

BOARD AND JPA MEETING

Friday, September 26, 2025



CALL TO ORDER







ROLL CALL



CONFIRMATION OF AGENDA

(NO VOTE REQUIRED)



PUBLIC COMMENT



APPROVAL OF MINUTES (ALL VOTE)

a. JPA-VGPS Board of Directors Joint Meeting Minutes – June 27, 2025

CONSENT CALENDAR

(JPA ONLY VOTES)

- a. Warrants and Demands Dated June 2025
- b. Warrants and Demands Dated July 2025
- c. Warrants and Demands Dated August 2025

GUEST SPEAKER

City of Indian Wells Council Member **Dr. Toper Taylor**

Clean Air Coalition





"People in the Coachella Valley breathe in some of the nation's unhealthiest concentrations of PM10"

ALEJANDRA REYES-VELARDE, CALMATTERS REPORTER PBS



"We think dust levels are within the typical year to year variation we expect to see." Scott Epstein, AQMD



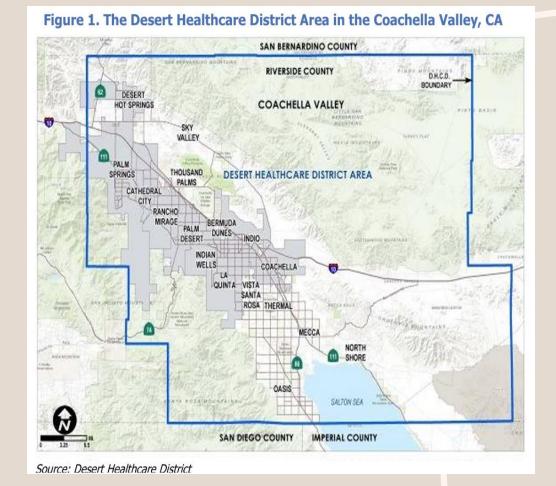
"The AQMD told us Coachella Valley does not have a problem with air quality. Our eyes and lungs are seeing [this issue] very differently."

-Tom Kirk, CVAG



The results show that ozone and PM10 are the pollutants of most concern for residents living in the Desert Healthcare District. The South Coast Air Quality Management District has classified the Coachella Valley's ozone pollution as "extreme."

- Paul English, California Department of Public Health



In this cross-sectional study of 33,500 emergency department visits, dust storms were positively associated with visits for asthma, culture-negative pneumonia, and motor vehicle accidents.

Xiaping Zheng, MPH; Howard H. Chang, PhD; Stefanie T. Ebelt, ScD et al.





"CalTrans receives inquiries about visibility concerns during sandstorms along the I-10 corridor through Coachella Valley."

--Catalino Pining, District Director CalTrans



POOR AIR QUALITY ISA RISK TO BUSINESSES AND TOURISM

Festival Fallout

Events like Coachella and Stagecoach draw hundreds of thousands of visitors. But high levels of PM10 and dust pollution—especially during windy spring months—can create a visible haze and trigger respiratory issues for attendees. If air quality worsens, it could deter future visitors or prompt organizers to relocate.





Outdoor Activity Decline

Hiking, biking, and golfing are major draws. But poor air quality can lead to health advisories that discourage outdoor recreation, cutting into tourism revenue.





Reputation Damage

The Valley's image as a wellness and luxury destination (think spas, golf resorts, and desert retreats) depends on clean air and scenic beauty. Persistent pollution undermines that brand, especially among health-conscious travelers.



Worker Health & Productivity

Businesses—especially those in hospitality, agriculture, and construction—rely on outdoor labor. Exposure to airborne dust and pollutants increases sick days, lowers productivity, and raises healthcare costs



Is there anything we can do?

Planting trees, shrubs, and grasses in areas where silt, dust, and particulate matter tend to accumulate is a highly effective strategy for reducing dangerous airborne particles. Vegetation acts as a natural barrier, trapping fine particles before they become airborne and helping to stabilize loose soil that would otherwise be swept up by wind.



Collecting and removing fine silt and dust from accumulation zones by mechanical removal and street sweeping.



Wind Farmer, Mikael Jacobson, suggests, "We can lead [the silt] away from the windy area...through the Whitewater Channel."





Midwest complete dust control solutions eliminate dust and deliver long-term reliability when compared to inconsistent and short-lived traditional methods. This superior performance drastically reduces operating costs, improves health and safety, increases productivity and delivers guaranteed air quality compliance with fewer applications. Additionally, Midwest formulations are sustainable, protecting the environment with green alternatives

CVCleanair.org exists to apply pressure on everyone who can provide solutions, economic assistance, and take action

TARGETS

- Southcoast AQMD
- CA Air Resources
- US EPA
- Desert Healthcare District
- Federal Congressmen

- Local Government Councils
- Caltrans
- CA Department of Public Health
- State Senators and Assemblymen

WE NEED YOUR HELP ITS TIME TO TAKE ACTION

Join the Growing List of Organizations Who Care About Coachella Valley Clean Air Thank you.

cvcleanair.org

DR. TOPER TAYLOR

ADVOCATE FOR CLEAN AIR

ttaylor@indianwells.com

GUEST SPEAKERS

Riverside County 4th District Supervisor

V. Manuel Perez, Riverside County 4th
District Supervisor's Senior Policy

Advisor, Grace Garner, CVAG Executive
Director, Tom Kirk

Update on Dust Mitigation and AQMD

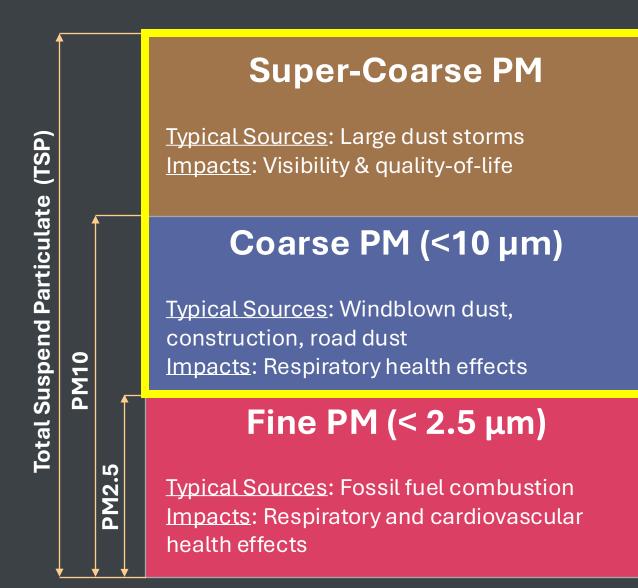


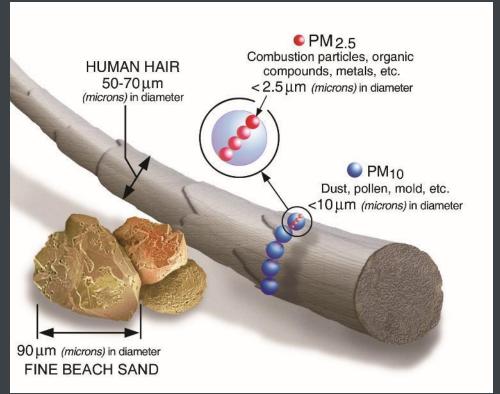
Outline

- Defining the dust issue Total Suspended Particulate (TSP) and Particulate Matter 10 (PM10)
- Understanding the issues and sources
- Actions
- Dust Summit Comprehensive approach to develop balanced strategies

Types of Particle Pollution







 No health-based standard for TSP as health effects are associated with PM2.5 and PM10

Particulate Matter 10 (PM10)

Coachella Valley suffers from high levels of windblown dust and does not meet federal or state PM10 standards*

Many PM10 sources in the Coachella Valley

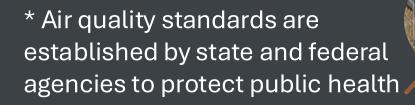
Natural and disturbed open lands



Fallow agricultural fields



Industrial activities





What Factors Could Explain Changes in Dust?

