



CITY COUNCIL STAFF REPORT

DATE: MAY 5, 2010

CONSENT CALENDAR

SUBJECT: NOTICE OF INTENT TO MODIFY THE BASIS AND METHOD OF LEVYING ASSESSMENTS AND THE RENEWAL OF THE PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT AND THE LEVY OF THE FISCAL YEAR 2010-11 ASSESSMENTS AND SETTING THE PUBLIC HEARING FOR JUNE 2, 2010.

FROM: David H. Ready, City Manager

BY: James Thompson, City Clerk

SUMMARY

The City Council will consider the adoption of a Resolution of Intent to modify the basis and the method of levying assessments and the levy of Fiscal Year 2010-11 assessments for the Palm Springs Business Improvement District (BID), a special benefit district that affects businesses generally located in the Downtown and Uptown areas. The adoption of a Resolution of Intent is the first step, pursuant to State Law, to modify and renew the assessments for the upcoming year.

RECOMMENDATION:

Adopt Resolution No. _____, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, DECLARING ITS INTENTION TO MODIFY THE BASIS AND METHOD OF LEVYING ASSESSMENTS AND TO RENEW THE PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT TO PROVIDE PROMOTIONAL ACTIVITIES IN THE DOWNTOWN AND UPTOWN AREAS OF PALM SPRINGS AND SETTING A PUBLIC HEARING FOR THE ADOPTION OF AN ORDINANCE AND AUTHORIZING THE LEVY OF ASSESSMENTS."

STAFF ANALYSIS:

On June 17, 2009, the City Council held a public hearing in accordance with the Parking and Business Improvement Area Law of 1989 [Cal. Streets and Highways Code, commencing with Section 36500], for the annual renewal of the Palm Springs Business Improvement District for Fiscal Year 2009-10. Based on the protest proceedings and testimony from business owners located within the boundaries of the BID, the City

ITEM NO. 2F

Council suspended the collection of assessments for Fiscal Year 2009-10, and directed City Staff to work with the BID and downtown and uptown business owners to consider the restructuring of the BID.

On January 20, 2010, and February 17, 2010, the City Council evaluated the input from the Business Improvement District Advisory Board, stakeholder meeting materials and comments, and directed staff to prepare an Ordinance restructuring the BID Advisory Board and to modify the basis and method of levying assessments.

On April 7, 2010, the City Council adopted Ordinance No. 1770 relating to the establishment of an Advisory Board to the City Council in the Administration of the Palm Springs Business Improvement District. City Staff is currently in the recruitment process for the City Council to appoint the Advisory Board.

The first step in the process of modifying the basis and the method of levying assessments and the levy of Fiscal Year 2010-11 assessments, is the City Council adoption of a Resolution of Intent.

The Resolution of Intent sets the requisite public meeting on May 19, 2010, and the public hearing for June 2, 2010; and provides for the noticing of the public meeting and public hearing pursuant to the Parking and Business Improvement Area Law of 1989. The notice shall be provided to each and every business within the boundaries of the District required to pay the assessment, as contained in the official records of the City's Business License Tax system as of May 5, 2010.

Additionally, the Resolution of Intent proposes the assessments as follows, as discussed by the City Council on February 17, 2010:

Category A – Ground Level Businesses and Establishments

Two (2) times the annual business license tax pursuant to Division II of Title 3 of the Palm Springs Municipal Code, up to \$1,000 maximum annual assessment.

Category B – Second Floor or above Businesses and Establishments

One (1) times the annual business license tax pursuant to Division II of Title 3 of the Palm Springs Municipal Code, up to \$1,000 maximum annual assessment.

The calculation of BID assessments is only on the amount a business pays for annual business license tax and not any other fees for a regulatory business license. For example, if a business in the District pays the City \$166 for the annual business license tax, and an additional \$266 fee for a regulatory license [such as a second hand dealer license], the BID assessment is calculated by multiplying the applicable factor by only the \$166 paid for the annual business license tax.

