

**Visit Greater Palm Springs  
Statement of Activities - Actual vs Budget  
As of November 30, 2025**

	YTD	YTD		
	11/30/2024	11/30/2025		
	Actual	Actual	Budget	Variance*
<b>Revenue</b>				
TBID - Hotels	\$ 6,677,098	\$ 6,667,458	\$ 6,602,725	\$ 64,733
TBID - Vacation Rentals	454,570	602,971	635,574	(32,602)
JPA Funding	1,462,573	1,415,093	1,424,442	(9,350)
City Marketing Partnerships	161,984	136,190	160,638	(24,448)
Tribal Voluntary	32,118	31,324	27,477	3,846
Partnership Fees	71,129	79,724	28,386	51,338
Advertising & Website Revenues	187,148	186,524	156,874	29,651
Joint Share Partnerships	282,775	99,230	70,200	29,030
Grants	128,881	30,000	0	30,000
Net Investment Income	695,513	500,117	541,684	(41,567)
<b>Total Revenue</b>	<b>\$ 10,153,789</b>	<b>\$ 9,748,631</b>	<b>\$ 9,648,000</b>	<b>\$ 100,631</b>
<b>Expenses</b>				
Labor - Wages	\$ 2,796,077	\$ 2,896,905	\$ 3,215,860	\$ (318,955)
Labor - Taxes & Benefits	1,331,052	1,392,334	1,368,727	23,607
Marketing Production	104,672	132,839	228,083	(95,245)
Media Placement & Digital Marketing	3,582,366	3,964,339	4,156,653	(192,313)
Collateral Material	18,464	14,365	43,242	(28,877)
Familiarization Trips	394,900	355,993	292,450	63,544
Tradeshows / Sales Missions	786,216	917,115	1,020,092	(102,977)
Travel & Lodging	21,760	20,982	36,008	(15,027)
Special Promotions & Representation	2,018,552	770,372	958,010	(187,638)
Collection Fees	21,182	28,673	31,779	(3,106)
Event Hosting	701,650	936,793	955,350	(18,557)
Research	194,136	430,678	379,809	50,868
IT - Information Technology	48,003	102,576	85,750	16,827
Professional Fee	304,865	247,514	256,176	(8,662)
Overhead-Supplies-Utilities-Fees	731,231	794,783	803,667	(8,884)
Capital Outlay	65,992	0	127,000	(127,000)
<b>Total Expenses</b>	<b>\$ 13,121,118</b>	<b>\$ 13,006,261</b>	<b>\$ 13,958,656</b>	<b>\$ (952,395)</b>
<b>Total Revenues Less Expenses</b>	<b>\$ (2,967,329)</b>	<b>\$ (3,257,630)</b>	<b>\$ (4,310,656)</b>	<b>\$ 1,053,026</b>

\* Notes for Budget Variances > \$100k

**Labor Costs**

This is a timing variance. Actual payroll verses budget allocation method differs slightly. Payroll costs are expected to align with budget at fiscal year end.

Media Placement & Digital Marketing

This is a timing variance.

Tradeshows / Sales Missions

This is a timing variance.

Special Promotions & Representation

This is a timing variance. Meet the Mentor programming shifted to later in year.

Capital Outlay

Vehicle was leased instead of a cash purchase