Board Packet

JPA & VGPS Board of Directors Joint Meeting

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Friday, December 12, 2025

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JOINT MEETING
JPA EXECUTIVE COMMITTEE & VGPS BOARD OF DIRECTORS

DATE: **Friday, December 12, 2025**
LOCATION: **Renaissance Esmeralda Resort & Spa | Crystal B & C**
44400 Indian Wells Lane, Indian Wells, CA 92210
TIME: **8:30 a.m. – 10:00 a.m.**

JPA Executive Committee
Waymond Fermon, Chair (Indio), **Linda Evans, Vice Chair** (La Quinta), Nancy Ross (Cathedral City), Dr. Frank Figueroa (Coachella), Gary Gardner (Desert Hot Springs), Brian Penna (Indian Wells), Jan Harnik (Palm Desert), Jeffrey Bernstein (Palm Springs), Ted Weill (Rancho Mirage), Manuel Perez (Riverside County),

Board of Directors
Rolf Hoehn (Chair), Peggy Trott (Vice Chair), Aftab Dada, Kate Anderson, Lorraine Becker, Sejal Bhakta, John Bolton, Celeste Brackley, 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, Nusrat Mirza, 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** 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	**Waymond Fermon**
6.	**Approval of Minutes** **a.** JPA/VGPS Board of Directors Joint Meeting Minutes from September 26, 2025	**Waymond Fermon**

Item	Owner
7. Consent Calendar of VGPS Board of Directors (VGPS Board Vote) a. Approve Board of Directors renewals 2026-2028 term (3-year term ends December 31, 2028) i. Nusrat Mirza, Lorraine Becker, Dermot Connolly, Kenny Cassady, Rob Hampton, Patrick Klein, Kelly McLean, Robert Schneider, Ankit Sekhri, Barb Smith, Joseph Tormey, Doug Watson, and John Bolton.	**Rolf Hoehn**
8. Consent Calendar of JPA Executive Committee (JPA Vote) a. Warrants and Demands dated September, October, and November 2025	**Waymond Fermon**
9. Updates by the VGPS Board of Directors a. Open Board of Directors TBID Seat – Shannon Gilbert departure b. Floor open to VGPS Board Members for updates	**Rolf Hoehn**
10. Updates by the JPA Executive Committee a. Floor open to JPA Executive Committee Members for updates	**Waymond Fermon**
11. Presentations a. Elizabeth King, Executive Director: **Introduction to Coachella Valley Mountain Conservancy** b. Jeremy Smith, CEO: **Desert Horse Park Update** c. Chad Mayes, Partner at Capitol Advocacy: **Legislative Update**	**Waymond Fermon**
12. VGPS Board of Directors Items (VGPS Board Vote) a. Resolution No. BOD 2025-004 – Legislative Platform Update	**Rolf Hoehn**
13. JPA Executive Committee Items (JPA Vote) a. Resolution No. JPA 2025-011 – Legislative Platform Update	**Waymond Fermon**
14. CEO/President's Report a. VGPS Updates	**Scott White**
15. Future Meeting Announcement • Friday, January 30, at the JW Marriott Desert Springs Resort & Spa	**Rolf Hoehn**
16. 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/

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

Hilton Palm Springs | Horizon Ballroom
400 E Tahquitz Canyon Way, Palm Springs, CA 92262
8:30 am – 10:00 am

Call to Order
The meeting was called to order at 8:37 a.m. by Waymond Fermon, JPA Chair, at the Hilton Palm Springs in Palm Springs, CA.

Roll Call
The roll call is recorded on the following page.

SEPTEMBER 26, 2025

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

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	x	
Kate Anderson, Agua Caliente Band of Cahuilla Indians		**E**
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 Cassady, Acme House Company	x	
Jay Chesterton, Fantasy Springs Resort Casino		**E**

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		E
Shannon Gilbert, The Ritz-Carlton, Rancho Mirage	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	x	
Kelly McLean, Poppy	x	
Nusrat Mirza, JW Marriott Desert Springs Resort & Spa	x	
Allen Monroe, The Living Desert	x	
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	
Tim Pyne, Renaissance Esmeralda Resort & Spa	x	
Saverio Scheri, Agua Caliente Casinos		E
Bob Schneider, Desert Consulting	x	
Ankit Sekhri, Two Bunch Palms	x	
Barb Smith, Eventis Destination Services	x	
Boris Stark, Palm Desert Vacation Properties		E
Ebony Stinson, Doubletree Golf Resort	x	
Joe Tormey, CSU San Bernardino Palm Desert Campus		E
Doug Watson, Strategy | Innovation | Co.		E
A quorum was reached: 28 BOD and 10 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
Lauren Bruggemans, Dir. of Sust. & Cmty. Engagement
Samuel Thompson, Director of Indian Wells Tourism
Stefanie Kilcoyne, Director of Technology & Operations
Sarah Goslin, Exec. Asst. & Board Admin
Bruce T. Bauer, Legal Counsel
Todd Burke, VP Communications
Joyce Kiehl, Director of Communications
Bob Wilson, Brand Communications Specialist
Sean Smith, Director of Economic Development
Gary Orfield, Director of Tourism Development
Emily Heggernes, National Sports Sales Manager
Yvonne Gonzalez, Destination Experiences Coord.
Rebecca Kirkpatrick, Analytics Manager
Jorge Rodriguez, Accounting Manager
Gary Forsythe, Dir. of Palm Springs Tourism
Erica Abarca, Community Development Manager

AGENDA ITEMS

1. **JPA Chair, Waymond Fermon, called the meeting to order at 8:37 a.m.**

2. **JPA Chair, Waymond Fermon, led the Pledge of Allegiance.**

3. **JPA Chair, Waymond Fermon, queued the playing of the tribal land acknowledgment video.**

4. **The Clerk of the Board conducted Roll Call. A quorum was reached.**

5. **JPA Chair, Waymond Fermon, asked whether there were any changes to the agenda. Hearing none, the agenda was confirmed.**

6. **JPA Chair, Waymond Fermon, called for public comment.**
    a. No public comment on record. No members of the puclic requested to speak. Public comment was closed.

7. **Approval of Minutes (All Vote) -**
    a. **The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated June 27, 2025, were presented for approval.**
        i. JPA Chair Fermon asked for changes or abstentions. No changes or abstentions. JPA Chair Fermon asked for a motion. Linda Evans with the City of La Quinta made a motion to approve. Dan Johnson with Hyatt Indian Wells seconded. No abstentions. There was no further discussion, and the minutes were approved based on the roll call at the beginning of the meeting.

8. **Consent Calendar (JPA Vote) -**
    a. **The Warrants and Demands dated June 2025, July 2025, and August 2025 for Pacific Premier Bank were presented for approval.**
        i. JPA Chair Fermon asked for changes or abstentions. No changes or abstentions. JPA Chair Fermon asked for a motion. Jeffrey Bernstein with the City of Palm Springs made a motion to approve. Linda Evans with the City of La Quinta seconded. The Warrants and Demands were approved based on the roll call vote at the beginning of the meeting.

9. **Presentations were done by City of Indian Wells Council Member, Dr. Toper Taylor, on the Clean Air Coalition, and Riverside County 4th District Supervisor's Senior Policy Advisor, Grace Garner, and CVAG's Executive Director, Tom Kirk, on the Dust Mitigation and AQMD update.**
        i. Dr. Taylor presented on behalf of CoachellaValleyCleanAir.org, highlighting that the valley has some of the nation's unhealthiest PM10 particulate matter concentrations, a problem worsened by Tropical Storm Hillary. He positioned his organization as an action-oriented advocate needed to push past years of discussion and find tangible solutions, requesting the board's support by lending its logo to the cause.
        ii. Supervisor V. Manuel Perez and Grace Garner, Senior Legislative Analyst in his office, along with Tom Kirk, Executive Director of the Coachella Valley Association of Governments (CVAG), provided an update on ongoing efforts related to air quality and dust mitigation. Kirk noted that CVAG has been leading regional coordination and advocacy with the South Coast Air Quality Management District (AQMD) to advance this work. The update highlighted AQMD's elevation of the issue as a priority and outlined current initiatives, including expanded monitoring using video technology, coordination among multiple agencies, and a Dust Summit scheduled for November 6th. The update also referenced health impacts on residents across the region, including agricultural workers.

10. JPA Executive Committee Items (JPA Vote)

a. The JPA Executive Committee was presented with the proposed 2026 Meeting Dates for approval.

i. Gary Gardner with the City of Desert Hot Springs made a motion to approve. Jeffrey Bernstein with the City of Palm Springs seconded. No abstentions. The City of La Quinta was not present to vote. There was no further discussion, and the 2026 Meeting Dates were approved based on the roll call at the beginning of the meeting.

b. The JPA Executive Committee was presented with Resolution No. JPA 2025-008 – Air Service Reserve for approval.

i. Dr. Frank Figueroa with the City of Coachella made a motion to approve. Jeffrey Bernstein with the City of Palm Springs seconded. No abstentions. The City of La Quinta was not present to vote. There was no further discussion, and Resolution No. JPA 2025-008 was approved based on the roll call at the beginning of the meeting.

c. The JPA Executive Committee was presented with Resolution No. JPA 2025-009 – Retiree Health Plan for approval.

i. Jan Harnik with the City of Palm Desert made a motion to approve. Brian Penna with the City of Indian Wells seconded. No abstentions. The City of La Quinta was not present to vote. There was no further discussion, and Resolution No. JPA 2025-009 was approved based on the roll call at the beginning of the meeting.

d. The JPA Executive Committee was presented with Resolution No. JPA 2025-010 – Motor Vehicle Lease for approval.

i. Jan Harnik with the City of Palm Desert made a motion to approve. Dr. Frank Figueroa with the City of Coachella seconded. No abstentions. The City of La Quinta was not present to vote. There was no further discussion, and Resolution No. JPA 2025-010 was approved based on the roll call at the beginning of the meeting.

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

a. The VGPS Board of Directors was presented with the proposed 2026 Meeting Dates for approval.

i. Peggy Trott made a motion to approve. Celeste Brackley seconded. No abstentions. There was no further discussion, and the 2026 Meeting Dates were approved based on the roll call at the beginning of the meeting.

b. The VGPS Board of Directors was presented with Resolution No. BOD 2025-002 – Air Service Reserve for approval.

i. Kenny Cassady made a motion to approve. Peggy Trott seconded. No abstentions. There was no further discussion, and Resolution No. BOD 2025-002 was approved based on the roll call at the beginning of the meeting.

c. The VGPS Board of Directors was presented with Resolution No. BOD 2025-003 – Motor Vehicle Lease for approval.

i. Peggy Trott made a motion to approve. Tim Pyne seconded. No abstentions. There was no further discussion, and Resolution No. BOD 2025-003 was approved based on the roll call at the beginning of the meeting.

d. The VGPS Board of Directors was asked to approve Nusrat Mirza with JW Marriott Desert Springs Resort for the open Secretary position on the Board of Directors.

i. Tim Pyne made a motion to approve. Shannon Gilbert seconded. No abstentions. There was no further discussion, and Nusrat Mirza was approved as the new Secretary of the VGPS Board of Directors based on the roll call at the beginning of the meeting.

e. The VGPS Board of Directors was asked to approve David Putnicki with Hotel PASEO for the open VGPS Board of Directors TBID Hotel seat.

i. Celeste Brackley made a motion to approve. Patrick Klein seconded. No abstentions. There was no further discussion, and David Putnicki was approved for a Board of Directors seat based on the roll call at the beginning of the meeting.

12. CEO/President's Report

a. Scott White

i. Air Service:

1. New routes to Santa Rosa on Alaska, Austin on Delta, Chicago Midway on Southwest, Newark on United, and Charlotte on American. However, this was tempered by a projected significant decline in airline seat capacity from Canada for the upcoming November to April season.

ii. Canada Travel:

1. I will be going to Canada in November with Visit California. We continue to invest in Canada and let them know they are welcome in Greater Palm Springs. Palm Springs had "Palm Springs Loves Canada" banners along Palm Canyon Drive earlier this year, so we've encouraged the other cities to also recognize the importance of Canadian visitors, whether it's banners or another visual. Our team is going to be putting together some opportunities for businesses to put window clings and different things to really say to the Canadians that are coming back that they are very welcome here. A change in the exchange rate would also help.

iii. Amateur Sports Facility:
    1. There is a continued push for a $75 million amateur sports facility to drive tourism during the summer months. We could do a sports and entertainment district to help support or backstop the debt, to take some of the risk off of the cities.

b. Sean Smith

i. Economic Development:
    1. Our new dedicated website, liveworkgps.com, and monthly newsletter, "Thrive and Shine," have been launched to attract business relocation and expansion and to share noteworthy events, programs, activities, and items of importance to Greater Palm Springs Economic Development.
    2. We have approved our economic development media plan, which will be centered on the industries that have been initially identified as having a strong opportunity for growth in our valley. We will be targeting individuals in positions to make decisions on the location, relocation, and expansion of businesses.

c. Davis Meyer

i. Visitor & Resident Data:
    1. An ongoing visitor intercept study shows high visitor satisfaction. A new resident sentiment survey revealed that support for responsible short-term rentals (STRs) has increased to 86%, and STRs are not considered a top community issue.
ii. The team graduated another cohort of the successful Passport to Leadership program this summer, which is a six-week initiative for high school seniors to explore careers in the local hospitality and tourism industry.
iii. Champions of Hospitality is coming up on November 20th at the Palm Springs Convention Center
iv. Palm Springs Pride Parade is on November 9th – VGPS is participating.
v. VGPS Partner Holiday Party is on December 18th at our office.
vi. Congratulations to Lauren Bruggemans on making it to the final round of the RAP Foundation Nonprofit Desert Fast Pitch.

d. **Todd Burke**

i. Summer media engagement for June through August included 24 media in market, 270 published articles, and 130 media content.
ii. We hosted more than 60 trade and media representatives in New York City to highlight the new non-stop flights.
iii. Todd and Julie Kawaguchi from the Tourism Development team attended a Visit California trade and PR mission in India, where he met with more than 45 tier 1 and tier 2 media.

e. Colleen Pace

i. Welcomed Gary Forsythe, new Director of PS Tourism.
ii. IGLTA is being hosted in Palm Springs, October 21-25, with 504 people registered so far.
    1. The VGPS Partnership team is hosting a student summit before the convention, October 17-19, which includes tours, workshops, and guest speakers.
    2. The VGPS PR/Comms team and the Palm Springs Bureau of Tourism are hosting pre and post-FAMs for about 30 media, with curated experiences.
iii. The VGPS Sales team is exceeding all goals, with strong future bookings indicating a return to longer booking windows. A focus on off-peak seasons and the sports market has yielded significant new business. Our new sports sales manager, Emily Heggernes, has helped us book 3,000 new room nights this year so far, and just this week secured a three-year contract for a dance and cheer group that will bring 4,000 room nights per year.
iv. Showed summer recap video with performance highlights. The summer marketing campaigns were highly effective, achieving a 42% arrival lift (per Arrivalist, the program VGPS uses that measures advertising effectiveness), well above the industry benchmark.
v. Our fall campaign, "Escape Your Ordinary", was relaunched with refreshed assets.
vi. "Escapes", a new six-part content series supporting the unique and extraordinary experiences you can have in the destination, will launch in the fall.
vii. A new digital campagin we are workinig on with Lonely Planet will launch later this fall.
viii. We are launching our international campaigns in the UK, Ireland, Germany, Mexico, France, and Canada.
ix. Unveiled a portion of our new booth at ASAE in August. Met with 245 meeting planners and we're working on 12 leads as a result of the show.
x. The annual Event Services Celebration, where we recognized 16 outstanding event professionals within our community, took place at the end of July/beginning of August, and was very successful.
xi. A reminder to experience Spa Month before it ends. We have over 100 deals on the website for Spa Month, which ends at the end of September.

