

# BOARD AND JPA MEETING

Friday, June 14, 2024



AGUA CALIENTE  
CASINOS

CALL TO ORDER

ROLL CALL

# LAND ACKNOWLEDGMENT



The image shows the United States flag waving on a flagpole against a clear blue sky. The flag is positioned on the left side of the frame, with its top-left corner near the top-left corner of the image. The flag's design, including the stars and stripes, is clearly visible. The text is overlaid on the right side of the image, set against the blue background of the sky.

"I pledge allegiance  
to the flag of the  
United States of America,  
and to the Republic  
for which it stands,  
one nation under God  
indivisible, with liberty  
and justice for all."

# CONFIRMATION OF AGENDA

(NO VOTE REQUIRED)

PUBLIC COMMENT

# APPROVAL OF MINUTES

(ALL VOTE)

- JPA - VGPS Board of Directors Joint Meeting Minutes –  
March 29, 2024

# CONSENT CALENDAR

(JPA ONLY VOTES)

- Warrants and Demands Dated March 2024
- Warrants and Demands Dated April 2024
- Warrants and Demands Dated May 2024

# JPA EXECUTIVE COMMITTEE ITEMS

(JPA ONLY VOTES)

- Approve Resolution No. JPA 2024-006 – Amended JPA Bylaws to include Coachella and Purpose of JPA Executive Committee
- Approve Resolution No. JPA 2024-007 – Approve the signed 2nd Amended & Restated JPA Agreement

# CEO / PRESIDENT'S REPORT

SOLAR PROJECT

# VGPS SOLAR PROJECT UPDATE



**Project Installed**  
**June 2024**

3 carports structures  
264 solar modules

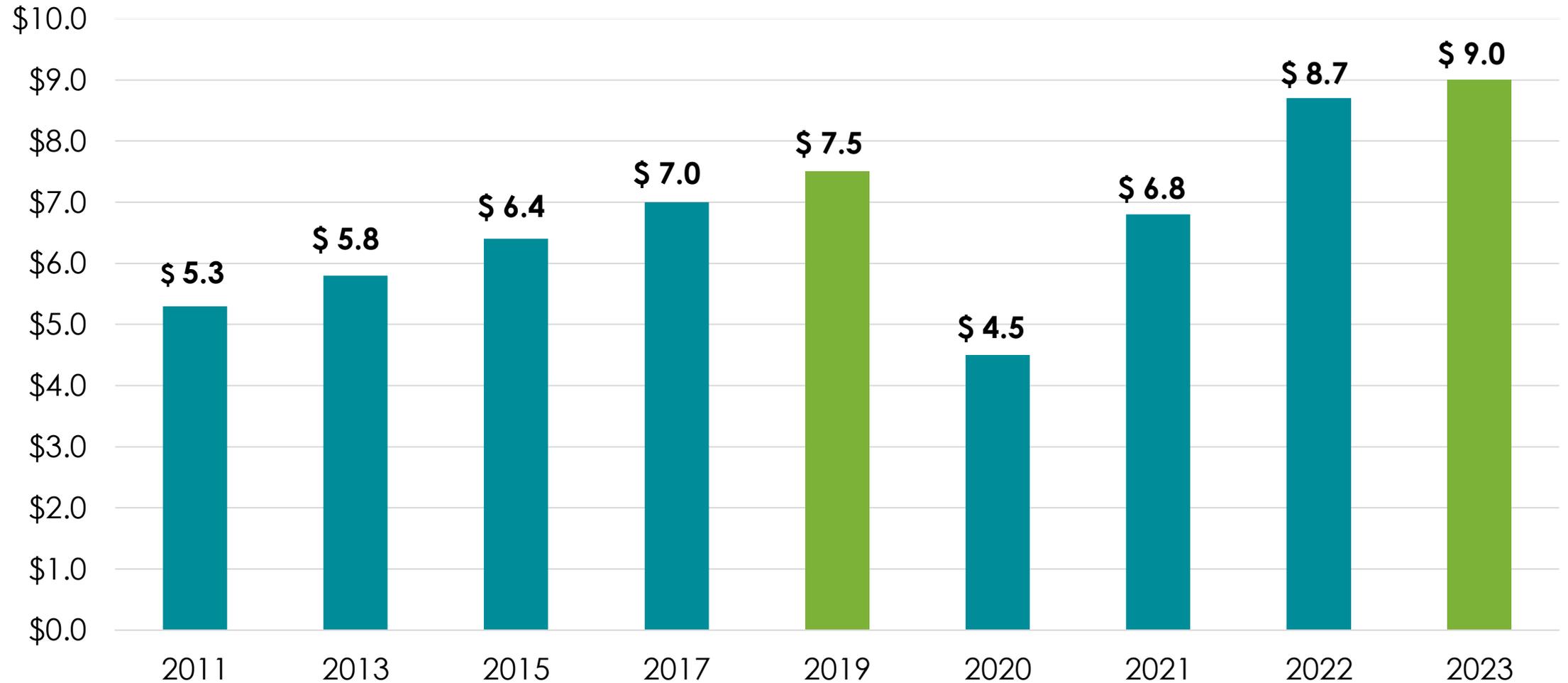
Estimated benefits:

- **Solar production** - 98.5% of monthly electricity
- **5-year savings** - \$146,887
- **20-year savings** - \$859,105
- **30-year savings** - \$1,695,409

2023

ECONOMIC IMPACT OF TOURISM

# GPS TOTAL ECONOMIC IMPACT OF TOURISM (BILLIONS)



AIR SERVICE

# NEW AIR SERVICE – WASHINGTON, D.C.



## Seasonal Service

- **Begins:** December 19
- **Ends:** April 30, 2025

**1x daily**

**IAD-PSP** → 9:00 am to 11:42 am

**PSP-IAD** → 1:00 pm to 8:39 pm



# SEASONAL ROUTE UPDATE

PSP SEASONAL FALL ROUTES		
Airline	Destination	Resumption Date
Delta	Minneapolis-Saint Paul	14-Sep
Sun Country	Minneapolis-Saint Paul	19-Sep
United	Chicago	26-Sep
Alaska	Portland	1-Oct
WestJet	Edmonton	3-Oct
Allegiant	Bellingham	4-Oct
American	Austin	7-Oct
American	Chicago	7-Oct
Air Canada	Vancouver	27-Oct
Alaska	New York City	27-Oct
Alaska	Everett, WA	27-Oct
United	Houston	27-Oct
United	Los Angeles	27-Oct
Air Canada	Toronto	28-Oct
WestJet	Winnipeg	8-Nov
Delta	Seattle	11-Nov
JetBlue	New York City	19-Dec
United	Washington, D.C.	19-Dec
Delta	Atlanta	21-Dec

**Airport Roundtable** is coming back to the destination in January 2025 at the Omni Rancho Las Palmas Resort & Spa.

# ECONOMIC DEVELOPMENT

# BRAND & MARKETING STRATEGY 2024



# Stakeholder Survey

Scan the QR code!

Take the  
Greater Palm Springs  
Business Survey

Scan



or visit

[bit.ly/gpsbizsurvey](https://bit.ly/gpsbizsurvey)

# MARKETING UPDATES

# SUMMER MEDIA PLAN PROGRAMS



out-of-home /  
television



online travel  
agencies (OTAs)



digital



content



social



Tripadvisor



centre.



