

OCTOBER 2019

BOARD REPORT

BOARD REPORT OCTOBER 2019

Fall is here, and there are many exciting developments happening in our Oasis!

As I noted in June, we have been working with NEXTFactor to ensure the destination and nine cities are aligned and moving in the right direction. We have completed the first phase of our work, the DestinationNEXT study, and are now in the second phase: creating a **Destination Experience Plan** for each of the nine cities.

Paul Ouimet, President/CEO of NEXTFactor, visited Greater Palm Springs in September, meeting with CVB team members and city representatives to better get to know each city individually and our destination as a whole. In early October, Paul began conducting interviews with key city stakeholders to gain additional insight and prepare recommendations for new visitor experiences. His interviews will continue into November, and final results will be presented to each city in early 2020.

Did you know that California is now the nation's No. 1 travel destination—bigger than that of most countries? That's due in large part to the efforts of **Visit California**. I am on the task force to help the organization renew its tourism marketing assessment program. Visit California's marketing and trade programs are critically important to the economic health of our region. Every six years, the travel industry votes on whether or not to continue the program. Without your YES vote this year, Visit California will cease to exist, and all promotion of California will end—seriously threatening our state's businesses.

Visit California uses its resources very efficiently—88 percent of its budget is allocated directly to the international market—and our destination participates in many of their co-op programs and sales missions. We are asking you to vote YES this year to ensure Visit California is renewed.

Ballots will be mailed Nov. 27, 2019, and votes must be submitted by Dec. 31, 2019. Please watch for your ballot in the mail. For more information, visit renew.visitcalifornia.com.

We hope you like the new **web version of our Board Report**. Now that we are publishing the reports online, we can track which pages are being viewed the most. Based on usage, we will continue to revise and update the content to meet the needs of our stakeholders. If you have any suggestions for us, please don't hesitate to share them.

Although our current website is performing very well, new technology and research indicate it is time for us to upgrade our system—and we have embarked on the process to build a **new website**. Opportunities for our city partners to take advantage of our new system and enhance their city pages and connectivity will be shared later in 2020.

We have also expanded our **marketing co-op programs** to include more digital opportunities. You can [view these great programs here](#). Our brand department is in full production mode with new **Chill Chaser** and **Wander List** segments, as well as a new destination video spot. In addition, our meetings series is also getting new video content developed to complement our trade marketing. We look forward to sharing all of the new content in the near future.

We are excited that the **Certified Ambassador Program** has certified 376 people, and the attendee response has been tremendous. However, we need more people in leadership positions. We have heard from our CTAs that they wish their leaders were taking the CTA course. Please send your leadership team in addition to your front-line. Kudos to the City of Palm Springs; they had four classes over two days that certified 74 people, including 17 from the police department! And JW Marriott Desert Springs Resort & Spa has over 50 people certified, as well! We can come to your place of business to give classes for large groups.

The **Greater Palm Springs Tourism Foundation** continues to grow and will be announcing some exciting news later this year.

We truly appreciate your support and look forward to working with all of you on a successful Fall and Winter season!

Sincerely,



Scott White, President/CEO

HOME

October 2019

Archive

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
- 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**

JW Marriott Desert Springs
 Springs Ballroom, Salons A-C
 74855 Country Club Drive
 Palm Desert, CA 92260

Regular Meeting
 October 25, 2019
 8:00am – 10:00am

AGENDA

Item	Owner
Call to Order	Linda Evans
Roll Call	Linda Evans
Pledge of Allegiance	Linda Evans
Confirmation of Agenda	Linda Evans
Public Comment	Linda Evans
<p>At this time members of the public may address the JPA Executive Committee on items that appear within the Consent Calendar or matters that are not listed on the Agenda. Please complete a "Request to Speak" form and limit your comments to three (3) minutes. When you are called to speak, please stand and state your name for the record.</p> <p>For all Business Session matters or Departmental Reports on the Agenda, a completed "Request to Speak" form should be filed with the Secretary of the Board before the Joint Boards begin consideration of that item.</p>	
Presentation Deborah McGarrey, Public Affairs Manager, Southern California Gas Company	Linda Evans
Approval of Minutes	Linda Evans
<ul style="list-style-type: none"> JPA-CVB Board of Directors Joint Meeting Minutes dated June 28, 2019 (all vote) 	Linda Evans
Consent Calendar (JPA Executive Committee Only Votes)	Linda Evans
<ul style="list-style-type: none"> Warrants and Demands Dated June 2019 Warrants and Demands Dated July 2019 Warrants and Demands Dated August 2019 Warrants and Demands Dated September 2019 	
JPA Executive Committee Items (JPA Executive Committee Only Votes)	Linda Evans
<ul style="list-style-type: none"> Vote for JPA Executive Committee Officers for 2020 (Nomination: Chair – Linda Evans, Vice Chair – Geoff Kors) Resolution No. JPA 2019-004 – Meeting Dates 2020 Updates from the JPA Members 	

**CVB Board of Directors
 (continued)**

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 Esmeralda Resort
 & Spa

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

CVB Board of Directors (CVB Board of Directors Only Vote)

- Updates from the Chair Rolf Hoehn
- Board Member Terms – Vote During November 2019 Meeting
 (Some renew, some require waiving term limits)
- Nominating Committee – New Members Tim Ellis
 Joe Tormey, Hospitality Program Director, CSUSB Palm Desert Campus
 (Dr. Jake Zhu, Dean, attending on Mr. Tormey's behalf)
 Rob Hampton, General Manager, Palm Springs Convention Center
- Resolution No. BOD 2019-001 – Meeting Dates 2020 Rolf Hoehn
- Visit California Marketing Renewal Referendum – Letter and Flyer Scott White

CEO/President's Report

Scott White

- Board Report for October 2019
 - Convention Sales
 - Travel Industry Sales
 - Marketing
 - Communications
 - Film Oasis
 - Digital Marketing
 - Social Media
 - Partnership & CTA
 - Destination NEXT
- Monthly Summary Financial Report & Treasurer's Report – August 2019

CVB Board of Directors Update

Rolf Hoehn

- Updates on New Developments

Future Meeting Date | **Friday, November 22, 2019**

Linda Evans

Adjournment

Linda Evans

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 reynolds@gpscvc.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 reynolds@gpscvc.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.



JOINT MEETING JPA EXECUTIVE COMMITTEE & CVB BOARD OF DIRECTORS MINUTES

Call to Order

Meeting was called to order at 8:05 a.m. by Linda Evans, JPA Chair and Mayor of the City of La Quinta, at the Hilton Palm Springs, Plaza Ballroom C-D, in Palm Springs, CA.

Roll Call

The roll call is recorded on the following page.

JUNE 28, 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

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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 & Club and
PGA West

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

Location: Hilton Palm Springs
410 East Tahquitz Canyon Way
Palm Springs, CA 92262

Regular Meeting
Friday, June 28, 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		
	Ted Mertens, Mayor	X	
CITY OF INDIO	Elaine Holmes, Council Member		
	Waymond Fermon, Council Member	X	
CITY OF PALM DESERT	Jan Harnik, Council Member	X	
	Gina Nestande, Mayor Pro Tem		
CITY OF RANCHO MIRAGE	Charles Townsend, Council Member		3
	Iris Smotrich, Mayor		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District		2
	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)

Jerry Keller
Lulu California Bistro

Bruce Abney, El Morocco Inn & Spa X

Jay Mainthia
Indio Super 8 and Suites

Rick Axelrod, Coachella Valley Economic Partnership (CVEP) X

Michael McLean
McLean Company Rentals

Lorraine Becker, Cabot's Pueblo Museum X

Allen Monroe
The Living Desert

Celeste Brackley, ACE Hotel & Swim Club X

Lee Morcus (Emeritus)
Kaiser Restaurant Group

Tony Bruggemans, Le Vallauris X

Thomas Nolan
Palm Springs International
Airport

Jamey Canfield, Palm Springs Convention Center X

Brad Poncher
Homewood Suites by Hilton,
La Quinta

Gary Cardiff, Cardiff Limousine & Transportation X

Greg Purdy
Palm Springs Aerial Tramway

Jay Chesterton, Fantasy Springs Resort Casino X

Christoph Roshardt
Renaissance Indian Wells

Stephen D'Agostino, Hyatt Regency Indian Wells X

Tom Scaramellino
Westin Mission Hills Golf Resort
& Spa

Tim Ellis, TravelHost Palm Springs X

Bob Schneider
Desert Consulting

Michael Facenda, Agua Caliente Resort Spa / Spa Resort Casino X

Barb Smith
Access Palm Springs

Ron Fremont, CSUSB Palm Desert Campus X

Kelly Steward
The Ritz-Carlton Rancho
Mirage

Jerry Keller, Lulu and Acqua California Bistros X

Peggy Trott
Kimpton Rowan Palm Springs

Jay Mainthia, Indio Super 8 Motel X

Doug Watson
Riviera Palm Springs

Michael McLean, McLean Company Rentals X

Elie Zod
Retired Hospitality Executive

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	Sean Smith, Director of Indian Wells Sales and Marketing
Jeff Miraglia, Chief Brand Officer	Marissa Willman, Director of Digital Marketing
Bob Thibault, Chief Development Officer	Davis Meyer, Partnership Manager
Colleen Pace, Chief Marketing Officer	Krystal Kusmieruk, Social Media Manager
Mark Crabb, Chief Sales Officer	Erica Abarca, Partnership Manager
Bill Judson, Vice President Finance and Administration	Amber Warren, Brand Coordinator
Joyce Kiehl, Director of Communications	Revae Reynolds, Executive Administrative Assistant
Julie Sinclair, Director of Brand Communications	Steve Quintanilla, Legal Counsel
Anndee Laskoe, Director of Brand Content	Colin Kirkpatrick, Deputy Legal Counsel

GUESTS

Peter Freymuth, Palm Springs Airport Commission
 Nancy Cohee, Tallgrass Hiking & Tours
 Chris Cotugno, Access Destination Services
 Mark Jeffrey, Riviera Palm Springs
 Nona Watson, Palm Springs Chamber of Commerce
 Richard Kip Serafin, Locations 760 / The KiP Group
 Joe Wallace, Coachella Valley Economic Partnership
 Pat Farrell, College of the Desert
 Bob Wright, East Valley Coalition (Riverside County)
 John-Michael Cooper, PS Bureau of Tourism
 Erica Felci, Coachella Valley Association of Governments
 Gabe Coddington, City of Rancho Mirage
 Chris Parman, City of Cathedral City
 Chris George, La Quinta Resort / PGA West
 Rick Leson, Palm Springs Convention Center
 Katie Camarena, City of La Quinta
 Angela Ferreira, City of La Quinta
 Marty Grant, Westin Mission Hills
 Martin Alvarez, City of Palm Desert
 Amy DiPierro, The Desert Sun
 Irene Rodriguez, Cabot's Pueblo Museum
 Janet Haire, ANA Inspiration
 Paulina Larson, Palm Springs Life
 Stone James, City of Cathedral City
 Jan Pye, City of Desert Hot Springs

PLEDGE OF ALLEGIANCE

Chair Evans lead the Pledge of Allegiance.

CONFIRMATION OF AGENDA

Chair Evens invited Scott White to explain the agenda supplement. White reported that after the agenda was posted for this June meeting, staff became aware of the need for a resolution to replace the names of "agents authorized to give instructions for financial transactions within the Local Agency Investment Fund." The next regular meeting will not be held until October and there may be a need for additional signatories between now and then. With the addition of this agenda item, the agenda was accepted unanimously (Gardner / Gutierrez).

PUBLIC COMMENT

There were no comments from the public.

APPROVAL OF MINUTES (ALL VOTE)

The JPA-CVB Board of Directors Joint Meeting Minutes dated May 17, 2019 (all vote).

The JPA Executive Committee and CVB Board of Directors Joint Meeting Minutes dated May 17, 2019, were approved without changes. The vote was unanimous based on the roll call taken at the beginning of the meeting (Hoehn / Gardner).

Resolution No. JPA 2019-003 – Replacing the Agents Authorized to Give Instructions for Financial Transactions Within the Local Agency Investment Fund – was approved unanimously based on the roll call taken at the beginning of the meeting (Kors / Mertens).

CONSENT CALENDAR (JPA EXEC COMMITTEE ONLY VOTES)

1. Warrants and Demands Dated May 31, 2019
2. Monthly Summary Financial Report & Treasurer's Report – April 2019

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

CVB BOARD OF DIRECTORS (CVB BOARD OF DIRECTORS ONLY VOTE)

F/Y 2019-2020 PROPOSED BUDGET

Rolf Hoehn invited Scott White to introduce the budget discussion. White noted that Aftab Dada is Chair of the Budget Committee. Dada reported that the budget is a conservative and achievable budget. He is confident the CVB will exceed the projected numbers. White explained the slide with the pie chart depicting the revenue sources and their respective percentages. The growth in the budget for 2019-2020 will go toward marketing and air service. Members complimented Bill Judson on the completion of his first budget at the CVB.

The F/Y 2019-2020 budget was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (D'Agostino / Dada).

TBID ANNUAL REPORT (by Civitas) – Required by the State of California

Rolf Hoehn invited Scott White to summarize the TBID Annual Report. White explained that the State of California requires that the CVB submit an annual report on the Tourism Business Improvement District and the CVB hires Civitas to create this report.

The TBID Annual Report was approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Schneider / Gutierrez).

JPA EXECUTIVE COMMITTEE ITEMS (JPA EXECUTIVE COMMITTEE ONLY VOTES)

UPDATES FROM THE JPA MEMBERS

Geoff Kors – reported that Splash House in Palm Springs only generated two noise complaints this year, an improvement over previous years. The event venues have implemented noise abatement measures. A number of people from the City of Palm Springs were in Sacramento last week to promote the importance of tourism. The City is excited to announce the development of an event arena with capacity for 10,000 to be built one block from the Hilton which will be an exciting indoor sports and entertainment facility. Issues around parking and traffic need to be worked out. The downtown parking garage is currently free, but will fill with an event.

Gary Gardner – reported that the vacancy on Desert Hot Springs' City Council was filled Tuesday night by Robert Griffith of the El Morocco Inn and Spa who will be sworn in next Tuesday. Mr. Griffith is also an Oasis Awards winner. The City will host the National Hot Springs Spa Conference the first week in November with 150 hot springs hotel owners from across the country. Tyson Ranch plans to have another pop-up music festival this year. They expect an increase over last year's 7,000 attendance.

Ted Mertens – reported that the Vue Grill and Bar at the Indian Wells Golf Resort is being remodeled to take advantage of the views. The dining room will be reconfigured to accommodate private events.

Ernesto Gutierrez – confirmed that he is in full support of the work of the CVB in the areas of air service and all marketing efforts in general.

Waymond Fermon – reported that the City of Indio has completed a Downtown Specific Plan. There will be a temporary train platform built in Indio in time for the 2020 music festivals, bringing concert goers from Los Angeles and Riverside. The passing of the City budget includes a sidewalk and road improvement program and other infrastructure and transportation improvements.

Jan Harnik – reported that the City of Palm Desert is considering a zoning overlay that would allow professional offices on the ground level of El Paseo businesses. Ground has been broken on the San Pablo project.

Linda Evans – reported that the City of La Quinta will find a new fine arts promoter and still hold an arts festival in March 2020. Ground has been broken on the Marriott Residence Inn project in front of Costco, with plans for 150 rooms. The earth movers are at work on the SilverRock/Montage project. There are other road and infrastructure projects happening in Old Town from now until October, including additional roundabouts.

RESOLUTION NO. JPA 2019-002: Authorizing the Vice President of Finance and Administration to Carry Over Certain Funds to the Next Fiscal Year

Linda Evans noted that the resolution to carry over funds is an annual requirement. Together with the proposed 2019-2020 Budget and the TBID Annual Report, she requested motions, the items were approved and the vote was unanimous based on the roll call taken at the beginning of the meeting (Kors / Gardner).

F/Y 2019-2020 PROPOSED BUDGET

This action was included above.

TBID ANNUAL REPORT (by Civitas) – Required by the State of California

This action was included above.

Scott White provided an update regarding air service to Sacramento by Contour. The planes feel like first class, the staff is friendly and service will run September through February with the possibility to extend into May. The CVB's goal would be for the service to continue year-round. The CVB executed a Minimum Revenue Guarantee (MRG) agreement to secure this service. He also noted that the CVB held a fundraiser for the CalTravel PAC. The chef at T&T at the JW Marriott Desert Springs prepared a memorable meal, 24 people attended and over \$4,000 was raised.

PRESENTATION

DESTINATION NEXT SURVEY, Paul Ouimet, NEXTFactor Enterprises, Inc.

White reported that DMAI (Destination Marketing Association International, now known as Destinations International) had a board meeting in Greater Palm Springs a while back and Paul Ouimet introduced the DestinationNEXT project at that time. White thanked the 481 people who recently took the DestinationNEXT survey designed for Greater Palm Springs and introduced Paul Ouimet who will provide a summary of the results.

Paul Ouimet founded NEXTFactor, a consulting business specializing in strategic planning and master planning for DMOs (Destination Marketing Organizations). Ouimet has been focusing on DestinationNEXT for the last four to five years. There are two components: A Futures Study which explores the trends and strategies impacting tourism. The second component is the Scenario Model & Assessment Tool, which Greater Palm Springs just completed. Recently, DestinationNEXT completed its 200th assessment in Honolulu.

Paul Ouimet delivered his presentation, a copy of which is provided with these minutes. At the conclusion of his presentation, Evans thanked him and White offered a copy of the presentation to anyone who is interested.

White invited Ouimet to discuss briefly the Futures Study:

Transformational opportunities for DMOs include: 1. Destination stewardship: balancing sustainable tourism, equitable economic development and quality of life. CVBs should become "management" focused and less "marketing" focused. CVBs should be proactive leaders. 2. Community Alignment: building public-private sector coalitions, regional collaboration and support for a shared vision. Elected officials need to be in alignment with tourism. 3. Digital engagement: connecting with consumers today is hyper-personalized, online and on-demand. Video is more effective because recall is 4x better compared to print.

Scott White proposed the possibility of DestinationNEXT to create city surveys for each of the nine cities, funded by the CVB. These results could be funneled into a regional plan.

FUTURE MEETING DATE

Friday, October 25, 2019. Location TBD.

ADJOURNMENT

The meeting was adjourned at 9:41 a.m.

Prepared by:

Revae Reynolds
Executive Administrative Assistant

CVB Board of Directors Secretary:

Robert Del Mas

Approval Date:

Check History Report
Sorted By Check Number
Activity From: 6/1/2019 to 6/30/2019

Greater Palm Springs Convention & Visitors Bureau (CVA)

Bank Code: 3 Wells Fargo Checking

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
052479	6/4/2019	AILEVON	Ailevon Pacific Aviation	10,834.00	Reversal
052645	6/6/2019	HOTELP	Hotel Paseo, Autograph	215.81	Reversal
052860	6/6/2019	360VIEW	360ViewPR	6,000.00	Auto
052861	6/6/2019	ACETRAN	ACE Transportation, Inc.	90.00	Auto
052862	6/6/2019	ADARA	ADARA	3,334.00	Auto
052863	6/6/2019	AILEVON	Ailevon Pacific Aviation	16,251.00	Auto
052864	6/6/2019	AMEXBGS	American Express	9,106.66	Auto
052865	6/6/2019	ARC	Airlines Reporting Corporation	666.67	Auto
052866	6/6/2019	ASAE	The Center for Assn Leadership	58,620.00	Auto
052867	6/6/2019	AT&T3	AT&T Mobility	1,219.21	Auto
052868	6/6/2019	AVANTIT	Stefanie Kilcoyne	5,135.35	Auto
052869	6/6/2019	BEARE	Brooke Stjerne	500.00	Auto
052870	6/6/2019	BURRTEC	Burrtec Waste & Recycling Svcs	173.81	Auto
052871	6/6/2019	CDW GOV	CDW-Government, Inc	34.08	Auto
052872	6/6/2019	CIVITAS	Civitas Advisors Inc	2,080.00	Auto
052873	6/6/2019	CVEP	Coachella Valley Economic	10,000.00	Auto
052874	6/6/2019	DCI	Development Counsellors	5,754.55	Auto
052875	6/6/2019	DELAGE	De Lage Landen Fin Svc. Inc.	529.89	Auto
052876	6/6/2019	DESADV	Desert Adventures	632.50	Auto
052877	6/6/2019	DESTPSP	Destination PSP, Inc.	204.00	Auto
052878	6/6/2019	DMAI	Destinations International	5,200.00	Auto
052879	6/6/2019	GECKO	Gecko Grafix Corporation	1,575.00	Auto
052880	6/6/2019	GOMEZ	Andrea Gomez	300.00	Auto
052881	6/6/2019	GOSLIN	Sarah Goslin	200.00	Auto
052882	6/6/2019	HARRELL	Crystal Harrell	100.00	Auto
052883	6/6/2019	HOTELP	Hotel Paseo, Autograph	215.81	Auto
052884	6/6/2019	IMGWORL	IMG Worldwide, LLC	50,000.00	Auto
052885	6/6/2019	JSPICER	Judd Spicer	600.00	Auto
052886	6/6/2019	LAWQUIN	Steven B. Quintanilla,	6,000.00	Auto
052887	6/6/2019	LINCOLN	The Lincoln National Life	2,758.28	Auto
052888	6/6/2019	MADRAS	Diana Jean Bergquist	2,156.25	Auto
052889	6/6/2019	MAGUIRE	Janet P Maguire	800.00	Auto
052890	6/6/2019	MASTAKO	Ashley Mastako	1,940.00	Auto
052891	6/6/2019	METLIFE	Metropolitan Life Insurance	5,353.75	Auto
052892	6/6/2019	MORNING	Rand Larson & Associates Inc.	367.50	Auto
052893	6/6/2019	OAG AVI	OAG Aviation Worldwide LLC	5,000.00	Auto
052894	6/6/2019	OCHS	Camaron Ochs	2,500.00	Auto
052895	6/6/2019	ORNELAS	Eric J Ornelas	450.00	Auto
052896	6/6/2019	PEAK	Polly Peak	3,500.00	Auto
052897	6/6/2019	PETTY	Petty Cash	323.95	Auto
052898	6/6/2019	PROFLAN	Professional Landscape Service	1,025.00	Auto
052899	6/6/2019	PSCC	SMG	54,746.31	Auto
052900	6/6/2019	SCE	Southern California Edison	2,052.76	Auto
052901	6/6/2019	SEARCHG	SearchWide Global	11,482.25	Auto
052902	6/6/2019	SERNA	Cynthia Adriana Serna	250.00	Auto
052903	6/6/2019	SHIELDS	Shields Date Garden	697.50	Auto
052904	6/6/2019	SIMPLE	Simpleview LLC	163,901.65	Auto
052905	6/6/2019	SLOVAK	Slovak Baron Empey Murphy &	160.00	Auto
052906	6/6/2019	SPARKLO	Sparkloft Media	29,466.67	Auto
052907	6/6/2019	STEELET	Steele Tradeshow Services	700.00	Auto
052908	6/6/2019	STR	Smith Travel Research Inc.	200.00	Auto
052909	6/6/2019	TOURISM	Tourism Economics LLC	12,500.00	Auto
052910	6/6/2019	UPS	United Parcel Service	587.06	Auto
052911	6/6/2019	UPS2	UPS Supply Chain Solutions Inc	21.29	Auto

Check History Report
Sorted By Check Number
Activity From: 6/1/2019 to 6/30/2019

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Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
052912	6/6/2019	VSP	Vision Service Plan (CA)	746.75	Auto
052913	6/6/2019	WARREN	Amber Warren	47.56	Auto
052914	6/6/2019	WILLMAN	Marissa Willman	1,397.70	Auto
052914	6/6/2019	WILLMAN	Marissa Willman	1,397.70-	Reversal
052915	6/6/2019	XPRESS	Xpress Graphics & Printing	78.19	Auto
052916	6/6/2019	ZAPATA	Jean Paul Zapata	2,000.00	Auto
052917	6/14/2019	ACETRAN	ACE Transportation, Inc.	792.00	Auto
052918	6/14/2019	AVANTIT	Stefanie Kilcoyne	5,135.35	Auto
052919	6/14/2019	CA FTB	Franchise Tax Board	75.00	Auto
052920	6/14/2019	CAL DIS	California State Disbursement	754.50	Auto
052921	6/14/2019	CARDIFF	Cardiff Limousine	1,737.00	Auto
052922	6/14/2019	CVENT	CVENT, Inc.	9,633.16	Auto
052923	6/14/2019	DASH	Dash and a Handful, Inc.	1,000.00	Auto
052924	6/14/2019	DELAGE	De Lage Landen Fin Svc. Inc.	203.03	Auto
052925	6/14/2019	DESADV	Desert Adventures	2,213.75	Auto
052926	6/14/2019	ENTERP2	EAN Services, LLC	333.34	Auto
052927	6/14/2019	FIRST	DAIOHS USA	531.25	Auto
052928	6/14/2019	FORD	Doedi Ford	4.12	Auto
052929	6/14/2019	FRONTIE	Frontier	172.90	Auto
052930	6/14/2019	GALLEGO	Robyn Gallegos	2,650.00	Auto
052931	6/14/2019	JNS	JNS Media Specialists	11,364.71	Auto
052932	6/14/2019	MALOOF	Edward A Maloof	200.00	Auto
052933	6/14/2019	OFFDEPO	Office Depot, Inc.	1,579.76	Auto
052934	6/14/2019	PEFACIL	PE Facility Solutions, LLC	1,390.00	Auto
052935	6/14/2019	PSHOSP	Palm Springs Hospitality Assn	150.00	Auto
052936	6/14/2019	RENAISS	Renaissance Indian Wells Resor	227.00	Auto
052937	6/14/2019	SPARKLO	Sparkloft Media	3,347.72	Auto
052938	6/14/2019	TELEPAC	TPx Communications	3,328.97	Auto
052939	6/14/2019	TIMEWAR	Time Warner Cable	93.14	Auto
052940	6/14/2019	UNIONSW	Union Bank	23,138.52	Auto
052941	6/14/2019	UPS	United Parcel Service	442.61	Auto
052942	6/14/2019	UPS2	UPS Supply Chain Solutions Inc	32.14	Auto
052943	6/14/2019	VIRTUOS	Virtuoso, LTD	1,750.00	Auto
052944	6/14/2019	VISAUSA	VISA USA, INC.	5,060.00	Auto
052945	6/14/2019	VWINE	V-WHLLC	500.00	Auto
052946	6/20/2019	ALEMAN	Genoa Aleman	23.66	Auto
052947	6/20/2019	BASIC	BASIC pacific	2,933.16	Auto
052948	6/20/2019	BRANDIN	Angela Weimer	86.40	Auto
052949	6/20/2019	CARRIER	Kathryn Carrier	900.00	Auto
052950	6/20/2019	CONFDIR	Conference Direct	4,888.00	Auto
052951	6/20/2019	DESADV	Desert Adventures	1,265.00	Auto
052952	6/20/2019	ENVIRON	Environmental Systems Research	10,800.00	Auto
052953	6/20/2019	FINDFOO	FIND Food Bank	140.00	Auto
052954	6/20/2019	IITA	International Inbound Travel	695.00	Auto
052955	6/20/2019	IMAGEBU	Image Builders Marketing, Inc.	1,191.47	Auto
052956	6/20/2019	INGLED	IngleDodd Media	625.00	Auto
052957	6/20/2019	IRCINC	IRC, Inc.	85.50	Auto
052958	6/20/2019	JNS	JNS Media Specialists	98,669.54	Auto
052959	6/20/2019	LAQRESO	La Quinta Resort & Club	386.14	Auto
052960	6/20/2019	ORFIELD	Gary Orfield	1,000.00	Auto
052961	6/20/2019	ORKIN	Orkin, Inc.	164.34	Auto
052962	6/20/2019	POREMBA	Tiffany Poremba	1,785.00	Auto
052963	6/20/2019	PROTECT	Protection 1/ ADT	261.21	Auto
052964	6/20/2019	PSCC	SMG	200.00	Auto

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Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
052965	6/20/2019	SPARKLO	Sparkloft Media	45,372.92	Auto
052966	6/20/2019	UNITEDW	United Way of the Desert	118.00	Auto
052967	6/20/2019	UPS	United Parcel Service	416.71	Auto
052968	6/20/2019	VALLEY	Valley Office Equipment	826.09	Auto
052969	6/20/2019	WARREN	Amber Warren	23.66	Auto
052970	6/20/2019	XPRESS	Xpress Graphics & Printing	244.61	Auto
052971	6/28/2019	AMEXBGS	American Express	6,800.34	Auto
052972	6/28/2019	AMEXSLW	American Express	101,242.49	Auto
052973	6/28/2019	ARC	Airlines Reporting Corporation	666.67	Auto
052974	6/28/2019	BASIC2	BASIC	135.88	Auto
052975	6/28/2019	BESTPRO	Best Promotions	179.70	Auto
052976	6/28/2019	BRANDIN	Angela Weimer	99.00	Auto
052977	6/28/2019	CA FTB	Franchise Tax Board	75.00	Auto
052978	6/28/2019	CAL DIS	California State Disbursement	754.50	Auto
052979	6/28/2019	CAPLAN	Eric Scott Caplan	7,336.25	Auto
052980	6/28/2019	CARDIFF	Cardiff Limousine	6,730.34	Auto
052981	6/28/2019	CAUDELL	Miranda Leigh Caudell	400.00	Auto
052982	6/28/2019	CVWATER	Coachella Valley Water Dist.	275.30	Auto
052983	6/28/2019	DELAGE	De Lage Landen Fin Svc. Inc.	519.60	Auto
052984	6/28/2019	DEFIRE	Desert Fire Extinguisher Inc.	178.55	Auto
052985	6/28/2019	DESTPSP	Destination PSP, Inc.	262.50	Auto
052986	6/28/2019	DSUSD	Desert Sands Unified School	2,750.00	Auto
052987	6/28/2019	FEDEX	FedEx	422.28	Auto
052988	6/28/2019	FINDFOO	FIND Food Bank	1,338.00	Auto
052989	6/28/2019	FINKEL	Finkelstein & Fink, Inc.	135.00	Auto
052990	6/28/2019	FIRST	DAIOHS USA	100.00	Auto
052991	6/28/2019	GALLEGRO	Robyn Gallegos	500.00	Auto
052992	6/28/2019	GOMEZ	Andrea Gomez	200.00	Auto
052993	6/28/2019	HASLER1	TotalFunds	1,000.00	Auto
052994	6/28/2019	HILTONP	Walter Family Partnership	1,000.00	Auto
052995	6/28/2019	HOTELP	Hotel Paseo, Autograph	8,649.97	Auto
052996	6/28/2019	IMAGE	Image360 - Palm Desert	1,800.09	Auto
052997	6/28/2019	JNS	JNS Media Speciallsts	65,945.28	Auto
052998	6/28/2019	JSPICER	Judd Spicer	600.00	Auto
052999	6/28/2019	JWMARRI	JW Marriott Desert Springs	1,966.25	Auto
053000	6/28/2019	MALOOF	Edward A Maloof	500.00	Auto
053001	6/28/2019	OFFDEPO	Office Depot, Inc.	549.49	Auto
053002	6/28/2019	PALMMTN	Palm Mountain Resort & Spa	626.67	Auto
053003	6/28/2019	PALMSPR	City of Palm Springs	2,484.00	Auto
053004	6/28/2019	PSCC	SMG	35,396.03	Auto
053005	6/28/2019	SHIELDS	Shields Date Garden	225.00	Auto
053006	6/28/2019	SHREDIT	Shred-It USA	115.97	Auto
053007	6/28/2019	SQUEEGE	Nathan D Garcia	300.00	Auto
053008	6/28/2019	STONEEA	Stone Eagle Operations LLC	11,000.00	Auto
053009	6/28/2019	STRONG	Kathryn Louise Strong	1,050.00	Auto
053010	6/28/2019	SUMMERL	Summerland Creative, Inc.	56,325.00	Auto
053011	6/28/2019	SUMMERL	Summerland Creative, Inc.	52,216.66	Auto
053012	6/28/2019	TOTALPL	TotalPlan Business Interiors,	774.87	Auto
053013	6/28/2019	WESTVAC	WestJet Vacations Inc.	10,000.00	Auto
053014	6/28/2019	XPRESS	Xpress Graphics & Printing	7,736.90	Auto
A0604A	6/4/2019	CALPERS	CalPERS	61,401.84	Manual
C19362	6/5/2019	CRABB	Mark Crabb	725.98	Manual
C19363	6/5/2019	OHANES	Joanne Ohanesian	38.46	Manual
C19364	6/5/2019	ORFIELD	Gary Orfield	113.89	Manual

