

JOINT POWERS AUTHORITY

Gary Gardner, Chair
 City of Desert Hot Springs

Waymond Fermon, Vice Chair
 City of Indio

Mark Carnevale
 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 Cassady
 Acme House Company

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: The Ritz-Carlton, Rancho Mirage
 Room: Salon III & IV
 68900 Frank Sinatra Dr.
 Rancho Mirage, CA 92270

Joint Meeting
 February 2, 2024
 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 – December 8, 2023 	
Consent Calendar (JPA Only Votes)	Gary Gardner
<ul style="list-style-type: none"> Warrants and Demands Dated November 2023 Warrants and Demands Dated December 2023 Procurement Policy - Revised December 2023 	

Shannon Gilbert
 The Ritz-Carlton, Rancho
 Mirage

Mark Girton
 Goldenvoice

Rob Hampton
 Palm Springs Convention
 Center

Jerry Keller
 Lulu California Bistro

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.

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Item	Owner
CEO / President's Report	Scott White
<ul style="list-style-type: none"> • Presentation of 2023 Results and 2024 Proposed Goals • Sales & Marketing Update • Staffing Update 	
VGPS Board of Directors Items (VGPS Board Only Votes)	Rolf Hoehn
<ul style="list-style-type: none"> • Approve Resolution BOD 2024-001 Air Service Reserve • Approve 2024 Goals and Objectives 	
JPA Executive Committee Items (JPA Only Votes)	Gary Gardner
<ul style="list-style-type: none"> • Approve Resolution JPA 2024-001 Air Service Reserve • Approve 2024 Goals and Objectives 	
JPA Executive Committee and Board of Directors Updates	All
Future Meeting Date: Friday, March 29, 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 8:37 a.m. by Gary Gardner, JPA Chair, at HOTEL PASEO in Palm Desert, CA.

Roll Call

The roll call is recorded on the following page.

DECEMBER 8, 2023

Location: HOTEL PAESO
Room: Grand Paseo Ballroom
45-400 Larkspur Lane
Palm Desert, CA, 92260
Joint Meeting
December 8, 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

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

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
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council Member, Chair	X	
	Roger Nunez, Council Member		
CITY OF INDIO	Waymond Fermon, Council Member, Vice Chair		A
	Elaine Holmes, Council Member		X
CITY OF CATHEDRAL CITY	Rita Lamb, Mayor	X	
	Mark Carnevale, Council Member		
CITY OF INDIAN WELLS	Greg Sanders, Mayor	X	
	Ty Peabody, Council Member		
CITY OF LA QUINTA	Linda Evans, Mayor	X	
	Steve Sanchez, Mayor Pro Tem		
CITY OF PALM SPRINGS	Jeffrey Bernstein, Mayor Pro Tem	X	
	Ron deHarte, Council Member		
CITY OF PALM DESERT	Jan Harnik, Council Member		E
	Gina Nestande, Council Member		X
CITY OF RANCHO MIRAGE	Steve Downs, Mayor	X	
	Meg Marker, Council Member		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District		
	Joaquin Tijerina, Economic Development Manager	X	
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		E

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
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Agua Caliente Casinos

Bob Schneider
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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		E
Kevin Barnes, Miramonte Resort & Spa Indian Wells	X	
Lorraine Becker, Cabot's Pueblo Museum		E
Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio	X	
John Bolton, Oak View Group		A
Celeste Brackley, The Line & Saguaro Hotels		A
Gary Cardiff, Cardiff Limousine & Transportation	X	
Kenny Cassidy, Meredith Lodging		E
Jay Chesterton, Fantasy Springs Resort Casino	X	
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	X	
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		A
Lee Morcus (Emeritus), Kaiser Restaurant Group		A
Michael Murray, Hotel Paseo	X	
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		E
Bob Schneider, Desert Consulting	X	
Ankit Sekhri, Two Bunch Palms		E

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

A quorum was reached. 24 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
 Dana Fury, Director of Marketing
 Krystal Kusmieruk, Senior Marketing Manager
 Dan Tackett, Staff Accountant

Gary Orfield, Director of Tourism Development
 Stefanie Kilcoyne, Director of Operations
 Carolina Viazcan, VP of Sales
 Sarah Goslin, Executive Assistant & Board Administrator
 Kimber Foster, Director of Palm Springs Tourism
 Andy Cloutier, Director of Human Resources
 Bruce Bauer, Legal Counsel
 Todd Burke, VP of Communications
 Alejandrina Mercado, Destination Experiences Specialist

PLEDGE OF ALLEGIANCE

JPA Committee Member Mayor Steve Downs 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.

A member of the public that was present spoke:

Brad Anderson stated that his concerns align with the City Governments. As a resident of Rancho Mirage, he is discouraged and disenfranchised with being unable to vote for the city representatives. Mr. Anderson stated that he understands this organization (Visit Greater Palm Springs) is not responsible for the individual cities but asked that everyone please hold the city governments accountable for their decisions.

APPROVAL OF MINUTES (All Vote)

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

The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated September 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, Mayor Pro Tem Jeffrey Bernstein, City of Palm Springs seconded. No abstentions. The City of Palm Desert, and City of Indio were not present to vote. 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 SEPTEMBER 2023**
- **WARRANTS AND DEMANDS DATED OCTOBER 2023**

The Warrants and Demands dated September, and October 2023 for Pacific Premier Bank, were presented for approval. JPA Chair Gardner asked for a motion. Mayor Steve Downs, City of Rancho Mirage made a motion to approve, Mayor Greg Sanders, City of Indian Wells seconded. No abstentions. The City of Palm Desert, and City of Indio were not present to vote. There was no additional discussion, and the Warrants and Demands were approved based on a show of hands.

VGPS BOARD (BOD VOTE only)

- **Renewals and Vote-In**

BOD Chair, Rolf Hoehn, called for an approval of renewing Kate Anderson and Jerry Keller for another term, and Mark Girton joining the Board of Directors. Liz Ostoich made a motion to approve, and Robert Schneider seconded. All approved. No abstentions.

RIVERSIDE COUNTY ECONOMIC DEVELOPMENT BRANDING PRESENTATION

Kimberley Wright, County of Riverside office, gave an overview of the presentation to be conducted by Will Ketchum, President of North Star, on the branding of Riverside County.

- Kimberley stated that the goal of Riverside County is to foster growth and set themselves apart from other counties and regions. VGPS has been at the helm to work with North Star.

Will Ketchum joined the meeting via Zoom and presented the Research and Strategy Report for Riverside County.

Overall findings specifically for Coachella Valley:

Assets: Agriculture, Location, Diverse offerings, Multiple airports, Open land, Relative affordability, Entertainment and hospitality, Tourism, nationally recognized name, Beautiful landscapes, and Outdoor recreation.

Challenges: Creating cohesion for all industries, finding local investors, Finding room for young families, Breaking through the noise, Reputation of no high-paying jobs, Two strongest sectors are low wage and low skill, Being known exclusively for Coachella Festivals.

Opportunities: Celebrating agricultural successes, Increased logistics tech, Manufacturing, Ag innovation, Telling the Coachella Valley story, Remote work, Easy quality of life sell.

Overall strategy insights and DNA statement:

The job of the brand is to tell your most competitive story. The job of the strategy is to determine what that story should be about.

Riverside County Strategic Points of Leverage:

Capacity = Space and Choices. Population Growth = Accessibility, Breadth of Experiences & Livability. Momentum = Energy That Attracts. For now "talent" means more people, a ready and bigger pool (workforce). Then, the task becomes using marketing to attract/retain higher wage, higher level talent.

Riverside County DNA Platform Statement:

Target Audience: To whom Riverside County has the most appeal.

Frame of Reference: Geographic context of Riverside County.

Point-of-difference: What makes Riverside County special.

Benefit: Why it should matter to the consumer.

Comments and questions from our Board/JPA:

1. Gary Gardner asked if the study differentiated between east and west of the pass.
 - a. The study intentionally did not differentiate between the two, as they wanted to check the current knowledge across the county.
2. Dermot Connolly stated that the study should be looking at information from only Riverside County residents as those

other counties would generally name their own county as most favorable.