- Changes in meteorology
 - O Storms, winds, humidity, rainfall
- Changes in soil erodibility and sediment deposits from Hilary or other storms
- Changes in vegetation and erodibility due to changes in groundwater, development, invasive species, etc.
- Fallow agricultural fields
- Species protection efforts also are concerned with blow-sand*

Multi-agency approach required to evaluate and address these factors

Letter Signed by Almost Every CV Elected Official

COACHELLA VALLEY ASSOCIATION OF GOVERNMENTS 73-710 Fred Waring Dr., Suite 200, Palm Desert, CA 92260 · (760) 346-1127 · www.cvag.org

June 28, 2024

Wavne Nastri Executive Officer South Coast Air Quality Management District 21865 Copley Dr. Diamond Bar, CA 91765

Re: Addressing Air Quality Concerns in the Coachella Valley

We, the undersigned elected officials and community leaders of the Coachella Valley, urgently request the South Coast Air Quality Management District (AQMD) take immediate steps to address the air quality conditions that are increasingly causing concern among residents, visitors and stakeholders. There is broad consensus among leadership and residents that the current conditions could pose a threat to the future of our public health, as well

We would first like to thank you for your recent help in addressing the gap in our local air monitoring system by re-installing a monitor in Indio and placing temporary monitor(s). We recently learned that some of our colleagues at South Coast AQMD believe that our current air quality conditions fall within normal, expected, parameters. Not only do we believe that this does not correlate with our local experience, but it also poses a barrier to future opportunities for mitigation funding and collaboration. We would like to urgently request a meeting with you and your colleagues to discuss the local data and evaluate why our opinions on current conditions are unaligned. Immediate action is needed, and we pledge our collaboration through the Coachella Valley Association of Governments (CVAG) to work with you.

Our air quality has been noticeably worse since Tropical Strom Hilary plummeted the Coachella Valley with a once in a 1,000-year storm event that deposited new mud and fine sediment in the area. On May 31, CVAG's Executive Director sent you a letter detailing our region's concerns. The call for action by community members and stakeholders has grown even louder over time, and we encourage you to review the video from CVAG's June 13 meeting of the CVAG's Energy and Sustainability Committee where local elected leaders, community organizations and residents expressed their concerns.

South Coast AQMD's leadership and expertise is needed to identify sources of emissive dust and opportunities for soil stabilization, as well as to deploy monitors with enhanced capabilities that can better profile total suspended particulates. With your collaboration, we can create a plan for action that fits the needs of our region's concerns by safeguarding the region's economy and protecting the health and well-being of residents and visitors of the Coachella Valley. We stand ready to work with you.

Sincerely

Scott Matas CVAG Chair Fiscal Year 2023/24 Chair, CVAG's Energy and Sustainability Committee

Fiscal Year 2024/25

CVAG Chair

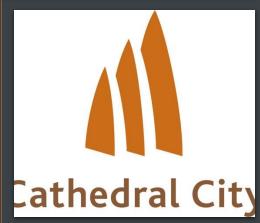
AGUA CALIENTE BAND OF CAHUILLA INDIANS · CITY OF BLYTHE · CABAZON BAND OF CAHUILLA INDIANS · CITY OF CATHEDRAL CITY · CITY OF COACHELLA CITY OF DESERT HOT SPRINGS · CITY OF INDIAN WELLS · CITY OF INDIO · CITY OF LA QUINTA · CITY OF PALM DESERT · CITY OF PALM SPRINGS · CITY OF RANCHO MIRAGE COUNTY OF DIVERSIDE - TORDES MADTINEZ DESERT CAHULLA INDIANS - TWENTY-NINE PALMS BAND OF MISSION INDIANS

- She mill Elain Aohns



Actions Since August 2023

Cathedral City



Soil stabilizer on 15.2 acres of vacant lots

Palm Desert



Soil stabilizer and palm mulch

Palm Springs



Invested in heavy duty machinery

Rancho Mirage



Mulch used on city owned properties, rights of way, and city easements



South Coast AQMD Actions

Expanded air monitoring

Ongoing discussions with UC Riverside, Scripps and other entities

Developing new techniques to identify sources of dust to lead to potential mitigation strategies

Funding for dust emissions and exposure mitigation:

- \$4.5 million for road paving
- \$1.1 million for street paving
- \$2.1 million for school and residential air filtration

Enhanced enforcement of South Coast AQMD rules designed to reduce emissions from fugitive dust

Other scientific and technological efforts

South Coast AQMD
Coachella Valley Monitoria
Network



South Coast AQMD Stations:Multiple pollutants including
PM10 and PM2.5 (3 sites)



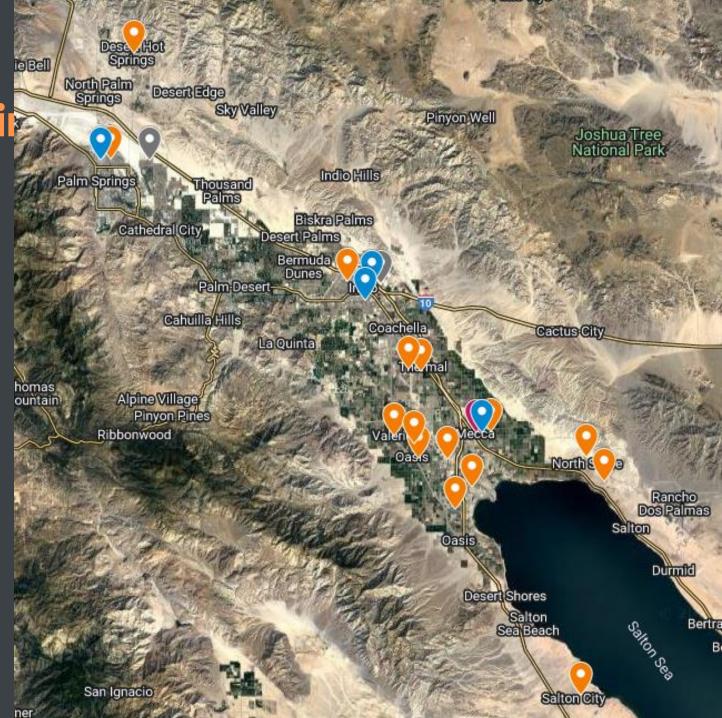
South Coast AQMD Temporary Monitors: PM10 and TSP (2 sites)



South Coast AQMD Sensor Network: PM2.5 (7 sensors), PM2.5, O3, and NO2 (8 sensors)



South Coast AQMD Particle Speciation Network: TSP and PM10 speciation (1 sites)



Expanded PM10 Dust Monitoring in Coachell Valley





Temporary Supplemental PM10 monitor (installed Nov. 2024):

 Large variability in PM10 levels between monitor and existing network

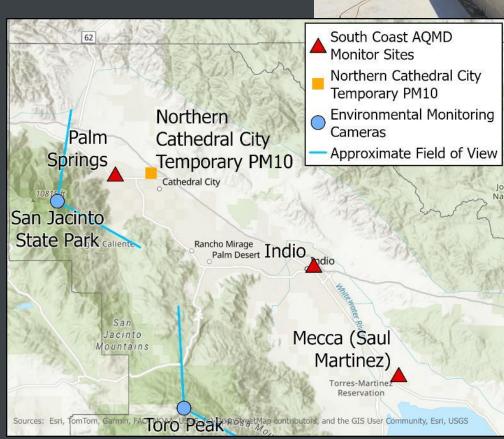
Low-cost PM 10 sensors:

- Working with UC Riverside and Coachella Valley Association of Governments to install additional sensors
- Data can be integrated into South Coast AQMD AQI map, available at <u>www.aqmd.gov</u> and on the mobile app

Dust Monitoring Cameras:

- One camera undergoing testing at San Jacinto State Park
- Planning for second camera for southern Coachella Valley

Planning Underway for New Dust Mitigation Study



Community Outreach

Supervisor V. Manuel Perez: What science is telling us about Coachella Valley air quality

V. Manuel Perez Special to The Desert Sun

Updated Sept. 9, 2024, 9:24 a.m. PT









In the Coachella Valley, there has been a lot of dust in the air following Tropical Storm Hilary storm that hit us a year ago.

As your representative on the South Coast Air Quality Management District Governing Board and California Air Resources Board, I am bringing both agencies here on Sept. 12 to help us better understand why that is and what can be done about it. Our goal is to further expand this discussion at a future summit this fall.

Firstly, I agree, we all agree – it's gotten dustier. On a drive west, it's hard to miss the dust on those days it occasionally gets heavy and sits over the vallev.

Dust is majorly affecting life in the Coachella Valley. It's time for solutions | Opinion

V. Manuel Perez Special to The Desert Sun June 26, 2025, 11:46 a.m. PT

It was unbelievable and alarming to witness the latest dust storm in the Coachella Valley on Saturday, June 21. My wife Gladis and I were driving home, eastward into the Coachella Valley from Los Angeles around 11:30 p.m. on Saturday. The high winds were brutally strong but worse was the active dust particles that surrounded us that seem to have been suspended in the air which caused my wife and I angst and anxiety on our drive home.

