



A Message from Scott White, President & CEO, Greater Palm Springs Convention & Visitors Bureau (GPSCVB)

On behalf of the Greater Palm Springs Convention & Visitors Bureau, I wish to thank the International Festival and Events Association for considering Greater Palm Springs for a 2016 World Festival and Event City Award. Events and festivals are core to our number one industry—tourism.

Greater Palm Springs has maintained its status as a celebrity haunt while evolving into a world-class visitor destination offering unparalleled events, art and experiences year-round. In 2015, Greater Palm Springs attracted more than 12.8 million visitors to enjoy its many offerings and the more than 200 events held within its nine distinct cities.

Scenic beauty sets the backdrop for year-round cultural arts, music and performance events in our destination, including world-renown Coachella Valley Music and Arts Festival, Stagecoach Country Music Festival and the recently announced Desert Trip music festival with icons in the industry, premiering this fall. *The Los Angeles Times* reported in April 2016 that “Coachella has become the best-attended and highest grossing music festival in the world.”

The Palm Springs International Film Festival, one of the most prestigious and well attended film festivals in the nation, welcomes major celebrities, film industry greats and thousands of movie buffs and fans each year. Adding to the allure of the arts in Greater Palm Springs are many more annual events that bring both acclaim and international attention to the destination and also applaud the region’s “authentic” offerings, such as Modernism Week, La Quinta Arts Festival, Indio International Tamale Festival, Fashion Week El Paseo, Palm Desert Food and Wine Festival and the Riverside County Fair and National Date Festival.

With 350 days of sunshine and pristine natural beauty, Greater Palm Springs beckons sports enthusiasts to enjoy world-class golf and tennis events. Known as “golf’s western home” with more than 100 courses—more per capita than anywhere in the world—Greater Palm Springs hosts major annual PGA and LPGA tournaments. Over 450,000 tennis fans flock to the BNP Paribas Open each year in March to see the world’s top ranked tennis professionals compete. With an additional stadium coming on line, plus a tennis museum slated to break ground in summer 2016, the BNP Paribas Open is on the USTA’s radar to become the 5th ‘major’.

Enhancing Greater Palm Springs’ appeal are its many unique attractions that create one-of-a-kind experiences. In addition to being a living museum and gardens, Sunnylands, the estate of the late Ambassador Walter Annenberg, plays host to U.S. Presidents and foreign leaders for high level talks. The Palm Springs Art Museum, McCallum Theatre, Palm Springs Air Museum, Children’s Discovery Museum, Living Desert Zoo and Gardens and many more cultural assets offer a wide variety of enriching exhibits and interactive activities

Greater Palm Springs entertains visitors and residents with a multifaceted festival and event landscape that continually attracts new and unique event additions. Thank you for this opportunity to share our excitement!

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INTRODUCTION



For more than 100 years, Greater Palm Springs — nine resort cities, one beautiful oasis — has flourished as the choice getaway for celebrities, health seekers, and other visitors. In the last decade, this Southern California sweet spot has transformed its reputation from retirement community to a hip, distinctive destination with an unparalleled annual lineup of celebrations and events featuring music, film, architecture and design, visual and performing arts, food and wine, sports, health and wellness, technology, and a myriad of cultural and heritage events honoring local traditions and rich histories.

Greater Palm Springs extends approximately 45 miles (72km) — southeast from the San Bernardino Mountains, northeast through the Coachella Valley, and to the north shore of the Salton Sea — and 15 miles (24km) wide, bounded on the west by the San Jacinto Mountains, the south by the Santa Rosa Mountains, and the north and east by the Little San Bernardino Mountains and Chocolate Mountains.

Greater Palm Springs is part of the 13th-largest metropolitan area in the United States: Riverside and San Bernardino County's Inland Empire, which is within two hours of 25 million people. The idyllic region connects to Greater Los Angeles via a major transportation corridor that includes U.S. Interstate 10 and the Union Pacific Railroad. Many cities offer direct flights to Palm Springs International Airport. Greater Palm Springs has a permanent population of 457,800 with an additional 140,000 seasonal residents. It was named one of the top 10 global vacation destinations and the smallest one in population by a *Condé Nast* publication. And this summer, *Worth* magazine will reveal Greater Palm Springs as one of its prestigious Official Destination Cities.

With year-round sunshine and a dramatic landscape with a majestic mountain backdrop, Greater Palm Springs provides a fantastic setting for memorable events at a variety of parks, museums, theaters, and other amenity-rich venues. The most famous is the annual Coachella Valley Music & Arts Festival at the Empire Polo Club in Indio, where modern music lovers make a pilgrimage each April. For two consecutive three-day weekends, they camp under the stars, listen to a continuous lineup of the hottest alternative rock, hip hop, and electronic bands and gaze in awe at large sculptural art.

The proliferation of festivals and events is attracting a new, younger group of visitors. Drawn by the “chill” vibe, affordable cost of living, and creative sector opportunities, many are putting down roots and contributing to the vibrancy and diversity of Greater Palm Springs. *The New York Times* writes, “Though many travelers spend weeks reveling in Palm Springs modernism, surrounding communities from soak-centric Desert Hot Springs to Indio, site of the Coachella Valley Music & Arts Festival, expand the appeal of the valley, which, like the best midcentury modernist buildings here, effortlessly blends desert and design.”

Greater Palm Springs Convention & Visitors Bureau (GPSCVB) works with government and community leaders to provide a warm, welcoming environment to produce successful festivals and events. Greater Palm Springs tourism employs one in four working people in the region and generates \$45 billion in annual visitor spending and \$858 million in federal, state and local taxes. Greater Palm Springs continuously leverages festivals and events to attract even more top quality celebrations and make an even-larger contribution to the economy of our *One Beautiful Oasis*.

SECTION 1 : COMMUNITY OVERVIEW

- 1 a. **Greater Palm Springs Current Population** = 457,800 + 140,000 seasonal residents
- 1 b. **MSA Population** = 25,000,000
- 1 c. **Population within 50 mile radius** = 5,000,000
- 1 d. **Primary Festival and Event Venues:**



VENUE NAME	CAPACITY
Palm Springs Convention Center	261,000 sq. ft. with multiple exhibit spaces and rooms ranging in size and capacity
Palm Springs Art Museum	150,000 sq. ft. includes 433-seat Annenberg Theater, Galleries, Lecture Halls, open space, Sculpture Garden
Palm Springs Air Museum	Three hangars totaling 65,000 sq. ft., plus another 40,000 sq. ft. of outdoor space on the Museum's tarmac. A new Major General Ken Miles Hanger opening in 2017 will house Vietnam-era aircraft.
Palm Springs Stadium	Capacity: 5,185
Agua Caliente Casino Resort Spa	Conference Center 13,000 sq. ft., The Show venue 2,034 seats, Outdoor Venues accommodate a total of 4,400 guests
Annenberg Center for Health Sciences at Eisenhower Medical Center	486 seat auditorium
Helene Galen Performing Arts Center	607 seats
Classic Club	63,000 sq. ft., 1,200 seats
McCallum Theatre	66,000 sq. ft performing arts theater, 1127 seats
Palm Springs Art Museum in Palm Desert	8,400 sq. ft .multi-use space, plus 4 acre Sculpture Garden
The Living Desert Zoo & Gardens	1,200 acres, multiple venue spaces
Indian Wells Tennis Gardens	59 Acres, 10,945 Parking Spaces, Stadium 1: 16,100 Seating Capacity / Stadium 2: 8,000 Seating Capacity. In 2017, a new Stadium 3 will add 5,000 seats and a new tennis museum.
Renaissance Indian Wells Resort & Spa	213,439 sq. ft., 55 meeting venues, 1992 seats

1 d. Primary Festival and Event Venues (continued):



VENUE NAME	CAPACITY
Empire Polo Club	200 acres – hosting Coachella Valley Music & Arts Festival, Stagecoach Country Music Festival, SW Arts Festival, Kennel Club Dog Show, Rhythm, Wine & Brews Experience, Polo matches and more
Eldorado Polo Club	100+ acres, 400 seat clubhouse
Riverside County Fairgrounds	119,680 sq. ft., home to the annual Riverside County Fair & National Date Festival, drawing 300,000 people each year
Coachella Valley Arts Center	18,000 sq. ft., multiple spaces for visual & performing arts
Indio Performing Arts Center	3 theaters and an exhibition hall
Spotlight 29 Casino	250,000 sq. ft., Spotlight Showroom 2,200 seats
Fantasy Springs Casino	100,000 sq. ft. convention center seats up to 3,700. The Rock Yard outdoor concert amphitheater area features two side-by-side stages holding audiences of more than 3,000 music fans
Jackalope Ranch	6.5 acres with a 21,000 sq. ft. multifaceted lodge
Corona Yacht Club	20 acre private estate, accommodates up to 600 guests
Augustine Casino	42,000 sq. ft. multi-use space



1 e. Water and Power Accessibility in Outdoor Venues

Outdoor venues in Greater Palm Springs are comprised of public and private facilities hosting some of the nation's largest events. Private venues designed specifically to accommodate large scale events include suitable infrastructure and amenities required by the magnitude of attendance, ie. Indian Wells Tennis Garden, Riverside County Fairgrounds.



The Greater Palm Springs public park system includes over eighty park properties on 1,000 acres throughout the destination. Electricity and water are available in a large portion of the parks, all are ADA accessible, and many include WiFi, parking, restroom facilities, and other amenities favorable for event production. Festival and event destination excellence is top priority for Greater Palm Springs which recognizes the importance of planning, designing, building and sustaining infrastructure to support that objective.

Highlights:

- **La Quinta Civic Center Park** is the home to the annual *La Quinta Arts Festival*, ranked # 1 Fine Art Festival in the Nation 2013, 2014, 2015. La Quinta officials worked with the event's producer to upgrade electrical infrastructure, eliminating the need for generators.
- The newly renovated fully organic Rancho Mirage Community Park includes: **Rancho Mirage Amphitheater** accommodating 1,000 guests, state-of-the-art sound system, expanded parking and pedestrian promenades, extensive new drought-tolerant plant material, a state-of-the-art automated efficient irrigation system and LED landscape and parking lot lighting systems. The Rancho Mirage Amphitheater is the venue for the 10-week concert series *Music in the Park* and the annual *Rancho Mirage Art Affaire*.
- *Festival of Opera & Art* is an annual festival hosted at **Palm Desert Civic Park**, as well as a Movies in the Park series, and Greater Palm Springs largest 4th of July celebration.
- The *Fountainworks Festival*, *Youth Festival* and *Hot Air Balloon Festival* are held in **Cathedral City's Town Square Park**.



1 f. Hospital and Emergency Response Availability

Greater Palm Springs high profile events demand a level of security and public safety afforded through coordinated efforts of the Riverside County Sheriff Department, Riverside County Fire Protection, ambulance services and hospitals.



Special event plans are drawn through a formalized process beginning at the municipal level which include full assessment of an event's needs and risk factors prior to permit issuance.

Desert Regional Medical Center (350 beds), **Eisenhower Medical Center** (476 beds), and **JFK Memorial Hospital** (145 beds) are acute care hospitals, anchoring the first-class healthcare community that includes a selection of specialty medical groups, surgical centers, and ancillary wellness, rehabilitation, and fitness centers, as well as therapeutic spas.

Riverside county sheriff's emergency response team bureau responds to in-progress incidents affecting the county, as well as to scheduled events, emergency management and community safety fairs, checkpoints and other large public gatherings of all types. The Bureau's primary mission is to assist and provide services & support to ensure the safety and security of the citizens and the first responder community.



1 g. Total Number of Hotel Rooms Available

Given that tourism is a primary economic driver, Greater Palm Springs has abundant lodging capacity to accommodate festivals and events.

There are more than 477 properties with 18,700 hotel rooms in Greater Palm Springs, plus 7,800 registered vacation rental properties. Options include five–star resorts, hotels, boutique properties, villas, inns, B&B’s and vacation rentals. Greater Palm Springs offers over 1,356,209 square feet of meeting and event space in hotel properties.