- a. The bias is taken into account and will keep in mind as we move forward.
3. Rita Lamb asked if the branding will focus on the fact that Riverside County is not just the City of Riverside.
- a. Yes, the intent is to capture people from all areas to connect Coachella Valley with Riverside County.
-

CEO / PRESIDENT'S REPORT

Scott White:

As a reminder, our priority areas of focus are:

Regional Collaboration, air and rail service, DEI sustainability, accessibility and cultural heritage, workforce development, vacation rentals, international visitation, and meetings, conventions and sporting events.

Thank you to North Star for the initial study. VGPS will be doing its own study digging deeper, but ensuring the messaging and branding is kept in line with Riverside County.

Regional Collaboration:

- Our JPA Grant over the past 2 years has supported many visitor experiences across the cities.
- We are looking to reallocate the city grant for 2024 and allocate the \$640,000 for economic development recruitment.
- We have been working on attracting new events and retaining current events.
- We have a priority on enhancing our summer visitor experience with shade trees and structures.
- We've been working on wayfinding and have recently completed hiking trail maps for across the valley.
- We are looking into amending our JPA agreement to include the City of Coachella and adding economic development into our role.
- We continue to support the Cal State Campus in Palm Desert and the College of the Desert Culinary and Hospitality training facility and program.
- When we present our city updates in the coming year, we will have live data via a City Dashboard that can be visited at any time. Each city would have a landing page with their city's information. We will be scheduling our city updates for the first quarter.

Transportation:

- We are still growing and extending seasonal routes, which includes a discussion of a new route from PSP to Washington, D.C. Dulles for fall 2024 – winter 2025. 2023 is forecasted to be another record year at 30% more seats than 2019.
- We are advocating for more service via airline industry conferences and visits to airline headquarters.
- We are continuing our rail service efforts with the second phase of the Environmental Impact Study. Our goal is to begin a partial study in 2024 with CalTrans, CalSTA, and UP.
- The FIS case study has been completed and the PSP master plan is underway.
- We are expanding our marketing support to secondary markets.
- PSP Onboard trends are up by 25% from year end 2019 to October 2023 and are projected to be another record year.
- Our routes, daily flights, seats, and airlines have increased from 2019 to 2024.

DEI, Cultural Tourism, Sustainability, Accessibility, and Workforce Development:

- Lauren Bruggemans gave update on DEI, Cultural Tourism, Sustainability, Accessibility, and Workforce Development.

DEI & Sustainability:

- Continuing to build content for social media and the website – launch of the Native American Culture landing page, Community & Culture landing page and content produced by diverse creators.
- Continued work with Travel Unity on stakeholder engagement
- Recognized in a global competition by Green Destinations as being part of their Top 100 Stories
- Hosted a Showcase event in partnership with Caravanserai Project for Spanish speaking entrepreneurs with small businesses in the tourism and hospitality eco-system.
- Preparing for IGLTA in 2025 by investing in and building relationships with organization that advocate for and support the LGBTQ community.
- We will partner with Wheel the World to help us survey the accessibility offerings of our tourism partners.

Workforce Development:

- Continued our quarterly HR Steering Committee meetings and engagement with HR professionals in our industry.
- Conducted focus groups to refine and improve our hospitality careers campaign.
- Raised approximately \$150,000 for the Tourism Foundation and awarded \$36,500 scholarships this academic year.
- Focusing on a youth-centric strategy to grow hospitality leaders locally and promote the value of hospitality careers.
 - Continue to invite students to attend industry events.
 - Play an active role in working with local educational institutions and OneFuture Coachella Valley
 - Create a Youth Hospitality Ambassador Program made up of young people that are early in their hospitality careers or still in college.

TEAM GPS and Vacation Rentals:

- Davis Meyer gave an update on TEAM GPS, Vacation rentals education and research, and marketing and production.

Conventions, Meetings, Sporting Events, and International Visitation:

- We continue to focus on mid-week, summer, and new group business.
- We have added emphasis towards MICE business
- We are evaluating and evolving the current meetings campaign.
- We are evolving our strategic partnerships with meeting industry organizations.
- We have completed the RFP process to hire a new UK/Ireland agency for PR, Marketing and Travel Trade, and selected Finn Partners.
- We developed and executed a consumer media plan targeting key markets in the UK and Ireland, with a soft launch in April 2023, and full launch in June 2023. We will continue to optimize the campaign in 2024.
- Align efforts with Brand USA's and Visit California marketing offerings to maximize our reach and budget. Our 2024 programs include media in UK, Mexico, Germany, France, Australia, and Canada.
- Optimize our current brand partnership with luxury luggage maker Globe-Trotter and explore new Globe-Trotter pieces and potential French activation.

Marketing Updates

Colleen Pace gave updates on the below:

Marketing

- Updating our brand campaign to launch next fall.
- Fly Market Support – we are running ads in all of our direct fly markets and have added one-stop markets across television and select digital marketing.
- Our Time to Fly campaign includes social and digital ads with "Find Flights" CTA linking to dynamic website content.
- Our fly messaging was added to billboard and television creative for the fall season.
- Our vacation rental advertising includes dedicated digital, social, and native advertising throughout the year, including the VGPS international campaign.
- We are in discussions with Sunset Magazine, AdTheorent, Clicktivated, Undertone, and more regarding our upcoming campaigns for 2024.
- Visit Greater Palm Springs sponsored the Acrisure Classic – a three day NCAA Championship during the Thanksgiving holiday. The game on Thanksgiving day was live-streamed and was a record-setting Thanksgiving for college hoops on FOX. The game was the most-watched college basketball game ever on FOX with over five million viewers. It was also the most-watched regular season college basketball game on any network since 2008.
- Gave an update on our print and digital event marketing support.
- Our Art & Sol Season 1 is a winner of 2023 Addy and Adrian Awards and was a finalist for 2023 ESTO and City Nation Place Awards. We are in production of season 2 with plans to deploy in quarter one of 2024.
- Your Guide To, Season 2, has received over 89,000 video views.
- Launched a new Travelzoo destination piece in October. There was also a live broadcast on November 30th featuring health and wellness themed activities throughout Greater Palm Springs.
- Planning our summer co-op season, which we will be sending out the co-op opportunities to our partners soon.
- The Oasis is Real is a new campaign created in collaboration with Greenhaus that we launched in October.

Cultural Tourism

- Congratulations to the Agua Caliente Band of Cahuilla Indians for the opening of the Cultural Plaza and Museum on November 3rd.
- Showed a short clip from one of the Native American videos from the BBC - In Pursuit of Wellness documentary series -full video coming out in Q1.
- Podcast collaboration with Brand USA on 'How Destinations Can Maximize Relationships with Native American Tribes'.

PR/Communication

- In honor of the inaugural flight to Palm Springs from JFK on December 14, 2023, some of our team will be flying to NY next week to host NYC-based media, travel trade & meeting planners for dinner, and then fly take them on the inaugural flight to Palm Springs for a FAM trip.
- Media Missions include Visit California Chicago Media Mission in October, Visit California Mexico Media Retreat in November, and others into the new year.
- Our media coverage included Women's Health, Time Radio, and The Travel Diaries.
- Our Meet the Mentors program is going well.
- We hosted 32 media in-market across all of our International FAMs, which resulted in more than 80 published articles.

Convention Sales

- Provided updates on Convention Sales production for 2023, and future pace from 2023 – 2025.
- We were a sponsor of the Marriott Corporate Partnership Conference at the JW Marriott Desert Springs.
- 9 partners joined us at IMEX America in October where we had a Virtual Lounge experience. With 90 client appointments, 266 client booth scans, and 50 clients attending our events throughout the week, we came away with new leads totaling 13,509 room nights.
- VGPS is hosting 25 clients, plus guests, at the Omni Rancho Las Palmas Resort for our annual Palm Springs International Film Festival FAM.
- We are attending PCMA Convening Leaders in San Diego in January, and will bring some of our PSIFF planner guests directly to the Conference with us.
- Convention Sales Accolades in 2023 include: Smart Meetings Platinum Choice Award, Best of Meetings Today 2023, and Prevue 2023 Visionary Award.

