



Visit 29 Palms  
Twentynine Palms Tourism Business Improvement District  
2022-2023 Tourism Marketing Plan & Budget

Presented by the Tourism Business Improvement District Advisory Board:

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# Executive Summary

## Tourism Business Improvement District Objectives and Goals

Branded as Visit 29 Palms, the Twentynine Palms Tourism Business Improvement District (TBID) was created in October 2017 and is established under the Parking and Business Improvement Area Law of 1989. The Twentynine Palms TBID's district is defined by the 58 square-mile boundary of the incorporated City of Twentynine Palms and includes lodging properties within it.

Formed through a public-private partnership between the City of Twentynine Palms and its lodging operators and owners, and funded entirely through the tax revenue generated by the self-assessed 1.5% TBID tax that is applied to room night rates at all hotels, motels, RV resorts and vacation rentals in Twentynine Palms, the goal and objective of the TBID is to promote the City as a tourist destination and drive overnight room demand through creative tourism marketing activities and initiatives.

The tax revenue generated by the TBID tourism tax is collected and reported on quarterly and may only be used for tourism marketing activities to promote the destination and drive overnight room demand within the district. The City of Twentynine Palms' TBID is administered by a 5-member Advisory Board made up of lodging owners and operators whose members are appointed by City Council. The TBID Advisory board oversees the development and implementation of an annual tourism marketing plan and budget and provides strategic guidance and direction to the TBID staff.

Under the Parking and Business Improvement Area Law of 1989, the Twentynine Palms Tourism Business Improvement District renews annually, which is a process that takes place each September at the end of the TBID's fiscal year which runs from October 1 through to September 30.

## Destination Market Analysis

Twentynine Palms is an incorporated city in the County of San Bernardino, located along the southeastern range of California's Mojave Desert. The City of Twentynine Palms is 58-square-miles in size and is the proud home of Joshua Tree National Park Headquarters, historic Oasis of Mara cultural site, new Cultural & Visitor Center, and north park entrance. It is recognized as the official gateway community to the newly designated Mojave Trails National Monument through a unique MOU agreement with the Bureau of Land Management and is the proud home of the Twentynine Palms Marine Corps Air Ground Combat Center which was established in 1952.

Twentynine Palms is surrounded by incredible public lands, including the world-famous Joshua Tree National Park, the Mojave National Preserve and Mojave Trails National Monument, offering outdoor recreation enthusiasts unparalleled access to the great outdoors and California's desert region. Twentynine Palms offers visitors a uniquely rural desert experience with incredible opportunities to discover and explore the vast and beautiful Mojave Desert wilderness with its world-class hiking trails and rock climbing routes, incredibly dark star-studded night skies, and a rich arts and culture community which

attracts and inspires artists, musicians, and creatives from around the world, and welcomes over 800,000 overnight annual visitors.

### Joshua Tree National Park

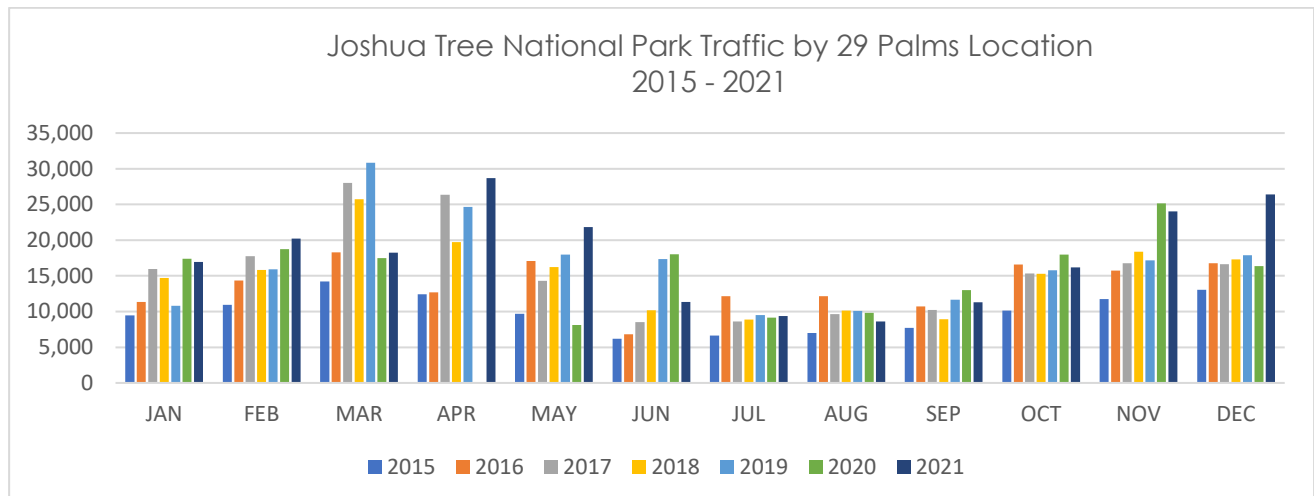
In 2021, Joshua Tree National Park was the second most visited National Park in California, and the 28<sup>th</sup> most visited National Park in the United States. In 2021, 3.1 million park visitors spent an estimated \$170 million in local gateway regions while visiting Joshua Tree National Park. These expenditures supported a total of 2,040 jobs, \$76.7 million in labor income, \$124 million in value added, and \$208 million in economic output in local gateway economies surrounding Joshua Tree National Park.

The \$170 million in visitor spending in 2021 is broken into eight expenditure categories:

- Hotels \$62.2 million (36.66%)
- Restaurants \$31.7 million (18.65%)
- Gas \$28.8 million (16.99%)
- Transportation \$12 million (7.05%)
- Groceries \$11.9 million (7%)
- Recreation Industries \$11 million (6.5%)
- Retail \$10.3 million (6.04%)
- Camping \$1.9 million (1.11%)

[2021 NPS Visitor Spending Effects Report <https://www.nps.gov/subjects/socialscience/vse.htm>]

One of the continuing strategic goals of the Visit 29 Palms TBID is to build awareness for and promote usage of the Twentynine Palms north park entrance, and to encourage visitors to stay, shop, and dine in Twentynine Palms while visiting the National Park. In May 2022, Joshua Tree National Park's new Cultural & Visitor Center opened in Freedom Plaza. Made possible through partnership with the City of Twentynine Palms, Joshua Tree National Park's traditionally associated Native American communities, Joshua Tree National Park Association (JTNPA), and the Bureau of Land Management, the new Joshua Tree Visitor & Cultural Center is a must-see destination for park visitors. As seen in the graph below, usage of the Twentynine Palms north park gate saw a year-over-year increase in six of the twelve months in 2021, with notable gains in the months of February, May, July, and December.



Source: <https://irma.nps.gov/STATS/SSRSReports/Park%20Specific%20Reports/Traffic%20Counts?Park=JOTR>

## Mojave National Preserve

In 2021, 867,000 park visitors spent an estimated \$56.4 million in local gateway regions while visiting Mojave National Preserve. These expenditures supported a total of 664 jobs, \$27.4 million in labor income, \$45.4 million in value added, and \$73.8 million in economic output in local gateway economies surrounding Mojave National Preserve.

The \$56.4 million in visitor spending in 2021 is broken into eight expenditure categories:

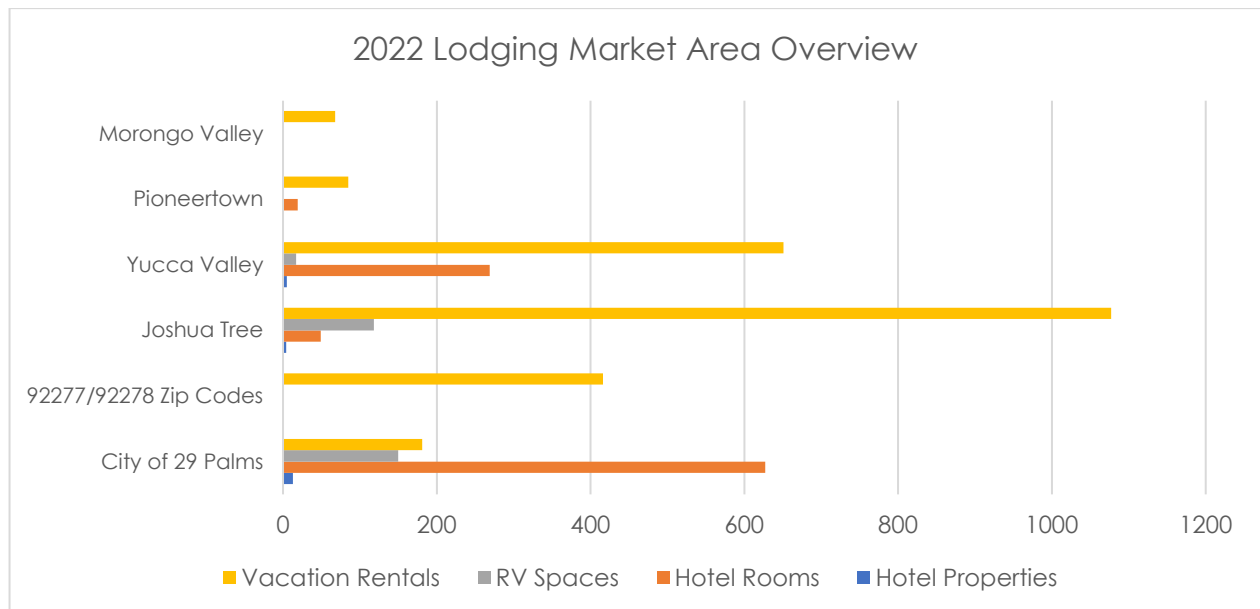
- Hotels \$17.3 million (30.67%)
- Restaurants \$12.9 million (22.94%)
- Gas \$8.9 million (15.77%)
- Retail \$6.1 million (10.91%)
- Recreation Industries \$4.8 million (8.46%)
- Groceries \$3.1 million (5.51%)
- Transportation \$1.6 million (2.89%)
- Camping \$1.6 million (2.86%)

[2021 NPS Visitor Spending Effects Report <https://www.nps.gov/subjects/socialscience/vse.htm>]

## Twentynine Palms Marine Corps Air Ground Combat Center

At over 1,100 square-miles, the Twentynine Palms Marine Corps Air Ground Combat Center (MCAGCC) is the premier service-level, live-fire and maneuver training based in the Marine Corps, and trains more than 50,000 active-duty and Reserve Marines and Sailors, and other U.S. and allied forces throughout the year. The Combat Center is a major economic catalyst for the Morongo Basin, generating an estimated \$1 billion in total economic benefit to the regional economy, both directly and indirectly.