13. **Members of the JPA Executive Committee and VGPS Board of Directors provided updates on their cities and businesses.**
    a. Gary Gardner – DHS: DHS is participating in Doors Open California, which is a statewide celebration of architecture and historic buildings, at two locations (Cabot's and Rock House) for the month of September. Desert Nights on the Blvd - Art Eats & Beats will be held every Saturday night starting October 25th on Pierson.
    b. Brian Penna – IW: Following up on Toper's presentation, cvcleanair.org is an additional voice for businesses and residents on our clean air issue. Also, the Indian Wells Golf Tournament takes place10/2-10/5 at IW Golf Resort. The Grand Opening of the IW Players Course takes place on December 2nd.
    c. Jeffrey Bernstein – PS: Oak View Group officially takes over the contract for the Convention Center on Sunday. We are also moving forward with $125 million convention center modernization and connectivity. The airport plans continue, with heavy focus on customs. This week was groundbreaking for the new library and pickleball courts. Palm Springs Holidays takes place from November 15th to January 6th.
    d. Jan Harnik – PD: The Measure G sales tax measure generated 6.9 million in the first quarter. October 10th street paving will be completed. Free concerts at Civic Center Park to continue soon. Ribbon cutting for 330 new apartment homes near CSU just took place. Join us on October 3rd for the Palm Desert State of the City at JW Marriott Desert Springs.

14. **The next JPA/Board of Directors Joint Meeting date was announced, and a request for a volunteer venue to host the December meeting went out to the Board of Directors, as the location was not yet solidified.**
    a. Friday, December 12, 2025, at the TBD

15. **The joint meeting of the JPA Executive Committee and VGPS Board of Directors was adjourned at 10:04 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: _____

VGPS BOARD OF DIRECTORS

Rolf Hoehn, Chair
Indian Wells Tennis Garden

Peggy Trott, Vice Chair
Kimpton Rowan Palm Springs

Nusrat Mirza, Secretary
JW Marriott Desert Springs

Aftab Dada, Treasurer
Hilton Palm Springs Resort

Kate Anderson
Agua Caliente Band of Cahuilla Indians

Lorraine Becker
Cabot's Pueblo Museum

Sejal Bhakta
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Celeste Brackley
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Kenny Cassady
Acme House Company

Jay Chesterton
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Tim Ellis (Emeritus)
Ellis Hospitality Services

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Smarter Property Management

David Feltman
VRON of Palm Springs

Mark Girton
Goldenvoice & Empire Polo

Rob Hampton
Palm Springs Convention Center

Jerry Keller
Lulu California Bistro

Patrick Klein
The Shops on El Paseo

Kelly McLean
MJM Holdings, Inc., McLean Company and Poppy

Allen Monroe
The Living Desert

Lee Morcus (Emeritus)
Kaiser Restaurant Group

RESOLUTION NO. BOD 2025-004

A RESOLUTION OF THE BOARD OF DIRECTORS OF VISIT GREATER PALM SPRINGS ("VGPS") ADOPTING THE UPDATED LEGISLATIVE ADVOCACY PLATFORM FOR 2026

WHEREAS, Visit Greater Palm Springs ("VGPS") is a joint powers authority operating under the Joint Exercise of Powers Act (California Government Code Section 6500 et seq.), located in the County of Riverside, State of California; and

WHEREAS, VGPS is now and at all relevant times has been a duly formed and validly existing California joint powers authority and is further described in that certain amended and restated Joint Powers Agreement, dated January 20, 2016, executed by and between the VGPS Member Agencies defined therein (the "JPA Agreement"); and

WHEREAS, the VGPS Board of Directors ("Board of Directors") serves as the advisory body to the JPA Executive Committee on issues pertaining to VGPS in order to jointly encourage, promote and to do such other things as might be necessary to enhance, to the greatest extent possible, all aspects of the hospitality, convention and tourism industries in the Coachella Valley and to attract visitors to the area from a world-wide market, all to the benefit of the member organizations and their constituents; and

WHEREAS, the Board of Directors has identified key priorities, including growing the tourism economy through targeted leisure marketing, attracting new meetings, conventions, and events, and driving demand during need periods for both leisure and group segments; and

WHEREAS, the Board of Directors reviews and updates its legislative platform regularly to ensure alignment with emerging policy issues, statewide regulations, and the evolving needs of the tourism, hospitality, and short-term rental sectors; and

WHEREAS, the Board of Directors is dedicated to research that measures impact and effectiveness, educating the community and homeowners about vacation rentals, and developing best practices in these areas. Regional collaboration remains a vital focus, especially in expanding air service and supporting new transportation options; and

WHEREAS, the Board of Directors is also committed to advancing diversity, equity, and inclusion (DEI), sustainability, accessibility, cultural heritage, and workforce development; and

WHEREAS, the Board of Directors seeks to further strengthen its ability to track, analyze, and engage on legislative, budgetary, regulatory, and administrative issues at the state and federal levels that may impact VGPS programs, services, operations, and the regional tourism economy; and

WHEREAS, the Board of Directors desires to be proactive and involved in the governmental decision making processes directly affecting the above and legislative priorities impacting VGPS and adopt legislative advocacy priorities in the form of a legislative platform as identified in Exhibit "1"; and

Liz Ostoich
FARM and Tac/Quila Palm Springs

Brad Poncher
Hospitality Consulting

Greg Purdy
Palm Springs Aerial Tramway

Tim Pyne
Renaissance Esmeralda Resort & Spa

Saverio Scheri
Agua Caliente Resort Casino Spa, Rancho Mirage

Bob Schneider
Desert Consulting

Ankit Sekhri
Two Bunch Palms

Barb Smith
Eventis Destination Services

Boris Stark
Palm Desert Vacation Properties

Ebony Stinson
Indian Wells Resort

Joseph Tormey
CSU San Bernardino Palm Desert Campus

Doug Watson
Strategy | Innovation | Co.

WHEREAS, the Board of Directors now desires to adopt the updated Legislative Platform for 2026, as identified in Exhibit "1".

NOW THEREFORE, BE IT RESOLVED by the Visit Greater Palm Springs Board of Directors as follows:

Section 1. RECITALS

The above recitals are true and correct and are hereby incorporated herein by this reference.

Section 2. LEGISLATIVE ADVOCACY PLATFORM

The Visit Greater Palm Springs Board of Directors hereby adopts the legislative platform as set forth in Exhibit "1" hereto and incorporated herein by this reference.

Section 3. EFFECTIVE DATE

This Resolution shall take effect immediately upon its adoption, effective December 12, 2025. This Resolution shall remain in full force and effect until rescinded by the Visit Greater Palm Springs Board of Directors by resolution.

Section 4. SEVERABILITY

The Visit Greater Palm Springs Board of Directors declares that, should any provision, section, paragraph, sentence, or word of this Resolution be rendered or declared invalid by any final court action in a court of competent jurisdiction or by reason of any preemptive legislations, the remaining provisions, sections, paragraphs, sentences, or words of this Resolution as hereby adopted shall remain in full force and effect.

Section 5. REPEAL OF CONFLICTING PROVISIONS

All provisions of any prior resolutions that are in conflict with the provisions of this Resolution are hereby repealed.

PASSED, APPROVED AND ADOPTED at a regular meeting of the Visit Greater Palm Springs Board of Directors held on the twenty-sixth day of December 12, 2025, by the following vote:

AYES:

NAYES:

ABSENT:

ABSTAIN:

Rolf Hoehn, Chair
Board of Directors
Visit Greater Palm Springs

ATTEST:

Sarah Goslin, Clerk for the Board of Directors

APPROVED AS TO FORM:

Bruce T. Bauer, General Council

ATTACHMENT "1" TO
A RESOLUTION OF THE BOARD OF DIRECTORS OF VISIT GREATER PALM SPRINGS ADOPTING THE UPDATED LEGISLATIVE ADVOCACY PLATFORM FOR 2026

Visit Greater Palm Springs Legislative Platform

Visit Greater Palm Springs (VGPS) is the official destination marketing organization representing the Coachella Valley, which includes the nine cities of Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio, and Coachella, along with unincorporated areas of Riverside County. Established in May 1989 as a Joint Powers Authority, VGPS was created to stimulate the region's tourism economy. Today, it serves over 5,000 business partners, focusing on sales, marketing, and public relations efforts targeted at leisure travelers, as well as the meetings, conventions, and events markets.

Tourism is the cornerstone of the Greater Palm Springs economy, supporting one in four local jobs. In 2024, the area welcomed 14.5 million visitors who generated $9.1 billion in total economic impact. These visitors not only support local businesses but also contribute significantly to public services through state and local tax revenues, amounting to an estimated $897 million in 2024. This contribution translates to $5,900 in tax savings for every local household.

Recognizing that the long-term success of the region requires a more resilient and diversified economy, VGPS embraces a broader role in economic development. In 2025, the Coachella Valley Regional Economic Development Strategy (CV Strategy), was developed in alignment with the updated Riverside County Economic Development Strategic Plan (EDSP). The CV Strategy outlines a roadmap for strengthening emerging industries, expanding workforce and education pipelines, supporting small business and entrepreneurship, and enhancing the region's competitiveness as a place to live, work, and visit. VGPS is committed to supporting this regional vision by ensuring the availability of a trained workforce, advocating for affordable and workforce housing, developing new and enhanced visitor experiences, improving sustainability practices, and expanding transportation access.

Under the guidance of its Board of Directors and member jurisdictions, VGPS has identified key priorities, including growing the tourism economy through targeted leisure marketing, attracting new meetings, conventions, and events, and driving demand during need periods for both leisure and group segments. VGPS is also dedicated to research that measures impact and effectiveness, educating the community and homeowners about vacation rentals, and developing best practices in these areas. Regional collaboration remains a vital focus, especially in expanding air service and supporting new transportation options. Furthermore, VGPS is committed to advancing diversity, equity, and inclusion (DEI), sustainability, accessibility, cultural heritage, workforce development, and long-term economic diversification.

The purpose of this legislative platform is to guide VGPS in tracking and analyzing priority legislative, budgetary, regulatory, and administrative issues at the state level. It provides a framework for staff and lobbyists to navigate policy matters that could impact the operation and implementation of VGPS programs and services. This document is essential in shaping a state and regional strategy and developing a focused action plan to address the needs and priorities of VGPS and its member jurisdictions.

VGPS will engage in proactive advocacy by:

- Collaborating with state legislators and agencies to advance our legislative priorities.
- Participating in coalitions and partnerships that support shared goals in tourism, transportation, workforce development, and community development.
- Conducting outreach to local communities, businesses, and stakeholders to ensure broad support and alignment with our advocacy efforts.

LEGISLATIVE PRIORITIES

Tourism

The hospitality sector is the backbone of Greater Palm Springs' tourism-driven economy, supporting one in four local jobs. VGPS is committed to supporting hotels, short-term rentals, and other hospitality providers by advocating for a fair and reasonable regulatory environment and protecting the industry from policies, fees, or taxes that deter visitors or investment.

Support:

- Support legislation that promotes California as a premier destination for domestic and international travelers, with a focus on the unique offerings of the Coachella Valley.

- Support legislation that strengthens the existing assessment laws, including the Property and Business Improvement District Law of 1994, to protect against legal challenges.

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Oppose:

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- Oppose legislation that would restrict local governments from enacting regulations around zoning or regulating hotels and vacation rentals.

- Oppose legislation that would create statewide assessments, fees, or taxes on hotels or short-term rentals.

- Oppose legislation that would further limit or delay development of tourism-related projects in the Coachella Valley, such as attractions, venues, and hotels.

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Transportation access is crucial for sustaining and growing the local economy. VGPS prioritizes regional collaboration to expand air service, establish passenger rail service, and improve transportation options, ensuring visitors can easily access Greater Palm Springs and our workforce can easily traverse from their homes to their place of employment. Enhancing transportation infrastructure supports not only tourism but also the overall regional economy, making it a key focus for VGPS.

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- Monitor actions related to the 1934 Agreement of Compromise between Imperial Irrigation District and the Coachella Valley Water District and support Coachella Valley Energy Commission efforts to achieve a permanent service option and governance structure between Coachella Valley stakeholders and IID post-2033.

- Support legislation that streamlines environmental review and reduces project delays for large-scale infrastructure and transportation projects identified as regional economic development priorities.

Oppose:

- Oppose legislation that cuts transportation funding or that could hinder regional connectivity or reduce the quality of infrastructure supporting the tourism economy.

- Oppose program guidelines that use transit-oriented development standards, such as the Affordable Housing and Sustainable Communities program, that disproportionately favor large urban centers and do not reflect the reality of growth and development in the Coachella Valley.

Workforce Development and Education

A trained workforce is essential for the continued success of Greater Palm Springs' tourism industry. VGPS is focused on workforce development initiatives, including TEAM GPS, to ensure a skilled labor pool that meets the needs of local businesses. This priority also includes advocating for affordable housing to support the region's workforce.

Support:

- Support legislation that expands workforce training funding for targeted industry clusters identified in the Economic Development Strategy (e.g., healthcare, advanced

manufacturing, creative industries, clean energy, technology), ensuring Coachella Valley residents have access to high-skill, high-wage pathways.

- Support legislation that funds workforce development programs tailored to the hospitality and tourism industries, including vocational training and partnerships with local educational institutions.

- Advocate for tourism and hospitality-related training to be included in the qualifications for existing workforce development funding.

- Support legislation that increases workforce development funding for programs in the Coachella Valley specifically.

- Advocate to establish a full 4-year university in the Coachella Valley.

- Support policies that allow community colleges to offer bachelor's degrees if that degree in that program is not available through a nearby 4-year university.

- Support state efforts to expand childcare access, recognizing that limited childcare capacity is a barrier to workforce participation in tourism and other key sectors.

Oppose:

- Oppose legislation that reduces funding for workforce development or limits access to education and training opportunities within the Coachella Valley.

- Oppose policies that disqualify tourism or hospitality-related career training from funding or other program opportunities.

Sustainability, Accessibility, & Social Inclusion

VGPS is dedicated to promoting sustainability practices that protect Greater Palm Springs' natural environment while supporting economic growth. Ensuring accessibility for all visitors is a key priority for VGPS. This includes advocating for improvements that make the region more welcoming and navigable for individuals with disabilities. By focusing on accessibility, VGPS aims to create a more inclusive destination that meets the needs of all travelers. This priority includes efforts to reduce the tourism industry's carbon footprint, promote responsible resource use, and ensure that the region remains an attractive destination for future generations.

