

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

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MEETING DATE: December 5, 2024

PREPARED BY: Christiani Aquino, Marketing Assistant

SUBJECT: EL PASEO MARKETING UPDATE FOR OCTOBER 2024

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**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