



PALM SPRINGS CONVENTION CENTER AND BUREAU OF TOURISM

Activity Update
April 28, 2020



PSCC ACTIVITIES UPDATE

Communicate

Responded to our clients' needs at the beginning of the crisis

Collaborate

Coordinated with HOPS and GPSCVB

Reschedule

Postponed groups for FY2020 & 2021 and future years

Cancelled those that chose or could not reschedule

Monitor

Remain in close contact with all clients

Notes:

All events postponed or cancelled through 7/12/2020

Convention Center operations adjusted from 29 to 12 employees



CLIENT ENGAGEMENT



Since March 16, 2020, the following has occurred:

(23) leads received and responded to (down approximately 60%)

(27) New events were added and proposals sent to clients

Local, Regional and National Virtual Meetings

ASM Global DOSM Meetings

Global Meetings Mean Business

PCMA Chapter Networking

site Southern California Chapter Meetings and Networking



REOPENING STRATEGY BEGINS



Creating

Building Health & Safety Policy and Procedures Manual

Health Requirements and Guidelines for Colleagues, Administration and Staff

Health Requirements and Guidelines for Attendees, Exhibitors and Vendor Partners

Special communication pieces to support Event Planners

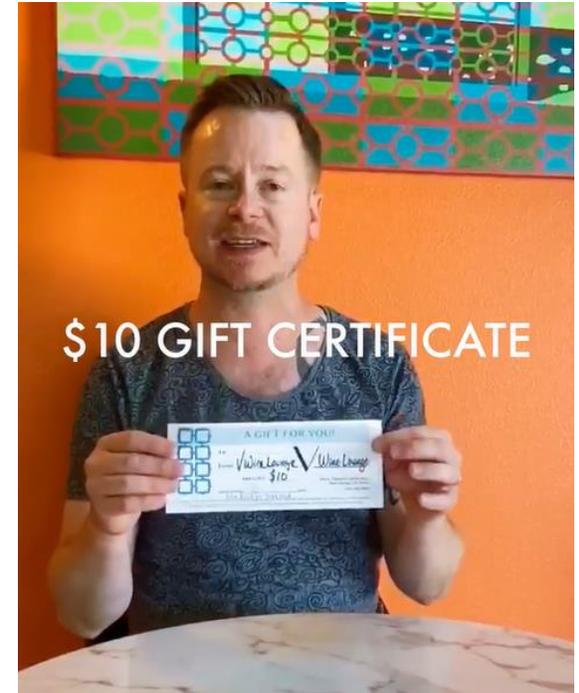
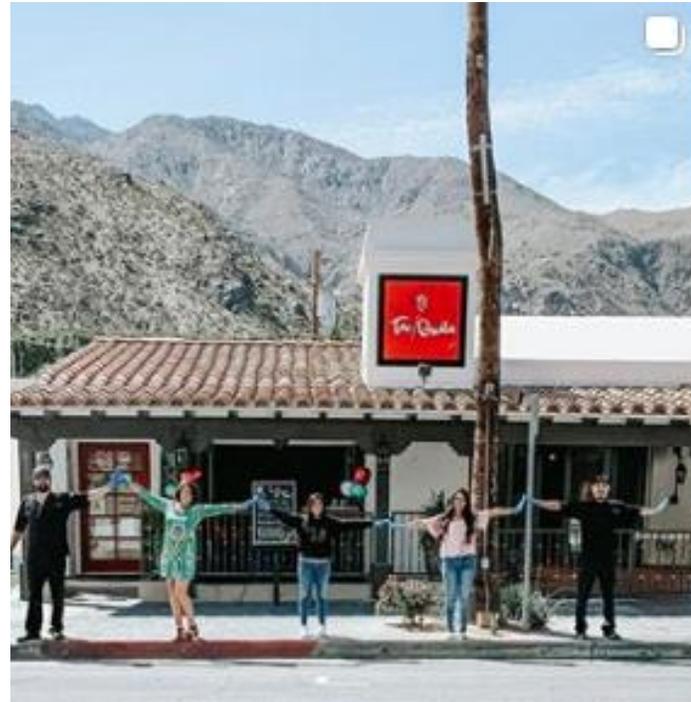
Following

All City, County and State requirements and re-entry guidelines.

ASM Global Support and Guidance



PALM SPRINGS BUREAU OF TOURISM



COMMUNICATION



Five key areas:

1. VisitPalmSprings.com | VisitGayPalmSprings.com
2. Instagram
3. Facebook
4. Newsletter
5. .30 second video spot to locals

Notes: Bureau operations adjusted from 5 to 2 employees.
Visitor Center closure furloughed 19 employees.

VISITPALMSPRINGS.COM



Links

VISITPALMSPRINGS.COM

STORIES

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[View all Stories](#)



Covid-19 Updates

Mar 24, 2020



Palm Springs Retail
Businesses with Online
Shopping

Mar 26, 2020



Restaurants offering To Go,
Delivery and Curbside
Pickup

Mar 26, 2020



Grocery Store Shopping
Guide

Mar 24, 2020

VISITPALMSPRINGS.COM



Hotels available for mitigation and containment measures

Mar 24, 2020



Support Locals. Pay it Forward with a Gift Card

Mar 17, 2020

INSTAGRAM

We reached out to local businesses for personal sound bites we share.



