

JOINT POWERS AUTHORITY

Gary Gardner, Chair
 City of Desert Hot Springs

Waymond Fermon, Vice Chair
 City of Indio

Rita Lamb
 City of Cathedral City

Greg Sanders
 City of Indian Wells

Linda Evans
 City of La Quinta

Jan Harnik
 City of Palm Desert

Jeffrey Bernstein
 City of Palm Springs

Steve Downs
 City of Rancho Mirage

V. Manuel Perez
 County of Riverside

VGPS BOARD OF DIRECTORS

Rolf Hoehn, Chair
 Indian Wells Tennis Garden

Peggy Trott, Vice Chair
 Kimpton Rowan Palm Springs

Tom Scaramellino, Secretary
 Westin Rancho Mirage Golf Resort & Spa

Aftab Dada, Treasurer
 Hilton Palm Springs Resort

Kate Anderson
 Agua Caliente Band of Cahuilla Indians

Kevin Barnes
 Tommy Bahama Miramonte Resort & Spa

Lorraine Becker
 Cabot's Pueblo Museum

Sejal Bhakta
 Hampton Inn & Suites

John Bolton
 Oak View Group

Celeste Brackley
 The Line & Saguaro Hotels

Gary Cardiff
 Cardiff Limousine & Transportation

Kenny Cassidy
 Meredith Lodging

Jay Chesterton
 Fantasy Springs Resort Casino

Dermot Connolly
 La Quinta Resort and Club

Tim Ellis (Emeritus)
 Ellis Hospitality Services

Eddy Estrada
 Smarter Property Management

David Feltman
 VRON of Palm Springs

**JOINT MEETING
 JPA EXECUTIVE COMMITTEE &
 VGPS BOARD OF DIRECTORS**

Location: HOTEL PASEO
 Room: Grand Paseo Ballroom
 45-400 Larkspur Lane
 Palm Desert, CA 92260
Joint Meeting
 December 8, 2023
 8:30am – 10:00am

AGENDA

The JPA Executive Committee and VGPS Board of Directors will take action on all items 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
Call to Order	Gary Gardner
Roll Call	Gary Gardner
Pledge of Allegiance	Gary Gardner
Confirmation of Agenda (no vote required)	Gary Gardner

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 received by e-mail or voicemail (no longer than three (3) minutes in length) from the time agenda is posted up until one (1) hour prior to the meeting convening. Public comments received by email or voicemail by the deadline set forth above, will be made part of the record. Public comments received by email or voicemail (transcribed) will not be read aloud at the meeting. E-mail: sarah@visitgreaterps.com; **Voicemail:** 760.969.1309

For all Business Session matters or Departmental Reports on the Agenda, the public can submit comments in advance via email as described above.

Approval of Minutes (All Vote)	Gary Gardner
<ul style="list-style-type: none"> JPA - VGPS Board of Directors Joint Meeting Minutes – September 29, 2023 	
Consent Calendar (JPA Only Votes)	Gary Gardner
<ul style="list-style-type: none"> Warrants and Demands Dated September 2023 Warrants and Demands Dated October 2023 	

Shannon Gilbert
 The Ritz-Carlton, Rancho
 Mirage

Rob Hampton
 Palm Springs Convention
 Center

Jerry Keller
 Lulu and Acqua California
 Bistros

Patrick Klein
 The Gardens on El Paseo

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

Nusrat Mirza
 JW Marriott Desert Springs

Allen Monroe
 The Living Desert

Lee Morcus (Emeritus)
 Kaiser Restaurant Group

Michael Murray
 Hotel Paseo

Liz Ostoich
 FARM and Tac/Quila Palm
 Springs

Brad Poncher
 Homewood Suites by Hilton,
 La Quinta

Greg Purdy
 Palm Springs Aerial Tramway

Tim Pyne
 Renaissance Esmeralda Resort
 & Spa

Saverio Scheri
 Agua Caliente Resort Casino
 Spa

Bob Schneider
 Desert Consulting

Ankit Sekhri
 Two Bunch Palms

Barb Smith
 Eventis Destination Services

Boris Stark
 Palm Desert Vacation
 Properties

Joseph Tormey CSU
 San Bernardino Palm
 Desert Campus

Doug Watson
 Strategy | Innovation | Co.

The JPA Executive Committee and VGPS Board of Directors will take action on all items 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
VGPS Board of Directors Items (VGPS Board Only Votes)	Rolf Hoehn
<ul style="list-style-type: none"> • Renewals 2024-2026 (3-year term) <ul style="list-style-type: none"> ▪ Kate Anderson ▪ Jerry Keller • Approve Mark Girton for Board of Directors seat 	
Riverside County Economic Development Branding Presentation	Colleen Pace
<ul style="list-style-type: none"> • Presented by Northstar 	
CEO / President's Report	Scott White
<ul style="list-style-type: none"> • Sales & Marketing Update • Coachella Valley Economic Diversity & Development Update 	
JPA Executive Committee and Board of Directors Updates	All
Future Meeting Date: Friday, February 2, 2024 Location: TBD	Rolf Hoehn
Adjournment	Gary Gardner

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 prior to 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 prior to 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.



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

Call to Order

The meeting was called to order at 8:39 a.m. by Gary Gardner, JPA Chair, at Agua Caliente Spa Resort Casino in Rancho Mirage, CA.

Roll Call

The roll call is recorded on the following page.

