

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

662



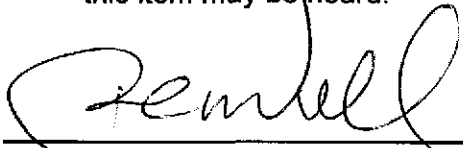
**FROM:** Executive Office & Treasurer-Tax Collector

**SUBMITTAL DATE:**  
September 22, 2008

**SUBJECT:** Adoption of Resolution 2008-442, declaring intent to establish the Palm Springs Desert Resort Communities Tourism Business Improvement District.

**RECOMMENDED MOTION:** That the Board of Supervisors:

1. Approve and adopt Resolution 2008-442, a resolution of the County of Riverside Board of Supervisors declaring its intention to establish the Palm Springs Desert Resort Communities Tourism Business Improvement District, declaring its intention to levy an assessment for the fiscal year 2008-2009 on certain hotels and motels located within the proposed district, setting the date, time and location of a public meeting and hearing, and giving notice of same.
2. Authorize and direct the Clerk of the Board to schedule a public meeting on the proposed establishment of the Palm Springs Desert Resort Communities Tourism Business Improvement District and the proposed annual levy of assessments for October 28, 2008, or as soon thereafter this item may be heard.
3. Authorize and direct the Clerk of the Board to schedule a public hearing on the proposed establishment of the Palm Springs Desert Resort Communities Tourism Business Improvement District and the proposed annual levy of assessments for November 18, 2008, or as soon thereafter this item may be heard.

  
Paul McDonnell, Treasurer-Tax Collector

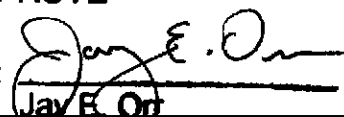
  
Dan Martinez, Deputy County Executive Officer

FORM APPROVED COUNTY COUNSEL  
BY: Dale A. Gardner 7/23/08  
DATE

Departmental Concurrence

<b>FINANCIAL DATA</b>	Current F.Y. Total Cost:	\$ 0	In Current Year Budget:	No
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	No
	Annual Net County Cost:	\$ 0	For Fiscal Year:	2008/09

<b>SOURCE OF FUNDS:</b> N/A	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

**C.E.O. RECOMMENDATION:** APPROVE  
BY:   
Jay E. Orr

County Executive Office Signature

Consent     Policy  
 Consent     Policy

Dept't Recomm.:  
 Per Exec. Ofc.:

**Form 11**

**SUBJECT:** Adoption of Resolution 2008-442, declaring intent to establish the Palm Springs Desert Resort Communities Tourism Business Improvement District.

Page 2 of 3

**BACKGROUND:**

On June 23, 2008, the County of Riverside received a letter from the Palm Springs Desert Resort Communities Convention and Visitors Authority (CVA) requesting that the County begin the process of forming a Palm Springs Desert Resort Communities Tourism Business Improvement District (Tourism BID) in the Coachella Valley.

On July 1, 2008 (item 3.17), the County Board of Supervisors took the first step in the Tourism BID formation process by approving Resolution 2008-330 which designated the Hospitality Industry Business Council (HIBC) as the advisory committee to the Board of Supervisors for the formation of the proposed Tourism BID and requested consent from each of the CVA member cities to form the Tourism BID. All eight CVA member cities considered the request from the county and took action as noted on the table below. The City of Palm Desert was the only CVA member jurisdiction to deny the County's request.

City	Action	Date	Resolution #
Cathedral City	APPROVED	08/13/08	2008-53
Desert Hot Springs	APPROVED	09/02/08	2008-69
Indian Wells	APPROVED	07/17/08	2008-40
Indio	APPROVED	09/17/08	9319
La Quinta	APPROVED	09/16/08	2008-055
Palm Desert	DENIED	09/11/08	08-86
Palm Springs	APPROVED	07/30/08	22327
Rancho Mirage	APPROVED	09/04/08	2008-51

The HIBC met on September 19, 2008, and voted unanimously to recommend that the Tourism BID formation process move forward without the City of Palm Desert. The proposed Tourism BID will now include the County unincorporated area of the Coachella Valley and the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Springs and Rancho Mirage. The CVA also met on September 19, 2008, and voted unanimously to move forward with the Tourism BID formation process.

