



CITY COUNCIL STAFF REPORT

DATE: JULY 15, 2009

PUBLIC HEARING

SUBJECT: ~~PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT, RECITING AND APPROVING THE PROTEST PROCEEDINGS, CONSIDER THE FISCAL YEAR 2009-10 LEVY OF ASSESSMENT FEES.~~

FROM: David H. Ready, City Manager

BY: James Thompson, City Clerk

SUMMARY

The City Council will review and approve the protest proceedings for the Fiscal Year 2009-10 levy of assessments for the Palm Springs Business Improvement District, and consider the levy of assessment fees.

RECOMMENDATION:

1. The Public Hearing was closed on June 24, 2009, take no additional public testimony.
2. Adopt a Resolution with regard to the Palm Springs Business Improvement District.
3. Direct staff as appropriate.

STAFF ANALYSIS:

The City Council conducted a duly noticed public hearing for the Palm Springs Business Improvement District, pursuant to City Council Resolution No. 22494 and Cal. Streets and Highways Code, known as the Parking and Business Improvement Law of 1989. The full administrative record is contained in the findings of the resolutions attached to this report.

At and during the public hearing, the City Council received testimony and verbal and written protests to the Palm Springs Business Improvement District Fiscal Year 2009-10 levy of assessments. At the public hearing a substantial number protests were filed, and staff was unable to verify and tabulate the results at the close of the public hearing. The City Council closed the public hearing, along with the acceptance of protests, and directed the City Clerk to review the protest proceedings.

ITEM NO. 1.B.

Pursuant to City Council Resolution No. 22494 and State law, protests are weighted proportionately and based on the amount of the proposed assessment. Thus the number of protests submitted is not a factor in determining a majority protest. For instance, a protest received from a qualified business in the district that pays an assessment of \$150 has a relative value that is less than a protest received from a qualified business in the district that pays an assessment of \$500.

The City received a total of 175 valid protests with a total assessment value of \$55,550. The total proposed and estimated assessments for the entire district is \$130,660. Thus the protest percentage is 42.5%. All protests received are on file in the Office of the City Clerk for review and inspection by the City Council, interested persons, and the general public.

Pursuant to City Council Resolution No. 22494 and State law, the City Council may waive any irregularity in the form or content of any protest, and/or correct minor defects in the proceedings. The City Council may amend or otherwise modify the results of the protest proceedings as it deems appropriate.

Since 50% protest was not received of the total proposed assessments, the City Council may proceed with the levy of the assessments by adopting the proposed resolution (Alternative Motion No. 1).

However, the receipt of less than 50% protest does not preclude the City Council from choosing to not enact the levy of the assessments. Staff has prepared a resolution for the City Council to take no further action to levy the assessment for Fiscal Year 2009-10 (Alternative Motion No. 2).

ALTERNATIVES:

Alternative Motion No. 1. No action on the 2009-10 Assessments.

Adopt Resolution No. _____, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, RECITING THE FACT OF THE PROTEST PROCEEDINGS FOR THE LEVY AND ASSESSMENT OF THE FISCAL YEAR 2009-10 PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT, AND **RENEWING THE LEVY OF ASSESSMENT FEES FOR FISCAL YEAR 2009-10.**"

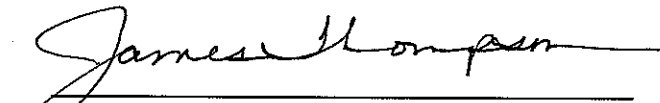
Alternative Motion No. 2. Renew levy of 2009-10 Assessment Fees.

Adopt Resolution No. _____, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, RECITING THE FACT OF THE PROTEST PROCEEDINGS FOR THE LEVY AND ASSESSMENT OF THE FISCAL YEAR 2009-10 PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT, **TAKING NO ACTION ON THE PROPOSED LEVY FOR FISCAL YEAR 2009-10,** AND OTHER ADMINISTRATIVE MATTERS AS REQUIRED."

FISCAL IMPACT:

The levy of 2009-10 Business Improvement District assessment fees would generate approximately \$130,000 in revenue for the specific use of marketing and promotional activities in the Downtown and Uptown area. The 2009-10 Business Improvement District Report provides for the expenditure of \$125,905 in Fiscal Year 2009-10. Any fees collected in excess of expenditures, would roll over to the future year(s). As of July 8, 2009, the collective roll over amount for previous years is \$34,609.

The levy does not impact the General Fund, with the exception of City administrative staff costs. Currently, the City does not charge an administrative fee, to cover the General Fund cost of administering the Business Improvement District.



JAMES THOMPSON, CITY CLERK



DAVID H. READY, CITY MANAGER

Attachments:

- Alternative Motion No. 1 Resolution (no action on assessments)
- Alternative Motion No. 2 Resolution (levy of assessments)
- Exhibit A Protest Tabulations
- Exhibit B Palm Springs Business Improvement District Report
- Previous Staff Report

ALTERNATIVE MOTION NO. 1

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, RECITING THE FACT OF THE PROTEST PROCEEDINGS FOR THE LEVY AND ASSESSMENT OF THE FISCAL YEAR 2009-10 PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT, AND RENEWING THE LEVY OF ASSESSMENT FEES FOR FISCAL YEAR 2009-10.

THE CITY COUNCIL FINDS AS FOLLOWS:

A. Previously Main Street and the City Council determined that a Business Improvement District would benefit the area to generate revenue to develop and implement a specific marketing program and goals. The City Council determined that 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 maintenance of the business improvement district enhances and furthers the promotion of the City's scenic, recreational, cultural, commercial, and other attractions as tourist destinations.

B. On February 21, 2007, the City Council adopted Ordinance No. 1709, establishing the Palm Springs Business 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.

C. On June 3, 2009, the City Council adopted Resolution No. 22494 declaring its intention to renew the Palm Springs Business Improvement District fees for Fiscal Year 2009-10, setting the public hearing for June 17, 2009, and directing the City Clerk to give notice of said hearing in accordance with Cal. Streets and Highways Code Section 36534(b).

D. Pursuant to Cal. Streets and Highways Code Section 36534(b), the City Clerk published City Council Resolution No. 22494, Resolution of Intent, in the Desert Sun on June 6, 2009.

E. Furthermore, in addition to the noticing requirements contained in Cal. Streets and Highways Code Section 36534(b), the City Clerk published a Notice of Public Hearing, in the Desert Sun on June 6, 2009.

F. Furthermore, in addition to the noticing requirements contained in Cal. Streets and Highways Code Section 36534(b), the City Clerk caused a Notice of Public Hearing and City Council Resolution No. 22492, to be mailed to each business paying the assessment within the boundaries of the Business Improvement District, as report by the City's Finance Department, Business License System.

G. Furthermore, in addition to the noticing requirements contained in Cal. Streets and Highways Code Section 36534(b), the City Clerk caused a Notice of Public Hearing and City Council Resolution No. 22492, to be posted on the legal noticing board and in the City Clerks Office at City Hall on June 4, 2009.

H. On June 17, 2009, the City Council conducted a duly notice Public Hearing, and the acceptance of verbal and written protests to the levy of the assessments. The City Council continued the Public Hearing and the acceptance of protests, to June 24, 2009, and directed the City Clerk to post a Notice of Continuance.

I. On June 18, 2009, the City Clerk caused a Notice of Continued Public Hearing to be posted on the exterior door of Council Chamber, and in the City Clerks Office at City Hall, in accordance with State law.

J. In addition to the noticing requirements contained in Cal. Streets and Highways Code, on June 22, 2009, City Code Enforcement staff walked the boundaries of the Business Improvement District, and hand delivered City Council Resolution No. 22492, Notice of Intention, and a Notice of Public Hearing, to all businesses located within the District.

K. On June 24, 2009, the City Council continued the Public Hearing and the acceptance of protests. The City Council closed the public hearing and the acceptance of further protests, and directed the City Clerk to review and tabulate the protests to the Fiscal Year 2009-10 assessment and levy, and further directed the City Clerk to place such matters on the July 15, 2009, City Council Meeting Agenda.

L. Pursuant to City Council direction, and in accordance with City Council Resolution No. 22492, and the provisions of Cal. Streets and Highways Code Section 36500 *et. seq.*, the City Clerk reviewed, validated, and tabulated the protests to the Fiscal Year 2009-10 assessment and levy, and has submitted the results of such review to the City Council [attached as Exhibit A] and incorporated herein.

