



BOARD AND JPA MEETING

Friday, April 24, 2020
Virtual Meeting



CVB COVID-19
RESPONSE/RECOVERY
OVERVIEW

COVID-19 BUSINESS RE-OPENING



Prepare

Focus: Create Task Force Groups and Collect Data / Input

- Christoph and Peggy Co-Chairs of Hotel Task Force
- Solicit Co-Chairs for Restaurant Task Force
- Establish any additional task force committees for various tourism sectors
- CVB is part of CVERT with CVEP and GCVCC

Engage

Focus: Develop phased opening proposal and share with cities and Riverside County

Implement

Focus: Develop communication tools and resources for businesses to meet the criteria for a phased re-opening

HOTEL SURVEY RESULTS – 57 RESPONSES, 33 TBID PROPERTIES

Please indicate how many employees have been laid off, furloughed, or kept on payroll:

1-49 rooms	50-149 rooms	150+ rooms
24 hotels – 269 employees	17 hotels – 653 employees	16 hotels – 5,742
<ul style="list-style-type: none"> Laid-off, no severance: 134 (50%) Laid-off with severance: 10 (3%) Furloughed: 94 (35%) Kept on Payroll: 31 (12%) 	<ul style="list-style-type: none"> Laid-off no severance: 373 (57%) Laid-off with severance: 0 Furloughed: 203 (31%) Kept on Payroll: 77 (12%) 	<ul style="list-style-type: none"> Laid-off, no severance: 4145 (72%) Laid-off with severance: 0 Furloughed: 1378 (24%) Kept on Payroll: 219 (4%)

“We anticipate many of our workers will want to return but if it the closures last long I anticipate we will lose employees”

COVID-19 RESPONSE/ RECOVERY MARKETING PLAN



PAUSE: Response

Focus: Provide resources and public service announcements (PSAs) to the local community. Empathetic messaging.

Media: Social, Email, TV, Billboard, Earned Media/PR

INSPIRE: Pre-Recovery

Focus: Provide inspiration through images, videos, virtual tours and culinary experiences. Dream of your next visit messaging.

Media: Social, Email, Drive Market TV, Drive Market Billboard, Earned Media/PR

PLAN/ACTIVATE: Recovery

Focus: Drive market campaign and media with messaging that resonates with traveler landscape. Begin call to action messaging.

Media: Social, Email, Drive Market TV (Brand & Co-ops), Billboard, Digital, Print, OTAs, Earned Media/PR

PHASE 1 - SUMMARY

Resource Educational
Supportive

COVID-19 RESOURCE PARTNER PAGE

Create similar format for business re-opening plan and criteria

The screenshot shows the website for Greater Palm Springs. The top navigation bar includes links for Meetings, Travel Trade, Media, Film, Weddings, and Blog, along with a search icon, a heart icon with '(4)', an 'E-NEWS SIGN UP' button, a 'Select Language' dropdown, a 'Map' icon, and a sun icon. The main header features the Greater Palm Springs logo with the tagline 'find your oasis.' and a menu of categories: THINGS TO DO, EVENTS, EAT & DRINK, STAY, DEALS, COACHELLA VALLEY, and TRIP PLANNING. The main content area has a teal background with a repeating geometric pattern and the text 'CORONAVIRUS RESOURCES'. Below this, there is a 'LATEST UPDATES' section with a paragraph of text and a list of resource sites. A pink sidebar on the right contains a 'Hospitality Workforce Relief Fund' link with a person icon. At the bottom, a dark bar contains a public health link: 'Public Health: www.rivcoph.org/coronavirus'. A small icon of a computer monitor with a cursor is visible in the bottom right corner.

Meetings Travel Trade Media Film Weddings Blog

Q (4) E-NEWS SIGN UP Select Language Map

GREATER palm springs find your oasis.

