

JUNE 2019

BOARD REPORT

BOARD REPORT JUNE 2019

Congratulations on a great May! We've had our best performance in Occupancy and Average Daily Rate since the tracking of these numbers started in 2005, with Occupancy for May coming in at 63.6% and an Average Daily Rate of \$168.64.

I would like to thank the 483 people who completed the DestinationNEXT survey we sent out in May. We realize it was a long survey, and we truly appreciate your time. Paul Ouimet, founder of NEXTFactor, will be presenting the results of the survey. DestinationNEXT is a global research platform, online diagnostic tool and strategic action plan designed to help destination organizations define their priorities and increase their effectiveness. The survey results will certainly help all of us improve, and we look forward to hearing the outcome.

In support of increasing flights to PSP, Bob Thibault attended Jumpstart, an annual air service development conference, early this month. Bob and Oliver from Ailevon Pacific met with 13 airlines: seven that currently service the airport and six that are exploring potential service. During the meetings, we discovered that American Airlines did not have its Chicago PSP flight starting until October 20. After asking the airline if they could start service earlier, they were able to find a plane and instead begin service in early October. We are also excited to announce new service to Sacramento: Beginning September 16, Contour airlines will fly 30-seat jets from PSP to SMF daily.

Travel Industry Sales hosted the 16th annual California Cup, which brought in 57 clients from six key international markets. It also provided additional exposure with representatives from Visit California, as well as offices from the UK, Germany, France and South Korea. The event raised over \$10,000 for local charity Desert Arc.

The Convention Sales team was busy hosting clients in Washington, D.C., Sacramento and Southern California, as well as attending two large trade shows: HelmsBriscoe, where they held 36 appointments, and the MPI World Education Conference. At MPI, the CVB sponsored the Hosted Buyer lunch, which had 185 planners in attendance and resulted in three RFPs.

On May 29, the CVB rolled out Restaurant Week at The Ritz-Carlton, Rancho Mirage. A record number of 121 restaurants participated in Restaurant Week this year, and our analytics show positive engagement. Most of the web sessions came from Palm Desert (19.8%) and Palm Springs (14.5%), but the next two highest locations were out-of-area drive markets: San Diego (8.7%) and Los Angeles (8.3%). Here are more exciting stats:

- Restaurant Week website sessions reached 352,959, an increase of 4,292 over 2018.
- There were 94,663 restaurant menu views.
- Social media coverage created 930,000 impressions, a 383% increase.
- Facebook event responses increased 126%, totaling 1,189.

I'm happy to note that the new Board Report microsite performed very well for the first month! We had 493 pageviews, meaning that you're looking at our report online. The Destination Marketing section captured the longest time, with six minutes and forty-three seconds. Thank you for engaging the new site, and please don't hesitate to let us know if we can make any improvements to make navigating the content any easier for you.

Best wishes for a great summer! Our next board meeting is October 25.

Sincerely,



Scott White, President/CEO

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JOINT POWERS AUTHORITY

- Linda Evans, Chair**
City of La Quinta
- Geoff Kors, Vice Chair**
City of Palm Springs
- Ernesto Gutierrez**
City of Cathedral City
- Gary Gardner**
City of Desert Hot Springs
- Richard Balocco**
City of Indian Wells
- Elaine Holmes**
City of Indio
- Jan Harnik**
City of Palm Desert
- Charles Townsend**
City of Rancho Mirage
- V. Manuel Perez**
County of Riverside

CVB BOARD OF DIRECTORS

- Tom Tabler, Chairman**
J.W. Marriott Desert Springs Resort & Spa
- Rolf Hoehn, Vice Chairman**
Indian Wells Tennis Garden
- Robert Del Mas, Secretary**
Empire Polo Club & Event Facility
- Aftab Dada, Treasurer**
Hilton Palm Springs Resort
- Bruce Abney**
El Morocco Inn & Spa
- Rick Axelrod**
Coachella Valley Economic Partnership
- Lorraine Becker**
Cabo's Pueblo Museum
- Celeste Brackley**
Ace Hotel & Swim Club
- Tony Bruggemans**
Le Vallauris
- Jamey Canfield**
Palm Springs Convention Center
- Gary Cardiff**
Cardiff Limousine & Transportation
- Jay Chesterton**
Fantasy Springs Resort Casino
- Dermot Connolly**
La Quinta Resort and Club
- Stephen D'Agostino**
Hyatt Regency Indian Wells
- Tim Ellis**
TravelHost Palm Springs
- Michael Facenda**
Agua Caliente / Spa Resort Casinos

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

AGENDA - SUPPLEMENT

**Regular Meeting
 June 28, 2019
 8:00am – 10:00am**

Hilton Palm Springs
 Plaza Ballroom
 410 E. Tahquitz Canyon Way
 Palm Springs, CA 92262

Item	Owner
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This agenda item came to the attention of staff after the posting of the June 28, 2019, regular meeting agenda, but it requires that action be taken on the item prior to the next regularly scheduled meeting.

Staff was informed that the CVB needs to submit a resolution designating additional signatories to sign off on various financial transactions. It is critical that the JPA Executive Committee take immediate action on this item since there may be a need for additional signatories in the absence of the CEO and/or other authorized signers between now and the next regular meeting.

Linda Evans

The Brown Act provides that this item may be added to the agenda as an urgency item if two-thirds of the members present (or all of the members if less than two-thirds are present) determine that there is a need to take immediate action on the item and the need for that action came to the attention of the body after the agenda was posted.

JPA Executive Committee Items (JPA Executive Committee Only Votes)	Linda Evans
<ul style="list-style-type: none"> • Resolution No. JPA 2019-003: Replacing the Agents Authorized to Give Instructions for Financial Transactions Within the Local Agency Investment Fund 	

Public Notices

- The Greater Palm Springs Convention & Visitors Bureau is handicapped accessible. If special equipment is needed for the hearing impaired, please contact Revae Reynolds at (760) 969-1309 or rreynolds@gpscvcb.com at least forty-eight (48) hours in advance of the meeting and accommodations will be made.
- If special electronic equipment is needed to make presentations to the CVB Board of Directors, arrangements should be made in advance by contacting Revae Reynolds at (760) 969-1309 or rreynolds@gpscvcb.com. A one (1) week notice is required.
- Any writings or documents provided to the JPA Executive Committee and CVB Board of Directors regarding any item(s) on this agenda will be made available for public inspection at the Greater Palm Springs CVB located at 70-100 Highway 111, Rancho Mirage, CA 92270, during normal business hours.

**CVB Board of Directors
(continued)**

Dr. Ron Fremont

CSU San Bernardino
Palm Desert Campus

Jerry Keller

Lulu California Bistro

Jay Mainthia

Indio Super 8 & Suites

Michael McLean

McLean Company Rentals

Allen Monroe

The Living Desert

Lee Morcus (Emeritus)

Kaiser Restaurant Group

Thomas Nolan

Palm Springs International
Airport

Brad Poncher

Homewood Suites by Hilton,
La Quinta

Greg Purdy

Palm Springs Aerial Tramway

Christoph Roshardt

Renaissance Indian Wells

Tom Scaramellino

Westin Mission Hills Golf Resort
& Spa

Bob Schneider

Desert Bob Consulting

Barb Smith

Access Palm Springs

Kelly Steward

The Ritz-Carlton Rancho
Mirage

Peggy Trott

Kimpton Rowan Palm Springs

Doug Watson

Riviera Palm Springs

Elie Zod

Retired Hospitality Executive



JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

Call to Order

Meeting was called to order at 8:15 a.m. by Linda Evans, JPA Chair and Mayor of the City of La Quinta, at the Renaissance Indian Wells Resort & Spa, Esmeralda 1-3, in Indian Wells, CA.

Roll Call

The roll call is recorded on the following page.

MAY 17, 2019

JOINT POWERS AUTHORITY

Linda Evans, Chair
 City of La Quinta
 Geoff Kors, Vice Chair
 City of Palm Springs

Ernesto Gutierrez
 City of Cathedral City
 Gary Gardner
 City of Desert Hot Springs

Richard Balocco
 City of Indian Wells

Elaine Holmes
 City of Indio

Jan Harnik
 City of Palm Desert
 Charles Townsend
 City of Rancho Mirage

V. Manuel Perez
 County of Riverside

CVB BOARD OF DIRECTORS

Tom Tabler, Chairman
 J.W. Marriott Desert Springs
 Resort & Spa

Rolf Hoehn, Vice Chairman
 Indian Wells Tennis Garden

Robert Del Mas, Secretary
 Empire Polo Club & Event
 Facility

Aftab Dada, Treasurer
 Hilton Palm Springs Resort

Bruce Abney
 El Morocco Inn & Spa

Rick Axelrod
 Coachella Valley Economic
 Partnership

Lorraine Becker
 Cabot's Pueblo Museum

Celeste Brackley
 Ace Hotel & Swim Club

Tony Bruggemans
 Le Vallauris

Jamey Canfield
 Palm Springs Convention
 Center

Gary Cardiff
 Cardiff Limousine &
 Transportation

Jay Chesterton
 Fantasy Springs Resort Casino

Stephen D'Agostino
 Hyatt Regency Indian Wells

Tim Ellis
 TravelHost Palm Springs

Michael Facenda
 Agua Caliente Resort Casino

Dr. Ron Fremont
 CSU San Bernardino
 Palm Desert Campus

Jerry Keller
 Lulu California Bistro

Location: Renaissance Indian Wells Resort & Spa
 44400 Indian Wells Lane
 Indian Wells, CA 92210

Regular Meeting
 Friday, May 17, 2019, 8:00am – 10:00am

JPA ROLL CALL PRESENT		PRESENT	NOT/YTD
CITY OF LA QUINTA	Linda Evans, Mayor, Chair	X	
	Robert Radi, Council Member		
CITY OF PALM SPRINGS	Geoff Kors, Council Member, Vice Chair	X	
	Robert Moon, Mayor		
CITY OF CATHEDRAL CITY	Ernesto Gutierrez, Council Member	X	
	Mark Carnevale, Mayor Pro Tem		
CITY OF DESERT HOT SPRINGS	Gary Gardner, Council Member	X	
	Jan Pye, Mayor Pro Tem		
CITY OF INDIAN WELLS	Richard Balocco, Council Member	X	
	Ted Mertens, Mayor		
CITY OF INDIO	Elaine Holmes, Council Member	X	
	Waymond Fermon, Council Member		
CITY OF PALM DESERT	Jan Harnik, Council Member	X	
	Gina Nestande, Mayor Pro Tem		
CITY OF RANCHO MIRAGE	Charles Townsend, Council Member		2
	Iris Smotrich, Mayor Pro Tem		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District		1
	Steven Hernandez, Chief of Staff		
CVB BOARD OF DIRECTORS ROLL CALL		PRESENT	EXCUSED
Tom Tabler, Chair, J.W. Marriott Desert Springs Resort & Spa			X
Rolf Hoehn, Vice Chair, Indian Wells Tennis Garden		X	
Robert Del Mas, Secretary, Empire Polo Club		X	
Aftab Dada, Treasurer, Hilton Palm Springs Resort		X	

CVB Board of Directors
(continued)Jay Mainthia
Indio Super 8 and SuitesMichael McLean
McLean Company RentalsAllen Monroe
The Living DesertLee Morcus (Emeritus)
Kaiser Restaurant GroupThomas Nolan
Palm Springs International
AirportBrad Poncher
Homewood Suites by Hilton,
La QuintaGreg Purdy
Palm Springs Aerial TramwayChristoph Roshardt
Renaissance Indian WellsTom Scaramellino
Westin Mission Hills Golf Resort
& SpaBob Schneider
Desert ConsultingBarb Smith
Access Palm SpringsKelly Steward
The Ritz-Carlton Rancho
MirageDoug Watson
Riviera Palm SpringsElie Zod
Retired Hospitality Executive

Bruce Abney, El Morocco Inn & Spa	X	
Rick Axelrod, Coachella Valley Economic Partnership (CVEP)		X
Lorraine Becker, Cabot's Pueblo Museum	X	
Celeste Brackley, ACE Hotel & Swim Club	X	
Tony Bruggemans, Le Vallauris	X	
Jamey Canfield, Palm Springs Convention Center	X	
Gary Cardiff, Cardiff Limousine & Transportation		X
Jay Chesterton, Fantasy Springs Resort Casino		X
Stephen D'Agostino, Hyatt Regency Indian Wells	X	
Tim Ellis, TravelHost Palm Springs	X	
Michael Facenda, Agua Caliente Resort Spa / Spa Resort Casino	X	
Ron Fremont, CSUSB Palm Desert Campus	X	
Jerry Keller, Lulu and Acqua California Bistros	X	
Jay Mainthia, Indio Super 8 Motel	X	
Michael McLean, McLean Company Rentals		X
Allen Monroe, The Living Desert	X	
Lee Morcus (Emeritus), Kaiser Restaurant Group	X	
Tom Nolan, Palm Springs International Airport	X	
Brad Poncher, Homewood Suites by Hilton, La Quinta	X	
Greg Purdy, Palm Springs Aerial Tramway	X	
Christoph Roshardt, Renaissance Indian Wells Resort		X
Tom Scaramellino, Westin Mission Hills Golf Resort & Spa	X	
Bob Schneider, Desert Consulting	X	
Barb Smith, Access Palm Springs	X	
Kelly Steward, The Ritz-Carlton, Rancho Mirage		X
Doug Watson, Doubletree by Hilton		X
Elie Zod, Retired Hospitality Executive		X

STAFF/ATTORNEY

Scott White, President and CEO
Mark Crabb, Chief Sales Officer
Jeff Miraglia, Chief Brand Officer
Bob Thibault, Chief Development Officer
Colleen Pace, Chief Marketing Officer
Bill Judson, VP Finance and Administration
Andy Cloutier, Director of Human Resources
Joyce Kiehl, Director of Communications
Gary Orfield, Director of Travel Industry Sales
Marissa Willman, Director of Digital Marketing
Sean Smith, Director of Indian Wells Sales & Marketing

Jill Philbrook, Director of Destination Services
Davis Meyer, Partnership Manager
Krystal Kusmieruk, Social Media Manager
Genoa Alleman, Brand Manager
Rebecca Kirkpatrick, Business Analyst and Exec. Sales Coord.
Melanie Macias, Digital Marketing Specialist
Hannah Noble, Communications Coordinator
Amber Warren, Brand Coordinator
Erica Abarca, Development Administrative Assistant
Reva Reynolds, Executive Administrative Assistant
Steve Quintanilla, Legal Counsel
Colin Kirkpatrick, Deputy Legal Counsel

GUESTS

Brian Nestande, Riverside County
John Graves, Renaissance Indian Wells
Erik Nygren, Renaissance Indian Wells
Christine Stein, Leeds & Son Fine Jewelers
JoBeth Prudhomme, TravelHost Palm Springs
Paulina Larson, Palm Springs Life Magazine
Peter Freymuth, Palm Springs Airport Commission
Martin Alvarez, City of Palm Desert
Carl Morgan, City of Indio

PLEDGE OF ALLEGIANCE

Chair Evans lead the Pledge of Allegiance.

CONFIRMATION OF AGENDA

The agenda was accepted unanimously.

PUBLIC COMMENT

There were no comments from the public.

PRESENTATION

None.

APPROVAL OF MINUTES (ALL VOTE)

The JPA-CVB Board of Directors Joint Meeting Minutes dated March 22, 2019 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated March 22, 2019, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting (Harnik / Hoehn).

CONSENT CALENDAR (JPA EXEC COMMITTEE ONLY VOTES)

1. Warrants and Demands Dated March 31, 2019
2. Warrants and Demands Dated April 30, 2019

Chair Evans asked if there were any questions regarding the warrants and demands for March or April 2019. Hearing none,

the consent calendar was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Balocco / Harnik).

JPA EXECUTIVE COMMITTEE ITEMS (JPA Executive Committee Only Votes)

RESOLUTION NO. 2019-001 – Defined Benefit Pension Plan Update

Chair Evans introduced Resolution No. 2019-001 regarding changes to the Defined Benefit Pension Plan. White explained that the changes are minor, updating references to (retired) John Kirby to refer instead to the new Vice President of Finance and Administration, Bill Judson, who was introduced. The Resolution passed unanimously based on the roll call taken at the beginning of the meeting (Balocco / Kors).

PDATES FROM THE CHAIR

Linda Evans shared that the City of La Quinta is working on a number of construction projects: retention basins, multi-signal changes in major intersections, the Montage project, etc. She also added that the County of Riverside is experiencing a blood shortage and encouraged all to donate.

UPDATES FROM THE JPA MEMBERS

Name in Bold followed by his/her comments.

Harnik - The groundbreaking ceremony was held on May 1st for the new pedestrian-friendly downtown area in Palm Desert along San Pablo. The city's "concerts in the park" program has started and is free to community members. The last event was attended by 3,000 people. The city is excited to work with California State University San Bernardino Palm Desert Campus and the Coachella Valley Economic Partnership on the digital iHub and the cyber security program. Ron Fremont is the interim Dean for CSU San Bernardino PDC and Dr. Zhu will become the Dean as of early July 2019. Dr. Zhu has background in cyber technology and will be a good fit for our community.

Holmes – The concerts this April in Indio broke records and Stagecoach was the best ever. The city is working on their general plan which will be approved in the next couple of months. The downtown-specific plan is also close to final. Desert Theatreworks at the Indio Performing Arts Center brought in 30,000 people to the downtown area during the last season. The retail store Burlington is opening in Indio on June 2nd. TKB Bakery is expanding to 8,200 sq. ft. Trappers Supply is opening in north Indio. Buzz Box beverage company opened 12 years ago and has moved into a portion of the old Target building, converting it into offices and a worldwide distribution center.

Kors – The City of Palm Springs is host to the Neighborhoods USA conference this weekend with 650 people in attendance from all over the country. Councilmember Lisa Middleton is on the national board. The city's annual budget is coming up for approval. TOT has steadily increased from 2011 to now.

Balocco – The City of Indian Wells hired a new city manager, Chris Freeman, after Wade McKinney retired. Hyatt Regency Indian Wells and Renaissance are commencing upgrades to their facilities. The Vue at Indian Wells Golf Resort will close for a time this summer while upgrades are completed. The city is working on permits for the new hotel. There are also improvements planned for some streets, including Cook Street.

Gardner – The City of Desert Hot Springs is continuing with its rebranding effort, developing cannabis tourism, anticipating a new hotel, and expecting the Hot Springs Connection conference in November. The city had a successful meeting with representatives from Washington, D.C. and the Bureau of Land Management regarding the visitors' center at Sand to Snow Monument. The city is experiencing high interest in cannabis-related events and is working with small hoteliers and spas to formalize their association.

Gutierrez – A cannabis growing facility will open in Cathedral City in August and the city is working toward the casino breaking ground in August.

CEO/PRESIDENT'S REPORT

BOARD REPORT FOR MAY 2019

Convention Sales

Scott White introduced Mark Crabb, Chief Sales Officer, who reported on the April and YTD leads which total 19,839 room nights for the month of April. For rooms requested between now and 2027, the total is 385,374.

Crabb reported that the CVB just finished its virtual trade show: 10 partners participated and 101 planners attended this web-based event. New 2019 programs include CalSAE, which took place recently at Omni Rancho Las Palmas. Other new programs include: MPI World Education Conference in June, Chicago Sales Mission in July, Southeast Sales Mission also in July and a Boston Sales Mission in the fall.

The CVB continues to create new videos for the "Find Your Meeting Oasis" series. The "Downtown Walkability" video was shown. Jeff Miraglia reported that the CVB will do 24 of these videos and has completed almost eight and is promoting them via email, LinkedIn, etc.

Travel Industry Sales

Gary Orfield reported on a new marketing program to Ireland, India and South Korea through the Global Distribution System (GDS). Travel professionals use this around the world, but this is our first time. The CVB will run the campaign May-October 2019 and anticipates over 700K impressions.

IPW is the first week of June. The CVB is partnering with Visit California in an outdoor corridor called California Plaza. Greater Palm Springs will be featured with an oasis lounge and signature cocktails. The CVB will set up its mid-century modern booth and hold 90 appointments over three days.

Orfield reported that TIS hosted FAMs and events for Japan and Korea, the WestJet trade expo and the Palm Springs Bureau of Tourism was also there. The California Cup was here which is comprised of 56 presidents and CEOs, travel professionals, from nine different countries. Orfield thanked the 13 Partners who participated.

Orfield also summarized a slide showing the upcoming programs for May through August.

Marketing

Scott White introduced Colleen Pace who mentioned the 12 Summer 2019 co-op partners. The CVB expects 54,480 spots and over 1.5 billion impressions. A few new videos were shown: Agua Caliente "Where'd You Go?", followed by the Ritz-Carlton and then Doubletree depicting the return of a military mother. Miraglia commented on the variety of stories and explained that it is up to the partner to decide what story they want to tell. Videos are shared on Facebook, YouTube, Instagram, etc.

Pace described a new campaign with Pandora that runs May-August in which the CVB can target listeners both geographically and behaviorally. The CVB made an audio ad to promote Chill Pass and summer experiences in GPS.

Pace described new campaigns with USA Today and Locale and dedicated articles.

Edge Media is another new campaign for the summer including an editorial piece on their website, an e-newsletter, social media posts and more. The CVB can geo-fence LA Pride on June 9 and then target those people for our own Pride event.

Pace showed some examples of summer billboards in Los Angeles, Orange County and San Diego – co-op opportunities.

Pace reported on advertising efforts regarding meetings; April was focused on team-building and May is emphasizing unique meeting locations. NorthStar is a new outlet for the CVB's meetings advertising.

The CVB website launched a new page the beginning of April for Group Offers and there are now 12 offers driving more traffic. Board members were encouraged to list an offer.

The next Wellest Season is September-December. The CVB is partnering with Wanderlust for Wellspring and they are coming next week to film the 10-Day Challenge. There will be two new influencers this year and a 10-day meal plan.

Communications

Joyce Kiehl provided an update on recent activities including travel to Mexico and Japan. In 2018, 19M Japanese traveled abroad; 18% were baby boomers and seniors and 25% were solo travelers. In South Korea, travel is more lifestyle driven and not just to visit family. They have a strong interest in golf, wellness and our art and culture.

In partnership with Goldenvoice, there was a FAM to experience festivals and also to see the destination – Interview Magazine, Forbes, CRW/PBS Radio and Voice of America.

Greater Palm Springs was featured in 116 articles including Traveler, Design and Architecture and Food & Wine.

Kiehl reported that the CVB is now measuring media exposure using the Barcelona method and the numbers are tracking as expected. There have been 217 articles published since the first of the year.

Kiehl summarized the upcoming initiatives from May-October. Events in which Partners can participate include the Australia Inbound Press FAM in July/Aug and three events in September/October: San Francisco Media Event, Los Angeles Media Event, and UK Inbound Press FAM.

The CVB has a digital Media Toolkit on the website to assist meetings, conventions and events with local publicity for their event.

Film Oasis

Kiehl reported that a feature-length, made-for-TV movie has been made featuring Greater Palm Springs called "Our Vacation Home" which will air on a major network this summer. The film is set in Palm Springs and generated 828 room nights in March and April. In February 2019, 28 productions took place in GPS ranging from a feature film to several commercials for top national brands and still photography. In March, there were 34 productions generating 591 overnight stays. The CVB's Film Oasis department identified two zones in the Coachella Valley and has promoted both zones. Last Fall, there was a FAM for Zone 2. The FAM for Zone 1 begins this evening and the visitors will be here through Sunday, looking at homes and properties for potential productions. The CVB partners with the Riverside County Film Commission. Film Oasis will also host a one-day FAM for filmmakers attending the International ShortFest.

Digital Marketing

Marissa Willman reported on Expedia statistics including 3.4 million impressions across the Expedia network, generating 1,800 clicks, \$30.4 million gross bookings, an increase in room nights of 8.4% over last year, and 23.3% increase in airline ticket sales. For Adara travel data, the CVB has data for January and February for both digital media impact and website impact for bookings, total nights, length of stay, average daily rate, and revenue generated. The CVB also has statistics on top origin markets for air tickets, hotels, and the top alternate hotel booked destinations. Outside of California, New York and Chicago are near the top of the list.

With respect to website goals, the CVB is pacing nicely as organic traffic continues to grow.

Willman noted that the events and Chill Deals pages on the CVB website are among the most popular and these opportunities are free.

Social Media

Krystal Kusmieruk noted that the CVB's social media department promotes the signature events such as BNP Paribas Open, La Quinta Arts Festival, Palm Desert Food & Wine, Fashion Week El Paseo and more. In March and April, there were 315,000 total impressions of event promotion on social channels.

The summer campaign "Chillspiration" will involve three new influencers, videos, still photography, and audio over six summer activities. Another summer campaign called "chill deals" will feature two influencers, cinemagraphs that link to Partner deals. Currently, there are ten chill deals that will be featured in the campaign.

Kusmieruk reported that the CVB's presence on Weibo, similar to Facebook, is increasing the number of our followers. The theme is, "Which is your favorite GPS color?"

The CVB is continuing season 2 of the chef series on dineGPS (the Solano's video was shown) and season 3 of Wander List. "Unique Boutiques" can be found on the CVB's YouTube channel. Other features include Palm Oases, Vintage Shopping Vacation Rental Gems and more.

UPDATES

Partnership and Certified Tourism Ambassador Program

Davis Meyer reported on the success of GPS Next Partner education series event in February, so more are scheduled. Last week, the webinar was about how to use the Partner Extranet including posting Chill Deals. It was recorded so it is still available for viewing. Future trainings include: Social Media July 23rd, Marketing September 19th, Communications October 24th, and Digital Marketing Nov. 15th.

Meyer reported that the Oasis Awards are scheduled for June 11 at the Palm Springs Convention Center. There were over 220 nominations this year. The event will be a bit different this year with lunch and the program beginning at noon. There are some new awards including a Site Experience Award and the Outstanding CTA Award.

The Restaurant Week kick-off is Wednesday, May 29, 5:30-7:30pm at the Ritz-Carlton Rancho Mirage. Restaurants will prepare samples of their menu items.

Meyer provided an update on the CTA Program. Businesses can host a class, enroll in a class or sponsor a class. Upcoming classes are May 23rd, May 29th, June 20th and July 11th. Meyer announced the CVB's new Partnership Manager (CTA Program) is Erica Abarca.

Destination Development

Bob Thibault summarized the revisions to Restaurant Week (RW) for 2019. There are 121 restaurants participating and 27 are new this year. People are encouraged to make their reservations through the CVB website because \$1 for each reservation will go to Find Food Bank. There are 15 sponsors for Restaurant Week. Thibault also summarized the media plan for RW including NBC, CBS, Spectrum Cable, Time Warner and KTLA. Print advertising includes Desert Sun, Palm Springs Life, Desert Entertainer, Travel Host Palm Springs and La Prensa. Radio spots include Alpha Media, KGAY-FM, CV 104.3, KUNA-FM, KLOB-

GM and Marker Broadcasting. There are also billboards and digital banner ads running in addition to blog posts, Twitter, Facebook and a sweepstakes prize promotion on Instagram. The new video spot with the roller skaters was shown. Destination Next – Thibault noted that all in the room should have received the survey link. He reported that specific responses are anonymous, but we can see who has and has not completed the survey. He encouraged everyone to let him know if you have not received it yet.