And finally, the Resolution of Intent outlines the noticing and protest proceedings as required by the Parking and Business Improvement Area Law of 1989. In addition, the Resolution of Intent requires the City Clerk to prepare and furnish a YES/NO ballot on the proposed levy of assessments as directed by the City Council. The YES/NO ballot shall be provided to each and every business within the boundaries of the District required to pay the assessment, as contained in the official records of the City's Business License Tax system as of May 5, 2010. A sample of the proposed ballot is attached to this report for City Council review and consideration and public input.

The City Council took no action on modifying the boundaries of the BID, and has requested the new Advisory Board review the boundaries and make recommendations to the City Council.

The City Attorney is preparing an Ordinance for consideration by the City Council and public input for the public meeting and public hearing.

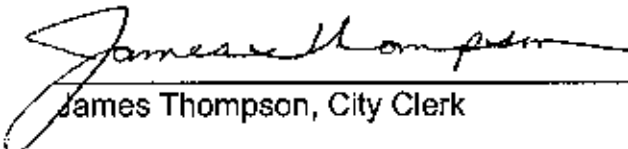
FISCAL IMPACT:

The Palm Springs Business Improvement District is a special purpose benefit assessment district; as such, assessments shall only be used for the purpose of the marketing and promotional activities within the District.

The estimated total amount of assessments to be collected pursuant to the modified basis and assessment is approximately \$93,000.

Additionally, the City Council has expressed interest in a one-time, one-year only, contribution of \$50,000, to be allocated and continued to Fiscal Year 2010-11 from the City Council created Economic Recovery Plan funding. Discussion and the commitment of the City one-time contribution should be a part of the Public Hearing process.

Additionally, the City does not charge the BID the cost of City staff and administration of the BID; these costs are paid from the General Fund.


James Thompson, City Clerk


David H. Ready, City Manager

Attachments:

Proposed Resolution of Intent
Sample YES/NO Ballot

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, DECLARING ITS INTENTION TO MODIFY THE BASIS AND METHOD OF LEVYING ASSESSMENTS AND TO RENEW THE PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT TO PROVIDE PROMOTIONAL ACTIVITIES IN THE DOWNTOWN AND UPTOWN AREAS OF PALM SPRINGS AND SETTING A PUBLIC HEARING FOR THE ADOPTION OF AN ORDINANCE AND AUTHORIZING THE LEVY OF ASSESSMENTS.

THE CITY COUNCIL OF THE CITY OF PALM SPRINGS HEREBY FINDS AS FOLLOWS:

A. The City of Palm Springs evaluated the merits of creating a Business Improvement District in the Downtown and Uptown areas of Palm Springs, and determined that a Business Improvement District would benefit the area to generate revenue to develop a marketing program and promoting activities.

B. On February 21, 2007, the City Council adopted Ordinance No. 1709, establishing the Palm Springs Business Improvement District in the Downtown and Uptown areas of Palm Springs and authorizing the levy of assessments pursuant to the Parking and Business Improvement Area Law of 1989 [Cal. Streets and Highways Code, commencing with Section 36500].

C. The provisions of the Parking and Business Improvement Area Law of 1989 authorizes the City to impose assessments for the purpose of providing improvements and promoting activities which benefit from such improvements and activities.

D. The Palm Springs Business Improvement District and the concomitant levy of assessment will promote the economic revitalization of the Downtown and Uptown areas of the City, create jobs, attract new businesses, and help prevent the erosion of these areas. In addition, the Palm Springs Business Improvement District enhances and furthers the promotion of the City's scenic, recreational, cultural, commercial, and other attractions as tourist destinations.

E. On July 15, 2009, the City Council adopted Resolution No. 22541, taking no action on the levy of assessments for Fiscal Year 2009-10, and requested the Palm Springs Business Improvement District Advisory Board and City Staff conduct stakeholder meetings, review all aspects of the District, and recommend modifications as necessitated.

F. On January 20, 2010, and February 17, 2010, the City Council evaluated the input from the Business Improvement District Advisory Board, Stakeholder Meeting Input Session materials and comments, and directed staff to prepare an Ordinance modifying the Palm Springs Business Improvement District structure and assessments.

