

Main Street Palm Springs

PO Box 2470

Palm Springs CA 92262

760-333-6820

info@palmcanyondrive.org

June 29, 2010

David H. Ready, Esq., Ph.D.

City Manager

City of Palm Springs

3200 E. Tahquitz Canyon Way

Palm Springs, CA 92262

Dear Mr. Ready:

At its June 29 meeting, the Main Street Palm Springs (MSPS) Executive Board voted unanimously (9/0), on behalf of the businesses of downtown and uptown Palm Springs, to request the sum of Fifty Thousand Dollars (\$50,000) for fiscal year 2010/11 from the City's Economic Recovery Plan funds to fund downtown and uptown marketing and promotional programs. These programs were previously funded by the City through the Business Improvement District, which was not renewed by City Council on June 16 in its former format.

Main Street Palm Springs' request is to secure the \$50,000 in funds for a marketing program for downtown and uptown Palm Springs.

It is our understanding that the City Council is reviewing a few possible structures and we trust they will make the best choice for all of us.

If additional information is required, please contact me at (760) 333-6820.

Sincerely,

Joy Meredith
President

ITEM NO. 2.W.