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

SECTION 1. The City Council confirms and approves the protest proceedings as reported by the City Clerk, and determines that a majority protest was not submitted to the Fiscal Year 2009-10 levy and assessment.

SECTION 2. The City Council hereby amends and approves the Palm Springs Business Improvement District Report [attached as Exhibit B] and incorporated herein. The Report is amended to include the provisions of Section 4, Section 5, and Section 6 of this Resolution.

SECTION 3. The City Council hereby renews the Palm Springs Business Improvement District fee 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 Fiscal Year 2009-10.

SECTION 4. 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 5. 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 6. 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 7. The City Council has reviewed the 2008-09 Budget and Program and approves the 2009-10 Budget and Plan of Work.

SECTION 8. The Director of Finance is hereby authorized and directed to collect any outstanding assessments for businesses delinquent in the payment of assessments.

SECTION 9. The City Manager is authorized to process any expenditures of the Business Improvement District previously collected, as such expenditures are consistent with the activities of the Business Improvement District as outlined in Ordinance No. 1709 and the Business Improvement District Report.

ADOPTED THIS 15TH DAY OF JULY, 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 July 15, 2009, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

James Thompson, City Clerk
City of Palm Springs, California

ALTERNATIVE MOTION NO. 2

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, RECITING THE FACT OF THE PROTEST PROCEEDINGS FOR THE LEVY AND ASSESSMENT OF THE FISCAL YEAR 2009-10 PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT, TAKING NO ACTION ON THE PROPOSED LEVY FOR FISCAL YEAR 2009-10, AND OTHER ADMINISTRATIVE MATTERS AS REQUIRED.

THE CITY COUNCIL FINDS AS FOLLOWS:

A. Previously Main Street and the City Council determined that a Business Improvement District would benefit the area to generate revenue to develop and implement a specific marketing program and goals. The City Council determined that 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 maintenance of the business improvement district enhances and furthers the promotion of the City's scenic, recreational, cultural, commercial, and other attractions as tourist destinations.

B. On February 21, 2007, the City Council adopted Ordinance No. 1709, establishing the Palm Springs Business 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.

C. On June 3, 2009, the City Council adopted Resolution No. 22494 declaring its intention to renew the Palm Springs Business Improvement District fees for Fiscal Year 2009-10, setting the public hearing for June 17, 2009, and directing the City Clerk to give notice of said hearing in accordance with Cal. Streets and Highways Code Section 36534(b).

D. Pursuant to Cal. Streets and Highways Code Section 36534(b), the City Clerk published City Council Resolution No. 22494, Resolution of Intent, in the Desert Sun on June 6, 2009.

E. Furthermore, in addition to the noticing requirements contained in Cal. Streets and Highways Code Section 36534(b), the City Clerk published a Notice of Public Hearing, in the Desert Sun on June 6, 2009.

F. Furthermore, in addition to the noticing requirements contained in Cal. Streets and Highways Code Section 36534(b), the City Clerk caused a Notice of Public

Hearing and City Council Resolution No. 22492, to be mailed to each business paying the assessment within the boundaries of the Business Improvement District, as report by the City's Finance Department, Business License System.

G. Furthermore, in addition to the noticing requirements contained in Cal. Streets and Highways Code Section 36534(b), the City Clerk caused a Notice of Public Hearing and City Council Resolution No. 22492, to be posted on the legal noticing board and in the City Clerks Office at City Hall on June 4, 2009.

H. On June 17, 2009, the City Council conducted a duly notice Public Hearing, and the acceptance of verbal and written protests to the levy of the assessments. The City Council continued the Public Hearing and the acceptance of protests, to June 24, 2009, and directed the City Clerk to post a Notice of Continuance.

I. On June 18, 2009, the City Clerk caused a Notice of Continued Public Hearing to be posted on the exterior door of Council Chamber, and in the City Clerks Office at City Hall, in accordance with State law.

J. In addition to the noticing requirements contained in Cal. Streets and Highways Code, on June 22, 2009, City Code Enforcement staff walked the boundaries of the Business Improvement District, and hand delivered City Council Resolution No. 22492, Notice of Intention, and a Notice of Public Hearing, to all businesses located within the District.

K. On June 24, 2009, the City Council continued the Public Hearing and the acceptance of protests. The City Council closed the public hearing and the acceptance of further protests, and directed the City Clerk to review and tabulate the protests to the Fiscal Year 2009-10 assessment and levy, and further directed the City Clerk to place such matters on the July 15, 2009, City Council Meeting Agenda.

L. Pursuant to City Council direction, and in accordance with City Council Resolution No. 22492, and the provisions of Cal. Streets and Highways Code Section 36500 *et. seq.*, the City Clerk reviewed, validated, and tabulated the protests to the Fiscal Year 2009-10 assessment and levy, and has submitted the results of such review to the City Council [attached as Exhibit A] and incorporated herein.

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

SECTION 1. The City Council hereby receives and files the Palm Springs Business Improvement District Report [attached as Exhibit B] and incorporated herein.

SECTION 2. The City Council confirms and approves the protest proceedings as reported by the City Clerk, and determines that a majority protest was not submitted to the Fiscal Year 2009-10 levy and assessment, but takes no further action for the Fiscal Year 2009-10 levy and assessment.

SECTION 3. The Director of Finance is hereby authorized to refund any levy and assessment paid to the City for new or the renewal of businesses within the district dated on or after July 1, 2009.

SECTION 4. The Director of Finance is hereby authorized and directed to collect any outstanding assessments for businesses delinquent in the payment of assessments with an expiration date on or before June 30, 2009.

SECTION 5. The City Manager is authorized to process any expenditures of the Business Improvement District previously collected, as such expenditures are consistent with the activities of the Business Improvement District as outlined in Ordinance No. 1709 and the Business Improvement District Report.

SECTION 6. The City Manager is authorized to expend Palm Springs Business Improvement District Rollover Funds in Fiscal Year 2009-10, inasmuch, as such expenditure is consistent with the activities of the Business Improvement District as outlined in Ordinance No. 1709 and the Business Improvement District Report.

ADOPTED THIS 15TH DAY OF JULY, 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 July 15, 2009, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

James Thompson, City Clerk
City of Palm Springs, California

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

DECLARATION OF CITY CLERK
PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT PROTEST PROCEEDINGS

I, JAMES THOMPSON, City Clerk, City of Palm Springs, California, hereby declare:

1. On June 24, 2009, the City Council directed me to review and tabulate the protests to the Fiscal Year 2009-10 Palm Springs Business Improvement District Levy and Assessments.

2. In accordance with City Council Resolution No. 22492 and the provisions of Cal. Streets and Highways Code Section 36500 et. seq., I have reviewed and tabulated all protests submitted to the levy of assessments.

3. Based on my review I submit to the City Council the results of my review and determination:

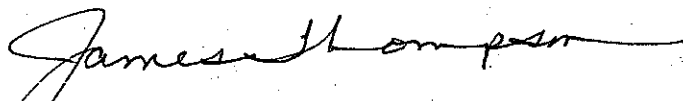
Total Number of Protests Submitted:	210
Number of Valid Protests:	175
Number of Invalid Protests:	30
Number of Duplicates Submitted:	5

Total Estimated 2009-10 Assessments:	\$ 130,600.
Total Assessment of Valid Protests:	\$ 55,550.

Percentage of Valid Protests Submitted:	42.5%
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4. A detailed tabulation of the protest proceedings [9 pages] are attached to this declaration.

Executed this 9th day of July, 2009.



