



BOARD AND JPA MEETING

Friday, June 25, 2021

WiFi: Ritz_CONF / Password: **gpscvb**



THE RITZ-CARLTON

RANCHO MIRAGE



CALL TO ORDER

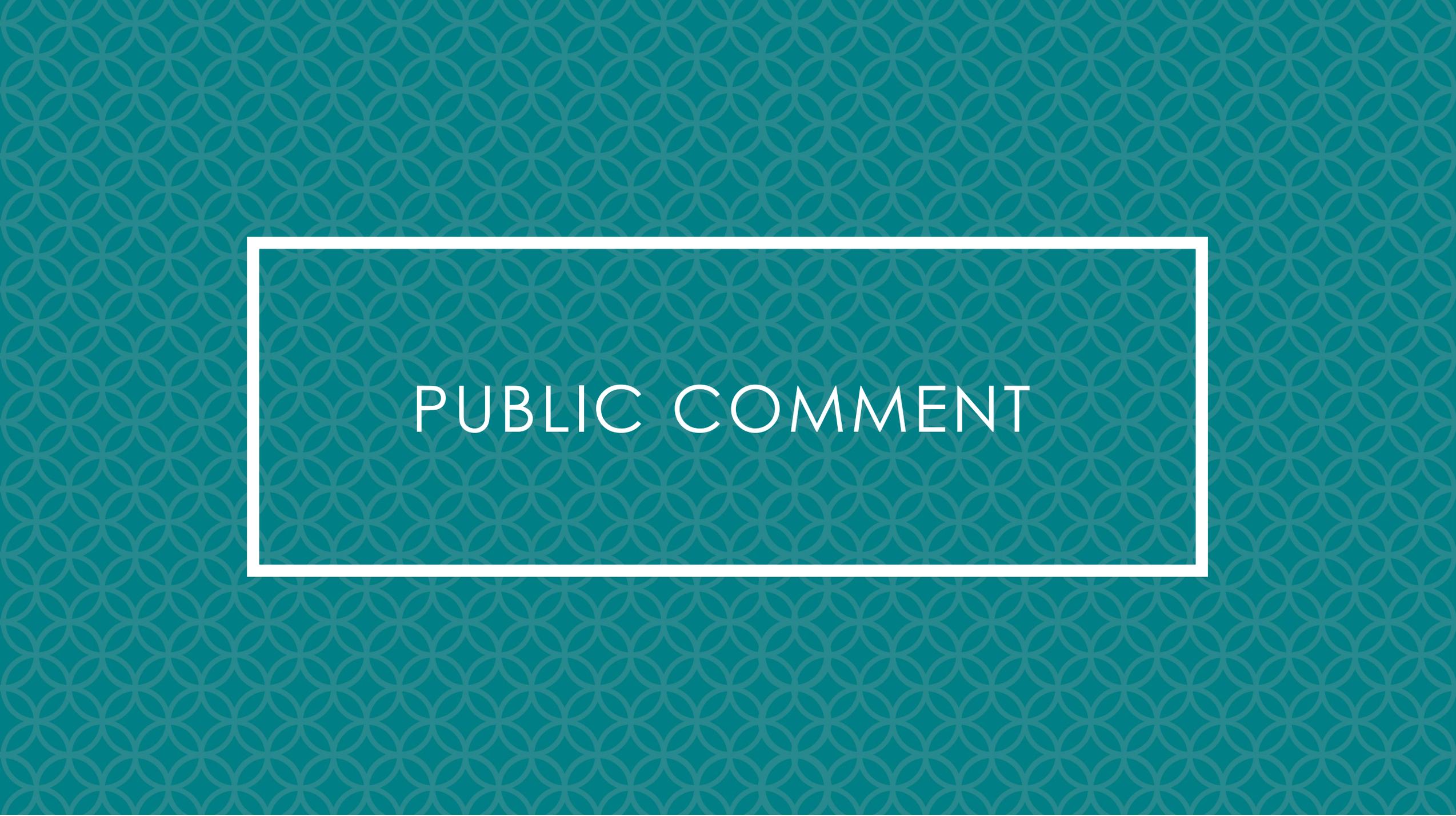
ROLL CALL

“I pledge allegiance to the flag
of the United States of America,
and to the Republic for which it stands,
one nation under God indivisible,
with liberty and justice for all.”



CONFIRMATION OF AGENDA

(NO VOTE REQUIRED)



PUBLIC COMMENT

SHELDON PETERSON,
RAIL MANAGER

Riverside County
Transportation Commission



RIVERSIDE
COUNTY
TRANSPORTATION
COMMISSION



U.S. Department
of Transportation
Federal Railroad
Administration



Coachella Valley-San Gorgonio Pass Rail Corridor Service



Program Video



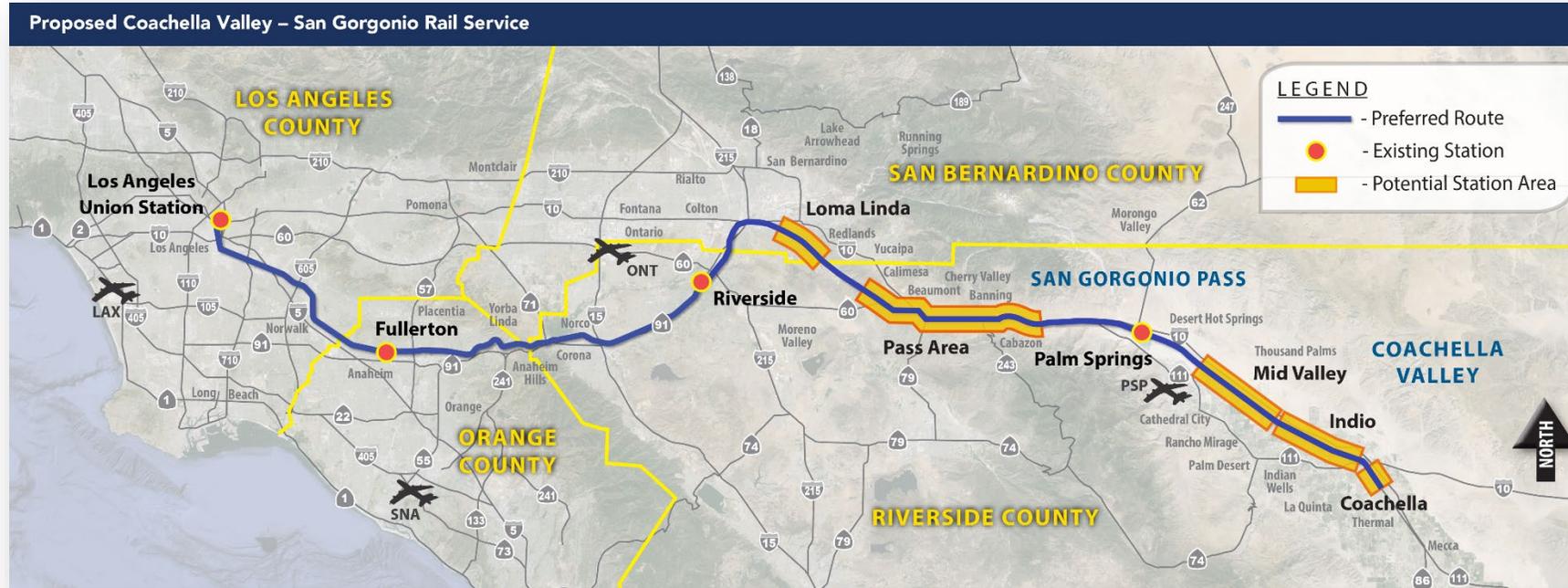
Presentation Agenda

- Overview
- Purpose and Need
- Program History
- Prior Planning Activities
- Alternatives Considered
- Document Availability and Opportunity to Comment
- Q&A



Program Overview – Study Area

Where is the Program Study Area?



Passenger Rail Service Studied

Two round trips per day between Los Angeles and Coachella Valley

Up to six potential stations east of Colton

Purpose & Need

Purpose: Provide safe, reliable, and convenient intercity passenger rail service with capability to meet the future mobility needs of residents, businesses, and visitors

Need:

- Regional population and employment growth
- Limited and constrained travel options
- Serve disadvantaged communities
- Help conform to air quality regulations



Why Amtrak Intercity Service and not Metrolink?

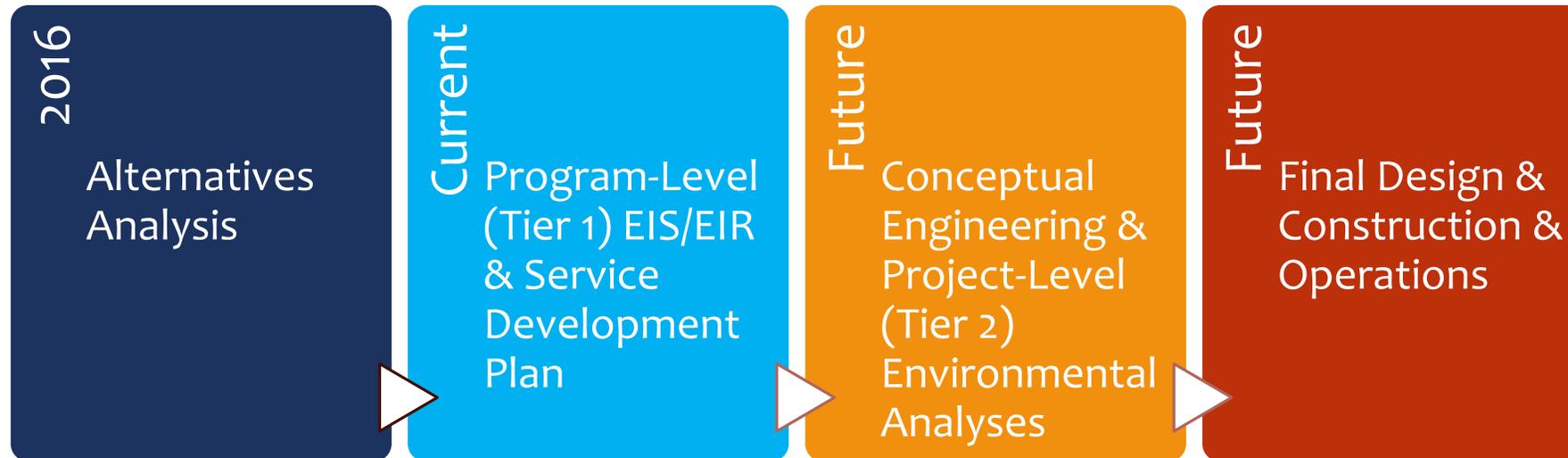
- Intercity service with over 3 hours travel time is preferred to have larger, reclining seats and access to the lounge car.
- Early Draft Schedules (limited stops)

LAUS to Indio	Trip 1	Trip 2	Indio to LAUS	Trip 1	Trip 2
LAUS	10:20 AM	3:20 PM	Indio	9:32 AM	3:32 PM
Fullerton	10:55 AM	3:55 PM	Palm Springs	9:59 AM	3:59 PM
Riverside	11:39 AM	4:39 PM	Riverside	11:22 AM	5:22 PM
Palm Springs	12:59 PM	5:59 PM	Fullerton	12:06 PM	6:06 PM
Indio	1:23 PM	6:23 PM	Los Angeles	12:40 PM	6:40 PM

- Congress has authorized Amtrak to operate on private railroads, with some track improvements. Metrolink does not have that authorization.
- Intercity service is funded by the state agencies not local funds.

Project Process

Where are we in the process?



Project Process

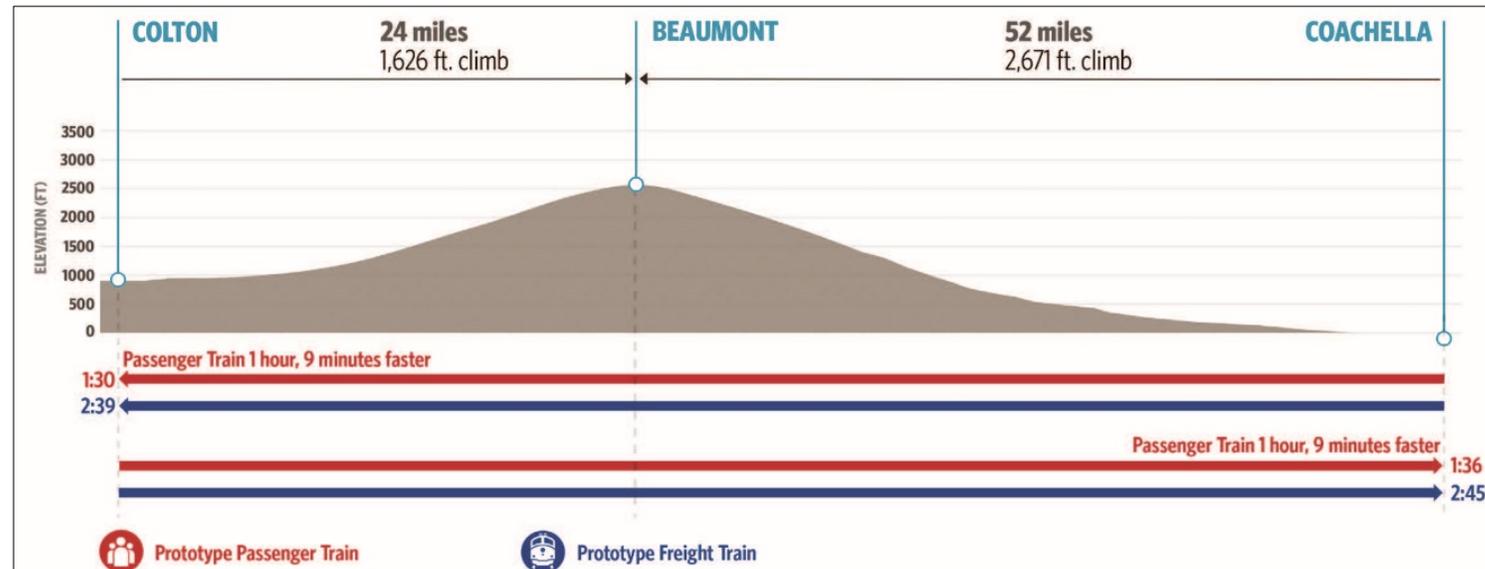
What will be prepared?

