

BOARD AND JPA MEETING

Friday, December 13, 2024



CALL TO ORDER




ROLL CALL



LAND ACKNOWLEDGEMENT



aguacaliente-nsn.gov

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 stars and stripes clearly visible. The text is overlaid on the right side of the image.

"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



PUBLIC COMMENT



GUEST SPEAKERS





palm springs
INTERNATIONAL AIRPORT



Victoria Carpenter
Airport Administration
Manager

Jake Ingrassia
Communications & Marketing
Specialist



palm springs
INTERNATIONAL AIRPORT

**STRATEGIC PLAN &
ORGANIZATIONAL PRIORITIES**

**MASTER PLAN &
RENTAL CAR CENTER**

CONCESSIONS

FIS STUDIES

SHADE STRUCTURES

AGUA CALIENTE CONCOURSE

TSA LANE + CHECKPOINT QUEING

TERMINAL TERRAZZO

WIFI UPGRADE

BAGGAGE CLAIM

EXIT LANE

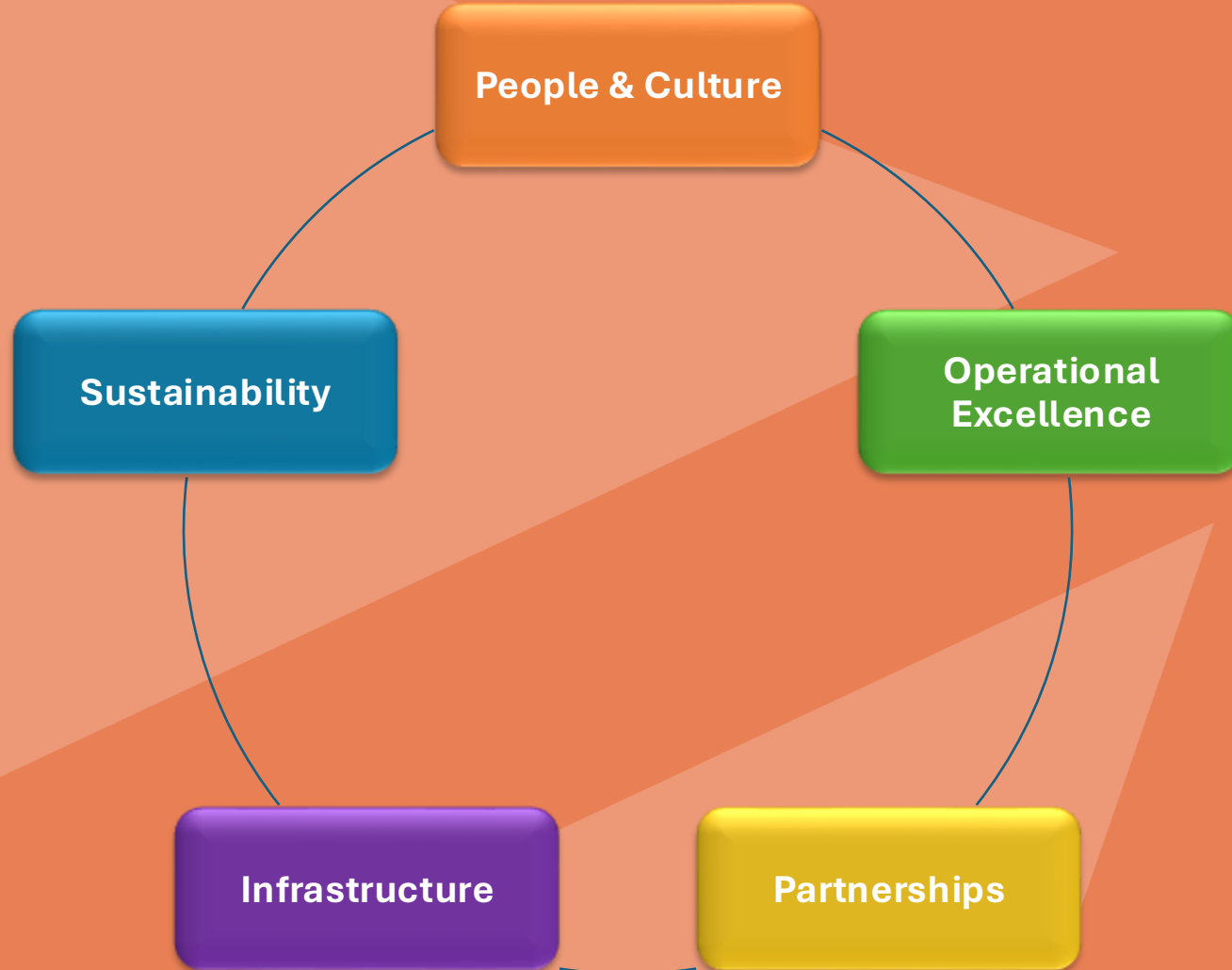
NEW GRANTS

AIR SERVICE



STRATEGIC PLAN & ORGANIZATION PRIORITIES

STRATEGIC PRIORITIES



VISION:

An iconic airport
passionately connecting
Greater Palm Springs
to the world

MISSION:

Moving you with
unforgettable hospitality



MASTER PLAN & RENTAL CAR CENTER

What is an Airport Master Plan?

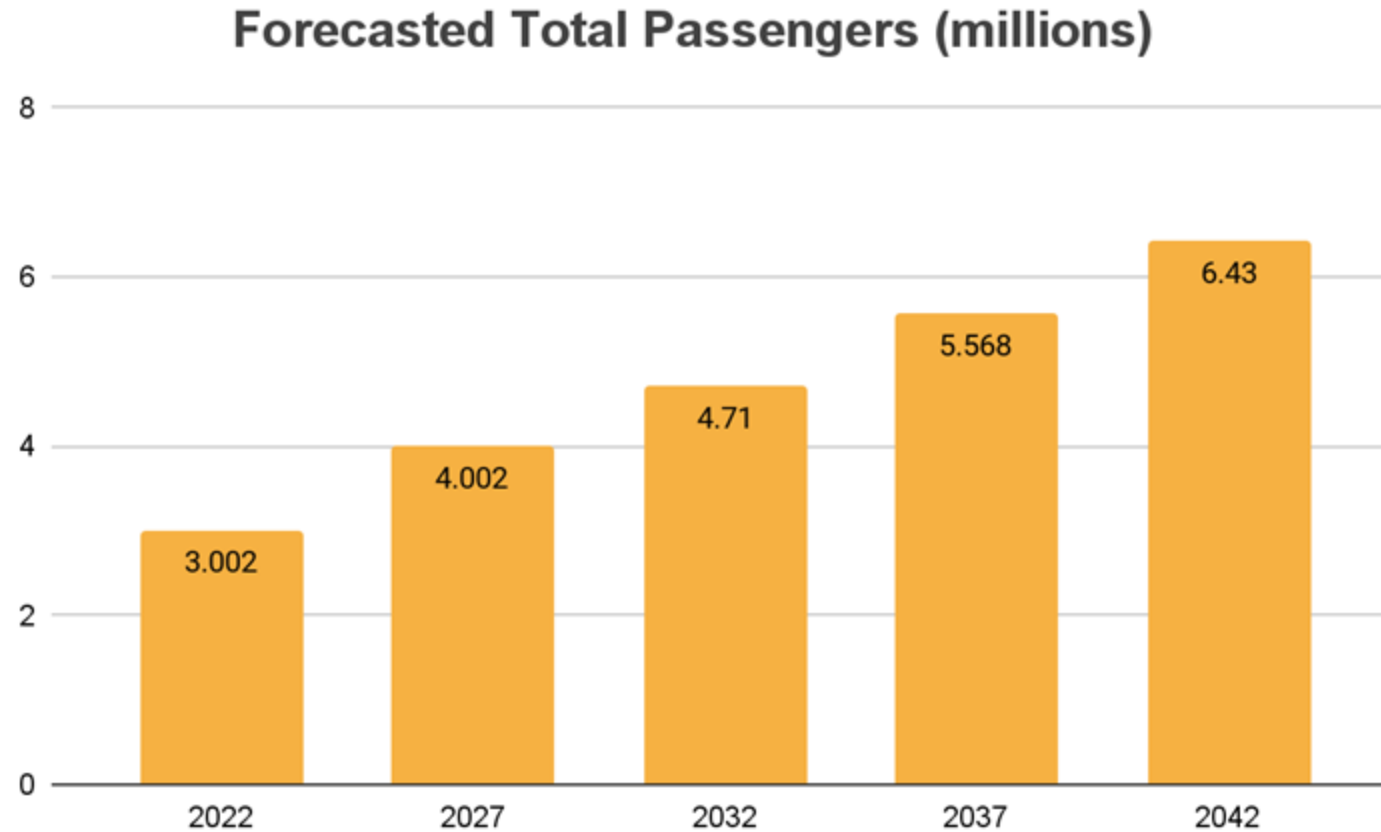
Federally required document to help an airport:

- Plan strategically for the future
- Identify new projects to support long-term growth and safety



This is only a plan. Each major project identified in the master plan will have to be separately approved, funded, and comply with state and federal environmental requirements.

Airport is Rapidly Increasing in Popularity



Historical data from Airport records, FAA ATADS and TAF, T100 data, and forecasts by Unison Consulting, Inc