SEPTEMBER 29, 2023

Location: Agua Caliente Spa Resort Casino

Room: Cahuilla CDE

32-250 Bob Hope Drive

Rancho Mirage, CA, 92270

Joint Meeting

September 29, 2023

8:30am – 10:00am

JOINT POWERS AUTHORITY

Gary Gardner, Chair
City of Desert Hot Springs

Waymond Fermon, Vice Chair
City of Indio

Rita Lamb
City of Cathedral City

Bruce Whitman
City of Indian Wells

Linda Evans
City of La Quinta

Jan Harnik
City of Palm Desert

Jeffrey Bernstein
City of Palm Springs

Steve Downs
City of Rancho Mirage

V. Manuel Perez
County of Riverside

Visit GPS BOARD OF DIRECTORS

Rolf Hoehn, Chair
Indian Wells Tennis Garden

Peggy Trott, Vice Chair
Kimpton Rowan Palm Springs

Tom Scaramellino, Secretary
Westin Rancho Mirage Golf Resort & Spa

Aftab Dada, Treasurer
Hilton Palm Springs Resort

Kate Anderson
Agua Caliente Band of Cahuilla Indians

Kevin Barnes
Miramonte Resort & Spa Indian Wells

Lorraine Becker
Cabot's Pueblo Museum

Sejal Bhakta
Hampton Inn & Suites

John Bolton
Oak View Group

Celeste Brackley
The Line & Saguaro Hotels

Gary Cardiff
Cardiff Limousine & Transportation

Kenny Cassidy
Meredith Lodging

Jay Chesterton
Fantasy Springs Resort Casino

Dermot Connolly
La Quinta Resort and Club

Tim Ellis
Ellis Hospitality Services

Eddy Estrada
Smarter Property Management

David Feltman
VRON of Palm Springs

		PRESENT	NOT/YTD
	Gary Gardner, Council Member, Chair	X	
CITY OF DESERT HOT SPRINGS	Roger Nunez, Council Member		
	Waymond Fermon, Council Member, Vice Chair	X	
CITY OF INDIO	Elaine Holmes, Council Member		
	Rita Lamb, Mayor	X	
CITY OF CATHEDRAL CITY	Mark Carnevale, Council Member		
	Bruce Whitman, Council Member	X	
CITY OF INDIAN WELLS	Ty Peabody, Council Member		
	Linda Evans, Mayor	X	
CITY OF LA QUINTA	Steve Sanchez, Mayor Pro Tem		
	Jeffrey Bernstein, Mayor Pro Tem		E
CITY OF PALM SPRINGS	Ron deHarte, Council Member	X	
	Jan Harnik, Council Member	X	
CITY OF PALM DESERT	Gina Nestande, Council Member		
	Steve Downs, Mayor Pro Tem	X	
CITY OF RANCHO MIRAGE	Meg Marker, Council Member		
	V. Manuel Perez, Supervisor, 4th District	X	
COUNTY OF RIVERSIDE	Joaquin Tijerina, Economic Development Manager		
VISIT GPS BOARD OF DIRECTORS ROLL CALL		PRESENT	EXCUSED
	Rolf Hoehn, Chair - Indian Wells Tennis Garden	X	
	Peggy Trott, Vice Chair - Kimpton Rowan Palm Springs		E
	Tom Scaramellino, Secretary - Westin Rancho Mirage Golf Resort	X	
	Aftab Dada, Treasurer - Hilton Palm Springs Resort	X	

Visit GPS Board of Directors
(continued)

Shannon Gilbert
The Ritz-Carlton, Rancho Mirage

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

Nusrat Mirza
JW Marriott Desert Springs

Allen Monroe
The Living Desert

Lee Morcus (Emeritus)
Kaiser Restaurant Group

Michael Murray
Hotel Paseo

Liz Ostoich
FARM and Tac/Quila Palm
Springs

Brad Poncher
Homewood Suites by Hilton, La
Quinta

Greg Purdy
Palm Springs Aerial Tramway

Tim Pyne
Renaissance Esmeralda Resort
& Spa

Saverio Scheri
Agua Caliente Casinos

Bob Schneider
Desert Consulting

Ankit Sekhri
Two Bunch Palms

Barb Smith
Eventis Destination Services

Boris Stark
Palm Desert Vacation
Properties

Joseph Tormey CSU San
Bernardino Palm Desert
Campus

Doug Watson
Strategy | Innovation | Co.

	PRESENT	EXCUSED
Kate Anderson, Agua Caliente Band of Cahuilla Indians	X	
Kevin Barnes, Miramonte Resort & Spa Indian Wells	X	
Lorraine Becker, Cabot's Pueblo Museum	X	
Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio	X	
John Bolton, Oak View Group		A
Celeste Brackley, The Line & Saguaro Hotels	X	
Gary Cardiff, Cardiff Limousine & Transportation	X	
Kenny Cassidy, Meredith Lodging	X	
Jay Chesterton, Fantasy Springs Resort Casino		E
Dermot Connolly, La Quinta Resort & Club	X	
Tim Ellis, Ellis Hospitality Services		E
Eddy Estrada, Smarter Property Management	X	
David Feltman, VRON Palm Springs	X	
Shannon Gilbert, The Ritz-Carlton, Rancho Mirage		E
Rob Hampton, Palm Springs Convention Center	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		E
Lee Morcus (Emeritus), Kaiser Restaurant Group	X	
Michael Murray, Hotel Paseo		E
Liz Ostoich, FARM and Tac/Quila Palm Springs	X	
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	X	
Bob Schneider, Desert Consulting	X	
Ankit Sekhri, Two Bunch Palms	X	

Barb Smith, Eventis Destination Services	E
Boris Stark, Palm Desert Vacation Properties	X
Joe Tormey, CSU San Bernardino Palm Desert Campus	X
Doug Watson, Strategy Innovation Co.	X

A quorum was reached. 29 BOD and 9 JPA.

STAFF/ATTORNEY

Scott White, President and CEO
 Bill Judson, Vice President Finance and Administration
 Colleen Pace, Chief Sales and Marketing Officer
 Davis Meyer, Senior Director of Community Affairs
 Julie Sinclair, Director of Brand Communications
 Lauren Bruggemans, Director of Sustainability & Community Engagement
 Rob Osterberg, Director of Sales Operations
 Krystal Kusmieruk, Senior Marketing Manager
 Rozanne Sutherland, Convention Sales Coordinator
 Melissa Bernal, Destination Experiences Coordinator

Gary Orfield, Director of Tourism Development
 Stefanie Kilcoyne, Director of Operations
 Carolina Viazcan, VP of Sales
 Sarah Goslin, Executive Assistant & Board Administrator
 Bob Wilson, Brand Communications Specialist
 Kimber Foster, Director of Palm Springs Tourism
 Kahlia Gaaney, Senior Destination Experiences Manager
 Andy Cloutier, Director of Human Resources
 Lena D. Wade, Legal Counsel
 Todd Burke, VP of Communications
 Alejandrina Mercado, Destination Experiences Specialist

PALM SPRINGS INTERNATIONAL AIRPORT PRESENTATION

- Scott White covered the Power Point presentation provided by Jeremy Keating, C.M. Assistant Airport Director.
 - Jeremy Keating answered questions from the Board following the presentation.
- The Master Plan shows phase one to include terminal expansion first. The plan is to increase from our current 18 gates to a total of 32 - to be completed in phases, based on demand.
- Phase two will include operations expansion, additional retail, and customs. PSP is conducting an FIS study right now.
 - Jeremy offered to present again at another Board Meeting once phase two is announced. Following completion of the draft Master Plan by the end of 2024, a California Environmental Quality Act (CEQA) analysis of the proposed projects will be completed, and the Final Master Plan will be brought before the City Council for adoption sometime in 2025.
 - There is a link for the master plan on the airport website that Sarah Goslin will share, via email, so everyone can provide their comments.

PLEDGE OF ALLEGIANCE

JPA Vice-Chair Waymond Fermon led the Pledge of Allegiance.

CONFIRMATION OF AGENDA

JPA Chair Gardner asked whether there were any changes to the agenda. Hearing no changes, the agenda was confirmed.

PUBLIC COMMENT

This Public Comment period is for items that appear within the Consent Calendar or matters that are not listed on the agenda.

JPA Chair Gardner called for public comments. There were no public comments on record.