Approval of the attached Resolution 2008-442 represents the next step in the Tourism BID process. It is the notification of the County's intention to form the Tourism BID. It includes a complete description of the proposed Tourism BID and sets the date, time and place for both the required public meeting and the required public hearing. It also directs the Clerk of the Board to publish a copy of the resolution in newspapers within the boundaries of the proposed BID. Copies of Resolution 2008-442 will also be mailed out to all known owners of each assessable hotel and motel within the proposed boundaries of the Tourism BID.

The proposed Tourism BID is a type of assessment district that is publicly sanctioned but privately directed. The assessment is not considered a tax under Proposition 218 because businesses are being assessed, not property. It will essentially be a public/private partnership where private businesses agree to assess themselves in exchange for the authority to use the funds to benefit their business. Other California counties that have created multi-jurisdictional BIDs include Mendocino County, San Luis Obispo County, and Sonoma County.

**Form 11**

**SUBJECT:** Adoption of Resolution 2008-442, declaring intent to establish the Palm Springs Desert Resort Communities Tourism Business Improvement District.

Page 3 of 3

**BACKGROUND (Continued):**

Tourism is the Coachella Valley's number one industry. Tourism provides the most jobs and contributes the greatest amount to the local tax base for that area. The Tourism BID would provide a stable source of marketing dollars that would enhance the area's ability to plan and implement marketing and sales programs. It would also provide more control to hospitality professionals on the use of funds generated from their businesses. This new source of funds would allow the Tourism BID member jurisdictions in the Coachella Valley to be more competitive in the tourism market.

The level of assessment being considered for the proposed Tourism BID is two percent (2%) of the sale of overnight room stays and would apply only to hotels and motels with fifty (50) or more sleeping rooms. There are approximately 70 hotels/motels within the proposed Tourism BID boundaries that fall in this category. The total annual revenue projected to be generated in the first full year is approximately \$5.8 million. The revenue collected would be used to fund the following activities to promote tourism for the Tourism BID jurisdictions in the Coachella Valley:

1. Marketing, advertising, and public relations;
2. Brochure development and distribution;
3. Promotion of Public events which benefit businesses in the area and which take place on or in public places within the area; and
4. Activities which benefit businesses located and operating in the area, including but not limited to downtown shopping and promotional programs.

Due to the recognized potential benefits and interest shown in forming a BID in the Coachella Valley, it is recommended that the County continue with the process of forming the Tourism BID by approving the attached Resolution 2008-442.

2  
3 RESOLUTION NO. 2008 - 442

4 A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF RIVERSIDE  
5 DECLARING ITS INTENTION TO ESTABLISH THE PALM SPRINGS DESERT RESORT  
6 COMMUNITIES TOURISM BUSINESS IMPROVEMENT DISTRICT, DECLARING ITS INTENTION  
7 TO LEVY AN ASSESSMENT FOR THE FISCAL YEAR 2008-2009 ON CERTAIN HOTELS AND  
8 MOTELS LOCATED WITHIN THE PROPOSED DISTRICT, AND SETTING THE TIME AND PLACE  
9 OF A PUBLIC MEETING AND PUBLIC HEARING AND GIVING NOTICE OF SAME

10  
11 WHEREAS, the California Legislature in adopting the Parking and Business Improvement Area  
12 Law of 1989 (Streets & Highways Code § 36500 et, seq.) (the "Act") authorized cities and counties to levy  
13 assessments on businesses in order to promote economic revitalization and tourism, to create jobs, attract  
14 new businesses and prevent erosion of business districts; and

15 WHEREAS, the Board of Supervisors of the County of Riverside ( the "Board of Supervisors")  
16 intends to establish a business improvement district ("BID"), under the Act, to be commonly known as the  
17 Palm Springs Desert Resort Communities Tourism Business Improvement District ("Tourism BID"), the  
18 purpose of which is to promote tourism within the desert communities and to fund programs that benefit the  
19 hotel and motel businesses within desert communities; and

20  
21 WHEREAS, lodging businesses within the boundaries of the proposed Tourism BID have requested  
22 that the Board of Supervisors establish such a business improvement district; and