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C19365	6/6/2019	KIEHL	Joyce Kiehl	1,688.65	Manual
C19366	6/6/2019	KIRKPAT	Rebecca Kirkpatrick	1,094.50	Manual
C19367	6/6/2019	MARTINS	Sandy Martinez	75.44	Manual
C19368	6/6/2019	MORGAN	Michelle Morgan	203.72	Manual
C19369	6/6/2019	PACEC	Colleen Pace	103.40	Manual
C19370	6/6/2019	SHEEHAN	Danae Sheehan	3,771.76	Manual
C19371	6/6/2019	WILLMAN	Marissa Willman	1,397.70	Manual
C19372	6/7/2019	BOWIS	Lynne Bowis	824.66	Manual
C19373	6/7/2019	BARK	Matt Bark	155.21	Manual
C19374	6/10/2019	MARTINE	Lucy Martinez	202.21	Manual
C19375	6/10/2019	MARTINE	Lucy Martinez	303.18	Manual
C19376	6/10/2019	MASTAKO	Ashley Mastako	144.60	Manual
C19377	6/10/2019	BARK	Matt Bark	198.38	Manual
C19378	6/10/2019	GOSLIN	Sarah Goslin	344.82	Manual
C19379	6/12/2019	MOURHES	Anne Marie Mourhess	47.80	Manual
C19380	6/12/2019	PHILBRO	Jill Philbrook	1,622.79	Manual
C19381	6/12/2019	ZAPATA	Jean Paul Zapata	350.45	Manual
C19382	6/12/2019	GAINEY	Kahlia Gainey	6.38	Manual
C19383	6/18/2019	BUCKLIN	Tammy Bucklin	624.48	Manual
C19384	6/18/2019	ORFIELD	Gary Orfield	1,546.95	Manual
C19385	6/20/2019	MEYERD	Davis Meyer	249.56	Manual
C19386	6/20/2019	AED	Suzanne Aed	2,157.79	Manual
C19387	6/20/2019	CRABB	Mark Crabb	2,347.62	Manual
C19388	6/20/2019	MARTINS	Sandy Martinez	1,195.18	Manual
C19389	6/20/2019	MIRAGLI	Jeff Miraglia	342.26	Manual
C19390	6/20/2019	MOURHES	Anne Marie Mourhess	180.74	Manual
C19391	6/20/2019	OHANES	Joanne Ohanesian	91.16	Manual
C19392	6/20/2019	OSTERBE	Rob Osterberg	1,859.79	Manual
C19393	6/20/2019	GALLEGO	Robyn Gallegos	293.26	Manual
C19394	6/20/2019	RYAN	Mary Ryan	102.66	Manual
C19395	6/25/2019	BOWIS	Lynne Bowis	281.43	Manual
C19396	6/25/2019	THIBAUT	Robert Thibault	2,110.13	Manual
C19397	6/25/2019	GOODSPE	Sharon Goodspeed	111.46	Manual
C19398	6/25/2019	GOSLIN	Sarah Goslin	35.96	Manual
C19399	6/25/2019	KIEHL	Joyce Kiehl	7,846.12	Manual
C19400	6/25/2019	MEYERD	Davis Meyer	654.32	Manual
C19401	6/25/2019	PACEC	Colleen Pace	276.25	Manual
C19402	6/25/2019	WILLMAN	Marissa Willman	355.50	Manual
C19403	6/25/2019	ZAPATA	Jean Paul Zapata	19.44	Manual
C19404	6/25/2019	ORFIELD	Gary Orfield	77.73	Manual
C19405	6/25/2019	ESTERLI	Susan Esterling	172.42	Manual
C19406	6/27/2019	BOWIS	Lynne Bowis	142.06	Manual
C19407	6/27/2019	WHITE	Scott L. White	3,810.47	Manual
C19408	6/27/2019	MIRAGLI	Jeff Miraglia	659.57	Manual
C19409	6/27/2019	WHITE	Scott L. White	2,479.13	Manual
W0603A	6/3/2019	BOUTIQ	Boutique Editions Ltd	2,175.00	Manual
W0603B	6/3/2019	MN' ORG	mN' Organisation	7,911.31	Manual
W0604A	6/4/2019	METROT	Metro Toronto Convention Centr	11,850.41	Manual
W0607A	6/7/2019	DECOR	Decor & More Inc.	2,273.00	Manual
W0610A	6/10/2019	BIGWOR	BIG WORLDWIDE LTD	4,655.00	Manual
W0610B	6/10/2019	MN' ORG	mN' Organisation	10,662.00	Manual
W0610C	6/10/2019	BLACKDI	Black Diamond	11,250.00	Manual
W0613A	6/13/2019	SARTHA	Sartha Global Marketing LLP	10,000.00	Manual
W0618A	6/18/2019	SHENZHE	Shenzhen Tencent Computer	99.00	Manual

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W0620A	6/20/2019	ICMARCR	ICMA-RC-RHS Plan	850.00	Manual
W0620B	6/20/2019	ICMARC	ICMA-RC	7,136.60	Manual
W0626A	6/26/2019	DERTOUR	DERTouristik Deutschland GmbH	3,601.73	Manual
W0628A	6/28/2019	BLACKDI	Black Diamond	174.49	Manual
W0628B	6/28/2019	GTNGOLF	GTN Golf Travel Network GmbH	1,000.00	Manual
W0628C	6/28/2019	AVIAREP	Aviareps Marketing Garden, LTD	1,522.96	Manual
W0628D	6/28/2019	GATE7	GATE 7	2,622.68	Manual
W0628E	6/28/2019	MN' ORG	mN' Organisation	17,686.55	Manual
W0628F	6/28/2019	ICMARCR	ICMA-RC-RHS Plan	950.00	Manual
W0628G	6/28/2019	ICMARC	ICMA-RC	7,151.60	Manual
Bank 3 Total:				<u>1,330,001.99</u>	
Report Total:				<u><u>1,330,001.99</u></u>	

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Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
053015	7/3/2019	ACETRAN	ACE Transportation, Inc.	270.00	Auto
053015	7/3/2019	ACETRAN	ACE Transportation, Inc.	270.00-	Reversal
053016	7/3/2019	AILEVON	Ailevon Pacific Aviation	5,417.00	Auto
053016	7/3/2019	AILEVON	Ailevon Pacific Aviation	5,417.00-	Reversal
053017	7/3/2019	BRANDIN	Angela Weimer	133.00	Auto
053017	7/3/2019	BRANDIN	Angela Weimer	133.00-	Reversal
053018	7/3/2019	COLONIA	Colonial Life	1,766.06	Auto
053018	7/3/2019	COLONIA	Colonial Life	1,766.06-	Reversal
053019	7/3/2019	CONVENP	ConventionPlanit.com, Inc.	5,000.00	Auto
053020	7/3/2019	DORRIS	Chelsea N Dorris	300.00	Auto
053021	7/3/2019	EVANS	Linda Evans Bender	50.00	Auto
053022	7/3/2019	GALLEGO	Robyn Gallegos	2,000.00	Auto
053023	7/3/2019	GARDNER	Gary R Gardner	50.00	Auto
053024	7/3/2019	GOMER	Lori Gomer	400.00	Auto
053025	7/3/2019	GUTIERR	Ernesto Gutierrez	50.00	Auto
053026	7/3/2019	HARNIK	Jan C Harnik	50.00	Auto
053027	7/3/2019	HELMS	HelmsBriscoe Performance Group	10,000.00	Auto
053028	7/3/2019	INXPO	INXPO, Inc.	10,500.00	Auto
053029	7/3/2019	JNS	JNS Media Specialists	42,813.26	Auto
053030	7/3/2019	JONESAG	The Jones Agency	15,866.00	Auto
053031	7/3/2019	KORS	Geoffrey Kors	50.00	Auto
053032	7/3/2019	MAILFIN	MailFinance	2,722.58	Auto
053033	7/3/2019	MERTENS	Ted Mertens	50.00	Auto
053034	7/3/2019	NIXON	Jay Nixon Inc.	6,424.56	Auto
053035	7/3/2019	PROFLAN	Professional Landscape Service	1,025.00	Auto
053036	7/3/2019	PUBSTOR	Shurgard-Resco II, LLC	385.00	Auto
053037	7/3/2019	RES	RES Communications	118.75	Auto
053038	7/3/2019	SCOLSON	Stefan Colson	16,000.00	Auto
053039	7/3/2019	SPARKLO	Sparkloft Media	99,065.04	Auto
053040	7/3/2019	UPS	United Parcel Service	649.28	Auto
053041	7/3/2019	ACETRAN	ACE Transportation, Inc.	270.00	Auto
053042	7/3/2019	AILEVON	Ailevon Pacific Aviation	5,417.00	Auto
053043	7/3/2019	BRANDIN	Angela Weimer	133.00	Auto
053044	7/3/2019	COLONIA	Colonial Life	1,766.06	Auto
053045	7/12/2019	ADARA	ADARA	3,334.00	Auto
053046	7/12/2019	AT&T3	AT&T Mobility	1,133.51	Auto
053047	7/12/2019	AVANTIT	Stefanie Kilcoyne	5,135.35	Auto
053048	7/12/2019	BASIC	BASIC pacific	2,932.64	Auto
053049	7/12/2019	BESTPRO	Best Promotions	2,629.20	Auto
053050	7/12/2019	BIERI	Pamela Jeanne Bieri	500.00	Auto
053051	7/12/2019	BLUEVI	Blue Violet Networks	53.88	Auto
053052	7/12/2019	BRANDIN	Angela Weimer	198.00	Auto
053053	7/12/2019	CA FTB	Franchise Tax Board	75.00	Auto
053054	7/12/2019	CAL DIS	California State Disbursement	754.50	Auto
053055	7/12/2019	CARDIFF	Cardiff Limousine	2,243.94	Auto
053056	7/12/2019	CARRIER	Kathryn Carrier	900.00	Auto
053057	7/12/2019	CISION	Cision US, INC.	9,888.00	Auto
053058	7/12/2019	CORDOVA	Phillip A. Cordova	538.31	Auto
053059	7/12/2019	CVCC	The Greater Coachella Valley	5,500.00	Auto
053060	7/12/2019	DELAGE	De Lage Landen Fin Svc. Inc.	203.03	Auto
053061	7/12/2019	DMAI	Destinations International	2,275.00	Auto
053062	7/12/2019	FINDFOO	FIND Food Bank	140.00	Auto
053063	7/12/2019	FRONTIE	Frontier	174.94	Auto
053064	7/12/2019	GECKO	Gecko Grafix Corporation	2,925.00	Auto

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053065	7/12/2019	GOSLIN	Sarah Goslin	1,050.00	Auto
053066	7/12/2019	HARRELL	Crystal Harrell	100.00	Auto
053067	7/12/2019	HARTFOR	The Hartford	13,759.00	Auto
053068	7/12/2019	HERLITZ	Kristofer Herlitz	118.38	Auto
053069	7/12/2019	JNS	JNS Media Specialists	8,034.61	Auto
053070	7/12/2019	JONESAG	The Jones Agency	1,800.00	Auto
053071	7/12/2019	KNOWLAN	Knowland	2,400.00	Auto
053072	7/12/2019	LAWRENC	Erin Lawrence	100.00	Auto
053073	7/12/2019	LOCKSHO	The Lock Shop Inc.	284.46	Auto
053074	7/12/2019	MADRAS	Diana Jean Bergquist	5,006.25	Auto
053075	7/12/2019	MAGUIRE	Janet P Maguire	770.00	Auto
053076	7/12/2019	NEXTFAC	NEXTFactor Enterprises, Inc.	23,975.00	Auto
053077	7/12/2019	OFFDEPO	Office Depot, Inc.	1,486.09	Auto
053078	7/12/2019	ORFIELD	Gary Orfield	1,600.00	Auto
053079	7/12/2019	PEAK	Polly Peak	3,500.00	Auto
053080	7/12/2019	PEFACIL	PE Facility Solutions, LLC	1,390.00	Auto
053081	7/12/2019	PRNEWS	PR Newswire Association LLC	995.00	Auto
053082	7/12/2019	PSHOSP	Palm Springs Hospitality Assn	1,910.00	Auto
053083	7/12/2019	RUN	Run with Los Muertos	2,500.00	Auto
053084	7/12/2019	SCE	Southern California Edison	3,957.68	Auto
053085	7/12/2019	SLOVAK	Slovak Baron Empey Murphy &	200.00	Auto
053086	7/12/2019	STEELTE	Steel Technology LLC	1,750.00	Auto
053087	7/12/2019	STRATEG	Strategic Marketing & Research	41,000.00	Auto
053088	7/12/2019	TELEPAC	TPx Communications	3,305.90	Auto
053089	7/12/2019	ULINE	ULINE	405.52	Auto
053090	7/12/2019	UNICOMM	Unicomm, LLC	7,600.00	Auto
053091	7/12/2019	UNITEDW	United Way of the Desert	158.00	Auto
053092	7/12/2019	UPS	United Parcel Service	585.49	Auto
053093	7/12/2019	VANRIJS	Joan Page McKenna Van Rijswijk	1,830.00	Auto
053094	7/12/2019	VISITNA	Visit Napa Valley	5,105.25	Auto
053095	7/12/2019	XPRESS	Xpress Graphics & Printing	4,816.24	Auto
053096	7/19/2019	ACEHOTE	PSP TRS Corp.	220.19	Auto
053097	7/19/2019	AGLE	Joshua Agle	2,500.00	Auto
053098	7/19/2019	AIRDNA	AirDNA, LLC	9,000.00	Auto
053099	7/19/2019	ARCHER	Greg Archer	375.00	Auto
053100	7/19/2019	BESTPRO	Best Promotions	1,242.37	Auto
053101	7/19/2019	BRANDIN	Angela Welmer	80.00	Auto
053102	7/19/2019	BURDEN	Annette Burden	150.00	Auto
053103	7/19/2019	BURRTEC	Burrtec Waste & Recycling Svcs	178.52	Auto
053104	7/19/2019	CALSAE	CA Society of Assoc. Executive	379.00	Auto
053105	7/19/2019	CAPLAN	Eric Scott Caplan	2,500.00	Auto
053106	7/19/2019	CC CARP	Bruce Gutierrez	1,100.00	Auto
053107	7/19/2019	CINDY R	Cindy Romano Modeling & Talent	7,320.00	Auto
053108	7/19/2019	CITYGAT	Citygate Netwrok	5,000.00	Auto
053109	7/19/2019	DESADV	Desert Adventures	316.25	Auto
053110	7/19/2019	DESTPSP	Destination PSP, Inc.	44.00	Auto
053111	7/19/2019	DIXON	Carole Dixon	300.00	Auto
053112	7/19/2019	ENTERP2	EAN Services, LLC	3,235.82	Auto
053113	7/19/2019	FIRST	DAIOHS USA	417.43	Auto
053114	7/19/2019	HOTELP	Hotel Paseo, Autograph	24,685.86	Auto
053115	7/19/2019	IMAGE	Image360 - Palm Desert	699.30	Auto
053116	7/19/2019	IRCINC	IRC, Inc.	28.50	Auto
053117	7/19/2019	JNS	JNS Media Specialists	126,790.59	Auto
053118	7/19/2019	LAQRESO	La Quinta Resort & Club	226.20	Auto

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053119	7/19/2019	LAWQUIN	Steven B. Quintanilla,	3,000.00	Auto
053120	7/19/2019	LINCOLN	The Lincoln National Life	2,933.36	Auto
053121	7/19/2019	METLIFE	Metropolitan Life Insurance	5,353.75	Auto
053122	7/19/2019	PETERSO	Gregory Earl Peterson	3,050.00	Auto
053123	7/19/2019	PETTY	Petty Cash	487.25	Auto
053124	7/19/2019	PRINTIN	Austie Corporation	3,053.71	Auto
053125	7/19/2019	SENIOR	Senior Planners Industry	500.00	Auto
053126	7/19/2019	SPARKLO	Sparkloft Media	29,659.71	Auto
053127	7/19/2019	SUMMERL	Summerland Creative, Inc.	400.00	Auto
053128	7/19/2019	TIMEWAR	Time Warner Cable	93.14	Auto
053129	7/19/2019	UNIONSW	Union Bank	3,079.06	Auto
053130	7/19/2019	UPS	United Parcel Service	1,021.73	Auto
053131	7/19/2019	VSP	Vision Service Plan (CA)	787.61	Auto
053132	7/19/2019	WELLNES	Wellness Tourism Association	3,000.00	Auto
053133	7/19/2019	WESTJET	WestJet-An Alberta Partnership	13,500.00	Auto
053134	7/19/2019	XPRESS	Xpress Graphics & Printing	9,734.93	Auto
053135	7/26/2019	ARC	Airlines Reporting Corporation	666.67	Auto
053136	7/26/2019	AVANTIT	Stefanie Kilcoyne	5,135.35	Auto
053137	7/26/2019	BASIC2	BASIC	140.00	Auto
053138	7/26/2019	CDW GOV	CDW-Government, Inc	11,020.88	Auto
053139	7/26/2019	CVWATER	Coachella Valley Water Dist.	328.46	Auto
053140	7/26/2019	DELAGE	De Lage Landen Fin Svc. Inc.	968.97	Auto
053141	7/26/2019	EVENTSG	Douglas Boone	4,850.00	Auto
053142	7/26/2019	FANTBAL	Steve Wilkinson	1,225.00	Auto
053143	7/26/2019	FIRST	DAIOHS USA	100.00	Auto
053144	7/26/2019	HASLER1	TotalFunds	1,000.00	Auto
053145	7/26/2019	HUGHES	David Ian Hughes	4,350.00	Auto
053146	7/26/2019	JNS	JNS Media Specialists	15,659.02	Auto
053147	7/26/2019	OFFICE1	Office Team	1,609.96	Auto
053148	7/26/2019	ONEWEST	David Krastel	2,095.00	Auto
053149	7/26/2019	ORKIN	Orkin, Inc.	493.02	Auto
053150	7/26/2019	SHREDIT	Shred-It USA	116.49	Auto
053151	7/26/2019	SOUTHER	Southern Pacific District	650.00	Auto
053152	7/26/2019	SPARKLO	Sparkloft Media	3,347.72	Auto
053153	7/26/2019	VALLEY	Valley Office Equipment	811.68	Auto
053154	7/26/2019	XPRESS	Xpress Graphics & Printing	222.88	Auto
053155	7/29/2019	AMEXSLW	American Express	69,712.80	Auto
A0708A	7/8/2019	CALPERS	CalPERS	61,752.61	Manual
C20001	7/2/2019	CRABB	Mark Crabb	1,972.97	Manual
C20002	7/2/2019	LASKOE	Anndee Laskoe	989.42	Manual
C20003	7/2/2019	WILLMAN	Marissa Willman	389.00	Manual
C20004	7/2/2019	ZAPATA	Jean Paul Zapata	184.23	Manual
C20005	7/3/2019	PACEC	Colleen Pace	485.00	Manual
C20006	7/5/2019	BARK	Matt Bark	128.94	Manual
C20007	7/5/2019	ESTERLI	Susan Esterling	357.92	Manual
C20008	7/5/2019	MARTINE	Lucy Martinez	209.29	Manual
C20009	7/5/2019	MASTAKO	Ashley Mastako	963.32	Manual
C20010	7/5/2019	MEYERD	Davis Meyer	326.67	Manual
C20011	7/5/2019	MIRAGLI	Jeff Miraglia	144.40	Manual
C20012	7/5/2019	PHILBRO	Jill Philbrook	1,312.03	Manual
C20013	7/5/2019	SHEEHAN	Danae Sheehan	2,646.35	Manual
C20014	7/5/2019	ALEMAN	Genoa Aleman	2,236.86	Manual
C20015	7/5/2019	ALEMAN	Genoa Aleman	99.50	Manual
C20016	7/8/2019	GALLEGO	Robyn Gallegos	34.01	Manual

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C20017	7/8/2019	BUCKLIN	Tammy Bucklin	17.98	Manual
C20018	7/8/2019	WARREN	Amber Warren	9.86	Manual
C20019	7/9/2019	MORGAN	Michelle Morgan	94.20	Manual
C20020	7/9/2019	BOWIS	Lynne Bowis	102.44	Manual
C20021	7/17/2019	MORGAN	Michelle Morgan	149.63	Manual
C20022	7/17/2019	MOURHES	Anne Marie Mourhess	134.24	Manual
C20023	7/17/2019	ORFIELD	Gary Orfield	18.48	Manual
C20024	7/17/2019	WHITE	Scott L. White	2,063.33	Manual
C20025	7/17/2019	CRABB	Mark Crabb	4,979.03	Manual
C20026	7/17/2019	GALLEGO	Robyn Gallegos	851.56	Manual
C20027	7/17/2019	MORGAN	Michelle Morgan	553.99	Manual
C20028	7/19/2019	AED	Suzanne Aed	576.97	Manual
C20029	7/19/2019	GALLEGO	Robyn Gallegos	491.02	Manual
C20030	7/19/2019	MORGAN	Michelle Morgan	1,230.62	Manual
C20031	7/19/2019	QUIGLEY	Barbara Quigley	164.68	Manual
C20032	7/19/2019	WHITE	Scott L. White	1,301.24	Manual
C20033	7/19/2019	GALLEGO	Robyn Gallegos	0.32	Manual
C20034	7/25/2019	KIEHL	Joyce Kiehl	1,109.86	Manual
C20035	7/25/2019	QUIGLEY	Barbara Quigley	74.62	Manual
C20036	7/25/2019	WILLMAN	Marissa Willman	24.36	Manual
C20037	7/25/2019	ALEMAN	Genoa Aleman	55.63	Manual
C20038	7/25/2019	BARK	Matt Bark	1,095.73	Manual
C20039	7/25/2019	BUCKLIN	Tammy Bucklin	59.93	Manual
C20040	7/25/2019	GOODSPE	Sharon Goodspeed	263.24	Manual
C20041	7/25/2019	ORFIELD	Gary Orfield	321.58	Manual
C20042	7/29/2019	BOWIS	Lynne Bowis	762.97	Manual
C20043	7/29/2019	KELLAM	Steve Kellam	173.33	Manual
C20044	7/29/2019	ORFIELD	Gary Orfield	217.14	Manual
C20045	7/29/2019	SHEEHAN	Danae Sheehan	833.93	Manual
C20046	7/29/2019	THIBAUL	Robert Thibault	115.05	Manual
C20047	7/30/2019	MOURHES	Anne Marie Mourhess	208.00	Manual
C20048	7/31/2019	BOWIS	Lynne Bowis	532.80	Manual
C20049	7/31/2019	GOODSPE	Sharon Goodspeed	211.37	Manual
C20050	7/31/2019	GOSLIN	Sarah Goslin	0.70	Manual
C20051	7/31/2019	KIEHL	Joyce Kiehl	6,123.83	Manual
C20052	7/31/2019	RYAN	Mary Ryan	3,073.76	Manual
C20053	7/31/2019	WILLMAN	Marissa Willman	1,574.31	Manual
C20054	7/31/2019	RYAN	Mary Ryan	647.82	Manual
C20055	7/31/2019	DUNNT	Tranae Dunn	158.37	Manual
C20056	7/31/2019	OSTERBE	Rob Osterberg	919.66	Manual
C20057	7/31/2019	THIBAUL	Robert Thibault	46.47	Manual
W0618A	7/8/2019	SHENZHE	Shenzhen Tencent Computer	99.00	Reversal
W0705A	7/5/2019	AVIAREP	Aviareps Marketing Garden, LTD	58.14	Manual
W0705B	7/5/2019	IMEX	IMEX America Ltd.	91,200.00	Manual
W0716A	7/16/2019	ICMARCR	ICMA-RC-RHS Plan	950.00	Manual
W0716B	7/16/2019	ICMARC	ICMA-RC	7,251.60	Manual
W0718A	7/18/2019	VACANCE	Vacances Air Canada Vacations	11,000.00	Manual
W0722A	7/22/2019	DECOR	Decor & More Inc.	94.79	Manual
W0723A	7/23/2019	ATLINTI	Atlantic Link aps	7,020.00	Manual
Bank 3 Total:				<u>1,018,181.98</u>	
Report Total:				<u>1,018,181.98</u>	

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052781	8/9/2019	SPARKLO	Sparkloft Media	7,693.75-	Reversal
053058	8/16/2019	CORDOVA	Phillip A. Cordova	538.31-	Reversal
053104	8/1/2019	CALSAE	CA Society of Assoc. Executive	379.00-	Reversal
053156	8/2/2019	ACETRAN	ACE Transportation, Inc.	282.00	Auto
053157	8/2/2019	BARBER	Barberstock Systems	2,622.00	Auto
053158	8/2/2019	BPE	BPE, 10. LLC	500.00	Auto
053159	8/2/2019	BRANDIN	Angela Weimer	160.80	Auto
053160	8/2/2019	BURDEN	Annette Burden	337.50	Auto
053161	8/2/2019	BURRTEC	Burrtec Waste & Recycling Svcs	178.52	Auto
053162	8/2/2019	CA FTB	Franchise Tax Board	75.00	Auto
053163	8/2/2019	CAL DIS	California State Disbursement	754.50	Auto
053164	8/2/2019	CAPLAN	Eric Scott Caplan	425.00	Auto
053165	8/2/2019	CVEP	Coachella Valley Economic	12,236.65	Auto
053166	8/2/2019	DESADV	Desert Adventures	316.25	Auto
053167	8/2/2019	FERMON	Waymond Fermon	50.00	Auto
053168	8/2/2019	FIRST	DAIOHS USA	100.00	Auto
053169	8/2/2019	FRIENDS	Friends of the Desert	3,189.00	Auto
053170	8/2/2019	GOLFPAC	Golfpac Travel	3,000.00	Auto
053171	8/2/2019	IMAGE	Image360 - Palm Desert	431.00	Auto
053172	8/2/2019	JNS	JNS Media Specialists	109,428.00	Auto
053173	8/2/2019	MAGUIRE	Janet P Maguire	950.00	Auto
053174	8/2/2019	MARTINH	Hunter W. Martin	280.00	Auto
053175	8/2/2019	OFFICE1	Office Team	574.48	Auto
053176	8/2/2019	PALMSTO	Frederick A. Armstrong, Jr.	1,845.44	Auto
053177	8/2/2019	PDPOSTO	POSTMASTER	235.00	Auto
053178	8/2/2019	PROFLAN	Professional Landscape Service	1,025.00	Auto
053179	8/2/2019	PUBSTOR	Shurgard-Resco II, LLC	385.00	Auto
053180	8/2/2019	RANCHO	Omni Rancho Las Palmas, LLC	224.64	Auto
053181	8/2/2019	SATWEAS	SATW Eastern Chapter	1,260.00	Auto
053182	8/2/2019	SHIELDS	Shields Date Garden	1,262.43	Auto
053183	8/2/2019	TOURISM	Tourism Economics LLC	6,000.00	Auto
053184	8/2/2019	TRAVELP	Travelport Interational	15,000.00	Auto
053185	8/2/2019	UPS	United Parcel Service	1,275.25	Auto
053186	8/2/2019	XPRESS	Xpress Graphics & Printing	14,563.38	Auto
053187	8/8/2019	360VIEW	360ViewPR	4,000.00	Auto
053188	8/8/2019	ADARA	ADARA	3,334.00	Auto
053189	8/8/2019	AMERFM	American Film Market	3,200.00	Auto
053190	8/8/2019	AMEXBGS	American Express	8,155.76	Auto
053191	8/8/2019	AT&T3	AT&T Mobilty	1,391.00	Auto
053192	8/8/2019	BESTPRO	Best Promotions	2,147.75	Auto
053193	8/8/2019	BLUEVI	Blue Violet Networks	4,450.00	Auto
053194	8/8/2019	BRANDIN	Angela Weimer	140.00	Auto
053195	8/8/2019	CADPRSJ	California Dept of Parks &	855.00	Auto
053196	8/8/2019	CAPLAN	Eric Scott Caplan	946.00	Auto
053197	8/8/2019	CARDIFF	Cardiff Limousine	515.70	Auto
053198	8/8/2019	CARRIER	Kathryn Carrier	500.00	Auto
053199	8/8/2019	CDW GOV	CDW-Government, Inc	1,130.76	Auto
053200	8/8/2019	DESADV	Desert Adventures	632.50	Auto
053201	8/8/2019	DESTPSP	Destination PSP, Inc.	63.00	Auto
053202	8/8/2019	GECKO	Gecko Grafix Corporation	3,712.50	Auto
053203	8/8/2019	KEENAN	Keenan & Associates	16,654.00	Auto
053204	8/8/2019	LAWQUIN	Steven B. Quintanilla,	3,000.00	Auto
053205	8/8/2019	LPE	Logo Products Experts, Inc.	771.55	Auto
053206	8/8/2019	MADRAS	Diana Jean Bergquist	3,956.25	Auto