Partnership Updates

Davis Meyer gave the following updates:

- Our Champions of Hospitality Awards Gala hosted at Renaissance Esmeralda Resort & Spa was a huge success. We had more than 650 attendees, raised more than \$90,000 through sponsorships, silent auction, and donations. We awarded \$24,000 in scholarships to four college students from across the Coachella Valley. Showed a video from the COH Awards in November.
- We had over 50 participants as part of our entry at the Greater Palm Springs Pride Parade, consisting of staff and partners.
- We won a place among the top 100 stories in the 2023 Green Destinations. Green Destinations is a global organization supporting sustainable destinations, their businesses, and communities.
- The vacation rental resident sentiment study was conducted.
Overall findings were that nearly three-quarters of voters (72%) feel favorably about short-term rentals in their city. That number increases to 85% if short-term rentals helped address their top priority, which shows as noise and disturbances and requiring the host to obtain a permit.

JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES

- Linda Evans –
 - AMEX Golf Tournament taking place January 18-21
 - World Wheelchair Motocross Championship at X-Park Skate Park from 10am-5pm tomorrow, December 9
 - Short-term vacation rental update for La Quinta - revisited municipal code and in January will open up new permits in home shares.
- Nusrat Mirza –
 - We had over 250 top corporate meeting planners at our resort last week, as well as Marriott's top 500 sales leaders during the Marriott Corporate Partnership Conference.
- Jeffrey Bernstein –
 - Palm Springs is in the middle of the inaugural Palm Springs holiday program, and planning of the Christmas Day Annual Well in the Desert dinner.
 - The Palm Springs International Film Festival taking place the first week of January looks to be the biggest yet.
- Liz Ostoich –
 - Three of our four restaurants have completed their Autism Certification, and 80% of our front of house staff is certified. Our fourth restaurant should have theirs completed next week, which I believe makes us the first four restaurants in the valley to complete their certification.
- Tim Ellis is doing well.

-
- Steve Downs –
 - The Cotino sales center is now open and can be visited if you'd like to see what the entire project will look like.
 - I was appointed as Mayor of Rancho Mirage on November 16th.
 - Gary Gardner –
 - The Desert Hot Springs Parade of Lights is tomorrow, 12/9/23, starting at 5:45 pm.

FUTURE MEETING DATE

- February 2, 2024 | The Ritz-Carlton, Rancho Mirage

ADJOURNMENT

The meeting was adjourned by Scott White & Gary Gardner at 10:06 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 Procurement Policy Summary of Changes 2023 Revision

The VGPS procurement policy has been updated to:

1. Better reflect the needs of a Destination Marketing Organization
2. Include the recommendations from legal counsel and an outside consultant
3. Add clarity to competitive bidding requirements

Summary of Changes

Competitive Bidding

- Increased formal bidding requirement from \$10,000 to \$25,000
- Added specific exceptions to the formal bidding process
- Clarified how insurance is bid
- Added requirement to bid ongoing functional professional services, such as auditing, legal, actuarial, and advertising agency every 5 years
- Added VGPS may reject any or all bids and take any other action deemed appropriate for procurement of goods and services
- Added proposals will be kept confidential during the process of negotiating with competing proposers

Budget Compliance

- Eliminated requirement to formally transfer budget from one line item to another

Contracting

- Added clarification that CEO is not required to review and approve contracts less than \$5,000

Visit Greater Palm Springs Procurement Policy

Revised December 2023

Visit Greater Palm Springs Board of Directors Oversight

The purposes of the Visit Greater Palm Springs Board of Directors (“Board”) are to serve as:

- a) Managing body of Visit Greater Palm Springs (“VGPS”), which is a Joint Powers Authority established pursuant to California Government Code section 6500 *et seq.*
- b) Advisory Board regarding matters concerning the Tourism Business Improvement District (“TBID”) managed by VGPS, established pursuant to California Parking and Business Improvement Area Law of 1989, Streets and Highway Code section 36500 *et seq.*

The Board, and its designated subcommittees, reviews and approves the VGPS annual operating budget (“Budget”) prepared by VGPS staff. The Board recommends the Budget to the JPA Executive Committee for final approval. The Board oversees day-to-day VGPS operations subject to the JPA approved Budget and established policies, including the procurement policy.

Procurement Policies

Purpose:

VGPS will adhere to purchasing practices that result in obtaining high quality goods and services at competitive prices that can be delivered in a timely manner. Selection of vendors will be based upon quality of product or service, customer service, cost, ability to meet time requirements, expertise, and professional reputation. VGPS staff must demonstrate diligence in researching potential vendors with the capacity to perform and the expertise to successfully execute the goods and services required. In support of VGPS’s mission to improve the quality of life for our residents and partners, local vendors will be afforded a level of preference in the vendor selection process.

Competitive Bidding:

Bid Consideration up to \$25,000:

Documentation for comparative pricing is not formally required. However, prudent judgement must be used at all times to ensure products and services are selected at the best prices available.

Bid Consideration over \$25,000:

Written solicitation of bids is required. A minimum of three (3) competitive quotations are to be obtained whenever possible. Bids must be submitted to VGPS in writing. Ongoing functional professional services, such as auditing, legal, actuarial, and advertising agency require formal bidding at intervals no greater than five years when the annual cost exceeds \$25,000.

Supporting documentation should include the written solicited proposal, names of vendors contacted, and description of the items required. The solicited proposals, inquiries, and submissions will be retained by the department responsible for the project.

Bids will be reviewed for compliance with specifications by the requesting department and evaluated based on technical merit, experience and cost. VGPS evaluation factors should be weighted by the most important factors.

All deviations from the specifications will be documented by the requesting department and the impact of the deviations on the performance or suitability of the bid item will be detailed. All bidders will be notified in writing of the results of the bid process.

At its discretion, VGPS may reject any and all bids, proposals, quotations, or prices secured through procurement methods consistent with this policy and take any other action deemed appropriate for the procurement of contractual services, professional services, and materials, supplies, and equipment.

Proposals permitting negotiations shall be opened and their contents secured to prevent disclosure during the process of negotiating with competing proposers. If proposals are opened publicly, only the names of the proposers shall be revealed, while prices and other information concerning the proposals shall not be disclosed until negotiations are complete and before award is made by VGPS.

Exceptions:

Services not Applicable

Exceptions to the above procedures for the following expenses are granted: memberships, tradeshows, travel expenses, advertising, international contracted services, special promotional or marketing opportunities, research, highly specialized training, purchases of an artistic nature (e.g. photographs and videos), and reordered promotional merchandise using the previous artistic design.

Sole Source Purchases:

Commodities and services which may be obtained from only one vendor are exempt from competitive bidding. Sole source purchases may include public utilities, proprietary items sold directly from the manufacturer, items that have only one distributor authorized to sell in this area or a certain product or service that has been proven to be the only product or service that is acceptable to VGPS.

Urgency Purchases:

Urgency purchases may be made without competitive bidding when time is of the essence and should be made only for the following reasons:

1. To preserve or protect the operating health of physical property
2. To forestall a shutdown of failure of important VGPS services or events

Since urgency purchases do not normally provide VGPS an opportunity to obtain competitive quotes, sound judgement should be used in keeping such orders to an absolute minimum.

Specialized Marketing Asset Production

The effectiveness of the organization's marketing campaigns is entirely dependent on the quality of its marketing assets. Specialized knowledge, skills, and equipment are often required to produce targeted marketing assets matching the organization's brand and strategy. Multiple quotes will be obtained when vendors are identified with relatively equal knowledge, talents, and capabilities for a given project. Competitive quotes are not required when the organization has identified a vendor unparalleled in its ability to produce a specific specialized desired product at a reasonable price. This includes continuation of a campaign previously supported by a vendor. The vendor produced products may be targeted articles, blogs, videos, photography, graphics, or other visual assets.

Insurance

Insurance coverages will be bid utilizing a qualified business insurance agency. The number of quotes obtained will vary depending on the type of insurance, existence of multi-year rate guarantees, and the number of carriers in the market.

Payment Requests:

All payment requests must be accompanied by documentation that supports it is a valid, budgeted VGPS expense. Payment requests of \$5,000 or more must be approved by the appropriate Director, Department Executive Officer, Vice President of Finance & Administration and the CEO. Payment requests less than \$5,000 must be approved by the appropriate Director and Vice President of Finance & Administration.

