Visit Greater Palm Springs
Statement of Activities - Actual vs Budget
As of July 31, 2026

	YTD 7/31/2025	YTD 7/31/2026		
	Actual	Actual	Budget	Variance*
Revenue				
TBID - Hotels	$ 1,039,012	$ 1,209,557	$ 1,048,662	$ 160,895
TBID - Vacation Rentals	53,880	58,732	79,888	(21,157)
JPA Funding	725,046	749,811	752,232	(2,419)
City Marketing Partnerships	17,477	33,985	35,994	(2,010)
Partnership Fees	8,137	5,108	6,030	(922)
Advertising & Website Revenues	48,945	55,414	31,837	23,577
Joint Share Partnerships	0	6,800	250	6,550
Net Investment Income	113,417	(121,182)	97,295	(218,477)
Total Revenue	**$ 2,005,914**	**$ 1,998,225**	**$ 2,052,188**	**$ (53,963)**
Expenses				
Labor - Wages	$ 517,296	$ 544,986	$ 559,465	$ (14,479)
Labor - Taxes & Benefits	229,919	243,436	271,536	(28,100)
Marketing Production	16,559	1,201	1,584	(383)
Media Placement & Digital Marketing	429,719	645,973	1,068,660	(422,687)
Collateral Material	4,539	1,857	1,375	482
Familiarization Trips	34,498	60,602	55,970	4,632
Tradeshows / Sales Missions	62,088	54,660	97,459	(42,798)
Travel & Lodging	255	1,445	3,725	(2,280)
Special Promotions & Representation	350,058	272,383	367,410	(95,028)
Collection Fees	2,694	2,937	3,755	(818)
Event Hosting	22,144	212,730	145,375	67,355
Research	210,412	207,870	38,284	169,587
IT - Information Technology	90,007	64,359	25,958	38,400
Professional Fee	56,205	44,324	56,615	(12,291)
Overhead-Supplies-Utilities-Fees	209,796	282,408	246,166	36,241
Capital Outlay	0	96,000	207,000	(111,000)
Loan Repayment	0	1,465	2,197	(732)
Total Expenses	**$ 2,236,189**	**$ 2,738,636**	**$ 3,152,534**	**$ (413,899)**
Total Revenues Less Expenses	**$ (230,275)**	**$ (740,411)**	**$ (1,100,346)**	**$ 359,936**

* Notes for Budget Variances > $100k

Hotel TBID: Better performance in both occupancy and rate helped hotel based TBID exceed budget.
July 2026 STR reported an 11.9% increase in RevPar over last year for the Greater Palm Springs comp set.

Investment Income: Interest accrual associated with the PNC managed assets reversed in July. This variance will offset throughout the year as treasury investments mature and get reinvested.

* Notes for Budget Variances > $100k - Continued

Media Placement: Timing. Granicus/Simpleview invoices required revisions. Renewals for television/cable/outdoor media will fall later in the quarter.

Special Promotions: Timing. ASAE event was budgeted in July, but event will occur in August

Research: Timing. Renewal timing varied on several agreements (Arrivalist, Amadeus and Rove). Annual spend is forecast to align with budget.

Capital Outlay: HVAC update will overlap July and August