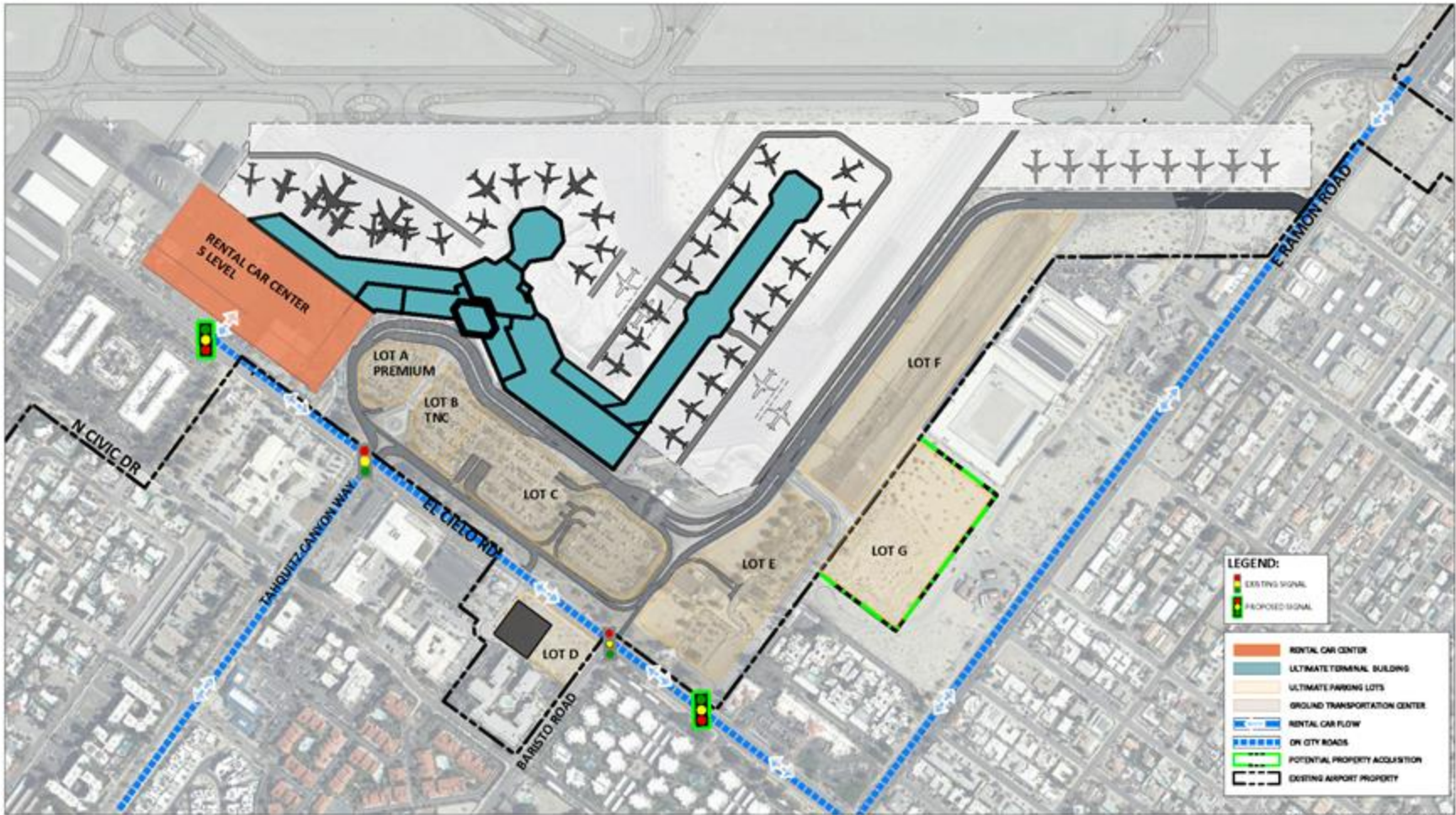
Master Plan Process

A methodical approach to ensure the best outcome.



Alternative 1: North Site Rental Car Center

Figure x-x: North Site Alternative 1



Source: Gensler and Mead & Hunt, 2023

North Site Renderings



View with Rental Car Center and Terminal Expansion

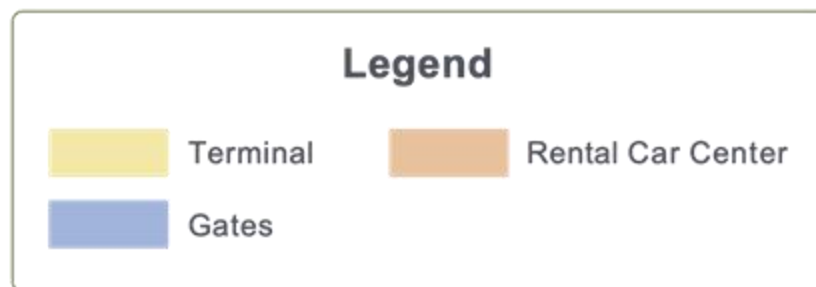


Alternative 2: South Site Rental Car Center

Figure x-x: South Site Alternative 2 - Rental Car Flow

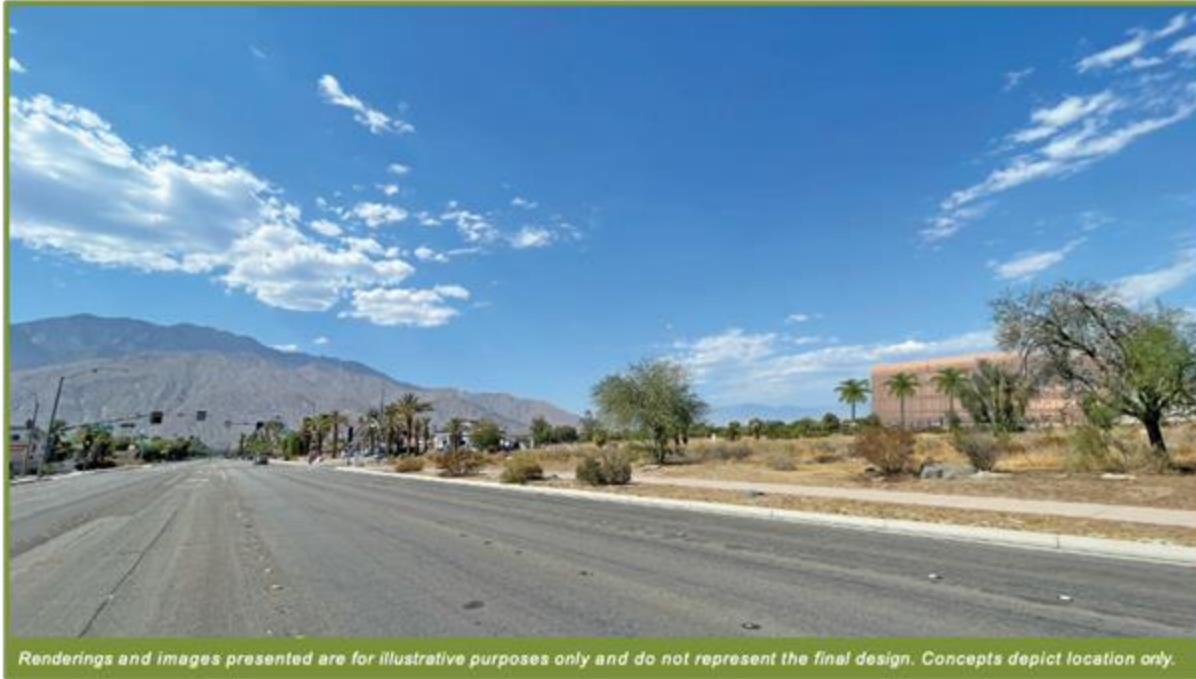


South Site Renderings



View with Rental Car Center and North Terminal

Perspective South



Perspective West



Alternative 3: Hybrid Model

Figure x-x: Hybrid North South Sites



Hybrid Model Renderings



View with Rental Car Center and North Terminal



View with Rental Car Center and North Terminal



Renderings and images presented are for illustrative purposes only and do not represent the final design. Concepts depict location only.