## Lodging Market Overview



As of August 2022, the City of Twentynine Palms has 13 hotels and motels, 1 RV Resort, and 332 permitted short-term vacation rentals, boasting the most diverse lodging market in the

region. From nationally branded hotels to historic inns and motels, to recreation vehicle resorts and vacation home rentals, Twentynine Palms offers lodging for all traveler types.

The City of Twentynine Palms continues as the market leader in traditional lodging inventory with 65% of the market areas hotel rooms. With 150+ RV spots at its RV Resort, Twentynine Palms leads with 52% of the areas RV spaces. With only 7% of the areas short-term vacation rental inventory, the City of Twentynine Palms continues to be outpaced by its surrounding communities, specifically in the surrounding unincorporated areas in the Morongo Basin which include Wonder Valley, Joshua Tree, Yucca Valley, Pioneertown, Landers, and Morongo Valley.

## COVID-19 & Other Contributing Factors That Impact to Travel and Tourism in Twentynine Palms

While State and National vaccination rates continue to climb, the COVID-19 global pandemic remains ongoing, and will continue to impact travel and tourism. Signs indicate that its influence on travel planning and consumer confidence is rapidly improving, however the U.S. economic recovery continues to face shifting headwinds with labor shortages, a worsening inflation outlook, and uncertainty triggered by Russia's invasion of Ukraine.

Based on the spring California lodging forecast updates prepared for Visit California by Tourism Economics listed below, hotel room demand for California's desert region is forecasted to grow by 6.7% in 2023, and total room revenue is anticipated to increase by 10%. Hotel occupancy in California's desert region is anticipated to reach 99% of 2019, pre-pandemic levels in 2022, and surpass 2019 levels by 5% in 2023, and by 10% in 2024.

## SUMMARY TABLE

Annual forecast: Deserts

### Forecast summary: Annual, Deserts

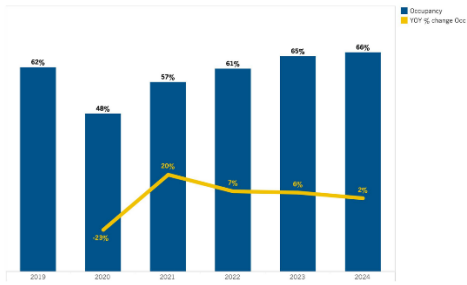
Levels		Hotel supply	Hotel room	Occupancy	ADR	RevPAR	Room revenue
		(daily)	demand (daily)				
Levels	2019	26,398	16,246	61.5%	\$134.37	\$82.70	\$796,793,077
	2020	23,893	11,375	47.6%	\$118.49	\$56.41	\$491,982,617
	2021	27,285	15,574	57.1%	\$143.89	\$82.13	\$817,951,540
	2022	27,355	16,719	61.1%	\$164.79	\$100.71	\$1,005,570,495
	2023	27,507	17,838	64.8%	\$169.94	\$110.21	\$1,106,471,004
	2024	27,782	18,334	66.0%	\$170.79	\$112.71	\$1,142,905,332
Growth	2019	6.2%	5.7%	-0.5%	-1.4%	-1.9%	4.2%
	2020	-9.5%	-30.0%	-22.6%	-11.8%	-31.8%	-38.3%
	2021	14.2%	36.9%	19.9%	21.4%	45.6%	66.3%
	2022	0.3%	7.3%	7.1%	14.5%	22.6%	22.9%
	2023	0.6%	6.7%	6.1%	3.1%	9.4%	10.0%
	2024	1.0%	2.8%	1.8%	0.5%	2.3%	3.3%
Relative to 2019	2020	91%	70%	77%	88%	68%	62%
	2021	103%	96%	93%	107%	99%	103%
	2022	104%	103%	99%	123%	122%	126%
	2023	104%	110%	105%	126%	133%	139%
	2024	105%	113%	107%	127%	136%	143%

Source: STR; Tourism Economics



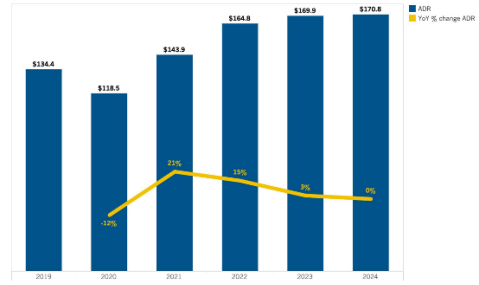
Source: <https://industry.visitcalifornia.com/research/report/ca-regional-lodging-forecast---apr-2022>

### Deserts: Occupancy



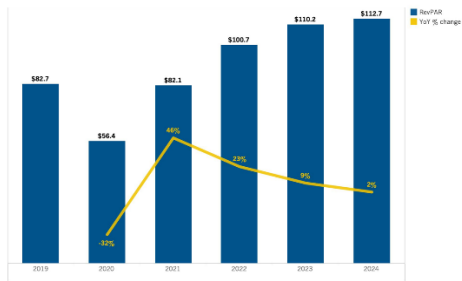
Source: Tourism Economics

### Deserts: ADR



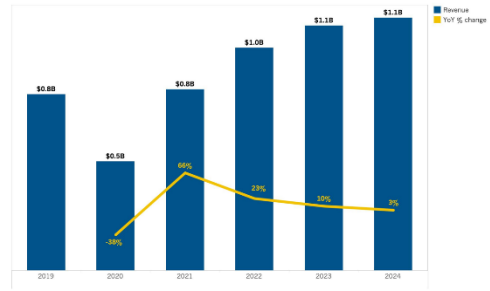
Source: Tourism Economics

### Deserts: RevPAR



Source: Tourism Economics

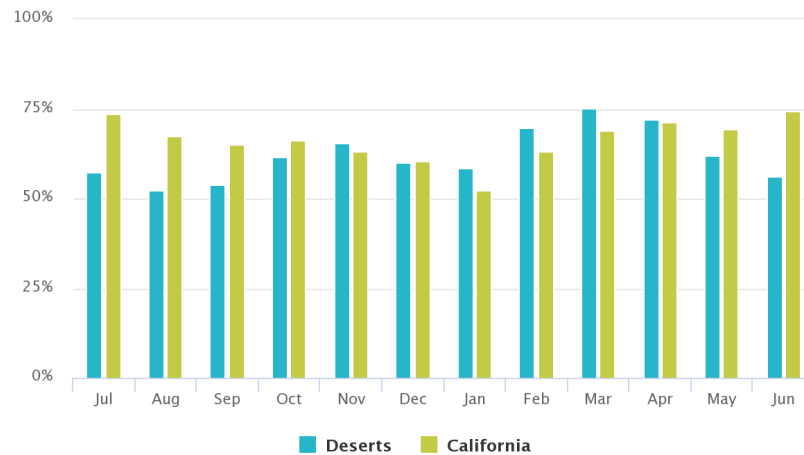
### Deserts: Room Revenue



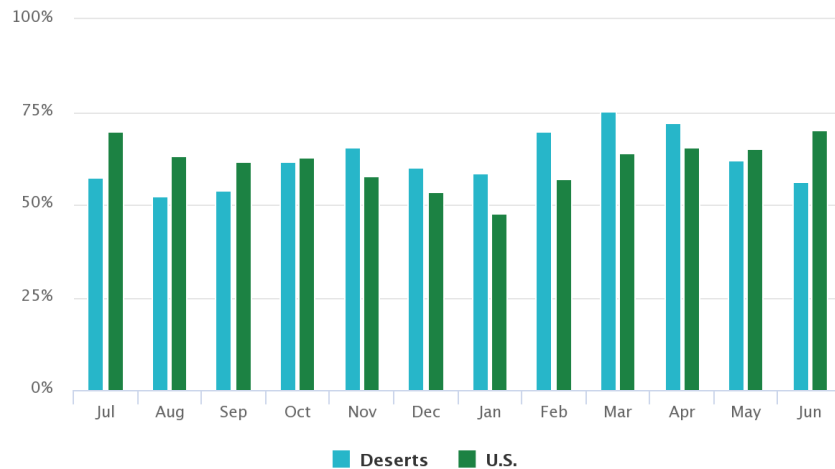
Source: Tourism Economics

Source: <https://industry.visitcalifornia.com/research/report/ca-regional-hodging-forecast---apr-2022>

## DESERTS VS CALIFORNIA HOTEL OCCUPANCY



## DESERTS VS U.S. HOTEL OCCUPANCY



## SWOT Analysis

### Strength

- Surrounded by vast public lands that offer unparalleled outdoor recreation opportunities in the California desert region, Twentynine Palms welcomes visitors from over the globe who seek outdoor adventure.
- Offering the Morongo Basin's most diverse collection of lodging options, Twentynine Palms continues to meet the varied needs and wants of today's travelers.
- The Twentynine Palms Marine Corps Air Ground Combat Center serves as a major economic catalyst for the Morongo Basin and Twentynine Palms; visits by family members and friends of military personnel, civilian workers employed at the Combat Center, and business travelers and government officials, drive significant year-round demand for room nights for the lodging properties in Twentynine Palms.
- Now completed, Freedom Plaza will continue to transform the city's downtown area, inspiring new business development, providing a venue for large community events, and attracting more the National Park's 3-million annual visitors to start their Joshua Tree adventure in Twentynine Palms.
- Scheduled for competition in either late 2023 or early 2024, a Hilton Home 2 Suites hotel will soon compliment Freedom Plaza and bring more travelers into the city, and directly into the developing downtown area.

### Weakness

- While the city has seen growth in key tourist amenities such as retail, shopping, and restaurants, and a new event venue has been established, the city's offerings still have much room for additional growth as compared to neighboring communities.
- Direct public transportation to/from the Palm Springs and Ontario International airports remains limited.

### Opportunities

- Designed to host a variety of types of community events, the newly completed Freedom Plaza space opens up tremendous opportunities to host large events.

- Twentynine Palms has a rich and unique history, with a growing arts and culture community that can be strategically marketed to increase tourism.
- With stargazing and astronomy growing in popularity, Twentynine Palms is well positioned to attract visitors seeking to experience the dark night skies as the City borders an International Dark Sky Park (Joshua Tree National Park) and is home to Sky's The Limit Observatory and Nature Center and the 29 Palms Astronomy Club.
- Expansion of Twentynine Palms Tourism Business Improvement District to the east would increase the district's short-term vacation rental inventory and TBID revenue and expand our destinations offerings of unique lodging options.

