

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: March 14, 2024

PREPARED BY: Anthony J. Mejia, City Clerk

REQUEST: APPROVAL OF THE VISIT GREATER PALM SPRINGS SECOND
AMENDED AND RESTATED JOINT POWERS AGREEMENT

RECOMMENDATION:

1. Approve the Visit Greater Palm Springs Second Amended and Restated Joint Powers Agreement with the cities of Cathedral City, Coachella, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs, Rancho Mirage and the County of Riverside.
2. Authorize the Mayor and City Manager to execute all necessary documents to effectuate this action.

BACKGROUND/ANALYSIS:

On February 8, 1989, the Joint Powers Agreement (JPA) Members entered into the original agreement establishing the Palm Springs Desert Resorts Convention and Visitors Bureau (PSDRCVB) to jointly encourage, promote, and to do such things as might be necessary to enhance all aspects of hospitality, convention and tourism industry in the Coachella Valley, and to attract visitors from a worldwide market. In subsequent amendments, the JPA was renamed to the Palm Springs Desert Resorts Convention and Visitors Authority, Greater Palm Springs Convention & Visitors Bureau, and now Visit Geater Palm Springs.

On February 26, 2024, the JPA Executive Committee voted to approve the following modifications to the agreement: 1) addition of the City of Coachella as a member agency, 2) expansion of territorial boundaries of the JPA to include the City of Coachella, 3) amendments to the purpose set forth in the JPA Agreement to more broadly serve and benefit the VGPS Members and their constituents by developing strategies to diversify the regional economy, and 4) create a 501(c)(6) entity, formerly the Board of Directors, to manage the destination activities of the JPA. Section 501(c)(6) of the Internal Revenue Code provides for the exception of business leagues, chambers of commerce, real estate boards, boards of trade and professional football leagues, which are not organized for profit and no part of their earnings of which inures to the benefit of any private stakeholder or individual. It is necessary for member agencies to ratify and approve the Second Amended and Restated Agreement.

Legal Review:

This report has been reviewed by the City Attorney's office.

FINANCIAL IMPACT:

There is no fiscal impact as a result of this Amended and Restated JPA Agreement.

ATTACHMENTS:

1. Second Amended and Restated JPA Agreement - Redline
2. Second Amended and Restated JPA Agreement
3. Exhibit A – Territory Map