PalmSpringsAirportMasterPlan.com



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INTERNATIONAL AIRPORT

CONCESSIONS

CONCESSIONS REFRESH

13 TOTAL SPACES

Terminal

- ✓ Las Casuelas Terraza
- ✓ Coachella Valley Coffee
- 🚧 Pink Door

Courtyard

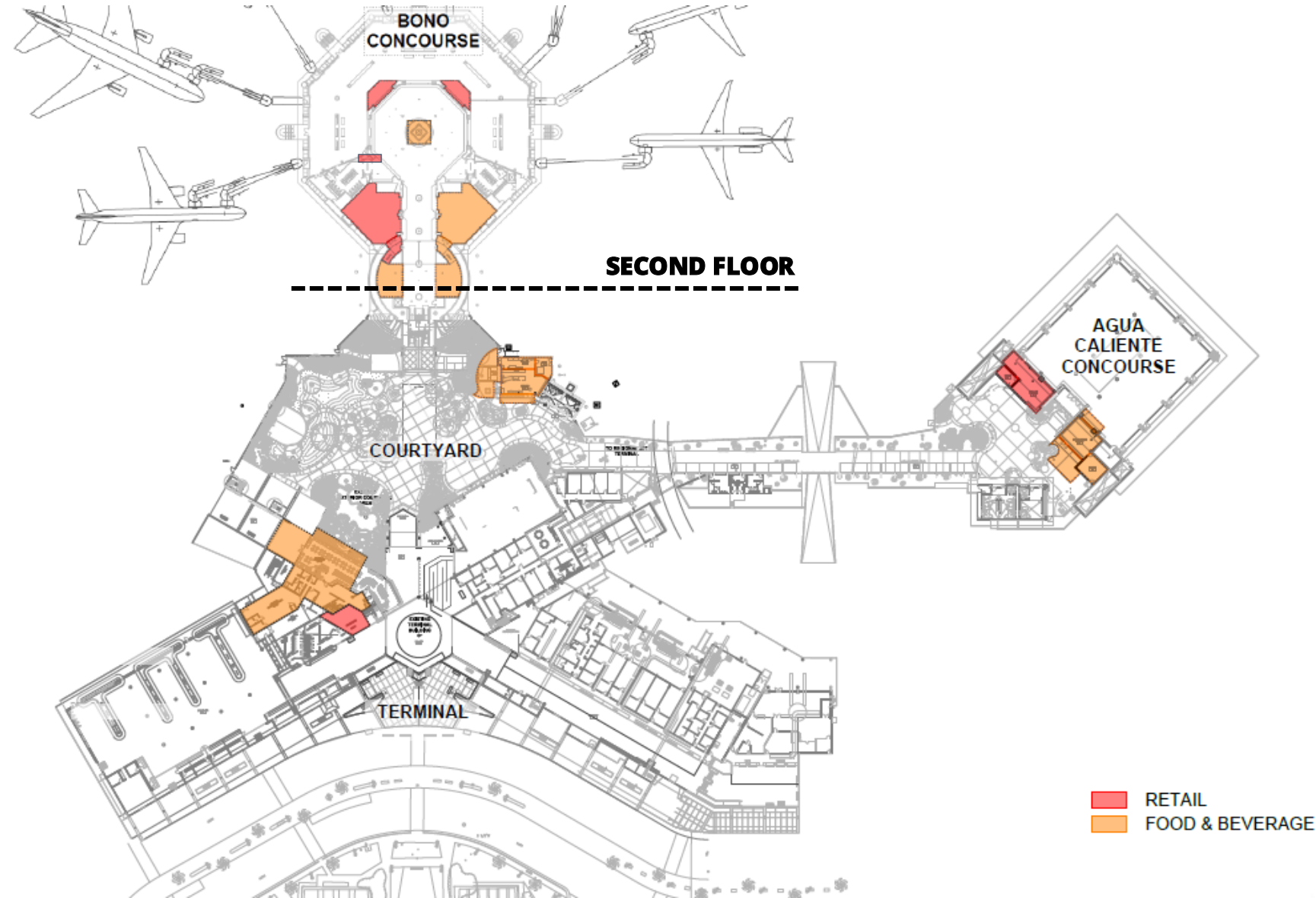
- 🚧 Vino Volo

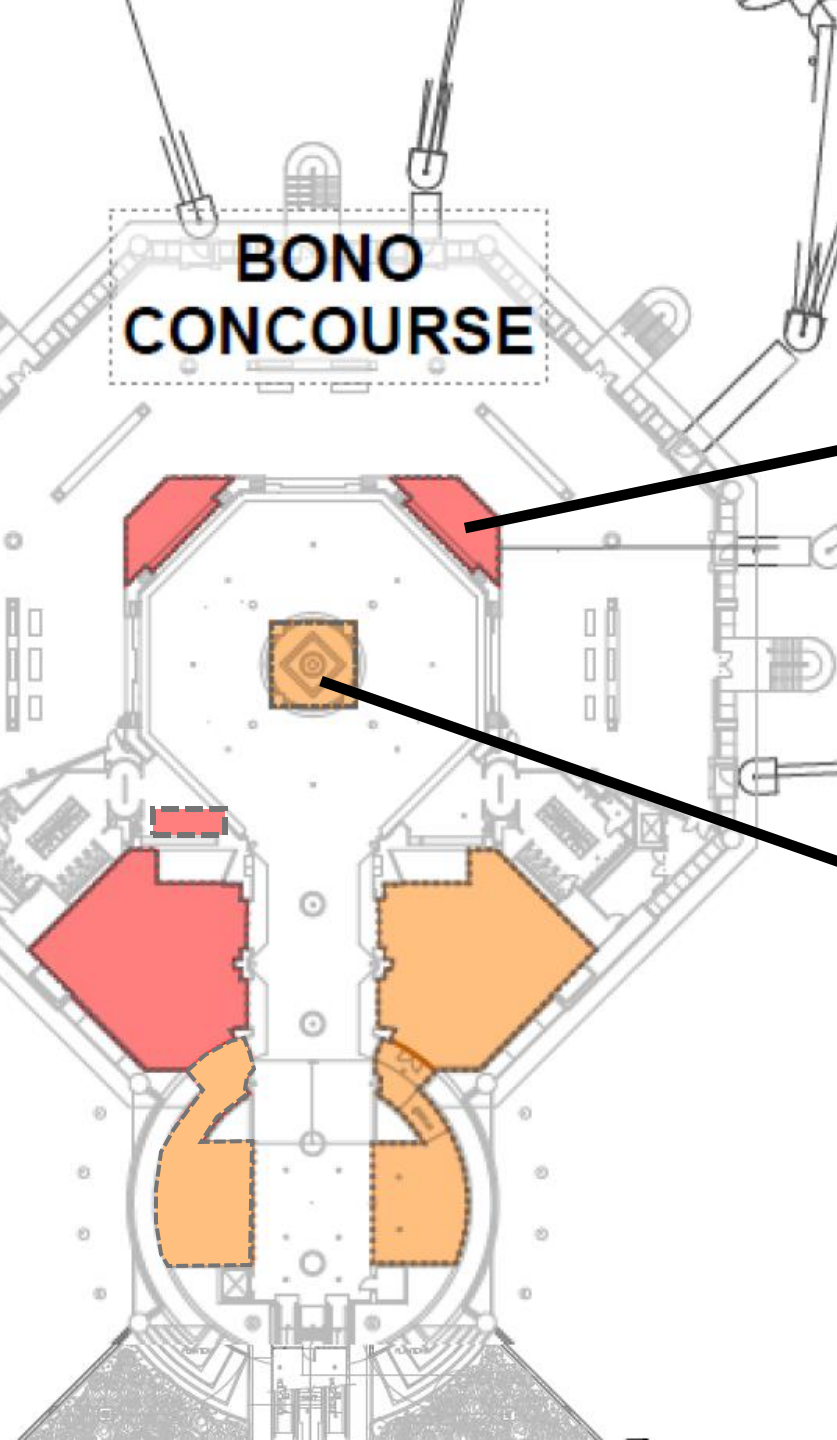
Bono Concourse

- 🚧 Movie Colony Canteen
- ✓ Las Palmas Oasis
- ✓ I Heart PSP
- ✓ Hey Joshua
- ✓ InMotion
- ✓ Cactus to Clouds
- 🚧 Trio

Agua Caliente Concourse

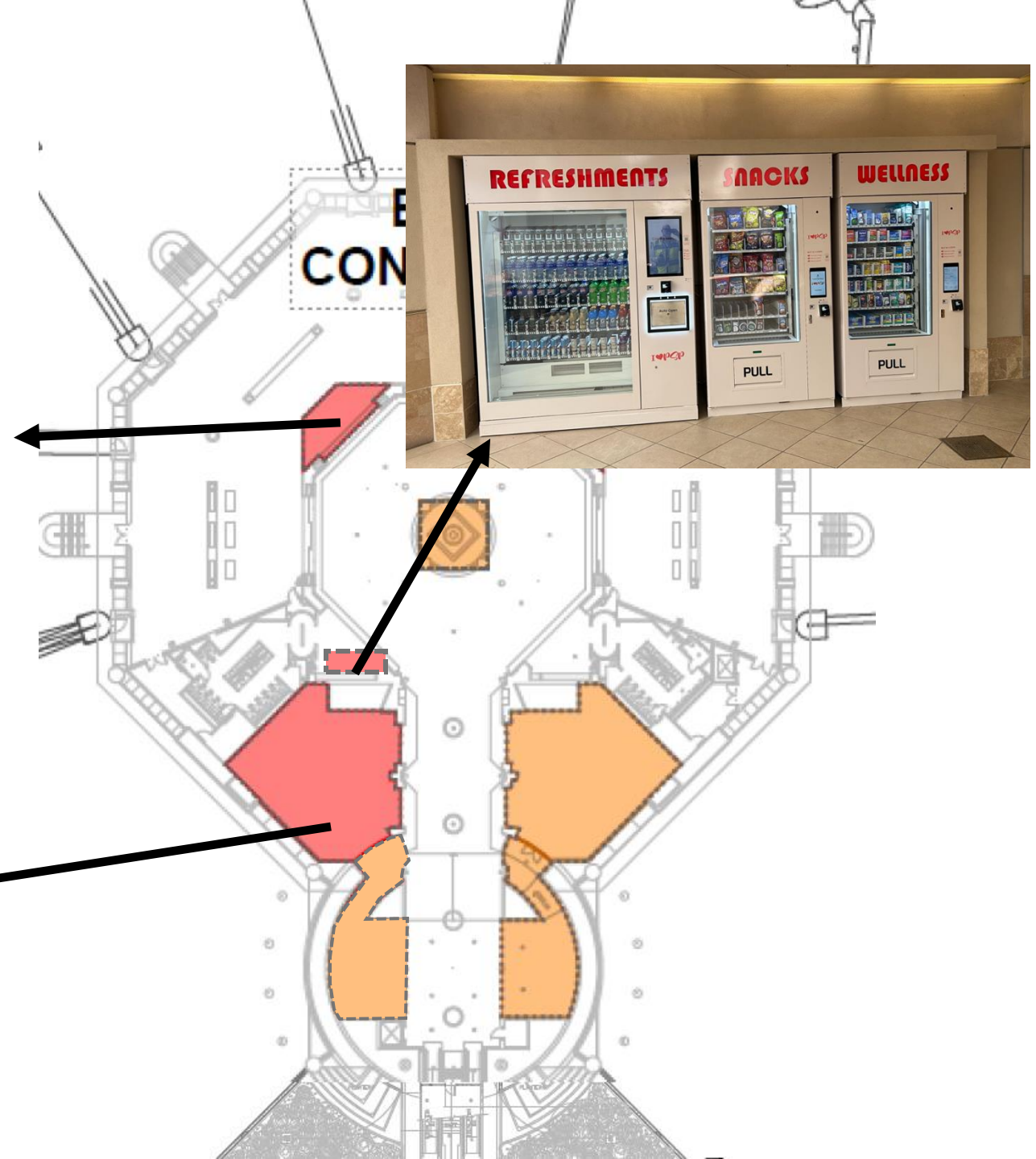
- ✓ Uptown Essentials
- ✓ Nine Cities Craft