SPACEBACK



LOCALE



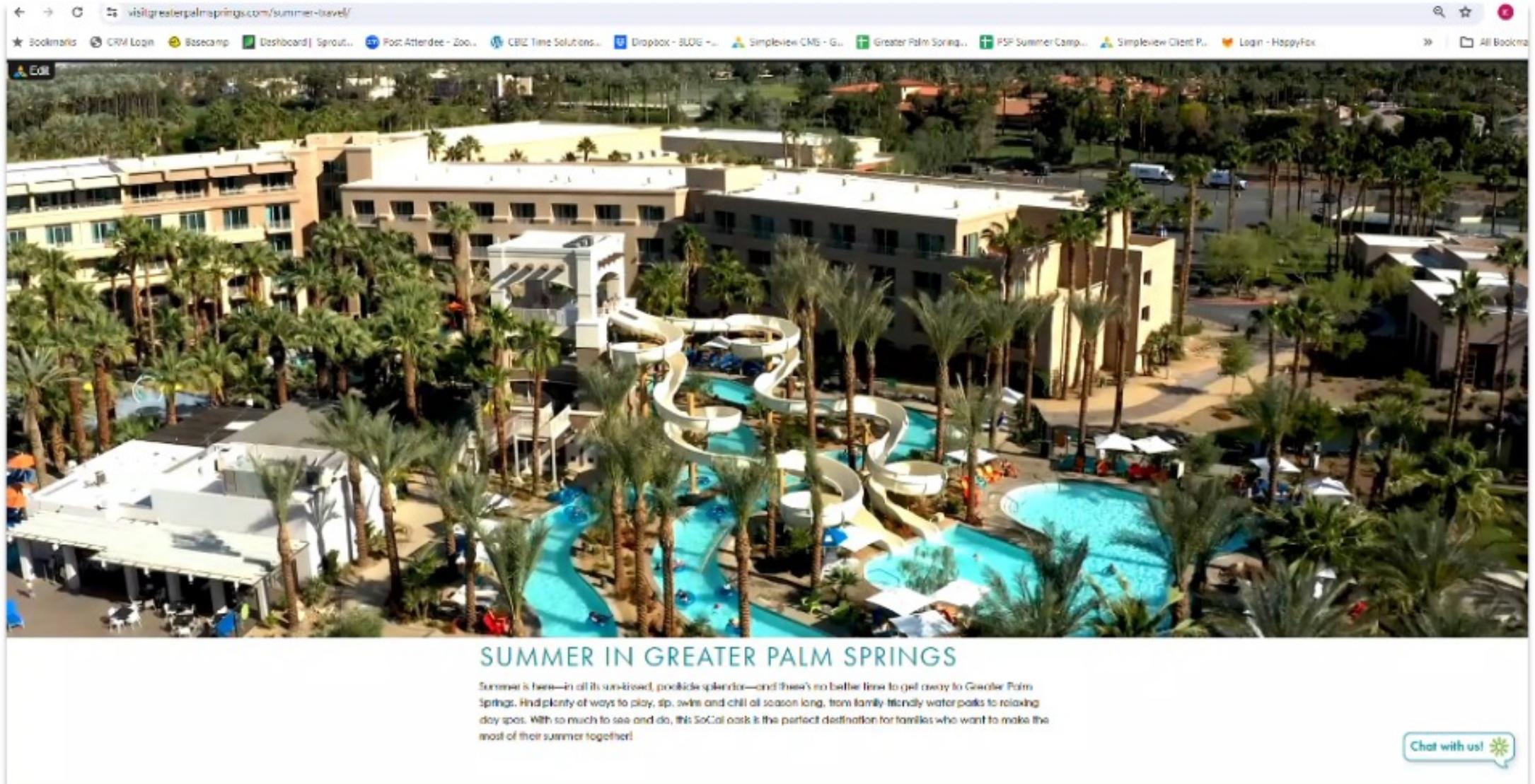
PALM SPRINGS LIFE



AFAR



# SUMMER LANDING PAGE



visitgreaterpalm Springs.com/summer-leave/

Bookmarks CRM Login Basecamp Dashboard | Sprout... Post Attendee - Zoo... CBIZ Time Solutions... Dropbox - BUDG... Simpleview CMS - G... Greater Palm Springs... PSP Summer Camp... Simpleview Client P... Login - HappyFox

Edit



## SUMMER IN GREATER PALM SPRINGS

Summer is here—in all its sun-kissed, poolside splendor—and there's no better time to get away to Greater Palm Springs. Find plenty of ways to play, sip, swim and chill all season long, from family-friendly waterparks to relaxing day spots. With so much to see and do, this SoCal oasis is the perfect destination for families who want to make the most of their summer together!

Chat with us!

# SUMMER DIGITAL OUTDOOR BILLBOARDS

CHECK IN.  
*Chill* OUT.  
GPSgetaway.com



visit  greater palm springs

This billboard features a scenic view of a resort pool with lounge chairs and umbrellas, set against a backdrop of mountains and palm trees. The text is white on a red background.

CHECK IN.  
*Chill* OUT.  
GPSgetaway.com



visit  greater palm springs

This billboard shows a water play area with children playing in a pool, surrounded by palm trees and resort buildings. The text is white on a red background.

CHECK IN.  
*Chill* OUT.  
GPSgetaway.com



visit  greater palm springs

This billboard depicts a poolside lounge area with white chairs and a large umbrella, with two people relaxing on inflatable rings in the water. The text is white on a red background.

CHECK IN.  
*Chill* OUT.  
GPSgetaway.com

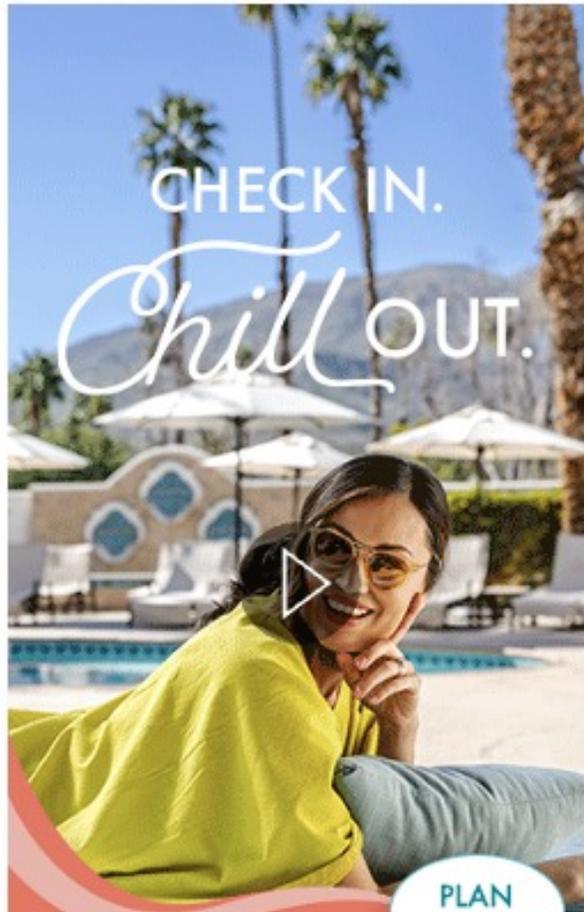


visit  greater palm springs

This billboard shows a poolside cabana with a white canopy and lounge chairs, situated next to a pool with mountains in the background. The text is white on a red background.

**Markets:** Los Angeles, San Diego, San Francisco

# SUMMER DIGITAL DISPLAY ADS



CHECK IN.  
*Chill* OUT.

▶

PLAN NOW

visit  greater palm springs



CHECK IN.  
*Chill* OUT.

▶

PLAN NOW

visit  greater palm springs

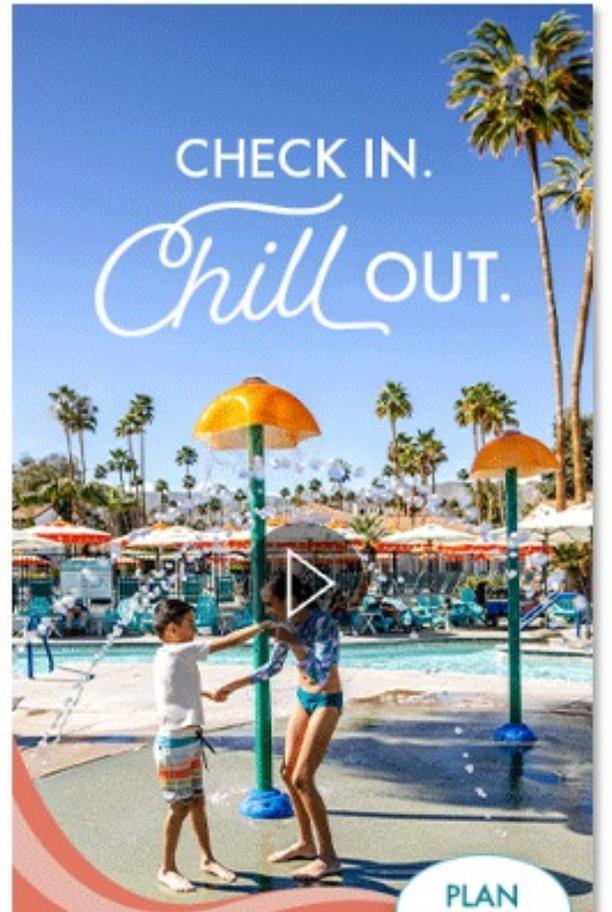


CHECK IN.  
*Chill* OUT.

▶

PLAN NOW

visit  greater palm springs



CHECK IN.  
*Chill* OUT.

▶

PLAN NOW

visit  greater palm springs

SUMMER  
2024  
CO-OP  
TELEVISION



# SUMMER TV CO-OP: AGUA CALIENTE CASINOS



# SUMMER TV CO-OP: AGUA CALIENTE CULTURAL PLAZA



# SUMMER TV CO-OP: CITY OF DESERT HOT SPRINGS



# SUMMER TV CO-OP: CITY OF INDIAN WELLS



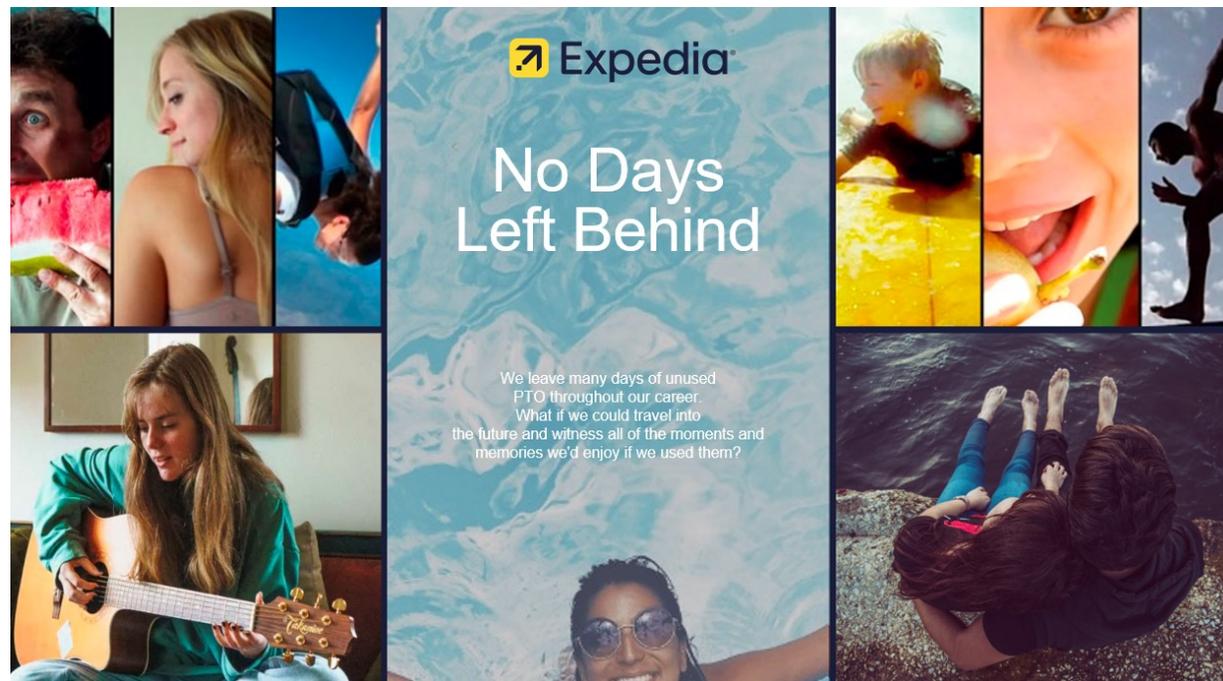
# SUMMER TV CO-OP: TOMMY BAHAMA MIRAMONTE



# EXPEDIA / VRBO SPECIAL PROJECTS

This summer, we will also be participating in Expedia's upcoming national brand campaign, **"No Days Left Behind."** We are one of a **limited number of destinations** featured in this campaign, which will have an expanded reach across the US with high-impact advertising including digital, OOH, website, social media and PR.

