



JOINT MEETING

JPA EXECUTIVE COMMITTEE & VGPS BOARD OF DIRECTORS

DATE: Friday, March 27, 2026
LOCATION: Palm Springs Convention Center | Smoketree A-E
 277 N. Avenida Caballeros, Palm Springs, CA 92262
TIME: 8:30 a.m. – 10:00 a.m.

JPA Executive Committee

Waymond Fermon, Chair (Indio), **Linda Evans, Vice Chair** (La Quinta), Raymond Gregory (Cathedral City), Dr. Frank Figueroa (Coachella), Gary Gardner (Desert Hot Springs), Brian Penna (Indian Wells), Evan Trubee (Palm Desert), Ron deHarte (Palm Springs), Ted Weill (Rancho Mirage), Manuel Perez (Riverside County),

Board of Directors

Rolf Hoehn (Chair), Peggy Trott (Vice Chair), Nusrat Mirza, Aftab Dada, Kate Anderson, Lorraine Becker, Sejal Bhakta, John Bolton, Celeste Brackley, Sheila Buciuman, Gary Cardiff, Kenny Cassady, Jay Chesterton, Dermot Connolly, Tim Ellis (Emeritus), Eddy Estrada, David Feltman, Mark Girton, Rob Hampton, Dan Johnson, Jerry Keller, Patrick Klein, Kelly McLean, Allen Monroe, Lee Morcus (Emeritus), Liz Ostoich, Brad Poncher, Greg Purdy, David Putnicki, Tim Pyne, Saverio Scheri, Bob Schneider, Ankit Sekhri, Barb Smith, Boris Stark, Ebony Stinson, Joe Tormey, Doug Watson

AGENDA

The JPA Executive Committee and VGPS Board of Directors will take action on all items listed on the agenda. Materials related to an agenda item that are submitted to the JPA Executive Committee and/or the VGPS Board of Directors after distribution of the agenda packets are available for public inspection in the Clerk of the Board's office during normal business hours and on the VGPS website.

Item	Owner
1. Call to Order	Waymond Fermon
2. Pledge of Allegiance	Waymond Fermon
3. Roll Call	Sarah Goslin
4. Confirmation of the Agenda (no vote required)	Waymond Fermon
5. Public Comment	Waymond Fermon
At this time, members of the public may address the JPA Executive Committee on items that appear within the Consent Calendar or matters that are not listed on the agenda. Public comments may be submitted by e-mail or voicemail (no longer than three (3) minutes in length) from the time the agenda is posted until one (1) hour before the meeting convenes. Public comments received via email or voicemail by the deadline set forth above will be included in the record. Public comments received via email or voicemail (transcribed) will not be read aloud at the meeting. E-mail: sarah@visitgreaterps.com; Voicemail: 760.969.1309	
6. Approval of Minutes	Waymond Fermon
a. JPA/VGPS Board of Directors Joint Meeting Minutes from January 30, 2026	



Item	Owner
7. Consent Calendar of JPA Executive Committee (JPA Vote) a. Warrants and Demands dated January 2026 and February 2026	Waymond Fermon
8. Finance Report-Out a. Brian Kelty, VP of Finance & Administration, to present the 2025 Auditor's report	Waymond Fermon
9. VGPS Board of Directors Items (VGPS Board Vote) a. Receive and Accept the Independent Auditor's 2025 Annual Financial Report (and Communication Letter from Davis Farr dated January 23, 2026)	Rolf Hoehn
10. JPA Executive Committee Items (JPA Vote) a. Receive and Accept the Independent Auditor's 2025 Annual Financial Report (and Communication Letter from Davis Farr dated January 23, 2026)	Waymond Fermon
11. Presentation a. Hunden Partners, Destination Stewardship Plan Update	Rolf Hoehn
12. CEO/President's Report a. VGPS Updates	Rolf Hoehn
13. Updates by the JPA Executive Committee and VGPS Board of Directors	Rolf Hoehn
14. Future Meeting Announcement <ul style="list-style-type: none"> Friday, June 26, 2026, at the Ritz-Carlton Rancho Mirage 	Waymond Fermon
15. Adjournment	Waymond Fermon

Public Notices

Any documents provided to the JPA Executive Committee and VGPS Board of Directors regarding any item(s) on this agenda will be made available for public inspection at Visit Greater Palm Springs, located at 70-100 Highway 111, Rancho Mirage, CA 92270, during normal business hours, or email your request to Sarah Goslin: sarah@visitgreaterps.com. Any changes to the agenda will be posted before the meeting at www.visitgreaterpalmsprings.com.

Assistance for those with disabilities: If you have a disability and need an accommodation to participate in the meeting, please contact the Clerk of the Board at (760) 969-1309 or sarah@visitgreaterps.com at least 48 hours before the meeting to inform us of your needs and to determine if accommodation is feasible. VGPS will attempt to accommodate you in a reasonable manner.

OUR TEAM AND BOARD



<https://www.visitgreaterpalmsprings.com/about-us/our-team-and-board/>

President's Summary

March 2026

As we move through the first quarter of 2026, **performance through February** remains strong, with occupancy, ADR, and RevPAR up year-to-date. While January initially appeared softer, this was largely due to an unusually high demand spike in January 2025 driven by the displacement of residents from the Los Angeles wildfires, creating a challenging year-over-year comparison.

March trends are also encouraging, with month-to-date performance reflecting gains of +2.7% in occupancy and +9.2% in ADR, thanks in part to the record-breaking attendance at the BNP Paribas Open during the first two weeks of the month.

While these indicators point to continued strength, the **broader travel environment remains characterized by both resilience and uncertainty**. No single factor is driving this dynamic; rather, a combination of economic pressures, global events, and evolving traveler behavior is contributing to a more cautious planning environment across the industry.

Nationally, domestic leisure demand remains steady and continues to underpin the U.S. travel economy, while international visitation—particularly from Canada—and group conversion has softened. Forward booking patterns reflect a more measured approach, as travelers and planners navigate ongoing geopolitical uncertainty and budget considerations. Notably, **luxury travel continues to perform**, reinforcing the strength of Greater Palm Springs' positioning as a premier destination for high-value, experiential travel.

In the group segment, after a strong year-end in 2025, bookings have begun the year at a softer pace, reflecting a **mixed meetings outlook**. While short-term performance is positive—with in-year bookings up 22% compared to the same time last year—future booking pace and conversions have softened. Meeting planners remain engaged and actively sourcing leads, but are taking longer to convert, delaying commitments amid continued uncertainty and budget pressures.

Overall, while near-term performance remains stable and, in many cases, ahead of prior year, **forward visibility suggests a more cautious planning environment**. This underscores the importance of maintaining strategic focus, particularly in high-value segments, while continuing to drive demand and reinforce Greater Palm Springs' competitive positioning.

Air service trends reflect some short-term disruption alongside longer-term stability. Year-to-date passenger traffic at Palm Springs International Airport is down slightly, influenced in part by significant weather-related cancellations in January, and Canadian visitation continues to pace below prior year levels. Recent TSA-related challenges nationally have also contributed to a more complex and, at times, inconsistent travel experience, which may influence traveler

sentiment in the near term. However, increased domestic capacity is expected to help offset these headwinds, with total available seats projected to remain in line with 2025 levels through the first half of the year.

Our **marketing strategy remains focused on prioritizing domestic leisure demand** by continuing to invest in high-performing drive and fly markets and leveraging our strong brand positioning in the luxury and experiential space, which will allow us to be well positioned to capture near-term demand and travel intent. We are also **maintaining visibility in international markets** to ensure awareness and brand is strong when travel returns.

Campaigns delivered **more than 5.6 billion impressions through February** across channels, supported by integrated initiatives including the “Escape Your Ordinary” brand campaign and seasonal “Spring Getaway” messaging. **Strategic partnerships, co-op programs, and content-driven activations**—including the recent Expedia Ambassador Summit—are further expanding our reach and reinforcing the destination's positioning with both domestic and international audiences. Looking ahead, we are advancing a number of strategic initiatives designed to build awareness, strengthen our brand positioning, and drive incremental demand across key segments.

This spring, Greater Palm Springs will serve as the **Exclusive Travel Partner Sponsor of TED2026 in Vancouver**—an opportunity that aligns strongly with our focus on high-value, experience-driven audiences. As part of an expanded presence, we will showcase select health and wellness partners through the branding of TED's Restore Lounge, while also hosting a curated “Dine Around” for C-suite attendees. The partnership includes enhanced social media exposure and a robust content production package, featuring both long- and short-form video to be captured in the destination and distributed across TED's global channels—extending our reach to an influential international audience.

With Los Angeles serving as a key host city for the **2026 FIFA World Cup**, Greater Palm Springs is strategically positioned to capture incremental visitation both during the event and in the periods that follow. Beyond immediate demand, this global moment will place California—and the broader region—on an unprecedented international stage, significantly increasing awareness among high-value travelers worldwide. This heightened visibility is expected to drive not only near-term visitation, but also longer-term consideration and future travel to the destination.

To capitalize on this opportunity, we have developed a comprehensive **World Cup strategy** focused on driving pre- and post-match stays, increasing international awareness, and amplifying partner offerings. This fully integrated approach includes a dedicated landing page, targeted paid media across social, video, and native platforms to showcase hotel packages, wellness experiences, golf, and more, ensuring we maximize both immediate impact and sustained demand beyond the event itself.

Looking ahead to summer, our new **“Play for Days” campaign** is in development and will serve as our primary seasonal demand driver. The campaign includes the production of new video and photography assets, updated creative across paid and owned channels, new television spots, and a dedicated social media strategy. Production is underway, with a planned launch in mid-May running through early September.

We also recently launched our **Economic Development campaign, “Thrive & Shine,”** which highlights Greater Palm Springs as a destination where innovation, opportunity, and quality of life intersect. This campaign is being deployed across digital platforms, LinkedIn, and targeted industry communications. In parallel, we continue to advance a funding analysis to explore potential financing and partnership structures to support the development of an indoor sports facility, an opportunity to further diversify and strengthen the region's demand base.

Our **communications efforts continue to elevate the profile of the destination and its communities.** Recent coverage in San Diego Magazine, [“A New Creative Energy is Reshaping Downtown Indio.”](#) highlights the city's growing arts and cultural scene and its role in attracting new businesses, residents, and visitors. While focused on Indio, this story reflects our broader strategy to showcase the unique character, investment opportunities, and momentum across all nine cities within Greater Palm Springs.

A key priority for the organization is ensuring that future growth is both strategic and sustainable. In January, we announced the selection of Hunden Partners to lead the development of a **new Destination Stewardship Plan**—a comprehensive, forward-looking roadmap that will guide long-term regional growth. This effort will focus on expanding off-season visitation and advancing our goal of becoming a true year-round destination, while ensuring tourism continues to enhance quality of life for residents and preserve the unique character of our oasis. The **plan will include nine individually tailored city tourism strategies**, funded by Visit Greater Palm Springs and integrated into a cohesive regional framework. As part of this process, Hunden will be joining us at the upcoming Board Meeting to lead a working session, providing an opportunity for Board engagement and input as we shape this important initiative.

Collectively, these initiatives reflect a **strategic and integrated approach**—one that leverages global opportunities, prioritizes high-performing domestic demand, and plans intentionally for long-term, sustainable growth across Greater Palm Springs.

Thank you for your continued support, engagement, and leadership. Your **active involvement and strategic guidance are critical to our success** as we navigate a dynamic environment and advance both our near-term priorities and long-term vision. We are grateful for your partnership and commitment to ensuring Greater Palm Springs remains a thriving, competitive, and world-class destination.

Sincerely,

A handwritten signature in black ink, appearing to read 'Scott White', with a long horizontal line extending to the right.

Scott White, President/CEO



JOINT MEETING MINUTES JPA EXECUTIVE COMMITTEE & VISIT GREATER PALM SPRINGS BOARD OF DIRECTORS

JW Marriott Desert Springs Resort | Springs Salon G
74-855 Country Club Dr.,
Palm Desert, CA 92260
8:30 am – 10:00 am

Call to Order

The meeting was called to order at 8:38 a.m. by JPA Chair, Waymond Fermon, at the JW Marriott Desert Springs Resort & Spa in Palm Desert, CA.

Roll Call

The roll call is recorded on the following page.

JANUARY 30, 2026

JPA EXECUTIVE COMMITTEE ROLL CALL		PRESENT	ABSENT
CITY OF INDIO	Waymond Fermon, Mayor Pro Tem, Chair	x	
	Elaine Holmes, Council Member		
CITY OF LA QUINTA	Linda Evans, Mayor, Vice Chair	x	
	Steve Sanchez, Council Member		
CITY OF CATHEDRAL CITY	Raymond Gregory, Mayor		
	Ernesto Gutierrez, Mayor Pro Tem	x	
CITY OF COACHELLA	Dr. Frank Figueroa, Mayor Pro Tem	x	
	Denise Delgado, Council Member		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council Member	x	
	Daniel Pitts, Council Member		
CITY OF INDIAN WELLS	Brian Penna, Mayor Pro Tem		
	Bruce Whitman, Council Member	x	
CITY OF PALM SPRINGS	Ron deHarte, Council Member	x	
	Jeffrey Bernstein, Council Member		
CITY OF PALM DESERT	Evan Trubee, Mayor	x	
	Jan Harnik, Council Member		
CITY OF RANCHO MIRAGE	Ted Weill, Council Member		x
	Lynn Mallotto, Mayor		x
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District	x	

VGPS BOARD OF DIRECTORS ROLL CALL		PRESENT	ABSENT
Rolf Hoehn, Chair - Indian Wells Tennis Garden		x	
Peggy Trott, Vice Chair - Kimpton Rowan Palm Springs		x	
Aftab Dada, Treasurer - Hilton Palm Springs Resort			E
Nusrat Mirza, Secretary – JW Marriott Desert Springs Resort			E
Kate Anderson, Agua Caliente Band of Cahuilla Indians		x	
Lorraine Becker, Cabot's Pueblo Museum		x	
Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio		x	
John Bolton, Oak View Group		x	
Celeste Brackley, The Line & Saguaro Hotels		x	
Gary Cardiff, Cardiff Limousine & Transportation		x	
Kenny Cassidy, Acme House Company		x	

Jay Chesterton, Fantasy Springs Resort Casino	X	
Dermot Connolly, La Quinta Resort & Club	X	
Tim Ellis (Emeritus), Ellis Hospitality Services	X	
Eddy Estrada, Smarter Property Management	X	
David Feltman, VRON Palm Springs	X	
Mark Girton, Goldenvoice & Empire Polo	X	
Rob Hampton, Palm Springs Convention Center	X	
Dan Johnson, Grand Hyatt Indian Wells Resort & Villas	X	
Jerry Keller, LULU California Bistro	X	
Patrick Klein, The Shops on El Paseo		E
Kelly McLean, Poppy	X	
Allen Monroe, The Living Desert		E
Lee Morcus (Emeritus), Kaiser Restaurant Group		E
Liz Ostoich, FARM and Tac/Quila Palm Springs		E
Brad Poncher, Homewood Suites by Hilton La Quinta	X	
Greg Purdy, Palm Springs Aerial Tramway	X	
David Putnicki, HOTEL PASEO	X	
Tim Pyne, Renaissance Esmeralda Resort & Spa		E
Saverio Scheri, Agua Caliente Casinos		E
Bob Schneider, Desert Consulting	X	
Ankit Sekhri, Two Bunch Palms		E
Barb Smith, Eventis Destination Services	X	
Boris Stark, Palm Desert Vacation Properties		E
Ebony Stinson, Indian Wells Resort	X	
Joe Tormey, CSU San Bernardino Palm Desert Campus	X	
Doug Watson, Strategy Innovation Co.	X	
A quorum was reached: 26 BOD and 9 JPA.		

STAFF/ATTORNEY

Scott White, President and CEO
Brian Kelty, VP, Finance and Administration
Colleen Pace, CSMO
Davis Meyer, VP, Government & Industry Relations
Julie Sinclair, Director of Corporate Communications
Samuel Thompson, Director of Indian Wells Tourism
Stefanie Kilcoyne, Director of Technology & Operations
Sarah Goslin, Exec. Asst. & Board Admin

Joyce Kiehl, Director of Communications
Sean Smith, Director of Economic Development
Gary Forsythe, Dir. of Palm Springs Tourism
Krystal Kusmieruk, Senior Marketing Manager
Jorge Rodriguez, Accounting Manager
Bruce T. Bauer, Legal Counsel
Andy Cloutier, Director of Human Resources

AGENDA ITEMS

1. **JPA Chair, Waymond Fermon, called the meeting to order at 8:38 a.m.**
2. **JPA Chair, Waymond Fermon, led the Pledge of Allegiance.**
3. **The Clerk of the Board conducted Roll Call. A quorum was reached.**
4. **JPA Chair, Waymond Fermon, asked whether there were any changes to the agenda. Finding none, the agenda was confirmed.**
5. **JPA Chair, Waymond Fermon, called for public comment.**
 - a. No public comment on record. No members of the public requested to speak. Public comment was closed.
6. **Approval of Minutes (All Vote)**
 - a. **The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated December 12, 2025, were presented for approval.**
 - i. JPA Chair Fermon asked for changes or abstentions. No changes noted. Cathedral City and Indian Wells abstained. JPA Chair Fermon asked for a motion. Linda Evans with the City of La Quinta made a motion to approve. Gary Gardner with the City of Desert Hot Springs seconded. The city of Rancho Mirage and the County of Riverside were not present to vote. There was no further discussion, and the minutes were approved based on the roll call at the beginning of the meeting.
7. **Nomination and Approval (VGPS BOD Vote)**
 - a. **Tim Ellis introduced Sheila Buciuman, General Manager of The Ritz-Carlton, Rancho Mirage, as recommended for the open TBID Hotel Board of Directors seat.**
 - i. Board Chair Rolf Hoehn asked for a motion to approve. Celeste Brackley made a motion to approve. Peggy Trott seconded. No abstentions. The motion passed. Sheila Buciuman was approved for the Board of Directors seat based on the roll call at the beginning of the meeting.
8. **Consent Calendar (JPA Vote)**
 - a. **The Warrants and Demands dated December 2025 for Pacific Premier Bank were presented for approval.**
 - i. JPA Chair Fermon asked for a motion. Gary Gardner with the City of Desert Hot Springs made a motion to approve. Linda Evans with the City of La Quinta seconded. JPA Chair Fermon asked for changes or abstentions. No changes or abstentions. The city of Rancho Mirage was not present to vote. There was no further discussion, and the Warrants and Demands for December 2025 were approved based on the roll call at the beginning of the meeting.
9. **Presentation by Barb Newton, President and CEO of the California Travel Association (CalTravel). The topics included:**
 - a. Political Climate and Legislative Trends
 - b. Care Court Program
 - c. Elections
 - d. Upcoming CalTravel Events
 - e. CalTravel PAC Growth
10. **CEO/President's Report: Scott White and team presented the VGPS 2026 Goals & Objectives and 2025 results.**
 - a. **Hunden Partners has been selected to lead the Destination Stewardship Plan project. This is the Visit Greater Palm Springs 10-year master plan.**
 - i. A key goal is to create a destination regional plan that will also include nine city-specific master plans. Each city will work with Hunden and VGPS, ensuring each community's unique priorities, opportunities, and challenges are directly reflected. Our goal is to have a final plan that is measurable and

actionable. The timeline is expected to be 13-14 months, with a planned kickoff in March pending contract finalization.

b. Several key research initiatives for the year were outlined:

- i. Resident Sentiment Study: A two-wave study, with the first ending in February and the second by the end of July, aiming for 1,000 survey takers.
- ii. Image and Awareness Study: Conducted with Smari to understand perceptions in key markets.
- iii. 2025 Visitor Intercept Study: Results from 2,600 participants are expected in March.
- iv. Other studies include an annual Economic Impact Study, a Meeting Study, and a Restaurant Week Survey.
- v. New dashboards are being developed to provide accessible data on various segments and trends.

c. Air Service and Financials

- i. Palm Springs Airport (PSP) had another record year with 3.3 million passengers. Seat capacity was up 6%, with 2.4 million total seats. New services include flights from Alaska, American, Delta, Southwest, and United, including a new nonstop flight from Newark. The Dulles (Washington, D.C.) flight contract was renewed for a second year.
- ii. A financial update through November showed revenues are slightly over budget and expenses are under, primarily due to timing.

d. Colleen Pace Reported out for Convention Sales, Travel Trade, Marketing, and PR.

i. 2025 Group Sales Performance

1. The group sales team booked over 262,000 room nights in 2025, a record high, surpassing the previous 2018 record of 238,000. This generated an economic impact of \$238 million.
2. The team successfully met goals for booking off-peak periods, including May, September, summer, and Q4.