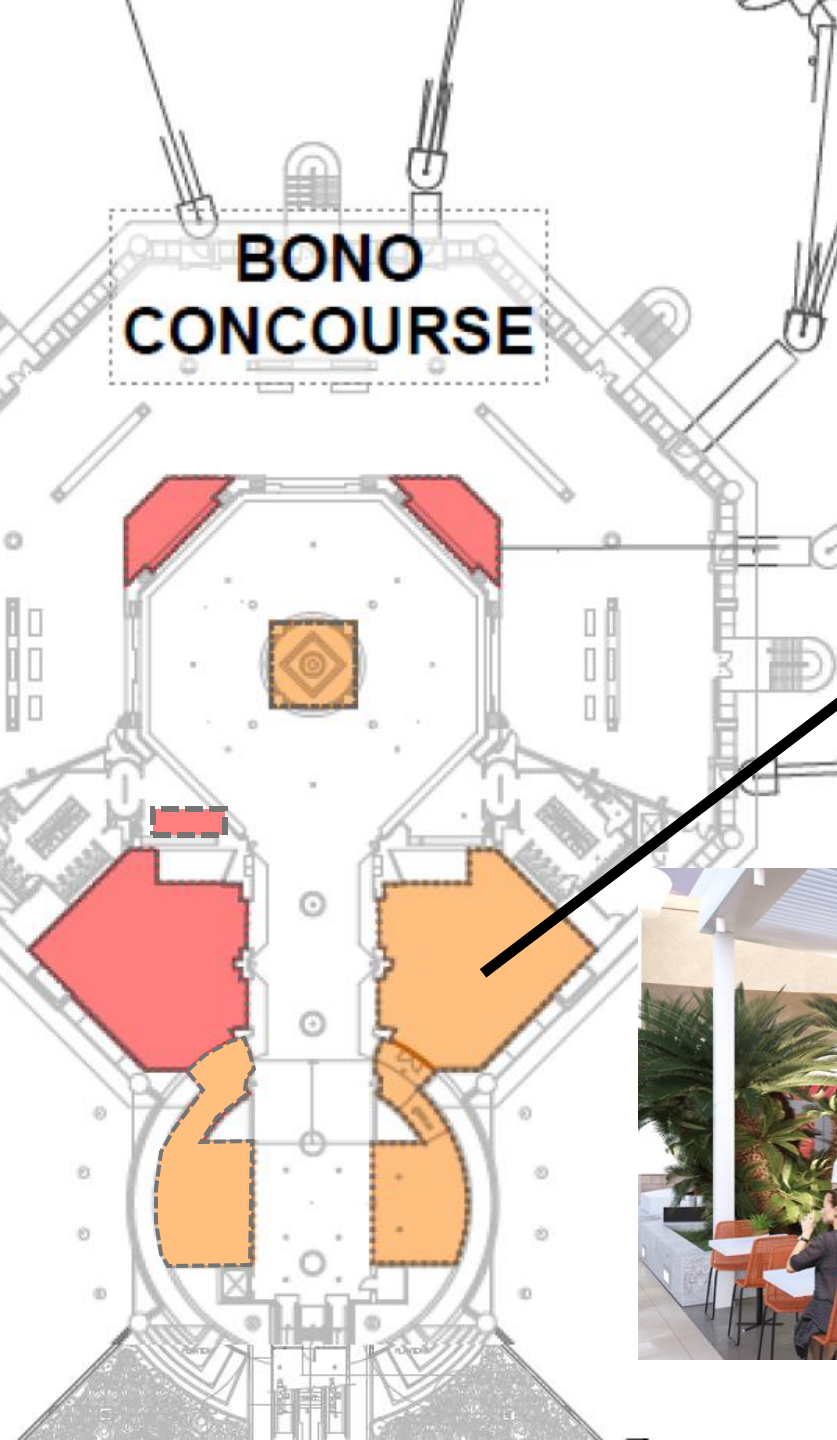


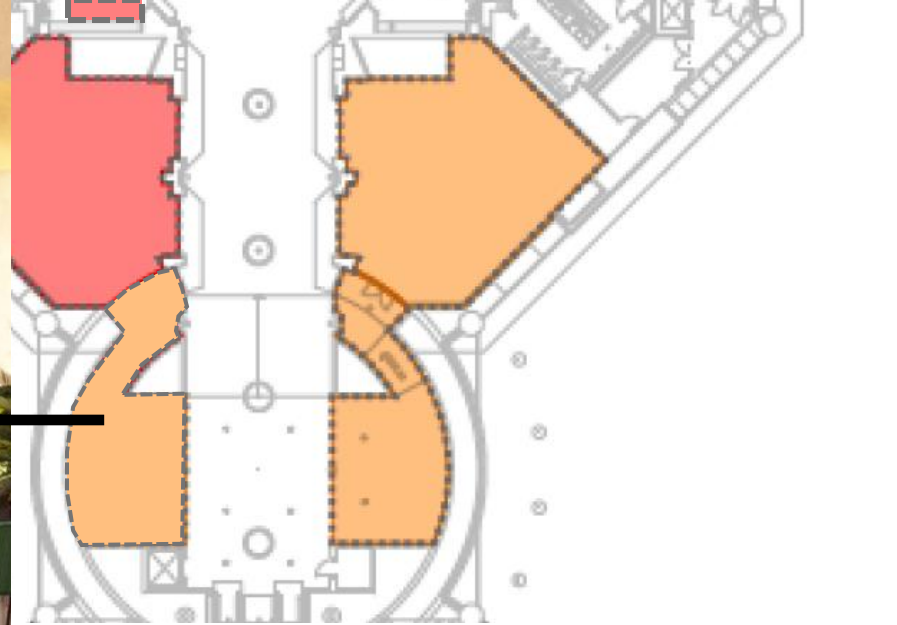
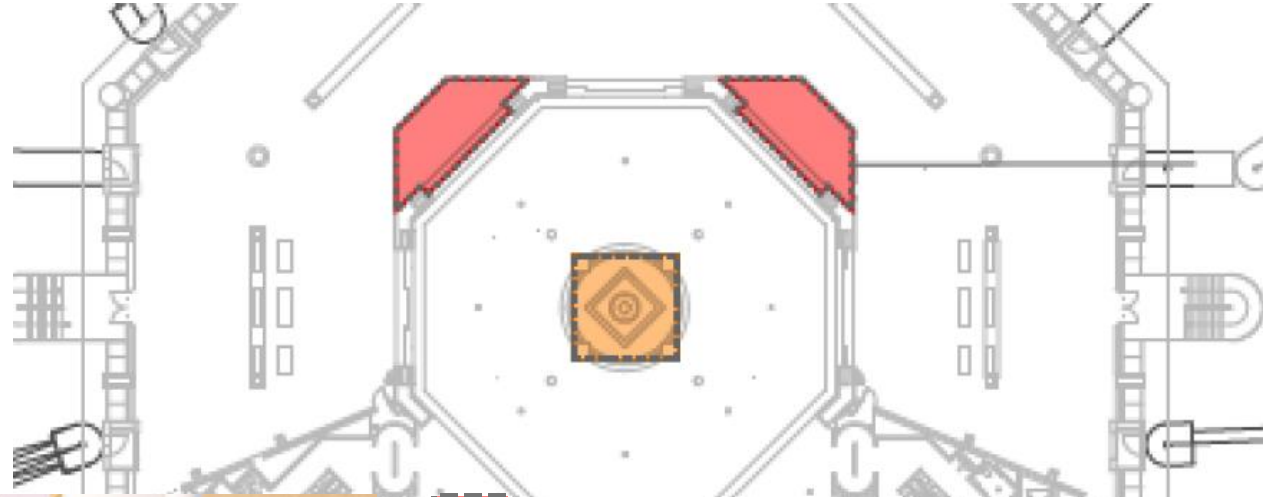


BONO
CONCOURSE

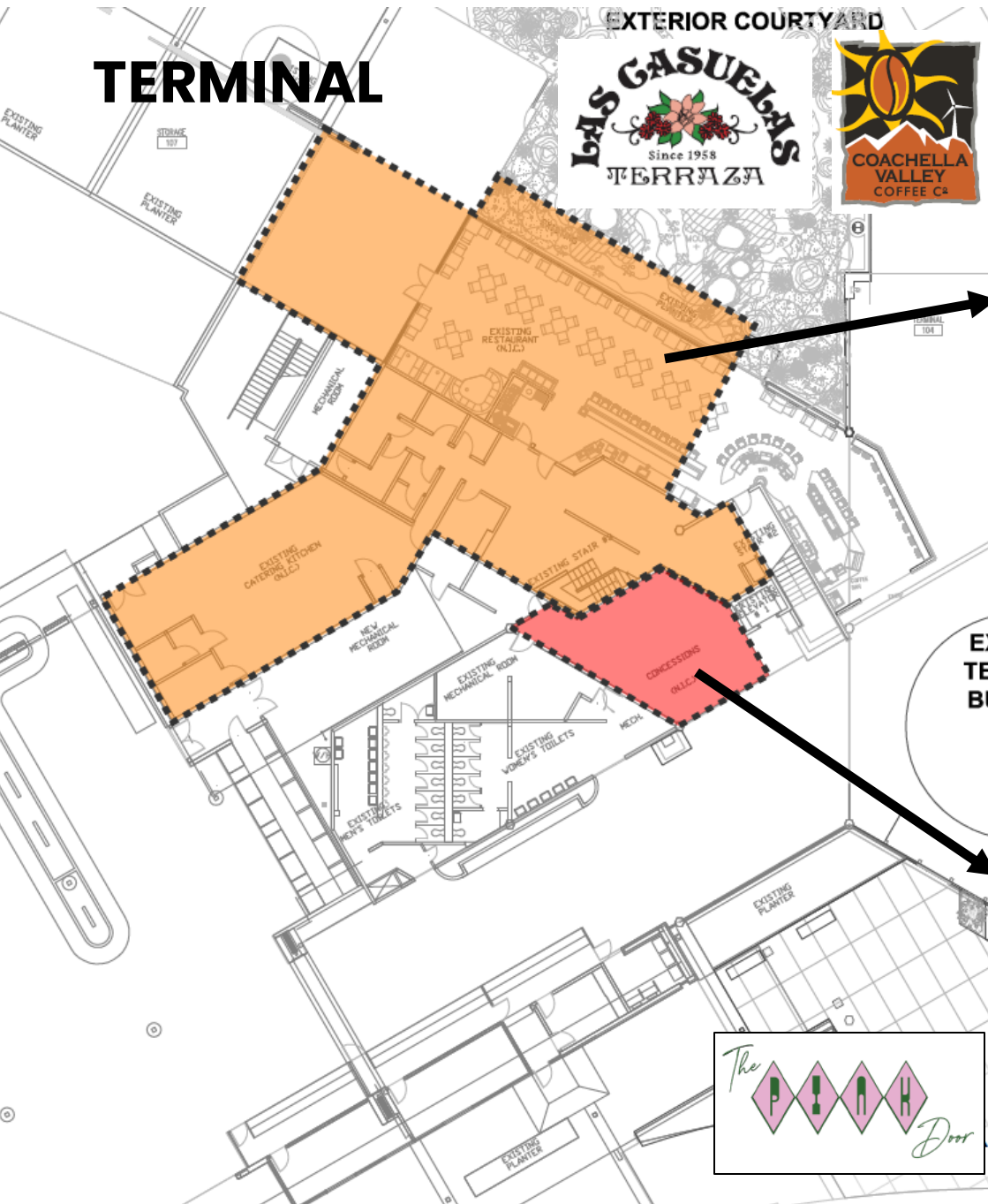








TERMINAL



COURTYARD

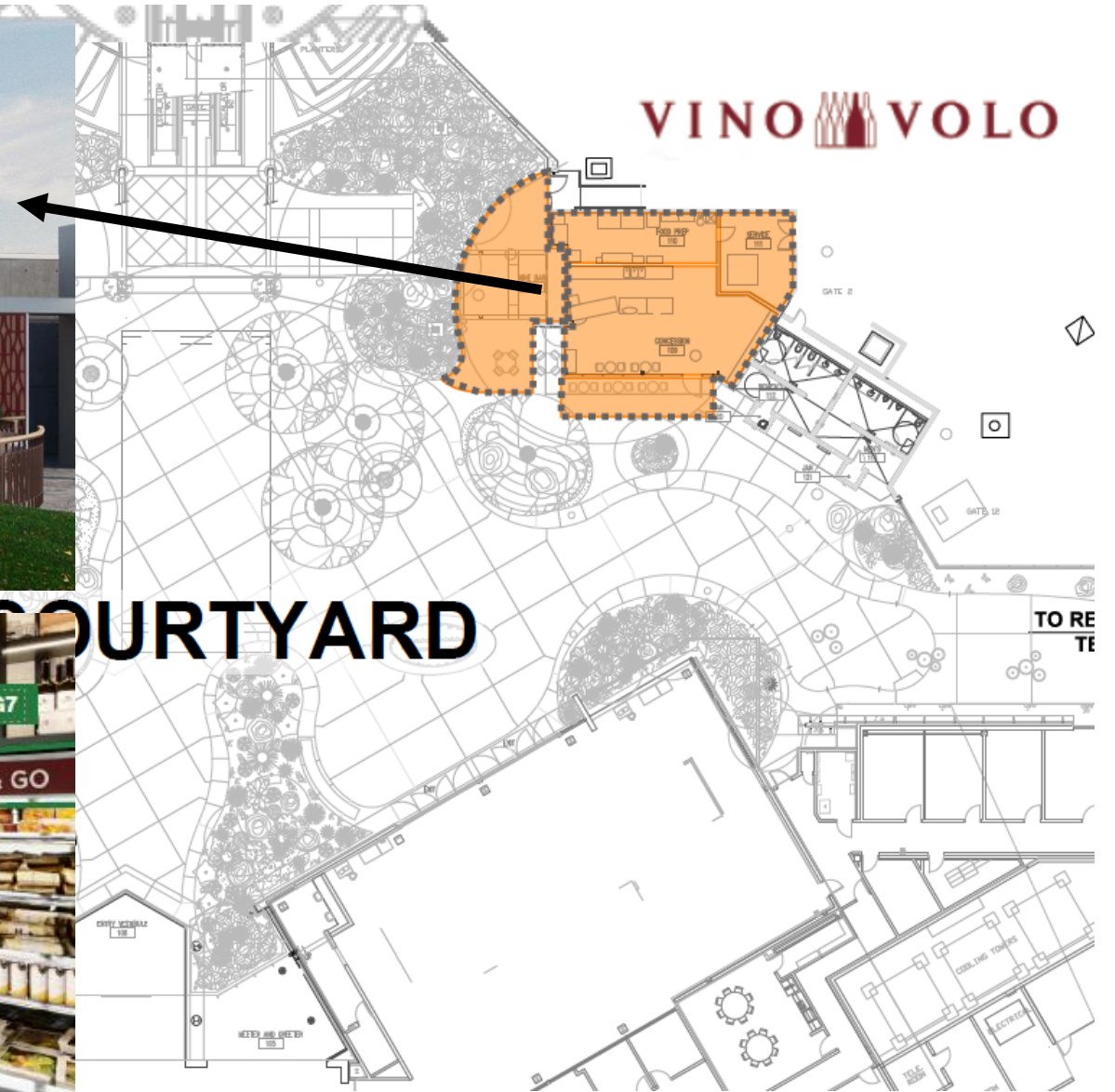
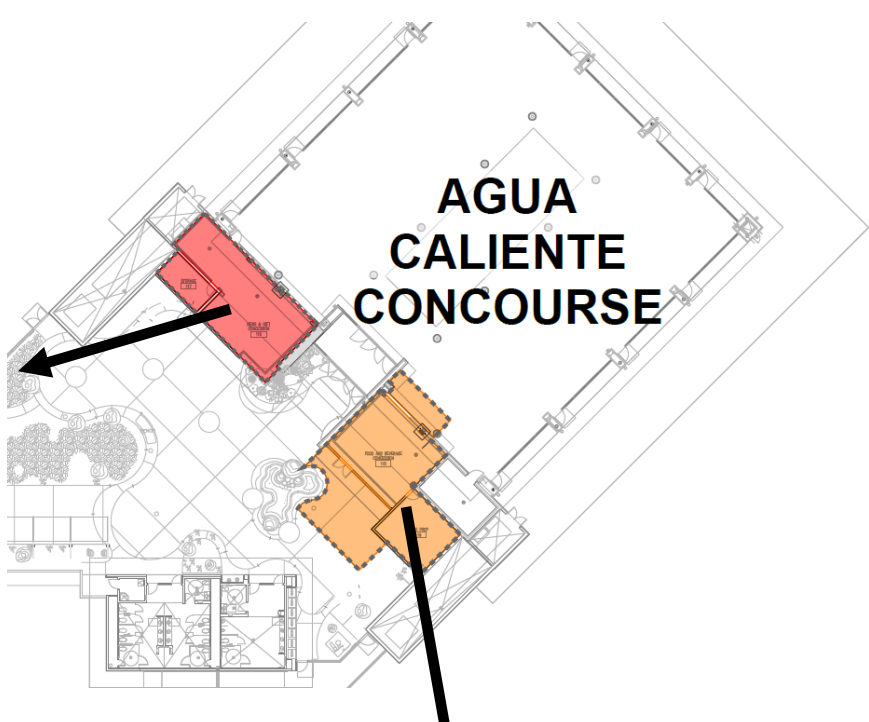


