

CANYON COMMERCIAL SERVICES, INC.

PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT TOWN HALL SUMMARY

As requested at the July 15, 2009 Palm Springs City Council meeting, the Palm Springs Main Street Association conducted Town Hall input meetings of the Palm Springs Business Improvement District members.

Each meeting was facilitated by Main Street Executive Board members. Evaluation of their respective meetings is provided by each facilitator below.

Thirty six (36) businesses attended the Town Hall Input meetings held on six separate days and evenings throughout the month of October. This number does not reflect citizens, marketers or others who attended. Those are noted on the attendance records attached hereto.

Below is the consensus of the business input forms received from businesses who attended the meetings and the facilitators:

FEE STRUCTURE:

Consensus among those who attended is that a multiple of the business license fee would be preferable and fair.

BOUNDARIES:

Consensus among those who attended is that the boundaries should remain the same for this year. There is also a desire to pursue a zone district strategy within the budget. This would take 40% of the total budget and allocate the funds to each district (Uptown, Midtown, and South-town & Indian Ave) to allow for district sensitive programming beneficial to those members in their locations. The remaining 60% would be total BID Downtown branding/advertising.

PROGRAMMING:

Varied input on improvements or strategies. Overall those in attendance were pleased with current branding and advertising. Some believe that all funds should be directed to advertising and not on events (i.e. Saturday Stroll). If events are pursued the zone plan to allow district specific programming is favored.

Respectfully Submitted by Downtown Administrator,
Tammy Perezchica

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FOLLOWING IS THE SUMMARY PROVIDED BY EACH RESPECTIVE MAIN STREET LIASON WHO FACILITATED THEIR MEETING DATE AND THE LOCATION:

Tony Larcombe

October 1 @ 9:00am

Jakes Ready to Eat

The Uptown Design District's meeting on October 1st, which was the first town hall meeting, was attended by approximately thirty people. There were twelve merchants, three or four interested area homeowners and the rest made up of interested parties.

I fully expected to have some merchants come and say "scrap the entire BID process". None of those came. Those who did were very positive and were genuinely interested in the overall well being of the Uptown Design District and how their wants and needs related to BID.

The common dissatisfaction with the BID was the inequity of the fee. Small merchants felt that they were paying too much while larger business entities were not paying enough.

The suggestion of applying a multiple to the business license was received well. El Paseo in Palm Desert was brought up as an example. Stores there pay a fee and a multiple of three. Their business license fee is based on gross yearly receipts.

The suggestion of creating zones was also well received. The Uptown Design District's merchants generally feel that the monies collected from Uptown Design District businesses should be spent on Uptown and not marketing "The Village" of Palm Springs. The monies collected from Uptown Design District businesses could be spent on specific Uptown banners, a street brochure/map, additional planting, First Friday events, collective advertising, etc.

A shuttle service was suggested as being a way to move customers from Downtown to the Uptown Design District and vice versa. Cities such as Palm Desert, Santa Barbara and Long Beach have successful shuttle programs. The cost of such a service was discussed.

Tony Larcombe

DWIGHT POLEN Fine Chinese Antiques

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Paul Mediano

October 5 @ 9:00am

IHOP

From what I gathered from our town hall meeting, I think it was informative for the merchants that showed up. I thought it was very informative and I think they have a better understanding of what we are trying to accomplish downtown. The majority, I felt, were in favor of it now that they understand the process. There were a couple of businesses that don't want to participate, but for the most part I feel that people really understand the importance of the BID program.

Paul Mediano

Heads Up Hair Design

Joy Meredith/Laura Walsh

October 7 @ 8:30am

Crystal Fantasy

I attended all block input meetings. They were not very well attended but the people who were there seemed to really care.

It seems that Main Street's newest idea of a multiple of the regular business license fee was very well received. The fees would then range from around \$80 to around \$1500. Also keeping the boundaries the same for now would be best. After we have things back up and running then others will want to be part of it and we can consider enlarging the district next year.

Joy Meredith

Crystal Fantasy

Clark Elliott/Phyllis Silver

October 14 @ 5:00pm

Chamber of Commerce Office

The consensus in the room seemed to be the former BID fees were far too high, particularly for the smaller businesses. Which I fully agree with. A new BID fee structure of '**multiple of business license**' and '**other funding - possibly from city**' seemed best received. Which I understood as lowering the BID fees for the Downtown merchants with the City making up the \$ difference.

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I observed most merchants felt a future BID was needed, as "something" needed to be done regarding the marketing/promotion of Downtown Palm Springs. A few argued that they would prefer to invest their money in their own individual advertising/promotional campaigns. But I think a lower BID fee per business would grant greater support of a future BID program.

Clark Elliot

Clark Elliot Concepts

JC Constant/John Shay

October 19 @ 9:00am

Downtown Experience Office

Although my meeting was not very well attended, 5 person's total, the experience was positive.

Nobody was radically against the BID.

The merchants present were ok with the fees they are paying; the main problem lies in the fact that there is not enough spread between the fees people are paying. When suggested, a multiplier of the business license was fairly received. The only opposition was would be if the fees were somewhat connected to people sales.

J.C. Constant

Pomme Frite

Keith McCormick/Gerard Noonan

October 20 @ 5:00pm

Palm Springs Exotic Cars

This meeting was rescheduled for the morning of 10/20 at the BID meeting. No attendees to report.