APPROVAL OF MINUTES (All Vote)

JPA – VGPS BOARD OF DIRECTORS JOINT MEETING MINUTES DATED JUNE 29, 2023 (all vote)

The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated June 29, 2023, were presented for approval. JPA Chair Gardner asked for a motion. Mayor Linda Evans, City of La Quinta made a motion to approve,

Councilmember Jan Harnik, City of Palm Desert seconded. No abstentions. There was no further discussion, and the minutes were approved based on a show of hands.

CONSENT CALENDAR (only JPA Executive Committee votes)

- **WARRANTS AND DEMANDS DATED JUNE 2023**
- **WARRANTS AND DEMANDS DATED JULY 2023**
- **WARRANTS AND DEMANDS DATED AUGUST 2023**

The Warrants and Demands dated June, July, and August 2023 for Pacific Premier Bank, were presented for approval. JPA Chair Gardner asked for a motion. Councilmember Jan Harnik, City of Palm Desert made a motion to approve, Mayor Linda Evans, City of La Quinta seconded. No abstentions. There was no additional discussion, and the Warrants and Demands were approved based on a show of hands.

VGPS BOARD (BOD VOTE only)

- **Approval of Proposed 2024 Board of Directors Meeting Dates**

BOD Chair, Rolf Hoehn, called for an approval of the Proposed 2024 Meeting Dates. Robert Schneider made a motion to approve, and Gary Cardiff seconded. All approved. No abstentions.

JPA EXECUTIVE COMMITTEE ITEMS (Only the JPA Executive Committee Votes)

- **Approval of Resolution No. JPA 2023-008 – Amended and Restated VGPS Pension Plan**

A Resolution to approve an Amended and Restated VGPS Defined Pension Plan was presented for approval. JPA Chair Gardner called for a motion. Mayor Linda Evans with City of La Quinta made a motion to approve, and Waymond Fermon with City of Indio seconded. All approved. No abstentions. JPA Chair Gardner called for public comments. There were no public comments.

- **Approval of Resolution No. JPA 2023-009 – Support of the Chuckwalla National Monument & Expansion of Joshua Tree National Park**

A Resolution to approve the support of the establishment of the proposed Chuckwalla National Monument and the proposed expansion of the Joshua Tree National Park was presented for approval. JPA Chair Gary Gardner asked for JPA comment:

- Mayor Linda Evans expressed concerns over the process of how it is being pushed through, and states that it limits the potential for development, creates another oversight committee, and claims it creates jobs but actually limited jobs. The acres have not been fully defined for use and a study has not been done to clarify. CVCC has not brought this item back onto their agenda either.
- Jan Harnik expressed concerns that we do not have regulations and guidelines in place prior to passing this.
- Manuel Perez questions why this is being moved forward so quickly without further research.
- Waymond Fermon supports the resolution, though understands the concerns.

JPA Chair Gardner called for public comments. There was one public comment for the record.

- Resident, Katie Barrows, encourages VGPS to support the monument and expansion. Feels it would foster tourism and economic growth, especially in the east valley.

JPA Chair Gary Gardner called for a motion to approve. Waymond Fermon with City of Indio made a motion to approve, and Gary Gardner with City of Desert Hot Springs seconded. Mayor Linda Evans with City of La Quinta, and Councilmember Jan Harnik with City of Palm Desert, do not approve. No abstentions. Motion passes with a 6-2 vote.

- **Approval of Proposed 2024 Board Meeting Dates**

JPA Chair, Gary Gardner, called for an approval of the Proposed 2024 Board Meeting Dates. Waymond Fermon with City of Indio made a motion to approve, and Linda Evans with City of La Quinta seconded. No abstentions. All approved.

Scott White, President & CEO for VGPS greeted guests and thanked Sal Scheri and the Agua Caliente Spa Resort Casino team.

- Congratulations to Greg Purdy on the Palm Springs Aerial Tramway 60- years celebration.
- Thank you to Isiah at the City and Katie at the Chamber for their help with the Riverside County Health Department. For any hotel or restaurant that is having issues with the Riverside County Health Department you can connect with either of the following two people: Jeff Johnson, Director of the Environmental Health Department, 951-358-5172, jeffjohnson@rivco.org, or Kristin Lorge, Deputy Director, klorge@rivco.org.
- Supervisor Perez said this has been affecting cities as far as Indio and Coachella. Please call Supervisor Perez' office if you need assistance. Scott thanked Supervisor Perez for his support with the Riverside County Health Department, and asked the Board Members to all take the survey that Riverside County sent out.
- CalTravel Association recognized Visit Greater Palm Springs for the DEI Award – this nomination came from Sonia Bradley, CMOI of Sacramento Convention & Visitors Bureau.
- Scott shared our Economic Diversity and Development plans. No action to be taken today, looking for affirmation that we are heading in the right direction.

JPA Agreement

- Stop City Grant for 2024; allocate the \$640K for economic development recruitment
- Amend the JPA agreement and recommend including the City of Coachella and include economic development in our role

NEXT STEPS

- Create an RFP to find an agency with economic development experience to help us develop a brand, messaging, strategy, target industries, etc.
- Develop the brand, a campaign & a website
- Create a TAC of Economic Development Directors from each city

TBID

- To represent non-hotel / vacation rentals, VGPS must have additional funds (JPA & private) to meet legal requirements
- Conduct a new benefits study (currently in process) to determine how much we need to diversify our budget; this is required by the TBID

Comments and questions from our Board/JPA:

David Feltman asked about Broadband for the valley, and Scott stated that Broadband will be part of the proposal.

- City Dashboards:
Live City Dashboards are almost complete and should be ready to launch in the next few weeks. These will be available year-round with live data.
- Air Service Updates:
Flights from 20 markets will return in Fall 2023
- UK Ireland Airstream Tour Recap by Todd Burke, VP of Communications:
The tour took place September 1-17, 2023. This was a highly successful trip, as we spoke with over 9,000 people (consumer engagements) for no less than 5 minutes each.
Our journey began at the prestigious Concours of Elegance in London. This was a highly affluent group, and we also had the opportunity to host trade and media at this special event.
We then traveled to Dublin, Edinburgh, Manchester and back to London where the activation was set up in high traffic areas near city center shopping.
At all activations there were at least 2 VGPS staff, 2 staff from FINN, our agency partner, 2 managing the juice bar, 2 massage therapists, 3 Brand Ambassadors and our local artists.
We showcased our Arts and Culture experiences by having Superbloom join us for the beginning of the tour. At the Concours of Elegance they painted all three cases from the Globe-Trotter Palm Springs collection, that were then purchased at auction for £6,000. They also painted two individual pieces of wearable art at two of our consumer activations. Artist Tysen Knight joined us for the London portion of the activation where he engaged in an interactive art piece that was completed by children who stopped by our activation site. Tysons two final pieces, and Superblooms three-pieces of Globe-Trotter Luggage and two wearable art pieces were all placed in The Prince's Trust to be auctioned for charity in the coming months.

Comments and questions from our Board/JPA:

- Patrick Klein asked for a breakdown of the cost for the UK trip.

