



# BOARD AND JPA MEETING

Friday, May 15, 2020  
Virtual Meeting

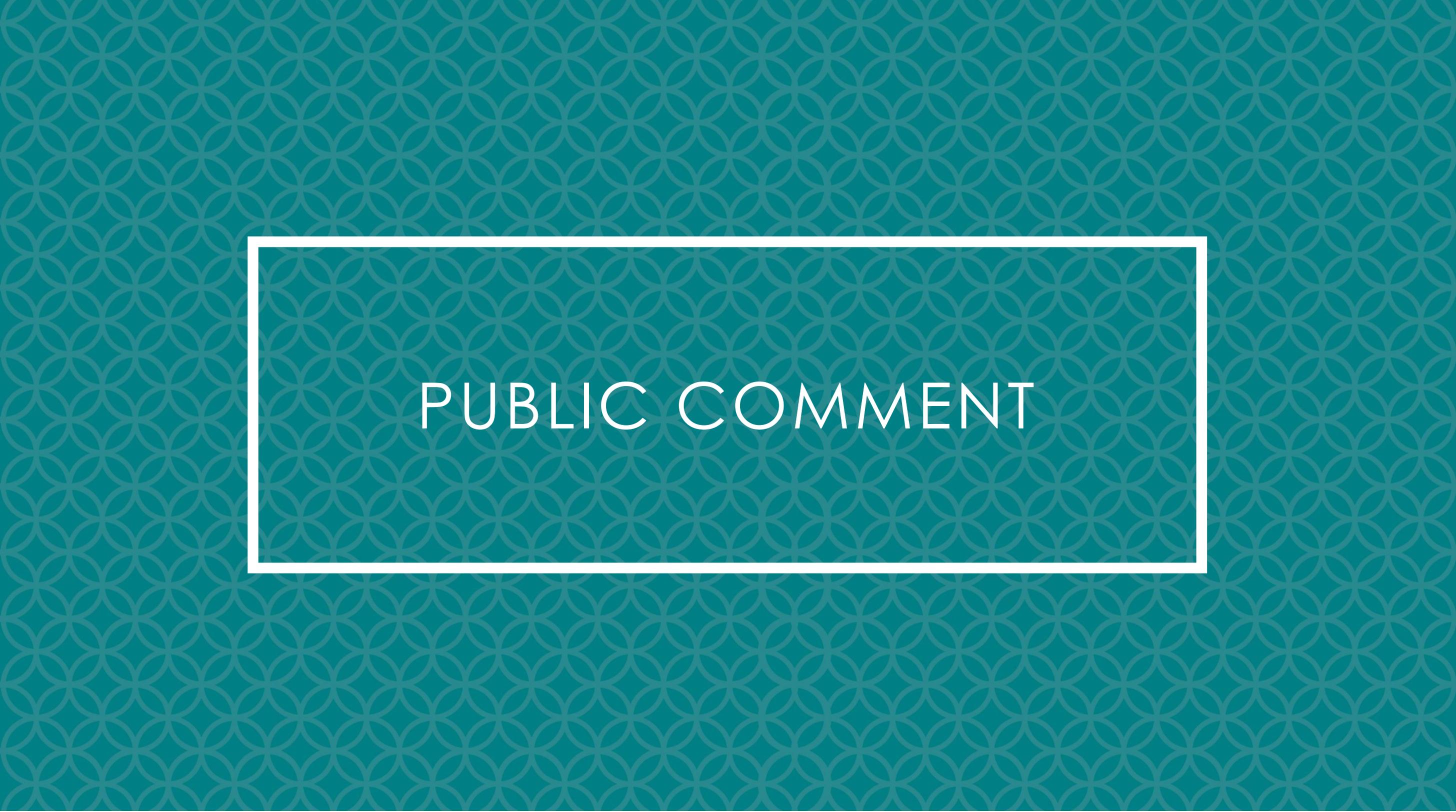


CALL TO ORDER

ROLL CALL



# CONFIRMATION OF AGENDA



PUBLIC COMMENT

JOE J. WALLACE, CEO  
COACHELLA VALLEY  
ECONOMIC PARTNERSHIP

The logo for Coachella Valley Economic Partnership (cvep) is a solid orange circle containing the lowercase letters "cvep" in a white, sans-serif font.

cvep

# COVID-19 IMPACT ON THE COACHELLA VALLEY

**cvep**

# Employment Impact on the Coachella Valley

## EMPLOYMENT-RELATED LOSS PROJECTIONS

- 53,795 Projected Job Losses by End of May
- 28.7% of Pre-COVID19 Workforce of 187,218
- 33.2% - 35.7% Projected Unemployment Rate for May 2020 (U6 & U8)

## BUSINESS-RELATED LOSS PROJECTION

- 15,840 Pre COVID19 Business Registrations
- 4,752 Projected Businesses that will not Re-Open\*