James Thompson, City Clerk
City of Palm Springs, California

BID Protest Detail Report

Business	Business Name	Address Line 1	Expiration	Cat	BID Fee	Protest	Protest #	Business License, BID Status	Notes
1	20011561	4 ALL LEGAL SERVICES	655 N. PALM CANYON DRIVE #204	BBB	150.00		0		
2	00000028	A CUT ABOVE	333 N PALM CANYON DR STE 205	BBB	200.00	200.00	1		
3	20011473	A LA MOD	768 N PALM CANYON DRIVE	AA	250.00	250.00	1		
4	20012084	ACACIA	333 S. INDIAN CANYON DRIVE # G&H	BB	400.00		0		
5	20001792	AFFORDABLE BUILDING SERVICES	1050 N PALM CANYON DR	BB	250.00		0		
6	20001863	AIRPORT DISPLAYS	303 N INDIAN CANYON	BBB	150.00		0		
7	743	AL'KE-ME	324 N PALM CANYON DR	BB	200.00	200.00	1		
8	00010900	ALDENTE TRATTORIA	491 N PALM CANYON DR	CC	400.00		0		
9	00002221	ALOE PEOPLE, THE	243 S INDIAN CANYON DR	AA	300.00	300.00	1		
10	20012055	ALTERNATE ROUTE	120 S PALM CANYON DR	CC	500.00		0		
11	20011389	ANDREAS HOTEL & SPA	227 N. INDIAN CANYON DR	EE	350.00		0		
12	20009869	ANGEL REHAB THERAPY	655 N PALM CANYON DR STE 217	BBB	150.00		0		
13	00000969	ARTHUR COLEMAN PHOTOGRAPHY	303 N INDIAN CANYON DR	AA	300.00		0		
14	20009015	ASYLUM	844 N PALM CANYON DR	AA	500.00	500.00	1		
15	20007417	AT&T MOBILITY	123 N PALM CANYON DR STE 115	AA	400.00		0		
16	20011342	ATTUNE RTD	286 1/2 N PALM CANYON DR	BBB	200.00		0		
17	20010991	AUTO KNIGHT MOTOR CLUB, INC	1008-1009 N PALM CANYON DR	BB	400.00		0		
18	00012809	AVALON BAY	275 S PALM CANYON DR STE C-1	AA	500.00	500.00	1		
19	00000331	AZTEC RENT A CAR	477 S PALM CANYON DR STE 4	BB	250.00	250.00	1		
20	20010596	AZUL GALLERY OF CATERING	388 1/2 N PALM CANYON DR	BB	200.00		0		
21	20008682	AZUL GEORGIES ALIBI	369 N PALM CANYON DR	CC	500.00		0		
22	20011736	BATH JUNKIE	114 N PALM CANYON DR	AA	400.00		0		
23	20011287	BEAN COUNTER BOOKKEEPING	655 N PALM CANYON DR #208	BBB	150.00		0		
24	20008082	BEAUTIFUL NAILS	326 N PALM CANYON DRIVE	AA	300.00	300.00	1		
25	99014996	BELLA SALON 475	475 N PALM CANYON DR	BB	200.00	200.00	1		
26	20008000	BEN & JERRY'S	110 S PALM CANYON DR	CC	300.00		0		
27	20012394	BERRY SEXY	146 N PALM CANYON DRIVE	AA	300.00		0		
28	20010967	BERRY SEXY	301 N. PALM CANYON DR.	AA	300.00		0		
29	20003628	BEST FOR LESS	272 N PALM CANYON DR	AA	250.00	250.00	1		
30	20010131	BEST WESTERN LAS BRISAS HOTEL	222 S INDIAN CANYON DR	EE	500.00		0		
31	20009882	BIANCO & SON FINE JEWELRY	288 N PALM CANYON DR	AA	350.00	350.00	1		
32	00013218	BIANCO AND SON FINE JEWELRY	288 N PALM CANYON DR	AA	350.00		0		
33	00000477	BIG 5 SPORTING GOODS #39	364 S PALM CANYON DR	AA	500.00		0		Two Licenses Only 1 BID Fee Paid to Protest
34	20007447	BINGS SMOKE SHOP & GIFTS	344 N PALM CANYON DR	AA	250.00	250.00	1		
35	00008953	BIRKENSTOCK COMFORT SHOES	138 S PALM CANYON DR	AA	300.00	300.00	1		
36	00000497	BIT OF COUNTRY	418 S INDIAN CANYON DR	CC	400.00	400.00	1		
37	00002735	BLUE COYOTE GRILL, THE	445 N PALM CANYON DR	CC	500.00		0		
38	47	BODY FACTORY BAYSIDE LLC	155 S PALM CANYON DR	CC	300.00	300.00	1		
39	20006682	BODYWORKS PHYSIOTHERAPY	333 N PALM CANYON DR STE 114	BB	250.00	250.00	1		
40	20008620	BON VIVANT	457 NORTH PALM CANYON STE 3-5	AA	250.00	250.00	1		
41	20009611	BOSCOSO-MODERN ITALIAN RESTAURANT	707 N PALM CANYON DR	CC	450.00	450.00	1		
42	20011952	BOTANICAL BENEFITS	155 S BELARDO ROAD	BB	250.00		0		
43	20009508	BRAM'S	461 N PALM CANYON DR	AA	350.00	350.00	1		
44	20010638	BRIEN O'BRIEN SALON	515 N PALM CANYON DR SUITE A-1	AA	400.00	400.00	1		
45	20008155	BRITISH INVASION	194 N PALM CANYON DRIVE	AA	300.00	300.00	1		
46	20011926	BUNGALOW ROSE FLORIST	170 E TAHQUITZ CYN WAY	AA	300.00	300.00	1		
47	20011381	BURGER KING	432 S INDIAN CANYON DR	CC	400.00		0		

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BID Protest Detail Report

Business	Business Name	Address Line 1	Expiration	Cat	BID Fee	Protest	Protest #	Business License, BID Status Notes
48	20009901	BURNEY HEARING AID CENTER II	1005 N PALM CANYON	BB	300.00		0	
49	20009410	CACTUSBERRY	116 LA PLAZA	AA	250.00		0	
50	20003798	CAFE 285	285 N PALM CANYON DR	CC	350.00	350.00	1	
51	20010365	CAFE CHOCOLAT OF PALM SPRING	515 N PALM CANYON DR	CC	300.00	300.00	1	
52	20007072	CAFE EURO	129 LA PLAZA	CC	300.00	300.00	1	
53	96001072	CAFE JASMIN	125 E TAHQUITZ CANYON WAY STE	CC	300.00	300.00	1	
54	20001829	CAFE SCANDIA	356 S INDIAN CANYON DR	CC	350.00	350.00	1	
55	00000684	CAFE ST JAMES	265 S PALM CANYON DR STE E2	CC	500.00		0	
56	00012027	CALIFORNIA PIZZA KITCHEN	123 N PALM CANYON DR STE 117	CC	500.00		0	
57	20010335	CALLA LILY INN	350 S BELARDO RD	EE	350.00	350.00	1	
58	20007503	CANYON CLUB HOTEL LLC	960 N PALM CANYON DRIVE	EE	400.00		0	
59	20012320	CANYON FLOURS BAKERY	515 N PALM CANYON DR	AA	400.00		0	
60	97008205	CANYON ROSE	218 N PALM CANYON DR	AA	250.00	250.00	1	
61	20008169	CAPELLI STUDIO	234 N PALM CANYON DRIVE	AA	300.00	300.00	1	
62	00013370	CASA BELLA NATURAL NAIL AND	473 N PALM CANYON DR	BB	200.00	200.00	1	
63	20005563	CASH FINANCIAL SERVICES INC	170 E ANDREAS RD #170	BB	200.00		0	
64	20011142	CATIE-RAE HOME	766 N PALM CANYON DR	AA	400.00		0	
65	20007468	CELTIC CRAFT CENTER	376-380 N PALM CANYON DR	AA	400.00		0	
66	20000051	CHASE HOTEL AT PALM SPRINGS	200 W ARENAS RD	EE	350.00		0	
67	20011520	CHEEKY'S INC.	622 N PALM CYN DRIVE	CC	300.00		0	
68	99017212	CHICO'S	155 S PALM CANYON DR STE B4	AA	400.00		0	
69	20002211	CHINA KING CHINESE RESTAURANT	295 N INDIAN CANYON DR	CC	300.00	300.00	1	
70	20006078	CHRIS SAHLIN ARCHITECTS	121 S PALM CANYON DR STE 229	BBB	150.00	150.00	1	
71	20010308	CHRISTIE & CO	664 N PALM CYN DR STE B	AA	300.00		0	
72	20012186	CHRISTOPHER HORYCHATA FITN	475 N PALM CANYON DRIVE SUITE A	BBB	150.00	150.00	1	
73	20006962	CHRISTOPHER KENNEDY DESIGN	666 N PALM CANYON DR STE 4	BBB	200.00		0	
74	20010850	CILANTRO GALLERY	245 S PALM CANYON #A3	AA	300.00	300.00	1	
75	20011510	CLARK ELLIOT CONCEPTS	301 N PALM CANYON DR #103	AA	350.00		0	
76	20007583	CLOCKWORKS	160 E TAHQUITZ CANYON WAY	AA	300.00		0	
77	20008925	CLUE ACCESSORIES	123 N PALM CANYON DRIVE STE 12	AA	350.00	350.00	1	
78	20010009	CM ENGRAVERS	274 N PALM CANYON DR	BB	200.00	200.00	1	
79	97011487	COLD NOSE WARM HEART	189 S PALM CANYON DR	AA	400.00		0	
80	20005207	COLDSTONE CREAMERY 089	155 S PALM CANYON DRIVE B2	CC	300.00		0	
81	20004951	COMFORT INN PALM SPRINGS	390 S INDIAN CANYON DR	EE	500.00		0	
82	20001991	CONTAX PLUS & ASSOCIATES	333 N PALM CANYON DR STE 210	BBB	200.00	200.00	1	
83	20010912	CONTINUUM GALLERY	258 N PALM CANYON DR	BB	300.00	300.00	1	
84	20006886	COPLEY'S ON PALM CANYON	621 N PALM CANYON DR	CC	500.00		0	
85	20007281	CORK N BOTTLE OF PALM SPRING	342 N PALM CANYON DR	AA	250.00	250.00	1	
86	20008517	CORRIDOR SHOPS	515 N PALM CYN DR #8	AA	500.00		0	
87	20007673	COUNTRYWIDE BANK, FSB	123 N PALM CANYON DR STE 129	AA	350.00		0	
88	20003907	CRAZY SHIRTS	110 N PALM CANYON DR	AA	350.00		0	
89	00005687	CRYSTAL FANTASY	264 N PALM CANYON DR	AA	350.00		0	
90	20010872	CUBAN GRILL	254 N PALM CANYON DR	CC	400.00		0	
91	20004275	CV FLOORING	1050 N PALM CANYON DRIVE	AA	300.00		0	
92	20009284	D I G S DESIGN INSPIRED GARDE	515 N PALM CANYON DR #C5	AA	400.00		0	
93	20009522	D'NOVECENTOS RISTORANTE ITA	350-52 S INDIAN AVE	CC	400.00		0	
94	20008637	D.D.'S HAIR DESIGN	333 N PALM CANYON DR #103	BBB	200.00	200.00	1	

