



BOARD AND JPA MEETING

Friday, September 25, 2020
Virtual Meeting



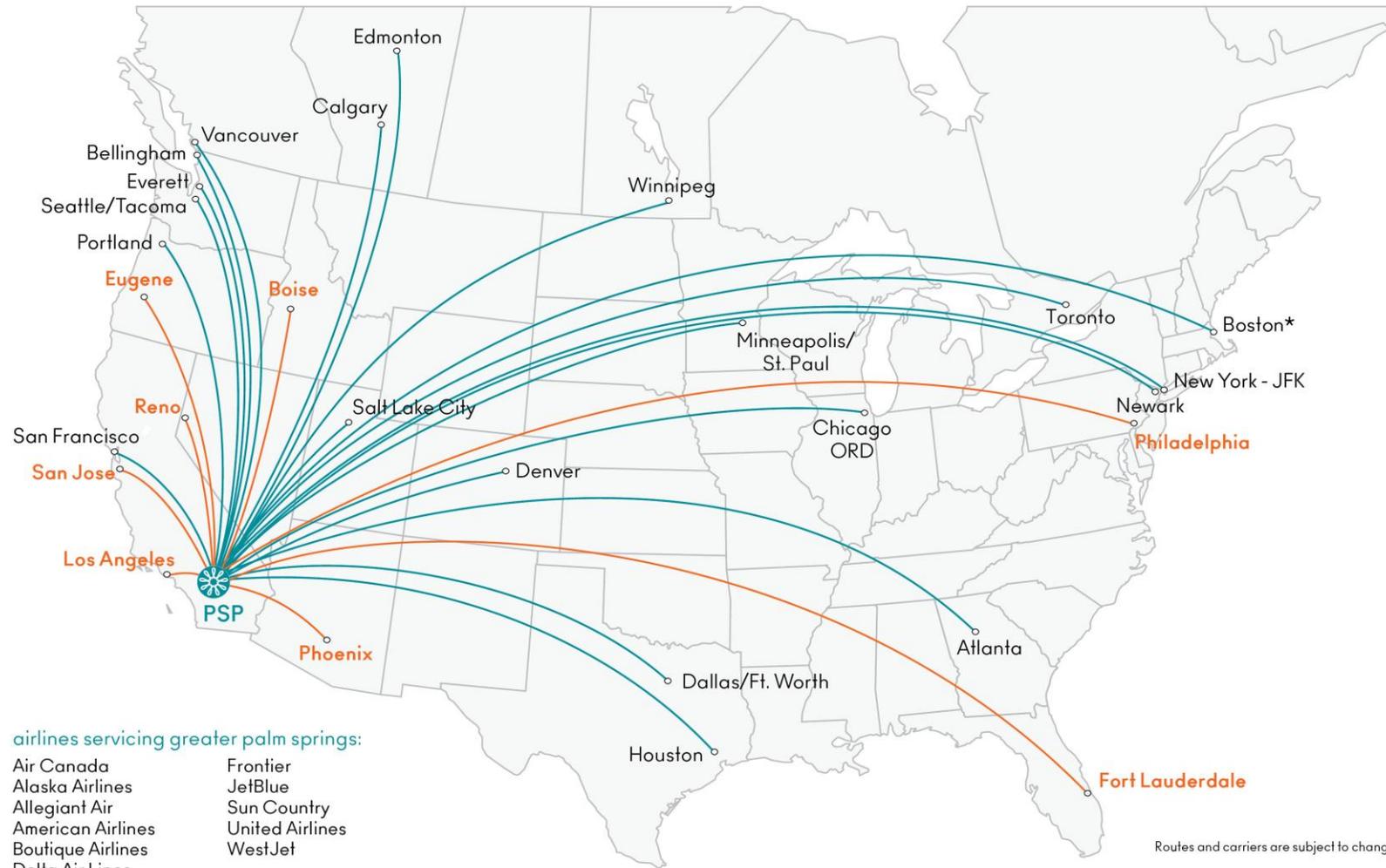
CEO/PRESIDENT'S REPORT



AIR SERVICE

NEW AIR SERVICE

palm springs international airport (PSP) air service



Routes and carriers are subject to change

*Limited December flights only



DESTINATION MARKETING

SAFER TOGETHER, GREATER TOGETHER PLEDGE

440+

PLEDGE TAKERS

Drive market campaign
launched June 10 and
continues through
September.

Campaign included
digital advertising, native
advertising, and Los
Angeles Times.



Our pledge to you:

 GREATER palm springs
find your oasis.



Our pledge to you:
SAFER TRAVELS.



Ad by Greater Palm Springs 

Welcoming You Back

Greater Palm Springs oasis makes a new pledge to visitors: a commitment to a clean, safe and sun-kissed getaway.

THANK YOU LOCAL PLEDGE CAMPAIGN

August – September campaign with digital advertisements, native advertising, Desert Sun (print and digital), local television, and local billboards.

Campaign will deliver over **21M** impressions.

EVERY PLEDGE COUNTS.

400+ businesses have pledged to keep Greater Palm Springs **safer** and **stronger.**

[LEARN MORE](#)

Our Community. Safer Together.

EVERY PLEDGE COUNTS.

Our Community. Safer Together.