Support:

- Support legislation that incentivizes businesses, through cost savings, rebates, or other means, to adopt sustainability practices, including initiatives that promote water conservation, renewable energy adoption, and sustainable land use.

- Support legislation that provides funding for **extreme-heat mitigation**, including shade structures, tree planting, cooling centers, and heat-resilient infrastructure upgrades, consistent with regional climate adaptation goals.

- Support legislation that protects and expands key regional, state, and national parks and outdoor spaces that attract visitors to the Coachella Valley.

- Support legislation that recognizes cultural heritage sites and events that celebrate the diverse history and culture of the Coachella Valley.

- Support legislation that creates policies or programs supporting visitors and residents on the autism spectrum and/or provide funding or incentives for autism awareness and sensitivity training.

- Support legislation that provides grants, rebates, or other funding opportunities for diverse small business owners.

- Support policies that ensure criteria for defining disadvantaged communities and environmental justice areas accurately represent eastern Riverside County, including those that mirror AB 1550 community mapping, in order to ensure the region can compete for funding opportunities.

- Support legislation that fosters community engagement in tourism initiatives, ensuring that local voices are heard and respected in the development process.

Oppose:

- Oppose legislation that perpetuates systemic inequalities within the tourism sector.

- Oppose legislation that would diminish the cultural heritage or community character of the region.

Housing and Homelessness

Affordable housing is vital for maintaining a stable and thriving workforce in Greater Palm Springs. VGPS advocates for policies and initiatives that increase access to affordable housing for workers in the tourism industry. This priority supports the region's economic growth by ensuring that the local workforce can live and thrive in the communities they serve.

Support:

- Support California Environmental Quality Act (CEQA) reform to expedite and streamline Housing Development.

- Support legislation that incentivizes adaptive reuse, infill development, and rehabilitation of underutilized commercial properties into attainable or workforce housing.

- Support legislation and programs that provide more funding and incentives for rural and underserved communities like the Coachella Valley.

- Monitor the Affordable Housing and Sustainable Communities Program and advocate for increased flexibility and changes that ensure a greater share of funding is available to areas that don't have Transit Oriented Developments (TOD) and thereby more accurately account for unique community characteristics and growth patterns in the Coachella Valley.

- Support increased investment in, and creation of, programs that assist local governments, counties and regional collaborations to address the challenges associated with homelessness.

- Support and advocate for increased funding for vouchers to increase access to safe and affordable housing in the Coachella Valley and Riverside County, and eliminate barriers to effectively serve the homeless population.

- Support legislative efforts that would allow local jurisdictions to implement, if they choose, programs and ordinances that require unsheltered individuals to accept housing solutions and treatment solutions.

Oppose:

- Oppose legislative changes that create or strengthen a nexus between the availability of transportation funding and local jurisdictions' ability to meet their requirements under the Regional Housing Needs Assessment (RHNA) numbers.

- Oppose legislative and regulatory actions that utilize CalEnviroScreen and high-housing density criteria, which favor large urban centers to determine allocation of state grant funds and would decrease funding competitiveness for areas such as the Coachella Valley.

- Oppose program guidelines that use transit-oriented development standards, such as the Affordable Housing and Sustainable Communities program, that disproportionately favor large urban centers and do not reflect the reality of growth and development in the Coachella Valley, therefore decreasing funding opportunities for the Coachella Valley.

Salton Sea

The Salton Sea, a critical ecological and economic asset in the Coachella Valley, is facing significant environmental challenges that threaten public health, wildlife habitats, and regional sustainability. Significant economic opportunity also exists in the region, including the potential for lithium extraction, biofuels, thermal energy production, and agricultural innovation. The restoration of the Salton Sea is essential not only for preserving the natural environment but also for supporting tourism and economic development in the region. VGPS is committed to advocating for policies and funding that will advance comprehensive restoration efforts and mitigate the adverse impacts on local communities.

Support:

- Advocate for state and federal funding for the restoration and revitalization of the Salton Sea, including the implementation of the Phase One: 10-Year Plan.

- Support legislation that provides funding for the restoration and revitalization of the Salton Sea to limit regional impacts to air quality, wildlife habitat, and health of communities, including the Phase One: 10 Year Plan.

- Monitor the Southeast California Economic Region and support efforts to enhance the competitiveness for federal, state, and local funding, as well as Lithium Valley and clean energy development investment opportunities in the Eastern Riverside County and Imperial County communities.

- Support legislative efforts that promote environmentally sensitive development in the Salton Sea region, such as geothermal energy projects and lithium extraction, which can provide economic benefits while addressing environmental concerns.

- Back policies that protect public health by reducing air quality impacts from exposed playa and ensuring that restoration efforts prioritize the well-being of local communities.

Oppose:

- Oppose any legislative or regulatory actions that delay or reduce funding for the Salton Sea restoration or that undermine comprehensive restoration plans.

ECONOMIC DIVERSIFICATION & INDUSTRY DEVELOPMENT

A resilient regional economy requires strategic investment beyond the traditional tourism sector. In 2025, the Coachella Valley Regional Economic Development Strategy (CV Strategy) was developed in conjunction with the Riverside County Economic Development Strategic Plan (EDSP), to identify emerging industries and long-term opportunities that will strengthen the region's economic base. Consistent with these strategies, VGPS is committed to supporting policies and programs that attract new businesses, foster innovation, enhance entrepreneurship, and expand high-quality job opportunities for residents. By advancing legislative efforts that encourage industry diversification, improve the business climate, and support the development of key economic assets, VGPS aims to help ensure a prosperous, year-round economy that benefits both visitors and the local community.

Support:

- Support legislation that provides incentives for business attraction and expansion in **emerging and priority industries** identified in the Coachella Valley Economic Development Strategic Plan regional strategy, including film & media, sports & events, healthcare, clean energy, technology, and advanced manufacturing.

- Support legislation that funds the creation or expansion of **innovation districts, entrepreneurship hubs, and business incubators** within the Coachella Valley.

- Support reforms that streamline permitting, reduce regulatory barriers, and modernize state processes that slow development of key economic assets.

Oppose:

- Oppose legislation that increases regulatory burdens on small and mid-sized businesses in ways that hinder economic diversification or discourage entrepreneurship in the Coachella Valley.

FUNDING PRIORITIES

Funding for Programs Managed Directly by VGPS

Workforce Development Training VGPS plays a key role in developing the local hospitality workforce, a sector employing over 51,000 residents. To enhance skill levels, VGPS partners with the College of the Desert to offer industry-relevant certificate programs. VGPS seeks state and federal grants to expand these training programs, enabling greater career growth and earning potential for residents. This includes pursuing funding from the California Employment Training Panel (ETP) and Workforce Innovation and Opportunity Act (WIOA) funds, as well as private foundations focused on workforce development. A list of specific programs VGPS is seeking funding for is included under **TEAM GPS Workforce Development Initiatives**.

Autism Certification Grants VGPS has partnered with the International Board of Credentialing and Continuing Education Standards (IBCCES), a global leader in professional autism and neurodiversity training and certification, to become a Certified Autism Destination. The designation requires local tourism-facing businesses like hotels, restaurants, attractions, events, and retail become Certified Autism Centers. VGPS aims to secure grants to support businesses in earning their Certified Autism Center designations. VGPS seeks funding from sources such as the California Health and Human Services Agency, philanthropic grants focused on accessibility and inclusion, and corporate social responsibility (CSR) programs that prioritize neurodiverse communities. These funds will help cover training costs for local businesses, promoting an inclusive tourism economy.

Funding Advocacy

VGPS has identified certain projects and programs as key to the success and future economic development of the region and advocates in support of the partner agencies or local governments responsible for them:

Amateur Sports Facility VGPS will advocate for state grants, such as those from the California Department of Parks and Recreation, to develop a regional amateur sports complex. The facility would attract sports tournaments, boosting tourism and improving the local quality of life. Additionally, VGPS will pursue funding through public-private partnerships and from organizations focused on youth sports and community development.

Four-Year University Campus in the Coachella Valley To advance educational opportunities, VGPS supports the development of a full four-year university campus. Potential funding sources include the California State University system, state educational bonds, and legislative appropriations. VGPS will work with the local educational community to secure these investments.

Passenger Rail Service – Coachella Valley Rail Project VGPS strongly supports the Coachella Valley Rail Project and will support the Riverside County Transportation Commission (RCTC) and Coachella Valley Association of Governments (CVAG) in their efforts to complete the project. This includes advocating for federal funds from programs like the Federal Railroad Administration's Consolidated Rail Infrastructure and Safety Improvements (CRISI) program, as well as state funding from the California Transportation Commission (CTC) to complete this project.

Infrastructure Improvements VGPS will further support efforts by CVAG and RCTC to secure funding from the California Department of Transportation (Caltrans), including SB1 Road Maintenance and Rehabilitation Program (RMRP) funds, to enhance regional roadways and transportation networks. VGPS will also advocate for funds from the U.S. Department of Transportation's Rebuilding American Infrastructure with Sustainability and Equity (RAISE) program.

Shade and Extreme Heat Projects VGPS advocates for use of Climate Bond funding supporting projects in the Coachella Valley that increase shade trees and manufactured shade, and other projects aimed at mitigating the effects of extreme heat. In addition to improving the quality of life for residents, these measures will boost the local economy by creating a more year-round visitor destination.

Palm Springs International Airport Expansion To support the growth of Palm Springs International Airport (PSP), VGPS advocates for state and federal grants to enhance its infrastructure, including customs facilities and increased passenger capacity. Potential funding

sources include the Federal Aviation Administration's Airport Improvement Program (AIP) and state transportation infrastructure bonds.

Jacqueline Cochran Regional Airport Expansion VGPS will work with Riverside County to advocate for funding for expanding Jacqueline Cochran Regional Airport. This could involve advocating for federal infrastructure grants and state allocations to support regional aviation capacity.

Salton Sea Restoration and Development VGPS supports the restoration and economic development of the Salton Sea and will advocate for state and federal grants focused on geothermal energy, lithium extraction, habitat restoration, dust suppression, and water quality improvements. This includes potential funding from the Climate Bond, California Natural Resources Agency, and federal environmental grants. VGPS also supports the establishment of long-term funding mechanisms to ensure sustained investment in the Salton Sea's ecological health.

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

Waymond Fermon, Chair
City of Indio

Linda Evans, Vice Chair
City of La Quinta

Nancy Ross
City of Cathedral City

Dr. Frank Figueroa
City of Coachella

Gary Gardner
City of Desert Hot Springs

Brian Penna
City of Indian Wells

Jan Harnik
City of Palm Desert

Jeffrey Bernstein
City of Palm Springs

Ted Weill
City of Rancho Mirage

V. Manuel Perez
County of Riverside

RESOLUTION NO. JPA 2025-011

A RESOLUTION OF THE JOINT POWERS AUTHORITY ("JPA") EXECUTIVE COMMITTEE OF VISIT GREATER PALM SPRINGS ("VGPS") ADOPTING THE UPDATED LEGISLATIVE ADVOCACY PLATFORM FOR 2026

WHEREAS, Visit Greater Palm Springs ("VGPS") is a joint powers authority ("JPA") operating under the Joint Exercise of Powers Act (California Government Code Section 6500 et seq.), located in the County of Riverside, State of California; and

WHEREAS, Visit Greater Palm Springs members ("VGPS Members") include the cities of Cathedral City, Coachella, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs, Rancho Mirage, and the County of Riverside; and

WHEREAS, the JPA Executive Committee recognizes that the growth of the tourism industry requires more than traditional sales and marketing, VGPS is also committed to diversifying the regional economy. This includes ensuring the availability of a trained workforce, providing affordable housing for that workforce, developing new and enhanced visitor experiences, improving sustainability practices, and enhancing transportation access.

WHEREAS, the JPA Executive Committee, under the guidance of its Board of Directors and member jurisdictions, has identified key priorities, including growing the tourism economy through targeted leisure marketing, attracting new meetings, conventions, and events, and driving demand during need periods for both leisure and group segments.

WHEREAS, the JPA Executive Committee reviews and updates its legislative platform regularly to ensure alignment with emerging policy issues, statewide regulations, and the evolving needs of the tourism, hospitality, and short-term rental sectors; and

WHEREAS, the JPA Executive Committee is also dedicated to research that measures impact and effectiveness, educating the community and homeowners about vacation rentals, and developing best practices in these areas. Regional collaboration remains a vital focus, especially in expanding air service and supporting new transportation options.

WHEREAS, the JPA Executive Committee is also committed to advancing diversity, equity, and inclusion (DEI), sustainability, accessibility, cultural heritage, and workforce development.

WHEREAS, the JPA Executive Committee also wishes to further strengthen its work in tracking and analyzing priority legislative, budgetary, regulatory, and administrative issues at the state level in order to provide a framework for staff and lobbyists to navigate policy matters that could impact the operation and implementation of VGPS's programs and services.

WHEREAS, the JPA Executive Committee desires to be proactive and involved in the governmental decision-making processes directly affecting the above and legislative priorities impacting VGPS and adopt legislative advocacy priorities in the form of a legislative platform as identified in Exhibit "1."

WHEREAS, the JPA Executive Committee has decided to adopt this updated legislative platform for 2026 as identified in Exhibit "1."

NOW, THEREFORE, BE IT RESOLVED by the JPA Executive Committee, the governing body of Visit Greater Palm Springs, as follows:

Section 1. RECITALS

That the above recitals are true and correct and are hereby incorporated herein by this reference.

Section 2. LEGISLATIVE ADVOCACY PLATFORM

The JPA Executive Committee hereby adopts the legislative platform as set forth in Exhibit 1 hereto and incorporated herein by this reference.

Section 3. SEVERABILITY

That the Executive Committee declares that, should any provision, section, paragraph, sentence or word of this Resolution or the Amended and Restated Plan be rendered or declared invalid by any final court action in a court of competent jurisdiction or by reason of any preemptive legislations, the remaining provisions, sections, paragraphs, sentences or words of this Resolution and Amended and Restated Plan as hereby adopted shall remain in full force and effect.

Section 4. REPEAL OF CONFLICTING PROVISIONS

That all provisions of any prior resolutions that are in conflict with the provisions of this Resolution are hereby repealed.

Section 5. EFFECTIVE DATE

That this Resolution shall take effect immediately upon its adoption. Effective December 12, 2025.

Section 6. CERTIFICATION

That the Clerk of the Executive Committee shall certify the roll call vote adopting this Resolution.

PASSED, APPROVED AND ADOPTED at a regular meeting of the JPA Executive Committee of Visit Greater Palm Springs held on December 12, 2025, by the following vote:

AYES:

NAYES:

ABSENT:

ABSTAIN:

_____

Waymond Fermon, Chair
Executive Committee
Visit Greater Palm Springs

ATTEST:

_____

Sarah Goslin, Clerk for the Executive Committee

APPROVED AS TO FORM:

_____

Bruce T. Bauer, General Counsel

ATTACHMENT "1" TO
A RESOLUTION OF THE JOINT POWERS AUTHORITY ("JPA") EXECUTIVE COMMITTEE OF VISIT GREATER PALM SPRINGS ADOPTING THE UPDATED LEGISLATIVE ADVOCACY PLATFORM FOR 2026

Visit Greater Palm Springs Legislative Platform

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- Support legislation or efforts that accelerate the timeline for the Coachella Valley Rail Project.