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053207	8/8/2019	MAGUIRE	Janet P Maguire	500.00	Auto
053208	8/8/2019	NACE	NACE	395.00	Auto
053209	8/8/2019	OFFDEPO	Office Depot, Inc.	530.99	Auto
053210	8/8/2019	OFFICE1	Office Team	3,223.23	Auto
053211	8/8/2019	PEAK	Polly Peak	3,500.00	Auto
053212	8/8/2019	PETTY	Petty Cash	364.34	Auto
053213	8/8/2019	PLAZA	The Plaza Resort and Spa	699.43	Auto
053213	8/22/2019	PLAZA	The Plaza Resort and Spa	699.43	Reversal
053214	8/8/2019	PSCANDY	Palm Springs Candy Company	150.00	Auto
053215	8/8/2019	REEDBUS	Reed Business Information Inc.	2,475.00	Auto
053216	8/8/2019	SCE	Southern California Edison	5,197.49	Auto
053217	8/8/2019	SERNA	Cynthia Adriana Serna	250.00	Auto
053218	8/8/2019	SHIELDS	Shields Date Garden	87.50	Auto
053219	8/8/2019	SLOVAK	Slovak Baron Empey Murphy &	4,559.10	Auto
053220	8/8/2019	STR	Smith Travel Research Inc.	150.00	Auto
053221	8/8/2019	TEETIME	Tee Times USA	3,000.00	Auto
053222	8/8/2019	TELEPAC	TPx Communications	3,293.99	Auto
053223	8/8/2019	UPS	United Parcel Service	677.83	Auto
053224	8/8/2019	USTA	US Travel Association	31,650.00	Auto
053225	8/8/2019	WANDERL	Wanderlust Festival LLC	100,000.00	Auto
053226	8/8/2019	XPRESS	Xpress Graphics & Printing	2,362.51	Auto
053227	8/16/2019	BASIC	BASIC pacific	3,211.65	Auto
053228	8/16/2019	CA FTB	Franchise Tax Board	22.06	Auto
053229	8/16/2019	CAL DIS	California State Disbursement	754.50	Auto
053230	8/16/2019	CALTPAC	CalTravel PAC	2,233.75	Auto
053231	8/16/2019	CAPLAN	Eric Scott Caplan	264.64	Auto
053232	8/16/2019	CAUDELL	Miranda Leigh Caudell	75.00	Auto
053233	8/16/2019	COLONIA	Colonial Life	1,853.22	Auto
053234	8/16/2019	CONCUR	Concur Technologies, Inc.	1,813.68	Auto
053235	8/16/2019	DANCEL	Josephine Dancel	241.96	Auto
053236	8/16/2019	DELAGE	De Lage Landen Fin Svc. Inc.	203.03	Auto
053237	8/16/2019	DESTPSP	Destination PSP, Inc.	84.00	Auto
053238	8/16/2019	FIRST	DAIOHS USA	418.16	Auto
053239	8/16/2019	FREEMAN	Freeman Decorating Co	362.00	Auto
053240	8/16/2019	FRONTIE	Frontier	174.82	Auto
053241	8/16/2019	GARCIAP	Jose C Garcia	208.50	Auto
053242	8/16/2019	JNS	JNS Media Specialists	17,794.12	Auto
053243	8/16/2019	LINCOLN	The Lincoln National Life	3,223.41	Auto
053244	8/16/2019	METLIFE	Metropolitan Life Insurance	6,378.46	Auto
053245	8/16/2019	MJMEET	MJMeetings, LLC	750.00	Auto
053246	8/16/2019	PENA	Xochitl Pena	100.00	Auto
053247	8/16/2019	PSCHAMB	Palm Springs Chamber of	3,650.00	Auto
053248	8/16/2019	SPARKLO	Sparkloft Media	7,693.75	Auto
053249	8/16/2019	TIMEWAR	Time Warner Cable	93.14	Auto
053250	8/16/2019	TRAVMUS	TravMedia USA LLC	3,900.00	Auto
053251	8/16/2019	TRENDKI	TrendKite, Inc	18,862.00	Auto
053252	8/16/2019	UPS	United Parcel Service	276.44	Auto
053253	8/16/2019	VSP	Vision Service Plan (CA)	801.08	Auto
053254	8/23/2019	ACETRAN	ACE Transportation, Inc.	450.00	Auto
053255	8/23/2019	AMEXSLW	American Express	131,665.44	Auto
053256	8/23/2019	BASIC	BASIC pacific	3,307.64	Auto
053257	8/23/2019	BASIC2	BASIC	140.00	Auto
053258	8/23/2019	BESTPRO	Best Promotions	1,627.09	Auto
053259	8/23/2019	BRANDIN	Angela Weimer	422.40	Auto

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053260	8/23/2019	BWEST	B. West Marketing Group, Inc.	714.96	Auto
053261	8/23/2019	CALSAE	CA Society of Assoc. Executive	5,000.00	Auto
053262	8/23/2019	CAUDELL	Miranda Leigh Caudell	2,000.00	Auto
053263	8/23/2019	CONNTAR	Tarsus Connect. LLC	1,495.00	Auto
053264	8/23/2019	DESCLAS	Desert Classic Charities	65,000.00	Auto
053265	8/23/2019	DESGRAF	Desert Publications Inc.	15,000.00	Auto
053266	8/23/2019	ENTERP2	EAN Services, LLC	1,349.94	Auto
053267	8/23/2019	FINDFOO	FIND Food Bank	140.00	Auto
053268	8/23/2019	HARRELL	Crystal Harrell	100.00	Auto
053269	8/23/2019	IMAGEBU	Image Builders Marketing, Inc.	1,502.17	Auto
053270	8/23/2019	JNS	JNS Media Specialists	63,718.85	Auto
053271	8/23/2019	LIVING	The Living Desert	458.75	Auto
053272	8/23/2019	MINTYSD	Jonathan Minton	7,237.81	Auto
053273	8/23/2019	MJMEET	MJMeetings, LLC	1,075.00	Auto
053274	8/23/2019	MODWEEK	Modernism Week	15,000.00	Auto
053275	8/23/2019	OFFICE1	Office Team	2,161.25	Auto
053276	8/23/2019	PCMAWAC	Professional Convention	55,600.00	Auto
053277	8/23/2019	PDCC	Palm Desert Area Chamber of	30.00	Auto
053278	8/23/2019	PLAZA	Plaza VIP	699.43	Auto
053279	8/23/2019	PRINTIN	Austie Corporation	52.80	Auto
053280	8/23/2019	PSHOSP	Palm Springs Hospitality Assn	500.00	Auto
053281	8/23/2019	SDTA	San Diego Tourism Authority	225.00	Auto
053282	8/23/2019	SIGNATU	Signature Travel Network	10,000.00	Auto
053283	8/23/2019	SPARKLO	Sparkloft Media	85,256.02	Auto
053284	8/23/2019	TRULYNO	Truly Nolen Branch 063	375.00	Auto
053285	8/23/2019	UNIONSW	Union Bank	8,566.16	Auto
053286	8/23/2019	UNITEDW	United Way of the Desert	158.00	Auto
053287	8/23/2019	UPS	United Parcel Service	1,636.20	Auto
053288	8/23/2019	VOSSLER	Judy Vossler	3,099.81	Auto
053289	8/29/2019	360VIEW	360ViewPR	4,000.00	Auto
053290	8/29/2019	BWEST	B. West Marketing Group, Inc.	969.21	Auto
053291	8/29/2019	CAL DIS	California State Disbursement	754.50	Auto
053292	8/29/2019	CORAGGI	Coraggio Group	4,088.50	Auto
053293	8/29/2019	CVWATER	Coachella Valley Water Dist.	408.61	Auto
053294	8/29/2019	DELAGE	De Lage Landen Fin Svc. Inc.	999.65	Auto
053295	8/29/2019	DESADV	Desert Adventures	316.25	Auto
053296	8/29/2019	DESTPSP	Destination PSP, Inc.	1,200.00	Auto
053297	8/29/2019	EMPIRE	Empire Polo Club	2,300.00	Auto
053298	8/29/2019	FRANK	Shannon Frank	573.39	Auto
053299	8/29/2019	HARTFOR	The Hartford	2,439.00	Auto
053300	8/29/2019	JNS	JNS Media Specialists	423,376.22	Auto
053301	8/29/2019	KELLERM	Kellermeyer Bergensons Service	1,390.00	Auto
053302	8/29/2019	PCMAHEA	PCMA Heartland Chapter	750.00	Auto
053303	8/29/2019	PSPRIDE	Greater Palm Springs Pride	5,000.00	Auto
053304	8/29/2019	RANCHOM	City of Rancho Mirage	4,880.55	Auto
053305	8/29/2019	SAGE	Sage Checks & Forms	622.04	Auto
053306	8/29/2019	SERNA	Cynthia Adriana Serna	250.00	Auto
053307	8/29/2019	SHREDIT	Shred-It USA	115.97	Auto
053308	8/29/2019	UPS2	UPS Supply Chain Solutions Inc	24.99	Auto
A0806A	8/6/2019	CALPERS	CalPERS	62,738.81	Manual
C20058	8/5/2019	MEYERD	Davis Meyer	58.72	Manual
C20059	8/5/2019	MIRAGLI	Jeff Miraglia	176.96	Manual
C20060	8/5/2019	ZAPATA	Jean Paul Zapata	268.57	Manual
C20061	8/5/2019	BARK	Matt Bark	35.00	Manual

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C20062	8/5/2019	CRABB	Mark Crabb	2,447.92	Manual
C20063	8/5/2019	GOMER	Lori Gomer	34.41	Manual
C20064	8/5/2019	GOSLIN	Sarah Goslin	6.00	Manual
C20065	8/5/2019	WHITE	Scott L. White	4,428.52	Manual
C20066	8/7/2019	BUCKLIN	Tammy Bucklin	1,371.64	Manual
C20067	8/7/2019	MARTINE	Lucy Martinez	56.00	Manual
C20068	8/7/2019	MORGAN	Michelle Morgan	1,024.67	Manual
C20069	8/7/2019	OSTERBE	Rob Osterberg	2,183.18	Manual
C20070	8/7/2019	PHILBRO	Jill Philbrook	1,554.44	Manual
C20071	8/7/2019	QUIGLEY	Barbara Quigley	336.57	Manual
C20072	8/7/2019	WHITE	Scott L. White	734.00	Manual
C20073	8/7/2019	BOWIS	Lynne Bowis	522.02	Manual
C20074	8/7/2019	BOWIS	Lynne Bowis	853.56	Manual
C20075	8/7/2019	LASKOE	Anndee Laskoe	269.60	Manual
C20076	8/8/2019	ALEMAN	Genoa Aleman	1,446.16	Manual
C20077	8/8/2019	DUNNT	Tranae Dunn	8.12	Manual
C20078	8/8/2019	MARTINS	Sandy Martinez	71.67	Manual
C20079	8/8/2019	REYNOLD	Revae Reynolds	100.00	Manual
C20080	8/12/2019	ESTERLI	Susan Esterling	143.22	Manual
C20081	8/12/2019	GALLEGO	Robyn Gallegos	470.46	Manual
C20082	8/12/2019	GALLEGO	Robyn Gallegos	492.00	Manual
C20083	8/12/2019	MIRAGLI	Jeff Miraglia	591.44	Manual
C20084	8/12/2019	PACEC	Colleen Pace	49.43	Manual
C20085	8/13/2019	PACEC	Colleen Pace	174.11	Manual
C20086	8/16/2019	MEYERD	Davis Meyer	2,561.98	Manual
C20087	8/16/2019	ALEMAN	Genoa Aleman	59.21	Manual
C20088	8/16/2019	AED	Suzanne Aed	172.73	Manual
C20089	8/16/2019	AED	Suzanne Aed	18.27	Manual
C20090	8/20/2019	BARK	Matt Bark	79.23	Manual
C20091	8/20/2019	KILCOYN	Stefanie Kilcoyne	90.43	Manual
C20092	8/20/2019	MIRAGLI	Jeff Miraglia	359.45	Manual
C20093	8/20/2019	WILLMAN	Marissa Willman	716.00	Manual
C20094	8/23/2019	AED	Suzanne Aed	236.60	Manual
C20095	8/23/2019	LASKOE	Anndee Laskoe	126.22	Manual
C20096	8/23/2019	MASTAKO	Ashley Mastako	82.16	Manual
C20097	8/23/2019	MIRAGLI	Jeff Miraglia	575.16	Manual
C20098	8/23/2019	MORGAN	Michelle Morgan	576.53	Manual
C20099	8/23/2019	MORGAN	Michelle Morgan	88.78	Manual
C20100	8/23/2019	OSTERBE	Rob Osterberg	901.00	Manual
C20101	8/23/2019	WILLMAN	Marissa Willman	193.80	Manual
C20102	8/28/2019	KILCOYN	Stefanie Kilcoyne	96.00	Manual
C20103	8/28/2019	RYAN	Mary Ryan	816.34	Manual
C20104	8/28/2019	BOWIS	Lynne Bowis	1,331.04	Manual
C20105	8/28/2019	CRABB	Mark Crabb	3,404.48	Manual
C20106	8/28/2019	KIEHL	Joyce Kiehl	7,566.06	Manual
C20107	8/28/2019	LASKOE	Anndee Laskoe	1,676.96	Manual
C20108	8/28/2019	RYAN	Mary Ryan	356.01	Manual
C20109	8/30/2019	BOWIS	Lynne Bowis	53.39	Manual
C20110	8/30/2019	GALLEGO	Robyn Gallegos	779.39	Manual
C20111	8/30/2019	KIEHL	Joyce Kiehl	1,551.09	Manual
C20112	8/30/2019	WILLMAN	Marissa Willman	1,295.13	Manual
W0802A	8/2/2019	AVIAREP	Aviareps Marketing Garden, LTD	4,213.49	Manual
W0802B	8/2/2019	MN' ORG	mN' Organisation	1,981.82	Manual
W0805A	8/5/2019	BLACKDI	Black Diamond	24,169.02	Manual

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Sorted By Check Number
Activity From: 8/1/2019 to 8/31/2019

Greater Palm Springs Convention & Visitors Bureau (CVA)

Bank Code: 3 Wells Fargo Checking

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
W0814A	8/14/2019	MARITUR	Maritur DMC	4,039.23	Manual
W0815A	8/15/2019	VISUSAS	Visit USA Switzerland	1,428.00	Manual
W0816A	8/16/2019	ICMARCR	ICMA-RC-RHS Plan	950.00	Manual
W0816B	8/16/2019	ICMARCR	ICMA-RC-RHS Plan	950.00	Manual
W0816C	8/16/2019	ICMARC	ICMA-RC	7,429.12	Manual
W0816D	8/16/2019	ICMARC	ICMA-RC	7,541.62	Manual
W0819A	8/19/2019	IAGTO	I.A.G.T.O	175.00	Manual
W0819B	8/19/2019	MASON	Mason Horvath Travel	2,000.00	Manual
W0820A	8/20/2019	VIAJES	Viajes Beda S.A. de C.V.	464.00	Manual
W0826A	8/26/2019	AVIAREP	Aviareps Marketing Garden, LTD	8,751.00	Manual
W0826B	8/26/2019	BLACKDI	Black Diamond	11,250.00	Manual
W0827A	8/27/2019	GDS GRO	GDS Group	1,600.00	Manual
W0830A	8/30/2019	GATE7	GATE 7	12,275.00	Manual
W0830B	8/30/2019	MN' ORG	mN' Organisation	10,879.52	Manual
Bank 3 Total:				<u>1,615,512.04</u>	
Report Total:				<u><u>1,615,512.04</u></u>	

Check History Report
Sorted By Check Number
Activity From: 9/1/2019 to 9/30/2019

Greater Palm Springs Convention & Visitors Bureau (CVA)

Bank Code: 3 Wells Fargo Checking

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
053309	9/5/2019	ACETRAN	ACE Transportation, Inc.	120.00	Auto
053310	9/5/2019	AILEVON	Ailevon Pacific Aviation	2,996.34	Auto
053311	9/5/2019	AMEXBGS	American Express	8,931.93	Auto
053312	9/5/2019	ATRANSP	A Transportation Service, LLC	252.00	Auto
053313	9/5/2019	BATTLE	Marta Battle	320.00	Auto
053314	9/5/2019	BESTPRO	Best Promotions	672.94	Auto
053315	9/5/2019	BRANDIN	Angela Weimer	186.00	Auto
053316	9/5/2019	CALSAE	CA Society of Assoc. Executive	9,526.00	Auto
053317	9/5/2019	CAPLAN	Eric Scott Caplan	2,405.00	Auto
053318	9/5/2019	DESADV	Desert Adventures	632.50	Auto
053319	9/5/2019	DORRIS	Chelsea N Dorris	375.00	Auto
053320	9/5/2019	DREAMVA	Dream Vacation Builders	1,500.00	Auto
053321	9/5/2019	GALLEGO	Robyn Gallegos	3,500.00	Auto
053322	9/5/2019	GECKO	Gecko Grafic Corporation	3,037.50	Auto
053323	9/5/2019	GES	Global Experience Specialists,	113,747.51	Auto
053324	9/5/2019	GOMEZ	Andrea Gomez	200.00	Auto
053325	9/5/2019	HOTELP	Hotel Paseo, Autograph	627.97	Auto
053326	9/5/2019	HUGHES	David Ian Hughes	3,300.00	Auto
053327	9/5/2019	JNS	JNS Media Specialists	60,270.16	Auto
053328	9/5/2019	LAWQUIN	Steven B. Quintanilla,	3,000.00	Auto
053329	9/5/2019	LINCOLN	The Lincoln National Life	3,057.61	Auto
053330	9/5/2019	LPE	Logo Products Experts, Inc.	2,524.53	Auto
053331	9/5/2019	MADRAS	Diana Jean Bergquist	6,472.50	Auto
053332	9/5/2019	METLIFE	Metropolitan Life Insurance	5,775.66	Auto
053333	9/5/2019	MOURHES	Anne Marie Mourhess	812.00	Auto
053334	9/5/2019	OFFICE1	Office Team	2,171.27	Auto
053335	9/5/2019	OLIVE	Rick Empie	713.48	Auto
053336	9/5/2019	PEAK	Polly Peak	3,500.00	Auto
053337	9/5/2019	PLANIT	PlanIT Print Works	172.40	Auto
053338	9/5/2019	PUBSTOR	Shurgard-Resco II, LLC	385.00	Auto
053339	9/5/2019	QUIGLEY	Barbara Quigley	2,000.00	Auto
053340	9/5/2019	SLOVAK	Slovak Baron Empey Murphy &	4,074.00	Auto
053341	9/5/2019	SUMMERL	Summerland Creative, Inc.	9,000.00	Auto
053342	9/5/2019	UNICOMM	Unicomm, LLC	7,400.00	Auto
053343	9/5/2019	UPS	United Parcel Service	868.82	Auto
053344	9/5/2019	UPS2	UPS Supply Chain Solutions Inc	34.96	Auto
053345	9/5/2019	USAE	USAE News	3,510.00	Auto
053346	9/5/2019	VSP	Vision Service Plan (CA)	800.24	Auto
053347	9/5/2019	XPRESS	Xpress Graphics & Printing	393.15	Auto
053348	9/5/2019	YMCA	Family YMCA of the Desert	2,000.00	Auto
053349	9/12/2019	ACETRAN	ACE Transportation, Inc.	1,002.00	Auto
053350	9/12/2019	ADARA	ADARA	3,334.00	Auto
053351	9/12/2019	AT&T3	AT&T Mobility	1,133.16	Auto
053352	9/12/2019	BURRTEC	Burrtec Waste & Recycling Svcs	178.52	Auto
053353	9/12/2019	CAL DIS	California State Disbursement	754.50	Auto
053354	9/12/2019	CALSAE	CA Society of Assoc. Executive	16,500.00	Auto
053355	9/12/2019	DELAGE	De Lage Landen Fin Svc. Inc.	203.03	Auto
053356	9/12/2019	DESARC	Desert Arc	930.00	Auto
053357	9/12/2019	DMAI	Destinations International	24,700.00	Auto
053358	9/12/2019	FIRST	DAIOHS USA	531.25	Auto
053359	9/12/2019	FRONTIE	Frontier	174.82	Auto
053360	9/12/2019	GES	Global Experience Specialists,	2,102.86	Auto
053361	9/12/2019	HASLER1	TotalFunds	1,000.00	Auto
053362	9/12/2019	IRCINC	IRC Corporation	28.50	Auto

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Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
053363	9/12/2019	KELLY	Kelly Paper	388.69	Auto
053364	9/12/2019	KOEHNLE	Marilyn Koehnlein	12.18	Auto
053365	9/12/2019	LINKAGE	Linkage Inc.	16,000.00	Auto
053366	9/12/2019	MAGUIRE	Janet P Maguire	480.00	Auto
053367	9/12/2019	OFFDEPO	Office Depot, Inc.	1,693.48	Auto
053368	9/12/2019	OFFICE1	Office Team	978.75	Auto
053369	9/12/2019	ORFIELD	Gary Orfield	4,315.00	Auto
053370	9/12/2019	PENA	Xochitl Pena	200.00	Auto
053371	9/12/2019	PETTY	Petty Cash	453.91	Auto
053372	9/12/2019	PIRES	Karina Pires	600.00	Auto
053373	9/12/2019	PROFLAN	Professional Landscape Service	1,025.00	Auto
053374	9/12/2019	QUOTIEN	The Quotient Group LLC	17,000.00	Auto
053375	9/12/2019	STR	Smith Travel Research Inc.	150.00	Auto
053376	9/12/2019	TELEPAC	TPx Communications	3,377.35	Auto
053377	9/12/2019	TIMEWAR	Time Warner Cable	93.14	Auto
053378	9/12/2019	WATERS	Sandra Lee Waters	12.18	Auto
053379	9/19/2019	ACETRAN	ACE Transportation, Inc.	420.00	Auto
053380	9/19/2019	AGUABAN	Agua Caliente Band of Cahuilla	2,500.00	Auto
053381	9/19/2019	ARTWORK	Art Works Fine Art, Inc.	1,971.00	Auto
053382	9/19/2019	ASSOCF	Association Forum	3,500.00	Auto
053383	9/19/2019	BASIC	BASIC pacific	3,307.64	Auto
053384	9/19/2019	BRANDIN	Angela Welmer	81.00	Auto
053385	9/19/2019	CAPLAN	Eric Scott Caplan	1,698.26	Auto
053386	9/19/2019	COLONIA	Colonial Life	1,810.80	Auto
053387	9/19/2019	DESRTHE	Desert Health	200.00	Auto
053388	9/19/2019	DESTPSP	Destination PSP, Inc.	259.51	Auto
053389	9/19/2019	ENRIQ S	Sofia Enriquez	1,000.00	Auto
053390	9/19/2019	FINDFOO	FIND Food Bank	130.00	Auto
053391	9/19/2019	FIRST	DAIOHS USA	100.00	Auto
053392	9/19/2019	FORWORD	Shannon Brooks	1,500.00	Auto
053393	9/19/2019	INDWELL	City of Indian Wells	75,000.00	Auto
053394	9/19/2019	IWCLUB	Indian Wells Golf Resort	758.94	Auto
053395	9/19/2019	JNS	JNS Media Specialists	75,264.39	Auto
053396	9/19/2019	JONESAG	The Jones Agency	50,890.02	Auto
053397	9/19/2019	MADRAS	Diana Jean Bergquist	3,495.00	Auto
053398	9/19/2019	MORNING	Rand Larson & Associates Inc.	337.90	Auto
053399	9/19/2019	OFFICE1	Office Team	2,543.06	Auto
053400	9/19/2019	OLIVE	Rick Empie	237.82	Auto
053401	9/19/2019	PARTTIM	Part Time Genius	18,000.00	Auto
053402	9/19/2019	PDCC	Palm Desert Area Chamber of	299.00	Auto
053403	9/19/2019	PROTECT	Protection 1/ ADT	261.21	Auto
053404	9/19/2019	SCE	Southern California Edison	5,200.87	Auto
053405	9/19/2019	SPARKLO	Sparkloft Media	33,965.59	Auto
053406	9/19/2019	SWEENEY	Jennifer Sweeney	106.25	Auto
053407	9/19/2019	UNITEDW	United Way of the Desert	158.00	Auto
053408	9/19/2019	VALLEY	Valley Office Equipment	689.90	Auto
053409	9/19/2019	WARDJ	Jamie Lee Ward	856.25	Auto
053410	9/19/2019	XPRESS	Xpress Graphics & Printing	546.45	Auto
053411	9/26/2019	ACETRAN	ACE Transportation, Inc.	252.00	Auto
053412	9/26/2019	AMEXSLW	American Express	45,042.17	Auto
053413	9/26/2019	ARCHER	Greg Archer	150.00	Auto
053414	9/26/2019	BRANDIN	Angela Welmer	273.60	Auto
053415	9/26/2019	BURDEN	Annette Burden	1,250.00	Auto
053416	9/26/2019	CAL DIS	California State Disbursement	754.50	Auto

Check History Report
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Activity From: 9/1/2019 to 9/30/2019

Greater Palm Springs Convention & Visitors Bureau (CVA)

Bank Code: 3 Wells Fargo Checking

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
053417	9/26/2019	COLD	Jeffrey Nathan Thrope	2,500.00	Auto
053418	9/26/2019	FEDEX	FedEx	20.50	Auto
053419	9/26/2019	FIXAUTO	Henry's Collision Auto Body &	500.00	Auto
053420	9/26/2019	GARCIAP	Jose C Garcia	4,480.00	Auto
053421	9/26/2019	GOMER	Lori Gomer	135.00	Auto
053422	9/26/2019	HARRELL	Crystal Harrell	100.00	Auto
053423	9/26/2019	HASLER1	TotalFunds	53.85	Auto
053424	9/26/2019	JNS	JNS Media Specialists	14,272.95	Auto
053425	9/26/2019	OFFICE1	Office Team	999.20	Auto
053426	9/26/2019	ROBERT2	Dawna Lea Robertson	1,500.00	Auto
053427	9/26/2019	SHIELDS	Shields Date Garden	115.00	Auto
053428	9/26/2019	SHREDIT	Shred-It USA	124.12	Auto
053429	9/26/2019	SIMPLE	Simpleview LLC	89,971.59	Auto
053430	9/26/2019	SQUEEGE	Nathan D Garcia	300.00	Auto
053431	9/26/2019	STEELTE	Steel Technology LLC	1,815.76	Auto
053432	9/26/2019	UNIONSW	Union Bank	3,070.20	Auto
053433	9/26/2019	UPS	United Parcel Service	3,491.16	Auto
053434	9/26/2019	UPS2	UPS Supply Chain Solutions Inc	9.58	Auto
053435	9/26/2019	XPRESS	Xpress Graphics & Printing	1,333.04	Auto
A0906A	9/6/2019	CALPERS	CalPERS	62,353.47	Manual
C20113	9/5/2019	ABARCA	Erica Abarca	137.22	Manual
C20114	9/5/2019	MARTINE	Lucy Martinez	85.00	Manual
C20115	9/5/2019	MIRAGLI	Jeff Miraglia	56.19	Manual
C20116	9/5/2019	MOURHES	Anne Marie Mourhess	495.52	Manual
C20117	9/5/2019	ORFIELD	Gary Orfield	58.66	Manual
C20118	9/5/2019	PHILBRO	Jill Philbrook	242.96	Manual
C20119	9/5/2019	QUIGLEY	Barbara Quigley	479.66	Manual
C20120	9/5/2019	SHEEHAN	Danae Sheehan	225.55	Manual
C20121	9/5/2019	WHITE	Scott L. White	1,140.15	Manual
C20122	9/5/2019	ALEMAN	Genoa Aleman	60.26	Manual
C20123	9/9/2019	ESTERLI	Susan Esterling	47.56	Manual
C20124	9/9/2019	PACEC	Colleen Pace	1,680.95	Manual
C20125	9/12/2019	OHANES	Joanne Ohanesian	40.98	Manual
C20126	9/13/2019	MEYERD	Davis Meyer	75.40	Manual
C20127	9/13/2019	MEYERD	Davis Meyer	84.68	Manual
C20128	9/13/2019	MORGAN	Michelle Morgan	125.01	Manual
C20129	9/13/2019	MEYERD	Davis Meyer	118.26	Manual
C20130	9/13/2019	MIRAGLI	Jeff Miraglia	184.83	Manual
C20131	9/17/2019	ABARCA	Erica Abarca	343.26	Manual
C20132	9/17/2019	GAINNEY	Kahlia Gainney	240.21	Manual
C20133	9/17/2019	KILCOYN	Stefanie Kilcoyne	65.00	Manual
C20134	9/18/2019	MEYERD	Davis Meyer	30.05	Manual
C20135	9/20/2019	BUCKLIN	Tammy Bucklin	42.40	Manual
C20136	9/20/2019	AED	Suzanne Aed	693.51	Manual
C20137	9/20/2019	BATTLE	Marta Battle	138.26	Manual
C20138	9/20/2019	BOWIS	Lynne Bowis	1,589.10	Manual
C20139	9/20/2019	BUCKLIN	Tammy Bucklin	3,480.26	Manual
C20140	9/20/2019	FURY	Dana Fury	934.35	Manual
C20141	9/20/2019	GALLEGO	Robyn Gallegos	490.32	Manual
C20142	9/20/2019	GOSLIN	Sarah Goslin	56.12	Manual
C20143	9/20/2019	MARTINS	Sandy Martinez	431.89	Manual
C20144	9/20/2019	MEYERD	Davis Meyer	1,379.28	Manual
C20145	9/20/2019	ORFIELD	Gary Orfield	395.21	Manual
C20146	9/20/2019	WILLMAN	Marissa Willman	2,063.17	Manual

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Greater Palm Springs Convention & Visitors Bureau (CVA)

Bank Code: 3 Wells Fargo Checking

Check Number	Check Date	Vendor Number	Name	Check Amount	Check Type
C20147	9/27/2019	ABARCA	Erica Abarca	74.69	Manual
C20148	9/27/2019	AED	Suzanne Aed	1,612.61	Manual
C20149	9/27/2019	ALEMAN	Genoa Aleman	1,223.18	Manual
C20150	9/27/2019	CRABB	Mark Crabb	3,034.89	Manual
C20151	9/27/2019	MARTINE	Lucy Martinez	554.56	Manual
C20152	9/27/2019	MASTAKO	Ashley Mastako	1,028.79	Manual
C20153	9/27/2019	OSTERBE	Rob Osterberg	65.81	Manual
C20154	9/27/2019	PACEC	Colleen Pace	629.00	Manual
C20155	9/27/2019	SINCLAI	Julie Sinclair	944.30	Manual
W0911A	9/11/2019	ICMARCR	ICMA-RC-RHS Plan	950.00	Manual
W0911B	9/11/2019	ICMARC	ICMA-RC	7,479.12	Manual
W0912A	9/12/2019	ICMARCR	ICMA-RC-RHS Plan	950.00	Manual
W0912B	9/12/2019	ICMARC	ICMA-RC	7,495.78	Manual
W0918A	9/18/2019	ICMARCR	ICMA-RC-RHS Plan	1,000.00	Manual
W0918B	9/18/2019	ICMARC	ICMA-RC	7,274.11	Manual
W0926A	9/26/2019	MSI	Marketing Services Intrnl GmbH	9,947.80	Manual
W0930A	9/30/2019	BLACKDI	Black Diamond	417.98	Manual
W0930B	9/30/2019	MN' ORG	mN' Organisation	3,592.04	Manual
W0930C	9/30/2019	AVIAREP	Aviareps Marketing Garden, LTD	6,797.52	Manual
Bank 3 Total:				<u>965,358.75</u>	
Report Total:				<u><u>965,358.75</u></u>	

JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE

RESOLUTION NO. JPA 2019-004

A RESOLUTION OF THE JOINT POWERS AUTHORITY EXECUTIVE COMMITTEE OF THE GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU (CVB) ADOPTING THE REGULAR MEETING SCHEDULE

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

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 JPA Executive Committee also serves as the governing body of the Greater Palm Springs Convention & Visitors Bureau Tourism 3% Business Improvement District Assessment ("TBID"), formed pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code Sections 36600 *et seq.*; and

WHEREAS, Section 10 of the JPA Agreement, as amended and restated on January 20, 2016, provides that the JPA Executive Committee shall exercise all the powers and perform all duties necessary to conduct the business of the JPA, either directly or by delegation of its authority, as the JPA Executive Committee deems appropriate, which shall include adopting bylaws or rules of procedure to provide for the organization and administration of the JPA, as the JPA Executive Committee deems appropriate by a majority vote of the JPA Executive Committee; and

WHEREAS, on December 14, 2018, via Resolution No. JPA 2018-007, the JPA Executive Committee adopted the Amended and Restated JPA Executive Committee Bylaws ("Bylaws"); and

WHEREAS, in accordance with Section 16(a) of the Bylaws, and Government Code Sections 54954(a) and 36805, the JPA Executive Committee now desires to provide the time and place for holding regular meetings, as described in the attached Schedule of Regular Meetings ("Regular Meeting Schedule), incorporated herein by this reference.