Colleen Pace covered Marketing items:

- The Image & Awareness Study was completed in 2023, which was an update of the study done in 2011 and 2018. – we will share with the Board and JPA.
ROI shows that overall, the campaigns measured reached more than 14 million households. The net result is an ROI in excess of \$800, well above 2018's fly market performance of \$570
- Covered stats of occupancy and ADR results from 2019, 2022, and 2023, as well as year to date average, January to August from 2019, 2022, and 2023. Showed Visit California forecast comparison by key sectors – domestic leisure, domestic business, and international, from 2021 - 2027.

Summer Marketing Recap

- Summer Campaigns:

Our "Check In. Chill Out." - overall summer campaign includes digital, print, OOH, and television (brand and co-ops) from May-August timeframe. 2023 season is up 11% over 2022.

Summer co-op features the same number of partners as 2022 season (11 total). Impressions increased by 30% while overall spots stayed the same. This is due to the increase in connected TV and added value digital promotion of spots. A combined total of the MAIN Expedia campaign and Expedia/VRBO "Floatie" campaign for the summer (May-August) generated over 11.5M impressions, 23.1K hotel nights, 35.5K vacation rental nights, and a total of \$31.2M in revenue.

Summer social media campaign created in partnership with Sonic Gods utilized aerial and hyper lapse cinematography to showcase Greater Palm Springs from a new angle. The campaign included a longform video, social posts, and influencer and paid promotion. The campaign received 2.4M impressions, 495K video views, over 12K engagements, and led to a 2.3K follower increase on Instagram.

Fall Campaign

- Our "What Will You Find" Fall/Winter Campaign (same as last year) launched in September and will continue until our new campaign rollout in 2024. An RFP went out to 13 agencies, and we are now in a competitive bid process for a new campaign for 2024.

International Campaign

- Launching International Campaigns:

For the first time, Visit California is offering international co-op programs in the UK, Mexico, and Canada across Expedia, TripAdvisor, Sojern, and Despegar. We will also be launching Brand USA campaigns throughout the year, including Optimized Audience programs, which utilize Brand USA's first party data to reach travelers. Campaigns are planned in the UK, Mexico, Germany, France, and Canada. A campaign with Family Traveller is also planned through Brand USA to reach family audiences in the UK.

- A collaboration with The Journal of Lost Time - outdoor adventure-focused digital and social content, will launch in October 2023. They have over 4 million subscribers.
 - Season 2 of "Your Guide To" Series we hosted a local couple and received a great perspective on hidden gems, hot springs, midcentury modern architecture and design, and pools.
 - A sustainability documentary video is planned via Zinc Media, in partnership with Sustainable Travel International and Sublime Magazine. The campaign will highlight Greater Palm Springs' sustainability story, focusing on conservation efforts through Friends of the Desert Mountains. The documentary video series will highlight Native American culture in our destination, focusing on the Agua Caliente Band of Cahuilla Indians. BBC.com, Global Wellness Institute network, social media, public relations, newsletter inclusions. Platform has 43M video views and 1.8B pageviews. Visit GPS is the only domestic location the BBC is considering for this opportunity.
 - Launching a chatbot on the VGPS website. This ChatBot generates answers directly from website content and documents. Not all answers are generated by AI. VGPS can craft specific responses. Generative AI anticipates next questions users will ask.
 - A new Meetings Campaign, "The Oasis is Real", will be launched at IMEX in October.
 - Visit California will be here filming in our destination a 30-second TV Campaign that shows a Beach Ball being tossed from destination to destination. We will have 3 of the 12 transition spots which includes Joshua Tree and Palm Springs.
-

PR/Communications

- Meet the Mentors Program was launched last week. These pieces will be posted onto our website and will start being released in October.

Convention Sales

- Showed our Future Pace bookings from 2023 through 2025, as of September 2023. Our sales production for 2023 shows us over our year-to-date goal, The sales team has conducted 13 sales trips/tradeshows through August and has 19 more scheduled this fall. We hosted the 2nd Annual Events Services Professionals Association Celebration during National Celebrate Services Week. We advertised in The Desert Sun and on LinkedIn honoring 13 Greater Palm Springs hospitality professionals and hosted a reception at Hotel Paseo to celebrate the nominees.

Partnership

- Our Meet & See at the Palm Springs Art Museum with Caravanserai was held this past Wednesday to support a cohort of local Spanish-speaking entrepreneurs with businesses in the tourism and hospitality eco-system for their SEED 2.0 Business Readiness Training Program.
- Three upcoming events: Champions of Hospitality on October 30, IBCCES Visit on October 10 and VGPS Partner Holiday Party on December 6. Please purchase your COH tickets ASAP.
- Join TEAM GPS for the Emerging Leaders class.
- SB 1383 – tier two hotels are required to comply starting January 1, 2024. You can find more information on findfoodbank.org/foodrescue
- Congratulations to JW Marriott for their Autism Certification – Meredith with IBCCES will be here October 10 and would be happy to meet with our members to set up their classes.

JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES

- November 3rd – opening of Agua Caliente Cultural Museum.
- October 24th - Rancho Mirage State of the City being held at Omni Rancho Las Palmas.
- October 26th - Grand Opening of Sprouts in Palm Desert.
- November 1st – rebranded Miramonte / Grand Opening of the Tommy Bahama Miramonte Resort.
- November 18th – Palm Desert's 50th Anniversary event held at Civic Center Park.
- October 14th - Paint El Paseo Pink – supports Desert Cancer Foundation.
- October 29th – Golf Cart Parade.
- Starting October 5th – Free Fall Concerts in the Park series at Civic Center Park.
- Linda Evans thanked VGPS for attending their State of the City.
- October 11-12 – the California Forward Economic Summit taking place at Hyatt Regency Indian Wells.
- Reminder: The Dune Palms bridge is shut down, with planned reopening in February after road-fix.
- October 1st - Farmers Market in Old Town La Quinta runs until May 26th.
- Rita Lamb thanked the community partners for their help after Hurricane Hilary.
- October 29th – Cathedral City Spooktacular and Halloween Dog Costume contest.
- November 17th – 19th – Cathedral City Hot Air Balloon Festival.
- October 6th – Desert Hot Springs Food Truck Fridays begins.
- November 2nd – 5th – Palm Springs Pride Festival.
- November 11th - Childrens Miracle Network Walk at Desert Springs Villas
- September 14th - Jackalope Ranch reopened its doors under new ownership.
- October 6th – 8th – Powertrip Concert.
- October 19th – City of La Quinta Open House from 5:30-7:30

FUTURE MEETING DATE

- December 8, 2023 | Hotel Paseo

ADJOURNMENT

The meeting was adjourned by Scott White & Gary Gardner at 10:12 a.m.