visitpalmsprings

Message



1,816 posts

82.5k followers

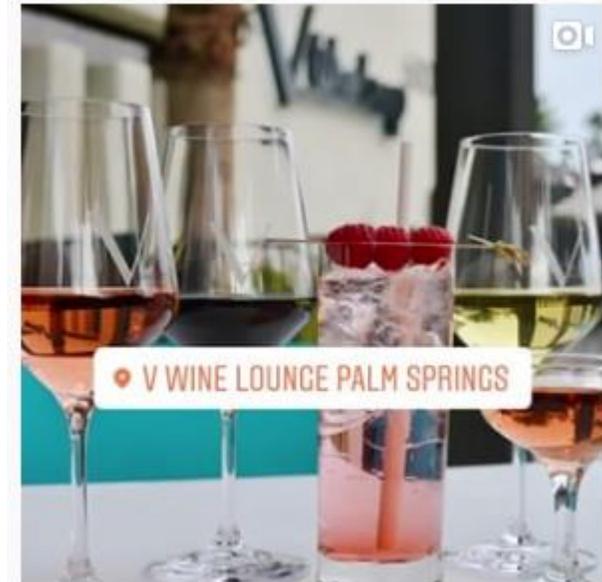
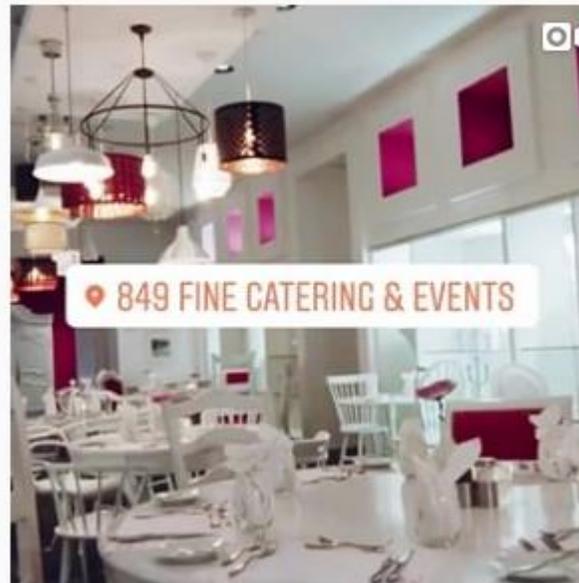
293 following

Visit Palm Springs

The official Instagram page for Palm Springs, California. Palm Springs is like no place else! 🌴 #visitpalmsprings

visitpalmsprings.com

Followed by modtraveler, villaroyale_palmsprings, johngymnast + 78 more





Created custom videos to share



3,944 Views

Like no place else
Like no place else™
Palm Springs
CALIFORNIA

V *Wine Lounge*



5,171 Views

Make any feel
Like no place else™
Palm Springs
CALIFORNIA



4,356 Views

FACEBOOK

Locally Owned

 Visit Palm Springs
Yesterday at 7:58 AM · 🌐

V Wine Lounge @vwineloungepalmsprings has what you need to quarantine comfortably! You can order bottles of wine along with cheese and salami plates for pick up or DELIVERY! And they'll even give you a \$10 gift certificate to spend when they reopen fully FOR FREE!

Supporting local business is important now more than ever ✨



0:04 / 0:47

3,225 People Reached 141 Engagements [Boost Post](#)

Support

 Visit Palm Springs
April 23 at 8:36 AM · 🌐

The Sun Will Keep Shining was created to help fund the hands that feed, imbibe and provide for Small Business in Palm Springs and Beyond. #keepshiningps



WINDMILLCITYSCREENPRINTING.PRINTAVO.COM

Keep Shining Palm Springs
A fund helping the hands that feed, imbibe and provide for us—S...

1,688 People Reached 39 Engagements [Boost Post](#)

Virtual Tours

 Visit Palm Springs
April 20 at 8:46 AM · 🌐

A drive through the Mesa neighborhood in South Palm Springs with Jerry Shea.



YOUTUBE.COM

The Mesa, Palm Springs, CA - Driving Tour of Celebrity Enclave

6,547 People Reached 498 Engagements [Boost Post](#)



We miss you and hope you and your family are safe.

Although we can't be together right now,
we are sending our sunshine and blue skies your way.

While we are sure to face additional challenges in the coming days, please
know we are working to welcome you back in a safe way so we can reopen
again and start to deliver to you those amazing experiences that makes
Palm Springs unique and like no place else.

NEWLETTER

Designated Email to 17,000 California Residents

Included 2 videos to help keep Palm Springs top of mind.

Messaging:

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know we are working to welcome you back in a safe way so we can reopen
again and start to deliver to you those amazing experiences that makes Palm
Springs unique and like no place else.

The Sun Is Here To Stay



A Place to Getaway from Everything



Sent to: palmsprings@palm Springs.com

[Unsubscribe](#)

AD BUYS

Served over **633,000** impressions

Video Digital + Banner Ads

Target to Locals Only



.30 SPOT RUNNING IN LOCAL MARKET



MARKETING TENTATIVE TIMELINE



March – May, 2020

June – October, 2020

November, 2020 – June, 2021

Support

- **Yes** - Market to locals
- No - Drive market advertising
- No - Fly market advertising
- No - International marketing

Recovery

- **Yes** - Market to locals
- **Yes** - Drive Market advertising
- No - Fly market advertising
- No - International marketing

Advance

- **Yes** - Market to locals marketing
- **Yes** - Drive market advertising
- **Possible** - Fly market advertising
- No - International marketing

Opening of fly market will be based on improved air lift trends.

BUREAU OF TOURISM ASSESSMENT



Executed by **CFO by Design**

Goal:

To determine if the current structure provides the most efficient use of resources and highest ROI for all tourism stakeholders.

Interviews - City, GPSCVB, local business associations, stakeholders

Review - Budgets, performance metrics and goals for each tourism entity

Review - Available industry research

Final report and recommendation - May 22, 2020.



Thank You