THE CITY COUNCIL OF THE CITY OF PALM SPRINGS DOES HEREBY DECLARE, DETERMINE AND RESOLVE AS FOLLOWS:

SECTION 1. ANNUAL REPORT.

a. The City Council hereby modifies and amends the Palm Springs Business Improvement District Report. The Report is modified and amended to include the provisions of Section 3, Section 5, and Section 6 of this Resolution, and to append the Report with the 2009-10 Year End Summary and Budget Forecast document.

b. The City Council hereby approves the Palm Springs Business District Report as modified and amended by Section 1(a) of this Resolution.

SECTION 2. The City Council declares its intent to modify the basis and method of levying assessments and to renew the Palm Springs Business Improvement District for the Downtown and Uptown area of Palm Springs, pursuant to the Business Improvement Area Law of 1989, and levy assessments for Fiscal Year 2010-11 which will benefit the businesses located and operating within the area of the Business Improvement District.

SECTION 3. The boundaries of the District shall be the areas described on the map of the District on file in the Office of the City Clerk, [attached as Exhibit A] to this Resolution, and shall include:

All businesses on Palm Canyon Drive, north of Ramon Road and south of Tachevah Drive along the east and west sides of the street; Indian Canyon Drive, north of Ramon Road and south of Alejo Road along the east and west sides the street; Belardo Road, north of Ramon Road and south of Alejo Road on the east and west sides of the street; Museum Drive on the east and west sides of the street; Tahquitz Canyon Way west of Indian Canyon Drive on the north and south sides of the street; Andreas Plaza; and Amado Road, Arenas Road, La Plaza Way and Baristo Road from Indian Canyon Drive west to Belardo Road.

SECTION 4. The City Council proposes to modify the basis and method of levying assessments and adopt a schedule of assessments to be levied on the businesses within the District for the purpose of funding, providing or promoting activities which benefit businesses located and operating in the District, to the maximum extent permitted under the Business Improvement Area Law of 1989.

SECTION 5. The proposed assessment shall be levied on each business required to pay business license taxes and located within the area of the District. The assessments are proposed to be paid, collected, and administered in accordance with Division II of Title 3 of the Palm Springs Municipal Code.

SECTION 6. The amount of the assessment shall be in accordance with the following table:

Category A – Ground Level Businesses and Establishments

Two (2) times the annual business license tax pursuant to Division II of Title 3 of the Palm Springs Municipal Code, up to \$1,000 maximum annual assessment.

Category B – Second Floor or above Businesses and Establishments

One (1) times the annual business license tax pursuant to Division II of Title 3 of the Palm Springs Municipal Code, up to \$1,000 maximum annual assessment.

New businesses shall not be exempt from the payment of any applicable assessment.

SECTION 7. PUBLIC MEETING AND PUBLIC HEARING.

a. The City Council does hereby give notice that on **May 19, 2010**, at 6:00 p.m., or as soon thereafter as practicable, at a regular meeting of the City Council of the City of Palm Springs, a public meeting will be held on the question of modifying the basis and method of levying assessments of the Palm Springs Business Improvement District and the levy of the Fiscal Year 2010-11 proposed assessments. The meeting shall be held at City Hall, Council Chamber, 3200 E. Tahquitz Canyon Way, Palm Springs, California.

b. The City Council does hereby give notice that on **June 2, 2010**, at 6:00 p.m., or as soon thereafter as practicable, at a regular meeting of the City Council of the City of Palm Springs, a public hearing will be held on the question of modifying the basis and method of levying assessments of the Palm Springs Business Improvement District and the levy of the Fiscal Year 2010-11 proposed assessments. The meeting shall be held at City Hall, Council Chamber, 3200 E. Tahquitz Canyon Way, Palm Springs, California.

c. The City Clerk of the City of Palm Springs is hereby directed to give notice of said public meeting and public hearing in accordance with Section 36523 and Section 36523.5 of the Cal. Streets and Highways Code, to each and every business within the boundaries of the District required to pay the assessment, as contained in the official records of the City's Business License Tax system as of May 5, 2010.

d. Furthermore, in addition to the noticing requirements in accordance with Section 36523 and Section 36523.5 of the Cal. Streets and Highways Code, the City Clerk is directed to prepare and provide a YES/NO ballot containing the question of the levy of the Fiscal Year 2010-11 assessments, to each and every business within the boundaries of the District required to pay the assessment, as contained in the official records of the City's Business License Tax system as of May 5, 2010.

