



CITY COUNCIL STAFF REPORT

DATE: June 17, 2009 PUBLIC HEARING

SUBJECT: ANNUAL REVIEW AND RENEWAL OF THE PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT AND ADOPTION OF THE 2009-10 YEAR PROGRAM

FROM: David H. Ready, City Manager

BY: Community & Economic Development

SUMMARY

The approval of the attached Resolution is required for the City to renew the Palm Springs Business Improvement District (BID) for the 2009-10 Fiscal Year. This special benefit assessment district only affects businesses located in the specific geographic area outlined below. The assessment fees range from \$150 to \$500 per year depending the type and square footage of the business. The assessment fees are collected annually through the business license renewal and new application process.

RECOMMENDATION:

1. Adopt Resolution _____, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, TO RENEW THE LEVY OF ASSESSMENT FOR THE 2009-10 FISCAL YEAR FOR THE PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT."

STAFF ANALYSIS:

On June 3, 2009 the City Council adopted Resolution No. 22494 declaring its intention to renew the Palm Springs Business Improvement District (BID) for the 2009-10 Fiscal Year. At that meeting the City Council set a Public Hearing date in accordance with the Streets and Highways Code Sections 36530 – 36537. These actions would approve the program budget and report submitted by the Palm Springs Business Improvement District Steering Committee; and approves the levy of assessment for the 2009-10 Fiscal Year.

The Public Hearing is a protest procedure in which affected interested parties may protest the adoption of the Resolution of the Business Improvement District either in writing prior to the Public Hearing date or during the Public Hearing comment period. The Public Hearing Notice was published once in the Desert Sun on June 6, 2009 and

322 notices were mailed to businesses located within the geographic boundaries of the BID and identified by the City's business license database.

The Palm Springs Business Improvement District encompasses all businesses located 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 side 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; and La Plaza, Andreas Plaza; and Amado Road, Arenas Road, Baristo Road from Indian Canyon Drive west to Belardo Road.

The levy of assessment is based on the type of business and the square footage and/or number of seats or rooms. Businesses located within the defined geographic area pay the BID fees based on the following schedule:

Category A –Retail

500 sq.ft. or less	\$250
501 sq.ft. - 1,000 sq.ft.	\$300
1,001 sq.ft. - 1,500 sq.ft.	\$350
1,501 sq.ft. - 2,000 sq.ft.	\$400
2,000 sq.ft. and over	\$500

Category B-1 – Office/Service

Ground Level	
500 sq.ft. or less	\$200
501 sq.ft. - 1,000 sq.ft.	\$250
1,001 sq.ft. - 1,500 sq.ft.	\$300
1,501 sq.ft. - 2,000 sq.ft.	\$400
2,000 sq.ft. and over	\$500

Category B-2 Office/Service 2nd
or higher floor level

\$150
\$200
\$250
\$300
\$400

Category C – Restaurants, Bars and Clubs

1 - 25 seats	\$300
26 - 50 seats	\$350
51 - 75 seats	\$400
76 - 100 seats	\$450
101 seats and over	\$500

Category D - Theaters

1 -100 seats	\$250
Over 100 seats	\$500

Category E – Hotels	
1 – 25 rooms	\$350
26 – 50 rooms	\$400
Over 50 rooms	\$500

Note: Non-profits which do not need business licenses would be exempt from the BID fee; however, they would still be included in downtown promotional materials such as maps or directories.

Revenues are maintained in a separate fund and dedicated to the defined area. Assessment collections and disbursements are handled through the City's Finance Department.

Attached to the staff report is the 2009/2010 Business Improvement District Budget & Plan of Work, approved by the Business Improvement District Steering Committee and Main Street Association on April 21, 2009. The Report also includes the 2008-09 budget and projects.

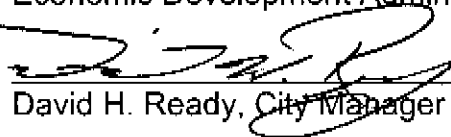
FISCAL IMPACT:

Finance Director Review:

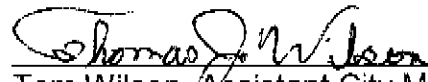
There is no impact to the General Fund. All revenues generated from this program are dedicated to marketing and promotion activities within the defined geographic boundaries. The budget includes continuing appropriations from the current fiscal year; which brings the income/funding estimates to \$135,000 for the 2009-10 fiscal year (pages 6-8).



Cathy Van Horn,
Economic Development Administrator



David H. Ready, City Manager



Tom Wilson, Assistant City Manager

Attachments: Resolution
 2009/2010 Business Improvement District Budget & Plan of Work

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, TO RENEW THE LEVY OF ASSESSMENT FOR THE 2009-10 FISCAL YEAR FOR THE PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT.