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95	20011909	DADDY RICHARDS	376 N PALM CANYON DR	10/31/2009	AA	300.00	1	
96	00013384	DAN HALL INTERIORS	477 S PALM CANYON DR STE 8	10/31/2009	BB	300.00	0	
97	99017240	DAZZLES	1035 N PALM CANYON DR	9/30/2009	AA	300.00	1	
98	20011122	DEBBIE TOOHEY AND ASSOCIAT	1081 N PALM CANYON DRIVE	7/31/2009	BB	400.00	0	
99	20004389	DEL MARCOS HOTEL	225 BARISTO ROAD	3/31/2010	EE	350.00	0	
100	20005741	DEL SOL	148 N PALM CANYON DR	3/31/2010	AA	300.00	0	
101	20011738	DESERT BOARD COMPANY	220 N PALM CANYON DR	9/2/2009	AA	250.00	1	
102	00001242	DESERT EMPIRE MORTGAGE CO	202 N PALM CANYON DR	10/31/2009	BBB	250.00	1	
103	20005536	DESERT GARDEN CENTER LLC	515 N PALM CANYON DR, SUITE 14	1/31/2010	BB	200.00	1	
104	00001292	DESERT PUBLICATIONS INC	303 N INDIAN CANYON DR	10/31/2009	BBB	400.00	0	
105	20010043	DESERT SOLES	123 N PALM CANYON DR STE 133	4/30/2010	AA	250.00	0	
106	20012120	DESIGN WITHIN REACH	800 N. PALM CANYON DRIVE	1/31/2010	AA	500.00	0	
107	20005340	DESSELLE PROPERTIES INC	655 N PALM CANYON DR #211	1/31/2010	BBB	200.00	0	
108	20001790	DIANE'S INC	155 S PALM CANYON DR STE A7	6/30/2010	AA	350.00	0	
109	20004543	DIR INTERNATIONAL COSMETIQU	120 E TAHQUITZ CANYON WAY	4/30/2009	AA	300.00	0	
110	20010095	DISTINCTIVE HOME	301 N PALM CANYON DR #104	5/31/2010	AA	300.00	0	
111	00001382	DOLLSVILLE DOLLS	296 N PALM CANYON DR	10/31/2009	AA	350.00	0	
112	00012651	DON VINCENT INC	285 S PALM CANYON DRIVE STE D	12/31/2009	AA	500.00	1	
113	20009626	DOWN TOWN SHELL	700 N INDIAN CANYON DR	1/31/2010	BB	300.00	1	
114	20002062	DWIGHT POLEN/CHINA DRAMA IN	356 N PALM CANYON DR	8/31/2009	AA	500.00	0	
115	20010804	EATZ. AT THE DESERT	150 S INDIAN CANYON DR	11/30/2009	CC	500.00	0	
116	00012673	ELEGANT ILLUSIONS	102 N PALM CANYON DR	12/31/2009	AA	300.00	0	
117	20006127	ELITE IMAGES	158 E TAHQUITZ CANYON WAY	5/31/2009	BB	200.00	1	
118	20009333	ELIZABETH A GOBBLE CPA	431 S PALM CANYON DR #206	11/30/2009	BBB	250.00	0	
119	20003773	ENERGY INTEGRATION	655 N PALM CANYON DR STE 206	10/31/2009	BBB	150.00	0	
120	00003062	ENTERPRISE RENT-A-CAR #32H3	351 N INDIAN CANYON DR	3/31/2010	BB	250.00	0	
121	20004823	ENZO'S RISTORANTE	140 S PALM CANYON DRIVE	7/31/2008	CC	350.00	0	
122	20001879	ESCALANTE ARCHITECTS	121 S PALM CANYON DR STE 222	7/31/2009	BBB	150.00	0	
123	20002156	EXPRESS MORTGAGE LENDER IN	673 N PALM CANYON DR	9/30/2009	BBB	300.00	0	
124	20010858	EYE SPY SECURITY INC	333 N PALM CANYON DR 110-B	2/28/2010	BBB	200.00	1	
125	99017964	FAIRCHILD APPAREL GROUP INC	170 N PALM CANYON DR	12/31/2009	BB	250.00	0	
126	99017964	FAIRCHILD APPAREL GROUP INC	170 N PALM CANYON DR	12/31/2009	BBB	200.00	0	
127	20005350	FALLS PRIME STEAKHOUSE & MA	155 S PALM CANYON DR BAR	11/30/2009	CC	500.00	0	
128	20007365	FAME TOBACCONIST	155 S PALM CANYON DRIVE STE A-	4/30/2010	AA	350.00	1	
129	20009195	FIRST TEAM	160 N PALM CANYON DRIVE	9/30/2009	BB	500.00	0	
130	20000125	FISHERMAN'S MARKET & GRILL I	235 S INDIAN CANYON DR	2/28/2010	CC	400.00	0	
131	00008993	FIT TO BE TYED	226 N PALM CANYON DR	3/31/2010	AA	300.00	0	
132	00001720	FRENCHY	136 N PALM CANYON DR	9/30/2009	AA	500.00	1	
133	20011972	FUNDERBURG'S CHARITABLE DO	123 N PALM CANYON	12/31/2009	AA	250.00	0	
134	20008387	FUSIONS HAIR STUDIO	172 E ANDREAS RD	1/31/2010	BBB	200.00	0	
135	97010315	GADI JEWELERS	467 N PALM CANYON DR	7/31/2009	AA	400.00	1	
136	99014517	GALLERIA	457 N PALM CANYON DR	3/31/2010	AA	500.00	0	
137	20011755	GISELA COSMETICS & SKIN CARE	180 3 ANDREAS RD	9/30/2009	BB	200.00	0	
138	20012169	GISELA DAY SPA AND SALON	171 N INDIAN CANYON DRIVE	2/6/2010	BB	250.00	0	
139	20009096	GOLDEN BLADE BARBER & BEAU	109 S INDIAN CANYON DRIVE	8/31/2009	BB	250.00	1	
140	20006778	GOOD GAUZE OF PALM SPRINGS	120 LA PLAZA	10/31/2009	AA	300.00	1	
141	00007712	GREAT WALL RESTAURANT	362 S PALM CANYON DR	12/31/2009	CC	500.00	1	