- Support policies, programs, and funding for electric vehicle charging infrastructure.

- Support programs that leverage technology to improve mobility, increase goods movement efficiency, reduce emissions, and help to mitigate environmental impacts.

- Support legislation that expands the I-10 corridor west of the Coachella Valley to reduce traffic on business weekends or during events, including the addition of toll lanes.

- Support funding and implementation of the Coachella Valley's middle mile broadband project and the programs to assist with last-mile connections that bridge the digital divide in the Coachella Valley.

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- Support regional efforts to increase passenger rail service between Los Angeles and the Coachella Valley, including funding opportunities and actions by the Facilitate Equitable Deals task force to improve coordination and collaboration with Union Pacific Railroad (FED-UP).

- Identify programs and support legislation that provide funding for clean energy, energy efficiency, decarbonization, and green building programs.

- Monitor actions related to the 1934 Agreement of Compromise between Imperial Irrigation District and the Coachella Valley Water District and support Coachella Valley Energy Commission efforts to achieve a permanent service option and governance structure between Coachella Valley stakeholders and IID post-2033.

- Support legislation that streamlines environmental review and reduces project delays for large-scale infrastructure and transportation projects identified as regional economic development priorities.

Oppose:

- Oppose legislation that cuts transportation funding or that could hinder regional connectivity or reduce the quality of infrastructure supporting the tourism economy.

- Oppose program guidelines that use transit-oriented development standards, such as the Affordable Housing and Sustainable Communities program, that disproportionately favor large urban centers and do not reflect the reality of growth and development in the Coachella Valley.

Workforce Development and Education

A trained workforce is essential for the continued success of Greater Palm Springs' tourism industry. VGPS is focused on workforce development initiatives, including TEAM GPS, to ensure a skilled labor pool that meets the needs of local businesses. This priority also includes advocating for affordable housing to support the region's workforce.

Support:

- Support legislation that expands workforce training funding for targeted industry clusters identified in the Economic Development Strategy (e.g., healthcare, advanced manufacturing, creative industries, clean energy, technology), ensuring Coachella Valley residents have access to high-skill, high-wage pathways.

- Support legislation that funds workforce development programs tailored to the hospitality and tourism industries, including vocational training and partnerships with local educational institutions.

- Advocate for tourism and hospitality-related training to be included in the qualifications for existing workforce development funding.

- Support legislation that increases workforce development funding for programs in the Coachella Valley specifically.

- Advocate to establish a full 4-year university in the Coachella Valley.

- Support policies that allow community colleges to offer bachelor's degrees if that degree in that program is not available through a nearby 4-year university.

- Support state efforts to expand childcare access, recognizing that limited childcare capacity is a barrier to workforce participation in tourism and other key sectors.

Oppose:

- Oppose legislation that reduces funding for workforce development or limits access to education and training opportunities within the Coachella Valley.

- Oppose policies that disqualify tourism or hospitality-related career training from funding or other program opportunities.

Sustainability, Accessibility, & Social Inclusion

VGPS is dedicated to promoting sustainability practices that protect Greater Palm Springs' natural environment while supporting economic growth. Ensuring accessibility for all visitors is a key priority for VGPS. This includes advocating for improvements that make the region more welcoming and navigable for individuals with disabilities. By focusing on accessibility, VGPS aims to create a more inclusive destination that meets the needs of all travelers. This priority includes efforts to reduce the tourism industry's carbon footprint, promote responsible resource use, and ensure that the region remains an attractive destination for future generations.

Support:

- Support legislation that incentivizes businesses, through cost savings, rebates, or other means, to adopt sustainability practices, including initiatives that promote water conservation, renewable energy adoption, and sustainable land use.

- Support legislation that provides funding for **extreme-heat mitigation**, including shade structures, tree planting, cooling centers, and heat-resilient infrastructure upgrades, consistent with regional climate adaptation goals.

- Support legislation that protects and expands key regional, state, and national parks and outdoor spaces that attract visitors to the Coachella Valley.

- Support legislation that recognizes cultural heritage sites and events that celebrate the diverse history and culture of the Coachella Valley.

- Support legislation that creates policies or programs supporting visitors and residents on the autism spectrum and/or provide funding or incentives for autism awareness and sensitivity training.

- Support legislation that provides grants, rebates, or other funding opportunities for diverse small business owners.

- Support policies that ensure criteria for defining disadvantaged communities and environmental justice areas accurately represent eastern Riverside County, including those that mirror AB 1550 community mapping, in order to ensure the region can compete for funding opportunities.

- Support legislation that fosters community engagement in tourism initiatives, ensuring that local voices are heard and respected in the development process.

Oppose:

- Oppose legislation that perpetuates systemic inequalities within the tourism sector.

- Oppose legislation that would diminish the cultural heritage or community character of the region.

Housing and Homelessness

Affordable housing is vital for maintaining a stable and thriving workforce in Greater Palm Springs. VGPS advocates for policies and initiatives that increase access to affordable housing for workers in the tourism industry. This priority supports the region's economic growth by ensuring that the local workforce can live and thrive in the communities they serve.

Support:

- Support California Environmental Quality Act (CEQA) reform to expedite and streamline Housing Development.

- Support legislation that incentivizes adaptive reuse, infill development, and rehabilitation of underutilized commercial properties into attainable or workforce housing.

- Support legislation and programs that provide more funding and incentives for rural and underserved communities like the Coachella Valley.

- Monitor the Affordable Housing and Sustainable Communities Program and advocate for increased flexibility and changes that ensure a greater share of funding is available to areas that don't have Transit Oriented Developments (TOD) and thereby more accurately account for unique community characteristics and growth patterns in the Coachella Valley.

- Support increased investment in, and creation of, programs that assist local governments, counties and regional collaborations to address the challenges associated with homelessness.

- Support and advocate for increased funding for vouchers to increase access to safe and affordable housing in the Coachella Valley and Riverside County, and eliminate barriers to effectively serve the homeless population.

- Support legislative efforts that would allow local jurisdictions to implement, if they choose, programs and ordinances that require unsheltered individuals to accept housing solutions and treatment solutions.

Oppose:

- Oppose legislative changes that create or strengthen a nexus between the availability of transportation funding and local jurisdictions' ability to meet their requirements under the Regional Housing Needs Assessment (RHNA) numbers.

- Oppose legislative and regulatory actions that utilize CalEnviroScreen and high-housing density criteria, which favor large urban centers to determine allocation of state grant funds and would decrease funding competitiveness for areas such as the Coachella Valley.

- Oppose program guidelines that use transit-oriented development standards, such as

the Affordable Housing and Sustainable Communities program, that disproportionately favor large urban centers and do not reflect the reality of growth and development in the Coachella Valley, therefore decreasing funding opportunities for the Coachella Valley.

Salton Sea

The Salton Sea, a critical ecological and economic asset in the Coachella Valley, is facing significant environmental challenges that threaten public health, wildlife habitats, and regional sustainability. Significant economic opportunity also exists in the region, including the potential for lithium extraction, biofuels, thermal energy production, and agricultural innovation. The restoration of the Salton Sea is essential not only for preserving the natural environment but also for supporting tourism and economic development in the region. VGPS is committed to advocating for policies and funding that will advance comprehensive restoration efforts and mitigate the adverse impacts on local communities.

Support:

- Advocate for state and federal funding for the restoration and revitalization of the Salton Sea, including the implementation of the Phase One: 10-Year Plan.

- Support legislation that provides funding for the restoration and revitalization of the Salton Sea to limit regional impacts to air quality, wildlife habitat, and health of communities, including the Phase One: 10 Year Plan.

- Monitor the Southeast California Economic Region and support efforts to enhance the competitiveness for federal, state, and local funding, as well as Lithium Valley and clean energy development investment opportunities in the Eastern Riverside County and Imperial County communities.

- Support legislative efforts that promote environmentally sensitive development in the Salton Sea region, such as geothermal energy projects and lithium extraction, which can provide economic benefits while addressing environmental concerns.

- Back policies that protect public health by reducing air quality impacts from exposed playa and ensuring that restoration efforts prioritize the well-being of local communities.

Oppose:

- Oppose any legislative or regulatory actions that delay or reduce funding for the Salton Sea restoration or that undermine comprehensive restoration plans.

ECONOMIC DIVERSIFICATION & INDUSTRY DEVELOPMENT

A resilient regional economy requires strategic investment beyond the traditional tourism sector. In 2025, the Coachella Valley Regional Economic Development Strategy (CV Strategy) was developed in conjunction with the Riverside County Economic Development Strategic Plan (EDSP), to identify emerging industries and long-term opportunities that will strengthen the region's economic base. Consistent with these strategies, VGPS is committed to supporting policies and programs that attract new businesses, foster innovation, enhance entrepreneurship, and expand high-quality job opportunities for residents. By advancing legislative efforts that encourage industry diversification, improve the business climate, and support the development of key economic assets, VGPS aims to help ensure a prosperous, year-round economy that benefits both visitors and the local community.

Support:

- Support legislation that provides incentives for business attraction and expansion in **emerging and priority industries** identified in the Coachella Valley Economic Development Strategic Plan regional strategy, including film & media, sports & events, healthcare, clean energy, technology, and advanced manufacturing.

- Support legislation that funds the creation or expansion of **innovation districts, entrepreneurship hubs, and business incubators** within the Coachella Valley.

- Support reforms that streamline permitting, reduce regulatory barriers, and modernize state processes that slow development of key economic assets.

Oppose:

- Oppose legislation that increases regulatory burdens on small and mid-sized businesses in ways that hinder economic diversification or discourage entrepreneurship in the Coachella Valley.

FUNDING PRIORITIES

Funding for Programs Managed Directly by VGPS

Workforce Development Training VGPS plays a key role in developing the local hospitality workforce, a sector employing over 51,000 residents. To enhance skill levels, VGPS partners with the College of the Desert to offer industry-relevant certificate programs. VGPS seeks state and federal grants to expand these training programs, enabling greater career growth and earning potential for residents. This includes pursuing funding from the California Employment Training Panel (ETP) and Workforce Innovation and Opportunity Act (WIOA) funds, as well as private foundations focused on workforce development. A list of specific programs VGPS is seeking funding for is included under **TEAM GPS Workforce Development Initiatives**.

Autism Certification Grants VGPS has partnered with the International Board of Credentialing and Continuing Education Standards (IBCCES), a global leader in professional autism and neurodiversity training and certification, to become a Certified Autism Destination. The designation requires local tourism-facing businesses like hotels, restaurants, attractions, events, and retail become Certified Autism Centers. VGPS aims to secure grants to support businesses in earning their Certified Autism Center designations. VGPS seeks funding from sources such as the California Health and Human Services Agency, philanthropic grants focused on accessibility and inclusion, and corporate social responsibility (CSR) programs that prioritize neurodiverse communities. These funds will help cover training costs for local businesses, promoting an inclusive tourism economy.

Funding Advocacy

VGPS has identified certain projects and programs as key to the success and future economic development of the region and advocates in support of the partner agencies or local governments responsible for them:

Amateur Sports Facility VGPS will advocate for state grants, such as those from the California Department of Parks and Recreation, to develop a regional amateur sports complex. The facility would attract sports tournaments, boosting tourism and improving the local quality of life. Additionally, VGPS will pursue funding through public-private partnerships and from organizations focused on youth sports and community development.

Four-Year University Campus in the Coachella Valley To advance educational opportunities, VGPS supports the development of a full four-year university campus. Potential funding sources

include the California State University system, state educational bonds, and legislative appropriations. VGPS will work with the local educational community to secure these investments.

Passenger Rail Service – Coachella Valley Rail Project VGPS strongly supports the Coachella Valley Rail Project and will support the Riverside County Transportation Commission (RCTC) and Coachella Valley Association of Governments (CVAG) in their efforts to complete the project. This includes advocating for federal funds from programs like the Federal Railroad Administration's Consolidated Rail Infrastructure and Safety Improvements (CRISI) program, as well as state funding from the California Transportation Commission (CTC) to complete this project.

Infrastructure Improvements VGPS will further support efforts by CVAG and RCTC to secure funding from the California Department of Transportation (Caltrans), including SB1 Road Maintenance and Rehabilitation Program (RMRP) funds, to enhance regional roadways and transportation networks. VGPS will also advocate for funds from the U.S. Department of Transportation's Rebuilding American Infrastructure with Sustainability and Equity (RAISE) program.

Shade and Extreme Heat Projects VGPS advocates for use of Climate Bond funding supporting projects in the Coachella Valley that increase shade trees and manufactured shade, and other projects aimed at mitigating the effects of extreme heat. In addition to improving the quality of life for residents, these measures will boost the local economy by creating a more year-round visitor destination.

Palm Springs International Airport Expansion To support the growth of Palm Springs International Airport (PSP), VGPS advocates for state and federal grants to enhance its infrastructure, including customs facilities and increased passenger capacity. Potential funding sources include the Federal Aviation Administration's Airport Improvement Program (AIP) and state transportation infrastructure bonds.

Jacqueline Cochran Regional Airport Expansion VGPS will work with Riverside County to advocate for funding for expanding Jacqueline Cochran Regional Airport. This could involve advocating for federal infrastructure grants and state allocations to support regional aviation capacity.

Salton Sea Restoration and Development VGPS supports the restoration and economic development of the Salton Sea and will advocate for state and federal grants focused on geothermal energy, lithium extraction, habitat restoration, dust suppression, and water quality improvements. This includes potential funding from the Climate Bond, California Natural Resources Agency, and federal environmental grants. VGPS also supports the establishment of long-term funding mechanisms to ensure sustained investment in the Salton Sea's ecological health.

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Visit Greater Palm Springs Legislative Platform

Visit Greater Palm Springs (VGPS) is the official destination marketing organization representing the Coachella Valley, which includes the nine cities of Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio, and Coachella, along with unincorporated areas of Riverside County. Established in May 1989 as a Joint Powers Authority, VGPS was created to stimulate the region's tourism economy. Today, it serves over 5,000 business partners, focusing on sales, marketing, and public relations efforts targeted at leisure travelers, as well as the meetings, conventions, and events markets.

Tourism is the cornerstone of the Greater Palm Springs economy, supporting one in four local jobs. In 2024, the area welcomed 14.5 million visitors who generated $9.1 billion in total economic impact. These visitors not only support local businesses but also contribute significantly to public services through state and local tax revenues, amounting to an estimated $897 million in 2024. This contribution translates to $5,900 in tax savings for every local household.

Recognizing that the long-term success of the region requires a more resilient and diversified economy, VGPS embraces a broader role in economic development. In 2025, the Coachella Valley Regional Economic Development Strategy (CV Strategy), was developed in alignment with the updated Riverside County Economic Development Strategic Plan (EDSP). The CV Strategy outlines a roadmap for strengthening emerging industries, expanding workforce and education pipelines, supporting small business and entrepreneurship, and enhancing the region's competitiveness as a place to live, work, and visit. VGPS is committed to supporting this regional vision by ensuring the availability of a trained workforce, advocating for affordable and workforce housing, developing new and enhanced visitor experiences, improving sustainability practices, and expanding transportation access.