Barbara Kolm, President of the Hayak Institute, Projects that **30% of Businesses Will Fail to Emerge from COVID19.**



# Employment Impact on the Coachella Valley

## **HIGHEST OCCUPATIONAL CODE LOSSES AND RATES (ACCOUNTS FOR 63% OF ALL JOB LOSSES)**

- Sales and Sales Related: 14,523 (-60.4%)
- Food Prep and Serving Related: 11,787 (-68.5%)
- Personal Care and Service: 7,550 (-71.3%)

## **LOWEST OCCUPATIONAL CODE LOSSES (ALL STEM, ACCOUNTS FOR 0.3% OF ALL JOB LOSSES)**

- Architecture and Engineering: 72 (-5.0%)
- Computer and Mathematical: 67 (-4.0%)
- Life, Physical and Social Sciences: 30 (-5.0%)



# Employment Impact on the Coachella Valley

## **DELAYING RE-OPENING OF THE ECONOMY IMPACT**

- Converts Furloughs into Permanent Job Losses
- Pushes Families and Businesses into Poverty
- Accelerates Decline of Brick and Mortar Establishments (Retail, College, Offices)

## **PROSPECTS FOR MEETING GOVERNOR NEWSOM'S CRITERIA FOR RE-OPENING**

- One Case Per 10,000 people and No Deaths in 14 Days is Not Going to Happen
- Coachella Valley Statistics Continuously Improving in Time to Double
- Will Need Amendments and Variances to Be Able to Re-Open



# Employment Impact on the Coachella Valley

## **HARDEST HIT**

- Low Wage Earners
- Professionals and Managers Employed by Hospitality Industry and Surrogates
- Non-Essential Professionals (Dentists, Elective Surgeons, Entrepreneurs, Business Owners)

## **NEXT STEPS**

- Re-Open the Economy as Rapidly as is Consistent with Safety and Prosperity
- Use COVID-19 Crisis to Improve Bandwidth and 5G
- Making a Case for CSU Palm Desert



# THE CASE FOR CSU PALM DESERT

**cvep**

# The Case for CSU Palm Desert

## **ATTRIBUTES OF LOCATIONS WITH NO ACCESS TO HIGHER EDUCATION**

- Higher Poverty Rates
- Business Attraction is Limited to Low Wage Jobs if at all
- Bandwidth is more Difficult to Justify
- Health Challenges are Exacerbated
- Dialog is Limited
- Brain Drain



# The Case for CSU Palm Desert

## **WE HAVE A GOOD HEAD START ON THE OTHER COMPETITORS**

- CSUSB Palm Desert Campus: 1,600 students
- 68% of Student Body is Latinx
- 170 Acres Entitled and Really is Shovel Ready
- Roughly \$200M in Value Added by Local Investment
- Palm Desert has the Most Need of the 5 Candidate Locations
- CSU Palm Desert will Serve a Population of 600,834
- COD is Poised to Grow and Supply Qualified Students



# The Case for CSU Palm Desert

## THE FIVE CANDIDATE LOCATIONS FOR THE 24<sup>TH</sup> CAMPUS OF CALIFORNIA STATE UNIVERSITY

- **Palm Desert:** Zero Four-Year Universities within 60 miles
- **Stockton:** 7 Four-Year Universities within 60 miles
- **Chula Vista:** 6 Four-Year Universities within 60 miles
- **Concord:** 24 Four-Year Universities within 60 miles
- **San Mateo:** 21 Four-Year Universities within 60 miles

The Closest Four-Year University to the Riverside County line is Universidad de Mexicali.



# The Case for CSU Palm Desert

## **LONG-TERM IMPACTS OF A UNIVERSITY**

- Higher Skilled Workforce
- Better Resources for Entrepreneurs and Business Owners
- Adjacent Development (Residential, Retail, & Entertainment)
- Community Pride Enhanced
- Median Earnings Increase
- Aspirations of K-12 Students Enhanced
- Better Health Outcomes and Higher Quality of Life



# What Does the Coachella Valley Do Next

## **THE PAST AS PROLOGUE? LET'S HOPE NOT**

### **After Y2K and 9/11:**

- Strike 1: The Valley Mobilized to Diversify the Economy but Did Not Sustain the Effort.

### **After the Real Estate Crisis of 2009 – 2010:**

- Strike 2: The Valley Mobilized to Diversify the Economy but Did Not Sustain the Effort.

### **After the COVID19 Pandemic Has Passed:**

- Will there be a Properly Funded, Sustainable, and Diligent Effort to Diversify the Economy?



