



*City of Palm Springs*  
CALIFORNIA

STATE OF THE CITY

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JEFFREY BERNSTEIN  
MAYOR



# 2024

**A Year of Milestone Achievements  
&  
A Vision of the Future of Palm Springs**

# Agua Caliente Band of Cahuilla Indians



**Reid D. Milanovich**  
*Chairman*



**Candace Patencio Anderson**  
*Vice Chairman*



**Savana R. Saubel**  
*Secretary-Treasurer*



**John R. Preckwinkle III**  
*Member*



**Virginia Siva-Gillespie**  
*Member*



# Thompson Hotel

**NOW OPEN!**

Featuring:

- 168 guest rooms
- 30,000 sq.ft. Retail & Restaurants
- Parking garage
- Rooftop pool, restaurants, bars



# Navigation Center

**SECOND PHASE COMPLETE!**

**80 Independent Modular Units**

designed to accommodate unhoused residents, transitional-aged youth, and families.

**55 Overnight-Bed Early Entry Facility**

Residents have access to

- mental health services
- domestic violence resources
- substance abuse services
- job placement support

**Permanent Housing Support**



# Affordable Housing

## Monarch Apartment Homes

3290 N Indian Canyon Drive

**NOW OPEN w/ 60 AFFORDABLE UNITS**



## Vista Sunrise II

1695 N Sunrise Way and 1527 N Sunrise Way

**NOW OPEN w/ 61 AFFORDABLE UNITS**



## Aloe Palm Canyon

1479 N. Palm Canyon Drive

**71 units serving low-income Seniors ...COMING SOON!**



# Desert Care Network

## Desert Regional Hospital

Largest employer in Palm Springs

Treats over 200,000 patients annually.

Area's **only**

- Level 1 Trauma Center
- Level 3 Neonatal Intensive Care Unit
- Comprehensive Stroke Center
- Advanced Certification in Perinatal Care

**Plus**

\$4.5 million upgrade to Cardiac Cath Lab

\$2.9 million Da Vinci robot



# Eisenhower Health

- Four Current Locations
- New Campus: 3 Buildings
  - First building will include:
    - Infusion Center
    - Oncology Clinic
    - Cardiology Clinic
    - Cardiothoracic Surgery Clinic
- Purchase of Neuro Vitality Center
  - Home to PACE  
(Program of All-Inclusive Care for the Elderly)





# DAP Health

- Headquartered in Palm Springs, but with 26 locations & 8 mobile units
- 141 units of onsite affordable housing
- HIV Prevention & Treatment, but also:
  - Family Medicine
  - Dentistry
  - Pediatrics
  - Pharmacy services
  - Radiology
  - Mental Health Care
  - Women's Health
  - Urgent Care
  - & more



# College of the Desert

## Palm Springs Campus

- 167,000 sf
- Accelerator & Events Center
- Culinary & Hospitality Institute
- Arts & Media
- \$405M Palm Springs Campus
- Two Bachelors Degrees

**Official groundbreaking Nov 14<sup>th</sup>**

**Open for students 2027!**



DEGREE  
ARCHITECTURAL  
DESIGN

DEGREE  
CASINO  
MANAGEMENT

DEGREE  
HOSPITALITY  
MANAGEMENT



# ZONE

## *Palm Springs*



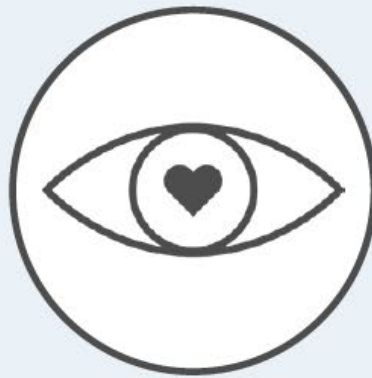
**MODERN  
CODE**



**DIVERSE  
HOUSING**



**RESILIENT  
CLIMATE**



**DESIGN  
INTEGRITY**



**ELEVATED  
INCLUSIVENESS**

# Zone Palm Springs

## Catalyst for Project:

- First comprehensive Zoning Code update since 1988.

## Key Strategies:

- Simplify and modernize the code
- Align with the 2024 General Plan Update
- Meet state housing goals, adding 2,500+ units by 2030
- Simplify approval process
- Creating a more walkable, climate-resilient city

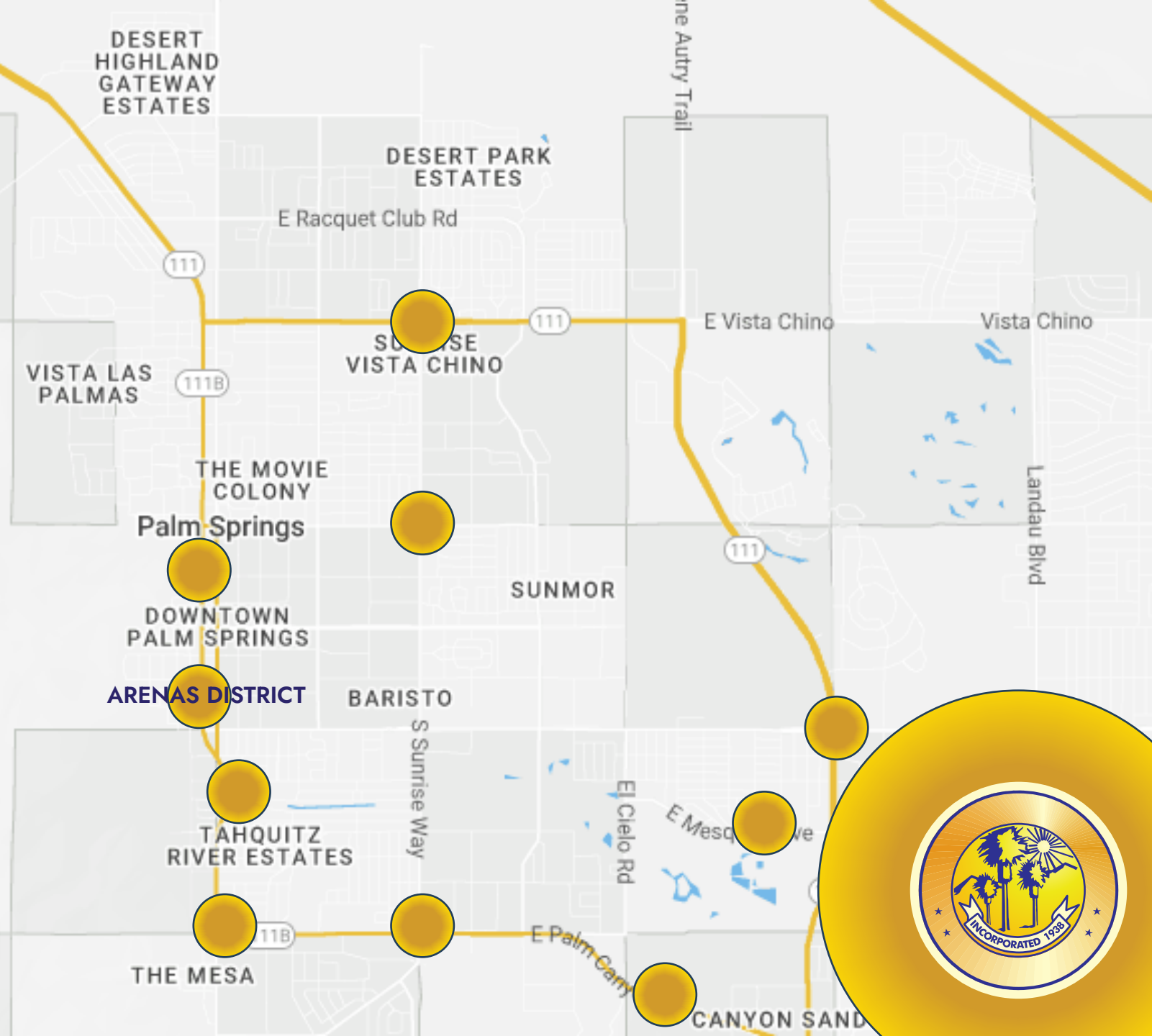
## Process:

- Consultation & public input is ongoing,
- Completion expected by early 2026.