Thank you to the Greater Palm Springs businesses that have pledged to keep us all—visitors, residents and workers—safer.

Our Community. Safer Together.

[Learn more: gpsPLEDGE.com](#)

Our Community.

SAFER TRAVEL INITIATIVES



TELEVISION

2B

IMPRESSIONS
JUNE - AUGUST

185K

TV SPOTS
JUNE - AUGUST

Los Angeles
San Diego
Phoenix
Las Vegas
San Francisco
Seattle
Portland



BILLBOARD

45M

IMPRESSIONS
JUNE - AUGUST

Los Angeles
Orange County
San Diego



WE HAD YOU AT
Sunshine
VISITGREATERPALMSPRINGS.COM

This billboard features a wide-angle photograph of a large resort pool area with many palm trees and lounge chairs. In the background, there are mountains under a clear blue sky. The right side of the billboard has a teal background with a repeating geometric pattern. The text is white, with 'Sunshine' in a large, elegant script font.



LONG LIVE
Sun Days
VISITGREATERPALMSPRINGS.COM

This billboard shows a smaller pool area with several tall palm trees and lounge chairs. The background features a range of mountains. The right side has a teal background with a repeating geometric pattern. The text is white, with 'Sun Days' in a large, elegant script font.



LONG LIVE
Sun Days
VISITGREATERPALMSPRINGS.COM

This billboard depicts a person in athletic wear running on a path through a lush garden with many palm trees. In the background, there are mountains. The right side has a teal background with a repeating geometric pattern. The text is white, with 'Sun Days' in a large, elegant script font.

EXPEDIA & TRIPADVISOR

LAUNCHED
JUNE 2020 (EXPEDIA)
SEPTEMBER 2020
(TRIPADVISOR)

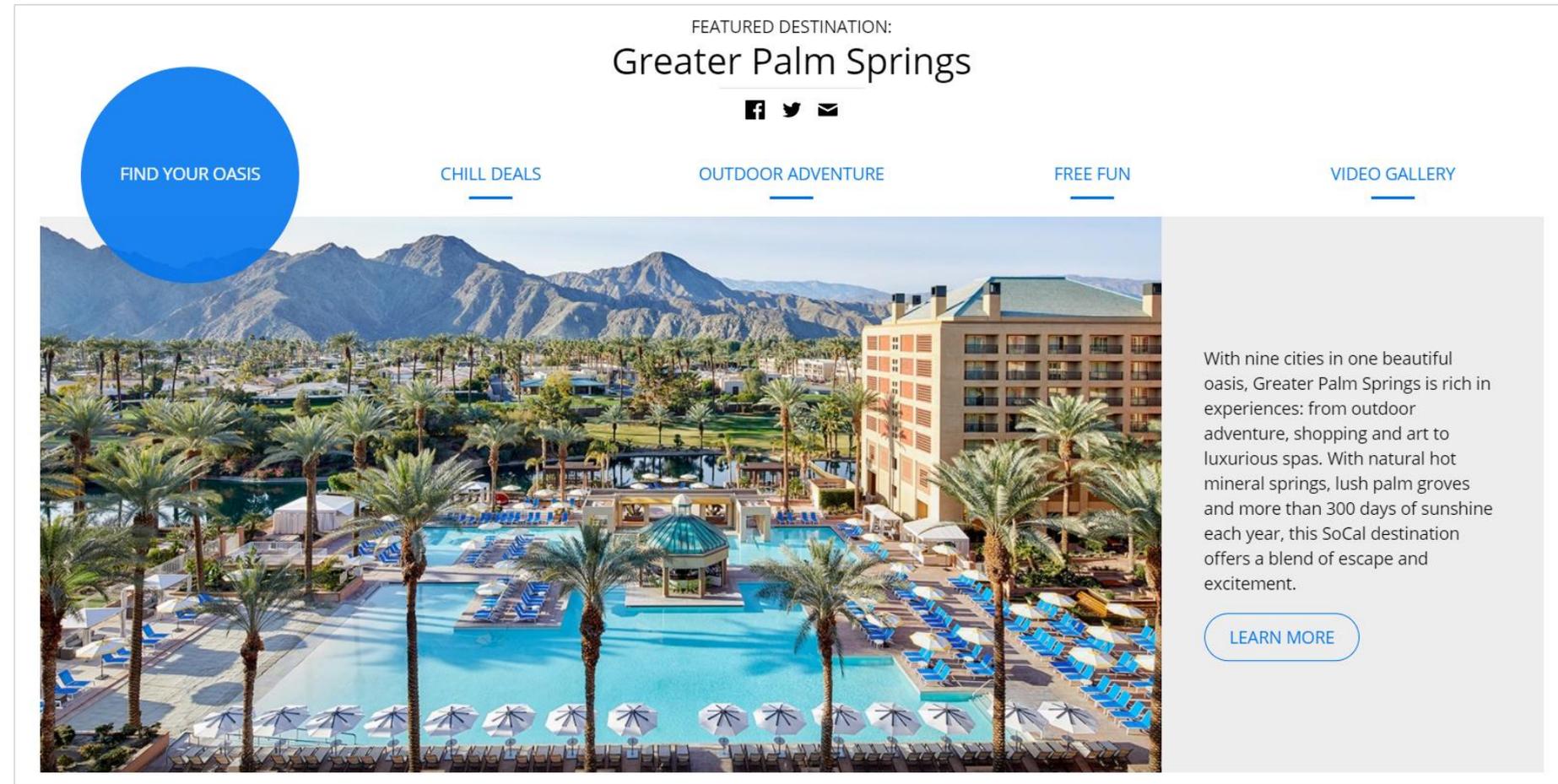
Targeted digital advertisements on Expedia and TripAdvisor raise awareness and drive bookings to the destination.



