

Overall Review: The IW Events Committee agreed that the 2022 Winterfest be viewed as a success. A high-level inclusive event was planned and executed in record time. Despite being a first-year event, it was well attended, participants' reviews indicated that they enjoyed themselves and the marketing elevated the City of Indian Wells. The committee felt that Winterfest should be repeated in 2023 with some suggested revisions and enhancements.

Attendance: 4,500 skaters in attendance over the entire period.

Attendance Demographic: 95% local

Schedule: It was agreed that Winterfest schedule was too lengthy. Both the Hyatt and the Renaissance were not available to participate for the first few weeks due to corporate buyouts and Thanksgiving reservations. It was suggested that Winterfest would be scheduled for December 1, 2023, through January 1, 2024, to embrace times when families are free from school and times when corporate events are fewer at the partner properties.

Strengths:

- **Ice Rink:** The ice rink was a big success with a large number of skaters and many repeat participants. It was seen as a fun addition to the holiday landscape for local residents. A diverse demographic was in attendance at the ice-skating events. The addition of after-school skating enhanced attendance and revenue. The help of the partnership with Desert Recreation District was also significant to the success of the rink and saved on labor costs to the golf resort.
- **Golf:** The golf activities were a big success, introducing valley residents to diverse golf activities available at Indian Wells Golf Resort. TopTracer was able to launch during this time-period and was a good way to showcase the new feature at the IWGR.
- **Decor:** The elevated lighting and decor showcased Winterfest and created photo moments for attendees.
- **Partners:** Winterfest partners were easy to work with and executed as directed particularly the Ice Rink, Desert Recreation District, The Holiday Decor team, and KESQ.
- **Operations:** The execution of day-to-day operations ran smoothly at Indian Wells Golf Resort. There were no delays in entry or activities for attendees.
- **Marketing & PR:** The marketing and PR approach was thorough and comprehensive. Partner hotels and IWGR linked to the Visit Greater Palm Springs feature page and helped drive attendance. Our media partner KESQ

Channel 3 was a successful component of our marketing efforts and had an added value of \$100,000.

Areas for Enhancement

- **Price Point:** It was suggested that the pricing for skating be reviewed next year taking into account the skating opportunities now available at Acrisure Arena at a lower price point, as well as possibly bundling the pricing with other experiences for more of an inclusive package.
- **Better Team Involvement:** IWGR took the lead and did most of the heavy lifting on the implementation of Winterfest. More involvement from the partner hotels would enhance the level of activities and expand the reach of Winterfest.
- **Measurements:** A better measurement tool of attendees would be helpful in the future for analysis of the demographics of the attendees; area of residence in particular to better evaluate if we are reaching the drive market with our marketing campaigns.
- **Ice Rink:** The ice rink was one-dimensional with ice skating only. In the future, the rink could house more entertainment and shows to draw attendees. A spectator area could be designed for this and for families watching the skaters. Suggest opening at 3 pm once school is out for greater attendance with the after-school skaters.
- **Ice Rink Options:** With the opening of Acrisure and its public ice-skating program, it was suggested that the committee consider activations other than skating as a draw for 2023. However, with Acrisure as a partner with the City of Indian Wells, there is an opportunity for cross-promotion and team involvement with the 2023 event.
- **Tree Lighting:** The tree lighting ceremony at Winterfest conflicted with the ceremony on El Paseo. Recommend finding a unique date in 2023. With more entertainment and activities connected to it, this could be a feature event day with greater attendance.
- **Gingerbread House Contest:** There was very little response to this activity. Either don't repeat it for 2023 or find a way to promote it in a bigger way.
- **Decor:** More of a showstopper at the entrance to Indian Wells Lane would help drive awareness and attendance at Winterfest. The marquee should be larger and more impactful or replaced with signage that drives awareness.
- **Sponsorship:** The loss of our sponsorship partner in the middle of the planning process hampered fundraising success. A good sponsorship partner brought on

board at the beginning would support the budget and enhance marketing opportunities.

- **Activations:** There is room for improvement with the number of activations at both IWGR and the partner hotels and the addition of mid-week activations to draw attendance from locals. The addition of activations at the partner hotels and easy transit back and forth between venues would expand Winterfest beyond IWGR.
- **Promoted Events:** Additional promoted events could be added to the program schedule to possibly include movie nights, wine dinners, visiting chefs with cooking classes, and school choir performances. Partner events with groups like Women in Hyatt would also drive awareness of Winterfest.
- **Drive/Fly Packages:** The addition of packages with the partner hotels and IW Winterfest could help drive TOT. Packages to include lodging, spa, golf, Winterfest, dining, etc. Consider cross/venue packaging to drive attendees to all partner properties.
- **Local Packages:** There is an opportunity to bundle packages for local attendees to include activations and dinner.
- **Marketing:** Marketing and PR for Winterfest started in October. With an early target for promotion, especially to the drive-market, expected attendance and revenue should increase. A Celebrity Spokesperson would elevate Winterfest and enhance marketing efforts.
- **School Outreach:** Greater participation from the school communities would drive local attendance to future events as well as starting earlier at 3 p.m. to target those getting out of school for the two weeks in early December.