Airline Update – Thibault reported that the load factor for April 2019 is slightly lower than April 2018, but the number of seats is up resulting in a net increase of 17.6% visitors coming through the airport for April. White reported that the flight from Newark underperformed. The timing was very similar to that of JetBlue, so he's negotiating to get that flight back next year, but not the red eye; daytime would be better. Thibault is attending the airline conference, Jumpstart, next month. Thibault summarized the promotional efforts in Skiff Airline Weekly, American Airlines' American Way Magazine and a full-page ad in the JumpStart conference program.

California Travel Association - PAC

White provided an update on the work the California Travel Association does on behalf of the industry in Sacramento (lobbying for or against various bills that affect the industry) and would like to see our destination host some fundraising events. He encouraged suggestions for an event. Tom Tabler offered the JW Marriott Desert Springs as a potential venue. CalTravel's Advocacy Day is coming up in June and the Summit was moved to September so legislators could attend.

Monthly Summary Financial Report & Treasurer's Report – March 2019

Scott White introduced the financials, noting that the March TBID contributions came in over budget.

White noted that the Board Report is now on the CVB website. He encouraged feedback on this new format. The goal is to make resources electronically available to Board members, accessible at all times.

CVB BOARD OF DIRECTORS UPDATE

NOMINATING COMMITTEE

Tim Ellis, Chair of the Nominating Committee, reported that there are two openings on the CVB Board and the Nominating Committee is advancing two nominees.

Peggy Trott is the General Manager at the Kimpton Rowan Palm Springs. She introduced herself and has been in the industry quite some time and has had the good fortune to travel west to east. Southern California is her home and she's happy to be back as the new GM at the Kimpton as of April.

Dermot Connolly, General Manager at the La Quinta Resort and Club, has been in La Quinta for one year following the hurricane devastation to his former property in Puerto Rico where he worked for eight years. His temporary position here has become permanent. In Puerto Rico, he helped establish the DMO there and, prior to that, he was in Denver. He has also worked in Jamaica and the Caribbean Islands.

Ellis asked for questions. Seeing none, these nominations were approved unanimously based on the role call taken at the beginning of the meeting (Canfield / D'Agostino).

UPDATES FROM THE CHAIR

Rolf Hoehn invited Tim Ellis to provide an update on the Chairman's Committee meeting on May 1, 2019. Ellis reported that the CVB 2019-2020 budget will be presented at the June board meeting. The committee also discussed the open positions on the Board, the Destination Next survey, a recap of the Board Retreat last October, and discussion of the renovations taking place at Renaissance and Ritz-Carlton. Ellis attended the Rail Summit. Union Pacific owns the tracks and is reluctant to give the daily train the right of way. Looking at alternatives, he was with a group that met with representatives of the State Department of Transportation who had some suggestions.

Rolf Hoehn – With reference to Film Oasis, Hoehn reported that various companies are on the grounds at the Indian Wells Tennis Garden during tennis tournament time completing photo shoots and filming around the event. He does not have statistics as to the number of room nights generated. A documentary was also filmed there and he would like more data on that. He is pleased at the airport numbers and hopeful for continuing summer improvement.

MEMBER UPDATES ON NEW DEVELOPMENT

Rolf Hoehn welcomed board members to provide a brief update if they have new developments to share.

Barb Smith – reported that Access Palm Springs' season is extending into June and July. There are a number of third-party planners visiting and bookings are coming in for business in 2021, 2022, and 2023. She is noticing more planning further out.

Ron Fremont – noted that CSU San Bernardino Palm Desert Campus is using educational influencers to inform student guidance counselors about the Hospitality Management and the Cyber Security programs so they can better advise students. Applications are due Oct/Nov for enrollment in the fall of 2020. The university has a special event next week at the Ritz-Carlton, bridging their hospitality people with Dr. Janet Sim and other leaders at San Francisco State University.

Michael Facenda – Thanked the CVB for its hard work from everyone at Agua Caliente Casinos.

Lorraine Becker – On behalf of Cabot's Pueblo Museum, she thanked the CVB for its focus on story.

Jay Mainthia – Thanked the CVB on behalf of everyone at Indio Super 8 Motel.

Brad Poncher – Reported that the Homewood Suites La Quinta is back to more normal operations.

Stephen D'Agostino – Will give an update at the next meeting regarding investments into the hotel.

Bruce Abney – reported that small hotels, including El Morocco Inn, had a great spring. The smaller properties also benefit from the increase in visitors and advertising.

Tim Ellis – Thanked Scott and the team for taking the front cover of TravelHost Magazine. He offered a reminder for all to include the hotel properties in Restaurant Week.

Jamey Canfield – Reported that the convention center is having a good year, approaching last year's record. He expects October and November to have ten city-wide groups.

Robert del Mas – Reported that the Empire Polo Club has recovered following the April concerts. Attendance down some each Coachella weekend, which could be attributed to the line-up. Stagecoach set a record. Goldenvoice did a good job. Empire has good May business with corporate events and weddings.

Affab Dada – Reported on the Taco Bell "hotel" this summer, taking place during SplashHouse. It is a pop-up, there for a couple of weeks.

Jerry Keller – Reported that LULU is doing well; wonderful comments are coming in.

Celeste Brackley – had no update.

Greg Purdy – Reported that attendance still down at the Palm Springs Aerial Tramway due to storm damage. The Tram Challenge in the fall is still on.

Allen Monroe – Reported that there is a new guest experience opening at The Living Desert this fall, showcasing the desert of Australia, including a wallaby walkabout.

Robert Schneider – Agreed with Hoehn about film production activity. Roger Federer was involved in a shoot at Desert Adventures and the producers said the destination is popular for them.

Lee Morcus - Thanked the CVB team and is looking forward to Restaurant Week.

Tony Bruggemans - Agreed with Morcus. He is happy to be a part of the new Palm Springs, business is good, up over last year.

FUTURE MEETING DATE

The next meeting is June 28, 2019, at the Hilton Palm Springs.

White introduced the new Director of Indian Wells Sales and Marketing, Sean Smith. Evans welcomed new board members Dermot Connolly and Peggy Trott.

ADJOURNMENT

Evans adjourned the meeting in memory of Barbra Keller at 9:49 a.m.

Prepared by:

Revae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:

Robert Del Mas

Approval Date:

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Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
052172	5/14/2019	EARLES	Kim Earle	401.24-	Reversal
052522	5/14/2019	BMWFIN	BMW Financial Services	691.78-	Reversal
052665	5/2/2019	AMEXBGS	American Express	7,063.06	Auto
052666	5/2/2019	ASAE	The Center for Assn Leadership	18,500.00	Auto
052667	5/2/2019	ASPEN	Webster, Martin, Vinton	99.50	Auto
052668	5/2/2019	AVANTIT	Stefanie Kilcoyne	5,135.35	Auto
052669	5/2/2019	BRANDIN	Angela Weimer	458.00	Auto
052670	5/2/2019	BURRTEC	Burrtec Waste & Recycling Svcs	173.81	Auto
052671	5/2/2019	BWEST	B. West Marketing Group, Inc.	1,080.06	Auto
052672	5/2/2019	CA FTB	Franchise Tax Board	75.00	Auto
052673	5/2/2019	CCSA	CCSA	125.00	Auto
052674	5/2/2019	DESARC	Desert Arc	424.25	Auto
052675	5/2/2019	DESTPSP	Destination PSP, Inc.	22.00	Auto
052676	5/2/2019	DHAA	Desert Hospitality Accounting	125.00	Auto
052677	5/2/2019	FARR	Gudrun Farr	2.46	Auto
052678	5/2/2019	GALLEGO	Robyn Gallegos	1,000.00	Auto
052679	5/2/2019	IMAGE	Image360 - Palm Desert	775.37	Auto
052680	5/2/2019	JNS	JNS Media Specialists	815,639.09	Auto
052681	5/2/2019	LAWQUIN	Steven B. Quintanilla,	3,000.00	Auto
052682	5/2/2019	LPE	Logo Products Experts, Inc.	1,023.48	Auto
052683	5/2/2019	MAGUIRE	Janet P Maguire	120.00	Auto
052684	5/2/2019	MINTYSD	Jonathan Minton	1,474.88	Auto
052685	5/2/2019	PEAK	Polly Peak	3,500.00	Auto
052686	5/2/2019	PSCANDY	Palm Springs Candy Company	37.50	Auto
052687	5/2/2019	TARSITA	Colby Kay Tarsitano	180.00	Auto
052688	5/2/2019	TEAWITH	Leslie Shockley	8.08	Auto
052689	5/2/2019	TIMEWAR	Time Warner Cable	93.14	Auto
052690	5/2/2019	UPS	United Parcel Service	1,445.77	Auto
052691	5/2/2019	UPS2	UPS Supply Chain Solutions Inc	23.62	Auto
052692	5/2/2019	WATERS	Sandra Lee Waters	2.46	Auto
052693	5/2/2019	XPRESS	Xpress Graphics & Printing	1,571.35	Auto
052694	5/10/2019	360VIEW	360ViewPR	6,000.00	Auto
052695	5/10/2019	AAF	American AdvertisingFederation	295.00	Auto
052696	5/10/2019	ACETRAN	ACE Transportation, Inc.	402.00	Auto
052697	5/10/2019	ACSHEAT	Randall A Brockman	890.00	Auto
052698	5/10/2019	ASTA AZ	ASTA - Arizona Chapter	925.00	Auto
052699	5/10/2019	BRIGHTE	Bright Event Rentals	869.00	Auto
052700	5/10/2019	CARRIER	Kathryn Carrier	250.00	Auto
052701	5/10/2019	CDW GOV	CDW-Government, Inc	232.22	Auto
052702	5/10/2019	CUE	Computer Using Educators	7,500.00	Auto
052703	5/10/2019	CVCC	The Greater Coachella Valley	600.00	Auto
052704	5/10/2019	DESADV	Desert Adventures	316.25	Auto
052705	5/10/2019	DESGRAF	Desert Publications Inc.	700.00	Auto
052706	5/10/2019	DESTPSP	Destination PSP, Inc.	300.00	Auto
052707	5/10/2019	DHAA	Desert Hospitality Accounting	375.00	Auto
052708	5/10/2019	EXPER	EXPERIENT INC.	13,500.00	Auto
052709	5/10/2019	FINKEL	Finkelstein & Fink, Inc.	992.00	Auto
052710	5/10/2019	FIRST	DAIOHS USA	100.00	Auto
052711	5/10/2019	FRONTIE	Frontier	172.90	Auto
052712	5/10/2019	HISTORI	Historical Society of Palm	130.00	Auto
052713	5/10/2019	HOTELP	Hotel Paseo, Autograph	252.61	Auto
052714	5/10/2019	HYATTGR	Hyatt Regency Indian Wells	1,460.00	Auto
052715	5/10/2019	IMAGE	Image360 - Palm Desert	429.06	Auto
052716	5/10/2019	JNS	JNS Media Specialists	47,218.52	Auto

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052717	5/10/2019	JONESAG	The Jones Agency	13,966.00	Auto
052718	5/10/2019	LAWRENC	Erin Lawrence	200.00	Auto
052719	5/10/2019	LINCOLN	The Lincoln National Life	2,887.81	Auto
052720	5/10/2019	LINKEDI	LinkedIn Corporation	11,700.00	Auto
052721	5/10/2019	LPE	Logo Products Experts, Inc.	526.12	Auto
052722	5/10/2019	METLIFE	Metropolitan Life Insurance	5,185.82	Auto
052723	5/10/2019	NUVUE	Nuvue Interactive LLC	2,800.00	Auto
052724	5/10/2019	OFFDEPO	Office Depot, Inc.	1,004.06	Auto
052725	5/10/2019	ORCHID	Salt Lake Convention & Visitor	13,208.00	Auto
052726	5/10/2019	PEFACIL	PE Facility Solutions, LLC	1,390.00	Auto
052727	5/10/2019	PETTY	Petty Cash	519.95	Auto
052728	5/10/2019	PRODUCT	Production Media Films, LLC	5,000.00	Auto
052729	5/10/2019	PROFLAN	Professional Landscape Service	1,025.00	Auto
052730	5/10/2019	PSFILM	Palm Springs International	7,000.00	Auto
052731	5/10/2019	PSHOSP	Palm Springs Hospitality Assn	150.00	Auto
052732	5/10/2019	RENAISS	Renaissance Indian Wells Resor	14,996.37	Auto
052733	5/10/2019	ROYAL	Royal Sun Inn	396.00	Auto
052734	5/10/2019	SCE	Southern California Edison	2,212.47	Auto
052735	5/10/2019	SERNA	Cynthia Adriana Serna	250.00	Auto
052736	5/10/2019	SHIELDS	Shields Date Garden	165.00	Auto
052737	5/10/2019	SLOVAK	Slovak Baron Empey Murphy &	577.30	Auto
052738	5/10/2019	SMOKETR	Smoke Tree Stables	1,452.00	Auto
052739	5/10/2019	TELEPAC	TPx Communications	3,346.34	Auto
052740	5/10/2019	THERMOK	Thermo King Corporation	773.62	Auto
052741	5/10/2019	ULINE	ULINE	389.69	Auto
052742	5/10/2019	UPS2	UPS Supply Chain Solutions Inc	97.89	Auto
052743	5/10/2019	VSP	Vision Service Plan (CA)	732.29	Auto
052744	5/10/2019	WATERS	Sandra Lee Waters	14.20	Auto
052745	5/10/2019	XPRESS	Xpress Graphics & Printing	1,193.98	Auto
052746	5/16/2019	ADARA	ADARA	3,334.00	Auto
052747	5/16/2019	ASPEN	Webster, Martin, Vinton	739.07	Auto
052748	5/16/2019	AT&T3	AT&T Mobility	1,984.33	Auto
052749	5/16/2019	AVANTIT	Stefanie Kilcoyne	5,135.35	Auto
052750	5/16/2019	BARONEK	Tony Barone	1,395.00	Auto
052751	5/16/2019	BASIC	BASIC pacific	3,098.78	Auto
052752	5/16/2019	BRANDIN	Angela Welmer	252.00	Auto
052753	5/16/2019	CA FTB	Franchise Tax Board	75.00	Auto
052754	5/16/2019	CAL DIS	California State Disbursement	754.50	Auto
052755	5/16/2019	CALLUST	California Lustre	164.69	Auto
052756	5/16/2019	CAPLAN	Eric Scott Caplan	275.00	Auto
052757	5/16/2019	CDW GOV	CDW-Government, Inc	2,664.34	Auto
052758	5/16/2019	CONNECT	Connect Worldwide LLC	275.00	Auto
052759	5/16/2019	CTTC	CTTC	25,000.00	Auto
052760	5/16/2019	DCI	Development Counsellors	5,754.55	Auto
052761	5/16/2019	DELAGE	De Lage Landen Fin Svc. Inc.	340.95	Auto
052762	5/16/2019	DES SUN	The Desert Sun #1082	12.03	Auto
052763	5/16/2019	EARLES	Kim Earle	401.24	Auto
052764	5/16/2019	ENTERP2	EAN Services, LLC	1,203.74	Auto
052765	5/16/2019	FEDEX	FedEx	181.68	Auto
052766	5/16/2019	FINDFOO	FIND Food Bank	110.00	Auto
052767	5/16/2019	FIRST	DAIOHS USA	310.70	Auto
052768	5/16/2019	GAINNEY	Kahlia Gainey	950.00	Auto
052769	5/16/2019	GECKO	Gecko Grafix Corporation	2,400.00	Auto
052770	5/16/2019	HARRELL	Crystal Harrell	100.00	Auto

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052771	5/16/2019	IMAGE	Image360 - Palm Desert	699.30	Auto
052772	5/16/2019	JNS	JNS Media Specialists	83,405.01	Auto
052773	5/16/2019	LPE	Logo Products Experts, Inc.	496.11	Auto
052774	5/16/2019	MADRAS	Diana Jean Bergquist	3,806.25	Auto
052775	5/16/2019	MOURHES	Anne Marie Mourhess	2,220.00	Auto
052776	5/16/2019	MPI INT	MPI International	489.00	Auto
052777	5/16/2019	OFFDEPO	Office Depot, Inc.	1,609.77	Auto
052778	5/16/2019	ORKIN	Orkin, Inc.	162.71	Auto
052779	5/16/2019	PUBSTOR	Shurgard-Resco II, LLC	355.00	Auto
052780	5/16/2019	SHIELDS	Shields Date Garden	120.00	Auto
052781	5/16/2019	SPARKLO	Sparkloft Media	7,693.75	Auto
052782	5/16/2019	STRATEG	Strategic Marketing & Research	9,000.00	Auto
052783	5/16/2019	UNIONSW	Union Bank	21,281.75	Auto
052784	5/16/2019	UNITEDW	United Way of the Desert	118.00	Auto
052785	5/16/2019	UPS	United Parcel Service	405.67	Auto
052786	5/16/2019	VALLEY	Valley Office Equipment	798.33	Auto
052787	5/16/2019	WANDERL	Wanderlust Festival LLC	100,000.00	Auto
052788	5/16/2019	XPRESS	Xpress Graphics & Printing	1,076.47	Auto
052789	5/23/2019	360VIEW	360ViewPR	647.42	Auto
052790	5/23/2019	ACETRAN	ACE Transportation, Inc.	666.00	Auto
052791	5/23/2019	AMERGUE	American Guest USA	1,495.00	Auto
052792	5/23/2019	AMEXSLW	American Express	35,310.48	Auto
052793	5/23/2019	BALOCO	Richard Balocco	50.00	Auto
052794	5/23/2019	BASIC2	BASIC	140.00	Auto
052795	5/23/2019	BRANDIN	Angela Weimer	63.00	Auto
052796	5/23/2019	CAPLAN	Eric Scott Caplan	2,825.00	Auto
052797	5/23/2019	CARDIFF	Cardiff Limousine	4,304.81	Auto
052798	5/23/2019	CAUDELL	Miranda Leigh Caudell	225.00	Auto
052799	5/23/2019	CERTIFI	Certified Folder Display Svc	869.46	Auto
052800	5/23/2019	COLONIA	Colonial Life	1,802.72	Auto
052801	5/23/2019	CONCUR	Concur Technologies, Inc.	1,813.68	Auto
052802	5/23/2019	CVBREPS	CVBREPS	500.00	Auto
052803	5/23/2019	CVWATER	Coachella Valley Water Dist.	258.14	Auto
052804	5/23/2019	DESTPSP	Destination PSP, Inc.	196.00	Auto
052805	5/23/2019	DRINKER	Drinker Biddle & Reath LLP	2,176.00	Auto
052806	5/23/2019	EVANS	Linda Evans Bender	50.00	Auto
052807	5/23/2019	FARR	Gudrun Farr	7.93	Auto
052808	5/23/2019	GALLEGO	Robyn Gallegos	1,500.00	Auto
052809	5/23/2019	GARDNER	Gary R Gardner	50.00	Auto
052810	5/23/2019	GUTIERR	Ernesto Gutierrez	50.00	Auto
052811	5/23/2019	HARNIK	Jan C Harnik	50.00	Auto
052812	5/23/2019	HARTFOR	The Hartford	23,567.00	Auto
052813	5/23/2019	HOLMES	Elaine Holmes	50.00	Auto
052814	5/23/2019	HUGHES	David Ian Hughes	2,812.50	Auto
052815	5/23/2019	ICON	ICON Presentations, Inc.	700.00	Auto
052816	5/23/2019	JNS	JNS Media Specialists	48,489.12	Auto
052817	5/23/2019	JONES	Daniel Jones	4,775.00	Auto
052817	5/23/2019	JONES	Daniel Jones	4,775.00	Reversal
052818	5/23/2019	JWMARRI	JW Marriott Desert Springs	15,000.00	Auto
052819	5/23/2019	KORS	Geoffrey Kors	50.00	Auto
052820	5/23/2019	LIVING	The Living Desert	144.00	Auto
052821	5/23/2019	MARLEY	Denise Marley	675.00	Auto
052822	5/23/2019	MINTYSD	Jonathan Minton	1,327.39	Auto
052823	5/23/2019	MPINCC	MPI NCC	1,000.00	Auto

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052824	5/23/2019	ORNELAS	Eric J Ornelas	400.00	Auto
052825	5/23/2019	PETERSO	Gregory Earl Peterson	800.00	Auto
052826	5/23/2019	POREMBA	Tiffany Poremba	1,827.50	Auto
052827	5/23/2019	PRINTIN	Austie Corporation	1,484.80	Auto
052828	5/23/2019	RANCHO	Omni Rancho Las Palmas, LLC	1,735.03	Auto
052829	5/23/2019	RAPIDS	Experience Grand Rapids	4,387.50	Auto
052830	5/23/2019	REDHOT	Red Hot Celebrations	990.00	Auto
052831	5/23/2019	SHIELDS	Shields Date Garden	370.00	Auto
052832	5/23/2019	SPARKLO	Sparkloft Media	3,347.72	Auto
052833	5/23/2019	UPS	United Parcel Service	627.20	Auto
052834	5/23/2019	JONESAG	The Jones Agency	4,775.00	Auto
052835	5/31/2019	ACETRAN	ACE Transportation, Inc.	165.00	Auto
052836	5/31/2019	AILEVON	Ailevon Pacific Aviation	5,417.00	Auto
052837	5/31/2019	BESTPRO	Best Promotions	2,569.87	Auto
052838	5/31/2019	BWEST	B. West Marketing Group, Inc.	841.25	Auto
052839	5/31/2019	CA FTB	Franchise Tax Board	75.00	Auto
052840	5/31/2019	CAL DIS	California State Disbursement	754.50	Auto
052841	5/31/2019	COLONIA	Colonial Life	1,802.72	Auto
052842	5/31/2019	CVBREPS	CVBREPS	500.00	Auto
052843	5/31/2019	DESADV	Desert Adventures	316.25	Auto
052844	5/31/2019	DESTPSP	Destination PSP, Inc.	216.00	Auto
052845	5/31/2019	DMAI	Destinations International	1,095.00	Auto
052846	5/31/2019	FINEART	Lisa Aurora Provenza-Bebar	1,190.00	Auto
052847	5/31/2019	GAUSTON	Gauston Corp	1,500.00	Auto
052848	5/31/2019	HOTELP	Hotel Paseo, Autograph	12,200.00	Auto
052849	5/31/2019	JNS	JNS Media Specialists	10,666.35	Auto
052850	5/31/2019	KELLY	Kelly Paper	543.87	Auto
052851	5/31/2019	LIVING	The Living Desert	240.00	Auto
052852	5/31/2019	MIRAMON	Miramonte Resort & Spa	2,085.00	Auto
052853	5/31/2019	MORALES	Rogelio M. Morales	400.00	Auto
052854	5/31/2019	NORTHST	Northstar Travel Media, LLC	4,200.00	Auto
052855	5/31/2019	PRINTIN	Austie Corporation	253.21	Auto
052856	5/31/2019	PSCC	SMG	1,500.00	Auto
052857	5/31/2019	RENAISS	Renaissance Indian Wells Resor	1,500.00	Auto
052858	5/31/2019	SHREDIT	Shred-It USA	594.10	Auto
052859	5/31/2019	XPRESS	Xpress Graphics & Printing	37.10	Auto
A0509A	5/9/2019	CALPERS	CalPERS	60,492.47	Manual
C19309	5/6/2019	KUSMIER	Krystal Kusmieruk	31.32	Manual
C19310	5/6/2019	LASKOE	Anndee Laskoe	61.11	Manual
C19311	5/6/2019	KIEHL	Joyce Kiehl	330.00	Manual
C19312	5/6/2019	KIRKPAT	Rebecca Kirkpatrick	37.37	Manual
C19313	5/6/2019	BUCKLIN	Tammy Bucklin	55.27	Manual
C19314	5/6/2019	GOODSPE	Sharon Goodspeed	135.52	Manual
C19315	5/6/2019	KIEHL	Joyce Kiehl	2,912.61	Manual
C19316	5/6/2019	ORFIELD	Gary Orfield	50.39	Manual
C19317	5/8/2019	BOWIS	Lynne Bowis	44.34	Manual
C19318	5/8/2019	KUSMIER	Krystal Kusmieruk	181.77	Manual
C19319	5/8/2019	MARTINE	Lucy Martinez	193.07	Manual
C19320	5/8/2019	PHILBRO	Jill Philbrook	1,895.62	Manual
C19321	5/8/2019	WHITE	Scott L. White	5,088.17	Manual
C19322	5/8/2019	ZAPATA	Jean Paul Zapata	423.63	Manual
C19323	5/8/2019	BOWIS	Lynne Bowis	79.98	Manual
C19324	5/8/2019	BOWIS	Lynne Bowis	704.00	Manual
C19325	5/8/2019	BATTLE	Marta Battle	57.14	Manual