- Service Development Plan (SDP)
 - Analysis of service levels, infrastructure needs, route modeling, station catchment areas, and connectivity
- Program-Level (Tier 1) EIS/EIR
 - Joint National Environmental Policy Act (NEPA)/ California Environmental Quality Act (CEQA) process
 - Addresses likely environmental effects associated with type of rail service proposed in corridor
 - Provides a basis for subsequent phases or tiered environmental documents (Tier 2 Project Level)

Service Development Plan

- Identifies operational feasibility, ridership, costs
- Rail modeling:
 - 90% Passenger Trains On Time
 - Minimal Freight Delay
- More track capacity needed to keep trains on time

The Hill Model Example



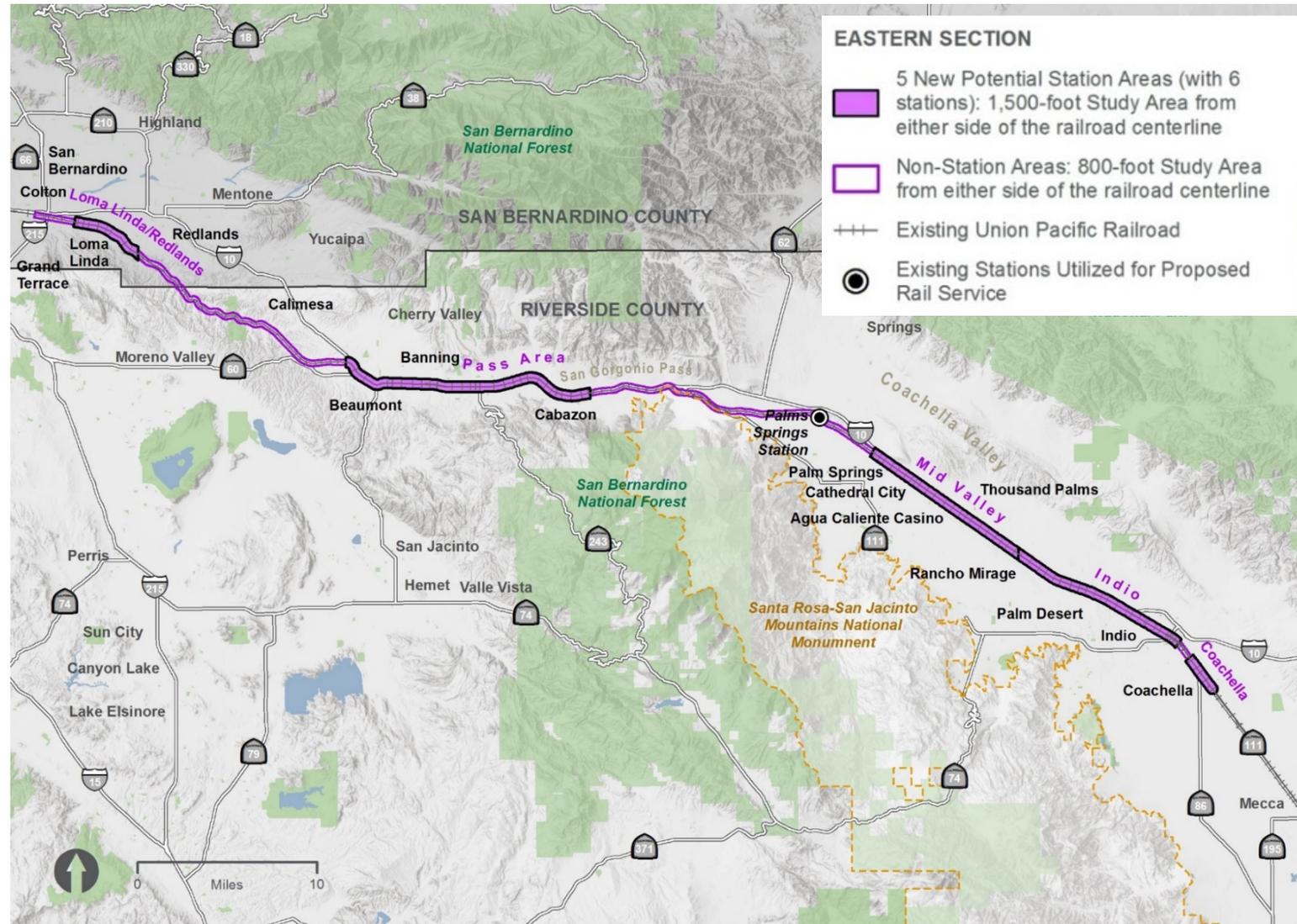
Alternatives Considered

The Program-Level (Tier 1) Draft EIS/EIR includes the analysis of:

	Daily Train Trips	Eastern Terminus	# of Stations East of Colton	New Third Track in Eastern Section
No Build	None	N/A	0	N/A
Option #1	Two round trips	Coachella	6	Colton to Coachella
Option #2	Two round trips	Indio	5	Colton to Indio
Option #3	Two round trips	Indio	5	Colton to approx. Mid Valley



Eastern Section: Coachella Terminus



How To Submit Comments

Public Comment Period: May 21, 2021 to July 6, 2021

Please submit comments on the Draft Tier 1/Program EIS/EIR via the following methods:

During the Public Hearings: June 22 & 26, 2021

Via Online form: <https://www.regulations.gov/document/FRA-2021-0048-0002>

Via Mail*: Federal Railroad Administration
Amanda Ciampolillo, Environmental Protection Specialist
1200 New Jersey Avenue SE
Washington, DC 20590

Comments should include “Coachella Valley – San Gorgonio Pass Rail Corridor Service Project – Draft Tier 1/Program EIS/EIR Comments” in the subject line.

****Comments that are mailed should be postmarked July 6, 2021 or earlier.***

Virtual Public Hearings*

Visit RCTC.org/cvrail to register for a hearing

Tuesday, June 22, 2021

6:00 PM – 8:00 PM

&

Saturday, June 26, 2021

9:00 AM – 11:00 AM



**Spanish interpretation and English closed captioning will be available on Zoom.*

English & Spanish recordings of the public hearings will be posted on the project website



**COACHELLA VALLEY—
SAN GORGONIO PASS**

RAIL CORRIDOR SERVICE

**Program Environmental Document
and Service Development Plan**

Questions?



Stay Involved

Coachella Valley – San Geronio Pass Rail Corridor Study

Email: CVrail@rctc.org

RCTC Website: RCTC.org/cvrail

Facebook: facebook.com/CVRailProject

FRA Website: fra.dot.gov



TOM KIRK,
EXECUTIVE DIRECTOR

Coachella Valley Association
of Governments



CV 200



HOUSING FIRST – RECAP



KICKSTARTING CV 200



OUR NICHE



CV 200, ONWARD

OUTLINE



ROY'S

2009-2017

Helped Thousands



HOUSING FIRST

2017-2020



PATH of
LIFE
MINISTRIES



HOUSING FIRST

2018-2019

Barbara Poppe Report



DESERT HEALTHCARE
DISTRICT & FOUNDATION

HOUSING FIRST

WHAT IS IT?





WRAP-AROUND SERVICES





CONVERSELY, AT ROY'S



CONVERSELY, AT ROY'S





CONVERSELY, AT ROY'S





THE CHRONICALLY HOMELESS



HOUSING FIRST – RECAP



KICKSTARTING CV 200



OUR NICHE

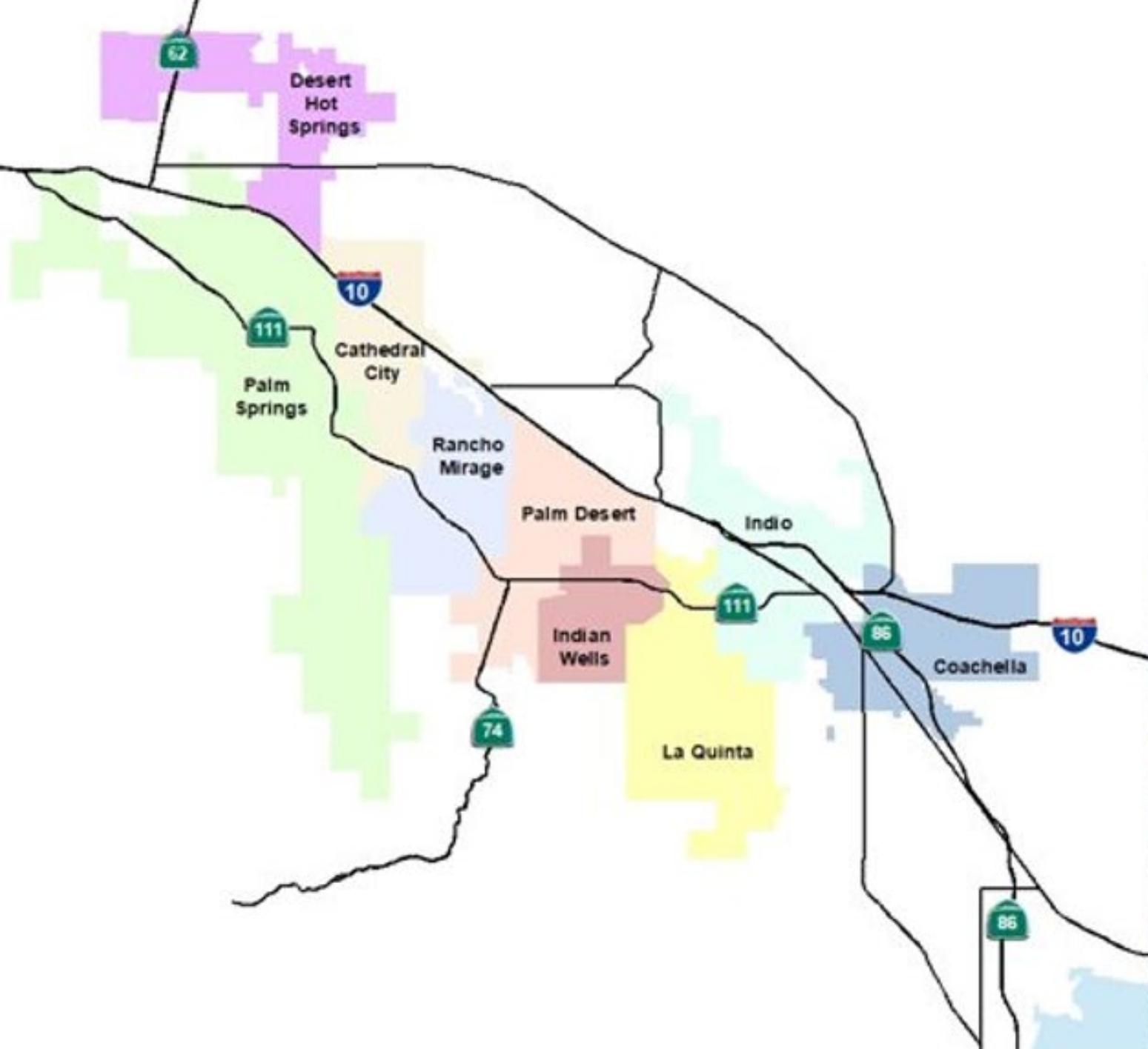


CV 200, ONWARD

OUTLINE



CV 200



CV 100
FALL, 2020





CV 200
DEC, 2020



CV 200

JAN, 2021





ANYSE SMITH





STEPHANIE
SHAMBOW



Ivan
Tenorio

RESULTS AFTER 40 DAYS

CV 200

FEB 11, 2021

RAPID RESOLUTION

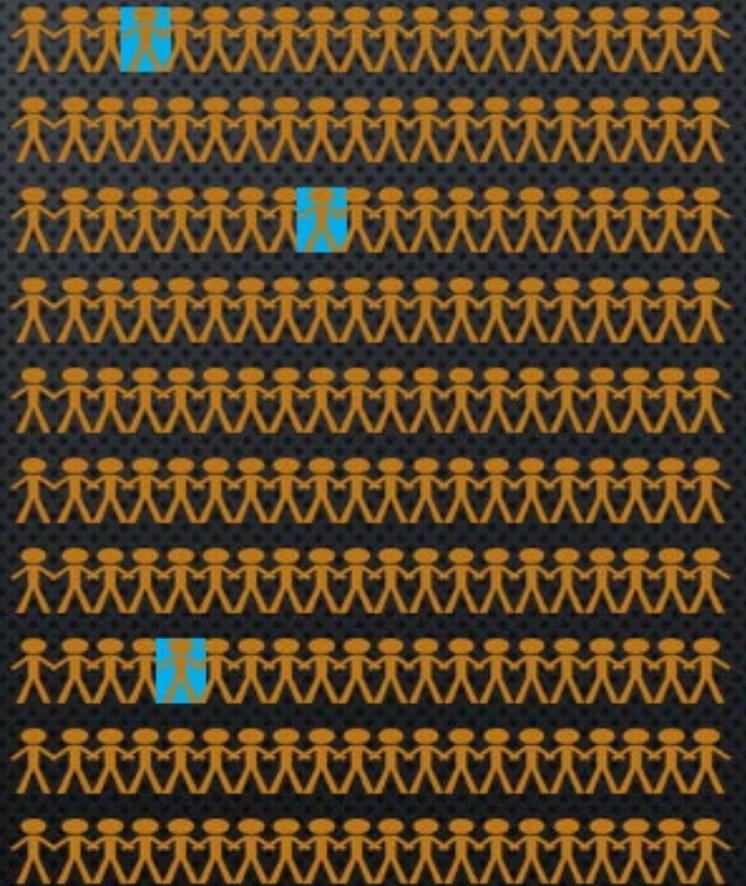




CV 200

FEB 11, 2021

RAPID RESOLUTION



3



CV 200

FEB 11, 2021

STABILIZATION UNITS



CV 200

FEB 11, 2021

Pets, Partners and Property



STABILIZATION UNITS

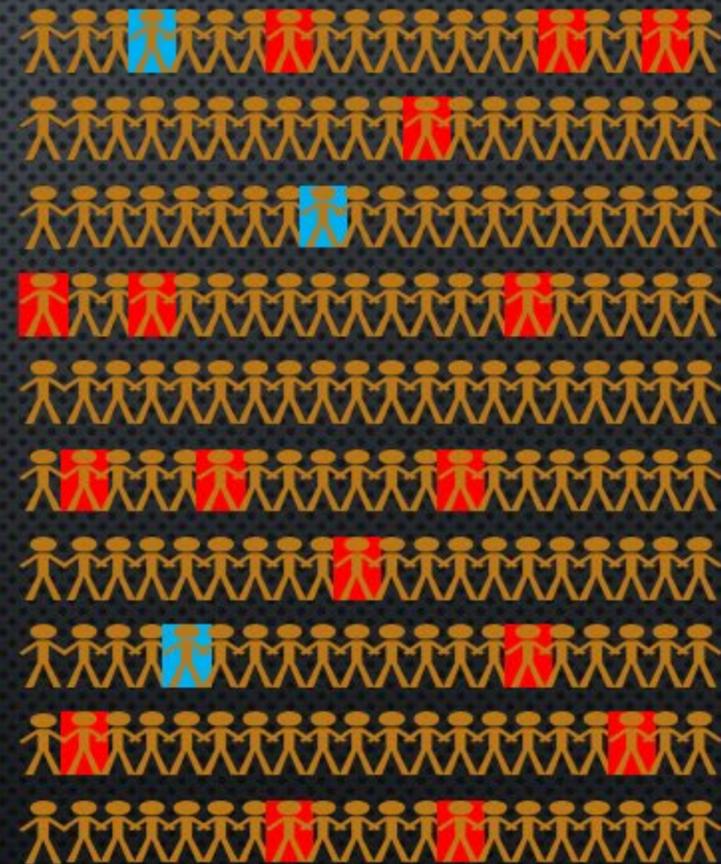




CV 200

FEB 11, 2021

STABILIZATION UNITS



16



HOUSING FIRST – RECAP



KICKSTARTING CV 200



OUR NICHE



CV 200, ONWARD

OUTLINE



HOUSING FIRST – RECAP



KICKSTARTING CV 200



OUR NICHE



CV 200, ONWARD

OUTLINE

CV 200 AND SHELTERS



CV 200 AND SHELTERS

CLIENTS HELPED



CV 200 AND SHELTERS

BUDGETS!