### Threats

- New surges or emerging strains of COVID-19 can cause further disruption to travel and tourism, both domestically and internationally.
- The Twentynine Palms tourism industry is vulnerable to future Federal Government shutdowns which can impact activity at the Twentynine Palms Marine Corps Base and Joshua Tree National Park, two of the City's biggest tourism drivers.
- With an increasingly oversaturated short-term vacation rental market and new lodging properties such as Auto Camp in Joshua Tree set to open soon, there will be increased competition for the hospitality community in Twentynine Palms over the next year.
- Destructive natural disasters such as wildfires, monsoon rains and flash flooding can cause temporary closures and limited access to the area's surrounding public lands and have long lasting impacts on the natural resources that travelers from all over the globe travel to see.

## MARKETING STRATEGY

### Marketing Objectives and Strategic Goals

Through creative and targeted destination marketing programs and initiatives, the objective of the Visit 29 Palms TBID is to increase awareness for the Twentynine Palms destination and generate increased demand for overnight stays.

#### Qualitative objectives include:

- Establish and strengthen Visit 29 Palms' brand and market positioning, giving the destination a competitive edge and one that appeals to the targeted niche markets.
- Continue to build and refine visual storytelling on Visit29.org, utilizing innovative digital technology and creative digital content to engage with a global audience.
- Improve social media marketing strategy and efforts to engage with and grow targeted niche markets.
- Inspire travelers to view Twentynine Palms as *the* desert getaway destination for visiting Joshua Tree National Park, Mojave Trails National Monument, Route 66, and the Mojave National Preserve.
- Capitalize on the City's proximity to, and relationship with, the Marine Corps Air Ground Combat Center to encourage service members and their families to utilize the tourism amenities in the City of Twentynine Palms, including lodging, restaurants, and attractions.

- Promote the city's tourist amenities and unique travel experiences through targeted digital media marketing efforts, building Twentynine Palms' reputation as a premier destination in California's desert region.

## Strategic Marketing Goals:

1. **Build awareness for Freedom Plaza and the new Joshua Tree National Park Cultural & Visitor Center** – Establish the new Cultural & Visitor Center as a must-see destination for park visitors.
2. **Promotion of travel and tourism to Twentynine Palms to be focused on the city's 5 key destination pillars:**
  - Outdoor Recreation
  - Arts, Culture, History
  - Health and Wellness
  - Culinary
  - Astronomy & Stargazing
3. **Event Development** – Work collaboratively with local and regional event organizers and the City of Twentynine Palms Event Coordinator to Twentynine Palms. The special projects category of the TBID's 2022-2023 marketing budget holds funds that will be used towards establishing new events in the city to help drive tourism.
4. **Strategic Partnerships** – Leverage all available partnership opportunities through regional/state tourism partners as well as promote the new Visit 29 Palms Partner Program to build meaningful partnerships at the local level and offer businesses the opportunities to align their goals and audiences with the Visit 29 Palms channels and opportunities.
5. **Sustainability** – Establish Twentynine Palms as a destination that cares for, supports, and protects people and the planet. Visit 29 Palms will celebrate and promote hospitality industry initiatives for sustainable practices, from recycling and water conservation, to reduced single use plastics, and preservation of the dark night sky through responsible lighting. Visit 29 Palms will also work in partnership with the National Park Service, Joshua Tree National Park Association, Leave No Trace Center for Outdoor Ethics, Mojave Desert Land Trust and other conservation focused organizations to help to mitigate visitor impact and preserve our destination's natural and cultural resources.
6. **Expansion of Twentynine Palms Tourism Business Improvement District** – Research and identify opportunities to expand district boundaries to both increase available revenue streams and to expand destination offerings.

## Targeted Marketing

While the COVID-19 pandemic continues, Visit 29 Palms TBID marketing efforts will be streamlined to focus on strengthening, growing, and building year-round drive markets and short-haul domestic markets:

1. **Strengthen** in-state drive markets (Los Angeles, San Diego, San Francisco)
2. **Grow** out-of-state drive markets (Arizona and Nevada)
3. **Build** short-haul domestic markets (Oregon, Washington, Texas, Utah, Colorado)
4. **Explore** new international markets (Mexico)

### Domestic Market Overview

On average, approximately 60% of visitors traveling to Twentynine Palms are from California, namely from the metropolitan cities of Los Angeles, San Diego, San Francisco, and from within the San Bernardino and Orange counties. Other steady, year-round domestic markets are Washington, Oregon, Nevada, Arizona, Texas, Illinois, New York, Massachusetts.

### North American Market Overview

The majority of visitors from the North American region travel to Twentynine Palms and the desert region from Canada, with seasonal but traditionally steady visitation by travelers from the country's western provinces such as British Columbia and Alberta, as well as the eastern province of Ontario.

### International Market Overview

While still being impacted by the COVID-19 pandemic, Twentynine Palms traditionally welcomes international visitors from France, Germany, UK, Spain, Italy, Australia, Switzerland, Denmark, Sweden, China, Japan, and India. International visitation is strongest during the summer months, specifically in the months of July and August.

### Accessibility by air travel:

1. Palm Spring International Airport (1 hour)
2. Ontario International Airport (2.5 hours)
3. John Wayne Airport Orange County (2.5 hours)
4. Los Angeles International Airport (3 hours)
5. San Diego International Airport (3.25 hours)

### Millennial Market

For marketing travel and tourism in Twentynine Palms, it is important to understand the needs of this growing market. Millennial travelers are looking for **unique and authentic experiences** and to immersing themselves in the destination so that they feel like more like a local than a tourist. Since the millennial generation does the majority of trip planning online, social media content plays an influential role in how millennials decide their travel plans which emphasizes the importance for Visit 29 Palms to develop and execute effective social media campaigns.

## Branding and Positioning

A key strategy is branding, with the City of Twentynine Palms using several authentic themes that relate to this destination, such as a desert oasis, a weekend getaway, a desert wilderness experience, a health and fitness space, a place to unwind and relax, a city that cares about its people and planet. Diverse marketing programs need to be employed using several themes to promote the city.

The Visit 29 Palms brand should create a broad theme, that Visit 29 Palms is a rural outdoor desert adventure, in a Joshua Tree National Park gateway community, a unique desert outpost, for a great wilderness experience in the Mojave Desert. It offers wide-open spaces, dark night skies, unique lodging and accommodations, for activities such as bird watching, biking, rock climbing, hiking, photography, stargazing, and relaxation in harmony with the Mojave Desert.

The city as a brand also has unique history; it supports and embraces the home of the largest Marine Corps training base in the world and honors the military families that were pioneers of Twentynine Palms. The cultural history embraces the Indian tribes that were the first inhabitants of the city and many pioneering families that homesteaded the area.

## Partnerships

**City of Twentynine Palms:** A key partnership for ensuring the success of the TBID is the primary relationship between the City of Twentynine Palms, its council members and administrative staff, and the TBID members, TBID Advisory Board and staff. Destination marketing efforts should be aligned with and supportive of the goals and objectives of the city, and both entities should collaborate to create a strong visitor-friendly experience in the destination.

**Twentynine Palms Marine Base:** Working together with MCCS and the Marine Corps base to assist Marines relocating to Twentynine Palms, especially during their season in June-August. The military has active Welcome Aboard and relocation programs, and city and TBID marketing should utilize digital and print media to advertise events, attractions, lodging, and restaurants to bring them into the city.

**Hospitality Businesses:** Marketing efforts throughout the year need to be fairly distributed to support all products and services, and marketing campaigns need to have an inclusive element. A key strategic goal for the Visit 29 Palms TBID will be the continued development and expansion of a partnership program that will allow local businesses, restaurants, shops, and attractions to gain more exposure through the Visit 29 Palms marketing campaigns throughout the year. This is a key step in destination development and provide the TBID with an additional income stream throughout the year to support the tourism marketing efforts.

**Travel and Tourism Industry Partners:** Through building and maintaining relationships with key travel and tourism partners such as Visit California, Brand USA, Greater Palm Springs CVB, Visit San Bernardino County and Discover Inland Empire, Visit 29 Palms can leverage all available partnership opportunities, including those relating to media and PR support and outreach and promotion at both travel trade and travel consumer events.

## Sustainability

**Increase consumer awareness** of environmentally friendly businesses in the City of Twentynine Palms. "The Natural Marketing Institute discovered that 58 percent of consumers consider a company's impact on the environment in considering where to purchase goods and services, and are more likely to purchase from companies that practice sustainable habits. That translates into a client base of 68 million Americans who are favorably predisposed to companies showing positive track records in personal, social, and environmental values. The Cause Marketing Forum reports that consumers also favor companies that actively support their communities: businesses do well by doing good." [News and Best Practices for Commercial & Industrial Environmental Professionals, <https://www.environmentalleader.com/2016/03/6-benefits-of-becoming-a-sustainable-business/>]

A destination that is renowned for sustainability has a competitive advantage, for example: "The City of Twentynine Palms supports and protects its people and planet and profits." For example: "**Our National Park** (Joshua Tree National Park) protects fauna, flora, land development, endangered species, and dark night skies." "**Our Hospitality Industry** together with the city promotes recycling, water conservation, helping the local community by providing jobs for local residents and supporting organizations, such as the local artists of the region and the military troops that serve the U.S., and preserving the dark night sky by fostering good lighting practices."

During the 2018/2019 partial government shutdown the Twentynine Palms Tourism Business Improvement District spearheaded community volunteer efforts for Joshua Tree National Park in Twentynine Palms, kicking off the efforts with a \$200 donation for cleaning supplies. The 29 Palms Visitor Center was a designated donation off location and coordinated more than 250 hours of volunteer support during the 35-day shutdown. Efforts were made to maintain the cleanliness of bathrooms and trailheads, and volunteers also assisted visitors in the park, sharing maps and park guides, and general information.

**Goals:** Increase recognition of leading environmentally friendly tourism businesses that support and encourage "green business in hospitality." Encourage initiatives to reduce water consumption, especially by lodging and restaurants. Promote recycling and reduction in the use of plastic straws and single use plastics. Promote sustainable business travel products and be a responsible host; this promotes voluntary integration of environmental and social good practices in the hospitality business operations. Help educate and encourage local businesses to practice responsible lighting practices to reduce light pollution and help protect the dark desert sky.