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C19326	5/8/2019	SHEEHAN	Danae Sheehan	3,413.91	Manual
C19327	5/10/2019	ABARCA	Erica Abarca	11.83	Manual
C19328	5/10/2019	BUCKLIN	Tammy Bucklin	678.02	Manual
C19329	5/10/2019	MOURHES	Anne Marie Mourhess	62.56	Manual
C19330	5/10/2019	ORFIELD	Gary Orfield	293.00	Manual
C19331	5/10/2019	QUIGLEY	Barbara Quigley	218.40	Manual
C19332	5/10/2019	BARK	Matt Bark	101.21	Manual
C19333	5/10/2019	OSTERBE	Rob Osterberg	96.37	Manual
C19334	5/10/2019	QUIGLEY	Barbara Quigley	326.22	Manual
C19335	5/10/2019	WILLMAN	Marissa Willman	259.74	Manual
C19336	5/14/2019	MOURHES	Anne Marie Mourhess	495.90	Manual
C19337	5/15/2019	BARK	Matt Bark	583.46	Manual
C19338	5/15/2019	GOODSPE	Sharon Goodspeed	1,174.81	Manual
C19339	5/15/2019	KUSMIER	Krystal Kusmieruk	1,234.08	Manual
C19340	5/15/2019	ORFIELD	Gary Orfield	2,563.71	Manual
C19341	5/16/2019	GALLEGO	Robyn Gallegos	167.28	Manual
C19342	5/16/2019	GALLEGO	Robyn Gallegos	276.42	Manual
C19343	5/16/2019	MORGAN	Michelle Morgan	659.59	Manual
C19344	5/23/2019	KIRKPAT	Rebecca Kirkpatrick	941.44	Manual
C19345	5/23/2019	MASTAKO	Ashley Mastako	377.53	Manual
C19346	5/29/2019	RYAN	Mary Ryan	169.51	Manual
C19347	5/29/2019	BATTLE	Marta Battle	108.74	Manual
C19348	5/29/2019	GOODSPE	Sharon Goodspeed	240.72	Manual
C19349	5/29/2019	QUIGLEY	Barbara Quigley	190.34	Manual
C19350	5/29/2019	RYAN	Mary Ryan	522.05	Manual
C19351	5/30/2019	CRABB	Mark Crabb	1,667.38	Manual
C19352	5/30/2019	MIRAGLI	Jeff Miraglia	170.00	Manual
C19353	5/31/2019	ESTERLI	Susan Esterling	249.81	Manual
C19354	5/31/2019	PACEC	Colleen Pace	776.13	Manual
C19355	5/31/2019	AED	Suzanne Aed	934.34	Manual
C19356	5/31/2019	BARK	Matt Bark	731.18	Manual
C19357	5/31/2019	BUCKLIN	Tammy Bucklin	5,219.72	Manual
C19358	5/31/2019	GALLEGO	Robyn Gallegos	786.43	Manual
C19359	5/31/2019	MACIAS	Melanie Macias	759.19	Manual
C19360	5/31/2019	ORFIELD	Gary Orfield	124.20	Manual
C19361	5/31/2019	PACEC	Colleen Pace	98.68	Manual
W0503A	5/3/2019	MN' ORG	mN' Organisation	344.84	Manual
W0503B	5/3/2019	MSI	Marketing Services Intl GmbH	741.94	Manual
W0503C	5/3/2019	GATE7	GATE 7	1,228.09	Manual
W0503D	5/3/2019	MASTER	Master Consulting FL S.r.l.	1,500.00	Manual
W0506A	5/6/2019	FASZINA	Faszination Fernweh GmbH	1,850.00	Manual
W0506B	5/6/2019	HANATOU	HanaTour	4,000.00	Manual
W0510A	5/10/2019	FAIRFL	FAIRFLIGHT Touristik GmbH	750.00	Manual
W0510B	5/10/2019	BLACKDI	Black Diamond	1,320.00	Manual
W0517A	5/17/2019	GATE7	GATE 7	11,925.00	Manual
W0524A	5/24/2019	AVIARKO	AVIAREPS Korea	800.00	Manual
W0524B	5/24/2019	SHANGHA	Shanghai Mailman Business	17,655.00	Manual
W0528A	5/28/2019	ICMARC	ICMA-RC	14,331.00	Manual
W0528B	5/28/2019	ICMARCR	ICMA-RC-RHS Plan	950.00	Manual
W0528C	5/28/2019	ICMARCR	ICMA-RC-RHS Plan	850.00	Manual
W0529A	5/29/2019	LAROLL	LA Roller Girls Entertainment	5,160.00	Manual
W0530A	5/30/2019	ICMARC	ICMA-RC	6,669.93	Manual

Bank 3 Total: 1,719,609.85

Report Total: 1,719,609.85

Greater Palm Springs Convention & Visitors Bureau
Proposed Budget
Fiscal Year July 1, 2019 - June 30, 2020

Ref.	Description	Approved Budget Fiscal Year 2018-2019	Current Forecast Fiscal Year 2018-2019	Proposed Budget Fiscal Year 2019-2020	Increase (Decrease) From Budget 2018-2019	% Change From Budget 2018-2019	Increase (Decrease) From Forecast 2018-2019	% Change From Forecast 2018-2019	% of Revenue 2019-2020
<u>Funding</u>									
1)	City and County Funding	\$ 1,800,605	\$ 1,800,611	\$ 2,067,506	\$ 266,901	14.8%	\$ 266,895	14.8%	10.2%
2)	TBID	15,750,000	17,002,516	16,564,668	814,668	5.2%	(437,848)	-2.6%	81.4%
3)	Tribal Voluntary BID/TOT	156,000	206,958	156,000	-	0.0%	(50,958)	-24.6%	0.8%
4)	Partnership Memberships	275,000	283,006	282,000	7,000	2.5%	(1,006)	-0.4%	1.4%
5)	Advertising: Co-op & Ad Sales	427,000	441,030	421,000	(6,000)	-1.4%	(20,030)	-4.5%	2.1%
6)	Joint Share Partnership-Tradeshows	185,600	188,610	221,625	36,025	19.4%	33,015	17.5%	1.1%
7)	Joint Share Partnership-Hosting	57,300	56,800	57,300	-	0.0%	500	0.9%	0.3%
8)	Other Income: Investment & CTA	161,224	287,958	253,663	92,439	57.3%	(34,295)	-11.9%	1.2%
9)	Rollover from Fiscal Year 2018-2019	-	-	314,112	314,112	-	314,112	-	1.5%
	Total Funding	<u>\$ 18,812,729</u>	<u>\$ 20,267,489</u>	<u>\$ 20,337,874</u>	<u>\$ 1,525,145</u>	8.1%	<u>\$ 70,385</u>	0.3%	<u>100.0%</u>
<u>Expenses</u>									
10)	Labor - Wages & Benefits	\$ 6,731,446	\$ 6,667,105	\$ 7,138,674	\$ 407,228	6.0%	\$ 471,569	7.1%	
11)	Marketing Production	1,324,118	1,441,168	1,322,909	(1,209)	-0.1%	(118,259)	-8.2%	
13)	Media Placement	4,498,202	5,045,702	5,305,931	807,729	18.0%	260,229	5.2%	
14)	Collateral Material	77,350	77,350	79,600	2,250	2.9%	2,250	2.9%	
15)	Familiarization Trips	485,200	487,692	506,100	20,900	4.3%	18,408	3.8%	
16)	Trade Shows / Sales Missions	1,016,319	1,216,232	1,130,826	114,507	11.3%	(85,406)	-7.0%	
17)	Travel & Lodging	35,000	35,000	38,100	3,100	8.9%	3,100	8.9%	
18)	Special Promotions	881,570	898,620	854,995	(26,575)	-3.0%	(43,625)	-4.9%	
19)	International Representation	366,500	366,500	403,200	36,700	10.0%	36,700	10.0%	
20)	Event Hosting	1,309,033	1,405,248	1,434,574	125,541	9.6%	29,326	2.1%	
21)	Research & Development	394,800	299,220	369,100	(25,700)	-6.5%	69,880	23.4%	
22)	IT-Information Technology	259,040	250,828	257,190	(1,850)	-0.7%	6,362	2.5%	
23)	Professional Fees	356,536	268,297	246,798	(109,738)	-30.8%	(21,499)	-8.0%	
24)	Overhead-Supplies-Utilities-Fees	1,044,982	1,129,408	1,239,877	194,895	18.7%	110,469	9.8%	
25)	Capital Outlay	32,632	213,820	10,000	(22,632)	-69.4%	(203,820)	-95.3%	
	Total Expenses	<u>\$ 18,812,729</u>	<u>\$ 19,802,190</u>	<u>\$ 20,337,874</u>	<u>\$ 1,525,145</u>	8.1%	<u>\$ 535,684</u>	2.7%	
	Funding less Expenses	<u>\$ (0)</u>	<u>\$ 465,299</u>	<u>\$ -</u>	<u>\$ 0</u>	-	<u>\$ (465,299)</u>	-100.0%	

Greater Palm Springs Convention & Visitors Bureau
Proposed Budget Narrative
Fiscal Year 2019 – 2020

Funding

City and County Funding – Note #1

City funding proposed budget is based on forecasts provided by each of the respective cities. The average projected change in Transient Occupancy Tax (TOT) funding is an increase of 4.8% over the fiscal year 2018-19 budget.

TBID – Note #2

The TBID proposed budget is equal to the actual collections for July 2018 through February 2019 plus the budgeted collections for March 2019 through June 2019.

Tribal Voluntary BID/TOT – Note #3

The tribal funding proposed budget is at the same level as budgeted for fiscal year 2018-19.

Partnership Memberships – Note #4

Renewal membership proposed budget is at the same level as budgeted for fiscal year 2018-19. New membership, however, is budgeted to increase \$7,000.

Advertising: Co-op & Ad Sales – Note #5

Cooperative marketing proposed budget is to decrease by \$22,000 compared to fiscal year 2018-19 budget. This is partially offset by a \$10,000 budgeted increase in website partnership revenues and \$6,000 added for revenue sharing with Palm Springs Life.

Joint Share Partnership – Tradeshows – Note #6

A \$10,525 increase in the proposed budget for tradeshow partnership participation in convention sales events is partially offset by a \$5,000 decrease in participation in international programs. This line also includes \$30,000 in new Desert Region partnership funding.

Joint Share Partnership – Hosting – Note #7

Partnership participation proposed budget is at the same level as budgeted for fiscal year 2018-19.

Other Income: Investment & CTA – Note #8

CTA fees proposed budget is at the same level as budgeted for fiscal year 2018-19. Investment income is budgeted to increase \$92,439 based on the increase in investment holdings and higher overall yields.

Rollover from Fiscal Year 2018-2019 – Note #9

The amount of rollover funds use in the proposed budget is equal to the budget surplus forecasted for fiscal year 2018-19 based on results through March 31, 2019. The surplus forecasted as of April 30, 2019 is \$465,299.

Expenses

Labor – Wages & Benefits – Note #10

The cost of labor is budgeted to rise 3%. Medical and dental rates are budgeted to rise 5%. Other benefit rate changes are in the range of a 4% decrease to a 2% increase. The budget includes one new position: Director of Indian Wells Sales & Marketing. This position is being funded by the City of Indian Wells (see Note #1).

Marketing Production – Note #11

A proposed \$53,432 increase in the branding budget is more than offset by the elimination of the cost of a hiking microsite and the campaign tracking in digital marketing.

Media Placement – Note #12

The media placement proposed budget reflects an additional \$269,196 investment in air service development and a \$326,733 increase in digital placements primarily with Trip Advisor, Pandora, USA Today, The Weather Channel, and Edge Media. It also includes a new \$85,000 investment in Shanghai Mailman and a \$148,554 increase in advertising for the meetings market.

Collateral Material – Note #14

A \$4,000 increase in the collateral budget for international marketing is partially offset by a \$2,950 decrease in the convention sales collateral budget.

Familiarization Trips – Note #15

The familiarization trip proposed budget increase is primarily the result of a \$22,900 increase in the international market trips targeting the UK, Germany and Australia.

Tradeshows / Sales Missions – Note #16

The tradeshow proposed budget increase is the result of a \$120,000 increase in the cost of the IMEX tradeshow booth and an equalization of the sales events/calls budgets per sales manager.

Travel & Lodging – Note #17

The travel budget is increased slightly to reflect the increasing cost of travel and lodging.

Special Promotions – Note #18

A \$28,100 proposed increase in the special promotions budget results from increasing from 10 events to 13 in the Partnership area. This increase is more than offset by proposed budget decreases in the Marketing area.

International Representation – Note #19

The \$20,000 China representation contract is not budgeted for renewal. This budget reduction is more than offset by the budgeted \$56,700 increase investment in European representation.

Event Hosting – Note #20

A large number of changes are reflected in the proposed event hosting budget. Some events are not being repeated, such as Comic Con, Hilton National Sales Meeting, and SATW Eastern Chapter. There is an increased investment in some events, such as Wanderlust, Palm Springs International Film Festival, and Career Builder Sponsorship. There are new events added, such as the Destinations International CEO Summit, James Beard Dinner, and Goldenvoice Media Event.

Research & Development – Note #21

The proposed research budget is a decrease due to eliminating \$41,500 in Strategic Database Research from convention sales.

IT – Information Technology – Note #22

The proposed IT budget is a change of less than 1%; effectively an unchanged budget line item.

Professional Fees – Note #23

The proposed professional fees budget is a significant decrease due to reducing the use of outside contractors for creative work and writing which will be done in-house.

Overhead-Supplies-Utilities-Fees – Note #24

Overhead expenses proposed budget is an increase due to an increased investment in the Board of Directors and employees. The budget for the Board retreat is increased \$23,380. \$37,589 is budgeted for an employee wellness program. Employee education and training is expanded in each functional area.

Capital Outlay – Note #25

The capital expenditures proposed budget is a decrease due to no vehicles or any other significant capital items being budgeted for purchase.

Greater Palm Springs Convention & Visitors Bureau

Budget Comparison Detail

Fiscal Year 2018-2019 to 2019-2020

	Approved Budget Fiscal Year 2018 - 2019	Proposed Budget Fiscal Year 2019 - 2020	Increase (Decrease)	% Change
<u>Revenue</u>				
Cathedral City Funding	\$ 42,500	\$ 48,750	\$ 6,250	14.7%
DHS Funding	30,510	31,394	884	2.9%
Indian Wells Funding	246,750	425,014	178,264	72.2%
Indio Funding	75,115	95,423	20,308	27.0%
La Quinta Funding	241,286	253,500	12,214	5.1%
Palm Desert Funding	324,730	325,125	395	0.1%
Palm Springs Funding	564,963	567,950	2,987	0.5%
Rancho Mirage Funding	262,250	307,850	45,600	17.4%
Riverside County	12,500	12,500	-	0.0%
Total City and County Funding	\$ 1,800,605	\$ 2,067,506	\$ 266,901	14.8%
TBID - Riverside County	\$ 15,750,000	\$ 16,564,668	\$ 814,668	5.2%
Total TBID	\$ 15,750,000	\$ 16,564,668	\$ 814,668	5.2%
Tribal TBID	\$ 146,000	\$ 146,000	-	0.0%
Tribal TOT	10,000	10,000	-	0.0%
Total Tribal Voluntary	\$ 156,000	\$ 156,000	\$ -	0.0%
New Dues-Partnership	\$ 15,000	\$ 22,000	\$ 7,000	46.7%
Renewal Dues-Partnership	260,000	260,000	-	0.0%
Total Partnership Memberships	\$ 275,000	\$ 282,000	\$ 7,000	2.5%
Ad Revenue - Market Dev	\$ 422,000	\$ 306,000	\$ (116,000)	-27.5%
Ad Revenue - Destination Development	-	100,000	100,000	-
Website Revenue-Partnership	5,000	15,000	10,000	200.0%
Total Advertising: Co-op & Ad Sales	\$ 427,000	\$ 421,000	\$ (6,000)	-1.4%
Joint Share - Market Dev	\$ 4,000	\$ 34,500	\$ 30,500	762.5%
Joint Share - TIS	18,000	13,000	(5,000)	-27.8%
Joint Share - Conv Sales	163,600	174,125	10,525	6.4%
Total Joint Share Partnership-Tradeshaw	\$ 185,600	\$ 221,625	\$ 36,025	19.4%
Special Promotions: Partnership E-Blasts	\$ 800	\$ 800	\$ -	0.0%
Event Host - Partnership	25,000	25,000	-	0.0%
Event Host - TIS	31,500	31,500	-	0.0%
Total Joint Share Partnership-Hosting	\$ 57,300	\$ 57,300	\$ -	0.0%

	Approved Budget Fiscal Year 2018 - 2019	Proposed Budget Fiscal Year 2019 - 2020	Increase (Decrease)	% Change
Interest Income	\$ 136,724	\$ 229,163	\$ 92,439	67.6%
CTA Program Revenue	24,500	24,500	-	0.0%
Total Other Income: Investment & CTA	\$ 161,224	\$ 253,663	\$ 92,439	57.3%

Total Revenue	\$ 18,812,729	\$ 20,023,762	\$ 1,211,033	6.4%
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Rollover from Prior Fiscal Year	\$ -	\$ 314,112	\$ 314,112	-
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Total Funding	\$ 18,812,729	\$ 20,337,874	\$ 1,525,145	8.1%
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Expenses

Labor - Wages & Benefits - Administration	\$ 790,757	\$ 802,151	\$ 11,394	1.4%
Labor - Wages & Benefits - Partnership	182,626	271,227	88,601	48.5%
Labor - Wages & Benefits - Marketing	2,345,970	1,094,865	(1,251,105)	-53.3%
Labor - Wages & Benefits - Brand	-	921,775	921,775	-
Labor - Wages & Benefits - Dest. Development	-	355,207	355,207	-
Labor - Wages & Benefits - Indian Wells	-	150,138	150,138	-
Labor - Wages & Benefits - TIS	505,927	513,532	7,605	1.5%
Labor - Wages & Benefits - Destination Services	593,194	793,459	200,265	33.8%
Labor - Wages & Benefits - Convention Sales	2,312,972	2,236,320	(76,652)	-3.3%
Total Salaries & Wages	\$ 6,731,446	\$ 7,138,674	\$ 407,228	6.0%

Marketing Production - Marketing	\$ 925,968	\$ -	\$ (925,968)	-100.0%
Marketing Production - Brand	-	979,400	979,400	-
Marketing Production - TIS	16,500	16,500	-	0.0%
Digital - Marketing	381,650	327,009	(54,641)	-14.3%
Total Marketing Production	\$ 1,324,118	\$ 1,322,909	\$ (1,209)	-0.1%

Ad Placement - Marketing	\$ 4,325,202	\$ 5,134,931	\$ 809,729	18.7%
Ad Placement - TIS	173,000	171,000	(2,000)	-
Total Media Placement	\$ 4,498,202	\$ 5,305,931	\$ 807,729	18.0%

Collateral Material - Administration	\$ 7,000	\$ 7,000	\$ -	0.0%
Collateral Material - Partnership	2,250	2,250	-	0.0%
Collateral Material - Marketing	49,900	-	(49,900)	-100.0%
Collateral Material - Brand	-	50,500	50,500	-
Collateral Material - TIS	10,000	14,000	4,000	40.0%
Collateral Material - Destination Services	-	600	600	-
Collateral Material - Convention Sales	8,200	5,250	(2,950)	-36.0%
Total Collateral Material	\$ 77,350	\$ 79,600	\$ 2,250	2.9%

	Approved Budget Fiscal Year 2018 - 2019	Proposed Budget Fiscal Year 2019 - 2020	Increase (Decrease)	% Change
FAMs - Domestic - Partnership	\$ 4,700	\$ 4,700	\$ -	0.0%
FAMs - Domestic - Marketing	88,500	90,600	2,100	2.4%
FAMs - Domestic - TIS	39,500	39,500	-	0.0%
FAMs - Domestic - Destination Services	1,000	900	(100)	-10.0%
FAMs - Domestic - Convention Sales	261,500	258,500	(3,000)	-1.1%
FAMs - International - Marketing	41,000	63,900	22,900	55.9%
FAMs - International - TIS	49,000	48,000	(1,000)	-2.0%
Total Familiarization Trips	\$ 485,200	\$ 506,100	\$ 20,900	4.3%
Tradeshows - Domestic - Marketing	\$ 117,100	\$ 107,200	\$ (9,900)	-8.5%
Tradeshows - Domestic - TIS	214,000	210,000	(4,000)	-1.9%
Tradeshows - Domestic - Convention Sales	469,719	611,126	141,407	30.1%
Tradeshows - International - Marketing	54,500	54,500	-	0.0%
Tradeshows - International - TIS	134,000	132,000	(2,000)	-1.5%
Tradeshows - International - Convention Sales	27,000	16,000	(11,000)	-40.7%
Total Tradeshows / Sales Missions	\$ 1,016,319	\$ 1,130,826	\$ 114,507	11.3%
Travel/Lodging - Administration	\$ 32,000	\$ 35,100	\$ 3,100	9.7%
Travel/Lodging - TIS	3,000	3,000	-	0.0%
Total Travel & Lodging	\$ 35,000	\$ 38,100	\$ 3,100	8.9%
Special Promotions/Meetings - Administration	\$ 50,020	\$ 37,695	\$ (12,325)	-24.6%
Special Promotions - Partnership	26,400	54,500	28,100	106.4%
Special Promotions - Marketing	624,100	261,500	(362,600)	-58.1%
Special Promotions - Destination Development	-	358,500	358,500	-
Special Promotions - TIS	47,750	20,000	(27,750)	-58.1%
Special Promotions - Convention Sales	133,300	122,800	(10,500)	-7.9%
Total Special Promotions	\$ 881,570	\$ 854,995	\$ (26,575)	-3.0%
International Representation - Marketing	\$ 121,000	\$ 166,200	\$ 45,200	37.4%
International Representation - TIS	245,500	237,000	(8,500)	-3.5%
Total International Representation	\$ 366,500	\$ 403,200	\$ 36,700	10.0%
Event Hosting - Administration	\$ 69,500	\$ 44,500	\$ (25,000)	-36.0%
Event Hosting - Partnership	100,000	103,000	3,000	3.0%
Event Hosting - Marketing	718,350	116,500	(601,850)	-83.8%
Event Hosting - Brand	-	12,050	12,050	-
Event Hosting - Destination Development	-	718,000	718,000	-
Event Hosting - TIS	81,000	107,000	26,000	32.1%
Event Hosting - Convention Sales	340,183	333,524	(6,659)	-2.0%
Total Event Hosting	\$ 1,309,033	\$ 1,434,574	\$ 125,541	9.6%

	Approved Budget Fiscal Year 2018 - 2019	Proposed Budget Fiscal Year 2019 - 2020	Increase (Decrease)	% Change
Research - Administration	\$ -	\$ 6,000	\$ 6,000	-
Research - Marketing	305,300	48,000	(257,300)	-84.3%
Research - Destination Development	-	266,500	266,500	-
Research - Convention Sales	89,500	48,600	(40,900)	-45.7%
Total Research	\$ 394,800	\$ 369,100	\$ (25,700)	-6.5%
IT - Information Technology - Administration	\$ 31,085	\$ 28,291	\$ (2,794)	-9.0%
IT - Information Technology - Marketing	101,026	43,722	(57,303)	-56.7%
IT - Information Technology-Brand	-	30,863	30,863	-
IT - Information Technology-Dest. Development	-	23,147	23,147	-
IT - Information Technology-Indian Wells	-	5,144	5,144	-
IT - Information Technology - TIS	18,133	18,003	(130)	-0.7%
IT - Information Technology-Destination Services	23,314	28,291	4,977	21.3%
IT - Information Technology - Convention Sales	85,483	79,729	(5,754)	-6.7%
Total IT - Information Technology	\$ 259,040	\$ 257,190	\$ (1,850)	-0.7%
Professional Fees - Administration	\$ 15,784	\$ 20,199	\$ 4,415	28.0%
Professional Fees - Marketing	276,299	86,002	(190,297)	-68.9%
Professional Fees - Brand	-	19,766	19,766	-
Professional Fees - Destination Development	-	36,825	36,825	-
Professional Fees - Indian Wells	-	3,294	3,294	-
Professional Fees - TIS	9,208	11,530	2,322	25.2%
Professional Fees - Destination Services	11,838	18,119	6,281	53.1%
Professional Fees - Convention Sales	43,407	51,063	7,656	17.6%
Total Professional Fees	\$ 356,536	\$ 246,798	\$ (109,738)	-30.8%
Professional Dues - Administration	\$ 24,203	\$ 24,704	\$ 501	2.1%
Professional Dues - Partnership	21,010	31,600	10,590	50.4%
Professional Dues - Marketing	3,275	6,375	3,100	94.7%
Professional Dues - Brand	-	450	450	-
Professional Dues - TIS	7,259	7,420	161	2.2%
Professional Dues - Destination Services	1,890	2,385	495	26.2%
Professional Dues - Convention Sales	20,282	20,677	395	1.9%
Postage & Shipping - Administration	4,816	5,381	565	11.7%
Postage & Shipping - Partnership	500	500	-	0.0%
Postage & Shipping - Marketing	8,000	-	(8,000)	-100.0%
Postage & Shipping - Brand	-	2,000	2,000	-
Postage & Shipping - Destination Development	-	9,635	9,635	-
Postage & Shipping - Indian Wells	-	120	120	-
Postage & Shipping - TIS	2,752	9,000	6,248	227.0%
Postage & Shipping - Destination Services	3,096	600	(2,496)	-80.6%
Postage & Shipping - Convention Sales	11,696	18,000	6,304	53.9%
Telephone - Administration	10,214	9,877	(337)	-3.3%

	Approved Budget Fiscal Year 2018 - 2019	Proposed Budget Fiscal Year 2019 - 2020	Increase (Decrease)	% Change
Telephone - Partnership	1,200	1,800	600	50.0%
Telephone - Marketing	31,232	15,008	(16,223)	-51.9%
Telephone - Brand	-	9,482	9,482	-
Telephone - Destination Development	-	6,395	6,395	-
Telephone - Indian Wells	-	2,450	2,450	-
Telephone - TIS	6,113	6,536	423	6.9%
Telephone - Destination Services	7,946	10,081	2,135	26.9%
Telephone - Convention Sales	27,835	30,997	3,163	11.4%
Telephone Equip - Administration	1,510	847	(663)	-43.9%
Telephone Equip - Marketing	4,909	1,309	(3,600)	-73.3%
Telephone Equip - Brand	-	924	924	-
Telephone Equip - Destination Development	-	693	693	-
Telephone Equip - Indian Wells	-	754	754	-
Telephone Equip - TIS	881	539	(342)	-38.8%
Telephone Equip - Destination Services	1,133	847	(286)	-25.2%
Telephone Equip - Convention Sales	4,154	2,387	(1,767)	-42.5%
Subscriptions - Admin	2,919	3,460	541	18.5%
Subscriptions - Marketing	1,515	640	(875)	-57.8%
Subscriptions - Destination Services	-	1,000	1,000	-
Computer Software - Administration	6,234	8,337	2,103	33.7%
Computer Software - Marketing	20,261	19,461	(800)	-3.9%
Computer Software - Brand	-	9,095	9,095	-
Computer Software - Destination Development	-	6,821	6,821	-
Computer Software - Indian Wells	-	1,516	1,516	-
Computer Software - TIS	3,637	5,305	1,669	45.9%
Computer Software - Destination Services	4,676	8,337	3,662	78.3%
Computer Software - Convention Sales	17,144	23,496	6,352	37.0%
Computer Hardware - Administration	4,368	4,356	(12)	-0.3%
Computer Hardware - Marketing	14,196	6,732	(7,464)	-52.6%
Computer Hardware - Brand	-	4,752	4,752	-
Computer Hardware - Destination Development	-	3,564	3,564	-
Computer Hardware - Indian Wells	-	2,618	2,618	-
Computer Hardware - TIS	2,548	2,772	224	8.8%
Computer Hardware - Destination Services	3,276	4,356	1,080	33.0%
Computer Hardware - Convention Sales	12,012	12,276	264	2.2%
Internal Marketing - Administration	15,000	56,089	41,089	273.9%
EE Training/Uniforms - Administration	50,000	91,256	41,256	82.5%
EE Training/Uniforms - Marketing	103,600	90,000	(13,600)	-13.1%
EE Training/Uniforms - Brand	-	36,400	36,400	-
EE Training/Uniforms - Destination Development	-	16,650	16,650	-
EE Training/Uniforms - TIS	17,000	17,500	500	2.9%