APPROVAL OF MINUTES  
(ALL VOTE)

CONSENT CALENDAR  
(JPA VOTE)



JPA EXECUTIVE  
COMMITTEE ITEMS



# CEO/PRESIDENT'S REPORT

# HAPPY MAY BIRTHDAYS!!!



**CHARLES TOWNSEND**

May 7



**JERRY KELLER**

May 23



**JAY CHESTERTON**

May 9



**TOM TABLER**

May 26



**ROLF HOEHN**

May 11



**ROB HAMPTON**

May 31



**BRAD PONCHER**

May 15



# HAPPY JUNE BIRTHDAYS!!!



**LINDA EVANS**

June 5



**JOE TORMEY**

June 21



**TONY BRUGGEMANS**

June 13



**ELAINE HOLMES**

June 23



**LEE MORCUS**

June 13



**BOB SCHNEIDER**

June 25



**MANUEL PEREZ**

June 18



# ESTIMATED ECONOMIC IMPACT OF COVID-19

↓ 57% from 2019



\$3.466 B

Lost Visitor  
Direct Spending



\$684 M

Decrease in Local  
Tax Revenues



24,480

Lost  
Jobs

# SAFER TOGETHER DESTINATION PLEDGE

## Safer Together, Greater Together

**The Pledge:** *The Greater Palm Springs tourism industry is making a commitment to ensure the safety and well-being of our visitors, workforce, and all of our neighbors, families, and friends. Our Safer Together, Greater Together Pledge is a unified approach among all of our business partners.*

*Our goal is to ensure our Tourism Industry remains a healthy, positive and inclusive destination for all travelers, employees and residents. **Safer Together, Greater Together** is your commitment!*



# SAFER TOGETHER DESTINATION PLEDGE

## Safer Together, Greater Together

### All businesses promise to institute these core safety practices:

- Perform a detailed risk assessment and implement a site-specific protection plan
- Train employees on how to limit the spread of COVID-19, including how to screen themselves for symptoms and stay home if they have them
- Implement individual control measures and screening
- Implement disinfecting protocols
- Implement physical distancing guidelines
- Stay informed of the latest best practices and share learned knowledge with your industry partners



# DESTINATION TASK FORCE COMMITTEES

The CVB is playing an active role in **various destination task force committees** to provide resources and support for re-opening and recovery.

- Coachella Valley Economic Recovery Task Force
- Riverside County Task Force
- Palm Springs Business Transition & Re-Entry Task Force

The purpose of these committees is to assist economic development leaders across the valley with latest information, access to shared resources, and best practices with the goal of streamlining communication to valley professionals and impacted business verticals to expedite our work on economic recovery.



# LODGING TASK FORCE

## **Greater Palm Spring COVID-19 Responsible Lodging Re-Opening Recommendations**

- Co-Chairs are Peggy Trott & Christoph Roshardt
- Engaged Large, Mid and Small Hotels, Time Shares and Vacation Rentals
- The goal is to share the recommendations with our cities and Riverside County to assist with the process in seeking a variance on allowing lodging to re-open.
- Draft version will be shared for feedback

# HOSPITALITY RELIEF FUND

## **TOURISM FOUNDATION 501C3**

- \$1,000 from the Desert Resorts Concierge Association
- \$1,200 from our employee Laura Hunt Little – selling homemade face masks
- Delivered our first check of \$10,000 to Lift to Rise
- Lift to Rise is providing emergency cash assistance to 2,000 Coachella Valley households.
- Due to high demand, they are closing the intake process and distributing available funds to the remaining 4,000 applications in the coming weeks based on household need.

# CREATIVE MESSAGING



VISITGREATERPALMSPRINGS.COM

# CREATIVE MESSAGING



LONG LIVE

*Sun* ☀️ *Days*



VISITGREATERPALMSPRINGS.COM

# CREATIVE MESSAGING



# CREATIVE MESSAGING



Dear Home, <sup>♡</sup>  
I think we need to see other places.



VISITGREATERPALMSPRINGS.COM

# NEW DESTINATION VIDEO

- Launched new destination video premiered during National Travel & Tourism Week
- Four 30-second spots were created
- Supporting videos for broadcast TV, social and digital media will be created

Support our local tourism industry and download the original song "Find Your Own Oasis" by Echoer on



# NEW DESTINATION VIDEO IN THE NEWS

DESERTSUN.COM | THURSDAY, MAY 14, 2020 | 3A

## Desert Sun.

PART OF THE USA TODAY NETWORK



The Flusters perform during the Joshua Tree Music Festival in Joshua Tree in October.  
TAYA GRAY/THE DESERT SUN

## Tourism video features local artists, musicians

Convention & Visitors Bureau touts area in 'Find Your Oasis'

**Brian Blueskye** Palm Springs Desert Sun  
USA TODAY NETWORK

The Greater Palm Springs Convention & Visitors Bureau released a music video for "Find Your Oasis" on Friday that includes appearances by local musicians and artists appearing from Joshua Tree Na-

tional Park to the Salton Sea.