Recently I had a conversation with California Rep. Ken Calvert about collaborating in the need for the U.S. Environmental Protection Agency and SCAOMD to work together. The EPA's AirNow.gov website documented a daily average Air Quality Index of 139 in Cathedral City and a slightly less 136 downwind in Indio on Saturday. That's well over 101, deemed unhealthy for sensitive groups, and an indication that the peaks of that dust storm in the evening had an AQI at hazardous levels. According to AirNow.gov we had the worst air quality in the nation on Saturday. This was due to high levels of PM 10, inhalable particles that can travel into the lungs and cause lung and heart problems, that were over 600 micrograms/cubic meter which was also recorded on SCAQMD's Cathedral City monitoring equipment.



November Dust Summit Preliminary Agenda

Supervisor V. Manuel Perez and South Coast AQMD hosting a Dust Summit to convene community, industry, and scientific experts.

Featuring Community Members, Academia, Health, **Government Agencies and More:**

- California Air Resources Board
- Coachella Valley Association of Governments
- Coachella Valley National Wildlife Refuge
- Coachella Valley Resource Conservation District
- Growing Coachella Valley
- Riverside University Health System
- South Coast AQMD
- Torres Martinez Desert Cahuilla Indians
- University of California, Riverside, Palm Desert
- U.S. Environmental Protection Agency
- And, more



SOUTH COAST AIR QUALITY MANAGEMENT DISTRICT

COACHELLA VALLEY DUST SUMMIT

www.aamd.gov

@SouthCoastAQMD f X @ 0



The summit will focus on the growing concern of dust in the Coachella Valley, its health implications and potential strategies to mitigate its impact.

Thursday, November 6, 2025 5:00 p.m.

IN PERSON

UC Riverside Auditorium Palm Desert Center 75080 Frank Sinatra Drive Palm Desert, California 92211

ONLINE

INSTRUCTIONS FOR ELECTRONIC **PARTICIPATION** Join Zoom Webinar Meeting from PC or Laptop https://aqmd.zoomgov.com/j/1611757966 Zoom Webinar ID: 161 175 7966 (applies to all)

Spanish Language Audience Zoom Meeting ID: 161 175 7966

Teleconference Dial In +1 669 900 6833 One tap mobile +16699006833,161 175 7966#

Public comment can be made in person, through the telephone or via Zoom. A webcast will be available at: https://agmd.gov/home/news-events/webcast

Americans with Disabilities Act and Language Accessibility

Disability and language-related accommodations can be requested to allow participation in the meeting. In addition, documents may be requested in alternative formats and languages. Any disability or language-related accommodation must be requested as soon as practicable. Requests will be accommodated unless providing the accommodation would result in a fundamental alteration or undue burden to the South Coast AQMD. Please contact Dr. Scott Epstein, Planning & Rules Manager, at (909) 396-3754 from 7:00 a.m. to 5:30 p.m., Tuesday through Friday, or send the request to sepstein@agmd.gov.



JPA EXECUTIVE COMMITTEE ITEMS

(JPA ONLY VOTES)

- a. Review and approve JPA Executive Committee & VGPS Board of Directors 2026 Meeting Dates
- b. Resolution No. JPA 2025-008 Air Service Reserve
- c. Resolution No. JPA 2025-009 Retiree Health Plan
- d. Resolution No. JPA 2025-010 Motor Vehicle Lease

JPA & BOARD 2026 PROPOSED DATES

JANUARY 30

MARCH 27

JUNE 26

SEPTEMBER 25

DECEMBER 11

Please let us know if you are interested in hosting a future board meeting.

BOARD OF DIRECTORS ITEMS

(BOARD ONLY VOTES)

- a. Review and approve JPA Executive Committee & VGPS Board of Directors 2026 Meeting Dates
- b. Resolution No. BOD 2025-002 Air Service Reserve
- c. Resolution No. BOD 2025-003 Motor Vehicle Lease
- d. Approve Nusrat Mirza for the open Board Secretary position
- e. Approve David Putnicki with Hotel Paseo for a Board of Directors seat

BOARD NOMINATIONS

CURRENT BOARD OF DIRECTORS OFFICERS

Rolf Hoehn, Chair

Director of Business Development, Indian Wells Tennis Garden

Peggy Trott, Vice Chair

General Manager, Kimpton Rowan Palm Springs

Aftab Dada, Treasurer

Managing Director, Hilton Palm Springs

Secretary

OPEN

PROPOSED NEW OFFICER AND NEW BOARD SEAT

Secretary

Nusrat Mirza, General Manager, JW Marriott Desert Springs Resort & Spa

Seat on Board

David Putnicki, General Manager, Hotel PASEO

CEO / PRESIDENT'S REPORT



CELEBRATING HAROLD MATZNER



AIR SERVICE

AIR SERVICE WINS

Palm Springs International Airport (PSP) has been busy welcoming **new routes**:

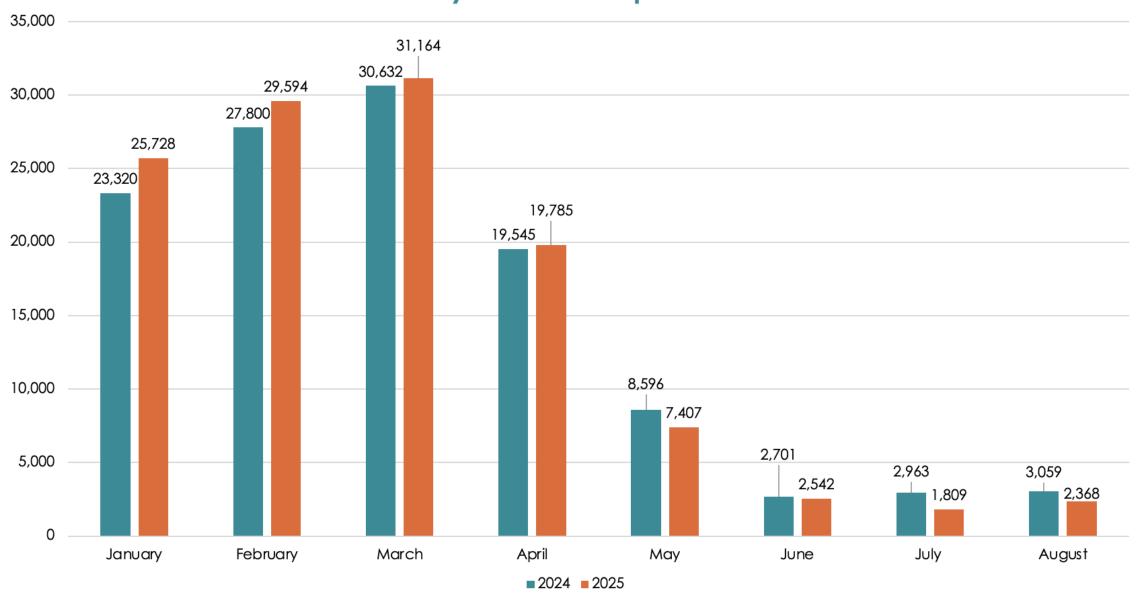
- Alaska Santa Rosa (STS) Oct. 26
- Delta Austin (AUS) on Nov. 15
- Southwest Chicago-Midway (MDW) on Nov. 22
- United Newark (EWR) on Dec. 18
- American Charlotte (CLT) on Dec. 20



- Delta Atlanta (ATL) on Nov. 1 (Dec. 21 in 2024)
- Delta New York (JFK) on Nov. 8 (Dec. 21 in 2024)
- Frontier San Francisco (SFO) on Sep. 5 (Dec. 12 in 2024)
- United Houston (IAH), Los Angeles (LAX) and San Francisco (SFO) in November



Monthly Canadian Deplanements



PSP ARRIVING CANADA SEATS – SEASONS 2025 & 2026





Month	YoY % Seat Change	YoY Seat Count Change	
November	-8.6%	-2,703	
December	-6.2%	-2,058	
January	-5.7%	-1,880	
February	-16.0%	-5,698	
March	-16.2%	-6,557	
April	-8.5%	-2,777	

Note: November & December 2025 vs. 2024 and January-April 2026 vs. 2025 Based on 9/25/25 schedule data, subject to change; Schedule data via Diio Mi by Cirium

ARRIVING CANADA SEATS – SEASONS 2025 & 2026

Month	PSP YoY % Seat Change	California YoY % Seat Change	PHX YoY % Seat Change	LAS YoY % Seat Change	Florida YoY % Seat Change
November	-8.6%	-9.8%	-10.4%	-34.8%	-12.5%
December	-6.2%	-9.6%	-13.2%	-32.2%	-16.4%
January	-5.7%	-9.1%	-17.8%	-31.9%	-12.1%
February	-16.0%	-13.0%	-30.4%	-30.7%	-14.7%
March	-16.2%	-8.2%	-27.6%	-31.7%	-18.6%
April	-8.5%	-7.4%	-21.6%	-21.1%	-9.9%

Note: November & December 2025 vs. 2024 and January-April 2026 vs. 2025 Based on 9/25/25 schedule data, subject to change; Schedule data via Diio Mi by Cirium



"Coachella 2026 is sold out three days after passes go on sale." — LA Times

"A lineup that includes Justin Bieber's first concert since 2022 helped the long-running Southern California festival sell out in roughly three days." —Billboard



RESEARCH & REPORTS

(Q2 RESULTS)

Methodology

Data Collection:

744 visitors were interviewed in person at various locations across the valley.