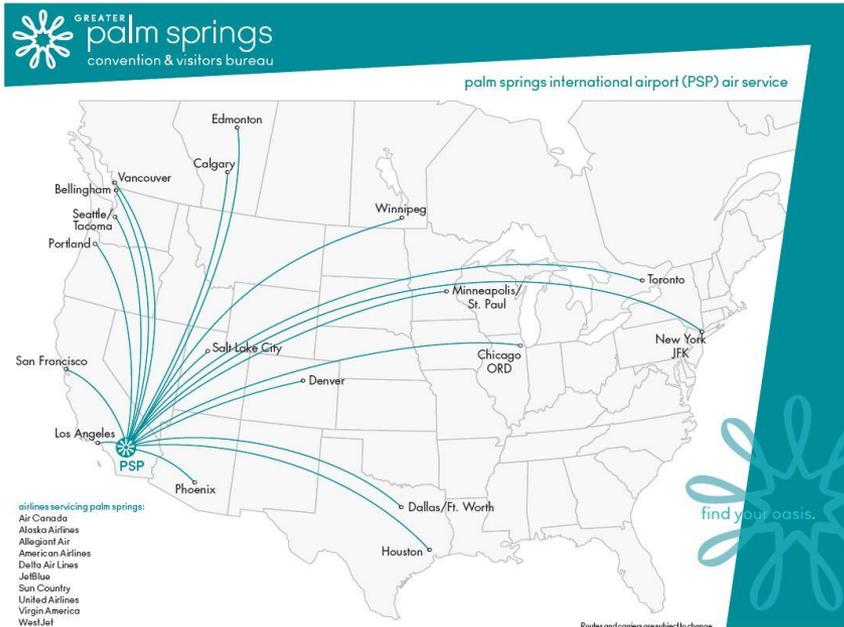
1 h. Public Transportation Options

The Coachella Valley Association of Governments (CVAG) Transportation Department's mission is to deliver safe, courteous, convenient and dependable transit service to residents of Central and Eastern Riverside County.



Greater Palm Springs is positioned to serve many larger markets in Southern California and beyond, and has the transportation resources to do so effectively. The major corridor through the region is US Interstate-10, the fourth largest interstate highway in the United States, stretching from coast to coast and through all of Southern California.

The region is served by three airports, including Palm Springs International Airport (PSP) serving more than 1.5 million passengers a year and connecting to the nation's 10 largest airline hubs. Mirroring Palm Springs' mellow vibe, PSP is lauded among the **10 Most Stress-Free Airports in America** by SmarterTravel.com. The friendly layout and open-air design is more akin to strolling through a park. Visitors discover outdoor walkways shaded by designer rooflines, and landscaped courtyards with vibrant gardens, palms, water features, artwork and patio seating. The wait is also a breeze thanks to complimentary Wi-Fi, a wine bar, retail and dining. At the east end of the valley, Jacqueline Cochran Regional Airport provides superior service to private aircraft and charter services such as Desert Jet. A smaller public airport is located in Bermuda Dunes, a quarter-mile from Interstate 10.



1 h. Public Transportation Options (continued):

Greyhound and the local SunLine Transit Agency provide ground service for passengers. Also serving Greater Palm Springs is the Amtrak Sunset Limited® train departing three days a week. At L.A. Union Station, visitors can ride the Pacific Surfliner® to Fullerton station and connect to the Amtrak Thruway bus to Greater Palm Springs in Downtown or the International Airport.



To help residents & visitors get around Palm Springs quickly & easily, the BUZZ is a free trolley service. The Sun Bus free trolley serves visitors to Greater Palm Springs' up-scale shopping and dining district 'El Paseo'.

Highlights:

- SunLine Transit was **among the first to offer hydrogen zero emission buses**—'Clean Fuels Fleet'—which were made in America.
- The GPSCVB recognizes the positive impact that increased passenger rail service from Los Angeles to Greater Palm Springs will have on the destination and tourism industry. They have taken an active role in pursuit of this vision and continue to participate in regional rail plan forums. GPSCVB is excited to work with Riverside County Transportation Commission on a **two-year grant to have train service during the Coachella Valley Music and Arts Festival and Stagecoach Country Music Festival**. The Mobile Source Air Pollution Control Committee, which is part of the South Coast Air Quality Management District, will help fund a "demonstration train" program during the Coachella Valley Music and Arts Festival in 2017 and 2018 in an effort to reduce car traffic and introduce concert-goers to the passenger rail experience.
- The 111 Music Festival, produced by Sunline Transit and the Coachella Valley Art Scene in 2014 and 2015, connects local art, music, and culture through the 111 SunLine. **This interactive festival promotes public transportation ridership by making the 111 Line a mobile music venue. The goal of the 111 Music Festival is to build rider awareness and to educate the community on the positive benefits of utilizing the Sun Line.** Highway 111 is the main thoroughfare through the heart of the Greater Palm Springs. Producers chose Line 111 because it stops at the businesses and venues that attract tourists and local youth. By making the bus line a venue, riders build a positive experience with the bus as means of enjoyable transportation.
- The **Coachella Valley Plug-In Electric Vehicle (PEV) Coordinating Council** works with The Coachella Valley Association of Governments, staff from the electric vehicle industry and other stakeholder groups that are pursuing numerous avenues to support PEV deployment in the Coachella Valley.
- **Alternative Fueling Station** in Indio--this public station is open 24 hours for CNG fueling.





1 i. Parking Availability On commercial and residential roads throughout Greater Palm Springs, parking is available and free. For festival and event participants, the choices include venue parking, street parking, municipal parking garages and parking lots. Some events utilize professional parking services for on-site and off-site parking. Additionally, event producers and private landowners often cooperate to supplement parking availability for use during special events.

1 j. Walking Paths, Bicycle Lanes Residents and visitors make advantageous use of Greater Palm Springs walkable communities, 350 days of sunshine and investment in healthy community initiatives. Cycling, walking and hiking clubs abound for recreation and lifestyle enjoyment, in addition to competitive events.

WALKING PATHS: Greater Palm Springs offers a range of walks from historic architecture, art and cultural, and holiday walking tours to scenic walks and adventurous hiking trails.

Walking and Running Events include: Race to the Tram, Run with Los Muertos 5K, Mayor's Healthy Planet, Healthy You Race and Wellness Festival 10K, 5K and 1K Kids Fun run, Cheetah Run 5K, Superheroes 5K and 5K Color Run.



1 j. Walking Paths, Bicycle Lanes (continued): HIKING Nowhere in the lower 48 can you find more hiking trails (more than 140) or trail mileage (more than 1,250) than within the 60-mile-plus radius of Greater Palm Springs. And nowhere in such a concentrated area will you find the diversity of topography and flora. With elevations of 11,000 feet to below sea level, this desert resort area is fast becoming one of the country's pre-eminent hiking destinations.



Seven mountain ranges border and slope into the 50-mile-long Coachella Valley. High country flows down into lower foothills, creating hundreds of canyons and dozens of palm oases. Legislation has created one of California's great scenic state parks, Mount San Jacinto, along with Joshua Tree National Park (drawing 1.4 million visitors annually), the Santa Rosa & San Jacinto Mountains National Monument, and the scenic nature preserves of Whitewater Canyon and Big Morongo Canyon. In addition, the Agua Caliente Band of Mission Indians Reservation offers the Indian Canyons in Palm Springs, while the Mecca Hills and Western Orocopia Mountains have become one of the most visited geological areas in California.



In Greater Palm Springs from November to April you can hike beneath sunny skies with an average 78-degree temperature. As temps rise on the desert floor, hikers seek the high country, making this **a year-round destination for hikers to refresh themselves physically and spiritually.**

The over 400 member Coachella Valley Hiking Club continues to blaze new trails for beginners at the base of the Indian Canyons to the expert who can experience the picturesque peaks of the San Jacinto mountains. An **interactive online hiking guide** is available from the GPS Convention and Visitors Bureau website making it easy for visitors to find just the trail they wish: <http://www.hikinggps.com/#/>

Hiking events include: Richard M. Milanovich Legacy Hike, a charity hike which raises money for a new fund that offers scholarships to help members of California's Native American tribes study in George Washington University's Native American Political Leadership Program in Washington, D.C.

1 j. Walking Paths, Bicycle Lanes (continued): BIKING LANES (& Low Speed Electrical Vehicles-Golf Carts):

Many areas of Greater Palm Springs contain designed biking and golf cart lanes along, and linking to, major transportation, services and amenities corridors. Public and various private facilities contain bike racks and some have electric vehicle charging stations encouraging these alternative transportation modes. For visitors, numerous bicycle rental facilities can be found around town – and they work with event producers to provide this service to event goers.



Highlights:

- Cycling events include: Tour de Palm Springs, Patriot Ride, and Palm Desert Century. **Tour de Palm Springs** attracts 8,500 people per year, of which 7,000 are riders. A CVSPIN-sponsored event, Tour de Palm Springs raises funds for nonprofit organizations in Greater Palm Springs.
- Sunline Transit is currently in the process of developing a **valley-wide bike share service**, with bike rental “docks” installed across Greater Palm Springs.
- The annual **Palm Desert Golf Cart Parade** started as the brain child of celebrities Phil Harris and Alice Faye. In 2015, the parade celebrated its 51st anniversary drawing 30,000.



1 j. Walking Paths, Bicycle Lanes (continued): CV Link

Coachella Valley Association of Governments (CVAG) is the regional planning agency coordinating transportation services in Greater Palm Springs. Led by CVAG, the CV Link is a revolutionary new concept in transportation.



This **50-mile multi-modal pathway is the first of its kind** to incorporate pedestrians, bicyclists, and low speed-electric vehicles in one project, with an estimated start to construction in 2017. Residents and visitors will have the option to travel safely by foot, bicycle, low speed electric vehicles, or disability mobile devices.

Residents and visitors of all ages and abilities, including those with physical disabilities, will be drawn to the CV Link as a destination to bicycle, walk/jog, and use low-speed electric vehicles (LSEV) along an off-street paved path from Palm Springs to the Salton Sea. Connecting schools, stores, restaurants, workplaces, parks, and natural areas with “green” transportation routes will create a cleaner, healthier and more prosperous environment.



1k. Estimated City Visitors Annually Attributed to Festivals and Events

In 2015, over 12.8 million visitors came to Greater Palm Springs and spent a record \$5 billion.



SECTION 2 : COMMUNITY FESTIVALS AND EVENTS

Annual Calendar of Events



January :

- Palm Springs International Film Festival
- Tour de Palm Springs
- Palm Springs Kennel Club Dog Show
- Rancho Mirage Writers Festival
- Sunday Polo (Jan. – Apr.)
- CareerBuilder Challenge
- Southwest Arts Festival
- Horses In The Sun (HITS) Thermal Desert Circuit
- Moutai Polo and Balloon Festival
- The SandStorm Lacrosse Festival
- Gospel Fest
- Palm Springs VillageFest (Every Thursday, year-round)

February :

- Modernism Week
- Cathedral City Hot Air Balloon Festival
- Palm Springs Classic Car Auction
- Riverside County Fair & National Date Festival
- North Shore Xtreme Race
- Cathedral City Cove Tour of Artist's Studios
- Greek Festival
- Black History Month Parade and Town Fair
- The Prestige at PGA West

March :

- La Quinta Arts Festival
- Native FilmFest
- Rhythm, Wine & Brews Experience
- Festival of Opera and Art
- Coachella Valley Wildflower Festival
- BNP Paribas Open
- Palm Springs Life Festival (Third Week of March—Third Week of April)
- Heritage Festival
- Cathedral City LGBT Days
- Cezar Chavez Day Celebration

Annual Calendar of Events (continued)



April :

Brew at the Zoo
ANA Inspiration
Indian Wells Arts Festival
ClubSkirts presents The Dinah
Jashfesht Comedy Festival
American Documentary Film Festival
Fashion Week El Paseo
Palm Desert Food & Wine Festival
White Party
Palm Springs Photo Festival
Festival of Opera & Art
Coachella Valley Music & Arts Festival
Stagecoach Country Music Festival
The Hue Music & Arts Festival

May :

Desert Lexus Jazz Festival
Richard M. Milanovich Legacy Hike
Indio Community Block Party
Joshua Tree Music Festival
Arthur Lyons Film Noir Festival
Memorial Day Flower Drop & Air Fair

June :

Splash House Pool Party
Greater Palm Springs Restaurant Week
Palm Springs International ShortFest
Summer Fest