NOW, THEREFORE, BE IT RESOLVED by the JPA Executive Committee, the governing body of the Greater Palm Springs Convention & Visitors Bureau, as follows:

Section 1. RECITALS

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

Section 2. REGULAR MEETING TIME AND PLACE

That the regular meetings of the JPA Executive Committee shall be held at the time and place as set forth in the Regular Meeting Schedule as attached hereto (Exhibit A), and such Regular Meeting Schedule shall replace and supersede any prior JPA Executive Committee established regular meeting schedule.

Section 3. SEVERABILITY

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

Section 4. REPEAL OF CONFLICTING PROVISIONS

That all provisions of any prior resolutions and/or regular meeting schedules that are in conflict with the provisions of this Resolution are hereby repealed.

Section 5. EFFECTIVE DATE

That this resolution shall take effect immediately upon its adoption.

Section 6. CERTIFICATION

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

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

PASSED, APPROVED AND ADOPTED at a regular meeting of the JPA Executive Committee of the Greater Palm Springs Convention & Visitors Bureau held on the 25th day of October, 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 FORM:

Steven B. Quintanilla, General Counsel

EXHIBIT "A"
MEETING DATES 2020

[SEE ATTACHED]



2020
JPA Executive Committee/CVB Board of Directors
Joint Meeting Schedule

Location:
Greater Palm Springs Convention & Visitors Bureau
70100 Highway 111, Rancho Mirage, CA
(unless noticed otherwise)

January 31, 2020	8:00 a.m. JPA Executive Committee and CVB Board of Directors Joint Meeting
February 2020	Dark
March 27, 2020	8:00 a.m. JPA Executive Committee and CVB Board of Directors Joint Meeting
April 2020	Dark
May 29, 2020	8:00 a.m. JPA Executive Committee and CVB Board of Directors Joint Meeting
June 26, 2020	8:00 a.m. JPA Executive Committee and CVB Board of Directors Joint Meeting
July 2020	Dark
August 2020	Dark
September 25, 2020	8:00 a.m. JPA Executive Committee and CVB Board of Directors Joint Meeting
October 2020	Dark
November 20, 2020	8:00 a.m. JPA Executive Committee and CVB Board of Directors Joint Meeting
December 2020	Dark

CVB Board of Directors
Terms

	renew board seat
	waive term limits and renew board seat

Last Updated Oct. 17, 2019

32 Seats + 2 JPA	Last Name	First Name	3 Year Term Expires on Dec 31	BoD Start Date	BoD Renew Date 3-year term	BoD Officer Term 2-year term
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CVB Board of Directors Officers

1	Tabler	Tom	2020	Sept. 2014	12/15/17	12/2018 - 12/2020
2	Hoehn	Rolf	21	Dec. 2010	12/14/18	12/2018 - 12/2020
3	Del Mas	Robert	19	Jan. 2008	12/16/16	12/2018 - 12/2020
4	Dada	Aftab	21	1994	12/14/18	12/2018 - 12/2020

CVB Board of Directors

5	Abney	Bruce	20	Sep. 2011	12/15/17	
6	Axelrod	Rick	20	Jan. 2015	12/15/17	
7	Becker	Lorraine	19	Jan. 2011	12/16/16	
8	Brackley	Celeste	21	June 2018		
9	Bruggemans	Tony	21	<Feb. 2006	12/14/18	
10	Cardiff	Gary	21	<Oct. 2003	12/14/18	
11	Chesterton	Jay	20	July 2009	12/15/17	
12	Connolly	Dermot	22	May 2019		
13	D'Agostino	Stephen	20	Dec. 2017		
14	Ellis	Tim	21	1994	12/14/18	Vice Chair: 01/2013-04/2013 Chair: 05/2013-12/2016
15	Facenda	Michael	21	Dec 2018		
16	Keller	Jerry	20	June 2017		
17	Mainthia	Jay	19	July 2009	12/16/16	
18	McLean	Michael	21	May 2015	12/14/18	
19	Monroe	Allen	21	Jan 2016	12/14/18	
20	Nolan	Thomas	19	Sept. 2007	12/16/16	
21	Poncher	Brad	21	1991	12/14/18	
22	Purdy	Greg	21	Jan 2016	12/14/18	
23	Roshardt	Christoph	20	Sept. 2017		
24	Scaramellino	Tom	19	Jan 2017		
25	Schneider	Bob	19	Nov. 2013	12/16/16	
26	Smith	Barb	19	Dec. 2016		
27	Steward	Kelly	19	Mar. 2016		
28	Trott	Peggy	22	May 2019		
29	Watson	Doug	19	Dec. 2016		
30	Zod	Elie	20	June 2017		
31						
32						
Emeritus	Morcus	Lee	20	<Feb. 2006	12/15/17	

Joseph Tormey

Director of the Hospitality Management Program California State University, San Bernardino – Palm Desert Campus

Joe has worked in a variety of academic and industry roles, both domestically and abroad. Most recently he was the Curriculum Development Director in a consulting capacity for the Hotel School at the SC Johnson College of Business in the Cornell University - Vin University Project, Vietnam (2018-2019). As assistant professor and director of the International School of Hospitality and Tourism Management at Fairleigh Dickinson University, New Jersey (2014-2019) he led several strategic initiatives such as achieving hospitality program accreditation on the initial attempt (2017-2024), membership in the United Nations World Tourism Organization, expansion of the School to the Vancouver Campus (undergraduate and graduate programs) and outreach to colleges in Taiwan, China and Thailand. Prior to becoming director (2004-2014), he was a senior lecturer / associate director where he coordinated university partnerships with three community colleges.

Previously, Joe was a college instructor and purchasing agent, and founding faculty member of the Culinary Education Center, Asbury Park, New Jersey, a collaboration between Brookdale Community College and Monmouth County Vocational School District (1999-2004). Joe's professional experience includes having worked in management and consulting positions in the foodservice, travel and tourism, casino, and lodging sectors. He has served on numerous education advisory committees and professional organizations such as the New Jersey State Division of Travel and Tourism, the New Jersey Restaurant Association and the New Jersey Club Management Association Education Foundation.

Joe earned a Doctorate in Hotel and Tourism Management from The Hong Kong Polytechnic University in China, a Master's in Hospitality Management from Fairleigh Dickinson University, a BBA in Finance from Pace University NYC and is a Certified Hospitality Educator (CHE) from the American Hotel and Lodging Educational Institute.

Rob Hampton
General Manager
Palm Springs Convention Center



Rob Hampton started with the Palm Springs Convention Center in August 2019 (through the venue management firm ASM Global). Additionally, Rob and his team oversee management operations of the Palm Springs Bureau of Tourism, the Palm Springs Visitor Center and the Welwood Murray Memorial Library.

He brings nearly 30 years of DMO progressive sales leadership experience in the convention and meetings industry to his role in Palm Springs. In the hospitality industry, he is active with the Professional Convention Management Association (PCMA), International Association of Exhibitions and Events (IAEE), Association Forum and American Society of Association Executives (ASAE). Locally he volunteers with the Desert AIDS Project and is an active partner of P.S. Resorts and the Palm Springs Hospitality Association.

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

Gary Cardiff
Cardiff Limousine & Transportation

Jay Chesterton
Fantasy Springs Resort Casino

Dermot Connolly
La Quinta Resort & Spa

Stephen D'Agostino
Hyatt Regency Indian Wells Resort

Tim Ellis
TravelHost Palm Springs

Michael Facenda
Agua Caliente Casinos

Jerry Keller
Lulu and Acqua California Bistros

Jay Mainthia
Indio Super 8 & Suites

Michael McLean
McLean Company Rentals

Allen Monroe
The Living Desert

Lee Marcus - 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 Resort & Spa

Tom Scaramellino
Westin Mission Hills Golf Resort & Spa

Bob Schneider
Desert Adventures Red Jeep Tours

Barb Smith
Access Destination Services

Kelly Steward
The Ritz-Carlton Rancho Mirage

Peggy Trott
Kimpton Rowan Palm Springs

Doug Watson
Riviera Palm Springs

Elie Zed
Reffred Hospitality Executive

JPA Executive Committee
Linda Evans
City of La Quinta

Geoff Kors
City of Palm Springs

CVB BOARD OF DIRECTORS

Resolution No. BOD 2019-001

A RESOLUTION OF THE GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU (CVB) BOARD OF DIRECTORS ADOPTING THE REGULAR MEETING SCHEDULE

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 Board of Directors currently serves as the advisory body to the JPA Executive Committee and the Riverside County Board of Supervisors regarding matters concerning Greater Palm Springs Convention & Visitors Bureau Tourism Business Improvement District ("Tourism BID"); and

WHEREAS, on December 14, 2018, via Resolution No. BOD 2018-003, the Board of Directors adopted the Greater Palm Springs Convention & Visitors Bureau Board of Directors Amended and Restated Bylaws ("Bylaws"); and

WHEREAS, in accordance with Section 4 of the Bylaws, and Government Code Sections 54954(a) and 36805, the Board of Directors now desires to provide the time and place for holding regular meetings, as described in the attached Schedule of Regular Meetings ("Regular Meeting Schedule), incorporated herein by this reference.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Greater Palm Springs Convention & Visitors Bureau, as follows:

Section 1. RECITALS

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

Section 2. REGULAR MEETING TIME AND PLACE

That the regular meetings of the Board of Directors shall be held at the time and place as set forth in the Regular Meeting Schedule as attached hereto (Exhibit A), and such Regular Meeting Schedule shall replace and supersede any prior Board of Directors established regular meeting schedule.

Section 3. SEVERABILITY

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

Section 4. REPEAL OF CONFLICTING PROVISIONS

That all provisions of any prior resolutions and/or regular meeting schedules that are in conflict with the provisions of this Resolution are hereby repealed.

Section 5. EFFECTIVE DATE

That this resolution shall take effect immediately upon its adoption.

Section 6. CERTIFICATION

That the Clerk of the Board of Directors shall certify the roll call vote adopting this resolution.

PASSED, APPROVED AND ADOPTED at a regular meeting of the Board of Directors of the Greater Palm Springs Convention & Visitors Bureau held on the 25th day of October, 2019, by the following vote:

- AYES:**
- NAYES:**
- ABSENT:**
- ABSTAIN:**

Tom Tabler, Chair
CVB Board of Directors

ATTEST:

Robert Del Mas, Secretary

APPROVED AS TO FORM:

Steven B. Quintanilla, General Counsel

EXHIBIT "A"
MEETING DATES 2020

[SEE ATTACHED]



2020

**JPA Executive Committee/CVB Board of Directors
Joint Meeting Schedule**

Location:

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(unless noticed otherwise)

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December 2020	Dark

VOTE YES

MARKETING RENEWAL

Visit California is a nonprofit organization that drives demand for California as a travel destination, increasing visitor spending in the state. In partnership with the state's travel businesses, Visit California executes global marketing programs that power the state's \$140 billion travel industry.

Visit California is conceived, funded and led by the travel industry. For more than 25 years, the program has delivered billions of dollars of new visitor spending to the state's hotels, rental cars, restaurants, attractions, retailers and thousands of other businesses in every community across the state.

Every six years, California's travel industry considers whether to continue the program. In 2013, the latest renewal, 93% of votes were cast in favor of the program.

This year, the state's travel businesses vote again. Here are important dates in the voting cycle:

Thanks to Visit California's global marketing programs, California is now the nation's No. 1 travel destination.

- **October 2017:** California Travel & Tourism Commission approves resolution authorizing 2019 referendum.
- **July 2019:** Office of Tourism issues letter announcing intent to call referendum pursuant to Tourism Marketing Act
- **September 30, 2019:** Deadline for assessed businesses to pay outstanding balance in order to be eligible to vote
- **November 27, 2019:** Ballots arrive via mail
- **December 31, 2019:** Deadline to cast vote
- **January 2020:** Referendum results announced

renew.VisitCalifornia.com

Without your YES vote this year, Visit California will cease to exist and all promotion of California will end — seriously threatening our state's businesses. Find additional information about the 2019 Marketing Renewal at renew.VisitCalifornia.com.

VisitCalifornia.com

@VisitCalifornia    

@VisitCA 

industry.VisitCalifornia.com

@VisitCANews   



Industry Leaders Agree: Vote YES on the Visit California Marketing Renewal

CENTRAL COAST

Chuck Davison
Visit SLO CAL

Jay Jamison
Pismo Coast Village RV Resort

Kathy Janega-Dykes
Visit Santa Barbara

Christopher Kandziora
Ojai Valley Inn & Spa

Noreen Martin
Martin Resorts, Inc.

Gene Zanger
Casa De Fruta Parkway, LLC

CENTRAL VALLEY

Anthony Cannella
NorthStar Engineering Group, Inc.

Layla Forstedt
Fresno/Clovis Convention and
Visitors Bureau

Wes Rhea
Visit Stockton & Central Valley
Tourism Association

DESERTS

Jeff Senior
KSL Resorts

Scott White
Greater Palm Springs Convention &
Visitors Bureau

GOLD COUNTRY

Jason Clarke
Enterprise Rent-A-Car, Inc.

Kevin Fat
Fat Family Restaurant Group

Lenny Mendonca
Governor's Office of Business &
Economic Development

Shelly Moranville
Residence Inn By Marriott -
Sacramento At Capitol Park

Mike Testa
Visit Sacramento

Benjamin Webster
Littler Mendelson P.C.

HIGH SIERRA

Carol Chaplin
Lake Tahoe Visitors Authority

Bill Cottrill
Lake Tahoe Resort Hotel

Michael Reitzell
California Ski Industry Association

Rhonda Salisbury
Visit Yosemite/Madera County

Kevin Shelton
Yosemite Management Group, LLC
(Yosemite Resorts)

John Urdi
Mammoth Lakes Tourism

INLAND EMPIRE

Kimberly Adams
Visit Temecula Valley

John Kelliher
Grapeline Wine Tours

LOS ANGELES COUNTRY

Dan Harvey
The Hertz Corporation

Karen Irwin
Universal Studios Hollywood

Ed Mady
Beverly Hills Hotel

Sandy Murphy
The Beverly Hilton

Offer Nissenbaum
The Peninsula Beverly Hills

Ernest Wooden Jr.
Los Angeles Tourism & Convention Board

NORTH COAST

John Porter
Benbow Inn & Resort

Travis Scott
Visit Mendocino County

ORANGE COUNTY

James Bermingham
Montage International

Tony Bruno
Great Wolf Lodge Southern California

Jim Burba
Burba Hotel Network

Jay Burress
Visit Anaheim

Josh D'Amato
Walt Disney Resorts

Ed Fuller
Orange County Visitors Association

Paul Sanford
Wincome Hospitality

Johnathan Whitehead
Northwest Hotel Corp.

SAN DIEGO COUNTY

Robert Gleason
Evans Hotels

Peter Ronchetti
LEGOLAND California Resort

Joe Terzi
San Diego Tourism Authority

SAN FRANCISCO BAY AREA

Gary Buffo
Pure Luxury Transportation

Ted Burke
Shadowbrook Restaurant

Kevin Carroll
Hotel Council of San Francisco

Mariann Costello
Scoma's Restaurant

Joe D'Alessandro
San Francisco Travel Association

Michael Dunne
Hilton Worldwide

Mark Everton
Visit Oakland

Sandra Fletcher
Simco Restaurant Group

Mike Freed
Passport Resorts

Linsey Gallagher
Visit Napa Valley

Mike Gallagher
CityPASS

Dan Gordon
Gordon Biersch

Maggie Ivy
Visit Santa Cruz County

Karolyn Kirchgessler
Team San Jose

Craig Martin
Le Meridien San Francisco

Jordan Meisner
Hyatt Hotels & Resorts

Sima Patel
Ridgemont Hospitality

Kathy Paver
Pier 39

Anna Marie Presutti
Hotel Nikko

Karl Rice
Santa Cruz Seaside Co.

Bertin Salas
Simco Group/Cova Hotels

Barbara Steinfeld
Visit Tri-Valley

Paul Tormey
AccorHotels

Claudia Vecchio
Sonoma County Tourism

SHASTA CASCADE

Laurie Baker
Shasta Cascade Wonderland Association

Greg Knoell
Hilton Garden Inn Redding

Bruce Spangler
Holiday Inn Express Oroville

STATEWIDE

Paula Beck
Avis Budget Group, Inc.

Jot Condie
California Restaurant Association

Russ Cox
Sheraton Universal Hotel

Roger Dow
U.S. Travel Association

Rusty Gregory
Alterra Mountain Company

Erin Guerrero
California Attractions & Parks Association

Dyana Kelley
California Association of
RV Parks & Campgrounds

Brian King
Marriott International

Robert Koch
Wine Institute

John Lambeth
Civitas

Rosemary McCormick
Shop America Alliance

Rachel Michelin
California Retailers Association

Lynn Mohrfeld
California Hotel & Lodging Association

Barb Newton
California Travel Association

Bobbie Singh-Allen
California Lodging Industry Association

Chris Thompson
Brand USA

October 25, 2019

To the GPSCVB Board of Directors:

RE: Vote YES on the Visit California Marketing Renewal



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

Visit California is working hard on our behalf, but they need our help to continue the marketing programs that are so critically important to the health of California's travel industry.

Visit California is conceived, funded and led by the travel industry. For more than 25 years, the program has delivered billions of dollars of new visitor spending to the state's hotels, rental cars, restaurants, attractions, retailers and thousands of other businesses in every community across the state. Thanks to Visit California's global marketing programs, California is now the nation's No. 1 travel destination — bigger than most countries.

Every six years, the industry considers whether to continue the program. Without your YES vote this year, Visit California will cease to exist and all promotion of California will end — seriously threatening our state's businesses.

Visit California uses its resources very efficiently — 88 percent of its budget is allocated directly to global marketing programs, 10 percent better than the national average for state DMOs.

I am asking you to vote YES this year to ensure Visit California is renewed.

Ballots will be mailed Nov. 27, 2019, and votes must be submitted by Dec. 31, 2019. Please watch for your ballot in the mail. For more information, please visit renew.visitcalifornia.com.

Sincerely,

A handwritten signature in black ink, appearing to read "Scott White", written over a light blue horizontal line.

Scott White
President & CEO



Monthly Summary Financial Report for August 2019

Current Month

Current YTD

Comparison of Current YTD vs. Prior YTD

Account Description	Current Month			Current YTD			Comparison of Current YTD vs. Prior YTD			Annual Forecast	Annual Budget	Variance
	August - Actual	August - Budget	Variance	YTD Actual	YTD Budget	YTD Variance	August 2019 Current YTD	August 2018 Prior YTD	YTD Variance			
Revenue												
Cities/County Public Funding	15,000	15,000	-	498,751	498,751	-	498,751	447,028	51,723	2,067,506	2,067,506	-
Tourism Business Improvement District	844,105	743,364	100,741	1,794,803	1,636,911	157,892	1,794,803	1,636,912	157,891	16,722,560	16,564,668	157,892
Tribal Voluntary	-	-	-	-	-	-	-	-	-	156,000	156,000	-
Tourism Marketing District	-	-	-	-	-	-	-	-	-	-	-	-
Partnership (New & Renewal)	16,993	-	16,993	35,566	-	35,566	35,566	24,900	10,666	282,000	282,000	-
Advertising: Placed/Web/Collateral	110,000	150,000	(40,000)	110,000	150,000	(40,000)	110,000	172,500	(62,500)	421,000	421,000	-
Joint Share Partnership Tradeshows	34,465	13,875	20,590	38,855	21,075	17,780	38,855	17,955	20,900	216,305	221,625	(5,320)
FAM/Event Host/ConAssistance	-	-	-	-	-	-	-	40	(40)	57,300	57,300	-
Other Rev/Rent/Fees/In/ rollover	11,250	5,336	5,915	16,640	57,141	(40,501)	16,640	59,144	(42,504)	208,979	253,663	(44,684)
Prior Year Funding Resolution	-	-	-	314,112	314,112	-	314,112	2,358,479	450,248	314,112	314,112	-
Total Revenue	1,031,813	927,575	104,238	2,808,727	2,677,991	130,737	2,808,727	2,358,479	450,248	20,445,761	20,337,874	107,888
Expenses												
Labor-Salary	401,274	412,306	11,032	798,932	824,612	25,680	798,932	659,196	(139,736)	5,448,551	5,491,230	42,680
Labor-Benefits	130,783	133,844	3,061	256,997	267,688	10,692	256,997	257,729	732	1,635,426	1,647,444	12,018
Marketing Production	207,624	48,463	(159,161)	224,244	60,328	(163,916)	224,244	100,261	(123,983)	1,397,909	1,322,909	(75,000)
Media Placement	293,026	215,368	(77,658)	614,605	584,223	(30,382)	614,605	685,829	71,224	5,316,083	5,305,931	(10,152)
Collateral Material	2,521	250	(2,271)	4,982	550	(4,432)	4,982	6,407	1,425	79,600	79,600	(0)
Familiarization Trips	10,593	750	(9,843)	36,171	900	(35,271)	36,171	28,182	(7,990)	511,532	506,100	(5,432)
Trade Shows / Sales Missions	73,261	74,126	865	159,255	162,626	3,371	159,255	229,826	70,571	1,166,554	1,130,826	(35,728)
Travel & Lodging	898	-	(898)	3,784	-	(3,784)	3,784	13,886	10,102	38,998	38,100	(898)
Special Promotions	24,932	20,570	(4,362)	92,991	108,876	15,885	92,991	111,035	18,044	1,183,295	854,995	(328,300)
International Representation	55,797	39,200	(16,597)	74,885	40,300	(34,585)	74,885	57,906	(16,979)	403,200	403,200	-
Event Hosting	63,088	1,500	(61,588)	211,367	2,500	(208,867)	211,367	69,635	(141,731)	1,474,574	1,434,574	(40,000)
Research & Development	14,795	11,095	(3,700)	52,470	47,320	(5,150)	52,470	59,585	7,115	369,100	369,100	-
IT-Information Technology	13,009	10,770	(2,239)	58,446	28,040	(30,406)	58,446	63,958	5,512	287,596	257,190	(30,406)
Professional Fees	22,225	11,930	(10,295)	38,577	21,780	(16,797)	38,577	41,764	3,186	269,317	246,798	(22,519)
Principal/Interest/Capital Outlay	-	-	-	-	-	-	-	13,700	13,700	10,000	10,000	-
Overhead/Supplies-Utilities-Fees	78,206	79,793	1,587	188,274	242,581	54,307	188,274	205,097	16,823	1,259,783	1,239,876	(19,907)
Total Expenses	1,392,033	1,059,965	(332,068)	2,815,981	2,392,325	(423,657)	2,815,981	2,603,997	(211,985)	20,851,518	20,337,874	(513,644)
Period Net Revenue <class>	(360,220)	(132,390)	(227,830)	(7,254)	285,666	(282,920)	(7,254)	(245,518)	238,264	(405,757)	0	(405,757)

Greater Palm Springs
Convention and Visitors Bureau
Treasurer's Report
August 31, 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	1,547,355
Payroll Checking	Wells Fargo	Public Fund Checking	0.00/Low	11,640
Local Agency Investment Fund	State of California	LAIF Invested Savings	2.57%/Low	9,827,779
CalTrust Investment Fund	Blackrock	Invested Savings	2.46%/Low	3,092,189
Retiree Health Care Program	Wells Fargo	US Treasury T-Bills & Equities	1.51%/Med	383,627
				<u>\$ 14,863,389</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 June 2019

June 2019							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from June 2018					Occ %	Percent Change from CYTD 2018					Census # of Hotels	Census # of Rooms
	June 2019	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2019	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	55.4	4.2	2.8	7.1	8.2	5.3	68.8	0.6	0.5	1.0	2.5	2.0	139	15294
Hotel Class														
Palm Springs	57.3	8.5	1.2	9.8	10.6	9.3	69.3	0.9	1.2	2.1	2.8	1.6	65	5240
Cathedral City/ Desert Hot Springs	49.2	6.8	6.5	13.7	13.7	6.8	64.8	5.2	-0.9	4.3	4.3	5.2	7	845
Rancho Mirage	62.4	2.7	4.5	7.3	7.4	2.7	70.8	-0.9	0.9	-0.1	-0.0	-0.9	7	1844
Palm Desert	56.0	-0.4	4.4	4.0	4.0	-0.4	70.9	-1.4	-0.0	-1.4	0.6	0.6	15	2448
Indian Wells/ La Quinta	48.9	-3.7	6.7	2.7	3.2	-3.3	67.5	0.4	0.9	1.3	2.3	1.4	10	2625
Indio	54.5	10.1	1.8	12.1	21.5	19.3	68.1	2.5	2.9	5.5	14.4	11.1	18	1418
Hotel Class														
Upper Resort	51.8	-1.7	4.6	2.8	2.8	-1.7	66.6	-1.9	0.2	-1.7	-1.7	-1.9	12	4850
Resort	59.6	4.0	3.1	7.2	7.6	4.4	70.9	-0.5	0.8	0.3	0.7	-0.8	14	2856
Branded Select Service	56.6	5.2	2.8	8.1	8.1	5.2	70.7	1.9	1.2	3.1	3.1	1.5	43	4419

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(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

Greater Palm Springs

Local Industry STR Data for July 2019

July 2019							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from July 2018					Occ %	Percent Change from CYTD 2018					Census # of Hotels	Census # of Rooms
	July 2019	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2019	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	52.5	0.5	4.7	5.3	6.4	1.6	66.4	0.6	0.8	1.3	2.8	2.0	139	15295
Hotel Class														
Palm Springs	54.3	3.0	3.1	6.3	7.0	3.8	67.1	1.1	1.2	2.4	3.1	1.8	65	5240
Cathedral City/ Desert Hot Springs	50.2	8.6	7.1	16.3	16.3	8.6	62.6	5.6	-0.5	5.1	5.1	5.6	7	845
Rancho Mirage	60.7	10.5	2.6	13.4	13.5	10.6	69.3	0.4	0.6	1.0	1.0	0.4	7	1844
Palm Desert	55.3	0.6	6.0	6.6	6.6	0.6	68.6	-1.1	0.4	-0.7	1.0	0.6	15	2448
Indian Wells/ La Quinta	43.5	-17.7	11.7	-8.1	-7.7	-17.3	64.0	-1.7	2.5	0.8	1.7	-0.8	10	2626
Indio	50.7	9.7	2.1	12.0	21.4	18.9	65.6	3.2	2.6	6.0	14.9	11.9	18	1418
Hotel Class														
Upper Resort	48.8	-3.5	6.1	2.4	2.4	-3.5	64.0	-2.1	0.7	-1.4	-1.4	-2.1	12	4850
Resort	55.7	-0.2	6.4	6.3	6.7	0.3	68.7	-0.5	1.3	0.8	1.2	-0.1	14	2857
Branded Select Service	54.3	0.6	4.6	5.2	5.2	0.6	68.3	1.8	1.5	3.3	3.3	1.8	43	4419

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Greater Palm Springs

Local Industry STR Data for Aug 2019

Aug 2019							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Aug 2018					Occ %	Percent Change from CYTD 2018					Census # of Hotels	Census # of Rooms
	Aug 2019	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2019	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	49.3	8.5	6.4	15.5	16.7	9.7	64.2	1.2	0.9	2.2	3.6	2.6	139	15295
Hotel Class														
Palm Springs	52.5	8.6	4.7	13.7	14.6	9.4	65.1	1.7	1.4	3.1	3.8	2.4	65	5240
Cathedral City/ Desert Hot Springs	48.3	15.1	11.5	28.2	28.2	15.1	60.8	6.5	-0.0	6.4	6.4	6.5	7	845
Rancho Mirage	52.8	9.7	3.8	13.8	13.9	9.7	67.2	1.3	0.5	1.8	1.8	1.3	7	1844
Palm Desert	48.1	5.7	10.5	16.8	16.8	5.7	66.0	-0.5	0.8	0.3	1.8	1.0	15	2448
Indian Wells/ La Quinta	39.7	1.2	9.0	10.3	10.9	1.7	60.9	-1.5	2.7	1.2	2.1	-0.6	10	2626
Indio	52.1	14.5	6.9	22.4	32.7	24.1	63.9	4.3	2.7	7.1	16.1	13.1	18	1418
Hotel Class														
Upper Resort	40.6	5.5	6.4	12.3	12.3	5.5	61.0	-1.5	0.7	-0.7	-0.7	-1.5	12	4850
Resort	55.5	13.7	8.3	23.2	23.7	14.2	67.0	0.9	1.3	2.2	2.6	1.3	14	2857
Branded Select Service	53.6	5.4	6.1	11.8	11.8	5.4	66.4	2.1	1.7	3.8	3.9	2.1	43	4419

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Greater Palm Springs

Local Industry STR Data for September 2019

Sept 2019							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Sept 2018					Occ %	Percent Change from CYTD 2018					Census # of Hotels	Census # of Rooms
	Sept 2019	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2019	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	52.4	-2.0	0.2	-1.8	-0.8	-1.0	62.9	0.9	1.0	1.9	3.3	2.3	139	15293
Palm Springs	55.7	2.5	0.3	2.8	3.5	3.2	64.1	1.8	1.3	3.1	3.8	2.5	65	5240
Cathedral City/ Desert Hot Springs	46.8	1.8	4.2	6.1	6.1	1.8	59.3	6.1	0.3	6.4	6.4	6.1	7	845
Rancho Mirage	52.1	-9.7	0.6	-9.1	-9.1	-9.7	65.5	0.2	0.8	1.0	1.0	0.2	7	1844
Palm Desert	53.8	-7.0	1.6	-5.6	-5.6	-7.0	64.6	-1.1	1.0	-0.1	1.3	0.2	15	2448
Indian Wells/ La Quinta	46.3	-9.5	3.5	-6.3	-5.9	-9.1	59.3	-2.2	3.1	0.8	1.6	-1.4	10	2626
Indio	53.3	10.5	1.0	11.7	21.1	19.8	62.7	4.9	2.4	7.4	16.5	13.7	18	1418
Hotel Class														
Upper Resort	46.3	-12.7	4.9	-8.5	-8.5	-12.7	59.4	-2.5	1.3	-1.3	-1.3	-2.5	12	4850
Resort	58.8	2.4	3.3	5.8	6.1	2.8	66.1	1.0	1.5	2.5	2.9	1.4	14	2855
Branded Select Service	54.3	1.8	1.0	2.8	2.9	1.8	65.1	2.1	1.6	3.8	3.8	2.1	43	4419

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OCTOBER 2019
BOARD REPORT

CONVENTION SALES

CONVENTION SALES

The Convention Sales team has been diligently working over the summer months where we attended 8 trade shows with **395 meeting planner appointments** and 5 client events where we entertained **400+ planners**.