	Approved Budget Fiscal Year 2018 - 2019	Proposed Budget Fiscal Year 2019 - 2020	Increase (Decrease)	% Change
EE Training/Uniforms - Destination Services	19,290	23,750	4,460	23.1%
EE Training/Uniforms - Convention Sales	47,495	43,000	(4,495)	-9.5%
CTA Program - Partnership	80,400	52,900	(27,500)	-34.2%
Equipment Lease - Administration	2,314	2,651	337	14.6%
Equipment Lease - Marketing	7,520	4,097	(3,424)	-45.5%
Equipment Lease - Brand	-	2,892	2,892	-
Equipment Lease - Destination Development	-	2,169	2,169	-
Equipment Lease - Indian Wells	-	482	482	-
Equipment Lease - TIS	1,350	1,687	337	25.0%
Equipment Lease - Destination Services	1,735	2,651	915	52.7%
Equipment Lease - Convention Sales	6,363	7,471	1,107	17.4%
Equipment Maint - Administration	1,334	1,223	(111)	-8.3%
Equipment Maint - Marketing	4,337	1,890	(2,446)	-56.4%
Equipment Maint - Brand	-	1,334	1,334	-
Equipment Maint - Destination Development	-	1,001	1,001	-
Equipment Maint - Indian Wells	-	222	222	-
Equipment Maint - TIS	778	778	-	0.0%
Equipment Maint - Destination Services	1,001	1,223	222	22.2%
Equipment Maint - Convention Sales	3,670	3,447	(222)	-6.1%
Insurance - Administration	6,020	5,165	(855)	-14.2%
Insurance - Marketing	15,050	7,500	(7,550)	-50.2%
Insurance - Brand	-	3,756	3,756	-
Insurance - Destination Development	-	3,756	3,756	-
Insurance - Indian Wells	-	300	300	-
Insurance - TIS	3,440	3,440	(0)	0.0%
Insurance - Destination Services	3,870	3,300	(570)	-14.7%
Insurance - Convention Sales	14,620	11,400	(3,220)	-22.0%
Bank Fees - Administration	13,968	15,000	1,032	7.4%
Local Meetings - Administration	21,000	22,738	1,738	8.3%
Local Meetings - Partnership	22,620	33,805	11,185	49.4%
Local Meetings - Marketing	11,213	-	(11,213)	-100.0%
Local Meetings - Brand	-	10,000	10,000	-
Local Meetings - Destination Development	-	6,000	6,000	-
Local Meetings - TIS	1,760	1,360	(400)	-22.7%
Local Meetings - Destination Services	2,810	1,995	(815)	-29.0%
Local Meetings - Convention Sales	10,022	10,022	-	0.0%
Auto Mileage - Administration	12,323	10,480	(1,842)	-14.9%
Auto Mileage - Partnership	3,852	2,580	(1,272)	-33.0%
Auto Mileage - Marketing	33,664	13,460	(20,204)	-60.0%
Auto Mileage - Brand	-	9,377	9,377	-
Auto Mileage - Destination Development	-	7,226	7,226	-
Auto Mileage - Indian Wells	-	3,600	3,600	-
Auto Mileage - TIS	8,743	7,932	(811)	-9.3%

	Approved Budget Fiscal Year 2018 - 2019	Proposed Budget Fiscal Year 2019 - 2020	Increase (Decrease)	% Change
Auto Mileage - Destination Services	3,425	2,227	(1,198)	-35.0%
Auto Mileage - Convention Sales	28,144	23,962	(4,182)	-14.9%
Building Expense - Administration	8,808	9,130	322	3.7%
Building Expense - Marketing	28,625	14,110	(14,515)	-50.7%
Building Expense - Brand	-	9,960	9,960	-
Building Expense - Destination Development	-	7,470	7,470	-
Building Expense - Indian Wells	-	7,660	7,660	-
Building Expense - TIS	5,138	5,810	672	13.1%
Building Expense - Destination Services	6,606	9,130	2,524	38.2%
Building Expense - Convention Sales	24,222	25,731	1,509	6.2%
Utilities - Administration	5,382	5,366	(16)	-0.3%
Utilities - Marketing	13,454	8,880	(4,574)	-34.0%
Utilities - Brand	-	4,440	4,440	-
Utilities - Destination Development	-	4,440	4,440	-
Utilities - Indian Wells	-	1,080	1,080	-
Utilities - TIS	3,075	3,180	105	3.4%
Utilities - Destination Services	3,460	4,140	680	19.7%
Utilities - Convention Sales	13,070	15,240	2,170	16.6%
Office Supplies - Administration	6,961	6,691	(270)	-3.9%
Office Supplies - Marketing	17,402	8,784	(8,618)	-49.5%
Office Supplies - Brand	-	4,392	4,392	-
Office Supplies - Destination Development	-	4,392	4,392	-
Office Supplies - Indian Wells	-	415	415	-
Office Supplies - TIS	3,978	4,560	582	14.6%
Office Supplies - Destination Services	4,475	3,660	(815)	-18.2%
Office Supplies - Convention Sales	16,905	14,400	(2,505)	-14.8%
Employee Recruitment - Administration	5,000	5,000	-	0.0%
Total Overhead-Supplies-Utilities-Fees	\$ 1,044,982	\$ 1,239,876	\$ 194,894	18.7%
Capital Outlay - New Furniture & Equipment	\$ 32,632	\$ 10,000	\$ (22,632)	-69.4%
Total Expenses	\$ 18,812,729	\$ 20,337,873	\$ 1,525,144	8.1%
Funding less Expenses	\$ (0)	\$ 0	\$ 0	-



GREATER PALM SPRINGS
TOURISM BUSINESS IMPROVEMENT DISTRICT
2019-2020 Annual Report

Submitted to the Greater Palm Springs Convention & Visitors Bureau pursuant to Streets and Highways Code section 36650, for the period from July 1, 2019 through June 30, 2020

July 1, 2019-June 30, 2020

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Prepared by
Civitas



(800) 999-7781
civitasadvisors.com

Boundaries

There are no proposed changes to the boundaries. There are changes to assessed businesses: one (1) new business began operations and one (1) business changed its name.

New Business:

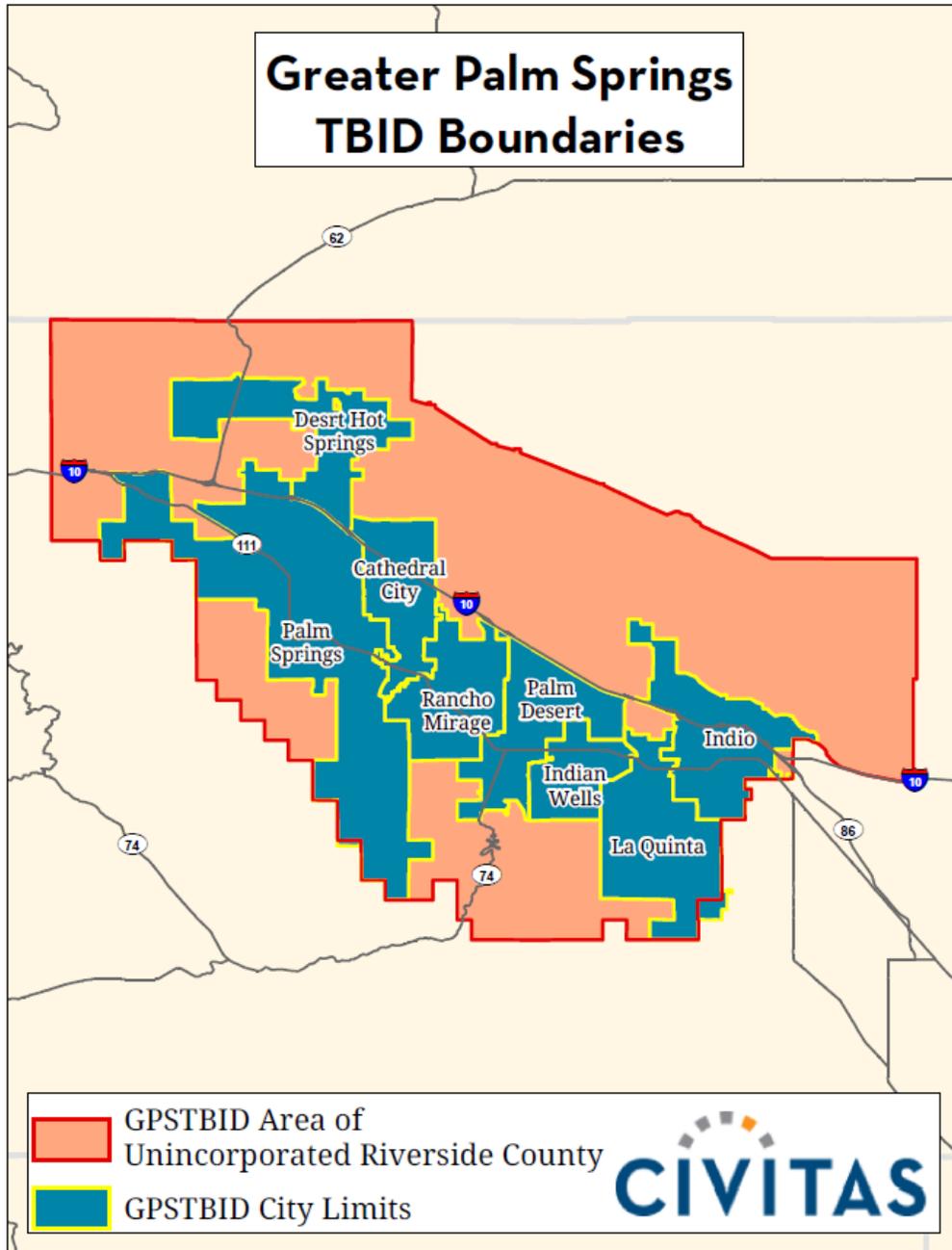
- Fairfield Inn & Suites Indio: 42655 Marmara Street, Indio, CA 92203

Name Change:

- ~~The Monroe Palm Springs~~ Infusion Beach Club: 1900 N. Palm Canyon Drive, Palm Springs, CA 92262

The Greater Palm Springs Tourism Business Improvement District (GPSTBID) will continue to include lodging businesses with fifty (50) or more rooms, existing and in the future, available for public occupancy within the boundaries of the cities of Desert Hot Springs, Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, and Indio, and portion of the unincorporated area of Riverside County in the Coachella Valley, as shown on the following page.

The GPSTBID boundary current includes ninety-six (96) lodging businesses, listed in Appendix 1.



Improvements and Activities

The improvements and activities to be provided for fiscal year 2019-2020 are consistent with the Management District Plan (Plan).

The Certified Tourism Ambassador (CTA) program has been launched under the Sales and Marketing program. The CTA program is designed to increase tourism by providing training to anyone in contact with visitors to ensure all visitors have a positive experience in the GPSTBID.

The Bureau's Marketing Department will be split into three different departments beginning in Fiscal Year 2019-20: Brand, Destination Development, and Marketing.

Sales and Marketing

A sales and marketing program will promote assessed businesses as tourist, meeting, and event destinations. The sales and marketing program will have a central theme of promoting Greater Palm Springs as a desirable place for overnight visits. The program will have the goal of increasing overnight visitation and room night sales at assessed businesses, and may include, without limitation, the following activities:

- Development and implementation of a Destination Master Plan designed to increase overnight visitation and room sales to assessed businesses;
- Destination industry advocacy and communications to educate elected officials, affected stakeholders and the public on initiatives designed to increase overnight visitation and room sales to assessed businesses;
- Internet marketing efforts to increase awareness and optimize internet presence to drive overnight visitation and room sales to assessed businesses;
- Print ads in magazines and newspapers, television/video ads, and radio ads targeted at potential visitors to drive overnight visitation and room sales to assessed businesses;
- Cultural tourism programs and marketing sponsorship initiatives designed to increase overnight visitation and room sales to assessed businesses;
- Industry research designed to increase the effectiveness of District programs;
- Convention sales programs and initiatives designed to increase overnight visitation and room sales to assessed businesses;
- Air service development designed to increase overnight visitation and room sales to assessed businesses;
- Attendance of trade shows to promote assessed businesses;
- Sales blitzes for assessed businesses;
- Familiarization tours of assessed businesses;
- Preparation and production of collateral promotional materials such as brochures, flyers and maps featuring assessed businesses;
- Attendance of professional industry conferences and affiliation events to promote assessed businesses;
- Lead generation activities designed to attract tourists and group events to

- assessed businesses;
- Director of Sales and General Manager meetings to plan and coordinate tourism promotion efforts for assessed businesses; and
 - Development and maintenance of a website designed to promote assessed businesses.

Administration and Operations

The administration and operations portion of the budget shall be utilized for administrative staffing costs, office costs, and other general administrative costs such as insurance, legal, and accounting fees.

Contingency/Renewal

The budget includes a contingency line item to account for uncollected assessments, if any. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration or renewal costs at the discretion of the Greater Palm Springs Convention and Visitors Bureau (the Bureau). Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of monies from the reserve fund shall be set by the Bureau. The reserve fund may also be used for the costs of renewing the GPSTBID.

Cost

2019-2020 Projections

The cost of providing improvements and activities for 2019-2020 is consistent with the Plan. The total budget has changed slightly due to normal fluctuations in hotel occupancy and room rates. The anticipated total budget for 2019-2020 is \$17,029,967, which is \$16,564,668 in anticipated collections and \$465,299 in estimated carry over funds. The categorical breakdown for the assessment budget is below. All budget category allocations are within the authorized twenty percent (20%) adjustment of the total budget from the prior year.

Category	Change	%	\$	Carry Over	TOTAL
Sales & Marketing	+4%	97%	\$16,067,728	\$314,112	\$16,381,840
Administration	n/a	3%	\$496,940	\$0	\$496,940
Contingency / Reserve	-4%	0%	\$0	\$151,187	\$151,187
Totals		100%	\$16,564,668	\$465,299	\$17,029,967

Assessment

There is no change in the method and basis of levying the assessment.

Assessment

The annual assessment rate is three percent (3%) of gross short term room rental revenue. Based on the benefit received, assessments will not be collected on stays of more than thirty (30) consecutive days.

The term “gross room rental revenue” as used herein means: the consideration charged, whether or not received, for the occupancy of space in a lodging business valued in money, whether to be received in money, goods, labor or otherwise, including all receipts, cash, credits and property and services of any kind or nature, without any deduction therefrom whatsoever. Gross room rental revenue shall not include any federal, state or local taxes collected, including but not limited to transient occupancy taxes.

Time and Manner for Collecting Assessments

The GPSTBID assessment was implemented beginning July 1, 2016 and will continue for five (5) years through June 30, 2021. The Bureau is responsible for collecting the assessment on a monthly basis (including any delinquencies, penalties and interest) from each lodging business with fifty (50) rooms or more. The Bureau shall take all reasonable efforts to collect the assessments from each lodging business with fifty (50) rooms or more.

Delinquencies

Assessed businesses which are delinquent in paying the assessment shall be responsible for paying:

Original Delinquency

Any assessed lodging business which fails to remit any assessment within the time required shall pay a penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment; provided, however, that if such ten percent (10%) penalty should exceed the maximum penalty permitted by law, then the penalty shall be the highest amount permitted by law.

Penalty Delinquency

Any assessed lodging business which fails to remit any penalty within ten (10) days after receipt of notice thereof shall pay interest on the penalty at the rate of one percent (1%) per month or fraction thereof on the amount of the penalty from the date on which the penalty first became due until full and complete payment of the outstanding penalty; provided, however, that if such one percent (1%) interest should exceed the maximum rate permitted by law, then the interest rate shall be the highest rate permitted by law.

Interest

In addition to the penalties imposed, any assessed lodging business which fails to remit any assessment shall pay interest at the rate of one percent (1%) per month or fraction thereof on the amount of the assessment from the date on which the assessment first became delinquent until paid; provided, however, that if such one percent (1%) interest should exceed the maximum rate permitted by law, then the interest rate shall be the highest rate permitted by law.

Costs of Collection Delinquencies

Any assessed lodging business shall also be subject to the payment of the costs of collecting any delinquent assessment and/or penalty, including but not limited to sending notices and initiating collection actions, which shall become a part of the assessment required to be paid. All delinquent assessments and penalties shall constitute a civil debt to the Bureau and shall be subject to collection by the Bureau by any means permitted by law.

Penalties Capped

Notwithstanding anything to the contrary, in no event shall the total penalties, including any original delinquency penalties and interest thereon exceed the maximum amount permitted by law.

Surplus and Other Funding

Surplus

The amount of money to be carried over from FY 2018-19 is \$465,299, of which \$314,112 is allocated to sales and marketing programs and \$151,187 is allocated to the contingency/reserve fund.

Other Funding

There are expected to be contributions from sources other than assessment funds. The estimated amount of other non-assessment funding for FY 2019-20 include:

- City/County funding: \$2,067,506
- Agua Caliente funding: \$156,000
- Partnership funding: \$282,000
- Advertising revenue: \$421,000
- Joint share/FAM/event hosting: \$278,925
- Interest income: \$229,163
- Certified Tourism Ambassador Program Fees: \$24,500

Appendix 1 – Assessed Businesses

Business Name	Street Address	City	State	ZIP
7 Springs Inn & Suites LLC	950 N. Indian Canyon Dr.	Palm Springs	CA	92262
Ace Hotel	701 E. Palm Canyon Dr.	Palm Springs	CA	92262
America's Best Value	43505 Monroe St.	Indio	CA	92201
Aqua Soleil Hotel and Mineral Water Spa	14500 Palm Dr.	Desert Hot Springs	CA	92240
Avalon Hotel Palm Springs	415 S. Belardo Rd.	Palm Springs	CA	92262
Baymont Inn & Suites Palm Springs	390 S. Indian Canyon Dr.	Palm Springs	CA	92262
Best Western Date Tree	81-909 Indio Blvd.	Indio	CA	92201
Best Western Inn	1633 S. Palm Canyon Dr.	Palm Springs	CA	92264
Best Western Las Brisas	222 S. Indian Canyon Dr.	Palm Springs	CA	92262
Best Western Palm Desert	74-695 Hwy 111	Palm Desert	CA	92260
Caliente Tropics, LLC	411 E. Palm Canyon Dr.	Palm Springs	CA	92264
Club Intrawest	1 Willow Ridge	Palm Desert	CA	92260
Club Trinidad Resort	1900 E. Palm Canyon Dr.	Palm Springs	CA	92264
Colony Palms	572 N. Indian Canyon Dr.	Palm Springs	CA	92262
Comfort Suites Palm Desert	39858 Washington St.	Palm Desert	CA	92211
Courtyard by Marriott Palm Springs	1300 E. Tahquitz Canyon Way	Palm Springs	CA	92262
Courtyard by Marriott Palm Desert	74895 Frank Sinatra Dr.	Palm Desert	CA	92211
Days Inn - Palm Court Inn	1983 N. Palm Canyon Dr.	Palm Springs	CA	92262
Delos Reyes Palm Springs	1277 S. Palm Canyon Dr.	Palm Springs	CA	92264
Desert Breeze Resort	77955 Calle Las Brisas S.	Palm Desert	CA	92211
Desert Hot Springs Spa Hotel	10805 Palm Dr.	Desert Hot Springs	CA	92240
Desert Isle Resort	2555 E. Palm Canyon	Palm Springs	CA	92264
DoubleTree by Hilton Hotel Golf Resort Palm Springs	67967 Vista Chino	Cathedral City	CA	92234
Embassy Suites Casitas	50-777 Santa Rosa Plaza	La Quinta	CA	92253
Embassy Suites Hotel Palm Desert	74700 Highway 111	Palm Desert	CA	92260
Embassy Suites La Quinta Hotel	50-777 Santa Rosa Plaza	La Quinta	CA	92253

Business Name	Street Address	City	State	ZIP
Extended Stay America #8828	1400 E. Tahquitz Canyon Way	Palm Springs	CA	92262
Fairfield Inn & Suites	74-764 Technology Drive	Palm Desert	CA	92211
Fairfield Inn & Suites Indio	42655 Marmara Street	Indio	CA	92203
Fairfield Inn Palm Desert	72-322 CA-111	Palm Desert	CA	92260
G6 Hospitality LLC #104	78100 Varner Rd.	Palm Desert	CA	92211
Hampton Inn & Suites Palm Desert	74-900 Gerald Ford Dr.	Palm Desert	CA	92211
Hilton Garden Inn	71-700 CA-111	Rancho Mirage	CA	92270
Holiday Inn Express	36101 Date Palm Dr.	Cathedral City	CA	92234
Holiday Inn Express & Suites	84-054 Indio Springs Dr.	Indio	CA	92203
Holiday Inn Express Palm Desert	74675 Hwy 111	Palm Desert	CA	92260
Holiday Inn Express Suites	71730 Highway 111	Rancho Mirage	CA	92270
Homewood Suites by Hilton La Quinta	45-200 Washington St.	La Quinta	CA	92253
Homewood Suites by Hilton Palm Desert	36999 Cook St.	Palm Desert	CA	92211
Hotel Paseo	45400 Larkspur Lane	Palm Desert	CA	92260
Hotel Zoso	150 S. Indian Canyon Drive	Palm Springs	CA	92262
Hyatt Regency Indian Wells Resort & Spa	44-600 Indian Wells Ln.	Indian Wells	CA	92210
Hyundai Resort and Spa	11000 Palm Dr.	Desert Hot Springs	CA	92240
Indian Palms Country Club	48630 Monroe St.	Indio	CA	92201
Indian Wells Resort & Spa	76-661 Hwy 111	Indian Wells	CA	92210
Indio Super 8 Motel	81753 CA-111	Indio	CA	92201
Indio Travelodge	80651 Highway 111	Indio	CA	92201
Infusion Beach Club	1900 N. Palm Canyon Dr.	Palm Springs	CA	92262
Ivy Palm Resort & Spa	2000 N. Palm Canyon Dr.	Palm Springs	CA	92262
JW Marriott Desert Springs Resort & Spa	74-855 Country Club Dr.	Palm Desert	CA	92260
Kimpton Palm Springs	155 W. Tahquitz Canyon Way	Palm Springs	CA	92262
La Quinta Resort & Club	49-499 Eisenhower Dr.	La Quinta	CA	92253
Lawrence Welk's Desert Oasis Resort	34567 Cathedral Canyon Dr.	Cathedral City	CA	92234

Business Name	Street Address	City	State	ZIP
Marquis Villas Resort	140 S. Calle Encilia	Palm Springs	CA	92262
Marriott's Desert Springs Villas I & II	1091 Pinehurst Lane	Palm Desert	CA	92260
Marriott's Shadow Ridge I & II – The Village/The Enclaves	9003 Shadow Ridge Road	Palm Desert	CA	92211
Miracle Springs Hotel & Spa	10625 Palm Dr.	Desert Hot Springs	CA	92240
Miramonte Resort & Spa	45-000 Indian Wells Ln.	Indian Wells	CA	92210
Motel 6 #0313	82195 Indio Blvd.	Indio	CA	92201
Motel 6 #09	63950 20 th Ave.	Palm Springs	CA	92264
Motel 6 #1262	63950 20th Ave.	N. Palm Springs	CA	92258
Motel 6 #1346	69570 CA-111	Rancho Mirage	CA	92270
Motel 6 #689	660 S. Palm Canyon Dr.	Palm Springs	CA	92264
Motel 6 #3221	72215 Varner Road	Thousand Palms	CA	92264
Oasis Villa Resort	4190 East Palm Canyon Dr.	Palm Springs	CA	92264
Omni Rancho Las Palmas	4100 Bob Hope Dr.	Rancho Mirage	CA	92270
Palm Canyon Resort	2800 S. Palm Canyon Dr.	Palm Springs	CA	92264
Palm Mountain Resort	155 S. Belardo Rd.	Palm Springs	CA	92262
Palm Springs Hilton	400 E. Tahquitz Canyon Way	Palm Springs	CA	92262
Palm Springs Tennis Club	701 W. Baristo Rd.	Palm Springs	CA	92262
Quality Inn	84-096 Indio Springs Dr.	Indio	CA	92201
Red Lion Inn	69151 E. Palm Canyon Dr.	Cathedral City	CA	92234
Renaissance Esmeralda Indian Wells #9672P	44400 Indian Wells Ln.	Indian Wells	CA	92210
Renaissance Palm Springs Hotel	888 E. Tahquitz Canyon Way	Palm Springs	CA	92262
Residence Inn by Marriott Palm Desert	38305 Cook St.	Palm Desert	CA	92211
Riviera Palm Springs Resort	1600 N. Indian Canyon Dr.	Palm Springs	CA	92262
Royal Plaza Inn	82-347 Hwy 111	Indio	CA	92201
Royal Sun Inn LLC	1700 S. Palm Canyon Dr.	Palm Springs	CA	92264
Sahara Motel	66700 E. 5th St.	Desert Hot Springs	CA	92240
Staybridge Suites	67711 30 th Ave.	Cathedral City	CA	92234
The Hyatt Regency Suites Palm Springs	285 N. Palm Canyon Dr.	Palm Springs	CA	92262

Business Name	Street Address	City	State	ZIP
The Parker Palm Springs	4200 E. Palm Canyon Dr.	Palm Springs	CA	92264
The Plaza Resort and Spa	2601 Gold Club Dr.	Palm Springs	CA	92262
The Ritz Carlton Rancho Mirage	68900 Frank Sinatra Dr.	Rancho Mirage	CA	92270
The Saguaro Palm Springs	1800 E. Palm Canyon Dr.	Palm Springs	CA	92264
Travelodge by Wyndham Palm Springs	1269 E. Palm Canyon Drive	Palm Springs	CA	92264
Triada Palm Springs	640 N. Indian Canyon Dr.	Palm Springs	CA	92262
Two Bunch Palms Resort & Spa	67425 Two Bunch Palms Tr.	Desert Hot Springs	CA	92240
V Palm Springs	333 E. Palm Canyon Dr.	Palm Springs	CA	92264
Vagabond Inn	1699 S. Palm Canyon Dr.	Palm Springs	CA	92264
Vista Mirage Resort	400 S. Hermosa Dr.	Palm Springs	CA	92262
Westin Desert Willow	75 Willow Ridge	Palm Desert	CA	92260
Westin Hills Golf Resort & Spa	71333 Dinah Shore Dr.	Rancho Mirage	CA	92270
Westin Mission Hills Resort Villas	71333 Dinah Shore Dr.	Rancho Mirage	CA	92270
WorldMark Palm Springs	1177 N. Palm Canyon Dr.	Palm Springs	CA	92262
Worldmark Indio	42-151 Worldmark Way	Indio	CA	92203

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

RESOLUTION NO. JPA 2019-003

Linda Evans, Chair
City of La Quinta

Geoff Kors, Vice Chair
City of Palm Springs

Ernesto Gutierrez
City of Cathedral City

Gary Gardner
City of Desert Hot Springs

Richard Balocco
City of Indian Wells

Elaine Holmes
City of Indio

Jan Harnik
City of Palm Desert

Charles Townsend
City of Rancho Mirage

V. Manuel Perez
County of Riverside

A RESOLUTION OF THE GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU JOINT POWERS AUTHORITY (JPA) EXECUTIVE COMMITTEE REPLACING THE AGENTS AUTHORIZED TO GIVE INSTRUCTIONS FOR FINANCIAL TRANSACTIONS WITHIN THE LOCAL AGENCY INVESTMENT FUND

WHEREAS, the Greater Palm Springs Convention & Visitors Bureau (CVB) is a Joint Powers Authority operating under the Joint Exercise of Powers Act (California Government Code Sections 6500 *et seq.*), located in the County of Riverside, State of California; and

WHEREAS, the CVB members ("CVB Members") include the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs and Rancho Mirage and the County of Riverside; and

WHEREAS, the purpose of the CVB is to 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 industry in the Coachella Valley and to attract visitors from national and international markets, all to the benefit of the CVB Members and their constituents; and

WHEREAS, the JPA Executive Committee serves as the governing body of the CVB; and

WHEREAS, the CVB has an investment account (hereinafter, "Account") in that certain Local Agency Investment Fund (hereinafter, "Institution") established in the State Treasury under Government Code section 16429.1 *et seq.* for the deposit of money of a local agency for the purposes of investment by the State Treasurer; and

WHEREAS, the CVB desires to replace some existing agents who are authorized to give instructions to make financial transactions within the Account and grant new agents the authority to do the same; and

WHEREAS, the new agents for the Account shall be the Chair of the Board of Directors and Vice President of Finance & Administration, Tom Tabler and William Judson, respectively; and

WHEREAS, this Executive Committee of the CVB has been granted the authority to enter into financial transactions within the Local Agency Investment Fund.