Under the guidance of its Board of Directors and member jurisdictions, VGPS has identified key priorities, including growing the tourism economy through targeted leisure marketing, attracting new meetings, conventions, and events, and driving demand during need periods for both leisure and group segments. VGPS is also dedicated to research that measures impact and effectiveness, educating the community and homeowners about vacation rentals, and developing best practices in these areas. Regional collaboration remains a vital focus, especially in expanding air service and supporting new transportation options. Furthermore, VGPS is committed to advancing diversity, equity, and inclusion (DEI), sustainability, accessibility, cultural heritage, workforce development, and long-term economic diversification.

The purpose of this legislative platform is to guide VGPS in tracking and analyzing priority legislative, budgetary, regulatory, and administrative issues at the state level. It provides a framework for staff and lobbyists to navigate policy matters that could impact the operation and implementation of VGPS programs and services. This document is essential in shaping a state and regional strategy and developing a focused action plan to address the needs and priorities of VGPS and its member jurisdictions.

VGPS will engage in proactive advocacy by:

- Collaborating with state legislators and agencies to advance our legislative priorities.
- Participating in coalitions and partnerships that support shared goals in tourism, transportation, workforce development, and community development.
- Conducting outreach to local communities, businesses, and stakeholders to ensure broad support and alignment with our advocacy efforts.

LEGISLATIVE PRIORITIES

Tourism

The hospitality sector is the backbone of Greater Palm Springs' tourism-driven economy, supporting one in four local jobs. VGPS is committed to supporting hotels, short-term rentals, and other hospitality providers by advocating for a fair and reasonable regulatory environment and protecting the industry from policies, fees, or taxes that deter visitors or investment.

Support:

- Support legislation that promotes California as a premier destination for domestic and international travelers, with a focus on the unique offerings of the Coachella Valley.

- Support legislation that strengthens the existing assessment laws, including the Property and Business Improvement District Law of 1994, to protect against legal challenges.

- Support legislation that compels the collection of tourism business improvement district assessments by short-term rental platforms.

- Support legislation that gives cities and counties authority to create entertainment districts, expand hours for alcohol sales, maintain outdoor dining decks, or make other modifications to existing laws that support tourism.

- Support legislation that strengthens California's creative economy, arts, culture, design, film, and performance, recognizing these sectors as essential to the Coachella Valley's tourism competitiveness and year-round visitor economy.

- Support legislation or state programs that provide grants or incentives for development of new tourism-generating facilities such as sports facilities, cultural venues, entertainment districts, and outdoor recreation assets identified as regional priorities.

- Support continued reform of the Private Attorneys General Act (PAGA) to discourage frivolous litigation against hospitality, tourism, and small business operators, while preserving worker protections and compliance incentives.

- Support legislation that urges clarity and reasonable liability thresholds under the California Invasion of Privacy Act (CIPA) so that legitimate business practices, such as online marketing, booking platforms, and guest services, are not subject to excessive or abusive litigation.

- Support legislation that encourages legislation reducing "shakedown" or nuisance lawsuits that often target small and seasonal hospitality- and tourism-related businesses, helping ensure that tourism operators are able to focus on providing services rather than costly legal defense.

Oppose:

- Oppose legislation that would impose undue regulations or taxes on tourism-related businesses that could negatively impact the Coachella Valley's tourism economy.

- Oppose legislation that overburdens hotel or short-term rental operators or puts them at a competitive disadvantage compared to other regions or states.

- Oppose legislation that would restrict local governments from enacting regulations around zoning or regulating hotels and vacation rentals.

- Oppose legislation that would create statewide assessments, fees, or taxes on hotels or short-term rentals.

- Oppose legislation that would further limit or delay development of tourism-related projects in the Coachella Valley, such as attractions, venues, and hotels.

Transportation and Infrastructure

Transportation access is crucial for sustaining and growing the local economy. VGPS prioritizes regional collaboration to expand air service, establish passenger rail service, and improve transportation options, ensuring visitors can easily access Greater Palm Springs and our workforce can easily traverse from their homes to their place of employment. Enhancing transportation infrastructure supports not only tourism but also the overall regional economy, making it a key focus for VGPS.

Infrastructure development is critical for sustaining the growth of the tourism industry in Greater Palm Springs. VGPS advocates for investments in infrastructure that enhance the visitor experience, support new and existing businesses, and improve the overall quality of life for residents. This includes everything from transportation networks to public amenities.

Support:

- Support legislation that improves transportation infrastructure, including roads, airports, and public transit systems, to better connect the Coachella Valley with surrounding regions.

- Support efforts to expand air service, rail service, and transportation options for visitors and residents to the Coachella Valley.

- Support legislation or efforts that accelerate the timeline for the Coachella Valley Rail Project.

- Support policies, programs, and funding for electric vehicle charging infrastructure.

- Support programs that leverage technology to improve mobility, increase goods movement efficiency, reduce emissions, and help to mitigate environmental impacts.

- Support legislation that expands the I-10 corridor west of the Coachella Valley to reduce traffic on business weekends or during events, including the addition of toll lanes.

- Support funding and implementation of the Coachella Valley's middle mile broadband project and the programs to assist with last-mile connections that bridge the digital divide in the Coachella Valley.

- Support efforts by the California Department of Transportation, Riverside County Transportation Commission, San Diego Association of Governments, and the San Bernardino Association of Governments to implement congestion projects identified in the Inland Empire 8 Multimodal Corridor Plan that increase mobility to and from the CVAG region, including increased funding for bypass roads, bridges, and transportation improvements in the pass area.

- Support efforts that streamline project delivery, build local capacity, such as additional technical assistance, and provide increased flexibility to innovate and strategically invest funds to meet local needs.

- Support regional efforts to increase passenger rail service between Los Angeles and the Coachella Valley, including funding opportunities and actions by the Facilitate Equitable Deals task force to improve coordination and collaboration with Union Pacific Railroad (FED-UP).

- Identify programs and support legislation that provide funding for clean energy, energy efficiency, decarbonization, and green building programs.

- Monitor actions related to the 1934 Agreement of Compromise between Imperial Irrigation District and the Coachella Valley Water District and support Coachella Valley Energy Commission efforts to achieve a permanent service option and governance structure between Coachella Valley stakeholders and IID post-2033.

- Support legislation that streamlines environmental review and reduces project delays for large-scale infrastructure and transportation projects identified as regional economic development priorities.

Oppose:

- Oppose legislation that cuts transportation funding or that could hinder regional connectivity or reduce the quality of infrastructure supporting the tourism economy.

- Oppose program guidelines that use transit-oriented development standards, such as the Affordable Housing and Sustainable Communities program, that disproportionately favor large urban centers and do not reflect the reality of growth and development in the Coachella Valley.

Workforce Development and Education

A trained workforce is essential for the continued success of Greater Palm Springs' tourism industry. VGPS is focused on workforce development initiatives, including TEAM GPS, to ensure a skilled labor pool that meets the needs of local businesses. This priority also includes advocating for affordable housing to support the region's workforce.

Support:

- Support legislation that expands workforce training funding for targeted industry clusters identified in the Economic Development Strategy (e.g., healthcare, advanced manufacturing, creative industries, clean energy, technology), ensuring Coachella Valley residents have access to high-skill, high-wage pathways.

- Support legislation that funds workforce development programs tailored to the hospitality and tourism industries, including vocational training and partnerships with local educational

institutions.

- Advocate for tourism and hospitality-related training to be included in the qualifications for existing workforce development funding.

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- Advocate to establish a full 4-year university in the Coachella Valley.

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Support:

- Support legislation that incentivizes businesses, through cost savings, rebates, or other means, to adopt sustainability practices, including initiatives that promote water conservation, renewable energy adoption, and sustainable land use.

- Support legislation that provides funding for **extreme-heat mitigation**, including shade structures, tree planting, cooling centers, and heat-resilient infrastructure upgrades, consistent with regional climate adaptation goals.

- ~~Support legislation that incentivizes or provides funding or rebates for cities, counties, or businesses to plant trees or build shade structures.~~

- Support legislation that protects and expands key regional, state, and national parks and outdoor spaces that attract visitors to the Coachella Valley.

- Support legislation that recognizes cultural heritage sites and events that celebrate the diverse history and culture of the Coachella Valley.

- Support legislation that creates policies or programs supporting visitors and residents on the autism spectrum and/or provide funding or incentives for autism awareness and sensitivity training.

- Support legislation that provides grants, rebates, or other funding opportunities for diverse small business owners.

- Support policies that ensure criteria for defining disadvantaged communities and environmental justice areas accurately represent eastern Riverside County, including those that mirror AB 1550 community mapping, in order to ensure the region can compete for funding opportunities.

- Support legislation that fosters community engagement in tourism initiatives, ensuring that local voices are heard and respected in the development process.

Oppose:

- Oppose legislation that perpetuates systemic inequalities within the tourism sector.

- Oppose legislation that would diminish the cultural heritage or community character of the region.

Housing and Homelessness

Affordable housing is vital for maintaining a stable and thriving workforce in Greater Palm Springs. VGPS advocates for policies and initiatives that increase access to affordable housing for workers in the tourism industry. This priority supports the region's economic growth by ensuring that the local workforce can live and thrive in the communities they serve.

Support:

- Support California Environmental Quality Act (CEQA) reform to expedite and streamline Housing Development.

- Support legislation that incentivizes adaptive reuse, infill development, and rehabilitation of underutilized commercial properties into attainable or workforce housing.

- Support legislation and programs that provide more funding and incentives for rural and underserved communities like the Coachella Valley.

- Monitor the Affordable Housing and Sustainable Communities Program and advocate for increased flexibility and changes that ensure a greater share of funding is available to areas that don't have Transit Oriented Developments (TOD) and thereby more accurately account for unique community characteristics and growth patterns in the Coachella Valley.

- Support increased investment in, and creation of, programs that assist local governments, counties and regional collaborations to address the challenges associated with homelessness.

- Support and advocate for increased funding for vouchers to increase access to safe and affordable housing in the Coachella Valley and Riverside County, and eliminate barriers to effectively serve the homeless population.

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Oppose:

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Salton Sea

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Support:

- Advocate for state and federal funding for the restoration and revitalization of the Salton Sea, including the implementation of the Phase One: 10-Year Plan.

- Support legislation that provides funding for the restoration and revitalization of the Salton Sea to limit regional impacts to air quality, wildlife habitat, and health of communities, including the Phase One: 10 Year Plan.

- Monitor the Southeast California Economic Region and support efforts to enhance the competitiveness for federal, state, and local funding, as well as Lithium Valley and clean energy development investment opportunities in the Eastern Riverside County and Imperial County communities.

- Support legislative efforts that promote environmentally sensitive development in the Salton Sea region, such as geothermal energy projects and lithium extraction, which can provide economic benefits while addressing environmental concerns.

- Back policies that protect public health by reducing air quality impacts from exposed playa and ensuring that restoration efforts prioritize the well-being of local communities.

Oppose:

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ECONOMIC DIVERSIFICATION & INDUSTRY DEVELOPMENT

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Support:

- Support legislation that provides incentives for business attraction and expansion in **emerging and priority industries** identified in the Coachella Valley Economic Development Strategic Plan regional strategy, including film & media, sports & events, healthcare, clean energy, technology, and advanced manufacturing.

- Support legislation that funds the creation or expansion of **innovation districts, entrepreneurship hubs, and business incubators** within the Coachella Valley.

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FUNDING PRIORITIES

Funding for Programs Managed Directly by VGPS

Workforce Development Training VGPS plays a key role in developing the local hospitality workforce, a sector employing over 51,000 residents. To enhance skill levels, VGPS partners with the College of the Desert to offer industry-relevant certificate programs. VGPS seeks state and federal grants to expand these training programs, enabling greater career growth and earning potential for residents. This includes pursuing funding from the California Employment Training Panel (ETP) and Workforce Innovation and Opportunity Act (WIOA) funds, as well as private foundations focused on workforce development. A list of specific programs VGPS is seeking funding for is included under **TEAM GPS Workforce Development Initiatives**.

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Four-Year University Campus in the Coachella Valley To advance educational opportunities, VGPS supports the development of a full four-year university campus. Potential funding sources include the California State University system, state educational bonds, and legislative appropriations. VGPS will work with the local educational community to secure these investments.

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visit greater palm springs
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 September 1, 2025 through September 30, 2025 from Pacific Premier Bank.

Signed by:
Scott White 11/24/2025
B8493221A077453...
Scott White, President/CEO
Visit Greater Palm Springs

Signed by:
Brian Kelty 11/24/2025
E712A3168F2D4A2...
Brian Kelty, Vice President, Finance and Administration
Visit Greater Palm Springs

DocuSigned by:
Rolf Hoehn 11/24/2025
EBC50008F79F47C...
Rolf Hoehn
Chair, Board of Directors

Docusign Envelope ID: DC8B74C5-DEF8-4469-8AC6-19C4BE0EBD13

Company **Visit Greater Palm Springs**
Report **Check register**
Created **11/24/2025**
Bank **Pacific Premier Bank Account no: 8000212688**

Date	Vendor	Document no.	Amount	Type
9/2/2025	V00799--Divvy Account	ACH09/02/25Div	144,974.74	EFT
9/4/2025	V01345--Ameritas Life Insurance Corp.	64246	6,543.12	Check
9/4/2025	V00044--AT&T Mobility	64247	888.39	Check
9/4/2025	V01448--Aura Booth	64248	833.33	Check
9/4/2025	V00057--BASIC PVR	64249	7,355.74	Check
9/4/2025	V00078--Burrtec Waste & Recycling Svcs	64250	254.34	Check
9/4/2025	V00094--CDW Government	64251	1,079.00	Check
9/4/2025	V00111--City of Indio	64252	1,200.00	Check
9/4/2025	V00880--Coachella Valley Music Productions & Entertainment	64253	200.00	Check
9/4/2025	V01471--David Robinson	64254	125.00	Check
9/4/2025	V00146--Desert Adventures Red Jeep Tour & Events	64255	2,560.00	Check
9/4/2025	V00678--Desert Promotional & Embroidery, LLC	64256	1,008.38	Check
9/4/2025	V01192--Elbi Clean LLC	64257	3,780.00	Check
9/4/2025	V00194--FIND Food Bank	64258	240.00	Check
9/4/2025	V00195--Fired Up Culture	64259	6,654.00	Check
9/4/2025	V01286--Good Vibes Sound Bath	64260	500.00	Check
9/4/2025	V01445--Granicus LLC	64261	146,671.88	Check
9/4/2025	V00259--Image360	64262	986.19	Check
9/4/2025	V00257--International Inbound Travel Association	64263	995.00	Check
9/4/2025	V00274--JNS Media Specialist	64265	1,004.44	Check
9/4/2025	V00274--JNS Media Specialist	64264	93,373.54	Check
9/4/2025	V01502--La Quinta Chevrolet & La Quinta Cadillac	64266	20,000.00	Check
9/4/2025	V01249--Mission Hills Country Club, Inc.	64267	1,850.00	Check
9/4/2025	V00377--ODP Business Solutions, LLC	64268	321.33	Check
9/4/2025	V00412--Petty Cash	64269	163.25	Check
9/4/2025	V01032--Professional Convention Management Association - Capital Chapt	64270	1,000.00	Check
9/4/2025	V01504--Quality Inn & Suites Indio	64271	4,676.19	Check
9/4/2025	V00499--Southern California Black Chamber of Commerce	64272	1,500.00	Check