Interviews were conducted at the airport, a hotel, museums, public exhibits, downtown areas, special events, and other public spaces.

SOURCE: DOWNS & ST. GERMAIN RESEARCH Note: The sampling error for a sample size of 877 is ±3.31% points given a 95% confidence level. That is, we are very certain (95%) that the results in our Visitor Tracking Study are within 3.31% points of the "true" value on a quarterly basis.

Top Origin Markets	Percent
Los Angeles	26%
San Francisco - Oakland - San Jose	6%
San Diego	4%
Seattle - Tacoma	4%
New York	3%
Sacramento - Stockton - Modesto	3%
Chicago	2%
Denver	2%
Phoenix	2%
Portland, OR	2%

(Q2 RESULTS)

Visitor Profile



First-Time Visitor



Travel as a couple



45

Median Age



3.5

Travel Party Size



3.7 (hotels) /7.3 (STVR)

Length of Stay



Travel with children



Have additional support needs



LGBTQ+

(Q2 RESULTS)

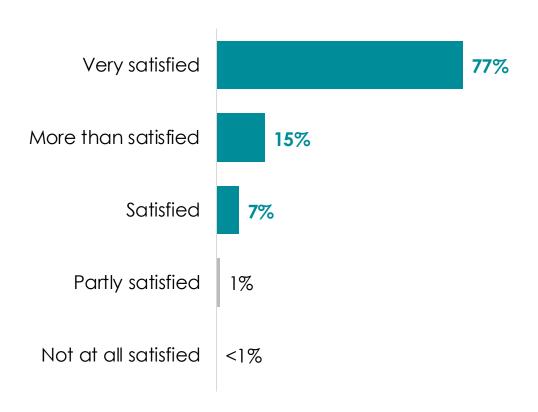
Top Activities in the Area*



(Q2 RESULTS)

Visitor Satisfaction

- Over 99% of visitors were satisfied, more than satisfied, or very satisfied with their stay
- 77% were very satisfied (+4% points compared to the previous quarter)

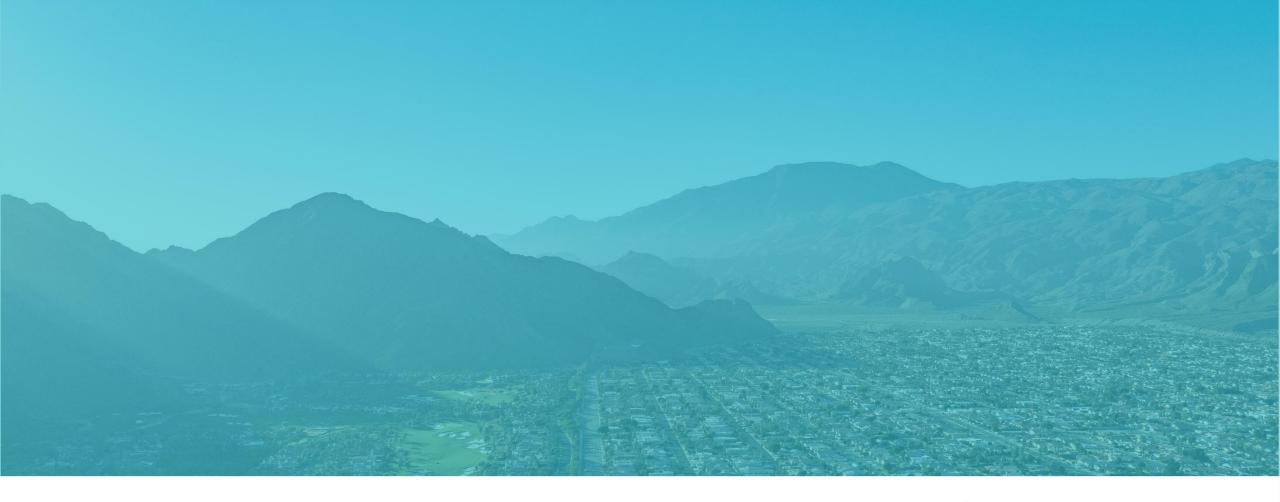


AMATEUR SPORTS FACILITY





- Majority of tournaments take place during the summer
- Estimated to generate34K+ room nights
- Over 560K annual attendee days
- **\$46.3M** economic impact
- 200K square feet in size /10 acres (includes parking)

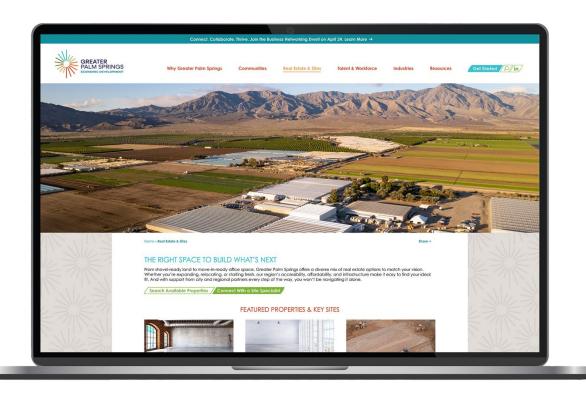


ECONOMIC DEVELOPMENT



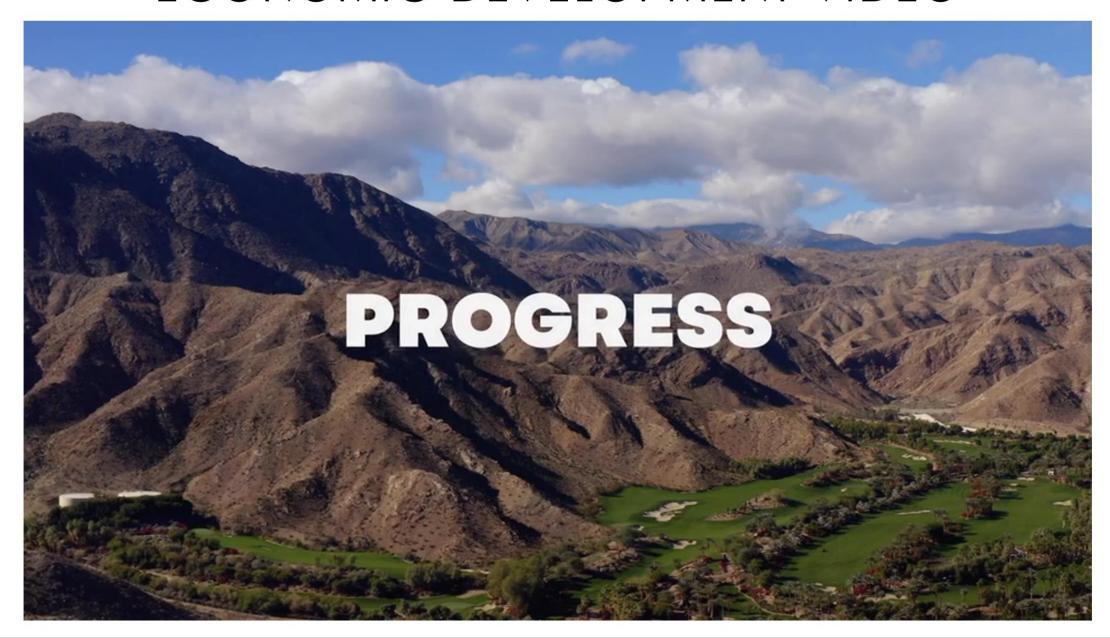
WEBSITE

LiveWorkGPS.com



- Community Profiles
- Industry segments
- Development Opportunities
- Key data on transportation, workforce, utilities, etc.
- Resources
- Quality of life

ECONOMIC DEVELOPMENT VIDEO



NEWSLETTER



INTRODUCING OUR NEW NEWSLETTER

Welcome to the very first edition of Thrive & Shine, the Greater Palm Springs Economic Development newsletter. Each month, we'll highlight how our region is creating opportunities for businesses, building pathways for talent, and investing in the future.