### **Reduce the tourism industry's carbon footprint.**

- Encourage more bicycle lanes within the city. Shift towards the use of more environmentally friendly forms of transportation for tourism (buses, bicycles, foot and Ubers) both to and within tourist destinations.
- Work with relevant tourism agencies to identify ways to improve sustainable practices in tourism locations and visitor venues.
- Develop partnerships such as Mojave Desert Land Trust and Joshua Tree National Park Association.
- Minimize the production of waste, reduce the use of plastic, promote recycling, and assist the tourism industry to adapt to climate change.

### **Joshua Tree National Park sustainability opportunities:**

- **Explore Responsibly** ([www.nps.gov/jotr/planyourvisit/exploreresponsibly.htm](http://www.nps.gov/jotr/planyourvisit/exploreresponsibly.htm)) This is an important campaign for Visit 29 Palms to support. As the number of people traveling through the national park continues to grow, so do the potential risks, dangers, and damage to the natural resources in the park.
- **Ranger Programs** ([www.nps.gov/jotr/planyourvisit/programs.htm](http://www.nps.gov/jotr/planyourvisit/programs.htm)) These educational programs offer a great opportunity for visitors to learn more about how humans, wildlife, and vegetation have adapted to survive in the desert, and geologic forces have shaped this arid land.
- **Every Kid in a Park** ([www.everykidinapark.gov](http://www.everykidinapark.gov)) The National Park Service offers every 4<sup>th</sup> grader a free annual park pass, and the city should help promote this opportunity and encourage visiting families to experience the magic that is Joshua Tree National Park. This program runs annually and is available to all children across the country.

**Leave No Trace Center for Outdoor Ethics (LNT)** ([www.lnt.org](http://www.lnt.org)) Visit 29 Palms became a Leave No Trace Community Partner in April 2019, with a commitment to help educate visitors on Leave No Trace skills and ethics. The Leave No Trace Center for Outdoor Ethics protects the outdoors by teaching and inspiring people to enjoy it responsibly. The Center accomplishes this mission by delivering cutting-edge education and research to millions of people every year.

#### **Leave No Trace Seven Principles:**

1. Plan Ahead and Prepare
2. Travel and Camp on Durable Surfaces
3. Dispose of Waste Properly
4. Leave What You Find
5. Minimize Campfire Impacts
6. Respect Wildlife
7. Be Considerate of Other Visitors

© 1999 by the Leave No Trace Center for Outdoor Ethics: [www.LNT.org](http://www.LNT.org)

### **International Dark Sky Association (IDA)** [www.darksky.org](http://www.darksky.org)

- Support the goals of the International Dark-Sky Association (IDA), a 501(c)(3) organization founded in 1988, dedicated to help stop light pollution and protect the night skies for present and future generations. Joshua Tree National Park received International Dark Sky Park silver designation in August 2017, and the city and Visit 29 Palms tourism organization should take every effort possible to help protect this designation.

### **Mojave Desert Land Trust (MDLT)** [www.mdlt.org](http://www.mdlt.org)

- Support the Mojave Desert Land Trust, a non-profit organization founded in 2006 in Joshua Tree, which has been recognized for its responsible governing and outstanding achievements in land preservation. Visit 29 Palms should support MDLT's mission to protect the Mojave Desert ecosystem and its scenic and cultural resources.

### **Joshua Tree National Park Association/Desert Institute** [www.joshuatree.org](http://www.joshuatree.org)

- Established in 1962 as Joshua Tree National Park's primary non-profit, the Joshua Tree National Park Association and its Desert Institute branch support the park's programming goals in education, interpretation, scientific and historic research and activities, thus supporting JTNPA allows Visit 29 Palms to also support Joshua Tree National Park.

## Marketing Programs

### Digital Media Marketing – Website

Remaining one of the TBID's most powerful marketing tool it is critical that the tourism website continue to evolve and expand, with attention to monthly maintenance and content development. A key priority for the TBID's 2022-23 year will be website development and transitioning to a video-based web format.

#### **Ongoing Strategies:**

- Establish and track key performance indicators and benchmarks for website performance for Visit29.org, with a quarterly reporting schedule
- Study demographic reports to understand where users are coming from and what they are most interested in.
- Update and refresh website content on a seasonal basis.
- Develop creative social media campaigns to help drive traffic to Visit29.org
- Monitor the search feature on the website to better understand what type of content and information users are looking for.
- Monitor page reports in Google Analytics to measure, track, and understand what type of content and information on the website is most/least engaging
- Maintain an active blog where relevant and seasonal content is published monthly to help drive traffic, improve SEO, and build community and visitor engagement.

#### **Expanded content to support MCAGCC**

- Highlight military special events and special offers on attractions/events.
- Provide information on gate access/visitor center.
- Fun facts and trivia about the base.
- Links to official MCAGCC resources and community groups/resources.

#### **Partner Portal**

- TBID meeting agenda and quarterly/annual reports and presentations.
- Partnership program benefits and opportunities.
- Self-service access to event calendars.
- Access to media kits and marketing collateral.

#### **Key Areas of Content Development:**

##### **Plan Your Trip / Trip Planner** – [www.visit29.org/trip-planner/](http://www.visit29.org/trip-planner/)

- Develop seasonal and themed travel itineraries, expand maps, directions, and information on transportation and regional airports.

##### **Explore** – [www.visit29.org/explore/](http://www.visit29.org/explore/)

- Expand information and resources for planning visits to the national parks, monuments, and preserves in the Mojave Desert, with increased focus on responsible recreation.

#### **Lodging** - [www.visit29.org/lodging/](http://www.visit29.org/lodging/)

- Continue to improve overall design and layout of lodging landing page; update images and calls to action on a seasonal rotation

#### **Restaurants, Shops, and Attractions** - [www.visit29.org/restaurants/](http://www.visit29.org/restaurants/) [www.visit29.org/attractions](http://www.visit29.org/attractions) [www.visit29.org/shops/](http://www.visit29.org/shops/)

- Continue to improve overall design and layout of business listings in the restaurants, shops, and attractions categories.

## Search Engine Marketing

To continue to increase visibility in online search results and drive targeted traffic to Visit29.org, monthly paid search campaigns will remain a key digital marketing program for the TBID's 2021-2022 year. Through strategic keyword targeting, the Visit 29 Palms TBID can ensure it reaches the right audience at the right time and continuously aim to be in the top few search results for related searches. Search engine marketing efforts with Google Ads have played a tremendous role in increasing visibility and traffic to Visit29.org and currently accounts for driving nearly 28% of all site traffic. Paid search campaigns will continue to be themed by season, and closely tracked and adjusted to ensure best results.

## Digital Display

As a key digital marketing program to help increase reach and awareness for Twentynine Palms as a tourist destination, digital display ads will continue to be executed monthly across the Google Display Network. This network includes Google's own sites such as Gmail and YouTube, and reaches 90% of Internet users worldwide, across millions of websites, news pages, and blogs.

## Social Media Marketing

Travelers want to visualize potential new experiences. How will it make them feel? What photos will they have to share with friends and family afterwards? To stand out in the tourism industry and inspire travelers to book over competitors, social media will be a key strategic marketing tool for experiential storytelling and promotion for the Visit 29 Palms TBID.

The Visit 29 Palms TBID will continue to utilize Facebook, Instagram, Twitter, and YouTube to share creative and engaging content, with a strategic goal of increasing the total number of social media impressions and reach by 10% in 2022-2023. Strategically, Visit 29 Palms will utilize its social media channels to build awareness and engagement, drive lead generation and outbound link clicks to business partners, and nurture relationships with partner organizations and new and returning visitor's.

### **FACEBOOK**

As the top social media platform with a wide demographic reach, a diverse global audience, and a promotional avenue for small businesses, Facebook connects and

promotes users/businesses on multiple levels—it is an all-encompassing, globally used, proven and trusted media outlet with over 2.7 billion monthly users.

### **Facebook Opportunities for @Visit29Palms**

1. Continue to utilize Facebook ads to effective reach and engage with targeted audiences and to grow channel following.
2. Increase organic engagement through additional use of video and user-generated content.
3. Plan quarterly contests/giveaways to increase engagement and grow audience organically.

### **INSTAGRAM**

With over 1 billion active monthly users, Instagram is one of the most powerful social media platforms for the travel and tourism industry, with many travel consumers now factoring in how “Instagrammable” a travel destination or travel experience is before making decisions. With the platform’s incorporation of hashtags, Instagram plays a powerful role in discovery for travel destinations and with a single click, connects users to an extraordinary image gallery of both user-generated and branded visual content.

### **Key Instagram Opportunities for @Visit29Palms**

1. Utilize Instagram ads and strategic hashtags to build awareness and increase engagement with targeted audiences.
2. Prioritize video content and creative, branded use of Stories to increase following and engagement and leverage user-generated content as much as possible.
3. Explore in-app/API advertising options, sell Visit 29 Palms merchandise (when applicable) with “Shoppable” posts.

### **TWITTER**

Twitter is known as the real-time, public microblogging network where news breaks first, and it is popular for its brevity in characteristic 140-character limit and unfiltered feed. Currently, there are more than 330 million active monthly users on Twitter, making it one of the biggest social networks worldwide.

### **Key Twitter Opportunities for @Visit29Palms:**

1. Travel and tourism related Twitter chats can offer great opportunities for TBID organizations to engage with new travel consumers and efficiently create interest and excitement for the destination and should be part of the TBID’s 2021-2022 strategy.
2. Utilize more video-based content to increase engagement and growth of Twitter followers and consider incorporating Twitter’s ads throughout the year to boost content.
3. Utilize branded hashtags to build visibility and awareness for Twentynine Palms and its tourist amenities and leverage user-generated content as much as possible.

### **YouTube**

YouTube is now the second largest search engine and plays a critical role in discovery for travel destinations. This powerful video-based platform is a great way to share information, education, and entertainment, particularly for the travel and tourism industry. For today’s travel consumers, online travel videos play an important role in helping travelers choose

their travel destinations and YouTube offers Visit 29 Palms a great opportunity to reach younger demographics and showcase the unique experiences that Twentynine Palms has to offer.