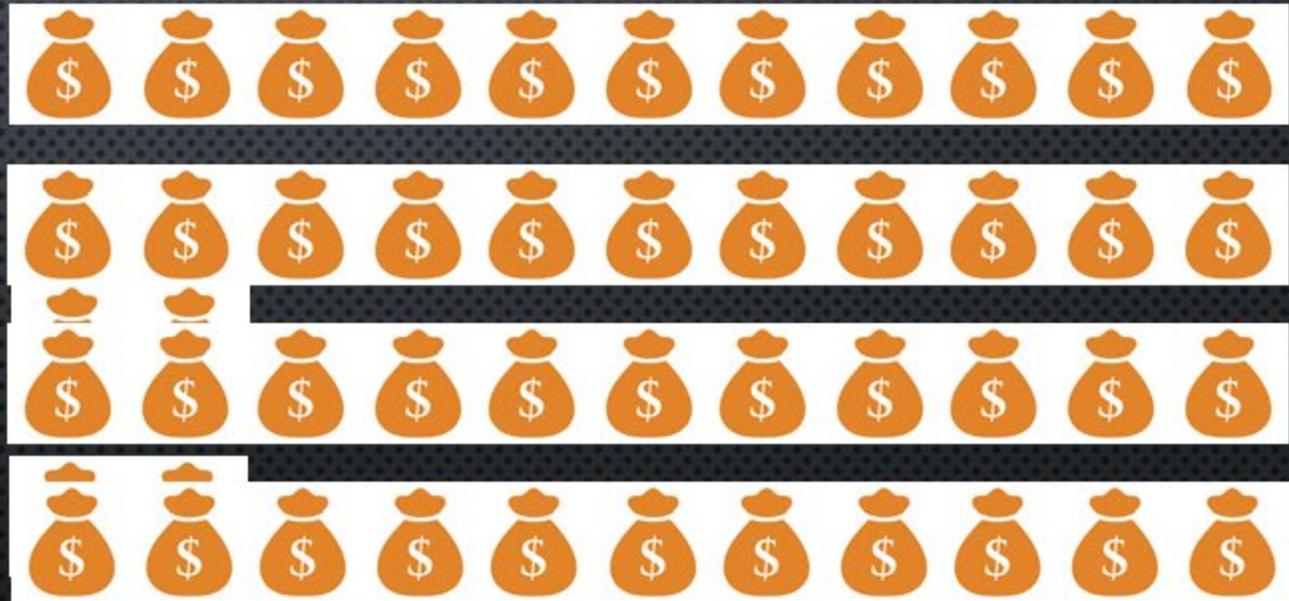
CV 200 AND SHELTERS

COST PER CLIENT



CV 200 AND SHELTERS

COST TO SOCIETY OF FREQUENT FLIERS



DESERT SUN ANALYSIS

'Rapid rehousing' not always very quick

Homeless in Riverside County left waiting for between 3 and 118 days



Nancy Moore's home in Joshua Tree has a storage backyard and garden. Photo by Rick Orloff for the Desert Sun.

Report card: Riverside County transitional housing shelters
 Riverside County's transitional housing shelters are showing mixed results. While some are meeting their goals, others are struggling. The county is working to improve its performance in several areas.



Current status: More than 90% return to homelessness on an annual basis.

14,400 shelter individuals stayed in an emergency shelter in Riverside County between October 2017 and June 2018.

137 Average number of days people stay at the shelter.

1,608 (17) individuals seeking shelter were white men, the largest demographic group.

1,848 (17) of these seeking shelter were children.

1,906 (17) of these seeking shelter were chronically homeless.

Source: Riverside County Department of Public Social Services

Report card: Riverside County permanent supportive housing



Current status: 96% return to homelessness on an annual basis.

1,542 shelter individuals were placed in PSD in Riverside County between October 2017 and June 2018.

137 Average number of days it takes for people to move in to their homes.

1,706 (17) individuals seeking shelter were white men, the largest demographic group.

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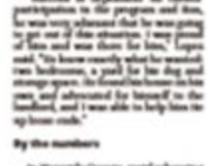
Current status: 80% return to homelessness on an annual basis.

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Nancy Moore talks with a woman who is helping her find a home. Photo by Rick Orloff for the Desert Sun.

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A smiling man, likely a resident of a permanent supportive housing unit. Photo by Rick Orloff for the Desert Sun.

Arizona football... share of Desert... SPORTS, 18

The... SUNDAY, OCTOBER 27, 2018

PALM SPRING PRIDE

Chris Freeman didn't want to live in a world without openly gay rock musicians, so he became one.



Chris Freeman didn't want to live in a world without openly gay rock musicians, so he became one. He is a member of the band 'The Roots' and is known for his activism and music.



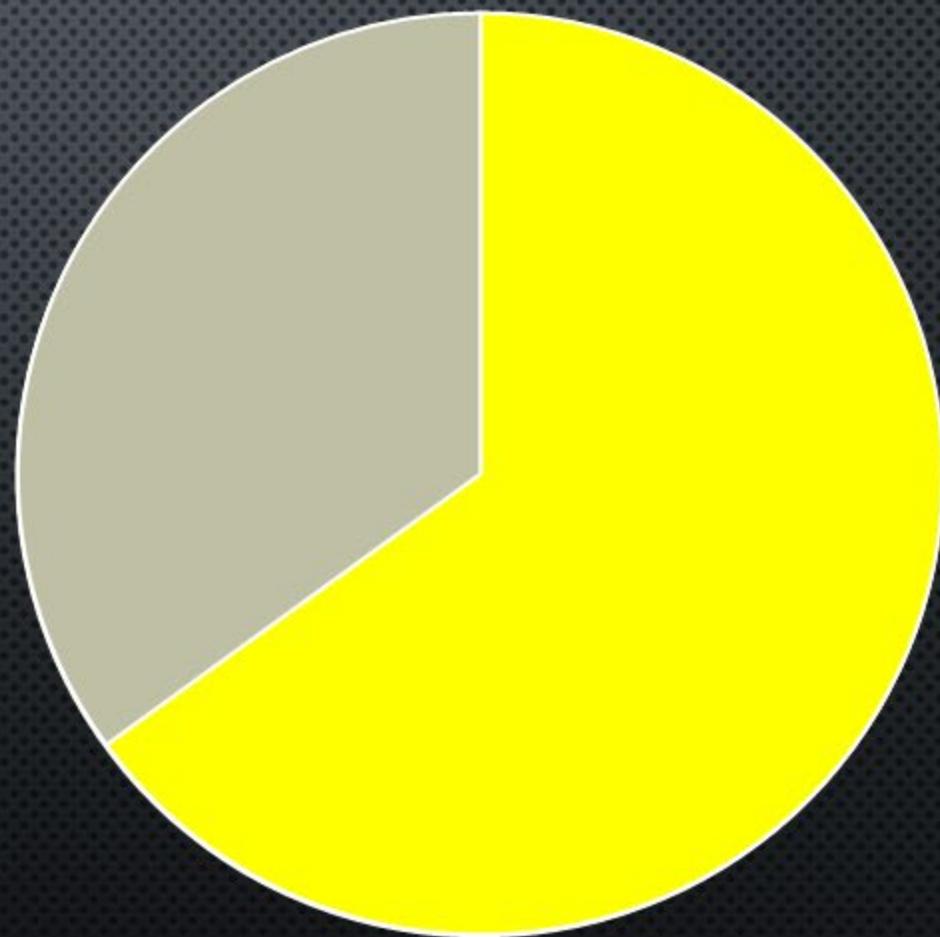
Nancy Moore and her dog in front of her home. Photo by Rick Orloff for the Desert Sun.

Attend a FREE Reverse Mortgage Seminar
 If you are age 62 or older, you can now have a reverse mortgage. This seminar will help you understand the benefits and how to qualify for your reverse mortgage.

DESERT SUN ANALYSIS



SUCCESSFUL EXITS





HOUSING FIRST – RECAP



KICKSTARTING CV 200



OUR NICHE



CV 200, ONWARD

OUTLINE

CV 200

FEB 11, 2021

20 TOTAL EXITS

BUILDING ON
SUCCESS OF FIRST
40 DAYS!!





CV 200

FEB 11, 2021

STABILIZATION UNITS





CV 200

FEB 11, 2021

RAPID RESOLUTION



MOBILE ACCESS CENTER

- \$250K HHAP Grant



MOBILE ACCESS CENTER

- \$250K HHAP Grant
- Convert Bus
- 2 FTEs



MOBILE ACCESS CENTER

- \$250K HHAP Grant
- Convert Bus
- 2 FTEs
- Encampments
- Street Outreach



NEXT STEPS

- **BUILD ON EARLY SUCCESS**
 - CITY/COUNTY \$
 - GRANT FOR MOBILE ACCESS CENTER
- **EXPAND/TARGET: EMERGENCY ROOM FREQUENT FLIERS**
 - WORK W HOSPITALS
 - CONTINUE MATCHING PROGRAM (\$500K!!)
- **QUESTIONS?**



DESERT HEALTHCARE
DISTRICT & FOUNDATION

APPROVAL OF MINUTES

(JPA and CVB Board Vote)

- JPA-CVB Board of Directors Joint Meeting Minutes – May 21, 2021

JPA EXECUTIVE COMMITTEE ITEMS

(JPA Executive Committee Only Votes)

- Resolution No. JPA 2021-004: Carry Over Funds
- Warrants and Demands Dated May 2021

CVB BOARD OF DIRECTORS ITEMS

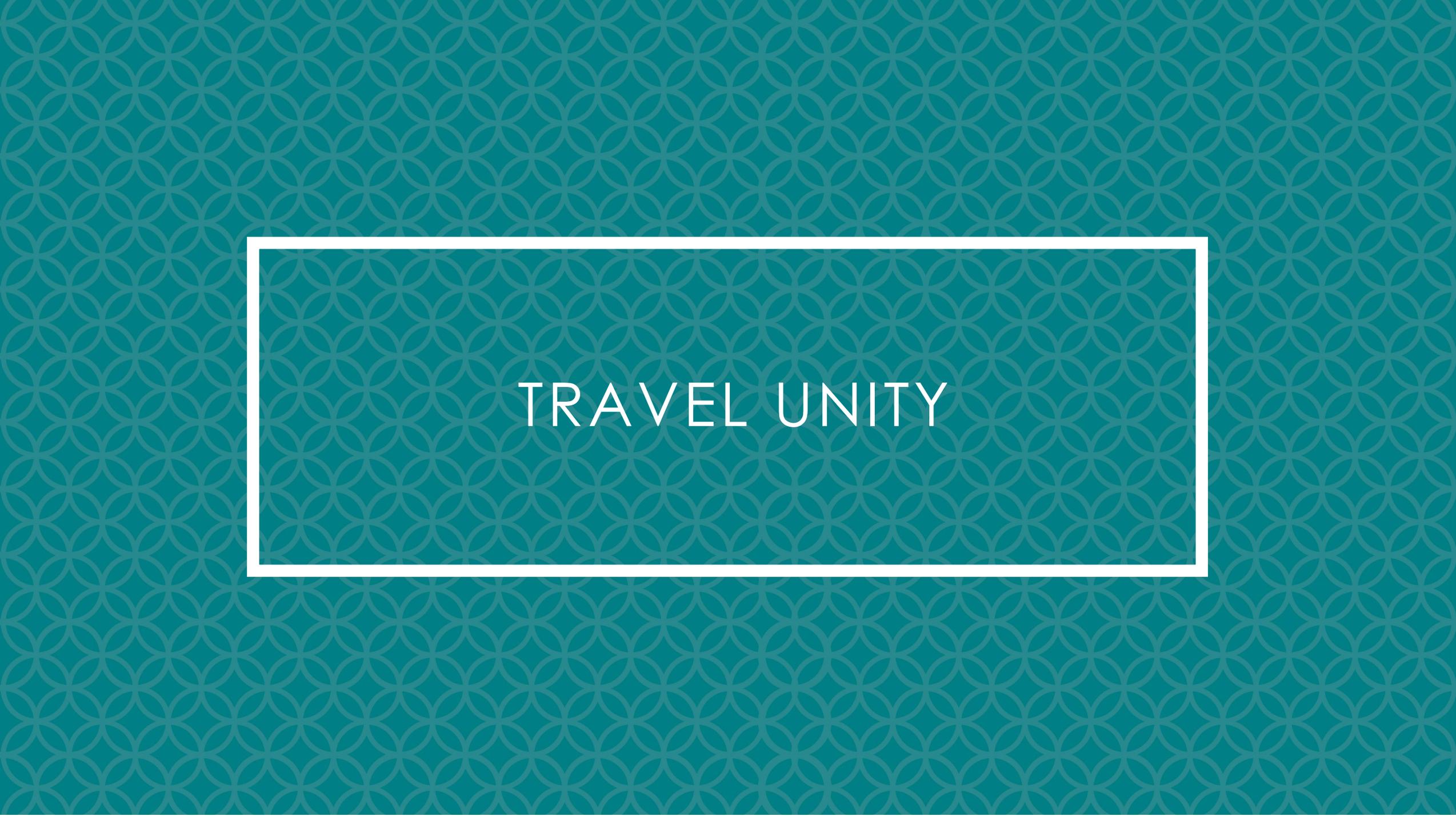
(CVB Board Only Votes)

➤ **Nominating Committee**

- **Eddy Estrada**, Smarter Property Management (STVR)
- **David Feltman**, Vacation Rental Owners & Neighbors of Palm Springs (STVR)
- **Amanda Hoffmann**, Vacasa (STVR)
- **Boris Stark**, Palm Desert Vacation Properties (STVR)
- **Michael Murray**, Hotel Paseo (TBID Hotel)
- **Mike Waddell**, Hyatt Regency Indian Wells (TBID Hotel)
- **Elizabeth Ostoich**, FARM Palm Springs & Tac/Quila (Restaurants)



CEO/PRESIDENT'S REPORT



TRAVEL UNITY

DIVERSITY, EQUITY, & INCLUSION



501(c)(3) founded in 2016 focused on increasing diversity in travel through individual and community empowerment.