Second year of custom summer campaign with VRBO **"an oasis from everyday"** in partnership with content creators, video content and social amplification will support campaign launching in summer 2024. The 2023 program resulted in **17.5M** in future gross bookings.



# CALIFORNIA LIVE

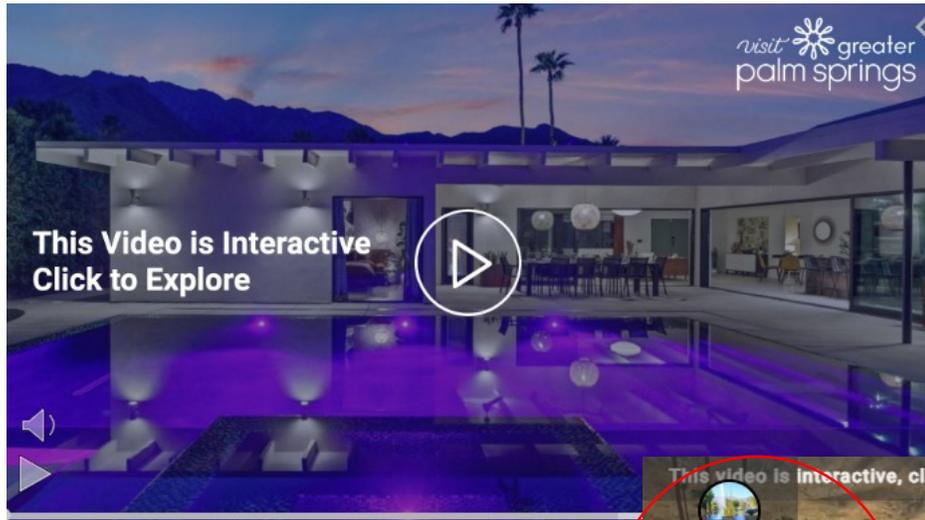
California Live television segments with host & influencer Dawn McCoy ran on NBC stations in the drive market promoting **vacation rentals**, **Restaurant Week**, and **summer travel**.

Preliminary results show over **1.5M impressions** generated.

Segments ran in April and May on NBC in **LA**, **San Francisco**, **San Diego**



# CLICKTIVATED



**Clicktivated's** interactive video platforms allows users to click while video content plays, allowing access to blog content, listings, and additional information on the locations seen onscreen.



A dedicated **vacation rental** video program launched in May promoting additional vacation rental content.

A **summer campaign** video campaign with Clicktivated will launch in June.



# VISIT CALIFORNIA CO-OP

With the launch of **Visit California's** new **"Ultimate Playground"** campaign this spring, new co-op opportunities were launched with updated brand templates and messaging.

The campaign launched in May with updated ad creative running across Expedia, TripAdvisor, and Sojern.



# SUMMER CONTENT

SUBSCRIBERS  
**39K+**

OPEN RATE  
**45.5%**



[THINGS TO DO](#) ▶ [EAT & DRINK](#) ▶ [PLACES TO STAY](#) ▶

Check in and chill out this summer in Greater Palm Springs. From itineraries to special offers, we've unpacked everything you need to sip, swim, and play all season long. 🌴

[PLAN YOUR GETAWAY](#)



## [Celebrate Pride Month](#)

In Greater Palm Springs, everyone shines. Experience the warmth of our vibrant community while exploring these foodie, shopping, and nightlife picks.

[JOIN THE CELEBRATION](#)



## [Stars, Stripes, and Sun](#)

Looking for a sparkling way to celebrate Independence Day? Let freedom ring with these family-friendly festivities and firework displays.

[SEE ALL EVENTS](#)

## Summer Blogs

- Summer Travel Tips for Greater Palm Springs
- Chill Out in Style: Your Summer Vacation Itinerary in Greater Palm Springs
- Eight Reasons to Visit Greater Palm Springs This Summer
- Six Resorts offering Summer Vibes with Value
- Your Guide to Family Fun in Greater Palm Springs

# SUMMER SOCIAL MEDIA CAMPAIGN

## Deliverables

- 1 main campaign video
- 15 total supporting social posts
- Collaborative post with @Vacations
- 4 influencer activations
- Custom travel itinerary created



@wentthere loved that  
**3,552 followers**



@wherejaimiegoes  
**256K followers**



@ladyandthegentlewoman  
**61.3K followers**



@elisolanooo  
**266K followers**



@ocjackieo  
**140K followers**

# INFLUENCER STRATEGY

VGPS launched a social media **influencer strategy** in Q1 2024.

By creating authentic partnerships with select influencers who align with the target demographics and **destination pillars**

VGPS has amplified the destination's **brand presence** and engaged a wider audience.



letravelstyle  
**25.8K Video Views**



alexkhachigian  
3 Reels  
**4M Video Views**



malibulovinmama  
2 Reels  
**94.8K Video Views**

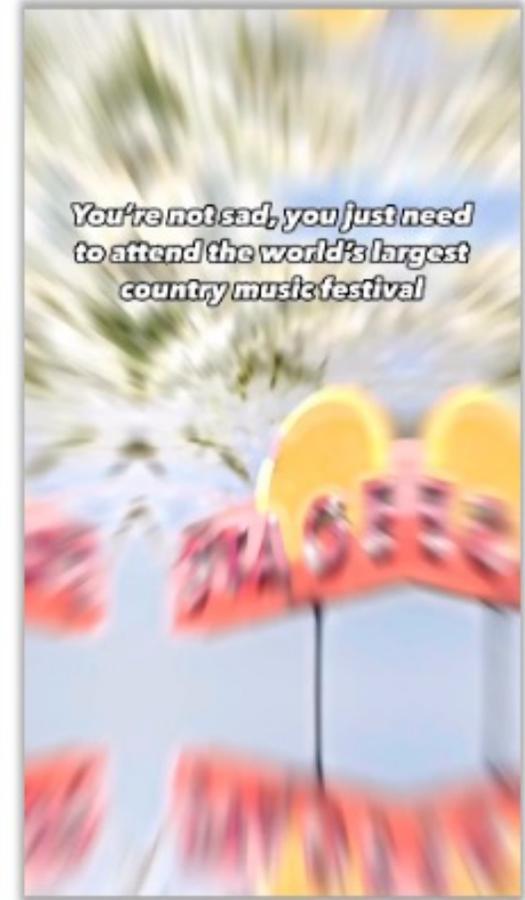
# VGPS VIRAL VIDEOS

## Trending Social Media Content

Metrics show that the Visit Greater Palm Springs audience appreciates the use of trending social media content and audio.



**SPRING REEL**  
290K Video Views Total



**STAGECOACH REEL**  
140K Video Views Total

# LGBTQ+ TARGETING AT PRIDE EVENTS



Social campaign **geofencing** throughout the summer including Provincetown, New York, Los Angeles, Chicago, San Francisco, and San Diego.

Attendees are served ads across social media and are **re-targeted** with programmatic digital ads.

**Provincetown Pride** from May 31-June 2 and **Los Angeles Pride** on June 9 generated over 464K impressions and will continue to retarget attendees with digital advertising.

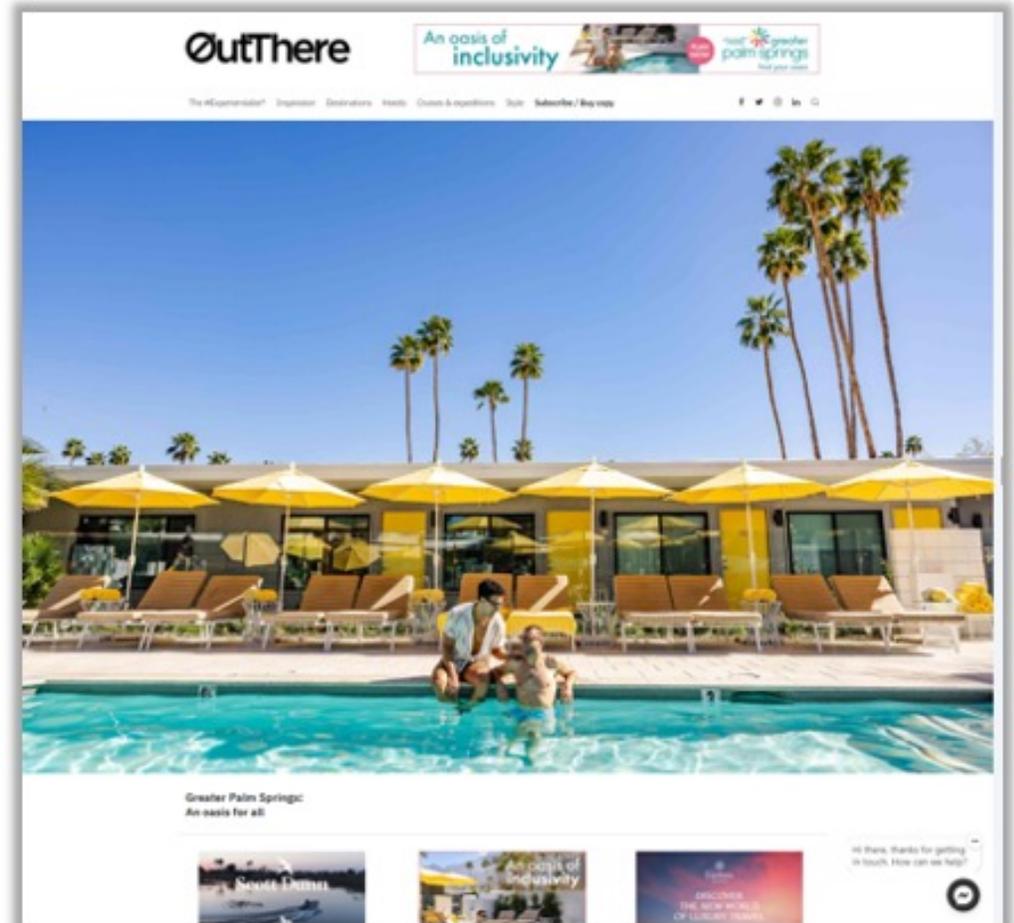
# LGBTQ+ PROGRAMS



**Out There Magazine** campaign launched in April with digital display advertising, editorial articles, and social media posts.