Prepared by:

Sarah Goslin
Executive Assistant & Board Administrator

Visit GPS Board of Directors Secretary:

Tom Scaramellino, Secretary

Approval Date:

Visit Greater Palm Springs Statement of Activities - Actual vs Budget

	Year To Date 09/30/2022		Year To Date 09/30/2023		Variance
	Actual	Actual	Budget	Budget	
Revenue					
TBID - Hotels	\$ 3,373,870	\$ 3,235,921	\$ 3,118,170	\$ 117,751	
TBID - Vacation Rentals	80,537	70,085	41,897	28,188	
JPA Funding	576,849	630,079	630,080	(1)	
City Marketing Partnerships	80,657	89,265	95,001	(5,736)	
Tribal Voluntary	35,845	32,980	29,924	3,056	
Partnership Fees	55,892	38,948	22,809	16,139	
Advertising & Website Revenues	175,645	78,819	7,500	71,319	
Joint Share Partnerships	19,308	3,990	6,999	(3,009)	
Grants	300,316	148,906	139,584	9,322	
Net Investment Income	(104,704)	536,817	249,708	287,109	
Total Revenue	\$ 4,594,214	\$ 4,865,810	\$ 4,341,672	\$ 524,138	
Expenses					
Labor - Wages	\$ 1,310,823	\$ 1,482,255	\$ 1,546,519	\$ (64,264)	
Labor - Taxes & Benefits	470,923	559,234	634,055	(74,821)	
Marketing Production	48,628	45,422	186,525	(141,103)	
Media Placement & Digital Marketing	1,857,402	2,580,735	2,632,385	(51,650)	
Collateral Material	9,949	8,921	20,259	(11,338)	
Familiarization Trips	36,954	179,186	177,233	1,953	
Tradeshows / Sales Missions	230,055	278,353	318,108	(39,755)	
Travel & Lodging	1,093	6,411	22,252	(15,841)	
Special Promotions & Representation	462,863	860,114	822,865	37,249	
Collection Fees	3,903	3,401	2,095	1,306	
Event Hosting	60,159	76,787	115,577	(38,790)	
Research	142,375	61,407	172,485	(111,078)	
IT - Information Technology	55,922	31,732	67,044	(35,312)	
Professional Fee	74,721	104,953	139,876	(34,923)	
Overhead-Supplies-Utilities-Fees	533,684	471,028	446,051	24,977	
Capital Outlay	10,110	45,244	98,586	(53,342)	
Total Expenses	\$ 5,309,564	\$ 6,795,183	\$ 7,401,915	\$ (606,732)	



70100 Highway 111 / Rancho Mirage, CA 92270

760.770.9000 / 800.967.3767

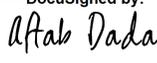
The following pages reflect the payments issued for the period of September 01, 2023 through September 30, 2023 from Pacific Premier Bank.



Scott White, President/CEO
Visit Greater Palm Springs



William Judson, Vice President, Finance and Administration
Visit Greater Palm Springs

DocuSigned by:


9FFD7D09B770426...
Aftab Dada, Treasurer, Board of Directors



9 resort cities. one beautiful oasis.

Company name: Visit Greater Palm Springs
Report name: Check register
Created on: 11/28/2023

Date	Vendor	Document no.	Amount
	Bank	Account no: 8000212688	
	Operating - Pacific Premier Bank		
9/21/2023	V00021--American Express - Business Green Rewards	61015	7,571.80
9/7/2023	V00021--American Express - Business Green Rewards	60958	7,636.59
9/14/2023	V00022--American Express - Business Platinum Card	60982	39.06
9/7/2023	V00022--American Express - Business Platinum Card	60959	1,899.40
9/21/2023	V00024--American Heart Association	61016	1,500.00
9/14/2023	V01092--Association of Veterinary Technician Educators	60983	1,020.00
9/7/2023	V00044--AT&T Mobility	60960	1,422.18
9/5/2023	V01086--Audley Travel Group Ltd #	202309050083496	5,000.00
9/14/2023	V01095--Autism Society Inland Empire	60984	500.00
9/8/2023	V00049--AVIAREPS Marketing Garden Holdings Ltd #	202309080074319	2,029.32
9/21/2023	V00056--BASIC Benefits	61021	39.57
9/14/2023	V00056--BASIC Benefits	60985	182.00
9/28/2023	V00655--Best Best & Krieger	61056	2,497.50
9/21/2023	V01094--Bible Baptist Church of Long Beach Inc.	61022	1,985.00
9/28/2023	V00073--Brandini	61057	172.80
9/21/2023	V00073--Brandini	61023	432.00
9/14/2023	V00073--Brandini	60992	57.60
9/28/2023	V00867--Brown & Bigelow, Inc	61058	1,476.67
9/7/2023	V00078--Burrtec Waste & Recycling Svcs	60961	251.18
9/28/2023	V01106--California Forward	61054	25,000.00
9/6/2023	V00089--CalPERS Fiscal Services Division	100000017256930	89,173.30
9/21/2023	V00090--CalSAE	61024	7,050.00
9/21/2023	V00093--Cardiff Limousine & Transportation	61025	1,145.70
9/14/2023	V00093--Cardiff Limousine & Transportation	60986	116.60
9/7/2023	V00093--Cardiff Limousine & Transportation	60962	437.00
9/14/2023	V01088--Chendo's Screen Printing and Embroidery	60987	108.50
9/14/2023	V01070--Chi Sustainability Consulting, LLC #	60988	1,200.00
9/21/2023	V00110--City of Indian Wells	61026	175.70
9/21/2023	V00115--City of Rancho Mirage	61027	33,683.41
9/21/2023	V00120--Coachella Party	61028	1,427.13
9/28/2023	V01105--Coachella Valley Coffee	61059	240.00
9/28/2023	V00122--Coachella Valley Water District	61060	229.40
9/21/2023	V01091--Coco Pizzeria	61029	4,939.27
9/14/2023	V00123--College of the Desert - Foundation	60989	2,500.00
9/28/2023	V00124--Colonial Life Premium Processing	61061	3,535.16
9/7/2023	V00128--Comtron Systems, Inc.	60963	427.00
9/28/2023	V00129--Concur Technologies, Inc.	61062	1,486.11
9/28/2023	V01102--Connect Travel LLC	61063	800.00
9/28/2023	V00873--Connect Worldwide	61064	770.00
9/14/2023	V00873--Connect Worldwide	60990	5,724.51
9/14/2023	V00866--CoStar Realty Information	60991	390.00
9/28/2023	V01101--Courtyard by Marriott	61065	3,165.40
9/7/2023	V01085--CrowdRiff Inc.	60964	35,000.00
9/7/2023	V01090--CrushCrush Promos	60965	345.55
9/21/2023	V01080--CV Strategies	61030	8,406.25
9/28/2023	V00845--David Dixon	61066	700.00
9/28/2023	V00144--De Lage Landen Financial Services, Inc.	61067	203.66
9/21/2023	V00144--De Lage Landen Financial Services, Inc.	61031	259.82
9/14/2023	V00144--De Lage Landen Financial Services, Inc.	60993	999.64
9/21/2023	V00146--Desert Adventures Red Jeep Tour & Events	61032	500.00
9/14/2023	V00148--Desert Arc	60994	1,200.00
9/28/2023	V00830--Desert Arc Shredding & Recycling	61068	80.00
9/28/2023	V00159--Destination PSP	61069	282.43
9/21/2023	V00159--Destination PSP	61033	37.15
9/14/2023	V00159--Destination PSP	60995	106.52
9/28/2023	V00161--Destinations International Foundation	61070	5,000.00
9/28/2023	V01093--Enrique Rodriguez	61071	1,850.00
9/14/2023	V01093--Enrique Rodriguez	60996	1,850.00
9/21/2023	V00179--Enterprise	61034	1,317.88
9/28/2023	V00692--Eric Scott Caplan	61072	242.90

