

**EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD
CITY OF PALM DESERT
STAFF REPORT**

MEETING DATE: November 21, 2024

PREPARED BY: Christiani Aquino, Marketing Assistant

SUBJECT: EL PASEO MARKETING UPDATE FOR OCTOBER 2024

RECOMMENDATION:

Receive and File the El Paseo Marketing Update for October 2024.

BACKGROUND/ANALYSIS:

FG Creative will provide an update on El Paseo Marketing for October 2024.

ATTACHMENTS:

1. EPPBID Marketing Update – Oct 2024