Payments:

The Vice President of Finance & Administration will verify payment requests have been appropriately approved prior to authorizing payment. The authority to approve payment issuance for approved payment requests will transfer to the Accounting Manager in the absence of the Vice President of Finance & Administration.

Checks will be signed by two authorized signers. Checks \$25,000 or more will include the signature of a Board member.

Credit Card Purchases:

Payment of expenses by check is not feasible in many instances. The Vice President of Finance & Administration will identify VGPS staff that have a legitimate need for a VGPS credit card. A VGPS credit card will be issued to such staff provided they agree to the following in writing:

1. They are responsible for all charges on cards under their control including all credit they have assigned to others.
2. Credit cards will be used in compliance with all VGPS policies and procedures, including but not limited to the Procurement Policy & the Travel, Entertainment & Business Meals Policy.

3. Use of the credit cards is for VGPS business-related expenditures only.
4. No personal expenses will be charged to the credit cards.
5. Credit cards will not be used to obtain cash, bank checks, traveler's checks, or electronic cash transfers.
6. Receipts or other documentation required by the Procurement and the Travel, Entertainment & Business Meals policies will be submitted to the Finance Department no later than 1 week from the transaction date.
7. Failure to comply with the documentation requirements may result in suspension and/or cancellation of credit card use.
8. Lost or stolen cards, and any fraudulent unauthorized use will be reported immediately to the Vice President of Finance & Administration.
9. The credit cards will be returned to the Vice President of Finance & Administration, or to Human Resources, immediately upon termination, resignation, or at any time upon request.
10. Charging privileges may be revoked at any time by VGPS.

The Vice President of Finance & Administration will set credit limits appropriate for each department's needs. Departments are responsible for further allocating established credit among its staff cardholders as needed to make credit card purchases in the performance of their job functions.

Credit cards will not be used for purchases of \$5,000 or more without prior CEO written approval. Other credit card purchases will be retroactively approved by the appropriate Director and Vice President of Finance & Administration. Each transaction must be supported by documentation that supports it is a valid, budgeted VGPS expense. Inappropriate use of a VGPS credit card will result in disciplinary action against the offending employee, up to and including, employment termination.

Employee Expense Reimbursements

When approved, VGPS staff will be reimbursed for VGPS expenses paid for using personal funds. VGPS staff is required to first provide documentation that supports the expenditure is a valid, budgeted VGPS expense. Minor expenses of \$100 or less may be reimbursed through Petty Cash. Other expenses are reimbursed utilizing the VGPS online program for expense reimbursements.

Petty Cash:

Reimbursements from Petty Cash are initiated by a properly completed Petty Cash Request form with supporting expense receipt(s) attached. This form must be approved by a Director or the Vice President of Finance & Administration prior to reimbursement. Exceptions to reimburse more than \$100 through Petty Cash must be approved by the Vice President of Finance & Administration. The receiver of cash and the petty cash custodian will both sign the form.

Online Reimbursements:

Reimbursements may be made online using the established VGPS expense reimbursement program. The required documentation to establish the employee-paid amounts as a valid, budgeted VGPS expense must be entered by the employee requesting reimbursement. Requests will be routed to the employee's supervisor, Department Executive Officer, and Vice President of Finance & Administration for approval. Approved reimbursements will be deposited directly into the bank account designated by the employee.

Contracting

Service contracts less than \$25,000 must be reviewed and approved by the Department Chief Executive, Vice President of Finance & Administration, and CEO. Contracts less than \$5,000 do not require CEO review and approval. The review process includes obtaining a review by General Counsel for non-standard agreements.

Service contracts of \$25,000 or more also require the approval of the Board Chair when TBID funds are primarily to be utilized. Service contracts of \$25,000 or more require the approval of the JPA Executive Committee Chair when JPA funds are primarily to be utilized.

The above requirements do not apply to the purchases of advertising or production services included in the approved annual marketing plan and Budget. These contracts may be approved solely by the Chief Marketing Officer or CEO for amounts included in the Budget.

VISIT GPS BOARD OF DIRECTORS

RESOLUTION NO. BOD 2024-001

A RESOLUTION OF THE BOARD OF DIRECTORS OF VISIT GREATER PALM SPRINGS AUTHORIZING VISIT GREATER PALM SPRINGS TO UTILIZE THE AIR SERVICE RESERVE FUNDS TO NEGOTIATE CRITICAL NEW NON-STOP FLIGHTS TO THE DESTINATION

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

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

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

WHEREAS, on or about June 6, 2023, VGPS approved and adopted a Reserve Policy that provides that VGPS must maintain a prudent level of financial resources to guard its stakeholders against service disruption in the event of temporary unexpected revenue shortfalls or unpredicted one-time expenses; and

WHEREAS, pursuant to the Reserve Policy, VGPS maintains an Air Service Reserve that provides a ready source of funds to support new air service to the destination; and

WHEREAS, pursuant to the Reserve Policy, the use of reserves is under the control of the Finance Committee, Board of Directors, and JPA Executive Committee. VGPS leadership’s role is to provide recommendations to the governing bodies. These recommendations shall be based on assessment that the use of reserves will be consistent with the Reserve Policy, the amount of reserves required, a time period for the need and an estimate of time to replenish the Air Service Reserve fund to the stated target amount; and

WHEREAS, VGPS leadership has determined that there is a critical need for VGPS to seek non-stop flight(s) to the destination that could begin in the fourth quarter of 2024 and conclude in the second quarter of 2025 which is consistent with the purpose of the Air Service Reserve; VGPS seeks to utilize the Air Service Reserve to negotiate minimum revenue guarantee (“MRG”) contract(s) for this purpose; and

- Rolf Hoehn, Chair**
Indian Wells Tennis Garden
- Peggy Troff, 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
- Lorraine Becker**
Cabo’s Pueblo Museum
- Sejal Bhakta**
Hampton Inn & Suites
- John Bolton**
Oak View Group
- Celeste Brackley**
Ace Hotel & Swim Club
- Gary Cardiff**
Cardiff Limousine & Transportation
- Kenny Cassidy**
Acme House Company
- Jay Chesterton**
Fantasy Springs Resort Casino
- Demot Connolly**
La Quinta Resort and Club
- Tim Ellis (Emeritus)**
Ellis Hospitality Services
- Eddy Estrada**
Smarter Property Management
- David Feltman**
VRON of Palm Springs
- Shannon Gilbert**
The Ritz-Carlton, Rancho Mirage
- Mark Gifon**
Goldenvoice & Empire Polo
- Rob Hampton**
Palm Springs Convention Center
- Jerry Keller**
Lulu California Bistro
- Patrick Klein**
The Shops on El Paseo
- Kelly McLean**
MVM Holdings, Inc.,
McLean Company and Poppy
- Nusrat Mirza**
JW Marriott Desert Springs
- Allen Monroe**
The Living Desert
- Lee Marcus (Emeritus)**
Kaiser Restaurant Group
- Michael Murray**
Hotel Paseo
- Liz Ostach**
FAR/And Tac/Quila Palm Springs
- Brad Poncher**
Hospitality Consulting
- Greg Purdy**
Palm Springs Aerial Tramway Properties

Tim Pyne
Renaissance Emeraldia Resort
& Spa

Saverio Scheri
Agua Caliente Resort Casino Spa,
Rancho Mirage

Bob Schneider
Desert Consulting

Ankit Sekhri
Two Bunch Palms

Barb Smith
Events Destination Services

Boris Stark
Palm Desert Vacation
Properties

Joseph Tormey CSUSan
Bernardino Palm Desert
Campus

Doug Watson
Strategy | Innovation | Co.

WHEREAS, the amount currently in the Air Service Reserve is approximately \$4 million; and

WHEREAS, depending on the amount of the Air Service Reserve funds that VGPS utilizes in 2024 for the purpose of negotiating MRG Contract(s), VGPS' leadership estimates the time to replenish the Air Service Reserve to the stated target amount is between 2 to 3 years; and

WHEREAS, the VGPS Board of Directors, the governing body of VGPS, hereby finds that it is in the best interest of VGPS that VGPS utilize the Air Service Reserve to negotiate for critical new non-stop flights to the destination as set forth above and that the VGPS Board of Directors' finance committee review and finalize the potential MRG contract(s).