Company name:
Report name:
Created on:

Visit Greater Palm Springs
 Check register
 11/28/2023

Date	Vendor	Document no.	Amount
Bank	Operating - Pacific Premier Bank	Account no: 8000212688	
9/21/2023	V00692--Eric Scott Caplan	61035	527.90
9/28/2023	V01068--Event Survey Group	61073	3,500.00
9/14/2023	V00945--Eventis Destination Services	60997	4,310.00
9/14/2023	V00194--FIND Food Bank	61001	553.00
9/22/2023	V00861--Finn Partners Limited ##	202309220059849	29,999.98
9/28/2023	V00204--Freeman	61074	11,739.30
9/14/2023	V00722--Garcia Plumbing Co.	60998	390.00
9/7/2023	V00722--Garcia Plumbing Co.	60966	405.00
9/18/2023	V01073--Give Smart US, Inc. #	322285780005441	2,500.00
9/7/2023	V00221--Go West Summit	60967	3,295.00
9/7/2023	V00226--Government Finance Officers Association	60968	160.00
9/7/2023	V00805--Greenhaus, Inc	60969	30,029.45
9/28/2023	V00259--Image360	61075	39.70
9/21/2023	V00259--Image360	61036	316.44
9/14/2023	V00259--Image360	60999	409.00
9/14/2023	V00961--International Gay & Lesbian Travel Association, Inc.	61000	17,500.00
9/28/2023	V00274--JNS Media Specialist	61055	206,177.58
9/21/2023	V00274--JNS Media Specialist	61037	27,310.67
9/7/2023	V00274--JNS Media Specialist	60970	37,551.59
9/14/2023	V00283--JW Marriott Desert Springs Resort & Spa	61038	8,367.50
9/28/2023	V00309--Lin Lines dba Lion Transportation Services	61076	1,600.00
9/21/2023	V00737--Locations 760 dba The KIP Group	61039	500.00
9/21/2023	V00835--Medical Air Services Association (MASA)	61040	405.00
9/21/2023	V00336--Meetings Industry of Colorado	61041	2,325.00
9/21/2023	V00824--Mission Square Retirement - 457 B #	322285780020069	10,988.24
9/7/2023	V00824--Mission Square Retirement - 457 B #	322285780020576	10,981.30
9/21/2023	V00825--Mission Square Retirement - RHS #	322285780020067	1,200.00
9/7/2023	V00825--Mission Square Retirement - RHS #	322285780020578	1,150.00
9/22/2023	V00860--Mission Square Retirement 401 (a) #	322285780003556	42,607.33
9/21/2023	V00351--MMGY Global, LLC NJF	61042	24,543.72
9/22/2023	V00352--mN' Organisation #	202309220068318	501.92
9/5/2023	V00359--MSI #	202309050082423	17,500.00
9/21/2023	V00706--My Little Flower Shop	61043	3,872.38
9/7/2023	V00375--OAG Aviation Worldwide LLC	60971	2,777.50
9/14/2023	V00990--OneFuture Coachella Valley	61003	718.25
9/21/2023	V00391--Palm Springs Aerial Tramway	61044	673.75
9/14/2023	V01096--Palm Springs Convention Center Managed by AEG	61004	1,500.00
9/21/2023	V00397--Palm Springs Hospitality Association	61045	35.00
9/21/2023	V01097--Patricia Turner	61046	334.43
9/28/2023	V00801--Peter Millar, LLC	61077	1,347.41
9/14/2023	V00801--Peter Millar, LLC	61005	5,313.95
9/7/2023	V00412--Petty Cash	60972	25.23
9/7/2023	V00439--Quadient Finance USA, Inc.	60973	65.49
9/28/2023	V01076--Rafael Lopez	61078	2,500.00
9/28/2023	V01098--Residence Inn by Marriott	61079	1,582.70
9/28/2023	V00480--Shields Date Garden	61080	172.80
9/28/2023	V00769--Simpleview	61081	1,330.27
9/14/2023	V00769--Simpleview	61006	7,291.67
9/7/2023	V00769--Simpleview	60974	2,500.00
9/14/2023	V00770--Slovak Baron Empey Murphy & Pinkney LLP	61007	6,620.30
9/7/2023	V00770--Slovak Baron Empey Murphy & Pinkney LLP	60975	733.49
9/7/2023	V00500--Southern California Edison	60976	8,220.92
9/7/2023	V00983--Spark Clean Brite Carpet Cleaning & More	60977	2,500.00
9/28/2023	V01107--Spiritmade Visuals	61082	500.00
9/21/2023	V00523--Summerland Creative	61047	19,575.00
9/21/2023	V00994--Tara Howard Petrilla	61048	1,270.00
9/28/2023	V01100--The Balloon Casita	61083	300.00
9/14/2023	V00936--The Catering Company LLC	61008	10,000.00
9/28/2023	V00854--The Lincoln National Life Insurance Company	61084	4,260.29
9/21/2023	V00046--The Printing Place	61049	1,439.54

Company name: Visit Greater Palm Springs
Report name: Check register
Created on: 11/28/2023
Date
Bank
 9/28/2023
 9/14/2023
 9/28/2023
 9/7/2023
 9/28/2023
 9/14/2023
 9/14/2023
 9/28/2023
 9/21/2023
 9/14/2023
 9/7/2023
 9/7/2023
 9/7/2023
 9/14/2023
 9/28/2023
 9/15/2023
 9/21/2023
 9/21/2023
 9/28/2023
 9/21/2023
 9/14/2023

Vendor
Operating - Pacific Premier Bank
 V00782--Tourism Economics
 V00574--TPX Communications
 V00587--Truly Nolen
 V00587--Truly Nolen
 V00597--Uline
 V00784--Unicomm, LLC
 V00604--United Way of the Desert
 V00606--UPS - United Parcel Service
 V00607--UPS Supply Chain Solutions, Inc.
 V00800--Vacation Rental Compliance
 V00612--Valley Office Equipment
 V00622--Vision Service Plan (CA)
 V00628--Visit USA Committee/ France #
 V00568--Westin Rancho Mirage Golf Resort & Spa
 V00640--Windmill City Screen Printing
 V00642--Xpress Graphics
 V00642--Xpress Graphics
 V00642--Xpress Graphics
Total for Operating

Document no.	Amount
Account no: 8000212688	
61085	1,000.00
61009	3,351.44
61086	87.00
60978	87.00
61087	390.30
61010	4,295.00
61011	88.00
61088	713.21
61050	284.93
61012	855.28
60979	983.06
60980	42.85
60981	4,950.00
61013	714.49
61089	938.94
202309150081902	1,101.47
61051	1,612.64
61052	455.94
61090	415.39
61053	218.42
61014	320.04
	887,569.05



70100 highway 111 / rancho mirage, ca 92270

760.770.9000 / 800.967.3767

The following pages reflect the payments issued for the period of October 01, 2023 through October 31, 2023 from Pacific Premier Bank.