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142	20011697	GRILL A BURGER OF THE DESER	166 N PALM CANYON DR	CC	350.00	350.00	1	
143	20010093	GROUND BREAK CALIFORNIA INC	483 N PALM CANYON DR	BB	200.00	200.00	1	
144	20009111	GUARANTEED SUPPLY	673 N PALM CANYON DRIVE STE A	AA	350.00	350.00	1	
145	20010585	HAIR	477 N PALM CANYON	BBB	200.00	200.00	1	
146	20005344	HAIR CONSULTANTS	121 S PALM CANYON DR STE 214	BBB	150.00	150.00	1	
147	97005780	HAIR OF THE DOG SALOON	238 N PALM CANYON DR	CC	350.00	350.00	0	
148	20011536	HAIRGASM	160 ANDREAS	BB	200.00	200.00	1	
149	00001996	HALLMARK TELEVISION & ELECT	192 S INDIAN CANYON DR	BB	300.00	300.00	1	
150	20005037	HAMBURGER MARYS	415 N PALM CANYON DR	CC	450.00	450.00	1	
151	20011470	HAND CENTER PALM SPRINGS	333 N PALM CANYON DR # 115	BB	250.00	250.00	1	
152	20005927	HAPPY SUSHI RO BA TA	155 S PALM CANYON DR STE B7	CC	300.00	300.00	1	
153	20005795	HARMONY DENTAL PRACTICE	333 S INDIAN CANYON DR	BB	300.00	300.00	0	
154	00011286	HEADS UP HAIR DESIGNS	460 S PALM CANYON DR	BB	250.00	250.00	0	
155	20000744	HEPHAESTUS	132 LA PLAZA	AA	300.00	300.00	1	
156	00010191	HEUSSO GALLERY I	187 S PALM CANYON DR	AA	300.00	300.00	0	
157	20012344	HIGH DESERT DELIVERY SERVIC	170 N PALM CANYON DR SUITE B	BB	250.00	250.00	0	
158	20000571	HOME 101 LLC	392 N PALM CANYON DR	AA	300.00	300.00	1	
159	20007239	HOMESRUN	515 N PALM CANYON DR #C	BB	300.00	300.00	1	
160	20010803	HOTEL ZOSO	150 S INDIAN CANYON DR	EE	500.00	500.00	0	
161	20008319	HOUSE 849	849 N PALM CANYON DR	AA	500.00	500.00	1	
162	20004117	HUGHES PROPERTIES INC	30 LA PLAZA	BB	200.00	200.00	1	
163	20011625	HYATT REGENCY SUITES PALM S	285 N PALM CANYON DR	EE	500.00	500.00	0	
164	20009453	IGNITION/PALM SPRINGS COFFEE	123 N PALM CANYON DR STE 311	CC	350.00	350.00	1	
165	20001513	IMAGEVILLE	128 LA PLAZA	AA	300.00	300.00	1	
166	20003384	IMAGINE IT! MEDIA INC	333 N PALM CANYON DRIVE #214	AA	300.00	300.00	0	
167	20009253	INCREDIBLE ARTIST.COM	333 N PALM CANYON DR STE #101A	AA	300.00	300.00	0	
168	20011548	INTELLIGENT HAIR	1063 N PALM CANYON DR	AA	250.00	250.00	1	
169	20008981	INTERIOR ILLUSIONS	830 N PALM CANYON DR	AA	500.00	500.00	0	
170	20005674	INTERNATIONAL HOUSE OF PANI	471 S INDIAN CANYON DR	CC	500.00	500.00	0	
171	20006019	IRONWOOD HOMES	1091 N PALM CYN DR	BBB	150.00	150.00	0	
172	20008483	IVOLUTION MEDICAL SYSTEMS C	1090 N PALM CANYON STE C	BB	500.00	500.00	0	
173	00002279	J C'S WARDROBE INC	108 S INDIAN CANYON DR	AA	350.00	350.00	1	
174	20011051	J. DEES LANDING	340 N PALM CANYON DR	CC	400.00	400.00	0	
175	00001902	JACK SAUTER'S TIRE FACTORY	296 S INDIAN CANYON DR	BB	500.00	500.00	1	
176	20011113	JAKE'S ESSENTIALS-LIFE IS GOO	155 S PALM CANYON DR #A2	AA	400.00	400.00	0	
177	20010362	JAKE'S READY-TO-EAT	664 N PALM CANYON DR	CC	300.00	300.00	1	
178	20012468	JAMES JENSEN	800 N PALM CANYON DR STE #C	AA	300.00	300.00	1	
179	96002545	JANNELLE'S	113 LA PLAZA	AA	300.00	300.00	1	
180	20006807	JEA JEWELRY	123 N PALM CANYON DR STE 533	AA	300.00	300.00	0	
181	00006006	JEFFREY JURASKY & ASSOCIATE	687 N PALM CANYON DR STE A	BBB	400.00	400.00	0	
182	20002456	JENNIFER MCVEY	655 N PALM CANYON DR STE 215-2	BB	200.00	200.00	0	
183	20012005	JOAN CARTWRIGHT, PHD	121 S. PALM CYN DRIVE #217	BBB	150.00	150.00	0	
184	20011837	JOE'S SUSHI & SHABU SHABU III	330 N PALM CANYON DR	CC	300.00	300.00	1	
185	20000620	JOHANNES COSMOPOLITAN CUIS	196 S INDIAN CANYON DR	CC	400.00	400.00	1	
186	20011668	JOHN'S RESTAURANT	900 NORTH PALM CYN. DR.	CC	450.00	450.00	1	
187	97012347	JOHNNY COSTA'S RISTORANTE	440 S PALM CANYON DR	CC	500.00	500.00	1	
188	00009743	JOSEF SALIBA	256 N PALM CANYON DR	BB	300.00	300.00	1	