As of September, our leads are up 2% to goal, but we are down 8% in room night production. Good news is that our 4th quarter is our strongest generator of booking room nights, and we have **338 tentative leads** with **292,215 room night booking opportunities** in our sales funnel that the team is aggressively pursuing.

HIGHLIGHTS

IMEX America

Our midcentury modern home-themed booth was again a big success. We pampered 17 clients at our spa event on the Monday prior to the show. During a busy three days we had 71 set appointments and scanned 173 planners that stopped by the booth. Along with our partners, we took 15 planners to dinner over the three nights, helping close business. We are pursuing several requests following the show.



IMEX America 2019

CREATIVE REBRANDING

The Brand and Marketing teams have been great partners with convention sales in rebranding our meetings message, creating new Powerpoint presentations, quick glance information page and developing our video series. We will have 12 new videos completed by year's end that will be utilized in planner presentations and trade show appointments.

HOME

October 2019

Archive



TEAM UPDATE

We have been short a sales manager from the Northeast, so Barb Quigley jumped in and has kept on top of the leads and events that had been planned in market. We appreciate her due diligence and ability to take care of both markets. We have hired our new Northeast National Sales Manager, Angela Day, who is based on the east coast. She will start November 4.



Northeast National
Sales Manager,
Angela Day

PALM SPRINGS CONVENTION CENTER

Convention Sales will be meeting with Rob Hampton, new General Manager of the Palm Springs Convention Center, and his team to continue our strong relationship in partnering on future convention group business. We look forward to having open dialog and developing partnership opportunities as we work together to grow convention business.

DENVER SALES MISSION

The Denver mission was once again a big hit with our planners, all in all there were 38 planners that attended and participated in our events. From an intimate lunch at The Capital Grill, indoor skydiving and a cooking class to pampering at Purelux Beauty Bar and a chance to tee off at Top Golf, our Denver-based clients and partners truly enjoyed the experience. From this event we have 2 leads pending and 2 RFPs in the works.



Indoor skydiving with our planners in Denver

UPCOMING MISSIONS AND EVENTS

- Arizona Client Events | November 12-14, 2019
- CalSAE Seasonal Spectacular | December 15-17, 2019
- Association Forum of Chicagoland Holiday Showcase | December 17, 2019

**Convention Sales
Production
September 2019**

Team Production (Non-Legacy)

	Sep-19	Sep-18	YTD 2019	YTD 2018	YTD Goal	Goal %
Leads	96	84	879	852	858	102%
Bookings	39	22	245	233	277	88%
Definite Room Nights	18,201	10,753	141,563	142,211	155,750	91%

Legacy Production

	Sep-19	Sep-18	YTD 2019	YTD 2018
Leads	0	0	7	10
Bookings	7	1	18	9
Definite Room Nights	16,049	1,948	27,422	13,862

Total Production (Including Legacy)

	Sep-19	Sep-18	YTD 2019	YTD 2018
Leads	96	84	886	862
Bookings	46	23	263	242
Definite Room Nights	34,250	12,701	168,985	156,073
Business Sales	\$24,514,085	\$8,540,582	\$114,693,736	\$97,836,347
Jobs Supported	9,704	3,392	42,035	36,766
Local Taxes	\$1,194,575	\$424,041	\$5,943,845	\$4,970,037
Personal Income	\$8,410,914	\$2,985,499	\$40,162,887	\$34,599,186
Bed Taxes	\$861,886	\$310,515	\$4,418,875	\$3,691,908

PSCC Production

	Sep-19	Sep-18	YTD 2019	YTD 2018
Leads	11	6	100	122
Bookings	4	2	19	15
Definite Room Nights	6,842	3,428	25,976	23,374

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
- *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
September 2019

By Year (Team only)

Meeting Year	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
2019	7	1,565	1,236	76	17,000
2020	19	6,849	4,161	101	52,823
2021	4	3,100	1,710	38	35,290
2022	4	2,533	1,050	16	16,394
2023	0	0	0	5	8,121
2024	1	1,454	400	2	4,436
2025	1	675	175	3	4,133
2026	1	675	175	2	2,016
2027	1	675	175	1	675
2028	1	675	175	1	675
Total	39	18,201	9,257	245	141,563

By Market Segment (Team only)

Type	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
Agriculture, Food	1	614	302	7	5,147
Athletic/Sports	1	80	40	9	5,475
Automotive	0	0	0	3	330
Computer/Software	0	0	0	3	2,869
Cultural, Fine Arts, Libraries	0	0	0	1	130
Educational	3	2,300	739	23	12,682
Environmental	0	0	0	3	621
Ethnic	1	1,030	1,400	1	1,030
Financial	5	1,077	479	21	16,648
Franchise	2	1,382	510	14	8,461
Fraternal	0	0	0	3	5,238
Government, Public Admin	2	80	145	11	4,281
Health & Medical	0	0	0	20	17,270
High Tech/Electric/Comp	1	1,454	400	7	4,113
Insurance	0	0	0	4	718
LGBT	1	21	14	3	744
Manufacturing/Distribution	3	1,761	570	14	7,326
Meetings, Convention, Tourism Industry Events	1	861	300	4	1,529
Pharmaceuticals	0	0	0	3	1,775
Real Estate	0	0	0	1	1,335
Religious	7	3,610	2,317	19	10,467
Scientific/Technical	1	346	130	11	9,111
Social	2	725	610	12	3,262
SPORTING EVENTS	1	80	180	9	2,933
Third Party Planner	1	97	36	2	117

Trade/Commercial/Bus	5	2,009	835	35	16,976
Transportation	1	674	250	2	975
Total	39	18,201	9,257	245	141,563

Convention Sales

Booking Production Analysis (Cont.)

September 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	17	7,765	5,468	103	43,852
Colorado	1	839	375	4	3,335
Connecticut	0	0	0	1	1,119
District of Columbia	3	2,875	920	12	16,050
Florida	1	117	50	8	3,506
Georgia	1	30	17	5	4,137
Iowa	0	0	0	3	4,248
Illinois	1	265	125	11	3,382
Kansas	0	0	0	5	2,626
Kentucky	0	0	0	2	3,837
Maryland	1	1,690	500	4	2,227
Massachusetts	0	0	0	3	1,009
Michigan	0	0	0	0	0
Minnesota	1	721	200	6	5,652
Missouri	0	0	0	0	0
Nebraska	0	0	0	0	0
Nevada	0	0	0	2	156
New Hampshire	0	0	0	0	0
New Jersey	1	1,147	550	4	4,811
New Mexico	0	0	0	0	0
New York	0	0	0	3	2,744
North Carolina	0	0	0	3	1,935
Nort Dakota	0	0	0	1	90
Ohio	0	0	0	4	4,941
Oklahoma	0	0	0	0	0
Oregon	0	0	0	1	70
Pennsylvania	1	46	25	7	7,178
South Carolina	0	0	0	1	100
Tennessee	0	0	0	7	3,725
Texas	2	711	338	4	1,443
Utah	0	0	0	1	386
Virginia	6	1,839	629	11	5,592
Washington	2	126	50	11	5,763
Wisconsin	0	0	0	2	143
West Virginia	0	0	0	1	585
Wyoming	0	0	0	1	1,000
[Not Set/Not USA]	1	30	10	14	5,921
Total	39	18,201	9,257	245	141,563

Convention Sales

Lost Business

September 2019

Top Ten Lost Lead Destinations (Ranked by YTD)

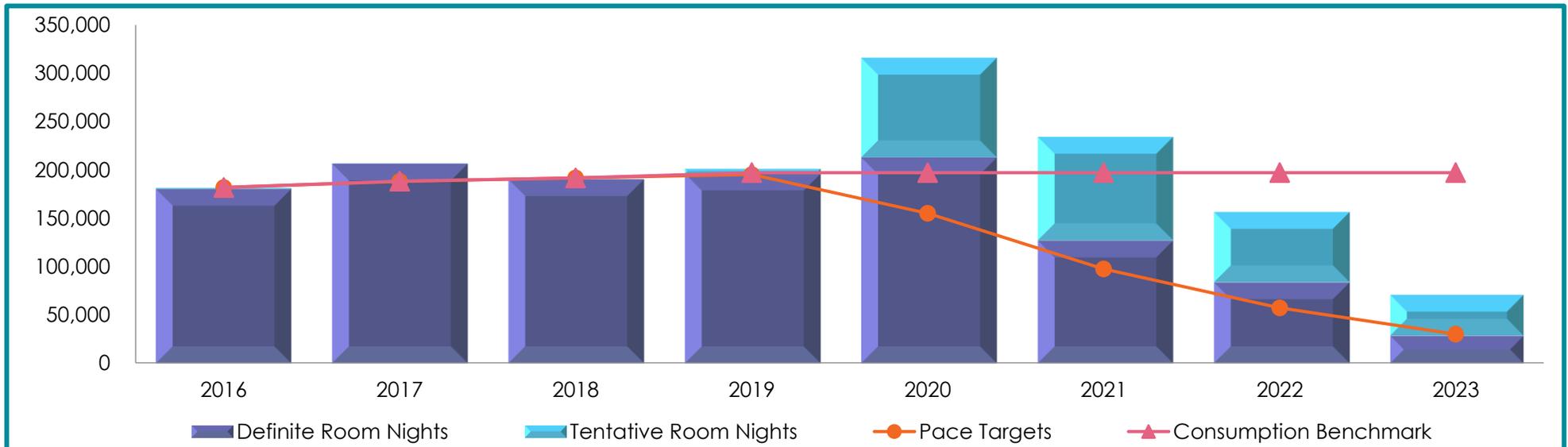
Rank	Lost City	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
1	San Diego	6	2311	46	30,366
2	Phoenix	1	2,761	16	20,548
3	Las Vegas	1	510	15	16,638
4	Scottsdale	2	324	21	15,795
5	Orlando	0	0	11	15,337
6	Los Angeles	1	1,400	14	12,643
7	San Antonio	1	1,545	11	12,633
8	Anaheim	1	645	4	10,541
9	Miami	1	1,097	7	7,253
10	Reno	1	1,638	5	6,642

All Lost Leads by State/Country

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	3	3,085	48	42,611
California	18	10,586	151	96,683
Colorado	0	0	7	4,274
District of Columbia	1	672	2	702
Florida	2	1,602	29	29,431
Kentucky	0	0	1	640
Georgia	0	0	2	662
Hawaii	1	370	1	370
Illinois	0	0	2	437
Louisiana	1	352	7	4,669
Michigan	0	0	1	2,481
Missouri	0	0	2	1,617
N/A	11	4,964	65	41,829
Nevada	3	2,568	25	27,991
New Mexico	0	0	3	2,751
New York	1	537	1	537
Oregon	0	0	2	1,504
Out of Country	1	276	16	7,059
Pennsylvania	0	0	2	4,620
South Carolina	0	0	1	248
Tennessee	1	450	4	5,805
Texas	1	1,545	19	22,421
Unknown	13	14,769	210	253,691
Utah	0	0	4	4,873
Vermont	0	0	1	155
Washington	1	535	7	6,913
Wisconsin	0	0	1	1,467
Wyoming	0	0	1	150
Total	58	42,311	615	566,591

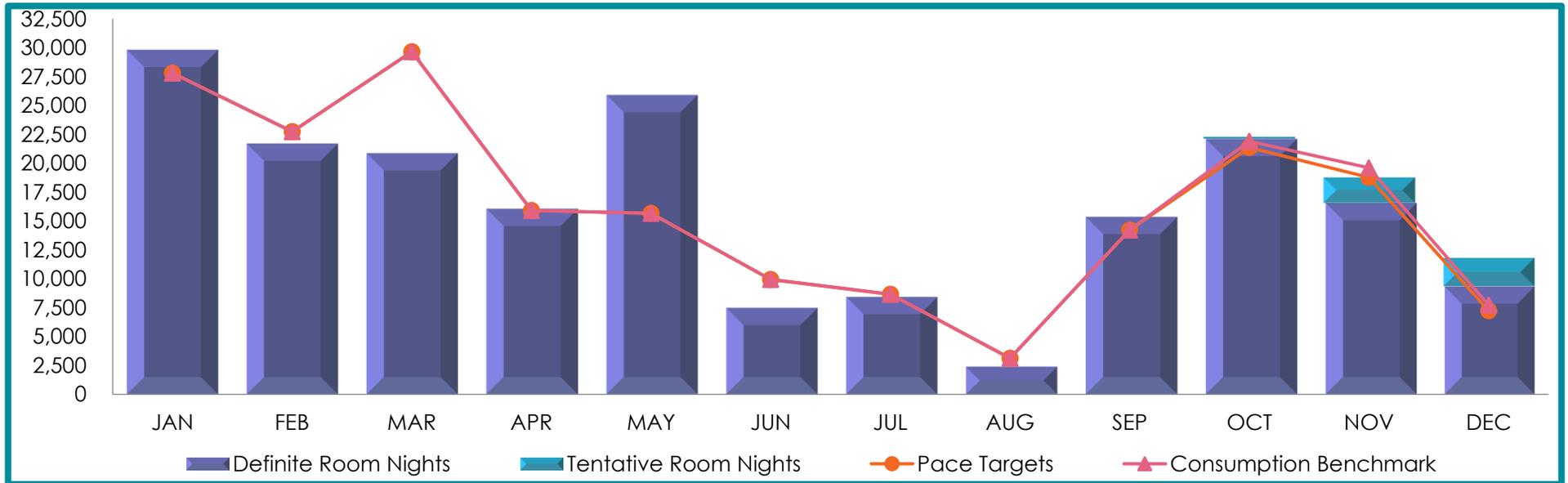
	2016	2017	2018	2019	2020	2021	2022	2023	Total
Definite Room Nights	180,156	206,054	190,016	195,870	212,439	126,837	83,581	28,429	1,223,382
Pace Targets	181,619	187,869	191,568	195,129	154,930	97,242	56,852	29,679	1,094,888
Variance	(1,463)	18,185	(1,552)	741	57,509	29,595	26,729	(1,250)	128,494
Consumption Benchmark	181,769	188,072	191,568	196,997	196,997	196,997	196,997	196,997	1,546,394
Pace Percentage	99%	110%	99%	100%	137%	130%	147%	96%	112%
Total Demand Room Nights	722,310	812,760	868,779	834,935	726,669	403,365	216,893	95,510	4,681,221
Lost Room Nights	542,154	606,706	678,763	639,065	514,230	276,528	133,312	67,081	3,457,839
Conversion Percentage	25%	25%	22%	23%	29%	31%	39%	30%	26%
Tentative Room Nights	1,000	50	0	4,821	102,854	106,885	72,542	42,282	330,434

Greater Palm Springs Events									
	2016	2017	2018	2019	2020	2021	2022	2023	Total
Definite Events	231	130	54	300	238	97	51	15	1,116
Pace Targets	207	95	47	298	175	84	39	19	964
Variance	24	35	7	2	63	13	12	(4)	152
Consumption Benchmark	302	302	302	308	308	308	308	308	2,446
Pace Percentage	112%	137%	115%	101%	136%	115%	131%	79%	116%
Total Demand Events	721	333	129	986	695	269	121	52	3,306
Lost Events	490	203	75	686	457	172	70	37	2,190
Conversion Percentage	32%	39%	42%	30%	34%	36%	42%	29%	34%
Tentative Events	122	111	60	15	187	112	52	21	680



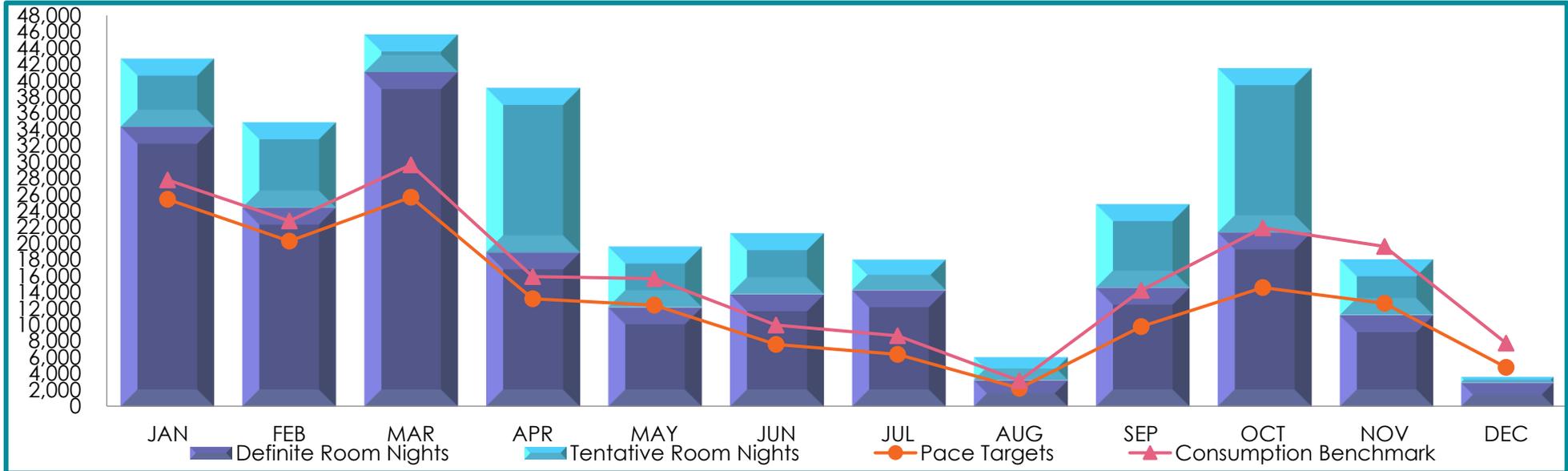
Greater Palm Springs 2019	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	29,760	21,677	20,849	16,049	25,864	7,485	8,437	2,410	15,363	22,079	16,557	9,340	195,870
Pace Targets	27,798	22,747	29,656	15,914	15,659	9,957	8,655	3,123	14,226	21,363	18,783	7,248	195,129
Variance	1,962	(1,070)	(8,807)	135	10,205	(2,472)	(218)	(713)	1,137	716	(2,226)	2,092	741
Consumption Benchmark	27,798	22,747	29,656	15,914	15,659	9,957	8,655	3,123	14,226	21,901	19,618	7,743	196,997
Pace Percentage	107%	95%	70%	101%	165%	75%	97%	77%	108%	103%	88%	129%	100%
Total Demand Room Nights	93,130	117,770	81,306	96,027	74,275	36,698	55,433	10,421	71,111	83,432	93,969	21,363	834,935
Lost Room Nights	63,370	96,093	60,457	79,978	48,411	29,213	46,996	8,011	55,748	61,353	77,412	12,023	639,065
Conversion Percentage	32%	18%	26%	17%	35%	20%	15%	23%	22%	26%	18%	44%	23%
Tentative Room Nights	0	0	0	0	0	0	0	0	0	159	2,200	2,462	4,821

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	40	36	31	23	33	21	15	8	24	32	24	13	300
Pace Targets	43	42	34	24	25	18	15	9	23	34	22	9	298
Variance	(3)	(6)	(3)	(1)	8	3	0	(1)	1	(2)	2	4	2
Consumption Benchmark	43	42	34	24	25	18	15	9	23	38	26	11	308
Pace Percentage	93%	86%	91%	96%	132%	117%	100%	89%	104%	94%	109%	144%	101%
Total Demand Events	127	148	101	93	86	60	61	22	85	105	72	26	986
Lost Events	87	112	70	70	53	39	46	14	61	73	48	13	686
Conversion Percentage	31%	24%	31%	25%	38%	35%	25%	36%	28%	30%	33%	50%	30%
Tentative Events	0	0	0	0	0	0	0	0	0	5	6	4	15



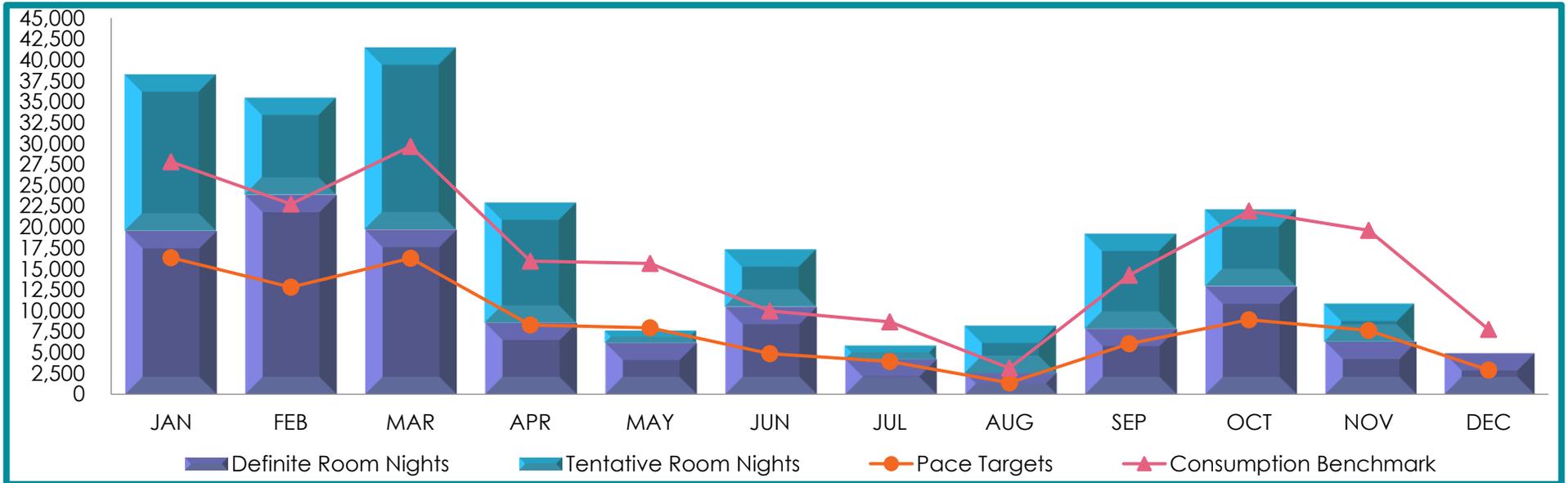
Greater Palm Springs 2020	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	34,300	24,413	40,960	18,956	12,239	13,815	14,333	3,236	14,639	21,392	11,256	2,900	212,439
Pace Targets	25,419	20,289	25,684	13,209	12,421	7,584	6,365	2,199	9,775	14,586	12,632	4,767	154,930
Variance	8,881	4,124	15,276	5,747	(182)	6,231	7,968	1,037	4,864	6,806	(1,376)	(1,867)	57,509
Consumption Benchmark	27,798	22,747	29,656	15,914	15,659	9,957	8,655	3,123	14,226	21,901	19,618	7,743	196,997
Pace Percentage	135%	120%	159%	144%	99%	182%	225%	147%	150%	147%	89%	61%	137%
Total Demand Room Nights	138,501	121,693	91,291	76,153	40,380	41,768	30,667	14,337	43,179	80,455	39,651	8,594	726,669
Lost Room Nights	104,201	97,280	50,331	57,197	28,141	27,953	16,334	11,101	28,540	59,063	28,395	5,694	514,230
Conversion Percentage	25%	20%	45%	25%	30%	33%	47%	23%	34%	27%	28%	34%	29%
Tentative Room Nights	8,318	10,426	4,618	20,093	7,457	7,489	3,760	2,822	10,226	20,073	6,852	720	102,854

Greater Palm Springs 2020 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	46	36	31	19	18	13	14	4	12	28	11	6	238
Pace Targets	32	30	23	15	14	10	7	4	10	16	10	4	175
Variance	14	6	8	4	4	3	7	0	2	12	1	2	63
Consumption Benchmark	43	42	34	24	25	18	15	9	23	38	26	11	308
Pace Percentage	144%	120%	135%	127%	129%	130%	200%	100%	120%	175%	110%	150%	136%
Total Demand Events	134	133	100	70	43	37	27	15	41	58	27	10	695
Lost Events	88	97	69	51	25	24	13	11	29	30	16	4	457
Conversion Percentage	34%	27%	31%	27%	42%	35%	52%	27%	29%	48%	41%	60%	34%
Tentative Events	22	36	18	27	16	9	9	5	10	18	13	4	187



Greater Palm Springs 2021	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	19,496	23,806	19,658	8,561	6,160	10,462	4,185	2,570	7,835	12,902	6,292	4,910	126,837
Pace Targets	16,338	12,821	16,277	8,278	7,928	4,848	3,927	1,368	6,038	8,905	7,624	2,890	97,242
Variance	3,158	10,985	3,381	283	(1,768)	5,614	258	1,202	1,797	3,997	(1,332)	2,020	29,595
Consumption Benchmark	27,798	22,747	29,656	15,914	15,659	9,957	8,655	3,123	14,226	21,901	19,618	7,743	196,997
Pace Percentage	119%	186%	121%	103%	78%	216%	107%	188%	130%	145%	83%	170%	130%
Total Demand Room Nights	52,586	65,983	44,475	47,079	33,515	18,475	31,258	8,108	31,941	46,377	18,658	4,910	403,365
Lost Room Nights	33,090	42,177	24,817	38,518	27,355	8,013	27,073	5,538	24,106	33,475	12,366	0	276,528
Conversion Percentage	37%	36%	44%	18%	18%	57%	13%	32%	25%	28%	34%	100%	31%
Tentative Room Nights	18,667	11,564	21,714	14,302	1,483	6,834	1,652	5,638	11,319	9,157	4,555	0	106,885

Greater Palm Springs 2021 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	18	19	11	8	5	8	4	2	6	7	5	4	97
Pace Targets	15	14	10	7	7	5	4	2	5	8	5	2	84
Variance	3	5	1	1	(2)	3	0	0	1	(1)	0	2	13
Consumption Benchmark	43	42	34	24	25	18	15	9	23	38	26	11	308
Pace Percentage	120%	136%	110%	114%	71%	160%	100%	100%	120%	88%	100%	200%	115%
Total Demand Events	38	42	30	39	20	16	14	7	20	26	13	4	269
Lost Events	20	23	19	31	15	8	10	5	14	19	8	0	172
Conversion Percentage	47%	45%	37%	21%	25%	50%	29%	29%	30%	27%	38%	100%	36%
Tentative Events	18	19	18	17	6	7	3	2	8	9	5	0	112



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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 29 client events during the reporting period. Additionally, 532 partners have been referred to meeting planners to assist with their in-destination needs.

JULY – SEPTEMBER HIGHLIGHTS

The Destination Services team planned and organized **12 programs** encompassing **29 events** and activities including **3 trade shows**, **1 reverse trade show**, **24 client events** and **1 CVB event**. In addition, the team:

- Fulfilled **23** Convention Sales client requests resulting in **532** 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

JULY – SEPTEMBER HIGHLIGHTS

Large events that were executed by the department include:

- ASAE Trade Show, August 10-13
- IMEX America, September 10-12
- LA Media Dinner, September 18
- Denver Sales Mission, September 23-27

OCTOBER – DECEMBER HIGHLIGHTS

The Department projects the following program management:

- Total of 14 programs encompassing 17 events.
- October - December sites currently have 7 pending.

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

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DESTINATION SERVICES EVENTS



If you have any questions about Destination Services, please contact:
Jill Philbrook, Director of Destination Services
jphilbrook@gpscvb.com | 760.969.1341

OCTOBER 2019
BOARD REPORT

TRAVEL INDUSTRY SALES

TRAVEL INDUSTRY SALES

Travel Industry Sales remained busy through the summer period by personally attending **12 trade shows and missions** along with coordinating the involvement of our international offices on **several in-market trainings and client events**. The summer heat did not deter client visits, as TIS hosted several client FAMS and site visits in the destination.

TRAVEL INDUSTRY SALES GOALS

Market Activity			
	YTD	Team Goal	% of Goal
Client Reach	7,759	8,800	88%
In-Market Activations	9	15	Organized in-market campaign, event or experience enabling GPS CVB to bring brand awareness directly to the travel trade.
Marketing Campaigns & Co-Ops	37	35	Coordinated marketing and / or social media campaigns with the travel trade, including Online Travel Agencies promoting the destination.
Trade Shows & Sales Missions	34	100	Attended events and organized sales missions promoting the destination to the travel trade.
FAMS, Site Visits & Client Meetings	47		Organized and hosted FAMS, sites and client meetings in the destination.
Webinars, Trainings & Workshops	54		Presentations conducted at call centers, live webinars or through hosted workshops that include multiple sessions of trainings and PowerPoint.
Total	181	150	

ACTIVITIES & PROGRAMS: JUNE-SEPTEMBER 2019

IPW | International

U.S. Travel Association's IPW is the leading international inbound travel trade show. It is a national showcase of America, where U.S. travel exhibitors connect with travel buyers and media from more than 70 countries. The CVB had a total of **88 appointments, plus an additional 44** for Desert Region partners: Palm Mountain Resort & Spa, The Living Desert, The Westin Mission Hills Golf Resort & Spa and BMW Performance Center West. California City Chamber and La Casa del Zorro joined the Visit California Deserts booth.



The CVB, Palm Springs Bureau of Tourism and partners at IPW

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2019 IAGTO NAC | International

The International Association of Golf Tour Operators (IAGTO) is the trade organization of the golf industry with over 1,500 members. The North American Convention provides an opportunity for U.S.-based golf destinations, resorts, courses and golf companies to meet face-to-face with golf tour operators to promote and package Greater Palm Springs. A total of **32 pre-scheduled appointments** were conducted with golf operators from the United States, United Kingdom, New Zealand, India, Germany, China, Canada and Australia during this year's annual conference.