WHEREAS, Main Street Palm Springs and the City determined that a Business Improvement District would benefit the area to generate revenue to develop and implement a specific marketing program;

WHEREAS, on February 21, 2007 the City of Palm Springs adopted Ordinance No.1709, establishing the Palm Springs Business Improvement District;

WHEREAS, the provisions of the Parking and Business Improvement Area Law of 1989 (California Streets and Highways Code (Part 6 of Division 18 of the California Streets and Highways Code, commencing with Section 36500) (the "Law") authorizes the City to impose assessments for the purpose of providing improvements and promoting activities which benefit from such improvements and activities.

WHEREAS, the establishment of a business improvement district and the concomitant levy of assessments 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 establishment of the business improvement district enhances and furthers the promotion of the City's scenic, recreational, cultural, commercial, and other attractions as tourist destinations.

THE CITY COUNCIL OF THE CITY OF PALM SPRINGS DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The City Council hereby renews the Palm Springs Business Improvement District pursuant to the Law and levy assessments for the purpose of marketing and promoting activities which will benefit the businesses located and operating within the area of the Business Improvement District for the 2009-10 Fiscal Year.

SECTION 2. 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 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 3. The City Council hereby adopts the schedule of assessments described below, which are unchanged from the 2008-09 fiscal year, 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 Law. The amount of the assessments shall be in accordance with the following table:

Category A –Retail

500 sq.ft. or less	\$250
501 sq.ft. - 1,000 sq.ft.	\$300
1,001 sq.ft. - 1,500 sq.ft.	\$350
1,501 sq.ft. - 2,000 sq.ft.	\$400
2,000 sq.ft. and over	\$500

Category B-1– Office/Service
Ground Level

500 sq.ft. or less	\$200
501 sq.ft. - 1,000 sq.ft.	\$250
1,001 sq.ft. - 1,500 sq.ft.	\$300
1,501 sq.ft. - 2,000 sq.ft.	\$400
2,000 sq.ft. and over	\$500

Category B-2 Office/Service
2nd or higher floor level

\$150
\$200
\$250
\$300
\$400

Category C – Restaurants, Bars and Clubs

1 - 25 seats	\$300
26 - 50 seats	\$350
51 - 75 seats	\$400
76 - 100 seats	\$450
101 seats and over	\$500

Category D - Theaters

1 -100 seats	\$250
Over 100 seats	\$500

Category E – Hotels

1 – 25 rooms	\$350
26 – 50 rooms	\$400
Over 50 rooms	\$500

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

SECTION 4. That the proposed assessments 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 the

manner business license taxes are paid, collected, and administered in accordance with Division II of Title 3 of the Palm Springs Municipal Code.

SECTION 5. The City Council has reviewed the 2008-09 Budget and Program and approves the 2009/2010 Budget and Plan of Work.

ADOPTED this 17th day of June, 2009.

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 _____, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

James Thompson, City Clerk
City of Palm Springs, California

**CITY OF PALM SPRINGS
PUBLIC HEARING NOTIFICATION**



CITY CLERK'S DEPARTMENT
James Thompson, City Clerk

City Council
Meeting Date: June 17, 2009
Subject: RENEW BUSINESS IMPROVEMENT DISTRICT
FISCAL YEAR 2009-10

AFFIDAVIT OF MAILING

I, Kathie Hart, CMC, Chief Deputy City Clerk, of the City of Palm Springs, California, do hereby certify that a copy of the attached Notice of Public Hearing was mailed to each and every person on the attached list on or before June 4, 2009, in a sealed envelope, with postage prepaid, and depositing same in the U.S. Mail at Palm Springs, California.
(322 notices)

I declare under penalty of perjury that the foregoing is true and correct.



Kathie Hart, CMC
Chief Deputy City Clerk

AFFIDAVIT OF PUBLICATION

I, Kathie Hart, CMC, Chief Deputy City Clerk, of the City of Palm Springs, California, do hereby certify that a copy of the attached Notice of Public Hearing was published in the Desert Sun on June 6, 2009.

I declare under penalty of perjury that the foregoing is true and correct.

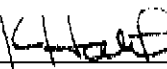


Kathie Hart, CMC
Chief Deputy City Clerk

AFFIDAVIT OF POSTING

I, Kathie Hart, CMC, Chief Deputy City Clerk, of the City of Palm Springs, California, do hereby certify that a copy of the attached Notice of Public Hearing was posted at City Hall, 3200 E. Tahquitz Canyon Drive, on the exterior legal notice posting board and in the Office of the City Clerk on or before June 4, 2009.