TRAVELZOO

Destination landing page supported by Travelzoo advertising will feature Fall Partner deals.

Travelzoo is FREE for CVB Partners.



The screenshot shows a landing page for Greater Palm Springs. At the top, it says "FEATURED DESTINATION: Greater Palm Springs" with social media icons for Facebook, Twitter, and Email. Below this are five navigation links: "FIND YOUR OASIS" (highlighted with a blue circle), "CHILL DEALS", "OUTDOOR ADVENTURE", "FREE FUN", and "VIDEO GALLERY". The main image is a large, vibrant photograph of a resort pool area with many palm trees, lounge chairs, and a large hotel building in the background. To the right of the image is a text block describing the destination: "With nine cities in one beautiful oasis, Greater Palm Springs is rich in experiences: from outdoor adventure, shopping and art to luxurious spas. With natural hot mineral springs, lush palm groves and more than 300 days of sunshine each year, this SoCal destination offers a blend of escape and excitement." Below the text is a "LEARN MORE" button.

**LAUNCHES
EARLY OCTOBER 2020**

EDGE MEDIA

LAUNCHES
OCTOBER 2020

LGBTQ-targeted
advertising includes
editorial series, banner
ads, video/mobile ads,
and dedicated emails.

The screenshot shows the Edge Media Network website. At the top, there is a banner for Greater Palm Springs with the tagline "find your oasis." and a photo of a person on a colorful inflatable ring in a pool. Below the banner is a navigation bar with "Select location" and a search box, followed by social media icons for Apple, Android, Email, RSS, Facebook, Twitter, and Instagram. On the right of the navigation bar are "Sign In" and "Register" links. The main header features the "EDGEMEDIANETWORK" logo and a menu of categories: News, A&E, Biz, Tech, Money, Cars, Style, Health, Travel, Nightlife, Pride, and Calendar. The "Travel" section is active, displaying a large article titled "Personal Mobility Machine Needs No Help At Tokyo Airport" with a photo of a man on a motorized wheelchair in an airport hallway. Below this article is a pagination bar showing "1 thru 10 of 7849 Stories" and a "Next" button. To the right of the main article are two smaller promotional boxes. The first is another Greater Palm Springs banner. The second is a "Spring 2020 Seasonal Travel Guide" featuring the article "Will the LGBTQ Community Be the First to Travel?" with a photo of two people on a beach and a "More" button.

VISIT CALIFORNIA CO-OP: JULY - DEC "CALLING ALL CALIFORNIANS"



Digital display ads targeting consumers who have previously searched for Greater Palm Springs as well as those searching for leisure, weekend, and road trips.



Geotargeted and retargeted digital display ads for consumers searching Greater Palm Springs and competitive destinations.



Video and mobile display ads on Pandora streaming audio app.

BASE IMPRESSIONS: 13M+
TOTAL IMPRESSIONS: 20.9M+

TOTAL COST: \$126,000
TOTAL VALUE: \$226,800

CO-OP RELAUNCH: ADARA



Time Frame

Beginning in October



Details

- Digital banner ads retarget people who have visited the CVB and Partner websites
- Adara pixel tracks customer bookings, allowing for more in-depth reporting on bookings, room nights and ROI
- Cost: \$3,500 per month



Markets

Varies



CO-OP RELAUNCH: CENTRO



Time Frame

Beginning in October



Details

- CVB-produced ads linking back to your website or offer. Ads run on proprietary list of popular travel and news-related sites.
- Cost: Starting at \$1,500/month campaign



Markets

Varies

LONG LIVE Sun Days palm springs find your bliss. BOOK NOW

TRAVEL+LEISURE

Home + Trip Ideas + Fall Vacations

10 Best Fall Vacations for Foliage Views, Fewer Crowds, and Stunning Scenery

We've rounded up the best fall vacations for every type of traveler.

BY ELIZABETH RHODES AUGUST 18, 2020

Editor's Note: Travel might be complicated right now, but use our inspirational trip ideas to plan ahead for your next bucket list adventure.

Crisp, cool weather and brightly colored foliage make fall the perfect time to travel. Whether you head to the mountains to spot the changing leaves or flock to sunny shores to soak up a few more days on the beach before winter sets in, we've rounded up the best fall vacations for every type of traveler. Cooler temperatures and fewer tourists make destinations like [New York City](#) and [Maui](#) ideal for fall getaways, and outdoor adventures await near [Jackson Hole](#), [Wyoming](#) and [Flagstaff, Arizona](#), where you'll be just a short drive from some of the [country's best national parks](#).

Travel restrictions and guidelines are changing as the [coronavirus pandemic](#) continues to evolve, so be sure to check with any destinations, hotels, or attractions to ensure they'll be open when you visit.

Here are the 10 best fall vacations for your next autumn getaway.