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189	20009613	JUST FABULOUS GALLERIES	515 N PALM CANYON DR #5	1/31/2009	AA	300.00	0	
190	20010711	KAFFEEHAUS LLC	185 S INDIAN CANYON DR	10/31/2008	AA	250.00	1	
191	20000662	KAISER GRILLE PALM SPRINGS	205 S PALM CANYON DR	12/31/2009	CC	450.00	0	
192	20003953	KALURA TRATTORIA	124 S PALM CANYON DR	11/30/2009	CC	450.00	1	
193	00004803	KAPLAN DECORATIVE ARTS	469 N PALM CANYON DR	8/31/2009	AA	300.00	1	
194	97007300	L G'S PRIME STEAKHOUSE PS LL	255 S PALM CANYON DR STE B-2	11/30/2009	CC	450.00	0	
195	20012380	L'OLIVO ITALIAN BISTRO	333 N PALM CANYON DRIVE	3/26/2010	CC	350.00	1	
196	20011918	L. SMITH HOME	861 N. PALM CANYON DR	11/30/2009	AA	300.00	1	
197	20003302	LA CASITA RESTAURANT	100 S INDIAN CANYON DR (ALSO 102 S I	11/30/2009	CC	450.00	0	
198	49	LAPPERT'S ICE CREAM	130 N PALM CANYON DR	9/30/2009	CC	300.00	0	
199	00003142	LAS CASUELAS TERRAZA	222 S PALM CANYON DR	10/31/2009	CC	500.00	0	
200	20010831	LAS CASUELAS VIEJAS	368 N PALM CANYON DR	12/31/2009	CC	400.00	0	
201	20005504	LAS PALMAS APPRAISALS	1053 N PALM CANYON DR (ALSO 1055 N	1/31/2010	BB	250.00	0	
202	20004995	LATINO BOOKS Y MAS	180 E TAHQUITZ CANYON WY	9/30/2009	AA	300.00	1	
203	00004186	LAW OFFICE OF D MICHAEL CARI	431 S PALM CANYON DR STE 204	10/31/2009	BBB	400.00	0	
204	20010246	LEATHER & LACE CARRIAGES INC	232 BELARDO RD	6/30/2009	BB	250.00	0	
205	00000454	LEE BERNARD AND COMPANY INC	777 N PALM CANYON DR STE 203	7/31/2009	BBB	250.00	0	
206	20006429	LEE NAILS	201 N INDIAN CANYON DR	8/31/2009	BBB	200.00	1	
207	00002856	LEW, DR GEORGE	700 N PALM CANYON DR	10/31/2009	BB	300.00	1	
208	00013624	LIBERTY'S	282 N PALM CANYON DR	1/31/2010	AA	350.00	1	
209	20006375	LONDON UNDERGROUND INC	170 N PALM CANYON DR	7/31/2009	AA	400.00	0	
210	20011844	LOOK	139 E ANDREAS ROAD	10/31/2009	CC	400.00	0	
211	20005934	LOTZA MOZZA INC	119 S INDIAN CANYON DR	4/30/2008	CC	400.00	0	
212	20011416	LOVELY SALON	130 LA PLAZA	5/31/2010	BB	250.00	1	
213	20008188	LUCY'S GIFT SHOP @ HOTEL ZOS	150 S INDIAN CANYON DR	11/30/2009	AA	250.00	0	
214	20003962	LUIGI'S BARBER SHOP	118 LA PLAZA	11/30/2009	AA	300.00	1	
215	20011898	LUSH COUTURE	110-A SOUTH PALM CANYON	10/31/2009	AA	350.00	0	
216	00013824	LYLE COMMERCIAL REALTORS	121 S PALM CANYON DR STE 216	4/30/2010	BBB	300.00	1	
217	00003017	M J M HOLDINGS INC/DBA MCLEA	477 S PALM CANYON DR STE 1	6/30/2010	BB	300.00	1	
218	00001746	M SCHWARTZ JEWELRY	112 N PALM CANYON DR	10/31/2009	AA	350.00	0	
219	00012374	MACMILLAN'S	899 N PALM CANYON DR	8/31/2009	AA	300.00	1	
220	00005860	MADISON AND COMPANY	435 N PALM CANYON DR	1/31/2010	AA	500.00	0	
221	20011782	MADISON AVE PALM SPRINGS	120 N PALM CANYON DR	9/30/2009	AA	350.00	1	
222	20004565	MAGIE RISTORANTE ITALIANO	333 N PALM CANYON DR STE 105	4/30/2009	CC	400.00	0	
223	00000001	MALOOF'S MENS SHOP	186 S PALM CANYON DR	9/30/2009	AA	500.00	1	
224	20008221	MARACAS	155 S PALM CANYON DR	12/31/2009	CC	500.00	0	
225	00002833	MARIA'S HAIR DESIGN	333 S INDIAN CANYON DR STE F	2/28/2010	BB	250.00	0	
226	20009772	MARICELA'S HAIR SALON	477 S PALM CANYON DR	2/28/2010	BB	250.00	1	
227	20012278	MARLA TAUSCHER, ATTORNEY A	655 N N PALM CANYON DRIVE SUITE 21	3/31/2010	BBB	150.00	1	
228	20007266	MARTA INFANTINO MED SKIN CA	290 N PALM CANYON DR	3/31/2008	BB	250.00	0	
229	20007164	MATCHBOX PALM SPRINGS LLC	155 S PALM CANYON DR STE B 21-	2/28/2010	CC	500.00	0	
230	20011569	MAXWELL SECURITY SERVICES	477 S PALM CYN DR, STE 9	6/30/2009	BBB	300.00	1	
231	20011722	MELODIES N MOTION	156 N PALM CANYON	8/31/2009	AA	300.00	0	
232	99015562	MEMENTO	111 LA PLAZA	6/30/2009	AA	350.00	1	
233	20011942	MICHAEL H. LORD GALLERY	1090 N PALM CYN STE-B	11/30/2009	AA	350.00	1	
234	0000E117	MIKO'S DAY SPA SALON	285 N PALM CANYON DR	12/31/2009	BB	250.00	1	
235	00002759	MISTER G'S FOR KIDS	180 N PALM CANYON DR	10/31/2008	AA	500.00	0	

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236	20012150	MODERN CENTURY DESIGNER R	441 S. PALM CANYON DRIVE	AA	500.00	500.00	1	
237	20008447	MODERN MOSAICS	127 E AMADO RD	AA	350.00	350.00	1	
238	97006505	MUSIC BOX & CLOCK SHOPPE	114 LA PLAZA	AA	300.00	300.00	1	
239	20006659	MUSICAL AFFAIR ENTERTAINMENT	777 N PALM CANYON DR STE 205	BBB	200.00		0	
240	20009634	NA RUN TELL THAT!	321 N INDIAN CANYON WAY	BB	200.00		0	
241	97011015	NATIONAL INTERNET SCHOOLS	1121 S PALM CANYON DR STE 209	BBB	150.00		0	
242	20012465	NATIVES CREATIONS	230 N PALM CANYON DR	AA	250.00		0	
243	20003418	NATURES BEST CLEANERS LLC	364 S INDIAN CANYON DR	AA	500.00	500.00	1	
244	20010827	NESTEGG GROUP LLC	294 N PALM CANYON DR STE A	BBB	150.00		0	
245	20005587	NEW YORK PIZZA DELIVERY PS	260 N PALM CANYON DR	CC	300.00	300.00	1	
246	20002497	NICOLE SCHULTZ INTERIORS	475 N PALM CANYON DR STE B	BBB	150.00	150.00	1	
247	00006026	NUGENT'S INTERIORS & UPHOLST	391 N INDIAN CANYON DR	AA	500.00	500.00	1	
248	00003387	O DONNELL GOLF CLUB INC	301 N BELARDO RD	AA	300.00		0	
249	20010911	OKURA	105 S PALM CANYON DR	CC	500.00	500.00	1	
250	20010275	OLEARY'S PUB AND GRILL	436 S INDIAN CANYON DR	CC	400.00	400.00	1	
251	20007986	OOH LA-LA DE PARIS	301 N PALM CANYON DR #101	BB	300.00	300.00	1	
252	20006199	P S WINE	188 S INDIAN CANYON DR	AA	350.00	350.00	1	
253	20012279	PALM CANYON JEWELERS	125 S. PALM CANYON DRIVE	AA	300.00		0	
254	20006641	PALM KOREA BBQ RESTAURANT	330 N PALM CANYON DR	CC	300.00		0	
255	00001536	PALM MOUNTAIN RESORT	155 S BELARDO RD	EE	500.00		0	
256	00004732	PALM SPRINGS AUCTIONS INC	244 N INDIAN CANYON DR	BB	500.00		0	
257	00003509	PALM SPRINGS AUTO WASH	300 N INDIAN CANYON DR	AA	300.00		0	
258	20012442	PALM SPRINGS BIKE RENTALS	350 S BELARDO ROAD	BB	200.00		0	
259	20010206	PALM SPRINGS CHAMBER OF CO	190 W AMADO RD	BB	200.00		0	
260	20011869	PALM SPRINGS FINE ART & ESTA	GALLERY 278 N PALM CANYON DR STE	AA	250.00		0	
261	20012411	PALM SPRINGS FINEST JEWELRY	270 N PALM CANYON DR	AA	350.00	350.00	1	
262	20010817	PALM SPRINGS FINEST JEWELRY	278 N PALM CANYON	AA	300.00	300.00	1	
263	00003533	PALM SPRINGS FLORIST INC	894 N PALM CANYON DR	AA	500.00	500.00	1	
264	20008787	PALM SPRINGS FUDGE & CHOCO	211 S PALM CANYON DR	AA	250.00	250.00	1	
265	99017428	PALM SPRINGS GENERAL STORE	188 N PALM CANYON DR	AA	400.00		0	
266	00003543	PALM SPRINGS HEARING AID CE	353 S PALM CANYON DR STE A	BB	250.00		1	
267	20002310	PALM SPRINGS KOFFI	515 N PALM CANYON DR	CC	300.00		0	
268	20001749	PALM SPRINGS STEAK & CHOP H	262 S PALM CANYON DR CRAZY BONES	CC	500.00		0	
269	20009493	PALM SPRINGS WELCOME CENT	132 S PALM CANYON DR	BB	250.00		0	
270	20007106	PALM SPRINGS WINE & ART	242 N PALM CANYON DR	AA	300.00		0	
271	00009672	PARTNERSHIP FOR THE PERFOR	128 S PALM CANYON DR	DD	500.00		0	
272	20011856	PARTY LAB	383 N INDIAN CANYON	AA	500.00		0	
273	20010341	PATRICKS ROADHOUSE RESTAU	276 N PALM CANYON DR	CC	350.00		0	
274	20012164	PAUL THIEBAUD GALLERY	462 S. PALM CANYON DRIVE	AA	350.00		0	
275	00009422	PEABODY S COFFEE BAR AND JA	134 S PALM CANYON DR	CC	400.00		0	
276	62	PEPPER'S THAI CUISINE	394-396 N PALM CANYON DR	CC	300.00		0	
277	20004627	PHILIPPE'S CAFE LLC	245 S PALM CANYON DR STE A1	CC	400.00		0	
278	20009891	PINOCCHIO IN THE DESERT	134 E TAHQUITZ CANYON WAY	CC	400.00	400.00	1	
279	99016238	PLAZA EYE FASHIONS & VISION	139 S PALM CANYON DR	BB	300.00		0	
280	20009906	PLAZA SHOE REPAIR	128 B LA PLAZA	AA	250.00		0	
281	99017991	POMME FRITE	256 S PALM CANYON DR	CC	400.00		0	
282	00003739	POMPI'S TAILOR SHOP	333 N PALM CANYON DR STE 112B	BB	200.00	200.00	1	