THINGS TO DO EVENTS EAT & DRINK STAY DEALS COACHELLA VALLEY TRIP PLANNING

CORONAVIRUS RESOURCES

LATEST UPDATES

The Greater Palm Springs Convention and Visitors Bureau (CVB) is making every effort to keep you informed on any relevant updates regarding COVID-19. This is an emerging, rapidly evolving situation. The best resources for up-to date information can be found on the following resource sites:

Public Health: www.rivcoph.org/coronavirus

Hospitality Workforce Relief Fund

COVID-19 RESOURCE CONSUMER PAGE



CORONAVIRUS RESOURCES

LATEST UPDATES & OFFICIAL ORDERS

On April 3, 2020 Riverside County Public Health Officer issued an order extending short-term lodging facilities through June 1, 2020. The press release sent on April 6, 2020 further states, "If these standards are followed and positive progress is made to reduce the number of COVID-19 cases, the restrictions may be lifted earlier. [Click here to read full order.](#)" 

On April 3, 2020 Riverside County Public Health Officer ordered all golf course to close including public and private [Click here to read full order.](#)



LANDING PAGE

LAUNCHED

3/17/2020

31,565

Pageviews

Over 10 Minutes on Page

The screenshot shows the website's navigation bar with links for Meetings, Travel Trade, Media, Film, Weddings, and Blog. It includes a search icon, a heart icon with '(4)', an 'E-NEWS SIGN UP' button, a language selector, and a map icon. The main header features the 'GREATER palm springs find your oasis.' logo and a menu with 'THINGS TO DO', 'EVENTS', 'EAT & DRINK', 'STAY', 'DEALS', 'COACHELLA VALLEY', and 'TRIP PLANNING'. The central banner is a promotional graphic for 'dine GPS' with the text 'Support our local restaurants and community.' and 'STAY IN. TAKE OUT.' over images of a burger and tacos. Below the banner is a section titled 'Take-out & Delivery Restaurants' with a paragraph of text and a video player at the bottom.

Meetings Travel Trade Media Film Weddings Blog

GREATER palm springs find your oasis.

THINGS TO DO EVENTS EAT & DRINK STAY DEALS COACHELLA VALLEY TRIP PLANNING

Support our local restaurants and community.

STAY IN. TAKE OUT.

dine GPS

Take-out & Delivery Restaurants

Help our local community and restaurant businesses during this challenging time by ordering takeout for your next meal. Below is a list of restaurants offering takeout, curbside pickup, delivery and deals for to-go orders. Gift card purchases are another way you can support our local restaurants.

The CVB is working to keep this list updated; however, this is a rapidly evolving situation and the list below is subject to change. For any changes, please email social@palmsspringsoasis.com.



PARTNERSHIPS – CVB CORONAVIRUS UPDATES FROM PARTNERS



9 RESORT CITIES. ONE BEAUTIFUL OASIS.

PAUSE NOW. PLAY LATER.

The CVB's current social media strategy focuses on letting visitors know that while we're all safer at home for now, Greater Palm Springs will be ready to welcome them back when it's time to travel again.

"Pause now. Play later. While today we are safer apart, together in spirit we become stronger. Stay well and when the time is right, we'll welcome you back to our oasis. Until then, we'll be here to help you enjoy a bit of our oasis, right from home."

-Your friends from Greater Palm Springs



Follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#) @VisitGreaterPS and use #findyouroasis and #dinegps to see our posts and join the conversation.

First coronavirus-related newsletter sent February 6, 2020

45 total updates sent as of 4/22/2020

Newsletters include:

- Resources
- Volunteer Opportunities
- CVB Community Initiatives
- CVB Outreach Campaigns

COMMUNICATIONS MESSAGING

9 CITIES  ONE OASIS

**GREATER
TOGETHER**

GREATER PALM SPRINGS



HOSPITALITY WORKFORCE RELIEF FUND

CVB PARTNERS WITH LIFT TO RISE & UNITED WAY OF THE DESERT

- The **Greater Palm Springs Tourism Foundation**, through a coalition of partners in the **Coachella Valley Economic Protection Plan and Support Fund**, is collecting donations to support families in the tourism and hospitality industries that have been financially impacted by COVID-19.
- Regional collaboration to support Coachella Valley residents with the goal of connecting residents with existing resources for assistance with housing, food insecurity, medical care, bill paying, transportation, education and other services.
- The goal is to provide as many families as possible with **\$200** in immediate economic relief.
- Donations will be used specifically for households experiencing financial hardship.
- Funds will be distributed by **United Way of the Desert**, with 100% of donations going directly to these families.