# Commercial Business Districts

Expanding opportunities beyond the downtown core



# New Businesses & Restaurants



SQUARE ONE  
MEDICAL





# GRAND OPENING NOV 8TH!

Located in Gene Autry Plaza

(former location of Bed, Bath & Beyond)

# Signature Events

## Palm Springs Pride

One of the Largest in the Nation

## Modernism Week

The Largest in the Nation

One of a kind showcase of Palm Springs

## International Film Festival

One of the largest in the Nation

Pre-Oscar signature event / Worldwide Impressions / 60+ countries represented

## Village Fest

The largest and longest running street festival in the Valley of local artists, merchants and food





# Palm Springs Holidays Marketing

- 100s of Holiday events, concerts, shows, and more!
- Famous Parade of Lights, Kimpton, Downtown & Tramway tree lighting
- Village Fest becomes Holiday Market
- Winter Love Local gift card & Shop Local promotion
- Street carolers & musicians
- **Palm Springs: A Holiday Destination**  
**Thanksgiving-January**

**PALMSPRINGSHOLIDAYS.ORG**



# Love Local Gift Cards

**99% Sold Out**

92 Businesses Enrolled

64% Redemption

SHOP ♥ DINE ♥ STAY ♥ PLAY

*love local*  
Palm Springs



Shop Over 50 Local Businesses  
**GET A 50% BONUS MATCH**

[LEARN MORE](#)

**“Our most successful first run launch.”**

– Yiftee, gift card provider



# Vendor Fair

Palm Springs hosted the First Ever Coachella Valley Local Government Vendor Fair.

- 20+ cities and agencies
- Hundreds of participants
- FREE event
- Keep hundreds of millions of \$\$\$ of **local** city and agency funds **local!**



**COACHELLA VALLEY LOCAL GOVERNMENT VENDOR FAIR**

WEDNESDAY, APRIL 17, 2024  
9 AM - 12 NOON  
PALM SPRINGS CONVENTION CENTER

**CALLING ALL BUSINESS OWNERS!**  
COME LEARN MORE ABOUT THE PROCESS OF DOING BUSINESS WITH CITIES, CVAG AND OTHER GOVERNMENT AGENCIES IN THE COACHELLA VALLEY.

IDEAL FOR LOCAL BUSINESSES PROVIDING:  
GENERAL CONTRACTING, LANDSCAPING, PAINTING, PLUMBING, WEB DEVELOPMENT, ELECTRICAL, SECURITY, TECHNOLOGY CONSULTING, PRINTING, GRAPHIC DESIGN, MARKETING... AND MUCH, MUCH MORE!

MEET WITH COACHELLA VALLEY GOVERNMENTS AND AGENCIES, INCLUDING:

**FREE!**

INDIO | 50 YEARS OF RANCHO PALME | CITY OF PALM SPRINGS CALIFORNIA | ETP Employment Training Panel | COACHELLA | La Quinta | INDIAN WELLS | DESERT | SunLine | RIVERSIDE COUNTY OFFICE OF ECONOMIC DEVELOPMENT

Details at: [www.palmspringsca.gov/DoBizInCV](http://www.palmspringsca.gov/DoBizInCV)



# Palm Springs Airport

- \$2.2B Master plan expansion & improvements
- New LOCAL Concessionaires
- New Routes from Washington, D.C. and NYC
- Double enplanements 3.3M to 6.7M by 2044
- Baggage claim, terminals, parking, grounds Improvements
- International Customers (FIS) coming!