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

Section 1. RECITALS

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

Section 2. AIR SERVICE RESERVE

VGPS is authorized to utilize the Air Service Reserve to negotiate for critical new non-stop flights to the destination. The VGPS Board of Directors' finance committee is authorized to review and finalize the potential MRG contract(s).

Section 3. EFFECTIVE DATE

That this Resolution shall take effect immediately upon its adoption. This Resolution shall remain in full force and effect until rescinded by the Visit Greater Palm Springs Board of Directors by resolution.

Section 4. SEVERABILITY

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

Section 5. REPEAL OF CONFLICTING PROVISIONS

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

PASSED, APPROVED AND ADOPTED at a regular meeting of the Visit Greater Palm Springs Board of Directors held on the second day of February, 2024, by the following vote:

AYES:

NAYES:

ABSENT:

ABSTAIN:

**Rolf Hoehn, Chair
Board of Directors
Visit Greater Palm Springs**

ATTEST:

Sarah Goslin, Clerk for the Board of Directors

APPROVED AS TO FORM:

Lena D. Wade, General Counsel

Gary Gardner, Chair
City of Desert Hot Springs

Waymond Fermon, Vice Chair
City of Indio

Mark Carnevale
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

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

RESOLUTION NO. JPA 2024-001

A RESOLUTION OF THE VISIT GREATER PALM SPRINGS JPA EXECUTIVE COMMITTEE AUTHORIZING VISIT GREATER PALM SPRINGS TO UTILIZE THE AIR SERVICE RESERVE FUNDS TO NEGOTIATE CRITICAL NEW NON- STOP FLIGHTS TO THE DESTINATION

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

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

WHEREAS, on or about June 6, 2023, VGPS approved and adopted a Reserve Policy that provides that VGPS must maintain a prudent level of financial resources to guard its stakeholders against service disruption in the event of temporary unexpected revenue shortfalls or unpredicted one-time expenses; and

WHEREAS, pursuant to the Reserve Policy, VGPS maintains an Air Service Reserve that provides a ready source of funds to support new air service to the destination; and

WHEREAS, pursuant to the Reserve Policy, the use of reserves is under the control of the Finance Committee, Board of Directors, and JPA Executive Committee. VGPS leadership’s role is to provide recommendations to the governing bodies. These recommendations shall be based on assessment that the use of reserves will be consistent with the Reserve Policy, the amount of reserves required, a time period for the need and an estimate of time to replenish the Air Service Reserve fund to the stated target amount; and

WHEREAS, VGPS leadership has determined that there is a critical need for VGPS to seek non-stop flight(s) to the destination that could begin in the fourth quarter of 2024 and conclude in the second quarter of 2025 which is consistent with the purpose of the Air Service Reserve; VGPS seeks to utilize the Air Service Reserve to negotiate minimum revenue guarantee (“MRG”) contract(s) for this purpose; and

WHEREAS, the amount currently in the Air Service Reserve is approximately \$4 million; and

WHEREAS, depending on the amount of the Air Service Reserve funds that VGPS utilizes in 2024 for the purpose of negotiating MRG Contract(s), VGPS' leadership estimates the time to replenish the Air Service Reserve to the stated target amount is between 2 to 3 years; and

WHEREAS, the VGPS JPA Executive Committee, the governing body of VGPS, hereby finds that it is in the best interest of VGPS that VGPS utilize the Air Service Reserve to negotiate for critical new non-stop flights to the destination as set forth above and that the VGPS Board of Directors' finance committee review and finalize the potential MRG contract(s).

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

Section 1. RECITALS

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

Section 2. AIR SERVICE RESERVE

VGPS is authorized to utilize the Air Service Reserve to negotiate for critical new non-stop flights to the destination. The VGPS Board of Directors' finance committee is authorized to review and finalize the potential MRG contract(s).

Section 3. EFFECTIVE DATE

That this Resolution shall take effect immediately upon its adoption. This Resolution shall remain in full force and effect until rescinded by the VGPS JPA Executive Committee by resolution.

Section 4. SEVERABILITY

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

Section 5. REPEAL OF CONFLICTING PROVISIONS

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

PASSED, APPROVED AND ADOPTED at a regular meeting of the JPA Executive Committee of Visit Greater Palm Springs held on the second day of February, 2024, by the following vote:

AYES:

NAYES:

ABSENT:

ABSTAIN:

**Gary Gardner, Chair
Executive Committee
Visit Greater Palm Springs**

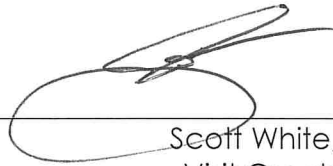
ATTEST:

Sarah Goslin, Clerk for the Executive Committee

APPROVED AS TO FORM:

Lena D. Wade, General Counsel

The following pages reflect the payments issued for the period of November 01, 2023 through November 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



Aftab Dada, Treasurer, Board of Directors



Company name: Visit Greater Palm Springs

Report name: Check register

Created on: 1/3/2024

Bank

Operating - Pacific Premier Bank

Account no: 8000212688

Date	Vendor	Document no.	Amount
11/2/2023	V00017--Allevon, LLC	61232	7,067.75
11/15/2023	V01046--Alexander Vidal Santillanes	61287	1,600.00
11/9/2023	V01046--Alexander Vidal Santillanes	61250	175.00
11/30/2023	V00021--American Express - Business Green Rewards	61357	95.00
11/21/2023	V00042--Association of Canadian Travel Agencies #	61318	721.83
11/9/2023	V00044--AT&T Mobility	61251	1,461.29
11/21/2023	V00056--BASIC Benefits	61319	39.57
11/15/2023	V00056--BASIC Benefits	61288	177.45
11/21/2023	V00057--BASIC PVR	61320	5,120.04
11/21/2023	V01069--BBC Global News Limited	61321	56,070.90
11/2/2023	V00655--Best Best & Krieger	61233	1,402.50
11/21/2023	V00910--BHMCA	61322	1,000.00
11/30/2023	V00656--Blueviolet Networks	61358	190.85
11/30/2023	V00073--Brandini	61359	201.60
11/21/2023	V00073--Brandini	61323	691.20
11/15/2023	V00073--Brandini	61289	115.20
11/9/2023	V00073--Brandini	61253	1,836.00
11/9/2023	V00073--Brandini	61252	345.60
11/2/2023	V00073--Brandini	61234	176.40
11/9/2023	V01125--Brandtopia Properties	61254	3,375.00
11/30/2023	V00076--Bright Event Rentals	61360	140.31
11/9/2023	V00076--Bright Event Rentals	61255	12,858.16
11/9/2023	V00867--Brown & Bigelow, Inc	61256	1,459.98
11/9/2023	V00078--Burrtec Waste & Recycling Svcs	61259	251.18
11/7/2023	V00089--CalPERS Fiscal Services Division	180010000001732	86,962.94
11/30/2023	V00090--CalSAE	61361	59.00
11/15/2023	V00093--Cardiff Limousine & Transportation	61290	10,612.70
11/2/2023	V00093--Cardiff Limousine & Transportation	61235	975.30
11/21/2023	V01136--Carlos Murillo	61324	266.86
11/30/2023	V00120--Coachella Party	61362	6,896.00
11/30/2023	V01105--Coachella Valley Coffee	61363	917.50
11/21/2023	V01132--Coachella Valley Garden Service, Inc.	61325	5,290.00
11/30/2023	V00122--Coachella Valley Water District	61364	219.56
11/9/2023	V00122--Coachella Valley Water District	61257	213.41
11/30/2023	V00123--College of the Desert - Foundation	61365	1,390.92
11/30/2023	V00124--Colonial Life Premium Processing	61366	3,535.16
11/15/2023	V00128--Comtron Systems, Inc.	61291	447.00
11/15/2023	V00129--Concur Technologies, Inc.	61292	1,434.00
11/9/2023	V00873--Connect Worldwide	61258	770.00
11/15/2023	V00866--CoStar Realty Information	61293	22,093.08
11/30/2023	V01044--Crystal Fantasy LLC	61367	382.38
11/15/2023	V01044--Crystal Fantasy LLC	61294	1,147.13
11/21/2023	V00845--David Dixon	61326	350.00
11/9/2023	V00845--David Dixon	61260	700.00