HOSPITALITY WORKFORCE RELIEF FUND

LANDING PAGE

500 Pageviews

Over 7 minutes time on site

So far \$3,800 collected

PLEASE SHARE!

The screenshot shows the landing page for the Hospitality Workforce Relief Fund. At the top, there is a navigation bar with links for Meetings, Travel Trade, Media, Film, Weddings, and Blog. A search icon, a heart icon with '(4)', and an 'E-NEWS SIGN UP' button are also present. The Greater Palm Springs logo is on the left, and a menu of 'THINGS TO DO', 'EVENTS', 'EAT & DRINK', 'STAY', 'DEALS', 'COACHELLA VALLEY', and 'TRIP PLANNING' is on the right. The main content area has a teal background with the title 'HOSPITALITY WORKFORCE RELIEF FUND' and the subtitle 'Support families in the tourism and hospitality industries facing financial hardship as a result of COVID-19'. Below this are two buttons: 'DONATE BY CREDIT CARD' and 'DONATE BY CHECK'. At the bottom, there are links for 'Our Goal', 'How to Donate', and 'How to Apply for Assistance'. A paragraph explains that more than 50,000 jobs are supported by tourism in the Coachella Valley, which has been devastated by COVID-19. A final paragraph states that the Greater Palm Springs Tourism Foundation is asking for support with a donation of any size, as 100% of the funds go to economic relief for local families. A video player interface is visible at the bottom of the page.

Meetings Travel Trade Media Film Weddings Blog

Search (4) E-NEWS SIGN UP Select Language Map

GREATER palm springs find your oasis.

THINGS TO DO EVENTS EAT & DRINK STAY DEALS COACHELLA VALLEY TRIP PLANNING

HOSPITALITY WORKFORCE RELIEF FUND

Support families in the tourism and hospitality industries facing financial hardship as a result of COVID-19

DONATE BY CREDIT CARD DONATE BY CHECK

Our Goal How to Donate How to Apply for Assistance

More than 50,000 jobs are supported by tourism in the Coachella Valley. This industry has been devastated by the COVID-19 crisis and many in our tourism community are facing extreme financial hardship.

These families need your help.

The Greater Palm Springs Tourism Foundation is asking for your support with a donation of any size. One hundred percent of the economic relief to local families.



HOSPITALITY WORKFORCE RELIEF FUND



Please donate to GPShospitalityfund.org today.



VOLUNTEER RESOURCES

LANDING PAGE

600+ Pageviews

11+ minutes time on site



THINGS TO DO EVENTS EAT & DRINK STAY DEALS COACHELLA VALLEY TRIP PLANNING

Local Volunteer Opportunities During COVID-19

Last Updated: Wednesday, April 08, 2020



part, Greater Palm Springs continues to be greater together. Join local organizations and make a cities during these difficult times. Contribute a few hours of time and effort with these local



“SENIORS FIRST”

LANDING PAGE

Launched 3/24/2020

2,645 pageviews

9 minutes time on site

The screenshot shows the top navigation bar with links for Meetings, Travel Trade, Media, Film, Weddings, and Blog. A search icon, a heart icon with '(4)', and an 'E-NEWS SIGN UP' button are also present. A language selection dropdown and a map icon are on the right. Below the navigation is the Greater Palm Springs logo with the tagline 'find your oasis.' and a menu of categories: THINGS TO DO, EVENTS, EAT & DRINK, STAY, DEALS, COACHELLA VALLEY, and TRIP PLANNING.

The main content area features a large banner with a shopping cart filled with fresh produce on the left. In the center, an orange circle contains the text 'SENIORS FIRST'. To its right, a green banner reads 'Stay healthy. Shop with courtesy.' Below this, the text 'SPECIAL SHOPPING OPTIONS FOR OUR SENIOR COMMUNITY' is displayed. The background of the banner is a collage of various fruits and vegetables.