ii. 2026 Group Sales Goals and Strategy

1. The 2026 goal is set at 250,000 room nights, adjusted down from 2025's actuals due to upcoming hotel renovations.
2. Key focuses for 2026 include: Continuing to attract off-peak business. Expanding partnerships like the one with Palm Beaches for cross-lead generation. Growing the sports market and reviving the sports committee. Re-launching the customer advisory board with a new mentor-mentee program. The marketing strategy will refresh the "Oasis is Real" campaign and explore co-op opportunities for meetings.

iii. 2026 Strategic Goals: Digital Partner Transition

1. A major goal is to transition from the current digital strategic partner, Granicus, who has been in place for over 10 years. The objective is to diversify partners for paid media, CMS, and CRM strategy. This change aims to better respond to the new digital landscape and how people consume content.
2. The transition timeline is: Paid services: This quarter. CMS planning: Q3. CRM: By the end of the year. The full launch is over a year away, with background work starting now to ensure success.

iv. Marketing and Campaign Initiatives

1. In 2025, 16 campaigns generated 30.8 billion impressions, 800 million more than the previous year.
2. Advertising effectiveness measured by Arrivalist showed a 43% lift in arrivals and a 13% lift in length of stay for those exposed to ads.
3. Finalizing the "Where You Shine Campaign", which specifically targets international and LGBTQ audiences. It will also be tested domestically to compare its performance against the "Escape Your Ordinary" campaign.
4. The Escape Series launched in December, a six-episode series now being promoted with a paid media plan starting this month.
5. Other Campaigns & Partnerships include the refreshed "Born to Chill" summer campaign and successful partnerships with Expedia, Vrbo, NCAA (Acrisure Series), and TED.
6. Production for summer co-op campaigns with partners is scheduled for the end of this month.
7. The China Social Media channels were established in December and will be activated in 2026.

v. Expedia Ambassador Summit Sponsorship

1. The organization is sponsoring the Expedia Ambassador Summit, a highly sought-after event. It will bring 40 content creators to the market for an immersion and education program. Activities include staying at the Parker and having dinner at a vacation rental to provide exposure for that sector.
2. A partnership with Mattel was announced, and the character "Ken" will attend as an influencer. Ken's first campaign stop will be in Palm Springs, providing additional exposure from Mattel and Expedia.

vi. Website & Social Media Goal Adjustments for 2026

1. Website Metrics Shift: New privacy laws in June 2025 have limited the ability to track user engagement on the website.
2. The rise of AI search provides users with answers directly, reducing clicks to the website.
3. Due to these changes, the focus for 2026 will shift from quantitative to qualitative measurements, emphasizing robust content for AI scraping.
4. Social Media Goals:
5. The 2026 goal for social media impressions is set at 21 million, an increase from the previous goal but adjusted to account for unpredictable viral moments.
6. Website clicks from social media are expected to decrease, consistent with the overall website trend.

vii. Communications & PR Achievements and 2026 Goals

1. 2025 Achievements:

- a. Achieved 7.2 billion in media impressions and a record-high PR quality score of 11,813, surpassing the goal of 8,500.
- b. Hosted 30 international journalists for the IGLTA convention.
- c. Launched a PR agency immersion program, bringing global representatives to the destination.
- d. Partnered with "Maybe Sammy" in Australia on themed cocktails at no cost, with the winner receiving a trip to the destination.

2. 2026 Goals:

- a. The PR quality score goal is set at 9,200. Focus on securing media highlighting quality of life, workforce talent, and infrastructure.
- b. Priority international markets include the UK, Ireland, France, Germany, Australia, Mexico, India, and select Asian markets.
- c. A new partnership with the Mille Miglia road race in Italy is planned for June.

e. Sean Smith reported out on Economic Development.

i. 2025 Achievements:

1. Finalized brand identity, logo, and messaging for economic development efforts.
2. Launched a dedicated economic development website, LinkedIn channel, and newsletter ("Thrive and Shine").
3. Advanced plans for an indoor amateur sports facility, with a study confirming its potential for success.
4. Completed the economic development strategic plan in partnership with the County of Riverside.

ii. 2026 Goals:

1. Implement the marketing and communications plan, including attendance at key trade shows.
2. Continue to identify location, funding, and partnership opportunities for the indoor amateur sports facility, with a goal of breaking ground in 2027.
3. A report on funding models for the sports facility is expected by the end of Q1.

f. Lauren Bruggemans reported out on the TEAM GPS Foundation and Stewardship.

i. Foundation (Workforce Development):

1. The Tourism Foundation will be rebranded as the Team GPS Foundation to widen its scope.
2. A new fundraising event focused on high school and college culinary programs will be added during Restaurant Week.
3. The senior-level "Visionary Leaders Leadership Institute" program will launch in the spring.

ii. Stewardship:

1. The destination became a certified autism destination in April.
2. A sustainable meetings landing page with resources ("Four Cs of Sustainability") was developed.
3. A partnership with Caravanserai will be launched to support local artists with business training.

g. Davis Meyer reported out on Advocacy & Community Partnerships.

- i.** The "One Coachella Valley" campaign for short-term rentals achieved over 25 million impressions, and a voter sentiment survey showed 86% support.
- ii.** The team met with all state legislators and will advocate for a cleanup bill for SB 346.
- iii.** Restaurant Week had a record 121 participating restaurants in 2025.
- iv.** Spa Month was launched with 50 participating spas.

11. VGPS Board of Directors Items (VGPS Board Vote)

- a. The VGPS Board of Directors were presented with the VGPS 2026 Goals & Objectives for approval.

- i. Board Chair Rolf Hoehn asked for a motion to approve. Celeste Brackley made a motion to approve. Rob Hampton seconded. Board Chair Rolf Hoehn asked for changes or abstentions. No changes or abstentions. The motion passed, and the VGPS 2026 Goals & Objectives were approved based on the roll call at the beginning of the meeting.

12. JPA Executive Committee Items (JPA Vote)

- a. The JPA Executive Committee was presented with VGPS 2026 Goals & Objectives for approval.
 - i. JPA Chair Fermon asked for a motion. Evan Trubee with the City of Palm Desert made a motion to approve. Gary Gardner with the City of Desert Hot Springs seconded. JPA Chair Fermon asked for changes or abstentions. No changes or abstentions. The cities of Rancho Mirage and La Quinta, and the County of Riverside, were not present to vote. There was no further discussion, and the VGPS 2026 Goals & Objectives were approved based on the roll call at the beginning of the meeting.

13. VGPS Board of Directors and JPA Executive Committee members provided updates on their cities and businesses

Desert Hot Springs:

- o The DHS Spa Tour on January 29th was very successful – after an 11-year hiatus.
- o Desert Night's on the Boulevard (every Friday & Saturday) will take place this weekend with concerts, food, and a Farmer's Market.

Cathedral City:

- o **Taste and Sounds of Cathedral City:** Free concerts every Tuesday, starting February 10th.
- o **NCAA College Softball Tournament:** February 19th-22nd at Field of Dreams.
- o **LGBTQ Days:** March 6th-8th, featuring bed races and a performance by David Archuleta.

Palm Springs:

- o The restored Plaza Theater has 56 events scheduled in the next 60 days.
- o A Marilyn Monroe Centennial Celebration is scheduled for May 28-31, including a Guinness World Record attempt for most look-alikes.

Indian Wells: The BNP Paribas tennis tournament starts in the first week of March, with Novak Djokovic expected.

Indio:

- o **Riverside County Fair & National Date Festival:** February 12th to March 1st.
- o **Black History Celebration:** Saturday, February 7th.
- o **First Indio Pickleball Open:** Saturday, March 7th at Miles Park.

Empire Polo Club:

- o The lacrosse tournament grew to a record 551 teams.
- o The Coachella Valley Invitational, with 18 pro soccer teams, runs from February 6th-21st.
- o California Care Force will host a free health clinic from February 27th to March 1st.

14. The next JPA/Board of Directors Joint Meeting date was announced.

- a. Friday, March 27, 2026, at the Palm Springs Convention Center

15. The joint meeting of the JPA Executive Committee and VGPS Board of Directors was adjourned at 10:08 am by JPA Chair, Waymond Fermon.

The complete Board Packet can be viewed on our website [here](#), and a direct link to the presentation is also available on our website [here](#).

Clerk for the Board:

Sarah Goslin, Executive Assistant & Board Administrator

VGPS Board of Directors Secretary:

Nusrat Mirza, Secretary

Approval Date:



70100 *highway* 111 / rancho mirage, ca 92270
760.770.9000 / 800.967.3767

Warrants and Demands

The following pages reflect the payments issued for the period of January 1, 2026 through January 31, 2026 from Columbia Bank.

Signed by:

Scott White

3/9/2026

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Scott White, President/CEO
Visit Greater Palm Springs

Signed by:

Brian Kelty

3/9/2026

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Brian Kelty, Vice President, Finance and Administration
Visit Greater Palm Springs

DocuSigned by:

Rolf Hoehn

3/9/2026

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Rolf Hoehn
Chair, Board of Directors



9 cities. *one* beautiful oasis.

visitgreaterpalm Springs.com @visitgreaterps

Company Visit Greater Palm Springs
Report Check register
Created 3/4/2026
Bank Columbia Bank Account Number: 8000212688

Date	Vendor	Document no.	Amount	Type
1/2/2026	V00799--Divvy Account	ACH1/2/26Divvy	173,986.42	EFT
1/2/2026	V01548--General Motors Financial Company, Inc.#	ACH1/2/26GM	2,125.21	EFT
1/7/2026	V00089--CalPERS Fiscal Services Division #	ACH1/7/26CalPER	134,646.20	EFT
1/8/2026	V01499--Alejandra Casillas	64788	300.00	Check
1/8/2026	V01567--Andre Kraft	64789	494.37	Check
1/8/2026	V00057--BASIC PVR	64790	7,424.49	Check
1/8/2026	V00073--Brandini	64791	1,036.80	Check
1/8/2026	V00076--Bright Event Rentals	64792	5,668.62	Check
1/8/2026	V00867--Brown & Bigelow, Inc	64793	969.75	Check
1/8/2026	V01204--Capitol Advocacy, LLC	64794	30,000.00	Check
1/8/2026	V00093--Cardiff Limousine & Transportation	64795	11,361.31	Check
1/8/2026	V00102--Children's Discovery Museum of the Desert	64796	5,000.00	Check
1/8/2026	V00122--Coachella Valley Water District	64797	146.08	Check
1/8/2026	V00845--David Dixon	64798	600.00	Check
1/8/2026	V00144--De Lage Landen Financial Services, Inc.	64799	268.30	Check
1/8/2026	V00146--Desert Adventures Red Jeep Tour & Events	64800	690.00	Check
1/8/2026	V00159--Destination PSP	64801	1,038.24	Check
1/8/2026	V01192--Elbi Clean LLC	64802	3,420.00	Check
1/8/2026	V00179--Enterprise	64803	1,843.83	Check
1/8/2026	V00692--Eric Scott Caplan	64804	201.00	Check
1/8/2026	V00194--FIND Food Bank	64805	240.00	Check
1/8/2026	V01445--Granicus LLC	64806	73,344.38	Check
1/8/2026	V01544--International Gay & Lesbian Travel Association Foundation, Inc.	64807	10,000.00	Check
1/8/2026	V01572--Jim Killen	64808	183.14	Check
1/8/2026	V00274--JNS Media Specialist	64809	138,860.11	Check
1/8/2026	V00724--Judd Spicer	64810	400.00	Check
1/8/2026	V01253--Karst Inc.	64811	2,633.81	Check
1/8/2026	V01570--Kim Zukosi	64812	500.00	Check

Company Visit Greater Palm Springs
Report Check register
Created 3/4/2026
Bank Columbia Bank Account Number: 8000212688

Date	Vendor	Document no.	Amount	Type
1/8/2026	V00309--Lin Lines Inc.	64813	228.38	Check
1/8/2026	V00875--LNRS Data Services Inc	64814	3,741.00	Check
1/8/2026	V01568--Lori Kohl	64815	488.36	Check
1/8/2026	V01048--Lulu California Bistro	64816	14,823.82	Check
1/8/2026	V00322--Teo Denjo	64817	1,850.00	Check
1/8/2026	V00335--Meeting Professionals International	64818	595.00	Check
1/8/2026	V01306--Memoria Films Inc.	64819	600.00	Check
1/8/2026	V01573--Mijo Co, LLC	64820	1,547.29	Check
1/8/2026	V01566--Mike Zollars	64821	380.80	Check
1/8/2026	V01249--Mission Hills Country Club, Inc.	64822	3,710.00	Check
1/8/2026	V00351--MMGY Global, LLC NJF	64823	28,778.46	Check
1/8/2026	V01312--Nespresso USA Inc.	64824	873.01	Check
1/8/2026	V00375--OAG Aviation Worldwide LLC	64825	3,062.20	Check
1/8/2026	V01571--Orbridge LLC	64826	550.00	Check
1/8/2026	V00412--Petty Cash	64827	730.74	Check
1/8/2026	V01226--Pitney Bowes Global Financial Services LLC	64828	461.06	Check
1/8/2026	V01314--Pleasant Holidays LLC	64829	15,000.00	Check
1/8/2026	V01216--Pye Barker Fire & Safety	64830	228.87	Check
1/8/2026	V00470--Sartha Global Marketing #	64831	2,500.00	Check
1/8/2026	V01569--Shannon Frank	64832	372.36	Check
1/8/2026	V01391--Studio Dan Meiners	64833	7,151.07	Check
1/8/2026	V01565--Timothy Arnold	64834	432.36	Check
1/8/2026	V01011--Miratech Trakstar, Inc.	64835	13,950.00	Check
1/8/2026	V01467--Travel and Tourism Marketing Association	64836	1,049.00	Check
1/8/2026	V00597--Uline	64837	130.34	Check
1/8/2026	V01247--Unchained Group, LLC	64838	3,100.00	Check
1/8/2026	V00604--United Way of the Desert	64839	62.00	Check
1/8/2026	V00607--UPS Supply Chain Solutions, Inc.	64840	1,601.02	Check

Company Visit Greater Palm Springs
Report Check register
Created 3/4/2026
Bank Columbia Bank Account Number: 8000212688

Date	Vendor	Document no.	Amount	Type
1/8/2026	V01574--Vacatia Inc.	64841	79,606.62	Check
1/8/2026	V00800--Vacation Rental Compliance	64842	2,609.99	Check
1/8/2026	V00612--Valley Office Equipment	64843	234.37	Check
1/8/2026	V00621--Visa USA, INC.	64844	12,000.00	Check
1/8/2026	V00642--Xpress Graphics	64845	272.08	Check
1/8/2026	V01350--Empower#	697235300679	15,670.75	EFT
1/8/2026	V01350--Empower#	697235300680	8,923.42	EFT
1/8/2026	V01361--Benefit Plans Administrative Services, LLC #	ACH1/8/26BPA	1,150.00	EFT
1/12/2026	V01320--Popl Co #	ACH1/12/26POPL	5,880.00	EFT
1/12/2026	V01256--TED Foundation, Inc. #	ACH1/12/26TED	400,000.00	EFT
1/12/2026	V00583--TravMedia USA LLC #	ACH1/12/26TRAVM	6,386.00	EFT
1/13/2026	V00124--Colonial Life Premium Processing #	ACH1/13/26Col	6,487.80	EFT
1/13/2026	V00622--Vision Service Plan (CA) #	ACH1/13/26VSP	956.17	EFT
1/15/2026	V01311--BlueAlly Technology Solutions, LLC	64846	301.70	Check
1/15/2026	V00073--Brandini	64847	144.00	Check
1/15/2026	V00880--Coachella Valley Music Productions & Entertainment	64848	650.00	Check
1/15/2026	V01031--CVB Representatives of the West	64849	500.00	Check
1/15/2026	V00830--Desert Arc Shredding & Recycling	64850	45.00	Check
1/15/2026	V00152--Desert Fire Extinguisher Co, Inc.	64851	86.31	Check
1/15/2026	V00722--Garcia Plumbing Co.	64852	200.00	Check
1/15/2026	V01563--Happy To Help Handy Guy	64853	980.00	Check
1/15/2026	V01560--Juana Suarez	64854	500.00	Check
1/15/2026	V01575--Old Town Artisan Studio, Inc.	64855	4,500.00	Check
1/15/2026	V00500--Southern California Edison	64856	1,696.70	Check
1/15/2026	V00994--Tara Howard Petrilla	64857	675.00	Check
1/15/2026	V01366--The Baldwin Group Wealth Advisors, LLC	64858	7,792.73	Check
1/15/2026	V01156--Thick As Thieves Inc.	64859	360.53	Check
1/15/2026	V00574--TPX Communications	64860	5,224.45	Check

Company Visit Greater Palm Springs
Report Check register
Created 3/4/2026
Bank Columbia Bank Account Number: 8000212688

Date	Vendor	Document no.	Amount	Type
1/15/2026	V00587--Truly Nolen	64861	102.00	Check
1/15/2026	V00597--Uline	64862	79.55	Check
1/15/2026	V00607--UPS Supply Chain Solutions, Inc.	64863	2,773.02	Check
1/15/2026	V00612--Valley Office Equipment	64864	178.39	Check
1/15/2026	V00863--Variety - the Children's Charity of the Desert	64865	1,200.00	Check
1/15/2026	V01499--Alejandra Casillas	64866	300.00	Check
1/15/2026	V00274--JNS Media Specialist	64867	396,367.83	Check
1/15/2026	V01515--Drag & Fly Tours Inc	Voided - 64718	-1,842.20	Check
1/15/2026	V01560--Juana Suarez	Voided - 64772	-500.00	Check
1/15/2026	V01499--Alejandra Casillas	Voided - 64788	-300.00	Check
1/16/2026	V00861--Finn Partners Limited ##	50254	15,416.00	EFT
1/16/2026	V00352--mN' Organisation #	50256	4,919.84	EFT
1/16/2026	V00890--OMMAC Ltd. #	50258	35,143.50	EFT
1/16/2026	V00628--Visit USA Committee/ France #	50259	2,861.00	EFT
1/16/2026	V01373--I Plus Connect, Inc dba IConnect #	50260	6,211.10	EFT
1/21/2026	V00498--Sonic Gods #	ACH1/21/26Sonic	153,750.00	EFT
1/22/2026	V01355--AMC Institute	64868	15,000.00	Check
1/22/2026	V00044--AT&T Mobility	64869	1,183.67	Check
1/22/2026	V00655--Best Best & Krieger	64870	1,402.50	Check
1/22/2026	V00073--Brandini	64871	575.00	Check
1/22/2026	V00093--Cardiff Limousine & Transportation	64872	14,483.55	Check
1/22/2026	V00122--Coachella Valley Water District	64873	146.94	Check
1/22/2026	V00845--David Dixon	64874	300.00	Check
1/22/2026	V01471--David Robinson	64875	14,000.00	Check
1/22/2026	V00146--Desert Adventures Red Jeep Tour & Events	64876	854.66	Check
1/22/2026	V00148--Desert Arc	64877	1,500.00	Check
1/22/2026	V00154--Desert Publications, Inc.	64878	4,995.00	Check
1/22/2026	V00159--Destination PSP	64879	386.75	Check

Company Visit Greater Palm Springs
Report Check register
Created 3/4/2026
Bank Columbia Bank Account Number: 8000212688

Date	Vendor	Document no.	Amount	Type
1/22/2026	V00160--Destination Reps	64880	2,200.00	Check
1/22/2026	V00179--Enterprise	64881	1,892.11	Check
1/22/2026	V01548--General Motors Financial Company, Inc.#	64882	2,125.21	Check
1/22/2026	V01563--Happy To Help Handy Guy	64883	165.00	Check
1/22/2026	V00958--HP Inc.	64884	1,947.86	Check
1/22/2026	V00257--International Inbound Travel Association	64885	1,500.00	Check
1/22/2026	V00274--JNS Media Specialist	64886	180,433.31	Check
1/22/2026	V00335--Meeting Professionals International	64887	595.00	Check
1/22/2026	V00354--Modernism Week	64888	2,867.28	Check
1/22/2026	V01174--MPI, Sacramento/Sierra Nevada Chapter	64889	1,500.00	Check
1/22/2026	V01312--Nespresso USA Inc.	64890	652.50	Check
1/22/2026	V00392--Palm Springs Air Museum	64891	5,750.00	Check
1/22/2026	V00496--Smart Meetings AKA Bright Business Media, LLC	64892	5,900.00	Check
1/22/2026	V01455--The Multiple of the American Industrial Real Estate Association	64893	575.00	Check
1/22/2026	V00587--Truly Nolen	64894	102.00	Check
1/22/2026	V00597--Uline	64895	549.10	Check
1/22/2026	V00607--UPS Supply Chain Solutions, Inc.	64896	609.31	Check
1/22/2026	V00609--US Travel Association	64897	9,250.00	Check
1/22/2026	V00642--Xpress Graphics	64898	173.38	Check
1/22/2026	V01042--Zash Snacks LLC	64899	185.00	Check
1/22/2026	V00470--Sartha Global Marketing #	Voided - 64831	-2,500.00	Check
1/22/2026	V01548--General Motors Financial Company, Inc.#	Voided - 64882	-2,125.21	Check
1/26/2026	V00017--Ailevon, LLC #	ACH1/26/26Ailev	7,067.75	EFT
1/26/2026	V01361--Benefit Plans Administrative Services, LLC #	ACH1/26/26BPAS	1,200.00	EFT
1/26/2026	V01350--Empower#	ACH1/26/26Empow	24,464.63	EFT
1/26/2026	V01577--Industry 27 LLC #	ACH1/26/26Indus	144.22	EFT
1/26/2026	V00835--Medical Air Services Association (MASA) #	ACH1/26/26MASA	352.00	EFT
1/26/2026	V01576--U&I Group, Inc #	ACH1/26/26U&I	13,500.00	EFT