**2023**  
**3.3 MIL**  
**FLYERS**

**13**  
**AIRLINES**

**31**  
**NON-STOP**  
**CITIES**



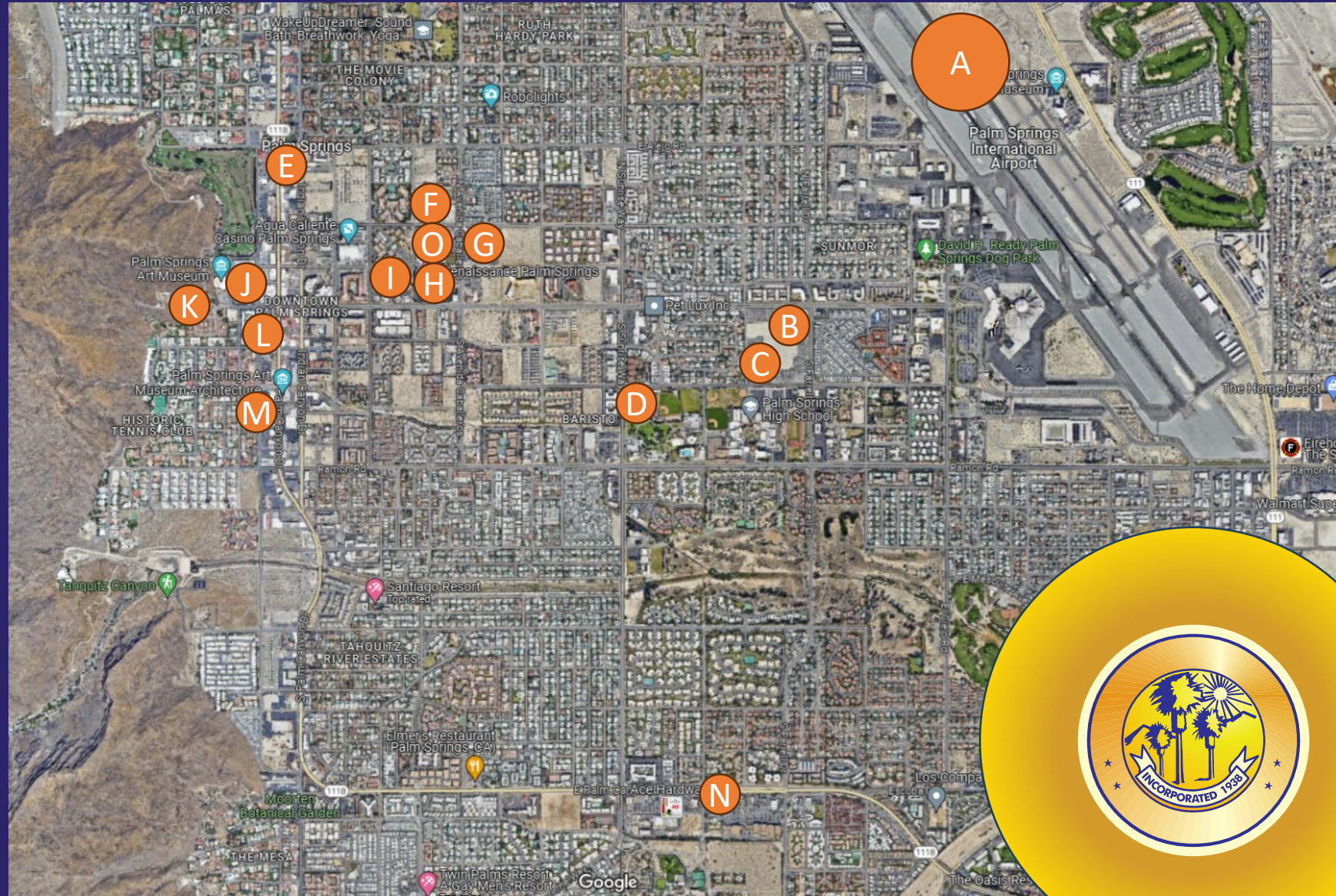
# Economic Development

## Over \$3 Billion Estimated Investment Commercial Development Map

A – Airport Expansion	\$2B
B – College of the Desert New Campus	\$405M
C – Potential Housing	TBD
D – New Library	\$45M
E – Thompson Hotel	\$125M
F – Dream Hotel	\$175M
G – Possible Convention Center Hotel	TBD
H – Possible CC Hotel Improvements	\$25M
I – Nexus Hotel Development	\$200M
J – Parcel B Condos/Retail	\$50M
K – SoHo House Hotel and Club	TBD
L – New Fire Station	\$50M
M - Orchid Tree Hotel	\$75M
N – New National Retail Investments	Unk
O – Convention Center Updates	\$125M

**Totals: \$3.77B**

Projects costs are estimates  
Does not include new residential projects





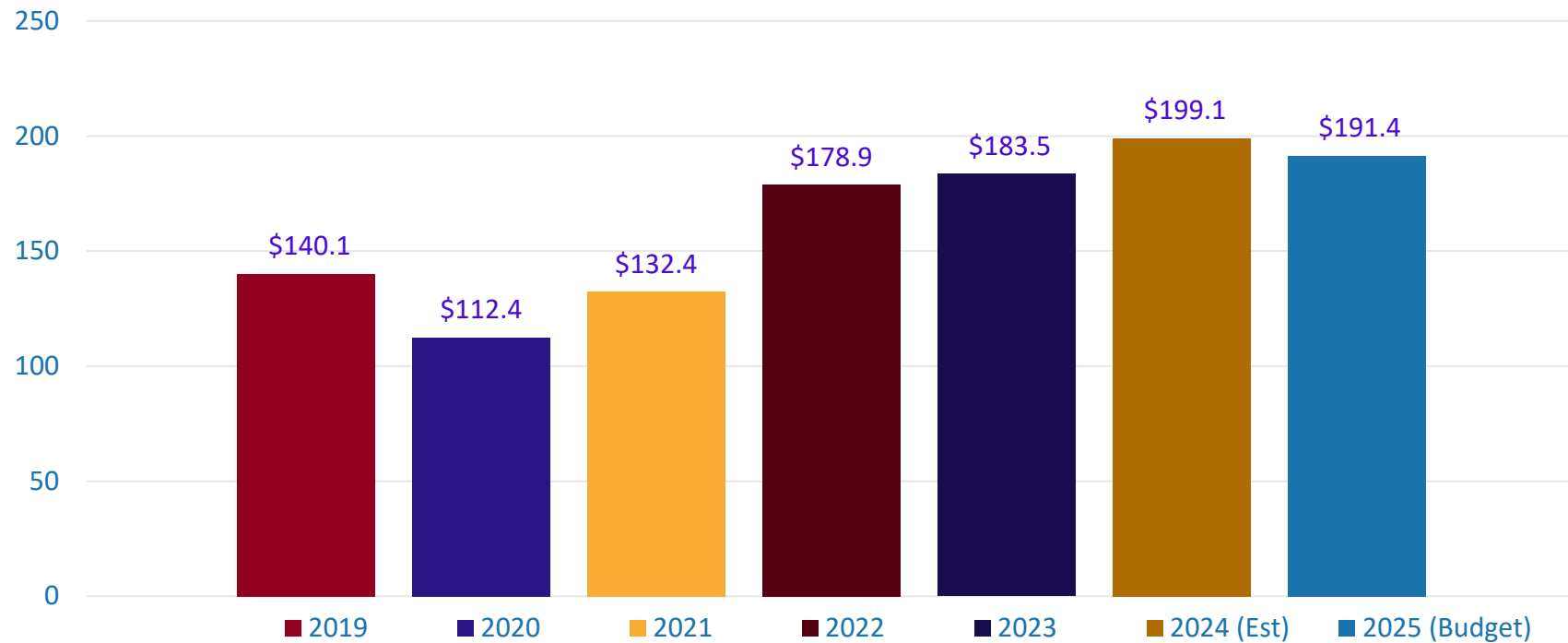
*City of Palm Springs*  
CALIFORNIA

# Financial Update

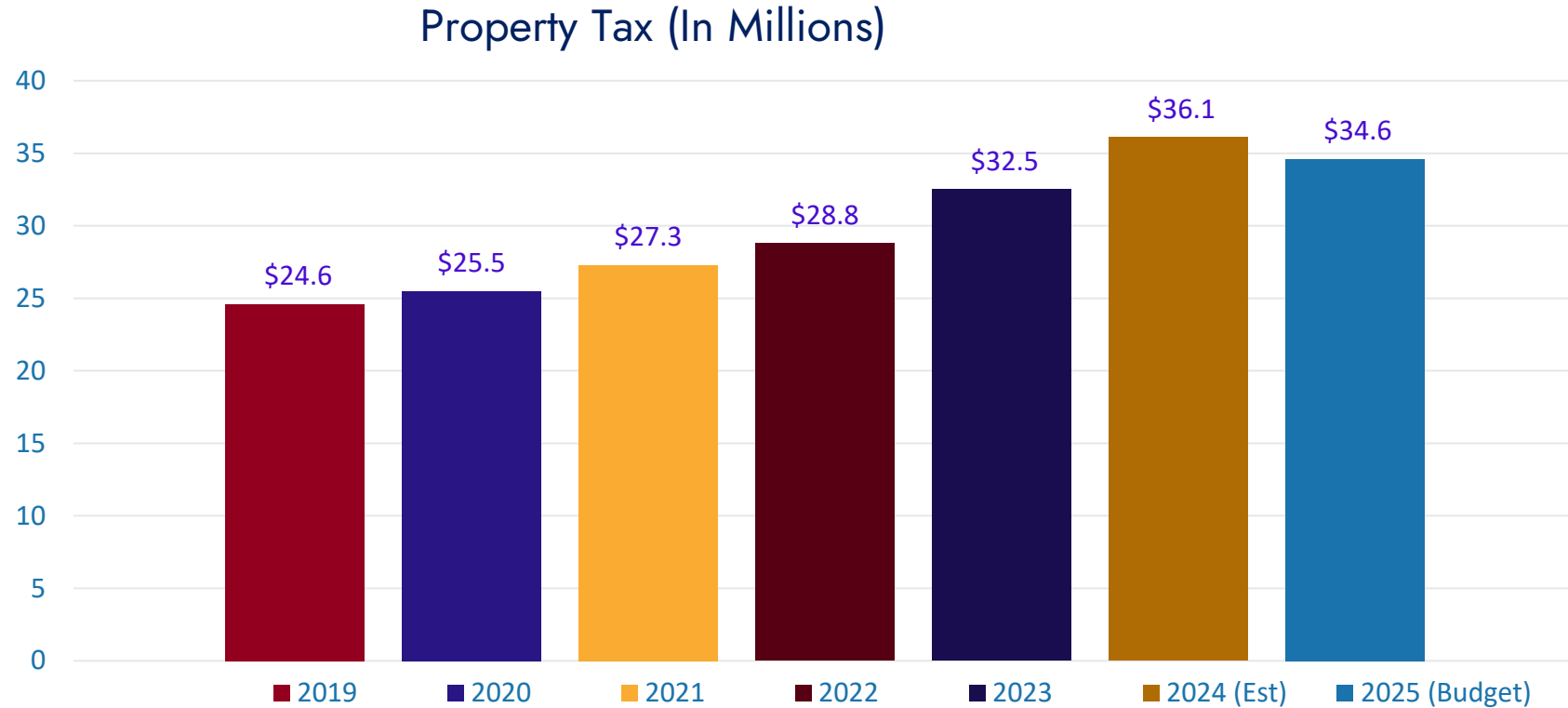
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# General Fund Revenue