2019 Private Luxury Forum-Florida | International

In June, the CVB attended the 2019 Private Luxury Forum in Florida, meeting with **42 luxury travel professionals** to promote and market Greater Palm Springs as a luxury travel destination.

2019 Visit California IPW Post FAM | International

The CVB partnered with Visit California to host 30 key travel trade and media following US Travel IPW in Anaheim. California hosted approximately **300 attendees** from around the world to experience California's diverse regions. Partner participation included: Palm Mountain Resort & Spa, Renaissance Esmeralda Resort & Spa Indian Wells, La Quinta Resort & Club, BMW Performance Center West, Grand Central Palm Springs, Ace Hotel & Swim Club, Desert Adventures Red Jeep Tours and Events, Colony Palms Hotel, and Palm Springs Aerial Tramway.

Visit USA UK - Ireland - Travel Trade Fair | United Kingdom

The CVB's UK office attended the Visit USA UK's "The Big Travel Trade Event" trade fair in Belfast, Ireland. Over **410 travel specialists** from across Ireland and the UK attended this 2-day event and received destination training from the CVB's UK representative.

Visit California UK Sales Mission | United Kingdom

The CVB joined 24 other California destinations on the Visit California UK Sales & Media Mission visiting Dublin, Glasgow and London. Through a combination of travel agent events, one-on-one meetings with product managers and office visits, the CVB provided destination training product updates to over **300 travel specialists and managers**.

ASTA Fiesta in the Desert | United States

The CVB attended ASTA's Fiesta in the Desert, which is the Arizona chapter of the American Society of Travel Advisers. During the roundtable participation and trade show, **252 travel advisers** were updated on all the Greater Palm Springs and Desert Region highlights.

CVB Midwest Sales Mission | United States

The CVB traveled to Chicago to conduct destination training and a joint client event with the CVB's Convention Sales team. Travel Industry Sales also visited three key travel agency offices in Chicago.

Virtuoso Travel Week-Las Vegas | International

The CVB participated in Virtuoso Travel Week, which welcomed **5,693 travel agents from 103 countries** to the Bellagio in Las Vegas. The CVB completed **349 appointments** and hosted a spa event at the Aria Hotel and a dinner event for Mason Horvath Travel Advisors reaching **52 agents**.



Senior Travel Industry Sales Manager Robyn Gallegos (center) with clients at Virtuoso Travel Week

Visit USA Germany Cinema Roadshow | Germany

The CVB's Germany office represented the destination during the Visit USA Cinema Roadshow visiting Berlin, Hamburg, Bielefeld and Dusseldorf. Each event allowed our office to meet with a total of **175 tour operators, product managers, and travel agents**.

2019 Active America China | China

This invite-only event allowed the CVB to conduct presentations and meet one-on-one with key Los Angeles-based receptive tour operators specializing in the Chinese inbound market. The CVB met with **41 tour operators**. Discussions included updates on the destination and raising awareness to the China market GPS is a premier destination for a luxury experience.

Air Canada Vacations Product Launch | Canada

GPS participated in the Air Canada Vacations Product Launch, with trainings in Montreal and Toronto. Hyatt Regency Indian Wells participated in the show. Air Canada Vacations hosted their 2019-2020 Sun Product launch. They welcomed a record attendance of more than 2,500 travel agents across the country, more than 80 suppliers, hoteliers and tourist boards. **Client reach between the two cities was 324.**

Visit USA Roadshow Switzerland | Germany

The CVB's office in Germany attended the Visit USA Switzerland Travel Agent Roadshow providing destination training to over **255 Switzerland-based travel professionals**. Messaging also included our marketing alliance with Santa Monica and San Diego to promote the So Cal Triangle itineraries for overnight stays in each destination.

UK Golf Day | United Kingdom

CVB hosted **key senior-level executives** from UK based tour operators to a day of golf and dinner at the Royal Surrey golf club in London. The event's co-host, British Airways, joined the CVB in promoting and thanking the clients for their support and partnership. Destination and airline updates were also part of the program.

ILTM North America | International

The Travel Industry Sales team attended ILTM North America, an invitation-only event, which is attended by high-level travel agents and advisers from across the USA, Canada and Mexico. The CVB also hosted a sunset cruise. **Total client reach was 82.**

Aviareps: June-September | China

The CVB's office in China had meetings and trainings with **323 managers and travel professionals** from key tour operators and agencies during this time period.

Black Diamond: June-September | United Kingdom

The CVB's office in London had meetings and trainings with **261 managers and travel professionals** from key tour operators and agencies during this time period.

Gate 7: June-September | Australia

The CVB's office in Sydney had meetings and trainings with **127 managers and travel professionals** from key tour operators and agencies during this time period.

Mn'O: June-September | France

The CVB's office in Paris had meetings and trainings with **92 managers and travel professionals** from key tour operators and agencies during this time period.

Msi: June-September | Germany

The CVB's office in Frankfurt had meetings and trainings with **40 managers and travel professionals** from key tour operators and agencies during this time period.

Sartha Global Marketing: June-September | India

The CVB office in India met with **56 product managers and directors** from various agencies to discuss increasing visitation to our destination. Sartha also conducted a luxury workshop in New Delhi for agents working with affluent clientele.

Desert PROST: June-September | United States

The CVB attended the monthly Desert PROST luncheons in June and September, meeting with **160 travel professionals** from various companies. Those companies included: Altour, Expedia CruiseShipCenters, Travel Edge, Dream Vacations, Travel Store, Tzell Travel Group, Judy Garland & Associates, Mon Ami Travel, Carefree Vacations by Frosch, Protravel International, Pat walker Travel, Panorama Travel, and Towne Centre Travel.

Club California: June-September | China

Club California China is an interactive educational forum designed to motivate Chinese tour operators to develop California tour product that includes featured destinations at this event. Greater Palm Springs was showcased in presentations and trainings in both Beijing and Guangzhou to develop product in the tour operators' itineraries.

Client FAMS and Visits: June-September | Global

The CVB hosted **17 clients** from South Korea, Japan, France, UK, Germany, New Zealand, and Australia via individual visits or in a coordinated FAM trip. Each client participated in a variety of destination experiences and visited many of our hotels and restaurants.



Client FAM in Greater Palm Springs

If you have any questions about Travel Industry Sales, please contact:

Gary Orfield, Director of Travel Industry Sales

gorfield@gpscvb.com | 760.969.1335

OCTOBER 2019
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.

JUNE-SEPTEMBER 2019 PARTNERSHIP HIGHLIGHTS

- **Partner referrals processed: 822**
- **New partners welcomed: 9**
 - AsiaSF Palm Springs
 - A&S Artisan Chocolate
 - College of the Desert Foundation
 - El Paseo Jewelers
 - Enzo's Bistro & Bar - La Quinta
 - Enzo's Bistro & Bar - Rancho Mirage
 - Gelato Granucci
 - Healing Waters Hostel
 - Libation Room
- **Partner renewals: 56**, for a total of 533 current active partners
- **Partner events: 6**, with 1,331 partners attending
 - June 11 | Oasis Awards / Palm Springs Convention Center | Palm Springs
 - June 18 | 2019 Restaurant Week Appreciation Mixer / Cambria | Palm Desert
 - July 24 | CVB Meet & See - Enzo's Bistro & Bar RM | Rancho Mirage
 - Aug. 28 | CVB Meet & See - Glitch Palm Springs | Palm Springs
 - Sept. 20 | Live Your Wellest Kickoff - JW Marriott Desert Springs Resort & Spa | Palm Desert
 - Sept. 24 | CVB Meet & See - PS UNDERGROUND | Palm Springs

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PARTNER EVENTS



CAMBRIA PALM DESERT

The **Oasis Awards** honored members of the local hospitality industry on June 12, 2019, at the Palm Springs Convention Center, setting records this year for attendance, nominations and awards.



The annual awards event celebrates the brightest stars in tourism in Greater Palm Springs. Over 800 of our local tourism partners came to celebrate the **more than 220 nominees** and **53 winners** from across the valley. Special guest speaker Caroline Beteta, President & CEO of Visit California, highlighted the strength of our collaboration and tourism community.



Four major awards for recognition of **Partnership, Sustainability, Destination Excellence and Dedication** were also presented. The **Spirit of Tourism Award** was presented to Harold Matzner for his prolific work in supporting the local tourism economy, signature events and the Palm Springs International Film Festival.



Recognizing the importance of tourism to the future of the Coachella Valley, the CVB began working with the students at the Hospitality Academy at Coachella Valley High School eight years ago. This year, six students from the Hospitality Academy were each awarded a **2019 CVB Scholarship** in the amount of \$1,500 to be used toward his or her college tuition.



The CVB presented Kathy Lambert from the Living Desert Zoo and Gardens the first-ever **Certified Tourism Ambassador (CTA) of the Year Award**. One of the first hospitality professionals to become a Certified Tourism Ambassador in Greater Palm Springs since the program launched earlier in 2019, Kathy's excitement and promotion of the program to colleagues and friends has helped it spread quickly throughout the industry.



Kathy Lambert, center, holds her Certified Tourism Ambassador (CTA) of the Year Award. At her side are Tom Tabler, General Manager of the JW Marriott Desert Springs Resort & Spa and Chair of the CVB Board of Directors, and Linda Evans, Mayor of the City of La Quinta and Chair of the CVB's Joint Powers Authority Executive Committee.

— gpsNEXT Partner Education

gpsNEXT is a **partner education series** that aims to help partners make the most of the CVB resources through specific education and events. Each February, a gpsNEXT annual update provides partners a broad look at market research, important destination initiatives and updates from key marketing partners.

In May 2019, the gpsNEXT partner education series presented a webinar to partners on how to use the extranet at MyGPSCVB.com, instructing attendees on how to log into accounts, update information, and find research and information. [View webinar.](#)

The next gpsNEXT partner education series training, which took place in August, focused on social media, offering a hands-on opportunity to enhance partners' Instagram story skills with a workshop held at Hotel Paseo. The CVB's social media agency, Sparkloff, gave an informative presentation followed by practice "in the field" around the hotel property.



The gpsNEXT Fall marketing update was held at the CVB office on October 3 and gave partners a look at our new co-op opportunities for 2020, research and project updates from the CVB team, and an international update from Expedia. View the [gpsNEXT Fall Marketing Update deck here.](#)

- View the [2020 digital marketing opportunities here.](#)
- View the [2020 marketing co-ops here.](#)

The next gpsNEXT partner education series training will focus on Communications & PR and take place November 13 from 8-10 a.m. in the CVB Boardroom.

— Summer Chill Deals

Partners once again had the opportunity to promote their summer deals, special offers and discounts through chillpass.com. There were 403 Chill Deals promoted during the Summer Chill campaign. The top viewed deals were:

- **Cabot's Pueblo Museum** – 2-for-1 general admission tour tickets
- **Omni Rancho Las Palmas Resort & Spa** – Chill Out Package
- **Parker Palm Springs** - \$250 Spa Credit
- **Desert Hot Springs Spa Hotel** - \$10 Pool and Hot Spring Day Pass
- **La Quinta Resort & Club** – La Quinta Summer Experience

For fall 2019, the CVB is collecting and promoting Weldest Deals, including spa packages, medical, holistic, CBD treatments, fitness and healthy dining.

Submit your deals at [MyGPSCVB.com.](#)

The CVB Partnership team attended the following events June through September:

Cathedral City

- DBA and GCVCC Joint Mixer / Palm Springs Lanes

Desert Hot Springs

- Desert Business Association Mixer / Playoffs Bar
- An Evening at the Lautner / Lautner Compound

Indian Wells

- GCVCC Business Awards & Installations dinner / Renaissance Esmeralda Resort & Spa, Indian Wells
- Indian Wells Chamber Mixer / Miramonte Indian Wells Resort & Spa
- Indian Wells Chamber Mixer / Ruth's Chris Steakhouse
- United Way Heroes Luncheon / Hyatt Regency Indian Wells Resort & Spa
- PDACC Legislative Luncheon / Hyatt Regency Indian Wells Resort & Spa

Indio

- FIND Food Bank's Rock N Box

La Quinta

- GCVCC Regional Mixer / The Beer Hunter

Palm Desert

- DBA Mixer / Free Volt
- Desert Business Association Mixer / Renova Solar
- Morton's The Steakhouse Open House
- Desert Business Association Mixer / Free Volt

Palm Springs

- Palm Springs Chamber Annual Business Awards & Installation luncheon / Renaissance Palm Springs
- PSHA Luncheon / Lulu California Bistro
- Palm Springs Chamber and DBA Joint Mixer (Remembering Stonewall) / Businesses on Arenas
- Palm Springs Chamber Mixer / Bouschet
- Wedding Warriors Mixer / The Saguaro Hotel & Pool
- Lifestream Hero's Luncheon / Renaissance Palm Springs
- PS Chamber - Palm Springs State of the City / Il Corso and Plaza Theatre
- GCVCC - All Valley Mayor and Tribal Leader Luncheon / Riviera Palm Springs
- PSHA Luncheon / ACE Hotel & Swim Club

Rancho Mirage

- Palm Desert Area Chamber Business Awards & Installation Dinner / Agua Caliente Resort Casino Spa RM
- Thousand Palms Chamber Mixer / Old Spaghetti Factory
- Rancho Mirage Chamber Taste of Summer Kickoff event / Pirch
- Palm Desert Area Chamber Mixer / Dringk
- DVBA Public Officials Lunch with Supervisor V. Manuel Perez / Agua Caliente Resort Casino Spa RM
- Rancho Mirage Chamber Mixer / Roy's Restaurant
- Bright Event Rentals Open House

Thousand Palms

- Bright Event Rentals Open House

— Greater Palm Springs Tourism Foundation

The Greater Palm Springs Tourism Ambassador program held **16 CTA enrollment classes** from June through September, including private classes for the Palm Springs Convention Center and Bureau of Tourism, Palm Springs Police Department, JW Marriott Desert Spring Resort & Spa, and Agua Caliente Casinos.

The program has certified **356 CTAs** to date. In addition to the ongoing partner freebies and discounts offered on CTANetwork.com, Greater Palm Springs CTAs had the opportunity to experience the Palm Springs Aerial Tramway and a bus tour of Palm Springs attractions provided by Lin Lines and Tallgrass Hiking Tours. **CTA Experiences** will continue each month in various cities and locations across Greater Palm Springs to give our Tourism Ambassadors the opportunity to have firsthand knowledge of local businesses and attractions.

Submit special offers exclusively for CTAs.

Individual registration for the CTA program is \$49. Private group classes start at just \$600 for up to 20 attendees; additional students are \$30 each. Become a CTA today! [Click here to find out more.](#)

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



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

OCTOBER 2019
BOARD REPORT

DESTINATION MARKETING

MARKETING

During this reporting period, the destination's advertising efforts generated **67.4 million digital impressions**, **49.7 million out-of-home impressions**, **1.3M print impressions**, and **16.2 billion television impressions** with 659k television spots.

Advertising efforts from May through August focused on the destination's Summer Chill campaign, which communicated things to do during the summertime in the destination's getaway markets (Los Angeles, Orange County, San Diego, San Francisco, Phoenix, and Las Vegas). Advertising efforts beginning in September focused on the destination's "WELLeSt" campaign, which highlights health-and-wellness messaging to national audiences.

See specific details below; **all data is for the months of June through September** unless otherwise noted.

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— Digital

TripAdvisor

Advertising on [TripAdvisor](#) generated **1.6M impressions** and **2.3K clicks**. As of September, this campaign has generated a click-through rate of .12% (compared to TripAdvisor average of .10%).

Since January 2019, Arrivalist data reports this campaign attributed to 3,727 actual arrivals in Greater Palm Springs and a 1.10 arrival per million (above the .30 Arrivalist APM benchmark).

Summer



Expedia

The destination's [Expedia](#) campaign generated **7.6M impressions** and **4.7K 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. This campaign has generated **67.2K hotel room nights** and **12K air tickets** during this period. The return on ad spend for this campaign is very high at \$160.7 to \$1. The destination is up 14% in hotel room nights and 5.8% in air tickets YOY for the June – September period.



Travelzoo

The Greater Palm Springs destination [Travelzoo](#) campaign generated **42.3M impressions** and **35.3K clicks**. The summer Travelzoo landing page featured 9 offers from the following CVB partners:

- 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 Esmeralda Resort & Spa, Indian Wells
- Saguaro Palm Springs
- Social Cycle
- The Westin Mission Hills Golf Resort & Spa

The Fall Travelzoo landing page features 13 offers from the following CVB partners:

- Desert Adventures Red Jeep Tours
- The Westin Mission Hills Golf Resort & Spa
- JW Marriott Desert Springs Resort & Spa
- Renaissance Esmeralda IW Resort & Spa
- Big Wheel Tours, Azure Spa at Riviera Resort
- Social Cycle, Palm Springs Windmill Tours
- The Spa at JW Marriott
- Doubletree by Hilton Golf Resort Palm Springs
- Marquis Villas Resort
- Palm Canyon Resort
- Embarc Palm Desert

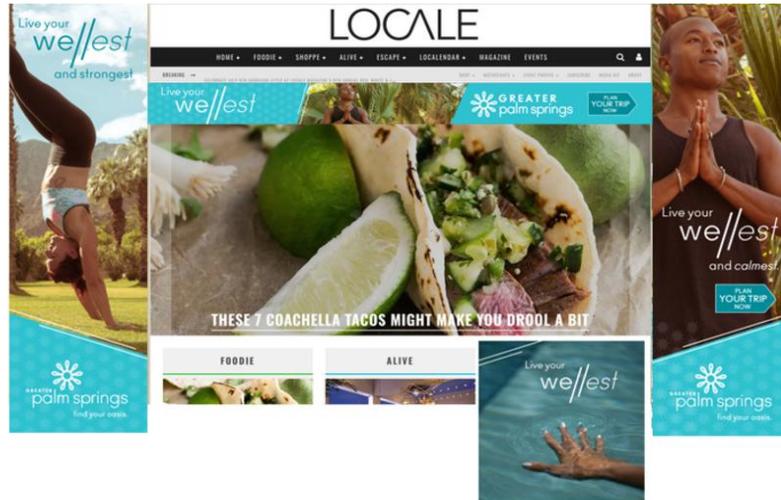
The campaign also included a [sponsored article](#), which launched in September. The sponsored article generated **52K engagements** with an **11% click-through rate** (above the 5-10% benchmark) and **4:03 time on site** (compared to the 2:30 benchmark).

Locale

Locale reports **866K impressions** generated. This campaign targets Southern California through web editorials on Locale.com, including **36 custom articles** optimized for Google search positions. During the months of June through September, 15 articles published.

In September, the CVB launched three Locale editorials, including "**The 6 Best Tacos in Coachella Are Heating Things Up**," "**6 Reasons to Tie the Knot and Live Your Happily Ever After in Indian Wells**" and "**4 of the Most Relaxing Hot Springs You Can Find in Desert Hot Springs**."

The Desert Hot Springs Spa editorial generated high traffic at **2,388 pageviews** (compared to the average of 476).



Adara

With 190+ trusted travel brands, Adara is the world's top travel data co-op and has a global footprint of over 750 million monthly active travelers. The CVB partnered with Adara to reach potential travelers. Adara's pixeling capabilities allowed the destination to report on actual hotel bookings from users who were exposed to the ad.

To date, the Adara campaign generated **1.1M impressions** with **492 bookings** and an **ROI of 34.55:1**.

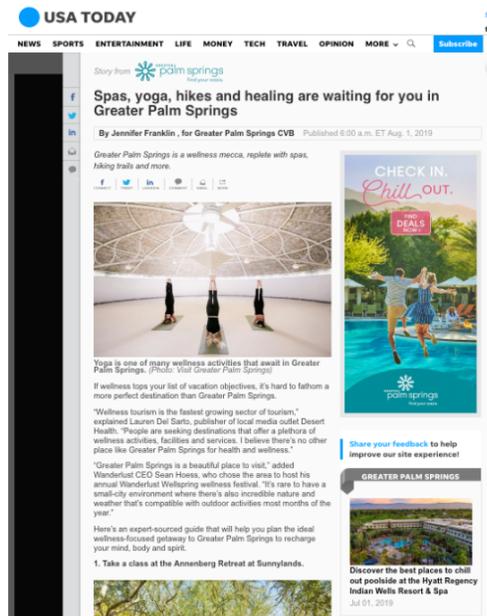
Pandora

The destination launched its first streaming audio campaign with Pandora, which generated **1.6M impressions** and **5,076 clicks** during the period. 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.



USA Today

By partnering with *USA Today*, the destination was able to reach a national audience with sponsored articles on USAToday.com and their affiliate websites. During this period, the destination generated **2.2M impressions** and **2,702 clicks**.



Edge Media

Targeting LGBT travelers, the Edge Media campaign generated **3.5M impressions** and **30K clicks** during the period. The campaign includes banner advertising on the Edge Media Network website along with native articles throughout the year.



Weather.com

The Weather Channel reports **489K impressions** and **4.7K clicks**. This campaign targets viewers in summer markets with a combination of weather triggers to automate media delivery.



— Television

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 Springs, 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.

The Fall TV co-ops launched in September, featuring the City of La Quinta, Palm Springs Bureau of Tourism and Palm Springs Preferred Hotels. The campaign included custom partner commercials that aired on **KTLA (Los Angeles)**, **cable television** and **connected TV** in Los Angeles, San Diego, Phoenix, Las Vegas and San Francisco.



Television garnered **over 16.2B television impressions** with **659K television spots**. Of those impressions, 6.8B were from KTLA with 8,657 spots. Total television impressions include **streaming TV** on Spectrum, Cox and Comcast, ABC, NBC, CBS, Fox and HBO GO smart TV apps as well as **connected TV**, which includes over-the-top devices and applications like Apple TV, Google Chromecast, Amazon Fire, Roku and more.

— Billboard

Destination-branded digital billboards ran in LA, San Diego, Chicago and San Francisco. The CVB also promoted Greater Palm Springs Restaurant Week, Palm Springs International Shortfest, Tramroad Challenge, Modernism Week, Pickleball, Run with Los Muertos, Cathedral City Hot Air Balloon Festival, The Living Desert and the Date Harvest Festival. Overall, digital billboard marketing efforts generated **49.7M impressions** for Greater Palm Springs.



— Print

Print advertising generated **1.3M impressions**. Print ads were included in *Palm Springs Life's The Guide* as well as the *Greater Palm Springs Summer Chill Guide*. Print ads were also in *Westways* and *Via*, with a total **distribution of 1 million AAA subscribers** in Southern and Northern 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. During this period, an ad in *SKIFT Airline Weekly* garnered **56K impressions**.



ShortFest Marketplace & FAM

In June we exhibited at the ShortFest marketplace to educate filmmakers on the destination's vast variety of locations. In addition to the marketplace, we partnered with ShortFest to take filmmakers on a one-day FAM following the festival. We hosted 6 filmmakers on the FAM, showing them location highlights throughout Greater Palm Springs.



The Film Oasis booth in the Marketplace section of ShortFest



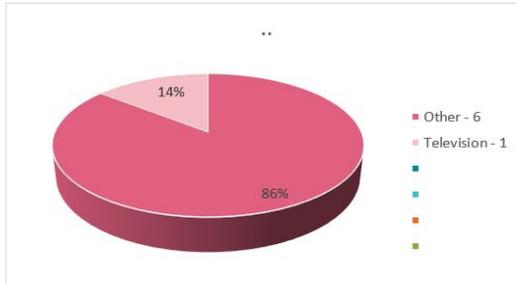
A FAM of filmmakers get an aerial view of Greater Palm Springs from the Palm Springs Aerial Tramway

Film Oasis Advisory Committee

In August the Film Oasis Advisory Committee met to share information about filming regulations in their prospective cities and hear what was on the horizon for Film Oasis.

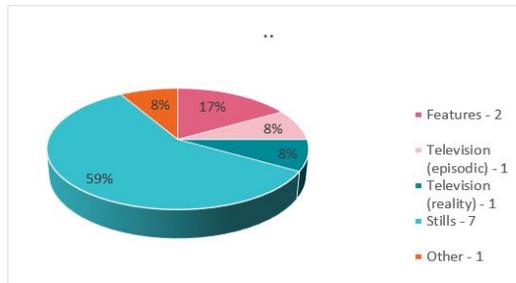
June 2019 Production Report

In June, Greater Palm Springs had **7 productions**, which resulted in a minimum of **5 overnight stays**. Productions ranged from shows like *The Great Food Truck Race* to an album photoshoot for Jeff Goldblum.



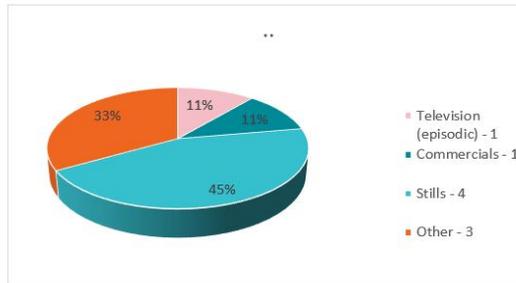
July Production Report

In July, Greater Palm Springs had **12 productions**, which resulted in a minimum of **128 overnight stays**. Productions ranged from a feature film that wrapped a three-month shoot in the destination to a fashion shoot for *Vanity Fair Italy*.



August Production Report

In August, Greater Palm Springs had **9 productions**, which resulted in a minimum of **13 overnight stays**. Productions this month were mainly still photography shoots with one episodic TV show filming in the area.



Upcoming

Film Oasis is working on a Zone 2 FAM to be held in late October in partnership with the Riverside County Film Commission.

In addition, we are preparing for the American Film Market (AFM), which takes place November 6-13 in Santa Monica. The American Film Market is a \$1B marketplace where production and distribution deals are closed—in every stage of development and production.

— Greater Palm Springs Restaurant Week

On October 1, 2019, the CVB held a dineGPS advisory committee meeting. Topics covered during this meeting included a recap of the 2019 Restaurant Week outcome and the event dates and menu format for Restaurant Week 2020.

Restaurant Week 2020 event dates have been confirmed for:

- Friday, May 29–Sunday, June 7, 2020

Menu format:

- Lunch menus for - \$15 | \$20 | \$25
 - 2+ item menu
- Dinner menus for - \$29 | \$39 | \$49
 - 3+ item menu

Menu format will remain the same as the previous year's Restaurant Week format. This format was more successful and offered more flexibility and creativity in developing options for restaurants and foodies.



GREATER
palm springs
RESTAURANT
WEEK

If you have any questions about Marketing, please contact:

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DIGITAL ANALYTICS

Digital Analytics

Digital Marketing is continuing to optimize the digital presence of the destination through online channels, including the website and email. Summer strategies for the website included the promotion of **Greater Palm Springs Restaurant Week** and **Chill Deals** to drive visitation from Southern California markets. As the digital landscape continues to evolve, the CVB is contracted with its web developer, Simpleview, to debut a website redesign in August 2020.

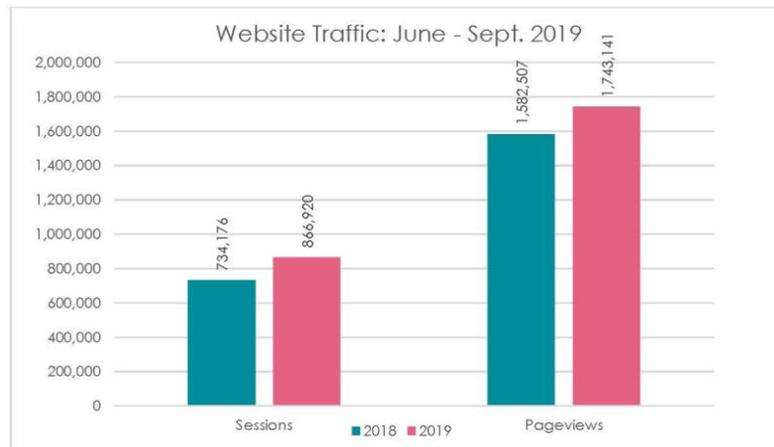
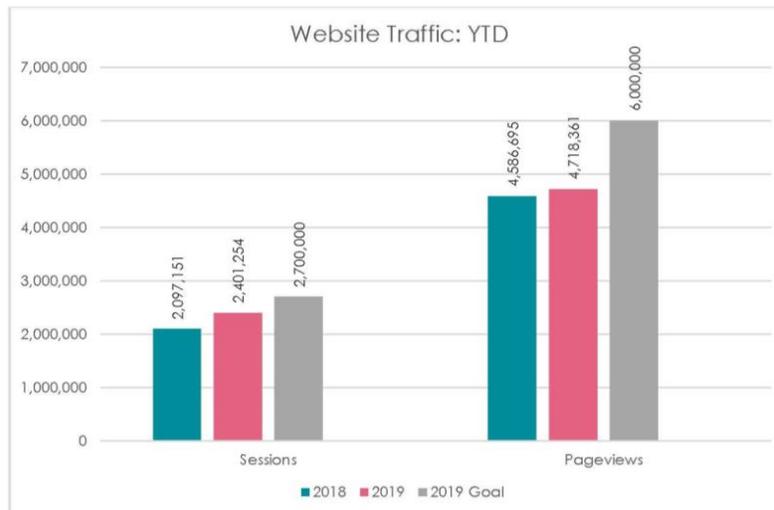
HOME

October 2019

Archive

Website (June-Sept. 2019)

Website Traffic



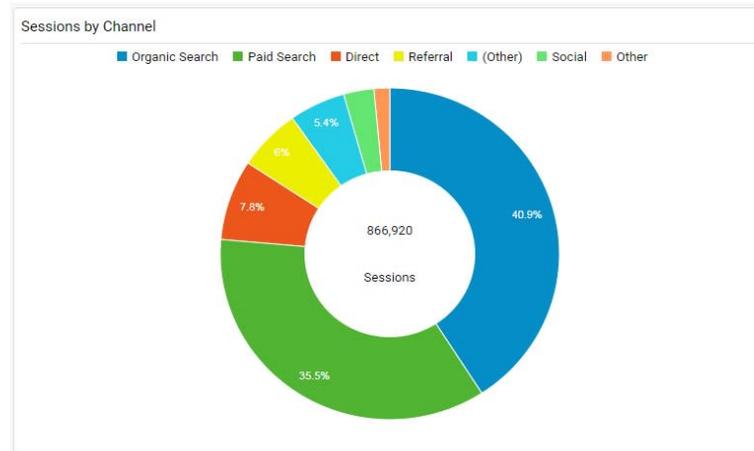
The website performed strongly throughout the summer months, with Greater Palm Springs Restaurant Week, the summer Chill Deals campaign and the blog acting as primary traffic drivers. The top-performing pages are listed below:

Top 5 Pages

- [/play/things-to-do/](#)
- [/events/](#)
- [/blog/post/30-free-things-to-do-in-greater-palm-springs](#)
- [/blog/post/hot-water-guide-to-desert-hot-springs/](#)
- [/chill-deals/](#)

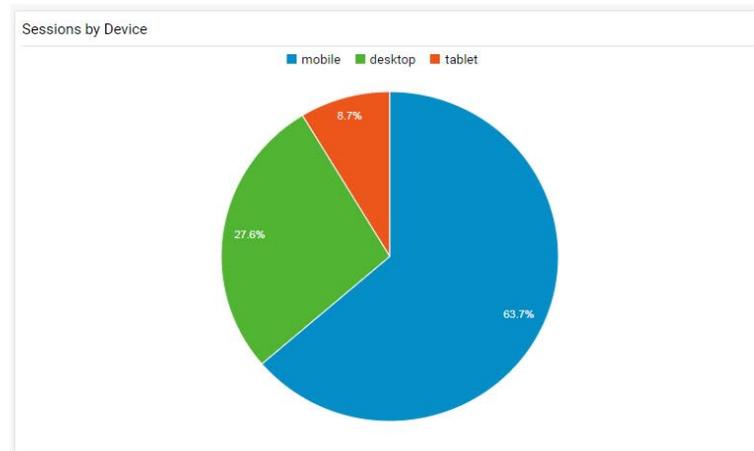
Traffic Sources

Organic search continues to be the largest traffic driver to the CVB website, accounting for more than 40% of traffic. Paid search advertising also drives high traffic volume, accounting for more than 35% of traffic. Direct, referral and social media traffic round out the overall website traffic makeup.