FIG + PLUM (COURTYARD)





FIS STUDIES

- Kicked off in October 2023
- Phase 2 Feasibility Study – Completed Sept 2024
 - Informs strategy for CBP officer allocation
- Market study suggests opportunities for up to **four daily flights** from cities south of border
- Suggest opportunity for **one daily nonstop** flight to Western Europe

PROJECTS

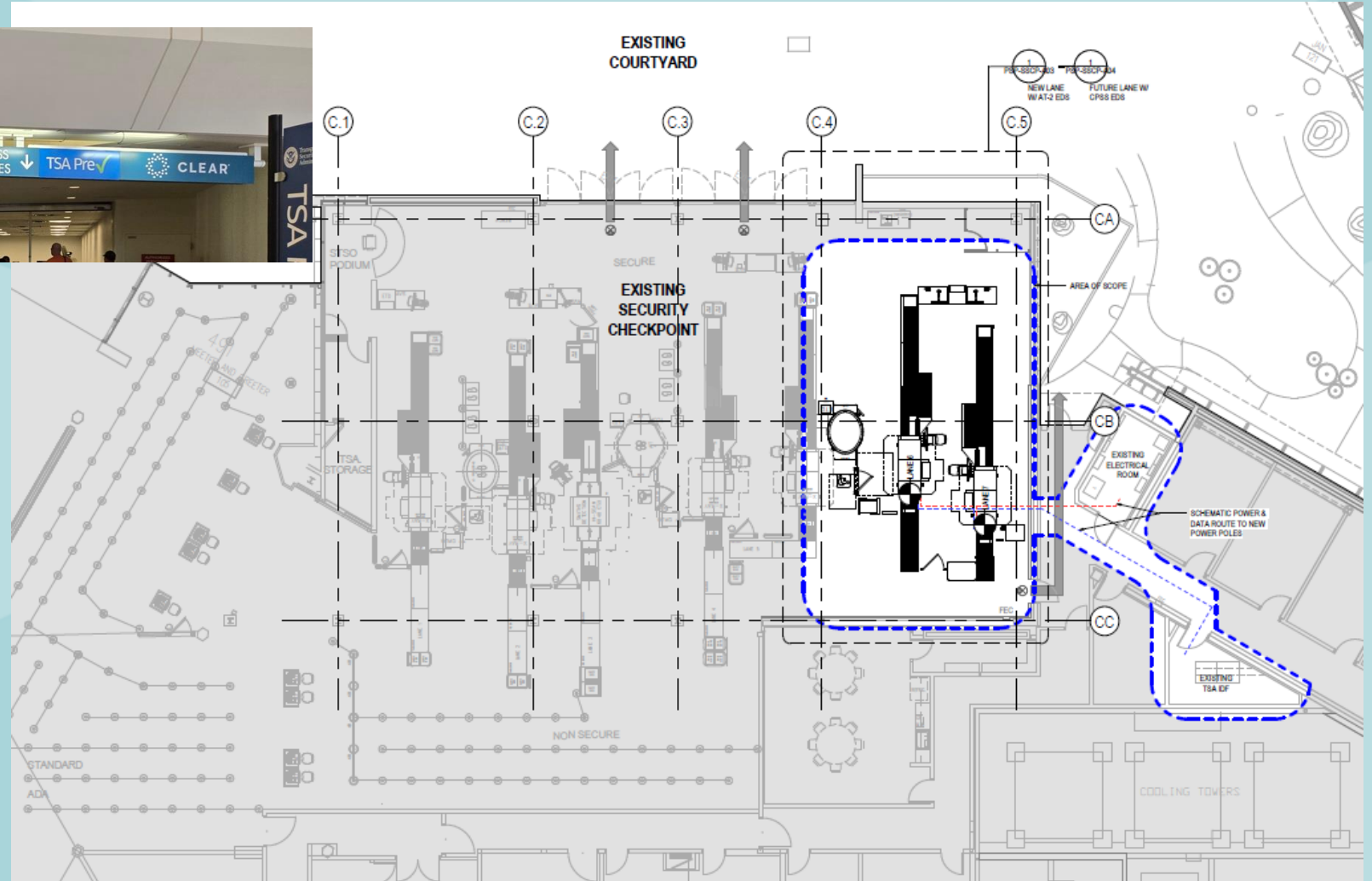
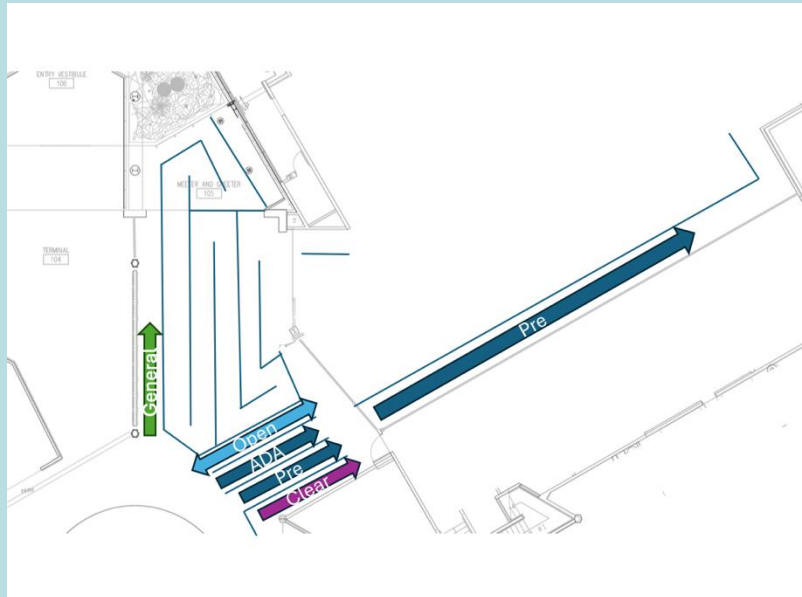
COURTYARD SHADE – TSA & NINE CITIES