SECTION 8. PROTEST PROCEEDINGS.

a. At the public hearing, the City Council shall hear and consider all protests against the basis and method of levying assessments, the renewing of the District, the extent of the area of the District, or the furnishing of specified types of improvements or activities within the District. A protest may be made orally or in writing by any interested person.

b. Every written protest shall be filed with the City Clerk at or before the time fixed for the public hearing. The City Council may waive any irregularity in the form or content of any written protest and at the public hearing may correct minor defects in the proceedings. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.

c. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the city as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business. A written protest which does not comply with this section shall not be counted in determining a majority protest.

d. The City shall consider any ballot provided pursuant to Section 7(d) of this Resolution, voted "NO" and executed by qualified parties and filed with the City Clerk to be a written protest pursuant to Section 8(c) of this Resolution.

e. If written protests are received from the owners of businesses in the proposed District which will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than that 50 percent, no further proceedings to renew the specified parking and business improvement district or to levy the proposed assessment, as contained in this resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the City Council.

f. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made.

PASSED, APPROVED AND ADOPTED THIS 5TH DAY OF MAY, 2010.

David H. Ready, City Manager

ATTEST:

James Thompson, City Clerk

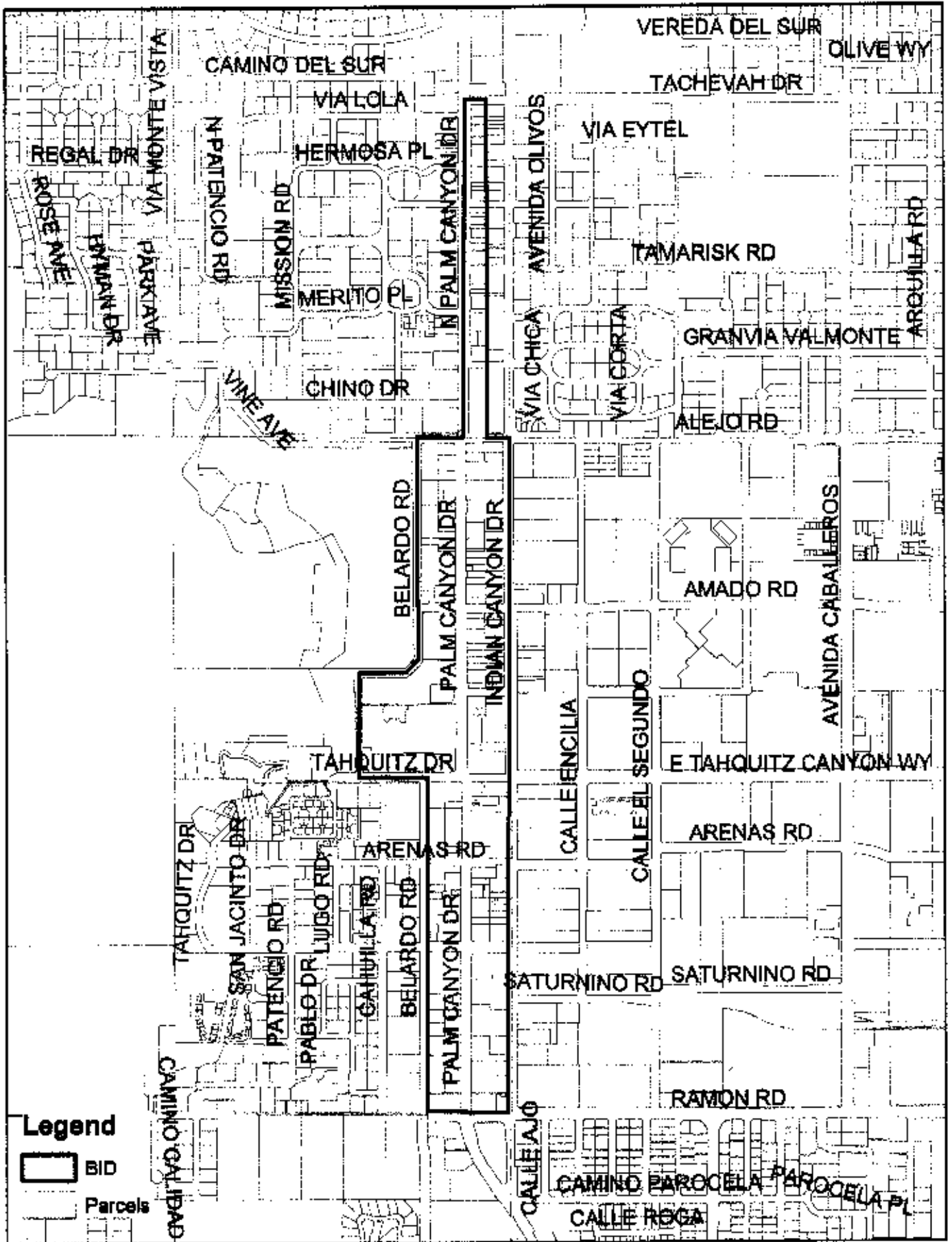
CERTIFICATION

STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
CITY OF PALM SPRINGS)

I, JAMES THOMPSON, City Clerk of the City of Palm Springs, hereby certify that Resolution No. _____ is a full, true and correct copy, and was duly adopted at a regular meeting of the City Council of the City of Palm Springs on the 5th day of May 2010, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

James Thompson, City Clerk
City of Palm Springs, California





City of Palm Springs
Business Improvement District

Office of the City Clerk
