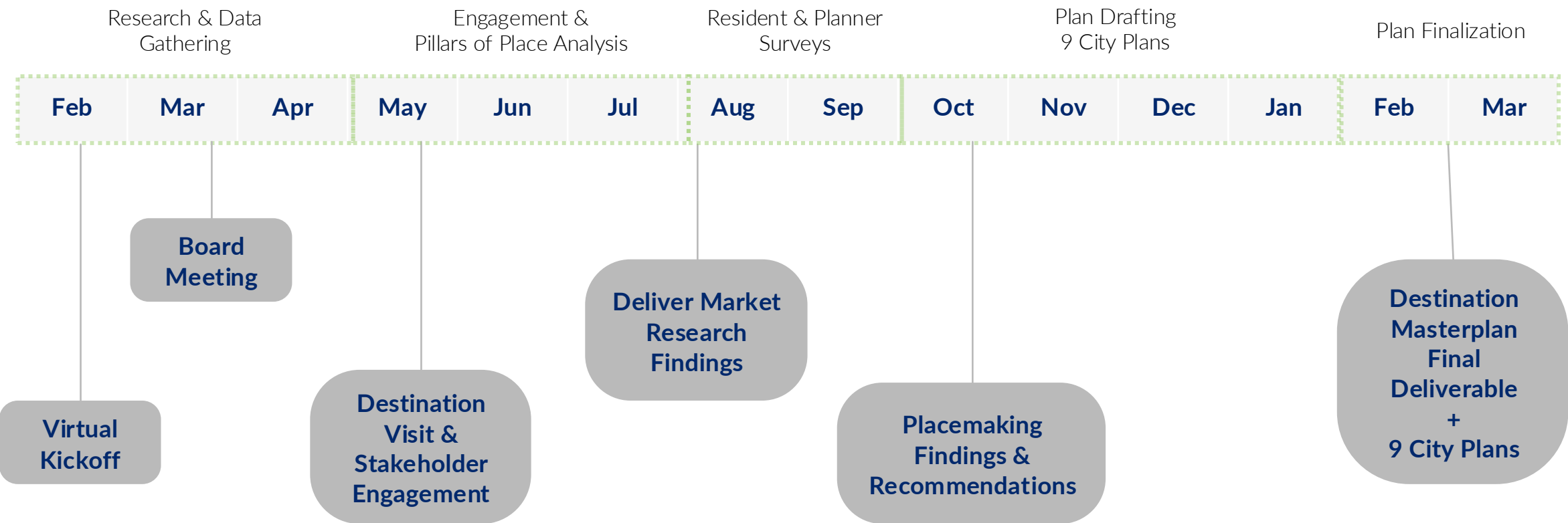


Board Engagement

Next Steps

An aerial photograph of a golf course at sunset. The foreground and middle ground are filled with lush green grass, numerous palm trees, and several sand traps. In the background, a range of rugged, brown mountains is silhouetted against a warm, orange-hued sky. The lighting creates long shadows and highlights the textures of the landscape.

Hunden 13-Month Timeline





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Chicago, IL 60610

312.643.2500 | hunden.com

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CEO / PRESIDENT'S REPORT





Congratulations!

to Rolf and Indian Wells Tennis Garden
for its second
consecutive year of
record-breaking
attendance at the
BNP Paribas Open!

527,626
total attendance
in 2026!

CONVENTION SALES

2026 OUTLOOK



- Softer conversion is happening nationally
- Booking window are shorter than pre-pandemic
- Pipeline for 2027-2028 is still strong – but delayed
- Market segment shifts
- Fall 2026 potential softness

2026 SALES TEAM GOALS

Metrics	YTD	Prior YTD	YoY%	Annual Target	% of Annual Target	YTD Target	% of YTD Target
Total Leads Distributed	438	439	-	1580	28%	395	111%
New Leads Distributed	223	253	-12%	835	27%	209	107%
New Bookings	60	70	-14%	280	21%	70	86%
Booked Room Nights	32,180	57,199	-44%	250,000	13%	62,500	51%
Tentatives	525,162	511,567	3%	-	-	-	-

Numbers represent bookings though Visit Greater Palm Springs as of 3/22/26.

MARKETING

EXPEDIA AMBASSADOR SUMMIT



35 content creators
17.6M+ combined reach
578 pieces of organic content
5.1M impressions
6.59% engagement rate (3.8% industry average)
\$962K earned media value



TED 2026 SPONSORSHIP

Sponsorship includes:

- Restore Lounge sponsor/branding and items from destination
- “Dine Around” Sponsored Dinner event with TED curator
- Premier conference logo placements and signage
- Custom content piece filmed in Greater Palm Springs in late April with distribution across TED’s owned channels
- Hosting (2) clients as our guests



SUMMER
2026
CO-OP
TELEVISION



"PLAY FOR DAYS" SUMMER CAMPAIGN

NEW Summer Brand Campaign

"Play for Days" summer campaign will feature:

- Newly :30 television spots
- Updated digital and social advertising featuring new destination imagery
- Comprehensive media plan strategy across all marketing channels
- Social media campaign featuring influencer families, couples, and friend groups



@deeplymadlymodern
145K followers



@jojopollack
108K followers



@littleeyes.bigworld
134K followers



SUMMER PRODUCTION



RESTAURANT WEEK



Media Inclusion:

- Updated :30 television spot
- Billboards
- Radio
- Digital Programmatic
- English & Spanish Language Print
- Landing Page
- Content Blogs
- dineGPS Sweepstakes
- Influencer Campaign: Foodie Fam