Mobile Users

Mobile website usage continues to grow, with mobile users accounting for 63.7% of overall CVB website traffic from June through September. Less than 30% of website visitors are now accessing the CVB website through a desktop computer. The CVB anticipated this shift toward mobile site usage during the 2017 site migration and implemented a responsive site to ensure a seamless experience for users on all devices. User experience on mobile will continue to drive the design and usability strategies for the website.



	Users	Sessions	Pageviews	Pages/Session	Session Duration	Bounce Rate
Overall	656,704	866,920	1,743,141	2.01	2:36	42.79%
Desktop	188,010	254,212	676,262	2.66	3:58	30.81%
Mobile	392,840	392,840	932,842	1.76	2:04	46.16%

This continued growth of the mobile market affects not only user experience but also KPIs and engagement. As more and more website visitors access the site via mobile devices, the CVB is monitoring how this shift impacts engagement metrics and KPIs. Data shows that mobile users tend to spend less time on a website, view fewer pages and incur higher bounce rates. 2019 was the first year that mobile accounted for a majority of CVB website traffic, and the Digital Marketing team is working with its website developer, Simpleview, to monitor 2019 KPIs and set 2020 website goals that align with this traffic shift.

Hiking Page

In September, the CVB launched a new hiking page (HikinginGPS.com) with listings for 49 local trails. The CVB worked with Friends of the Desert Mountains and other local hiking organizations to publish a trail list approved by all parties. Users can search by trail difficulty, length and features.

The screenshot shows the 'FIND YOUR HIKING TRAIL' page. At the top, there's a navigation bar with 'palm springs' logo and links for 'THINGS TO DO', 'EVENTS', 'EAT & DRINK', 'STAY', 'DEALS', 'OUR 9 CITIES', and 'TRIP PLANNING'. Below the navigation is a search bar and filters for 'VIEW BY' (Grid, List, Map) and 'SORT BY' (Recommended). The main content area displays a grid of six trail cards, each with a photo, title, location, and a 'QUICK VIEW' button. The trails listed are: Ancient Lake Cahulla Overlook, Araby Trail, Bear Creek Nature Trail, Big Morongo Canyon Marsh Trail Loop, Big Morongo Canyon Through Hike, and Big Morongo Canyon Yucca Ridge Loop. A sidebar on the left provides filters for Trail Difficulty (Easy, Moderate, Difficult), Neighborhood (Surrounding Communities, Palm Desert, Palm Springs, La Quinta, Cathedral City), Features (Free, Picnic Tables, Horses Allowed, Restrooms, Bikes Allowed), and Trail Length (Less than 1 Mile, 1 - 5 Miles, 6 - 10 Miles, 11 - 20 Miles).

Summer Chill Deals

From June through September, the [Chill Deals landing page](#) received 85,020 pageviews. Individual deals received a total of 41,762 pageviews. The top-performing deals are listed below.

TOP 5 CHILL DEALS (June-Sept. 2019)

- 2-for-1 General Admission Tickets – Cabot's Pueblo Museum
- Chill Out Package w/\$250 Resort Credit – Omni Rancho Las Palmas Resort & Spa
- \$250 Spa Credit – Parker Palm Springs
- \$10 Pool and Hot Spring Day Pass – Desert Hot Springs Spa Hotel
- La Quinta Summer Experience – La Quinta Resort & Club

The screenshot shows the 'Chill Deals' landing page. It features a search bar for 'Search Offers...' and filters for 'VIEW BY' (Grid, List, Map) and 'SORT BY' (Name). The main content area displays a grid of six deal cards, each with a photo, title, details, and a 'QUICK VIEW' button. The deals listed are: \$40 Cryotherapy Session, \$5 Admission after 5 p.m., \$5 Bottomless Mimosas and Fun, \$5 off Palm Springs Tram Road Challenge Registration, \$5 off Vitamin Shots, and \$50 Resort Credit - Leisure Escapes. A sidebar on the left provides filters for Categories (Stay, Health, Eat & Drink, Spa, Things to Do), Neighborhood (Palm Springs, Palm Desert, Rancho Mirage, La Quinta, Indian Wells), and a 'CLEAR FILTERS' button.

Air Service Promotion

The CVB is again promoting nonstop air service into the destination this fall through the "Time to Fly" page, which dynamically serves geotargeted content to users in fly markets. New flight service to Everett, Washington (PAE), and Sacramento (SMF) have both been added to this page. The page is being distributed through Pay Per Click (PPC) advertising and social media.

The screenshot shows the Greater Palm Springs website with a navigation bar including 'THINGS TO DO', 'EVENTS', 'EAT & DRINK', 'STAY', 'DEALS', 'OUR 9 CITIES', and 'TRIP PLANNING'. Below the navigation is a large image of a golf course with mountains in the background. To the right of the image is a flight search interface with 'DEPART' set to SMF and 'ARRIVE' set to WOW. Below the search interface is a 'BOOK YOUR TRIP' section with a search bar for 'HOTELS' and 'AIR'. The search bar includes fields for 'Location' (Greater Palm Springs), 'Check In' (10/08/2019), 'Check Out' (10/09/2019), 'Rooms' (1), 'Adults' (2), and 'Kids' (0). Below the search bar is a promotional banner for 'FIND YOUR OASIS IN GREATER PALM SPRINGS' with the headline 'Sacramento to Greater Palm Springs is Closer Than Ever!'. The banner text describes the destination as a relaxing, sun-kissed escape with more than 300 days of sunshine annually and seasonal nonstop flights from SMF to PSP.

Website Redesign

The CVB has recently contracted with its web developer, Simpleview, for a redesign of the CVB website. This redesign will entail the production of two new website designs: one for the consumer-facing website, and a separate design for a corporate communications website. The redesign affords the CVB the opportunity to better optimize for a mobile landscape, as well as for key engagement metrics like pages-per-visit and time spent on site. The project officially kicked off in September, and the CVB plans to launch the new website in August 2020.

Email

Over the summer, the CVB contracted with Act-On for managed service of both the consumer and dineGPS newsletters. This will allow the CVB to better leverage the platform's robust marketing automation tools. In addition to sending the monthly newsletter for both the consumer and dineGPS lists, Act-On is working with the CVB to create automated follow-up emails for both drive and fly markets that will target those who interact with the monthly newsletters. These highly engaged users will receive targeted messaging around pillars and events to further increase their interest in the destination and their likelihood to visit.

September 2019	Consumer Newsletter	dineGPS Newsletter
Recipients	7,982	7,820
Open Rate	32.18%	15.05%
Clickthrough Rate	6.25%	2.49%

Travel Data

Adara tracks hotel bookings for up to 60 days after exposure to the CVB's digital media or website. Nearly **\$3 million in revenue** was generated through exposure to the CVB's digital media or website from April 1 through July 30. Additionally, Sacramento ranked within the destination's top-10 origin markets for the report period (April–July), indicating early support for the new direct flight on Contour Airlines that launched in September.



Digital Media Impact

Month	Bookings	Total Nights	Stay Length	ADR	Revenue
April	1,177	2,440	2.1	\$203.61	\$496,889
May	1,392	2,907	2.1	\$185.20	\$538,439
June	1,335	2,978	2.2	\$167.70	\$499,370
July	1,294	2,749	2.1	\$175.12	\$481,437
Total	5,198	11,074	2.1	\$183.25	\$2,016,135

Top Origin Markets (Digital Media)

Market	Percentage of Booking
Los Angeles	50.7
San Diego	10.1
San Francisco	5.9
New York	4.6
Phoenix	3.3
Palm Springs	2.3
Washington, D.C.	1.3
Seattle	1.2
Sacramento	1.0
Dallas/Ft. Worth	1.0

Website Impact by Month

Month	Bookings	Total Nights	Stay Length	ADR	Revenue
April	399	814	2.0	\$181.69	\$147,897
May	645	1,376	2.1	\$169.52	\$233,257
June	868	1,920	2.2	\$155.02	\$297,643
July	708	1,533	2.2	\$166.44	\$255,153
Total	2,620	5,643	2.1	\$166.81	\$933,950

Top Origin Markets (Website)

Market	Percentage of Booking
Los Angeles	42.1
San Diego	7.3
San Francisco	6.3
Palm Springs	5.6
New York City	4.7
Phoenix	2.4
Dallas/Ft. Worth	2.0
Denver	1.6
Chicago	1.6
Sacramento	1.5

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.



	Exposures	Arrivals	APM
TripAdvisor	1,583,801	1,764	1.11
Website	1,602,898	2,417	1.51
Total	3,186,699	4,181	1.31

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SOCIAL MEDIA

Social Media

June through August 2019 saw the launch of the Chill Deals and CHILLspiration **summer campaigns**. The campaigns boosted our reach and viewership and engaged both current and new fans.

During this time, we also A/B tested copy and imagery and found that followers engaged with iconic images of Greater Palm Springs as well as unique experiences found here, including a visit to Cabot's Pueblo Museum. We continue to test how effective posting questions to our social media channels were and call to actions in order to optimize for engagement.

September brought the kickoff of **Wellnest season** and the continuation of **airline ads** targeted to our nonstop destinations. As the season changes to fall, the CVB has shifted content to include more outdoor adventure and wellness activities.

Top posts during this time period included images, videos and GIFs. The variety of content types provides a more interesting experience for CVB followers, showing them new ways to engage with the accounts. GIFs created by the CVB have been uploaded to our [GIPHY page](#). The **29 uploads** have **3.9 million views** with our top GIF at **847,000+ views**.

HOME

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Archive



via GIPHY

The CVB also hosted a **gpsNEXT Social Media session** in August focused on the use of Instagram stories. With nearly 30 attendees, the CVB and social media agency Sparkloft presented how partners can best utilize this feature for their business.



— Summer Campaigns

The overall strategy was to inspire millennial travelers in our drive markets to come to Greater Palm Springs in the summer while increasing brand awareness of the location as a year-round destination. We kicked off two campaigns, one focused on Chill Deals and the other on aspirational awareness of the destination.

CHILLspiration

With CHILLspiration, we wanted to inspire people to find their chill in Greater Palm Springs using our content pillars as our guide. The senses are a powerful way to make connections and we love how Greater Palm Springs looks, feels, and sounds so we worked with influencers to craft content, working with them as talent to create branded, sensory content for our channels. To create an extension of our sensory content and supplement our reach, our influencers also created content for their channels. We created one long-form video to garner awareness of the campaign and then retargeted custom audiences with shorter bits of content across channels. We created **wallpapers and stickers** so fans could continue spreading the summer inspiration.

The CHILLspiration campaign resulted in 1.7 million impressions, 862,098 video views, 1,150 engagements and over 300 clicks.



Chill Deals

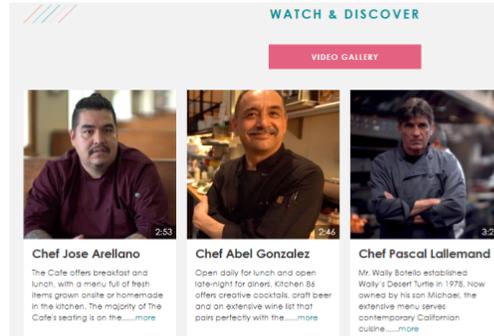
For Chill Deals, we wanted our creative to inspire fans to experience the "CHILLest" deals and book their vacations. Our goal was awareness (impressions/views) and action (website clicks). Each **cinemagraph** deal was targeted to a specific market and then later, retargeted to the engaged audience with landing page view ads to remind fans to get the deals while they last. We created content in tandem with two influencers. The goal was to use creators as talent, so millennials saw themselves in the cinemagraphs. Additionally, we had the creators share content with their audience to cast a wider reach and make a bigger impact in terms of millennials trusting ambassadors.

The Chill Deals campaign resulted in 2.7 million impressions, 764,930 video views, 16,730 engagements and over 15,000 clicks.



June through September, dineGPS continued to promote the year-round culinary season in Greater Palm Springs following Restaurant Week.

This summer rolled out Season 2 of the [dineGPS video series](#) on Facebook, Instagram and YouTube with four videos totaling over 250,000 video views.



October will see the release of the next season of the [craftGPS](#) video series.

The CVB found those posts with a human element result in higher engagement. Using strong call-to-actions and polls will help increase the audience engagement as well with content moving forward.

facebook	Fans	Impressions	Video Views	Website Clicks	Engagement
2019 Incremental Year-to-Date	4,083	2,249,460	407,863	10,817	20,167
2019 Incremental Goal	1,940	400K	200K	20K	7K
2019 Goal	10K	400K	200K	20K	7K
% Towards Goal	210.46%	562.37%	203.93%	54.09%	288.10%
Stretch Goal	15K	500K	500K		50K

Instagram	Fans	Impressions	Video Views	Engagement
2019 Incremental Year-to-Date	475	587,548	72,408	29,322
2019 Incremental Goal	511	150K	10K	4K
2019 Goal	1,500	150K	10K	4K
% Towards Goal	92.95%	391.70%	724.08%	696.18%
Stretch Goal		1.2M	100K	33K

twitter	Fans	Impressions	Engagements
2019 Incremental Year-to-Date	649	969,708	4654
2019 Incremental Goal	693	300K	500
2019 Goal	3,500	300K	500
% Towards Goal	93.65%	323.24%	930.80%
Stretch Goal		1.4M	8.5K

— Social Media Outreach in China

In June and July, the CVB launched a Weibo account with the “What is your Greater Palm Springs Color?” campaign that resulted in an impressive **19,000 new followers**, **13.7 million impressions** and nearly **15,000 engagements**.

The campaign post, published on June 25, promoted the unique aspects of Greater Palm Springs with different color themes while calling for user participation of why each potential Chinese visitor would want to visit the destination. By July 4, a total of **2,592 social audience** participated via repost or comment. The post accounted for **63% of total impressions**. The campaign post was endorsed by 4 influencers across lifestyle, travel, and photography and their posts totaled 5 million impressions and 10,225 engagements were generated.

Our key takeaways are that our followers are active. The user engagement is more active than expected, indicating the account has fans who can support the long-term organic growth on Sina Weibo. The second learning was that “experience is important.” From golf and pool to colorful architecture, the travel offerings are appealing particularly to millennial travelers. And lastly, it has helped us determine our next steps. We now have a verified WeChat account and will be driving traffic and awareness between both channels.



 facebook	Fans	Impressions	Video Views	Website Clicks	Engagement
2019 Incremental Year-to-Date	12,567	7,071,183	1,846,810	63,312	58,611
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	64.66%	76.03%	142.06%	79.14%	73.26%

 Instagram	Fans	Impressions	Video Views	Engagement
2019 Incremental Year-to-Date	3,453	8,931,882	730,423	302,946
2019 Incremental Goal	5,101	6.2M	1M	500,000
2019 Goal	25,000	6.2M	1M	500,000
% Towards Goal	67.69%	144.06%	73.04%	60.59%

 twitter	Fans	Impressions	Video Views	Website Clicks	Engagements
2019 Incremental Year-to-Date	1,756	3,114,524	555,728	24,942	14,494
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	50.65%	62.29%	111.15%	113.37%	72.47%

 YouTube	Subscribers	Video Views
2019 Incremental Year-to-Date	1,781	4,536,430
2019 Incremental Goal	500	6.5M
2019 Goal	3,302	6.5M
% Towards Goal	237%	69.79%

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

OCTOBER 2019
BOARD REPORT

COMMUNICATIONS

Communications

The CVB Communications team focused on meetings, international media and the drive market throughout the summer months to boost media activity for long lead placements for what is already expected to be a record "season."

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[October 2019](#) ▾

[Archive](#) ▾

PR Quality Score

TRACKING

Ad Value
\$14,241,902

Circulation/Impressions
1.6B

Total Number of Articles
479

MEDIA ASSISTS
947

2019 YTD

3,312

GOAL

3,650

Through September 30, 2019

— Highlights

The CVB Communications team attended **IPW Media Marketplace** and hosted more than 50 media for Society of **American Travel Writers (SATW) Eastern Chapter Conference**.

In July, the team joined the **Visit California Media Mission** meeting with journalists in Dublin, Edinburgh and London.

In September, the team attended **IMEX** – the largest meetings trade show in North America - and helped increase awareness of Greater Palm Springs as a meetings destination by scheduling appointments with trade publications. Media Relations Manager Ashley Mastako was honored by **CalTravel** as an Emerging Leader 30 and Under at its annual conference.

The CVB Communications team also hosted its annual media dinner in the growing arts district in downtown Los Angeles for **top-tier Southern California-based media**. To capitalize on the creative community of the city during the event, the CVB Communications team invited local artist Sofia Enriquez to join a group of CVB city, hotel and attraction partners to share the newest stories from Greater Palm Springs. The dinner resulted in plans for forthcoming media coverage and FAM trips with LA-based media.

Kicking off the season's new air service, Director of Communications Joyce Klehl hosted a meetings event in Sacramento to raise awareness of the connection from PSP to the state capital in partnership with **Contour Airlines**.

The CVB Communications team participated in the **Visit California Canada Media Mission**. The team met with more **65 media and influencers** in Toronto, Calgary and Vancouver.

Sunny Sixties in Palm Springs

MARGARET BANCA

The escape to California's Palm Springs can be scorching hot, but if you dig yourself from the hotel pool with its requisite pink flamingo figurine, a glimpse of another world awaits.

The low-slung, mid-century modern architecture and sprawling grounds of desert-lands opulence both the restraint and the excess of Palm Springs and offer some of the city's most sublime mountain views.

Walter Annenberg was a Philadelphia media mogul (he wrote the first TV Guide) and his publishing empire, US Ambassador to St. James's Court in London and, together with his wife, Louise, one of the 20th century's most generous philanthropists. The Annenbergs created Sunland with incredible vision and who knows how much money.

The 150-acre estate, a north of desert, was transformed with 11 man-made lakes, a nine-hole golf course, tennis court, swimming pool, more than 350 olive trees and lecture upon lecture of ornamental green lawn. The couple commissioned celebrated Los Angeles based architect A. Quincy Jones to design a modern masterpiece, completed in 1966. Three "outlets," also by Jones, were added in the 1970s.

The Annenbergs were indefatigable entertainers and their winter home became an elite social and political hub for more than four decades, hosting eight US presidents (though not the incumbent) and a slew of tycoons, world leaders and movie stars. Ronald and Nancy Reagan held court there regularly. Richard Nixon retreated to Sunland after his resignation (his golf clubs are still there). Queen Elizabeth and Prince Philip visited. Frank Sinatra married his fourth wife there. Bob Hope was a regular. Sammy Davis Jr and Tommy Coppen were guests. The parties were legendary.

As we cruise beyond the pink walls and through the immaculate grounds in a golf buggy driven by a tour guide, the house seems hushed and low, modest even. The pyramidical roof is famously pink, to echo the suitcase and sunset hues as they wash across the Sun Ja-

son Mountains.

The house's almost stark Mayan profile may be understated but there is nothing especially contained about its size. It is more than 2,000 sq. ft. with lawn alone with more than 300 high end 22 guineas, a vast, light-flooded foyer and acres of polished marble.

Inside, the 300 bedrooms, also pink, that surround a Rialto sculpture beneath the soaring atrium are a replica A. Quincy Jones and modernist trope, bringing the outdoors in. Fabulous floor-to-ceiling windows similarly link inside and out.

The furnishings were never the era's typical mid-century style. The Annenbergs' designer (and former film star) William Fairbank

was known for his "Hollywood regency". There's a levitation, international look, bespoke furniture, customised upholstery, striped wallpaper, Chinese ceramics and a slew of eclectic collectibles such as vases, pins, postcards and items.

Sunland was also a showcase for the Annenbergs' spectacular collection of Impressionist and Post-Impressionist paintings by Renoir, Degas, Matisse, Van Gogh and more. The couple donated more than 50 masterworks to New York's Metropolitan Museum of Art and opened its estate gilded frames to the house.

There are also original artworks and decorative arts, with pieces by Jean Arp, Picasso and Giacometti. Tang dynasty vases and Sienese glass. And there's a Room of Memories with photos of family, famed guests and ephemera.

The Annenbergs established a non-profit foundation to convert the estate to a retreat for world leaders to convene and to open it to the public.

Now, sustainability is a key focus and state-of-the-art water conservation systems are in place.

A stunning new Visitor Centre channels mid-century design and an "art garden", with more than 1,000 drought-tolerant plants. Visitors can stroll the 2km of paths past manicured lawns, grounds to create the effect

Weekend Australian, July 2019

Circulation: 219,242

Result: Media Visit

CANADIAN Traveller | SPECIAL EDITION

CALIFORNIA

YOURS TO DISCOVER

IN THIS ISSUE

MOUNTAINS, VALLEYS, COAST, CITIES & DESERT:

These are Canadian Traveller's favourite Golden State experiences

PALM SPRINGS

With more than 300 sunny days a year, Palm Springs shines year-round. Located two hours from Los Angeles, the desert city has been Hollywood's playground for a century. But celebration isn't the only reason to visit Palm Springs. Outdoor enthusiasts, art and architecture aficionados and families alike appreciate its varied offerings.



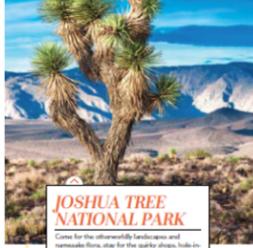
WINE TO A DESERT CASE: To escape to a desert oasis, visit the historic **Carvery** winery, once located just 10 minutes from downtown Palm Springs. Park at the entrance and descend the 2.5-km (1.5-mile) **Palm Canyon Trail** to reach a pretty creek. Within the forest, massive, historic concrete stands of towering native California fan palms. At the creek, sip a glass or connect to another trail to keep hiking. Be sure to pack snacks, lots of water and sunscreen.

DRIVE IT LIKE YOU SHOULD IT: Unleash your inner speed demon at the **BMW Performance Driving School** in nearby Thermal, California. Sports car enthusiasts and enthusiasts will love getting behind the wheel to zip up the track with the expert guidance of a BMW driving instructor. Sign up for single- or multi-day driving experiences.

STAY-GARDEN: Share a garden in Palm Springs. To spot a wild, stroll the **Trails of Stars** in downtown Palm Springs or drive down streets named for Hollywood stars like Frank Sinatra. Then, peer into the historic adobe the **Colonial Inn**. The new **Rancho Mirage Observatory** offers two hours per day, as well as astronomy programs and stargazing parties.

DESERT DRINKS: Home to more than 100 golf courses, it's a way to get onto a green in Palm Springs. For a different shade of green, visit the gardens of Walter and Lorraine Annenberg's **Sunnylands** estate. The well-connected public garden is open to the public. Purchase a ticket to tour the historic estate's interior (where the Annenbergs entertained dignitaries and past presidents) or simply step in and enjoy the estate's tropical gardens. There are outdoor yoga classes and live guided walks on offer too.

DESIGN: Palm Springs is known for its extensive collection of mid-century modern architecture. Combined with outdoor living spaces, desert flora and the generous use of glass are a few hallmarks of the desert's MCM design. To get your fix, join a guided tour, stay in a mid-century modern hotel or attend Palm Springs's annual **Midcentury Week**, which is held each February.



JOSHUA TREE NATIONAL PARK

Come for the famously fan-shaped, and remarkable flora, stay for the early drive, hidden-in-the-wildlife and world-class stargazing.

MEET THE FLORA AFTER DARK: Avoid the desert heat and get a new, every-night perspective of **Joshua Tree National Park** when visiting after sunset. The park usually opens its designated stargazing area at International Dark Sky Park and provides excellent night after the best Milky Way views. Rangers offer regular night sky programming through the year and the park hosts its annual **Night Sky Festival** in the fall.

PRO TIP: DON'T MISS THIS: If you like plus and minus - and let's be honest, who doesn't? - you have some great views to share. **Johnnie Dunes** in Twentynine Palms might be the only point in California that operates in both. Don't skip the red rocks and, obviously, some views for desert.

MUST-SEE MUSEUMS: Joshua Tree has long been a haven for artists and creatives so if you're serious the town is loaded with offbeat museums. Check out the tiny one-hour **Pinkney Smith** turned **World Famous Granddaddy** Museum, visit **The High Party Desert Art Museum of Annenberg** Art and enjoy by **the Beauty, Beauty, Beauty and Beauty** to inspect its collection of vintage hair motifs, which is big enough to make you linger all day.

CANADIAN TRAVELLER FALL 2019 | 67

Canadian Traveller, September 2019

Circulation: 25,000

Result: Media Visit

21 AMERICAN ISLAND ESCAPES

NATIONAL GEOGRAPHIC

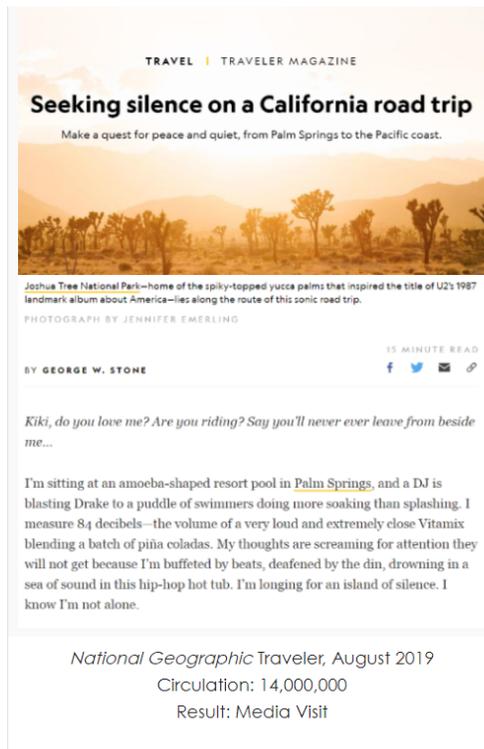
TRAVELER

SOUND JOURNEYS

THE MUSIC ISSUE

18 MELODIC ADVENTURES AROUND THE WORLD

HEAR THE WORLD IN...
Morocco • Greece • California • England • Greece
India • Norway • Croatia • Tanzania • Mexico • Australia



— Media Event Coverage

Partnering with the CVB Convention Sales Team, Communications will host media for a **Monday Night Football game** at Levi's Stadium in Santa Clara. This is an opportunity to engage with trade media and meeting planners.

On October 8, the CVB Communications team will host a **media dinner in San Francisco** to generate coverage and FAM leads. Six destination partners will be in attendance including City of Palm Desert, Palm Springs Bureau of Tourism, City of Indian Wells, Palm Springs Aerial Tramway, La Quinta Resort & Club and JW Marriott Desert Springs Resort & Spa.

The CVB Communications team will host a group of international and domestic media on assignment to write about Greater Palm Springs' ever-popular **Modernism Week Preview**. Media will be in market October 16-20.

The Communications team will attend **SATW National Conference** in El Paso. The conference will include 24 one-on-one appointments with editors.

Made up of 10 domestic and international creators, the **Visit California Digital Influencer Advisory Board (DIAB)** will gather in Greater Palm Springs for its annual meeting October 16-18. The CVB Communications Team will be hosting the creators for tailored individual experiences October 18-20.

To attract New York-based food writers to the destination, the CVB Communications Team will host a media dinner highlighting **Palm Desert Food + Wine** on October 28 at the James Beard House in New York City. Chefs featured at the event include Andrew Copley, Tara Luzar, Andie Hubka, Gabriel Woo and Kenneth Williams. The following evening, the team will host 12 media for an interactive dining experience at the Institute of Culinary Education with Chef Chad Gardern.

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

OCTOBER 2019
BOARD REPORT

RESEARCH

RESEARCH

During the months of June through September, the Destination Development team focused on research, working with Tourism Economics to track where our destination's hospitality/tourism industry employees live. In addition, we arranged to have Paul Ouimet, President/CEO of NextFactor, visit Greater Palm Springs for a familiarization tour through each of Greater Palm Springs' nine cities.

The team also held a dineGPS advisory committee meeting to review the 2019 Restaurant Week outcomes and look forward to the 2020 event.

In continued support of air service development, the team announced a 2020 Airport Roundtable Conference, to be held at the Hyatt Regency Indian Wells in January.

TOURISM INDUSTRY EMPLOYEES

Approximately 40,609 direct tourism industry employees work in Greater Palm Springs. Of those, 92% live in the destination, with the remaining 8% commuting into the region.

TOURISM EMPLOYMENT				
	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture, Fishing, Mining	-	26	18	44
Construction and Utilities	-	295	68	363
Manufacturing	-	67	25	92
Wholesale Trade	-	84	105	189
Air Transport (local)	267	10	16	293
Other Transport	398	173	60	631
Retail Trade	5,848	70	992	6,910
Gasoline Stations	374	4	36	414
Communications	-	251	55	306
Finance, Insurance and Real Estate	1,366	957	621	2,944
Business Services	232	1,978	456	2,666
Education and Health Care	-	14	1,465	1,479
Recreation and Entertainment	7,062	319	209	7,590
Lodging	6,583	53	65	6,701
Food and Beverage	16,654	551	964	18,169
Personal Services	1,825	325	593	2,743
Government	-	243	89	332
TOTAL	40,609	5,420	5,837	51,866

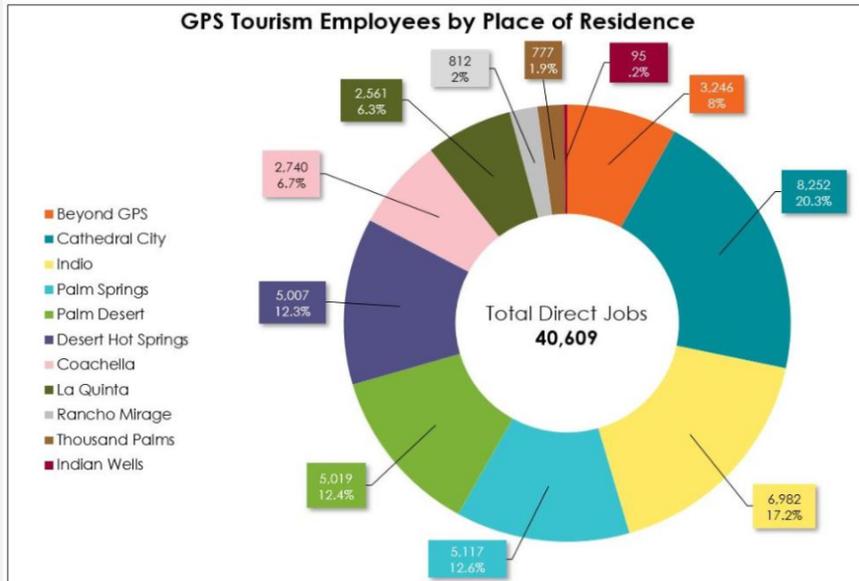
Source: Tourism Economics

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Here's a look at the breakdown of numbers and percentage by city:



DESTINATION NEXT – GREATER PALM SPRINGS DESTINATION EXPERIENCE PLAN

The CVB is continuing to work with NextFactor on the second phase of **Destination NEXT**, creating a **Destination Experience Plan** for each city. The goals of the Destination Experience Plan are to:

- Develop and create product development/guest experience strategies (long- and short-term) for each city.
- Prepare recommendations for new visitor experience/engagement, and improve existing ones that fit the city. (This could include attractions, events, wayfinding, infrastructure, policy, etc.)
- Inspire and educate the cities with examples/case studies provided by NextFactor.