23 WHEREAS, the Board of Supervisors intends to levy an annual assessment, except where funds are  
24 otherwise available, in order to pay for all activities within the proposed Tourism BID; and

25  
26 WHEREAS, the territory proposed to be included in the Tourism BID is coterminous with the  
27 operational boundaries of the Palm Springs Desert Resorts Convention and Visitor's Authority ("CVA"),  
28 excluding that area within the incorporated city limits of the City of Palm Desert, but including

1 unincorporated Coachella Valley and the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio,  
2 La Quinta, Palm Springs, and Rancho Mirage, which cities have granted the County of Riverside authority  
3 to create the proposed Tourism BID within their jurisdictions; and

4 WHEREAS, it is the opinion of the Board of Supervisors that the hotel and motel businesses located  
5 within the proposed Tourism BID will benefit from the activities of the proposed Tourism BID; and

6 WHEREAS, this Resolution of Intention will commence proceedings under the Act to establish the  
7 Tourism BID and to levy the annual assessment for the Tourism BID for the 2008-2009 fiscal year;

8 NOW, THEREFORE, the Board of Supervisors of the County of Riverside does hereby resolve,  
9 find, determine and order as follows:

10 Section 1. Recitals are True and Correct. The recitals set forth herein are true and correct.

11 Section 2. Intent to Establish Tourism BID. The Board of Supervisors declares its intent to  
12 establish a business improvement district under the Act, to be commonly known as the Palm Springs Desert  
13 Resort Communities Tourism Business Improvement District. The boundaries of the Tourism BID are  
14 proposed to be coterminous with the operational boundaries of CVA, excluding that area within the  
15 incorporated city limits of the City of Palm Desert, but including unincorporated Coachella Valley and the  
16 cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Springs, and Rancho  
17 Mirage. A map reflecting the proposed boundaries of the Tourism BID is attached hereto as Exhibit A and  
18 is also on file with the Clerk of the Board.

19 Section 3. Assessment. Except where funds are otherwise available, an assessment will be levied  
20 annually to pay for all activities within the Tourism BID. An annual assessment is proposed to be levied  
21 pursuant to the Act on all hotels and motels that are located within the proposed boundaries of the Tourism  
22 BID and that have fifty (50) or more sleeping rooms. For purposes of complying with Government Code  
23 Section 54954.6, it is estimated that approximately \$5.8 million in revenue will likely be raised by the  
24 proposed annual assessment. It is expected that the assessment levy will first be imposed in January 2009.  
25 For the remaining half of the 2008 – 2009 fiscal year, it is estimated that approximately \$2.9 million in  
26 revenue will likely be raised.  
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1           Section 4. Method and Basis of Levy. The proposed method and basis of levying the assessment to  
2 allow each business owner to estimate the amount of the assessment to be levied against his or her business  
3 are as follows:

4           a.       The assessment for hotels and motels with fifty (50) or more sleeping rooms is two percent  
5 (2%) of the gross rental charges for overnight room stays. Gross rental charges shall equal the total dollar  
6 amount charged to guests for overnight room rentals, but shall not include incidental room charges such as  
7 room service, video rental, or other like charges. Gross rental charges are equal to the total consideration  
8 charged for room rental valued in U. S. dollars, whether or not received and whether received in money or  
9 other consideration such as goods, labor, property or otherwise.

10           b.       New hotels and motels that have fifty (50) or more sleeping rooms and are located within  
11 the proposed boundaries of the Tourism BID will not be exempt from the levy of assessment pursuant to  
12 Section 36531 of the California Streets and Highways Code.

13           c.       The benefit assessments shall be collected by the County in four (4) installments. Each  
14 operator of an assessable hotel or motel shall, before the last day of the month following each quarter, make  
15 a report to the County Treasurer-Tax Collector on forms provided by the County reflecting the amount of  
16 assessment due for that quarter. The report and amount become delinquent on the last day of the month  
17 following the close of each calendar quarter. The full amount of the assessment calculated shall be  
18 remitted to the County Treasurer-Tax Collector at the time that the return form is filed. The County  
19 Treasurer-Tax Collector may establish shorter reporting or remitting periods for any operator and may  
20 require additional information in any return. Returns and payments are due immediately upon cessation of  
21 business for any reason. Each return shall contain a declaration under penalty of perjury, executed by the  
22 operator or its authorized agent, that, to the best of the declarant's knowledge, the statements in the return  
23 are true, correct, and complete. Any operator of an assessable hotel or motel who fails to remit any  
24 assessment within the time required shall pay a penalty of ten percent (10%) of the amount of the  
25 assessment in addition to the amount of the assessment. Any operator of an assessable hotel or motel who  
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1 fails to remit any delinquent remittance on or before the fifteenth day of the month following the date of the  
2 first penalty shall pay a second delinquency penalty of ten percent (10%) of the amount of  
3 the assessment in addition to the amount of assessment and the ten percent (10%) penalty first imposed.