Foundational audit including the following assessments:

- Develop DEI Action Plan
- Conduct Audit of Organizational Practices
 - Destination Assessment
 - Communications
 - Marketing campaigns
 - Human Resources
- DEI survey to GPSCVB staff and stakeholders
- Provide recommendations for future success

Estimated completion: Fall 2021



AIR SERVICE UPDATES

New Routes

palm springs international airport (PSP) air service



Routes and carriers are subject to change

* Limited December flights only

PSP Nonstop Flights to 31 Cities

- 26 United States
- 5 Canada



Austin; 5x Weekly Nov-Apr



Sacramento: 2x Daily Year-Round

Chicago: 1x Daily Seasonal

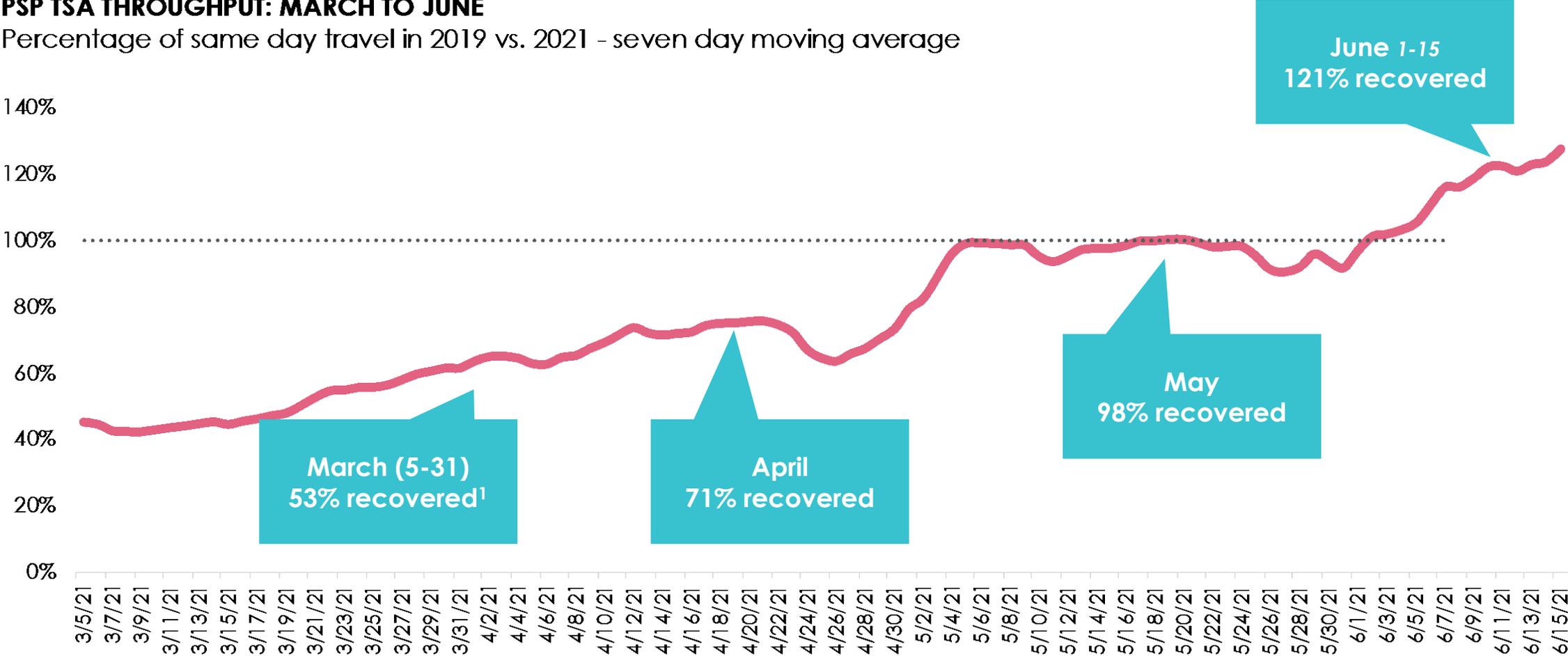
Dallas: 1x Daily Seasonal

Portland: 1x Weekly Seasonal

For the First Two Weeks in June, PSP Recovered 121% of June 2019 Traffic Levels

PSP TSA THROUGHPUT: MARCH TO JUNE

Percentage of same day travel in 2019 vs. 2021 - seven day moving average



Note 1; Call out boxes reflect the entire month, not a 7 day average
Sources: Transportation Security Administration (TSA), Ailevon Pacific Aviation Consulting analysis

This Upcoming Summer PSP Will See a Record Number of Seats in the Market

PSP SUMMER DAILY SEAT CAPACITY TRENDS

Daily Seats: May to September 2003 to May to September 2021



Note 1: 2021 seat capacity subject to change based on airlines schedule updates
Source: Schedule data via Diio Mi by Cirium; (Week of May 11, 2021). Ailevon Pacific Aviation Consulting analysis



VACATION RENTALS

GPSTBID – Vacation Rentals

THANK YOU, CITY AND COUNTY STAFF!

Collection for short-term vacation rental revenue begins after July 1.

- Currently **5,405** active permits

GPSTID STVR Advisory group

- Meet starting in **July**
- **24 members**, currently both individual owners and property managers representing all cities and the county

Visit gpsTBID.com
for more information.



GPSTBID – Vacation Rentals



Rediscover
Greater
Palm Springs

Find your oasis

Travel to Greater Palm Springs where you'll see awe-inspiring mountains and feel the warm rays of sun-kissed skies. While exploring this SoCal oasis, you'll discover world-class cuisine, mid-century modern architecture, and unparalleled natural beauty. In partnership with Greater Palm Springs, we've curated a selection of nearby stays and activities to showcase what this nine-city destination has to offer.

Channel mid-century vibes Palm Springs

Palm Springs is known for its mid-century architectural style, with

Airbnb Website Landing Page for Greater Palm Springs

- Custom content
- Links to Stays and Experiences
- Things To Do links to our website

Explore the art scene in Indio and Coachella

Indio and Coachella are filled with history and vibrant art offerings. Stroll through the historic downtown Coachella, where you'll find beautiful wall murals painted by local artists throughout downtown. Or take a self-guided tour of Indio's Old Town, which showcases the rich historical, cultural and creative legacy of the city through art.

Explore



GPSTBID – Vacation Rentals

	2021 YTD	2021 PACING
ADR*	↑ 60%	↑ 41%
Occupancy*	↑ 28%	↑ 33%
	Avg. Booking Window 48 Days	Avg. Length of Stay 6.4 Nights

*COMPARED TO 2020

T.E.A.M. GPS

T.E.A.M. GPS

Join T.E.A.M. GPS today at goTEAMgps.com



- Become a destination expert
- Connect with other tourism professionals
- Experience Greater Palm Springs attractions
- Be first to know what's new and upcoming

Enroll now!

T.E.A.M. GPS & COD

Expanding course offerings with COD



- Guest Services Gold
- Banquet Server
- Culinary Knife Skills
- START (Skills, Tasks and Results Training)

COVID Safety and
conflict
de-escalation
available now at
[MyGreaterPS.com](https://www.MyGreaterPS.com)

T.E.A.M. GPS

Hiking Safety Card

- Developed to **educate visitors about being safe** when outdoors
- Reviewed by **Palm Springs Mounted Police Search & Rescue Team**
- Will **distribute** through visitor centers, hotels, vacation rentals, and social media (linking back to our hiking landing page)



Hiking Safety tips

Our destination is home to more than 1,000 miles of breathtaking hiking trails traversing varied terrain, from wide-open sandy washes and lush palm tree groves to steep alpine wilderness. Keep in mind that from June to October, daytime temperatures here can easily reach 100 °F (37.78 °C) and beyond. **Hiking in extreme heat can be dangerous and even life-threatening**; if there's a heat advisory in effect, do not go hiking.

The following tips will help you explore safely and responsibly.

-  **HYDRATE!**
When half your water is gone, it's time to turn back.
-  **Avoid hiking at peak heat during summer months.**
Mornings before 9 AM are your friend.
-  **Never hike alone.**
And tell someone where you're going.
-  **Stay on the trail.**
It can prevent you from getting lost and helps preserve our natural landscape.
-  **Wear the right shoes.**
Traction and support are everything.
-  **Give wildlife space.**
For their safety as well as your own.
-  **Don't count on your cellphone.**
Charge up before you go, but know that service can be limited out on the trails.

 VISIT GREATER PALM SPRINGS



10 *Essentials* to take on your hike

- Water**
(2 liters minimum)
- Nutrition/Snacks**
(think trail mix and granola bars)
- Map & Compass**
(you may not always have cell service, so download map directly to your mobile device)
- Sunscreen & Hat**
(you'll need both, with our 300+ days of sunshine each year)
- Extra Layers**
(long sleeves and pants provide protection from the sun)
- First Aid Kit**
(nature can be unpredictable)
- Comb**
(to remove cactus spines and thorny stems)
- Flashlight**
(for those who like to catch the sunset)
- Hand Mirror**
(to signal for help if your cell won't work)
- Whistle**
(in case you get separated from your group)

Scan for a list of Greater Palm Springs hikes.



@VisitGreaterPS

These hiking tips are brought to you by the Palm Springs Mounted Police Search and Rescue Team. Follow their Facebook page for more information.

 VISIT GREATER PALM SPRINGS



MARKETING UPDATES

SUMMER 2021 OVERVIEW



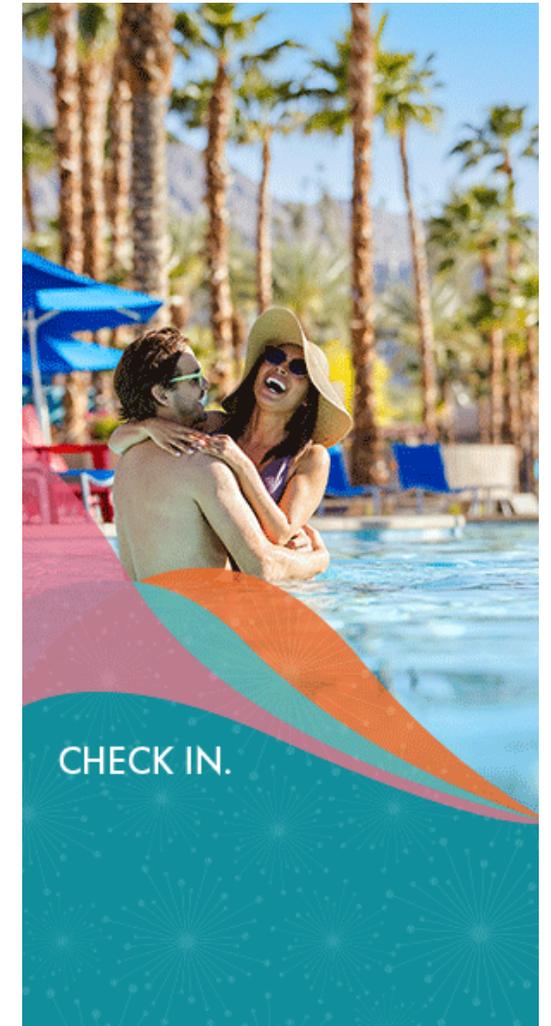
PALM SPRINGS LIFE



2021 SUMMER CAMPAIGN

1B+
impressions

250K+
spots



Markets: Los Angeles, San Diego,
Phoenix, San Francisco, Las Vegas,
Seattle, Portland, Dallas, Denver, Salt
Lake City, Oakland

THE WESTIN
MISSION HILLS
GOLF RESORT & SPA



THE RITZ-CARLTON
RANCHO MIRAGE

La Quinta
— CALIFORNIA —

 **HYATT**
REGENCY[®]
INDIAN WELLS
RESORT & SPA

 *Palm Springs*
CALIFORNIA Like no place else[™]

R
RENAISSANCE[®]
ESMERALDA RESORT & SPA
INDIAN WELLS

OMNI  **HOTELS**
& **RESORTS**
rancho las palmas
palm springs

SUMMER
2021
CO-OP
PARTNERS







BILLBOARD

Summer billboards will run in **Los Angeles, San Diego** and **San Francisco**.
Estimated **33M impressions**.



Additional billboards promoting nonstop routes in fly markets on Southwest Airlines will run in **Oakland, Dallas** and **Denver**.



EXPEDIA



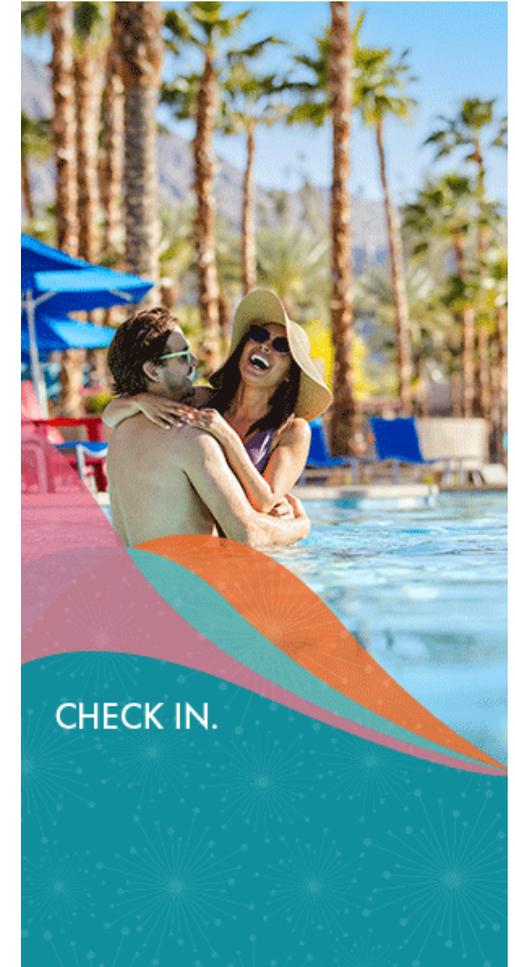
Markets: Los Angeles, San Diego, Las Vegas, Phoenix, Bay Area, Seattle, Portland, Denver, Dallas, and Salt Lake City plus optimization and competitive targeting

May Expedia campaign

- **3.1M** impressions
- **16K+** room nights booked
- **\$5M** in revenue

Strong ROI average of **\$119:\$1** in May

Estimated **6.8M** impressions for summer 2021



TRIPADVISOR



Markets: Los Angeles, San Diego, Las Vegas, Phoenix, Bay Area, Seattle, Portland, Denver, Dallas and Salt Lake City

May Trip Advisor digital advertising:

- **454K+** impressions
- **626** room nights booked
- **\$427K+** in revenue

Estimated **2.3M** impressions for summer 2021.



ADARA & CENTRO DIGITAL ADVERTISING



Markets: Los Angeles, San Diego, Phoenix, Las Vegas, Bay Area, Seattle, and Portland with optimization for additional markets based on interest and retargeting

May Adara & Centro combined programs

- **8M+** impressions
- **565** room nights books
- **\$180K+** in revenue

Estimated **11M** impressions for summer 2021.

A screenshot of the Forbes website interface. At the top right, the "Forbes" logo is visible next to a red "Subscribe" button. Below the logo, there are navigation options: "Most Relevant", "Most Recent", and "All Time". The main content area displays three articles. The first article, dated "Jun 22, 2021", is titled "Revenge Travel And Where Americans Are Traveling" by Geoff Whitmore. The second article, dated "Jun 23, 2021", is a "COUNCIL POST" titled "How Travel Companies Can Inspire Informed Travel During The Pandemic" by Ivan Baidin. The third article, dated "14 hours ago", is titled "REI Adventures: Keeping The Focus On US Travel". To the right of the articles, there are three images: a classical building, a person in a plane cabin, and a person kayaking. A red circle highlights an advertisement on the right side of the page. The advertisement features a person relaxing in a pool with a pink inflatable ring, with the text "CHECK IN. Chill OUT. Plan your summer getaway." and the word "ADVERTISEMENT" at the top.