Company name: Visit Greater Palm Springs

Report name: Check register

Created on: 1/3/2024

Bank
Operating - Pacific Premier Bank

Account no: 8000212688

Date	Vendor	Document no.	Amount
11/30/2023	V00144--De Lage Landen Financial Services, Inc.	61368	349.12
11/15/2023	V00144--De Lage Landen Financial Services, Inc.	61295	999.64
11/30/2023	V00908--DeAztlan Consulting LLC	61369	4,500.00
11/21/2023	V00146--Desert Adventures Red Jeep Tour & Events	61327	1,150.00
11/15/2023	V00146--Desert Adventures Red Jeep Tour & Events	61296	1,500.00
11/9/2023	V00146--Desert Adventures Red Jeep Tour & Events	61261	1,150.00
11/2/2023	V00146--Desert Adventures Red Jeep Tour & Events	61236	1,350.00
11/21/2023	V00148--Desert Arc	61328	1,200.00
11/30/2023	V00830--Desert Arc Shredding & Recycling	61370	40.00
11/9/2023	V00830--Desert Arc Shredding & Recycling	61262	40.00
11/21/2023	V00154--Desert Publications, Inc.	61329	10,000.00
11/30/2023	V00159--Destination PSP	61371	311.91
11/21/2023	V00159--Destination PSP	61330	369.27
11/9/2023	V00159--Destination PSP	61263	1,429.55
11/2/2023	V00159--Destination PSP	61237	37.15
11/15/2023	V00673--DFA-actuaries, LLC	61297	7,500.00
11/21/2023	V01135--DiMangano Management Enterprise, LLC dba DME Expo Logistics	61331	749.07
11/9/2023	V01126--Ellen Friedberg Pirosh	61264	1,368.80
11/15/2023	V00179--Enterprise	61298	3,150.32
11/30/2023	V00692--Eric Scott Caplan	61372	214.50
11/21/2023	V00692--Eric Scott Caplan	61332	118.50
11/15/2023	V00692--Eric Scott Caplan	61299	108.75
11/2/2023	V00692--Eric Scott Caplan	61238	1,506.00
11/9/2023	V00183--Event Service Professionals Association (ESPA)	61265	4,287.00
11/21/2023	V00194--FIND Food Bank	61333	240.00
11/22/2023	V00861--Finn Partners Limited ##	202311220046922	14,999.99
11/9/2023	V00195--Fired Up Culture	61266	7,600.00
11/17/2023	V00791--Gate 7 #	647	18,698.84
11/3/2023	V00791--Gate 7 #	749	13,525.00
11/21/2023	V00219--Global Experience Specialists, INC. GES	61334	11,686.79
11/15/2023	V01129--HQ Strategies Group	61300	500.00
11/30/2023	V00251--Hydro Flask aka Steel Technology LLC	61373	1,138.32
11/2/2023	V00259--Image360	61239	168.19
11/9/2023	V00268--IRC Corporation	61267	22.55
11/30/2023	V00274--JNS Media Specialist	61374	4,636.50
11/21/2023	V00274--JNS Media Specialist	61335	704,030.98
11/15/2023	V00274--JNS Media Specialist	61301	11,475.00
11/9/2023	V00274--JNS Media Specialist	61247	138,201.83
11/21/2023	V00278--Joshua Tree Candle Company	61336	3,091.00
11/9/2023	V01124--Kathryn Eger Strong	61268	3,600.00
11/21/2023	V00732--Knowland Group LLC	61337	17,400.00
11/9/2023	V00967--LA Artista Design, Inc.	61269	955.94
11/9/2023	V00299--Las Casuelas Nuevas	61270	363.32
11/21/2023	V01134--Lavanya Sunkara	61338	104.85

Company name: Visit Greater Palm Springs

Report name: Check register

Created on: 1/3/2024

Bank
Operating - Pacific Premier Bank

Account no: 8000212688

Date	Vendor	Document no.	Amount
11/21/2023	V00737--Locations 760 dba The KIP Group	61339	1,300.00
11/9/2023	V01048--Lulu California Bistro	61271	2,021.13
11/30/2023	V00322--LUX Valet Parking	61375	350.00
11/30/2023	V01133--Malibu Colony PCH Property, LLC	61376	10,000.00
11/21/2023	V00999--Manuel Elziciano Dela Rosa	61340	500.00
11/9/2023	V00326--Maritz Global Events Inc.	61272	13,500.00
11/21/2023	V00835--Medical Air Services Association (MASA)	61341	391.00
11/30/2023	V00338--Metropolitan Life Insurance Company	61377	6,917.12
11/22/2023	V00824--Mission Square Retirement - 457 B #	322285780017132	10,960.83
11/8/2023	V00824--Mission Square Retirement - 457 B #	Ref# 3222857800	11,107.22
11/1/2023	V00824--Mission Square Retirement - 457 B #	322285780019981	10,972.29
11/22/2023	V00825--Mission Square Retirement - RHS #	322285780017130	1,250.00
11/8/2023	V00825--Mission Square Retirement - RHS #	322285780003902	1,250.00
11/1/2023	V00825--Mission Square Retirement - RHS #	322285780019979	1,250.00
11/2/2023	V00349--MJMeetings, LLC	61240	925.00
11/21/2023	V00351--MMGY Global, LLC NJF	61342	1,339.96
11/3/2023	V00352--mN' Organisation #	707	6,852.38
11/9/2023	V00354--Modernism Week	61273	200.00
11/2/2023	V01121--National Association of Home Builders	61241	7,605.00
11/15/2023	V01128--Northeast Convention & Visitors Bureau Representatives	61302	550.00
11/15/2023	V00377--ODP Business Solutions, LLC	61303	2,077.57
11/22/2023	V00890--OMMAC Ltd. #	202311220046921	25,000.00
11/15/2023	V00669--One West Construction	61304	3,124.00
11/30/2023	V00394--Palm Springs Candy Company	61378	1,338.20
11/21/2023	V00398--Palm Springs International Film Society or PSIFS	61344	10,000.00
11/9/2023	V00405--Parker Palm Springs	61274	1,622.36
11/9/2023	V00406--Part Time Genius	61275	24,000.00
11/30/2023	V00409--PCMA Education Foundation	61379	91,000.00
11/9/2023	V01122--Perfect Touch Events Inc.	61276	1,125.00
11/15/2023	V00412--Petty Cash	61305	233.95
11/30/2023	V00869--PLUS Studios, LLC	61380	15,610.70
11/21/2023	V00439--Quadient Finance USA, Inc.	61345	600.00
11/30/2023	V00440--Quadient Leasing USA, Inc.	61381	282.91
11/21/2023	V00440--Quadient Leasing USA, Inc.	61346	2,849.81
11/30/2023	V00829--R & S Commercial Cleaning Inc	61382	1,700.00
11/9/2023	V00829--R & S Commercial Cleaning Inc	61277	1,700.00
11/30/2023	V00448--Renaissance Esmeralda Resort & Spa	61383	1,610.00
11/21/2023	V00448--Renaissance Esmeralda Resort & Spa	61347	48,746.35
11/30/2023	V00763--Roger Morales Photography	61384	200.00
11/2/2023	V01123--Sally Yates	61242	50.00
11/30/2023	V00480--Shields Date Garden	61385	230.40
11/21/2023	V00480--Shields Date Garden	61348	230.70
11/21/2023	V00769--Simpleview	61349	13,500.00