AGUA CALIENTE CONCOURSE ACTIVATION SPACE



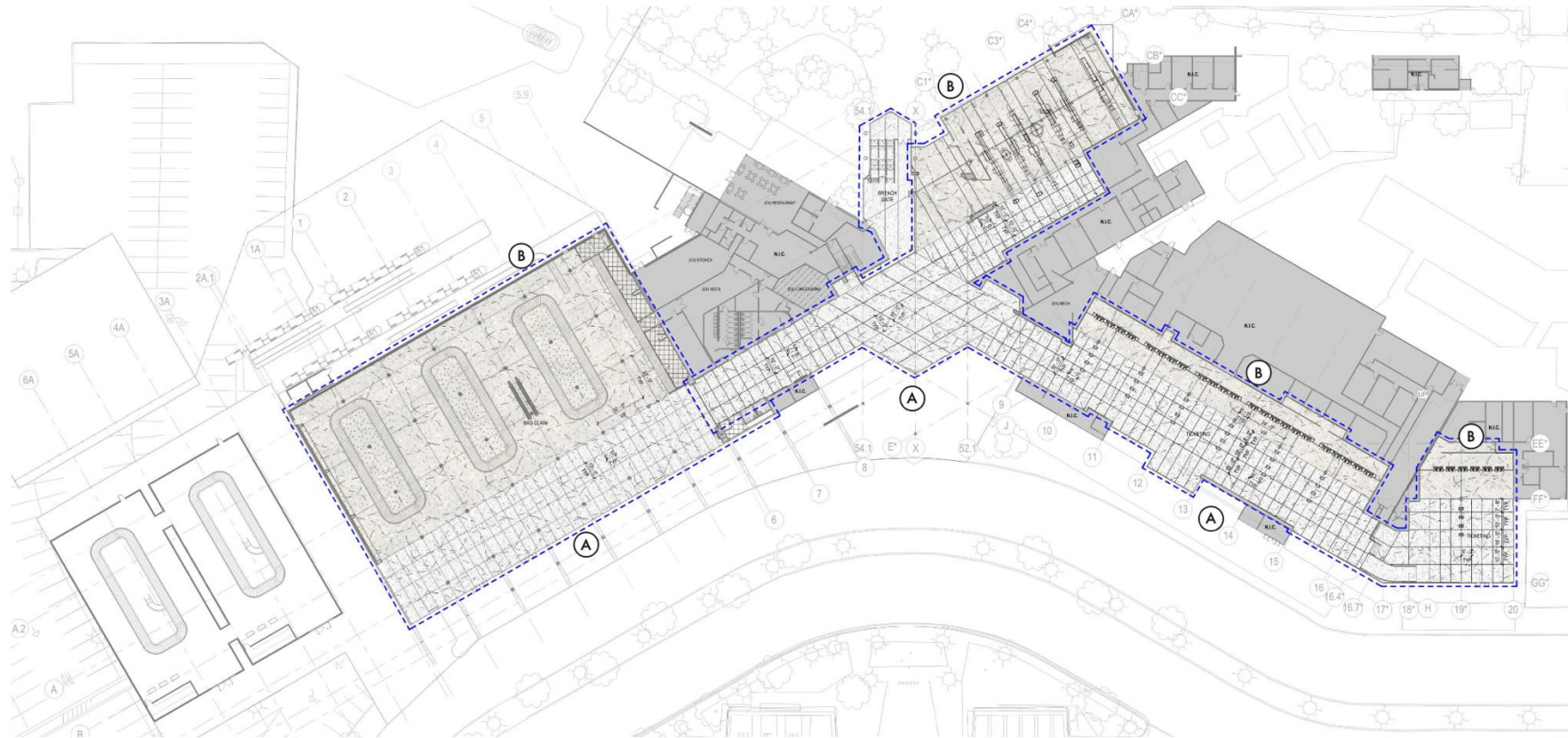
TSA 7TH LANE & CHECKPOINT QUEING



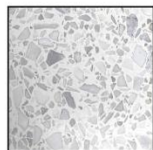


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INTERNATIONAL AIRPORT

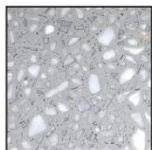
TERMINAL TERRAZZO



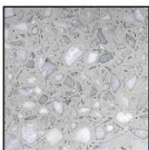
A: PRIMARY COLOR



B: ACCENT COLOR
OPT 1



B: ACCENT COLOR
OPT 2



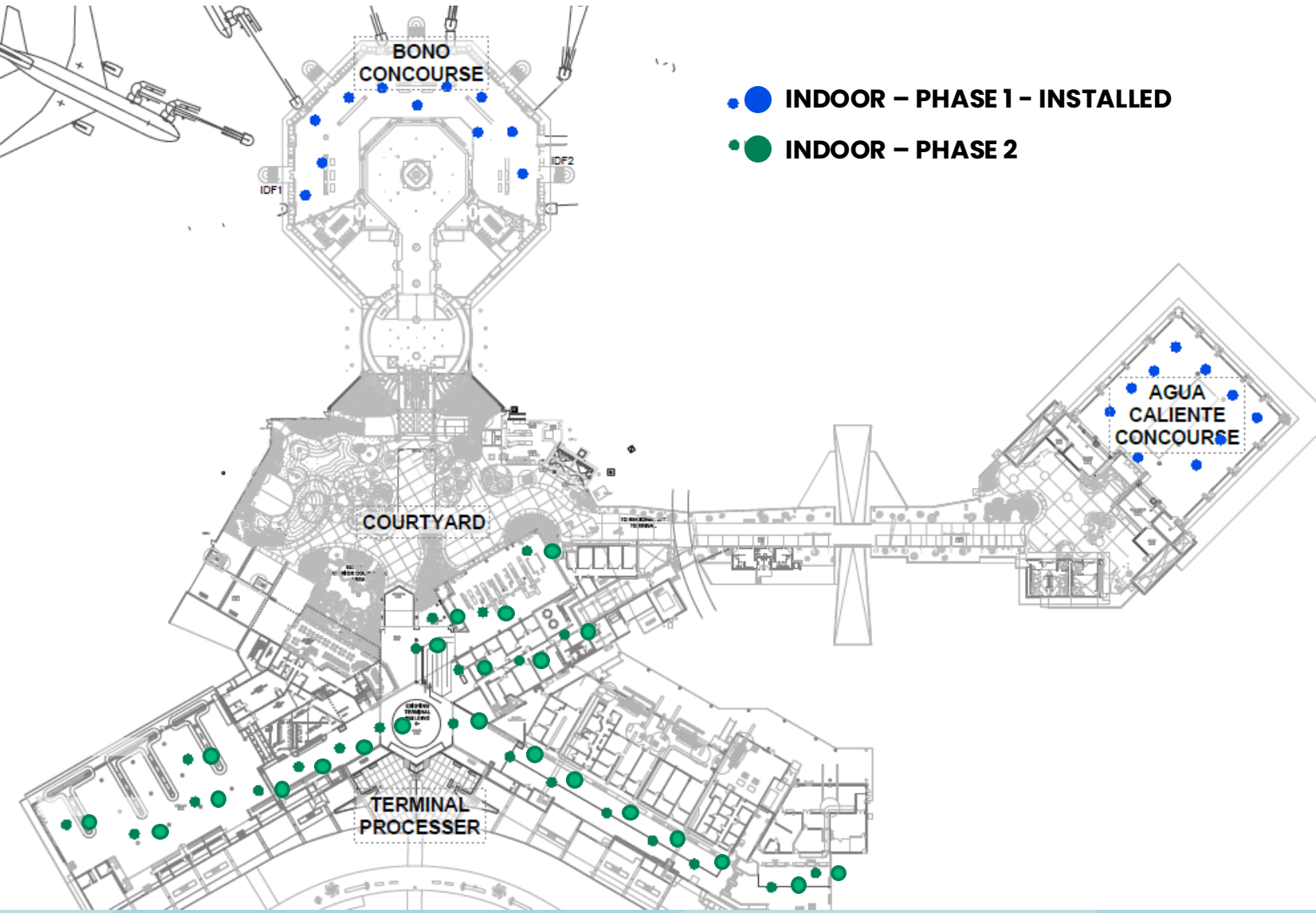
BRONZE ZINC STRIP



BRONZE ZINC STRIP
APPLIED



WIFI UPGRADE



PHASE 1 – COMPLETED 4/2024!

13 access points – Indoor Bono
9 access points – Indoor ACC

PHASE 2A – COMPLETED 9/2024!

28 access points – Center Terminal

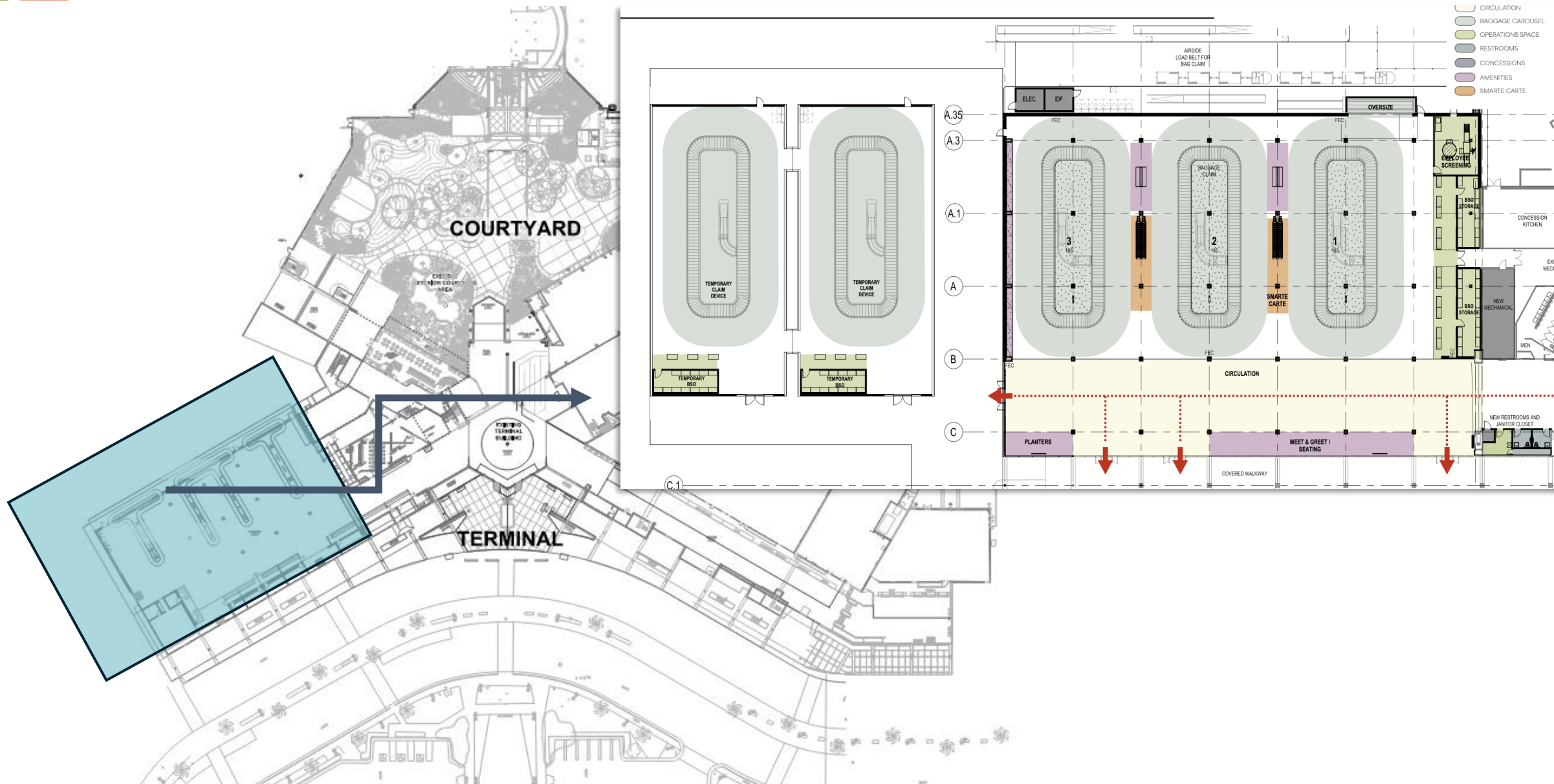
PHASE 3 – PENDING

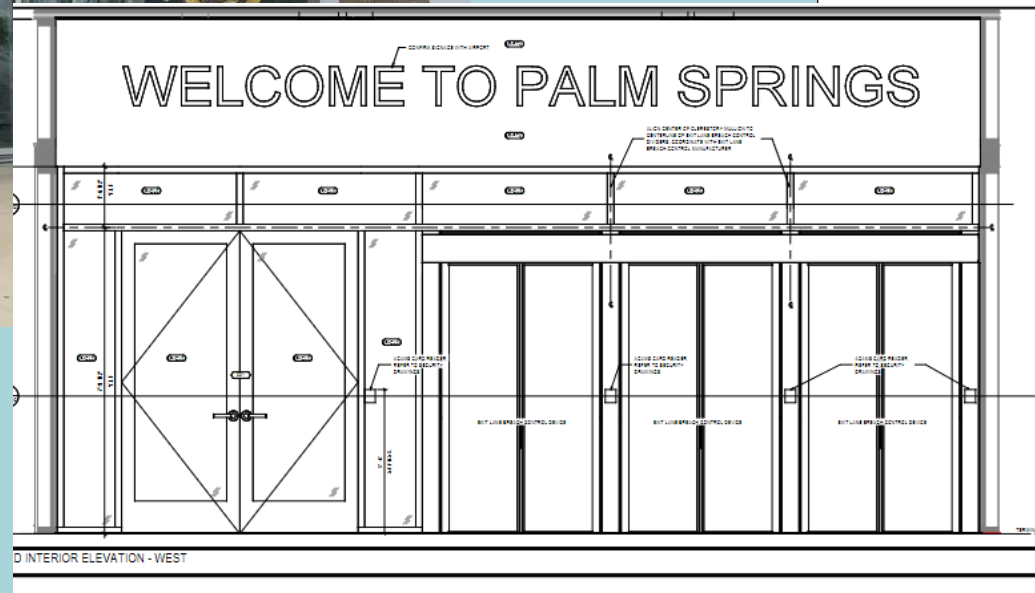
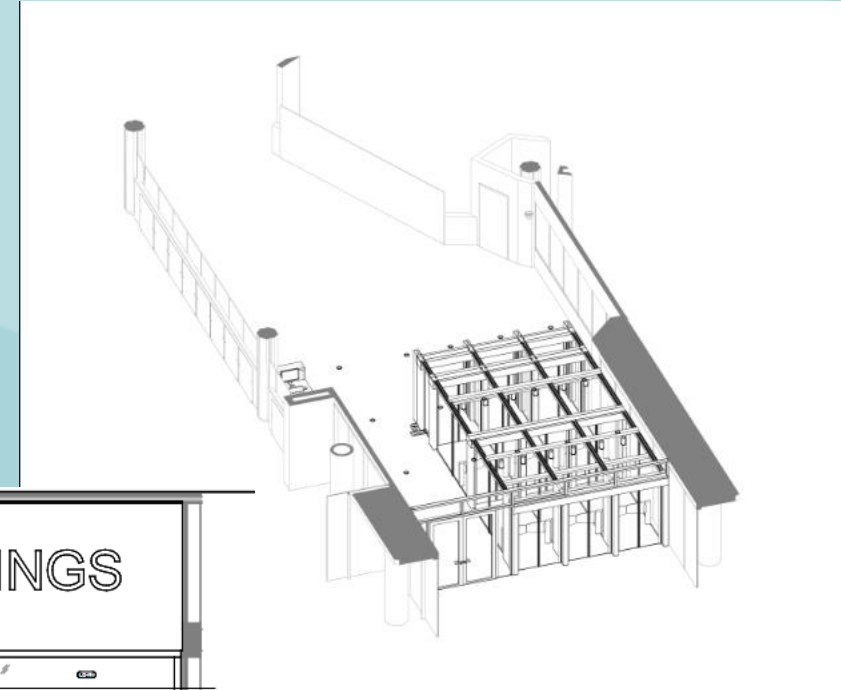
21 access points – Outdoor areas