Docusign Envelope ID: DC8B74C5-DEF8-4469-8AC6-19C4BE0EBD13

Company **Visit Greater Palm Springs**
Report **Check register**
Created **11/24/2025**
Bank **Pacific Premier Bank Account no: 8000212688**

Date	Vendor	Document no.	Amount	Type
9/4/2025	V00500--Southern California Edison	64273	4,366.47	Check
9/4/2025	V00503--Sparkloft Media	64274	35,195.00	Check
9/4/2025	V01108--The Tadros LLC dba The Packhouse at Aziz Farms	64275	1,200.00	Check
9/4/2025	V01247--Unchained Group, LLC	64276	6,200.00	Check
9/4/2025	V00604--United Way of the Desert	64277	62.00	Check
9/4/2025	V00607--UPS Supply Chain Solutions, Inc.	64278	3,117.98	Check
9/4/2025	V00622--Vision Service Plan (CA) #	64279	1,076.91	Check
9/4/2025	V00642--Xpress Graphics	64280	412.50	Check
9/4/2025	V01042--Zash Snacks LLC	64281	125.00	Check
9/5/2025	V00861--Finn Partners Limited ##	41565	4,198.08	EFT
9/8/2025	V00089--CalPERS Fiscal Services Division #	ACH9/8/25CalPER	121,724.01	EFT
9/9/2025	V01089--J. Wallin Opinion Research #	Wire09/09/25	18,982.50	EFT
9/10/2025	V01133--Malibu Colony PCH Property, LLC	Voided - 64065	-7,000.00	Check
9/11/2025	V01508--ATA Industries	64282	7,977.46	Check
9/11/2025	V01496--Botanical Societv of America Inc	64283	7,675.00	Check
9/11/2025	V00073--Brandini	64284	1,925.00	Check
9/11/2025	V01447--C & G Concrete Construction	64285	1,980.00	Check
9/11/2025	V00830--Desert Arc Shredding & Recycling	64286	45.00	Check
9/11/2025	V00678--Desert Promotional & Embroidery, LLC	64287	25.67	Check
9/11/2025	V00157--Destination Analysts	64288	23,600.00	Check
9/11/2025	V00692--Eric Scott Caplan	64289	101.50	Check
9/11/2025	V01503--Escape The Festival LLC	64290	4,088.00	Check
9/11/2025	V00195--Fired Up Culture	64291	6,654.00	Check
9/11/2025	V01020--Giselle Woo	64292	850.00	Check
9/11/2025	V01445--Granicus LLC	64293	26,028.75	Check
9/11/2025	V00259--Image360	64294	97.75	Check
9/11/2025	V01505--International Fraternity of Delta Sigma Pi	64295	3,288.00	Check
9/11/2025	V00274--JNS Media Specialist	64297	272,548.93	Check

Docusign Envelope ID: DC8B74C5-DEF8-4469-8AC6-19C4BE0EBD13

Company **Visit Greater Palm Springs**
Report **Check register**
Created **11/24/2025**
Bank **Pacific Premier Bank Account no: 8000212688**

Date	Vendor	Document no.	Amount	Type
9/11/2025	V00274--JNS Media Specialist	64296	14,187.67	Check
9/11/2025	V00723--Joshua Agle	64298	2,000.00	Check
9/11/2025	V01206--Las Vegas Expo Inc. dba LVE	64299	6,509.72	Check
9/11/2025	V01133--Malibu Colony PCH Property, LLC	64300	7,000.00	Check
9/11/2025	V01295--MGM Resort International	64301	29,654.36	Check
9/11/2025	V00377--ODP Business Solutions, LLC	64302	39.63	Check
9/11/2025	V01506--OneCause, Inc	64303	2,795.00	Check
9/11/2025	V00405--Parker Palm Springs	64304	6,225.63	Check
9/11/2025	V01258--Professionals in Human Resources Association	64305	200.00	Check
9/11/2025	V01507--Resort Carpet & Tile Care LLC	64306	2,710.00	Check
9/11/2025	V00480--Shields Date Garden	64307	240.00	Check
9/11/2025	V00770--Slovak Baron Empey Murphy & Pinkney LLP #	ACH9/11/25Slova	2,866.00	EFT
9/11/2025	V00810--Superbloom Group LLC	64308	2,625.00	Check
9/11/2025	V00574--TPX Communications	64309	5,163.34	Check
9/11/2025	V00597--Uline	64310	141.75	Check
9/11/2025	V00607--UPS Supply Chain Solutions, Inc.	64312	53.78	Check
9/11/2025	V00607--UPS Supply Chain Solutions, Inc.	64311	322.50	Check
9/11/2025	V00800--Vacation Rental Compliance	64313	5,000.00	Check
9/11/2025	V00612--Valley Office Equipment	64314	488.67	Check
9/11/2025	V01381--Visit Huntington Beach	64315	667.85	Check
9/11/2025	V00640--Windmill City Screen Printing	64316	1,080.19	Check
9/11/2025	V00642--Xpress Graphics	64317	764.55	Check
9/12/2025	V01361--Benefit Plans Administrative Services, LLC #	ACH9/12/25BPA	1,150.00	EFT
9/12/2025	V01350--Empower#	707492925144	12,689.99	EFT
9/12/2025	V01350--Empower#	707492925143	19,996.04	EFT
9/18/2025	V00056--BASIC Benefits #	64318	291.66	Check
9/18/2025	V00655--Best Best & Krieger	64319	2,327.50	Check
9/18/2025	V00115--City of Rancho Mirage	64320	44,493.66	Check

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Company **Visit Greater Palm Springs**
Report **Check register**
Created **11/24/2025**
Bank **Pacific Premier Bank Account no: 8000212688**

Date	Vendor	Document no.	Amount	Type
9/18/2025	V00122--Coachella Valley Water District	64321	214.94	Check
9/18/2025	V00159--Destination PSP	64322	39.88	Check
9/18/2025	V00944--Destinations International	64323	18,435.00	Check
9/18/2025	V00690--Epic Entertainment, LLC	64324	3,850.00	Check
9/18/2025	V00692--Eric Scott Caplan	64325	18.75	Check
9/18/2025	V01298--International Council of Shopping Centers, Inc.	64326	5,000.00	Check
9/18/2025	V01048--Lulu California Bistro	64327	985.18	Check
9/18/2025	V01133--Malibu Colony PCH Property, LLC	64328	20,000.00	Check
9/18/2025	V01312--Nespresso USA Inc.	64329	289.32	Check
9/18/2025	V00375--OAG Aviation Worldwide LLC	64330	3,062.19	Check
9/18/2025	V00377--ODP Business Solutions, LLC	64331	159.48	Check
9/18/2025	V01096--Palm Springs Convention Center Managed by AEG	64332	1,500.00	Check
9/18/2025	V01177--Pre-Paid Legal Services Inc dba Legal Shield #	64333	406.00	Check
9/18/2025	V01157--Starfish Branding Inc.	64334	20,000.00	Check
9/18/2025	V00810--Superbloom Group LLC	64335	574.99	Check
9/18/2025	V01462--The Foundation of Palm Springs Unified School District	64336	2,500.00	Check
9/18/2025	V00854--The Lincoln National Life Insurance Company #	64338	5,096.45	Check
9/18/2025	V00854--The Lincoln National Life Insurance Company #	64337	4,648.73	Check
9/18/2025	V00607--UPS Supply Chain Solutions, Inc.	64339	2,777.99	Check
9/18/2025	V00642--Xpress Graphics	64340	318.06	Check
9/22/2025	V00770--Slovak Baron Empey Murphy & Pinkney LLP #	ACH9/22/25Slova	2,966.68	EFT
9/22/2025	V00859--So Cal Arena Company, LLC #	ACH9/22/25	150,000.00	EFT
9/23/2025	V01515--Drag & Fly Tours Inc	64341	690.00	Check
9/23/2025	V00843--Tina Turntables	64342	375.00	Check
9/24/2025	V00861--Finn Partners Limited ##	42556	15,563.81	EFT
9/24/2025	V01089--J. Wallin Opinion Research #	ACH09/24/25	18,982.50	EFT
9/25/2025	V01345--Ameritas Life Insurance Corp.	64343	6,728.56	Check
9/25/2025	V00819--Baker Tilly US, LLP	64344	540.00	Check

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Company **Visit Greater Palm Springs**
Report **Check register**
Created **11/24/2025**
Bank **Pacific Premier Bank Account no: 8000212688**

Date	Vendor	Document no.	Amount	Type
9/25/2025	V01361--Benefit Plans Administrative Services, LLC #	ACH9/25/25BPA	1,150.00	EFT
9/25/2025	V01289--Chmura Economics & Analytics, LLC	64345	7,390.25	Check
9/25/2025	V01132--Coachella Valley Garden Service, Inc.	64346	1,450.00	Check
9/25/2025	V00122--Coachella Valley Water District	64347	40.65	Check
9/25/2025	V01080--CV Strategies	64369	27,721.84	Check
9/25/2025	V00845--David Dixon	64348	300.00	Check
9/25/2025	V00144--De Lage Landen Financial Services, Inc.	64349	268.30	Check
9/25/2025	V00146--Desert Adventures Red Jeep Tour & Events	64350	1,300.00	Check
9/25/2025	V00678--Desert Promotional & Embroidery, LLC	64351	34.41	Check
9/25/2025	V00159--Destination PSP	64352	1,149.22	Check
9/25/2025	V01350--Empower#	1338529283	16,037.54	EFT
9/25/2025	V01350--Empower#	1338529445	8,858.12	EFT
9/25/2025	V00221--Go West Summit	64353	3,495.00	Check
9/25/2025	V00703--Hilton Palm Springs	64354	3,000.00	Check
9/25/2025	V01519--Hotel Zoso	64355	1,500.00	Check
9/25/2025	V00259--Image360	64356	97.76	Check
9/25/2025	V00274--JNS Media Specialist	64357	1,150.00	Check
9/25/2025	V01514--Joshua Tree National Park Association	64358	1,441.56	Check
9/25/2025	V00309--Lin Lines Inc.	64359	3,802.65	Check
9/25/2025	V00351--MMGY Global, LLC NJF	64360	1,500.00	Check
9/25/2025	V00377--ODP Business Solutions, LLC	64361	25.46	Check
9/25/2025	V01045--Rent Responsibly Inc	64362	15,000.00	Check
9/25/2025	V01455--The Multiple of the American Industrial Real Estate Association	64363	575.00	Check
9/25/2025	V01511--TravelClassics.com Inc. #	64364	8,000.00	Check
9/25/2025	V00607--UPS Supply Chain Solutions, Inc.	64365	665.09	Check
9/25/2025	V00642--Xpress Graphics	64366	222.08	Check
9/25/2025	V01042--Zash Snacks LLC	64367	375.00	Check
9/26/2025	V01448--Aura Booth	64368	5,450.00	Check

Docusign Envelope ID: DC8B74C5-DEF8-4469-8AC6-19C4BE0EBD13

Company **Visit Greater Palm Springs**
Report **Check register**
Created **11/24/2025**
Bank **Pacific Premier Bank Account no: 8000212688**

Date	Vendor	Document no.	Amount	Type
9/30/2025	V01159--Visit USA Committee Germany e.V. #	42906	550.00	EFT
9/30/2025	V00628--Visit USA Committee/ France #	42907	1,505.00	EFT
		Total for Operating	**1,568,746.30**	

Docusign Envelope ID: 576ABD35-9981-40B2-8F4F-F28601CD3DB0

visit greater palm springs
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 October 1, 2025 through October 31, 2025 from Pacific Premier Bank.

Signed by:
Scott White 12/2/2025
B8493221A077453...
Scott White, President/CEO
Visit Greater Palm Springs

Signed by:
Brian Kelty 12/3/2025
E712A3168F2D4A2...
Brian Kelty, Vice President, Finance and Administration
Visit Greater Palm Springs

DocuSigned by:
Rolf Hoehn 12/3/2025
EBC66068F73F47C...
Rolf Hoehn
Chair, Board of Directors

Docusign Envelope ID: 576ABD35-9981-40B2-8F4F-F28601CD3DB0

Company **Visit Greater Palm Springs**
Report **Check register**
Created **12/1/2025**
Bank **Pacific Premier Bank Account no: 8000212688**

Date	Vendor	Document no.	Amount	Type
10/1/2025	V01520--Aishatu Shaibu-Lenoir ##	43011	1,450.00	EFT
10/1/2025	V00799--Divvy Account	ACH10/01/25 Div	167,779.04	EFT
10/2/2025	V01517--Out There Publishing LTD ##	43042	1,425.00	EFT
10/2/2025	V00044--AT&T Mobility	64370	888.39	Check
10/2/2025	V01512--Richard Meyers	64371	750.00	Check
10/2/2025	V00057--BASIC PVR	64372	7,355.74	Check
10/2/2025	V00073--Brandini	64373	734.40	Check
10/2/2025	V01367--Brian M. Penna	64374	100.00	Check
10/2/2025	V00124--Colonial Life Premium Processing #	64375	6,547.94	Check
10/2/2025	V00830--Desert Arc Shredding & Recycling	64376	45.00	Check
10/2/2025	V00678--Desert Promotional & Embroidery, LLC	64377	22.94	Check
10/2/2025	V00159--Destination PSP	64378	149.67	Check
10/2/2025	V01192--Elbi Clean LLC	64379	3,780.00	Check
10/2/2025	V00692--Eric Scott Caplan	64380	313.50	Check
10/2/2025	V00194--FIND Food Bank	64381	240.00	Check
10/2/2025	V00195--Fired Up Culture	64382	6,654.00	Check
10/2/2025	V01244--Frank Cervera Figueroa	64383	100.00	Check
10/2/2025	V00696--Gary R. Gardner	64384	100.00	Check
10/2/2025	V00713--Jan C Harnik	64385	100.00	Check
10/2/2025	V00832--Jeffrey Adam Bernstein	64386	100.00	Check
10/2/2025	V00274--JNS Media Specialist	64387	3,773.35	Check
10/2/2025	V00309--Lin Lines Inc.	64388	223.70	Check
10/2/2025	V00736--Linda Evans Bender	64389	100.00	Check
10/2/2025	V01306--Memoria Films Inc.	64390	8,500.00	Check
10/2/2025	V01249--Mission Hills Country Club, Inc.	64391	2,010.00	Check
10/2/2025	V00349--MJMeetings, LLC	64392	2,500.00	Check
10/2/2025	V01368--Nancy Lee Ross	64393	100.00	Check
10/2/2025	V00801--Peter Millar, LLC	64394	420.70	Check

Docusign Envelope ID: 576ABD35-9981-40B2-8F4F-F28601CD3DB0

Company **Visit Greater Palm Springs**
Report **Check register**
Created **12/1/2025**
Bank **Pacific Premier Bank Account no: 8000212688**