BID Protest Detail Report

Business	Business Name	Address Line 1	Expiration	Cat	BID Fee	Protest	Protest #	Business License	BID Status	Notes
283	20006483	PREMIUM BUILDERS	1050 N PALM CANYON DRIVE	8/31/2008	BBB	150.00	0			
284	20004637	PRO VALLEY REALTY OF PALM S	750 N PALM CANYON DR	5/31/2009	BB	300.00	0			
285	00011795	PUPPY LUV PET SALON	240 N PALM CANYON DR	12/31/2009	BB	250.00	1			
286	20008164	PURSES FOR A PRINCESS	232 N PALM CANYON DRIVE	11/30/2009	AA	250.00	0			
287	00003818	R & R MEN'S WEAR INC	333 N PALM CANYON DR STE 101B	10/31/2009	AA	400.00	0			
288	20011883	RAPHAEL'S CAFE & PASTRIES	102 E AMADO ROAD	10/31/2009	CC	300.00	0			
289	00012603	RAPHAEL'S SALON	300 N PALM CANYON DR	11/30/2009	BB	400.00	0			
290	20001910	REAL ESTATE FIRM, THE	777 N. PALM CANYON DR. #209	7/31/2009	BB	250.00	0			
291	20000696	REALTY COACH ENT INC	174 E ANDREAS RD	8/31/2008	BBB	200.00	1			
292	20001450	RETROSPECT	666 N PALM CANYON DR STE 1	3/31/2010	AA	300.00	1			
293	20008609	REVENGE BOUTIQUE	333 N PALM CANYON DRIVE STE 10	3/31/2010	AA	300.00	0			
294	97010272	REVIVE	353 S PALM CANYON DR STE B	7/31/2009	AA	500.00	0			
295	20002865	RICASHA SALON	110 E ANDREAS ROAD	2/28/2010	BB	250.00	0			
296	20009888	RICCIO'S STEAK & SEAFOOD	495 N PALM CANYON DR	3/31/2010	CC	400.00	0			
297	00013525	RICO'S BARBER STYLIST	333 S INDIAN CANYON DR STE D	12/31/2008	BB	200.00	1			
298	00004941	RITE AID #5683	366 S PALM CANYON DR	10/31/2009	AA	500.00	0			
299	20012443	RJ'S SALON, LLC	133 LA PLAZA	4/30/2010	BB	250.00	1			
300	20002280	ROBERT RENS DDS	1037 N PALM CANYON DR	10/31/2009	BB	250.00	1			
301	20001803	ROBERT SHAFER ANTIQUES	191C S INDIAN CANYON DR	6/30/2009	AA	350.00	0			
302	00002927	ROMANO MODELING AGENCY/FIN	477 S PALM CANYON DR STE 7	5/31/2010	BBB	150.00	0			
303	20004246	ROOM SERVICE	625 N PALM CANYON DR	1/31/2010	AA	500.00	0			
304	20010576	ROUTE 66 ANTIQUES WEST	668 N PALM CANYON DR	9/30/2009	AA	300.00	1			
305	20000645	RUBY'S DINER INC	155 S PALM CANYON DR STE A6	7/31/2009	CC	500.00	0			
306	20001519	SALON 119 & SPA	119 N. INDIAN CANYON DR	3/31/2010	BB	250.00	1			
307	20012384	SAVAGE PALM SPRINGS	664 N PALM CANYON DR	3/31/2010	AA	300.00	0			
308	20009783	SAVANNAH SHUTTER CO	398 N PALM CANYON DR	2/28/2010	AA	250.00	0			
309	97011134	SCOTT LYLE REALTORS	483 N PALM CANYON DR	9/30/2009	BB	300.00	0			
310	20008220	SEAN LOCKYER AR & D LLC	457 N PALM CANYON DR STE B	12/31/2008	BBB	150.00	0			
311	00004200	SEE'S CANDY SHOPS INC	144 S PALM CANYON DR	10/31/2009	AA	300.00	0			
312	00010358	SENIOR BENEFITS INSURANCE &	333 N PALM CANYON DR STE 113B	5/31/2009	BB	200.00	0			
313	20007143	SENSUALITY A STORE FOR HER	252 S PALM CANYON	2/28/2010	AA	300.00	1			
314	20011721	SHAKERZ BAR & GRILL	301 N PALM CANYON DRIVE STE# 200	8/31/2009	CC	400.00	1			
315	20002031	SHARON KRAMER	275 S PALM CANYON DR STE C-3	8/31/2009	AA	500.00	0			
316	20011872	SIDDHI TREE	278-C N PALM CANYON DR	10/31/2009	AA	250.00	1			
317	20002183	SIGNATURE DENTAL ARTS	121 S PALM CANYON DR #212	8/31/2009	BBB	150.00	1			
318	20003552	SILVERAIRE BODYCARE	515 N PALM CANYON STE #1	5/31/2010	BB	200.00	0			
319	20010350	SIMPLE2	515 N PALM CANYON DR #11	7/31/2009	BB	250.00	1			
320	20000419	SNIP SNIP BUZZ.COM	373-B S PALM CANYON DR	5/31/2009	BB	250.00	0			
321	20001815	SOHO-GREETINGS	301 N PALM CANYON DR	6/30/2008	AA	350.00	1			
322	20001978	SOMETHING PERSONAL FITNESS	2465 E PALM CANYON DR. # 515	8/31/2009	BB	300.00	0			
323	00011041	SOPHIA	310 N PALM CANYON DR	3/31/2010	AA	350.00	1			
324	99013466	SPECTRA-TONE PAINT	368 S PALM CANYON DR	1/31/2010	AA	500.00	0			
325	20003606	SPECTRUM SALON AND SPA	405 N PALM CANYON DR	9/30/2008	BB	250.00	1			
326	20012260	SPUNKY MONKEY CAFE	370 N. PALM CANYON DRIVE	2/28/2010	AA	300.00	0			
327	00009180	STAPLES THE OFFICE SUPERSTO	350 S PALM CANYON DR	5/31/2010	AA	500.00	0			
328	00013674	STARBUCKS COFFEE #5235	101 S PALM CANYON DR	2/28/2010	CC	450.00	0			
329	20005889	STEP BY STEP DANCE STUDIO	316 N PALM CANYON DR	3/31/2009	BB	300.00	0			