Company Visit Greater Palm Springs
Report Check register
Created 3/4/2026
Bank Columbia Bank Account Number: 8000212688

Date	Vendor	Document no.	Amount	Type
1/26/2026	V00623--Visit California #	ACH1/26/26Visit	4,000.00	EFT
1/26/2026	V01391--Studio Dan Meiners	Voided - 64833	-7,151.07	Check
1/27/2026	V00854--The Lincoln National Life Insurance Company #	ACH1/27/26Linc	5,194.22	EFT
1/27/2026	V00854--The Lincoln National Life Insurance Company #	ACH1/27/26Linco	5,224.56	EFT
1/28/2026	V00791--Gate 7 #	ACH1/28/26Gate7	16,508.57	EFT
1/28/2026	V00470--Sartha Global Marketing #	ACH1/28/26Sarth	9,311.00	EFT
1/28/2026	V01578--Tidesquare Co., Ltd #	ACH1/28/26TideS	5,000.00	EFT
1/28/2026	V01555--Travel Media Network CPR Verlags GmbH #	ACH1/28/26Trave	1,165.00	EFT
1/28/2026	V01576--U&I Group, Inc #	Voided - ACH1/26/26U&	-13,500.00	EFT
1/29/2026	V00011--Ace Transportation	64900	2,499.00	Check
1/29/2026	V00041--Association Forum	64901	4,830.00	Check
1/29/2026	V01586--Association of Southern California Defense Counsel	64902	345.00	Check
1/29/2026	V00882--Box of Kittens	64903	9,000.00	Check
1/29/2026	V00867--Brown & Bigelow, Inc	64904	1,486.96	Check
1/29/2026	V00078--Burrtec Waste & Recycling Svcs	64905	254.34	Check
1/29/2026	V00122--Coachella Valley Water District	64906	40.65	Check
1/29/2026	V01080--CV Strategies	64907	7,075.17	Check
1/29/2026	V00144--De Lage Landen Financial Services, Inc.	64908	295.14	Check
1/29/2026	V00830--Desert Arc Shredding & Recycling	64909	45.00	Check
1/29/2026	V00678--Desert Promotional & Embroidery, LLC	64910	34.67	Check
1/29/2026	V00159--Destination PSP	64911	4,172.50	Check
1/29/2026	V00692--Eric Scott Caplan	64912	236.25	Check
1/29/2026	V00195--Fired Up Culture	64913	6,150.00	Check
1/29/2026	V01170--Genuine Animate Navigate Assist Succeed dba GANAS	64914	1,000.00	Check
1/29/2026	V01547--Global Spectrum, LP	64915	46,906.92	Check
1/29/2026	V01349--Health Industry Collaboration Effort	64916	1,192.50	Check
1/29/2026	V00236--Helms Briscoe Performance Group Inc.	64917	38,600.00	Check
1/29/2026	V00259--Image360	64918	685.13	Check

Company Visit Greater Palm Springs
Report Check register
Created 3/4/2026
Bank Columbia Bank Account Number: 8000212688

Date	Vendor	Document no.	Amount	Type
1/29/2026	V00274--JNS Media Specialist	64919	612,361.13	Check
1/29/2026	V01582--Julie Shkolnik	64920	193.20	Check
1/29/2026	V01584--Kosmont Financial Services	64921	8,210.80	Check
1/29/2026	V00314--Living Desert	64922	873.75	Check
1/29/2026	V01580--Mary Pennino	64923	500.00	Check
1/29/2026	V00335--Meeting Professionals International	64924	595.00	Check
1/29/2026	V01128--Northeast Convention & Visitors Bureau Representatives	64925	600.00	Check
1/29/2026	V00381--Omni Rancho Las Palmas Resort & Spa	64926	4,755.39	Check
1/29/2026	V00669--One West Construction	64927	2,787.00	Check
1/29/2026	V00409--PCMA Education Foundation	64928	119,013.00	Check
1/29/2026	V01216--Pye Barker Fire & Safety	64929	824.01	Check
1/29/2026	V01579--Retreats Resources, LLC	64930	6,000.00	Check
1/29/2026	V00480--Shields Date Garden	64931	135.00	Check
1/29/2026	V00561--The Ritz-Carlton, Rancho Mirage	64932	9,358.78	Check
1/29/2026	V01581--Tulcy Patel Jones	64933	500.00	Check
1/29/2026	V00642--Xpress Graphics	64934	697.20	Check
1/29/2026	V01011--Miratech Trakstar, Inc.	Voided - 64835	-13,950.00	Check
1/30/2026	V00326--Maritz Global Events Inc.#	ACH1/30/26Marit	6,000.00	EFT

3,121,832.14



70100 *highway* 111 / rancho mirage, ca 92270
760.770.9000 / 800.967.3767

Warrants and Demands

The following pages reflect the payments issued for the period of February 1, 2026 through February 28, 2026 from Columbia Bank.

Signed by:

Scott White

3/9/2026

B8493221A077453

Scott White, President/CEO
Visit Greater Palm Springs

Signed by:

Brian Kelly

3/9/2026

E712A3168F2D4A2

Brian Kelly, Vice President, Finance and Administration
Visit Greater Palm Springs

DocuSigned by:

Rolf Hoehn

3/9/2026

EBC56068F73F47C...

Rolf Hoehn
Chair, Board of Directors



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Company Visit Greater Palm Springs
Report Check register
Created 3/9/2026
Bank Columbia Bank Account Number: 8000212688

Date	Vendor	Document no.	Amount	Type
2/2/2026	V00799--Divvy Account	ACH2/2/26Divvy	151,582.28	EFT
2/2/2026	V01548--General Motors Financial Company, Inc.#	ACH2/2/26GM	2,125.21	EFT
2/3/2026	V01345--Ameritas Life Insurance Corp. #	ACH2/3/26Amerit	6,768.84	EFT
2/3/2026	V01177--Pre-Paid Legal Services Inc dba Legal Shield #	ACH2/3/26LegalS	509.75	EFT
2/3/2026	V01315--American Exposition Services, Inc	Voided - 64757	-16,731.32	Check
2/4/2026	V00056--BASIC Benefits #	ACH2/4/26BASIC	320.61	EFT
2/4/2026	V01467--Travel and Tourism Marketing Association	Voided - 64836	-1,049.00	Check
2/5/2026	V01587--A List Worldwide	64935	1,634.21	Check
2/5/2026	V00010--Ace Hotel & Swim Club	64936	630.36	Check
2/5/2026	V01315--American Exposition Services, Inc	64937	16,731.32	Check
2/5/2026	V00044--AT&T Mobility	64938	1,200.73	Check
2/5/2026	V00073--Brandini	64939	288.00	Check
2/5/2026	V00093--Cardiff Limousine & Transportation	64940	19,482.75	Check
2/5/2026	V00093--Cardiff Limousine & Transportation	64941	1,456.20	Check
2/5/2026	V01132--Coachella Valley Garden Service, Inc.	64942	1,450.00	Check
2/5/2026	V00129--Concur Technologies, Inc.	64943	1,434.00	Check
2/5/2026	V00133--Conventiontotes.com Inc	64944	3,330.24	Check
2/5/2026	V00159--Destination PSP	64945	198.28	Check
2/5/2026	V01192--Elbi Clean LLC	64946	3,420.00	Check
2/5/2026	V00692--Eric Scott Caplan	64947	237.75	Check
2/5/2026	V00206--Friends of the Desert Mountains	64948	2,500.00	Check
2/5/2026	V00259--Image360	64949	48.88	Check
2/5/2026	V00961--International Gay & Lesbian Travel Association, Inc.	64950	3,300.00	Check
2/5/2026	V00274--JNS Media Specialist	64951	12,053.76	Check
2/5/2026	V01564--Julian Christopher Figueroa	64952	500.00	Check
2/5/2026	V00816--Kind Traveler	64953	15,000.00	Check
2/5/2026	V01356--LF Visuals, Inc dba High Tech Mailing Services	64954	342.01	Check
2/5/2026	V00309--Lin Lines Inc.	64955	876.84	Check

Company Visit Greater Palm Springs
Report Check register
Created 3/9/2026
Bank Columbia Bank Account Number: 8000212688

Date	Vendor	Document no.	Amount	Type
2/5/2026	V01573--Mijo Co, LLC	64956	517.20	Check
2/5/2026	V01011--Miratech Trakstar, Inc.	64957	13,950.00	Check
2/5/2026	V00377--ODP Business Solutions, LLC	64958	684.48	Check
2/5/2026	V00500--Southern California Edison	64959	1,531.79	Check
2/5/2026	V01156--Thick As Thieves Inc.	64960	1,111.94	Check
2/5/2026	V00607--UPS Supply Chain Solutions, Inc.	64961	980.62	Check
2/5/2026	V00609--US Travel Association	64962	8,250.00	Check
2/5/2026	V00800--Vacation Rental Compliance	64963	2,500.00	Check
2/5/2026	V00642--Xpress Graphics	64964	395.98	Check
2/5/2026	V00642--Xpress Graphics	64965	120.42	Check
2/5/2026	V01042--Zash Snacks LLC	64966	120.00	Check
2/6/2026	V01361--Benefit Plans Administrative Services, LLC #	ACH2/6/26BPAS	1,200.00	EFT
2/6/2026	V01350--Empower#	ACH2/6/26EMPOWE	24,866.29	EFT
2/9/2026	V00089--CalPERS Fiscal Services Division #	ACH2/9/26CALPER	136,585.85	EFT
2/9/2026	V00770--Slovak Baron Empey Murphy & Pinkney LLP #	ACH2/9/26SBEMP	4,845.03	EFT
2/9/2026	V01576--U&I Group, Inc #	ACH2/9/26U&I Gr	13,500.00	EFT
2/10/2026	V00017--Ailevon, LLC #	ACH2/10/26Ailev	7,067.75	EFT
2/10/2026	V01588--Critical Mention, Inc. #	ACH2/10/26Criti	7,500.00	EFT
2/11/2026	V00470--Sartha Global Marketing #	ACH2/11/16Sarth	750.00	EFT
2/12/2026	V00015--Agua Caliente Band of Cahuilla Indians	64967	3,000.00	Check
2/12/2026	V00057--BASIC PVR	64968	9,010.00	Check
2/12/2026	V00867--Brown & Bigelow, Inc	64969	2,263.57	Check
2/12/2026	V00834--Bruce B Whitman	64970	100.00	Check
2/12/2026	V00078--Burrtec Waste & Recycling Svcs	64971	254.34	Check
2/12/2026	V01204--Capitol Advocacy, LLC	64972	10,000.00	Check
2/12/2026	V00670--DavisFarr LLP	64973	4,800.00	Check
2/12/2026	V00677--Desert Champions LLC	64974	4,920.00	Check
2/12/2026	V00159--Destination PSP	64975	469.77	Check

Company Visit Greater Palm Springs
Report Check register
Created 3/9/2026
Bank Columbia Bank Account Number: 8000212688

Date	Vendor	Document no.	Amount	Type
2/12/2026	V00944--Destinations International	64976	476.00	Check
2/12/2026	V00692--Eric Scott Caplan	64977	156.75	Check
2/12/2026	V00194--FIND Food Bank	64978	240.00	Check
2/12/2026	V00195--Fired Up Culture	64979	6,150.00	Check
2/12/2026	V01244--Frank Cervera Figueroa	64980	100.00	Check
2/12/2026	V00696--Gary R. Gardner	64981	100.00	Check
2/12/2026	V01547--Global Spectrum, LP	64982	1,500.00	Check
2/12/2026	V00699--Greg Archer	64983	450.00	Check
2/12/2026	V01563--Happy To Help Handy Guy	64984	490.00	Check
2/12/2026	V00274--JNS Media Specialist	64985	20,118.11	Check
2/12/2026	V00724--Judd Spicer	64986	400.00	Check
2/12/2026	V01253--Karst Inc.	64987	3,337.20	Check
2/12/2026	V00736--Linda Evans Bender	64988	100.00	Check
2/12/2026	V01249--Mission Hills Country Club, Inc.	64989	2,010.00	Check
2/12/2026	V00409--PCMA Education Foundation	64990	8,500.00	Check
2/12/2026	V00412--Petty Cash	64991	120.74	Check
2/12/2026	V01589--Scorpions Pickleball Camps, LLC	64992	611.25	Check
2/12/2026	V01151--SITE Northern California Chapter	64993	5,000.00	Check
2/12/2026	V01302--Sports Events and Tourism Association	64994	2,394.00	Check
2/12/2026	V00517--Strategic Marketing & Research Insights, LLC	64995	110,500.00	Check
2/12/2026	V00776--Tasmak Enterprises	64996	3,800.00	Check
2/12/2026	V01455--The Multiple of the American Industrial Real Estate Association	64997	575.00	Check
2/12/2026	V00561--The Ritz-Carlton, Rancho Mirage	64998	3,500.00	Check
2/12/2026	V00597--Uline	64999	1,548.96	Check
2/12/2026	V00604--United Way of the Desert	65000	62.00	Check
2/12/2026	V00786--Waymond Fermon	65001	100.00	Check
2/12/2026	V00788--Xochitl Pena	65002	600.00	Check
2/12/2026	V01583--Jennifer L. Weatherhead #	ACH2/12/26Jenni	10,000.00	EFT

Company Visit Greater Palm Springs
Report Check register
Created 3/9/2026
Bank Columbia Bank Account Number: 8000212688

Date	Vendor	Document no.	Amount	Type
2/12/2026	V00274--JNS Media Specialist	Voided - 64951	-12,053.76	Check
2/13/2026	V00568--Westin Rancho Mirage Golf Resort & Spa	ACH2/13/26Westi	43,907.58	EFT
2/19/2026	V00005--4imprint, Inc.	65003	1,516.50	Check
2/19/2026	V01599--Alexis Lorraine Spencer	65004	450.00	Check
2/19/2026	V01598--Babylon Hibernians Inc	65005	250.00	Check
2/19/2026	V00073--Brandini	65006	1,634.40	Check
2/19/2026	V00093--Cardiff Limousine & Transportation	65007	318.20	Check
2/19/2026	V00873--Connect Worldwide	65008	6.77	Check
2/19/2026	V01080--CV Strategies	65009	7,157.50	Check
2/19/2026	V00146--Desert Adventures Red Jeep Tour & Events	65010	5,370.00	Check
2/19/2026	V01180--Desert Heat Events	65011	6,570.00	Check
2/19/2026	V00159--Destination PSP	65012	371.92	Check
2/19/2026	V00179--Enterprise	65013	2,891.53	Check
2/19/2026	V00958--HP Inc.	65014	1,952.87	Check
2/19/2026	V00274--JNS Media Specialist	65015	27,000.00	Check
2/19/2026	V00309--Lin Lines Inc.	65016	236.00	Check
2/19/2026	V00817--Molly Moon Craft	65017	606.25	Check
2/19/2026	V00377--ODP Business Solutions, LLC	65018	201.96	Check
2/19/2026	V01346--Pitney Bowes Bank Inc Purchase Power	65019	496.21	Check
2/19/2026	V00574--TPX Communications	65020	5,337.67	Check
2/19/2026	V01593--Travel and Tourism Research Association	65021	1,049.00	Check
2/19/2026	V00607--UPS Supply Chain Solutions, Inc.	65022	1,677.63	Check
2/19/2026	V00612--Valley Office Equipment	65023	651.18	Check
2/19/2026	V00642--Xpress Graphics	65024	889.25	Check
2/19/2026	V00195--Fired Up Culture	Voided - 64913	-6,150.00	Check
2/23/2026	V01350--Empower#	ACH2/23/26 Empo	24,899.16	EFT
2/23/2026	V00056--BASIC Benefits #	ACH2/23/26Basic	325.72	EFT
2/23/2026	V01361--Benefit Plans Administrative Services, LLC #	ACH2/23/26BPAS	1,200.00	EFT

Company Visit Greater Palm Springs
Report Check register
Created 3/9/2026
Bank Columbia Bank Account Number: 8000212688

Date	Vendor	Document no.	Amount	Type
2/23/2026	V01350--Empower#	ACH2/23/26Empow	24,892.16	EFT
2/23/2026	V00622--Vision Service Plan (CA) #	ACH2/23/26VSP	970.84	EFT
2/23/2026	V01350--Empower#	Voided - ACH2/23/26Er	-24,892.16	EFT
2/24/2026	V00124--Colonial Life Premium Processing #	ACH2/24/26Colon	6,756.66	EFT
2/24/2026	V00835--Medical Air Services Association (MASA) #	ACH2/24/26MASA	352.00	EFT
2/26/2026	V00650--Alexandra Pawelski dba Alle Pierce LLC	65025	19,975.00	Check
2/26/2026	V00090--Associations West	65026	8,430.00	Check
2/26/2026	V00090--Associations West	65027	795.00	Check
2/26/2026	V00093--Cardiff Limousine & Transportation	65028	204.10	Check
2/26/2026	V00107--City of Cathedral City	65029	12,500.00	Check
2/26/2026	V01371--Downs & St. Germain Research	65030	17,000.00	Check
2/26/2026	V00692--Eric Scott Caplan	65031	380.25	Check
2/26/2026	V00693--Ernesto M. Gutierrez	65032	100.00	Check
2/26/2026	V01594--Evan Trubee	65033	100.00	Check
2/26/2026	V00195--Fired Up Culture	65034	6,150.00	Check
2/26/2026	V01601--Hunden Strategic Partners, Inc. #	65035	55,500.00	Check
2/26/2026	V01603--Jill Slater	65036	769.20	Check
2/26/2026	V00274--JNS Media Specialist	65037	437,672.49	Check
2/26/2026	V00314--Living Desert	65038	5,000.00	Check
2/26/2026	V01602--Mary Fehrstrom	65039	378.40	Check
2/26/2026	V01600--Noelle Williams	65040	850.15	Check
2/26/2026	V00754--Prestige Resorts and Destinations LLC dba Prestige Global Meetin	65041	15,000.00	Check
2/26/2026	V01216--Pye Barker Fire & Safety	65042	570.90	Check
2/26/2026	V01156--Thick As Thieves Inc.	65043	4,540.43	Check
2/26/2026	V00607--UPS Supply Chain Solutions, Inc.	65044	445.90	Check
2/26/2026	V00609--US Travel Association	65045	37,500.00	Check
2/26/2026	V00642--Xpress Graphics	65046	139.66	Check
2/26/2026	V01042--Zash Snacks LLC	65047	185.00	Check

Company Visit Greater Palm Springs
Report Check register
Created 3/9/2026
Bank Columbia Bank Account Number: 8000212688

Date	Vendor	Document no.	Amount	Type
2/26/2026	V01599--Alexis Lorraine Spencer	65048	250.00	Check
2/26/2026	V00049--AVIAREPS Marketing Garden Holdings Ltd #	ACH2/26/26Aviar	5,340.00	EFT
2/26/2026	V00138--CRD International GmbH #	ACH2/26/26CRD	3,000.00	EFT
2/26/2026	V00861--Finn Partners Limited # #	ACH2/26/26FINN	11,951.93	EFT
2/26/2026	V00791--Gate 7 #	ACH2/26/26Gate7	19,988.75	EFT
2/26/2026	V01305--Hablo Ltd #	ACH2/26/26Hablo	6,727.50	EFT
2/26/2026	V00770--Slovak Baron Empey Murphy & Pinkney LLP #	ACH2/26/26SBEMP	4,102.80	EFT
2/27/2026	V00122--Coachella Valley Water District	65049	195.75	Check
2/27/2026	V00842--SweetPops by Armida	65050	362.50	Check
2/27/2026	V01596--TED Conferences, LLC #	ACH2/27/26TED	100,000.00	EFT

1,576,825.49

VISIT GREATER PALM SPRINGS
Annual Financial Report
Year ended June 30, 2025

VISIT GREATER PALM SPRINGS

Annual Financial Report

Year ended June 30, 2025

TABLE OF CONTENTS

	<u>Page</u>
Financial Section	
Independent Auditor's Report	1
Management's Discussion and Analysis	4
Basic Financial Statements:	
Government-wide Financial Statements:	
Statement of Net Position	13
Statement of Activities	14
Fund Financial Statements:	
Balance Sheet – Governmental Funds	15
Reconciliation of the Balance Sheet of Governmental Funds to the Statement of Net Position	16
Statement of Revenues, Expenditures and Changes in Fund Balances – Governmental Funds	17
Reconciliation of the Statement of Revenues, Expenditures and Changes In Fund Balances of Governmental Funds to the Statement of Activities	18
Statement of Fiduciary Net Position	19
Statement of Changes in Fiduciary Net Position	20
Notes to the Basic Financial Statements	21
Required Supplementary Information:	
General Fund – Schedule of Revenues, Expenditures, and Changes in Fund Balances – Budget and Actual	48
Tourism Business Improvement District (TBID) Fund – Schedule of Revenues, Expenditures, and Changes in Fund Balances – Budget and Actual	49
Schedule of Changes in the Total OPEB Liability and Related Ratios – Last 10 Years	50
Schedule of Changes in the Net Pension Liability and Related Ratios – Last 10 Years	51
Schedule of Pension Plan Contributions - Last 10 Years	53
Schedule of Pension Money Weighted Return	55
Notes to Required Supplementary Information	56

FINANCIAL SECTION

Independent Auditor's Report

JPA Executive Committee
Visit Greater Palm Springs
Rancho Mirage, California

Report on the Audit of the Financial Statements

Opinions

We have audited the financial statements of the governmental activities, each major fund, and the aggregate remaining fund information of Visit Greater Palm Springs (VGPS), as of and for the year June 30, 2025, and the related notes to the financial statements, which collectively comprise VGPS's basic financial statements as listed in the table of contents.