TRAVELZOO



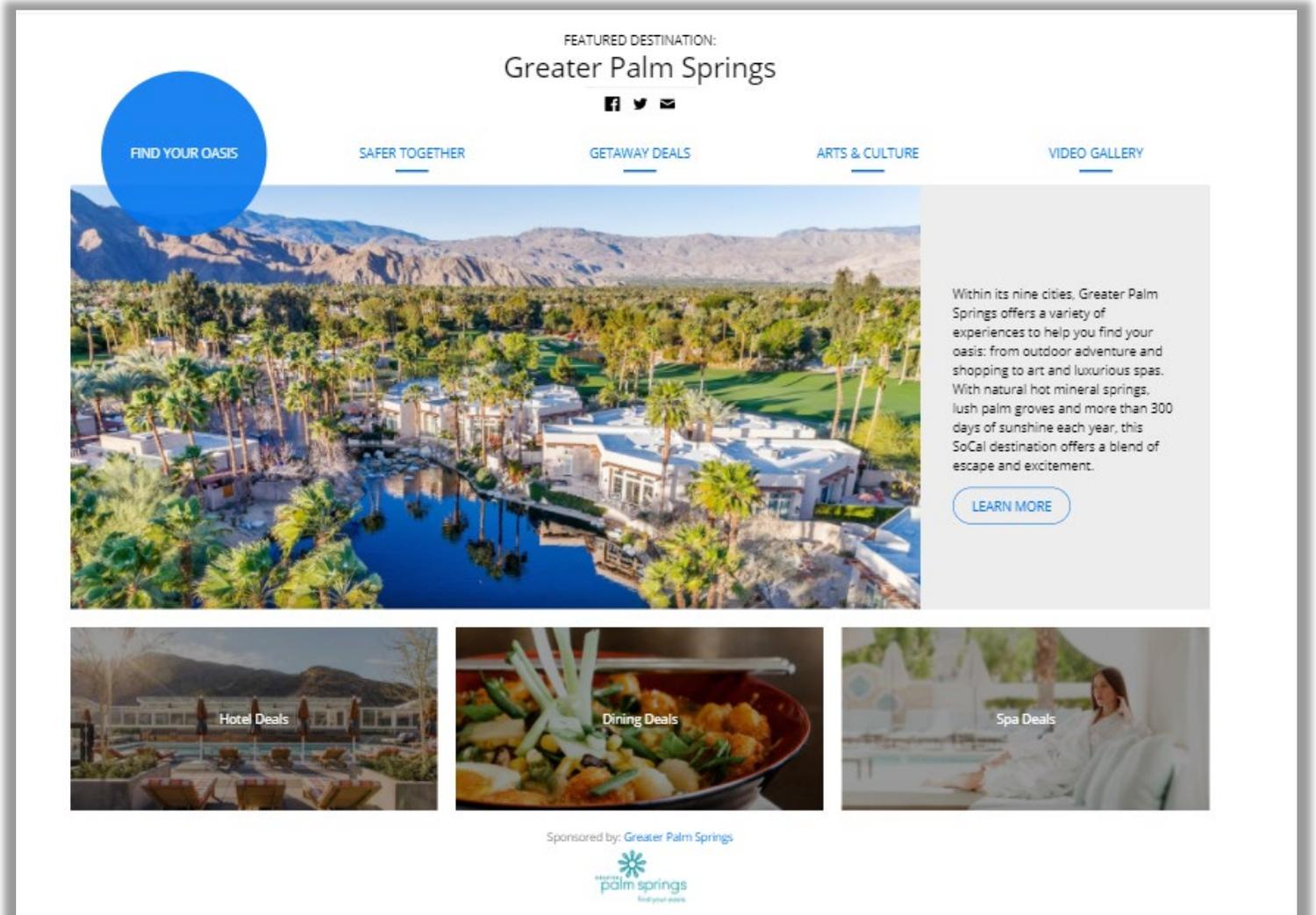
Summer program includes **sponsored content article, updated landing page featuring Partner deals, and custom e-blast** to LA market.

Markets: Los Angeles, San Diego, Las Vegas, Phoenix, Bay Area, Seattle, Portland, Denver, Dallas and Salt Lake City

May 18 Travelzoo e-blast

- **18M+** impressions
- **74K+** clicks
- **\$148K+** in revenue

Estimated additional **3.3M** impressions for remaining summer 2021 content and e-blast.



SPAFINDER

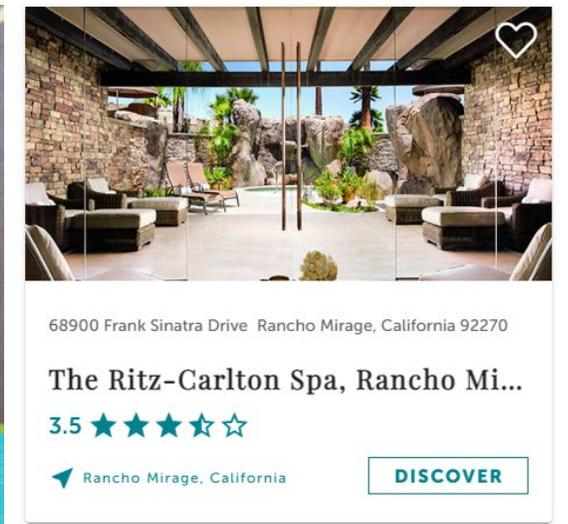
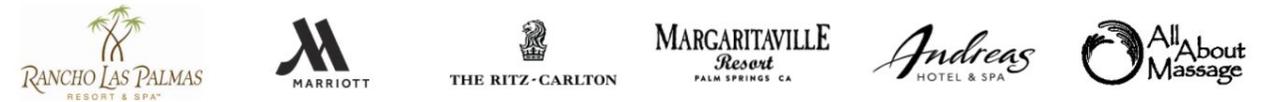
SPAFINDER

Custom landing page launched May 1

- spa partners
- digital banner ads for CVB spa deals
- sponsored content articles
- e-blasts
- social posts

May content generated **360K** impressions and **320** clicks.

Estimated **1.2M** impressions planned for summer 2021.



EDGE MEDIA

EDGEMEDIA NETWORK

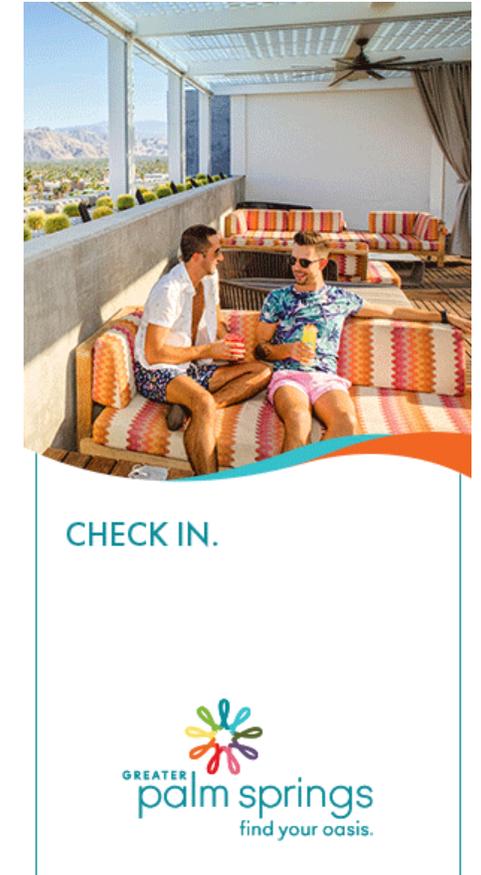
LGBTQ-targeted campaign relaunched in February

- updated summer banner ads
- monthly e-blasts
- custom editorial articles
- social media posts
- geofenced notification for Denver Pride attendees promoting Nov 2021 Greater Palm Springs Pride

Markets: Los Angeles, San Diego, Las Vegas, Phoenix, Bay Area (SF, San Jose, Oakland), Seattle, Portland, Denver, Dallas and Salt Lake City

May campaign generated **760K+** impressions and **634** clicks

Estimated **1.5M** impressions planned for summer 2021.



NATIVO

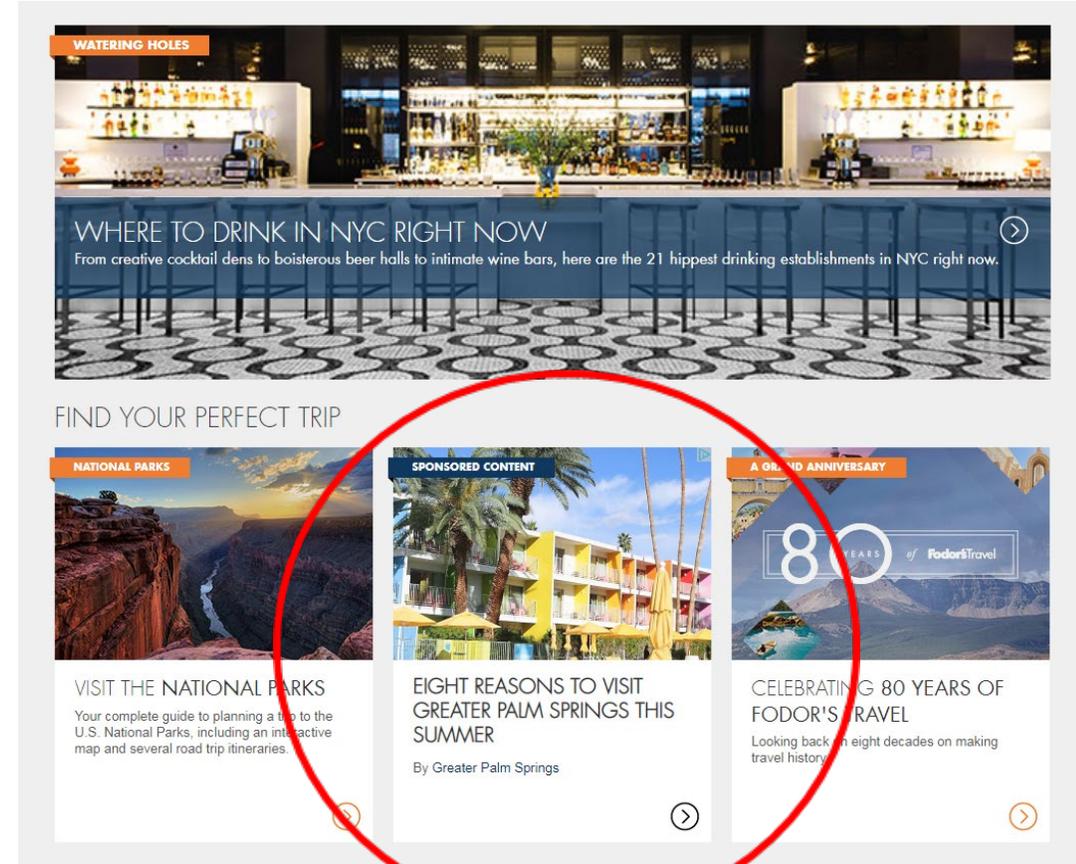


Native content program promoting CVB blog articles across a network of sites, appearing as content.

May article: “**Eight Reasons to Visit Greater Palm Springs This Summer**”

June article: to promote the **Summer Eats Pass**

Over **1.1M** impressions were generated in May, for an estimated **4.6M** total impressions for summer 2021.



PANDORA & iHEART RADIO

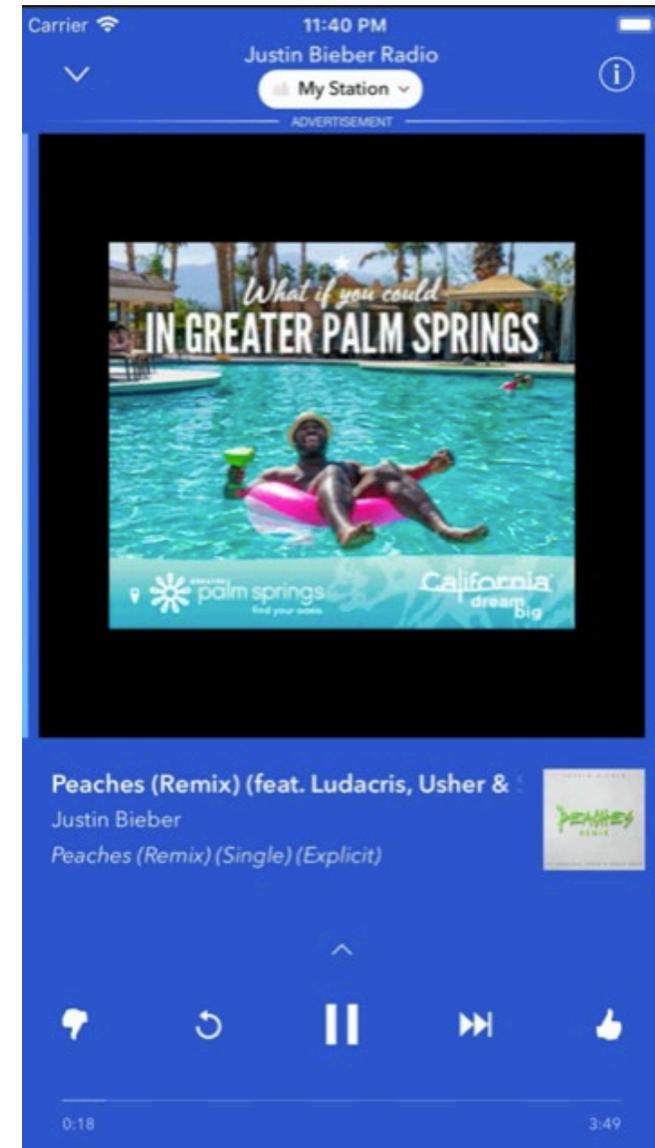


Summer audio advertising program began in early June with

- targeted **:30 streaming radio spots** on Pandora and iHeart Radio
- accompanying **banner ad** and **:30 mobile video ad**

Markets: Los Angeles, San Diego, Las Vegas, Phoenix and Bay Area

Estimated **5M** impressions planned for both programs for summer 2021.



WEATHER CHANNEL



Digital banner ads with summer messaging targets locations with **May Gray / June Gloom weather**.

Ads are triggered-based on current weather conditions and serve sunshine-focused messaging.

Markets: Los Angeles, San Diego, San Francisco and Santa Barbara (weather triggered)

Estimated **900K** impressions for summer 2021.



PALM SPRINGS LIFE

PALM SPRINGS LIFE

Summer campaign includes **print ads** in the annual **Summer Guide**, as well as monthly **The Guide** issues in June, July and August.

Digital campaign includes

- **standalone e-blast**
- **digital banner ads**
- **content ads** running the week of May 28.

Cover was custom-designed to show diversity (modern take on Slim Aaron's famous 1970 "Poolside Gossip" photograph)

- Plan to sell print to benefit Greater Palm Springs Tourism Foundation



VISIT CALIFORNIA CO-OP CAMPAIGN



June-September co-op campaign

Digital and native ads with Expedia, Adara, Sojern and TripAdvisor.

Visit California **matches 30% of CVB spend**, with additional vendor matches.

Summer/fall program has an estimated **20.4M** impressions planned across all programs.



