

Visit Greater Palm Springs
Statement of Activities - Actual vs Budget
As of July 31, 2025

	Month 7/31/2024	Month 7/31/2025		
	Actual	Actual	Budget	Variance*
Revenue				
TBID - Hotels	\$ 1,020,130	\$ 1,039,012	\$ 985,174	\$ 53,838
TBID - Vacation Rentals	56,126	53,880	77,430	(23,550)
JPA Funding	766,450	725,046	712,221	12,826
City Marketing Partnerships	33,887	17,477	32,128	(14,652)
Partnership Fees	3,160	8,137	7,236	901
Advertising & Website Revenues	95,519	49,345	50,154	(809)
Grants	85,000	0	0	0
Net Investment Income	127,693	113,417	108,337	5,081
Total Revenue	\$ 2,187,965	\$ 2,006,314	\$ 1,972,680	\$ 33,635
Expenses				
Labor - Wages	\$ 646,843	\$ 517,296	\$ 612,544	\$ (95,248)
Labor - Taxes & Benefits	228,417	229,919	268,516	(38,597)
Marketing Production	15,712	16,559	8,416	8,143
Media Placement & Digital Marketing	1,096,813	429,719	762,703	(332,985)
Collateral Material	2,071	4,539	2,584	1,957
Familiarization Trips	37,164	34,498	52,750	(18,252)
Tradeshows / Sales Missions	59,365	62,088	90,058	(27,971)
Travel & Lodging	3,800	255	9,042	(8,787)
Special Promotions & Representation	343,910	350,058	379,762	(29,704)
Collection Fees	2,813	2,694	3,871	(1,177)
Event Hosting	17,864	22,144	72,375	(50,232)
Research	98,165	210,412	220,023	(9,611)
IT - Information Technology	9,255	90,007	50,375	39,633
Professional Fee	36,303	56,205	48,626	7,579
Overhead-Supplies-Utilities-Fees	205,985	209,796	234,496	(24,700)
Capital Outlay	7,850	0	102,000	(102,000)
Total Expenses	\$ 2,812,330	\$ 2,236,189	\$ 2,918,141	\$ (681,952)
Total Revenues Less Expenses	\$ (624,365)	\$ (229,875)	\$ (945,461)	\$ 715,587

* Notes for Budget Variances > \$100k

Media Placement & Digital Marketing:

- This is a timing variance. Billing for some advertising expenses have not been received.

Capital Outlay

- Evaluating vehicle purchase and financing options