A second launched in June during **Pride Month**, promoting destination travel as well as Pride promotion for **Greater Palm Springs Pride** in November.

**TravelGay's** campaign launches in June and includes editorial content, travel itineraries, and social media promotion.



PR/COMMUNICATIONS

# MEET THE MENTORS



**Kwin Mosby  
Aaraf Adam**



**Derrick Lang  
Lisa Hanly**



**Matt Meltzer  
Naomi Lopez**



**Briona Lamback  
Kaylen Jackson**



**LeAura Luciano  
Ellie Blanchard**



**Jalyn Robinson  
Allison Merrill**



# RECENT MEDIA COVERAGE

## SWEET JULY



Entrepreneurship, Impact, Self-Care

### *Black In Palm Springs: The Entrepreneurs Shaping Coachella Valley's Cultural Movement*

BRITTNEY OLIVER  
APRIL 12, 2024

Add these five Black-owned spots to your list while you're in town for Coachella.

## **T** The New York Times Style Magazine: Australia

### Follow the Footsteps of Icons From Hollywood's Golden Age

Nowhere but Palm Springs allows visitors to so closely retrace the movements of America's greatest actors and artists — and live as they did.

Article by Craig Tansley



A house typical of the style known as Desert Modernism, which makes Palm Springs, California, a magnet for architecture fans. Photograph courtesy of Visit Greater Palm Springs.

## Sunset

### Wind Down After Coachella and Stagecoach at These Ultra-Relaxing Wellness Retreats

These spots in the LA and greater Palm Springs area will revive you.



Matt Winkelmeier/Getty Images



# MEDIA ENGAGEMENT



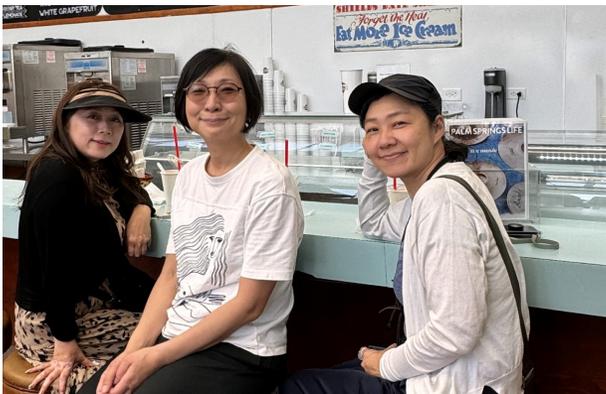
IPW Post FAM



Restaurant Week FAM



Media Interviews - IPW



Richesse Magazine  
Japan



Desert Region FAM - UK



VISIT CALIFORNIA EVENT

**63**  
Media in  
Market

**143**  
Articles  
Published

**141**  
Media  
Connects

RESTAURANT WEEK

# GPS RESTAURANT WEEK



**GREATER**  
palm springs  
**RESTAURANT**  
**WEEK**  
MAY 31–JUNE 9, 2024

**100+ Restaurants**  
**Participating**



## Kickoff Event - May 29, 2024

### Participating kickoff event restaurants

- Waters Café at Agua Caliente Resort Casino Spa Rancho Mirage
- Alice B.
- Delicias Mexican Cuisine
- Jackalope Ranch
- La Quinta Cliffhouse
- Lulu California Bistro
- Pacifica Seafood Restaurant
- Shorebird Coastal Kitchen
- TRIO Palm Springs

**Over 200 partners and 32 media  
& influencers attended**

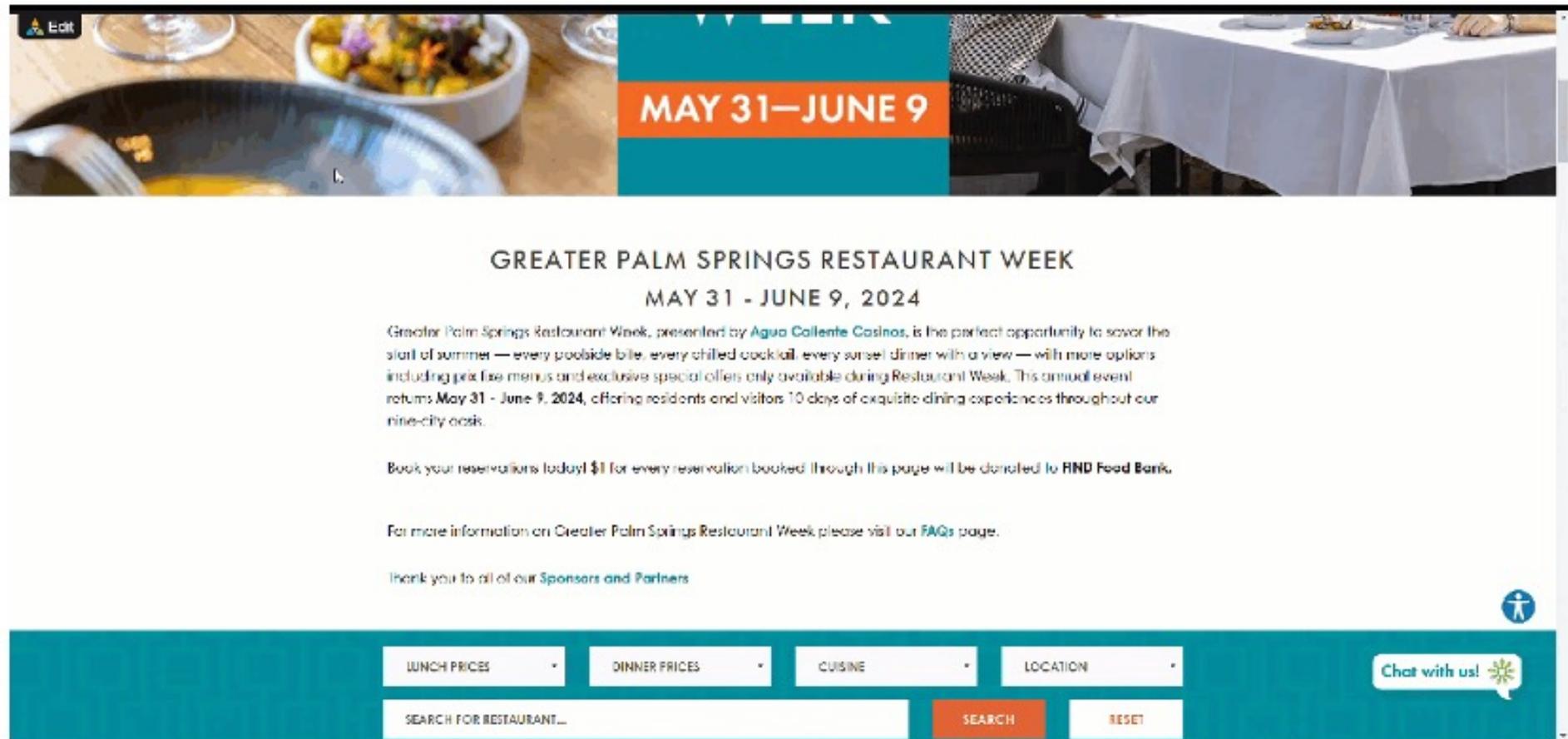
**\$7,219 donation**  
**to FIND Food Bank**



# RESTAURANT WEEK WEBSITE

USERS:  
44,352

AVG TIME  
ON SITE:  
2m 35s



**RESTAURANT WEEK**  
**MAY 31—JUNE 9**

## GREATER PALM SPRINGS RESTAURANT WEEK

MAY 31 - JUNE 9, 2024

Greater Palm Springs Restaurant Week, presented by [Agua Caliente Casinos](#), is the perfect opportunity to savor the start of summer — every poolside bite, every chilled cocktail, every sunset dinner with a view — with more options including prix fixe menus and exclusive special offers only available during Restaurant Week. This annual event returns **May 31 - June 9, 2024**, offering residents and visitors 10 days of exquisite dining experiences throughout our nine-city oasis.

Book your reservations today! \$1 for every reservation booked through this page will be donated to **RND Food Bank**.

For more information on Greater Palm Springs Restaurant Week please visit our [FAQs](#) page.

Thank you to all of our [Sponsors and Partners](#)

[LUNCH PRICES](#) • [DINNER PRICES](#) • [CUISINE](#) • [LOCATION](#)

SEARCH FOR RESTAURANT... [SEARCH](#) [RESET](#)

Chat with us! 

# RESTAURANT WEEK NEWSLETTER

Send #1

AVERAGE  
OPEN RATE  
**38.4%**

SUBSCRIBERS  
**46K**



 **GREATER palm springs  
RESTAURANT WEEK**  
MAY 31-JUNE 9, 2024

Let the culinary countdown begin!

Greater Palm Springs Restaurant Week returns May 31 - June 9, with prix fixe menus and exclusive special offers at restaurants throughout our nine-city oasis.

Whether it's a cozy dinner for two or a fun outing with family and friends, this annual event is the perfect opportunity to discover new flavors and relish local favorites (all while feasting your eyes on beautiful blue skies and views).

[VIEW MENUS](#)



PRESENTED BY  
  
**AGUA CALIENTE  
CASINOS**  
PALM SPRINGS | SANDY HOOK | CATHEDRAL CITY

Send #2



 **GREATER palm springs  
RESTAURANT WEEK**  
MAY 31-JUNE 9, 2024

Let the culinary countdown begin!