July :

4th of July Fireworks & Power Baseball
4th of July Celebration at Palm Desert Civic Center Park
Joshua Tree International Improv Comedy Festival
Palm Trees and Tattoos Convention

August :

Tour de Big Bear
Splash House Pool Party
Jazz in the Pines
Comic Con Palm Springs

Annual Calendar of Events (continued)



September :

Palm Springs Women's Jazz Festival
Joshua Tree National Park Art Exposition
Morongo Thunder and Lightning Powwow
Cinema Diverse : The Palm Springs LGBTQ Film Festival

October :

Joshua Tree Music Festival
Orchid Festival
Modernism Week Fall Preview
Howl-O-Ween
Palm Desert Golf Cart Parade
World Affairs Council Of The Desert - Speaker Series (Once a month, October through May)
Art Under the Umbrellas (Select Saturdays, October through March)
Dinner in the Canyons

November :

Greater Palm Springs LGBT Pride Festival
Street
Props & Hops Craft Beer Festival
111 Music Festival
Palm Springs International Health and Wellness Festival
Rancho Mirage Art Affaire
Synergy Music and Arts Festival
Palm Desert International Dance Festival and Choreography Festival
National Field Hockey Festival
Cabazon Indio Powwow
Palm Springs Classic Car Auction
WildLights (Thanksgiving Weekend thru end of December)
Palm Springs Classic Car Auction

December :

The Palm Springs Festival of Lights Parade
Indio International Tamale Festival
Robo Lights (Christmas season, a good number around Easter and spring break, some year-round)

Greater Palm Springs Festivals & Events

Top Festivals & Events held in Greater Palm Springs



Coachella Valley Music & Arts Festival

BNP Paribas Open

Riverside County Fair & Date Festival

Stagecoach Country Music Festival

Palm Springs International Film Festival

Indio International Tamale Festival

Greater Palm Springs LGBT Pride Festival

CareerBuilder Challenge

Modernism Week

Moutai Polo and Balloon Festival

Coachella Valley Music & Arts Festival

a. Festival or Event Name: Coachella Valley Music & Arts Festival

b. Top Executive Contact Information:

Paul Tollett, Goldenvoice

81-800 Avenue 51

Indio, CA 92201

Phone: (888) 512-7469

c. Number of Years Festival or Event has been produced: 17 years

d. Dates: Consecutive three-day weekends in mid-April

e. Primary Target Audience: Alternative, Pop, Hip Hop & Rock Music Fans

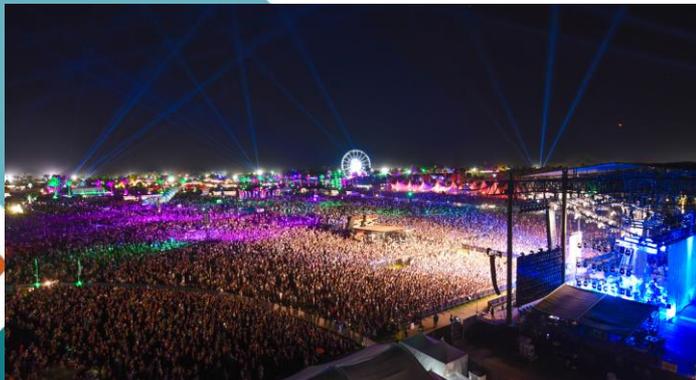
f. Recurrence Cycle: Annual Event

g. Estimated Combined Aggregate Attendance: 594,000 attendees (99,000 attendees daily for six days)



Fun Facts:

- Coachella Valley Music & Arts Festival showcases popular and established musical artists, as well as emerging artists and reunited groups. It is one of the largest, most famous, and most profitable music festivals in the United States. Past headliners include AC/DC, Beck, Rage Against the Machine, Beastie Boys, Coldplay, M.I.A., Daft Punk, The Cure and Prince.
- The 2015 festival grossed \$84.3 million, a world record
- The Coachella Valley Music & Arts Festival and Stagecoach Country Music Festival have generated more than \$704 million dollars into the global economy. (source: Coachella Valley Economic Partnership and the GPSCVB) More than half of that amount, some \$403 million will directly benefit businesses across Greater Palm Springs.
- With the Arts becoming as well-known and iconic as the Music acts, the festival has grown into an immersive, cultural experience: featuring large-scale, interactive art installations by artists from around the globe.
- For 2016, organizers partnered with Vantage.tv to offer ticket holders virtual reality (VR) headsets (custom Google Cardboard model) and content including 360-degree panoramic photos of previous events, virtual tours, interviews, and performances.



BNP Paribas Open



- a. Festival or Event Name:** BNP Paribas Open
- b. Top Executive Contact Information:**
DeeDee Felich, Assistant Tournament Director
Indian Wells Tennis Garden
78-200 Miles Avenue
Indian Wells, CA 92210
Phone: (760) 200-8400
- c. Number of Years Festival or Event has been produced:** 40 years
- d. Dates:** The second two weeks of March
- e. Primary Target Audience:** Sports and Tennis Fans
- f. Recurrence Cycle:** Annual Event
- g. Estimated Combined Aggregate Attendance:** 450,000 attendees per year



Fun Facts:

- Among Indian Wells' many accolades are being named the WTA's Premier Tournament Of The Year five times - in 1997, 2005, 2006, 2009 and 2013 - and the Premier Mandatory Tournament Of The Year in 2014; becoming the first event in the world to offer the Hawk-Eye challenge system on every match court in 2011; and becoming the first ATP/WTA combined tournament to distribute \$1 million in prize money to each of its singles champions in 2012.
- Debuting as a men's event in 1976, the women came to Indian Wells the week before the men in 1989 and then concurrently in 1996. The two-week event has evolved into a 'Premier Mandatory', making it one of the WTA calendar's four most prestigious stops.
- The Indian Wells tennis tournament rang in the 2009 New Year by announcing the addition of BNP Paribas, the premier sponsor of tennis globally, as the new title sponsor of the event. To close 2009, the tournament announced that Larry Ellison, co-founder and CEO of Oracle Corporation, a man who has a passionate interest in the sport and a visionary, became the new owner of the event and the Indian Wells Tennis Garden.
- The BNP Paribas Open is the most attended tennis event in the world outside of the four Grand Slams. Since 2000, it has been held at the state-of-the-art Indian Wells Tennis Garden, which features a 16,100-seat stadium - the second-largest in the world.

Riverside County Fair & National Date Festival



- a. Festival or Event Name:** Riverside County Fair & National Date Festival
- b. Top Executive Contact Information:**
Kimberly Douglas, Fair Marketing Manager
Riverside County Fairgrounds
82-503 Hwy 111
Indio, CA 92201
Phone: (760) 863-8247
- c. Number of Years Festival or Event has been produced:** 70 years
- d. Dates:** The second week in February for 9 days
- e. Primary Target Audience:** Residents and tourists, families
- f. Recurrence Cycle:** Annual Event
- g. Estimated Combined Aggregate Attendance:** 300,000 attendees per year



Fun Facts:

- Producing date palms were brought to Greater Palm Springs from Algeria in 1903. By the early 1920s, dates became a major crop for the area.
- Since 1947, the annual festival has been held to celebrate the harvest of dates from the approximately 250,000 date palms planted on 5,000 acres which produce 35,000,000 pounds of dates annually, representing 95% of the nation's date crop.
- The Date Festival has more than 7000 exhibits and competitions related to the fruit. It has grown to a full blown county fair including music, contests, rides and attractions, food, camel and ostrich races, and a Date Festival Queen and her court preside over the festivities.

Stagecoach Country Music Festival



a. Festival or Event Name: Stagecoach Country Music Festival

b. Top Executive Contact Information:

Paul Tollett, Goldenvoice

81-800 Avenue 51

Indio, CA 92201

Phone: (855) 801-5706

c. Number of Years Festival or Event has been produced: 9 years

d. Dates: The final weekend of April

e. Primary Target Audience: Country Music Fans

f. Recurrence Cycle: Annual Event

g. Estimated Combined Aggregate Attendance: 210,000 attendees per year (70,000 attendees per day for three days)



Fun Facts:

- According to statista.com, Stagecoach is the highest-grossing country music festival in the world.
- Food & Beverage options include the Stagecoach BBQ Championships Contest, which is considered one of the premiere BBQ competitions in the country each year.
- Educational and Artistic Attractions include The Rain Supreme program which curates California artists to transform rain barrels into creative masterpieces. Visitors learn about rain barrel rebates and installation tips, different ways to capture water, and the latest practices on fighting the drought.
- Local non-profit organizations such as Children's Discovery Museum of the Desert, Living Desert Zoo & Gardens and Old Town Artisan Studio participate in the Half-Pint Hootenanny tent, offering fun activities suited for children.

Palm Springs International Film Festival



a. Festival or Event Name: Palm Springs International Film Festival

b. Top Executive Contact Information:

Darryl Macdonald, Executive & Festival Director

1700 E. Tahquitz Canyon Way, Suite 3

Palm Springs, CA 92262

Phone: (760) 322-2930

c. Number of Years Festival or Event has been produced: 27 years

d. Dates: 12 days in January

e. Primary Target Audience: Cultural Patrons

f. Recurrence Cycle: Annual Event

g. Estimated Combined Aggregate Attendance: 136,000 attendees per year



Fun Facts:

- Conceived and debuted in 1990 by then Mayor of Palm Springs, Sonny Bono, the first PSIFF welcomed 17,000 film enthusiasts.
- Today's event features screenings of over 200 films from 60 different countries.
- The Festival's centerpiece, the Awards Gala, has honored some of the world's acting elite from Gregory Peck, Lauren Bacall and Sean Connery, to Julianne Moore, Robert Duvall, and Benedict Cumberbatch.
- The Palm Springs fest is blessed with fortuitous timing— just before Oscar nominations are due. Capitalizing on this advantage, it has become the place to see films from nations around the world which have been put forward by their home countries for the five foreign film Academy Award nominee slots. Oscar hopefuls from the United States as well are featured as part of the program.

Indio International Tamale Festival

a. Festival or Event Name: Indio International Tamale Festival

b. Top Executive Contact Information:

Jim Curtis, Special Events Manager, City of Indio

45250 Smurr St

Indio, CA 92270

Phone: (760) 832-8620 ext. 43

c. Number of Years Festival or Event has been produced: 25 years

d. Dates: The first weekend in December

e. Primary Target Audience: Cultural heritage patrons, foodies, families, residents, tourists

f. Recurrence Cycle: Annual Event

g. Estimated Combined Aggregate Attendance: 125,000 attendees per year



Fun Facts:

- Ranked among the top 10 "All-American Food Festivals" nationally by the Food Network.
- The Indio International Tamale Festival's Guinness World Records:
 - The World's largest Tamale-over 1 foot in diameter and 40 feet in length, Dec. 4, 1999.
 - The World's largest tamale festival-with 120,000 in attendance, Dec. 2-3, 2000.

Greater Palm Springs LGBT Pride Festival

- a. Festival or Event Name:** Greater Palm Springs LGBT Pride Festival
- b. Top Executive Contact Information:**
Ron deHarte, President
329 W. Mariscal Rd
Palm Springs, CA 92262
Phone: (760) 416-8711
- c. Number of Years Festival or Event has been produced:** 30 years
- d. Dates:** First week of November
- e. Primary Target Audience:** LGBT Community
- f. Recurrence Cycle:** Annual
- g. Estimated Combined Aggregate Attendance:** 45,000 attendees daily



Fun Facts:

- Named as one of the “Best 11 Gay Pride Festival Trips on the Planet” by Jetsetter Magazine in 2015.
- Features include an Authors’ Village, Children’s Headquarters (CHQ), Safe Schools Youth Zone, specialty lounges and beer gardens, including participation of 150 exhibitors and non-profit organizations, farmers’ markets and food vendors.
- 120 performances in seven free admission entertainment locations are positioned throughout the festival venue on Palm Canyon Drive and Arenas Road in downtown Palm Springs, giving way to a wide range of musical genres that include emerging indie electro-pop, rock, dance and more.