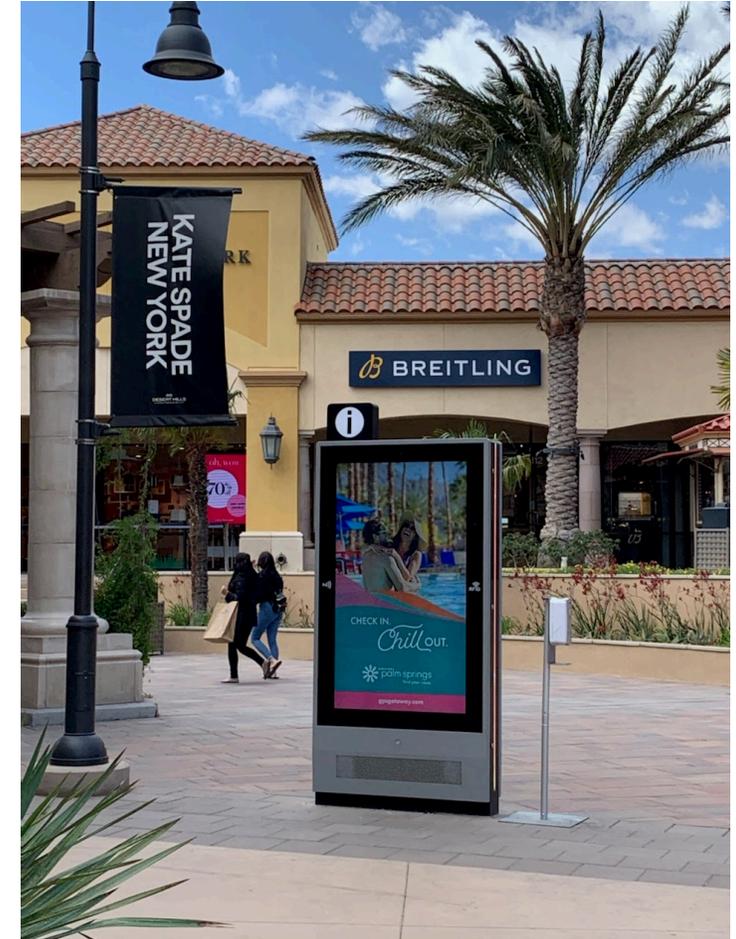
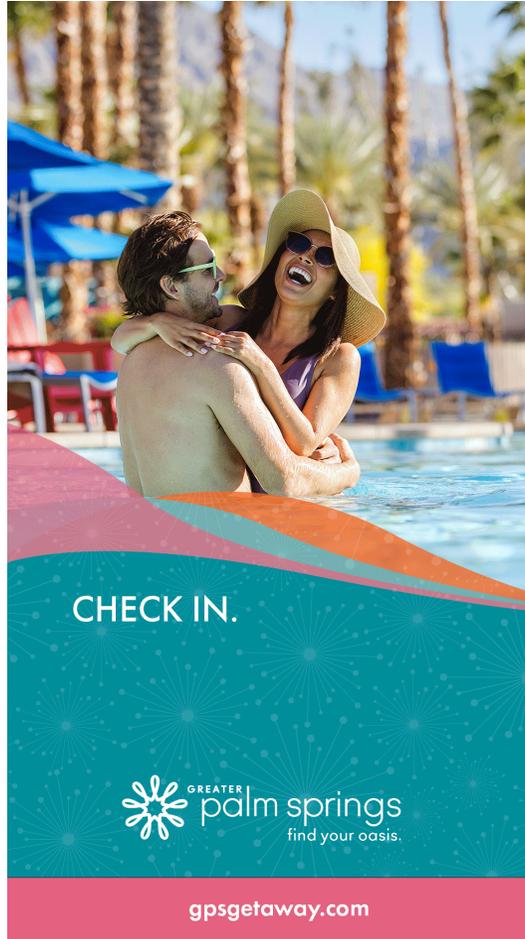
DESERT HILLS OUTLETS



NEW for 2021

Outdoor digital panels across 10 high-traffic locations targeting shoppers at the Desert Hills Premium Outlets.

Ads feature summer getaway messaging and will incorporate the Summer Eats Pass in June.



SUMMER RESTAURANT PASS - BANDWANGO

Summer Eats Pass

Custom mobile pass allows users to access restaurant deals and discounts. Campaign launched June.

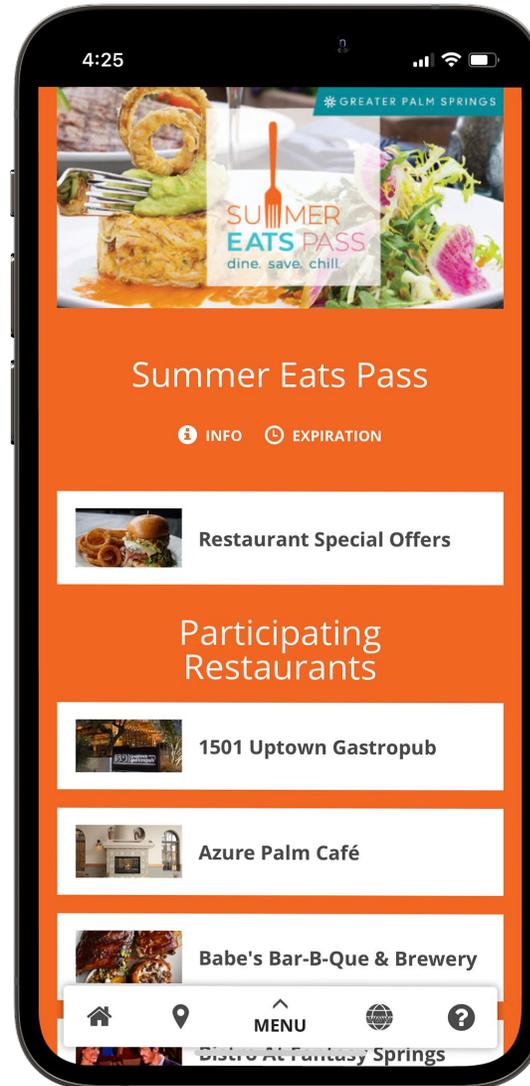
Restaurant check-ins enter diners into a weekly drawing to win a \$50 gift card to a participating Greater Palm Springs restaurant.

Marketing Campaign Includes:

- Out-of-Home
- Digital banner ads
- Digital / local radio spots
- Digital editorial content
- The Desert Sun

Runs **through August.**

1,275 downloads

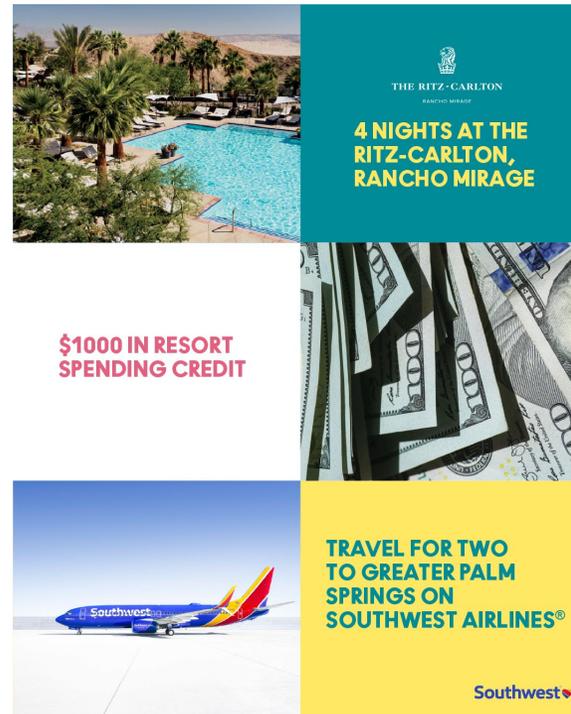


WIN BIG GIVEAWAY: SWA PROMOTION



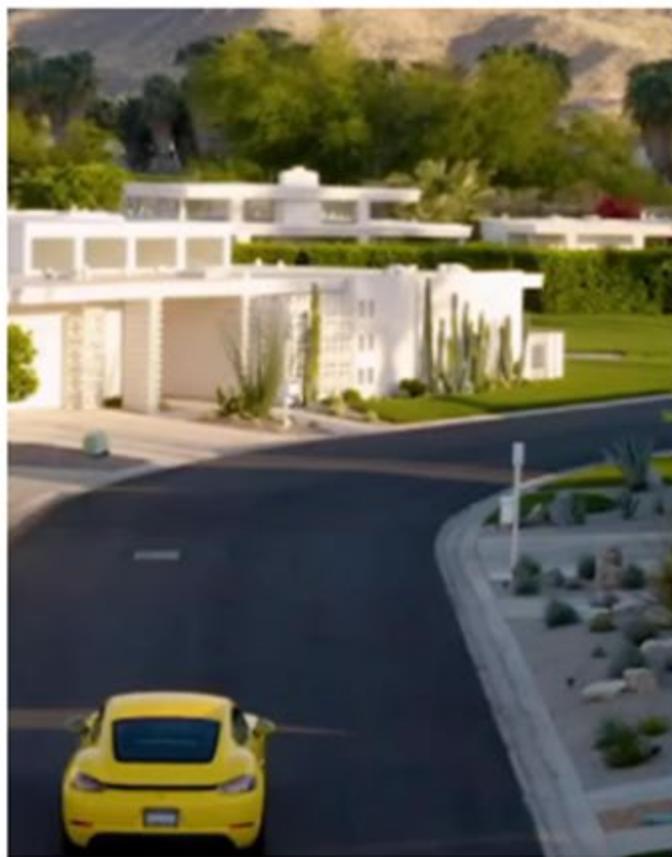
Greater Palm Springs x Sonic Gods Media

In celebration of new nonstop flights to Greater Palm Springs via Southwest Airlines.



- Promoted via Instagram, Instagram Reels, Twitter and Facebook
- **Phase 1: Giveaway from Ritz-Carlton, Rancho Mirage** to drive a high level of awareness of the destination/flights and traffic to the Instagram promotion
- **Phase 2: Increase awareness and engagement around new flights** into Greater Palm Springs.
- Mentions from **three influencers**.

WIN BIG GIVEAWAY: SWA PROMOTION



Play 

SWA MEDIA CAMPAIGN



- Southwest-dedicated marketing plan promoting new flights includes digital video, connected television, display ads, streaming audio and social media.
- **Markets:** Denver, Oakland, Phoenix, Las Vegas, Sacramento, Dallas, Portland, Chicago, Baltimore, Spokane, Kansas City, Austin, Houston, Seattle
- **Timeframe:** Late June - September

Heart has landed in Palm Springs.

Our low fares can't wait to meet you.

Southwest
GREATER palm springs

Book now

Heart has landed in Palm Springs.

Our low fares can't wait to meet you.

Southwest
GREATER palm springs

Book now

Heart has landed in Palm Springs.

Our low fares can't wait to meet you.

Southwest | GREATER palm springs

Book now

CONVENTION SALES – CAMPAIGN



cvent

HB | HELMSBRISCOE

Smart meetings

asae®

Connect

pcma

Ca|SAE®
ADVANCING TOGETHER

NORTHSTAR
MEETINGS GROUP

THE WEEKLY COMMUNITY
NEWSPAPER OF
ASSOCIATIONS, CVBS
AND HOTELS
USAE

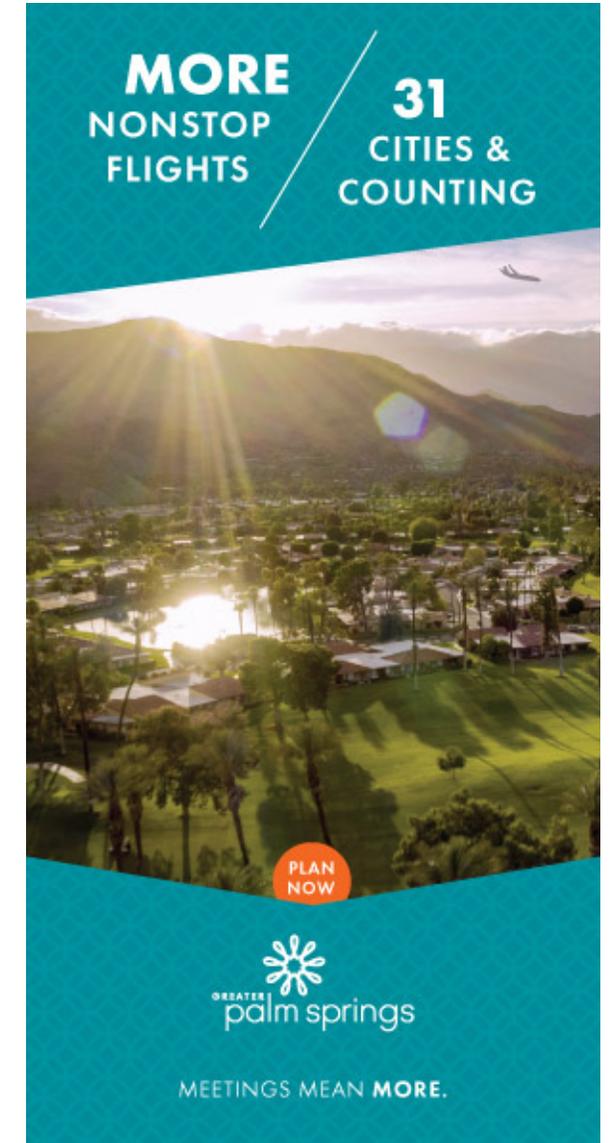
ConferenceDirect®

CONVENTION SALES: DIGITAL

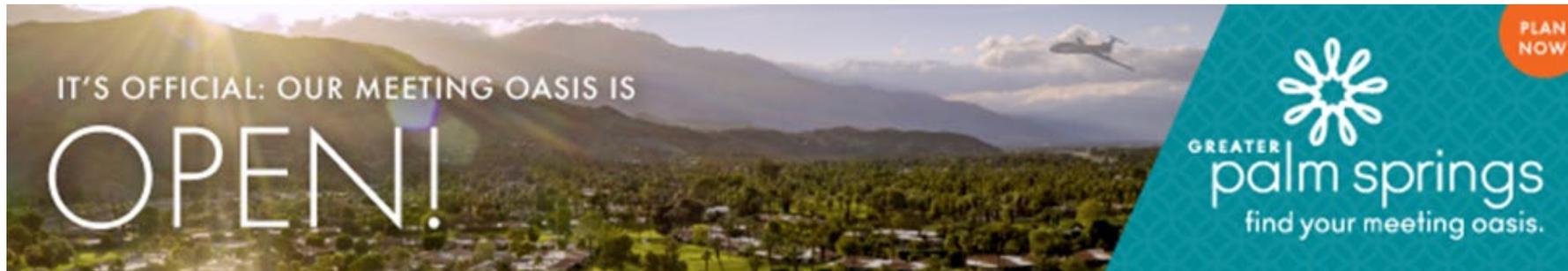
Digital ads launched in May via **Centro**, targeting meeting planners and executive-level decision makers on sites like **Forbes**, **The New York Times**, **The Washington Post**, **Politico**, and **Business Insider**.

Also retargeted the CVB's meetings pages.

Ads generated over **1M** impressions and **1,145** clicks through in May.



CONVENTION SALES: USAE



Digital ads in **USAE's** weekly newsletter began running in May.

Generated **224K+** impressions and **5,482** clicks in May.

Highest engagement, lowest bounce rate, and longest time on site for our meetings campaign so far.