Whether you're exploring expansion, considering relocation, or simply keeping a pulse on what makes Greater Palm Springs thrive, we're excited to keep you connected to the innovation and momentum shaping our region.





For more Information about economic development in Greater Palm Springs, please contact:

Sean Smith

Director of Economic Development

sean@LtveWorkGP5.com | 760.969,1308

Email Us

"Thrive & Shine"

Monthly Distribution

- Engaging with industry audience with news, activities, programs, etc.
- Subscribe at:
 LiveWorkGPS.com

MEDIA PLAN



Target Industries













Agriculture

Creative Economy

Development

Healthcare

Energy Technology

Tourism

Target Audience

- Site Selectors
- "C-Level" Executives
- Entrepreneurs
- Business Owners
- VPs, Presidents, and others involved in location decisions



CICSC WESTERN CONVENTION

September 28-30

Greater Palm Springs guided group tour

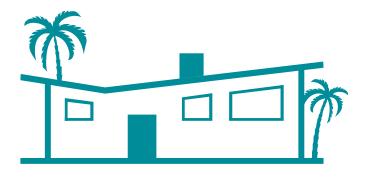
- Highway 111
- Lunch at Empire Polo Grounds
- I-10 corridor

Booth at trade show



PARTNERSHIP & COMMUNITY ENGAGEMENT

VACATION RENTAL SENTIMENT



• In general, do you support or oppose welcoming responsible Short-Term Vacation Rentals, otherwise known as SVTRs in (City/your community)?

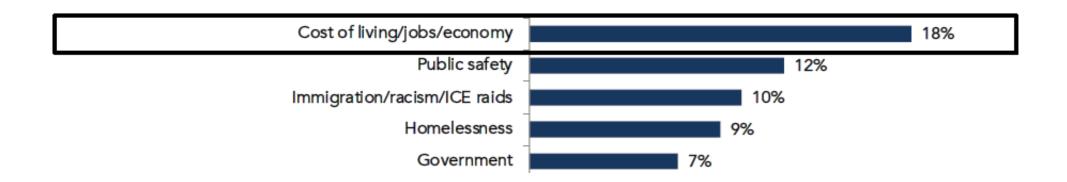
86% Support

(strongly or somewhat)

Up from 77% in 2023 Survey

VACATION RENTAL SENTIMENT

Q. In your own words, what do you feel is the most important issue facing your community today?



PASSPORT TO LEADERSHIP

Congratulations: to the 2025 cohort on their graduation





JOIN US!

Champions of Sospitality 2025

Thursday, November 20 5:30 p.m.

Palm Springs Convention Center

SPONSORSHIPS AVAILABLE!







Gold Sponsor



Silver Sponsor



Valet Sponsor



onecau.se/2025champions

SAVE THE DATES



September 30 – Meet & See at the Ace Hotel & Swim Club

October 16 – In-Person Vacation Rental Host Summit at the JW Marriott Desert Springs Resort & Spa

October 29 - Newcomer TEAM GPS Class and Mixer

November 9 – Greater Palm Springs Pride Parade

December 18 – Visit Greater Palm Springs Holiday Party

CONGRATULATIONS LAUREN!



Final Round of RAP Foundation Nonprofit Desert Fast Pitch

Chance to Win \$20,000

OCT 2, 2025

5:30 p.m.

UCR Palm Desert

PR & COMMUNICATIONS

Media in Market

270 Articles **Published**

139 Media Connects





UNDER THE SUN - TRENDS

et's build good habits," Cesar Figueroa tells us as we begin our pickleball lesson. Having come straight to
the courts after a five-hour flight to Palm Springs, we're thrilled to be moving our bodies, bouncing on the balls of our feet as we wait to return serves. The embrace of California's warm desert air, palm trees arching overhead and afternoon sun shining over of grav skies at home.

Figueroa is a U.S. Professional Tennis Registry-certified racquet sports instructor at La Quinta Resort & Club just outside Palm Springs. I hang on his every instruction as he leads us through drills, loosening our grips, improving foot placement and adjusting our swings. Eight of us have coordinated schedules to make this trip happen, and we're ready to play.

A good habit is the reason we're here: One year earlier, I joined a small group of women on a fluorescent-lit court in the basement of an office building in downtown Toronto, Pickleball, which

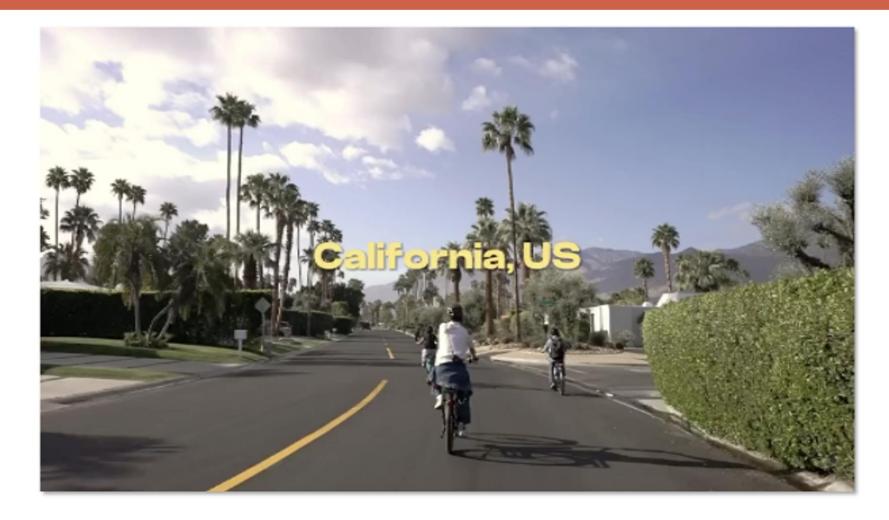








SUMMER MEDIA ENGAGEMENT





3.45M+ combined reach across influencers/media

3.25M+ video views primarily Korea reels + Japan YouTube vlogs

146+ content pieces

NYC ACTIVATION: The Perfect Match





INDIA

TRAVEL+ LEISURE

JOSHUA TREE NATIONAL PARK The stunningly stark and bewitching beauty of Joshua Tree National Park with its two distinct desert eco-systems—the Mojave and the Colorado—can put you 1. Joshua Tree National Park's 96 under a spell. Its surreal geological features, sculpted by strong winds over millions of years, along with the beauty can put you under a spell 2. Frank Sinatra's peculiar looking Joshua trees add to the wonder of the home in Palm Springs features 8,00,000 acres of mesmerising terrain. Take a guided tour or book an activity with a local expert. Go stargaza pool, which ing, off-roading, learn about native American cultures, some say looks like a piano or hike to some hidden spots. You can also camp under the desert sky at one of the numerous campgrounds. Passes cost \$30 for a private vehicle.

FRANK SINATRA'S HOME, PALM SPRINGS
After making his first million in 1947, Frank Sinatra
commissioned a home in Palm Springs. Spanning 4,500
sq.ft., the property sleeps eight and has four bedrooms,
seven bathrooms (go figure!), and a swimming pool that

seven bathrooms (go figurel), and a swimming pool that many feel looks like a pians. It's here that O'l Bue byes (as Sinatra was referred to) lived with his wife, actor Aval Gardner, from 1931 to 1957. The home has a vanity wall full of his pictures, his records with the original record player, and a crack in the sink supposedly caused during a fight. The house, called Twin Palms, named after the two palm trees by the pool adds where Sinatra often hoisted his Jack Daniels with the disch his factor and the sinatra often hoisted to his friends that revelty and cocktails were in order—is today available for rent on Airbni, Prices fluctuated that average around \$4,400 per night; it has to be booked for a minimum of three nights.