Below the banner, there are two paragraphs of text. The first paragraph discusses special hours for at-risk customers and seniors. The second paragraph mentions that the CVB is working to keep the list updated and provides an email address for updates. There are also small icons for a share button and an accessibility icon.

At the bottom of the page, there is a dark grey bar with icons for a pause button, a back arrow, a pencil, a eraser, and a close button.



RIVERSIDE COUNTY PUBLIC HEALTH – “STAY IN PLACE” CAMPAIGN



1 STAY IN PLACE



2 MAINTAIN YOUR SPACE



3 COVER YOUR FACE



MEDICAL MASKS SUCH AS SURGICAL AND N95 MASKS ARE IN SHORT SUPPLY AND NEEDED BY HEALTH CARE PROFESSIONALS.
TO PREVENT SHORTAGES, THE PUBLIC SHOULD AVOID PURCHASING THESE MASKS.



“PAUSE NOW. MEET LATER.”



Greater Palm Springs CVB

2,265 followers

5d • 🌐



Pause now. Meet later. While today we are safer at home, together in spirit we become stronger. Stay well, and when the time is right, we'll welcome you back to our meeting oasis. Until then, we'll be here to help you enjoy a bit of our ...see more



👍❤️ 53 • 2 Comments



@VisitGreaterPS | #FindYourOasis

PHASE 2

“INSPIRE”

OASIS AT HOME

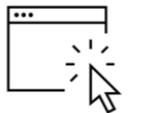
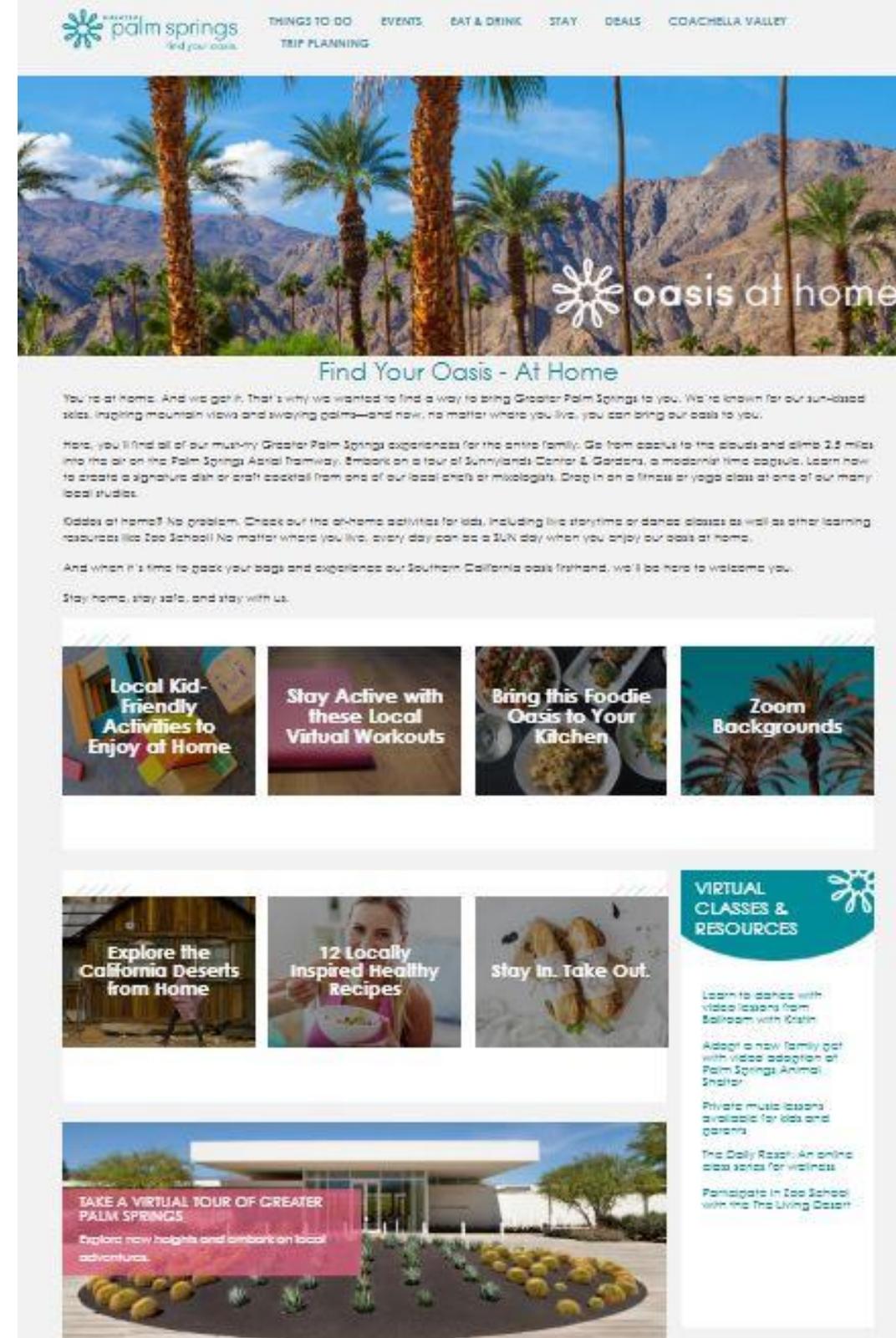
...was created to bring a piece of Greater Palm Springs to people in their homes with a variety of ways they can stay inspired by all of the experiences our destination has to offer.