General Fund Revenue (In Millions)

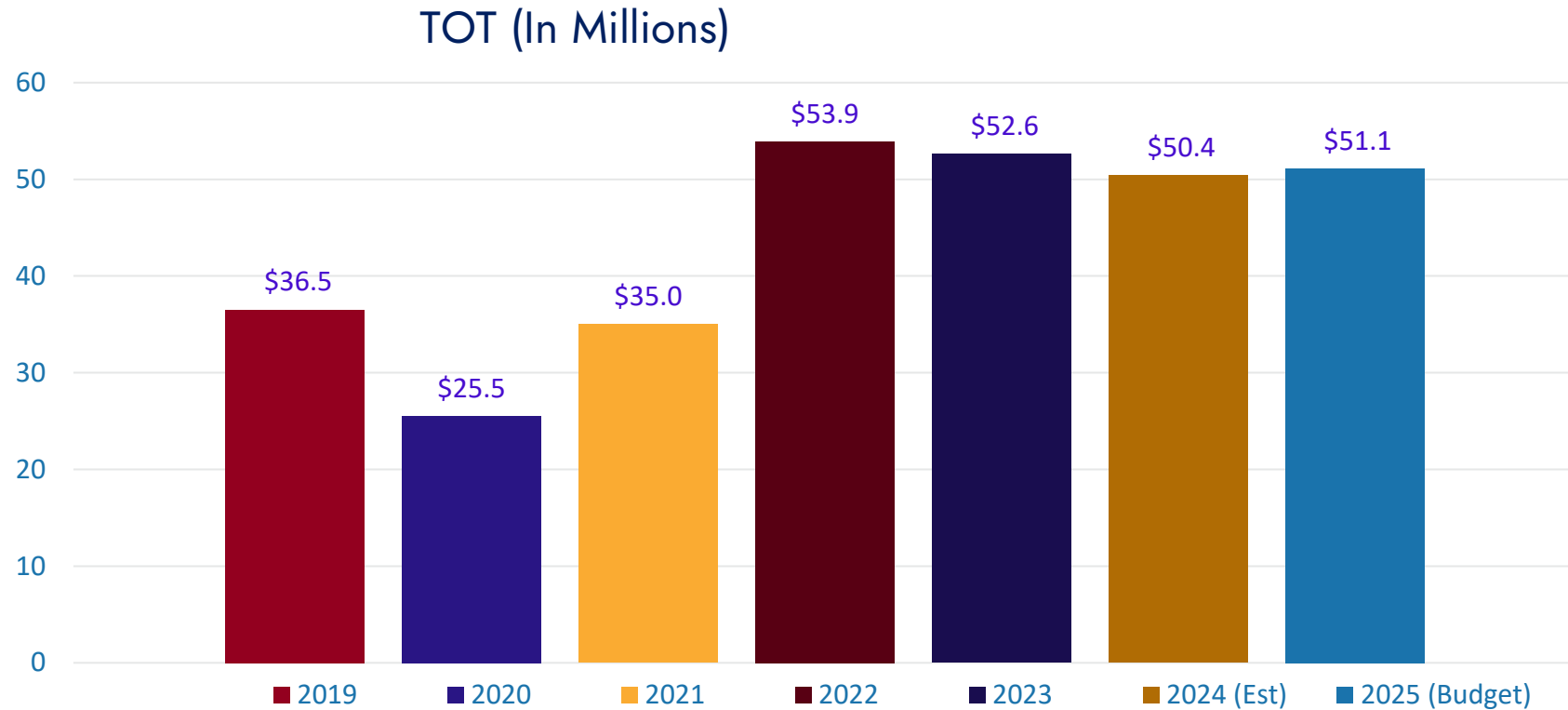


# Property Tax Revenue

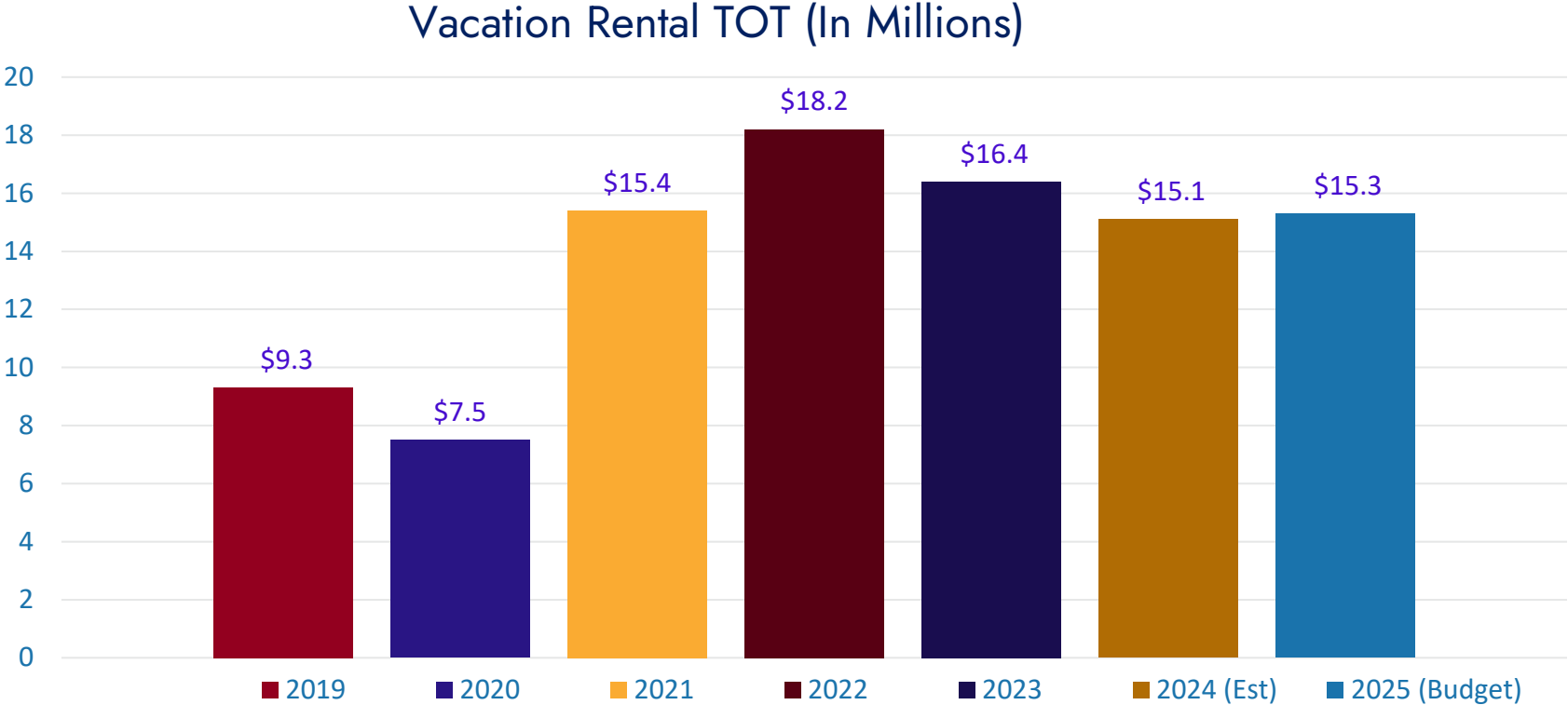




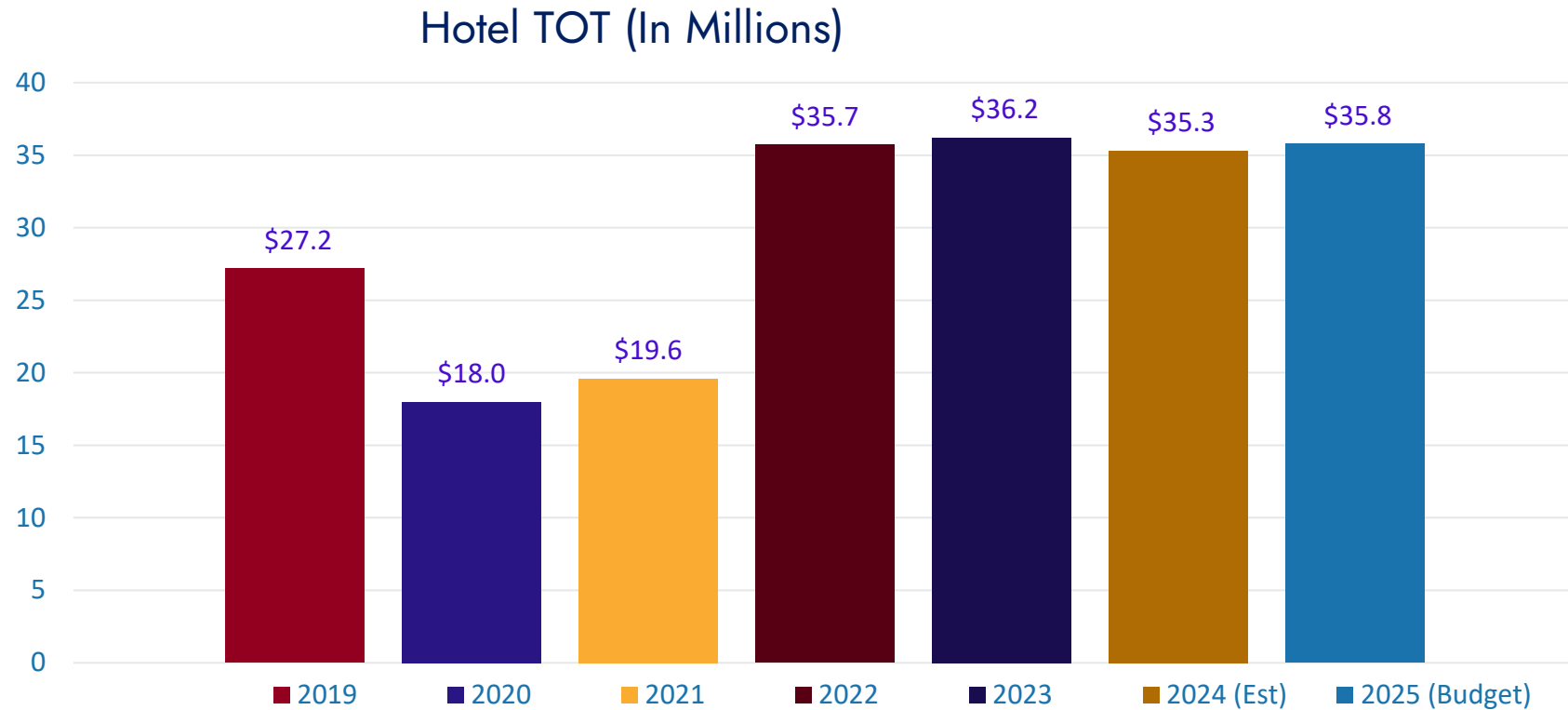
# Transient Occupancy Tax (TOT) Revenue



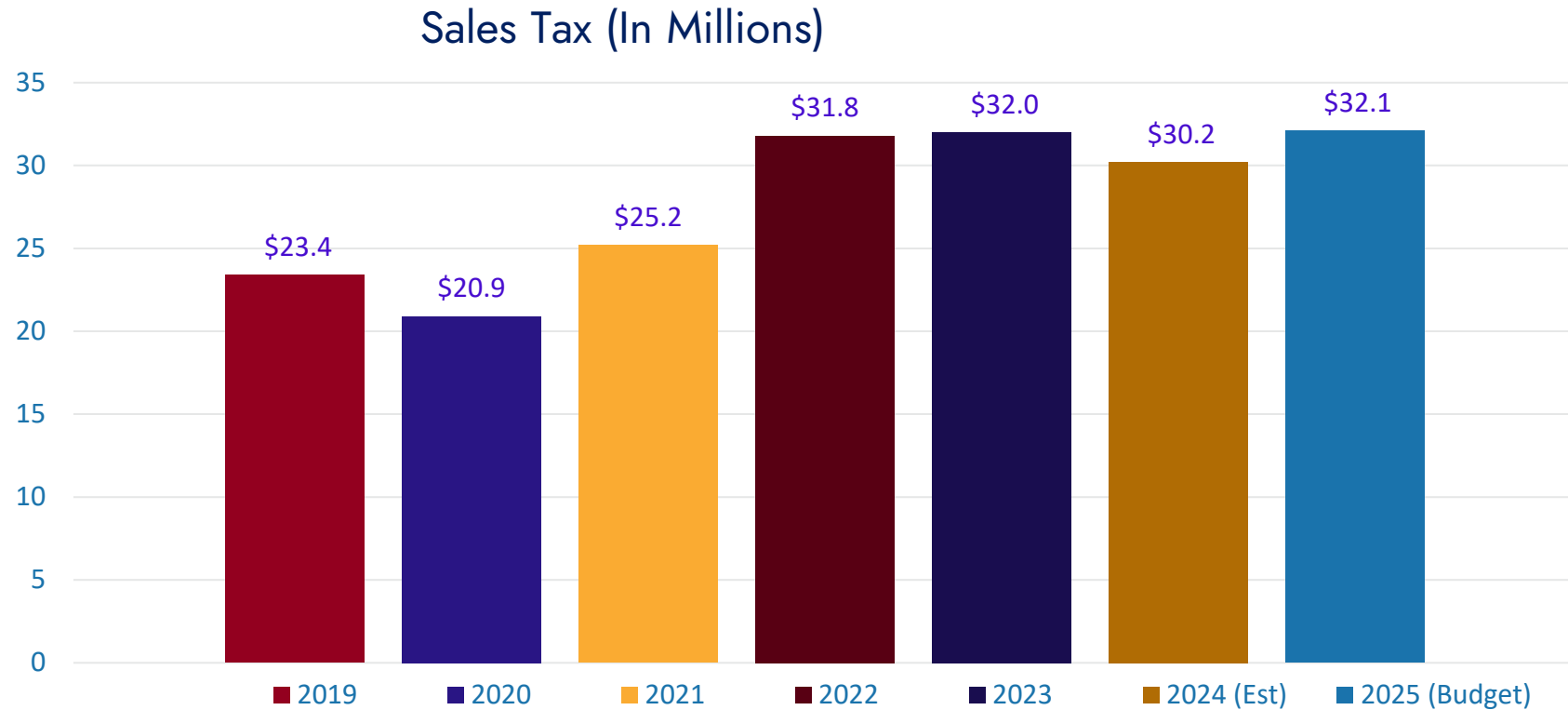
# Vacation Rental TOT Revenue



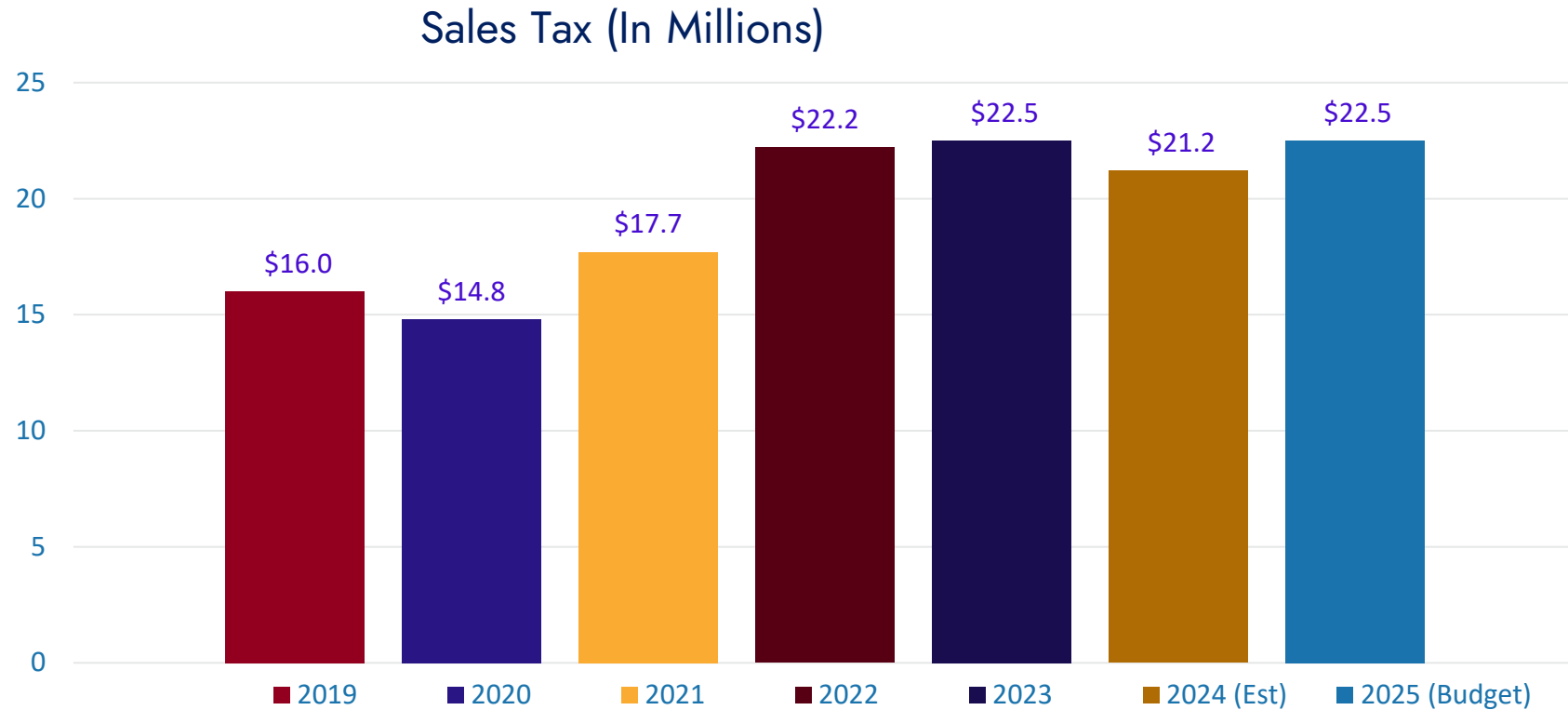
# Hotel TOT Revenue



# Sales Tax Revenue



# Measure J Revenue



# Measure J

Integral to our City's financial health

Essential for future projects - \$170 million to date; now \$22 million per year

- Downtown Revitalization - \$45 million
- Annual Street Paving - 103 miles paved to date; \$9 million in FY24
- Plaza Theatre Restoration (partially funded) - \$7.5 million
- Downtown Park - \$4.1 million