#### **Key YouTube Opportunities for Visit 29 Palms:**

1. With an already established YouTube channel, Visit 29 Palms must continue to create and publish original and engaging branded video content to promote the destination.
2. By utilizing YouTube's in-platform paid advertising opportunities, Visit 29 Palms can effectively reach targeted audiences with its branded video content.
3. With website optimization and YouTube page optimization going hand-in-hand, increased attention and investment in Visit 29 Palms' YouTube channel will also benefit Visit29.org by increasing visibility and driving new traffic.

### Email Marketing

Visit 29 Palms will prioritize e-newsletter marketing programs to engage travel consumers, travel professionals, travel writers and bloggers, and invite visitors to Visit 29 Palms. A strategic goal will be to increase e-news subscribers by 15% over the course of the 2021-2022 fiscal year and implement pop-up e-news tools on the Visit29.org website.

Visit 29 Palms currently uses a Constant Contact email-marketing program, with a base of 2,000+ leads from subscribers through Visit29.org, events, travel shows, and previous campaigns through Sunset magazine and California Road Trips. With new branding established, the Visit 29 Palms TBID will produce monthly emails, promoting weekend getaways, special events, and spotlights on attractions. Visit 29 Palms will also launch its partner email series, sending quarterly updates to all stakeholders and tourism partners.

### Bloggers and Influencers

Working with bloggers and digital influencers is a key marketing strategy for building destination awareness and engaging with target markets. In many cases, for the price of a free night's lodging or a meal or participation in or support of a FAM tour, earned media in the form of photos and travel articles or blogs by travel writers and bloggers can circulate nationally or internationally for months, if not years. As a strategic goal for 2022-2023, Visit 29 Palms will look to host one blogger/influence per quarter.

### Broadcast & Out of Home Media

Broadcast media marketing programs for 2022-2023 will primarily focus on digital billboard advertising and Internet radio campaigns. Visit 29 Palms will continue its ongoing campaigns at Palm Springs International Airport and will look to expand efforts at Ontario International Airport and explore opportunities at the Tijuana Airport/CBX border crossing.

### Twentynine Palms Visitor Center

The Twentynine Palms Tourism Business Improvement District will continue to operate the City's Visitor Center and will continue to work in partnership with the Public Arts Advisory Committee (PAAC) to host the quarterly Art in Public Places exhibitions. The Visitor Center provides a variety of vital visitor resources for out-of-town guests, including maps and

brochures, displays highlighting the city's history and culture, and information on upcoming events.

## Administration

### **Tourism Business Improvement District Advisory Board**

The 5-member TBID Advisor Board must consist of owners and operators of lodging properties in the city and must have balanced representation from all segments of the city's market, including large national brand hotels, independent hotels/motels, and vacation home rentals. The Advisory Board is appointed by City Council and has an elected Chair, and Vice Chair.

### **Subcommittees**

Subcommittees made up of no more than two Advisory Board members can be formed to help support special projects and initiatives. Subcommittees have previously been created to support the TBID's annual meeting, and the TBID's marketing budget and plan development. The TBID had identified the need to develop additional subcommittees in 2022-2023 to assist with event and partner program development.

### **Staff**

Reporting directly to the City Manager and TBID Advisory Board, the TBID's Director of Marketing is responsible for day-to-day marketing activities and the execution of the annual marketing plan and budget. The TBID's Director of Marketing also oversees and manages all contract services as well as the daily operations of the City's Visitor Center and its staff.

### **Finance**

TBID tax revenue generated by the self-assessed 1.5% tourism tax is collected and held by the finance department at the City of Twentynine Palms who assists with all aspects of financial reporting for the Visit 29 Palms Tourism Business Improvement District.

## Contract Services

In support the TBID's execution of its strategic marketing goals and objectives, contract services will be utilized in the 2022-2023 fiscal year. These services will include support in video/content development, social media management, and website development. Firms or individuals hired to provide contract services for the Visit 29 Palms TBID report to and work directly with the TBID's Director of Marketing.



### TBID REVENUE BUDGET

	2021-22 Approved Budget <i>Approved 7/26/21</i>	2021-22 YTD Actuals <i>As of May 31, 2022</i>	2021-22 Mid-Year Transfers <i>Approved 6/16/22</i>	2021-22 Revised Budget <i>Approved 6/16/22</i>	2022-23 Proposed Budget <i>Drafted 8/5/22</i>
<b>4125 REVENUE:</b> Tourism Assessment Fee 1.5%	\$ 265,000.00	\$ 197,635.00	\$ 197,635.00	\$ 265,000.00	\$ 285,000.00
<b>4150 REVENUE:</b> Income from Merchandise for Resale	\$ 500.00	\$ 1,881.59	\$ 1,881.59	\$ 500.00	\$ 500.00
<b>4245 INTEREST:</b>	\$ 900.00	\$ 687.32	\$ 687.32	\$ 900.00	\$ 500.00
<b>REVENUE:</b> Partnership Program	\$ 3,500.00	\$ 300.00	\$ 300.00	\$ 3,500.00	\$ 3,500.00
<b>Total Revenue:</b>	<b>\$ 269,900.00</b>	<b>\$ 200,503.91</b>	<b>\$ 200,503.91</b>	<b>\$ 269,900.00</b>	<b>\$ 289,500.00</b>

### TBID EXPENDITURES

<b>5110 Marketing Director Salary</b>	\$ 74,000.00	\$ 54,281.60	\$ 7,707.20	\$ 81,707.20	\$ 87,184.00
<b>5120 Visitor Center Assistant</b>	\$ 6,000.00	\$ 10,690.89	\$ 9,223.39	\$ 15,223.39	\$ 19,500.00
<b>5250 Health Benefits</b>	\$ 12,316.00	\$ 8,738.37	\$ 890.45	\$ 13,206.45	\$ 12,000.00
<b>5251 Retirement Benefits</b>	\$ 5,478.00	\$ 4,123.05	\$ 702.96	\$ 6,180.96	\$ 5,000.00
<b>5252 Workers Comp</b>	\$ 3,542.00	\$ 2,297.07	\$ -	\$ 3,542.00	\$ 4,000.00
<b>5254 Unemployment</b>	\$ 305.00	\$ -	\$ -	\$ 305.00	\$ 305.00
<b>6241 OFFICE SUPPLIES</b>	\$ 1,200.00	\$ 1,290.47	\$ 500.00	\$ 1,700.00	\$ 2,500.00
<b>6244 MISCELLANEOUS</b>	\$ 5,000.00	\$ 2,697.50	\$ -	\$ 5,000.00	\$ 5,000.00
<b>6245 CONTINGENCY</b>	\$ 10,000.00	\$ -	\$ -	\$ 10,000.00	\$ 10,000.00
<b>6251 TRAVEL &amp; ENTERTAINMENT</b>	\$ -	\$ 116.48	\$ 116.48	\$ 116.48	\$ 1,000.00
<b>6291 VISITOR CENTER BUILDING MAINTENANCE &amp; OPERATIO</b>	\$ 600.00	\$ 146.33	\$ -	\$ 600.00	\$ -
<b>6343 VIDEO PRODUCTION</b>	\$ 24,000.00	\$ 9,000.00	\$ -	\$ 24,000.00	\$ 16,000.00
<b>6344 BROADCAST MEDIA</b>	\$ 13,000.00	\$ 10,716.00	\$ 2,800.00	\$ 15,800.00	\$ 24,000.00
<b>6345 REGIONAL PRINT ADS</b>	\$ -	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ -
<b>6346 TOURISM PRINT ADS</b>	\$ -	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ -
<b>6347 TRADE CONVENTIONS, MEMBERSHIPS &amp; TRAVEL EXPENS</b>	\$ 800.00	\$ 100.00	\$ -	\$ 800.00	\$ 800.00
<b>6353 CONTRACT SERVICES</b>	\$ 10,000.00	\$ -	\$ -	\$ 10,000.00	\$ -
<b>6356 INTERNET MARKETING &amp; WEBSITE</b>	\$ 50,680.00	\$ 21,143.71	\$ -	\$ 50,680.00	\$ 78,250.00
<b>6371 SPONSORSHIP/COMMUNITY EVENTS</b>	\$ 20,000.00	\$ 15,494.44	\$ -	\$ 20,000.00	\$ 10,000.00
<b>6518 MARKETING EQUIPMENT</b>	\$ -	\$ -	\$ -	\$ -	\$ -
<b>6360 SPECIAL PROJECTS</b>	\$ 30,000.00	\$ -	\$ (24,640.48)	\$ 5,359.52	\$ 10,000.00
	<b>\$ 266,921.00</b>	<b>\$ 143,535.91</b>		<b>\$ 266,921.00</b>	<b>\$ 285,539.00</b>

Total Revenue	\$ 269,900.00		\$ 269,900.00	\$ 289,500.00
Total Expenses	\$ 266,921.00		\$ 266,921.00	\$ 285,539.00
<b>Surplus/Deficit</b>	<b>\$ 2,979.00</b>		<b>\$ 2,979.00</b>	<b>\$ 3,961.00</b>

**Appendix**  
**Assess Businesses in Visit 29 Palms TBID District**

**Hotels, Motels, RV Resort**  
*As of 8/5/22*

<b>Property Name</b>	<b>Property Address</b>				
9 Palms Inn	73193 TWENTYNINE PALMS HWY	TWENTYNINE PALMS	CA	92277	
29 Palms Inn	73950 INN AVE	TWENTYNINE PALMS	CA	92277	
America's Best Value Inn	71829 TWENTYNINE PALMS HWY	TWENTYNINE PALMS	CA	92277	
Campbell House	74744 JOE DAVIS DRIVE	TWENTYNINE PALMS	CA	92277	
El Rancho Dolores	73352 TWENTYNINE PALMS HWY	TWENTYNINE PALMS	CA	92277	
Fairfield Inn & Suites	6333 ENCELIA AVE	TWENTYNINE PALMS	CA	92277	
Harmony Motel	71161 TWENTYNINE PALMS HWY	TWENTYNINE PALMS	CA	92277	
Holiday Inn Express & Suites	72535 TWENTYNINE PALMS HWY	TWENTYNINE PALMS	CA	92277	
Motel 6	72562 TWENTYNINE PALMS HWY	TWENTYNINE PALMS	CA	92277	
Oasis Inn & Suites	71809 TWENTYNINE PALMS HWY	TWENTYNINE PALMS	CA	92277	
Ramsey 29	73842 TWENTYNINE PALMS HWY	TWENTYNINE PALMS	CA	92277	
Sunnyvale Garden Suites	73843 SUNNYVALE DRIVE	TWENTYNINE PALMS	CA	92277	
SureStay	71487 TWENTYNINE PALMS HWY	TWENTYNINE PALMS	CA	92277	
TwentyNine Palms RV Resort	4949 DESERT KNOLL AVE	TWENTYNINE PALMS	CA	92277	