To achieve these goals, Paul Ouimet, President/CEO of NextFactor, visited Greater Palm Springs September 2-12, 2019. During these dates, CVB team members, along with representatives from each city, took Paul on a familiarization (FAM) trip of each of the cities within the destination.

Next, Paul will be conducting interviews October 7-11 and October 30–November 6 with key stakeholders from each city in order to gain more insight and prepare recommendations for new visitor experiences. As of now, Paul has conducted interviews with about 5 to 12 key stakeholders from each of these cities: Cathedral City, Indian Wells, La Quinta and Palm Springs.

Final reports will be presented to each city in January/February 2020.

COACHELLA VALLEY LODGING FORECAST

The 2020 Lodging Forecast Report has been released. Here are the highlights to help you plan for 2020.

Coachella Valley Hotel Market Analysis

While there are over 5 million annual room nights available in the Coachella Valley, the following analysis represents the sum of the selected hotels in our submarkets that we believe best represent the overall lodging market.

Our representative sample set comprises approximately 64 percent of the total room nights in this market. The historical and estimated performance of our sampling of the overall Coachella Valley lodging market is presented in the following table.

Coachella Valley Historical Market Performance of the Competitive Supply									
Year	Annual Supply	Percent Change	Occupied Rooms	Percent Change	Market Occupancy	Average Daily Rate	Percent Change	REVPAR	Percent Change
2014	3,726,713	N/A	2,216,533	N/A	59.5%	\$162.13	N/A	\$96.43	N/A
2015	3,731,760	0.1%	2,212,994	-0.2%	59.3	165.02	1.8%	97.86	1.5%
2016	3,731,760	0.0	2,351,053	6.2	63.0	176.13	6.7	110.96	13.4
2017	3,766,255	0.9	2,393,896	1.8	63.6	176.55	0.2	112.22	1.1
2018	3,947,901	4.8	2,522,390	5.4	63.9	184.03	4.2	117.58	4.8
2019E	3,997,896	1.3	2,584,736	2.5	64.7	188.47	2.4	121.85	3.6
2020F	4,068,746	1.8	2,627,232	1.6	64.6	192.56	2.2	124.34	2.0
CAAG	1.5%		2.9%			2.9%		4.3%	

CAAG = Compounded Average Annual Growth
E = Estimated; F = Forecast
Source: CBRE Hotels

For our representative sample in 2019, we estimate an increase in rooms supply of 1.3% due to the anticipated opening of the SpringHill Suites Palm Desert, and an increase in occupied rooms of 2.5% for a resulting occupancy of 64.7%. Average Daily Rate (ADR) is estimated to increase by 2.4% to \$188.47 for 2019, and as a result, RevPAR is expected to increase by 3.6% to \$121.85.

In 2020, we anticipate that leisure and group travel will continue to show improvement. Annual supply within the market is anticipated to increase by 1.8% in 2020 with the anticipated opening of the Andaz Palm Springs, and Hampton Inn and Suites Indio, as well as the annualized addition to supply of the SpringHill Suites Palm Desert. As such, we have projected growth in demand of 1.6%, and a 2.2% increase in ADR, resulting in year-end occupancy of 64.6% at an ADR of \$192.56. As a result, RevPAR is projected to increase to \$124.34 in 2020, an increase of 2.0%.

Source for text and tables: CBRE Hotels, 2020 Southern California Lodging Forecast

VISAVUE TREND CARDS

VisaVue tracks non-local cardholder spend in the Coachella Valley. Below are the second-quarter results for both domestic and international visitors.

DOMESTIC	Quarter – Q2 2019	Percentage (+/-):
Card Holders	1,535,385	6.5%
Total Spending	\$292,437,133	7%
Spend/Cardholder	\$190.47	N/A
INTERNATIONAL	Quarter – Q2 2019	Percentage (+/-):
Card Holders	37,813	-1%
Total Spending	\$9,526,996	-4.4%
Spend/Cardholder	\$251.95	N/A

For more information about Destination Development, please contact:

Bob Thibault
Chief Development Officer
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OCTOBER 2019
BOARD REPORT

AIR SERVICE

AIR SERVICE

ALLEGiant AIR CONFERENCE

Palm Springs International Airport (PSP) and Ailevon Pacific representatives attended the **Allegiant Conference**. The goal of them attending this conference is to review options in the interest of improving air service in the short-haul markets for Winter 2020/2021.

AIRPORT ROUNDTABLE SERIES

The **2020 Airport Roundtable Conference** will be hosted at the Hyatt Regency Indian Wells on January 15-17, 2020. The conference will comprise airline route planners and airport marketing representatives.

The purpose of the Roundtable events is to help airport professionals share their ideas and concepts in the areas of marketing and air service development.

AVIATION REPORT

The **Aviation Report** tracks flight and seat comparisons by departure origin, market airlines, aircraft type and load factor.

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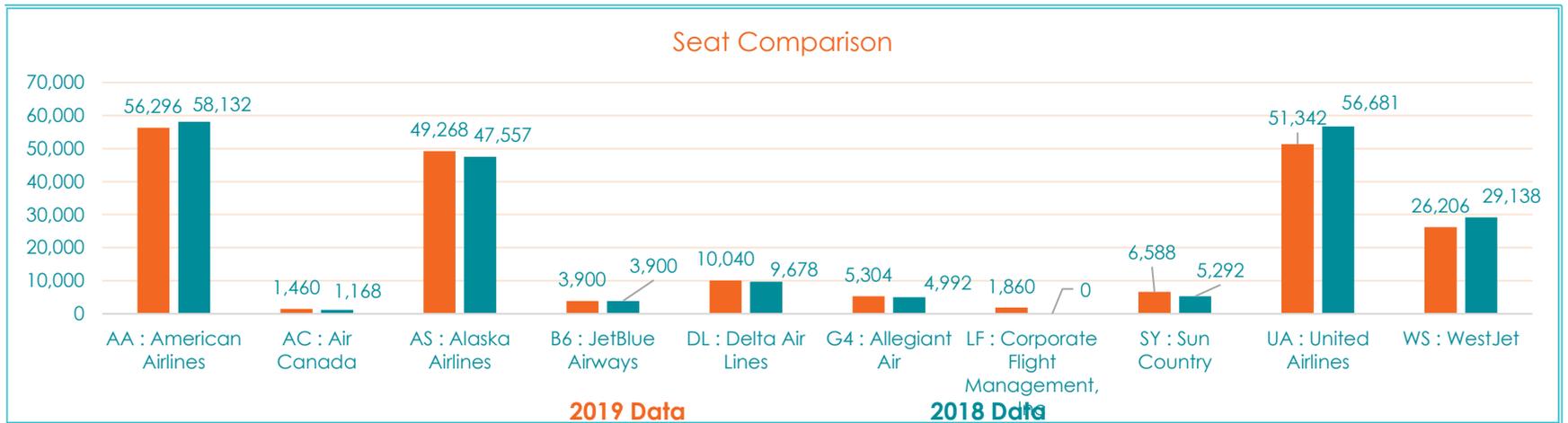
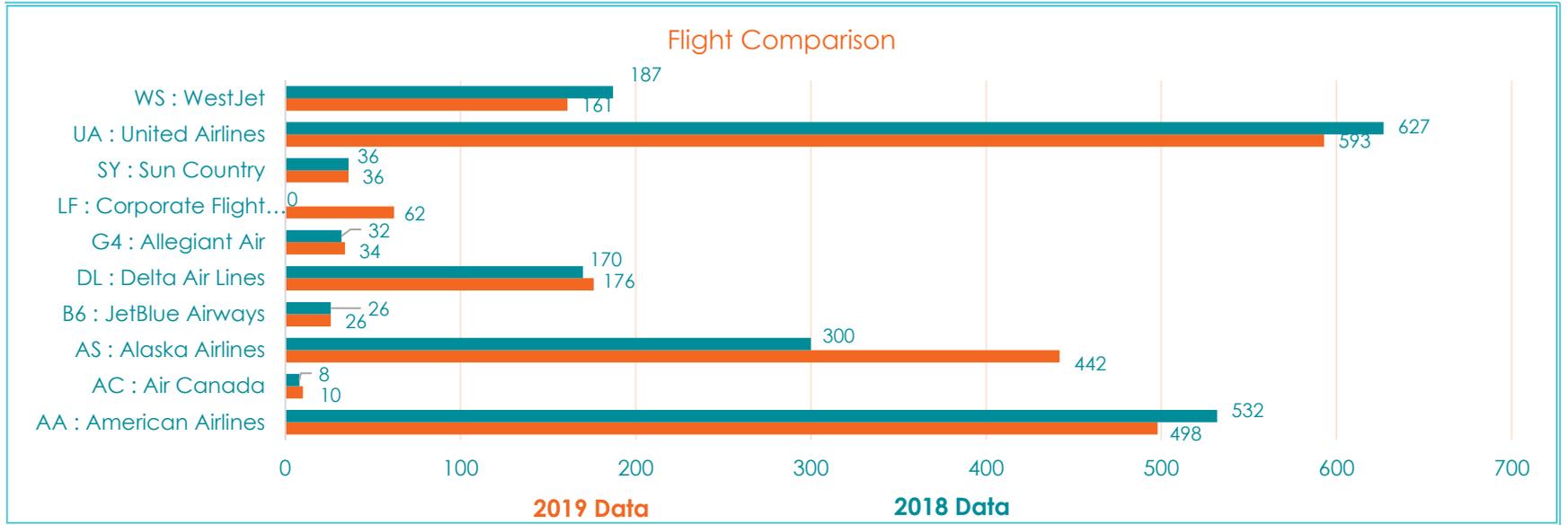
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PSP Schedule Analysis- October 2019

October 2019

October 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

Market Airline	Origin	Monthly Departures				Average Seats per Departure			
		Oct-19	Nov-19	Dec-19	Jan-20	Oct-19	Nov-19	Dec-19	Jan-20
AA : American Airlines	DFW : Dallas/Fort Worth, TX, US	60	58	77	90	160	160	160	160
AA : American Airlines	ORD : Chicago-O'Hare, IL, US	40	54	44	56	160	160	160	160
AA : American Airlines	PHX : Phoenix, AZ, US	149	146	152	155	82	74	78	75
AC : Air Canada	YVR : Vancouver, BC, CA	5	30	31	25	146	146	132	120
AC : Air Canada	YYZ : Toronto, ON, CA	0	0	5	17	0	0	200	177
AS : Alaska Airlines	PAE : Everett, WA, US	0	26	31	31	0	76	76	76
AS : Alaska Airlines	PDX : Portland, OR, US	39	58	62	87	139	147	147	170
AS : Alaska Airlines	SEA : Seattle, WA, US	62	112	124	120	163	168	165	173
AS : Alaska Airlines	SFO : San Francisco, CA, US	120	119	124	124	76	76	76	76
B6 : JetBlue Airways	JFK : New York-JFK, NY, US	13	20	24	25	150	151	156	152
DL : Delta Air Lines	ATL : Atlanta, GA, US	0	0	8	17	0	0	160	192
DL : Delta Air Lines	MSP : Minneapolis/St. Paul, MN, US	0	0	11	40	0	0	180	165
DL : Delta Air Lines	SEA : Seattle, WA, US	0	0	19	61	0	0	132	156
DL : Delta Air Lines	SLC : Salt Lake City, UT, US	88	81	96	94	57	58	58	59
F9 : Frontier Airlines	DEN : Denver, CO, US	0	6	12	13	0	181	183	182
G4 : Allegiant Air	BLI : Bellingham, WA, US	17	17	15	10	156	156	156	156
LF : Contour Airlines	SMF : Sacramento, CA, US	31	29	30	31	30	30	30	30
SY : Sun Country	MSP : Minneapolis/St. Paul, MN, US	18	19	26	24	183	183	183	183
SY : Sun Country	SFO : San Francisco, CA, US	0	0	8	18	0	0	183	183
UA : United Airlines	DEN : Denver, CO, US	99	111	95	107	99	115	91	83
UA : United Airlines	EWR : Newark, NJ, US	0	0	13	5	0	0	126	126
UA : United Airlines	IAH : Houston-Intercontinental, TX, US	14	61	65	63	74	73	73	73
UA : United Airlines	LAX : Los Angeles, CA, US	31	30	31	31	67	50	61	54
UA : United Airlines	ORD : Chicago-O'Hare, IL, US	5	34	31	31	128	129	100	129
UA : United Airlines	SFO : San Francisco, CA, US	148	150	163	158	83	89	80	101
WS : WestJet	YEG : Edmonton, AB, CA	5	30	31	31	150	153	144	145
WS : WestJet	YVR : Vancouver, BC, CA	35	65	63	66	174	168	174	174
WS : WestJet	YWG : Winnipeg, MB, CA	0	3	5	8	0	134	134	144
WS : WestJet	YYC : Calgary, AB, CA	41	85	82	92	154	144	146	142
Totals		1,020	1,344	1,478	1,630	2,429	2,822	3,744	3,817

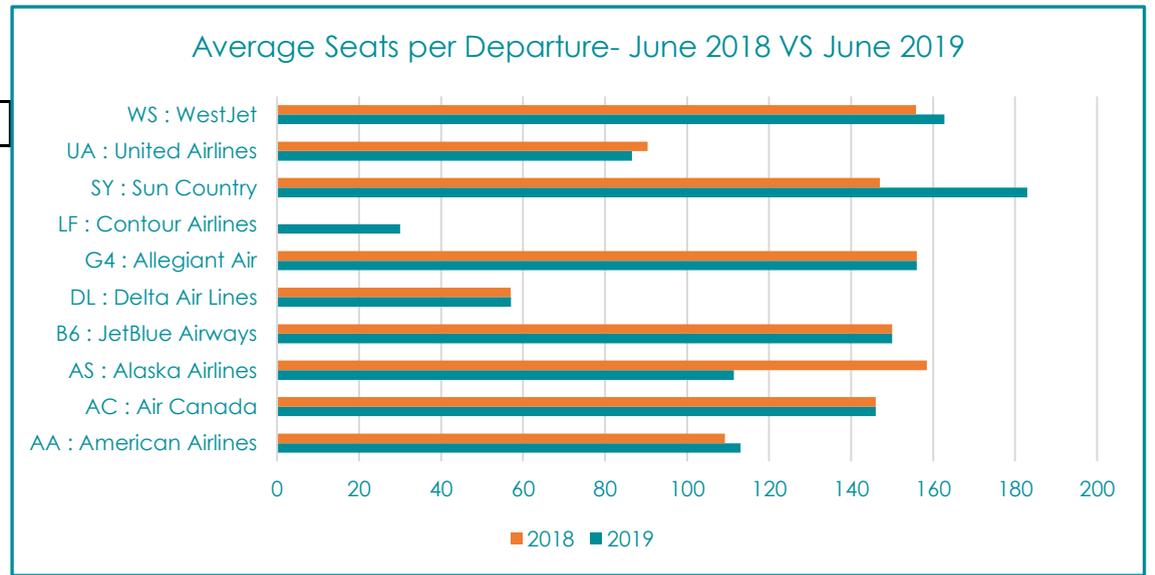
Source: Diio Mi Express (Note: All new air service has not been loaded)

PSP Average Daily Seats & Departures by Market Airline

Average Daily Departures by Market Airline						
Market Airline	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20
AA : American Airlines	16.1	17.2	17.6	20.1	18.4	20.4
AC : Air Canada	0.3	2.0	2.3	2.8	3.7	4.1
AS : Alaska Airlines	14.3	21.0	22.0	24.1	24.3	30.3
B6 : JetBlue Airways	0.8	1.3	1.5	1.7	1.5	1.7
DL : Delta Air Lines	5.7	5.4	8.6	14.1	12.5	15.9
F9 : Frontier Airlines	0.0	0.4	0.8	0.9	0.8	0.9
G4 : Allegiant Air	1.1	1.1	1.0	0.7	0.8	1.8
LF : Contour Airlines	2.0	1.9	1.9	2.1	1.9	2.1
SY : Sun Country	1.2	1.3	2.2	2.8	3.0	3.6
UA : United Airlines	19.1	25.7	25.7	26.3	27.1	27.5
WS : WestJet	5.2	12.2	11.7	13.1	12.0	13.3

Average Daily Seats by Market Airline						
Market Airline	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20
AA : American Airlines	1,816	1,919	2,011	2,329	2,122	2,359
AC : Air Canada	47	292	328	401	479	583
AS : Alaska Airlines	1,589	2,556	2,667	3,160	3,197	3,865
B6 : JetBlue Airways	126	202	242	253	232	260
DL : Delta Air Lines	324	314	731	1,659	1,509	1,835
F9 : Frontier Airlines	0	72	141	158	142	172
G4 : Allegiant Air	171	177	151	104	131	281
LF : Contour Airlines	60	58	58	62	56	62
SY : Sun Country	213	232	401	512	555	659
UA : United Airlines	1,656	2,427	2,142	2,387	2,560	2,025
WS : WestJet	845	1,873	1,817	2,015	1,921	2,133

Average Seats per Departure by Market Airline						
Market Airline	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20
AA : American Airlines	113.0	111.6	114.2	116.0	115.4	115.6
AC : Air Canada	146.0	146.0	141.2	143.2	128.0	141.0
AS : Alaska Airlines	111.5	121.9	121.2	130.9	131.5	127.7
B6 : JetBlue Airways	150.0	151.2	156.0	151.8	150.0	150.0
DL : Delta Air Lines	57.0	58.1	84.5	117.4	120.6	115.2
F9 : Frontier Airlines	0.0	181.0	182.5	181.8	184.0	183.9
G4 : Allegiant Air	156.0	156.0	156.0	156.0	156.0	156.0
LF : Contour Airlines	30.0	30.0	30.0	30.0	30.0	30.0
SY : Sun Country	183.0	183.0	183.0	183.0	183.0	183.0
UA : United Airlines	86.6	94.3	83.4	90.6	94.4	73.5
WS : WestJet	162.8	154.0	155.1	153.4	159.7	160.4



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

October 2019 Departures by Aircraft Type

Market Airline	Aircraft Type	# of Flights	# of Seats
AA : American Airlines	A319	23	2,944
AA : American Airlines	B737-800 Passenger	100	16,000
AA : American Airlines	CRJ-700	62	4,340
AA : American Airlines	CRJ-900	64	4,864
AC : Air Canada	A320	5	730
AS : Alaska Airlines	A320	39	5,832
AS : Alaska Airlines	A320 Sharklets	2	298
AS : Alaska Airlines	A321	21	2,499
AS : Alaska Airlines	B737-800 Winglets Pax/BBJ2	3	477
AS : Alaska Airlines	B737-900 Winglets Pax/BBJ3	36	6,408
AS : Alaska Airlines	E-175	120	9,120
B6 : JetBlue Airways	A320	13	1,950
DL : Delta Air Lines	CRJ	57	2,850
DL : Delta Air Lines	E-175 Enhanced Winglets	31	2,170
G4 : Allegiant Air	A319	17	2,652
LF : Contour Airlines	ERJ135/ ERJ140/ ERJ145	31	930
SY : Sun Country	B737-800 Passenger	18	3,294
UA : United Airlines	A319	10	1,280
UA : United Airlines	A320	11	1,650
UA : United Airlines	B737-700 Passenger	1	126
UA : United Airlines	B737-800 Passenger	22	3,652
UA : United Airlines	B737-900 Passenger	28	5,012
UA : United Airlines	CRJ	105	5,250
UA : United Airlines	CRJ-700	56	3,920
UA : United Airlines	E-175 Enhanced Winglets	64	4,864
WS : WestJet	B737-600	4	452
WS : WestJet	B737-700 Winglets Pax/BBJ1	17	2,278
WS : WestJet	B737-800 Winglets Pax/BBJ2	60	10,440

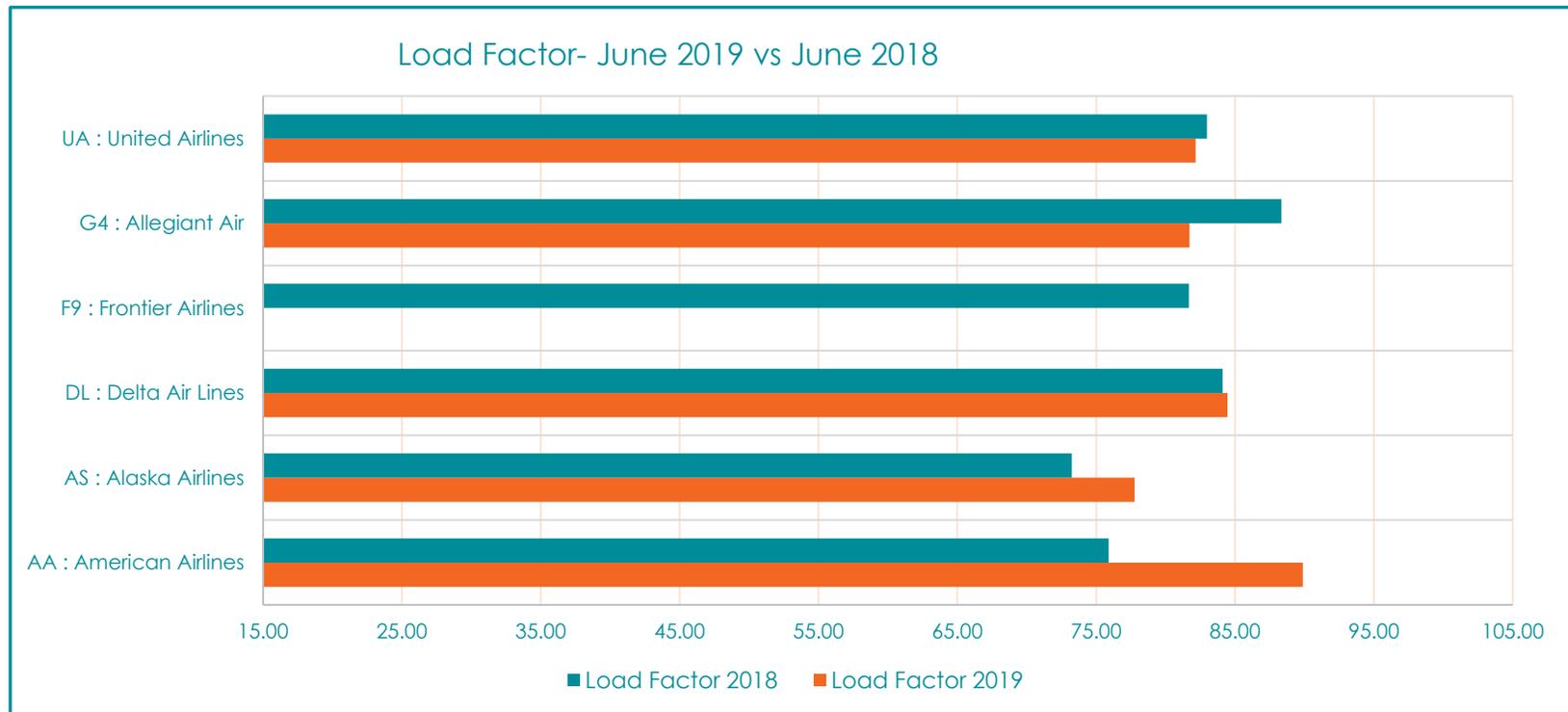
Average Daily Opportunities

Average Daily Flight Opportunities	Average Daily Seat Opportunities
0.8	98
3.3	533
2.1	145
2.1	162
0.2	24
1.3	194
0.1	10
0.7	83
0.1	16
1.2	214
4.0	304
0.4	65
1.9	95
1.0	72
0.6	88
1.0	31
0.6	110
0.3	43
0.4	55
0.0	4
0.7	122
0.9	167
3.5	175
1.9	131
2.1	162
0.1	15
0.6	76
2.0	348

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

June 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	21,172	18,530	89.90	75.89	206.5	6.9
AS : Alaska Airlines	16,828	12,872	77.77	73.25	187	6.2
DL : Delta Air Lines	3,850	3,252	84.47	84.10	61	2.0
F9 : Frontier Airlines	0	0	0.00	81.67	0	0.0
G4 : Allegiant Air	1,248	1,020	81.73	88.34	8	0.3
UA : United Airlines	15,293	12,177	82.17	82.99	201	6.7



Source: Diio Mi Express

OCTOBER 2019
BOARD REPORT

VIDEOS

DESTINATION VIDEOS

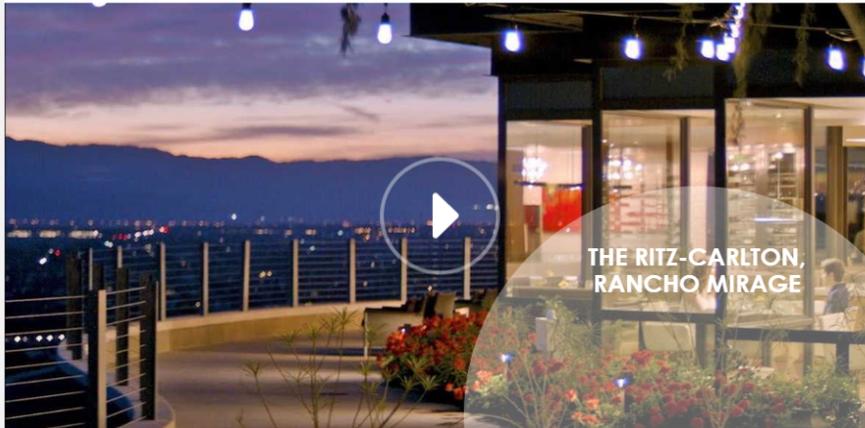
The following videos were launched June through September 2019. They were shared on the CVB's social media channels, including Facebook, Instagram, YouTube and Twitter.

HOME

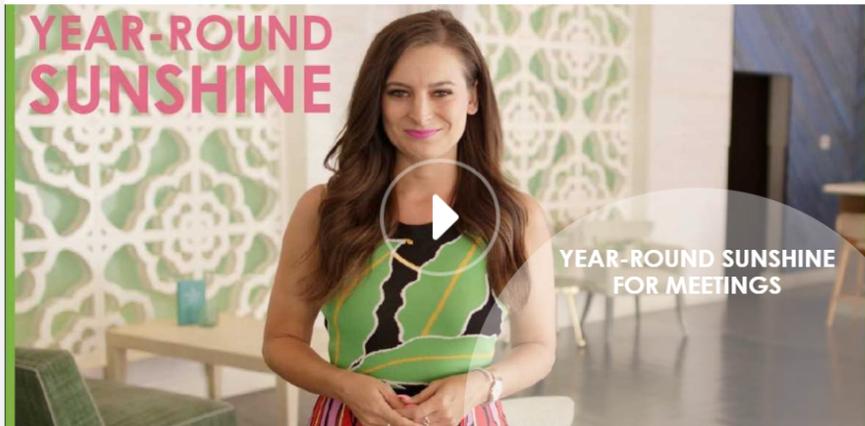
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Archive

SUMMER CO-OPS



MEETINGS



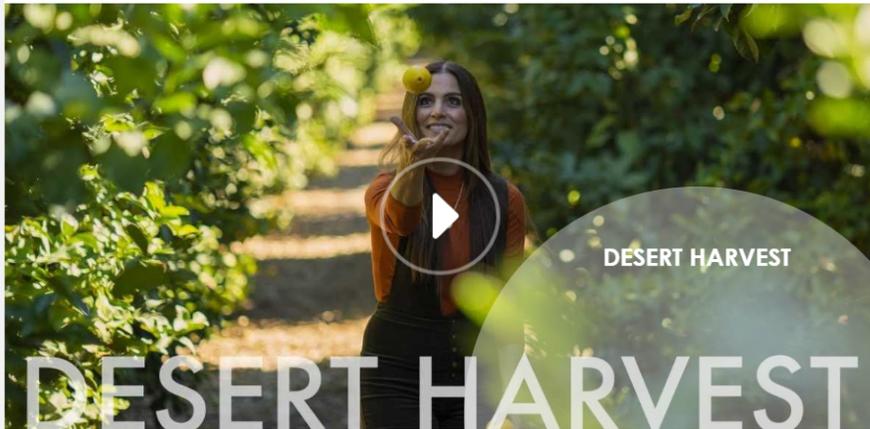
GREATER PALM SPRINGS



FIND YOUR OASIS



WANDER LIST

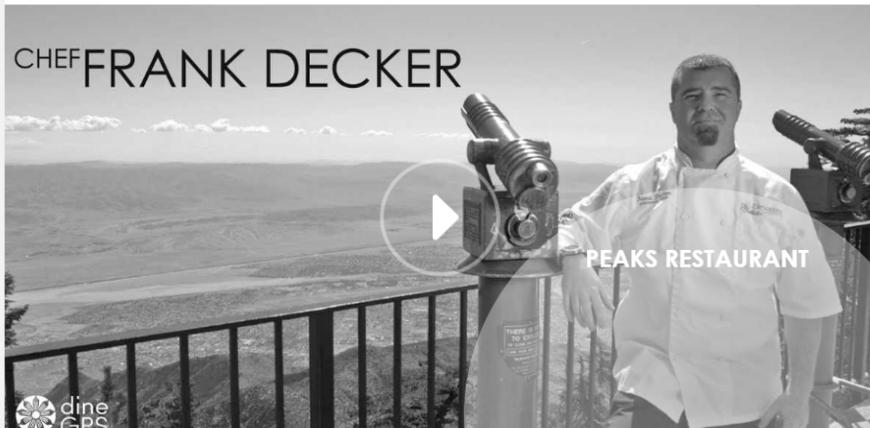


DESERT HARVEST

DESERT HARVEST



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