Ready to feast your eyes on beautiful views and delicious food?

Set your sights on **Greater Palm Springs Restaurant Week**, returning **May 31 - June 9**.

This year, you can enjoy more options than ever, with prix fixe menus and exclusive special offers starting at \$15 available during Restaurant Week. From Michelin-recommended restaurants to local gems serving family recipes, don't miss this opportunity to experience the destination's diverse (and tasty) culinary scene.

[VIEW MENUS](#)



PRESENTED BY  
  
**AGUA CALIENTE  
CASINOS**  
PALM SPRINGS | SANDY HOOK | CATHEDRAL CITY

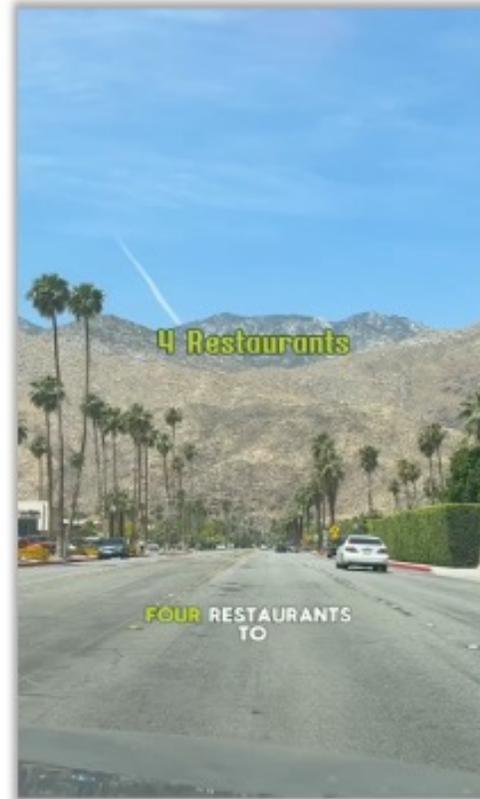
BENEFITTING  
  
**FIND  
FOOD BANK**  
THE DESERT'S  
REGIONAL FOOD BANK

# FOODIE FAM

## RESTAURANT WEEK INFLUENCERS

Hosted five foodie influencers selected to target their audiences in the San Diego, Los Angeles, and Orange County areas during Restaurant Week with a total platform size of over **400K followers**.

The campaign has reached **205K organic videos views** on reels so far.



[@lysseats805](#)  
33.9K followers



[@califoodventure](#)  
74.1K followers



[@ocfeed](#)  
242K followers



[@rockstareater](#)  
58.6K followers

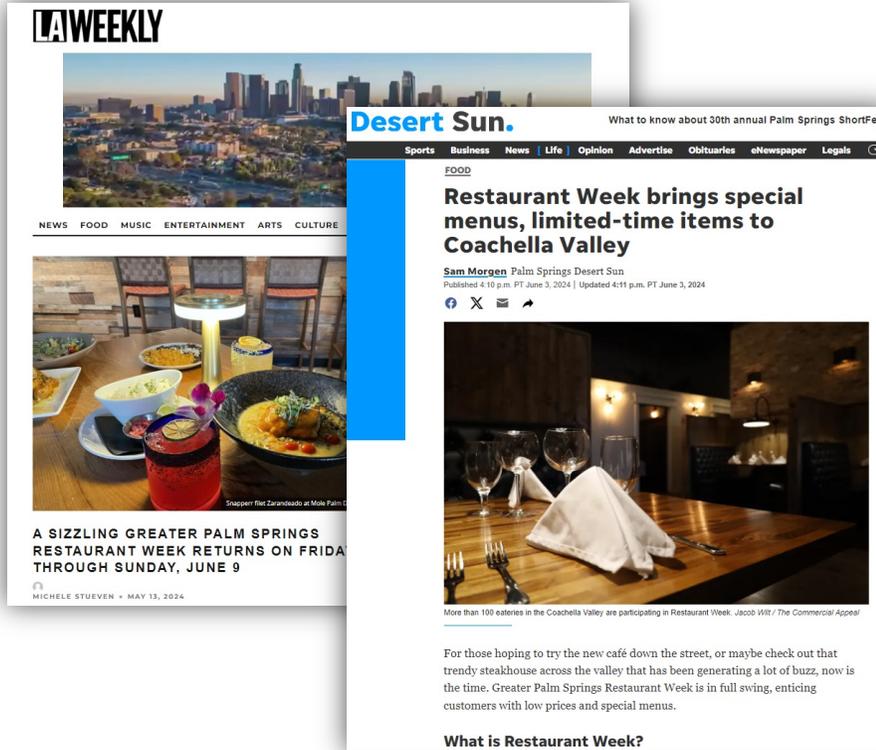


[@mish\\_critiques](#)  
27.5K followers

# RESTAURANT WEEK MEDIA COVERAGE (as of 6/11)

## BROADCAST COVERAGE:

KESQ Eye on the Desert  
 NBC Palm Springs  
 KESQ Palm Springs  
 KDFX Palm Springs  
 KPSP Palm Springs  
 KNSD San Diego  
 KNTV San Jose  
 KDGL Eagle 106.9  
 KCLB The Rock 93.7  
 KPSI Mix 100.5  
 KDES The Bull 98.5  
 KCLB The Rock  
 KUUU U-92.7 FM  
 MOD 107.3 FM  
 KPLM Big 106  
 SoCal Restaurant Show on  
 Sports Radio AM 830 KLA

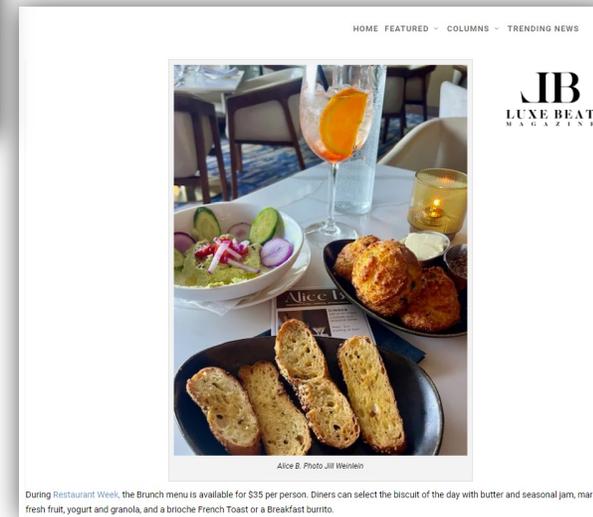


Palm Springs staple Trio will offer an expanded restaurant week three-course menu with a long list of choices including a juicy, locally sourced heirloom tomato salad that goes way beyond the burrata. It's nestled in creamy mozzarella, with chile, arugula, farro, cilantro and basil, served with garlic grilled sourdough. The famously best crab croquettes in the Coachella Valley also are on the menu, as well as Alaskan halibut and wild mushroom pasta made with local Canyon Creek mushrooms. Three desert choices include sticky toffee pudding made with local dates.

The Azure Palm Hot Springs & Day Spa Oasis in Desert Hot Springs, which features five flow-through mineral pools surrounded by blooming desert foliage, has breakfast and lunch deals in the cafe, including a \$6 breakfast burrito stuffed with organic eggs, roasted onions, diced tomatoes, organic baby spinach, cheddar cheese, avocado and a smoky house-made Fresno Salsa. For lunch, the \$29 menu includes a choice of taro chips and hearts of palm dip or hummus and pita, a sesame seared wild caught tuna bowl with spicy Thai almond sauce or avocado chicken wrap and a choice of beverages, like their signature fresh pressed juices.

**6.6M**  
 Unique Monthly Views

**265K**  
 Audience/  
 Circulation

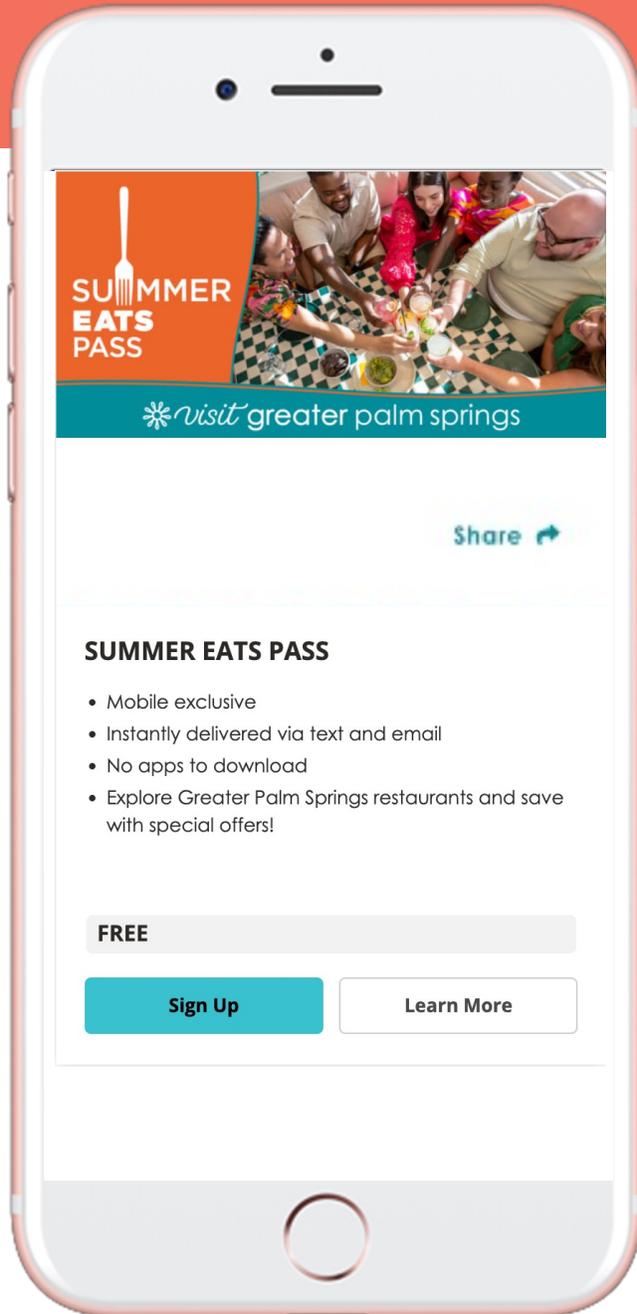


During Restaurant Week, the Brunch menu is available for \$35 per person. Diners can select the biscuit of the day with butter and seasonal jam, market fresh fruit, yogurt and granola, and a brioche French Toast or a Breakfast burrito.