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BAGGAGE CLAIM EXPANSION





\$6,000,000

**Upgrade & Expand Outbound
Baggage Handling System**



\$503,212

**Zero Emissions Vehicle
(ZEV) Replacement**



AIR SERVICE

2024 Scheduled Departing Seats

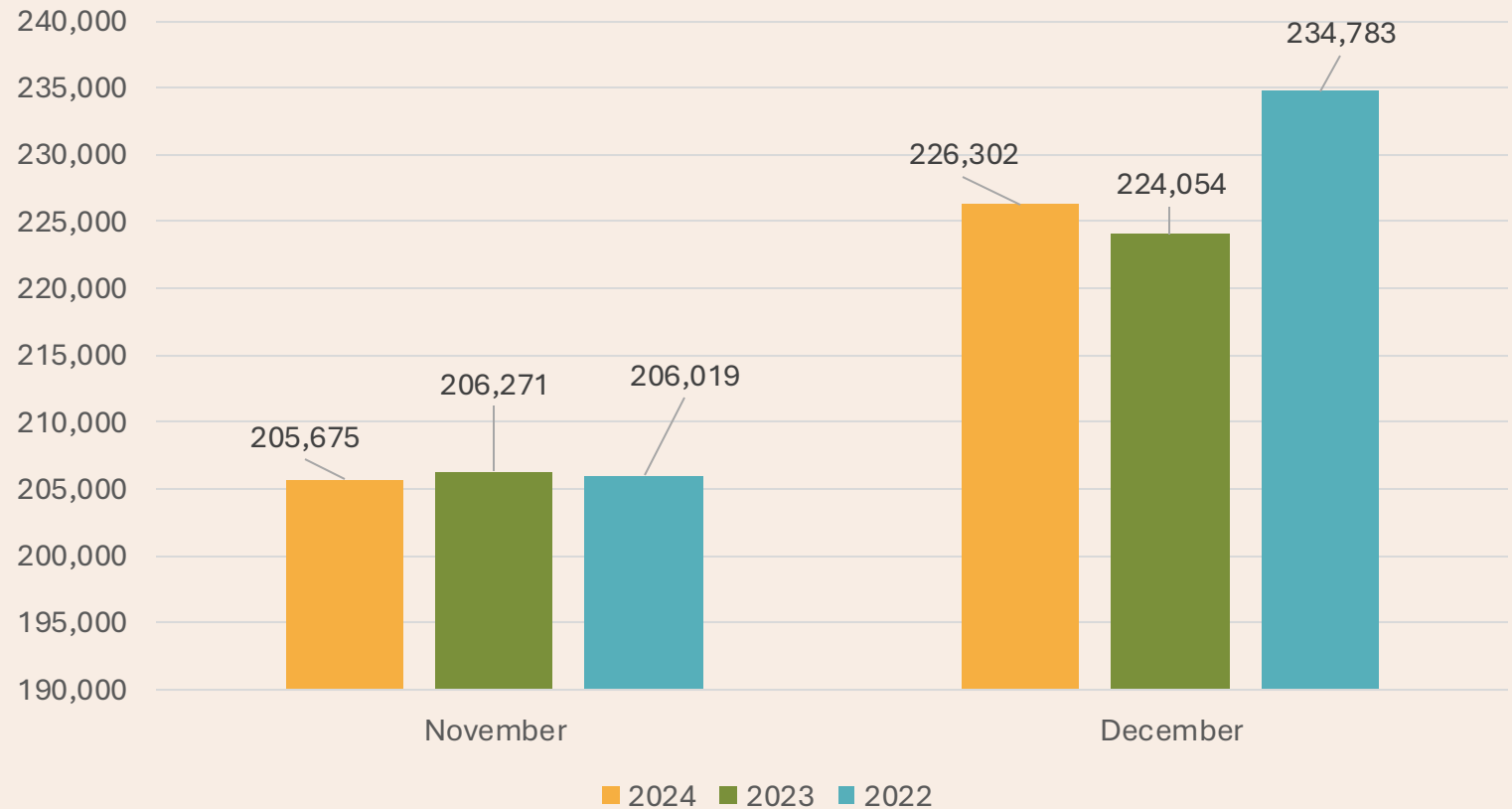
Based on 10/07/24 schedule data, subject to change.

Seats vs. 1 Year Ago

Month	% Change
November	- 0.3%
December	1.0 %

The decline in November is primarily due to the loss of JetBlue.

Two new airlines will join PSP by mid-December, and two existing airlines will launch new services, leading to an increase in available seats despite JetBlue's departure.



Bar Graph: Left to right: 2024, 2023, 2022

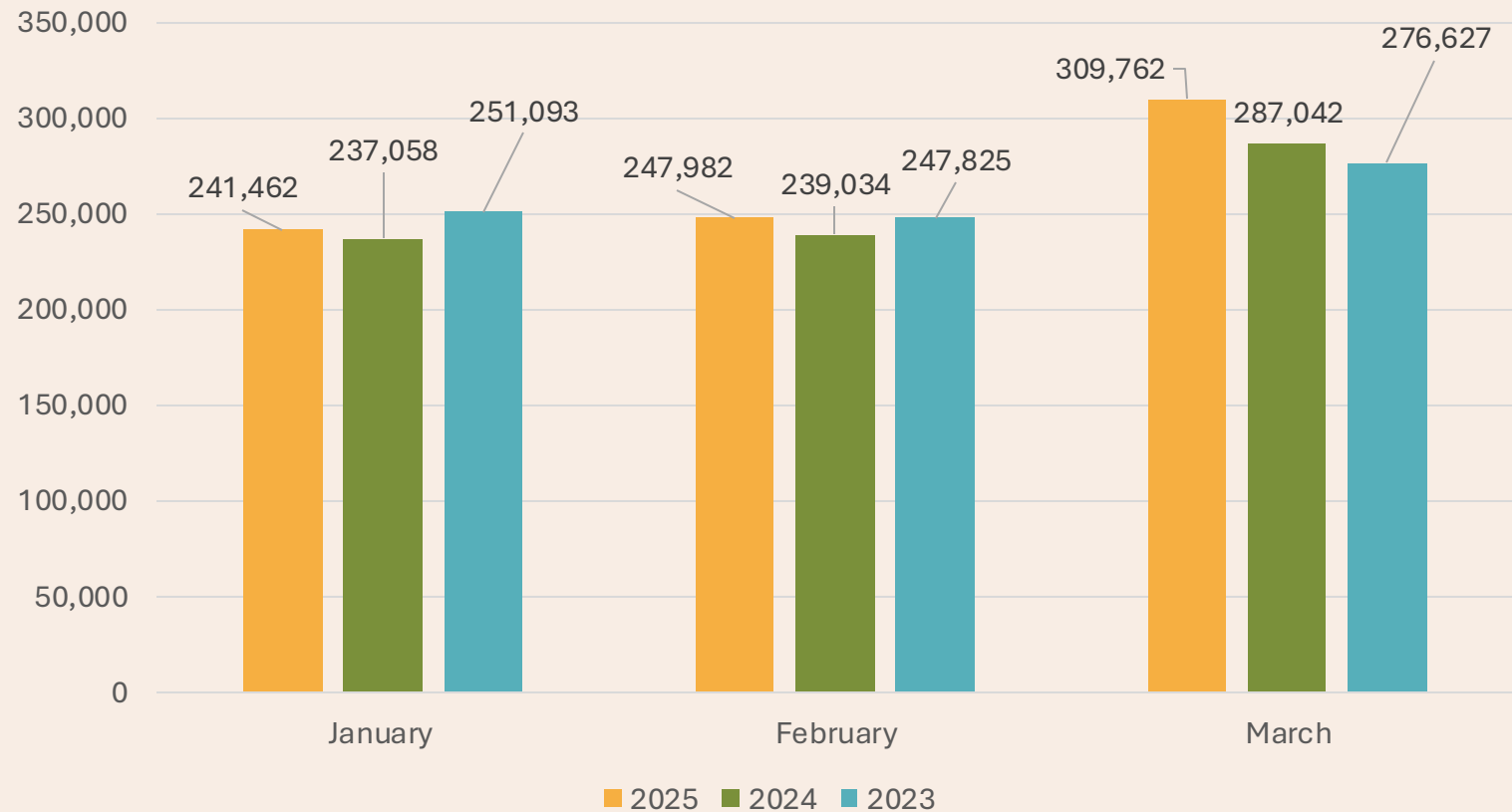
2025 Scheduled Departing Seats

Based on 10/07/24 schedule data, subject to change.

Seats vs. 1 Year Ago

Month	% Change
January	1.9 %
February	2.4 %
March	7.9 %
April	8.8 %

With the addition of Frontier and Porter, along with Delta's new JFK service, United's addition of IAD, and Allegiant's increased frequencies to BLI, PSP will experience an increase in available seats for the season.



Bar Graph: Left to right: 2024, 2023, 2022

NEW SERVICE



FRONTIER

**SFO
Denver**



UNITED

Washington Dulles



PORTER

Toronto



DELTA

JFK



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Questions?



