

Mayor Jeffrey Bernstein was elected to a four-year term on the Palm Springs City Council representing District 2 in November of 2022. In December of 2023, he was appointed Mayor for a one-year term.

Currently, he serves on the Executive Committee for the Coachella Valley Association of Governments, (CVAG), the Joint Powers Authority for Visit Greater Palm Springs Convention and Visitors Bureau, the Board of Directors of the Palm Springs International Film Festival, liaison to the Palm Springs Animal Shelter, Organized Neighborhoods of Palm Springs, ONE-PS, the Palm Springs Hospitality Association, the Palm Springs General Manager's Group, and the liaison to the Business Retention and Economic Development Subcommittee.

Bernstein is the founder and managing partner of Destination PSP, a successful retail business in downtown Palm Springs, established in 2012. Prior to that Bernstein owned and operated a restaurant and nightclub, had an e-commerce business and a media consulting business. Most of Bernstein's career was spent in domestic and international pay television business development, marketing, and programming. During that period Bernstein also launched Cable Positive, a national AIDS awareness non-profit organization. He was a Board member for 20 years and was volunteer Executive Director for the first few years.



Bernstein's career began at Warner Bros. Pay Television, Network Features and Animation where he started as Manager, then Director and Vice President (1984-1992). From 1992 to 1996, he was Senior Vice President of Programming and Marketing for Request Television. From 1996 through 1999 he was Director, Pay-Per-View British Sky Broadcasting. From 1999 through 2010, Bernstein owned Bernstein Media Consulting focusing on emerging media business development, marketing and programming, working with companies throughout the US, Europe and Asia. Bernstein also owned and operated Bridges Restaurant from 1999 through 2002. In

2005 he launched Chelsea Marketeers, an e-commerce retailer, which, through various iterations, still exists.

Prior to being elected to City Council, Bernstein served as the elected retail member of the Board of Directors of Visit Greater Palm Springs, our Convention and Visitors Bureau, an elected member of the Board of Directors of the Palm Springs Hospitality Association, a former member of the Board of Directors of Main Street Palm Springs, and as a member of the Bureau of Tourism Strategic Advisory Committee.

Bernstein also served as Chairperson of the City of Palm Springs Measure J Oversight Commission, Chairperson of the Oasis del Sol Neighborhood Organization and the founding member and Chairperson of the Palm Springs Sister City Committee.

Personally, and through his business, Bernstein has worked extensively on partnerships with local non-profit organizations including AIDS Assistance Program and Food Samaritans, Boys and Girls Club of Palm Springs, DAP Health, Desert Arc, Greater Palm Springs Pride, Human Rights Campaign, LGBT Community Center of the Desert, Modernism Week, Palm Springs Preservation Foundation, PS Modcom, The Palm Springs Animal Shelter, The Palm Springs Cultural Center, The Palm Springs International Film Society, The Palm Springs Library and others.

Bernstein lives with his husband, Dr. Oscar Chamudes, a retired pediatrician from Chile. The couple moved from New York City to Palm Springs in 2009.