CareerBuilder Challenge

a. Festival or Event Name: CareerBuilder Challenge

b. Top Executive Contact Information:

William Tait, Tournament Director

39000 Bob Hope Drive

Rancho Mirage, CA 92270

Phone: (760) 346-8184

c. Number of Years Festival or Event has been produced: 56 years

d. Dates: Third week in January

e. Primary Target Audience: Golf enthusiasts

f. Recurrence Cycle: Annual Event

g. Estimated Combined Aggregate Attendance: 80,000 attendees per year

Fun Facts:

- Formerly known as the Bob Hope Classic, the now-named CareerBuilder Challenge has been played on Greater Palm Springs Golf Courses since 1960.
- The original Bob Hope Classic drew Bob Hope's friends including A-list celebrities, sports figures, foreign dignitaries and US Presidents to play alongside of PGA tour professionals – while raising millions for local charities like Eisenhower Medical Center.
- The 2016 CareerBuilder Challenge: Field of 156 narrowed to 70 for the 72-hole tournament played at Golf's Western Home, PGA West. The tournament purse was \$5,800,000 and awarded 500 FedEx Cup points. Accompanying the tournament was a Golf Industry Summit and Health Matters Conference sponsored by the Clinton Foundation.



Modernism Week

a. Festival or Event Name: Modernism Week

b. Top Executive Contact Information:

Lisa Vossler Smith, Executive Director

Palm Springs, CA

Phone: (760) 799-9477

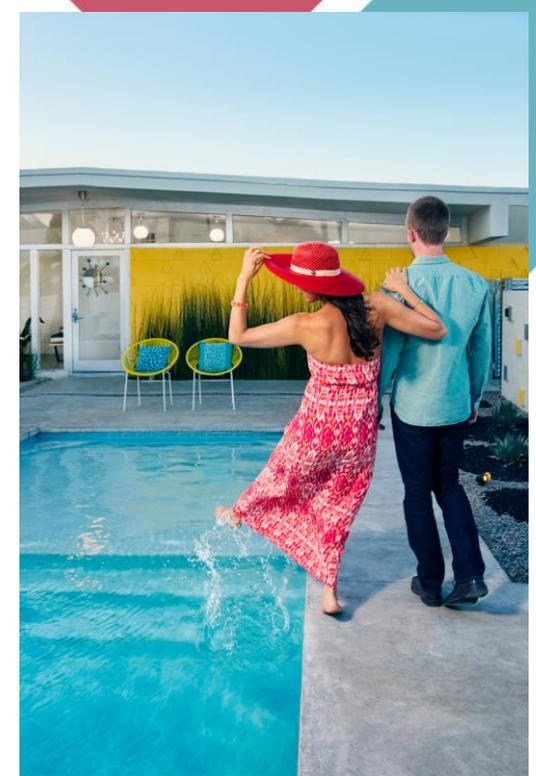
c. Number of Years Festival or Event has been produced: 11 years

d. Dates: The second week in February for 10 days

e. Primary Target Audience: Residents, tourists, art & architecture enthusiasts, designers

f. Recurrence Cycle: Annual Event

g. Estimated Combined Aggregate Attendance: 77,500 attendees in 2016



Fun Facts:

- A ten-day homage and celebration of Mid Century Modern architecture, design, art, fashion and culture. In 2016, ticket sales exceeded \$1 million, with patrons generating \$28.6 million in revenue for area business.
- It features over 250 associated events such as walking and biking tours, classic car shows, Signature Home Shows and the Modernism Show & Sale.
- In 2016, Architectural Digest featured each of the homes on the Modernism Week Tour, while the LA Times touted not to be missed 'ten events in ten days' in their coverage.

Moutai Polo and Balloon Festival

a. Festival or Event Name: Moutai Polo and Balloon Festival

b. Top Executive Contact Information:

Randy Russell

78-375 Highway 111, No. 521

La Quinta, CA 92253

Phone: (760) 777-8081

c. Number of Years Festival or Event has been produced: 9 years

d. Dates: The fourth weekend of January

e. Primary Target Audience: Polo fans, Military Families, Cultural Patrons

f. Recurrence Cycle: Annual Event

g. Estimated Combined Aggregate Attendance: 50,000 attendees per year



Fun Facts:

- 20 massive, seven-story tall hot air balloons take off in a mass ascension early Saturday and Sunday mornings at the Empire Polo Club. These are colorful works of art, intricate designs featuring familiar cartoon characters. Guests are invited to walk among the balloons as they inflate and lift-off, partake in tether balloon rides, and enjoy a glass of Moutai cocktail while walking around the beautiful polo field.
- The two-day event benefits the families of Marines stationed at Marine Corps Air Ground Combat Center in Twenty-Nine Palms. Admission is free to all events with a donation to the families of Marines from Twenty Nine Palms Marine Corp base.
- On Saturday afternoon, there is an American flag presentation featuring dozens of Marines, followed by an exciting polo match and a late afternoon Balloon Glow.

SECTION 3 : CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS



Recognizing the value and unlimited potential of events as both a tool of economic diversification as well as a driver of social cohesion, Greater Palm Springs leadership works closely with public and private sectors to put events on the forefront of Greater Palm Springs' growth and brand development strategies.

3 a. Defined and Accessible Public Objectives and Support Statements for Festivals and Events by the City and Other Local Government Agencies

Greater Palm Springs is an events oasis. Support for events permeate throughout the valley's agencies, organizations and departments, and includes legislation, mandates, and formal and informal agreements setting forth strategic tourism economic development strategies which include supporting and proliferating events and attractions. Participating entities include:

US Park Service, Riverside County Transportation Commission, League of California Cities, Greater Palm Springs Airport Authority, Desert Hospital District, Sunline Transit Agency, California Association of Governments, Coachella Valley Mountains Conservancy, Chambers of Commerce, PS Unified, Desert Sands Unified, and CV Unified School Districts, Coachella Valley Economic Partnership, Parks & Recreation Districts, Tribal Governments, and GPSCVB.

GPSCVB Destination Development Plan, May 2016 assessed and cataloged Greater Palm Springs existing destination assets, recognizing festivals and events at the top of the list. GPSCVB's goal to grow annual visitation from 12.8 million to 16 million people by 2026 sets forth specific initiatives to improve and grow existing events and attractions, and to develop new festivals and events in pursuit of this goal.



Highlights:

- Greater Palm Springs Convention & Visitors Tourism Bureau **Film Oasis** works closely with Riverside County Film Commission, Film in Palm Springs, Greater Palm Springs Film Alliance, local government and tribal agencies as well as their vast network of hospitality and business partners to directly connect resources facilitating film production in Greater Palm Springs.
- Prior to 2014, **food trucks** were not permitted to operate in Greater Palm Springs. Event producers worked with government officials to craft ordinances allowing their services in support of events.
- Greater Palm Springs Convention & Visitors Tourism Bureau has initiated a **robust calendar** for festivals and events on the website visitgreaterpalmsprings.com.



3b. Direct Funding Support Provided to and/or Budgeted for Festivals and Events from the City or Other Government Agencies Greater Palm Springs cities have specific budgets to organize public events, such as Palm Springs International Film Festival, and budgets to support private events that are important in terms of image and incomes. For example, in 2006, the City of Indian Wells displayed its commitment to the BNP Paribas Open by purchasing 27 acres of land adjacent to the Indian Wells Tennis Garden for future expansion.

3c. In-Kind Services Support Provided to and/or Budgeted for Festivals and Events from the City or Other Government Agencies In-kind support varies according to the needs and desires of the event; from institutional support with facilities use, waiver of fees, permitting streamlining, logistics, labor, volunteers, equipment and supplies, to marketing and promotional support.

3d. Defined Role of the City in Festival and Event Approval Public or private events that need public support must seek governmental approval. Private events that require the use of public areas or venues also require governmental approval. Approvals are obtained through a formalized permit process initiated in the jurisdiction of the event location.

3e. City-Provided Festival and Event Process Coordination and Assistance Systems (For example: Existence of a City Events Department; 'One-Stop Shopping' for Permitting and Municipal Service Needs; Shared Resource Programs for Volunteer Recruitment/Management, Non-Proprietary Equipment Usage/Maintenance, Insurance/Music Licensing Provisions, etc.)

Every Greater Palm Springs jurisdiction has dedicated staff who process event permit applications through a formalized process adhering to municipal code. The process coordinates all city departments and public agencies involved.



3f. Participation in Official Capacity by City Department Representatives on Boards and Planning Committees of Local Festivals and Events Whether in an advisory, participatory or honorary capacity, Greater Palm Springs elected officials, representatives and staff take pride in participating in our renowned festivals and events.



3g. Local Laws, Ordinances, Regulations, Permits and Policies Impacting and Supportive of Festivals and Events (For example: noise ordinances, traffic regulations, curfews, parking fees, fireworks regulations, ambush marketing control, alcohol service requirements, taxes, food safety, insurance requirements, etc.)

Greater Palm Springs prioritizes community safety and resident quality of life.

Local and County ordinances include provisions addressing all known potential adverse impacts resulting from special events. Events of the magnitude of Coachella Valley Music and Arts Festival and BNP Paribas Open require extensive planning, collaboration and coordination. Event producers work very closely with local and county government agencies in a formal permitting process to employ best practices of every aspect of event production; including identifying and mitigating impacts, identifying improvements and creating efficiencies year over year. Permits are issued conditionally and those conditions are monitored throughout the event.

Greater Palm Springs event producers understand effective communication is key to successful event production and work closely with media to communicate event activities and their impacts to the community.

3h. City Provided Festival and Event Training Programs (For example: Marketing, Planning, Budgeting, Risk Management, Alcohol Service, City Department Introductions, Professional Certification, etc.) Police, Fire, Riverside County Health Department, Riverside County Alcohol Beverage Control, and City staff work closely with event producers to support planning, logistics and safety which often includes training mandates for the event. In addition, professionalization courses and trainings are offered through local colleges, workforce development agencies, career pathways, and the Coachella Valley Economic Partnership, which connects industry experts with professionals to earn certifications and learn about topics such as marketing, planning and technology.



3i. Direct Industry Involvement / Memberships by Any of the Above GPSCVB along with industry partners and event producers are very active in associations supporting events, tourism and related industries. Examples include:

- International Festival & Events Association (IFEA)
- National Association for Catering & Events (NACE)
- Event Service Professional Association
- Professional Convention Management Association
- Destination Marketing Association International (DMAI)
- International Facility Management Association (IFMA) Inland Empire Chapter
- Association of Fundraising Professionals (AFP)
- Western States Arts Federation (WESTAF)



SECTION 4 : NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS



4a. Volunteer Involvement Greater Palm Springs is fortunate to have a unique demographic profile advantageous for event support, with those over the age of 60 representing 20% of the population. Oftentimes retiring from professional careers and relocating to Greater Palm Springs to maintain an active lifestyle, these reliant, resilient and enthusiastic volunteers are the backbone of Greater Palm Springs festivals and events. They bring a breadth of knowledge and experience, along with a can-do attitude that engages them in positive participation and the self-fulfillment of giving back to their communities. Young volunteers are also often incorporated into events through school, community or church initiatives. Volunteers are often utilized to assist with every aspect of event planning and production, taking full advantage of their expertise. Events have well designed volunteer programs that include elements such as: online registration, job description, advance training, incentive plans, volunteer appreciation programs, and formal recognition from local government.

Highlights:

- More than 1,200 volunteers at BNP Paribas Open
- More than 500 volunteers at Palm Springs International Film Festival



4b. Sponsorship Support (include in your answer a list of the ten (10) most prominent corporate sponsors in your market) Corporations, businesses and organizations recognize the reach and impact festivals and events provide in communicating to a desired audience for marketing and social responsibility objectives.



Greater Palm Springs festivals and events bring a sophisticated approach to securing sponsors that includes: clearly identified sponsor objectives, accurate audience profile, promotional activation ideas, specific quantified rights & benefits, sponsor fees that are justified by valuation, and measurement methodology. Greater Palm Springs events enjoy the financial support of nationally and internationally recognized brand sponsors every year.