LANDING PAGE

Launched 3/27/2020

PAGEVIEWS

7,000+



OASIS AT HOME

Video Series Topics

PAGEVIEWS

7,000+



OASIS AT HOME

Consumer Email

April 3rd

Sent: 8,903

Open Rate: 31.4%



Pause now. Play later. While today we are all safer apart, we found a way to share a piece of our Southern California oasis with you.

So sit back, and enjoy virtual tours of Greater Palm Springs' most thrilling outdoor adventures, foodie experiences and off-the-beaten-path gems.

This way, as you're taking care of yourselves and your family, you can also enjoy and experience our destination from home. When it's time to pack your bags and travel once again, we'll be here.

Until then, stay positive, stay mindful, stay well, and remember: We're all in this together.

Find your oasis ... at home.



OASIS AT HOME

Consumer Email

April 16th

Sent: 8,820

Open Rate: 26.9%



From thrilling high desert Jeep excursions to vintage shopping outings to midcentury modern marvels, Greater Palm Springs has an adventure for every type of traveler (even the binge-watching kind!).

Experience the destination's many attractions and activities right from home with our **Wander List** and **Chill Chaser** video series. With so many live action adventures to choose from, who knows where you'll (virtually) go—to the top of Mount San Jacinto, inside a state-of-the-art observatory or even among the dramatic slot canyons of the San Andreas Fault.



OASIS AT HOME

Consumer Email

April 3rd

Sent: 7,958

Open Rate: 19.5%



Greater Palm Springs is full of delicious surprises, from innovative dishes prepared by world-class chefs to craft cocktails and homemade brews infused with local ingredients and farm-fresh flavors.

Until it's time to travel again, we're dishing out all the foodie inspiration you can eat with our original **dineGPS** and **craftGPS** video series—because we're always on the lookout for the next binge-worthy show. Get a taste of Greater Palm Springs with behind-the-scenes looks into some of the destination's top kitchens and meet some of the chefs and mixologists who are transforming the culinary landscape of this Southern California oasis. And when you're all caught up, don't forget to check out some of our **other original series** for dessert.



PLAN NOW. MEET LATER.

The evolution of “Pause Now. Meet Later,” “**Plan Now. Meet Later.**” will be used in our Conventions Sales Messaging including social media, email, and signature lines encouraging planners to stay engaged with our destination to plan their upcoming meetings. Execution date for this is currently planned for May.



CONVENTION SALES CUSTOMER COMMUNICATION & ENGAGEMENT STRATEGY



Weekly Emails

following phased approach:

“Pause Now. Meet Later.” & “Plan Now. Meet Later.”