**Short-Term Vacation Rentals**  
*As of 8/5/22*

<b>License Number</b>	<b>Rental Address</b>				
VHR001	73452 SUNNYSLOPE DR	TWENTYNINE PALMS	CA	92277	
VHR002	74223 JOE DAVIS RD	TWENTYNINE PALMS	CA	92277	
VHR004	70677 COTTONWOOD DR	TWENTYNINE PALMS	CA	92277	
VHR007	5960 SUNRISE RD	TWENTYNINE PALMS	CA	92277	
VHR008	6646 NATIONAL PARK DR	TWENTYNINE PALMS	CA	92277	
VHR013	72815 CACTUS DR	TWENTYNINE PALMS	CA	92277	
VHR015	71428 SAMARKAND DR	TWENTYNINE PALMS	CA	92277	
VHR016	73817 OLD DALE RD	TWENTYNINE PALMS	CA	92277	
VHR017	73871 OLD DALE RD	TWENTYNINE PALMS	CA	92277	
VHR019	70370 BASELINE RD	TWENTYNINE PALMS	CA	92277	
VHR022	6612 INDIAN COVE RD	TWENTYNINE PALMS	CA	92277	
VHR024	74784 FOOTHILL DR	TWENTYNINE PALMS	CA	92277	
VHR025	6600 INDIAN COVE RD	TWENTYNINE PALMS	CA	92277	
VHR026	6371 NOELS KNOLL RD	TWENTYNINE PALMS	CA	92277	
VHR027	6783 ALPINE AVE	TWENTYNINE PALMS	CA	92277	
VHR028	74925 ALTA LOMA	TWENTYNINE PALMS	CA	92277	
VHR029	67939 SULLIVAN RD	TWENTYNINE PALMS	CA	92277	
VHR032	6837 ARABY AVE	TWENTYNINE PALMS	CA	92277	
VHR033	74615 ALTA LOMA DR	TWENTYNINE PALMS	CA	92277	
VHR034	6791 IVANPAH	TWENTYNINE PALMS	CA	92277	
VHR035	74611 SERRANO DR	TWENTYNINE PALMS	CA	92277	
VHR036	71524 SAMARKIND DR	TWENTYNINE PALMS	CA	92277	
VHR037	74576 OLD DALE RD #A	TWENTYNINE PALMS	CA	92277	
VHR038	74576 OLD DALE RD #B	TWENTYNINE PALMS	CA	92277	
VHR039	6039 DAISY AVE	TWENTYNINE PALMS	CA	92277	
VHR042	74375 COTTONWOOD DR	TWENTYNINE PALMS	CA	92277	
VHR043	75127 MAYFAIR DR TWENT	TWENTYNINE PALMS	CA	92277	
VHR046	71544 CACTUS	TWENTYNINE PALMS	CA	92277	
VHR051	7758 NORTHSTAR AVE	TWENTYNINE PALMS	CA	92277	

VHR052	73225 ADOBE CIR	TWENTYNINE PALMS	CA	92277
VHR053	7005 MANZANITA AVE	TWENTYNINE PALMS	CA	92277
VHR054	5662 SKYVIEW LN	TWENTYNINE PALMS	CA	92277
VHR055	67979 SULLIVAN RD	TWENTYNINE PALMS	CA	92277
VHR056	5605 OASIS AVE	TWENTYNINE PALMS	CA	92277
VHR057	6600 SPLIT ROCK	TWENTYNINE PALMS	CA	92277
VHR059	74460 CACTUS DR	TWENTYNINE PALMS	CA	92277
VHR060	6594 ROSE ELLEN AVE	TWENTYNINE PALMS	CA	92277
VHR061	6662 MESQUITE AVE	TWENTYNINE PALMS	CA	92277
VHR062	7545 SAHARA AVE	TWENTYNINE PALMS	CA	92277
VHR063	6572 BULLION AVE	TWENTYNINE PALMS	CA	92277
VHR065	7516 PERSIA AVE	TWENTYNINE PALMS	CA	92277
VHR066	7516 PERSIA AVE	TWENTYNINE PALMS	CA	92277
VHR068	6888 KERN BLVD	TWENTYNINE PALMS	CA	92277
VHR069	6749 SHERMAN RD	TWENTYNINE PALMS	CA	92277
VHR072	69274 SULLIVAN RD	TWENTYNINE PALMS	CA	92277
VHR073	67966 WHITMORE	TWENTYNINE PALMS	CA	92277
VHR074	6627 SPLIT ROCK AVE	TWENTYNINE PALMS	CA	92277
VHR075	73414 DIDSBURY DR	TWENTYNINE PALMS	CA	92277
VHR076	6856 SHERMAN RD	TWENTYNINE PALMS	CA	92277
VHR077	74804 WELLOCK RD	TWENTYNINE PALMS	CA	92277
VHR080	71778 SUNNYSLOPE DR	TWENTYNINE PALMS	CA	92277
VHR081	6634 QUAIL SPRING AVE	TWENTYNINE PALMS	CA	92277
VHR082	5971 MARIPOSA AVE ATTN:	TWENTYNINE PALMS	CA	92277
VHR083	6244 CARODEAN RD	TWENTYNINE PALMS	CA	92277
VHR084	6553 VIA ALLEGRA	TWENTYNINE PALMS	CA	92277
VHR085	6553 VIA ALLEGRA	TWENTYNINE PALMS	CA	92277
VHR086	6705 OCOTILLO	TWENTYNINE PALMS	CA	92277
VHR087	6388 W COURT WAY	TWENTYNINE PALMS	CA	92277
VHR088	5742 CARODEAN RD	TWENTYNINE PALMS	CA	92277
VHR089	7391 SHERMAN HOYT	TWENTYNINE PALMS	CA	92277
VHR090	74006 GORGONIO DR	TWENTYNINE PALMS	CA	92277
VHR100	69023 ALTA LOMA DR	TWENTYNINE PALMS	CA	92277
VHR101	6784 PINE SPRING AVE	TWENTYNINE PALMS	CA	92277
VHR102	74768 SUNSET DR	TWENTYNINE PALMS	CA	92277
VHR103	74835 ALTA LOMA DR TORON	TWENTYNINE PALMS	CA	92277
VHR104	73463 DIDSBURY RD	TWENTYNINE PALMS	CA	92277
VHR105	6009 MOJAVE AVE	TWENTYNINE PALMS	CA	92277
VHR106	74884 SERRANO PARK DR	TWENTYNINE PALMS	CA	92277
VHR107	7487 PERSIA AVE APT 5	TWENTYNINE PALMS	CA	92277
VHR108	5812 PRIMROSE LN	TWENTYNINE PALMS	CA	92277
VHR109	74825 ALTA LOMA DR	TWENTYNINE PALMS	CA	92277
VHR110	6905 PETERSON RD	TWENTYNINE PALMS	CA	92277
VHR112	73934 CASITA DR	TWENTYNINE PALMS	CA	92277
VHR113	7273 Shoshone Valley RD	TWENTYNINE PALMS	CA	92277
VHR115	70595 FOOTHILL DR	TWENTYNINE PALMS	CA	92277
VHR116	5868 MARIPOSA AVE	TWENTYNINE PALMS	CA	92277
VHR117	71915 SAMARKAND DR	TWENTYNINE PALMS	CA	92277
VHR118	72935 Siesta DR	TWENTYNINE PALMS	CA	92277
VHR119	5394 MARISPOSA AVE	TWENTYNINE PALMS	CA	92277
VHR121	6579 MISSION	TWENTYNINE PALMS	CA	92277
VHR122	8989 UTAH TRL	TWENTYNINE PALMS	CA	92277
VHR123	74677 HILL VIEW RD	TWENTYNINE PALMS	CA	92277
VHR124	3370 UTAH TRL	TWENTYNINE PALMS	CA	92277