Date	Vendor	Document no.	Amount	Type
10/2/2025	V00480--Shields Date Garden	64395	224.85	Check
10/2/2025	V01518--SITE Northeast	64396	2,500.00	Check
10/2/2025	V01516--Timothy T. State	64397	1,450.00	Check
10/2/2025	V00587--Truly Nolen	64398	102.00	Check
10/2/2025	V00597--Uline	64399	180.30	Check
10/2/2025	V00604--United Way of the Desert	64400	62.00	Check
10/2/2025	V00607--UPS Supply Chain Solutions, Inc.	64401	1,938.99	Check
10/2/2025	V00800--Vacation Rental Compliance	64402	5,000.00	Check
10/2/2025	V00622--Vision Service Plan (CA) #	64403	1,152.81	Check
10/2/2025	V00786--Waymond Fermon	64404	100.00	Check
10/2/2025	V00642--Xpress Graphics	64405	385.66	Check
10/2/2025	V00161--Destinations International Foundation	64406	25,000.00	Check
10/2/2025	V00274--JNS Media Specialist	64407	34,058.83	Check
10/2/2025	V01109--Total Sports Consulting, LLC	64408	130,000.00	Check
10/3/2025	V00791--Gate 7 #	43229	750.00	EFT
10/7/2025	V00089--CalPERS Fiscal Services Division #	ACH10/7/25CalPE	129,573.31	EFT
10/7/2025	V01511--TravelClassics.com Inc. #	Voided - 64364	-8,000.00	Check
10/9/2025	V01350--Empower#	7.08893E+11	15,301.90	EFT
10/9/2025	V01350--Empower#	7.08893E+11	8,908.00	EFT
10/9/2025	V01361--Benefit Plans Administrative Services, LLC #	ACH10/9/25BPA	1,150.00	EFT
10/10/2025	V00073--Brandini	64409	432.00	Check
10/10/2025	V00078--Burrtec Waste & Recycling Svcs	64410	254.34	Check
10/10/2025	V00093--Cardiff Limousine & Transportation	64446	9,530.80	Check
10/10/2025	V00094--CDW Government	64447	222.20	Check
10/10/2025	V00108--City of Coachella	64448	2,500.00	Check
10/10/2025	V01527--Covet Boutique Inc	64449	2,225.00	Check
10/10/2025	V00144--De Lage Landen Financial Services, Inc.	64450	91.58	Check
10/10/2025	V00159--Destination PSP	64451	1,053.17	Check

Docusign Envelope ID: 576ABD35-9981-40B2-8F4F-F28601CD3DB0

Company **Visit Greater Palm Springs**
Report **Check register**
Created **12/1/2025**
Bank **Pacific Premier Bank Account no: 8000212688**

Date	Vendor	Document no.	Amount	Type
10/10/2025	V00944--Destinations International	64452	952.00	Check
10/10/2025	V00692--Eric Scott Caplan	64453	210.75	Check
10/10/2025	V00223--Golfpac Travel	64454	7,500.00	Check
10/10/2025	V01445--Granicus LLC	64455	53,809.77	Check
10/10/2025	V00259--Image360	64456	776.48	Check
10/10/2025	V00961--International Gay & Lesbian Travel Association, Inc.	64457	50,000.00	Check
10/10/2025	V01522--Janine Valdez	64458	469.00	Check
10/10/2025	V00274--JNS Media Specialist	64459	504,276.79	Check
10/10/2025	V00283--JW Marriott Desert Springs Resort & Spa	64460	6,905.65	Check
10/10/2025	V00309--Lin Lines Inc.	64461	752.74	Check
10/10/2025	V00314--Living Desert	64462	1,737.70	Check
10/10/2025	V01048--Lulu California Bistro	64463	5,121.61	Check
10/10/2025	V00351--MMGY Global, LLC NJF	64464	23,625.00	Check
10/10/2025	V00377--ODP Business Solutions, LLC	64465	163.81	Check
10/10/2025	V01122--Perfect Touch Events Inc.	64466	5,847.00	Check
10/10/2025	V00412--Petty Cash	64467	436.80	Check
10/10/2025	V01226--Pitney Bowes Global Financial Services LLC	64468	461.06	Check
10/10/2025	V00500--Southern California Edison	64469	3,751.05	Check
10/10/2025	V01366--The Baldwin Group Wealth Advisors, LLC	64470	7,081.56	Check
10/10/2025	V00537--The Body Deli	64471	948.00	Check
10/10/2025	V01348--Thompson Palm Springs	64472	1,112.98	Check
10/10/2025	V00574--TPX Communications	64473	5,200.15	Check
10/10/2025	V00597--Uline	64474	175.01	Check
10/10/2025	V01247--Unchained Group, LLC	64475	3,100.00	Check
10/10/2025	V00607--UPS Supply Chain Solutions, Inc.	64476	1,606.73	Check
10/10/2025	V00612--Valley Office Equipment	64477	634.46	Check
10/10/2025	V00640--Windmill City Screen Printing	64478	2,526.61	Check
10/10/2025	V00642--Xpress Graphics	64479	1,322.57	Check

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Company **Visit Greater Palm Springs**
Report **Check register**
Created **12/1/2025**
Bank **Pacific Premier Bank Account no: 8000212688**

Date	Vendor	Document no.	Amount	Type
10/10/2025	V01042--Zash Snacks LLC	64480	76.50	Check
10/13/2025	V00861--Finn Partners Limited ##	43774	4,542.80	EFT
10/13/2025	V00791--Gate 7 #	43777	19,147.50	EFT
10/13/2025	V00890--OMMAC Ltd. #	43779	26,000.00	EFT
10/13/2025	V00017--Ailevon, LLC #	ACH10/13/25	14,135.50	EFT
10/13/2025	V01511--TravelClassics.com Inc. #	ACH10/13/25TC	8,000.00	EFT
10/13/2025	V00623--Visit California #	ACH10/13/25VC	2,500.00	EFT
10/14/2025	V00770--Slovak Baron Empey Murphy & Pinkney LLP #	ACH10/14/25Slov	8,751.43	EFT
10/15/2025	V01528--Complete Sports Diversity Council #	ACH10/15/25CS	3,995.00	EFT
10/15/2025	V01284--Satisfi Labs, Inc. #	ACH10/15/25Sat	25,000.00	EFT
10/15/2025	V00770--Slovak Baron Empey Murphy & Pinkney LLP #	ACH10/15/25Slov	40.00	EFT
10/16/2025	V00861--Finn Partners Limited ##	43956	15,416.00	EFT
10/16/2025	V00049--AVIAREPS Marketing Garden Holdings Ltd #	43957	3,750.00	EFT
10/16/2025	V01525--The Ocean Bottle Ltd #	43961	2,424.00	EFT
10/16/2025	V01153--Bonotel, LLC dba Bonotel Exclusive Travel	64481	20,000.00	Check
10/16/2025	V01082--Brand USA	64482	7,500.00	Check
10/16/2025	V00073--Brandini	64483	561.60	Check
10/16/2025	V00093--Cardiff Limousine & Transportation	64484	196.10	Check
10/16/2025	V00866--CoStar Realty Information, Inc.	64485	31,877.76	Check
10/16/2025	V01085--CrowdRiff Inc.	64486	35,000.00	Check
10/16/2025	V00845--David Dixon	64487	300.00	Check
10/16/2025	V00159--Destination PSP	64488	43.70	Check
10/16/2025	V00692--Eric Scott Caplan	64489	1,097.25	Check
10/16/2025	V01445--Granicus LLC	64490	47,400.63	Check
10/16/2025	V00699--Greg Archer	64491	300.00	Check
10/16/2025	V00244--Hotelbeds	64492	35,000.00	Check
10/16/2025	V01523--ISNING, LLC	64493	2,300.00	Check
10/16/2025	V00274--JNS Media Specialist	64494	23,038.39	Check

Docusign Envelope ID: 576ABD35-9981-40B2-8F4F-F28601CD3DB0

Company **Visit Greater Palm Springs**
Report **Check register**
Created **12/1/2025**
Bank **Pacific Premier Bank Account no: 8000212688**

Date	Vendor	Document no.	Amount	Type
10/16/2025	V01444--Lisa Marie Hart	64495	400.00	Check
10/16/2025	V00406--Part Time Genius	64496	26,140.00	Check
10/16/2025	V01157--Starfish Branding Inc.	64497	20,000.00	Check
10/16/2025	V00544--The Hartford	64498	2,838.00	Check
10/16/2025	V00569--Threshold 360, Inc.	64499	14,000.00	Check
10/16/2025	V00607--UPS Supply Chain Solutions, Inc.	64500	2,067.67	Check
10/16/2025	V00640--Windmill City Screen Printing	64501	1,088.28	Check
10/16/2025	V00788--Xochitl Pena	64502	300.00	Check
10/16/2025	V00642--Xpress Graphics	64503	690.59	Check
10/17/2025	V00791--Gate 7 #	44092	5,658.07	EFT
10/17/2025	V00352--mN' Organisation #	44093	15,924.25	EFT
10/17/2025	V00623--Visit California #	ACH 10/17/25VC	7,500.00	EFT
10/17/2025	V00854--The Lincoln National Life Insurance Company #	ACH10/17/25Linc	5,397.36	EFT
10/17/2025	V01230--PS OpCo LLC	Wire10/17/25	8,730.88	EFT
10/23/2025	V00090--Associations West	64504	3,547.95	Check
10/23/2025	V01425--Autumn Martino	64505	156.25	Check
10/23/2025	V01019--Brian Wanzek	64506	300.00	Check
10/23/2025	V01535--Bunzl Distribution USA Inc.	64507	550.00	Check
10/23/2025	V01447--C & G Concrete Construction	64508	1,330.00	Check
10/23/2025	V00933--California Special District Association	64509	2,381.00	Check
10/23/2025	V00122--Coachella Valley Water District	64510	248.79	Check
10/23/2025	V01325--County of Riverside Office of Economic Development	64511	10,000.00	Check
10/23/2025	V00141--CVB REPS	64512	2,360.00	Check
10/23/2025	V00845--David Dixon	64513	300.00	Check
10/23/2025	V00144--De Lage Landen Financial Services, Inc.	64514	272.46	Check
10/23/2025	V00159--Destination PSP	64515	655.52	Check
10/23/2025	V01515--Drag & Fly Tours Inc	64516	1,800.00	Check
10/23/2025	V01530--France Publications, Inc.	64517	2,850.00	Check

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Company **Visit Greater Palm Springs**
Report **Check register**
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Date	Vendor	Document no.	Amount	Type
10/23/2025	V00247--Hyatt Palm Springs	64518	677.35	Check
10/23/2025	V01533--iDesign	64519	2,117.50	Check
10/23/2025	V01532--International Festivals & Events Association	64520	5,270.00	Check
10/23/2025	V01523--ISNING, LLC	64521	500.00	Check
10/23/2025	V00274--JNS Media Specialist	64522	16,421.35	Check
10/23/2025	V01531--Kimberly Sanchez	64523	475.00	Check
10/23/2025	V00365--National Tour Association	64524	2,362.50	Check
10/23/2025	V00377--ODP Business Solutions, LLC	64525	486.73	Check
10/23/2025	V01524--Osano, Inc., A Public Benefit Corporation	64526	6,500.00	Check
10/23/2025	V01346--Pitney Bowes Bank Inc Purchase Power	64527	747.58	Check
10/23/2025	V00480--Shields Date Garden	64528	224.85	Check
10/23/2025	V01529--The LGBTQ Community Center of the Desert	64529	2,250.00	Check
10/23/2025	V01156--Thick As Thieves Inc.	64530	447.93	Check
10/23/2025	V00578--Travel Unity, Inc.	64531	10,414.23	Check
10/23/2025	V00587--Truly Nolen	64532	102.00	Check
10/23/2025	V00597--Uline	64533	258.52	Check
10/23/2025	V00607--UPS Supply Chain Solutions, Inc.	64534	466.49	Check
10/23/2025	V00642--Xpress Graphics	64535	159.61	Check
10/27/2025	V00890--OMMAC Ltd. #	44674	4,833.89	EFT
10/27/2025	V01350--Empower#	7.0773E+11	15,613.08	EFT
10/27/2025	V01350--Empower#	7.0773E+11	9,062.17	EFT
10/27/2025	V01361--Benefit Plans Administrative Services, LLC #	ACH10/27/25BPA	1,150.00	EFT
10/27/2025	V00835--Medical Air Services Association (MASA) #	ACH10/27/25MASA	313.00	EFT
10/30/2025	V00867--Brown & Bigelow, Inc	64536	1,077.79	Check
10/30/2025	V01527--Covet Boutique Inc	64537	2,136.00	Check
10/30/2025	V01111--Desert Autism Foundation	64538	2,500.00	Check
10/30/2025	V01510--Diane Przepiorski	64539	98.16	Check
10/30/2025	V01515--Drag & Fly Tours Inc	64540	2,320.50	Check

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Company **Visit Greater Palm Springs**
Report **Check register**
Created **12/1/2025**
Bank **Pacific Premier Bank Account no: 8000212688**

Date	Vendor	Document no.	Amount	Type
10/30/2025	V01126--Ellen Friedberg Pirosh dba Quality Massage Therapy and Skin Ca	64541	900.00	Check
10/30/2025	V00179--Enterprise	64542	1,391.72	Check
10/30/2025	V00193--Financial & Insurance Conference Professionals	64543	1,810.00	Check
10/30/2025	V01445--Granicus LLC	64544	320,500.00	Check
10/30/2025	V01537--Holden	64545	1,163.40	Check
10/30/2025	V01124--Kathryn Eger Strong	64546	1,000.00	Check
10/30/2025	V01048--Lulu California Bistro	64547	448.54	Check
10/30/2025	V00351--MMGY Global, LLC NJF	64548	2,100.00	Check
10/30/2025	V00398--Palm Springs International Film Society or PSIFS	64549	117,500.00	Check
10/30/2025	V01540--Palm Springs Plaza Theatre Foundation	64550	21,000.00	Check
10/30/2025	V00913--PJ's Desert Trophies & Gifts	64551	2,807.59	Check
10/30/2025	V00843--Tina Turntables	64552	1,000.00	Check
10/31/2025	V00124--Colonial Life Premium Processing #	ACH10/31/25Col	6,539.32	EFT
10/31/2025	V00492--SITE(Society for Incentive Travel Excellence)#	ACH10/31/25SITE	440.00	EFT
	Total for Operating		**2,316,384.42**	

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visit greater palm springs
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 November 1, 2025 through November 30, 2025 from Pacific Premier Bank.