Related: [More fall vacation ideas](#)

5. Sonoma, California

CO-OP RELAUNCH: BILLBOARD



Time Frame

Year-Round (L.A./San Diego) &
Seasonal (Other Markets)



Details

- Co-branded CVB-produced billboard
- Select the number of billboards and markets to fit your budget
- Cost: Starting at \$2,000/month
Varies by market and number of boards



Markets

Los Angeles, San Diego, San Francisco,
New York, Chicago, Minneapolis

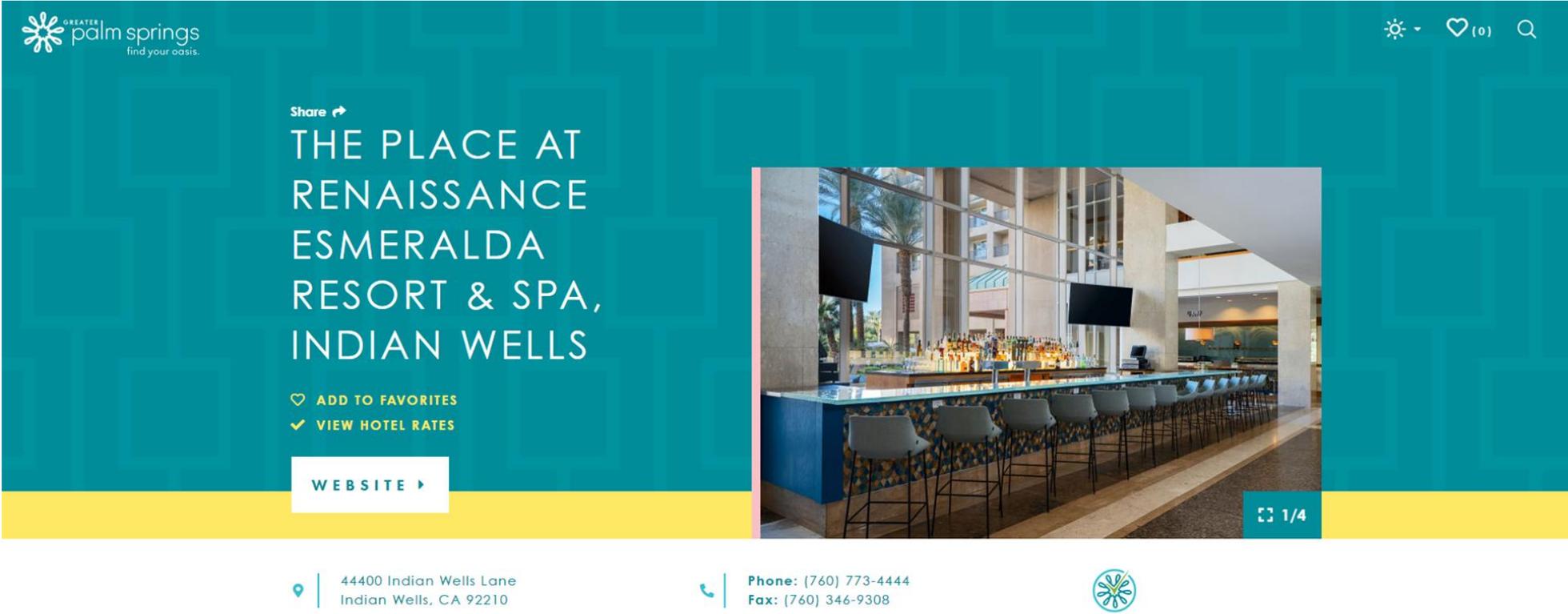




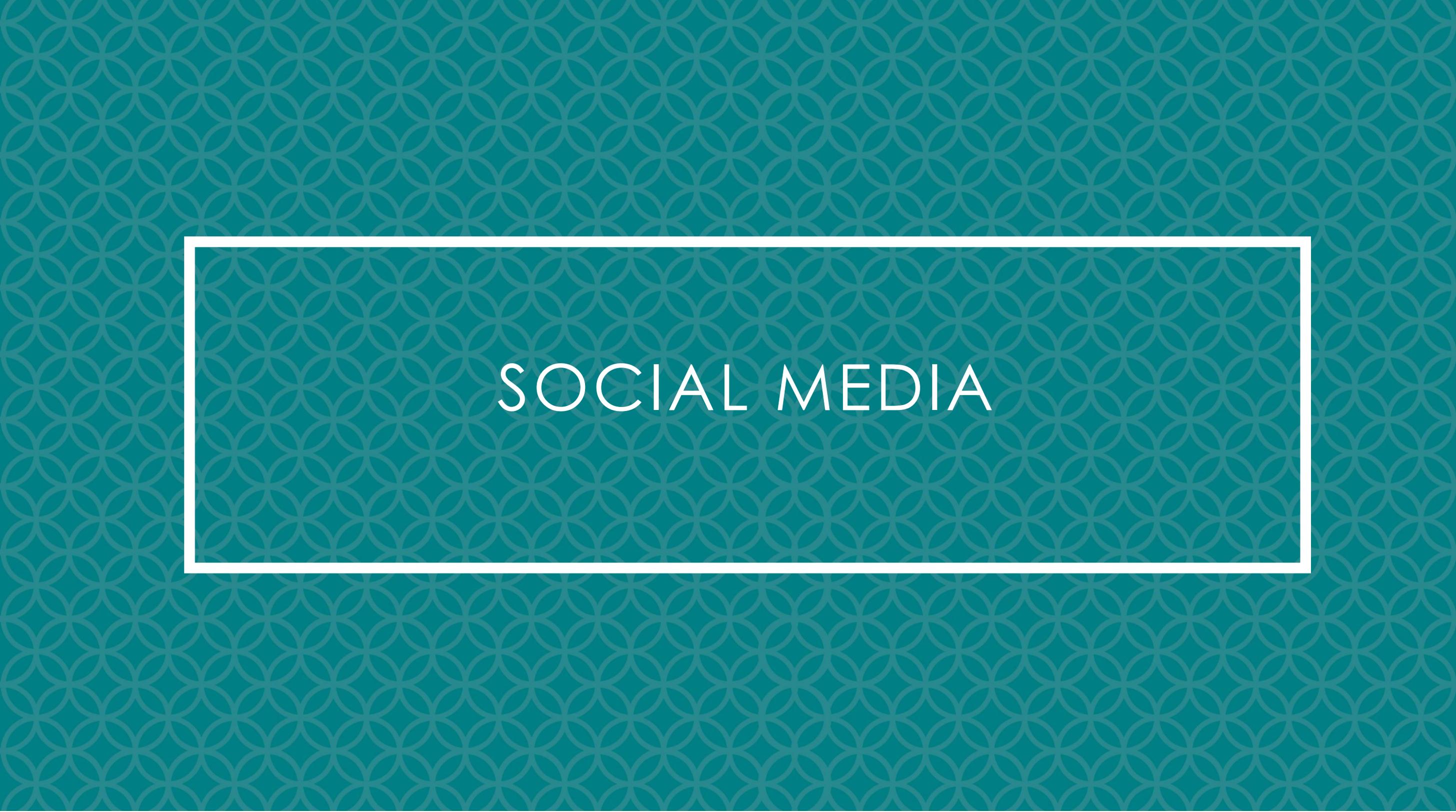
WEBSITE

WEBSITE LAUNCH September 2020

- “Mobile-first” strategy.
- Increase member/partner referrals
- Add landing pages and content based on users’ search patterns
- Updated partner portal



OVERVIEW ▲



SOCIAL MEDIA

SOCIAL MEDIA

[Back to Blog Home](#)

Al Fresco Bites: Perfect Patios for Outdoor Dining in Greater Palm Springs

Last Updated: Monday, September 21, 2020



Dine under swaying palm trees and a breathtaking landscape — Greater Palm Springs offers a great opportunity to take their dining experience outdoors and take in the beautiful sights. Here are some of the restaurants in our nine cities offering al fresco dining options for everyone.

[Back to Blog Home](#)

How to Travel Responsibly in Greater Palm Springs

Last Updated: Friday, July 17, 2020



If you're planning a Greater Palm Springs getaway, you probably have nothing but enjoying some rays, chilling by the pool and sipping some classic cocktails on your mind. And we don't blame you. Our Southern California oasis is the perfect sun-kissed escape after months of staying at home, and we're so excited to welcome you back—but in order to keep our visitors, hospitality workers and local community safe, we're asking everyone to travel responsibly.

Safe travel is a partnership between the destination and you. For that reason, we have established a [Safer Together, Greater Together Pledge](#) as our commitment to providing an environment that encourages the safety of all.

What does that mean, exactly? In addition to the steps we are taking, below are a few travel "musts" that you can do to help put everyone's well-being first (without sacrificing any wanderlust):

@VisitGreaterPS

TOTAL
IMPRESSIONS

700K+

@dineGPS

TOTAL
IMPRESSIONS

50K+



CONVENTION SALES

ONLINE MEETING SERIES

158 clients attended so far

- 7/14: Kickoff
- 7/29: Movement & Exercise
- 8/18: Health & Nutrition
- 9/16: Stress Mang & Sleep
- 10/14: Connection to Community