Content: Oasis at Home content, self-care, work from home, volunteer, recipes, videos

Sun-Check

Send “Sun-Check” gift to A-list clients

Zoom Meetings

coffee chats, lunches and happy hour meeting with clients

ZOOM BACKGROUNDS





NATIONAL TRAVEL
AND
TOURISM WEEK

NATIONAL TRAVEL AND TOURISM WEEK – CALENDAR OF EVENTS

MONDAY (5/4)	TUESDAY (5/5)	WEDNESDAY (5/6)	THURSDAY (5/7)	FRIDAY (5/8)
Live Webinar with Cindy Novotny, Master Connections	Celebrate Cinco de Mayo at Fresh Agave	Response/Recovery Town Hall	Giving Back/Volunteer Opportunities and Uplifting Stories	Virtual Salutation and Spirit of Hospitality/Greater Together Videos



PHASE 3
“PLAN/ACTIVATE”

MEDIA PLACEMENT

PRE-PAID

- **137,500** TV Spots (Cable/KTLA) May-Aug
- **1.6M** Connected TV Impressions May-Aug
- **165M** OOH Billboard Impressions May-Aug
- PSL Getaway Market Guide (drive market)

BUDGET ADDITION CONSIDERATIONS:

- Expedia
- TripAdvisor
- Travelzoo
- Adara
- SpaFinder
- Pandora/iHeart



TBID Renewal Update

TBID TIMELINE

- Final MDP and Petition approved by GPS CVB **April 2020**
- Petition drive **May – June 2020**
- GPS Executive Committee – Resolution of Intention • Resolution of Intention to form District - **June 26, 2020**
- Mail • Notice of Public Meeting/Hearing – Should be mailed the day after ROI is adopted. Must be mailed **45 days before** public hearing. Official certification of mailing is required - **June 2020**
- GPS Executive Committee – Public Meeting • Public Meeting – No action required. Must be held at least **10 days after** Notice of Public Meeting/Hearing is mailed and at least **7 days before** Public Hearing is held - **September 25, 2020**
- GPS Executive Committee – Public Hearing • Formation Public Hearing & Adopt Resolution of Formation – Must be held at least **45 days after** Notice is mailed - **November 20, 2020**
- Renewed District begins collections **July 1, 2021**



AIR SERVICE UPDATE
APRIL 2020

AIR SERVICE FORECAST

Monthly One-Way Capacity Seats

		1Q	2Q	3Q	4Q	Total
2019	Actual	652,986	383,462	178,403	422,664	1,637,515
2020	Low	593,222	99,587	100,331	232,125	1,025,265
	Mid	593,222	104,828	105,612	244,342	1,048,004
	High	593,222	110,069	110,893	256,559	1,070,743
2021	Low	333,273	241,896	108,671	253,759	937,599
	Mid	363,031	281,647	140,612	335,373	1,120,662
	High	394,010	325,382	178,715	435,190	1,333,297