**\$65K**  
 Ad Value  
 Equivalency



# SUMMER EATS PASS



Launched for its fourth season, **June 13-September 2.**

Users redeem offers and/or check in at local restaurants to enter a weekly drawing for a \$50 gift card. For each check-in, VGPS will also **donate \$1 to FIND Food Bank.**

The pass is promoted in LA, San Diego, and the Coachella Valley with a **dedicated media plan**, including digital display, email blasts, content articles, social media and out of home.

CONVENTION SALES

# CONVENTION SALES PRODUCTION – YTD

	LEADS	NEW LEADS	BOOKINGS	ROOM NIGHTS
YTD ACTUAL*	713	362	112	97,331
YTD GOAL	688	365	120	86,250
% of GOAL	104%	99%	93%	113%

\*Numbers represent bookings though Visit Greater Palm Springs as of 5/31/24

# MARCH – JUNE TRAVEL/ TRADESHOWS RECAP

**32 sales trips/tradeshows**  
through June

Traveled to **25 cities**, from  
Los Angeles to Washington,  
D.C.

## Planning for:

- ASAE Annual, Cleveland
- IMEX America, Las Vegas



Visionary Awards  
and EduCon



Elevate Conference



ConferenceDirect  
Annual Partner  
Meeting and Diversity  
Conference



Roadshow in  
Chicago &  
Washington  
D.C.



Elevate



Sales missions in  
SocCal, Omaha &  
Arizona



HELMSBRISCOE

Annual Conference



Prestige Global  
Annual Partner  
Conference



Southern  
Supper & Sales  
calls

# NEW OR EXPANDED TRADESHOW/SALES MISSIONS



## **CEMA- Corporate Event Marketing Association**

August 6-8, 2024  
Added a second person to attend

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CANADIAN  
MEETINGS +  
EVENTS EXPO

## **Annual Tradeshow**

August 13-14, 2024  
Have not attended since 2019  
Hosting client event in addition to tradeshow

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## **One-on-One Appointments**

Dates: Throughout the year - 6 events  
First time attending these events to identify high-end events

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## **Annual Conference**

August 10-12, 2024  
Expanded booth, activation & hosting breakfast with Palm Beaches

## **Conscious Inclusion Summit**

Fall 2024  
Hosted in Washington DC ASAE offices

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## **Three Sales Missions**

Targeting the Mid-Atlantic market, Northeast, and Southeast

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## **Client Roadshows & Tradeshow Alignment**

Locations: Chicago & Mid-Atlantic  
Tradeshow destination alignment: PCMA  
Convening Leaders, ASAE & IMEX

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TOURISM DEVELOPMENT



# U.S. TRAVEL'S IPW

**5,700 attendees** from **70 countries**

**Activation** on the California Plaza

Sole sponsor of the **Wellness Lounge** on trade show floor.

**125** formal one-on-one appointments

**Booth partners:** JW Marriott Desert Springs, Renaissance Esmeralda, Palm Mountain Resort, Margaritaville Palm Springs and Visit 29 Palms.





**International Tour Operators and  
Receptive Tour Operators.**

**Palm Springs Convention Center  
Renaissance Palm Springs**

**January 6-9, 2025**



**Key travel advisors from the U.S.,  
Canada, and Mexico.**

**La Quinta Resort & Club**

**June 8-13, 2025**

PARTNERSHIP

# TOURISM FOUNDATION GOLF TOURNAMENT



**Raised over \$35,000  
for student  
scholarships**

**Over 100 golfers**

**Thank you  
JW Marriott Desert  
Springs Resort & Spa!**

# NATIONAL TRAVEL & TOURISM WEEK



Thank you to the Omni Rancho Las Palmas for lunch and tour!



VGPS Hosted 12 CTE Ambassadors from PSUSD during NTTW



TEAM GPS class  
Career panel with VGPS staff

# TEAM GPS & WORKFORCE DEVELOPMENT



150 New TEAM GPS  
Champions have  
taken the online  
course!

## Workforce Updates

- Partnered with COD PaCE on Strong Workforce Grant to provide hospitality training skills to 100 individuals
- Included a day of classes at CVHS teaching 50 students in the hospitality academy



# COD HOSPITALITY TRIP TO JAPAN



COD Hospitality Management took  
**12 students to Japan**



# SUSTAINABLE TRAVEL DOCUMENTARY

A new documentary video produced in partnership with Sustainable Travel International and Zinc Media features Greater Palm Springs' conservation and preservation story through the voices of **Friends of the Desert Mountains** and **The Living Desert Zoo & Gardens**.

Debuted on June 5<sup>th</sup> for **World Environment Day**, with social and PR promotion by Sustainable Travel International domestically and internationally.



# JOIN US!

*Sublime*

## Meet & See Palm Springs Surf Club

**Tuesday, June 18  
5:30– 7:30 p.m.**

Help us bid a fond farewell to **Susan Esterling**, our longtime Visit GPS partnership manager, before she starts her well-earned retirement at the end of June.



# MARKETING BUDGET OVERVIEW 24/25

# 12 SEASONAL + ALWAYS-ON CAMPAIGNS

- Brand Campaign - Escape Your Ordinary
- Summer - Check-In, Chill Out
- Oasis of Art / Art & Sol
- Dine GPS / Summer Eats / Restaurant Week
- Group Meetings - The Oasis is Real
- Benefits of Tourism / Workforce Development
- Direct Flight: Time To Fly
- Summer Social Campaign: "Best Friends"
- "Your Guide To" Series
- Vacation Rentals
- International Campaigns
- LGBTQ+



HEALTH &  
WELLNESS



OUTDOOR  
EXPERIENCES



ARTS &  
ENTERTAINMENT



DINING &  
SHOPPING



CULTURE &  
HERITAGE



LGBTQ+



COMMUNITY &  
WORKFORCE

# TELEVISION

**Television strategy** include a 50/50 split between cable and connected television (streaming devices).



**Disney+** and **ESPN+** streaming services.



**Extended markets** to promote Greater Palm Springs beyond nonstop fly markets such as (Kansas City, Omaha, St. Louis, Philadelphia, Des Moines, Detroit, Indianapolis, Columbus).



Focus on **live events** (sports/Olympics). **KTLA** from April to December for VGPS and Co-ops.



**Hosted segments** on regional NBC stations.



# BILLBOARD / OUT OF HOME

We are continuing to run **digital billboards** in various markets to promote brand campaign.

Billboards are utilized to promote **Signature Events**. In 2023, we promoted 35 events.

**Co-op billboards** are also offered to partners for additional advertising exposure.

**Markets:** Los Angeles, San Diego, San Francisco, Chicago, Minneapolis, and Dallas



# ONLINE TRAVEL AGENCIES (OTAs)



One of our largest platforms for **generating bookings** to the destination for both hotels and vacation rentals.

**72.7M in gross revenue** in future booking for consumers exposed to campaign in 2023.

---



One of the largest and most **trusted travel resources** in the world. Increasing visibility, credibility, and bookings. Off platform tactics have allowed us to reach new audiences.

Generated **2.8M in hotel revenue** for consumers exposed to campaign in 2023.

---



Partner deals programs to support our **off-peak seasons** with the deals page, content stories, and email news blasts.

Over **100,000 clicks** to campaign and deal pages in 2023.

# EXPEDIA SPECIAL PROJECT

Partner Integration into **Unpack'25 Travel Trends** (November 2024)

**Increased Added Value:** More benefits and exposure for partners through other channels like Consumer Events, Influencers, PR Campaigns.

**Extended Impact:** VGPS will benefit throughout 2025, not just a single moment as we leverage our Travel Trends throughout the year.

## What is Unpack'25 Travel Trends?

- Unpack'25 is Expedia's Biggest Brand Moment of the Year
- Includes PR Campaign, Social Media, Influencer, Travel Shops, Content + Editorial
- Special Consumer Events/Moments and Merchandising



# CONTENT PROGRAMS

Programs span across several **travel publications** and platforms to promote content highlighting **VGPS pillars**:

- Reach new audiences
- Drives engagement
- Allows storytelling

AFAR

Fodor's



LOCALE

OutThere



NATIVO



IGLTA

Sunset

## AFAR WANDERLUST

Sponsored by Visit Greater Palm Springs



### What Will You Find in Greater Palm Springs?

Relax under palm trees, soak in the sunshine, and discover an oasis of endless inspiration.

[DISCOVER NOW](#)



### Oasis of Art

Discover the vibrant arts-and-culture scene of Greater Palm Springs, from midcentury modern architecture to world-class museums and cultural events.

[LET'S GO](#)



# DIGITAL / PROGRAMMATIC



**Programmatic digital advertising** is placed across several platforms to serve highly targeted advertising to users while they browse online content.

- Highly targeted to specific audiences
- Personalized ads across websites, social media and mobile
- Optimization through machine learning

centro

Clicktivated

SOJERN

ADTHEORENT



SPACEBACK

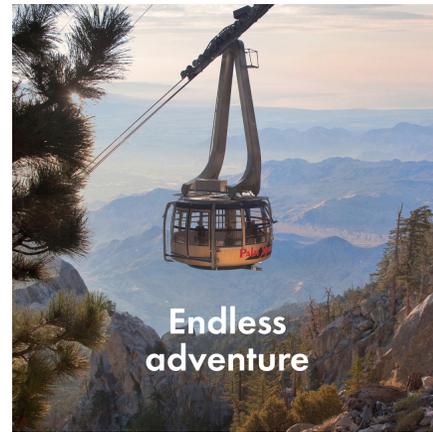
pandora

The Weather Channel

# UK/IRELAND DEDICATED CAMPAIGN

**F I N N**  
PARTNERS

- Launched in 2023; focused on awareness building. Campaign produced **48.5M Impressions** and **275k clicks**.
- In 24/25 we will focus on optimizing the campaign with emphasis on **consideration/conversion** stages.