NEXT SERIES: Fall 2020

Focus on **Arts & Culture**



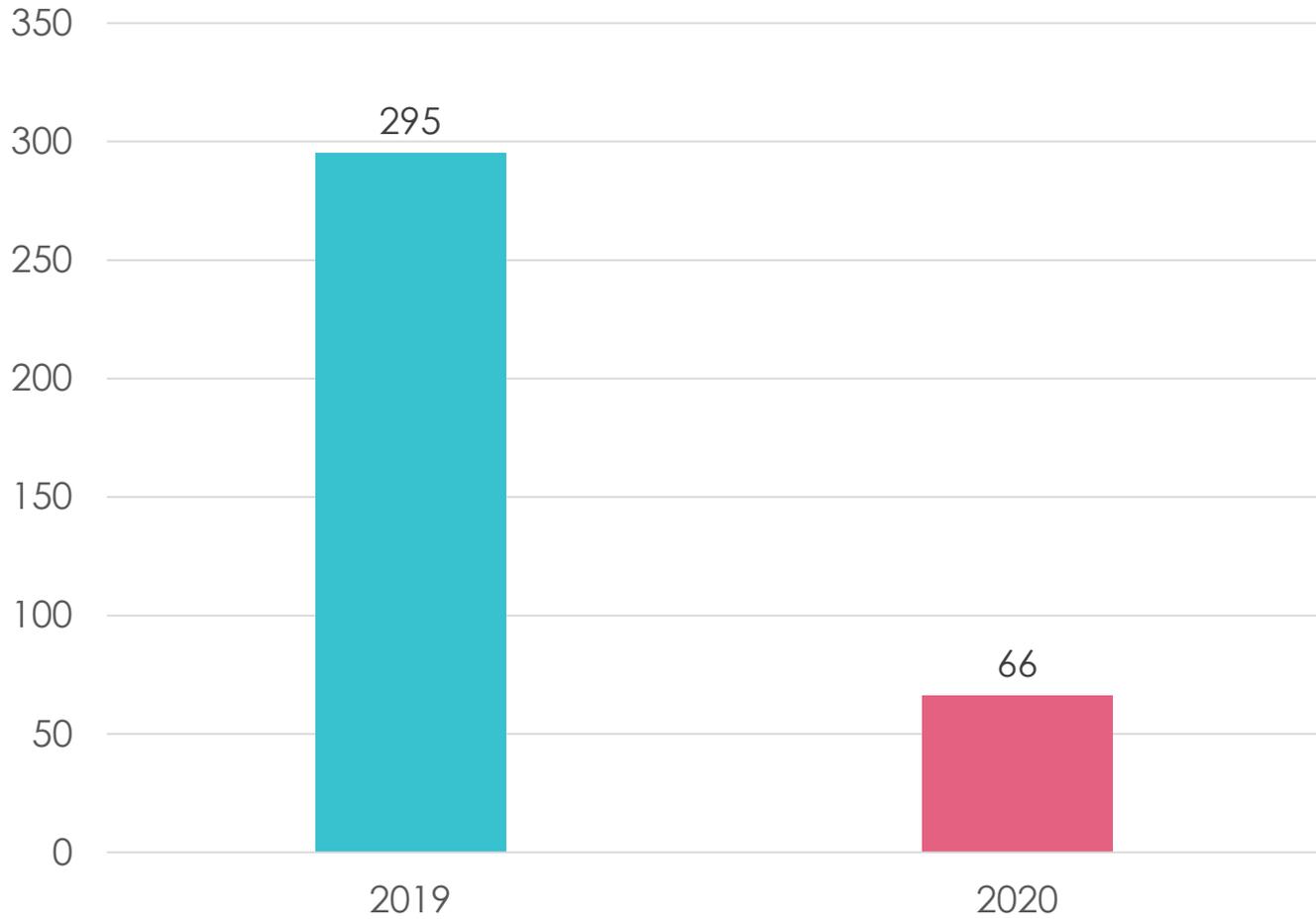
A VirtuWELL Series for YOU

“Thanks for keeping us fit and healthy during these challenging times.” —Janet P. Caine, Senior Director, Global Accounts, HelmsBriscoe

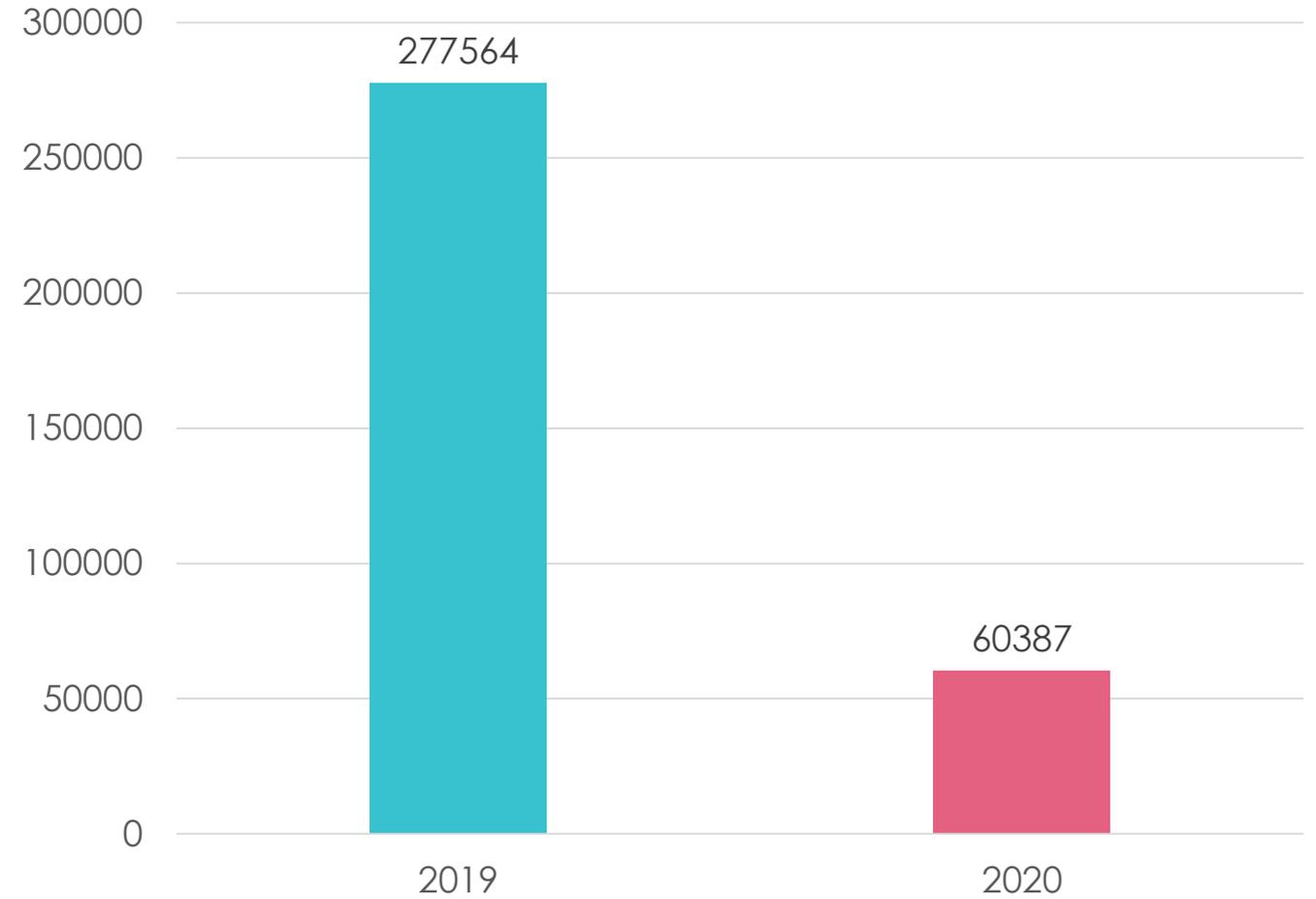
“I really enjoyed yesterday’s webinar, as it was very motivating! Thank you for hosting the program. There were a lot of great takeaways and many things I hope to incorporate into my life.” —Nicolina Mongano, Sourcing Manager, American Bar Association – Illinois