NOW, THEREFORE, BE IT RESOLVED by the Executive Committee as follows:

Section 1. RECITALS

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

Section 2. AUTHORIZED SIGNATORIES

(a) The Chair of the Joint Powers Authority (currently, Linda Evans), Chair of the Board of Directors (currently, Tom Tabler), President/CEO (currently, Scott L. White), Vice President of Finance and Administration (currently, William Judson), are hereby authorized to make and give instructions for financial transactions within the Account held at the Institution.

(b) Any one person who holds any of the titles named in Section 2(a) is authorized, on behalf of the CVB, to access and withdraw funds from the Account in any manner permitted by the Institution, including, but not limited to, via online access on the Institution's website, and perform such functions with regard to the Account as agreed upon by the CVB.

Section 3. SEVERABILITY

The 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 legislation, the remaining provisions, sections, paragraphs, sentences or words of this Resolution as hereby adopted shall remain in full force and effect.

Section 4. REPEAL OF CONFLICTING PROVISIONS

All the provisions heretofore adopted by the CVB or the Executive Committee with respect to the Account, including those provisions that set forth the authorized signatories to the Account, that are in conflict with the provisions of this Resolution are hereby repealed.

Section 5. EFFECTIVE DATE

This Resolution shall take effect upon its adoption.

Section 6. CERTIFICATION

That the Clerk of the Executive Committee shall certify the roll call vote adopting this resolution.

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PASSED, APPROVED AND ADOPTED at a regular meeting of the JPA Executive Committee of the Greater Palm Springs Convention and Visitors Bureau held on June 28, 2019, by the following vote:

AYES:

NAYES:

ABSENT:

ABSTAIN:

Linda Evans, Chair
Executive Committee

ATTEST:

Revae Reynolds
Clerk for the Executive Committee

APPROVED AS TO CONTENT:

Scott White, President and CEO

APPROVED AS TO FORM:

Steven B. Quintanilla, General Counsel



Monthly Summary Financial Report for April 2019

Current Month

Current YTD

Comparison of Current YTD vs. Prior YTD

Account Description	Current Month			Current YTD			April 2019			April 2018			Annual Forecast	Annual Budget	Variance
	April - Actual	April - Budget	Variance	YTD Actual	YTD Budget	YTD Variance	Current YTD	Prior YTD	YTD Variance	Annual Forecast	Annual Budget	Variance			
Revenue															
Cities/County Public Funding	459,528	459,526	2	1,800,612	1,800,605	7	1,800,612	1,720,993	79,619	1,800,612	1,800,605	7	1,800,612	1,800,605	7
Tourism Business Improvement District	2,645,353	2,397,150	248,203	14,838,466	13,585,950	1,252,516	14,838,466	14,546,720	291,746	17,002,516	15,750,000	1,252,516	17,002,516	15,750,000	1,252,516
Tribal Voluntary	-	-	-	118,226	-	118,226	118,226	111,621	6,605	206,958	156,000	50,958	206,958	156,000	50,958
Tourism Marketing District	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Partnership (New & Renewal)	13,470	-	13,470	268,462	206,250	62,212	268,462	265,339	3,123	283,006	275,000	8,006	283,006	275,000	8,006
Advertising: Placed/Web/Collateral	25,000	1,000	24,000	336,030	103,000	233,030	336,030	266,300	69,730	441,030	427,000	14,030	441,030	427,000	14,030
Joint Share Partnership Tradeshow	-	26,300	(26,300)	101,787	128,100	(26,313)	101,787	123,785	(21,998)	188,610	185,600	3,010	188,610	185,600	3,010
FAM/Event Host/Convenience	-	800	(800)	29,540	1,550	27,990	29,540	48,320	(18,780)	56,800	57,300	(500)	56,800	57,300	(500)
Other Rev/Rent/Fees/Int/Rollover	7,981	40,624	(32,643)	265,859	151,424	114,435	265,859	100,242	165,616	287,958	161,224	126,734	287,958	161,224	126,734
Prior Year Funding Resolution	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Revenue	3,151,331	2,925,400	225,931	17,758,982	15,976,879	1,782,103	17,758,982	17,183,320	575,661	20,267,489	18,812,729	1,454,760	20,267,489	18,812,729	1,454,760
Expenses															
Labor-Salary	400,051	375,368	(24,684)	4,181,048	4,237,351	56,302	4,181,048	3,474,416	(706,632)	4,955,503	4,988,086	32,583	4,955,503	4,988,086	32,583
Labor-Benefits	149,821	142,338	(7,484)	1,425,195	1,458,685	33,490	1,425,195	1,062,355	(362,840)	1,711,602	1,743,360	31,758	1,711,602	1,743,360	31,758
Advertising Production	36,679	402,862	366,183	660,494	880,012	219,518	660,494	842,977	182,483	1,057,518	942,468	(115,050)	1,057,518	942,468	(115,050)
Marketing Contingency	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Advertising Placement	523,089	1,281,299	758,210	3,839,397	3,993,341	153,944	3,839,397	3,939,372	99,975	5,045,702	4,498,202	(547,500)	5,045,702	4,498,202	(547,500)
Web Advertising & Web Development	39,094	17,483	(21,611)	272,004	331,080	59,076	272,004	473,118	201,113	383,650	381,650	(2,000)	383,650	381,650	(2,000)
Collateral Material	3,018	15,950	12,932	42,624	60,625	18,001	42,624	44,773	2,148	77,350	77,350	0	77,350	77,350	0
Familiarization Trips	23,735	209,625	185,890	355,177	403,950	48,773	355,177	319,020	(36,158)	487,692	485,200	(2,492)	487,692	485,200	(2,492)
Trade Shows / Sales Missions	32,175	140,594	108,419	932,181	821,069	(111,112)	932,181	685,240	(246,941)	1,215,232	1,016,319	(198,913)	1,215,232	1,016,319	(198,913)
Travel & Lodging	3,675	32,000	28,325	28,457	34,000	5,543	28,457	46,964	18,507	35,000	35,000	-	35,000	35,000	-
Special Promotions	8,344	411,120	402,776	378,364	647,820	269,456	378,364	461,120	82,756	899,620	881,570	(18,050)	899,620	881,570	(18,050)
International Representation	15,545	92,250	76,705	235,433	327,250	91,817	235,433	205,908	(29,525)	366,500	366,500	(0)	366,500	366,500	(0)
Event Hosting	27,742	306,450	278,708	965,453	1,200,033	234,580	965,453	600,293	(365,160)	1,405,248	1,309,033	(96,215)	1,405,248	1,309,033	(96,215)
Research & Branding	4,875	227,950	223,075	123,028	392,100	269,072	123,028	220,862	97,834	299,220	394,800	95,580	299,220	394,800	95,580
IT-Information Technology	10,271	17,270	6,999	194,441	238,500	44,059	194,441	159,626	(34,815)	250,828	259,040	8,212	250,828	259,040	8,212
Principal/Interest/Capital Outlay	43,449	85,140	(41,691)	212,425	32,632	(179,793)	212,425	285,418	(63,993)	268,297	356,536	88,239	268,297	356,536	88,239
Overhead-Supplies-Utilities-Fees	76,252	285,687	209,435	862,293	931,943	69,650	862,293	744,691	(117,602)	1,129,409	1,044,982	(84,427)	1,129,409	1,044,982	(84,427)
Total Expenses	1,413,009	4,043,386	2,630,377	14,918,094	16,307,747	1,389,653	14,918,094	13,595,154	(1,322,940)	19,802,190	18,812,729	(989,462)	19,802,190	18,812,729	(989,462)
Period Net Revenue <loss>	1,738,322	(1,117,986)	2,856,308	2,840,888	(330,868)	3,171,756	2,840,888	3,588,166	(747,278)	465,299	(0)	465,299	465,299	(0)	465,299

Greater Palm Springs
Convention and Visitors Bureau
Treasurer's Report
April 30, 2019



70100 HIGHWAY 111
RANCHO MIRAGE, CA 92270
T:760.770.9000 • 800.967.3767

<u>Account</u>	<u>Institution</u>	<u>Account Type</u>	<u>Annual % Yield/Risk</u>	<u>Current Value</u>
Petty Cash	Cash	Cash	0.00/Low	\$ 800
General Checking	Wells Fargo	Public Fund Checking	0.00/Low	2,836,983
Payroll Checking	Wells Fargo	Public Fund Checking	0.00/Low	2,275
Local Agency Investment Fund	State of California	LAIF Invested Savings	0.35%/Low	8,771,445
CalTrust Investment Fund	Blackrock	Invested Savings	2.32%/Low	3,064,774
				<u>\$ 14,676,277</u>

The investments reported are in compliance with the Greater Palm Springs Convention & Visitors Bureau's Investment Policy.



 Bill Judson
 Vice President of Finance & Administration

Greater Palm Springs

Local Industry STR Data for May 2019

May 2019							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from May 2018					Occ %	Percent Change from CYTD 2018					Census # of Hotels	Census # of Rooms
	May 2019	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2019	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	63.6	8.7	3.0	11.9	13.1	9.8	71.4	-0.0	0.4	0.4	1.9	1.5	138	15274
Palm Springs	65.6	7.8	1.9	9.8	10.6	8.6	71.6	-0.2	1.4	1.1	1.8	0.4	64	5222
Cathedral City/ Desert Hot Springs	53.8	10.4	-0.9	9.3	9.3	10.4	67.9	5.0	-1.5	3.5	3.5	5.0	7	845
Rancho Mirage	58.6	-4.8	5.5	0.4	0.5	-4.7	72.5	-1.5	0.7	-0.8	-0.8	-1.5	7	1844
Palm Desert	66.0	14.9	2.7	18.0	18.0	14.9	73.8	-1.7	-0.4	-2.1	0.3	0.7	15	2448
Indian Wells/ La Quinta	67.3	14.6	5.5	20.9	21.4	15.1	71.1	1.0	0.2	1.2	2.3	2.1	10	2625
Indio	59.6	8.5	4.8	13.7	23.2	17.6	70.9	1.4	3.4	4.9	13.7	10.0	18	1418
Hotel Class														
Upper Resort	62.5	7.1	3.4	10.7	10.7	7.1	69.5	-1.9	-0.2	-2.1	-2.1	-1.9	12	4850
Resort	66.7	5.9	2.3	8.4	8.8	6.4	73.1	-1.2	0.8	-0.4	0.0	-0.8	14	2856
Branded Select Service	62.8	8.1	3.4	11.8	11.8	8.2	73.5	1.4	1.2	2.6	2.7	1.5	43	4419

Source: Smith Travel Research, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

(ADR is Average Daily Rate; RevPAR is Revenue Per Available Room; and RNS Is Room Nights Sold)

Greater Palm Springs information includes the various properties within the Coachella Valley

JUNE 2019
BOARD REPORT

CONVENTION SALES

CONVENTION SALES

The sales team has been extremely busy with client events, site experiences, trade shows and sales calls to generate awareness and leads for future business. We have hosted clients in Washington, D.C., Sacramento, Southern California and Vancouver and attended two large shows: HelmsBriscoe (36 appointments) and MPI World Education Conference, where we sponsored the Hosted Buyer lunch with 185 planners in attendance.

We are seeing our sales and marketing efforts continue to show results as leads and new inquiries come to our attention. We are looking forward to more opportunities to bring clients out to our oasis and generate business for our partners over the summer months.

— Highlights

MPI World Education Conference

At the MPI World Education Conference Hosted Buyer lunch, we brought in trainer, nutritionist and author Jay Nixon to discuss the importance of healthy food choices when planning their meetings. With wellness being our theme, we gave each planner a pedometer so they could count the number of steps during the conference. The planners were "steps away" from winning a trip to Greater Palm Springs: The one with the most steps posted on social media at the end of the conference won the trip.



Sacramento Sales Mission

The annual sales mission to Sacramento for the MPI Sierra Nevada Chapter Gala and Board Installation dinner was held over the first week of June. Senior Sales Manager Anne Marie Mourhess traveled with 11 partners and met with over 50 customers at a variety of client events, including a boot camp, hot Pilates and a cooking class. We hosted 2 tables for the MPISNC Gala and attended the luncheon for CalSAE Meeting Planners. The following week, we sponsored the Spirit Awards in San Francisco for their MPINCC Gala.

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[June 2019](#) ▼

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Ohio Sales Mission

The CVB went to Columbus and Cleveland on a two-day Ohio Sales Mission. During that time, we had nine client appointments and two client cooking events, with 14 planners attending. As a result of this mission, we have received six leads with a potential of 4,253 rooms nights for Greater Palms Springs. The first two photos below were taken during the Cleveland event, and the third photo shows how beautiful the Columbus event looked.



Neighborhoods USA (NUSA) Conference

The City of Palm Springs welcomed the 44th Annual NUSA Conference May 15-18, held at the Palm Springs Convention Center. The theme of the conference was "Opening Doors to the Future." The CVB worked with city officials and Partners in assisting with funding and sponsorships for the program, which picked up 1231 room nights.



— Upcoming Missions and Events

If you'd like to participate in one or more of our joint share missions, below is a list of upcoming opportunities. Your team's participation will include the following:

- Save-the-dates and customer invites
- All organization and payment of venues
- Attendance to all organized client events
- Amenities and gifts presented to the customer
- All branding showing participation
- Pre-trip call to review details

Upcoming Joint Share Opportunities

- Chicagoland Sales Mission | **July 23-25** | \$1,895
 - ASAE Annual Meeting & Exposition | **August 10-13** | \$1,895
 - Canadian Meetings & Events Expo | **August 13-15** | \$2,095
 - IMEX America | **September 10-12** | \$3,995
 - Boston Sales Mission | **September 17-19** | \$1,895
 - Denver Sales Mission | **September 24-27** | \$1,200
 - Midwest Sales Mission | **October 2019** | \$1,895
 - Fall Southern California Specialty Markets Sales Mission (Religious) | **TBD- Fall** | \$750
 - Arizona Client Events | **November 12-14** | \$1,000
 - CalSAE Seasonal Spectacular | **December 15-17** | \$2,300
 - Association Forum of Chicagoland Holiday Showcase | **December 17** | \$1,895
- You can [sign up online here](#) to get a full list of our joint share opportunities through December 2019.

**Convention Sales
Production
May 2019**

Team Production (Non-Legacy)						
	May-19	May-18	YTD 2019	YTD 2018	YTD Goal	Goal %
Leads	115	92	487	486	1,148	42%
Bookings	24	27	106	127	375	28%
Definite Room Nights	14,174	20,913	68,592	87,058	222,500	31%

Legacy Production				
	May-19	May-18	YTD 2019	YTD 2018
Leads	3	1	7	10
Bookings	0	3	6	7
Definite Room Nights	0	8,342	6,130	10,421

Total Production (Including Legacy)				
	May-19	May-18	YTD 2019	YTD 2018
Leads	118	93	494	496
Bookings	24	30	112	134
Definite Room Nights	14,174	29,255	74,722	97,479
Business Sales	\$9,440,219	\$17,633,847	\$54,347,146	\$60,836,023
Jobs Supported	3,461	5,827	21,963	22,618
Local Taxes	\$447,890	\$960,208	\$2,787,898	\$3,136,819
Personal Income	\$3,422,675	\$6,113,377	\$19,287,625	\$21,470,415
Bed Taxes	\$331,258	\$720,006	\$2,080,638	\$2,336,578

PSCC Production (Including Legacy)				
	May-19	May-18	YTD 2019	YTD 2018
Leads	9	10	42	64
Bookings	0	8	6	13
Definite Room Nights	0	14,240	7,739	19,948

Event Impact Calculator Key (EIC)

- *Business Sales* - Dollar amount for all expenditures in the local economy as a result of an event. Includes direct, indirect, and induced business sales.
- *Jobs Supported* - Employment supported by all event-related business sales. Includes direct, indirect, and induced business sales.
- *Local Taxes* - Dollar amount for all direct, indirect, and induced local taxes and assessments generated by an event. Includes income, bed, sales, and other taxes.
- *Personal Income* - Dollar amount for the income accrued to households as a result of the event and business activity. Includes wages, salaries, labor income, proprietors income, and, retirement/disability/military payments.
- *Bed Taxes* - Dollar amount for the Transient Occupancy Taxes collected based on 11.5% (Average of all Greater Palm Springs cities).

Convention Sales
Booking Production Analysis
May 2019

By Year (Team only)

Meeting Year	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
2019	10	2,088	1,001	44	12,294
2020	9	6,987	2,821	29	18,364
2021	1	1,114	450	18	18,649
2022	3	3,260	1,002	8	9,352
2023	1	725	425	4	5,134
2024	0	0	0	0	0
2025	0	0	0	2	3,458
2026	0	0	0	1	1,341
2027	0	0	0	0	0
Total	24	14,174	5,699	106	68,592

By Market Segment (Team only)

Type	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
Agriculture, Food	1	604	250	3	2,043
Athletic/Sports	0	0	0	4	3,858
Automotive	1	177	50	2	277
Computer/Software	0	0	0	2	2,379
Educational	3	2,280	1,092	8	4,754
Environmental	0	0	0	2	366
Financial	1	992	152	9	6,864
Franchise	1	1,024	500	4	2,891
Fraternal	0	0	0	2	3,458
Government, Public Admin	1	64	32	6	1,796
Health & Medical	0	0	0	14	11,124
High Tech/Electric/Comp	1	525	250	5	1,590
Insurance	1	115	50	1	115
LGBT	0	0	0	1	555
Manufacturing/Distribution	3	1,830	423	6	3,704
Pharmaceuticals	0	0	0	2	886
Real Estate	0	0	0	1	1,335
Religious	3	1,069	541	6	2,450
Scientific/Technical	3	1,783	637	4	3,875
Social	1	11	22	4	1,985
SPORTING EVENTS	0	0	0	6	2,340
Third Party Planner	0	0	0	0	0
Trade/Commercial/Bus	4	3,700	1,700	14	9,947
Transportation	0	0	0	0	0
Total	24	14,174	5,699	106	68,592

Convention Sales
 Booking Production Analysis (Cont.)
 May 2019

By Key States/Countries (Team only)					
State/Country	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
California	11	4,518	2,252	50	24,858
Colorado	2	404	300	3	2,496
District of Columbia	1	1,114	450	5	5,227
Florida	0	0	0	5	3,118
Georgia	1	177	50	2	1,882
Iowa	1	3,020	1,300	2	3,179
Illinois	1	115	50	4	1,355
Kansas	0	0	0	4	2,251
Massachusetts	0	0	0	1	789
Michigan	0	0	0	0	0
Minnesota	1	1,776	400	2	4,171
Missouri	0	0	0	0	0
Nebraska	0	0	0	0	0
Nevada	0	0	0	0	0
New Hampshire	0	0	0	0	0
New Jersey	0	0	0	2	3,219
New Mexico	0	0	0	0	0
New York	0	0	0	3	2,744
North Carolina	0	0	0	0	0
Ohio	0	0	0	2	2,241
Oklahoma	0	0	0	0	0
Oregon	0	0	0	1	70
Pennsylvania	2	1,696	612	3	2,484
South Carolina	0	0	0	1	100
Tennessee	1	266	100	1	266
Texas	0	0	0	0	0
Utah	0	0	0	0	0
Virginia	0	0	0	3	3,110
Washington	0	0	0	5	1,715
Wisconsin	0	0	0	0	0
[Not Set/Not USA]	3	1,088	185	7	3,317
Total	24	14,174	5,699	106	68,592

Convention Sales

Lost Business

May 2019

Top Ten Lost Lead Destinations (Ranked by YTD)

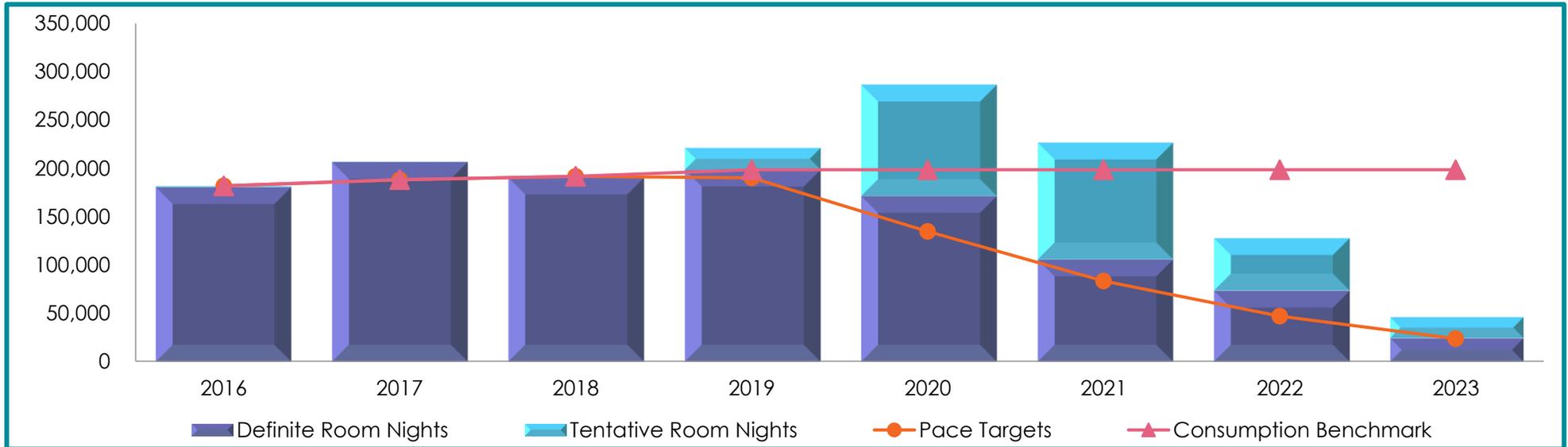
Rank	Lost City	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
1	San Diego	3	2,041	5	16,426
2	Las Vegas	5	5,198	4	12,292
3	Scottsdale	1	1,047	5	7,136
4	Orlando	1	2,430	3	9,346
5	Phoenix	3	1,241	3	9,122
7	Nashville	1	2,950	3	5,355
6	Seattle	1	1,843	5	4,880
9	Dallas	2	4,363	1	4,363
8	San Antonio	2	997	3	4,029
10	Philadelphia	0	0	1	3,255

All Lost Leads by State/Country

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	6	4,272	23	18,643
California	14	8,701	71	39,533
Colorado	0	0	3	689
Florida	2	2,635	11	13,849
Georgia	0	0	0	0
Hawaii	0	0	0	0
Illinois	1	277	1	277
Idaho	0	0	0	0
Kentucky	0	0	1	640
Louisiana	2	702	2	702
Minnesota	0	0	0	0
Missouri	2	1,617	2	1,617
Montana	0	0	0	0
N/A	10	4,721	36	23,639
Nevada	6	6,094	12	14,876
New Mexico	0	0	3	2,751
Oregon	0	0	1	1,478
Out of Country	3	2,183	10	3,878
Pennsylvania	0	0	1	3,255
South Dakota	0	0	0	0
Tennessee	1	2,950	3	5,355
Texas	5	5,560	11	10,189
Unknown	28	28,106	128	143,413
Utah	1	820	4	4,873
Washington	1	1,843	6	6,394
Wisconsin	0	0	1	1,467
Wyoming	0	0	1	150
Total	82	70,481	331	297,668

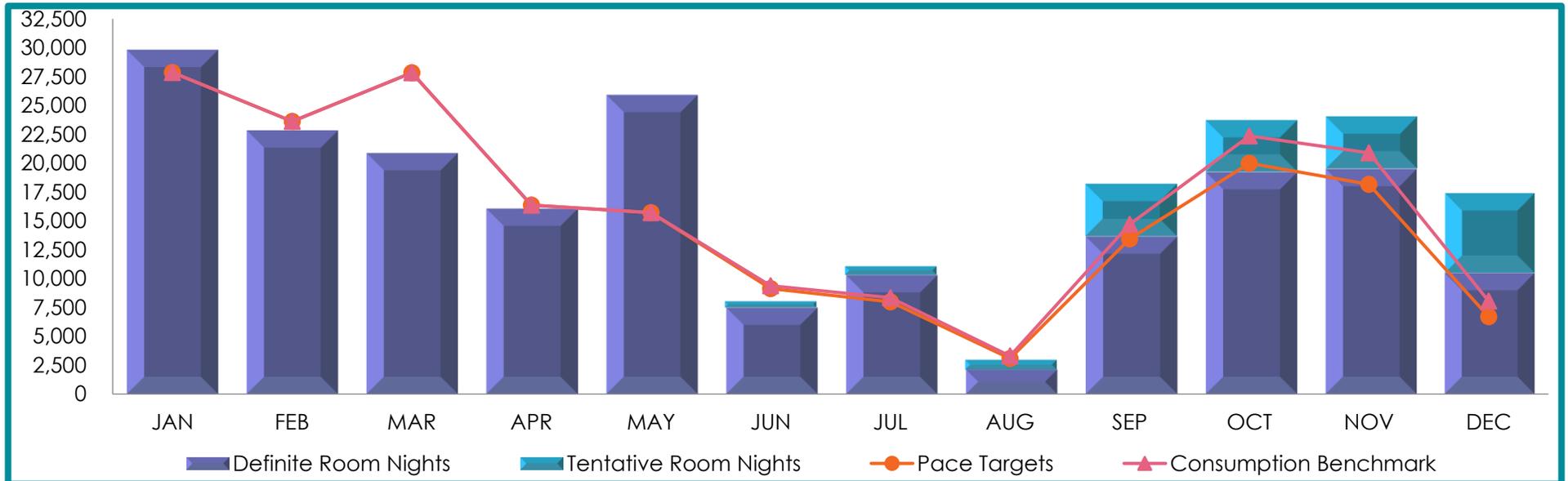
	2016	2017	2018	2019	2020	2021	2022	2023	Total
Definite Room Nights	180,156	206,054	190,016	198,070	170,920	105,346	73,113	24,194	1,147,869
Pace Targets	181,619	187,869	191,568	189,902	134,378	83,232	46,759	23,372	1,038,699
Variance	(1,463)	18,185	(1,552)	8,168	36,542	22,114	26,354	822	109,170
Consumption Benchmark	181,769	188,072	191,568	198,402	198,402	198,402	198,402	198,402	1,553,419
Pace Percentage	99%	110%	99%	104%	127%	127%	156%	104%	111%
Total Demand Room Nights	722,310	812,760	868,779	813,736	580,974	312,827	169,865	76,042	4,357,293
Lost Room Nights	542,154	606,706	678,763	615,666	410,054	207,481	96,752	51,848	3,209,424
Conversion Percentage	25%	25%	22%	24%	29%	34%	43%	32%	26%
Tentative Room Nights	1,000	50	0	22,504	115,273	120,919	54,182	21,571	335,499