A handwritten signature in black ink, appearing to read "Scott White", written over a horizontal line.

Scott White, President/CEO
Visit Greater Palm Springs

A handwritten signature in black ink, appearing to read "William Judson", written over a horizontal line.

William Judson, Vice President, Finance and Administration
Visit Greater Palm Springs

DocuSigned by:
A handwritten signature in black ink, appearing to read "Aftab Dada", written over a horizontal line.

9FFD7D09B770426...

Aftab Dada, Treasurer, Board of Directors



9 resort cities. *one* beautiful oasis.

Company name:	Visit Greater Palm Springs	Document no.	Amount
Report name:	Check register	Account no: 8000212688	
Created on:	11/28/2023		
Bank	Vendor		
Operating - Pacific Premier	Operating - Pacific Premier Bank		
10/26/2023	V00011--Ace Transportation	61201	5,227.50
10/5/2023	V00017--Allevon, LLC	61092	7,067.75
10/5/2023	V01046--Alexander Vidal Santillanes	61093	4,200.00
10/26/2023	V00650--Alexandra Pawelski	61202	15,892.54
10/12/2023	V00022--American Express - Business Platinum Card	61129	2.69
10/5/2023	V01112--Anthony Marsico	61094	2,250.00
10/26/2023	V00041--Association Forum	61203	20,000.00
10/19/2023	V00041--Association Forum	61171	11,970.00
10/12/2023	V00044--AT&T Mobility	61130	1,422.18
10/19/2023	V00056--BASIC Benefits	61172	39.57
10/12/2023	V00056--BASIC Benefits	61131	177.45
10/26/2023	V00057--BASIC PVR	61204	5,120.04
10/12/2023	V00057--BASIC PVR	61132	10,326.76
10/5/2023	V00656--Blueviolet Networks	61095	462.14
10/12/2023	V00067--BMW North America LLC / BMW Performance Center	61133	200.00
10/26/2023	V00073--Brandini	61205	122.40
10/19/2023	V00073--Brandini	61173	1,101.60
10/12/2023	V00073--Brandini	61134	381.60
10/5/2023	V00867--Brown & Bigelow, Inc	61096	534.68
10/12/2023	V00834--Bruce B Whitman	61135	50.00
10/5/2023	V00078--Burrtec Waste & Recycling Svcs	61097	251.18
10/5/2023	V00088--California Travel Association	61098	5,200.00
10/6/2023	V00089--CalPERS Fiscal Services Division	100000017293315	88,960.78
10/26/2023	V00090--CalSAE	61206	500.00
10/12/2023	V00090--CalSAE	61136	1,650.00
10/26/2023	V00093--Cardiff Limousine & Transportation	61207	9,908.38
10/12/2023	V00093--Cardiff Limousine & Transportation	61137	1,510.09
10/5/2023	V00093--Cardiff Limousine & Transportation	61099	23,089.70
10/26/2023	V00124--Colonial Life Premium Processing	61208	3,535.16
10/19/2023	V00128--Comtron Systems, Inc.	61174	405.00
10/5/2023	V00128--Comtron Systems, Inc.	61100	1,475.00
10/5/2023	V00873--Connect Worldwide	61101	3,020.00
10/5/2023	V01101--Courtyard by Marriott	61102	16,618.35
10/19/2023	V01080--CV Strategies	61175	15,490.00
10/5/2023	V00141--CVB REPS	61103	2,200.00
10/12/2023	V00886--Danae L Sheehan	61138	111.00
10/12/2023	V00845--David Dixon	61139	350.00
10/26/2023	V00144--De Lage Landen Financial Services, Inc.	61209	183.18
10/19/2023	V00144--De Lage Landen Financial Services, Inc.	61176	999.64
10/12/2023	V00146--Desert Adventures Red Jeep Tour & Events	61140	500.00
10/12/2023	V00148--Desert Arc	61141	1,200.00
10/12/2023	V00830--Desert Arc Shredding & Recycling	61142	40.00
10/5/2023	V01111--Desert Autism Foundation	61104	2,500.00
10/26/2023	V00159--Destination PSP	61210	107.07
10/19/2023	V00159--Destination PSP	61177	353.98
10/12/2023	V00161--Destinations International Foundation	61143	15,824.00
10/12/2023	V00179--Enterprise	61144	1,065.35
10/19/2023	V00692--Eric Scott Caplan	61178	97.25
10/12/2023	V00692--Eric Scott Caplan	61145	995.25
10/5/2023	V00692--Eric Scott Caplan	61105	631.30
10/26/2023	V00193--Financial & Insurance Conference Professionals	61211	1,575.00
10/12/2023	V00193--Financial & Insurance Conference Professionals	61146	5,775.00
10/26/2023	V00194--FIND Food Bank	61212	240.00
10/12/2023	V00194--FIND Food Bank	61147	220.00
10/19/2023	V00195--Fired Up Culture	61179	7,600.00
10/12/2023	V01116--FreedomFest, Inc.	61148	582.20
10/12/2023	V00696--Gary R. Gardner	61149	50.00
10/26/2023	V00699--Greg Archer	61213	200.00
10/26/2023	V01120--Hachette Book Group	61214	2,849.13
10/26/2023	V00958--HP Inc.	61215	2,695.08
10/12/2023	V00259--Image360	61150	451.25
10/5/2023	V00259--Image360	61106	224.99
10/19/2023	V01118--International Municipal Lawyers Association	61180	4,620.00
10/5/2023	V01027--InterVISTAS Consulting USA LLC	61091	40,000.00
10/2/2023	V01089--J. Wallin Opinion Research #	322285780018434	7,150.00
10/12/2023	V00713--Jan C Harnik	61151	50.00
10/26/2023	V00274--JNS Media Specialist	61197	70,486.94

Company name: Visit Greater Palm Springs
Report name: Check register
Created on: 11/28/2023
Bank **Vendor**

