

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

MEETING DATE: February 20, 2025

PREPARED BY: Christiani Aquino, Marketing Assistant

SUBJECT: MARKETING REPORT FOR JANUARY 2025

RECOMMENDATION:

Receive and file the Marketing Report for the month ending January 31, 2025.

BACKGROUND/ANALYSIS:

Stephanie Greene of FG Creative will provide an update on the January 2025 Marketing Report.

ATTACHMENTS:

1. EPPBID JAN 2025 Report