In our opinion, the accompanying financial statements present fairly, in all material respects, the respective financial position of the governmental activities, each major fund, and the aggregate remaining fund information of VGPS, as of June 30, 2025, and the respective changes in financial position thereof for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinions

We conducted our audit in accordance with auditing standards generally accepted in the United States of America (GAAS) and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of VGPS and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions.

Emphasis of Matter

As described further in Note 13 to the financial statements, during the year ended June 30, 2025, VGPS implemented Governmental Accounting Standards Board (GASB) Statement No. 101, Compensated Absences. Our opinions are not modified with respect to this matter.

Responsibilities of Management for the Financial Statements

VGPS's management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about VGPS's

ability to continue as a going concern for one year after the date that the financial statements are issued.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinions. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of VGPS's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about VGPS's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

Required Supplementary Information

Accounting principles generally accepted in the United States of America require that the *management's discussion and analysis, budgetary comparison information and pension and other post-employment benefit schedules* be presented to supplement the basic financial statements. Such information is the responsibility of management and, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. We have applied certain limited procedures to the required supplementary information in accordance with auditing standards generally accepted in the United States of America, which consisted of inquiries of management about the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial

statements. We do not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance.

Report on Summarized Comparative Information

We have previously audited VGPS’s 2024 financial statements, and we expressed unmodified audit opinions on those audited financial statements in our report dated March 6, 2025. In our opinion, the summarized comparative information presented herein as of and for the year ended June 30, 2024, is consistent, in all material respects, with the audited financial statements from which it has been derived.

Other Reporting Required by Government Auditing Standards

In accordance with *Government Auditing Standards*, we have also issued our report dated January 23, 2026, on our consideration of VGPS’s internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements and other matters. The purpose of that report is solely to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the effectiveness of internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering VGPS’s internal control over financial reporting and compliance.



Irvine, California
January 23, 2026

This discussion and analysis of Visit Greater Palm Springs (Visit GPS) financial performance for the fiscal year ended June 30, 2025 provides a comparison of the current year to prior year ending results in a narrative format. It includes an analysis of Visit GPS's financial position and results of operations to assist in evaluating the Visit GPS's financial performance, as well as a discussion of significant changes that have occurred in funding. In addition, it describes the major changes in assets and liabilities. The discussion and analysis concludes with a description of currently known facts, decisions, and conditions that are expected to have a significant effect on the financial position or results of operations. We encourage readers to read the information presented here in conjunction with our financial statements.

FINANCIAL HIGHLIGHTS

Visit GPS continues to rely on the Tourism Business Improvement District (TBID), which accounts for roughly 90% of its annual funding. This revenue is generated through assessments on stays at hotels and short-term rentals, ensuring that the organization's ability to market the region is fundamentally tied to the success of overnight tourism. Visit GPS started the year behind booking pace as many travelers waited to see how markets would react to the outcome of our presidential election in November. Sales efforts were focused. As concerns subsided, we saw a significant shift in group room nights in the second half of the year. The improved occupancy and strong rates contributed to a 4% increase in lodging-related revenues over the prior year.

Governmental fund expenditures increased by 14.13% compared to the prior year. The primary driver behind this increase was the strategic use of reserves to help boost exposure to the area and increase traveler visits. The market experienced events that impacted our area significantly from the fires in Los Angeles, to election year uncertainty. This required a flexible and dynamic approach when determining the best use of marketing funds to offset any outside influences that may impact demand in our markets.

The highlights below reflect the results of this year of stabilizing visitor travel to the area:

- Lodging related revenues increased \$1,145,123 (4.0%) due to stronger travel demand in the second half of the year.
- This is a record setting year in the organization's history. Total revenues increased \$1,218,322 (3.83%) compared to the prior year as lodging related revenues in the second half of the year offset revenue shortfalls from earlier in the fiscal year.
- TBID revenues were at historic highs in five of twelve months in this fiscal year. Four of the record months were in the second half of the year.
- Expenditures saw a 14.13% increase over last year primarily due to our partnerships with "Live with Kelly & Mark" and the new United non-stop flight between Dulles and Palm Springs. Both initiatives were funded through reserves and approved by the Board.
- The \$1,803,022 (3.86%) decrease in total assets was primarily the result of lower outstanding accounts receivable and a use of cash to reduce accounts payable liabilities.
- The \$1,230,455 (13.89%) decrease in total liabilities was primarily the result of a reduction in accounts payable liabilities and the recognition of deferred grant revenues.





USING THIS ANNUAL REPORT

This annual report consists of a series of financial statements. The Statement of Net Position and the Statement of Activities provide information about the activities of Visit GPS as a whole and presents a long-term view of the Visit GPS's finances. The following Fund financial statements for government activities presents how Visit GPS services were financed in the current year as well as what balances carry over for future spending. Fund financial statements report Visit GPS's operation in more detail than the government-wide statements by providing information about Visit GPS's General Fund and TBID funds. This report also contains notes to the financial statements, which is additional information to the basic financial statements.



9 resort cities. *one* beautiful oasis.

VISIT GREATER PALM SPRINGS

MANAGEMENT'S DISCUSSION AND ANALYSIS JUNE 30, 2025

REPORTING VISIT GPS AS A WHOLE

The Statement of Net Position and the Statement of Activities

The Statement of Net Position and the Statement of Activities report information as a comparison to the previous fiscal year for Visit Greater Palm Springs (Visit GPS) as a whole. These statements include all assets, deferred outflows of resources, liabilities, and deferred inflows of resources using the accrual basis of accounting, which is similar to the accounting used by most private-sector companies. All of the year's revenues and expenses (changes in net position) are taken into account regardless of the timing of related cash flows. Therefore, revenues and expenses are reported in this statement for some items that may result in cash flows in future fiscal periods. Our analysis of these statements is reflected in Table 1 and 2 following.

REPORTING VISIT GPS'S MOST SIGNIFICANT FUNDS

Fund Financial Statements

The fund financial statements provide detailed information about the most significant funds. Some funds are required to be established by State law and by JPA Executive Committee direction. However, management established other funds to help it control and manage money for particular purposes or to show that it is meeting legal responsibilities for using certain resources. Visit GPS maintains two governmental funds: the General Fund and Tourism Business Improvement District (TBID). The primary sources of funding are from the Tourism Business Improvement District; the history of which can be found below.

The second most significant source of funding is from Coachella Valley cities and the County of Riverside. This funding is based on a formula applied to local lodging revenues. The Agua Caliente Band of Cahuilla Indians makes a voluntary contribution on a quarterly basis.

The final source of funding is private funds. This includes revenue received through partnership, event hosting, advertising cooperatives, joint share participation with stakeholders, and interest.

Governmental funds are reported using the modified accrual basis of accounting, which measures cash and all other financial assets that can readily be converted to cash. The governmental fund statements provide a detailed short-term view of Visit GPS's general operations and the basic services provided. Governmental fund information helps determine whether there are more or fewer financial resources that can be spent in the near future to finance Visit GPS's programs.

The General Fund is comprised of public funding and private funds. The General Fund combines these two funding sources as there are not restrictions on how these funds are disbursed. TBID funds are accounted for separately and used for programs benefiting lodging establishments that are assessed and pay TBID.

2008 TBID Funds – In June 2008, Visit GPS requested that the County of Riverside form the Palm Springs Desert Resort Communities Tourism Business Improvement District (TBID). This funding source was assessed on hotels with 50 or more rooms within the defined eight cities and specified areas in the unincorporated part of the County of Riverside. An assessment of two percent on gross room sales was approved and was collected by the County of Riverside and remitted to Visit GPS.

VISIT GREATER PALM SPRINGS

MANAGEMENT'S DISCUSSION AND ANALYSIS

JUNE 30, 2025

2013 TMD Funds – The Tourism Marketing District Assessment was created in June 2013 with collection beginning on August 1, 2013. This funding source was assessed on hotels with 50 or more rooms within the defined eight cities and specified areas in the unincorporated part of the County of Riverside. An assessment of one percent on gross room sales was collected by Visit GPS. The purpose of this funding source was to promote the assessed businesses as tourism visitor destinations and to fund projects, programs, and activities through an enhanced sales and marketing/media plan that specifically benefits the assessed businesses by generating room night sales.

2016 TBID Funds – On June 17, 2016, the Joint Powers Authority Executive Committee of Visit GPS held a public hearing and voted to establish a three percent Tourism Business Improvement District (TBID) assessment on gross short-term rental revenue to replace the current two percent Business Improvement District and the one percent Tourism Marketing District Assessment.

2021 TBID Funds - Coachella Valley vacation rental lodging owners and representatives successfully petitioned to be included in the TBID effective July 1, 2021. All vacation rentals located within the TBID boundaries began contributing 1% of gross rental revenue for short-term stays as of this date.

2024 TBID Funds – On December 10, 2024, the Executive Committee adopted and approved the modified GPSTBID Plan to include the City of Coachella. The JPA Executive Committee modifies the GPSTBID Plan. The GPSTBID currently includes all lodging businesses with fifty (50) rooms or more and all vacation rentals, existing in the future, available for public occupancy located within the boundaries of the cities of Desert Hot Springs, Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, and Indio and portions of the unincorporated area of Riverside County in the Western Coachella Valley. The modification of the GPSTBID Plan will change the existing boundaries of the GPSTBID to include the City of Coachella, effective July 1, 2025.

VISIT GPS AS A TRUSTEE

Reporting Visit GPS's Fiduciary Responsibilities

Visit GPS is the trustee, or fiduciary, for its employee pension plan and the Greater Palm Springs Tourism Foundation. The fiduciary activities are reported separately in the fiduciary fund financial statements. These activities are excluded from the other financial statements, as Visit GPS cannot use these assets to finance its operations. Visit GPS is responsible for ensuring that the assets reported in these funds are used for their intended purposes. The basic fiduciary fund financial statements follow Visit GPS financial statements in this report.

OTHER PROVIDED INFORMATION

Notes to Financial Statements

The notes provide additional information that is essential to a full understanding of the data provided in the government-wide and fund financial statements. The notes to the financial statements can be found in this report immediately following the financial statements.

VISIT GREATER PALM SPRINGS

MANAGEMENT'S DISCUSSION AND ANALYSIS JUNE 30, 2025

Required Supplementary Information

In addition to the basic financial statements and accompanying notes, this report also presents certain required supplementary information concerning Visit GPS's budgetary performance of the two governmental funds. Additional information is presented concerning Visit GPS's progress toward funding its obligation to provide pension benefits to its employees. The required supplementary information can be found following the notes to the financial statements.

Table 1
Comparison of Net Position
June 30, 2025 and June 30, 2024

	Governmental Activities			
	2025	2024	\$ Change	% Change
Assets				
Current and Restricted Assets	\$ 42,796,707	\$ 44,460,255	\$ (1,663,548)	-3.74%
Capital Assets (net of depreciation)	2,122,465	2,261,939	(139,474)	-6.17%
Total Assets	44,919,172	46,722,194	(1,803,022)	-3.86%
Deferred Outflows of Resources	443,234	735,921	(292,687)	-39.77%
Liabilities				
Current Liabilities	1,844,831	2,887,720	(1,042,889)	-36.11%
Long-Term Obligations (includes OPEB)	5,783,544	5,971,110	(187,566)	-3.14%
Total Liabilities	7,628,375	8,858,830	(1,230,455)	-13.89%
Deferred Inflows of Resources	976,312	1,050,493	(74,181)	-7.06%
Net Position				
Net Investment in Capital Assets	2,112,495	2,176,887	(64,392)	-2.96%
Restricted for Tourism Related Activities	36,389,105	37,954,508	(1,565,403)	-4.12%
Unrestricted	(1,743,881)	(2,582,603)	838,722	32.48%
Total Net Position	\$ 36,757,719	\$ 37,548,792	\$ (791,073)	-2.11%

Current and Restricted Assets

A decrease in cash and investments during the year accounted for most of the decrease in current and restricted assets. This resulted from expenses exceeding the amount of revenue by \$665,859 for the year as shown in Table 3 below and a reduction in our outstanding accounts payable of \$679,002 at year end (see decrease under current liabilities).

VISIT GREATER PALM SPRINGS

MANAGEMENT'S DISCUSSION AND ANALYSIS JUNE 30, 2025

Capital Assets

Visit GPS applied for a tax credit related to our solar panel project in fiscal year 2023/2024. The rebate was approved and resulted in a decrease to our capital assets. The total solar project rebate was \$135,733. The depreciation expense for all capital assets was \$167,474 for the year. Additional information regarding Visit GPS's capital assets can be found in Note 4 to the financial statements.

Current Liabilities

Liabilities decreased due to the recognition of the remaining grant from Riverside County for the Tourism Recovery Program in the amount of \$507,766. Additionally, Visit GPS accrued \$101,707 less at year end for services received but not yet invoiced and reduced our accounts payable ledger balance by \$577,295 compared to last year.

Long-Term Obligations

Visit GPS's largest liability, Other Post-Employment Employee Benefits (OPEB), increased by 9.2% from \$3,684,551 to \$4,02,264 during the year. Additional information regarding the OPEB liability can be found in Note 7 to the financial statements. Changes to the pension plan effective January 1, 2025 coupled with several retirements and withdrawals resulted in a decrease in the net pension liability from \$1,618,951 to \$835,604. Additional information regarding the pension plan can be found in Note 8 to the financial statements. Overall, the net change in the long-term obligations resulted in a 3.14% decrease over last year.

Table 2
Comparison Changes in Net Position
Fiscal Years Ending June 30, 2025 and June 30, 2024

	2025	2024	\$ Change	% Change
Revenues				
Public Source Revenue - City/County	\$ 2,950,615	\$ 2,781,667	\$ 168,948	6.07%
Public Source Revenue - Assessments	26,421,174	25,444,999	976,175	3.84%
Private Revenues - Charges for Services	1,362,079	1,085,479	276,600	25.48%
Other Revenues	2,334,069	2,537,470	(203,401)	-8.02%
Total Revenues	33,067,937	31,849,615	1,218,322	3.83%
Expenses				
Administration - Including Interest Expense	4,161,755	3,731,274	430,481	11.54%
Partnerships	2,187,766	2,370,102	(182,336)	-7.69%
Marketing	15,662,290	14,793,849	868,441	5.87%
Tourism Development	4,070,989	2,490,841	1,580,148	63.44%
Convention Sales and Services	6,954,162	6,725,815	228,347	3.40%
Economic Development	642,377	141,671	500,706	353.43%
Total Expenses	33,679,339	30,253,552	3,425,787	11.32%
Change in Net Position	\$ (611,402)	\$ 1,596,063	\$ (2,207,465)	-138.31%

VISIT GREATER PALM SPRINGS

MANAGEMENT'S DISCUSSION AND ANALYSIS JUNE 30, 2025

**Table 3
Combined Governmental Fund Activity Comparison to Prior Year
Fiscal Years Ending June 30, 2025 and June 30, 2024**

	Governmental Activities			
	2025	2024	\$ Change	% Change
Revenues by Type				
City Funding	\$ 2,950,615	\$ 2,781,667	\$ 168,948	6.07%
Assessments	26,421,174	25,444,999	976,175	3.84%
Grants	597,767	602,471	(4,704)	-0.78%
Private Revenue	1,362,079	1,085,479	276,600	25.48%
Investment Income	1,736,302	1,934,999	(198,697)	-10.27%
Total Revenues	33,067,937	31,849,615	1,218,322	3.83%
Expenditures by Type				
Labor	11,449,720	10,928,580	521,140	4.77%
Advertising and Brand Production	631,015	1,041,878	(410,863)	-39.43%
Media Placement & Digital Marketing	8,678,584	8,383,536	295,048	3.52%
Collateral Material	60,119	61,999	(1,880)	-3.03%
Familiarization Trips	1,327,463	1,178,883	148,580	12.60%
Trade Shows/Sales Missions	1,602,348	1,452,788	149,560	10.29%
Travel and Lodging	71,926	44,133	27,793	62.98%
Special Promotions & Representation	5,104,276	1,764,925	3,339,351	189.21%
Collection Fees	143,133	142,958	175	0.12%
Event Hosting	1,761,954	1,400,891	361,063	25.77%
Research	463,044	352,119	110,925	31.50%
IT - Information Technology	94,075	133,271	(39,196)	-29.41%
Professional Fees	559,179	580,258	(21,079)	-3.63%
Overhead	1,680,122	1,609,774	70,348	4.37%
Capital Outlay	79,879	452,443	(372,564)	-82.34%
Debt Service - Principal & Interest	26,959	29,914	(2,955)	-9.88%
Total Expenditures	33,733,796	29,558,350	4,175,446	14.13%
Change in Fund Balance	\$ (665,859)	\$ 2,291,265	\$ (2,957,124)	-129.06%

This table provides a comparison of the fund level activity as derived from governmental funds.

Revenue by Type

Most of the organization's revenues are tied to Coachella Valley lodging revenues. Performance per STR was above last year for 6 of the 12 months beginning July 2024. As political and market worries started to settle after the election cycle, we began to see nice year-over-year changes in revenue per available room (RevPar) in the second half of FY25. Rates remained healthy and contributed to this trend.

VISIT GREATER PALM SPRINGS

MANAGEMENT'S DISCUSSION AND ANALYSIS

JUNE 30, 2025

Private revenues were elevated due to a \$200,000 marketing partnership with the City of Rancho Mirage as part of the Live with Kelly & Mark initiative. We also saw more partnership Co-Ops as this fiscal year marked the end of the subsidy we were able to provide through the Riverside County Grant – Tourism Recovery Program.

Investment income saw a reduction over last year due to a \$129,887 smaller LAIF adjustment factor true up and a \$78,786 lower return on our investments. Yields with Caltrust and LAIF slowly retreated at the end of 2024 and into 2025 as the markets waited for political and market uncertainties to subside.

Expenditure by Type

Labor costs increased as expected based on the budgeted employee merit increases averaging 4.7%. Overall payroll growth year-over-year was 4.77% due to the economic development department payroll being in place only four of the twelve months in the prior year.

Advertising and marketing production expenses decreased for the year given the organization refreshed its primary marketing messaging in 2024.

Media Placement and Digital Marketing increased due to a new sponsorship with TedX. This partnership provided exposure to an important decision-making demographic we want to expand on to help drive business to our destination.

Familiarization Trips expenses increased 12.6% over last year due to higher travel and lodging costs. Hotel partners provide discounts on room rates; however, discounts were less than prior year.

Tradeshaw and Missions expenses increased 10.3% over last year due to higher implementation costs. Setup charges, labor and food and beverage costs all increased compared to last year. Tradeshaw attendance was expanded as we targeted the sports market with the addition of a National Sports Sales Manager.

