



INDIAN WELLS CITY COUNCIL

October 24, 2024

To: City Council
From: City Manager Department
Prepared by: Micaela Wilkey, Senior Management Analyst
Subject: **Tourism and Marketing Program for FY 2024-2025**

RECOMMENDED ACTIONS:

Council **RECIEVES** and **FILES** the Tourism and Marketing Plan Presentation for FY 2024-2025; and

FINDS the action exempt from California Environmental Quality Act (CEQA) review under Guidelines section 15061(b)(3).

BACKGROUND:

Tourism is the primary driver of the City's revenues, representing 70% of the City's General Fund revenues including transient occupancy tax, admissions tax, and sales tax categories. City services, especially public safety, benefit from the tourism industry to preserve the quality of life that residents' and business owners enjoy in Indian Wells.

The City of Indian Wells Tourism and Marketing Program strategically supports the resort partners, golf resort, tennis garden, and local businesses to influence the growth of transient oriented tax and sales tax revenues by providing a strong brand platform, creating tourism demand for our community, building brand awareness and strategically leveraging Indian Wells as a premier tourist destination. The City works closely with the resort partners to develop and execute brand and marketing strategies to influence both group and leisure markets, collaborate with the Visit Greater Palm Springs, the Indian Wells Golf Resort, and the Indian Wells Tennis Garden. The Tourism and marketing program is managed by the City Manager's Department with guidance from the Marketing Committee which consists of General Managers and Directors of Sales of from Indian Wells resorts, city staff, and two ex-official City Council members.

At the July 9, 2024, Marketing Committee meeting, the committee received an annual presentation from VGPS for the positioning of Indian Wells as a tourism destination for the coming year. Annually, VGPS, staff, and the hotel partners strategize on branding and marketing initiatives for the fiscal year to make sure we align with our partners advertising. The destination marketing updates included:

- Sustainable travel
- Sponsorship opportunity update for Live with Kelly & Mark
- Leisure strategy
- Tourism newsletter
- Summer cooperative advertising
- Social media
- Group meetings and incentive
- Creative refresh
- Marketing opportunities
- Gourmet Paradise

The Tourism program's ongoing priorities remain, in collaboration with Visit Greater Palm Springs, to strategically support the resort partners to influence growth in Transient Occupancy Tax (TOT). The programs developed create demand for the product of Indian Wells by building brand awareness and strategically leveraging Indian Wells to develop and execute marketing strategies to influence both group and leisure markets.

Ongoing

- Evaluate where tourism funds are invested in promoting Indian Wells as a tourism destination and incorporating opportunities to highlight the Indian Wells Golf Resort and Kestrel.
 - Funds are being targeted to maximize tourism initiatives that bring visitors to Indian Wells resorts.
 - Marketing efforts also done to promote various events and experiences in Indian Wells.
- Continue to incorporate sustainability efforts into marketing materials, which has proven to be essential for conference planners when deciding where to host their meetings.

The presentation today from VGPS will outline more of the marketing plan for the initiatives and tactics that will be implemented throughout the fiscal year to successfully impact Transient Occupancy Tax (TOT). Council Member Reed has asked that the presentation be given in a council meeting.

Attached is the Tourism and Marketing Program plan for Fiscal Year 2024-2025. That was presented and supported by the various stakeholders of the Marketing Committee.

FISCAL IMPACT:

This staff report is informational only; there is no additional fiscal impact.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA):

This action has been reviewed per the authority and criteria contained in the California Environmental Quality Act (CEQA), the State and local CEQA Guidelines, and the City's environmental regulations. The City, acting as the Lead Agency, determined that this resolution is not subject to CEQA pursuant to Sections 15060(c)(2), 15060(c)(3), and 15061(b)(3) of the State CEQA Guidelines, because it will not result in a direct or reasonably foreseeable indirect physical change to the environment as there is no possibility that the action would result in a significant environmental impact, and because it does not constitute a "project" as defined in Section 15378 of the State CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3.

ATTACHMENTS:

1. Tourism and Marketing Program