3200 E. Tahquitz Canyon
Palm Springs, CA 92262

[insert field] Business Name
[insert field] Owner Name
[insert field] Mailing Address
[insert field] City, State Zip

[insert field] ballot number

**PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT
OFFICIAL PROTEST BALLOT**

Shall the City modify the basis and the method of levying assessments for the Palm Springs Business Improvement District (BID) and enact the Fiscal Year 2010-11 Assessments on businesses within the boundaries of the District to generate revenue to develop marketing programs and marketing activities within the boundaries of the District?	YES
	NO

Based on the City's current business license records, under the modified levy of assessments, the City estimates the annual Fiscal Year 2010-11 assessments to be \$[insert amount field] for your business.

Under penalty of perjury, pursuant to the laws of the State of California, I declare that I am the owner and/or corporate officer of the above named business and have the authority to cast this ballot pursuant to City Council Resolution No. _____.

Print Name

Signature

To vote and cast your protest ballot please circle either "YES" or "NO" next to the question, print your name and sign the ballot, and return in the postage paid envelop. The voted ballot MUST BE RECEIVED (not postmarked) prior to the close of the public hearing **June 5, 2010**.

A "YES" vote indicates you are in support of the assessment. A "NO" vote is an official protest to the Business Improvement District and the proposed assessment.

STATEMENT ON THE QUESTION

In 2007, the City established the Palm Springs Business Improvement District in the Downtown and Uptown areas of Palm Springs and authorized the levy of assessments to provide marketing and promotional activities within the District. The District is a special purpose benefit assessment district, and funds shall only be used for the purposes of the marketing and promotional activities within the District.

The City proposes to modify the basis and method of levying assessments and to levy assessments for Fiscal Year 2010-11 as follows:

Category A – Ground Level Businesses and Establishments

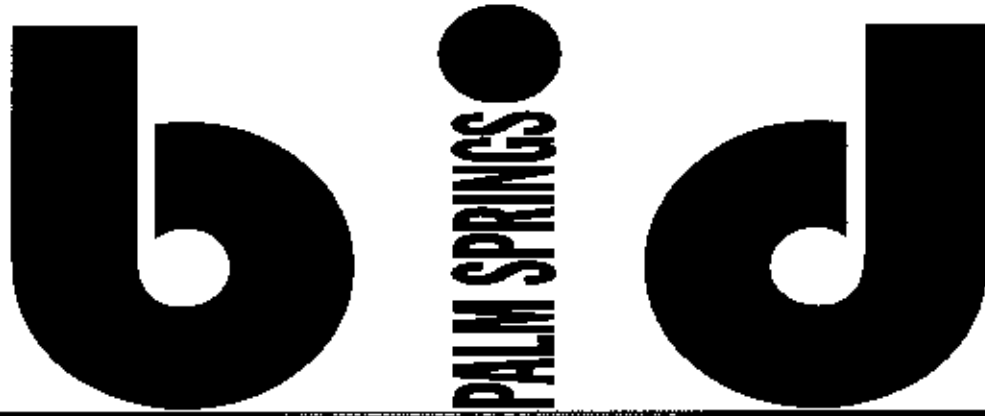
Two (2) times the annual business license tax pursuant to Division II of Title 3 of the Palm Springs Municipal Code, up to \$1,000 maximum annual assessment.