LEADS JUNE - AUGUST

of Leads



Room Nights



BOOKINGS JUNE - AUGUST

**BOOKED
GROUPS**

**DEFINITE
ROOM NIGHTS**

**TENTATIVE
ROOM NIGHTS**

9

5,432

60,387

Corporate: 3,631 RNS

Association: 2,047 RN

SMERF: 253 RNS

CANCELLATION DUE TO COVID-19 - GPSCVB

PROGRAMS

ROOM NIGHTS

ECONOMIC IMPACT

168

138,015

\$82,314,697

Above numbers are a subset of hotel revenue

Cancellations from March 2020 – December 2021

CANCELLATION DUE TO COVID-19 - PSCC

ROOM NIGHTS

ROOM REVENUE

PSCC REVENUE

69,105

***\$12,632,964**

\$1,732,032

Above numbers are a subset of CVB numbers and hotel revenue

Cancellations from March 2020 – June 2021

*Room revenue based on 2019 STR data for ADR

CANCELLATION DUE TO COVID-19 - Hotels

ROOM NIGHTS

REVENUE

256,005

\$90,272,379

Cancellations from March 2020 through any future date

COMMUNICATIONS

MEDIA COVERAGE

TOTAL
IMPRESSIONS

1.34B+

AD VALUE

\$1.5M+



NEWS

Southwest Airlines is using the coronavirus to solidify its dominance in California



Palm Springs Is Seeing An Explosion Of Scheduled Air Service

Palm Springs is turning into a hotspot for new scheduled air services. US airlines are trying to find as many sources of revenue as possible, and leisure sun destinations have proven to be incredibly lucrative. So, while Florida has seen its fair share of attention, out in Palm Springs, California, the airport is increasing in popularity with several new domestic services.



Southwest is one of the most hotly-awaited new services coming to PSP this winter. Photo: Getty Images

MEDIA COVERAGE

Los Angeles Times

TRAVEL
Planning a road trip? How to find a good hotel deal, plus tips on how to stay safe

Palm Springs



Los Angeles Times

Hot deals are a natural here due to the [website](#) to find 25%-off deals, t

Or book the [Saguaro Palm Springs Resort & Spa](#) starting at \$89 per night and with CALOCAL.

Looking for something higher-end? The [Saguaro Palm Springs Resort & Spa](#), reopening Aug. 3 (pssst ... that's one night free). The promo code is P50; the rate is \$

We planned these seven SoCal day trips with coronavirus in mind



A giraffe stands on a green hillside in its habitat at the Living Desert Zoo and Gardens in Palm Desert. (Gina Ferazzi / Los Angeles Times)

TRAVEL+ LEISURE

Home + Weekend Getaways

9 Weekend Getaways From San Diego That Will Bring You to Mountains, Deserts, National Parks, Vineyards, and More

Whether you're looking for an active trip filled with hiking and water sports or a relaxing vacation spent lazing around a pool or on the beach, San Diego is just a short drive from several destinations that make for perfect weekend getaways.

BY PATRICIA DOHERTY | JULY 31, 2020

In less than three hours on the road, you can be in California's desert city of [Palm Springs](#). Depending on the season, you have the option of lazing away the day around a pool, playing golf, shopping, hiking, or visiting a spa. Come evening, enjoy some live music and alfresco dining.

The Uptown Design District has grown into a major attraction for shoppers scouting clever home decor and art items, clothing, and gifts. Art lovers will be dazzled by the collection and special exhibits at the [Palm Springs Art Museum](#). And for nature fans, [hiking trails](#) for all levels are available, including the [Indian Canyons](#), with waterfalls, streams, rock art, and native plants. About an hour east, [Joshua Tree National Park](#) offers spectacular rock formations, starry skies, and campgrounds.