Special Promotions & Representation saw a material increase over the prior year due to several strategic decisions that align with our mission. The Board approved the use of the Strategic Sales & Marketing Reserve to bring Live with Kelly & Mark to the valley, raising destination awareness and tremendous exposure and marketing to the area. Secondly, the Board approved the use of the Air Services Reserve to add a non-stop flight between Palm Springs (PSP) and Dulles International Airport (IAD). More information regarding the airline agreement can be found in Note 13 of the financial statements.

Event hosting expenses increased as we added several leisure focused events to improve exposure and drive room nights to our destination. In January, we sponsored an Airport Roundtable inviting airline representatives from around the nation to experience our destination and provide updates on the future improvements and expansion of the airport. The hotel rebates program was expanded to help attract group meetings over the summer and the fourth quarter. We participated in Go West, GTM West, SATW and WestJet to focus on leisure travel, these events were not in our market last year.

Research expenses increased due to the addition of a visitor intercept study by Downs & St. German to better understand traveler behavior a demographics. To consolidate our software renewals, Arrivalist marketing software was reported under research verses marketing expenses.

VISIT GREATER PALM SPRINGS

MANAGEMENT'S DISCUSSION AND ANALYSIS

JUNE 30, 2025

Capital costs were elevated last year due to the solar panel project. This year, the projects were smaller in scope with the production of a new tradeshow booth and some equipment purchases.

Final Analysis

Tourism Business Improvement District (TBID) revenues were up 3.84% over last year despite a divergence in our leisure and group travel segments. Demand for leisure travel was down nine of the twelve months while group travel reported a significant recovery in the last half of the year as political and market uncertainties subsided in the post-election cycle.

The group meetings market started the year below pace but recovered with a focus on the fourth quarter. With investments made in familiarization trips, event hosting, and additional tradeshow exposure we expect activities in these areas to pay dividends with stable or slightly increasing group meetings business.

The organization has sufficient resources to continue sales and marketing efforts in the event of a more significant or prolonged downturn in the travel industry.

REQUEST FOR INFORMATION

This financial report is designed to provide a general overview of Visit GPS's finances for all those with an interest. Questions concerning any of the information provided in this report or request for additional financial information should be addressed to the Vice President of Finance & Administration at info@visitgreaterps.com or by U.S. mail: Visit Greater Palm Springs 70100 Highway 111, Rancho Mirage, California 92270.

VISIT GREATER PALM SPRINGS

Statement of Net Position

June 30, 2025

(with comparative information for prior year)

	Governmental Activities	
	2025	2024
Assets:		
Cash and investments (note 2)	\$ 37,055,356	38,970,368
Restricted cash and investments (note 2)	529,256	491,638
Receivables (note 3)	2,619,107	3,155,688
Interest receivable	33,203	32,741
Due from other governments	277,920	214,641
Prepaid items	2,093,124	1,437,950
Deposits	11,500	11,500
Stores inventories	132,041	145,729
Capital assets not being depreciated (note 4)	45,200	45,200
Capital assets being depreciated, net (note 4)	2,122,465	2,216,739
Total Assets	44,919,172	46,722,194
Deferred Outflows of Resources:		
Deferred outflows related to OPEB (note 7)	78,803	185,453
Deferred outflows related to pension (note 8)	364,431	550,468
Total Deferred Outflows of Resources	443,234	735,921
Liabilities:		
Accounts payable	1,223,657	1,895,056
Due to other governments	63,912	72,143
Accrued expense	264,944	272,493
Unearned revenue	290,431	645,119
Interest payable	1,887	2,909
Noncurrent liabilities:		
Due within one year:		
Compensated absences, current portion (note 6)	413,467	217,785
Subscription liability, current portion (note 6)	24,851	23,705
Due in more than one year:		
Compensated absences, noncurrent portion (note 6)	454,926	367,680
Subscription liability, noncurrent portion (note 6)	28,432	58,438
Total OPEB liability (note 7)	4,026,264	3,684,551
Net pension liability (note 8)	835,604	1,618,951
Total Liabilities	7,628,375	8,858,830
Deferred Inflows of Resources:		
Deferred inflows related to OPEB (note 7)	359,624	859,856
Deferred inflows related to pensions (note 8)	616,688	190,637
Total Deferred Inflows of Resources	976,312	1,050,493
Net Position:		
Net investment in capital assets	2,112,495	2,176,887
Restricted for:		
Tourism related activities	36,389,105	37,954,508
Unrestricted	(1,743,881)	(2,582,603)
Total Net Position	\$ 36,757,719	37,548,792

See accompanying notes to the basic financial statements.

VISIT GREATER PALM SPRINGS

Statement of Activities

**Year ended June 30, 2025
(with comparative information for prior year)**

Function/Programs	Expenses	Program Revenues		Net (Expense) Revenues and Changes in Net Position	
		Charges for Services and Sales	Operating Contributions and Grants	2025	2024
Governmental Activities:					
Administration	\$ 4,156,978	-	-	(4,156,978)	(3,683,209)
Partnership	2,187,766	712,369	-	(1,475,397)	(1,699,929)
Marketing	15,662,290	462,375	482,767	(14,717,148)	(14,291,092)
Tourism development	4,070,989	8,878	30,000	(4,032,111)	(2,451,141)
Convention sales	6,954,162	178,457	85,000	(6,690,705)	(6,290,495)
Economic development	642,377	-	-	(642,377)	(141,671)
Interest expense	4,777	-	-	(4,777)	(8,065)
Total	\$ 33,679,339	1,362,079	597,767	(31,719,493)	(28,565,602)
		General revenues:			
				2,950,615	2,781,667
				26,421,174	25,444,999
				<u>1,736,302</u>	<u>1,934,999</u>
			Total general revenues	<u>31,108,091</u>	<u>30,161,665</u>
			Change in net position	<u>(611,402)</u>	<u>1,596,063</u>
			Net position, beginning of year as previously reported	37,548,792	35,952,729
			Restatement - Implementation of new standard (note 13)	<u>(179,671)</u>	-
			Net position, beginning of year as restated	<u>37,369,121</u>	<u>35,952,729</u>
			Net position, end of year	<u>\$ 36,757,719</u>	<u>37,548,792</u>

See accompanying notes to the basic financial statements.

VISIT GREATER PALM SPRINGS
Balance Sheet - Governmental Funds
June 30, 2025
(with comparative information for prior year)

	General Fund	TBID Special Revenue Fund	Totals	
			2025	2024
Assets:				
Cash and investments	\$ 3,203,730	33,851,626	37,055,356	38,970,368
Restricted cash and investments	529,256	-	529,256	491,638
Receivables	455,277	2,163,830	2,619,107	3,155,688
Due from other governments	277,920	-	277,920	214,641
Interest receivable	3,143	30,060	33,203	32,741
Prepaid items	733,137	1,359,987	2,093,124	1,437,950
Deposits	3,000	8,500	11,500	11,500
Stores inventories	132,041	-	132,041	145,729
Total Assets	\$ 5,337,504	37,414,003	42,751,507	44,460,255
Liabilities:				
Accounts payable	\$ 318,905	904,752	1,223,657	1,895,056
Due to other governments	63,912	-	63,912	72,143
Accrued expense	144,798	120,146	264,944	272,493
Interest payable	1,887	-	1,887	2,909
Unearned revenue	290,431	-	290,431	645,119
Total Liabilities	819,933	1,024,898	1,844,831	2,887,720
Fund Balances:				
Nonspendable	868,178	1,368,487	2,236,665	1,595,179
Restricted for:				
OPEB	529,256	-	529,256	491,638
Tourism related activities	-	35,020,618	35,020,618	36,914,938
Unassigned	3,120,137	-	3,120,137	2,570,780
Total Fund Balances	4,517,571	36,389,105	40,906,676	41,572,535
Total Liabilities and Fund Balances	\$ 5,337,504	37,414,003	42,751,507	44,460,255

See accompanying notes to the basic financial statements.

VISIT GREATER PALM SPRINGS

**Reconciliation of the Balance Sheet of Governmental Funds
to the Statement of Net Position**

June 30, 2025

Fund balances of governmental funds		\$ 40,906,676
Amounts reported for governmental activities in the statement of net position are different because:		
Capital assets used in governmental activities are not financial resources and, therefore, are not reported as assets in governmental funds.		
Cost of capital assets	5,070,505	
Accumulated depreciation	<u>(2,902,840)</u>	
		2,167,665
Deferred outflows related to OPEB		78,803
Deferred outflows related to pensions		364,431
Deferred inflows related to OPEB		(359,624)
Deferred inflows related to pensions		(616,688)
Long-term obligations at year end consist of:		
Compensated absences	(868,393)	
Subscription-based information technology arrangements	(53,283)	
Total OPEB liability	(4,026,264)	
Net pension liability	<u>(835,604)</u>	
		<u>(5,783,544)</u>
Net position of governmental activities		<u>\$ 36,757,719</u>

See accompanying notes to the basic financial statements.

VISIT GREATER PALM SPRINGS

**Statement of Revenues, Expenditures, and Changes in
Fund Balances - Governmental Funds**

**Year ended June 30, 2025
(with comparative information for prior year)**

	General Fund	TBID Special Revenue Fund	Total	
			2025	2024
Revenues:				
City funding	\$ 2,950,615	-	2,950,615	2,781,667
Assessments	184,854	26,236,320	26,421,174	25,444,999
Membership dues and marketing partnerships	524,325	-	524,325	524,421
Advertising	340,925	-	340,925	358,136
Promotional participation	496,829	-	496,829	202,922
Investment income	183,235	1,553,067	1,736,302	1,934,999
Grant revenue	597,767	-	597,767	602,471
Total Revenues	<u>5,278,550</u>	<u>27,789,387</u>	<u>33,067,937</u>	<u>31,849,615</u>
Expenditures:				
Current:				
Administration	1,006,676	3,167,323	4,173,999	3,523,906
Partnership	981,655	1,197,906	2,179,561	2,249,146
Marketing	1,304,008	14,328,445	15,632,453	14,452,811
Tourism development	238,898	3,836,208	4,075,106	2,398,760
Convention sales	95,962	6,824,908	6,920,870	6,316,372
Economic development	638,291	-	638,291	134,999
Capital outlay	79,879	-	79,879	452,443
Debt service:				
Principal	28,860	-	28,860	21,848
Interest	4,777	-	4,777	8,065
Total Expenditures	<u>4,379,006</u>	<u>29,354,790</u>	<u>33,733,796</u>	<u>29,558,350</u>
Excess (deficiency) of revenues over (under) expenditures	<u>899,544</u>	<u>(1,565,403)</u>	<u>(665,859)</u>	<u>2,291,265</u>
Net changes in fund balances	899,544	(1,565,403)	(665,859)	2,291,265
Fund Balances at beginning of year	3,618,027	37,954,508	41,572,535	39,281,270
Fund Balances at end of year	<u>\$ 4,517,571</u>	<u>36,389,105</u>	<u>40,906,676</u>	<u>41,572,535</u>

See accompanying notes to the basic financial statements.

VISIT GREATER PALM SPRINGS

**Reconciliation of the Statement of Revenues, Expenditures and
Changes in Fund Balances of Governmental Funds to the Statement of Activities**

Year ended June 30, 2025

Net changes in fund balances - total governmental funds		\$ (665,859)
Amounts reported for governmental activities in the statement of activities are different because:		
Capital outlays to purchase or build capital assets are reported in governmental funds as expenditures; however, for governmental activities, those costs are shown in the Statement of Net Position and allocated over their estimated useful lives as annual depreciation expense in the Statement of Activities.		
Depreciation expense	(167,475)	
Capital outlay	215,612	
Disposal of capital assets	<u>(142,411)</u>	(94,274)
In the Statement of Activities, certain operating expenses, such as compensated absences are measured by the amounts earned during the year. In the governmental funds, however, expenditures for these items are measured by the amount of financial resources used.		(103,257)
The Governmental funds, report Subscription-Based Information Technology Agreements (SBITA) as expenditures. However, in the Statement of Net Position, principal related to SBITAs is measured as the change in the SBITA liability. This amount represents the change in the SBITA liability.		28,860
Governmental funds report pension contributions as expenditures. However, in the Statement of Net Position, pension expense is measured as the change in net pension liability and the amortization of deferred outflows and inflows related to pensions. This amount represents the net change in pension related amounts.		171,259
Governmental funds report OPEB contributions as expenditures. However, in the Statement of Net Position, OPEB expense is measured as the change in total OPEB liability and the amortization of deferred amounts.		<u>51,869</u>
Change in net position of governmental activities		<u>\$ (611,402)</u>

See accompanying notes to the basic financial statements.

VISIT GREATER PALM SPRINGS
Statement of Fiduciary Net Position
June 30, 2025

	Trust Fund	Custodial Fund
	Defined Benefit Pension Plan	Tourism Foundation
Assets:		
Cash and investments (note 2)	\$ 11,267,830	709,994
Interest receivable	8,595	-
Accounts receivable	-	15,000
Total Assets	11,276,425	724,994
Liabilities:		
Accounts payable	-	5,352
Grant advance	-	9,649
Total Liabilities	-	15,001
Net Position:		
Restricted for pensions	11,276,425	-
Restricted for tourism foundation	-	709,993
Total Net Position	\$ 11,276,425	709,993

See accompanying notes to the basic financial statements.

VISIT GREATER PALM SPRINGS

Statement of Changes in Fiduciary Net Position

Year ended June 30, 2025

	<u>Trust Fund</u>	<u>Custodial Fund</u>
	Defined Benefit Pension Plan	Tourism Foundation
Additions:		
Employer and employee contributions	\$ 867,787	-
Contributions	-	29,240
Grant revenue	-	5,351
Special events	-	155,478
Investment income	988,556	-
Total Additions	<u>1,856,343</u>	<u>190,069</u>
Deductions:		
Benefit payments	643,387	-
Grants	-	191,441
Administrative expenses	73,359	117,445
Total Deductions	<u>716,746</u>	<u>308,886</u>
Change in Net Position	1,139,597	(118,817)
Net Position - beginning of year	<u>10,136,828</u>	<u>828,810</u>
Net Position - end of year	<u>\$ 11,276,425</u>	<u>709,993</u>

See accompanying notes to the basic financial statements.

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements

Year ended June 30, 2025

(1) Summary of Significant Accounting Policies

The basic financial statements of Visit Greater Palm Springs (VGPS) have been prepared in conformity with Generally Accepted Accounting Principles (GAAP) as applied to government units. The Governmental Accounting Standards Board (GASB) is the accepted standard-setting body for establishing governmental accounting and financial reporting principles. The more significant of VGPS's accounting policies are described below.

(a) Reporting Entity

The Visit Greater Palm Springs, a public entity formed under California Government Code, is comprised of various government member organizations pursuant to a Joint Powers Agreement (Agreement). The Agreement was entered into by the member organizations, February 8, 1989, to jointly encourage, promote, and enhance all aspects of the hospitality, convention and tourism industries in the Coachella Valley and to attract visitors from a world-wide market. The member organizations are currently comprised of: Cathedral City, Coachella, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs, Rancho Mirage, and Riverside County. Each member organization makes contributions to VGPS based on the members' transient occupancy tax, which is based on gross sales as defined in the Agreement. The Agreement provides for a two-tiered contribution system based upon transient occupancy tax reported from convention and non-convention properties within the member cities.

In November 2008, the Board of Supervisors of the County of Riverside adopted Ordinance 883 which established the Palm Springs Desert Resort Communities Tourism Business Improvement District (TBID) and the levying of annual assessments. The TBID was established to promote tourism within the desert communities and to fund related programs that will benefit the hotel and motel businesses within the desert communities. The boundaries of the TBID match the operational boundaries of VGPS.

The Tourism Marketing District Assessment (TMD) was created in June 2013 with collection beginning on August 1, 2013. This funding source was assessed on hotels in excess of 50 rooms within the defined eight cities and specified areas in the unincorporated part of the County of Riverside. An assessment of one percent on gross room sales was collected by VGPS through June 2016.

On June 17, 2016, the Joint Powers Authority Executive Committee of VGPS held a public hearing and voted to establish a three percent (3%) Tourism Business Improvement District (TBID) assessment of gross short-term rental revenue to replace the current two percent (2%) Business Improvement District and the one percent (1%) Tourism Marketing District Assessment. Coachella Valley vacation rental lodging owners and representatives successfully petitioned to be included in the TBID effective July 1, 2021. All vacation rentals located within the TBID boundaries began contributing 1% of gross rental revenue of short-term stays as of July 2021.

The Greater Palm Springs Tourism Foundation (Foundation) was established in May 2017 to provide support for diverse programming related to the hospitality, convention, and tourism industries with funds raised from individuals, businesses,

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(1) Summary of Significant Accounting Policies (Continued)

organizations and other foundations. Initiatives encompass providing education and leadership training, college scholarships, and volunteer and mentor development.

The Foundation is not a component of VGPS and is reported as a custodial fund in the accompanying financial statement.

(b) Basis of Accounting and Measurement Focus

Government-Wide Financial Statements – The government-wide financial statements are prepared using the economic resources measurement focus and the accrual basis of accounting. This is the same approach used in the preparation of proprietary fund financial statements but differs from the manner in which governmental fund financial statements are prepared.

The government-wide statement of activities presents a comparison between expenses, both direct and indirect of VGPS and for each governmental function and exclude fiduciary activity. Direct expenses are those that are specifically associated with a service, program, or department and are therefore, clearly identifiable to a particular function. Program revenues include charges paid by the recipients of the goods or services offered by the programs and grants and contributions that are restricted to meeting the operational or capital requirements of a particular program. Revenues that are not classified as program revenues are presented as general revenues. The comparison of program revenues and expenses identifies the extent to which each program or business segment is self-financing or draws from the general revenues of VGPS. Eliminations have been made to minimize the double counting of internal activities.

Net position is reported as restricted when constraints placed on net position use are either externally imposed by creditors (such as through debt covenants), grantors, contributors, or laws or regulations of other governments or imposed by law through constitutional provisions or enabling legislation. The net position restricted for other activities result from special revenue funds and the restrictions on their net position use.

Fund Financial Statements – Fund financial statements report detailed information about VGPS, including fiduciary funds. Each fund is presented in a separate column and the total governmental activities represent a consolidation of all governmental funds.

Governmental Funds – All governmental funds are accounted for using the flow of current financial resources measurement focus and the modified accrual basis of accounting. With this measurement focus, only current assets and current liabilities generally are included on the balance sheet. The statement of revenues, expenditures, and changes in fund balances reports on the sources (revenues and other financing sources) and uses (expenditures and other financing uses) of current financial resources. This approach differs from the manner in which the governmental activities of the government-wide financial statements are prepared. Governmental fund financial statements, therefore,

VISIT GREATER PALM SPRINGS

Notes to the Basic Financial Statements

Year ended June 30, 2025

(1) Summary of Significant Accounting Policies (Continued)

include reconciliations with brief explanations to better identify the relationship between the government-wide financial statements, prepared using the economic resources measurement focus and the accrual basis of accounting, and the governmental fund financial statements, prepared using the flow of current financial resources measurement focus and the modified accrual basis of accounting.

Fiduciary Funds – Fiduciary funds are accounted for using the flow of economic resources measurement focus and the accrual basis of accounting. Fiduciary funds are excluded from the government-wide financial statements because they do not represent resources of VGPS.

Revenues – Revenue resulting from exchange transactions, in which each party gives and receives essentially equal value, is recorded on the accrual basis when the exchange takes place. On a modified accrual basis, revenue is recorded in the fiscal year in which the resources are measurable and become available. Available means that the resources will be collected within the current fiscal year or are expected to be collected soon enough thereafter, to be used to pay liabilities of the current fiscal year. Generally, available is defined as collectible within 120 days.

Expenses/Expenditures – On the accrual basis of accounting, expenses are recognized at the time they are incurred. The measurement focus of governmental fund accounting is on decreases in net financial resources (expenditures) rather than expenses. Expenditures are generally recognized in the accounting period in which the related fund liability is incurred, if measurable, and typically paid within 90 days. Principal and interest on long-term obligations, which has not matured, are recognized when paid in the governmental funds as expenditures. Allocations of costs, such as depreciation and amortization, are not recognized in the governmental funds but are recognized in the entity-wide statements.

In the fund financial statements, governmental funds are presented using the *current financial resources measurement focus*. This means that only current assets and current liabilities are generally included on their balance sheets. The reported fund balance (net current assets) is considered to be a measure of “available spendable resources.” Governmental fund operating statements present increases (revenues and other financing sources) and decreases (expenditures and other financing uses) in net current assets. Accordingly, they are said to present a summary of sources and uses of “available spendable resources” during a period.

Non-current portions of long-term receivables due to governmental funds are reported on their balance sheets in spite of their spending measurement focus. Special reporting treatments are used to indicate; however, that they should not be considered “available spendable resources,” since they do not represent net current assets.

