

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

MEETING DATE: April 17, 2025

PREPARED BY: Thomas Soule, Public Affairs Manager

SUBJECT: APPROVAL OF FY 2025-26 EPPBID INITIATIVES AND FOCUS AREAS

RECOMMENDATION:

Discuss and approve the EPPBID Initiatives and Focus Areas for Fiscal Year 2025-26

BACKGROUND/ANALYSIS:

Based on the discussion at the meeting on Wednesday, March 26, the EPPBID initiatives will remain the same for FY 2025-26. Those initiatives are:

1. Evolve & Communicate the El Paseo Brand
2. Support the Businesses – Merchant Relations
3. Leverage Partnerships
4. Curate and Evolve Activations on the Street

At that meeting, the Board articulated the following five Focus Areas:

- Focus on Audience (Initiatives 1, 2 & 4)
- Focus on Deepening Strategic Partnerships (Initiative 3)
- Focus on Enhancing Digital Presence & Storytelling (Initiatives 1 & 2)
- Focus on Support for Dining and Beauty/Spa sectors (Initiative 2)
- Focus on Activations (Initiative 4)

Together, these initiatives and areas of focus will help guide the media plan and Board efforts for the coming fiscal year. This is the opportunity to discuss and refine the list before the Board adopts them. Once approved, this list will be used to provide a proposed budget for FY 2025-26, which will be presented to the Board for future consideration and approval.