Signed by:
Scott White
B8493221A077453...
12/4/2025

Scott White, President/CEO
Visit Greater Palm Springs

Signed by:
Brian Kelty
E712A3168F2D4A2...
12/4/2025

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

DocuSigned by:
Rolf Hoehn
EBC56068F73F47C...
12/4/2025

Rolf Hoehn
Chair, Board of Directors

Docusign Envelope ID: 51073DE6-C773-4530-A036-279B61123456

Company **Visit Greater Palm Springs**

Report **Check register**

Created **12/3/2025**

Bank **Pacific Premier Bank Account no: 8000212688**

Date	Vendor	Document no.	Amount	Type
11/3/2025	V01437--Rove Marketing Inc. #	45070	49,356.00	EFT
11/3/2025	V00622--Vision Service Plan (CA) #	ACH11/3/25 VSP	1,105.41	EFT
11/3/2025	V00799--Divvy Account	ACH11/03/25 Div	215,311.57	EFT
11/4/2025	V00918--BMI Publishing Ltd #	45383	4,090.00	EFT
11/4/2025	V00056--BASIC Benefits #	ACH11/4/25Basic	248.50	EFT
11/4/2025	V01548--General Motors Financial Company, Inc.	ACH11/4/25GM	2,125.21	EFT
11/4/2025	V01512--Richard Meyers	Voided - 64371	-750.00	EFT
11/6/2025	V01345--Ameritas Life Insurance Corp.	64553	6,586.16	Check
11/6/2025	V00640--Windmill City Screen Printing	64554	4,762.54	Check
11/6/2025	V00057--BASIC PVR	64555	7,355.74	Check
11/6/2025	V01539--Cecilia Negrete	64556	3,631.00	Check
11/6/2025	V00873--Connect Worldwide	64557	4,833.44	Check
11/6/2025	V01090--CrushCrush Promos	64558	752.76	Check
11/6/2025	V00830--Desert Arc Shredding & Recycling	64559	45.00	Check
11/6/2025	V01515--Drag & Fly Tours Inc	64560	1,178.10	Check
11/6/2025	V01192--Elbi Clean LLC	64561	4,140.00	Check
11/6/2025	V01077--Encore Group (USA) LLC	64562	9,272.14	Check
11/6/2025	V01538--Fill it Forward	64563	1,293.52	Check
11/6/2025	V00194--FIND Food Bank	64564	240.00	Check
11/6/2025	V00195--Fired Up Culture	64565	6,654.00	Check
11/6/2025	V00699--Greg Archer	64566	300.00	Check
11/6/2025	V01544--International Gay & Lesbian Travel Association Foundation, Inc.	64567	906.14	Check
11/6/2025	V01541--It Refills, LLC	64568	250.00	Check
11/6/2025	V01526--ITI Digital, LLC	64569	13,000.00	Check
11/6/2025	V00309--Lin Lines Inc.	64570	583.54	Check
11/6/2025	V01306--Memoria Films Inc.	64571	1,500.00	Check
11/6/2025	V01249--Mission Hills Country Club, Inc.	64572	2,010.00	Check
11/6/2025	V00351--MMGY Global, LLC NJF	64573	2,100.00	Check

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Company **Visit Greater Palm Springs**
Report **Check register**
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Bank **Pacific Premier Bank Account no: 8000212688**

Date	Vendor	Document no.	Amount	Type
11/6/2025	V00412--Petty Cash	64574	281.30	Check
11/6/2025	V00448--Renaissance Esmeralda Resort & Spa	64575	3,463.69	Check
11/6/2025	V01512--Richard Meyers	64576	750.00	Check
11/6/2025	V00480--Shields Date Garden	64577	240.00	Check
11/6/2025	V00604--United Way of the Desert	64578	62.00	Check
11/6/2025	V00800--Vacation Rental Compliance	64579	5,000.00	Check
11/6/2025	V01171--Impact Through Golf Foundation	64580	100,000.00	Check
11/6/2025	V01350--Empower#	697694235684	14,624.89	EFT
11/6/2025	V01350--Empower#	697694235685	9,218.98	EFT
11/6/2025	V01361--Benefit Plans Administrative Services, LLC #	ACH11/6/25BPA	1,150.00	EFT
11/6/2025	V00089--CalPERS Fiscal Services Division #	ACH11/6/25CalPE	125,743.06	EFT
11/7/2025	V00706--My Little Flower Shop	64581	4,136.50	Check
11/7/2025	V01177--Pre-Paid Legal Services Inc dba Legal Shield #	ACH11/7/25Legal	427.95	EFT
11/10/2025	V00056--BASIC Benefits #	ACH11/10/25Basi	43.16	EFT
11/12/2025	V00460--Sage Checks & Forms	ACH11/12/25Sage	434.12	EFT
11/12/2025	V01515--Drag & Fly Tours Inc	Voided - 64540	-2,320.50	EFT
11/13/2025	V00044--AT&T Mobility	64582	1,168.42	Check
11/13/2025	V00078--Burrtec Waste & Recycling Svcs	64583	254.34	Check
11/13/2025	V01132--Coachella Valley Garden Service, Inc.	64584	5,435.00	Check
11/13/2025	V01267--Codex Creation Committee	64585	5,000.00	Check
11/13/2025	V00665--Crystal Harrell	64586	300.00	Check
11/13/2025	V00179--Enterprise	64587	253.85	Check
11/13/2025	V01445--Granicus LLC	64588	661.50	Check
11/13/2025	V00274--JNS Media Specialist	64589	13,833.33	Check
11/13/2025	V00309--Lin Lines Inc.	64590	123.03	Check
11/13/2025	V01128--Northeast Convention & Visitors Bureau Representatives	64591	600.00	Check
11/13/2025	V01385--PlayInnove, LLC	64592	2,000.00	Check
11/13/2025	V00879--Rappi Palm Springs	64593	474.00	Check

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Company **Visit Greater Palm Springs**
Report **Check register**
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Bank **Pacific Premier Bank Account no: 8000212688**

Date	Vendor	Document no.	Amount	Type
11/13/2025	V00500--Southern California Edison	64594	1,597.59	Check
11/13/2025	V00574--TPX Communications	64595	5,224.17	Check
11/13/2025	V01303--Varsity Spirit	64596	23,885.00	Check
11/13/2025	V00120--Coachella Party	64597	6,942.50	Check
11/13/2025	V00944--Destinations International	64598	28,154.00	Check
11/14/2025	V01545--La Jolla Shores Nails & Spa #	ACH11/14/25	400.00	EFT
11/14/2025	V01073--Give Smart US, Inc. #	ACH11/14/25Gift	2,700.00	EFT
11/14/2025	V00835--Medical Air Services Association (MASA) #	ACH11/14/25MASA	327.00	EFT
11/14/2025	V00492--SITE(Society for Incentive Travel Excellence)#	ACH11/14/25SITE	15,000.00	EFT
11/17/2025	V01361--Benefit Plans Administrative Services, LLC #	ACH11/17/25BPA	70,573.19	EFT
11/17/2025	V01350--Empower#	ACH11/17/25Emp	117,240.68	EFT
11/17/2025	V00770--Slovak Baron Empey Murphy & Pinkney LLP #	ACH11/17/25Slov	9,521.26	EFT
11/20/2025	V00073--Brandini	64599	2,918.60	Check
11/20/2025	V00076--Bright Event Rentals	64600	3,954.38	Check
11/20/2025	V00867--Brown & Bigelow, Inc	64601	610.52	Check
11/20/2025	V01080--CV Strategies	64602	4,500.00	Check
11/20/2025	V00174--Eight4Nine Restaurant	64603	19,108.52	Check
11/20/2025	V00692--Eric Scott Caplan	64604	391.00	Check
11/20/2025	V01286--Good Vibes Sound Bath	64605	3,600.00	Check
11/20/2025	V00274--JNS Media Specialist	64606	659,334.41	Check
11/20/2025	V01550--Limo Today	64607	638.00	Check
11/20/2025	V00743--Mel Bell Photography	64608	2,700.00	Check
11/20/2025	V01208--Mure Browning dba Atrium Apothecary Inc.	64609	362.50	Check
11/20/2025	V00377--ODP Business Solutions, LLC	64610	172.16	Check
11/20/2025	V01096--Palm Springs Convention Center Managed by AEG	64611	47,683.23	Check
11/20/2025	V00397--Palm Springs Hospitality Association	64612	5,000.00	Check
11/20/2025	V00695--Palms to Pines Printing & Promotional Products	64613	1,896.22	Check
11/20/2025	V00913--PJ's Desert Trophies & Gifts	64614	2,807.59	Check

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Company **Visit Greater Palm Springs**
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Date	Vendor	Document no.	Amount	Type
11/20/2025	V00445--Rand Larson & Associates Inc. dba Morningstar Productions	64615	750.00	Check
11/20/2025	V00597--Uline	64616	1,525.36	Check
11/20/2025	V01247--Unchained Group, LLC	64617	3,100.00	Check
11/20/2025	V00607--UPS Supply Chain Solutions, Inc.	64618	1,546.07	Check
11/20/2025	V01222--Wheel the World Inc	64619	15,000.00	Check
11/20/2025	V00642--Xpress Graphics	64620	210.38	Check
11/20/2025	V01042--Zash Snacks LLC	64621	188.50	Check
11/21/2025	V01373--I Plus Connect, Inc dba IConnect #	46584	750.00	EFT
11/21/2025	V01350--Empower#	7.00961E+11	15,747.13	EFT
11/21/2025	V01350--Empower#	7.00961E+11	8,765.64	EFT
11/21/2025	V01361--Benefit Plans Administrative Services, LLC #	ACH11/21/25BPA	1,150.00	EFT
11/24/2025	V01177--Pre-Paid Legal Services Inc dba Legal Shield #	ACH11/24/25Lega	484.80	EFT
11/25/2025	V00090--Associations West	64622	16,731.32	Check
11/25/2025	V00090--Associations West	64623	11,900.00	Check
11/25/2025	V00091--Canadian Meetings + Events Expo	64624	3,060.39	Check
11/25/2025	V01204--Capitol Advocacy, LLC	64625	10,000.00	Check
11/25/2025	V00093--Cardiff Limousine & Transportation	64626	13,046.78	Check
11/25/2025	V00119--Coachella Horse Park LLC	64627	50,000.00	Check
11/25/2025	V00122--Coachella Valley Water District	64628	287.58	Check
11/25/2025	V00129--Concur Technologies, Inc.	64629	1,434.00	Check
11/25/2025	V01080--CV Strategies	64630	10,852.50	Check
11/25/2025	V00886--Danae L Sheehan	64631	150.00	Check
11/25/2025	V00144--De Lage Landen Financial Services, Inc.	64632	268.30	Check
11/25/2025	V00146--Desert Adventures Red Jeep Tour & Events	64633	3,255.00	Check
11/25/2025	V00159--Destination PSP	64634	5,183.09	Check
11/25/2025	V00179--Enterprise	64635	4,520.50	Check
11/25/2025	V00692--Eric Scott Caplan	64636	1,691.25	Check
11/25/2025	V00206--Friends of the Desert Mountains	64637	2,000.00	Check

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Company **Visit Greater Palm Springs**
Report **Check register**
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Bank **Pacific Premier Bank Account no: 8000212688**

Date	Vendor	Document no.	Amount	Type
11/25/2025	V01020--Giselle Woo	64638	500.00	Check
11/25/2025	V01332--Highway to Health Inc dba Worldwide Insurance Services LLC	64639	1,575.00	Check
11/25/2025	V01552--Jim Wise	64640	1,086.36	Check
11/25/2025	V00274--JNS Media Specialist	64641	6,233.50	Check
11/25/2025	V00723--Joshua Agle	64642	2,000.00	Check
11/25/2025	V01206--Las Vegas Expo Inc. dba LVE	64643	26,791.69	Check
11/25/2025	V00314--Living Desert	64644	5,873.75	Check
11/25/2025	V01324--Location Managers Guild International	64645	5,000.00	Check
11/25/2025	V01306--Memoria Films Inc.	64646	2,175.00	Check
11/25/2025	V00351--MMGY Global, LLC NJF	64647	2,453.14	Check
11/25/2025	V01312--Nespresso USA Inc.	64648	939.00	Check
11/25/2025	V01128--Northeast Convention & Visitors Bureau Representatives	64649	500.00	Check
11/25/2025	V00377--ODP Business Solutions, LLC	64650	13.78	Check
11/25/2025	V01346--Pitney Bowes Bank Inc Purchase Power	64651	701.01	Check
11/25/2025	V01554--Sabriena Abrre	64652	1,396.73	Check
11/25/2025	V01145--Unruly Creative Inc.	64653	850.00	Check
11/25/2025	V00609--US Travel Association	64654	49,675.00	Check
11/25/2025	V00612--Valley Office Equipment	64655	744.33	Check
11/25/2025	V01058--XIL Productions	64656	365.00	Check
11/25/2025	V00642--Xpress Graphics	64657	1,723.80	Check
11/25/2025	V00642--Xpress Graphics	64658	73.04	Check
11/26/2025	V00854--The Lincoln National Life Insurance Company #	ACH11/26/25Linc	5,163.11	EFT
11/26/2025	V00854--The Lincoln National Life Insurance Company #	ACH11/26/25Linc	5,293.16	EFT
	Total for Operating		**1,978,206.90**	

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

	YTD 9/30/2024	YTD 9/30/2025		
	Actual	Actual	Budget	Variance*
Revenue				
TBID - Hotels	$ 3,063,998	$ 3,166,086	$ 3,068,336	$ 97,750
TBID - Vacation Rentals	252,840	411,425	400,794	10,631
JPA Funding	766,451	725,046	712,221	12,825
City Marketing Partnerships	99,026	68,138	96,383	(28,245)
Tribal Voluntary	32,118	31,324	27,477	3,847
Partnership Fees	27,533	19,232	13,248	5,984
Advertising & Website Revenues	134,908	122,623	104,183	18,439
Joint Share Partnerships	29,850	34,985	14,100	20,885
Grants	125,576	0	0	0
Net Investment Income	495,769	417,527	325,011	92,517
Total Revenue	**$ 5,028,069**	**$ 4,996,386**	**$ 4,761,753**	**$ 234,633**
Expenses				
Labor - Wages	$ 1,775,603	$ 1,707,561	$ 1,837,633	$ (130,071)
Labor - Taxes & Benefits	662,471	720,293	811,298	(91,006)
Marketing Production	50,381	89,984	92,750	(2,766)
Media Placement & Digital Marketing	2,555,647	2,377,499	2,617,329	(239,830)
Collateral Material	10,691	11,094	15,375	(4,281)
Familiarization Trips	119,229	147,071	160,149	(13,078)
Tradeshows / Sales Missions	326,768	390,674	436,976	(46,302)
Travel & Lodging	14,557	7,174	20,925	(13,751)
Special Promotions & Representation	858,184	519,765	638,136	(118,371)
Collection Fees	11,604	19,630	20,040	(409)
Event Hosting	137,075	185,003	182,350	2,652
Research	145,335	360,242	233,106	127,136
IT - Information Technology	47,536	95,987	55,375	40,612
Professional Fee	169,456	148,145	146,425	1,720
Overhead-Supplies-Utilities-Fees	491,187	489,670	510,502	(20,832)
Capital Outlay	19,148	0	102,000	(102,000)
Total Expenses	**$ 7,394,872**	**$ 7,269,792**	**$ 7,880,369**	**$ (610,577)**
Total Revenues Less Expenses	**$ (2,366,803)**	**$ (2,273,406)**	**$ (3,118,616)**	**$ 845,210**

* Notes for Budget Variances > $100k

Labor Costs

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

* Notes for Budget Variances > $100k (continued)

Media Placement & Digital Marketing

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

Special Promotions & Representation

This is a timing variance. Martiz marketing agreement being finalized. Meet the Mentor programming shifted to second quarter.

Research

Partial timing variance. Paid invoices were budgeted later in the fiscal year.
Other drivers were Rove Implemenation costs and survey data for economic development (J Wallins and Key Data).

Capital Outlay

Vechicle was leased instead of a cash purchase