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BNP PARIBAS



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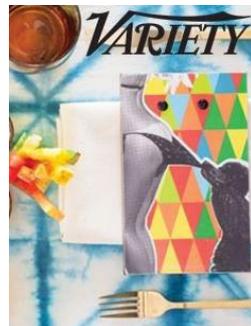
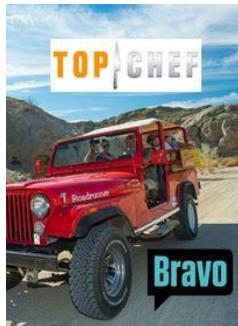


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Section 4c. Media Support Festivals and events garner comprehensive coverage from local, national and global media outlets. As a source of pride, local media outlets provide in-depth reporting, special interest and editorial coverage, special event editions, promotional partnerships, and favorable advertising rate packages accompanied by digital support, often in a sponsor capacity.

Greater Palm Springs is a distinct Nielsen and Arbitron ratings market, ranked 138th largest in the nation, with nine local television stations and over thirty nine radio stations. Greater Palm Springs is served locally by a daily newspaper The Desert Sun (Gannett & USA Today) along with regional newspapers available for daily delivery: The Press Enterprise and Los Angeles Times. Greater Palm Springs is also served by a number of weekly and monthly magazines and periodicals, and award winning Hispanic broadcast and print media. On the national stage, Greater Palm Springs events have been covered by ESPN, CNN, The Tennis Channel, The Golf Channel, NPR Radio, NY Times, Conde Nast, Architectural Digest, USA Today, Trip Advisor, Billboard, International Business Times, Rolling Stone, Bloomberg Business and more.



Highlights:

- In 2016, Modernism Week continued to garner an unprecedented amount of **media attention with more than two billion impressions worldwide**. In addition to coverage in national media such as *Los Angeles Times*, National Public Radio, *USA Today*, *Hollywood Reporter*, *Elle Décor*, *Architectural Digest*, Delta's Inflight Magazine and *Atomic Ranch*, Modernism Week received international attention from the UK's *Telegraph* and *Guardian* and other publications in Canada, Europe, and Brazil.
- Many Greater Palm Springs events are taking full advantage of technology to expand the experience and cultivate new attendees with **live streaming**. Examples for Coachella Valley Music and Arts Festival were: live.coachella.com, coachellalivestream2016.com, and You Tube-coachella.

4d. Chamber of Commerce / Convention & Visitors Bureau Support (Promotion and marketing activities, familiarization tours, travel writer access, material creation, information distribution, grant funding, visitor hosting, etc.)



Chamber of Commerce

Greater Palm Springs Chambers of Commerce and their members assist with festivals and events. They offer networking opportunities for event and festival organizers, assist with business contacts, goods and service providers, and generate data on the impact of festivals and events. Chamber of Commerce Visitors Centers disseminate events information to visitors.

Greater Palm Springs Convention & Visitors Bureau (GPSCVB)

The mission of the Greater Palm Springs Convention & Visitors Bureau is to market Greater Palm Springs as a premier visitor and meeting/convention destination for the purpose of positively affecting the area's economy and the quality of life for its citizens. Promotion and marketing activities include: Destination Marketing, Online, Social Media, Television, Advertising, Public Relations Partnering and Video Production.

Highlights

- GPSCVB oversaw the planning and execution of the first company-wide sales event held in New York promoting the inception of the JetBlue nonstop flight from JFK to PSP.



Familiarization Tours (FAMs):

FAM tours typically consist of three to four-day programs for up to 30 meeting clients, customized to each client's interest and schedule. Partnerships with Greater Palm Springs events and host properties provide FAM clients with a full immersion experience in Greater Palm Springs.

Travel writer access, material creation and information distribution:

GPSCVB targets key markets and industry conferences to promote the Greater Palm Springs message. In 2015, the GPSCVB Communications team pitched Greater Palm Springs story ideas to media at the Society of American Travel Writers Conference, International Pow Wow, World Travel Market and at Visit California media events in Vancouver, Calgary, Toronto, New York City, San Francisco and Los Angeles. The team conducted one-on-one media appointments in Los Angeles, San Diego, Orange County, San Francisco, New York, Minneapolis, Boston and Washington, DC., as well as invitation-only media events in Los Angeles, San Francisco, New York and London.

4d. Chamber of Commerce / Convention & Visitors Bureau Support (Promotion and marketing activities, familiarization tours, travel writer access, material creation, information distribution, grant funding, visitor hosting, etc.) (continued):



GPSCVB communications team capitalized on visibility garnered through major events to engage media to produce destination content. Twenty-two press releases and media newsletters were distributed to appropriate, targeted media outlets locally, regionally and nationally. The team hosted 253 credentialed and working content creators from publications including Conde Nast, New York Times, Vancouver Sun, National Geographic Traveler, Forbes, The Telegraph, Globe and Mail, USA TODAY, ELLE and numerous others. Digital influencers from around the world explored GPS in 2015, showcasing their personal experiences through social media channels including Instagram, WeChat and YouTube.

Grant Funding:

Visit California Rural Grant Effort: The GPSCVB began a partnership in 2013 with the State of California (Visit California) to promote travel to the Desert Region of California. This desert region reaches beyond the Greater Palm Springs borders to Anza-Borrego, Joshua Tree and extends to Death Valley. Working with Chambers of Commerce, Convention and Visitors Bureaus and Visitors Centers, the GPSCVB will continue to further promote the region with website, map distribution, tradeshow, brochures, photography, written features and industry and travel writer opportunities—including FAMS through the desert region.

California State Rail Plan: The GPSCVB recognizes the positive impact that increased passenger rail service from Los Angeles to Greater Palm Springs will have on the destination and tourism industry. The GPSCVB has taken an active role in pursuit of this vision and continues to participate in regional rail plan forums. GPSCVB is excited to work with Riverside County Transportation Commission on a two-year grant to have train service during the Coachella Valley Music and Arts Festival and Stagecoach Country Music Festival. This service will be a great example of how train service will positively impact our economy.



4e. Downtown Associations (Support by Downtown merchants and businesses)

Greater Palm Springs is fortunate to have many active merchant and community associations that are dedicated to fostering relationships with residents, businesses and visitors through the creation and production of events and festivals.



These associations include:

- Desert Hot Springs Merchants Association, Arts Foundation of DHS
- Uptown/Downtown Merchants Association (Modernism Week Late Nite Sale, VillageFest Palm Springs)
- Backstreet Art District (Art Walk on First Wednesdays)
- Rancho Mirage Restaurant and Merchant Association (Eat Your Heart Out)
- El Paseo Business Association (First Weekend)
- Palm Desert's Design District (Passport to Art, Design, Food)
- The Village District in La Quinta (Art Under the Umbrellas, Certified Farmers' Market, Main Street Block Party in Old Town La Quinta)
- Downtown Indio Merchants Association (Indio International Tamale Festival)



Highlights:

- Main Street Palm Springs, the merchants association of Downtown and Uptown Palm Springs and the Palm Springs Business Improvement District sponsor a **creative banner project** for the community. For example, each year 50 new banners proudly show off the creativity of the students and their schools throughout Palm Springs during the holiday season.
- **VillageFest** is a Downtown and Uptown Palm Springs Merchant Association sponsored event occurring every Thursday evening with food, music, art, farmers market, and vendor and information booths.
- El Paseo Business Association sponsors **First Weekend** which includes **El Paseo Gallery Walk** and El Paseo Cruise Night on the first weekend of each month, November through May. Renowned for its public art program of prominent sculpture installations along with gallery, boutique shopping and dining lined street El Paseo; events include exhibit openings, artist receptions, extended shopping and dining hours, concerts and more. The free to ride Sun Bus El Paseo Trams make it easy to enjoy the full spectrum of offerings.

4f. Organizations to Assist Individuals with Disabilities

Greater Palm Springs is committed to providing all of its constituents and visitors with first class service.



When planning for events and festivals, organizers ensure there is parking and access for people with disabilities. All recreational parks are ADA compliant. Service animals assisting persons with disabilities are welcome at Greater Palm Springs events. Events work with service providers and businesses serving the disabled to offer mobility aids such as wheelchair rental, portable oxygen, and amplification and captioning devices.

Highlights:

- The **Coachella Valley Disabilities Collaborative**, launched by Incight, is an effort to bring together agencies from across the Coachella Valley and Inland Empire that serve people with disabilities. This collaborative seeks to maximize these invaluable resources, both human and financial, to create greater awareness and utilization of services.
- Rancho Mirage's Wolfson Park has a **braille-marked trail**, and a **fragranced garden** for visually-impaired and blind residents/visitors. The Rancho Mirage Community Park includes playground equipment especially designed for disabled children.
- The **Desert Recreation District's Adaptive Sports Council** is comprised of organizations and individual experts in various areas of disability to provide sports and recreational activities, programs and events in a variety of sports for people with variety challenges. Families and caregivers of people with disabilities can also learn about the resources available, and have easy access to information about recreational opportunities available throughout Greater Palm Springs.



4g. Local Event Cooperatives Event planning and exhibition resources available in Greater Palm Springs are plentiful: ranging from private businesses who will plan and execute a desired event, to individuals for hire. The GPSCVB offers one-stop resource assistance, as does the convention center. Hotels and resorts offer event planning staff and services in collaboration with other suppliers to festivals and events. Service organizations, civic agencies, non-profits such as Rotary Clubs, and Soroptimist Groups work together to join efforts and resources to produce local events. All of the foregoing entities, public, private, nonprofit, often work collectively to ensure a successful event.

4h. Sports Commissions: GPSCVB works proactively with local, national and international sports organizations to attract sporting events to Greater Palm Springs, successfully recruiting “extreme” outdoor events such as Tough Mudder and North Shore Xtreme. Event producers and sponsors work closely with sports commissions to produce events which uphold presentation and competition standards expected in the industry.



Among those sports associations and commissions represented in our destination are: PGA, LGPA, Southern California Golf Association, National Intercollegiate Golf Association, USTA, WTA, Minor League Baseball Association, SoCal Collegiate Baseball Association, Team USA, USASF, United States Polo Association, American Kennel Club.

Highlights:

- Time honored traditions and quality standards for the sport of **golf** demanded by the PGA and LPGA are fulfilled annually at the PGA’s CareerBuilder Challenge and LPGA’s ANA Inspiration. The Southern California Golf Association, The Southern California PGA Junior Golf Program and First Tee Foundation of the Coachella Valley support The Prestige at PGA WEST, a national intercollegiate golf invitational.
- Designed by internationally acclaimed racetrack designer Alan Wilson, and home to the new BMW Performance Driving Center, the **Thermal Club’s racetrack** was designed to test the limits of racing peak performance for professional and amateur motorsport enthusiasts.
- In January 2016, Palm Springs Convention Center welcomed the *Spirit Sports Duel in the Desert Championship*, a **world dance and cheer competition** sponsored by US All Star Federation (USASF).



- In 2016, a new competitive **outrigger race** ‘North Shore Xtreme’, the lowest paddle event in the world, was launched successfully at the Salton Sea.
- The American Kennel Club’s *All Breed Dog Shows, Obedience and Rally Trials* held the first weekend in January at the Empire Polo Grounds is considered the West Coast’s opening event of the **dog show** season.
- The SandStorm **Lacrosse** Festival at Empire Polo Club is a co-ed sporting event, packed with over 50 competitive teams from across North America.
- **HITS Desert Circuit** features eight weeks of USEF Premier-rated Hunters and 5*/6* Jumpers with total prizes of nearly \$3 million. Spanning nine weeks (with one off-week) in late January through mid-March, the circuit draws thousands of equestrians to the premier Southern California show grounds. The Longines FEI World Cup™ Jumping Thermal and the annual AIG \$1 Million Grand Prix highlight this circuit, and in 2016, HITS will debut a \$100,000 USHJA International Hunter Derby Week VIII. In 2013, HITS held its first AIG \$1 Million Grand Prix, a tradition that continues today.



4i. Educational Institution Support

The oasis places a premium on education, addressing the quality and capacity of the area's workforce.

Three primary/secondary school districts serve west, central, and east valley students, while College of the Desert — part of California Community Colleges — has about 15,000 students enrolled across three campuses and is expanding to accommodate increasing enrollment.

College of the Desert also is one of over 112 community colleges in California and a vital part of the world's largest system of higher education. As a two-year college, COD offers transfer students an affordable option for starting college and transferring to a four-year institution. COD also offers a number of popular vocational and technical programs, including Nursing and Health Sciences, Digital Design and Production, Turf Grass Management & Ornamental Horticulture, Advanced Transportation Technologies, Culinary Arts, and a full range of Administration of Justice courses at the Public Safety Academy training facility. The Culinary Program at COD ranks #19 in California.