VHR125	73384 SULLIVAN	TWENTYNINE PALMS	CA	92277
VHR126	73384 SULLIVAN	TWENTYNINE PALMS	CA	92277
VHR127	5960 ROSE ELLEN AVE	TWENTYNINE PALMS	CA	92277
VHR128	74704 MORNING DR	TWENTYNINE PALMS	CA	92277
VHR131	74044 COTTONWOOD	TWENTYNINE PALMS	CA	92277
VHR132	5966 MORONGO RD	TWENTYNINE PALMS	CA	92277
VHR134	7026 DATURA AVE	TWENTYNINE PALMS	CA	92277
VHR135	71358 PERSIA AVE	TWENTYNINE PALMS	CA	92277
VHR136	6438 SUNRISE RD	TWENTYNINE PALMS	CA	92277
VHR137	6405 TAMARISK ST	TWENTYNINE PALMS	CA	92277
VHR138	76076 SUNRISE DR	TWENTYNINE PALMS	CA	92277
VHR139	73855 WHITE SANDS DR	TWENTYNINE PALMS	CA	92277
VHR140	6373 NOELS KNOLL RD	TWENTYNINE PALMS	CA	92277
VHR141	73829 S SLOPE DR	TWENTYNINE PALMS	CA	92277
VHR142	6577 DESERT QUEEN AVE	TWENTYNINE PALMS	CA	92277
VHR143	6968 ROBERTS AVE	TWENTYNINE PALMS	CA	92277
VHR144	72133 EL PASEO DR	TWENTYNINE PALMS	CA	92277
VHR145	73245 JOSHUA DR	TWENTYNINE PALMS	CA	92277
VHR146	6380 YUCCA AVE	TWENTYNINE PALMS	CA	92277
VHR147	6837 MUNTZ RD	TWENTYNINE PALMS	CA	92277
VHR148	6463 MESQUITE AVE	TWENTYNINE PALMS	CA	92277
VHR150	5868 MARIPOSA (Main House) AVE	TWENTYNINE PALMS	CA	92277
VHR151	74563 ALTA LOMA DR	TWENTYNINE PALMS	CA	92277
VHR152	73767 SERRANO DR	TWENTYNINE PALMS	CA	92277
VHR153	5747 MARINE AVE	TWENTYNINE PALMS	CA	92277
VHR154	73434 DESERT TRL	TWENTYNINE PALMS	CA	92277
VHR156	71554 SAMARKAND DR	TWENTYNINE PALMS	CA	92277
VHR157	7112 INDIAN COVE RD	TWENTYNINE PALMS	CA	92277
VHR158	6273 LUPINE AVE	TWENTYNINE PALMS	CA	92277
VHR160	73397 MANANA DR	TWENTYNINE PALMS	CA	92277
VHR161	73779 OLD DALE RD	TWENTYNINE PALMS	CA	92277
VHR162	6566 EL REY AVE	TWENTYNINE PALMS	CA	92277
VHR163	6731 IVANPAH AVE	TWENTYNINE PALMS	CA	92277
VHR164	6670 IVANPAH	TWENTYNINE PALMS	CA	92277
VHR165	6616 EL REY AVE	TWENTYNINE PALMS	CA	92277
VHR166	6688 OASIS AVE	TWENTYNINE PALMS	CA	92277
VHR167	15030 VENTURA BLVD STE 305	TWENTYNINE PALMS	CA	92277
VHR168	73010 MANANA DR	TWENTYNINE PALMS	CA	92277
VHR169	74056 CASITA DR	TWENTYNINE PALMS	CA	92277
VHR170	6817 INDIAN COVE RD	TWENTYNINE PALMS	CA	92277
VHR171	6445 TAMARISK AVE	TWENTYNINE PALMS	CA	92277
VHR173	74690 SERRANO DR	TWENTYNINE PALMS	CA	92277
VHR174	6244 CARODEAN RD	TWENTYNINE PALMS	CA	92277
VHR175	6673 TAMARISK AVE	TWENTYNINE PALMS	CA	92277
VHR176	73778 SIESTA DR	TWENTYNINE PALMS	CA	92277
VHR177	72994 HOMESTEAD DR	TWENTYNINE PALMS	CA	92277
VHR180	6350 ATHOL AVE	TWENTYNINE PALMS	CA	92277
VHR181	9160 COWAN RD	TWENTYNINE PALMS	CA	92277
VHR182	6635 MORONGO RD	TWENTYNINE PALMS	CA	92277
VHR183	68054 SULLIVAN RD	TWENTYNINE PALMS	CA	92277
VHR184	68927 FOOTHILLDR	TWENTYNINE PALMS	CA	92277
VHR185	69301 COTTONWOOD DR	TWENTYNINE PALMS	CA	92277
VHR186	6643 INDIAN COVE RD	TWENTYNINE PALMS	CA	92277
VHR187	6721 Desert Quail DR	TWENTYNINE PALMS	CA	92277

VHR188	6026 MORONGO RD	TWENTYNINE PALMS	CA	92277
VHR189	6251 ENCELIA AVE	TWENTYNINE PALMS	CA	92277
VHR190	6707 PALO VERDE AVE	TWENTYNINE PALMS	CA	92277
VHR191	4694 HOOK TREERD	TWENTYNINE PALMS	CA	92277
VHR192	7775 SAHARA AVE	TWENTYNINE PALMS	CA	92277
VHR193	74350 NATIONAL PARK DR	TWENTYNINE PALMS	CA	92277
VHR194	73145 TWENTYNINE PALMS HWY, A	TWENTYNINE PALMS	CA	92277
VHR195	73145 TWENTYNINE PALMS HWY, B	TWENTYNINE PALMS	CA	92277
VHR196	5655 ENCELIA DR	TWENTYNINE PALMS	CA	92277
VHR197	72589 SULLIVAN RD	TWENTYNINE PALMS	CA	92277
VHR198	74026 GORGONIO DR	TWENTYNINE PALMS	CA	92277
VHR199	5580 PALO VERDE AVE	TWENTYNINE PALMS	CA	92277
VHR200	6274 BAILEYA AVE	TWENTYNINE PALMS	CA	92277
VHR203	72838 TWO MILE RD	TWENTYNINE PALMS	CA	92277
VHR204	74725 SERRANO DR	TWENTYNINE PALMS	CA	92277
VHR206	72654 SUNNYSLOPE DR	TWENTYNINE PALMS	CA	92277
VHR208	75051 SADDLEHORN RD	TWENTYNINE PALMS	CA	92277
VHR209	6764 ESTRELLA AVE	TWENTYNINE PALMS	CA	92277
VHR210	6976 SHERMAN RD	TWENTYNINE PALMS	CA	92277
VHR211	6025 DAISY AVE	TWENTYNINE PALMS	CA	92277
VHR212	72208 SUNNYSLOPE DR	TWENTYNINE PALMS	CA	92277
VHR213	7168 INDIAN COVE	TWENTYNINE PALMS	CA	92277
VHR215	71604 SUNNYVALE COURT	TWENTYNINE PALMS	CA	92277
VHR216	73398 SUNNYVALE DR	TWENTYNINE PALMS	CA	92277
VHR217	70829 SUNNYSLOPE DR #1 (A)	TWENTYNINE PALMS	CA	92277
VHR218	70829 SUNNYSLOPE DR #2 (B)	TWENTYNINE PALMS	CA	92277
VHR219	71972 EL PASEAO DR	TWENTYNINE PALMS	CA	92277
VHR221	6727 QUAIL SPRING AVE	TWENTYNINE PALMS	CA	92277
VHR222	7643 SALADIN AVE	TWENTYNINE PALMS	CA	92277
VHR223	7095 QUAIL SPRING AVE	TWENTYNINE PALMS	CA	92277
VHR224	74030 PLAYA VISTA DR	TWENTYNINE PALMS	CA	92277
VHR225	6799 IVANPAH AVE	TWENTYNINE PALMS	CA	92277
VHR226	7073 MISSION AVE	TWENTYNINE PALMS	CA	92277
VHR227	6213 BAGLEY AVE	TWENTYNINE PALMS	CA	92277
VHR228	6074 MOJAVE AVE	TWENTYNINE PALMS	CA	92277
VHR229	6442 PALM VIEW AVE	TWENTYNINE PALMS	CA	92277
VHR230	6188 BAGLEY AVE	TWENTYNINE PALMS	CA	92277
VHR231	74354 COTTONWOOD DR	TWENTYNINE PALMS	CA	92277
VHR232	6974 49 PALMS AVE	TWENTYNINE PALMS	CA	92277
VHR233	5985 MORONGO RD	TWENTYNINE PALMS	CA	92277
VHR234	5535 LUPINE AVE	TWENTYNINE PALMS	CA	92277
VHR236	6796 PINE SPRING AVE	TWENTYNINE PALMS	CA	92277
VHR239	7421 PERSIA AVE	TWENTYNINE PALMS	CA	92277
VHR240	76677 EL PASEAO DR	TWENTYNINE PALMS	CA	92277
VHR241	7593 PERSIA AVE	TWENTYNINE PALMS	CA	92277
VHR242	73314 SUN VALLEY DR	TWENTYNINE PALMS	CA	92277
VHR244	6106 BAILEYA AVE	TWENTYNINE PALMS	CA	92277
VHR245	73820 COTTONWOOD DR	TWENTYNINE PALMS	CA	92277
VHR246	75167 MAYFAIR DR	TWENTYNINE PALMS	CA	92277
VHR247	7755 UTAH TRL	TWENTYNINE PALMS	CA	92277
VHR248	6608 BULLION AVE	TWENTYNINE PALMS	CA	92277
VHR249	6161 CHIA AVE	TWENTYNINE PALMS	CA	92277
VHR250	6243 LUPINE AVE	TWENTYNINE PALMS	CA	92277
VHR252	73755 SERRANO DR	TWENTYNINE PALMS	CA	92277

VHR254	6649 PINE SPRING AVE	TWENTYNINE PALMS	CA	92277
VHR255	7685 UTAH TRL	TWENTYNINE PALMS	CA	92277
VHR256	7657 SALADIN AVE	TWENTYNINE PALMS	CA	92277
VHR257	74825 TWILIGHT DR	TWENTYNINE PALMS	CA	92277
VHR258	6649 N STAR AVE	TWENTYNINE PALMS	CA	92277
VHR259	74160 PINON DR	TWENTYNINE PALMS	CA	92277
VHR260	74755 BASELINE RD	TWENTYNINE PALMS	CA	92277
VHR261	73362 OLD DALE AVE	TWENTYNINE PALMS	CA	92277
VHR262	72761 GRANITE AVE	TWENTYNINE PALMS	CA	92277
VHR263	6969 MANTONYA RD	TWENTYNINE PALMS	CA	92277
VHR264	7484700 TWENTYNINE PALMS HWY	TWENTYNINE PALMS	CA	92277
VHR265	7484700 TWENTYNINE PALMS HWY, Unit 2	TWENTYNINE PALMS	CA	92277
VHR268	74388 ROCKY RD	TWENTYNINE PALMS	CA	92277
VHR270	72746 TWO MILE RD	TWENTYNINE PALMS	CA	92277
VHR271	6769 MANZANITA AVE	TWENTYNINE PALMS	CA	92277
VHR272	74931 OLD DALE RD	TWENTYNINE PALMS	CA	92277
VHR275	7078 ELM DR	TWENTYNINE PALMS	CA	92277
VHR277	6459 MESQUITE AVE	TWENTYNINE PALMS	CA	92277
VHR279	73478 OLD DALE RD	TWENTYNINE PALMS	CA	92277
VHR281	7191 UTAH TRAIL, Unit 3	TWENTYNINE PALMS	CA	92277
VHR282	71620 JUANITA DR	TWENTYNINE PALMS	CA	92277
VHR283	68033 SULLIVAN RD	TWENTYNINE PALMS	CA	92277
VHR284	74430 STARLIGHT DR	TWENTYNINE PALMS	CA	92277
VHR285	75047 BASELINE RD	TWENTYNINE PALMS	CA	92277
VHR287	6428 W Court AVE	TWENTYNINE PALMS	CA	92277
VHR288	7678 SAHARA AVE	TWENTYNINE PALMS	CA	92277
VHR290	73029 MANANA DR	TWENTYNINE PALMS	CA	92277
VHR291	6691 EL RAY AVE	TWENTYNINE PALMS	CA	92277
VHR292	7654 N STAR AVE	TWENTYNINE PALMS	CA	92277
VHR294	72917 MANANA DR	TWENTYNINE PALMS	CA	92277
VHR295	68989 SULLIVAN RD	TWENTYNINE PALMS	CA	92277
VHR296	6778 SHERMAN RD	TWENTYNINE PALMS	CA	92277
VHR297	72166 SUNNYVALE DR	TWENTYNINE PALMS	CA	92277
VHR298	71645 CACTUS DR	TWENTYNINE PALMS	CA	92277
VHR299	6633 DATURA AVE	TWENTYNINE PALMS	CA	92277
VHR300	5673 SKYVIEW LN	TWENTYNINE PALMS	CA	92277
VHR301	71235 EL PASEAO DR	TWENTYNINE PALMS	CA	92277
VHR302	72972 TWO MILE RD	TWENTYNINE PALMS	CA	92277
VHR303	6427 OCTILLO	TWENTYNINE PALMS	CA	92277
VHR304	6169 DAISY AVE	TWENTYNINE PALMS	CA	92277
VHR305	5780 LUPINE AVE	TWENTYNINE PALMS	CA	92277
VHR306	5418 ABRONIA AVE	TWENTYNINE PALMS	CA	92277
VHR307	74483 TWILIGHT DR	TWENTYNINE PALMS	CA	92277
VHR308	73542 JOSHUA DR	TWENTYNINE PALMS	CA	92277
VHR309	71350 SAMARKAND DR	TWENTYNINE PALMS	CA	92277
VHR310	73344 SUN VALLEY DR	TWENTYNINE PALMS	CA	92277
VHR311	72721 GRANITE AVE	TWENTYNINE PALMS	CA	92277
VHR312	6432 SMOKETREE AVE	TWENTYNINE PALMS	CA	92277
VHR313	7643 SALADIN AVE	TWENTYNINE PALMS	CA	92277
VHR21-315	72667 SULLIVAN RD	TWENTYNINE PALMS	CA	92277
VHR21-316	5120 PEARL SPRING AVE	TWENTYNINE PALMS	CA	92277
VHR21-318	6672 MOJAVE AVE	TWENTYNINE PALMS	CA	92277
VHR21-319	6144 ABRONIA AVE	TWENTYNINE PALMS	CA	92277
VHR21-320	74603 BASELINE AVE	TWENTYNINE PALMS	CA	92277