Greater Palm Springs Events									
	2016	2017	2018	2019	2020	2021	2022	2023	Total
Definite Events	231	130	54	272	161	74	40	13	975
Pace Targets	207	95	47	271	134	67	33	14	868
Variance	24	35	7	1	27	7	7	(1)	107
Consumption Benchmark	302	302	302	307	307	307	307	307	2,441
Pace Percentage	112%	137%	115%	100%	120%	110%	121%	93%	112%
Total Demand Events	721	333	129	906	482	197	90	38	2,896
Lost Events	490	203	75	634	321	123	50	25	1,921
Conversion Percentage	32%	39%	42%	30%	33%	38%	44%	34%	34%
Tentative Events	122	111	60	63	183	96	40	14	689



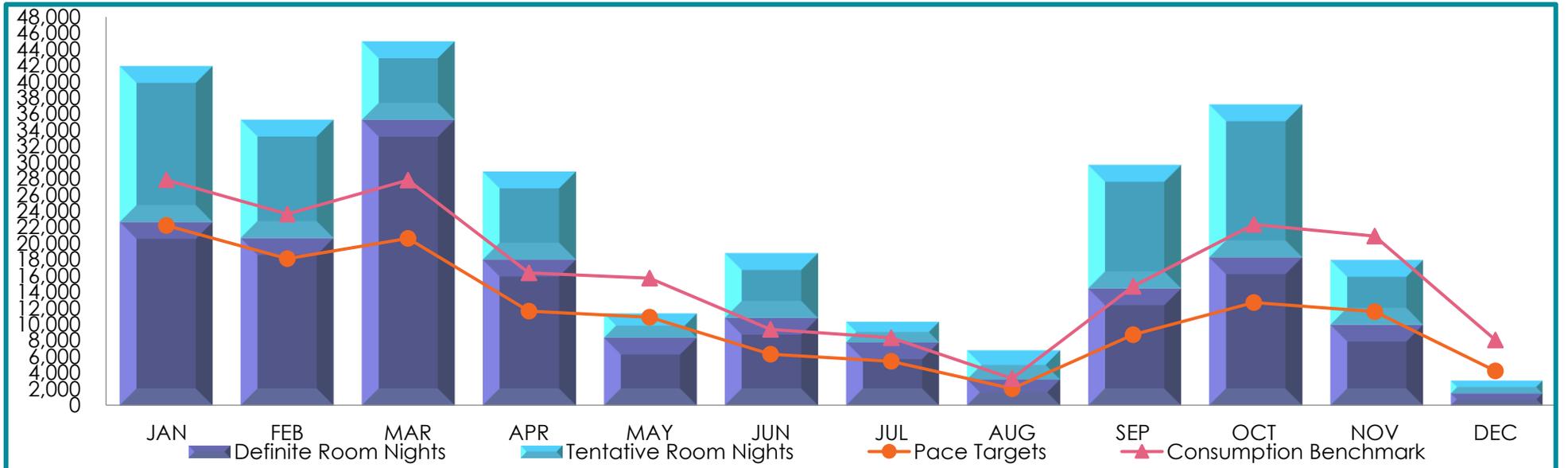
Greater Palm Springs 2019	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	29,760	22,814	20,849	16,049	25,864	7,485	10,309	2,130	13,648	19,203	19,480	10,479	198,070
Pace Targets	27,853	23,628	27,822	16,363	15,717	9,138	7,979	3,081	13,437	19,999	18,177	6,708	189,902
Variance	1,907	(814)	(6,973)	(314)	10,147	(1,653)	2,330	(951)	211	(796)	1,303	3,771	8,168
Consumption Benchmark	27,853	23,628	27,822	16,363	15,717	9,375	8,342	3,294	14,704	22,356	20,901	8,047	198,402
Pace Percentage	107%	97%	75%	98%	165%	82%	129%	69%	102%	96%	107%	156%	104%
Total Demand Room Nights	93,130	117,770	81,306	96,027	74,275	36,187	54,539	11,227	61,504	77,128	93,913	16,730	813,736
Lost Room Nights	63,370	94,956	60,457	79,978	48,411	28,702	44,230	9,097	47,856	57,925	74,433	6,251	615,666
Conversion Percentage	32%	19%	26%	17%	35%	21%	19%	19%	22%	25%	21%	63%	24%
Tentative Room Nights	0	0	0	0	0	541	745	853	4,511	4,460	4,509	6,885	22,504

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	40	37	31	23	33	21	13	5	19	21	18	11	272
Pace Targets	43	42	33	25	25	16	12	7	17	27	17	7	271
Variance	(3)	(5)	(2)	(2)	8	5	1	(2)	2	(6)	1	4	1
Consumption Benchmark	43	42	33	25	25	18	14	9	23	38	26	11	307
Pace Percentage	93%	88%	94%	92%	132%	131%	108%	71%	112%	78%	106%	157%	100%
Total Demand Events	127	148	101	93	86	58	52	14	69	81	59	18	906
Lost Events	87	111	70	70	53	37	39	9	50	60	41	7	634
Conversion Percentage	31%	25%	31%	25%	38%	36%	25%	36%	28%	26%	31%	61%	30%
Tentative Events	0	0	0	0	0	3	7	5	11	18	11	8	63



Greater Palm Springs 2020	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	22,642	20,646	35,241	18,005	8,354	10,824	7,789	3,236	14,454	18,262	9,972	1,495	170,920
Pace Targets	22,220	18,121	20,615	11,616	10,864	6,297	5,415	2,046	8,714	12,684	11,557	4,229	134,378
Variance	422	2,525	14,626	6,389	(2,510)	4,527	2,374	1,190	5,740	5,578	(1,585)	(2,734)	36,542
Consumption Benchmark	27,853	23,628	27,822	16,363	15,717	9,375	8,342	3,294	14,704	22,356	20,901	8,047	198,402
Pace Percentage	102%	114%	171%	155%	77%	172%	144%	158%	166%	144%	86%	35%	127%
Total Demand Room Nights	92,787	99,123	75,913	67,538	32,293	33,196	22,295	12,034	31,406	76,132	31,530	6,727	580,974
Lost Room Nights	70,145	78,477	40,672	49,533	23,939	22,372	14,506	8,798	16,952	57,870	21,558	5,232	410,054
Conversion Percentage	24%	21%	46%	27%	26%	33%	35%	27%	46%	24%	32%	22%	29%
Tentative Room Nights	19,235	14,629	9,681	10,865	3,038	7,994	2,547	3,601	15,213	18,870	7,987	1,613	115,273

Greater Palm Springs 2020 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	29	21	21	17	11	8	4	4	11	23	9	3	161
Pace Targets	25	22	16	12	11	8	6	3	8	12	8	3	134
Variance	4	(1)	5	5	0	0	(2)	1	3	11	1	0	27
Consumption Benchmark	43	42	33	25	25	18	14	9	23	38	26	11	307
Pace Percentage	116%	95%	131%	142%	100%	100%	67%	133%	138%	192%	112%	100%	120%
Total Demand Events	88	89	63	55	34	26	15	11	27	49	19	6	482
Lost Events	59	68	42	38	23	18	11	7	16	26	10	3	321
Conversion Percentage	33%	24%	33%	31%	32%	31%	27%	36%	41%	47%	47%	50%	33%
Tentative Events	32	32	27	19	8	11	7	4	16	17	7	3	183



Greater Palm Springs 2021	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	17,918	22,148	12,910	6,776	6,160	6,267	3,095	2,570	6,155	12,147	5,630	3,570	105,346
Pace Targets	14,240	11,623	12,749	7,264	6,749	3,849	3,266	1,243	5,278	7,657	6,827	2,487	83,232
Variance	3,678	10,525	161	(488)	(589)	2,418	(171)	1,327	877	4,490	(1,197)	1,083	22,114
Consumption Benchmark	27,853	23,628	27,822	16,363	15,717	9,375	8,342	3,294	14,704	22,356	20,901	8,047	198,402
Pace Percentage	126%	191%	101%	93%	91%	163%	95%	207%	117%	159%	82%	144%	127%
Total Demand Room Nights	41,029	45,791	33,089	39,450	19,179	11,578	30,168	7,995	26,488	37,909	16,581	3,570	312,827
Lost Room Nights	23,111	23,643	20,179	32,674	13,019	5,311	27,073	5,425	20,333	25,762	10,951	0	207,481
Conversion Percentage	44%	48%	39%	17%	32%	54%	10%	32%	23%	32%	34%	100%	34%
Tentative Room Nights	18,167	24,992	10,801	8,697	12,589	12,494	660	2,450	10,965	15,922	2,282	900	120,919

Greater Palm Springs 2021 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	14	16	6	6	5	5	3	2	5	6	4	2	74
Pace Targets	12	11	8	6	5	4	3	2	4	6	4	2	67
Variance	2	5	(2)	0	0	1	0	0	1	0	0	0	7
Consumption Benchmark	43	42	33	25	25	18	14	9	23	38	26	11	307
Pace Percentage	117%	145%	75%	100%	100%	125%	100%	100%	125%	100%	100%	100%	110%
Total Demand Events	28	31	21	28	12	11	13	6	15	19	11	2	197
Lost Events	14	15	15	22	7	6	10	4	10	13	7	0	123
Conversion Percentage	50%	52%	29%	21%	42%	45%	23%	33%	33%	32%	36%	100%	38%
Tentative Events	15	16	11	13	9	8	1	1	8	11	2	1	96



JUNE 2019
BOARD REPORT

DESTINATION SERVICES

DESTINATION SERVICES

In support of the CVB sales teams, Destination Services has had the opportunity to assist with 36 site visits and plan 17 client events during the reporting period. Additionally, 198 partners have been referred to meeting planners to assist with their in-destination needs.

Recap: March to May

The Destination Services team planned and organized 12 programs encompassing 17 events and activities including 1 FAM, 2 conference sponsorships, 1 reverse trade show, 1 trade show and 12 client events. In addition, the team:

- Fulfilled 5 Convention Sales client requests resulting in 198 CVB Partner referrals
- Assisted a total of 9 Convention Sales clients with their service requests/fulfillments
- Organized 36 site visits representing 18,624 room nights and 5,432 attendees

Highlights

Large events that were executed by the department include:

- BNP Baribas FAM (March 11-13)
- CalSAE Elevate Conference Sponsorship (April 28 – May 1)
- Cal Cup Conference Sponsorship (April 29 – May 3)
- Restaurant Week Media Preview (May 29)

Upcoming: June to August

The Department projects the following program management:

- Total of 12 programs encompassing 25 events
- Currently, 17 pending site visits May through July

Note: Most site visits book relatively short term, so the above numbers will likely increase in the coming months.

If you have any questions about Destination Services, please contact:

Jill Philbrook, Director of Destination Services

jphilbrook@gpscvb.com | 760.969.1341

DC Client Event



DC Client Event



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TRAVEL INDUSTRY SALES

TRAVEL INDUSTRY SALES

Key initiatives this month for the Travel Industry Sales team included successfully hosting the 16th annual **California Cup** exposing Greater Palm Springs to presidents, CEO and agency owners from several international markets.

Our first time attending the **WestJet travel expo** placed us front and center with a large collection of reservation staff across Western Canada. The CVB's international offices conducted several beneficial meetings with key product managers while also training front-line staff.

The **DER Campus Live conference** in San Diego provided the CVB an opportunity to train almost 200 top-producing, German-based travel agents on Greater Palm Springs. Finally, it was wonderful to welcome our new China representative, Ophelia Yao, to the destination for a personal experience. Ophelia recently replaced Cherrie Yang as our key contact.

— TIS Activities & Programs

Market Activity				
	Monthly	YTD	Team Goal	% of Goal
Client Reach	1586	3967	8,800	45.00%
In-Market Activations	1	2	15	Organized in-market campaign, event or experience enabling GPS CVB to bring brand awareness directly to the travel trade.
Marketing Campaigns Co-Ops	1	15	35	Coordinated marketing and / or social media campaigns with the travel trade, including Online Travel Agencies promoting the destination.
Trade Shows Sales Missions	4	15	100	Attend events and organized sales missions promoting the destination to the travel trade.
FAMS, Site Visits & Client Meetings	3	13		Organized and hosted FAMS, sites and client meetings in the destination.
Webinars, Trainings & Workshops	9	35		Presentations conducted at call centers, live webinars or hosted workshops that include multiple sessions of trainings and PowerPoint.
Total	18	80	150	

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CVB Canada/WestJet Sales Mission | Canada

The CVB traveled to Canada and partnered with WestJet in their annual travel trade expos. The mission gave participating partners the chance to present their company's information to key reservation and product staff with WestJet Vacations. Expos were held in Vancouver, Langley, Edmonton, and Calgary. Total client reach: 612

California Cup | United States

The CVB hosted the 16th annual California Cup, an invitation-only event attracting senior-level decision makers from from the global travel trade. This year's event included 57 clients from 8 key international markets, 45 California industry suppliers and representatives from Visit California's headquarters in Sacramento, as well as offices in the UK, Germany, France and South Korea. The event also raised over \$10,000 for local charity Desert Arc.

GTM West | United States

The CVB met with 52 clients during GTM West, which is an elite appointment-only event that connects the most influential travel advisors in North America with global travel suppliers in face-to-face meetings and boardroom sessions. This boutique-style event provides a professional platform for the best sellers in the industry, encouraging them to expand their supplier portfolio and grow their global book of business. The CVB and Sands Hotel & Spa co-hosted an Oasis Lounge during registration. There were 63 advisors who took part in the Oasis Lounge, which featured chair massages, a signature cocktail and a character artist.

TTG London-Luxury Training | United Kingdom

Our office in the UK attended the TTG Luxpo training day at The Langham to network with key travel trade individuals. Our office had one-to-one meetings with 31 travel agents.

DER Touristik FAM | Germany

The CVB worked with our office in Germany and Lufthansa Airlines to host 26 top-selling travel agents from major offices throughout Germany. The FAM focused on outdoor adventure. Partner participation included Hyatt Palm Springs; The Ritz-Carlton, Rancho Mirage; Joshua Tree National Park; Joshua Tree Saloon; The Westin Mission Hills Golf Resort & Spa; Ace Hotel & Swim Club; Palm Springs Aerial Tramway; and Palm Springs Windmill Tours.

Travel Bulletin – Dorking | United Kingdom

The CVB office in the UK attended the Travel Bulletin Train & Gain day in Dorking. The event centered on connecting with the homemaker travel community. The event gave attendees an opportunity to increase their knowledge of Greater Palm Springs with 34 travel professionals in attendance.

DER Campus Live FAM | Germany

Campus Live is an annual event conducted by Germany's largest tour operator, DER Touristik, to educate top German-based travel agents. San Diego hosted this year's event. The CVB co-sponsored a breakfast, which provided an opportunity to make a presentation to attendees. In addition, the CVB participated in the round-table educational day meetings, with 165 attendees conducting destination training.

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Club CA | China

Club California China is an interactive educational forum designed to motivate Chinese tour operators to develop California tour product. The forum includes featured destinations, and Greater Palm Springs was showcased in presentations to twelve top Wuhan, China-based tour operators.

Ophelia Yao-Aviareps Site Visit | China

The CVB's new representative from our office in China visited Greater Palm Springs prior to participating in IPW for destination training. Partner participation included Ace Hotel & Swim Club; The Ritz-Carlton, Rancho Mirage; Desert Adventures Red Jeep Tour & Events; Joshua Tree National Park; Pappy & Harriet's; and Palm Springs Aerial Tramway.

Club CA | Australia

The CVB's Australia office participated in the first Visit California Club California Australia. Two hundred front-line travel agents attended a destination update, followed by a screening of the newly released film *Aladdin*. The objective of the evening was to educate agents on the depth and diversity of the state and leverage excitement around a popular film release with a California tie-in.

Irene Lee - Aviareps Korea Site Visit | Korea

Aviareps South Korea Managing Director Irene Lee visited Greater Palm Springs prior to participating in IPW to gain a deeper understanding of our destination. Partner participation included: La Quinta Resort & Club and PGA WEST.

Black Diamond Meetings and Trainings | United Kingdom

The CVB's UK office had meetings and trainings with 91 agents for the month of May. Discussions included marketing opportunities and increasing their knowledge of the destination. Companies included American Sky, British Airways Holidays, Abercrombie & Kent, Hayes & Jarvis, Table Talk Media and Virgin Holidays

Gate 7 Meetings and Trainings | Australia

The CVB's office in Australia had meetings and trainings with 33 travel professionals. Companies included, Two Palms, Trip.com. Discussions included updates on the destination, marketing and possibility hosting a webinar for their agent portal in Australia.

Aviareps Meetings and Trainings | China

The CVB's office in China met with 173 travel representatives from Brand USA Hangzhou training, Ctrip, and America International Services. Representatives consisted of wholesalers, OTA's, meeting planners and tailor-made tour operators. Discussions and training focused on outdoor activities, luxury hotels, and videos on GPS.

MSI Meetings and Trainings | Germany

The CVB's office in Germany had meetings with 14 managers from key accounts: America Unlimited, Canusa, Faszination Fernweh, CRD, Visit USA Germany, FTI, Knecht Reisen, Flamingo Fernreisen, Trans America Reisen and Holidaypirates.com. Discussions included marketing opportunities and updates on the destination.

MNo Meetings and Trainings | France

The CVB's office in France had trainings and meetings with 18 travel industry sales professionals. Our office focused family, luxury, and golf including outdoor adventure. Companies included Travelzoo, Visit USA France, Worldia, Le Cercle des Vacances, Lastminute.com, Macadam Spirit, Smile Angels, Travel Golf Prestige, Terres Lointaines and Sensations du Monde.

If you have any questions about Travel Industry Sales, please contact:
Gary Orfield, Director of Travel Industry Sales
gorfield@gpscvc.com | 760.969.1335

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BOARD REPORT

PARTNERSHIP & CTA

PARTNERSHIP & CTA

Partner engagement and awareness are the primary focus for 2019. The Partnership team is producing educational programming, unique networking opportunities, informative communications and events that highlight local tourism partners. The [Greater Palm Springs Tourism Ambassador](#) program continues to see strong participation from the local community.

May 2019 Partnership Highlights

- Partner referrals processed: 157
- New Partners welcomed: 2 (Enchanted Memories and Desert Serenity Float)
- Current Active Partners: 470
- Partner Events: 2, with 335 Partners attending

Greater Palm Springs Restaurant Week Kickoff

The Greater Palm Springs Restaurant Week kickoff event took place Wednesday, May 29 at The Ritz-Carlton, Rancho Mirage. Participating restaurants, who served up tastes of their restaurant week menus, included:

- [360 Sports](#)
- [AC3 Restaurant + Bar](#)
- [Babe's Bar-B-Que & Brewery](#)
- [Catalan Mediterranean Cuisine](#)
- [Citrus & Palm Restaurant](#)
- [Solano's West Coast Bistro](#)
- [State Fare Bar + Kitchen](#)
- [Grand Central Palm Springs](#)
- [Lulu California Bistro](#)

Meet and See: Villa Royale



First Bite at Greater Palm Springs Restaurant Week



Presenting sponsors Agua Caliente Casinos provided a popular signature cocktail. Chef Bruno of The Ritz-Carlton, Rancho Mirage demonstrated how to make ceviche. He, General Manager Kelly Steward, and CVB President & CEO Scott White officially kicked off Greater Palm Springs Restaurant Week with the first bite. Other participating sponsors included Sysco and Cambria.

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Greater Palm Springs Restaurant Week Kickoff



— May 2019 Community Events

The CVB Partnership team attended the following events in May:

Desert Hot Springs

- GCVCC - Desert Hot Springs State of the City Luncheon / Desert Health & Wellness Center

Palm Springs

- Wedding Warriors Mixer / My Little Bridal Boutique
- Palm Springs Chamber - Fire & Police Appreciation Luncheon / Palm Springs Convention Center
- Evening Under the Stars - AAP & Food Samaritans / O'Donnell Golf Club
- Annual Chamber of Commerce Joint Mixer / Palm Springs Air Museum
- Desert Business Association Mixer / Stonewall Gardens
- PSHA Luncheon / Kimpton Rowan Palm Springs
- DBA Business & Community Awards Dinner / Saguario Hotel Palm Springs

Rancho Mirage

- Babe's Latin BBQ Fusion Summer Menu Tasting / Babe's Bar-B Que & Brewhouse
- CDMOD Chocolate Soiree Fund Raiser / Pirch
- United Way Gala - Disco Ball / The Westin Mission Hills Golf Resort & Spa
- Business Education Summit & ThinkTank (BEST) / Agua Caliente Resort Casino Spa Rancho Mirage
- Palm Springs Life - Women Who Lead Luncheon / The Ritz-Carlton, Rancho Mirage
- Palm Springs and Rancho Mirage Joint Chamber Mixer / Bernie's Restaurant

Submit Summer Chill Deals

We invite you to submit Summer Chill Deals (it's free to do so) via our Partners' [Submit a Chill Deal website page](#). If you have any questions, please call or email Davis Meyer; her contact information is below.



TOURISM AMBASSADOR GREATER PALM SPRINGS

The **Greater Palm Springs Tourism Ambassador** program held 3 CTA enrollment classes in May, including one in partnership with the Palm Desert Area Chamber of Commerce's Business Education Summit & ThinkTank. The program has certified 121 CTAs to date. In addition to the ongoing Partner freebies and discounts offered on CTANetwork.com, CTAs were offered the opportunity to attend the Greater Palm Springs Restaurant Week kickoff event.

Erica Abarca was recently promoted to Partnership Manager and will be responsible for managing the Greater Palm Springs Tourism Ambassador program. Survey responses from class participants remain strong, with over 94% rating the program excellent or very good.

Submit Special Offers Exclusively for CTAs

Reach our CTAs directly with offers that will entice them to experience your attraction, restaurant or property firsthand. [Submit your special offer here.](#)

Interested in becoming a CTA? Here's more information <https://www.visitgreaterpalmsprings.com/gps-cta-program/>.

If you have any questions, please contact CTA Program Manager Erica Abarca at 760-969-1322 or eabarca@gpscvb.com.



The Greater Palm Springs Tourism Foundation was established in 2018 with a dynamic mission to enrich and elevate tourism in the region. The Foundation supports and initiates diverse programming related to the hospitality, convention and tourism industries with funds raised from the general public and other sources. Initiatives encompass providing education and leadership training, college scholarships, volunteer and mentor development, special event promotion and cultural enhancement.

May 2019 Tourism Foundation Highlights

The Greater Palm Springs Tourism Foundation continued the CVB's tradition of awarding scholarships to deserving high school students from the Coachella Valley High School Hospitality Academy at the 2019 Oasis Awards. The Foundation was able to raise \$9,000 to award 6 students \$1,500 each toward their college education expenses.

The Foundation has also received \$170 to date through its partnership with Lifestream. Donors wishing to contribute to the Tourism Foundation through their Lifestream blood or platelet donation can use the code 9MTS.

The Tourism Foundation also has a partnership with CVSpin for the Tour De Palm Springs, which has contributed \$310 to the Foundation.

If you have any questions, please contact Chief Development Officer Bob Thibault at 760-969-1339 or bthibault@gpscvb.com.

If you have any questions about Partnership, please contact:
Davis Meyer, Partnership Manager
dmeyer@gpscvb.com | 760.969.1360



JUNE 2019
BOARD REPORT

DESTINATION MARKETING

MARKETING

During this reporting period, the destination's advertising efforts generated **19 million digital impressions**, **33 million out-of-home impressions**, and **4 billion television impressions** with 125,221 television spots. See specific details below; all data is for the month of May unless otherwise noted.

— Digital

TripAdvisor

Advertising on [TripAdvisor](#) generated **394K impressions** and **640 clicks**. This campaign has generated a click-through rate of .16% (compared to TripAdvisor average of .10%). Since July 2018, Arrivalist data reports this campaign attributed to 3,388 actual arrivals in Greater Palm Springs and a 1.09 arrival per million (above the .30 Arrivalist APM benchmark). For the month of May, Adara data reports this campaign has attributed to **545 hotel bookings** and **98 flight bookings**.

Expedia

The destination's [Expedia](#) campaign generated **1.7M impressions** and **903 clicks** on Expedia, Orbitz, Travelocity, Cheap Tickets and Hotels.com. The campaign included a landing page targeting key fly markets with information on flights to PSP. As a result of this campaign, Expedia reports **16.9K hotel room nights generated** and **2,500 air tickets** booked. The return on ad spend for this campaign is very high at \$173 to \$1. The destination is up 11.9% in hotel room nights and up 7.7% in air tickets YOY.

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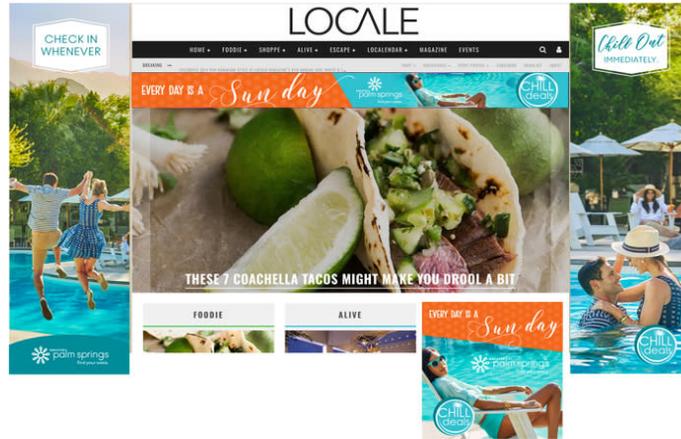
Archive

Travelzoo

The Greater Palm Springs destination **Travelzoo** campaign generated **13.5M impressions** and **26K clicks**, with the GPS destination landing page on Travelzoo delivering **42K page views**. GPS was included in a Top 20 email that went out to 7M members as added value. In addition, a GPS standalone email also went out to 1.7M subscribers in target summer markets. The Travelzoo landing page features 9 Partner offers, including Colony Palms Hotel, Desert Adventures Red Jeep Tours, Doubletree by Hilton Hotel Golf Resort Palm Springs, Hyatt Regency Indian Wells Resort & Spa, JW Marriott Desert Springs Resort & Spa, Renaissance Indian Wells Resort & Spa, Saguaro Palm Springs, Social Cycle and The Westin Mission Hills Golf Resort & Spa. Adara reports **423 hotel bookings** and **125 flight bookings** as a result of people viewing the Travelzoo campaign.