- LED Lighting at Park Recreation Fields - \$4.7 million
- Police Department Renovation - \$3.4 million
- Fire Station #4 Renovation - \$1.4 million
- **Main Library Renovation**
- **New Fire Station #1**
- **Convention Center Upgrade**





*City of Palm Springs*  
CALIFORNIA

# Public Safety

Key to the Palm Springs Brand

A safe city benefits our residents, visitors & businesses.



*Exemplary Service*





# Supporting our Homeless

**Operation Relentless Sun**

**R.I.S.E. Homeless Outreach Initiative**

**Operation Restore Hope**

**PSPD IMPACT Team**

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- 65 unhoused reunited with family members
- 600+ vacant property checks
- 200 tons of trash removed
- 300 shopping carts collected
- 750 reports generated
- 900 arrests and criminal citations
- Multiple Crime Prevention Site Safety visits
- 280 camps cleaned and removed
  - Walmart - 40 encampments;
  - Dinah Shore Flood Channel - 12 encampments;
  - Gene Autry Wash – 70 encampments





# Operation Rearview Mirror

**Community Concern:**  
Traffic Violations

**Our Response:**  
Created Operation Rearview Mirror to enhance Road Safety:

- Identified high-risk areas
- Targeted speeding and reckless driving
- Reduce Intoxicated Driving
- Awareness Campaign

**Impact (First 3 Months):**

- Collisions:
  - **34% decrease** in total collisions.
  - **25% decrease** in injury collisions.
- Enforcement Results:
  - Citations **increased by 94%**.
  - Warnings **increased by over 300%**.