Operating - Pacific Premier	Operating - Pacific Premier Bank	Document no.	Amount
		Account no: 8000212688	
10/19/2023	V00274--JNS Media Specialist	61170	8,621.16
10/12/2023	V00274--JNS Media Specialist	61152	19,013.17
10/5/2023	V00274--JNS Media Specialist	61107	18,157.08
10/5/2023	V01113--Johannes	61108	50.00
10/12/2023	V00724--Judd Spicer	61153	300.00
10/12/2023	V00950--Lani Garfield	61154	1,250.00
10/12/2023	V00736--Linda Evans Bender	61155	50.00
10/12/2023	V00875--LNRS Data Services Inc	61156	2,895.12
10/19/2023	V00737--Locations 760 dba The KIP Group	61181	150.00
10/12/2023	V01048--Lulu California Bistro	61157	13,000.00
10/19/2023	V01119--Matt Day	61182	660.20
10/19/2023	V00835--Medical Alr Services Association (MASA)	61183	391.00
10/26/2023	V00338--Metropolitan Life Insurance Company	61216	6,917.12
10/5/2023	V00338--Metropolitan Life Insurance Company	61110	6,977.50
10/11/2023	V00824--Mission Square Retirement - 457 B #	322285780008404	13,852.22
10/11/2023	V00825--Mission Square Retirement - RHS #	322285780000840	1,250.00
10/12/2023	V00351--MMGY Global, LLC NJF	61158	31,837.06
10/20/2023	V00352--mN' Organisation #	595	13,950.00
10/5/2023	V00354--Modernism Week	61111	15,000.00
10/5/2023	V00359--MSI #	202310050076888	2,389.66
10/19/2023	V00365--National Tour Association	61184	800.00
10/12/2023	V00375--OAG Aviation Worldwide LLC	61159	2,777.50
10/19/2023	V00377--ODP Business Solutions, LLC	61185	112.25
10/5/2023	V00377--ODP Business Solutions, LLC	61112	139.36
10/5/2023	V00392--Palm Springs Air Museum	61113	4,722.50
10/19/2023	V00394--Palm Springs Candy Company	61186	196.25
10/5/2023	V00394--Palm Springs Candy Company	61114	50.00
10/26/2023	V00397--Palm Springs Hospitality Association	61217	5,000.00
10/26/2023	V00695--Palms to Pines Printing & Promotional Products	61218	354.79
10/26/2023	V00406--Part Time Genius	61219	24,000.00
10/5/2023	V00412--Petty Cash	61115	89.96
10/5/2023	V00913--PJ's Desert Trophies & Gifts	61116	5,707.98
10/5/2023	V01110--Porsche Club of America Inc	61117	10,000.00
10/23/2023	V00426--Precoro Inc. #	322285780001272	3,762.00
10/5/2023	V00430--Professional Convention Management Association - PCMA	61118	7,230.00
10/26/2023	V00439--Quadient Finance USA, Inc.	61220	596.64
10/5/2023	V00829--R & S Commercial Cleaning Inc	61119	1,700.00
10/26/2023	V00448--Renaissance Esmeralda Resort & Spa	61198	45,750.00
10/12/2023	V00448--Renaissance Esmeralda Resort & Spa	61160	9,429.03
10/12/2023	V01045--Rent Responsibly Inc	61161	7,498.00
10/12/2023	V00833--Rita Lamb	61162	50.00
10/20/2023	V00470--Sartha Global Marketing #	603	750.00
10/20/2023	V01115--Schenker Singapore Pte Ltd #	651	399.82
10/26/2023	V00769--Simpleview	61199	326,000.00
10/5/2023	V00769--Simpleview	61120	13,009.00
10/5/2023	V01002--Simpleview Canada, Inc.	61121	2,622.00
10/5/2023	V00492--SITE(Society for Incentive Travel Excellence)	61122	12,500.00
10/19/2023	V00770--Slovak Baron Empey Murphy & Pinkney LLP	61188	27.50
10/12/2023	V00770--Slovak Baron Empey Murphy & Pinkney LLP	61163	4,575.90
10/26/2023	V01008--SoCal Electrical & Lighting, Inc.	61221	987.49
10/5/2023	V00500--Southern California Edison	61123	7,899.59
10/12/2023	V00810--Superbloom Group LLC	61164	166.50
10/26/2023	V00854--The Lincoln National Life Insurance Company	61222	4,262.73
10/19/2023	V01108--The Tadros LLC dba The Packhouse at Aziz Farms	61189	3,250.00
10/12/2023	V01108--The Tadros LLC dba The Packhouse at Aziz Farms	61165	1,750.00
10/26/2023	V01109--Total Sports Consulting, LLC	61200	100,000.00
10/19/2023	V00574--TPX Communications	61190	3,221.39
10/19/2023	V01013--Travel Leaders Leisure Group LLC	61191	257.74
10/5/2023	V00597--Uline	61124	202.70
10/26/2023	V00604--United Way of the Desert	61223	88.00
10/12/2023	V00604--United Way of the Desert	61166	88.00
10/26/2023	V00606--UPS - United Parcel Service	61224	498.12
10/19/2023	V00606--UPS - United Parcel Service	61192	1,180.75
10/12/2023	V00606--UPS - United Parcel Service	61167	583.46
10/5/2023	V00606--UPS - United Parcel Service	61125	1,758.37
10/26/2023	V00607--UPS Supply Chain Solutions, Inc.	61225	53.01
10/19/2023	V00607--UPS Supply Chain Solutions, Inc.	61193	45.94

Company name: Visit Greater Palm Springs
Report name: Check register
Created on: 11/28/2023

Bank **Vendor**
Operating - Pacific Premier Bank
10/5/2023 V00800--Vacation Rental Compliance
10/19/2023 V00612--Valley Office Equipment
10/26/2023 V01060--VanSant Studios, LLC.
10/26/2023 V00622--Vison Service Plan (CA)
10/5/2023 V00628--Visit USA Committee/ France #
10/12/2023 V00786--Waymond Fermon
10/26/2023 V00640--Windmill City Screen Printing
10/19/2023 V00640--Windmill City Screen Printing
10/5/2023 V00640--Windmill City Screen Printing
10/26/2023 V00788--Xochitl Pefia
10/26/2023 V00642--Xpress Graphics
10/19/2023 V00642--Xpress Graphics
10/12/2023 V00642--Xpress Graphics
10/5/2023 V00642--Xpress Graphics
10/26/2023 V01042--Zash Snacks LLC
Total for Operating

Document no.	Amount
Account no: 8000212688	
61126	4,900.00
61194	694.90
61226	2,000.00
61227	938.94
1101	705.00
61168	50.00
61228	140.61
61195	1,751.47
61127	464.29
61229	150.00
61230	678.84
61196	127.88
61169	154.49
61128	61.52
61231	399.00
	1,216,162.65



Mark Girton
Vice President & General Manager, Goldenvoice

Mark is a 30-year veteran of the venue and entertainment industry. He has been with Goldenvoice for more than 15 years and joined the Empire Polo Club in 2021.

Mark has served in a wide variety of roles in his career. Prior to joining the Empire Polo Club, he was the Senior Vice President of Special Events overseeing approximately 50 venues across the nation for AEG Presents.

Mark is passionate about hosting and producing the best events for all clients and considers himself fortunate to work with the best company in the best business in the world.

Personally, Mark is close with his family including his mother, sister, nephew and 5 Godchildren. He enjoys volunteering during the holidays and working out on a regular basis.