4 d. The County may charge an administrative fee for the collection and processing of the  
5 assessments in order to cover its reasonable costs for this service.

6 e. If the County Treasurer-Tax Collector determines that the nonpayment of any assessment is  
7 due to fraud, a penalty of twenty-five percent (25%) of the amount of the assessment shall be added thereto  
8 in addition to the penalties stated above.

9 f. In addition to the penalties imposed, any operator of an assessable hotel or motel who fails  
10 to remit any assessment shall pay interest at the rate of one percent (1%) per month, or fraction thereof, on  
11 the amount of tax, exclusive of penalties, from the date on which the remittance first became delinquent  
12 until paid.

13 g. Every penalty imposed and such interest as accrued under the provisions of this section shall  
14 become a part of the assessment required to be paid.

15 Section 5. Types of Activities To Be Funded. The proposed type or types of activities to be funded  
16 by and through the annual levy of assessments on businesses within the Tourism BID are as follows:

- 17 a. Marketing, advertising, and public relations;  
18 b. Brochure development and distribution;  
19 c. Promotion of public events which benefit businesses in the area and which take place  
20 on or in public places within the area;  
21 d. Activities which benefit businesses located and operating in the area, including but  
22 not limited to downtown shopping and promotional programs.

23 Section 6. Advisory Board. Pursuant to Resolution Number 2008-330, adopted by the Board on  
24 July 1, 2008, the Board of Supervisors appointed the Hospital Industry and Business Council ("HIBC") of  
25 CVA to serve as the Advisory Board described in Government Code Section 36530. HIBC has filed a  
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1 report with the Clerk of the Board. The Board of Supervisors tentatively approves said report subject to  
2 any further modification that may be necessary or desirable based upon future recommendations by staff  
3 and public participation at the public meeting and public hearing.

4 Section 7. Joint Notice of Time and Place of Public Meeting and Public Hearing.

5 NOTICE IS HEREBY GIVEN that the Board of Supervisors of the County of Riverside will hold a  
6 Public Meeting and Public Hearing on the proposed establishment of the Tourism BID and the proposed  
7 levy of annual assessments:  
8

9 The time and place of the public meeting on the proposed establishment of the Tourism BID and the  
10 proposed annual levy of assessments shall be at 9:00 a.m., October 28, 2008, or as soon thereafter as this  
11 matter may be heard, at the Board of Supervisor's Chambers, located on the first floor of the County  
12 Administrative Center, 4080 Lemon Street in Riverside, California 92501. The public meeting may be  
13 continued from time to time as necessary.  
14

15 The time and place of the public hearing on the proposed establishment of the Tourism BID and the  
16 proposed annual levy of assessments shall be at 9:30 a.m., November 18, 2008, or as soon thereafter as this  
17 matter may be heard, at the Board of Supervisor's Chambers, located on the first floor of the County  
18 Administrative Center, 4080 Lemon Street in Riverside, California 92501. The public hearing may be  
19 continued from time to time as necessary.  
20

21 At the public hearing set forth above, the testimony of all interested persons for or against the  
22 establishment of the Tourism BID, the extent of the area, or the furnishing of specific types of  
23 improvements or activities will be heard by the Board of Supervisors, which will also consider the adoption  
24 of the ordinance establishing the Tourism BID and authorizing the assessment for the 2008-2009 fiscal  
25 year.

26 At the public hearing, the Board of Supervisors will also hear and consider all protests against the  
27 establishment of the Tourism BID, the extent of the area of the Tourism BID, and/or the furnishing of  
28

1 specified activities within the Tourism BID made by any owner of any assessable hotel or motel within the  
2 proposed boundaries of the Tourism BID and determine whether or not a majority protest exists.