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BID Protest Detail Report

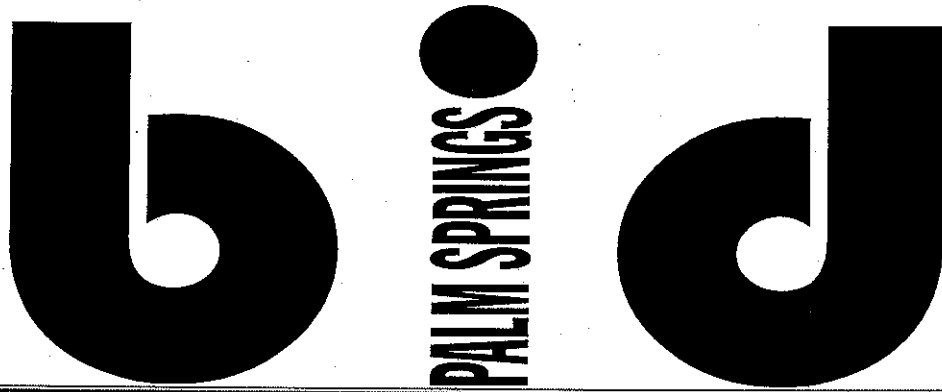
Business	Business Name	Address Line 1	Expiration	Cat	BID Fee	Protest	Protest #	Business License, BID Status	Notes
330	00010746	STEVE'S STAMPS COINS & JEWELRY	401 N PALM CANYON DR	AA	300.00	300.00	1		
331	20001926	STEWART GALLERIES	191 S INDIAN CANYON DR STE A	AA	500.00		0		
332	20002481	STUARTS FINE JEWELRY	194 N PALM CANYON DR	AA	350.00	350.00	1		
333	97010824	SUMABAT VINEYARD FAMILY DEVELOPMENT	285 S PALM CANYON DR STE D7	BB	400.00	400.00	1		
334	20011423	SUNGLASSES OF PALM SPRINGS	152 N PALM CANYON DR	AA	300.00		0		
335	20009971	SUPPLIES FOR KEEP FIT MASSAGE	328 N PALM CANYON DR	AA	350.00	350.00	1		
336	20002847	T-SHIRT CITY & DESIGNER ALTER	140 N PALM CANYON DR	AA	300.00	300.00	1		
337	20003248	T-SHIRT CITY & DESIGNER ALTER	248 S PALM CANYON DR	AA	350.00	350.00	1		
338	20002227	T-SHIRT CITY & DESIGNER ALTER	250 S PALM CANYON DR	AA	500.00	500.00	1		
339	20010917	TASHANA'S	304 N PALM CANYON DR	AA	300.00		0		
340	20006504	TCHOTCHKES	650 N PALM CANYON DR	AA	500.00		0		
341	20010076	TDM DEVELOPERS LLC	109 S PALM CANYON DR	BBB	150.00		0		
342	20012170	TERRA GALLERY LLC	193 S PALM CANYON DRIVE	AA	500.00	500.00	1		
343	20003323	THAI HOUSE RESTAURANT	246 S PALM CANYON DR	CC	300.00	300.00	1		
344	00010918	THAI SMILE	651 N PALM CANYON DR	CC	400.00	400.00	1		
345	00000159	THE ALLEY	333 S PALM CANYON DR	AA	500.00		0		
346	20001471	THE ANTIQUE COLLECTIVE	798 N PALM CANYON DR	AA	500.00		0		
347	20002088	THE BOTTOM LINE	312 N PALM CANYON DR	BBB	250.00		0		
348	20008054	THE COCKY CACTUS	150 N PALM CANYON	AA	350.00		0		
349	20008087	THE COFFEE BEAN & TEA LEAF	100 N PALM CANYON DRIVE	CC	350.00		0		
350	20011769	THE COWBOY WAY BBQ	317 N INDIAN CANYON WAY	CC	300.00		1		
351	20002026	THE DESERT HATTER	155 S PALM CANYON WAY STE A4	AA	400.00	300.00	0		
352	20012484	THE GARDEN STORE & IMPORTS	333 N PALM CANYON DR SUITE 104-A	AA	300.00	300.00	1		
353	20010130	THE JEWELRY VAULT & LOAN	735 N PALM CANYON DR	AA	300.00	300.00	1		
354	20011689	THE MUSE CAFE	101 MUSEUM DRIVE	CC	350.00		0		
355	20007983	THE RIGHT STUFF	122 LA PLAZA	AA	350.00	350.00	1		
356	20010020	THE RIGHT STUFF	192 S PALM CANYON DR	AA	350.00	350.00	1		
357	20005123	THE SPA ESTRELLA @ VICEROY	415 S BELARDO RD	BB	500.00		0		
358	20007969	THE SPURLINE	200 S INDIAN CANYON DRIVE	CC	350.00	350.00	1		
359	20003090	THE VILLAGE EMPORIUM	515 N PALM CANYON DR STE A3,A4	AA	400.00	400.00	1		
360	20010437	TIM E GALLAGHER GALLERY	463 N PALM CANYON DR	AA	300.00		0		
361	20012027	TINDER BOX	200 N PALM CANYON DR	AA	350.00	350.00	1		
362	20012627	TONY'S MENSWEAR & TONYS PASTA MIA	110 ARENAS New Business	BB	200.00		0		NEW
363	00008549	TRAD ENTERPRISES	360 N PALM CANYON DR	CC	400.00		0		
364	99015568	TRANSACTIONAL MARKETING PARTNERS	368 N PALM CANYON DR	BB	200.00		0		
365	20006605	TREND HOUSE	125 E TAHQUITZ CANYON WY #203	BBB	400.00	400.00	0		
366	20012533	TRINA TURK	673 N PALM CANYON DR SUITE B	AA	350.00		0		
367	20002490	TY ACUPUNCTURE	891 N PALM CANYON DR	AA	350.00	350.00	1		
368	20005555	TYLER'S BURGERS	362 S INDIAN CANYON DR	BB	250.00	250.00	1		
369	00013633	U S ONE DEVELOPMENT INC	149 S INDIAN CANYON DR	CC	400.00		0		
370	99011654	UNIQUE COINS & CURRENCY LLC	333 N PALM CANYON DR #207	BBB	150.00		0		
371	99014654	UNITED STATES TRUCK DRIVING SCHOOL	655 N PALM CANYON DR STE C	AA	300.00	300.00	1		
372	20011270	URBAN YOGA CENTER	121 S PALM CANYON DR SUITE 201	BBB	150.00		0		
373	20002552	VALET CLEANERS	458 S PALM CANYON DR	BB	300.00		0		
374	20006334	VENUS NAILS	220 S INDIAN CANYON DR	BB	400.00	400.00	1		
375	20007494	VICEROY PALM SPRINGS/CITRON	280 N PALM CANYON DRIVE	BB	250.00	250.00	1		
376	20000588		415 S BELARDO RD	EE	500.00		0		

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BID Protest Detail Report

Business	Business Name	Address Line 1	Expiration	Cat	BID Fee	Protest	Protest #	Business License, BID Status Notes
377 00013671	VILLAGE PUB	266 S PALM CANYON DR	2/28/2010	CC	500.00	500.00	1	
378 20005455	VINTAGE OASIS	373 S PALM CANYON DR STE A	12/31/2009	AA	300.00	300.00	1	
379 20005031	WANG'S IN THE DESERT	424 S INDIAN CANYON DR	9/30/2009	CC	500.00		0	
380 20004821	WASABI	333 S INDIAN CANYON DR STE K &	7/31/2009	CC	350.00	350.00	1	
381 20010808	WEEKEND WEAR	117 LA PLAZA	12/31/2009	AA	300.00	300.00	1	
382 20010939	WEEMS, LLC	384 N PALM CANYON DR	1/31/2010	AA	350.00	350.00	1	
383 00005276	WESSMAN DEVELOPMENT COMF	300 S PALM CANYON DR	9/30/2009	BB	500.00		0	
384 20005901	WEST COAST ESCROW	333 N PALM CANYON DR STE 104-A	4/30/2009	BB	200.00		0	
385 20008868	WHITE SPRING HEALTH CENTER	333 N PALM CANYON DR #206	6/30/2009	BB	250.00	250.00	1	
386 20008277	WILD FOR THE VINE	390 N PALM CANYON DRIVE	4/30/2010	AA	350.00	350.00	1	
387 20001965	WINDERMERE R/E COACHELLA V	850 N PALM CANYON DR	8/31/2009	BB	500.00	500.00	1	
388 20010695	XPECT OF PALM SPRINGS	174 N PALM CANYON DRIVE	10/31/2009	AA	350.00	350.00	1	
389 20011772	YLIGHTING ACQUISITION LLC	666 N PALM CANYON DR	9/30/2009	AA	350.00		0	
390 20011798	YOGURT ON TAP	190 EAST TAHQUITZ CYN WAY	9/18/2009	CC	400.00	400.00	1	
391 20007913	YOUR FAMILY NAME LLC	172 N PALM CANYON DR	9/30/2009	AA	300.00	300.00	1	
392 00005486	ZELDA'S	169 N INDIAN CANYON DR	10/31/2009	CC	450.00	450.00	1	
393 20006084	ZIN	198 S PALM CANYON DR	5/31/2009	CC	450.00		0	
394 20012563	ZINI CAFE MED	140-142 S PALM CANYON	6/30/2010	CC	350.00		0	
TOTAL					130,600.00	55,550.00	175	

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



CITY COUNCIL STAFF REPORT

DATE: *cont. to meeting*
~~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.

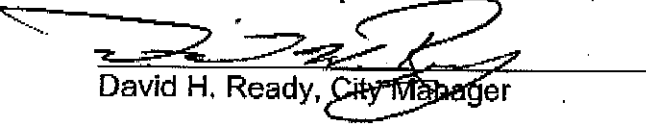
Attached to the staff report is the 2009/2010 Business Improvement District Budget & Plan of Work, approved by the Business Improvement District Steering Committee and Main Street Association on April 21, 2009. The Report also includes the 2008-09 budget and projects.

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