CONVENTION SALES: SMART MEETINGS

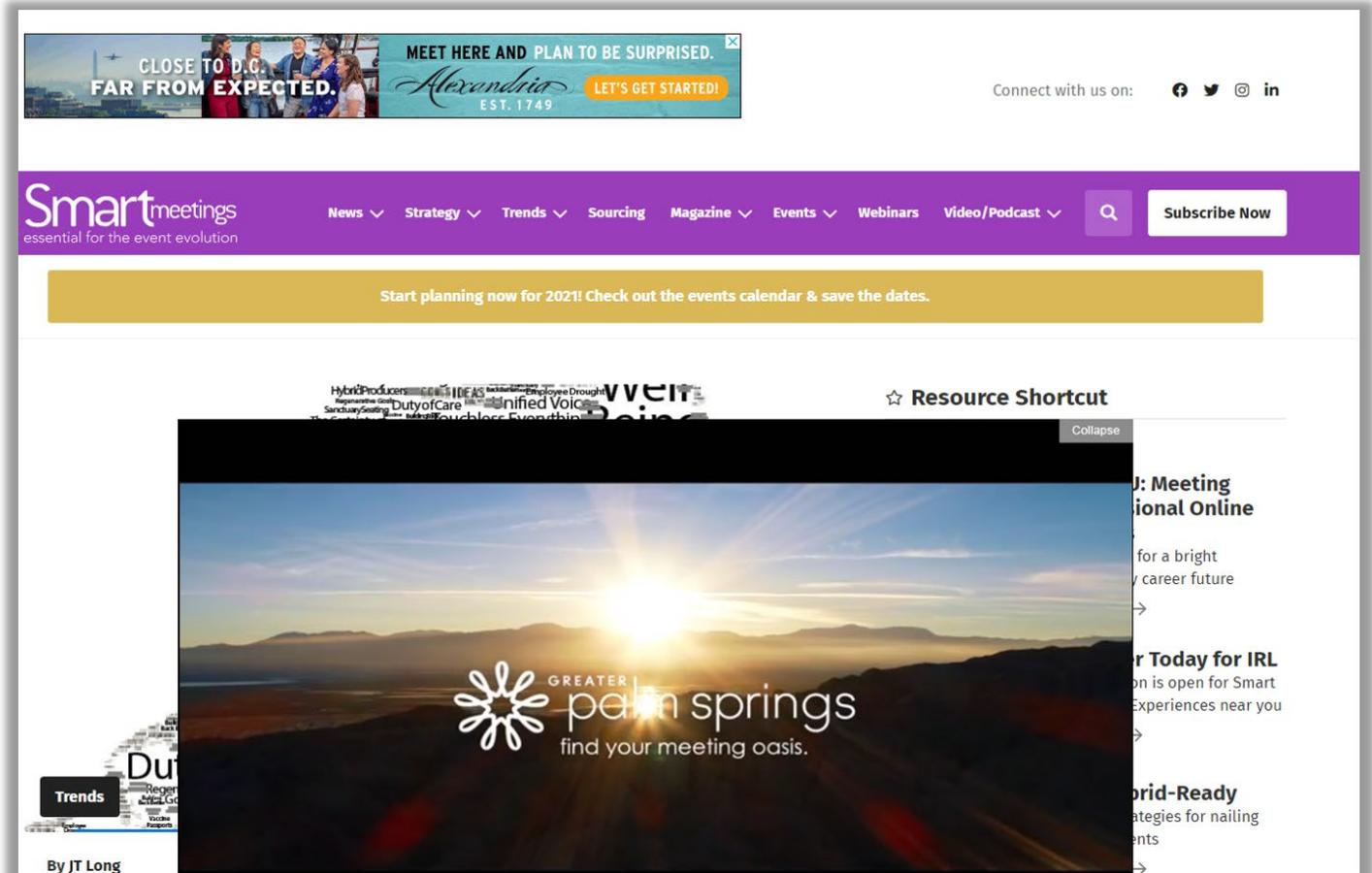


Digital campaign with **Smart Meetings** launched in May.

- **227K+** impressions
- **777** clicks

Skybox video placement ad that displayed a custom Greater Palm Springs video on the Smart Meetings homepage that generated **48K+** impressions.

One out of every four viewers on the site engaged with the ad unit, which had a **1.92% click-through rate** – **15x** industry standard.





CONVENTION SALES

CELEBRATING JUNE 15th RE-OPENING

MPI/WEC LAS VEGAS



NOW BOARDING ✨ GREATER PALM SPRINGS

It's official. Our Southern California meeting oasis is open!

DESTINATION:
PSP

BOARDING TIME:
ASAP

SEATING:

- open
- poolside
- mountain view
- inspiring

ON THE AGENDA:

- nonstop flights
- unique outdoor venues
- endless blue skies
- off-the-grid activities


Flight Info

→ meetingsinpalm Springs.com

CELEBRATING JUNE 15th

MONTHLY E-NEWSLETTER: WE'RE OPEN FOR BUSINESS!

- Sent to over **8,200 planners**
- **15.8%** open rate
- **Click-through rate** increased month over month **0.92% to 1.17%**
- **Click-to-open rate** increased month over month **5.8% to 7.3%**



IT'S OFFICIAL: OUR MEETING OASIS IS
OPEN!

GREATER palm springs
find your meeting oasis.

Today, Greater Palm Springs celebrates California's June 15 reopening and the return of meetings to our sunny Southern California destination. We're ready to welcome you back, and it's easier than ever to arrive to our blue skies with **11 new flight destinations** added since 2020, totaling 31 cities with nonstop service! Our doors are open - start planning your next meeting now!

WELCOME BACK FROM OUR PRESIDENT & CEO

Join Greater Palm Springs CVB President & CEO, Scott White, as he welcomes meetings and events back to our destination. With increased air service (including five brand new routes!), hotel renovations, new attractions and the upcoming Coachella Valley Arena, there's a lot on the horizon in our Southern California oasis.