Company name: Visit Greater Palm Springs

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Account no: 8000212688

Date	Vendor	Document no.	Amount
11/15/2023	V00769--Simpleview	61306	72,075.00
11/9/2023	V00769--Simpleview	61248	62,555.00
11/15/2023	V00770--Slovak Baron Empey Murphy & Pinkney LLP	61307	2,568.30
11/21/2023	V00498--Sonic Gods	61350	18,500.00
11/15/2023	V00996--Sounding Line Data Consulting	61308	250.00
11/15/2023	V00500--Southern California Edison	61309	3,874.76
11/30/2023	V00523--Summerland Creative	61386	3,925.00
11/9/2023	V00523--Summerland Creative	61278	10,637.50
11/21/2023	V00994--Tara Howard Petrilla	61351	600.00
11/30/2023	V01137--Temalpakh Farm	61387	840.00
11/2/2023	V01104--Thalia Hayden, LLC	61243	500.00
11/30/2023	V01100--The Balloon Casita	61388	1,600.00
11/15/2023	V00551--The Lock Shop Inc.	61310	110.00
11/15/2023	V01108--The Tadros LLC dba The Packhouse at Aziz Farms	61311	3,250.00
11/9/2023	V01108--The Tadros LLC dba The Packhouse at Aziz Farms	61279	1,750.00
11/21/2023	V01109--Total Sports Consulting, LLC	61352	104,356.28
11/15/2023	V00574--TPX Communications	61312	3,274.96
11/21/2023	V01130--Tropical Sky Ltd ##	202311210057503	5,000.00
11/9/2023	V00587--Truly Nolen	61280	94.00
11/30/2023	V00966--Tysen Knight Productions	61389	150.00
11/15/2023	V00597--Uline	61313	555.91
11/9/2023	V00597--Uline	61281	179.12
11/21/2023	V00604--United Way of the Desert	61353	88.00
11/30/2023	V00606--UPS - United Parcel Service	61390	1,960.76
11/21/2023	V00606--UPS - United Parcel Service	61354	1,626.41
11/9/2023	V00606--UPS - United Parcel Service	61282	2,262.76
11/9/2023	V00607--UPS Supply Chain Solutions, Inc.	61284	24.59
11/9/2023	V00607--UPS Supply Chain Solutions, Inc.	61283	48.94
11/9/2023	V00609--US Travel Association	61285	19,218.75
11/15/2023	V01131--Vacanza Stays Inc.	61314	74.96
11/30/2023	V00800--Vacation Rental Compliance	61391	4,700.00
11/2/2023	V00800--Vacation Rental Compliance	61245	4,850.00
11/15/2023	V00612--Valley Office Equipment	61315	740.69
11/30/2023	V01060--VanSant Studios, LLC.	61392	1,575.00
11/21/2023	V00621--Visa USA, INC.	61355	6,578.00
11/30/2023	V00622--Vision Service Plan (CA)	61393	938.94
11/9/2023	V00623--Visit California	61249	100,000.00
11/30/2023	V00642--Xpress Graphics	61394	355.03
11/15/2023	V00642--Xpress Graphics	61316	764.36
11/9/2023	V00642--Xpress Graphics	61286	588.92
11/2/2023	V00642--Xpress Graphics	61246	3,672.58
11/30/2023	V01042--Zash Snacks LLC	61395	200.00
11/21/2023	V01042--Zash Snacks LLC	61356	1,800.00

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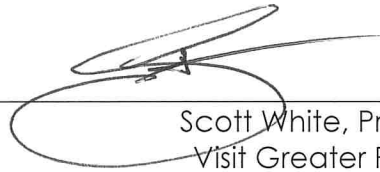
Created on: 1/3/2024

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Operating - Pacific Premier Bank

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Date	Vendor	Document no.	Amount
11/15/2023	V01042--Zash Snacks LLC	61317	225.00
Total for Operating			2,022,117.83

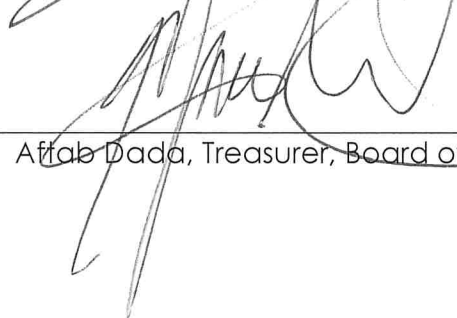
The following pages reflect the payments issued for the period of December 01, 2023 through December 31, 2023 from Pacific Premier Bank.



Scott White, President/CEO
Visit Greater Palm Springs



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



Affab Dada, Treasurer, Board of Directors



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Date	Vendor	Document no.	Amount
12/7/2023	V00017--Ailevon, LLC	61402	7,067.75
12/14/2023	V01150--AMA Agencies Ltd	61441	5,000.00
12/7/2023	V00022--American Express - Business Platinum Card	61403	468.00
12/11/2023	V01140--Argus Reisen GmbH #	769	1,350.00
12/7/2023	V00044--AT&T Mobility	61405	812.50
12/20/2023	V00056--BASIC Benefits	61510	217.02
12/7/2023	V00655--Best Best & Krieger	61406	4,512.50
12/14/2023	V00838--Big Wheel Tours, Inc.	61476	358.00
12/20/2023	V00918--BMI Publishing Ltd #	657	4,090.00
12/20/2023	V00073--Brandini	61511	288.00
12/14/2023	V00073--Brandini	61477	460.80
12/7/2023	V00073--Brandini	61407	244.80
12/20/2023	V00076--Bright Event Rentals	61512	1,229.35
12/14/2023	V00867--Brown & Bigelow, Inc	61478	912.05
12/7/2023	V00078--Burrtec Waste & Recycling Svcs	61408	251.18
12/6/2023	V00089--CalPERS Fiscal Services Division	180010000001735	86,962.94
12/20/2023	V00090--CalSAE	61513	59.00
12/7/2023	V00090--CalSAE	61398	3,000.00
12/20/2023	V00093--Cardiff Limousine & Transportation	61514	345.93
12/14/2023	V00093--Cardiff Limousine & Transportation	61479	2,614.78
12/7/2023	V00093--Cardiff Limousine & Transportation	61409	5,623.64
12/20/2023	V00094--CDW Government	61515	1,341.59
12/14/2023	V01148--Cindy Burreson	61480	90.84
12/7/2023	V00120--Coachella Party	61410	1,939.50
12/20/2023	V00937--Coachella Valley Rescue Mission	61516	278.10
12/7/2023	V00873--Connect Worldwide	61411	770.00
12/20/2023	V01080--CV Strategies	61517	23,097.50
12/7/2023	V00141--CVB REPS	61412	500.00
12/20/2023	V00146--Desert Adventures Red Jeep Tour & Events	61518	1,450.00
12/14/2023	V00146--Desert Adventures Red Jeep Tour & Events	61481	1,900.00
12/14/2023	V00148--Desert Arc	61482	1,200.00
12/20/2023	V00678--Desert Promotional & Embroidery, LLC	61519	11.42
12/20/2023	V00159--Destination PSP	61520	1,073.93
12/7/2023	V00159--Destination PSP	61413	391.68
12/7/2023	V00161--Destinations International Foundation	61414	15,698.00
12/14/2023	V00179--Enterprise	61483	2,721.16
12/7/2023	V00692--Eric Scott Caplan	61415	383.25
12/14/2023	V00193--Financial & Insurance Conference Professionals	61484	435.00
12/20/2023	V00861--Finn Partners Limited ##	661	352,849.68
12/11/2023	V00861--Finn Partners Limited ##	713	30,298.61
12/7/2023	V00195--Fired Up Culture	61416	15,200.00
12/14/2023	V00696--Gary R. Gardner	61485	50.00
12/14/2023	V00702--Gregory W Sanders	61486	50.00
12/14/2023	V00958--HP Inc.	61487	349.79