Locale

Locale reports **288,584 impressions** generated. This campaign targets Southern California through web editorials on Locale.com, including 36 custom articles optimized for Google search positions. Adara reports that the banner ad campaign has contributed to 22 hotel bookings and 6 flight bookings. Google Analytics show strong engagement stats on the articles with 7:42 average time spent on the Greater Palm Springs site and a low 28.29% bounce rate.



Weather.com

The Weather Channel reports **481,363 impressions** and **6,103 clicks**. This campaign targets viewers in summer markets with a combination of weather triggers to automate media delivery to users who are experiencing cold and cloudy weather.



Pandora

In May, the destination launched its first streaming audio campaign with Pandora, which generated **997k impressions** and **354 clicks**. The campaign includes mobile video and mobile display, along with connected home audio and added value banner ads. Listeners interact with Greater Palm Springs ads in order to activate premium user functions, such as skip and song search.



Edge Media

Targeting LGBT travelers, the Edge Media campaign generated **835K impressions** and **482 clicks** during the month. The campaign includes banner advertising on the Edge Media Network website along with native articles throughout the year.



— Television

Markets targeted: Los Angeles, San Diego, Phoenix, Las Vegas, San Francisco.

The **Summer TV Co-ops** launched in May, featuring the City of La Quinta, Restaurant Week, Hyatt Regency Indian Wells Resort & Spa, La Quinta Resort and Club, Omni Rancho Las Palmas, Riviera Palm Springs, The Westin Mission Hills Golf Resort & Spa, Agua Caliente Resort Casino Spa Rancho Mirage, Doubletree by Hilton Hotel Golf Resort Palm Spring, Hotel Paseo, The Ritz-Carlton Rancho Mirage, and Palm Springs Bureau of Tourism. The campaign included custom Partner commercials that aired on **KTLA (Los Angeles)** and on cable television in Los Angeles, San Diego, Phoenix, Las Vegas and San Francisco.

Television garnered **over 4 billion television impressions** with 125,221 television spots. Of those impressions, 1.8B were from KTLA with 2,276 spots. Total television impressions include streaming TV on Spectrum, Cox and Comcast, ABC, NBC, CBS, Fox and HBO GO smart TV apps.

— Billboard

Destination-branded digital billboards ran in LA and San Diego, and the CVB also promoted Greater Palm Springs Restaurant Week. Overall, digital billboard marketing efforts generated **32.5 million impressions** for Greater Palm Springs.



— Print

A 2-page spread in Westways was **distributed to 500,000 AAA subscribers** in Southern California who have a propensity to travel.



— Airline

In addition to partnering with major airlines to reach fly market travelers, the media plan also includes tactics to reach planners, financiers and strategists in the airline industry. These airline efforts included *Airline Weekly*, *American Airlines* magazine, *WestJet* magazine and *Alaska Airlines* magazine, which in total garnered **32 million impressions**.



See your revenues go up.

PSP has the highest domestic fares in CA and over 13 million visitors a year.
Schedule flights to Greater Palm Springs and watch your profits soar.



visitgreaterps.com

— Meetings

The destination increased advertising efforts to reach meeting professionals in 2019. For May, advertising to this market included Connect, CVENT, MPI, PCMA, *CA Meetings & Events*, *Meetings Today*, *Meetings & Conventions*, *Smart Meetings* and *Successful Meetings*. These efforts garnered **332,091 impressions** and **1,531 clicks**.



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If you have any questions about Marketing, please contact:

Colleen Pace, Chief Marketing Officer
cpace@gpscvb.com | 760.969.1347

Dana Fury, Marketing Manager
dfury@gpscvb.com | 760.969.1345



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DIGITAL ANALYTICS

Digital Analytics

Digital Marketing is continuing to optimize digital promotion of the destination through online channels. The focus for the CVB website remains on creating a more engaging user experience while emphasizing key areas including **Chill Deals** and the **events calendar**. The CVB is continuing to contract with travel data providers to measure the impact of digital marketing campaigns on hotel and air bookings, as well as actual visitation.

Members of the Digital Marketing team attended the Simpleview Summit in Phoenix, AZ, May 12-22. During this DMO conference, the CVB and Simpleview co-presented a workshop on improving website experiences by using dynamic content. The session focused on how the CVB is using dynamic content placements to increase engagement and conversion KPIs in campaigns such as the CVB's Fall Air Service campaign. The CVB website was also highlighted as a use case for four digital marketing sessions on topics including user-generated content, event marketing and interactive maps.

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— Website

The CVB website performed well in May, with overall increase in users, sessions, pageviews and session duration year-over-year. The website continues to pace well for 2019 session and pageview goals.

Users	Sessions	Pageviews	Pages/Session	Session Duration	Bounce Rate
200,675	263,676	537,233	2.04	2:44	46.33%

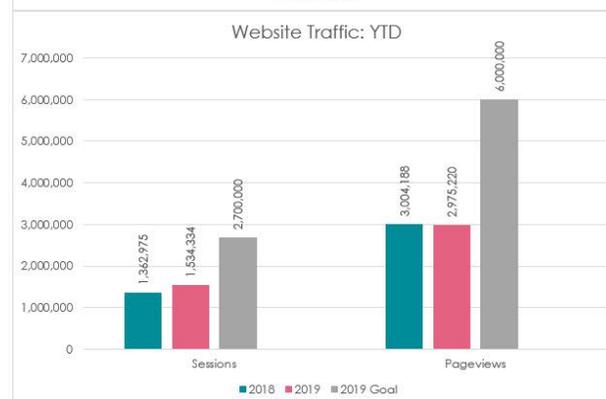
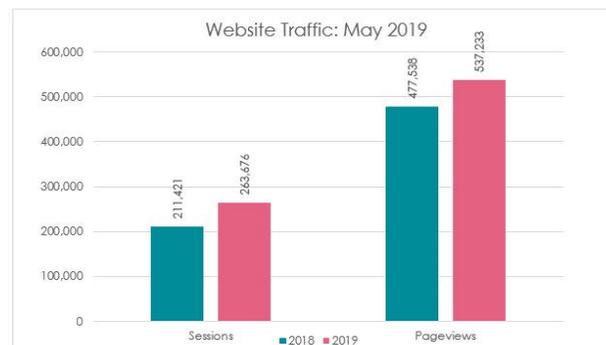
Over the next month, the CVB will work with its web developer and digital marketing agency Simpleview to continue to optimize the website for engagement goals including session duration, pages per session and bounce rate.

Top-5 Pages Visited in May

1. [/play/things-to-do/](#)
2. [/eat-and-drink/restaurant-week](#)
3. [/events/](#)
4. [/chill-deals/](#)
5. [/blog/post/30-free-things-to-do-in-greater-palm-springs](#)

Top 5 Chill Deals by Pageviews

1. [\\$99 Stay & Splash – Omni Las Palmas Resort & Spa](#)
2. [\\$250 Spa Credit – Parker Palm Springs](#)
3. [\\$100 Resort Credit – Hotel Paseo](#)
4. [\\$250 Dining Credit – Parker Palm Springs](#)
5. [3rd Night Free – Riviera Palm Springs](#)



— Email

The CVB sends monthly newsletters to its consumer databases. Currently, there are two email campaigns: a general consumer newsletter and a dining-focused newsletter (dineGPS). In summer 2019, the CVB will contract with Simpleview for managed marketing automation service, which will enable the CVB to send more personalized and targeted emails based on user interest and behavior.

May 2019	Consumer Newsletter	dineGPS Newsletter
Recipients	6,546	6,906
Open Rate	26.64%	11.48%
Clickthrough Rate	5.81%	2.21%

— Travel Data



	Exposures	Arrivals	APM
TripAdvisor	395,306	427	1.08
Website	521,801	758	1.45
Total	917,107	1,185	1.29

Arrivalist tracks users arriving in destination after exposure to our TripAdvisor campaign or website. Arrivalist continues to outperform the industry benchmark of .30 arrivals per thousand exposures.



Digital Media Impact

Month	Bookings	Total Nights	Stay Length	ADR	Revenue
March	986	2,070	2.1	\$249.15	\$515,787.03

Website Impact

Month	Bookings	Total Nights	Stay Length	ADR	Revenue
March	460	1,056	2.3	\$233.93	\$245,977

Adara tracks hotel bookings for up to 60 days after exposure to the CVB's digital media or website. For the month of March, hotel bookings, ADR and revenue were up compared to January and February.

If you have any questions about Digital Marketing, please contact:
 Marissa Willman, Director of Digital Marketing | mwillman@gpscvc.com | 760.969.1348



Social Media

In May, the CVB participated in US Travel's National Travel and Tourism Week. This year's theme was why "Travel Matters." To keep in line with the theme, the CVB published graphics with key tourism stats from Greater Palm Springs on Twitter.

- HOME
- June 2019 ▾
- Archive ▾



The end of May saw the launch of co-op videos on the CVB's YouTube channel as well as the start of the summer Chill Deals campaign. Numbers will be reported in June, since each of these campaigns only ran a few days in May.

Top posts for the month included a variety of content types: Images, videos and GIFs. This creates a more interesting experience for CVB followers, showing them new ways to engage with the accounts.

The CVB and its social media agency, Sparkloft, produced content for two summer influencer campaigns to increase awareness of the destination as well as drive visitors to the [Chill Deals landing page](#) in target markets. Five influencers came into the destination for the production to capture assets.

— Summer Campaigns

The CHILLspiration **summer awareness campaign** will contain long-form videos, short-form videos and images distributed throughout **YouTube, Facebook, Instagram** and Instagram Stories. Three social media influencers will also be distributing content on their channels for this campaign. The campaign will launch in June and be posted organically throughout the summer months as well as promoted on Facebook and Instagram.

The CVB launched the summer **Chill Deals campaign** at the end of May. Three content pieces have been released, and they will continue to be posted organically each week through the summer. These pieces are also being promoted through Instagram Stories and will retarget the audiences exposed to the CHILLspiration campaign to offer another touchpoint of the CVB's destination marketing. The two Los Angeles based influencers involved in the creative assets of this campaign have also distributed content pieces on their individual channels.



In May, Greater Palm Springs Restaurant Week was a success on social media. A thorough strategy across channels led to a boost in numbers. Social media promotion of Greater Palm Springs Restaurant Week garnered over 730,000 impressions, 130,000 of those coming from three influencers (@archela, @whatrobineats and @foodieonfleeck,), who were in the destination during the event. This year, the CVB launched a promotion in May to bring awareness to and excite the audience ahead of the event, working with those three influencers to promote it on their Instagram channels two weeks prior to Restaurant Week as well.



In May, we also saw an increase of nearly 300 followers on Instagram, which is attributed to the [sweepstakes](#) and influencer takeovers.

— Social Media Outreach in China

The CVB gained over 3,500 new Weibo followers in May, with over 1.6 million reads on the 54 posts to the Greater Palm Springs account.

June will see the launch of the “What Is your Greater Palm Springs Color?” campaign. Leveraging the rich offerings of unique colors in the oasis, this campaign will deliver the message to a social audience and establish an initial follower base and awareness of the destination.

The CVB continues to be in conversation with its China agency, Mailman, in regard to China’s travel alert of the US. So far, there have not been changes in sentiment by followers of CVB-owned social media channels in China. The CVB will continue to create a welcoming message to the Chinese target audience.



@VisitGreaterPS

 facebook.	Fans	Impressions	Video Views	Website Clicks	Engagement
2019 Incremental Year-to-Date	10,638	4,306,135	987,057	45,510	33,362
2019 Incremental Goal	19,436	9.3M	1.3M	80,000	80,000
2019 Goal	370,000	9.3M	1.3M	80,000	80,000
% Towards Goal	54.73%	46.30%	75.93%	56.89%	41.70%

 Instagram	Fans	Impressions	Video Views	Engagement
2019 Incremental Year-to-Date	2,415	2,733,264	179,063	191,264
2019 Incremental Goal	5,101	6.2M	1M	500,000
2019 Goal	25,000	6.2M	1M	500,000
% Towards Goal	47.34%	44.08%	17.91%	38.25%

 twitter	Fans	Impressions	Video Views	Website Clicks	Engagements
2019 Incremental Year-to-Date	1,691	2,017,761	278,083	23,797	12,653
2019 Incremental Goal	3,467	5M	500,000	22,000	20,000
2019 Goal	45,000	5M	500,000	22,000	20,000
% Towards Goal	48.77%	40.36%	55.62%	108.17%	63.27%

 YouTube	Subscribers	Video Views
2019 Incremental Year-to-Date	1,313	2,484,796
2019 Incremental Goal	500	6.5M
2019 Goal	3,302	6.5M
% Towards Goal	117.05%	38.23%

@dineGPS

 facebook	Fans	Impressions	Video Views	Website Clicks	Engagement
2019 Incremental Year-to-Date	3,338	2,009,704	366,735	6,765	18,484
2019 Incremental Goal	1,940	400K	200K	20K	7K
2019 Goal	10K	400K	200K	20K	7K
% Towards Goal	172.06%	502.43%	183.37%	33.83%	264.06%
Stretch Goal		1.5M	500K		50K

 Instagram	Fans	Impressions	Video Views	Engagement
2019 Incremental Year-to-Date	461	484,322	55,791	27,847
2019 Incremental Goal	511	150K	10K	4K
2019 Goal	1,500	150K	10K	4K
% Towards Goal	90.22%	322.88%	557.91%	696.18%

 twitter	Fans	Impressions	Engagements
2019 Incremental Year-to-Date	198	727,164	4451
2019 Incremental Goal	693	300K	500
2019 Goal	3,500	300K	500
% Towards Goal	28.57%	242.39%	890.20%

If you have any questions about CVB Social Media, please contact:
Krystal Kusmieruk, Digital Marketing Manager | kkusmieruk@gpscvb.com | 760.969.1337

JUNE 2019
BOARD REPORT

COMMUNICATIONS

Communications

To keep Greater Palm Springs top of mind with media this summer, the Communications team focused outreach efforts on the region's summer offerings—specifically Restaurant Week 2019, Chill Deals and What's New After Summer.

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2019 Media Value

The Barcelona Principles

January

405

February

324

March

432

April

446

May

716

2019 YTD

2,323

2019 POINTS GOAL

3,650

MEDIA ASSISTS

598

TRACKING

Ad Value

\$9,671,864

Circulation/Impressions

912,370,105

Total Number of Articles

321

— Highlights

The CVB arranged for 83 journalists to experience Greater Palm Springs in May 2019, with coverage angles focusing on **Outdoor Adventure**, from luxury men's getaways to an updated Greater Palm Springs section in one of Germany's most popular print travel guide books.

Sharing how and why Greater Palm Springs leads the way in **Health and Wellness**, the CVB attended the Wellness Tourism Association (WTA) meeting in Tucson May 28-31.

To support the **Arts & Culture** pillar through gastronomy, the CVB also spent May promoting the 13th annual Restaurant Week to local and regional media. The CVB hosted a media event in Los Angeles showcasing local restaurant recipes, a media preview at The Ritz Carlton Rancho Mirage as well as a Restaurant Week 'Blitz' where So Cal journalists and influencers traveled throughout GPS sampling various Restaurant Week menus.

Moving forward, the CVB is already pitching **Summer Chill Deals** as well as events and openings taking place Fall/Winter 2019 and Spring 2020.

— Featured Content



Greater Palm Springs hosted Alexis Chenu, in the feature "California Dreamin', voyage au coeur de l'Ouest américain avec Selectour". Chenu explores our destination, taking a look at our destination's rich history. Partners mentioned in this coverage include **Hyatt Regency Indian Wells, Sands Hotel & Spa, as well as all nine cities.**

Date: May, 2019
Ad Value: \$94,600
Barcelona Score: 6

Journalist Barry Stone celebrating all things Mid-Century in his article for CEO Magazine "An Ode to Mid-Century Style". Focusing on our arts + culture pillar, Stone features a number of partners including **Modernism Week, Monkey Tree Hotel, Del Marcos** and more.

Date: May, 2019
Ad Value: \$17,990
Barcelona Score: 9



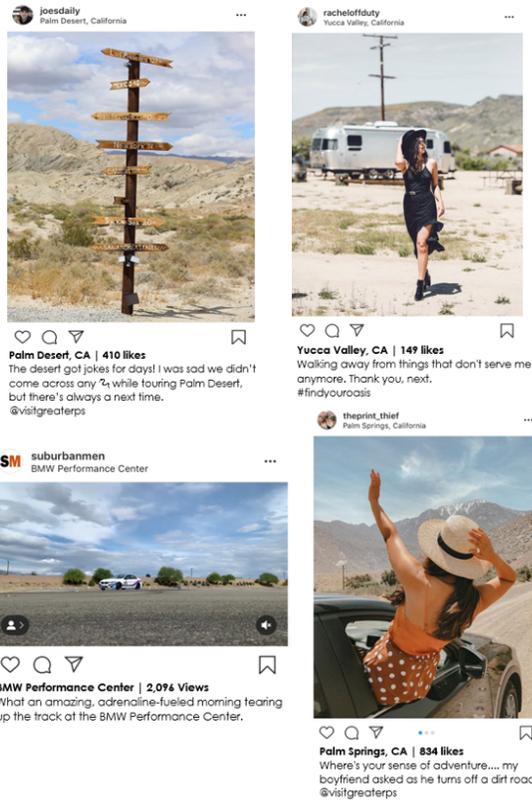
**AN ODE TO
MID-CENTURY STYLE**



— Social Media Coverage

The CVB stays on top of the latest social media and digital developments to attract travelers to our destination. We research, share ideas and interact daily on our social channels to inspire visiting print and online media, digital influencers and FAM groups to post social media content. In addition to the CVB's social media tags, we ask that CVB Partner social media handles and hashtags be utilized during the destination visit. The hashtags are:

#VisitGPS #dineGPS #findyouroasis



— Media Event Updates

IPW, the leading international travel trade show, came to Anaheim, California, June 1-5. In addition to more than 50 one-on-one meetings with both domestic and international journalists, the Communications team hosted a number of pre and post individual and group media familiarization tours, including one with the Travel Industry Sales team.

From June 10-13, Greater Palm Springs welcomed the **Society of American Travel Writers (SATW)** 2019 Eastern Chapter Meeting at Hotel Paseo. Going beyond professional development opportunities and networking for active journalists and associates, attendees will take part in local destination experiences. The team will also be leading journalists on a pre and post conference tours.

The team attended the **Public Relations Society of America (PRSA)** annual Travel and Tourism Conference in Philadelphia June 16-19. This industry conference provides opportunities to meet with top-tier journalists, gain insight on emerging trends and best practices and network with fellow peers.

In July the CVB will travel across the pond to take part in **Visit California's U.K. & Ireland Media Mission**, connecting Greater Palm Springs with key media in these established markets. The team will travel to Dublin, Edinburgh, Glasgow, and London July 14-19.

If you have any questions about Communications and Media/PR, please contact:
Greater Palm Springs Communications Team | media@gpscvb.com



Film Oasis

Zone 1 FAM

In May we welcomed four Los Angeles-based location scouts to discover film locations in Desert Hot Springs, Palm Springs, Cathedral City and Rancho Mirage in partnership with the Riverside County Film Commission. The group was surprised by the variety of locations available in Greater Palm Springs and two have already referred productions to the area.

[HOME](#)

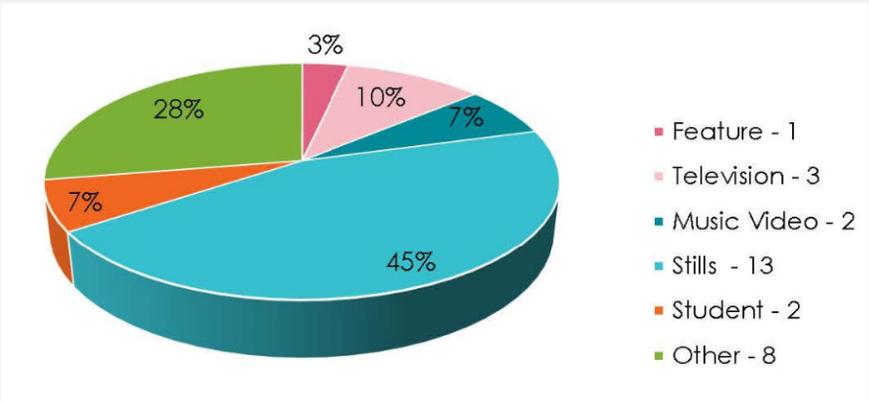
[June 2019](#) ▼

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April 2019 Production Report

In April our area had 29 productions that resulted in a minimum of 31 overnight stays. Productions ranged from "Real Housewives of Orange County" to shoots for major brands like Zara.



Upcoming

Film Oasis had a booth at ShortFest this year to interact with filmmakers and share Greater Palm Springs location info, and the team will be putting together a one-day mini-FAM for filmmakers post-festival.

If you have any questions about Film Oasis, please contact:
Michelle Rodriguez | mrodriguez@gpscvb.com



JUNE 2019
BOARD REPORT

DESTINATION DEVELOPMENT

Destination Development

In May, the Destination Development team continued to work on the DestinationNEXT survey to ensure that the efforts of the CVB, our Partners and the nine cities are in alignment. CVB Partners, Board Members, government and elected staff, civic organizations, meeting and travel professionals, Greater Palm Springs Certified Tourism Ambassadors and CVB staff completed a total of 483 surveys. Paul Quimet, with NEXTFactor Enterprise Inc., will present the survey results at the CVB Board Meeting on June 28.

The team also rolled out Restaurant Week 2019 (May 31–June 9), kicking off the event at The Ritz-Carlton, Rancho Mirage on Wednesday, May 29. A record number of 121 restaurants participated in Restaurant Week this year.

In support of air service development, the CVB attended the Jumpstart annual Air Service Development conference in Nashville, Tennessee, along with Alevelon Pacific. We met with 13 airlines: seven that currently service the airport and six that are exploring potential service at PSP.

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— Greater Palm Springs Destination Assessment

The CVB has contracted DestinationNEXT to survey our tourism, government, education and business Partners in Greater Palm Springs. The goal of the survey is to determine if there are any gaps, key issues and opportunities for potential products, amenities, education, programming and experiences that would benefit the Greater Palm Springs tourism industry and grow the local economy.



The study covers 20 topics in 5 sections with a max number of 184 questions per survey. The questions are specific to Greater Palm Springs as a destination as well as to each of the 9 cities.

There were 483 people who completed the survey.

Organizations	Surveys
CVB Partners	207
CVB Board Members	28
Government Elected and Staff	71
Civic Organizations	32
Meeting Professionals	53
Travel Professionals	18
CTA	20
CVB Staff	54
Total	483

The Greater Palm Springs Restaurant Week kickoff event took place Wednesday, May 29 at The Ritz-Carlton, Rancho Mirage. Participating restaurants included [360 Sports](#), [AC3 Restaurant + Bar](#), [Babe's Bar-B-Que & Brewery](#), [Catalan Mediterranean Cuisine](#), [Citrus & Palm Restaurant](#), [Solano's West Coast Bistro](#), [State Fare Bar + Kitchen](#), [Grand Central Palm Springs](#) and [Lulu California Bistro](#). Agua Caliente Casinos were the presenting sponsors, and participating sponsors included Sysco and Cambria.

Greater Palm Springs Restaurant Week Kickoff



When comparing the first 10 days of Restaurant Week from 2018 to this year's 10-day event, Restaurant Week website sessions increased by 5.6% over the 2018 event to reach 48,740 sessions. There were 94,663 restaurant menu views. The top five areas where visitor sessions came from were Palm Desert (19.8%), Palm Springs (14.5%), San Diego (8.7%), Los Angeles (8.3%) and Indio (7.9%). Use of mobile devices accounted for more than half of all traffic at 52.8% of all visitors to the Restaurant Week site, followed by 32% desktop computers and 15.2% tablet.

Social Media promotion of Greater Palm Springs Restaurant Week garnered over 930,000 impressions, an impressive 383% increase from 2018. Facebook event responses also increased by 126% to 1,189 responses. Top markets of those who responded include Palm Springs, Palm Desert, Los Angeles and San Diego. New this year, the CVB ran a promotion prior to Restaurant Week for newsletter sign-ups resulting in over 2,500 new email subscribers.

The CVB brought three influencers into the destination to promote Restaurant Week. Their content accounted for 130,000 of the total impressions listed above. These three influencers each took over a day of the CVB's [dineGPS Instagram](#) account as well as posted on their own accounts for three days. Visual assets were also delivered from their visit to include in future promotions of dineGPS.

With the dineGPS campaign continuing throughout the year, our social channels have increased in followers since 2018. [dineGPS Facebook](#) has surpassed 11,000 followers, [dineGPS Instagram](#) over 1,400 and [dineGPS Twitter](#) over 3,200 followers.



The Greater Palm Springs Tourism Foundation was established in 2018 with a dynamic mission to enrich and elevate tourism in the region. The Foundation supports and initiates diverse programming related to the hospitality, convention and tourism industries with funds raised from the general public and other sources. Initiatives encompass providing education and leadership training, college scholarships, volunteer and mentor development, special event promotion and cultural enhancement.

May 2019 Tourism Foundation Highlights

The Greater Palm Springs Tourism Foundation continued the CVB's tradition of awarding scholarships at the 2019 Oasis Awards to deserving high school students from the Coachella Valley High School Hospitality Academy. The Foundation was able to raise \$9,000 to award 6 students \$1,500 each toward their college education expenses.

This year's are:

- Noemi Aguilar
- Luis Alvarado
- Adrian Garcia
- Ruben Leon
- Elizabeth Olivas
- Kasey Villarreal

Tourism Foundation Scholarship recipients



The Foundation has also received \$170 to date through its partnership with Lifestream. Donors wishing to contribute to the Tourism Foundation through their Lifestream blood or platelet donation can use the code 9MTS.

The Tourism Foundation also has a partnership with CVSpin for the Tour De Palm Springs, which has contributed \$310 to the Foundation. Participants can register using code 20CVB to have a portion of their registration contributed to the Tourism Foundation.

If you have any questions, please contact Chief Development Officer Bob Thibault at 760-969-1339 or bthibault@gpscvb.com.



May was another record month for Palm Springs International Airport. Total passengers are up 13.1% to 190,756. January through May, PSP is up 16.2% with total passengers of 1,495,856.

JumpStart 2019 Conference June 3-6, 2019

The annual Air Service Development conference (Jumpstart) took place in Nashville, Tennessee, June 3-6. Bob Thibault from the CVB, Oliver Lamb from Allevon Pacific Aviation Consulting (APAC), and Carrie Kelly, also from APAC, represented Palm Springs when meeting with 13 airlines: seven currently serving PSP and six that are exploring service in the future. The meetings with the airlines that currently serve PSP included Air Canada, Alaska, American, Delta, Flair, JetBlue, WestJet. The meetings with the airlines that do not currently have operations at PSP included Contour, Fly Louie, Hawaiian, JetSuite X, Southwest and Spirit. In addition to the 13 meetings, we visited United Airlines at their headquarters on May 7. The highlights of all 14 meetings are listed below.