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APPROVAL OF MINUTES

(ALL VOTE)



1. JPA - VGPS Board of Directors Joint Meeting Minutes –
September 27, 2024

CONSENT CALENDAR

(JPA ONLY VOTES)



1. Warrants and Demands Dated September 2024
2. Warrants and Demands Dated October 2024
3. Warrants and Demands Dated November 2024

JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES



BOARD OF DIRECTORS ITEMS

(BOARD ONLY VOTES)



1. VGPS Board of Directors Officers Renewals
2. VGPS Board of Directors Renewals

JPA & BOARD OFFICER RENEWALS

VGPS Board Officers 2025-2026 Term

2-year term ends December 31, 2026

- **Rolf Hoehn** for Chair
- **Peggy Trott** for Vice Chair
- **Tom Scaramellino** for Secretary
- **Aftab Dada** for Treasurer



VGPS Board of Directors Renewals 2025-2027 Term

3-year term ends December 31, 2027

- | | |
|---------------------------|-------------------------|
| • Aftab Dada | • Allen Monroe |
| • Rolf Hoehn | • Michael Murray |
| • Sejal Bhakta | • Liz Ostoich |
| • Celeste Brackley | • Brad Poncher |
| • Gary Cardiff | • Greg Purdy |
| • Jay Chesterton | • Tim Pyne |
| • Eddy Estrada | • Boris Stark |
| • David Feltman | |

JPA EXECUTIVE COMMITTEE ITEMS

(JPA ONLY VOTES)



1. Approve Resolution No. JPA 2024-011 – Intention to Modify TBID to include City of Coachella
2. JPA Executive Committee Officer Elections for 2025-2026 (2-year term ends December 31, 2026)
 - **Waymond Fermon** with City of Indio for Chair
 - **Linda Evans** with City of La Quinta for Vice Chair

CEO / PRESIDENT'S REPORT



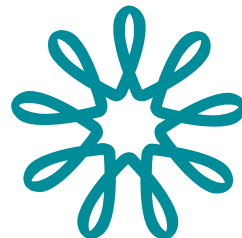
STRATEGY PRIORITY UPDATE

November 13 Meeting at the Thompson Hotel:

31 Board Members and 10 JPA attended.

November 14 Meeting: VGPS Leadership Team

Virtual Meeting with Coraggio next week to discuss next steps.



IGLTA 2024 OSAKA



MARKETING UPDATES

LIVE WITH KELLY & MARK

\$17M

Total Estimated
Value



105M

National Reach
Earned Media Viewers

8.9M

Unique Viewers

4.7M

Video Views across
148 "Live" posts

7.8M+

Impressions

250M +

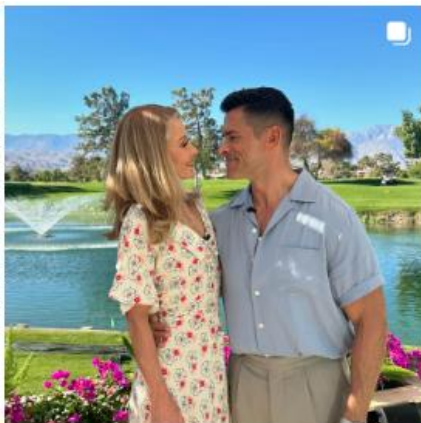
Unique Social
Engagements

LIVE WITH KELLY AND MARK – VGPS CHANNELS

VIDEO VIEWS
1,128,811

ENGAGEMENTS
61,682

IMPRESSIONS
548,673



LIVE WITH KELLY AND MARK

TV
PG

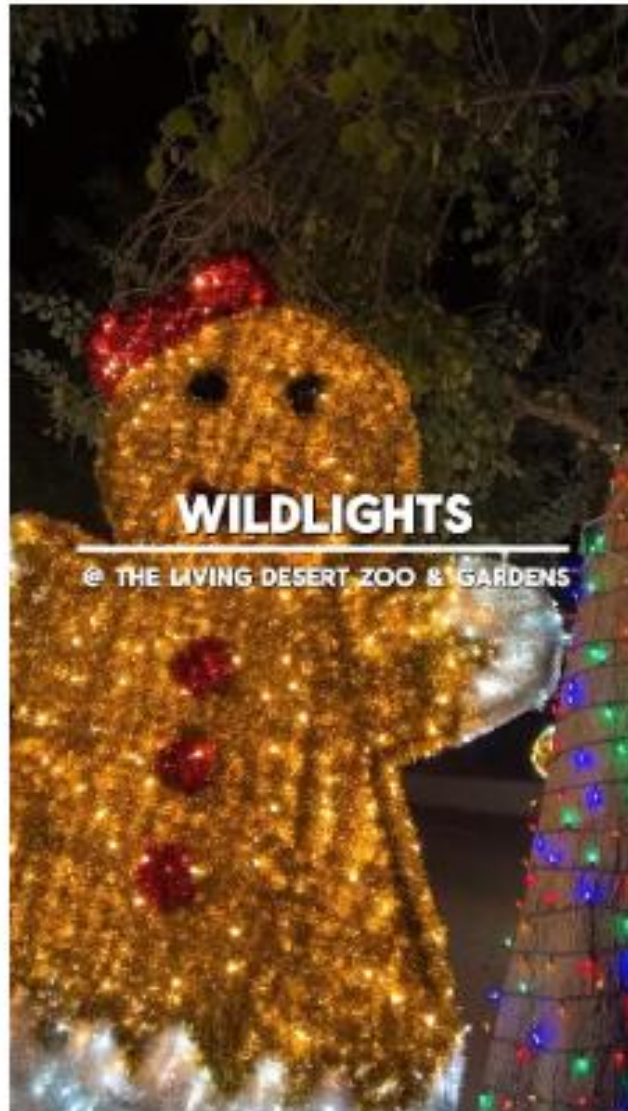


NCAA ACRISURE CLASSIC SPONSORSHIP



- 14,455** Total in attendance
- 19** Number of games over 4 days
- 1450+** Contracted room nights
- 1.3M** Total viewers

2024 HOLIDAY PROMOTION



2024/2025 EVENT SUPPORT

SIGNATURE EVENT MARKETING SUPPORT

- Digital billboard marketing in Los Angeles and San Diego
- Event round-ups on VGPS blog and consumer newsletter
- Social media support

EVENTS

- Palm Springs International Film Festival
- American Express Golf Tournament
- Modernism Week
- BNP Paribas Open
- & more



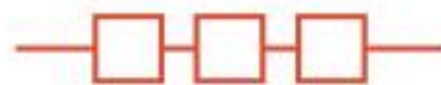
NEW VIDEO SERIES

YOUR GUIDE TO... SEASON 3

Hiking
Entertainment + Nightlife
Water Experiences
24 Hour Couples Itinerary
Instagram-Worthy Spots
Dog-Friendly Stay

DINEGPS

Tacos + Tamales
Food Trucks
Outdoor Dining
Farm-To-Table Dining
Happy Hour
Dog-Friendly Dining



PR/COMMUNICATIONS

RECENT MEDIA MISSIONS



Visit CA Media Mission to S. Korea and China

- Met with 40+ traditional media
- Engaged with 30+ content creators and Influencers
- Engaged with representatives from China's top social media platforms

ILTM and Visit California Media Mission to Paris

- Curated meetings with top-tier journalists and editors representing 11 countries
- Educational insights from leading luxury lifestyle brands including Moët and Bon Marché
- Intimate dining experience with 22 Paris-based lifestyle and travel journalists
- Visit to French Marie Claire and Cosmopolitan media offices highlighting opportunities for collaboration
- Influencer workshop engaging 20 influential digital creators.



CONVENTION SALES

CONVENTION SALES PRODUCTION – YTD

	LEADS	NEW LEADS	NEW BOOKINGS	ROOM NIGHTS
YTD ACTUAL*	1,443	758	239	202,224
YTD GOAL	1,650	870	290	207,000
% of GOAL	87%	87%	82%	98%

*Numbers represent bookings through Visit Greater Palm Springs as of 12/12/24

FUTURE PACE 2024 - 2027

Year	OTB	Pace Targets	Variance	Variance %	Tentatives
2024	230,708	197,135	33,573	17%	33,417
2025	213,815	154,973	58,842	38%	123,601
2026	90,832	91,299	-467	-1%	103,605
2027	40,545	50,952	-10,407	-20%	122,970

* Numbers represent bookings though Visit Greater Palm Springs as of 12/12/24

WELCOME TO GREATER PALM SPRINGS

IAD/PSP
Flight
FAM



15 clients with guests including meeting planners, travel trade and media
THANK YOU **La Quinta Resort & Club** and **13 other partners** who are participating!

PALM SPRINGS INTERNATIONAL FILM FESTIVAL FAM

January 2-5, 2025



- **27 clients** plus their guests
- **Site visits and activities** throughout the destination

Thank you to our hosts, **Thompson Palm Springs!**

TOURISM DEVELOPMENT



January 6-9, 2025

400+ total attendees including:

- 180 buyers and media from 16 countries

Thank you to the
Renaissance Palm Springs and the
Palm Springs Convention Center!



January 8-10, 2025

65 total attendees

including reps from:

- Air Canada, American, Alaska, Delta, Southwest, Sun Country, United & WestJet

Thank you to the **Omni Rancho Las Palmas Resort & Spa** and **PSP!**

ECONOMIC DEVELOPMENT

REGIONAL ECONOMIC DEVELOPMENT

Strategy Updates

September – December 2024



- **October 22:** Riverside County Board of Supervisors approved a contract with the Natelson Dale Group to develop an Economic Development Strategic Plan, including a dedicated plan for Greater Palm Springs.
- **October 31:** Creative Committee held its first meeting to initiate the brand creative process and gather design feedback.
- **December 5:** Second meeting focused on discussing potential straplines.
- **January TBD:** Next Creative Committee meeting scheduled.

ECONOMIC DEVELOPMENT



- Equitable, sustainable, inclusive, and low-carbon economic development
- New plans and strategies to diversify local economies
- Develop sustainable industries
- Create high-quality and accessible jobs for all

PARTNERSHIP

LEADERSHIP INSTITUTE

2025 CLASS SCHEDULE

Tuesdays & Thursdays
1-5 p.m.

February 11 – March 4

March 4 – March 25



COURSES

Employee Engagement
Leader Essentials
Values & Ethics
Emotional Intelligence
Authentic Leadership
Challenges of Leadership
Project Management

VISIONARY LEADERSHIP CERTIFICATE PROGRAM COMING 2025



THANK YOU!



GREEN DESTINATIONS – 2nd Year



TRAVEL UNITY AWARDS



Outstanding Organizational Initiative

Award: Acknowledges our youth leadership micro-internship program.



Youth

Award: CSUSB student Diego Rendon was honored for his exceptional dedication to advancing inclusion in travel and the college experience.

CONGRATULATIONS

Congratulations!

TO

TOM

ON HIS RETIREMENT



**May this next
chapter be
filled with
fun new
adventures!**



HAPPY BIRTHDAY !!!



JAN HARNIK
October 11



GARY CARDIFF
October 19



SHANNON GILBERT
November 2



SEJAL BHAKTA
November 9



PATRICK KLEIN
November 18



DOUG WATSON
November 27



GARY GARDNER
December 11



MICHAEL MURRAY
December 18



WAYMOND FERMON
December 20



TOM SCARAMELLINO
December 30

Holiday Greetings



See you at our holiday party on **December 18!**

NEXT BOARD MEETING

Friday, January 31, 2024

Location:
Agua Caliente Resort Casino Spa Rancho Mirage