AIR SERVICE FORECAST

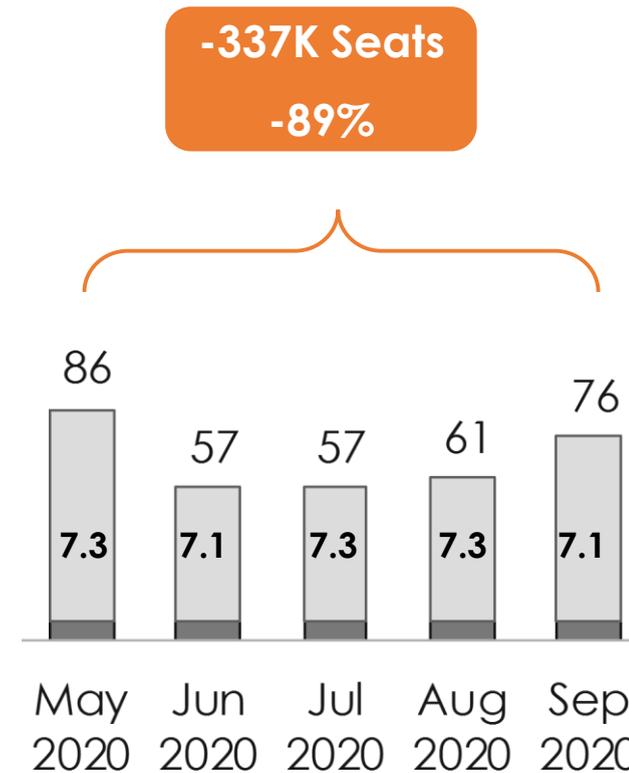
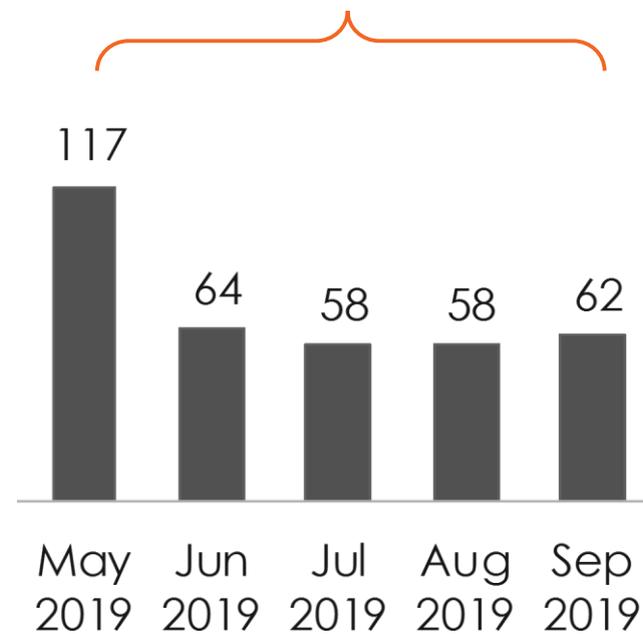
Monthly One-Way Passengers

		1Q	2Q	3Q	4Q	Total
2019	Actual	498,916	302,202	148,860	271,505	1,221,482
2020	Low	449,137	8,967	39,207	150,001	647,312
	Mid	449,137	9,439	41,270	157,896	657,742
	High	449,137	9,911	43,334	165,791	668,172
2021	Low	215,364	156,315	70,224	163,981	605,884
	Mid	234,593	182,002	90,864	216,721	724,181
	High	254,613	210,264	115,487	281,223	861,587

PSP CAPACITY - BASED ON CARES ACT

Monthly Seats (K); as of April 6 schedule loads

Strongly emphasize this is the minimum service airlines could operate out of PSP until September 30. They can operate additional flights as they see fit.



Note: Assumes carrier's average seats per departure at PSP during YE December 2019
Note 2: Airlines started to make significant changes to their schedules on the March 2nd schedule load
Sources: Ailevon Pacific Aviation Consulting, Schedule data via Cirium

Apr

May

Jun

Jul

Aug

Sept

Oct

Nov

Dec

2020

Identifying the New Normal: Highlighting & Responding to Changes as They Occur

Focus: Schedule changes, DOT CARES Act exemptions, maintaining connectivity through hubs, identifying rebound signals and communicating destination re-opening to airlines

Deliverable 1: “Clearinghouse” of changes, information and advice for GPSCVB

Deliverable 2: Coordination on destination re-opening and communication to airlines

Palm Springs Forward: Becoming the Rebound Ace

Focus: Ensuring that GPS is heard loudest when airlines rebuild networks

Deliverable 1: Building a “ready-to-go” priority list, including dates of reopening and event information for each target airline

Deliverable 2: Incentive package to re-discover Greater Palm Springs

A Strong Winter: Building on Success

Focus: Ensuring that GPS is well-served over the key winter period, despite smaller airlines and limited resources

Deliverable: Return of key seasonal services, despite the disrupted schedule planning timeline



CVB BOARD OF
DIRECTORS UPDATE

NEXT BOARD MEETING

May 15, 2020