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Date	Vendor	Document no.	Amount
12/11/2023	V00252--IAGTO #	709	1,107.16
12/20/2023	V00259--Image360	61521	110.34
12/14/2023	V00259--Image360	61488	1,481.07
12/14/2023	V00912--International Board of Credentialing & Continuing Education #	322285780029424	4,118.00
12/7/2023	V01138--Jason Mar	61417	101.46
12/14/2023	V00832--Jeffrey Adam Bernstein	61489	50.00
12/20/2023	V00274--JNS Media Specialist	61522	32,449.72
12/14/2023	V00274--JNS Media Specialist	61490	252,884.06
12/7/2023	V00274--JNS Media Specialist	61418	8,225.00
12/20/2023	V01139--Jose Luis Plascencia dba Rent A Dream Party Rentals	61523	1,161.00
12/7/2023	V01139--Jose Luis Plascencia dba Rent A Dream Party Rentals	61419	1,422.30
12/7/2023	V01141--Katherine Gallardo	61420	269.87
12/7/2023	V00965--Lara Kiniris	61399	705.00
12/14/2023	V00736--Linda Evans Bender	61491	50.00
12/20/2023	V00737--Locations 760 dba The KIP Group	61524	1,500.00
12/20/2023	V01048--Lulu California Bistro	61525	1,888.77
12/14/2023	V00322--LUX Valet Parking	61492	1,245.00
12/7/2023	V01133--Malibu Colony PCH Property, LLC	61396	4,000.00
12/7/2023	V01144--Marla del Carmen Castro Guerrero	61400	510.00
12/14/2023	V01152--MIMIDEX LLC dba The Palm Springs Spirits Co.	61493	690.00
12/6/2023	V00824--Mission Square Retirement - 457 B #	322285780038605	11,120.26
12/6/2023	V00824--Mission Square Retirement - 457 B #	322285780038607	30,000.00
12/6/2023	V00825--Mission Square Retirement - RHS #	322285780038603	1,250.00
12/7/2023	V00351--MMGY Global, LLC NJF	61421	186.98
12/20/2023	V00352--mN' Organisation #	659	4,178.88
12/1/2023	V00352--mN' Organisation #	202312010097399	6,698.11
12/20/2023	V01142--National Association of Catering & Events	61526	2,500.00
12/20/2023	V01154--National Association of Regulatory Utility Commissioners	61527	5,224.00
12/20/2023	V00365--National Tour Association	61528	824.00
12/20/2023	V00377--ODP Business Solutions, LLC	61529	810.25
12/14/2023	V00377--ODP Business Solutions, LLC	61494	89.91
12/11/2023	V00890--OMMAC Ltd. #	711	25,000.00
12/7/2023	V00390--Palm Desert Area Chamber of Commerce	61422	425.00
12/7/2023	V00391--Palm Springs Aerial Tramway	61423	673.75
12/20/2023	V00394--Palm Springs Candy Company	61530	70.00
12/14/2023	V00394--Palm Springs Candy Company	61495	428.72
12/7/2023	V00394--Palm Springs Candy Company	61424	2,871.25
12/7/2023	V00406--Part Time Genius	61425	24,000.00
12/7/2023	V00409--PCMA Education Foundation	61426	10,490.00
12/20/2023	V01122--Perfect Touch Events Inc.	61531	1,400.00
12/7/2023	V00412--Petty Cash	61427	516.50
12/7/2023	V00430--Professional Convention Management Association - PCMA	61428	485.00

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Date	Vendor	Document no.	Amount
12/7/2023	V01084--Renova Energy Corp.	61429	67,866.00
12/14/2023	V00833--Rita Lamb	61496	50.00
12/14/2023	V01014--Sergio Arturo Villegas	61497	450.00
12/20/2023	V00769--Simpleview	61532	10,500.00
12/7/2023	V00769--Simpleview	61430	12,000.00
12/20/2023	V01151--SITE Northern California Chapter	61533	5,000.00
12/14/2023	V00492--SITE(Society for Incentive Travel Excellence)	61498	495.00
12/7/2023	V00770--Slovak Baron Empey Murphy & Pinkney LLP	61431	3,318.73
12/4/2023	V00859--So Cal Arena Company, LLC #	322285780019223	150,000.00
12/7/2023	V01008--SoCal Electrical & Lighting, Inc.	61432	321.70
12/7/2023	V00500--Southern California Edison	61433	2,573.91
12/14/2023	V01143--St. Regis San Francisco	61499	5,000.00
12/20/2023	V01157--Starfish LLC	61534	50,000.00
12/14/2023	V00877--Stephan G Downs	61500	50.00
12/20/2023	V00523--Summerland Creative	61535	8,937.50
12/20/2023	V00810--Superbloom Group LLC	61536	990.00
12/7/2023	V00810--Superbloom Group LLC	61397	7,345.00
12/7/2023	V00994--Tara Howard Petrilla	61434	600.00
12/21/2023	V01158--The Get Up LLC dba Big Little Sound & Armchair Productions #	322285780005730	11,250.00
12/7/2023	V00854--The Lincoln National Life Insurance Company	61435	4,321.52
12/20/2023	V00843--Tina Turntables	61537	400.00
12/14/2023	V01146--Tommy Bahama Miramonte Resort & Spa	61501	3,873.88
12/7/2023	V01146--Tommy Bahama Miramonte Resort & Spa	61436	1,936.93
12/14/2023	V00574--TPX Communications	61502	3,337.85
12/14/2023	V01011--Trakstar	61503	6,299.00
12/20/2023	V00578--Travel Unity, Inc.	61538	16,662.00
12/20/2023	V00586--Trlo Restaurant	61539	5,567.51
12/7/2023	V00587--Truly Nolen	61437	94.00
12/20/2023	V01155--Twenty Four Seven Hotels	61540	13,490.91
12/20/2023	V00966--Tysen Knight Productions	61541	3,000.00
12/7/2023	V00966--Tysen Knight Productions	61438	4,568.60
12/20/2023	V00597--Uline	61542	2,112.33
12/14/2023	V00597--Uline	61504	679.64
12/7/2023	V01145--Unruly Creative Inc.	61439	3,450.00
12/20/2023	V00606--UPS - United Parcel Service	61543	5,884.23
12/14/2023	V00606--UPS - United Parcel Service	61505	1,442.47
12/14/2023	V00607--UPS Supply Chain Solutions, Inc.	61506	15.22
12/20/2023	V01149--US Bank	61544	346.85
12/14/2023	V00609--US Travel Association	61507	21,055.00
12/20/2023	V00612--Valley Office Equipment	61545	410.70
12/7/2023	V00640--Windmill City Screen Printing	61401	74.99
12/20/2023	V00642--Xpress Graphics	61546	293.02
12/14/2023	V00642--Xpress Graphics	61508	42.56
12/7/2023	V00642--Xpress Graphics	61440	1,842.79

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Date	Vendor	Document no.	Amount
12/14/2023	V01042--Zash Snacks LLC	61509	316.00
Total for Operating			1,459,425.49

Visit Greater Palm Springs Statement of Activities - Actual vs Budget

	Year To Date 11/30/2022		Year To Date 11/30/2023		Variance
	Actual	Actual	Budget	Budget	
Revenue					
TBID - Hotels	\$ 6,921,495	\$ 6,992,058	\$ 6,853,476	\$ 138,582	
TBID - Vacation Rentals	259,086	379,075	266,459	112,616	
JPA Funding	1,183,697	1,288,185	1,260,160	28,025	
City Marketing Partnerships	80,657	136,805	158,335	(21,530)	
Tribal Voluntary	35,845	32,980	29,924	3,056	
Partnership Fees	115,887	95,052	45,898	49,154	
Advertising & Website Revenues	195,535	115,177	32,786	82,391	
Joint Share Partnerships	62,299	55,080	59,665	(4,585)	
Grants	348,976	200,736	232,640	(31,904)	
Net Investment Income	45,317	754,821	429,774	325,047	
Total Revenue	\$ 9,248,794	\$ 10,049,969	\$ 9,369,117	\$ 680,852	
Expenses					
Labor - Wages	\$ 2,228,068	\$ 2,497,905	\$ 2,609,750	\$ (111,845)	
Labor - Taxes & Benefits	754,560	889,011	1,061,092	(172,081)	
Marketing Production	71,558	158,371	452,841	(294,470)	
Media Placement & Digital Marketing	2,532,670	2,965,300	4,421,543	(1,456,243)	
Collateral Material	24,137	12,326	48,903	(36,577)	
Familiarization Trips	93,941	411,991	301,853	110,138	
Tradeshows / Sales Missions	560,974	659,306	772,655	(113,349)	
Travel & Lodging	7,914	11,645	34,420	(22,775)	
Special Promotions & Representation	764,926	1,374,674	1,092,875	281,799	
Collection Fees	11,240	17,098	13,323	3,775	
Event Hosting	276,726	578,263	779,761	(201,498)	
Research	249,017	120,716	286,307	(165,591)	
IT - Information Technology	55,922	35,074	92,082	(57,008)	
Professional Fee	125,271	206,963	253,964	(47,001)	
Overhead-Supplies-Utilities-Fees	755,687	706,660	700,080	6,580	
Capital Outlay	40,610	45,244	164,310	(119,066)	
Total Expenses	\$ 8,553,221	\$ 10,690,547	\$ 13,085,759	\$ (2,395,212)	