Category B – Second Floor or above Businesses and Establishments

One (1) times the annual business license tax pursuant to Division II of Title 3 of the Palm Springs Municipal Code, up to \$1,000 maximum annual assessment.

For additional information on the Palm Springs Business Improvement District and/or the ballot protest proceedings please see the enclosed City Council Resolution No. _____.

BUSINESS IMPROVEMENT DISTRICT



2009/2010 YEAR END SUMMARY & BUDGET FORECAST

Prepared by: Tammy Perezchica, RPA
Consultant to City of Palm Springs Downtown Administration
Canyon COMMERCIAL Services, INC.
760.341.7270

Palm Springs Business Improvement District

In July 2009 the Palm Springs City Council suspended the assessment fee billing for the fiscal year of 2009/2010 and deemed any fees collected would be voluntary.

The plan of work and budget approved by the Business Improvement District Steering Committee (BIDSC) and Main Street Association in April 2009 was modified to work with the rollover funds from the prior year actual and revenues collected. The BIDSC worked from August through March on the estimated revenue of \$38,000 down from \$135,000. The third quarter of 2010 reconciliation brought the actual working fund to approximately \$53,000.

The BIDSC reviewed the 2009/2010 approved priorities (outlined below) and focused the programs implemented on advertising and continued branding of the Downtown for holiday, major events and hotel/tourism.

2009/2010 Programming Priorities

- Continue to develop downtown brand message through media and public relations
- Continue to develop and support street level programs and events
- Convert sponsorships funds in 2008/2009 to new and focused event programming during major events (i.e. – Film Festival, Modernism, etc) driving event attendees into the District
- Increase advertising dollars supporting existing activities in the District
- Develop new creative message with a focus on pet friendly
- Continue to work with city to implement way finding signage
- Enhance aesthetics and downtown environment through active participation with City on capital improvement programs and streetscape improvement recommendations
- Invite participation and involvement in the Business Improvement District monthly meetings.
- Work with major attractions partners to cross populate customers and drive consumer spending

2009 / 2010 Projects Completed

To improve downtowns brand and economic vitality the following programs were completed or started in 2009/2010 program year.

- Distribution of 50,000 Directory Maps via web and Certified Folder contract
- Executed Warm Welcome Convention Center Greeter Program for 4 groups
- Developed and Executed Holiday advertising campaigns and promotions
- Developed on-air radio give away packages to capture live morning show audiences for holidays, spring break, mother's day and memorial/father's day
- Advertising Campaigns during Film Festival, Modernism Week, West Fest & Spring Break
- Partnered with Power Baseball, Palm Springs Carriages, West Fest and Palm Springs Film Festival to drive spending i.e. Spend \$25.00 in Uptown/Downtown and receive 2 free tickets
- Developed and launched 5 minute video clip for distribution through PSTV- KCET
- Place ads in Inland Empire Press Enterprise to increase day trippers to downtown for holidays and Feb-Mar
- Continued BID information links through Main Street and city web-sites