Due to the nature of their spending measurement focus, expenditure recognition for governmental fund types excludes amounts represented by noncurrent liabilities. Since they do not affect net current assets, such long-term amounts are not recognized as governmental fund type expenditures or fund liabilities.

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(1) Summary of Significant Accounting Policies (Continued)

When both restricted and unrestricted resources are combined in a fund, expenditures are considered to be paid first from restricted resources, and then from unrestricted resources.

(c) Fund Classifications

The accounting system is organized and operated on a fund basis. A fund is defined as a fiscal and accounting entity with a self-balancing set of accounts, which are segregated for the purpose of carrying on specific activities or attaining certain objectives in accordance with special regulations, restrictions, or limitations. VGPS's funds are grouped into two fund categories: governmental and fiduciary.

Governmental Funds – Governmental funds are those through which most governmental functions typically are financed. Governmental fund reporting focuses on the sources, uses, and balances of current financial resources. Expendable assets are assigned to the various governmental funds according to the purposes for which they may or must be used. Current liabilities are assigned to the fund from which they will be paid. The difference between governmental fund assets and liabilities is reported as fund balance. The following are VGPS's major governmental funds:

General Fund – The General Fund is the chief operating fund for all governmental entities. It is used to account for the ordinary operations of VGPS. The primary revenue sources are the city/county funding and member dues. All transactions except those accounted for in another fund are accounted for in this fund.

Tourism Business Improvement District (TBID) Fund – This Special Revenue Fund is used to account for all financial activities associated with the collection of the assessments and the use of such assessments as outlined in the TBID Agreement.

Fiduciary Funds – Fiduciary funds are used to account for assets held in trustee or agent capacity for others that cannot be used to support VGPS's own programs.

Defined Benefit Pension Plan Trust Fund – This fund is used to account for the activities of the Visit Greater Palm Springs Defined Benefit Trust, which accumulates resources for pension benefit payments to qualified VGPS employees.

Tourism Foundation Custodial Fund – This fund is used to account for the assets held by the Tourism Foundation fund which VGPS has fiduciary responsibility.

(d) Cash and Cash Equivalents

All cash and investments are held in VGPS's cash management pool. VGPS considers all highly liquid investments with a maturity of three months or less to be cash equivalents.

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(1) Summary of Significant Accounting Policies (Continued)

(e) Fair Value

VGPS categorizes its fair value measurements within the fair value hierarchy established by generally accepted accounting principles.

In determining fair value, VGPS's custodians use various methods including market and income approaches. Based on these approaches, VGPS's custodians utilize certain assumptions that market participants would use in pricing the asset or liability. VGPS's custodians utilize valuation techniques that maximize the use of observable inputs and minimize the use of unobservable inputs.

Various inputs are used in determining the value of VGPS's investments and other financial instruments. The inputs or methodology used for valuing securities are not necessarily an indication of the risk associated with investing in those securities. These inputs are summarized in the three broad levels: Level 1 – quoted prices in active markets for identical investments, Level 2 – other significant observable inputs (including quoted prices for similar securities, interest rates, prepayment speeds, credit risk, etc.) and Level 3 – significant unobservable inputs (including VGPS's own assumptions in determining the fair value of instruments).

(f) Investments

Investments are reported at fair value, which is the amount at which financial instruments could be exchanged in a current transaction between willing parties. Investments are measured at fair value on a recurring basis. Recurring fair value measurements are those that Governmental Accounting Standards Board (GASB) Statements require or permit in the statement of net position at the end of each reporting period.

(g) Prepaid Items

Prepaid items represent amounts paid in advance of receiving goods or services.

(h) Stores Inventories

Stores inventories consist of expendable supplies held for consumption and recorded as an expense when used rather than when purchased. Inventories are stated at cost and are tracked monthly by VGPS.

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(1) Summary of Significant Accounting Policies (Continued)

(i) Capital Assets

The accounting and reporting treatment applied to the capital assets associated with a fund are determined by its measurement focus. Capital assets are long-lived assets of VGPS. VGPS maintains a capitalization threshold of \$5,000 for tangible assets and \$50,000 for intangible assets. The costs of normal maintenance and repairs that do not add to the value of the asset or materially extend an asset's life are not capitalized but are expensed as incurred.

When purchased, assets are recorded as expenditures in the governmental funds and capitalized in the government-wide statement of net position. The valuation basis for capital assets is historical cost, or where historical cost is not available, estimated historical cost based on replacement cost. Donated capital assets are recorded at acquisition value.

Depreciation is calculated on the straight-line method over the following estimated useful lives of the assets:

Buildings	20 - 40 years
Improvements	15 - 20 years
Equipment	3 - 10 years
Furniture	7 years
Vehicles	5 years
Intangible Subscription-based IT asset	5 years

(j) Interfund Activity

Interfund transfers and interfund receivables and payables are eliminated during the consolidation process in the entity-wide financial statements.

(k) Compensated Absences

Compensated absences are accrued as a liability as the benefits are earned. The entire compensated absence liability is reported on the government-wide statement of net position. For governmental funds, the current portion of unpaid compensated absences is recognized upon the occurrence of relevant events such as employee resignations and retirements that occur prior to year-end that have not yet been paid with expendable available financial resources. These amounts are reported in the fund from which the employees who have accumulated leave are paid.

(l) Subscription-Based Information Technology (IT) Arrangements

VGPS is a participant in subscription-based IT arrangements as detailed in Footnote 6. VGPS recognizes a subscription-based IT payable and right-to-use IT asset in the financial statements.

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(1) Summary of Significant Accounting Policies (Continued)

At the commencement of the arrangement, VGPS initially measures the payable at the present value of payments expected to be paid during the arrangement term. Subsequently, the payable is reduced by the principal portion of payments made. The right to use assets are initially measured at the initial amount of the subscription-based IT payable. Subsequently, the right to use assets are amortized over the life of the arrangement term.

(m) Pensions

For purposes of measuring the net pension liability and deferred outflows/inflows of resources related to pensions, and pension expense, information about the fiduciary net position of the Visit Greater Palm Springs Defined Benefit Pension Plan and additions to/deductions from the Plan's fiduciary net position have been determined on the same basis as they are reported by the actuary. For this purpose, benefit payments (including refunds of employee contributions) are recognized when due and payable in accordance with the benefit terms. Investments are reported at fair value.

The following timeframes are used for pension reporting:

Valuation Date	June 30, 2025
Measurement Date	June 30, 2025
Measurement Period	July 1, 2024 to June 30, 2025

(n) Other Post-Employment Benefits

For purposes of measuring the total OPEB liability, deferred outflows of resources and deferred inflows of resources related to OPEB, and OPEB expense, and information about the plan (OPEB Plan), have been determined by an independent actuary. For this purpose, benefit payments are recognized when currently due and payable in accordance with the benefit terms.

Generally accepted accounting principles require that the reported results must pertain to the liability information within certain defined timeframes. For this report, the following timeframes are used:

Valuation Date	June 30, 2023
Measurement Date	June 30, 2024
Measurement Period	July 1, 2023 to June 30, 2024

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(1) Summary of Significant Accounting Policies (Continued)

(o) Deferred Outflows/Inflows of Resources

In addition to assets, the Statement of Net Position reports a separate section for deferred outflows of resources. This separate financial statement element, deferred outflows of resources, represents a consumption of net assets that applies to a future period and so will not be recognized as an outflow of resources (expense) until then. VGPS has two items that qualify for reporting in this category, deferred outflows related to pensions and OPEB.

In addition to liabilities, the Statement of Net Position reports a separate section for deferred inflows of resources. This separate financial statement element, deferred inflows of resources, represents an acquisition of net assets that applies to a future period and will not be recognized as an inflow (revenue) until that time. VGPS has two items that qualify for reporting in this category, deferred inflow related to pensions and OPEB.

(p) Fund Balance

Fund balances are reported in the fund statements in the following classifications:

Nonspendable Fund Balance – this includes amounts that cannot be spent because they are either not spendable in form (such as inventory) or legally or contractually required to be maintained intact (such as endowments).

Restricted Fund Balance – this includes amounts that can be spent only for specific purposes stipulated by legal requirements imposed by other governments, external resource providers, or creditors. Board of Directors imposed restrictions do not create restricted fund balance unless the legal document that initially authorized the revenue (associated with that portion of fund balance) also included language that justify the limited use for which the authorized revenues were to be expended.

Committed Fund Balance – this includes amounts that can only be used for specific purposes pursuant to constraints imposed by formal action of the Board of Directors. Those committed amounts cannot be used for any other purpose unless the Board removes or changes the specified use by taking the same type of action (for example, resolution, ordinance, minutes action, etc.) that it employed to previously commit those amounts. If the Board action that limits the use of the funds was separate from the action that initially created the revenues that form the basis for the fund balance, then the resulting fund balance is considered to be committed, not restricted.

VGPS considers a resolution to constitute a formal action of the Board of Directors for the purposes of establishing committed fund balance.

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(1) Summary of Significant Accounting Policies (Continued)

Assigned Fund Balance – this includes amounts that are intended to be used for specific purposes as indicated either by the Board of Directors or by persons to whom the Board has delegated the authority to assign amounts for specific purposes.

Unassigned Fund Balance – this includes the remaining spendable amounts which are not included in one of the other classifications.

It is VGPS’s policy that restricted resources will be applied first, followed by (in order of application) committed, assigned, and unassigned resources, in the absence of a formal policy adopted by the Board of Directors.

(q) Estimates

The preparation of financial statements in accordance with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

(r) Comparative Information

Selected information regarding the prior year has been included in the accompanying financial statements. This information has been included for comparison purposes only and does not represent a complete presentation in accordance with generally accepted accounting principles. Accordingly, such information should be read in conjunction with the government’s prior year financial statements, from which selected financial data was derived. VGPS has reclassified certain prior year information to conform with current year presentations.

(2) Cash and Investments

Cash and investments are classified in the accompanying financial statements as follows:

Statement of Net Position	
Cash and investments	\$ 37,055,356
Restricted cash and investments	529,256
Statement of Fiduciary Net Position	
Cash and investments	<u>11,977,824</u>
Total cash and investments	<u>\$ 49,562,436</u>

Cash and investments as of June 30, 2025, consist of the following:

Cash on hand and in banks	\$ 4,633,282
Investments	<u>44,929,154</u>
Total cash and investments	<u>\$ 49,562,436</u>

VISIT GREATER PALM SPRINGS

Notes to the Basic Financial Statements

Year ended June 30, 2025

(2) Cash and Investments (Continued)

Investments Authorized by VGPS's Investment Policy

The table below identifies the investment types that are authorized for VGPS by the California Government Code and VGPS's policy, whichever is more restricted.

<u>Authorized Investments</u>	<u>Maximum Maturity</u>	<u>Percentage of Portfolio</u>	<u>Investment In One Issuer</u>
U.S. Treasury Securities	5 years	60%	None
Federal Agency Securities	5 years	60%	None
Banker's Acceptances	180 days	40%	20%
Commercial Paper	270 days	25%	10%
Negotiable Certificates of Deposit	5 years	30%	5%
Medium-Term Corporate Notes	5 years	20%	None
Bank Demands	N/A	5%	None
Repurchase Agreements	1 year	20%	None
Money Market Mutual Funds	N/A	10%	None
Local Agency Investment Fund	N/A	None	None
Managed Pools	N/A	None	20%
Mortgage Pass-Through Securities	5 years	10%	None
Placement Certificates of Deposit	5 years	30%	None

Investments Authorized by Trust Agreements

Restricted cash and investments are governed by provisions of the OPEB trust agreement, rather than the general provisions of the California Government Code or VGPS's investment policy.

<u>Authorized Investments</u>	<u>Maximum Maturity</u>	<u>Target Percentage of Portfolio</u>	<u>Investment In One Issuer</u>
Equity securities	None	53.90%	None
Fixed income	None	36.10%	None
Alternative hedge funds	None	7.50%	None

<u>Authorized Investments</u>	<u>Maximum Maturity</u>	<u>Percentage of Portfolio</u>	<u>Investment In One Issuer</u>
U.S. Treasury securities	None	17.90%	None
Equity securities	None	41.30%	None
Fixed income	None	26.90%	None
Alternative hedge funds	None	6.30%	None

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(2) Cash and Investments (Continued)

Investments held in pension trust are governed by provisions of the pension trust agreement, rather than the general provisions of the California Government Code or VGPS's investment policy.

<u>Authorized Investments</u>	<u>Maximum Maturity</u>	<u>Target Percentage of Portfolio</u>	<u>Investment In One Issuer</u>
Equity securities	None	50.00%	None
Fixed income	None	50.00%	None

<u>Authorized Investments</u>	<u>Maximum Maturity</u>	<u>Percentage of Portfolio</u>	<u>Investment In One Issuer</u>
U.S. Treasury securities	None	2.66%	None
Equity securities	None	48.39%	None
Fixed income	None	41.37%	None

Disclosures Relating to Interest Rate Risk

Interest rate risk is the risk that changes in market interest rates will adversely affect the fair value of an investment. Generally, the longer the maturity of an investment the greater the sensitivity of its fair value to changes in market interest rates. One of the ways that VGPS manages its exposure to interest rate risk is by purchasing a combination of shorter term and longer-term investments and by timing cash flows from maturities so that a portion of the portfolio is maturing or coming close to maturity evenly over time as necessary to provide the cash flow and liquidity needed for operations.

Information about the sensitivity of the fair values of VGPS's investments to market interest rate fluctuations are provided by the following table that shows the distribution of VGPS's investments by maturity as of June 30, 2025.

<u>Investment Type</u>	<u>Fair Value</u>	<u>12 Months Or Less</u>
State Investment Pool (LAIF)	\$ 2,982,666	2,982,666
CalTrust Pooled Investment Fund	21,224,711	21,224,711
Certificates of Deposit	9,818,747	9,818,747
Restricted Investments:		
Equity securities	218,315	218,315
Fixed income	236,982	236,982
Alternative hedge funds	33,549	33,549
Held in Pension Trust:		
U.S. Treasury securities	300,081	300,081
Equity securities	5,452,105	5,452,105
Fixed income	<u>4,661,998</u>	<u>4,661,998</u>
Total	<u>\$ 44,929,154</u>	<u>44,929,154</u>

VISIT GREATER PALM SPRINGS

Notes to the Basic Financial Statements

Year ended June 30, 2025

(2) Cash and Investments (Continued)

VGPS holds zero-coupon U.S. Treasury Strips in the amount of \$300,081 whose fair value is highly sensitive to interest rate changes.

Credit Risk

Generally, credit risk is the risk that an issuer of an investment will not fulfill its obligation to the holder of the investment. This is measured by the assignment of a rating by a nationally recognized statistical rating organization.

Presented below is the minimum rating required by (where applicable) the California Government Code or VGPS's Investment Policy, or debt agreements, and the S&P ratings as of June 30, 2025, for each investment type.

VGPS's rating as of the year ended June 30, 2025, for each investment type are as follows:

Investment Type	Total	Rating	Not Rated
State Investment Pool (LAIF)	\$ 2,982,666	N/A	2,982,666
CalTrust Pooled Investment Fund	21,224,711	N/A	21,224,711
Certificates of Deposit	9,818,747	N/A	9,818,747
Restricted Investments:			
Equity securities	218,315	N/A	218,315
Fixed income	236,982	N/A	236,982
Alternative hedge funds	33,549	N/A	33,549
Held in Pension Trust:			
U.S. Treasury securities	300,081	N/A	300,081
Equity securities	5,452,105	N/A	5,452,105
Fixed income	<u>4,661,998</u>	N/A	<u>4,661,998</u>
Total	<u>\$ 44,929,154</u>		<u>44,929,154</u>

Custodial Credit Risk

Custodial credit risk for *deposits* is the risk that, in the event of failure of a depository financial institution, a government will not be able to recover its deposits or will not be able to recover collateral securities that are in the possession of an outside party. The custodial credit risk for *investments* is the risk that, in the event of the failure of the counterparty (e.g., broker-dealer) to a transaction, a government will not be able to recover the value of its investment or collateral securities that are in possession of another party. The California Government Code and VGPS's investment policy do not contain legal or policy requirements that would limit the exposure to custodial credit risk for deposits or investments, other than the following provision for deposits: The California Government Code requires that a financial institution secure deposits made by state or local governmental units by pledging securities in an undivided collateral pool held by a depository regulated under state law (unless so waived by the governmental unit). The fair value of the pledged securities in the collateral pool must equal at least 110 percent of the total amount deposited by the public agencies.

VISIT GREATER PALM SPRINGS

Notes to the Basic Financial Statements

Year ended June 30, 2025

(2) Cash and Investments (Continued)

California law also allows financial institutions to secure deposits by pledging first trust deed mortgage notes having a value of 150 percent of the secured deposits.

Investment Pools

Local Agency Investment Fund (LAIF) – VGPS is a voluntary participant in the Local Agency Investment Fund (LAIF) that is regulated by California Government Code Section 16429 under the oversight of the Treasurer of the State of California. The fair value of VGPS's investment in the Pool is reported in the accompanying financial statement at amounts based upon VGPS's pro-rata share of the fair value provided by LAIF for the entire LAIF portfolio (in relation to the amortized cost of that portfolio). The balance available for withdrawal is based on the accounting records maintained by LAIF, which is recorded on the amortized cost basis. LAIF is not registered with the Securities and Exchange Commission and is not rated.

Investment Trust of California (CalTrust) – VGPS is a voluntary participant in the Investment Trust of California (CalTrust). Organized as a Joint Powers Authority (JPA), CalTrust is a program established by public agencies in California for the purpose of pooling and investing local agency funds. A Board of Trustees supervises and administers the investment program of the Trust. CalTrust invests in fixed income securities eligible for investment pursuant to California Government Code Sections 53601, et. Seq. and 53635, et. Seq. VGPS reports its investment in CalTrust at the fair value amount provided by CalTrust, which is the same as the value of the pool shares.

Fair Value Measurement

VGPS categorizes its fair value investments within the fair value hierarchy established by generally accepted accounting principles. VGPS has the following recurring fair value measurements as of June 30, 2025:

<u>Investment Type</u>	<u>Fair Value Hierarchy</u>			<u>Total</u>
	<u>Level 1</u>	<u>Level 2</u>	<u>Level 3</u>	
Restricted Investments:				
Equity securities	\$ 218,315	-	-	218,315
Fixed income	236,982	-	-	236,982
Alternative hedge funds	33,549	-	-	33,549
Certificate of Deposit	-	9,818,747	-	9,818,747
Held in Pension Trust:				
U.S. Treasury securities	-	300,081	-	300,081
Equity securities	5,452,105	-	-	5,452,105
Fixed income	<u>4,661,998</u>	<u>-</u>	<u>-</u>	<u>4,661,998</u>
Total investments subject to fair value measurement	<u>\$ 10,602,949</u>	<u>10,118,828</u>	<u>-</u>	<u>20,721,777</u>

VISIT GREATER PALM SPRINGS

Notes to the Basic Financial Statements

Year ended June 30, 2025

(3) Receivables

Receivables at June 30, 2025, consisted of service, tribal, VGPS sources, and the Tourism Business Improvement District (TBID) Assessment funds due from lodging properties.

Tribal Assessments		\$	49,821
Other local sources			405,456
TBID Assessments			<u>2,163,830</u>
Total receivables			<u>\$ 2,619,107</u>

(4) Capital Assets

Capital assets are as follows for the year ended June 30, 2025:

	<u>Balance at June 30, 2024</u>	<u>Additions</u>	<u>Deletions</u>	<u>Balance at June 30, 2025</u>
Capital assets not being depreciated:				
Fine art	\$ 45,200	-	-	45,200
Total capital assets not being depreciated	<u>45,200</u>	<u>-</u>	<u>-</u>	<u>45,200</u>
Capital assets being depreciated:				
Land improvements	679,679	12,965	(135,733)	556,911
Building and improvements	2,999,979	51,174	-	3,051,153
Furniture and equipment	1,035,594	151,473	-	1,187,067
Vehicles	93,337	-	-	93,337
Subscription-based IT asset	143,515	-	(6,678)	136,837
Total capital assets being depreciated	<u>4,952,104</u>	<u>215,612</u>	<u>(142,411)</u>	<u>5,025,305</u>
Less accumulated depreciation:				
Land improvements	(160,602)	(27,589)	-	(188,191)
Buildings and improvements	(1,461,865)	(85,701)	-	(1,547,566)
Furniture and equipment	(978,901)	(28,709)	-	(1,007,610)
Vehicles	(93,335)	-	-	(93,335)
Subscription-based IT asset	(40,663)	(25,475)	-	(66,138)
Total accumulated depreciation	<u>(2,735,366)</u>	<u>(167,474)</u>	<u>-</u>	<u>(2,902,840)</u>
Total capital assets being depreciated, net	<u>2,216,738</u>	<u>48,138</u>	<u>(142,411)</u>	<u>2,122,465</u>
Capital assets, net	<u>\$ 2,261,938</u>	<u>48,138</u>	<u>(142,411)</u>	<u>2,167,665</u>

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(4) Capital Assets (Continued)

Depreciation expense was charged to the following functions:

Administration	\$	30,243
Partnership		10,660
Marketing		50,981
Travel industry sales		10,659
Convention sales		61,626
Economic development		<u>3,305</u>
Total depreciation	\$	<u><u>167,474</u></u>

(5) Leases

On September 1, 2003, VGPS entered into a 55-year operating lease with the Rancho Mirage Redevelopment Agency for land use. Lease payments are \$1 per year. VGPS can use the land and make improvements to the land as set forth in the terms of the agreement.