# INTERNATIONAL CAMPAIGNS

- International campaigns launched in partnership with **Brand USA / Visit California**
- **Optimized Audience** programs, which utilize Brand USA's first party data to reach travelers. Campaigns are planned in the UK, Mexico, Germany, France, Australia and Canada.
- These campaigns offer us an average of **2.5 to 1 value proposition**.

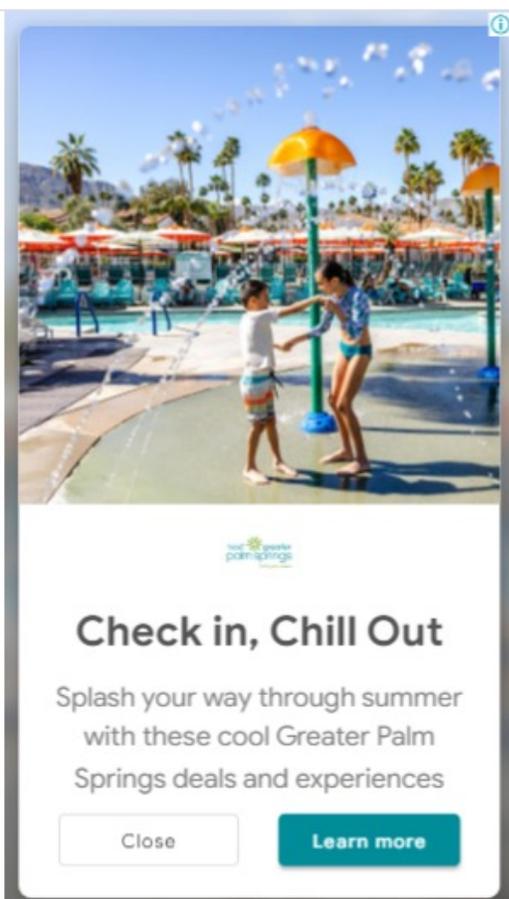


# DIGITAL WEBSITE – PAID MEDIA

**Paid media** supports all VGPS campaigns utilizing Google PPC, Performance Max, Microsoft Ads campaign, and YouTube ads.

- **NEW: International search** includes geotargeting in Canada, Mexico, Germany, and France (UK/Ireland through FINN)
- **NEW: Performance Max campaigns** (AI generated) run across Google's ecosystem on search, display, YouTube, Gmail, and Google Discover feeds.
  - The campaign optimizes across placements and tests various creative combinations to **maximize conversions**.
  - **Higher on-site engagement** than display, with a lower bounce rate, higher page views, and avg. session duration of almost twice as long
  - Performance Max CTR is about **50% higher** than display campaigns than ran in Q1/Q2 of 2023.

Display image ad (320x568)



Greater Palm Springs

## Check in, Chill Out

Splash your way through summer with these cool Greater Palm Springs deals and experiences

Close Learn more

# MEETINGS ADVERTISING & STRATEGIC PARTNERS



MEETINGS & EVENTS



SMALL MARKET MEETINGS



The Oasis is real

La Quinta Resort & Club

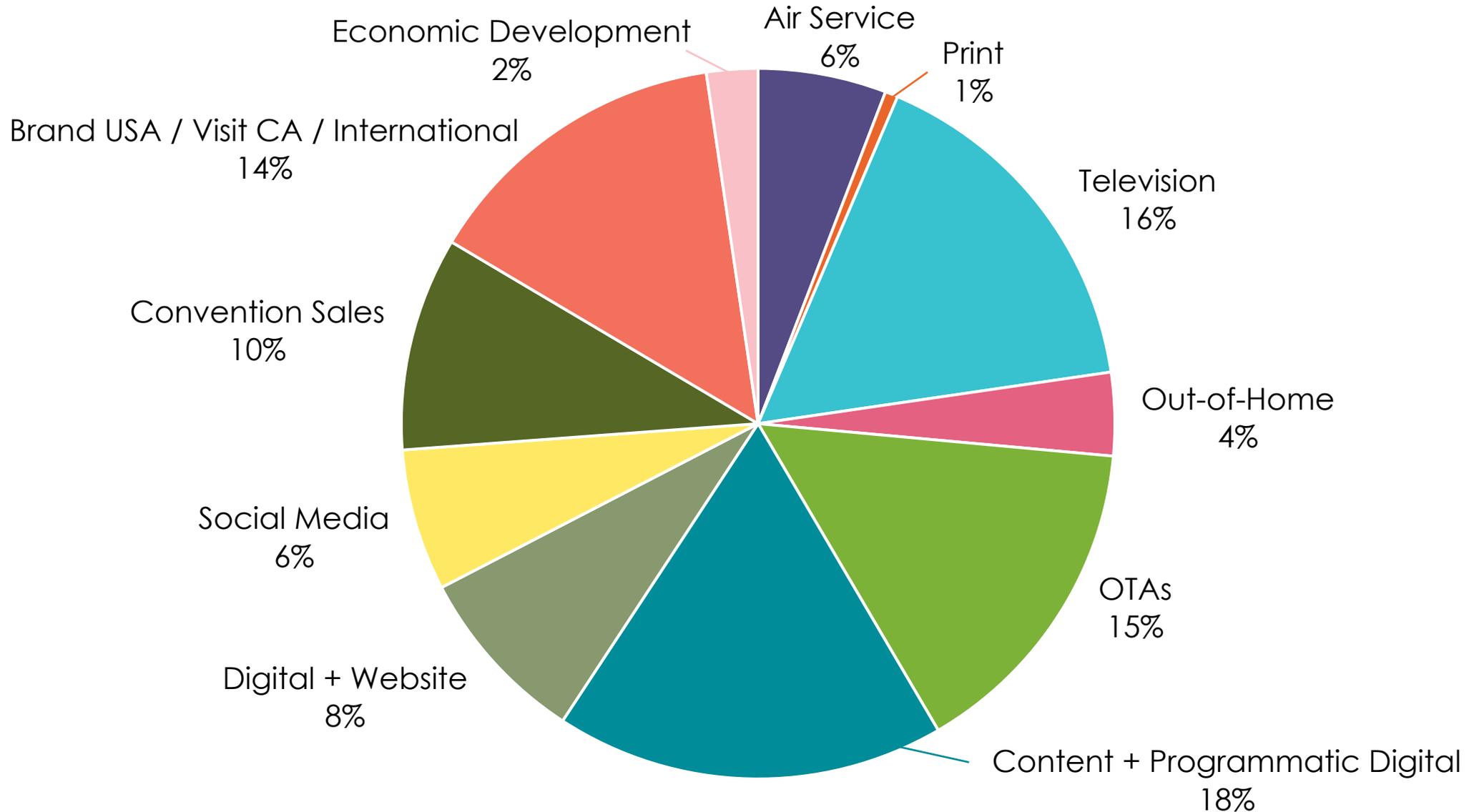
Breathtaking breakout sessions?  
This isn't a meetings mirage.

Whether it's our stress-free airport, our mesmerizing venues and outdoor spaces, or our endless rejuvenating sunshine, in Greater Palm Springs, dreams become reality and meetings are anything but ordinary.

MeetingsInPalmSprings.com

visit greater palm springs find your meeting oasis

# MEETINGS ADVERTISING & STRATEGIC PARTNERS



KELLY & MARK

# live Kelly & Mark



Daytime's #1  
Entertainment Talk Show

+2.2 Million Viewers Daily

“Live” is THE most  
upscale daytime talk  
show

36<sup>th</sup> Season in National  
Syndication

**Objective:** Greater Palm Springs as host destination for Live with Kelly & Mark, showcasing the region's unique offerings to a national audience.

**Audience:** Live with Kelly & Mark boasts a dedicated audience seeking with The coveted women ages 18-54 demographic.

### Benefits:

- National exposure through a popular daytime talk show
- Showcasing Greater Palm Springs' attractions, accommodations, events and culinary
- Increased tourism and economic impact for the region

Kelly and Mark's love for the destination presents a **unique opportunity to leverage their endorsement**, further enhancing the region's appeal to a national audience.



# live Kelly & Mark



"Live" delivers on average

- **+10% more** viewers than the "TODAY SHOW" 3<sup>rd</sup> hour
- **+55% more** than "The Talk"
- **+75% more** than "The Kelly Clarkson Show"
- **+119% more** than "Sherri"
- **+91% than** "The Drew Barrymore Show"

Source: Nielsen Npower, Live+SD (9/5/22 - 7/30/23)



1.7M+



727.5K+



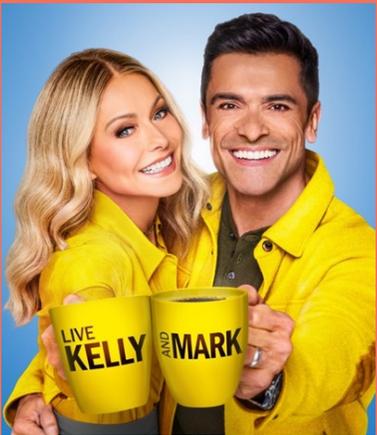
1.9M+



YouTube

477K+

# live Kelly & Mark



Estimated Cost: **\$1.4M**    **4 SHOWS/DAYS**    **est. 8.8 million viewers**

City/Hotel Partner potential contribution: **\$300K-\$400K**

Total Estimated Cost for VGPS: **\$1,057,637**

LONDON DESIGN  
FESTIVAL

# LONDON DESIGN FESTIVAL – SEPT 14-22, 2024

A red rounded rectangle containing the text "LONDON DESIGN FESTIVAL" in white, stacked vertically.