Stay in a luxe golf resort, boutique hotel, restored motel-style inn, or modern downtown hotel, depending on your plans for the weekend. The [Kimpton Rowan](#) offers a rooftop pool and stunning restaurant, and the restored [Villa Royale](#) has a retro vibe. [Dive](#), an 11-room boutique hotel, features an intimate 1960s French Riviera feel, perfect for a buyout. There's also a guide for [LGBTQ visitors and residents](#), which makes finding entertainment and lodging easy.

MEDIA COVERAGE

ESSENCE | 50 YEARS

HOME · TRAVEL

7 Socially Distant Destinations That Make For A Perfect Romantic Getaway

THERE ARE PLENTY OF BEAUTIFUL — AND ROMANTIC — OPTIONS RIGHT IN YOUR OWN BACKYARD.

04 Palm Springs, California

Palm Springs isn't just for the epic fail that was the Insecure girls trip — it's also suitable for couples. For those on the West Coast looking for some fun in the sun, check out Palm Springs for its hiking, gondola rides, golf, and warm desert air. Take the Palm Springs Aerial Tramway — the world's largest rotating tram car — to travel 2.5 miles up to the top of Chino Canyon, where you can wander around and explore. Relax together at Estrella Spa or Kimpton Rowan Palm Springs, where you can get desert-inspired treatments and poolside views.



DEPARTURES

— Travel —

The Best Weekend Trips From LA to Experience the Best of Southern California

Palm Springs is a dream sequence of a city, especially for those who love pools, cocktails, and mid-century modern furniture. Post up at [L'Horizon Resort and Spa](#), an [American Fine Hotels & Resorts](#) partner built in the 1950s, where you can stay in one of their chic [deluxe bungalows](#). Or you can stay in Belle Epoque-style luxury at [Dive Palm Springs](#), a property with just 11 guest rooms and suites that exude St. Tropez vibes. When you're not lounging by the L'Horizon or Dive pools, wander the [Uptown Design District](#) for boutique shopping (your home decor vision will come to life at [Christopher Kennedy](#)) and high-end art galleries (we're fans of [Coda Gallery](#)), have brunch at [Norma's](#) or [Workshop](#), or hop over to Indian Wells for a round of golf at [Indian Wells Golf Resort's](#) 36 holes. If you're after a desert hike, take the [Palm Springs Aerial Tramway](#) (the "world's largest rotating tram car") up Chino Canyon to hike within Mount Jacinto State Park. For dinner, you must try the exceptional upscale Vietnamese food in Palm Springs at either [533 Viet Fusion](#) or [Rooster and the Pig](#).

Upcoming
Media
Coverage

Fodor's

EnCompass
THE AAA COMPANION

**SPECTRUM
NEWS 1**

AMERICAN
WAY |

DEPARTURES

ESSENCE

**TRAVEL+
LEISURE**

SUNSET HOLIDAY HOUSE



**Palm
Springs**



PUBLIC MEETING TBID RENEWAL

- Staff Report
- Board Q&A
- Public Comment

INSTRUCTIONS FOR PUBLIC COMMENT



Time

Each person has **3 minutes** to speak.



Online

Click the “Participants” icon on Zoom screen to reveal list.

Then click “Raise Hand” button.

You will be called on by your display name or phone number when it is your turn to speak.



By Phone

Select *9. You will be called on by your display phone number or name when it is your turn to speak.

Please mute all other feeds of this meeting while speaking to prevent feedback.

TBID RENEWAL: FOLLOW-UP QUESTIONS

For more information about the TBID, please contact Director of Partnership Davis Meyer at dmeyer@gpscvb.com.

You can also learn more at **gpsTBID.com**.

JPA EXECUTIVE COMMITTEE

- Approval of Conflict of Interest Code (amended Sept. 25, 2020)
- Officer Nominations – Vote at November Meeting
- Resolution No. JPA 2020-003 - Meeting Dates for 2021
- Resolution No. JPA 2020-004 – Reopening Guidelines for Local Meetings
- Updates from the JPA Members and Chair

REOPENING SUPPORTING DATA

District 4 Facilities Only - Daily Sums Averaged by Month

Year-Month	Average of COVID Confirmed Hospitalized	Average of COVID Confirmed in ICU**
4/1/2020	30.27	14.50
5/1/2020	37.84	13.26
6/1/2020	98.43	22.77
7/1/2020	160.23	35.26
8/1/2020	70.58	16.65
9/1/2020*	27.91	4.39

**September is a partial month*

***ICU Confirmed are a subset of the Confirmed Hospitalized metric.*

BOARD OF DIRECTORS

- Nominating Committee (Vote):
 - Todd Hooks, Agua Caliente Band of Cahuilla Indians
 - Kate Anderson, alternate
- Resolution No. BOD 2020-001 – Meeting Dates for 2021
- Resolution No. BOD 2020-002 – Reopening Guidelines for Local Meetings
- Board Liaisons Continuing

BOARD OF DIRECTORS UPDATE

- Updates from the Chair
- Updates from the CVB Board Members

NEXT BOARD MEETING
November 20, 2020