

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

MEETING DATE: January 16, 2024

PREPARED BY: CHRISTIANI AQUINO, MARKETING ASSISTANT

SUBJECT: MARKETING REPORT ENDING IN DECEMBER 2024

RECOMMENDATION:

Receive and file the Marketing Report for the month ending December 31, 2024.

BACKGROUND/ANALYSIS:

Stephanie Greene of FG Creative will provide an update on the December 2024 Marketing Report.

ATTACHMENTS:

1. Marketing Report for the month ending December 31, 2024.