LONDON  
DESIGN  
FESTIVAL



LDF is one of the most **influential and culturally significant** global events with over 600,000 visitors in 2019 from 75 countries.

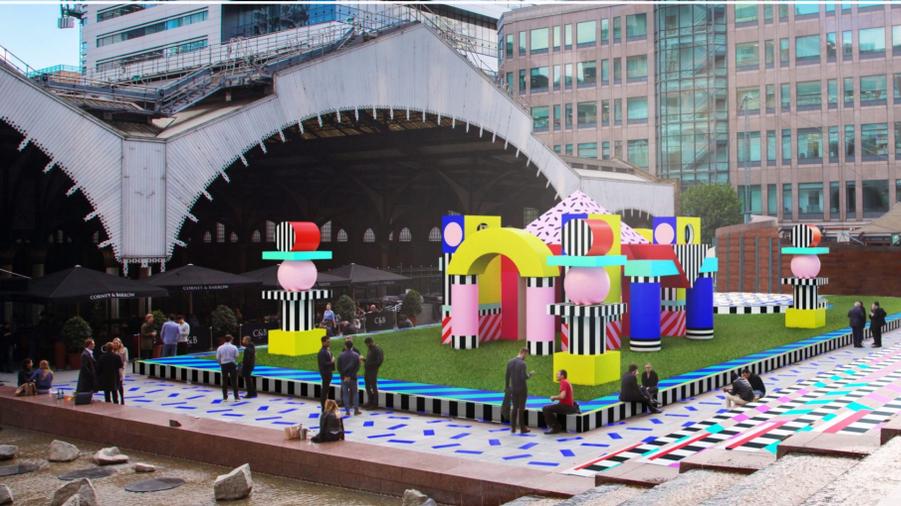
VGPS will partner with **Mattel** and a female designer to create a co-branded art activation inspired by the Kauffman House (Barbie Dreamhouse).

Greater Palm Springs is currently the **only US destination** with a proposed art activation.

Integration of **travel trade/media/consumer touchpoints** measuring earned media, engagement & overall reach, press interviews, and media/travel trade events.

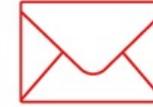
**COST: \$500,000 (VGPS \$250,000/Mattel \$250,000)**

# ABOUT LONDON DESIGN FESTIVAL



**1.7M**

Visits in 2023



**50K+**

Newsletter Subscriptions



**450K+**

Webviews during Festival month



**500+**

International press articles



**632K+**

Social Following



**1.1B**

Press reach

# BOARD PRIORITIES

# PRIORITY AREAS OF FOCUS

## Grow Tourism Economy

- Leisure Marketing – Domestic & International
- Attract New Meetings, Conventions & Events
  - Develop Demand for Need Periods, Leisure & Group
- Develop Research / Measure Impact & Effectiveness
- Vacation Rentals
  - Educate Community & Homeowners
  - Develop Best Practices

## Regional Collaboration

- Grow Air Service & Support New Transportation Options
- DEI, Sustainability, Accessibility, Cultural Heritage
- Workforce Development / TEAM GPS
- Diversify Regional Economy **(New)**
- Advocacy - Capital Advocacy selected **(New)**

# BUDGET REVIEW

# FINANCE COMMITTEE

Chair - Aftab Dada

Rolf Hoehn  
Tom Scaramellino  
Sejal Bhakta  
Robert Schneider  
Eddy Estrada

Peggy Trott  
Nusrat Mirza  
Barb Smith  
Brad Poncher  
Tim Ellis

**Visit Greater Palm Springs  
TBID Hotel Revenue Forecast  
Fiscal Year July 1, 2024 - June 30, 2025**

FY 24/25  
TBID HOTEL  
FORECAST

Total
-------

**Forecast FY 24/25**

Tourism Economics	\$ 23,415,138
CBRE-Hotel Horizons	\$ 23,041,343
CV Hotel Sample	\$ 22,273,677
 Recommendation	 \$ 22,273,677

**Growth Forecasts**

	Tourism Economics	CBRE Hotel Horizons
Occupancy - 2024	2.0%	-.1%
Occupancy - 2025	1.3%	.1%
Average Daily Rate - 2024	.5%	1.2%
Average Daily Rate - 2025	2.5%	1.8%

# FUNDING COMPARISON FY 23/24 VS. FY 24/25

Ref.	Description	2023/2024 Forecast Projection	2023/2024 Approved Budget	2024/2025 Proposed Budget	Proposed % of Prior Year Budget
	<b><u>Funding</u></b>				
1)	TBID - Hotels	\$ 22,550,226	\$ 22,882,657	\$ 22,273,677	97.3%
2)	TBID - Vacation Rentals	2,998,966	3,014,249	2,929,990	97.2%
3)	JPA Funding	2,842,784	2,532,815	2,854,821	112.7%
4)	City Marketing Partnerships	300,152	380,000	380,000	100.0%
5)	Tribal Voluntary	207,075	211,251	192,907	91.3%
6)	Partnership Fees	225,000	250,000	150,000	60.0%
7)	Advertising & Website Revenues	311,000	273,500	336,000	122.9%
8)	Joint Share Partnerships	115,520	143,000	148,690	104.0%
9)	Grants	588,333	588,333	531,500	90.3%
10)	Other Sources: Investment Income	1,580,057	1,123,226	1,627,825	144.9%
11)	Prior Year Rollover Funds	-	-	1,189,143	
12)	Reserve Usage	-	394,344	-	-
	<b>TOTAL</b>	<b>\$ 31,719,113</b>	<b>\$ 31,793,375</b>	<b>\$ 32,614,552</b>	<b>102.6%</b>

# EXPENSE COMPARISON FY 23/24 VS. FY 24/25

Ref.	Description	2023/2024 Approved Budget	2024/2025 Proposed Budget	Proposed % of Prior Year Budget
	<b><u>Expenses</u></b>			
13)	Labor - Wages	\$ 7,175,695	\$ 7,935,583	110.6%
14)	Labor - Taxes & Benefits	2,611,431	3,216,648	123.2%
15)	Marketing Production	1,279,500	883,400	69.0%
16)	Media Placement & Digital Marketing	9,408,712	9,236,390	98.2%
17)	Collateral Material	115,360	87,750	76.1%
18)	Familiarization Trips	1,073,720	1,192,250	111.0%
19)	Tradeshows / Sales Missions	1,805,126	1,857,030	102.9%
20)	Travel & Lodging	77,000	131,000	170.1%
21)	Special Promotions & Representation	3,136,855	2,981,295	95.0%
22)	Event Hosting	1,517,200	1,754,800	115.7%
23)	Research & Development	839,930	738,550	87.9%
24)	IT - Information Technology	179,700	169,500	94.3%
25)	Professional Fees	600,575	651,340	108.5%
26)	Capital Outlay	394,344	153,000	38.8%
27)	Overhead-Supplies-Utilities-Fees	1,578,227	1,626,016	103.0%
	<b>TOTAL</b>	<b>\$ 31,793,375</b>	<b>\$ 32,614,552</b>	102.6%
	Surplus (Deficit)	(0)	(0)	

# VGPS BOARD OF DIRECTORS ITEMS

(VGPS BOARD ONLY VOTES)

- Approve the Proposed 2024-2025 Budget
- Approve Resolution No. BOD 2024-002 – Strategic Sales & Marketing Reserve
- TBID Annual Report (by Civitas) – Required by State of California
- Receive and Accept the Independent Auditor's 2023 Annual Financial Report (and Communication Letter from Davis Farr dated May 31, 2024)
- Approve Dan Johnson with Hyatt Regency Indian Wells for Board of Directors seat

# JPA EXECUTIVE COMMITTEE ITEMS

(JPA ONLY VOTES)

- Approve the Proposed 2024-2025 Budget
- Approve Resolution No. JPA 2024-008 – Strategic Sales & Marketing Reserve
- TBID Annual Report (by Civitas) – Required by State of California
- Receive and Accept the Independent Auditor's 2022 Annual Financial Report (and Communication Letter from Davis Farr dated March 20, 2023)
- Approve Resolution No. JPA 2024-004 – Updating Monthly Stipend for JPA Executive Committee
- Approve Resolution No. JPA 2024-005 – Carrying Over Funds to FY 2024/2025
- Approve Technical Advisory Committee (TAC) for Economic Development Diversity Initiative

# ECONOMIC DEVELOPMENT TAC

**City of Desert Hot Springs** - **Frank Luckino**, City Manager

**City of Palm Springs** - **Wayne Olson**, Chief Economic Development Officer

**City of Cathedral City** - **Charlie McClendon**, City Manager

**City of Rancho Mirage** - **Gabe Coddington**, Director of Marketing

**City of Palm Desert** - **Eric Ceja**, Director of Economic Development

**City of Indian Wells** - **Chris Freeland**, City Manager

**City of La Quinta** - **Gilbert Villalpando**, Director Business Unit & Housing Development

**City of Indio** - **Carl Morgan**, Economic Development Director

**City of Coachella** - **Celina Jimenez**, Director of Economic Development

**Riverside County** - **Joaquin Tijerina**, Economic Development Manager

JPA EXECUTIVE COMMITTEE &  
BOARD OF DIRECTORS  
UPDATES

BIRTHDAYS

# HAPPY BIRTHDAY !!!



**AFTAB DADA**

April 7



**JOHN BOLTON**

May 8



**JERRY KELLER**

May 23



**NUSRAT MIRZA**

June 6



**PEGGY TROTT**

April 21



**JAY CHESTERTON**

May 9



**KATE ANDERSON**

May 24



**DAVID FELTMAN**

June 6



**TIM ELLIS**

April 23



**ROLF HOEHN**

May 11



**ROB HAMPTON**

May 31



**LEE MORCUS**

June 13



**LIZ OSTOICH**

May 2



**BRAD PONCHER**

May 15



**LINDA EVANS**

June 5



**MANUEL PEREZ**

June 18

# NEXT BOARD MEETING

Friday, September 27, 2024

Location:  
**The Westin Rancho Mirage Golf Resort & Spa**