Palm Springs Business Improvement District

**PALM SPRINGS BUSINESS IMPROVEMENT
DISTRICT YEAREND FORECAST 2009/2010 as of
4/2010**

Income	\$27,000
Rollover 08/09	\$26,000

**Directory Distribution	\$7,000
Creative	\$500

Holiday Shopping	\$600
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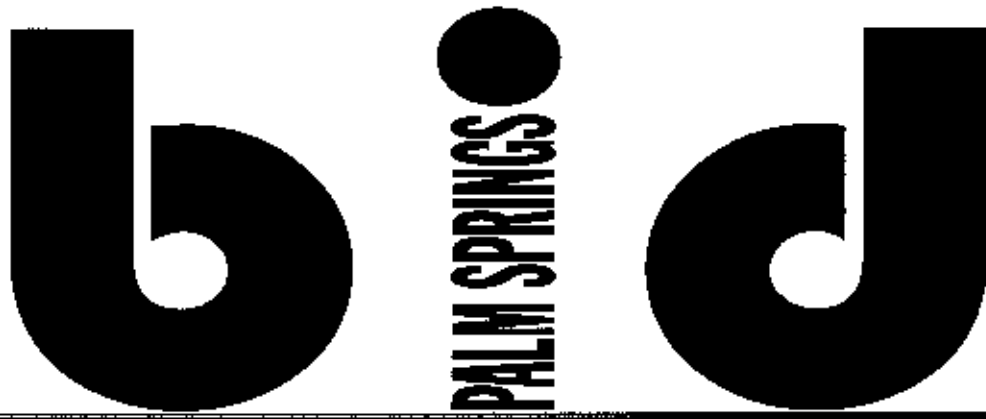
Palm Springs Carriages	\$1,100
**Directory/Map	\$15,000
West Fest	\$2,000

**Newspaper/Weekly's	\$12,000
Travel Host	\$2,000
**Radio	\$6,200
Television	\$3,000

TOTAL Variance Income - Expense (Anticipated to Rollover to 2010/2011 Fiscal Year) **\$3,600**

**** Portion of these funds anticipated to be spend in 4th quarter**

BUSINESS IMPROVEMENT DISTRICT



2009/2010 BUDGET & PLAN OF WORK

Approved By BIDSC and Main Street Association 4/21/2009

Prepared by: Tammy Perezchica, RPA
Consultant to City of Palm Springs Downtown Administration
Canyon COMMERCIAL Services, INC.
74-040 Highway 111, Suite JJ-3
Palm Desert, CA 92260
760.341.7270

PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT

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PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT

Main Street Mission Statement

To provide a cohesive consensus building partnership of downtown and uptown stakeholders in order to implement specific programs and projects which will help strengthen the economic base and physical condition of the historic village of Palm Springs in a timely and efficient manner.

Vision Statement

The vision continues to prioritize creation of an inviting, inclusive experience that awakens local interests and brings more visitors encouraging a longer stay. Downtown Palm Springs is the event. Walk-able, eclectic and charming, Downtown Palm Springs is a blend of diversified lifestyles, interests and activities. Guests are drawn to the dining and shopping through the attractive history and heritage which is coupled with the many attractions that sit at the door to the District. Guests are captivated by the richness in veteran business owners, cafés run by the chef/maître d and server....often all in one person. This appealing sense of "community" with its rich architectural detail and unusual village vibe delivers a day or evening of magic and defines the fabric of who we are NOW and how we'll continue to grow the "Palm Springs Vibe."

With the median age of desert residents consistently lowering each year, and the influx of sun-loving visitors from Europe, the evening and summer traffic has significantly increased. Enjoyment of the "summer nights" and the café/courtyard environments which make Palm Springs unique continues to be a differentiation amongst competitors. Downtown Palm Springs remains the valley's only "true" Downtown. Remaining loyal to this truth is key in the vision.

Downtown offers shoppers a selection of retail unique to the market. The home goods and gifting categories are the strongest. Additionally, Downtown provides shoppers ample dining options from the casual to sophisticated, from breakfast to late-night happy hours... all within walking distance to attractions and sites to see. Outdoor adventure beckons from several back door corridors.

Organizational Structure and Facts

- As stated in the By-laws of the BID "**the purpose of the BID**" is to develop a sustainable marketing and promotion program to increase the economic vitality of the downtown and uptown areas of the City of Palm Springs."
- Council approved the BID Ordinance in February 2007, fee collection started 7/2007
- Main Street Association appoints BID committee members and reviews all recommendations before review by City Council.
- Marketing Steering Committee formed in June and began meeting July, 2007

PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT

2008 2009 Projects Completed

To improve downtowns brand and economic vitality the following programs were completed or started in 2008/2009 program year.