SPA DAY IN PALM SPRINGS

Nothing spells vacation like a day at a spa. Palm Springs,









SALES & MARKETING UPDATE

MARKETING TEAM UPDATE



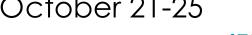
GARY FORSYTHDirector of Palm Springs Tourism

Joined the team September 2, 2025



IGLTA GLOBAL CONVENTION

October 21-25





- Osaka (2024) same weeks out: 361
- Puerto Rico (2023) same weeks out: 392



Welcome Reception



Voyage Fundraiser



Largest and longest-running LGBTQ+ tourism convention worldwide

LGBTQ+ STUDENT SUMMIT

OCTOBER 17-19

Immersive, two-day program designed to inspire and empower local LGBTQ+ college students to explore careers in the dynamic hospitality and tourism industry.

Summit provides a unique opportunity for students to **explore a career path** where they can bring their authentic selves to work and thrive.

- Workshops & Tours
- Skill-Building
- Post-Summit Opportunity

12 Students from College of the Desert and CSUSB Palm Desert

2025 LGBTQ+ STUDENT SUMMIT





ABOUT THE SUMMIT

We're proud to host the 2025 IGLTA Global Convention at the Palm Springs Convention Center in October. To highlight our commitment to the values of community, inclusion and empowering youth in our region, Visit Greater Palm Springs & The Greater Palm Springs Tourism Foundation, along with Travel Unity and support from the IGLTA Foundation have designed an immersive, two-day program designed to inspire and empower local LGBTQ+ college students to explore careers in the dynamic hospitality and tourism industry. Through a series of workshops, industry speaker sessions, and tours of LGBTQ+-owned or LGBTQ+-inclusive venues, students will gain valuable skills and see firsthand how their identity is a strength in tourism. After the summit, students have the opportunity to attend the IGLTA Convention.

THE IMPACT OF YOUR INVESTMENT

- Champion Inclusion: Show your dedication to creating a more inclusive and representative industry.
- Talent Pipeline: Connect with and inspire the next generation of LGBTQ+ leaders.
- Community Impact: Directly support a program that empowers young people and strengthens the local community.

SPONSORSHIP OPPORTUNITIES

Benefit	\$2,500 - Presenting Sponsor	\$1,000 – Supporting Sponsor	\$500 - Friend of the Summit
Number of students supported	1 full scholarship (summit + IGLTA Convention)	Contributes to workshops, tours & materials	Helps cover student resource costs
Recognition on summit website	Logo + premier placement	Logo	Name only
Recognition on social media	Featured post + logo	Name mention	Name mention
Event signage recognition	Logo – premier placement	Logo	Name only
Logo on student materials	Welcome packet + program agendas	-	-
Speaking opportunity	Yes – industry panel or summit session	-	-
Networking with students	Invitation to meet students	Invitation to meet students	-
Recognition in press release	Yes	-	-
Recognition in Foundation's annual report	Yes	Yes	Name only

Your support will directly help the Greater Palm Springs Tourism Foundation cover the costs of the program, ensuring these students have access to this transformational experience. Join us in creating a space where LGBTQ+ students can see themselves as a vital part of the hospitality and tourism industry, confident in their identities and ready to lead. Ready to invest in the next generation? Please contact Lauren Bruggemans at laurenb@visitgreaterps.com or 760.969.1336.

SUPPORT THE NEXT GENERATION OF LGBTQ+ LEADERS



Pre- and Post-FAM

Media Experiences







Curated Palm Springs Pre-FAM Itinerary

- Charles Phoenix Modernism Bus Tour
- Aqua Caliente Cultural Museum & Spa
- Drag & Fly Tour
- Indian Canyons Hiking with Chairman Reid Milanovich
- Palm Springs Art Museum
- Superbloom Experience
- Sunrise Yoga
- Palm Springs Aerial Tramway
- Joshua Tree Experience

Hosted by PSBOT

Curated Greater Palm Springs Post-FAM Itinerary

- Coachella Murals
- El Paseo
- Midcentury Modern Tour
- Sunnylands Tour
- Floating Sound Bath
- Golf & Tennis Lessons
- Candle Making
- Shields Date Garden
- Aziz Farms Tour
- Joshua Tree Experience

Hosted by VGPS











Thank you for your partnership!

- Descanso Resort
- Hilton Palm Springs
- Hotel Paseo
- Omni Rancho Las Palmas
- Palm Mountain
- Renaissance Indian Wells
- Royal Sun
- Santiago Resort
- Trixie Motel

SALES PRODUCTION - YTD

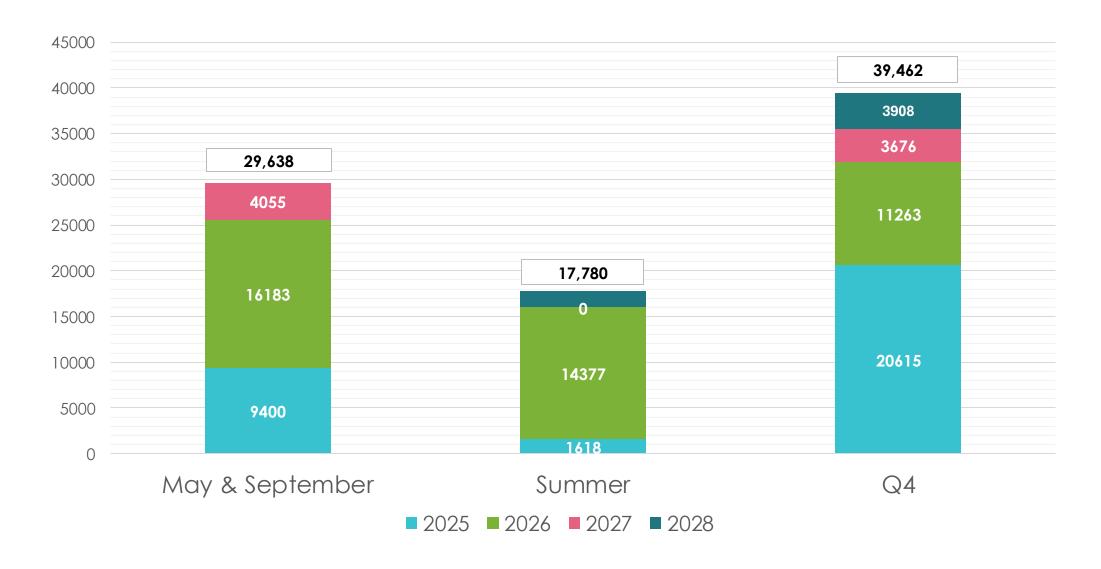
	LEADS	N E W L E A D S	N E W B O O K I N G S	ROOM NIGHTS
YTD ACTUAL*	1,220	647	207	185,832
YTD GOAL	1,163	604	206	171,375
% of GOAL	105%	107%	100%	108%

^{*}NUMBERS REPRESENT BOOKINGS THOUGH VISIT GREATER PALM SPRINGS AS OF 9/24/25

FUTURE PACE 2025-2028

Year	ОТВ	Same Time Last Year	Percentage Change	Tentatives
2025	262,999	230,073	(↑1 4 %)	13,892
2026	194,012	193,242	(↑.4%)	111,105
2027	81,413	89,174	(↓8%)	127,598
2028	43,136	39,704	(↑ 9 %)	105,236

OFF-PEAK BOOKINGS BY PERIOD & YEAR (2025-2028)



ASAE ANNUAL LOS ANGELES







Hotel Partners

- Thompson Palm Springs
- Renaissance Palm Springs
- Palm Springs Convention Center

New Activation

Dog Bark Lounge

Results

245 Meeting Planner scans 12 New Potential Leads

SPORTS MARKET







Tag LineElevate Your Game

Tradeshows Attended
Esports Travel
Connect Marketplace –
Sports Track

Tradeshows Upcoming
TEAMS
Sports ETA

Wins
3,003 Room
Nights of NEW
business

Event Services Celebration

16 outstanding Event Services Professionals were recognized

Thank you to Omni Rancho Las Palmas for your partnership in hosting this event.









event servic celebration 2025



ARE YOU BORN TO CHILL?

ARRIVALIST

Arrivalist was added at the beginning of 2025 to **measure advertising effectiveness** by comparing exposed visitors to unexposed visitors. Arrivalist campaign measurement offers insights that power media planning decisions, connecting the dots between digital advertising and real visitation to destinations.