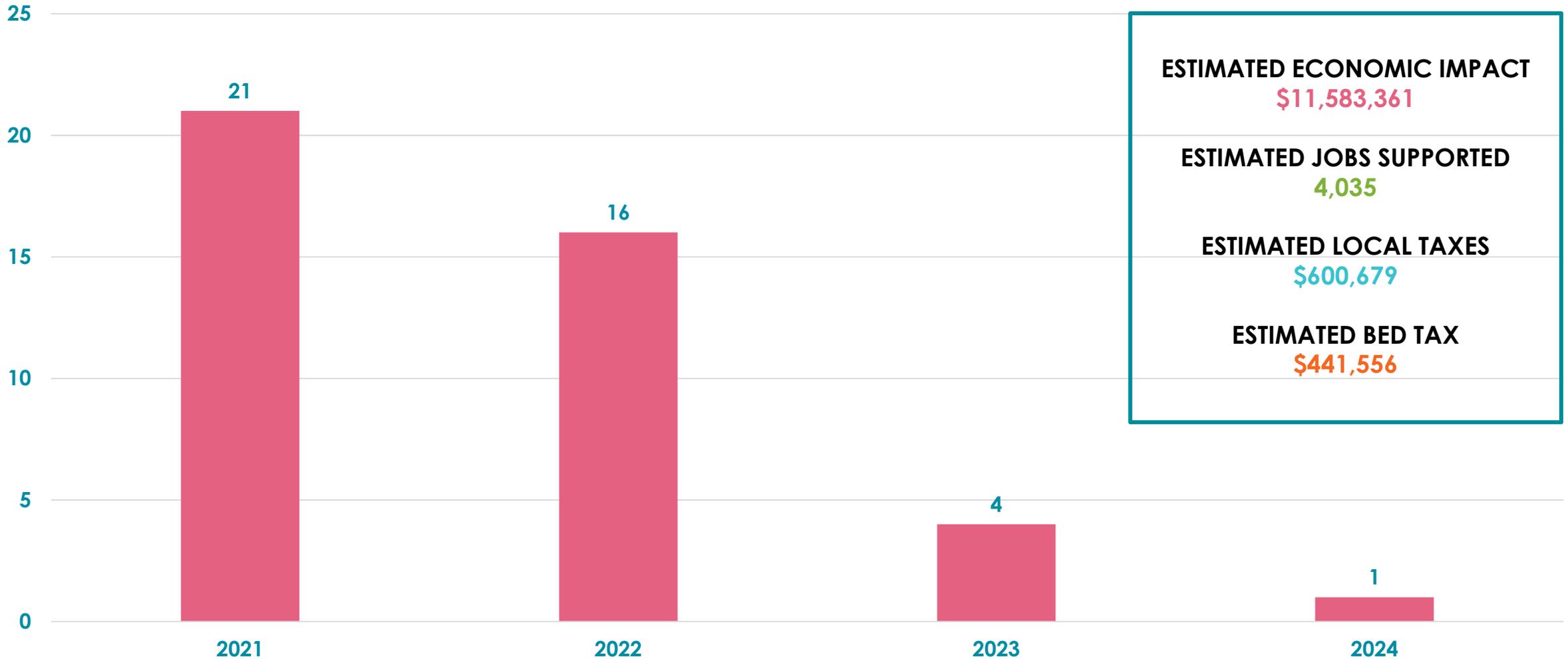


SCOTT WHITE
PRESIDENT & CEO, GREATER PALM SPRINGS CVB

WATCH NOW

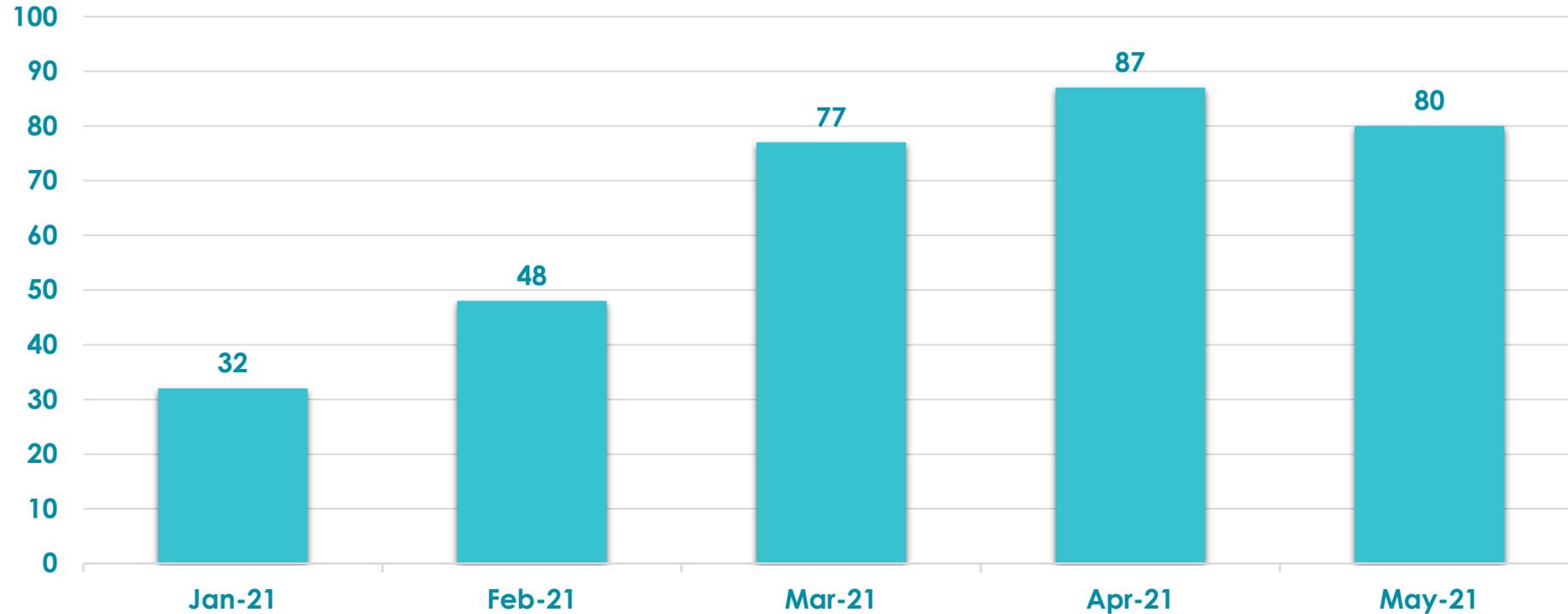
2021 BOOKINGS BY YEAR – YTD AS OF MAY

YTD Definite Bookings by Year



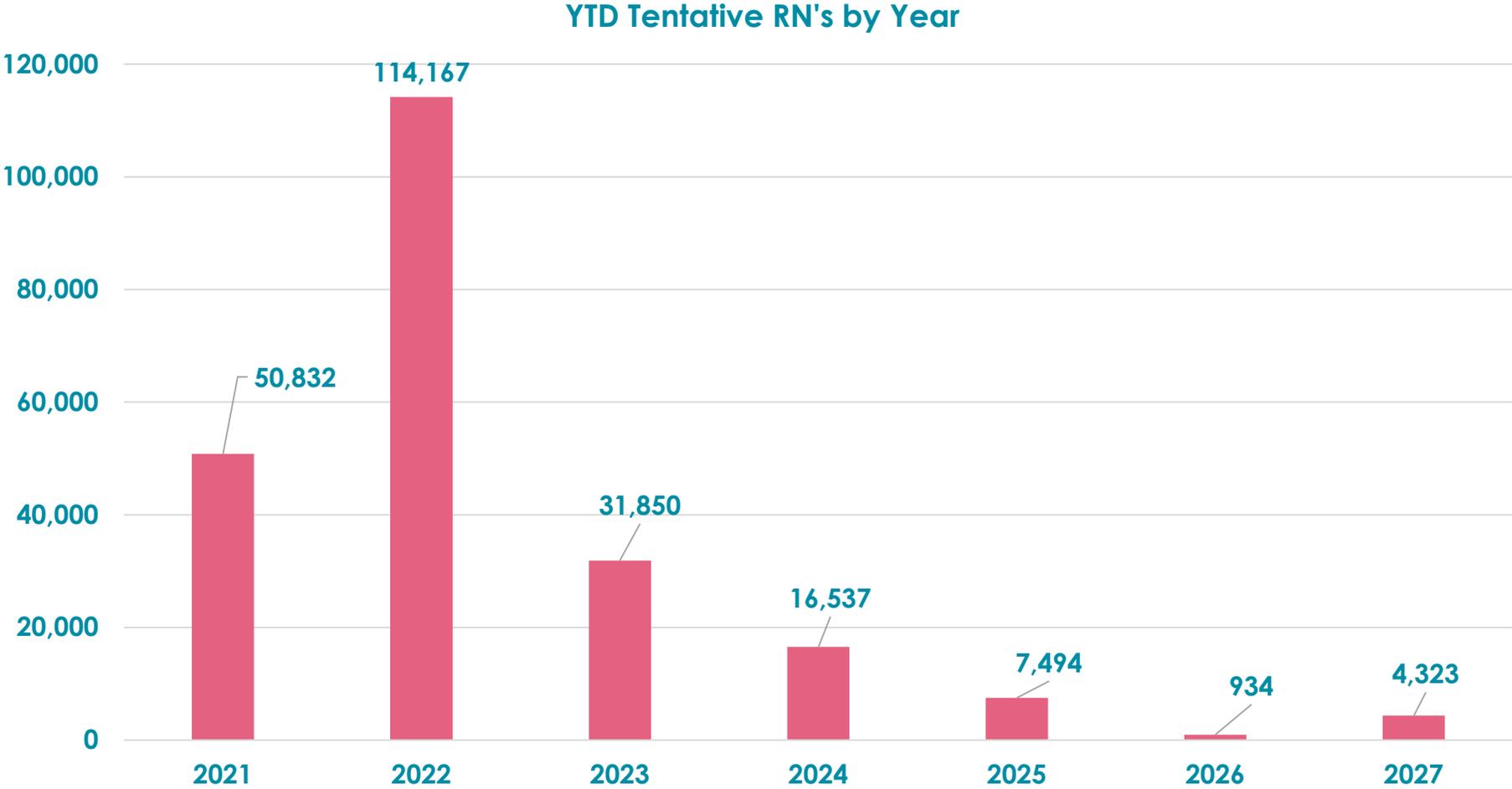
2021 LEADS YTD

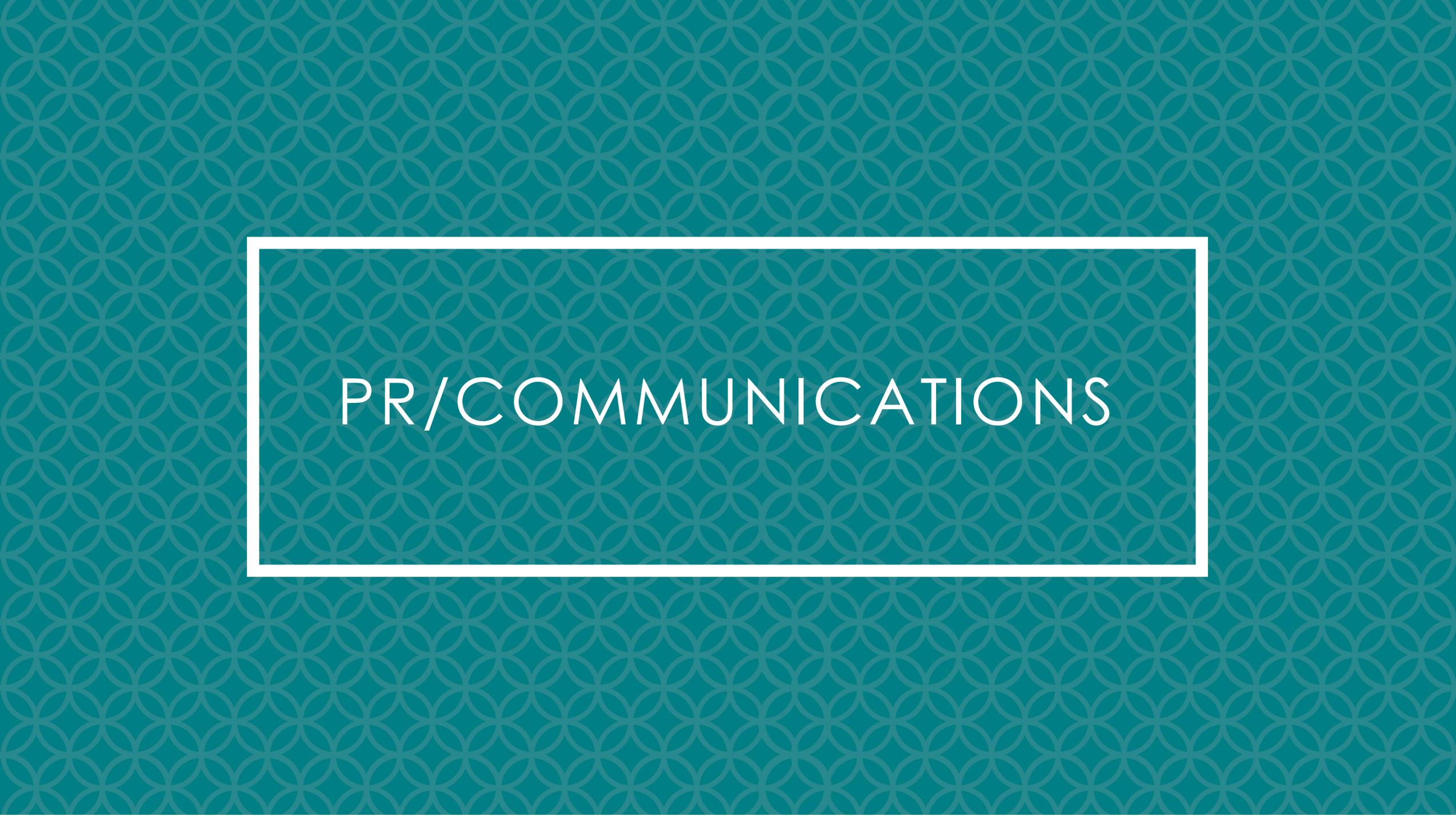
2021 Leads by Count



BY SEGMENT: 59% Corporate ▪ 26% Association ▪ 1% SMERF ▪ 14% Government

2021 LEADS YTD





PR/COMMUNICATIONS

PR/COMMUNICATIONS

VOGUE

FASHION

Looking For Things to Do This Weekend? Here's Where to Go (and What to Wear)

BY LILAH RAMZI
May 29, 2021

Readership 2,394,144

THE EPOCH TIMES



Wildflowers dot the Palm Springs landscape outside of town. (Visit Greater Palm Springs)

DESTINATIONS

Desert Beauty: A Weekend in Palm Springs

Readership 2,039,937

NEWS BREAK

Can you expect pre-Covid experiences at California hotels?



Readership 2,700,572

TRAVEL+
LEISURE

13 Amazing Asian American-owned Hotels in the U.S.



Readership 2,547,900

OUT
Traveler

Pride Journey: Palm Springs, California



Readership 10,832

family
critic
VACATION

9 Best Destinations for Girlfriend Getaways



Readership 378,447

PR/COMMUNICATIONS



PR/COMMUNICATIONS

Upcoming Projects

- Digital Nomad Stays
- Making a Racquet
- Through the Lens
- Meetings in Greater Palm Springs
- Regenerative Travel



PR/COMMUNICATIONS

VAX FOR THE WIN
California Dream Vacations

SAN FRANCISCO'S "OUR GATE IS OPEN" WELCOME PACKAGE

TWO SAN DIEGO DREAM VACATION PACKAGES

PREMIUM LOS ANGELES EXPERIENCE PACKAGE

IMMERSE YOURSELF IN GREATER PALM SPRINGS' LUXURY PACKAGE

DISCOVER THE BEST OF ANAHEIM

CALIFORNIANS ARE AUTOMATICALLY ENTERED TO WIN.
WINNERS SELECTED JULY 1

Learn more at visitcalifornia.com/dreamvacations
Make your appointment today at myturn.ca.gov or call 833-422-4255

TRAVEL+ LEISURE

California Is Giving Away Epic Vacations to Vaccinated Residents - Here's Where Winners Will Be Headed

In addition to the trip packages, the vacation winners will receive \$2,000 for travel expenses.



THE RITZ - CARLTON

RANCHO MIRAGE

\$2.3B Readership / \$4.3M Ad Value

CVB NAME CHANGE



GREATER

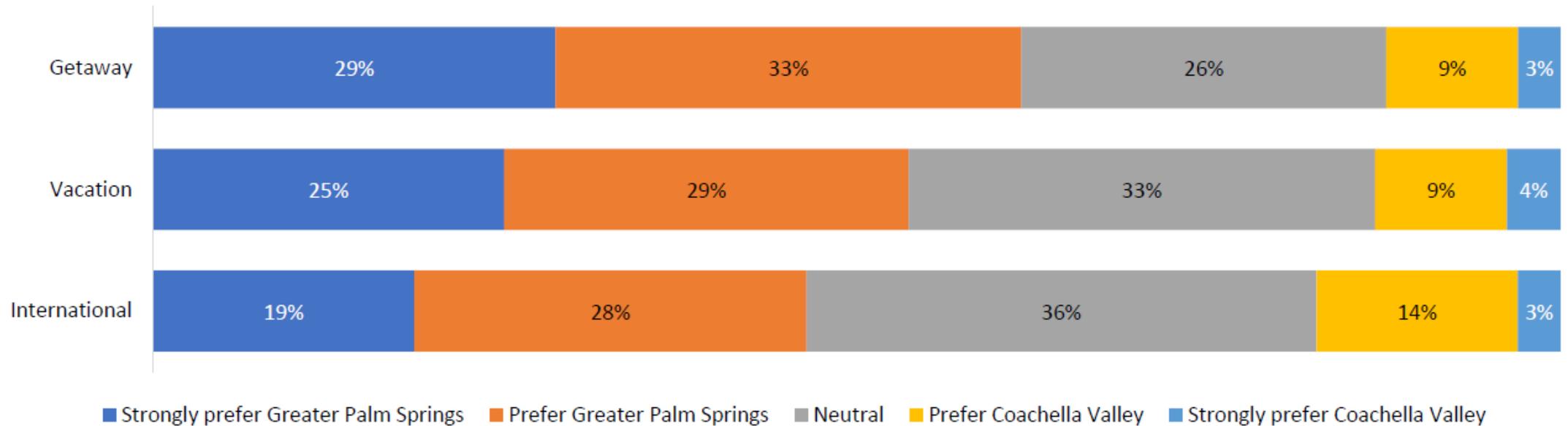
palm springs

convention & visitors bureau

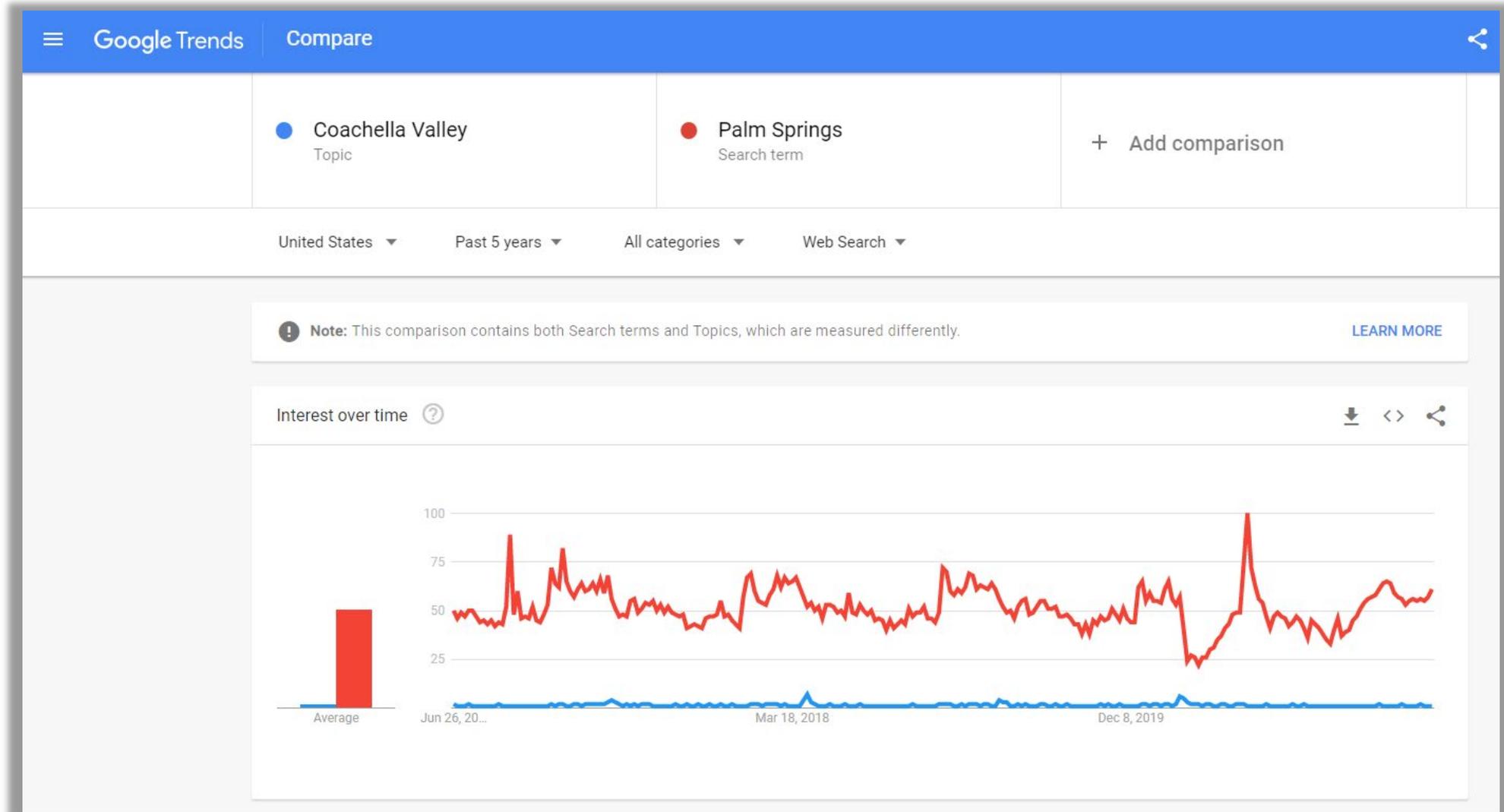
visit  greater
palm springs
find your oasis

All market groups prefer the name Greater Palm Springs to Coachella Valley.

Which of these names would make you more interested in visiting ?



GOOGLE TRENDS



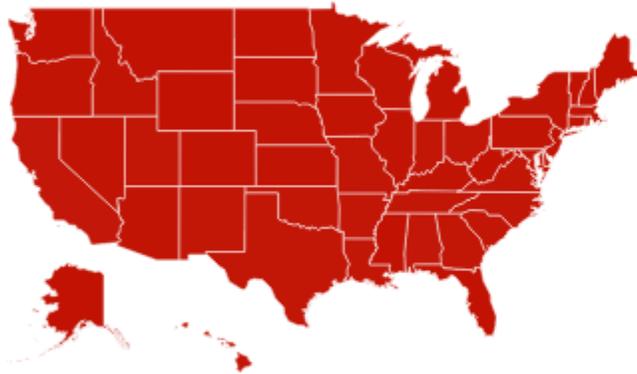
GOOGLE TRENDS

Compared breakdown by subregion

Subregion    

● Coachella Valley ● Palm Springs

Sort: Interest for Coachella Valley 



Color intensity represents percentage of searches [LEARN MORE](#)

1	California	
2	Alabama	
3	Utah	
4	Hawaii	
5	New Mexico	

< Showing 1-5 of 51 subregions >



BIRTHDAYS!

HAPPY BIRTHDAY !!!



LINDA EVANS

June 5



ELAINE HOLMES

June 23



TONY BRUGGEMANS

June 13



BOB SCHNEIDER

June 25



LEE MORCUS

June 13



GREG SANDERS

June 30



MANUEL PEREZ

June 18



GREG PURDY

July 26



JOE TORMEY

June 21

ROUNDTABLE UPDATES

(All JPA Executive Committee and CVB Board)

NEXT BOARD MEETING
Friday, Sept. 24, 2021

Location TBD



SPECIAL MEETING OF
THE JPA EXECUTIVE COMMITTEE