

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: January 11, 2024

PREPARED BY: Thomas Soule, Public Affairs Manager

REQUEST: APPROVE OUT-OF-STATE TRAVEL FOR THE PUBLIC AFFAIRS
MANAGER TO PROMOTE PALM DESERT FOOD AND WINE.

RECOMMENDATION:

Authorize out-of-state travel for the Public Affairs Manager to travel to New York City to promote Palm Desert Food & Wine at the James Beard House in conjunction with Palm Springs Life and Visit Greater Palm Springs.

BACKGROUND/ANALYSIS:

Palm Springs Life has leveraged its relationship with the James Beard Foundation to host a dinner for prominent media in New York City promoting Palm Desert Food & Wine. This media dinner is being supported by Visit Greater Palm Springs and provides an excellent opportunity to gain national exposure for one of Palm Desert's signature events.

Confirmed media outlets participating in the dinner include the Wall Street Journal, Fodor's, Good Morning America, the Today Show, Lonely Planet, the New York Post, and more. The dinner will take place on Saturday, January 27, 2024.

Legal Review:

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

FINANCIAL IMPACT:

Funds in an amount not to exceed \$1,300 are available in the Marketing budget Conf- Seminars-Workshops Account No. 1104417-4312000.