VHR21-321	70231 29 PALMS HWY	TWENTYNINE PALMS	CA	92277
VHR21-323	6996 DESERT QUAIL	TWENTYNINE PALMS	CA	92277
VHR21-324	68030 SUNNYSLOPE DR	TWENTYNINE PALMS	CA	92277
VHR21-326	73633 DESERT TRAIL DR	TWENTYNINE PALMS	CA	92277
VHR21-327	74388 MARICOPA DR	TWENTYNINE PALMS	CA	92277
VHR21-329	5749 HALSEY AVE	TWENTYNINE PALMS	CA	92277
VHR21-330	71918 GORGONIO ST	TWENTYNINE PALMS	CA	92277
VHR21-331	6954 MAUDE ADAMS AVE	TWENTYNINE PALMS	CA	92277
VHR21-332	68253 BELLERUE RD	TWENTYNINE PALMS	CA	92277
VHR21-333	5717 SUNRISE RD	TWENTYNINE PALMS	CA	92277
VHR21-334	73250 INDIAN TRL	TWENTYNINE PALMS	CA	92277
VHR21-335	73028 MANANA DR	TWENTYNINE PALMS	CA	92277
VHR21-336	72964 TWO MILE RD	TWENTYNINE PALMS	CA	92277
VHR21-337	6654 BERMUDA AVE	TWENTYNINE PALMS	CA	92277
VHR21-338	6636 INDIAN COVE RD	TWENTYNINE PALMS	CA	92277
VHR21-339	73467 DESERT DR	TWENTYNINE PALMS	CA	92277
VHR21-340	68227 BELLARUE RD	TWENTYNINE PALMS	CA	92277
VHR21-341	6564 PINE SPRINGS AVE	TWENTYNINE PALMS	CA	92277
VHR21-342	6933 49 PALMS RD	TWENTYNINE PALMS	CA	92277
VHR21-343	6634 STAR DUNE AVE	TWENTYNINE PALMS	CA	92277
VHR21-345	4671 MESQUITE SPRINGS RD	TWENTYNINE PALMS	CA	92277
VHR21-346	7518 MAUDE ADAMS AVE	TWENTYNINE PALMS	CA	92277
VHR21-347	70472 COTTONWOOD DR	TWENTYNINE PALMS	CA	92277
VHR21-348	68460 BELLARUE RD	TWENTYNINE PALMS	CA	92277
VHR21-349	72150 TWO MILE RD	TWENTYNINE PALMS	CA	92277
VHR21-350	70138 SULLIVAN RD	TWENTYNINE PALMS	CA	92277
VHR21-351	6878 IVANPAH AVE	TWENTYNINE PALMS	CA	92277
VHR21-355	7393 SALADIN AVE	TWENTYNINE PALMS	CA	92277
VHR21-357	72939 HOMESTEAD DR	TWENTYNINE PALMS	CA	92277
VHR21-361	6924 EL SOL AVE	TWENTYNINE PALMS	CA	92277
VHR21-362	73358 SUNNYVALE DR	TWENTYNINE PALMS	CA	92277
VHR21-363	5422 ADOBE RD	TWENTYNINE PALMS	CA	92277
VHR21-364	73079 SUNNYVALE DR	TWENTYNINE PALMS	CA	92277
VHR21-365	5911 ROSE ELLEN AVE	TWENTYNINE PALMS	CA	92277
VHR21-366	5760 LA BUENA TIERRA AVE	TWENTYNINE PALMS	CA	92277
VHR22-001	7445 SALADIN AVE	TWENTYNINE PALMS	CA	92277
VHR22-002	71522 SUNFLOWER DR	TWENTYNINE PALMS	CA	92277
VHR22-003	6671 IVANPAH AVE	TWENTYNINE PALMS	CA	92277
VHR22-004	71535 CACTUS DR	TWENTYNINE PALMS	CA	92277
VHR22-007	6440 CHOLLA AVE	TWENTYNINE PALMS	CA	92277
VHR22-008	7414 ARABY AVE	TWENTYNINE PALMS	CA	92277
VHR22-009	71658 CACTUS DR	TWENTYNINE PALMS	CA	92277
VHR22-010	74442 TWILIGHT AVE	TWENTYNINE PALMS	CA	92277
VHR22-011	6283 DAISY AVE	TWENTYNINE PALMS	CA	92277
VHR22-012	6673 PERSIA AVE	TWENTYNINE PALMS	CA	92277
VHR22-013	5845 CARODEAN RD	TWENTYNINE PALMS	CA	92277
VHR22-017	74667 SERRANO DR	TWENTYNINE PALMS	CA	92277
VHR22-018	6121 MOJAVE AVE	TWENTYNINE PALMS	CA	92277
VHR22-019	71966 TWO MILE RD	TWENTYNINE PALMS	CA	92277
VHR22-020	7770 NORTH STAR AVE	TWENTYNINE PALMS	CA	92277
VHR22-021	5781 EASY ST	TWENTYNINE PALMS	CA	92277
VHR22-022	6591 DESERT QUEEN AVE	TWENTYNINE PALMS	CA	92277
VHR22-024	71817 SAMARKAND DR	TWENTYNINE PALMS	CA	92277
VHR22-028	6781 COPPER MOUNTAIN RD	TWENTYNINE PALMS	CA	92277

VHR314	6244 MOJAVE AVE	TWENTYNINE PALMS	CA	92277
VHR22-031	6317 EL REY AVE	TWENTYNINE PALMS	CA	92277
VHR22-033	5459 DAISY AVE	TWENTYNINE PALMS	CA	92277
VHR22-034	5556 DAISY AVE	TWENTYNINE PALMS	CA	92277
VHR22-035	5851 EASY ST	TWENTYNINE PALMS	CA	92277
VHR22-037	7546 SAHARA AVE	TWENTYNINE PALMS	CA	92277
VHR22-038	6054 LUPINE AVE	TWENTYNINE PALMS	CA	92277
VHR22-039	6332 CANYON RD	TWENTYNINE PALMS	CA	92277
VHR22-043	6575 BERMUDA	TWENTYNINE PALMS	CA	92277
VHR22-044	7790 BEDOUIN AVE	TWENTYNINE PALMS	CA	92277
VHR22-047	6136 CHIA AVE	TWENTYNINE PALMS	CA	92277
VHR22-048	7422 MAUDE ADAMS AVE	TWENTYNINE PALMS	CA	92277
VHR22-049	5774 PRIMROSE LN	TWENTYNINE PALMS	CA	92277
VHR22-050	72996 TWO MILE RD	TWENTYNINE PALMS	CA	92277
VHR22-053	74677 MORNING DR	TWENTYNINE PALMS	CA	92277
VHR22-054	72418 SUN VALLEY DR	TWENTYNINE PALMS	CA	92277
VHR22-056	73414 DESERT DR	TWENTYNINE PALMS	CA	92277
VHR22-060	72616 2 MILE RD	TWENTYNINE PALMS	CA	92277
VHR22-062	7065 DATURA AVE	TWENTYNINE PALMS	CA	92277
VHR22-063	7410 SHERMAN HOYT AVE	TWENTYNINE PALMS	CA	92277
VHR22-064	5954 BAILEYA AVE	TWENTYNINE PALMS	CA	92277
VHR22-065	71598 SUNNYVALE DR	TWENTYNINE PALMS	CA	92277
VHR22-067	73365 SUNNYVALE DR	TWENTYNINE PALMS	CA	92277
VHR22-068	7428 KELLOGG AVE	TWENTYNINE PALMS	CA	92277
VHR22-071	72017 SIESTA DR	TWENTYNINE PALMS	CA	92277
VHR22-074	6624 BERMUDA AVE	TWENTYNINE PALMS	CA	92277
VHR22-077	69829 TWO MILE RD	TWENTYNINE PALMS	CA	92277
VHR22-080	5653 PEARL SPRINGS AVE	TWENTYNINE PALMS	CA	92277
VHR22-082	73453 EL PASEO DR	TWENTYNINE PALMS	CA	92277
VHR22-084	72068 SUNNYSLOPE DR	TWENTYNINE PALMS	CA	92277
VHR22-085	6264 ABRONIA AVE	TWENTYNINE PALMS	CA	92277
VHR22-086	7332 BEDOUIN AVE	TWENTYNINE PALMS	CA	92277
VHR22-087	7338 PERSIA AVE	TWENTYNINE PALMS	CA	92277