How Arrivalist Works

- o Pixeled ads are served for Greater Palm Springs via mobile or desktop, across websites, apps, or streaming platforms **tracking exposed consumers** and **arrivals to the destination**.
- This is compared to a control group that are not exposed to advertising media to calculate the incremental lift impact advertising has on arrivals.
- o Both groups (target and control) are part of the Arrivalist network and have consented to share information via app usage. It is anonymous and privacy compliant.



Visit Greater Palm Springs Attribution Benchmarks

arrivalist

Arrival Window: June-August 2025

1.3M

Unique Panelists

2,789

Arrival

Sample

42%

Arrival

Lift

(Benchmark 24%)

48%

Stay Lift

Lift

(Benchmark 9-10%)

202%

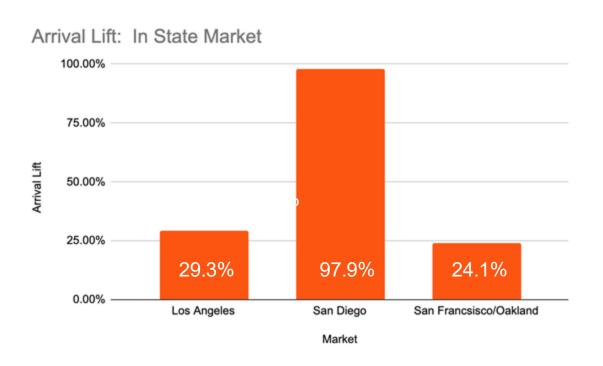
Out of State

Arrival Lift

2025 Highlight: In State Market Performance



Media Attribution:



Los Angeles is the top origin market for both in state visitation and overall visitation for the reporting time period.

San Diego shows the strongest Arrival Lift for in state markets during the summer 2025 reporting period.

Markets ordered by volume of visitation

Summer 2025: Fly Market Performance



Media Attribution:

Arrival Lift: Out of State Market



- The value of shoulder season campaigns shine when viewing out of state performance. Arrival Lift increases as the distance between the destination and Greater Palm Springs grows.
- The volume of out of state visitation does not reach the level of in state visitors during shoulder season, but the large Arrival Lift values showcase the impact campaigns can have on travel behaviors and planning.

Markets ordered by volume of visitation

FALL MEDIA PLAN PROGRAMS







digital





































































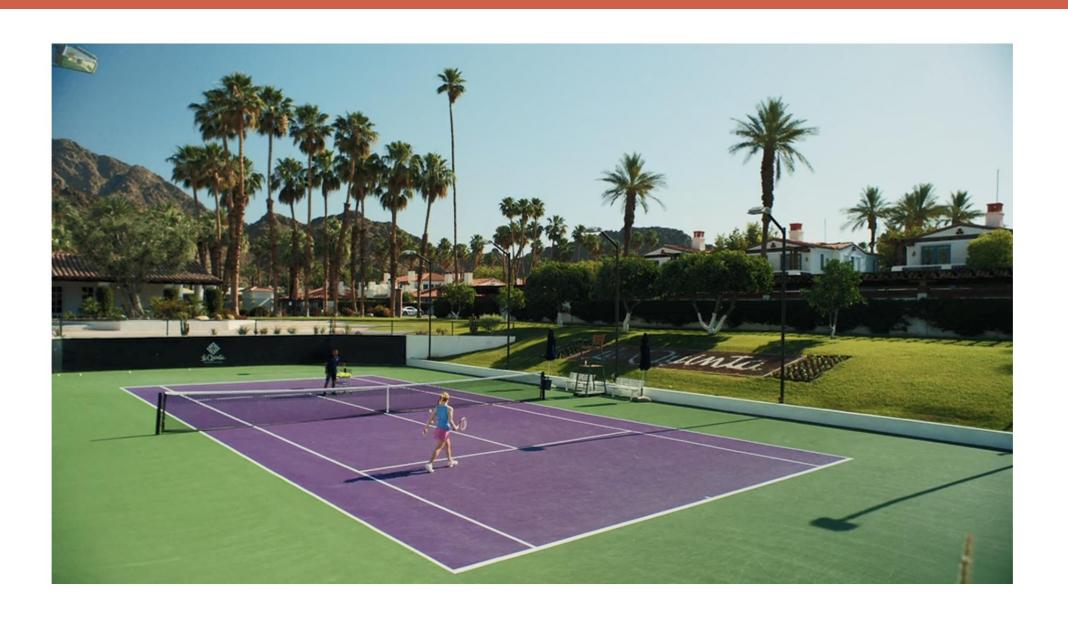




ESCAPE YOUR ORDINARY -: 30 ADULT

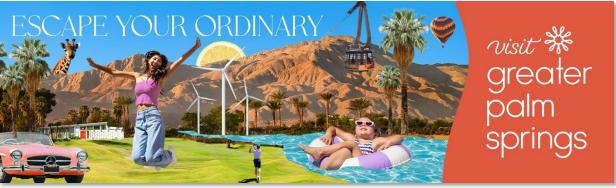


ESCAPE YOUR ORDINARY -: 30 FAMILY



BILLBOARDS



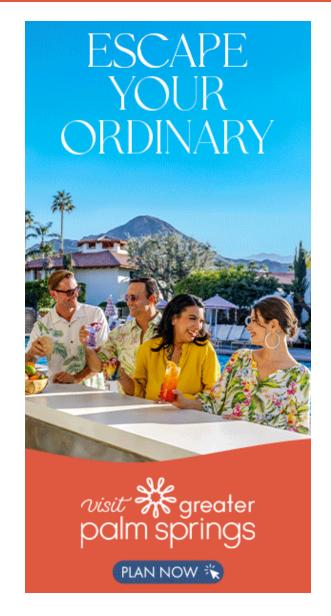








DIGITAL ADS







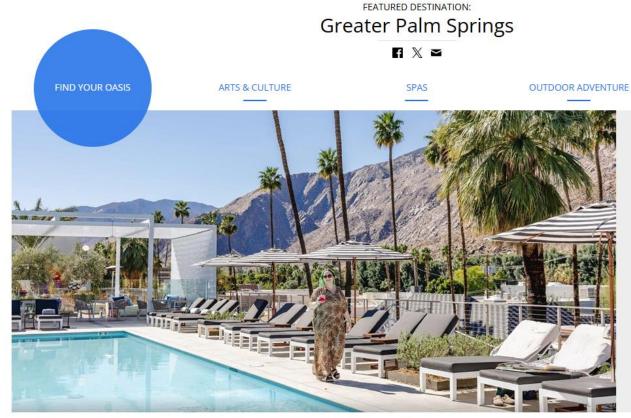


FALL DIGITAL PROGRAMS - TRAVELZOO



Travelzoo's fall partner deals page features
Greater Palm Springs
content and offers.

Landing page is promoted via targeted e-mail blasts to Travelzoo's subscriber base as well as a costper-click campaign.



In Greater Palm Springs, the possibilities to escape your ordinary are as endless as the blue skies. From poolside escapes and lush palm groves to natural hot mineral springs and luxurious spas, this ninecity oasis has long been a place for discovery, relaxation and excitement.

VIDEO GALLERY

LEARN MORE



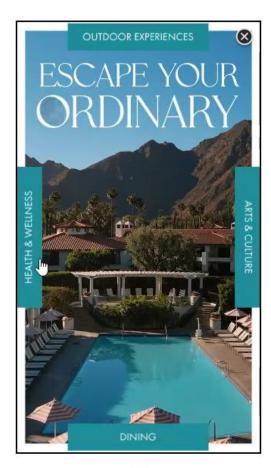








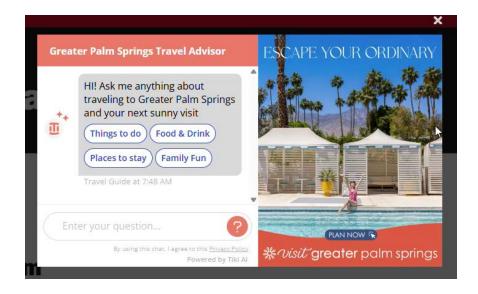
FALL DIGITAL PROGRAMS - HIGH IMPACT













FALL DIGITAL PROGRAMS - LONELY PLANET

lonely • planet

Fall campaign with **Lonely Planet** will include a custom social media video produced by a content creator in the destination as part of their "Best Day Ever" series, supported by both organic and paid promotion on Meta and TikTok.

A custom weekend **itinerary article** will also be produced to run on Lonely Planet's website, with a social media carousel post to further amplify the content.





DIGITAL PROGRAMS - WEATHER ADS



Weather-triggered digital ad campaign target seasonal markets during the fall/winter months.