3 Any person who wishes to be heard regarding the proposed Tourism BID may appear at the public  
4 meeting and public hearing or may send written comments to: Nancy Romero, Clerk of the Board, 4080  
5 Lemon Street, Riverside, CA 92501. Further information concerning the proposed Tourism BID and  
6 proposed assessment may be obtained from Dan Martinez, Deputy County Executive Officer, County  
7 Administrative Center, 4<sup>th</sup> Floor, Riverside, California 92501; telephone number (760) 863-8340.  
8

9 In compliance with the Americans with Disabilities Act, if you need special assistance to participate  
10 in the meeting or public hearing, or if you need further information relating to the subject meeting or  
11 hearing, please contact the Clerk of the Board's Office at (951) 955-1060. Notification at least 48 hours  
12 prior to the meeting will assist the County staff in assuring that reasonable arrangements can be made to  
13 provide accessibility.  
14

15 The Clerk of the Board is authorized and directed to publish a copy of this resolution in a  
16 newspaper or newspapers of general circulation within the unincorporated area of the Coachella Valley of  
17 the County and within each of the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La  
18 Quinta, Palm Desert, Palm Springs, and Rancho Mirage once per week for each of three weeks. Said  
19 publication shall be a display advertisement of at least one-eighth page and shall be first published at least  
20 forty-five days prior to the date of the public hearing.  
21

22 In addition, the Clerk of the Board is authorized and directed to mail copies of this Resolution by  
23 first-class mail to those interested parties who filed a written request with the County for mailed notice of  
24 public meetings or hearings on new or increased general taxes or assessments. Copies of this Resolution  
25 shall also be mailed by first-class mail to the known owners of each assessable hotel and motel within the  
26 proposed boundaries of the Tourism BID.  
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1           Section 8. Protests. The Board of Supervisors will consider all protests against the establishment of  
2 the Tourism BID, the extent of the area of the Tourism BID, and/or the furnishing of specified activities  
3 within the Tourism BID. The following rules shall apply to all protests:

- 4           a. A protest may be made orally or in writing by any interested person. Any protest  
5           pertaining to the regularity or sufficiency of the proceedings shall be in writing and  
6           shall clearly set forth the irregularity or defect to which the objection is made.  
7
- 8           b. Every written protest shall be filed with the Office of the Clerk of the Board, located  
9           at County Administrative Center, 4080 Lemon Street, 1st Floor, Riverside,  
10           California 92501, at or before the time fixed for the public hearing as set forth  
11           above.
- 12           c. The Board of Supervisors may waive any irregularity in the form or content of any  
13           written protest, and at the public hearing, may correct minor defects in the protest.  
14
- 15           d. A written protest may be withdrawn in writing at any time before the conclusion of  
16           the public hearing set forth above.
- 17           e. Each written protest shall contain a description of the business in which the person  
18           subscribing the protest is interested, sufficient to identify the business, and if a  
19           person subscribing is not shown on the official records of the County of Riverside as  
20           the owner of the business, the protest shall contain or be accompanied by written  
21           evidence that the person subscribing is the owner of the business. A written protest  
22           that does not comply with this paragraph shall not be counted in determining a  
23           majority protest.
- 24
- 25           f. If written protests are received from the owners of businesses in the proposed  
26           Tourism BID which will pay fifty percent (50%) or more of the assessments  
27           proposed to be levied and protests are not withdrawn so as to reduce the protests to  
28           less than the fifty percent (50%), no further proceedings on the proposal to establish

1 the Tourism BID or to levy the proposed assessment, as specified by this resolution  
2 of intention, shall be taken by the Board of Supervisors for a period of one year from  
3 the date of the filing of a majority protest. However, if the majority protest is only  
4 against the furnishing of a specified type or types of improvement or activity within  
5 the proposed Tourism BID, those types of improvements or activities shall be  
6 eliminated and the Tourism BID shall be established and the proposed annual  
7 assessment shall be levied.  
8

9 Section 9. Effective Date. This resolution shall take effect immediately upon its adoption.

10 PASSED AND ADOPTED this 30<sup>th</sup> day of September, 2008.

11  
12 ATTEST:

13  
14  
15 \_\_\_\_\_  
16 Nancy Romero, Clerk of the Board

15 \_\_\_\_\_  
16 Roy Wilson, Chairman

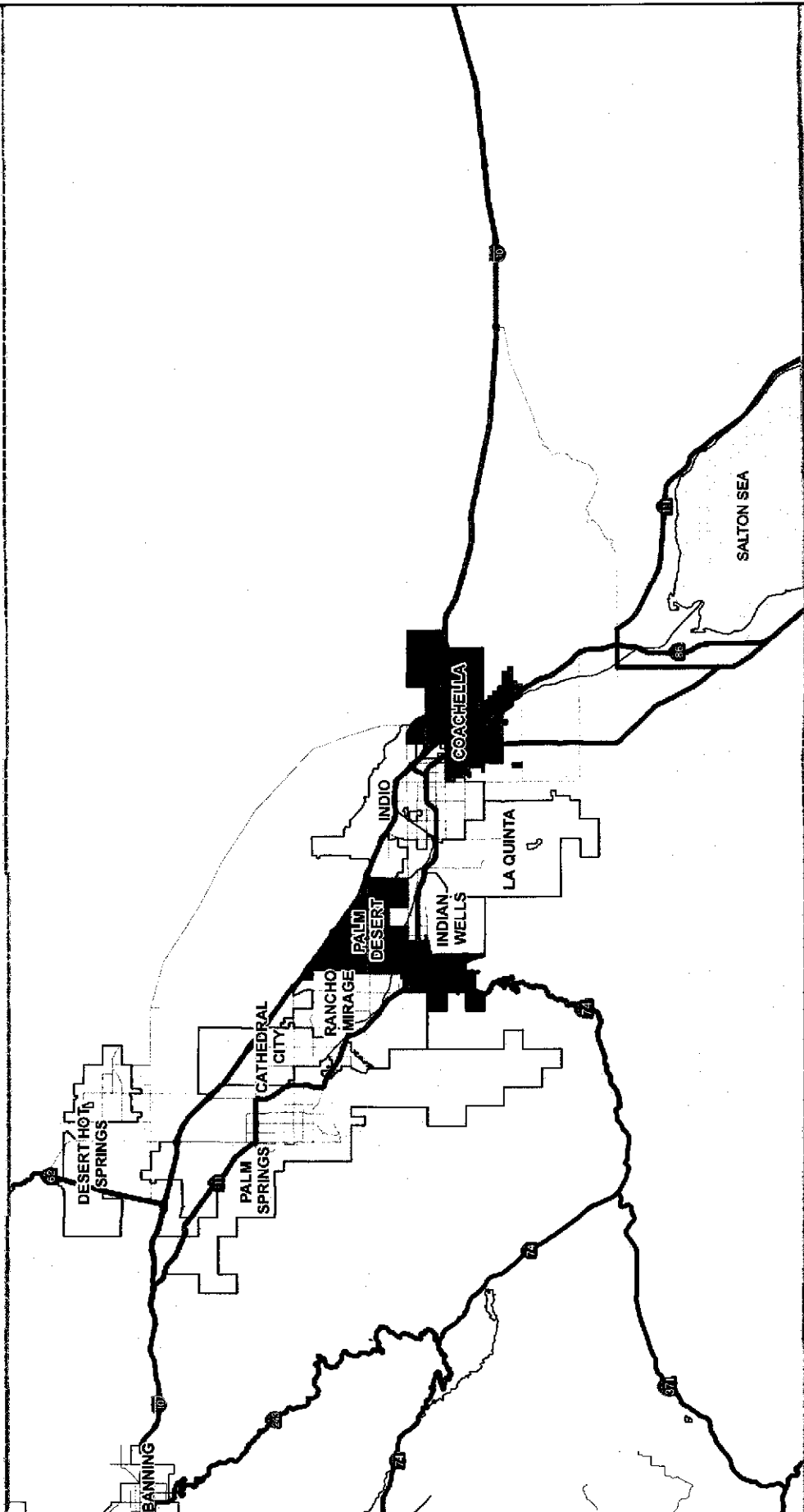
17 Board of Supervisors of the County of Riverside  
18  
19  
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21