California State University San Bernardino, Palm Desert offers several bachelor's degree programs and 10 master's degree or credential programs, including degree options for healthcare majors.

Established as a teaching and research center, UCR Palm Desert is a catalyst for diversification of the inland desert region by providing relevant regional research, offering innovative graduate programs that attract and retain world class talent to the region, convening and creating partnerships that advance the public good, and impacting the cultural life of the community.



- Students in the **Digital Arts Technology Academy (DATA)** Career Technical Education (CTE) pathway are known throughout Greater Palm Springs and around the globe for their creative and professional work in video, film, graphics, photography, animation, and journalism, often using their found skills for event production and marketing objectives.
- The **Culinary Institute at La Quinta High School** has been part of the school's excelling program for the past 13 years. The increasing popularity of this program and stellar achievements of the students throughout the years has helped the institute grow to a new classroom that encompasses 12,000 square feet of commercial grade kitchen space. In March, this year's team won the state championship at California Restaurant Association's prestigious Pro Start Culinary Cup, which led to an invitation to compete at the national level in May.
- Rancho Mirage High School's **Culinary Arts Food Education Academy** will have its first graduating class receive their achieved certificates, based on the curriculum derived from the National Restaurant Association in June 2016. The goal is to develop skills that will produce professional chefs, restaurant owners, food service workers and merchandisers.

4i. Educational Institution Support (continued):



- **CoachellaFM** located at College of the Desert, received 8 award nominations and won first place for "Best On-Air Personality" at the 2016 Intercollegiate Broadcasting Systems Awards in New York City.
- **Idyllwild Arts Academy** provides pre-professional training in the arts and a comprehensive college preparatory curriculum to a diverse student body of gifted young artists from all over the world. Students often perform at Greater Palm Springs events.
- **David Green's Musical Theater University** is the most intensive and comprehensive, pre-professional training ground in the performing arts for talented young people, grades 8-13, from throughout Greater Palm Springs and neighboring counties and communities.

Educational institutions contribute services, volunteers and venues to the event community while also producing and participating in Greater Palm Springs events.



Highlights:

- The **American Documentary Film Festival** screens films at the California State University San Bernardino (CSUSB) Palm Desert campus.
- College of the Desert's new \$5.6 million visual arts building (2014) with its three galleries, courtyard and sculpture garden, allows for poetry readings, musical events and theatrical performances. Guest speakers and professors in art, digital design, poetry, theatre and literature now have a dedicated facility in which to **collaborate on thematic approaches** to enhance learning. COD's radio stations' several programs promote and highlight Greater Palm Springs festivals and events.
- Each academic year, the Palm Springs International Film Society hosts two mentees from Palm Springs High School's Art Institute track. They work under the **mentorship** of their Programming department where they pre-screen films, conduct research, maintain the film database, and manage the screener library.
- DATA (Digital Arts Technology Academy) at Cathedral City High School produces **event marketing** materials as student projects in partnership with local events.
- Photography and Videography students often volunteer their services at Greater Palm Springs events such as the **Indian Wells Art Festival**.
- The GPSCVB promotes and supports **CV High School Hospitality Academy** with annual awards and by utilizing students to help at GPSCVB events.

4j. Special Incentives/Discounts Provided to Festivals and Events by Local Venues Mutually agreeable partnerships between local businesses, venues and event producers have allowed the Greater Palm Springs event sector to flourish. Event producers work collaboratively with local businesses and venues to craft mutually beneficial incentive programs which allow the business to clearly identify and measure traffic sources. Discount with purchase, special vouchers and premium gifts are all utilized.

Highlights:

- The **Palm Springs Convention Center** has agreements in place with a number of hotels and venues for special incentives and discounts for conference attendees.
- **Parks and Recreation Departments** may offer discounted rates for their parks and recreation centers for events (such as concerts, art fairs, farmers markets) that are sponsored by and/or benefit community residents and businesses.
- The **Chill Pass**, launched online by the GPSCVB, offers visitors and residents discounts to connect and experience the diverse range of attractions and activities.
- **Film Festivals** such as American Documentary Film Festival, CinemaDiverse: The Palm Springs LGBTQ Film Festival, LunaFest and Native FilmFest benefit from support of local venues Camelot and Mary Pickford Theaters, and PS Art Museum Annenberg Theater.
- **Greater Palm Springs Restaurant Week** is an event built around incentivizing patrons to visit Greater Palm Springs restaurants by offering discounts and specials during the promotional period. Other merchants have joined in such as Desert Adventures Red Jeep Tours and Events offering discounted scenic excursions and outdoor adventures.



4k. Access to Industry Suppliers in the Local Market (For example: banners and decorations; generators; portable toilets; merchandise; generators; stage, lights & sound; golf carts; security; chairs; barricades; ATM's; communication services; etc.) Greater Palm Springs has a significant number of suppliers for festivals and events. Resources are readily available to event producers via list serve available from the GPSCVB. In addition, private venues contract with or will make available dedicated suppliers.

4l. Direct Industry Involvement / Memberships by Any of the Above All of the sponsors, departments, agencies, schools, bureaus and cooperatives mentioned in the preceding sections are heavily involved in the local and regional event, tourism and hospitality industries. This team effort enables the local and regional event industry to thrive. Also, through networking events, including those organized by chambers of commerce, companies are encouraged to be actively involved in the events community. The Greater Palm Springs Convention and Tourism Bureau ensures that the Palm Springs Convention Center is booked with exciting meetings and conferences throughout the year, and local event service and equipment providers keep event producers and meeting planners supplied with the essential tools of the trade.



SECTION 5 : LEVERAGING ‘COMMUNITY CAPITAL’ CREATED BY FESTIVALS & EVENTS

5a. Community Branding (How are local festivals and events used to promote and build upon the positive image of the city?)

Greater Palm Springs is a place of extraordinary beauty and natural wonder. Festivals and events celebrate the natural splendor of the area, the bounty of agriculture and cuisine, the local architecture and design, the cultural diversity and history, sporting and athletic excellence, and the arts in all forms and constructs. All of these elements promote and build upon the positive image of Greater Palm Springs.

GPSCVB image marketing is built upon brand pillars reflecting the physical and emotional attributes appealing to visitors to our destination, incentivized by Greater Palm Springs festivals and events:

-Adventure: Sample Events: Joshua Tree Rocks! (Joshua Tree National Park), BMW Performance Driving School, Race to the Tram (Palm Springs Aerial Tramway), WildLights

-Arts: Sample Events: Coachella Valley Music and Arts Festival, Palm Desert International Dance and Choreography Festival, La Quinta Arts Festival, Southwest Arts Festival, Indian Wells Arts Festival

-Escapism: Sample Events: Palm Springs International Film Festival, Rancho Mirage Writers Festival, Moutai Polo and Balloon Festival



-Relaxation: Sample Events: Riverside County Fair & National Date Festival, Jashfesht, Desert Lexus Jazz Festival, Indio International Tamale Festival

-Romance: Sample Events: Palm Desert Food & Wine Festival, Cathedral City Hot Air Balloon Festival, Orchid Festival, Greater Palm Springs Restaurant Week, Jazz in the Pines

-Sports and Recreation: Sample Events: BNP Paribas Open, CareerBuilder Challenge, ANA Inspiration, Tour de Palm Springs, HITS Thermal Desert Circuit, National Field Hockey Festival

-Style: Sample Events: Modernism Week, Fashion Week El Paseo, Street, 111 Music Festival, Synergy Music and Arts Festival

-Sunshine: Events include all of the above!

There are two key statements included in all GPSCVB marketing communications:

“9 Resort Cities. One Beautiful Oasis.” and **“Find Your Oasis”**. The integrated multi-platform campaigns use all communications channels, including print media, digital media, online advertising and high impact outdoor advertising to imprint these messages. More than \$500M in economic impact is attributable to the “Find Your Oasis” campaign.



5b. Promoting Tourism (How are local festivals and events used to promote tourism visits?)

Greater Palm Springs provides today's traveler with a distinct destination choice for leisure, meetings or tour group travel.

Quickly emerging as a preferred destination among millennials, Greater Palm Springs markets, promotes, participates in, and leverages festivals and events to deliver unique, memorable experiences. Greater Palm Springs has been slowly shedding its image as being exclusively a retirement/relaxation getaway and instead becoming known around the world through its brand identity as a Modern Oasis. Modern as reflected by today's lifestyles, fashion, entertainment, sports, recreation, culinary and cultural events. Oasis as reflected not only by its geography and naturally occurring hot springs, but by a heartfelt attitude cultivated and preserved over the years; embraced and refined. This broad appeal finds favor among all genders, age groups and social classes.

5c. Convention Marketing (How are local festivals and events used to recruit conventions to the city during the times that festival or event activities may serve as an extra incentive for choosing a destination?) Greater Palm Springs Convention & Visitors Bureau, the primary marketing agency for the Palm Springs Convention Center, provides potential customers with pertinent information relating to events and festivals taking place in Greater Palm Springs. Major events and festivals are actively promoted in FAM trips, travel writing, and direct marketing and advertising as an incentive to draw conventions to Greater Palm Springs.



Highlights:

- The largest and oldest education technology conference in California and among the largest in the United States, **CUE Conference** was scheduled at Palm Springs Convention Center in March 2016, to coincide with one of the most popular events in Greater Palm Springs--The BNP Paribas Open, the world's largest ATP World Tour and WTA combined Professional Tennis Tournament.
- Travel Industry Sales hosted the **7th Annual International Association of Golf Tour Operators (IAGTO) North American Convention (NAC)**, attended by golf tour operators from 23 countries along with golf courses and resorts from across North America. The event, held at the JW Marriott Desert Springs Resort & Spa, had more than 300 attendees who conducted one-on-one meetings and experienced many of the destination's golf courses and hotels through evening events and post-FAM tours. The department's Travel Industry Sales Manager, responsible for the golf market, oversaw the conference, working with IAGTO on details, our Oasis Golf Lounge and planning uniquely Greater Palm Springs experiences.
- The La Quinta Arts Festival in March 2016 welcomed two groups; the International Attorneys Annual Meeting, a group of 400 with a theme of "**An Artful Experience**" as planned by DMC Access PS, and the Bakersfield Arts Foundation chartered tour. Groups were offered the VIP treatment with shuttle services from their resort, private entrance, personalized meet and greet, food and beverage vouchers, and welcome gift.
- Focus groups from the Professional Convention Management Association's Convening Leaders Annual Meeting in Jan. 2015 revealed that GPSCVB staff is cultivating positive and productive relationships, noting they "...always seem very responsive. The hotels I've worked with, **very responsive**. When I see my planners wanting to look at Palm Springs, I often get excited..."

5d. Corporate Recruiting Efforts (How are local festivals and events used by Economic Development efforts to recruit new businesses to consider choosing your market for their operations?) Greater Palm Springs festivals and events are fertile ground for economic development; in business attraction and retention and workforce development.



GPSCVB collaborates with Coachella Valley Economic Partnership to showcase the market as a great place to live, work, and thrive. The region's target industries are renewable energy (wind, solar, geothermal), healthcare, arts /media/entertainment, and supply chain management and logistics. **Corporations and businesses also use Greater Palm Springs event landscape as a recruitment tool for individual employees.** A perfect example: CVEP courts the investor-class attendees of the BNP Paribas Open tennis tournament as well as the innovators who attend the prestigious Ernst & Young Entrepreneur of the Year Awards and Strategic Growth Forum. CVEP also messages to different festival audiences to encourage them to envision a life and livelihood in Greater Palm Springs, while their iHub technology business incubator has developed apps to serve events.



5e. Relocation Packets and Information (How are local festivals and events used in information designed to entice individuals / organizations to relocate to your city?) Local festivals and events factor significantly into the marketing of Greater Palm Springs, as most residents who move to the area cite quality of life. Aside from the weather and natural beauty, festivals and events are magnets for visitors who ultimately become weekend, part-time, and full-time residents. Greater Palm Springs has experienced double-digit permanent and seasonal population growth over the past two decades with the trend estimated at 20% per annum through 2020 by the Southern California Association of Governments. Greater Palm Springs seasonal residents surpass 130,000 with another 3.5 million annual conventioners and tourists targeting the destination for **high-quality lifestyle experiences.**



GPSCVB's VisitGreaterPalmSprings website features **relocation information**, including links to real estate, historic homes, special properties and major estates. In addition, chambers of commerce offer relocation packets and encourage member businesses to distribute this material to help communicate the economic and cultural benefits that Greater Palm Springs has to offer.