Markets: Chicago, Minneapolis, New York, Washington D.C., Boise, Denver

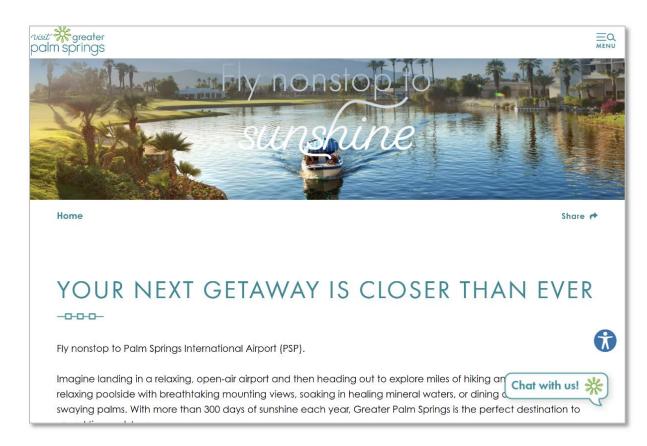


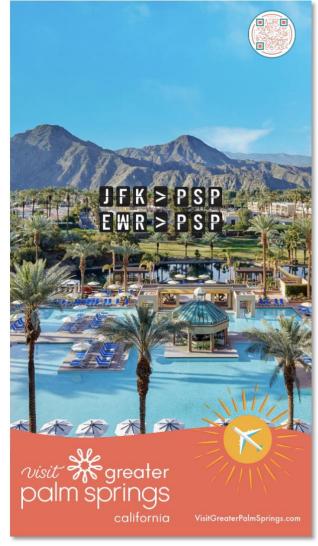


TIME TO FLY CAMPAIGN

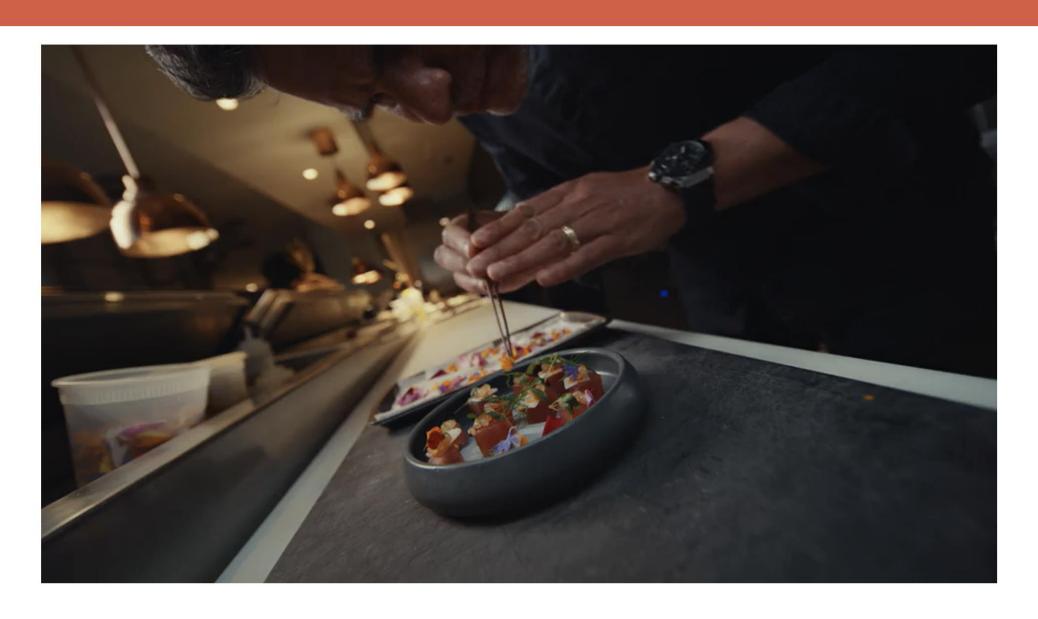
Time to Fly Campaign includes:

- Dynamic landing page with flight information tailored to users in their location.
- Digital display and paid social advertising in seasonal fly markets (including Canada markets for display).
- Digital OOH
 placements in New
 York City (Oct 1 –
 Nov 30)





"ESCAPES" DIGITAL VIDEO SERIES



INTERNATIONAL CAMPAIGNS



Continuing ongoing efforts in the **UK and Ireland** with an increased focus on optimizing campaigns towards consideration and conversions, along with potential addition of advertising efforts in the **German** market.



Optimized audience programs, which utilize Brand USA's first party data, will target travelers in the UK, Mexico, Germany, France, and Canada with digital campaigns beginning this Fall through Spring 2026.



NEW A program with **AIR MILES**, Canada's most recognized loyalty program (9.4M participants) will utilize paid media, email marketing, and a custom landing page to inspire travelers during the planning and booking stages. Launches in November 2025.



NEW A program with **PriceTravel**, one of Latin America's most popular OTAs, will target travelers in Mexico with a 3-month multi-platform campaign to increase exposure of Greater Palm Springs within the Mexico market.

WHERE YOU SHINE CAMPAIGN



NEW international brand campaign: "Where You Shine"

- Final stages of development
- Focuses on our destination's inclusive, welcoming, and inviting reputation, where individuals can "shine" as their authentic self
- Includes digital and print assets as well as :30 television/video spots



DINE GPS CHEF SERIES

4.3K likes

121K views

9K+ engagements

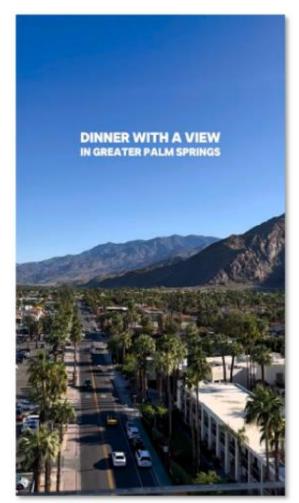




NEW dineGPS Chef Series
features interview with Greater
Palm Springs restaurant owners
sharing their favorite dishes.

- Katherine Gonzalez The Blushing Peony
- Susan Feniger + Mary Sue Milliken – Alice B.
- Vince Costa Johnny Costa's
- Andie Hubka Cork & Fork
- Daniel Villanueva Daniel's Table
- Matt Paramo Kiki's
- Quentin Garcia Lola Rose

SOCIAL VIDEOS



121K video views 9K engagements 4.3K likes



31K video views

1.5K engagements

1.3K likes



82K video views 6K engagements 4.8K likes



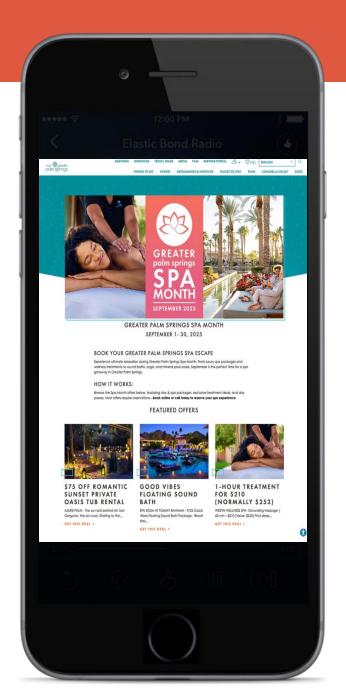
21K video views 1.5K engagements 1K likes

SPA MONTH

Dedicated media plan includes:

- SpaFinder custom program with email newsletters, content pieces, and partner offers
- Digital display, native advertising, and video
- Digital billboards
- Email marketing
- Locale Magazine campaign
- Social media





SPA MONTH









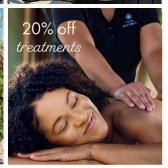


















JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES



HAPPY BIRTHDAY !!!



NANCY ROSS

Sept 3



DR. FRANK FIGUEROA

Sept 10



JEFFREY BERNSTEIN

Sept 21



KENNY CASSADY

Sept 26



ALLEN MONROE

Sept 29



JAN HARNIK

Oct 11



GARY CARDIFF

Oct 19



DAVID PUTNICKI

Oct 25



SHANNON GILBERT

Nov 2



SEJAL BHAKTA

Nov 9



EBONY STINSON

Nov 12



PATRICK KLEIN

Nov 18



DOUG WATSON

Nov 27



GARY GARDNER

Dec 11



WAYMOND FERMON

Dec 20



NEXT BOARD MEETING

Friday, December 12, 2025

Location: **TBD**