- Created district wide castle banner program
- Developed and executed Warm Welcome Convention Center Program
- Launched advertising in Palm Springs Life, Travel Host, Desert Guide, Desert Sun
- Distribution of Directory Map throughout Valley
- Executed Warm Welcome Convention Center Greeter Program for 6 groups
- Advertising in Film Fest, Modernism and Concourse d'Elegance programs and Sponsorship of Restaurant Week
- Develop weekly Saturday Stroll Entertainment to enhance downtown walking experience through street level music and entertainment
- Work with merchant groups to advertise "First Friday's" Home Décor Walk and Green Friday's
- Developing improvements to Village Fest that will benefit merchant revenues on Thursdays
- Produced and executed first ever Holiday program including free holiday gift wrapping, Festival of Lights promotion, children's story time and Holiday Banner display
- Developed Radio Campaign for December through April
- Partnerships were developed with Public Library for cooking classes Dec-April and Power Baseball Feb – July
- Sponsored Main Street Directory
- Place ads in Inland Empire Press Enterprise to increase day trippers to downtown Mar-Apr
- Show me Palm Springs Expo
- Distribution of 100, 000 directories via web and Coachella Valley insertion in the Desert Sun
- Expanded BID information links through Main Street and city web-sites.

2009/2010 Programming Priorities

- Continue to develop downtown brand message through media and public relations
- Continue to develop and support street level programs and events
- Convert sponsorships funds in 2008/2009 to new and focused event programming during major events (i.e. – Film Festival, Modernism, etc) driving event attendees into the District
- Increase advertising dollars supporting existing activities in the District
- Develop new creative message with a focus on pet friendly
- Continue to work with city to implement way finding signage
- Enhance aesthetics and downtown environment through active participation with City on capital improvement programs and streetscape improvement recommendations
- Invite participation and involvement in the Business Improvement District monthly meetings.
- Work with major attractions partners to cross populate customers and drive consumer spending

Palm Springs Business Improvement District

Yellow areas indicate change in funding or programming from prior years.

		2009/2010
Income		
Income	\$105,000	\$120,000
Rollover 07/08	\$60,000	
Rollover 09/10		\$15,000
		\$135,000
Conferences		
California Downtown Association	\$2,500	\$2,500
		\$2,500
Dues & Subscriptions		
Misc. Memberships	\$200	\$200
		\$200
Miscellaneous		
Collateral/promotional items	\$7,600	\$7,600
Directory Mailings	\$600	\$600
		\$8,200
Printing Services		
Directory Distribution	\$4,320	\$4,320
Creative	\$1,800	\$1,800

PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT

	2008/2009	2009/2010
Web Site/Management	\$18,000	
Programs		\$6,120
Holiday Banners	\$2,500	\$2,500
Spring Break	\$2,500	
Modernism Fashion Event	\$0	\$2,500
Film Festival Downtown Screenings	\$0	\$5,000
Pet Friendly Campaign	\$0	\$2,500
First Friday/Green Friday	\$0	\$7,500
Parade Promo's	\$2,500	
Convention Center - Warm Welcome	\$600	\$600
Entertainment/Special Events		\$20,600
Entertainment	\$33,400	\$24,000
Holiday Shopping	\$2,500	\$2,500
Sponsorships/Event Advertising		\$26,500
Bike Weekend	\$5,000	
Carnival	\$2,000	
Restaurant Week	\$3,500	\$3,500
Film Festival	\$1,000	
Modernism	\$1,000	
Advertising		\$3,500
Newspaper/Weekly's	\$17,600	\$20,000

PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT

	2008/2009	2009/2010
Desert Guide	\$9,675	\$10,500
Travel Host	\$7,785	\$7,785
Radio	\$4,000	\$7,500
Out of Market	\$0	\$12,500
Television	\$0	\$0
		\$58,285
Banners		
Banner program	\$20,000	
		\$0
Directional signage		
Creative Design	\$5,000	
		\$0
	\$0	\$0
TOTAL Variance Income - Expense (CONTINGENCY)	\$9,420	\$9,095