Some events, such as **Modernism Week**, lend themselves perfectly to relocation. The event offers opportunities to explore the midcentury modern homes, tour historic neighborhoods, and discover the beauty of the area's distinctive architecture and design.



Coachella Valley Economic Partnership (CVEP) was formed in 1994 with the sole purpose of assisting companies looking to either enter the Greater Palm Springs marketplace or expand within it. CVEP promotes a diversified, year-round economy through programs and services to attract, retain, and expand business, creating high-skill, higher-pay jobs to create wealth for the people of Greater Palm Springs. One of sixteen innovation hubs in California, CVEP's iHub incubator provides programs and services to start-up businesses such as office space, a conference area, consulting and administrative support. iHub Palm Springs Accelerator Campus is a 43,000 sq. ft. facility situated on 3.5 acres in a Foreign Trade Zone at the Palm Springs International Airport.

5f. Familiarization Tours (How are local festivals and events used by your City and Convention & Visitors Bureau as part of 'Familiarization Tours' for visiting meeting planners, VIP's, etc.)

In 2015, the GPSCVB Convention Sales team executed three educational trips for groups of highly qualified meeting professionals. These successful events included: The Palm Springs International Film Festival FAM and the Stagecoach Country Music Festival FAM, as well as a Summer Destination Experience to highlight capabilities during low season. More than 50 planners received customized destination experiences, enabling them to learn how Greater Palm Springs can meet the needs of their individual client base. They experienced attractions and activities such as the new BMW Performance Driving School, and they conducted site visits of partner hotels and resorts throughout the destination. In addition to site visits, the GPSCVB Destination Services department plan and execute FAM events both large and small, tradeshow and conference sponsorships, as well as in-market and out-of-market client events.



5g. Out-of-Market Media Coverage (How are local festivals and events used to secure interest in coverage from out-of-market media sources, travel writers, etc.?) Festivals and events in Greater Palm Springs generate extensive out-of-market media coverage. Whether it's the international media covering the Coachella Valley Music and Arts Festival or extensive broadcast coverage of the BNP Paribas Open, Greater Palm Springs is fortunate to receive statewide, national and international exposure that results in a spike of community awareness, travel and tourism and ultimately economic impact.

GPSCVB's out-of-home advertising allows the destination to reach a large audience in high traffic areas, such as Southern California freeways. Highlights in 2015 included:

- 40 digital billboards in Los Angeles from May through August and 12 digital billboards from Sept. through Oct.
- 24 digital billboards in San Diego from May through August

In order to reach the drive market, the destination ran six full page ads in two AAA California publications: AAA Westways and AAA VIA. Greater Palm Springs' drive market advertising allows for a year-round approach that focuses on events and short-term getaways. The marketing message in 2015 was adjusted throughout the year to compliment the current weather and change in visitor demographic. Online advertising highlights for 2015 included:

- Event specific advertising support
- Facebook advertising
- Content creation and distribution
- Targeted e-mail campaigns
- Social media promotions
- Sweepstakes/contest giveaways
- OTA and travel deal initiatives including TravelZoo
- Chill message digital display campaigns on targeted Southern California online publishers



5g. Out-of-Market Media Coverage (How are local festivals and events used to secure interest in coverage from out-of-market media sources, travel writers, etc.?) (continued):



In 2015, the GPSCVB launched a **new website** that focused on highlighting the visual assets of Greater Palm Springs. New editorial and photo content was used to draw in visitors and provide a continuous path of discovery.

Over the last year, the GPSCVB engaged with Ignited USA to create and deliver a more **robust social media strategy** that focused on increasing engagement and growing followers. Facebook, Instagram, Twitter and YouTube continued to yield the most effective results in Social Media.



- **Facebook** followers grew by 80% in 2015 to more than 101,000 “likes”. The substantial growth was achieved through the delivery of highly engaging photo and video content.
- **Twitter** followers grew by 138% in 2015. The GPSCVB twitter strategy involved speaking in a personable voice that provided recommendations and was involved in online discussions about the destination.
- The GPSCVB **YouTube channel** saw many changes in 2015. The “Two Dudes” series was launched and was a tremendous success. Over the last year, the GPSCVB YouTube videos received over a 1.4 million views with 2.5 million minutes of viewing time.
- **Instagram** continued to evolve with new social media strategy and now has content production that is focused on high quality images that highlight both the natural and created treasures of the destination.

Search engine marketing traffic grew 90% in 2015, and organic search traffic increased by more than 250%. These large increases are a result of refined targeting campaigns and an increase in overall domain authority.

5h. Enhancing Exposure to the Arts and Other Causes (How are local festivals and events used to feature, highlight, expose new audiences to, or drive support for the arts and other causes?)

Greater Palm Springs has a thriving arts and culture scene that overflows with inspiration and rewarding experiences.

An array of preeminent fine art, music, film, dance, theater, and literature, signature events highlight the Greater Palm Springs annual cultural calendar. In addition, weekly and monthly event offerings also showcase local and visiting artists. These include Art Under the Umbrellas at Old Town La Quinta, First Weekend and El Paseo Art Walk in Palm Desert, Backstreet Art District Art Walk in Palm Springs, and frequent openings and receptions. Thanks to plentiful 'Art in Public Places' programs, there are maps and tours of public art, and much to see – from murals to mosaics, fountains and sculptures. Moreover, live theatre and music options abound, from touring Broadway musicals and award-winning plays to eclectic regional performing arts and top-notch jazz series. Many of these offerings are produced by local nonprofit organizations whose successful festivals and events inure return community benefit. An example is the visual art scholarship program resulting from the annual La Quinta Arts Festival which has awarded \$1.2 million dollars to local college bound students.



5i. Creating Highly Visible Public Relations Campaigns for City Facilities and Services (How are local festivals and events used to drive positive public relations campaigns for things like police image, parks usage, fire safety, EMT roles and support needs, use of local transportation options, marketing of/exposure to local venues, support of local bond issues, etc.?) Festivals and events are useful in the crafting of positive public relations campaigns for City agencies and venues. Every event that is produced with little to no negative impact to municipal infrastructure and the surrounding community shines a positive light on the City agencies involved. Agencies that provide services to events also conduct promotional campaigns to the general public who are likely to be impacted by the events.



- Sunline Transit and the Coachella Valley Art Scene, and with support of the municipalities of Greater Palm Springs, created a highly positive exposure for increasing ridership of the public transit SunBus via **The 111 Music Festival**. This interactive music and art festival promotes public transportation ridership by making the 111 Line a mobile music venue. The goal of the 111 Music Festival is to build rider awareness and to educate the community on the positive benefits of utilizing the Sun Line. Highway 111 is the main thoroughfare through the heart of the Coachella Valley. They chose the entertainment line, Line 111, because it stops at the businesses and venues that attract tourists and local youth. By making the bus line a venue, riders build a positive experience with the bus as means of enjoyable transportation.
- At the Children's Discovery Museum of the Desert, the **Touch-a-Truck event** creates an interactive, hands-on learning experience for children and their families that invites them to look, see, touch, and ask questions, from big rigs to emergency vehicles. Games, music, rides, and entertainment are also available.
- Students can apply to enroll in the **COD-Public Safety Academy** to learn fire service operations.
- The Mobile Source Air Pollution Control Committee, which is part of the South Coast Air Quality Management District, will help fund a **"demonstration train"** program during the Coachella Valley Music and Arts festival in 2017 and 2018 in an effort to reduce car traffic and introduce concert-goers to the passenger rail experience.

5j. Encouraging Community Bonding, Participation, and Celebration (How are local festivals and events used by the City to bond all of the diverse elements of the community together, encourage community involvement and support, and celebrate who we are when we are at our best?)

Good examples of community bonding, participation and celebration include:

- **'Run with Los Muertos 5K'**, the annual 5K night run in Coachella, features art installations, music, a beer garden, block party, food, face painting and live performances. Raíces Cultura, the benefiting organization which promotes youth leadership, art and community organizing, creates large scale art installations and altars. Following in an ancient tradition, participants are encouraged to run in honor of a passed loved one or "muerto." This event fosters diverse participation, cultural celebration and positive collaboration among artists, non-profits and businesses of Greater Palm Springs.
- **Greater Palm Springs LGBT Pride Festival** encourages participation, support, inclusivity and equality.
- **VillageFest** is a Free, consistent event, encouraging community to come together every Thursday evening to celebrate food, art and live entertainment on the main road of downtown Palm Springs. Riverside County Fair & National Date Festival celebrates the unique history of the agricultural industry, complemented by the exhibits, camel and ostrich races and traditions like the "**Queen Scheherazade**" **scholarship pageant**. Staged annually for over 65 years, it is California's second-oldest outdoor play, outrun only by the Ramona pageant in Hemet.
- **Unique Film Festivals** celebrate heritage, identity and cultural expression such as Native FilmFest, and Cinema Diverse: The Palm Springs LGBTQ Film Festival.



- **Black History Month events** feature a Parade boasting the most bands of any parades in Greater Palm Springs, including marching bands from schools around Southern California. The Gospel Fest, Awards Gala, Parade and Town Fair events are always well attended, received, memorable and a great success.
- **Powwows** are a wonderful opportunity to experience Native American culture and hospitality. In 2009, the Morongo PowWow was named the #1 contest from viewers at Powwow.com.
- **Cesar Chavez Day** (March 31) in Coachella, features 'The Price for Justice' march, local dancers and a mariachi band to celebrate and honor the labor leader and civil rights activist, Cesar Chavez, who organized with local leaders for immigrant and farmworker rights.



5k. Highlighting or Developing Underused Venues or Sections of the Community (How are local festivals and events used to encourage usage of or exposure to underused venues or city neighborhoods, underdeveloped sections of the City, etc.?) As Greater Palm Springs grows and evolves, many new venues have been created in order to accommodate the growing need for event space, with existing venues being re-invented to accommodate current needs.



Highlights:

- Rather than siting Community and Meeting Place – otherwise known as **CAMP**–in a temporary tent, Modernism Week organizers used a recently vacated department store in downtown Palm Springs to house **festival headquarters**, including many events, lectures and classes. The J.W. Robinson Department Store was built in 1958 and designed by the notable architectural firm Charles Luckman Associates and William L. Pereira. It is a Class I Historic Site, the highest city designated preservation status in Palm Springs.
- In a central part of Cathedral City, amidst a movie theater, shops & restaurants, the **Cathedral City Lawn** area gets utilized by events such as Taste of Jalisco, 111 Music Festival, and a Street Fair.
- **Palm Springs Air Museum** offers novel ways to utilize its 65,000 sq. ft. of space, filled with World War II, Korean-era and Vietnam-era aircraft. It hosts groups from twenty to several thousand, and has held costumed and themed balls, as well as black-tie and smaller cocktail receptions.
- **Westfield Mall Palm Desert** in partnership with the City of Palm Desert and the Coachella Valley Art Scene transformed the near 90,000-square-foot third level of the Macy’s parking garage into a street-inspired art, music, food and fashion event called ‘Street’, held on a Saturday evening in November.



- “Swing and Hops” event on El Paseo closed off a street for swing dancing & beer tastings, providing **extra space for pedestrian traffic**.
- The Coachella Valley Music and Arts Festival helped fund an **improvement to an extra lane**, bordering the site of the event.
- The Shields Date Garden of Indio has been open since 1924. The café manager has plans to build an outdoor amphitheater to host family movie nights, art shows, and live local music to help promote **community engagement**.
- The Living Desert Zoo and Gardens is a public desert botanical garden and zoo accredited by the Association of Zoos and Aquariums which brings in 385,000 visitors annually. The master plan includes significant **enhancements to the park** such as new exhibits and a new indoor theater.