22 APPROVED AS TO FORM:

23 FORM APPROVED COUNTY COUNSEL  
24 BY: Dale A. Gardner 9/23/08  
25 DALE A. GARDNER DATE

26  
27  
28 \_\_\_\_\_  
Joe Rank, County Counsel

# The Palm Springs Desert Resorts Communities Tourism Business Improvement District



Date: September 18, 2008  
Source: Riverside County TLMA/GIS  
Filename: U:/projects/charles/map\_projects/coachella\_bw\_map.mxd

0 2.5 5 10 Miles

LOCATIONAL MAP (MAP NOT TO SCALE)

- Participating Cities/Unincorporated
- Non-Participating Cities (Palm Desert & Coachella)
- Cities
- Highways
- Major Roads
- County Line
- Waterbodies

**The Palm Springs Desert Resorts Communities  
Tourism Improvement District  
Boundary Description**

1. **BEGINNING** at the Northeast corner of Section 1, Township 2 South, Range 2 East, San Bernardino Meridian, also being a point on the north line of Riverside County;
2. Thence South along said Range line to the Northeast corner of Section 36, T2S, R2E;
3. Thence West along the North line of said Section 36 to the North one-quarter corner thereof;
4. Thence South along the North-South center section line of said Section 36 to the Center section corner thereof;
5. Thence East along the East-West center section line of said Section 36 to the East one-quarter corner thereof;
6. Thence South along the East line of said Section 36 to the Northeast corner of Section 1, T3S, R2E;
7. Thence West along the North line of said Section 1 to the Northwest corner thereof;
8. Thence South along the West line of said Section 1 to the Northwest corner of Section 12, T3S, R2E;
9. Thence East along the North line of said Section 12 to the Northeast corner thereof;
10. Thence South along the East line of said Section 12 to the Southeast corner thereof;
11. Thence West along the South line of said Section 12 to the Northwest corner of Section 13, T3S, R2E;
12. Thence South along the West line of said Section 13 to the Southwest corner thereof;
13. Thence East along the South line of said Section 13 to the Southeast corner thereof;
14. Thence South along said Range line to the Southwest corner of Section 18, T4S, R3E;
15. Thence East along Section lines to the Northeast corner of Section 20, T4S, R3E;
16. Thence South along the East line of said Section 20 to the Southeast corner thereof;
17. Thence West along the South line of said Section 20 to the Northwest corner of Section 29, T4S, R3E;
18. Thence South along the West line of said Section 29 to the Southwest corner thereof;
19. Thence East along the South line of said Section 29 to the Northeast corner of Section 32, T4S, R3E;
20. Thence South along the East line of said Section 32 to the Southeast corner thereof;
21. Thence West along the South line of said Section 32 to the Northeast corner of Section 5, T5S, R3E;
22. Thence South along Section lines to the Northwest corner of Section 16, T5S, R3E;
23. Thence East along the North line of said Section 16 to the Northeast corner thereof;
24. Thence South along the East line of said Section 16 to the Northwest corner of Section 22, T5S, R3E;
25. Thence East along the North line of said Section 22 to the Northeast corner thereof;
26. Thence South along the East line of said Section 22 to the Northwest corner of Section 26, T5S, R3E;
27. Thence East along the North line of said Section 26 to the Northeast corner thereof;
28. Thence South along Section lines to the Northwest corner of Section 1, T6S, R3E;
29. Thence East along the North line of said Section 1 to the Northeast corner thereof, being a point of intersection with the Palm Springs Unified School District boundary line defined by the West line of Section 31, T5S, R4E;
30. Thence Easterly and Southerly along the Palm Springs Unified School District boundary line to a point of intersection with the south Riverside County line;
31. Thence Easterly along the Riverside County line, also being the southernmost boundaries of the Palm Springs Unified School District, the Desert Sands Unified School District and the Coachella Valley Unified School District, to a point of intersection with the easternmost boundary line of the Coachella Valley Unified School District;
32. Thence Northerly, along the easternmost boundary line of the Coachella Valley Unified School District to a point of intersection with the north Riverside County line;
33. Thence Westerly along the north Riverside County line to the **Point of Beginning**.

The boundary of the Palm Springs Desert resorts Communities tourism Improvement District excludes the incorporated city limits for the City of Palm Desert and the City of Coachella.