# BSCC Crime Grant

PSPD secured a \$4.6 million grant from the State to fight:  
Retail theft | Catalytic Converter Theft | Vehicle Theft

## Support

**Palm Springs Regional Real-Time Information Center (RTIC):** A Technology hub to use real-time data to strategically allocate resources

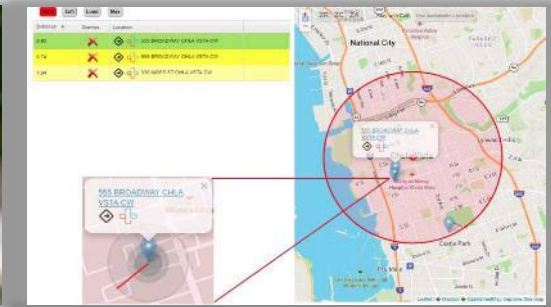
## Key Technologies Include:

**CCTV Cameras** and a **Video Management System** for live monitoring.

**Automated License Plate Readers (ALPRs)** at both mobile and fixed locations.

**Unmanned Aircraft Systems (UAS)** that can quickly respond to incidents.

**Live911**, which allows officers to hear 911 calls as they happen



**With these advancements, RTIC will be a powerful tool for smarter, more efficient policing.**



# Community Outreach & Transparency

- Do the Right Thing
  - Recognizing School –Age Youth
- Shop with A Cop
- DAP Equity Walk
- Trunks & Treats
- Pride Parade & LGBTQ+ community outreach
- Neighborhood Meetings







# CITY OF PALM SPRINGS FIRE DEPARTMENT



# 2023 CALL VOLUME



*Palm Springs Fire Department  
2024*

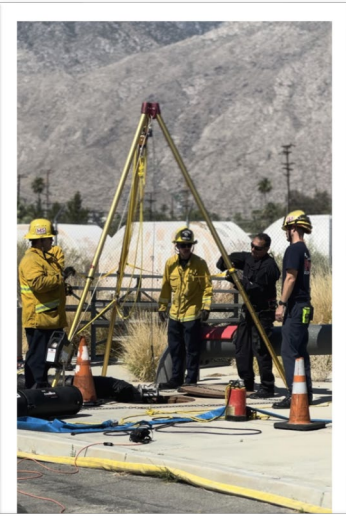
## 2023 calls for service – 13,188

- Average responses per day - 36
- Emergency Medical Services – 9,502
- Fires - 292
- Traffic Collisions - 403
- Other responses – 3,400  
(swift water, hiker, rescues, other)

## 2022 calls for service – 12,189

Increase 2022 TO 2023 - 8.20%

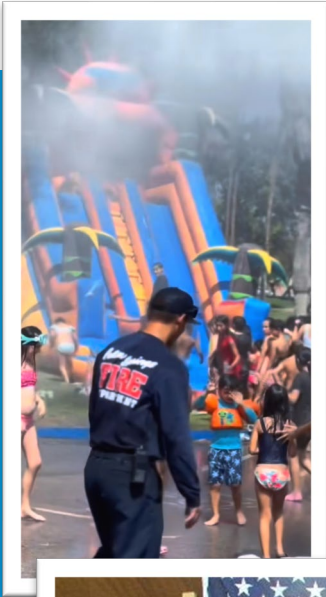
# TRAINING HIGHLIGHTS



- 1 Firefighter attending Paramedic School
- Triannual Airport full-scale drill
- Airport Rescue Firefighting strategy & tactics combined with a command & control class
- Public Information Officer Training
- Driver training for Type III Brush Engines
- Helicopter hoist operations with both Riverside Sheriffs and CHP aviation
- Hazardous Materials Incident Commander Training
- Technical Rescue Training
- New hire academy with live fire training



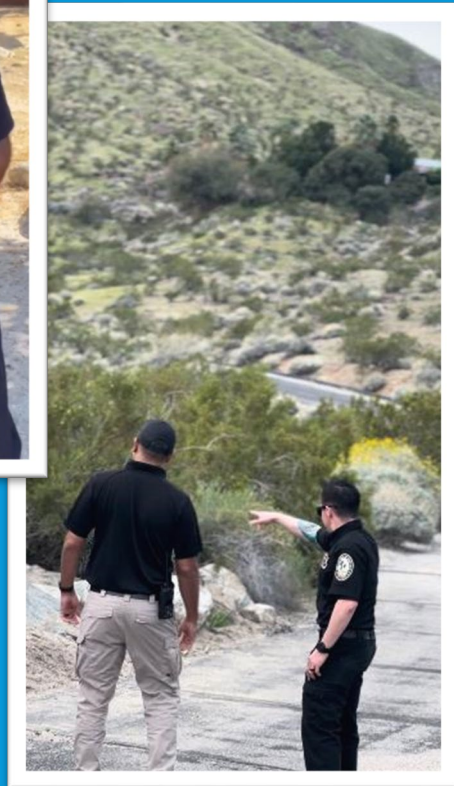
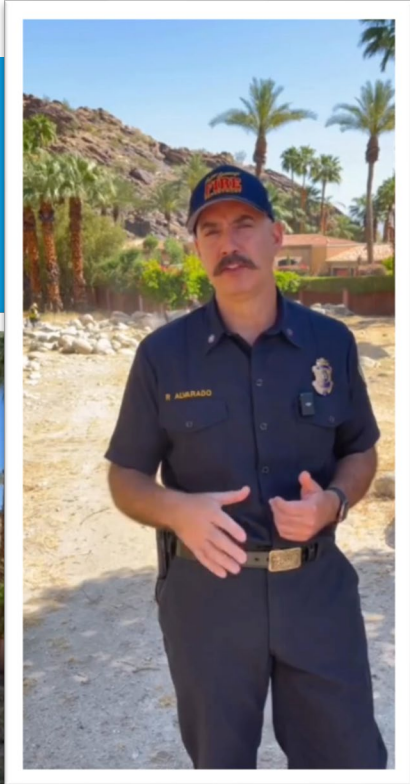
# COMMUNITY EVENTS



- Annual Fish Fry
- Annual Christmas Toy Drive
- 9/11 Memorial
- Summer at the Boys n' Girls Club
- Water Day at schools
- Fire Engine appearances for Career Days
- Easter Egg Hunt & Pancake Breakfast
- Trained C.E.R.T. team members
- ONE-PS meetings, Parades & more!



# COMMUNITY RISK REDUCTION

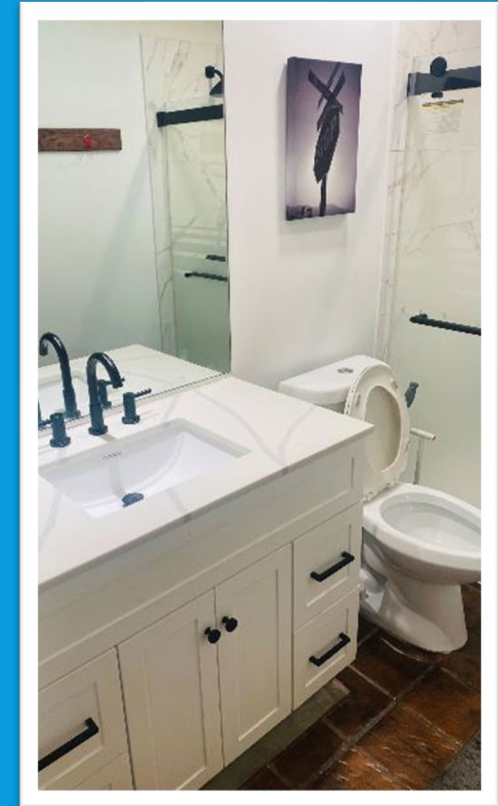


- 1<sup>st</sup> year of residential inspections & brush removal in our city's very high fire hazard severity zone.