Current Airlines at PSP

- **Air Canada:** Air Canada informed us they will not be returning to the Calgary (YYC) market this coming season. In lieu of the YYC exit, they will add frequencies to the Toronto (YYZ) market, increasing Toronto-Palm Springs to daily. Air Canada will also look at what they can do to extend the season of Vancouver-Palm Springs. Calgary is home to WestJet's headquarters and its largest city by capacity while Toronto is Air Canada's largest city by capacity.
- **Alaska Airlines:** This was our last meeting of the conference, and it turned out to be the most exciting, as PSP's largest carrier, by seats and passengers, announced they will be starting service to Paine Field (PAE) in Everett, Washington, on November 5 with once per day service on a 76-seat Embraer 175. PSP was the most searched unserved market from PAE. The overall sentiment of Alaska's PSP performance was positive. Medium- to long-term opportunities could be San Jose (SJC) and Spokane (SEA).
- **American Airlines:** Overall, American has been pleased with its recent performance in PSP, with some minor concerns with Chicago (ORD) due to the extra capacity last season from American, United and new entrant Frontier. Coupled with the grounding of their 737 MAXs, which roughly affects 115 flights per day, they postponed the start date of ORD service until October 20 instead of early October. However, we asked what it would take for the airline to reconsider an earlier start date, as dynamics have changed. After a post-Jumpstart phone call with American, the airline found an aircraft and will start once-per-day service from ORD on October 3, 2019, which will be published on Saturday, June 22.
- **Delta Air Lines:** We had a very positive meeting with Delta. They were extremely pleased with their Saturday-only and daily holiday service to Atlanta (ATL) in the 2018/2019 season and will return with 5x weekly service for the 2019/2020 season (every day except Tuesdays and Wednesdays). Our ask was for Delta to look at extending the season of Minneapolis (MSP), and the airline responded that the MSP market could warrant that, but they are tight on their ASM budget to expand the season. After the Jumpstart conference, however, we received notice that Delta will add a second flight to the Seattle (SEA) market to be more competitive. The second flight will start in late December and will be published on June 22.

- **Flair Airlines:** This Canadian low-cost airline was a new entrant in PSP for the 2018/2019 season. They will not be returning to PSP or any of the other 5 U.S. cities they flew to until 2021. The airline plans to shift its focus to building their presence in the Canadian domestic market. Flair will keep Palm Springs front-of-mind when they return to U.S. markets.
- **JetBlue Airways:** JetBlue's performance this past 2018/2019 season was weaker than years past, but the airline is aware of the competitive dynamics in the New York market—United's entry into Newark (EWR)—and will resume service to JFK on October 9, 2019. They will continue to evaluate a service extension for the JFK route. We asked if they could consider switching one of the flights, JFK or BOS, from a red-eye to a daytime flight, but they did not seem to have an appetite for that due to aircraft constraints. United's EWR service is also a red-eye, which could have affected overall Northeast performance since we had three red-eyes this season.
- **United Airlines (HQ visit):** We met with the planners and managers of the Newark (EWR), Houston (IAH), Denver (DEN) and Los Angeles (LAX) hubs and had dinner later that evening with the domestic Director of Network Planning. It was a productive day. United informed us that they do well in PSP, but this past year—with their capacity increases coupled with all other airline's capacity increases—the market was weaker this past season. United's newest PSP market, EWR, had lower than expected performance, but the service will be returning next year just with reduced frequencies. We pitched service extension to IAH and/or Chicago (ORD), and the airline said they will continue to evaluate it but that it is a hard case to make due to their ASM and aircraft constraints. They potentially might seasonally exit the LAX market in the summer, as it is a SkyWest maintenance market and might transfer the maintenance over to another airport. Overall, United said they expected its capacity in Palm Springs to remain flat.
- **WestJet:** WestJet is PSP's largest international airline and overall fourth largest airline. WestJet was the only airline in the 2018/2019 season that did not add seat capacity due to its Toronto (YYZ) exit year-over-year. However, the airline is very pleased with its four other Canadian markets. We informed them that Air Canada is not returning to Calgary (YYC) next year, and the WestJet planners responded that there would be value in adding capacity in this market but they are heavily constrained with aircraft—yet will see what is possible for the 2019/2020 season. Separately, when WestJet begins to plan its summer 2020 schedule in the next few months, they will evaluate additional capacity to Vancouver (YVR) in the summer months.

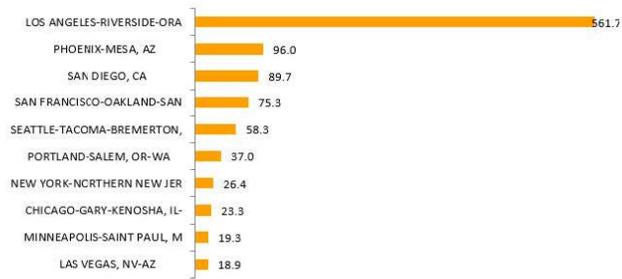
Potential Airlines at PSP

- **Contour Airlines:** Contour is a small airline that has scheduled low-fare service on the 30-seat Embraer 135s. The airline recently added service between Santa Barbara and Sacramento, Oakland and Las Vegas. The airline took Bob and Oliver on a tour of their headquarters at the Nashville Airport. We are in advanced conversations with Contour about launching daily Sacramento (SMF)-Palm Springs flights. Contour is also interested in Oakland-Palm Springs and Las Vegas-Palm Springs flights.
- **Fly Louie:** Founded in 2017, this new airline is focused on operating scheduled services but making the experience similar to flying on a private jet. They are primarily based in the Northeast. One of its employees used to work at JetBlue and is very familiar with PSP. He said as the airline continues to grow and expand west, if Contour or JetSuite X has not entered PSP, they will definitely take a hard look.
- **Hawaiian Airlines:** Hawaiian is looking at potential opportunities to grow its West Coast presence, especially as they receive more narrow-body aircraft. Hawaiian is also interested in the potential to feed South Pacific (Australia/NZ) demand to PSP over its Honolulu hub. This was an informational meeting where we shared PSP-to-Hawaii market dynamics, particularly how difficult it is to get between the two destinations.
- **JetSuite X:** This fairly new airline (2015) focuses on offering private-like air travel but with short-haul scheduled service. They operate out of private terminals that they prefer to operate themselves. The airline currently has service only on the West Coast, Las Vegas and Phoenix and is looking to expand in the region. They plan to double their fleet from 11 aircraft last year to 17 this year and to 30-35 by the end of next year. Their target market is affluent regular travelers, and they see Palm Springs as an ideal fit. They are looking at potential service from PSP to Oakland (OAK), Sacramento (SMF), San Jose (SJC), Reno (RNO), Las Vegas (LAS) and perhaps later on Burbank (BUR) and Orange County (SNA).
- **Spirit Airlines:** Spirit is an ultra-low-cost carrier (like Allegiant, Frontier and Sun Country) and is in growth mode. The airline will have 35 additional large aircraft by 2021. Spirit's target market is leisure travelers seeking out low-fare service and value-driven travel, which is why the airline would be looking at entering PSP in the summertime, when our lodging rates are lower. Nonstop flights may be to Las Vegas (LAS), Spirit's third-largest city, so the flight would not only cater to the local customer but also offer 20+ connecting city options.
- **Southwest Airlines:** Southwest has also been affected by the grounding of the MAX, which has changed its 2019 growth plans. The airline entered the Hawaii market in March 2019 (their newest domestic market). They informed us they will be focusing on making Hawaii a success before they look at entering other domestic destinations. PSP is one of Southwest's largest unserved domestic cities. We have a follow-up to share our business/group meetings trends with them.

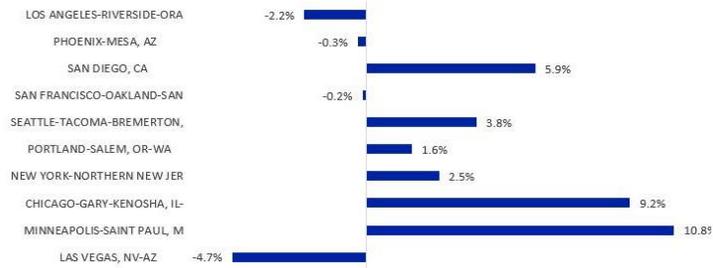
— VisaVue Card Trends

VisaVue tracks non-local cardholder spend in the Coachella Valley. Below are the first-quarter results for both domestic and international visitors. Domestic VisaVue spend for the first quarter was up 1.7%. International VisaVue spend was up .6%.

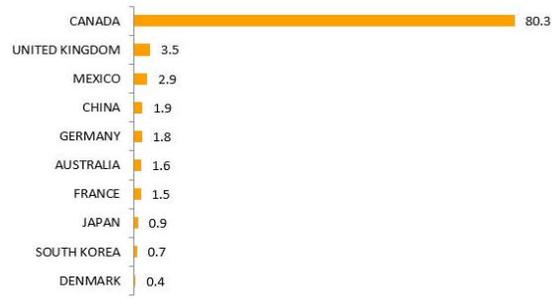
Top Originating MSAs by Cardholder Count (000's)



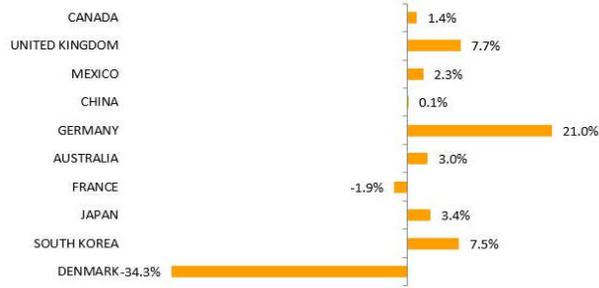
Top Originating MSAs Y/Y Cardholder Growth



Top Originating Countries by Cardholder Count (000's)



Top Cardholder Countries Y/Y CH Growth



For more information about Destination Development, please contact:

Bob Thibault

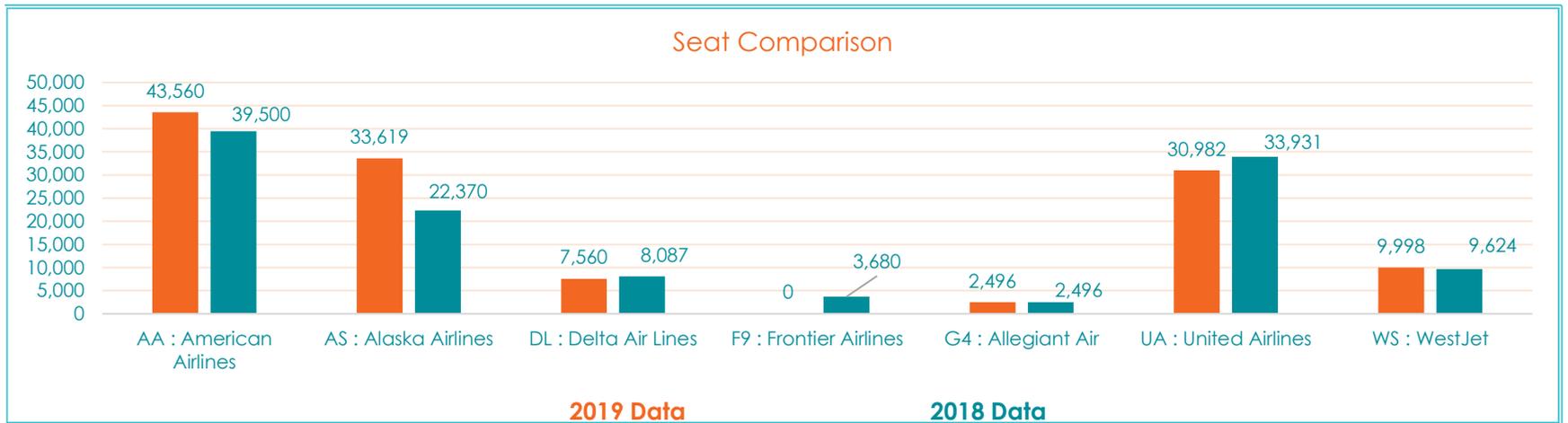
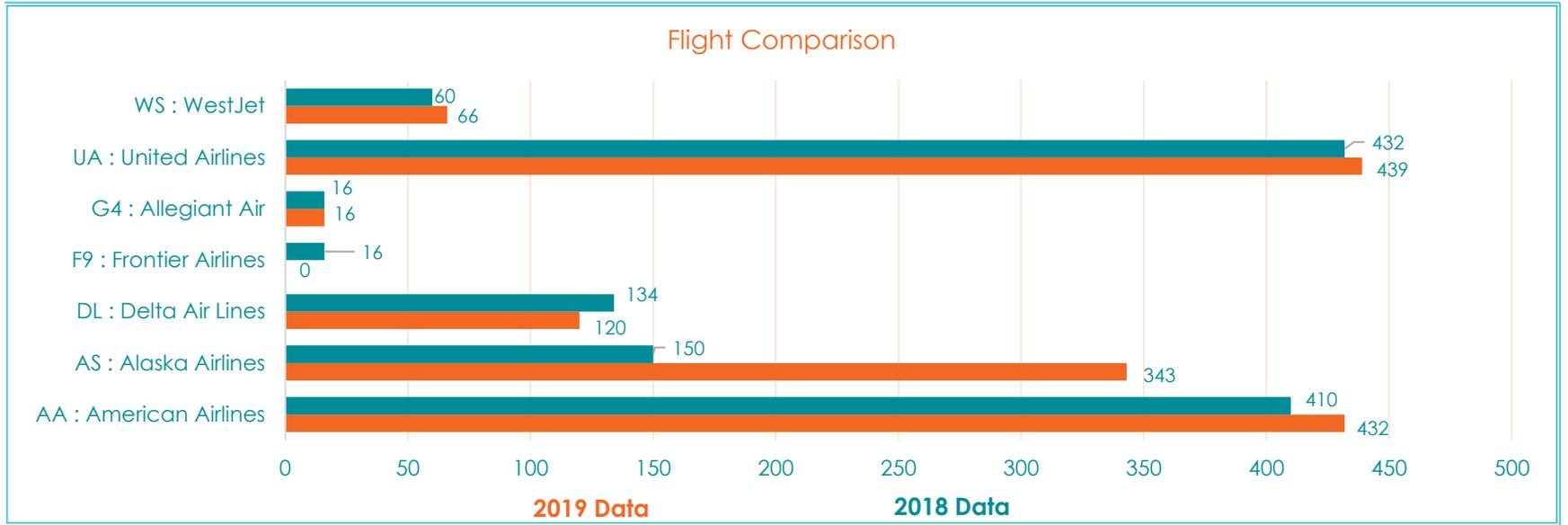
Chief Development Officer

bthibault@gpscvc.com | (760) 969-1339

PSP Schedule Analysis- June 2019

June 2019

June 2018



Data represents inbound and outbound flights for PSP
 Source: Diio Mi Express (Note: All new air service has not been loaded)

PSP Departures & Average Seats per Departure

		Monthly Departures				Average Seats per Departure			
Market Airline	Origin	Jun-19	Jul-19	Aug-19	Sep-19	Jun-19	Jul-19	Aug-19	Sep-19
AA : American Airlines	DFW : Dallas/Fort Worth, TX, US	61	62	50	50	160	160	160	160
AA : American Airlines	ORD : Chicago-O'Hare, IL, US	5	0	0	0	160	0	0	0
AA : American Airlines	PHX : Phoenix, AZ, US	150	155	155	146	75	74	74	74
AS : Alaska Airlines	PDX : Portland, OR, US	12	0	0	3	149	0	0	178
AS : Alaska Airlines	SEA : Seattle, WA, US	39	31	31	34	150	148	148	153
AS : Alaska Airlines	SFO : San Francisco, CA, US	120	119	119	114	76	76	76	76
DL : Delta Air Lines	SLC : Salt Lake City, UT, US	60	62	62	85	63	63	63	57
G4 : Allegiant Air	BLI : Bellingham, WA, US	8	9	9	9	156	156	156	156
SY : Sun Country	MSP : Minneapolis/St. Paul, MN, US	0	0	0	3	0	0	0	183
UA : United Airlines	DEN : Denver, CO, US	90	93	93	90	65	50	64	85
UA : United Airlines	LAX : Los Angeles, CA, US	30	31	31	30	53	50	58	70
UA : United Airlines	SFO : San Francisco, CA, US	99	93	93	118	81	77	80	84
WS : WestJet	YVR : Vancouver, BC, CA	11	9	9	11	163	174	174	174
WS : WestJet	YYC : Calgary, AB, CA	22	22	22	25	146	138	156	158
Totals		707	686	674	718	1,495	1,166	1,208	1,608

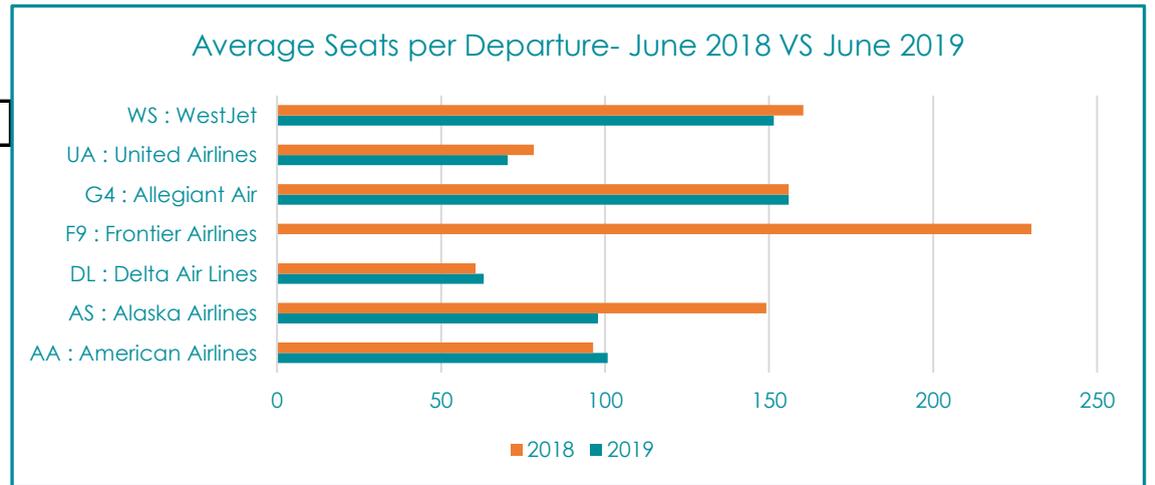
Source: Diio Mi Express (Note: All new air service has not been loaded)

PSP Average Daily Seats & Departures by Market Airline

Average Daily Departures by Market Airline						
Market Airline	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
AA : American Airlines	7.2	7.0	6.6	6.5	7.7	9.0
AC : Air Canada	0.0	0.0	0.0	0.0	0.2	1.0
AS : Alaska Airlines	5.7	4.8	4.8	5.0	7.1	9.8
B6 : JetBlue Airways	0.0	0.0	0.0	0.0	0.5	0.8
DL : Delta Air Lines	2.0	2.0	2.0	2.8	2.8	2.7
G4 : Allegiant Air	0.3	0.3	0.3	0.3	0.5	0.6
SY : Sun Country	0.0	0.0	0.0	0.1	0.6	0.6
UA : United Airlines	7.3	7.0	7.0	7.9	9.8	13.0
WS : WestJet	1.1	1.0	1.0	1.2	2.7	6.4

Average Daily Seats by Market Airline						
Market Airline	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
AA : American Airlines	726	690	627	625	796	1,002
AC : Air Canada	0	0	0	0	24	146
AS : Alaska Airlines	558	440	440	480	798	1,167
B6 : JetBlue Airways	0	0	0	0	68	115
DL : Delta Air Lines	126	126	127	162	162	160
G4 : Allegiant Air	42	45	45	47	86	88
SY : Sun Country	0	0	0	18	106	110
UA : United Airlines	514	432	488	657	863	1,269
WS : WestJet	167	149	161	195	425	1,000

Average Seats per Departure by Market Airline						
Market Airline	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
AA : American Airlines	100.8	98.5	94.8	95.6	103.2	111.3
AC : Air Canada	0.0	0.0	0.0	0.0	146.0	146.0
AS : Alaska Airlines	97.9	90.9	90.9	95.3	111.9	118.7
B6 : JetBlue Airways	0.0	0.0	0.0	0.0	150.0	150.0
DL : Delta Air Lines	63.0	63.0	63.3	57.1	57.0	58.7
G4 : Allegiant Air	156.0	156.0	156.0	156.0	156.0	156.0
SY : Sun Country	0.0	0.0	0.0	183.0	183.0	183.0
UA : United Airlines	70.3	61.6	69.7	82.9	88.3	97.6
WS : WestJet	151.5	148.7	161.1	162.9	158.6	157.0



Source: Diio Mi Express (Note: All new air service has not been loaded)

June 2019 Arrivals by Aircraft Type

Market Airline	Aircraft Type	# of Flights	# of Seats
AA : American Airlines	B737-800 Passenger	66	10,560
AA : American Airlines	CRJ-700	30	2,100
AA : American Airlines	CRJ-900	120	9,120
AS : Alaska Airlines	A320	45	6,681
AS : Alaska Airlines	A320 Sharklets	2	298
AS : Alaska Airlines	B737-800 Winglets Pax/BBJ2	4	636
AS : Alaska Airlines	E-175	120	9,120
DL : Delta Air Lines	CRJ	30	1,500
DL : Delta Air Lines	CRJ-900	30	2,280
G4 : Allegiant Air	A319	8	1,248
UA : United Airlines	A319	26	3,328
UA : United Airlines	A320	6	900
UA : United Airlines	B737-800 Passenger	14	2,324
UA : United Airlines	CRJ	164	8,200
UA : United Airlines	CRJ-700	5	350
UA : United Airlines	E-175 Enhanced Winglets	4	304
WS : WestJet	B737-600	3	339
WS : WestJet	B737-700 Winglets Pax/BBJ1	14	1,876
WS : WestJet	B737-800 Winglets Pax/BBJ2	16	2,784

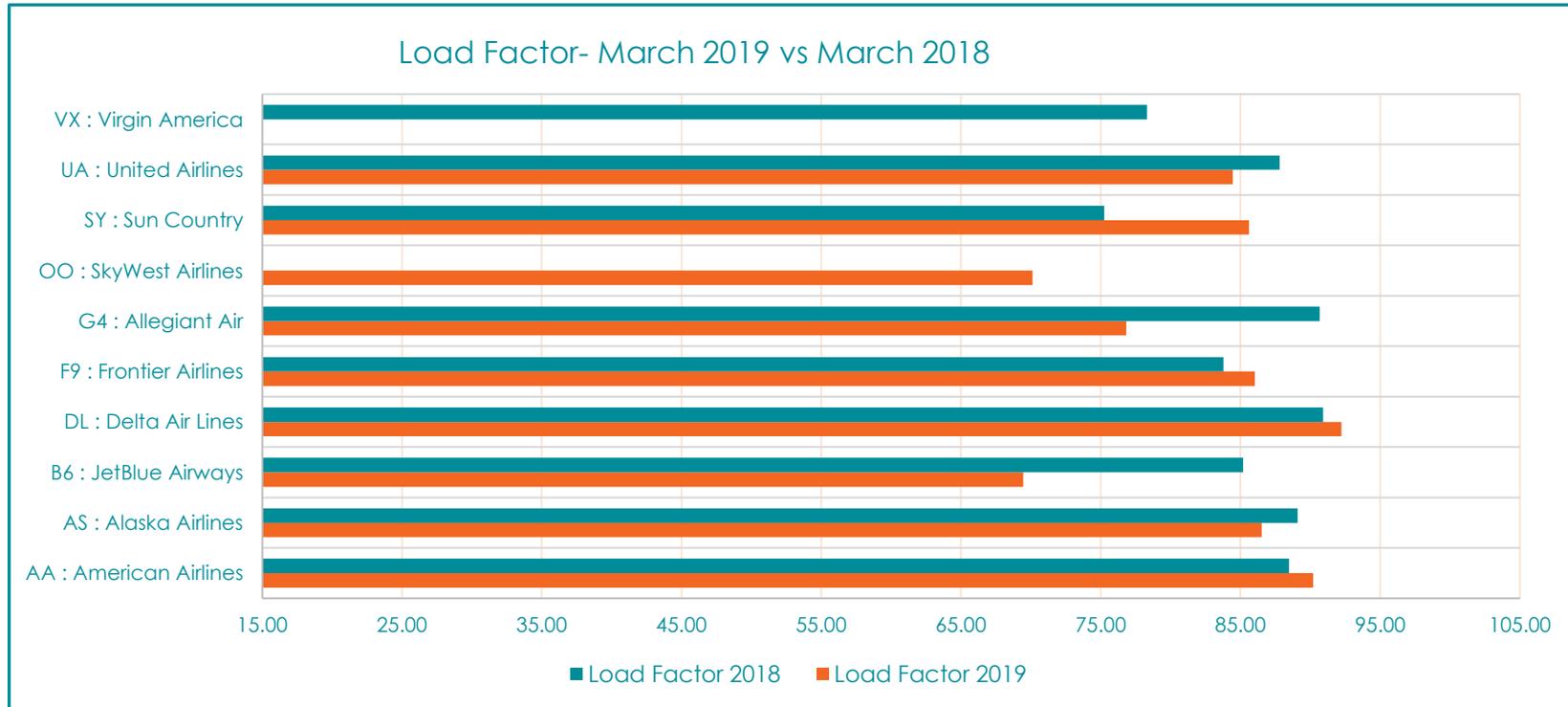
Average Daily Opportunities

Average Daily Flight Opportunities	Average Daily Seat Opportunities
2.2	352
1.0	70
4.0	304
1.5	223
0.1	10
0.1	21
4.0	304
1.0	50
1.0	76
0.3	42
0.9	111
0.2	30
0.5	77
5.5	273
0.2	12
0.1	10
0.1	11
0.5	63
0.5	93

Source: Diio Mi Express (Note: All new air service has not been loaded)

March 2019 - Load Factor Report

Average Daily Departures Each Way by Market Airline						
Market Airline	Seats Available	Onboards	Load Factor 2019	Load Factor 2018	Departures	Average Departures Per Day
AA : American Airlines	38,638	34,667	90.21	88.46	335.5	10.8
AS : Alaska Airlines	52,165	44,636	86.53	89.09	386	12.5
B6 : JetBlue Airways	8,780	6,121	69.46	85.18	47	1.5
DL : Delta Air Lines	18,013	16,382	92.22	90.91	188	6.1
F9 : Frontier Airlines	4,509	3,901	86.02	83.79	24.5	0.8
G4 : Allegiant Air	4,524	3,476	76.83	90.67	29	0.9
OO : SkyWest Airlines	266	187	70.11	N/A	3.5	0.1
SY : Sun Country	9,077	7,581	85.60	75.25	50.5	1.6
UA : United Airlines	54,874	46,550	84.45	87.80	516	16.6
VX : Virgin America	N/A	N/A	N/A	78.32	N/A	N/A



Source: Diio Mi Express