I declare under penalty of perjury that the foregoing is true and correct.



Kathie Hart, CMC
Chief Deputy City Clerk

NOTICE OF PUBLIC HEARING
CITY COUNCIL

CITY OF PALM SPRINGS
RENEW BUSINESS IMPROVEMENT DISTRICT FOR 2009-10 FISCAL YEAR

NOTICE IS HEREBY GIVEN that the City Council of the City of Palm Springs, California, will hold a public hearing at its meeting of June 17, 2009. The City Council meeting begins at 6:00 p.m., in the Council Chamber at City Hall, 3200 E. Tahquitz Canyon Way, Palm Springs.

The purpose of this hearing is to consider renewing the Palm Springs Business Improvement District, pursuant to California Streets and Highways Code Section 36500 et. seq., to provide business promotional activities in the downtown and uptown areas of Palm Springs and authorizing the levy of assessments on businesses located in the defined geographic area.

GEOGRAPHIC BOUNDARIES: 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 of 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, La Plaza, Arenas Road, and Baristo Road from Indian Canyon Drive west to Belardo Road.

PROPOSED ASSESSMENT: Businesses located within the defined geographic boundaries would pay the assessment in the amount as outlined in Section 3 of the City Council Resolution No. 22494, Resolution of Intent, attached to this Notice.

PROTEST PROCEDURES: Any interested party may protest the renewal of the Business Improvement District for the 2009-10 Fiscal Year. Protest Procedures, as well as the content of any protest are outlined in Section 6 of the City Council Resolution No. 22494, Resolution of Intent, attached to this Notice.

REVIEW OF BID INFORMATION: The staff report and other supporting documents regarding this matter are available for public review at City Hall between the hours of 8:00 a.m. and 6:00 p.m. Monday through Thursday. Please contact the City Clerk's Department at (760) 323-8204 if you would like to schedule an appointment to review these documents.

COMMENT ON THIS PUBLIC HEARING: Response to this Notice can be made verbally at the Public Hearing and/or in writing before the hearing. Written comments can be made to the City Council by letter (for mail or hand delivery) to:


James Thompson, City Clerk
3200 E. Tahquitz Canyon Way
P.O. Box 2743
Palm Springs, CA 92263

Written protests must be received at or before the time for the Public Hearing. Verbal protests at the Public Hearing will also be counted. A majority protest of the businesses representing fifty percent (50%) plus one (1) of the total proposed assessments to be levied will defeat the renewal of the Palm Springs Business Improvement District for the 2009-10 Fiscal Year.

Any challenge of the proposed project in court may be limited to raising only those issues raised at the public hearing described in this notice, or in written correspondence delivered to the City Clerk at, or prior, to the public hearing. (Government Code Section 65009(b) (2)).

An opportunity will be given at said hearing for all interested persons to be heard. Questions regarding this hearing may be directed to Cathy Van Horn, Economic Development Administrator at (760) 323-8175.

Si necesita ayuda con esta carta, porfavor llame a la Ciudad de Palm Springs y puede hablar con Nadine Fieger telefono (760) 323-8245.


James Thompson, City Clerk
City of Palm Springs

RESOLUTION NO. 22494

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, DECLARING ITS INTENTION TO RENEW THE PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT TO PROVIDE BUSINESS PROMOTIONAL ACTIVITIES IN THE DOWNTOWN AND UPTOWN AREAS OF PALM SPRINGS AND SETTING A PUBLIC HEARING DATE FOR THE ADOPTION OF THE 2009-10 BUDGET AND PROGRAM AUTHORIZING THE LEVY OF ASSESSMENTS.

The City Council of the City of Palm Springs finds:

- A. The Main Street Business Association and the City determined that a Business Improvement District would benefit the area to generate revenue for Main Street to develop a specific marketing program.
- B. On February 21, 2007 the City of Palm Springs adopted Ordinance No.1709, establishing the Palm Springs Business Improvement District.
- C. The provisions of the Parking and Business Improvement Area Law of 1989 (California Streets and Highways Code (Part 6 of Division 18 of the California Streets and Highways Code, commencing with Section 36500) (the "Law") authorizes the City to impose assessments for the purpose of providing improvements and promoting activities which benefit from such improvements and activities.
- D. The establishment of a business improvement district and the concomitant levy of assessments 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 establishment of the business improvement district enhances and furthers the promotion of the City's scenic, recreational, cultural, commercial, and other attractions as tourist destinations.

The City Council of the City of Palm Springs resolves:

SECTION 1. The City Council declares its intention to renew the Palm Springs Business Improvement District pursuant to the Law and levy assessments for the purpose of marketing and promoting activities which will benefit the businesses located and operating within the area of the Business Improvement District for the 2009-10 Fiscal Year.