(6) Long-Term Liabilities

The change in long-term liabilities during the year were as follows:

	<u>Balance at</u> <u>June 30, 2024</u>	<u>Additions</u>	<u>Deletions</u>	<u>Balance at</u> <u>June 30, 2025</u>	<u>Due in</u> <u>One Year</u>
Compensated absences*	\$ 765,136	103,257	-	868,393	413,467
Subscription-based IT payable	<u>82,143</u>	<u>-</u>	<u>(28,860)</u>	<u>53,283</u>	<u>24,851</u>
Total	<u>\$ 847,279</u>	<u>103,257</u>	<u>(28,860)</u>	<u>921,676</u>	<u>438,318</u>

*The balance at July 1, 2024 has been restated due to the implementation of GASB Statement No. 101.

Subscription-Based Information Technology (IT) Arrangements Payable

VGPS has entered into a subscription-based IT arrangement and is required to make annual principal and interest payments over the subscription term. As of June 30, 2025, the value of the subscription liability was \$53,283. The future principal and interest lease payments as of June 30, 2025, are as follows:

<u>Year</u>	<u>Principal</u>	<u>Interest</u>	<u>Total</u>
2026	\$ 24,851	4,529	29,380
2027	<u>28,432</u>	<u>2,417</u>	<u>30,849</u>
Total	<u>\$ 53,283</u>	<u>6,946</u>	<u>60,229</u>

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(7) Other Post-Employment Benefits (OPEB)

Plan Description

VGPS's defined benefit OPEB plan (Plan) provides healthcare benefits to eligible retirees. VGPS sponsors healthcare coverage under the California Public Employees Medical and Hospital Care Act (PEMHCA), commonly referred to as PERS Health. PEMHCA provides health insurance through a variety of Health Maintenance Organization (HMO) and Preferred Provider Organization (PPO) options.

The Visit Greater Palm Springs Retiree Healthcare Plan is a single-employer defined benefit healthcare plan administered by VGPS which provides healthcare benefits to eligible retirees and their spouses in accordance with benefit provisions, which are established and may be amended by VGPS. Assets are accumulated in a trust; however, the trust does not meet the criteria in paragraph 4 of Statement 75. As a result, the trust assets are reported in the General Fund as restricted cash and investments.

Benefits Provided

Employees who have obtained age 55, have at least 10 years of service, and participate in the Greater Palm Springs Defined Benefit Pension Plan are eligible for a VGPS-paid contribution. VGPS contributes towards individual medical, dental and vision policies for qualified retirees up to Medicare eligibility. Once a retiree is Medicare eligible, VGPS will pay a Medicare supplemental plan and Medicare Part D. The monthly contribution is 50% of the total premium (medical, dental, and vision) for those with 10 years of service, increasing by increments of 5% per each additional year of service, until 20 years, where the contribution is 100%. Spouse benefits are available. In addition, VGPS contributes the PEMHCA administrative fee. VGPS-paid benefits are provided for the lifetime of the retiree.

Plan Membership

At July 1, 2023 (valuation date), membership consisted of the following:

Active members	23
Inactive plan members or beneficiaries	
currently receiving benefit payments	8
Total plan members	31

Contributions

The contribution requirements of the plan members and VGPS are established by and may be amended by VGPS. VGPS funds the plan benefits on a pay-as-you-go basis. Participants are required to contribute to the cost of benefits under the plan. VGPS pays 50% of the benefit premium as a base contribution plus an additional five percent of the benefit premium for each full year of continuous paid service with VGPS in excess of 10 years of service.

GASB requires governments to account for other post-employment benefits (OPEB) on an accrual basis, rather than a pay-as-you-go basis. The effect is the recognition of an actuarially

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(7) Other Post-Employment Benefits (OPEB) (Continued)

determined expense when a future retiree earns their post-employment benefits, rather than when they use their post-employment benefits.

Total OPEB Liability

VGPS's total OPEB liability was measured as of June 30, 2024, and was determined by an actuarial valuation as of June 30, 2023.

Changes in the total OPEB Liability were as follows:

	Total OPEB Liability
Balance at June 30, 2024	\$ 3,684,551
Changes recognized for the measurement period:	
Service cost	296,944
Interest	152,711
Differences between actual and expected experience	-
Changes of assumptions	(56,957)
Benefit payments	(50,985)
Net Changes	341,713
Balance at June 30, 2025 (Measurement Date June 30, 2023)	\$ 4,026,264

Actuarial Assumptions

The Total OPEB liability was determined using the following actuarial assumptions, applied to all periods included in the measurement, unless otherwise specified:

Actuarial Cost Method Actuarial Assumptions:	Entry Age, Level Percent of Pay
Salary increases	2.80 percent
Inflation rate	2.30 percent
Discount rate	3.97 percent
Healthcare cost trend rate	5.50 percent for 2024 through 2034; 4.50 percent for 2035 through 2074; and 4.00 percent for 2075 and later years

Pre-retirement mortality rates were based on the CalPERS Public Agency Miscellaneous and Schools Pre-Retirement Mortality, with fully generational mortality improvement using 80% of MP-2020. Post-retirement mortality rates were based on the CalPERS Public Agency Post-Retirement Morality with fully generational mortality improvement using 80% of MP-2020 (2021 CalPERS Experience Study).

Actuarial assumptions used in the June 30, 2023, valuation were based on a review of Plan experience during the period of July 1, 2023 to June 30, 2024.

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(7) Other Post-Employment Benefits (OPEB) (Continued)

Discount Rate

GASB requires a discount rate that reflects the following:

- a) The long-term expected rate of return on OPEB plan investments – to the extent that the OPEB plan’s fiduciary net position (if any) is projected to be enough to make projected benefit payments and assets are expected to be invested using a strategy to achieve that return;
- b) A yield or index rate for 20-year, tax-exempt general obligation municipal bonds with an average rating of AA/Aa or higher – to the extent that the conditions in (a) are not met.

To determine a resulting single (blended) rate, the amount of the plan’s projected fiduciary net position (if any) and the amount of projected benefit payments is compared in each period of projected benefit payments. The discount rate used to measure the VGPS’s Total OPEB liability is based on these requirements and the following information:

Reporting Date	Measurement Date	Long-Term Expected Return on Plan Investments (if any)	Fidelity GO AA 20 Years Municipal Index	Discount Rate
June 30, 2025	June 30, 2024	4.00%	3.97%	3.97%

Sensitivity of the Total OPEB liability to changes in the discount rate

The following presents the Total OPEB liability, as well as what the Total OPEB liability would be if it were calculated using a discount rate that is 1-percentage point lower or 1-percentage-point higher than the current discount rate:

	1% Decrease (2.97%)	Discount Rate (3.97%)	1% Increase (4.97%)
Net OPEB Liability (Asset)	\$ 4,594,623	4,026,264	3,561,706

Sensitivity of the Total OPEB liability to changes in the healthcare cost trend rates

The following presents the Total OPEB liability, as well as what the Total OPEB liability would be if it were calculated using a discount rate that 1-percentage point lower or 1-percentage-point higher than the current discount rate:

	1% Decrease (4.50% current, 3.00% ultimate, 3.00% Medicare)	Trend Rate (5.50% current, 4.00% ultimate, 4.00% Medicare)	1% Increase (6.50% current, 5.00% ultimate, 5.00% Medicare)
Total OPEB Liability	\$ 3,479,843	4,026,264	4,707,024

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(7) Other Post-Employment Benefits (OPEB) (Continued)

Amortization of Deferred Outflows and Deferred Inflows of Resources

Under GASB 75, actuarial gains and losses related to changes in total OPEB liability are recognized in OPEB expense systematically over time.

The first amortized amounts are recognized in OPEB expense for the year the gain or loss occurs. The remaining amounts are categorized as deferred outflows and deferred inflows of resources related to OPEB and are to be recognized in future OPEB expense.

The amortization period differs depending on the source of the gain or loss:

Net difference between projected and actual earnings	5-year straight-line amortization
All other amounts	Straight-line amortization over the average expected remaining service lives of all members that are provided with benefits (active, inactive, and retired) as of the beginning of the measurement period.

Deferred Outflows of Resources and Deferred Inflows of Resources Related to OPEB

VGPS's OPEB expense was \$17,370 for the fiscal year ended June 30, 2025. As of fiscal year ended June 30, 2025, VGPS's deferred outflows of resources and deferred inflows of resources related to OPEB from the following sources are:

	Deferred Outflows of Resources	Deferred Inflows of Resources
Contributions subsequent to the measurement period	\$ 69,236	-
Differences between expected and actual experience	-	(89,714)
Changes in assumptions	9,567	(269,910)
Total	\$ 78,803	(359,624)

The \$69,236 reported as deferred outflows of resources related to contributions subsequent to the June 30, 2024, measurement date will be recognized as a reduction of the total OPEB liability during the fiscal year ending June 30, 2026. Other amounts reported as deferred outflows of resources related to OPEB will be recognized as expense as follow:

Fiscal Year Ended June 30:	Deferred Outflows/(Inflows) of Resources
2026	\$ (271,883)
2027	(55,400)
2028	(22,774)
2029	-
2030	-

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(8) Defined Benefit Pension Plan

General Information about the Pension Plans

Plan Description

VGPS sponsors a defined benefit pension plan, the Visit Greater Palm Springs Defined Benefit Trust (the Trust), a single-employer plan, which provides retirement benefits to plan members and beneficiaries. The Plan is authorized under Section 31694(a) of the California Government

Code for the sole purpose of providing funding for eligible employees. Eligible employees must be 21 years of age, have worked at least one plan year (July through June), and worked over 1,000 hours during a plan year. The plan calls for benefits to be paid to eligible employees at retirement, based primarily upon years of service with VGPS and compensation rates near retirement.

Benefits Provided

VGPS provides retirement benefits to plan members. Benefits are based on years of credited service, equal to one year of full time employment with the retirement formula of 2.0% at 62 for existing "classic" members and 2.0% at 62 for "new" members. The cost of living adjustments for the plan are applied as specified by the Public Employees' Retirement Law.

The Plan's provisions and benefits in effect at June 30, 2025 are summarized as follows:

Hire Date	Classic - Prior to January 1, 2013	New - On or after January 1, 2013
Benefit formula	2% @ 62	2% @ 62
Benefit vesting schedule	5 years of service	5 years of service
Benefit payments	monthly for life	monthly for life
Retirement age	57-62	52-67
Monthly benefits, as a % of eligible compensation	1.5-2.0%	1.0-2.5%

Members covered by Benefit Terms

At June 30, 2025 (Valuation Date), the following members were covered by the benefit terms:

Inactive employees or beneficiaries currently receiving benefits	14
Inactive employees entitled to but not yet receiving benefits	10
Active employees	20
Total	44

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(8) Defined Benefit Pension Plan (Continued)

Actuarial Methods and Assumptions Used to Determine Total Pension Liability

The June 30, 2025, pension liability was based on the following actuarial methods and assumptions.

Valuation Date	June 30, 2025
Measurement Date	June 30, 2025
Actuarial Cost Method	Entry-Age, Level Percent of Pay
Actuarial Assumptions:	
Discount Rate	6.00%
Inflation	2.50%
Payroll Growth	2.80%
Investment Rate of Return	6.00%

The mortality table used was developed based on CalPERS specific data. The probabilities of mortality are based on the 2021 CalPERS Experience Study. For more details on this table, please refer to the CalPERS Experience Study and Review of Actuarial Assumptions report from 2021 that can be found on the CalPERS website.

Discount Rate

The discount rate used to measure the total pension liability was 6.00 percent. The projection of cash flows used to determine the discount rate assumed that employee contributions will be made at the current contribution rate and that VGPS's contributions will be made at rates equal to the difference between actuarially determined contribution rates and the employee rate. Based on those assumptions, the pension plan's fiduciary net position was projected to be available to make all projected future benefit payments of current active and inactive employees. Therefore, the long-term expected rate of return on pension plan investments was applied to all periods of projected benefit payments to determine the total pension liability.

In determining the long-term expected 6.00 percent rate of return on pension plan investments, VGPS considered both the short and long-term market return expectations as well as the expected pension fund cash flows. Such cash flows were developed assuming that both members and employers will make their required contributions on time and as scheduled in all future years. Using historical returns of all the pension funds' asset classes, expected compound (geometric) returns were calculated over the short-term (first 10 years) and the long-term (11-60 years) using a building-block approach. Using the expected nominal returns for both short-term and long-term, the present value of benefits was calculated for each fund.

The expected rate of return was set by calculating the single equivalent expected return that arrived at the same present value of benefits for cash flows as the one calculated using both short-term and long-term returns. The expected rate of return was then set equivalent to the single equivalent rate calculated above and rounded down to the nearest on quarter of one percent.

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(8) Defined Benefit Pension Plan (Continued)

The table below reflects the long-term expected rate of return by asset class. The rate of return was calculated using the capital market assumptions applied to determine the discount rate and asset allocation.

<u>Asset Class</u>	<u>Asset Allocation</u>	<u>Real Rate of Return</u>
Small Cap	5%	4.6%
Large Cap	30%	4.1%
U.S. Fixed	50%	1.5%
Developed Non-U.S. Equity	10%	5.2%
Emerging Market Equity	5%	5.9%
Total	<u>100%</u>	

Changes in the Net Pension Liability

The changes in the net pension liability are as follows:

	<u>Increase (Decrease)</u>		
	<u>Total Pension Liability</u>	<u>Plan Fiduciary Net Position</u>	<u>Net Pension Liability/(asset)</u>
	<u>(a)</u>	<u>(b)</u>	<u>(c) = (a) - (b)</u>
Balance at June 30, 2024	<u>\$ 11,755,779</u>	<u>10,136,828</u>	<u>1,618,951</u>
Changes recognized for the measurement period:			
Service cost	547,326	-	547,326
Interest	719,166	-	719,166
Differences between actual and expected experience	(266,856)	-	(266,856)
Changes of benefit terms	-	-	-
Contributions - employer	-	867,787	(867,787)
Net investment income (loss)	-	988,556	(988,556)
Benefit payments	(643,387)	(643,387)	-
Administrative expense	-	(73,360)	73,360
Net Changes	<u>356,249</u>	<u>1,139,596</u>	<u>(783,347)</u>
Balance at June 30, 2025 (Measurement Date June 30, 2025)	<u>\$ 12,112,028</u>	<u>11,276,424</u>	<u>835,604</u>

Sensitivity of the Net Pension Liability to Changes in the Discount Rate

The following presents the net pension liability of the Plan as of the Measurement Date, calculated using the discount rate of 6.00 percent, as well as what the net pension liability would be if it were calculated using a discount that is 1 percentage-point lower (5.00 percent) or 1 percentage point higher (7.00 percent) than the current rate.

	<u>1% Decrease (5.00%)</u>	<u>Discount Rate (6.00%)</u>	<u>1% Increase (7.00%)</u>
Net Pension Liability/(Asset)	\$2,060,882	835,604	(212,452)

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(8) Defined Benefit Pension Plan (Continued)

Amortization of Deferred Outflows and Deferred Inflows of Resources

Under GASB 68, actuarial gains and losses related to changes in total pension liability and fiduciary net pension are recognized in pension expense systematically over time.

The first amortized amounts are recognized in pension expense for the year the gain or loss occurs. The remaining amounts are categorized as deferred outflows and deferred inflows of resources related to pensions and are to be recognized in future pension expense.

The amortization period differs depending on the source of the gain or loss:

Net difference between projected and actual earnings	5-year straight-line amortization
All other amounts	Straight-line amortization over the average expected remaining service lives of all members that are provided with benefits (active, inactive, and retired) as of the beginning of the measurement period.

Deferred outflows of resources and deferred inflows of resources relating to Differences Between Expected and Actual Experience, Changes of Assumptions and employer-specific amounts are amortized over the Expected Average Remaining Service Lifetime (EARSL) of members provided with pensions through the Plan. The EARSL for the Plan for the measurement date ending June 30, 2025, is 7 years.

Pension Expense and Deferred Outflows and Deferred Inflows of Resources Related to Pensions

For the year ended June 30, 2025, VGPS recognized a pension expense of \$696,528 for the Plan. As of June 30, 2025, VGPS reports deferred outflows of resources and deferred inflows of resources related to pensions as follows:

	Deferred Outflows of Resources	Deferred Inflows of Resources
Differences between expected and actual experience	\$ 353,342	(271,411)
Change in assumptions	11,089	-
Net differences between projected and actual earnings on plan investments	-	(345,277)
Total	\$ 364,431	(616,688)

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(8) Defined Benefit Pension Plan (Continued)

Amounts reported as deferred outflows and deferred inflows of resources in the previous chart will be recognized in future pension expense as follows:

Fiscal Year Ending June 30	Deferred Outflows/(Inflows) of Resources
2026	\$ 151,195
2027	(124,632)
2028	(167,234)
2029	(111,586)
2030	-
Thereafter	-

(9) Defined Contribution Supplemental Post-Employment Compensation Plan – 401(a) Directors Plan

Plan Description

Effective July 1, 2023, VGPS created a defined contribution plan for employees who are both participants in the Defined Benefit Pension Plan and receive compensation-in excess of the IRS pension plan compensation limits or California Governmental Pension regulations. Contributions to the plan are 100% funded by VGPS. Eligible employees can direct contributions into either a Retiree Health Savings Plan or the 401(a) Directors Plan. The benefit contribution rate is determined by VGPS annually. The plan's initial contributions were calculated retroactively for compensation earned from July 1, 2019, to June 30, 2020. For the fiscal year ended June 30, 2025, VGPS made contributions for eligible employees totaling \$91,227.

(10) Nonqualified Deferred Compensation Plan – 457(f) CEO Plan

Plan Description

During fiscal year 2024–2025, the Organization implemented a new nonqualified deferred compensation plan under Internal Revenue Code Section 457(f) for its Chief Executive Officer. This plan was approved by the Board and represents the first time such an arrangement has been offered by the Organization. Under the plan, the Organization agreed to defer a specified amount of compensation for the CEO, which will vest according to the terms of the agreement. The deferred amount for the current fiscal year was \$100,000, and related employer payroll taxes have been accrued.

(11) Risk Management

VGPS is exposed to various risks of loss related to torts, theft of, damage to and destruction of assets; errors and omissions; injuries to employees; and natural disasters. VGPS has purchased outside insurance coverage at the following amounts:

- General Aggregate coverage up to \$4,000,000 per loss.
- Employment Practices Liability coverage up to \$2,000,000 per loss.

VISIT GREATER PALM SPRINGS

Notes to the Basic Financial Statements

Year ended June 30, 2025

(11) Risk Management (Continued)

- Workers' Compensation coverage up to \$1,000,000 per occurrence. The States covered are California, Kansas, Washington D.C., New York, South Carolina, Virginia, and Pennsylvania.
- Business Auto coverage up to \$1,000,000 per occurrence.
- Crime and Cyber coverage up to \$1,000,000 per occurrence.
- General Liability coverage up to \$4,000,000 in General Aggregate and Products/Complete Operations Aggregate, \$1,000,000 in damages to premises rented to VGPS, and \$10,000 in Medical Expenses – Any One Person.
- Commercial Property Insurance for VGPS's real property up to \$7,797,400 and business personal property up to \$677,200.

Settled claims have not exceeded any of the coverage amounts in any of the last three fiscal years, and there were no reductions in VGPS's insurance coverage during the year ending June 30, 2025. Liabilities are recorded when it is probable that a loss has been incurred, and the amount of the loss can be reasonably estimated net of the respective insurance coverage.

(12) Related Party Transactions

Due to the nature of the organization, it is not uncommon for VGPS to have business transactions with companies that are owned by members of the Board of Directors of VGPS. The total related party transactions for the fiscal year ended June 30, 2025, were \$260,346. The transactions included \$150,696 paid for limousine services, \$51,814 paid for food services, and \$47,451 paid for promotional items for clients and other smaller transactions.

(13) Net Position Restatement

Effective July 1, 2024, VGPS implemented GASB Statement No. 101, Compensated Absences. The new standard updates the recognition and measurement guidance for compensated absences and replaces the previous standard, GASB Statement No. 16. This was implemented on a retroactive basis, with the net effect of the change in accounting principle applied to the beginning balance of the Compensated Absences Liability.