PR/COMMUNICATIONS

VICE MUNCHIES & VGPS



- **Munchies** is Vice Media's James Beard-award winning digital food channel and editorial platform
- Launched in 2014, and now with **more than 5M followers** on YouTube
- **Partnered with Celebrity Chef Susan Feniger** to tell the VGPS Culinary and Wellness story



- Partners highlighted: **Aziz Farms, Chula Artisan Eatery, Willie's Modern Fare, Beaton's at Bar Cecil, Alice B., and Azure Palm Hot Springs Resort, Shields Date Garden**

VICE MUNCHIES & VGPS



MEET THE MENTORS – APRIL 13-16



Chris Dong
Mentor



Kayla Brock
Mentor



Mekita Rivas
Mentor



Jateria Pittman
Mentee



Dasha Dubinina
Mentee



Monique Evdokiou
Mentee



Rafael Pena
Mentor



Sharael Kolberg
Mentor



Simone Harvin
Mentor



Branda Ayo
Mentee



Emmie Brooks
Mentee



Kendra Graves
Mentee

PARTNERSHIP & COMMUNITY ENGAGEMENT

FOUNDATION REBRANDING



Leverages an existing brand and captures the essence of our work.

Teach
Empower
Advocate
Motivate

UPCOMING PROGRAMS 2026



Student Hospitality Day April 14

- Year 2
- Held at tommy bahama miramonte resort in indian wells
- 120 students from 3 school districts

PASSPORT TO LEADERSHIP

Passport to Leadership June 15–July 13

- Year 3
- 4-week program, 3 days a week
- 12 to 14 students from 3 school districts



Student Chef Showcase NEW May 6

- Held at the JW Marriott's T & T Kitchen
- Student chefs from culinary programs (LQHS, RMHS, COD) paired with local chefs
- Fundraising & spotlight event for culinary scholarships

CV GIVING DAY 2026

Demonstrated **strong community engagement** and **broad-based donor support**.

- Raised **\$6,950 confirmed** with potential for additional funding
- Achieved a **#3 ranking out of 173 participating organizations** in donor participation



AWARD FROM ONE FUTURE COACHELLA VALLEY



Friday, March 9, 2026

Terry & Jackie Green Visionary Award

For our commitment & impact on
workforce development and youth engagement



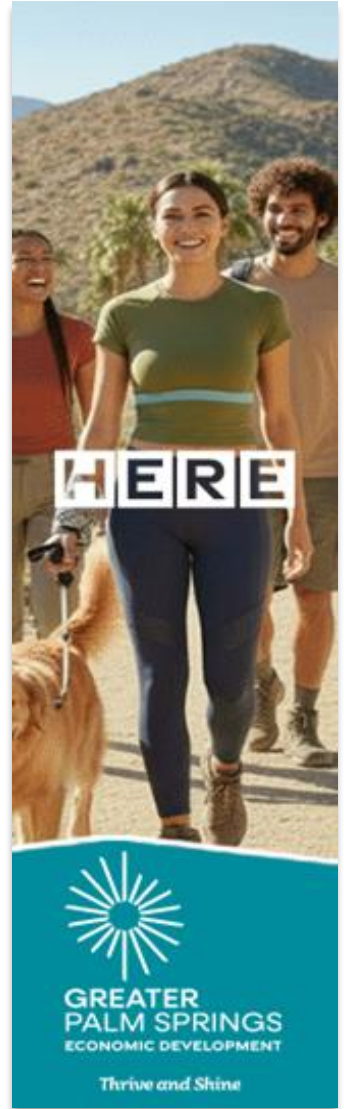
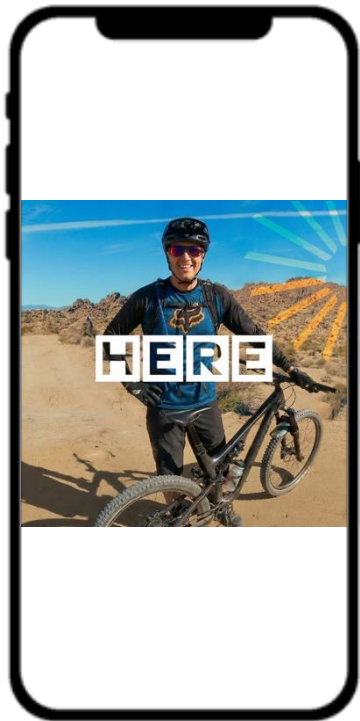
ECONOMIC DEVELOPMENT



**GREATER
PALM SPRINGS**
ECONOMIC DEVELOPMENT



ECONOMIC DEVELOPMENT CREATIVE



FEDERAL RESERVE BANK ROUNDTABLE



JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES



JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES



Congratulations!

TO

ROB

ON YOUR RETIREMENT.

Thank you for your leadership,
and may this next chapter be
filled with new adventures!



HAPPY BIRTHDAY !!!



AFTAB DADA

April 7



JOHN BOLTON

May 8



JERRY KELLER

May 23



NUSRAT MIRZA

June 6



RAYMOND GREGORY

April 15



JAY CHESTERTON

May 9



KATE ANDERSON

May 24



LEE MORCUS

June 13



PEGGY TROTT

April 21



ROLF HOEHN

May 11



ROB HAMPTON

May 31



MANUEL PEREZ

June 18



TIM ELLIS

April 23



BRAD PONCHER

May 15



LINDA EVANS

June 5



JOE TORMEY

June 21



LIZ OSTOICH

May 2



DAVID FELTMAN

June 6



BOB SCHNEIDER

June 25

NEXT BOARD MEETING

Friday, June 26, 2026

Location:
The Ritz-Carlton, Rancho Mirage