# FIRE DEPARTMENT UPGRADES



- Approved! 3 fire engines & 1 ladder truck
- Radio Infrastructure Upgrade
- New Airport Rescue Firefighting Apparatus
- 2 New Type 3 Brush Engines
- New Full-Time Emergency Medical Services Coordinator
- New Physician Medical Director
- 8 new Firefighters
- 4 out of 5 fire engines are staffed with 4 personnel !
- **Fire Station #3 Renovation**
- **New Downtown Fire Station #1**



# ONE-PS

Organized Neighborhoods of Palm Springs

**52 officially recognized neighborhoods**

**Offers outreach through its officers, committees, and annual events like:**

- Monthly Joint meeting in addition to neighborhood meetings
- ONE-PS Picnic & Community Expo (over 1,000 attendees in 2024)
- Candidate Forums for elections
- Participation in City Events like the Festival of Lights Parade
- Annual Modernism Home Tour (funds scholarships and neighborhood improvements)
- Popular Lip Sync Battle for the past two years!



# Engage Palm Springs

## EngagePalmSprings.com

- Launched late 2023
- Need-to-know information
- Easily accessible updates on
  - road conditions
  - planning and engineering projects
  - special City initiatives
  - events

### TOTAL VISITS SINCE LAUNCH

**50k +**

### AVERAGE MONTHLY VISITS

**UP 950% SINCE LAUNCH**

The screenshot displays the Engage Palm Springs website interface. At the top, a header reads "We Want to Hear from YOU!" with a subtext: "This website was created as a space for residents to share ideas, discuss important topics, ask questions and receive updates about City projects." Below this is a blue banner for an election with the text "YOUR VOTE MATTERS!" and "EXERCISE YOUR RIGHT TO VOTE", along with "ELECTION DAY TUESDAY, NOVEMBER 5TH" and a "VOTE" button. A section titled "SECTION 14 HISTORY & FACT SHEETS" offers a "VIEW DOCUMENTS" link. The "News and Updates, Roads and Weather" section features three cards: "ROAD CLOSURE" (ROAD CLOSED/ROAD OPEN), "ROAD WORK AHEAD" (ROAD WORK AHEAD), and "HEAT SAFETY" (HEAT SAFETY). At the bottom, there are partial views of "ENGAGE WITH YOUR COMMUNITY" and weather-related graphics.

**nextdoor**

**30,514 City of Palm Springs members**

**19,265 claimed households**

**94 neighborhoods**



# Bridges

## **Indian Canyon Bridge Project: Currently Underway**

Widening the North Indian Canyon Bridge over the Union Pacific Railroad and improving Indian Canyon Drive immediately south of Garnet Avenue in North Palm Springs.

## **S. Palm Canyon Drive Bridge Project: Begins early 2025**

Replacing S. Palm Canyon Drive bridge over Tahquitz Creek during an approximately two-year project to improve safety, traffic flow and mobility.

## **Ramon Road Bridge Project: Begins late 2025**

Widen 4-lane bridge to 6-lane bridge, seismic retrofit as necessary, scour countermeasures.

## **Vista Chino Bridge Project: Begins mid 2027**

Replace existing 4-lane roadway with a new 4-lane bridge. High-cost bridge project agreement required.



Bridge projects can take a long time to complete due to the multiple phases involved, including preliminary engineering, environmental review, and construction.

Costs have also increased significantly in recent years, with concrete prices going up by **as much as 75%** between 2021 and 2024.



# Parks Improvements

**Demuth Park**  
October 28, 2024,  
Ribbon Cutting



**Victoria Park**  
July 3, 2024,  
Ribbon Cutting &  
KidsFest



## Plus!

- More new playgrounds
- Swim center upgrades
- Turf Conversion
- Dog Park Upgrades
- Recreation Field Lighting
- Pickleball Courts

**Parks Master Plan  
Completed!**



# Palm Springs Public Library



## Catalyst for Renovation Project:

- Received Matching State Grant for \$6.5 Million

## Research and Planning:

- Library Renovation Steering Committee formed
- Group 4 Architecture & Architectural Resources Group (ARG) engaged
- Community outreach & surveys
- City Council unanimously approves the renovation scope
- Plans to issue \$40-45M in funding bonds.
- Sunrise Park plans

## Plans for the Library of the Future





# Palm Springs:

## An Arts & Culture Destination

- Film Festivals: International Festival, Shortfest, AmDocs, Cinema Diverse & more!
- Four Museums & hundreds of galleries, artist studios & public art
- 70+ live music venues, concerts in the park & new music production studios
- 6 theatre groups, 100+ member choral groups, 2 dance groups, opera groups
- International Piano Competition, 100+ member Freedom Band
- Palm Springs International Jazz Festival & Women's Jazz Festival
- Pride, Modernism Week, Desert X, Splash House, Desert Air



# Plaza Theatre

- 700+ seat performance space
- Oak View Group programming space
- Plaza Theatre Foundation gift \$15M+
- City loan / contribution \$20M
- Complete late 2025
- 100+ programs, 11+ months a year

[SAVETHEPLAZATHEATREPS.ORG](https://www.savetheplazatheatreps.org)



# Palm Springs: Diversity Events & Tourism as Economic Drivers

- Palm Springs Pride
- Big Gay BBQ, Latin Pride, Harvey Milk Diversity Breakfast, Cinema Diverse
- Steve Chase, Red Dress/Dress Red Party, Center Stage
- Black History Month Celebrations: Parade, Town Fair, Art Museum Events, Gala
- Coachella Valley Filipino Festival
- Latino Film & Music Festival
- Agua Caliente Cultural Center
- **National Gay & Lesbian Chamber of Commerce 2024**
- **International Gay & Lesbian Travel Association Convention 2025**



# Palm Springs Convention Center

- Modernization of Conference Hall
- Improved Eastern Entrance
- Indoor/outdoor social/event spaces
- Local food & beverage
- Open space learning
- Digital/art enhancements
- Microtransit/shuttle



# Vision for the Future

## Expanding the Walkable City

- Creating a “district” of connected, shaded pedestrian walkways
- Tie the Convention Center to downtown shops, restaurants and attractions.
- Captivating lighting and art installations
- Designated areas for street performance.
- Electric microtransit.
- Themed, clever wayfinding.
- For Convention Center Visitors & Residents



-  HOTELS
-  ATTRACTIONS
-  HOUSING
-  NOTABLY NEARBY

UPTOWN DESIGN DISTRICT

PLAZA THEATRE / ARENAS DISTRICT

LIVING OUT

**A VIBRANT, CONNECTED,  
SHADED EXPERIENCE**

# THANK YOU

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