SECTION 2. 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 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 3. The City Council proposes to adopt the schedule of assessments described below, which are the same as applied during the 2008-09 fiscal year, 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 Law. The amount of the assessments shall be in accordance with the following table:

Category A –Retail

500 sq.ft. or less	\$250
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New businesses shall not be exempt from the payment of any applicable assessment.

SECTION 4. That the proposed assessments 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 the manner business license taxes are paid, collected, and administered in accordance with Division II of Title 3 of the Palm Springs Municipal Code.

SECTION 5. That the City Council does hereby give notice that on June 17, 2009 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 renewing of said Business improvement District, reviewing the 2009-10 activities; and approving the 2009-2010 Budget and Program. The City Clerk of Palm Springs is hereby directed to give notice of said hearing in accordance with Section 36534(b) of the Law.

SECTION 6. (a) At the public hearing, the City Council shall hear and consider all protests against 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. 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.

(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.

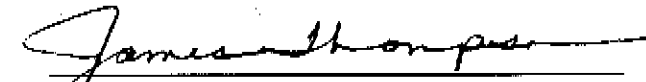
(d) If written protests are received from the owners of businesses in the proposed District which will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than that 50 percent, no further proceedings to renew the specified 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.

CERTIFICATION

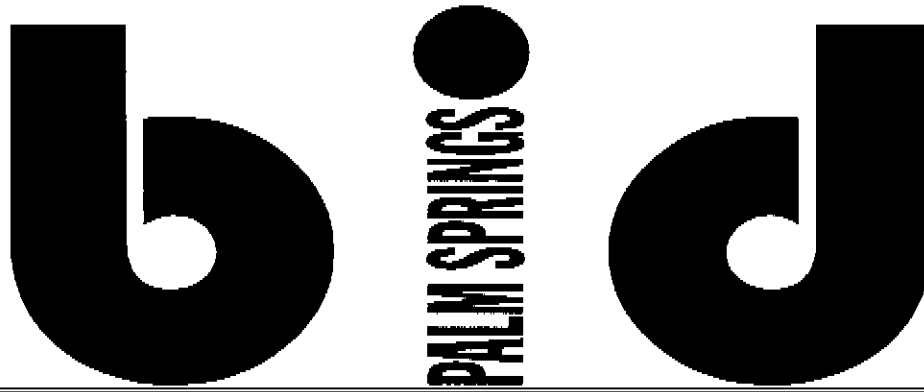
STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
CITY OF PALM SPRINGS)

I, JAMES THOMPSON, City Clerk of the City of Palm Springs, hereby certify that Resolution No. 22494 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 June 3, 2009, by the following vote:

AYES: Councilmember Foat, Councilmember Hutcheson, Councilmember Weigel, Mayor Pro Tem Mills, and Mayor Pougnet
NOES: None.
ABSENT: None.
ABSTAIN: None.


James Thompson, City Clerk
City of Palm Springs, California

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.

PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT

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

Palm Springs Business Improvement District

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

DESCRIPTION	2008/2009	2009/2010
Income		
Income	\$105,000	\$120,000
Rollover 07/08	\$60,000	
Rollover 09/10		\$15,000
Total Estimated Income	\$165,000	\$135,000
Expenses		
Conferences		
California Downtown Association	\$2,500	\$2,500
Total Conferences	\$2,500	\$2,500
Dues & Subscriptions		
Misc. Memberships	\$200	\$200
Total Dues & Subscriptions	\$200	\$200
Miscellaneous		
Collateral/promotional items	\$7,600	\$7,600
Directory Mailings	\$600	\$600
Total Miscellaneous	\$8,200	\$8,200
Contract 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	
Total Contract Services	\$24,120	\$6,120
Promotions		
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
Total Promotions	\$8,100	\$20,600
Entertainment/Special Events		
Entertainment	\$33,400	\$24,000
Holiday Shopping	\$2,500	\$2,500
Total Entertainment/Special Events	\$35,900	\$26,500
Sponsorships/Event Advertising		
Bike Weekend	\$5,000	
Carnival	\$2,000	
Restaurant Week	\$3,500	\$3,500
Film Festival	\$1,000	
Modernism	\$1,000	
Total Sponsorships/Event Advertising	\$12,500	\$3,500
Advertising		
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
Total Advertising	\$39,060	\$58,285
Banners		
Banner program	\$20,000	
Total Banners	\$20,000	\$0
Directional Signage		
Creative Design	\$5,000	
Total Signage	\$5,000	\$0
	\$0	\$0
TOTAL Variance Income - Expense (CONTINGENCY)	\$9,420	\$9,095