As a result of this implementation, additional compensated absences resulted from the addition of payroll-related taxes and sick leave benefits. The following schedule summarizes the net effects on beginning net position as follows:

<u>Description</u>	<u>Governmental Activities</u>
Beginning net position, as previously reported	\$ 37,548,792
Implementation of GASB 101	<u>(179,671)</u>
Beginning net position, as restated	<u>\$ 37,369,121</u>

VISIT GREATER PALM SPRINGS
Notes to the Basic Financial Statements
Year ended June 30, 2025

(14) Commitments

As of June 30, 2025, the Organization has entered into an agreement with an airline to support scheduled air service between Palm Springs International Airport and Washington, D.C. Under the terms of the agreement, the Organization has committed to guarantee a minimum level of revenue for the airline during the service period, which runs from December 2024 through April 2025. If actual revenues fall below the guaranteed amount, the Organization is obligated to pay the difference, subject to a maximum cap specified in the agreement. The agreement also requires the Organization to provide a standby letter of credit as security for its performance. The total potential exposure under this agreement is limited to the contractual cap. The guaranteed amount under the agreement was \$4,286,189, and actualized revenue was \$1,491,207.

REQUIRED SUPPLEMENTARY INFORMATION

VISIT GREATER PALM SPRINGS

**Schedule of Revenues, Expenditures, and Changes in Fund Balances
Budget and Actual - General Fund**

Year ended June 30, 2025

	Budgeted Amounts		Actual	Variance- Positive (Negative)
	Original	Final		
Revenues:				
City and County funding	\$ 2,854,821	2,854,821	2,950,615	95,794
Assessments	192,907	192,907	184,854	(8,053)
Membership dues and marketing partnerships	630,000	630,000	524,325	(105,675)
Advertising	236,000	236,000	340,925	104,925
Promotional participation	148,690	348,690	496,829	148,139
Interest income (loss)	162,782	162,782	183,235	20,453
Grant revenue	531,500	531,500	597,767	66,267
Total Revenues	<u>4,756,700</u>	<u>4,956,700</u>	<u>5,278,550</u>	<u>321,850</u>
Expenditures:				
Administration	737,655	737,654	1,006,676	(269,022)
Partnership	1,024,659	1,024,659	981,655	43,004
Marketing	1,435,666	1,516,546	1,304,008	212,538
Tourism development	175,886	265,359	238,898	26,461
Convention sales	152,799	152,799	95,962	56,837
Destination services	1,300	1,300	-	1,300
Economic Development	667,033	667,033	638,291	28,742
Capital outlay	153,000	153,000	79,879	73,121
Debt Service:				
Principal	-	-	28,860	(28,860)
Interest	9,052	9,052	4,777	4,275
Total Expenditures	<u>4,357,050</u>	<u>4,527,402</u>	<u>4,379,006</u>	<u>148,396</u>
Excess (deficiency) of revenues over (under) expenditures	<u>399,650</u>	<u>429,298</u>	<u>899,544</u>	<u>470,246</u>
Net changes in fund balance	399,650	429,298	899,544	470,246
Fund Balance at beginning of year	<u>3,618,027</u>	<u>3,618,027</u>	<u>3,618,027</u>	<u>-</u>
Fund Balance at end of year	<u>\$ 4,017,677</u>	<u>4,047,325</u>	<u>4,517,571</u>	<u>470,246</u>

See accompanying notes to the required supplementary information.

VISIT GREATER PALM SPRINGS

**Schedule of Revenues, Expenditures, and Changes in Fund Balances
Budget and Actual - TBID Fund**

Year ended June 30, 2025

	Budgeted Amounts		Actual	Variance- Positive (Negative)
	Original	Final		
Revenues:				
Assessments	\$ 25,203,667	25,203,667	26,236,320	1,032,653
Interest income (loss)	1,465,042	1,465,042	1,553,067	88,025
Total Revenues	26,668,709	26,668,709	27,789,387	1,120,678
Expenditures:				
Administration	3,611,336	3,611,336	3,167,323	444,013
Partnership	1,273,135	1,273,135	1,197,906	75,229
Marketing	14,520,694	15,787,814	14,328,445	1,459,369
Tourism development	2,273,025	3,674,760	3,836,208	(161,448)
Convention sales	5,282,507	5,282,507	6,824,908	(1,542,401)
Destination services	1,296,795	1,296,795	-	1,296,795
Total Expenditures	28,257,492	30,926,347	29,354,790	1,571,557
Net changes in fund balance	(1,588,783)	(4,257,638)	(1,565,403)	2,692,235
Fund Balance at Beginning of Year	37,954,508	37,954,508	37,954,508	-
Fund Balance at End of Year	\$ 36,365,725	33,696,870	36,389,105	2,692,235

See accompanying notes to the required supplementary information.

VISIT GREATER PALM SPRINGS
Schedule of Changes in Total OPEB Liability and Related Ratios
Last 10 Years*

Measurement Period	2024	2023	2022	2021	2020	2019	2018	2017
Total OPEB Liability								
Service cost	\$ 296,944	301,706	361,169	342,235	360,506	345,633	372,363	372,833
Interest on the total OPEB liability	152,711	138,554	84,698	111,919	117,488	138,929	117,182	92,674
Difference between expected and actual experience	-	(97,595)	-	(787,745)	-	(568,874)	-	-
Changes in assumptions	(56,957)	(74,428)	(978,812)	200,891	385,365	22,758	(321,770)	-
Benefit payments	(39,829)	(46,008)	(40,564)	(23,796)	(25,908)	(20,667)	(23,297)	(27,885)
Implicit rate subsidy	(11,156)	(26,973)	(15,074)	(6,644)	(4,736)	(23,596)	(26,598)	(31,836)
Net change in total OPEB Liability	341,713	195,256	(588,583)	(163,140)	832,715	(105,817)	117,880	405,786
Total OPEB Liability - beginning	3,684,551	3,489,295	4,077,878	4,241,018	3,408,303	3,514,120	3,396,240	2,990,454
Total OPEB liability - ending	<u>\$ 4,026,264</u>	<u>3,684,551</u>	<u>3,489,295</u>	<u>4,077,878</u>	<u>4,241,018</u>	<u>3,408,303</u>	<u>3,514,120</u>	<u>3,396,240</u>
Plan fiduciary net position as a percentage of the total OPEB liability	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Covered-employee payroll	\$ 4,278,129	3,770,334	3,047,736	2,574,432	3,597,687	2,760,812	2,133,195	2,889,507
Total OPEB liability as a percentage of covered-employee payroll	94.11%	97.72%	114.49%	158.40%	117.88%	123.45%	164.74%	117.54%

Notes to Schedule:

Changes in assumptions. The discount rate was changed from 3.86 percent (net of administrative expense) to 3.97 percent for the measurement period ended June 30, 2023.

The discount rate was changed from 1.92 percent (net of administrative expense) to 3.69 percent for the measurement period ended June 30, 2022.

The discount rate was changed from 3.13 percent (net of administrative expense) to 1.92 percent for the measurement period ended June 30, 2021.

*Historical information is required only for measurement periods for which GASB 75 is applicable.

Future years' information will be displayed up to 10 years as information becomes available.

VISIT GREATER PALM SPRINGS
Required Supplementary Information
Schedule of Changes in Net Pension Liability and Related Ratios
Last 10 Years

Measurement Period	6/30/2025	6/30/2024	6/30/2023	6/30/2022	6/30/2021
TOTAL PENSION LIABILITY					
Service Cost	\$ 547,326	355,523	319,922	369,716	348,146
Interest	719,166	543,266	487,322	487,960	449,978
Changes of Benefit Terms	-	1,856,758	-	-	-
Difference Between Expected and Actual Experience	(266,856)	426,563	336,722	(479,671)	(72,645)
Changes of Assumptions	-	-	-	85,005	-
Benefit Payments, Including Refunds of Employee Contributions	(643,387)	(246,908)	(247,392)	(428,361)	(323,732)
Net Change in Total Pension Liability	356,249	2,935,202	896,574	34,649	401,747
Total Pension Liability - Beginning	11,755,779	8,820,577	7,924,003	7,889,354	7,487,607
Total Pension Liability - Ending (a)	<u>\$ 12,112,028</u>	<u>11,755,779</u>	<u>8,820,577</u>	<u>7,924,003</u>	<u>7,889,354</u>
PLAN FIDUCIARY NET POSITION					
Contributions - Employer	867,787	1,140,820	500,000	335,000	600,000
Contributions - Employee	-	121,221	63,616	72,953	73,347
Net Investment Income	988,556	954,942	595,598	(953,070)	1,172,466
Benefit Payments, Including Refunds of Employee Contributions	(643,387)	(246,908)	(247,392)	(428,361)	(323,732)
Administrative Expenses	(73,360)	(75,403)	(74,789)	(73,436)	(63,879)
Net Change in Fiduciary Net Position	1,139,596	1,894,672	837,033	(1,046,914)	1,458,202
Plan Fiduciary Net Position - Beginning	10,136,828	8,242,156	7,405,123	8,452,037	6,993,835
Plan Fiduciary Net Position - Ending (b)	<u>\$ 11,276,424</u>	<u>10,136,828</u>	<u>8,242,156</u>	<u>7,405,123</u>	<u>8,452,037</u>
Plan Net Position Liability/(asset) - Ending (a) - (b)	<u>\$ 835,604</u>	<u>1,618,951</u>	<u>578,421</u>	<u>518,880</u>	<u>(562,683)</u>
Plan Fiduciary Net Position as a Percentage of the Total Pension Liability	93.10%	86.23%	93.44%	93.45%	107.13%
Covered Payroll	\$ 3,225,138	3,242,646	2,830,804	2,126,920	1,907,781
Plan Net Pension Liability as a Percentage of Covered Payroll	25.91%	49.93%	20.43%	24.40%	-29.49%

Notes to Schedule:

Changes in Benefit Terms: The figures above do not include any liability impact that may have resulted from plan changes which occurred after June 30, 2017 valuation date. This applies for voluntary benefit changes as well as any offers of Two Years Additional Service Credit (a.k.a. Golden Handshakes).

Changes in Assumptions: GASB 68, paragraph 68 states that the long-term expected rate of return should be determined net of pension plan investment expense but without reduction for pension plan administrative expense. The discount rate of 7.50% used for the June 30, 2014 measurement date was net of administrative expenses. The discount rate of 7.65% used for the June 30, 2015 measurement period is without reduction of pension plan administration expense.

In 2018, The discount rate reduced from 7.00% to 6.00%.

VISIT GREATER PALM SPRINGS
Required Supplementary Information
Schedule of Changes in Net Pension Liability and Related Ratios
Last 10 Years (Continued)

Measurement Period	6/30/2020	6/30/2019	6/30/2018	6/30/2017	6/30/2016
TOTAL PENSION LIABILITY					
Service Cost	455,984	365,543	332,424	356,296	467,445
Interest	429,311	388,873	380,610	372,622	441,236
Changes of Benefit Terms	-	-	-	-	(722,084)
Difference Between Expected and Actual Experience	(231,292)	221,723	(47,183)	(52,460)	(356,446)
Changes of Assumptions	-	-	663,355	-	-
Benefit Payments, Including Refunds of Employee Contributions	(187,160)	(142,088)	(494,706)	(582,254)	(816,129)
Net Change in Total Pension Liability	466,843	834,051	834,500	94,204	(985,978)
Total Pension Liability - Beginning	7,020,764	6,186,713	5,352,213	5,258,009	6,243,987
Total Pension Liability - Ending (a)	<u>7,487,607</u>	<u>7,020,764</u>	<u>6,186,713</u>	<u>5,352,213</u>	<u>5,258,009</u>
PLAN FIDUCIARY NET POSITION					
Contributions - Employer	355,191	646,954	770,000	494,908	511,452
Contributions - Employee	85,327	53,046	22,754	24,852	-
Net Investment Income	362,359	342,657	277,791	352,969	55,874
Benefit Payments, Including Refunds of Employee Contributions	(187,160)	(142,088)	(494,706)	(582,254)	(816,129)
Administrative Expenses	(52,563)	(40,618)	(38,309)	(38,766)	(40,693)
Net Change in Fiduciary Net Position	563,154	859,951	537,530	251,709	(289,496)
Plan Fiduciary Net Position - Beginning	6,430,681	5,570,730	5,033,200	4,781,491	5,070,987
Plan Fiduciary Net Position - Ending (b)	<u>6,993,835</u>	<u>6,430,681</u>	<u>5,570,730</u>	<u>5,033,200</u>	<u>4,781,491</u>
Plan Net Position Liability - Ending (a) - (b)	<u>493,772</u>	<u>590,083</u>	<u>615,983</u>	<u>319,013</u>	<u>476,518</u>
Plan Fiduciary Net Position as a Percentage of the Total Pension Liability	93.41%	91.60%	90.04%	94.04%	90.94%
Covered Payroll	2,119,576	2,672,577	2,485,550	2,649,924	2,944,454
Plan Net Pension Liability as a Percentage of Covered Payroll	23.30%	22.08%	24.78%	12.04%	16.18%

**VISIT GREATER PALM SPRINGS
Required Supplementary Information
Schedule of Pension Plan Contributions
Last 10 Years**

Fiscal Year	<u>6/30/2025</u>	<u>6/30/2024</u>	<u>6/30/2023</u>	<u>6/30/2022</u>	<u>6/30/2021</u>
Actuarially determined contribution	\$ 710,756	433,489	366,238	407,854	482,982
Contributions in relation to the actuarially determined contributions	<u>(867,787)</u>	<u>(1,262,041)</u>	<u>(563,616)</u>	<u>(335,000)</u>	<u>(600,000)</u>
Contribution deficiency (excess)	<u>\$ (157,031)</u>	<u>(828,552)</u>	<u>(197,378)</u>	<u>72,854</u>	<u>(117,018)</u>
Covered payroll	\$ 3,225,138	3,242,646	2,830,804	2,126,920	1,907,781
Contributions as a percentage of covered payroll	26.91%	38.92%	19.91%	15.75%	31.45%

Notes to Schedule:

The actuarial methods and assumptions used to set the actuarially determined contributions for Fiscal Year 2025 were derived from the June 30, 2024, Funding Valuation Report.

Valuation Date	6/30/2025
Timing	Actuarially determined contribution for FYE 2025 was calculated based on the 6/30/25 actuarial valuation
Key Methods and Assumptions Used to Determine Contributions:	
Actuarial cost method	Entry Age, Level Percent of Pay
Asset valuation method	Fair value of assets
Amortization method	For details, see June 30, 2025 Funding Valuation Report.
Discount rate	6.00%
Price inflation	2.50%
Salary increases	2.80% plus merit component based on years of service
Mortality	Mortality rates are based on recent CalPERS experience study, performed in 2021.

VISIT GREATER PALM SPRINGS
Required Supplementary Information
Schedule of Pension Plan Contributions
Last 10 Years (Continued)

Fiscal Year	<u>6/30/2020</u>	<u>6/30/2019</u>	<u>6/30/2018</u>	<u>6/30/2017</u>	<u>6/30/2016</u>
Actuarially determined contribution	590,793	477,794	402,541	439,314	600,173
Contributions in relation to the actuarially determined contributions	<u>(355,191)</u>	<u>(646,954)</u>	<u>(770,000)</u>	<u>(494,908)</u>	<u>(511,452)</u>
Contribution deficiency (excess)	<u>235,602</u>	<u>(169,160)</u>	<u>(367,459)</u>	<u>(55,594)</u>	<u>88,721</u>
Covered payroll	2,119,576	2,672,577	2,485,550	2,649,924	2,944,454
Contributions as a percentage of covered payroll	16.76%	24.21%	30.98%	18.68%	17.37%

VISIT GREATER PALM SPRINGS
Required Supplementary Information
Schedule of Pension Money Weighted Rate of Return
Last 10 Years

Fiscal Year	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016
Annual Money Weighted Rate of Return, net of investment expense	9.81%	11.11%	8.18%	-11.49%	16.69%	33.14%	34.49%	4.51%	12.58%	-4.70%

GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU

Notes to Required Supplementary Information

Year ended June 30, 2025

(1) Budgets and Budgetary Data

VGPS is only required to adopt an annual budget for the General Fund and the TBID special revenue fund. These budgets are presented on the modified accrual basis of accounting which is consistent with generally accepted accounting principles (GAAP).

Once the budgets are approved, they can be amended by approval of VGPS Governing Board.

The appropriated budget is prepared by fund and department. VGPS's President may make transfers of appropriations between accounts and departments. Transfers of appropriations between funds requires the approval of a majority of the Board of Directors. The legal level of budgetary control (i.e., the level at which expenditures may not legally exceed appropriations) is at the fund level.

A comparison of budget and actual has been presented for the General Fund and the TBID special revenue fund used by VGPS. With respect to revenues, a favorable variance indicates actual revenues received exceeded the legally adopted budget and an unfavorable variance indicates that actual revenues received were less than the amount budgeted. With respect to expenditures, a favorable variance indicates actual costs were less than the amount budgeted and an unfavorable variance indicates actual expenditures exceeded the legally adopted budget.

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

	YTD	YTD		
	1/31/2025	1/31/2026		
	Actual	Actual	Budget	Variance*
Revenue				
TBID - Hotels	\$ 10,648,621	\$ 10,462,195	\$ 10,422,251	\$ 39,945
TBID - Vacation Rentals	900,798	1,291,336	1,181,051	110,284
JPA Funding	2,158,697	2,105,139	2,136,663	(31,524)
City Marketing Partnerships	227,770	204,744	224,894	(20,150)
Tribal Voluntary	79,028	68,056	72,367	(4,311)
Partnership Fees	105,781	99,658	111,384	(11,726)
Advertising & Website Revenues	219,120	216,575	210,146	6,429
Joint Share Partnerships	320,603	143,330	106,200	37,130
Grants	567,767	30,000	30,000	0
Net Investment Income	1,011,850	679,794	758,357	(78,563)
Total Revenue	\$ 16,240,035	\$ 15,300,827	\$ 15,253,313	\$ 47,514
Expenses				
Labor - Wages	\$ 3,988,384	\$ 4,113,219	\$ 4,594,088	\$ (480,869)
Labor - Taxes & Benefits	1,813,975	1,902,307	1,929,904	(27,597)
Marketing Production	121,554	318,189	322,667	(4,478)
Media Placement & Digital Marketing	4,745,828	5,800,923	5,519,525	281,397
Collateral Material	21,181	20,649	53,284	(32,634)
Familiarization Trips	680,289	614,439	530,083	84,356
Tradeshows / Sales Missions	964,620	1,171,754	1,324,708	(152,954)
Travel & Lodging	34,830	30,904	49,092	(18,188)
Special Promotions & Representation	2,910,722	1,184,803	1,432,135	(247,331)
Collection Fees	42,109	60,899	59,052	1,845
Event Hosting	1,255,647	1,295,100	1,426,850	(131,749)
Research	239,348	585,432	467,768	117,664
IT - Information Technology	51,018	106,071	116,125	(10,054)
Professional Fee	368,774	343,490	383,425	(39,935)
Overhead-Supplies-Utilities-Fees	992,317	1,059,147	1,108,812	(49,664)
Capital Outlay	104,825	0	127,000	(127,000)
Loan Repayment	0	35,277	0	35,276
Total Expenses	\$ 18,335,421	\$ 18,642,603	\$ 19,444,518	\$ (801,915)
Total Revenues Less Expenses	\$ (2,095,386)	\$ (3,341,776)	\$ (4,191,205)	\$ 849,429

* Notes for Budget Variances > \$100k

TBID Vacation Rentals - Assessment

Year to date, we are 9.3% above budget, the primary driver behind this increase has been contributions from the City of Coachella.

* Notes for Budget Variances > \$100k - Continued

Labor Costs

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

Media Placement & Digital Marketing

Sponsored the Expedia Ambassador Summit. This variance to budget is a timing issue, expenses should align with plan by fiscal year end.

Tradeshows / Sales Missions

Several public relation international missions moved to fall (Asia, Australia & Canada). Tourism Development reviewing international opportunities with Brand USA and ICW Visit CA, future programs have not been finalized.

Special Promotions & Representation

Meet the Mentor programming shifted to April. Pacific Northwest and broadcast partnership events were moved to later in the year.

Event Hosting

GTM West (Northstar Media) sponsorship under review. American Express golf sponsorship invoice has not been received. This variance to budget will be offset once all invoicing has been finalized.

Research

Rove (reporting dashboard) implementation costs. Added sports facility financial analysis, airport regional resident survey, expanded STR comp set and included OTA dataset in monthly reporting.

Capital Outlay

Vehicle was leased instead of a cash purchase