It starts with cellist Michelle Packman driving through Joshua Tree National Park and cuts to a sequence where she plays in the McCallum Theatre and the shores of the Salton Sea before cutting away to Jesika von Rabbit at El Morocco Inn in Desert Hot Springs singing the opening lines to the song.

It also shows The Flusters driving around the classic red Cadillac that sits in the lobby of Hotel

See [TOURISM, Page 4A](#)

**BD** blackdiamondpr  
Visit Greater Palm Springs



116 views · Liked by mrsoaroundworld and sophia\_amos

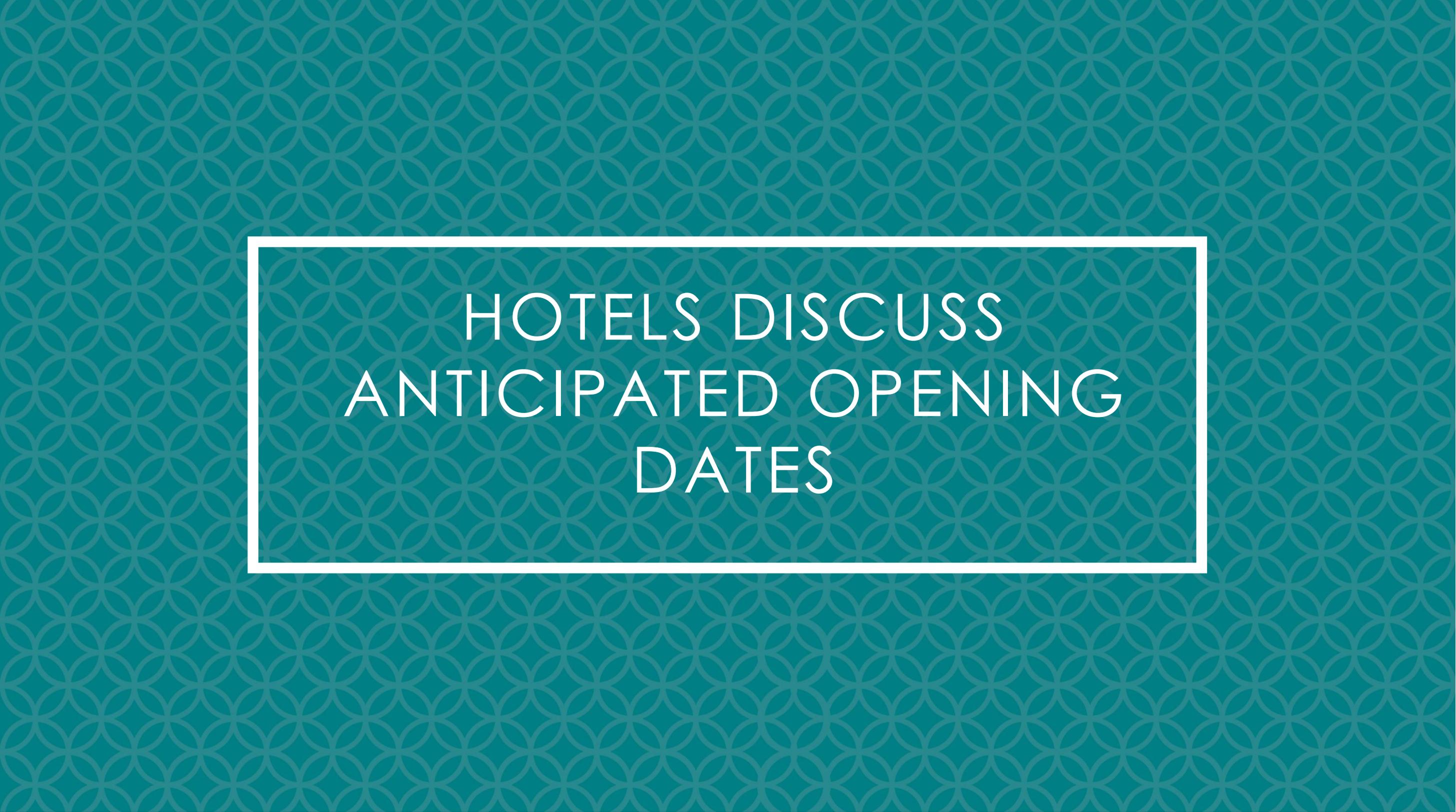
**blackdiamondpr** Desert dreaming? Check out this stunning new music video from Black Diamond client @visitgreaterps... more

View all 6 comments

**talliastorm** 🥰🥰🥰

**mrsoaroundworld** One of my favourite places in the world - and I hope to return soon

2 days ago



HOTELS DISCUSS  
ANTICIPATED OPENING  
DATES



BOARD OF DIRECTORS  
UPDATE

NEXT BOARD MEETING  
June 26, 2020