5k. Highlighting or Developing Underused Venues or Sections of the Community (How are local festivals and events used to encourage usage of or exposure to underused venues or city neighborhoods, underdeveloped sections of the City, etc.?) (continued): Greater Palm Springs is committed to developing and revitalizing underused venues and commercial corridors in local communities.



Community organizations, artists and neighborhood business associations are encouraged to propose and execute festivals and events that can bring visitors to their commercial districts and residential areas.

Highlights:

- Desert Hot Springs is developing an **Art District** with support of the city, the Arts Foundation of Desert Hot Springs and artist-organizer committees. Recently, the city approved two units and the greenspace in a commercial complex for arts programming and events.
- **Coachella Walls** is an ambitious public mural project launched by artists Armando Lerma (of Date Farmers fame) and Medvin Sobio (33third.com) in downtown Coachella's Pueblo Viejo District, with support from the city of Coachella. The project, which brings together about a dozen muralists and contemporary artists internationally, transforms Coachella's downtown into a public art installation with several large murals painted onto the city's walls. The artists hope to bring attention to the poor community in Coachella and to revitalize it with art.



Coachella Wall: Mural by lapiztola



- Palm Desert is planning a new vision for downtown with a reimagined streetscape with widened pedestrian areas that will inspire more people to walk, bike, and **explore the vibrant neighborhood**.
- The **Coachella Valley Art Center** in downtown Indio is a non-profit facility for the arts developed by the Coachella Valley Arts Alliance to provide access to residents to explore all forms of artistic expression. CVAC also works with Riverside County Mental Health clients on a weekly basis for art therapy classes
- Coachella City Council approved Raíces Cultura, a non-profit organization that champions the arts and culture for local youth in the City of Coachella, for property located adjacent to library and behind the senior center, as an effort to **revitalize downtown and strategically collaborate** with other non-profits and groups.

5I. Creating Legacies and Images Beyond the Event (How are local festivals and events used to create lasting legacies (venues, programs, infrastructures and images of the City after and in-between events?)

The marketing position and global image of Greater Palm Springs is used in order to integrate the festival and event in the marketing plan.



- Modernism Week resulted in **neighborhood infrastructure improvements** such as sidewalks to prepare for the neighborhood tours.
- Some of the art created for the Coachella Valley Music and Arts Festival has been placed in public parks and **transportation corridors**. Programming is coordinated around these pieces to recruit more public art projects throughout Greater Palm Springs.
- Coachella Walls has received international media attention and inclusion in the **Google Cultural Institute**. The project's international artists help support the legacy of images vis a vis their large fan bases, while visitors continually take photos of the walls and post them to social media.
- Splash House, a two weekend event of world-class DJs performing at select hotel pools, promotes Greater Palm Springs as a **fun, entertainment destination** in the summer and supports the 'Chill' marketing campaign.



- Greater Palm Springs LGBT Pride Festival, Cathedral City LGBT Days, The Dinah and The White Party all create a lasting legacy of Greater Palm Springs as an ultimate destination for LGBT community and **civic pride**.
- BNP Paribas Open facilitates improvements in City roadways and landscaping to support the **high-quality destination image**.
- Palm Trees and Tattoos Convention worked with the planning commission to **rezone some areas** to allow more places where tattoo parlors can open.
- La Quinta Arts Foundation (LQAF) and City of La Quinta Civic Center Park: The City of La Quinta worked with LQAF to **upgrade power** at La Quinta Civic Center Campus to accommodate La Quinta Arts Festival power needs. This eliminated the need to rent costly generators each year. The City of La Quinta and LQAF have a Facility Use Agreement in place for La Quinta Civic Center Campus for the annual La Quinta Arts Festival. Each year for one week, the entire campus is closed to the public for La Quinta Arts Festival purposes. This includes the Wellness Center on Campus grounds, which is utilized by LQAF for administrative purposes to operate La Quinta Arts Festival.

SECTION 6: EXTRA CREDIT



6a. Skills Development - Availability of Certificate or Degree Programs in Festival & Event Management through a Local University or Private Provider College of the Desert — part of California Community Colleges — has about 15,000 students enrolled across three campuses and is expanding to accommodate increasing enrollment. College of the Desert also is one of over 112 community colleges in California and a vital part of the world's largest system of higher education. As a two-year college, COD offers transfer students an affordable option for starting college and transferring to a four-year institution. COD also offers a number of popular vocational and technical programs, including Nursing and Health Sciences, Digital Design and Production, Turf Grass Management & Ornamental Horticulture, Advanced Transportation Technologies, Culinary Arts, and a full range of Administration of Justice courses at the Public Safety Academy training facility. California State University San Bernardino, Palm Desert offers several bachelor's degree programs and 10 master's degree or credential programs, including degree options for healthcare majors.

Certificates or Degree Programs in Festival & Event Management through a Local University or Private Provider include:

--College of the Desert:

- COD-Public Safety Academy – **State Firefighter I Certificate**
- Hospitality Certificate**
- Golf Course Management Certificate**

Scheduled to launch soon, the **Museum Studies Certificate** will also create internships opportunities at local arts non-profits.



--University of California Riverside, Palm Desert offers a **Nonprofit Management Certificate**. In this 10-month program, students complete 140 hours of coursework, focusing on many facets of nonprofit management including fundraising, social media, communications, grant proposal writing, and case studies in the nonprofit sector.

--Scheduled to launch in Fall 2016, the California State University San Bernardino Palm Desert **Arts Management Certificate Program** will greatly contribute to meet the workforce and economic development required to ensure future quality elevation and proliferation of cultural assets serving residents and tourists in Greater Palm Springs.

6b. Members of Your Event Community Who Currently Hold a Certified Festival & Event Executive (CFEE) Designation

Readily available examples of industry certifications include:

Ron Willison, CFRE, CMP, Resource Development Events Manager, Desert Aids Project

Greater Palm Springs Convention and Visitors Bureau staff:

Rob Osterberg, CMP Director of Convention Sales, Specialty Accounts & Sports

Lynne M. Bowis, CMP, Regional Director of Sales, Northeast USA, Canada and LGBTQ

Vicki Keyser, CMP, Regional Director of Sales, Southeast and HPN Global

Elise Colson, CMP, Destination Services Senior Manager

6c. Secondary School System Graduation Requirements that Encourage Volunteerism and Community Service during Festivals and Events

Coachella Valley Economic Partnership (CVEP) developed the **Coachella Valley Regional Plan for College and Career Readiness**, which outlines how business and education collaborate to develop, refine, and sustain career pathways for more than 71,000 local students in the region's public K-12 schools. CVEP helps the three local school districts partner with businesses to deliver K-12 career pathways programs, including high school career academies, which are three- to four-year curricula built around specific industries, such as healthcare, digital arts, culinary arts, and renewable energy. Academy students take career-themed courses in conjunction with required academic classes. Students gain real-world experience and rigorous academics in academies across the Coachella Valley, while partner employers help develop the pipeline of next-generation talent. The CVEP *Pathways to Success* Leadership Scholarship awards more than \$1.3 million in scholarships to Greater Palm Springs students each year. Combined, this support encourages students to participate in service-learning opportunities, gain experience through internships and job shadowing, and volunteer during Festivals and Events.

For more information, see section 4i. Educational Institutional Support.



CVEP iHub supports emerging companies such as Sactec Solar.

6d. A Festival and Event Shared Resource Program in Your City (For example: shared warehousing, office space, equipment, staff, etc.)

The **Palm Springs iHub** is an incubator that provides programs, services, and incentives to start-up businesses focused on clean technology and renewable energy. One of 16 innovation hubs in California, the Palm Springs iHub offers qualified companies office space, a conference area, consulting, and administrative support to encourage their growth and success.

The Coachella Valley Art Scene shares office space in the Mary Pickford Theater, as part of a **programming partnership**.

Additionally, the Greater Palm Springs Film Alliance & Film Office provide a useful website showing **shared resources available for film production**.



6e. Efforts to Actively Recruit New Events to Your City (Please include reference to any applications made/secured if this area pertains) Greater Palm Springs and its supporting agencies are committed to bringing new and exciting events to the region. GPSCVB connects in a variety of innovative and effective ways to engage with prospective and existing events.



Greater Palm Springs has already solidified itself as an attractive destination in leisure travel for the influential LGBT traveler. In 2016, The GPSCVB sales team will execute a strategy to entice meeting executives to investigate and confirm **LGBT events and programs** in Greater Palm Springs. The GPSCVB's new Film, Arts and Entertainment Manager will work to capture business from film production companies, publication organizations and location management firms who might choose Greater Palm Springs for their programs. The Bay Area Reporter, the nation's oldest and highest circulation LGBT news weekly serving San Francisco's lesbian, gay, bisexual and transgender communities, named Palm Springs "Best Domestic Getaway" in their annual 2016 Besties: LGBT Best of the Gays Awards. According to Ebar.com, Palm Springs has been a favorite of B.A.R. readers for years. Many Bay Area locals have retired there, relocated, or purchased second homes. Palm Springs has gay representation on its city council and school board, and offers an abundance of gay-owned and gay-friendly hotels, restaurants, shops, and bars for visitors to enjoy. Palm Springs' annual Pride parade in November draws huge crowds, and the city's desert climate makes for great weather.



Recent efforts include:

- The city of Palm Springs agreed to acquire 50,530 square feet of **event space** in perpetuity. The development will provide open space in front of the Palm Springs Art Museum and add 200 more underground parking spaces. It will be a place for convention center events, outdoor concerts, festivals and other public gatherings.



6e. Efforts to Actively Recruit New Events to Your City (Please include reference to any applications made/secured if this area pertains) (continued):



- The city of Indio signed an agreement in 2013 with Goldenvoice, the producers of the Coachella Valley Music and Arts Festival and Stagecoach Country Music Festival, **keeping the two massive music events in the city through at least 2030**. The agreement also laid the groundwork for the company to expand its event offerings from three weekends to five, an opportunity that Goldenvoice representatives said opened up the possibility for two fall events with maximum capacities of 75,000 and 99,000 people — the same as Coachella and Stagecoach. They recently announced *Desert Trip* Festival, with icons in the industry, premiering in October 2016.



- The **Tenth International Conference on Remediation of Chlorinated and Recalcitrant Compounds** moved from Monterey Conference Center to Palm Springs Convention Center for 2016 while the Monterey Conference Center undergoes renovations.
- The BNP Paribas Open has an **additional stadium** coming soon, plus a **tennis museum** slated to break ground in summer 2016.



- In the city of La Quinta, an **XPark** is being planned for development, which would welcome skateboarding and other extreme sports.
- Also in the early stages of development is an '**Art Park of the Desert**', launched by local non-profit organization Old Town Artisan Studio, which would feature a 10,800 square foot arts and education center and interactive art park in La Quinta.

6f. Other Creative Endeavors

- **California Desert Arts Council**, formed in 2015, will promote, professionalize and advocate for Greater Palm Springs and desert region's arts community through a collaborative structure that offers programs and initiatives to support cultural tourism, professional and business development, and workforce development. Working closely with the GPSCVB, California Desert Arts Council (CDAC) will identify, organize and promote Greater Palm Springs cultural offerings to draw and engage tourist populations and local audiences year round expanding sector participation and economic benefit.
- **The Coachella Valley Art Scene** is a nonprofit community organization dedicated to developing and promoting art, music and culture in The Coachella Valley. They strive to create a positive, economic environment for artists and the creative class through the continued use of their media based website, workshops, educational seminars, community events, art exhibitions, festivals and interactive art lounge 'MAKE' at the Westfield Mall in Palm Desert.
- **Desert X** – Curated by the renowned Neville Wakefield, for three months in 2017, the Coachella Valley and its desert landscape will become the canvas for a curated exhibition of site-specific work by established and emerging artists, whose projects will amplify and articulate global and local issues that may range from climate change to starry skies, from Tribal culture and immigration to tourism, gaming, and golf. The art works, in various indoor and outdoor locations, will be available free and will offer visitors a way to see Greater Palm Springs and reflect on serious and playful issues through the lens of the participating artists' creativity and work.



DESERT
X



- **Robo Lights**, launched in 1986, is the official site for the largest residential light display in the country created by artist Kenny Irwin.
- The GPSCVB is working with Public Art Commissions to develop and coordinate **a cultural guide and mobile app** which can serve to promote and map the cultural assets of Greater Palm Springs.

