

324



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

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

**SUBMITTAL DATE:**  
April 15, 2009

**SUBJECT:** Adoption of Resolution 2009-157, declaring intent to levy and collect assessments for fiscal year 2009-2010 on assessable hotels and assessable motels located within the Palm Springs Desert Resort Communities Tourism Business Improvement District.

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

1. Approve the fiscal year 2009-2010 advisory committee report from the Hospitality Industry Business Council to support the Tourism BID levy for fiscal year 2009-2010, on file with the Clerk of the Board; and
2. Approve and adopt Resolution 2009-157, a resolution of the County of Riverside Board of Supervisors declaring its intention to levy and collect assessments for fiscal year 2009-2010 on assessable hotels and assessable motels located within the Palm Springs Desert Resort Communities Tourism Business Improvement District, approving the annual report by the district and advisory board and setting the time and place of a public hearing and giving notice of same.

**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 the Palm Springs Desert Resort Communities Tourism Business Improvement District (Tourism BID) in the Coachella Valley.

\_\_\_\_\_  
Don Kent, Treasurer-Tax Collector

\_\_\_\_\_  
Dan Martinez, Deputy County Executive Officer

**FINANCIAL DATA**

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:	2009/10

**SOURCE OF FUNDS:** 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: Bill Luna

**County Executive Office Signature**

- Policy
- Policy
- Consent
- Consent

Dept's Recomm.:  
Per Exec. Ofc.:

**Prev. Agn. Ref.:**

**District:** 4 & 5

**Agenda Number:**

**3.4**

FORM APPROVED COUNTY COUNSEL  
BY: DALE A. GARDNER  
DATE: 4/15/09  
Departmental Concurrence

**Form 11**

**SUBJECT:** Adoption of Resolution 2009-157, declaring intent to levy and collect assessments for fiscal year 2009-2010 on assessable hotels and assessable motels located within the Palm Springs Desert Resort Communities Tourism Business Improvement District.

Page 2 of 3

**BACKGROUND (Continued):**

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.

<b>City</b>	<b>Action</b>	<b>Date</b>	<b>Resolution #</b>
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 County of Riverside adopted County Ordinance No. 883 to form the Tourism BID for fiscal year 2008-2009 in response to the request from HIBC and the consent provided by the participating cities. The Tourism BID includes 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. It became effective January 1, 2009.

The Parking and Business Improvement Area Law of 1989 requires that the Tourism BID be approved and implemented on a fiscal year basis. The attached Resolution 2009-157 begins the process of complying with this requirement for fiscal year 2009-2010. There is no requirement to obtain consent again from the participating cities and none have expressed interest in withdrawing their consent. It is, however, an opportunity for non-member jurisdictions to join. The City of Palm Desert reconsidered the opportunity to join on February 26, 2009 and again voted not to be part of the Tourism BID.

Resolution 2009-157 includes a complete description of the Tourism BID and sets the date, time and place for 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 2009-157 will also be mailed to all known owners of each assessable hotel and motel within the proposed boundaries of the Tourism BID.

**Form 11**

**SUBJECT:** Adoption of Resolution 2009-157, declaring intent to levy and collect assessments for fiscal year 2009-2010 on assessable hotels and assessable motels located within the Palm Springs Desert Resort Communities Tourism Business Improvement District.

Page 3 of 3

**BACKGROUND (Continued):**

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.

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 provides a stable source of marketing dollars that enhances the area's ability to plan and implement marketing and sales programs. It also provides more control to hospitality professionals on the use of funds generated from their businesses. This source of funds allows 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 fiscal year 2009-2010 Tourism BID will remain at two percent (2%) of the sale of overnight room stays and will again 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 fiscal year 2009-2010 is approximately \$5.8 million. The revenue collected will 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.

Resolution 2009-157 reflects only one change from the current fiscal year's Tourism BID. This change is being requested by HIBC in their annual report which is on file with the County Clerk of the Board. The change is to the definition of "Gross Rental Charges." The new definition will include exceptions for overnight room rental charges paid by guests that are government employees and for guests that stay for an extended period of more than 28 nights.

The County Treasurer-Tax Collector's office began collecting the Tourism BID assessment effective January 1, 2009, in accordance with County Ordinance No. 883 for fiscal year 2008-2009. The collection process is done on a quarterly basis with the first installment due in April 2009. If approved, the collection process will remain the same for fiscal year 2009-2010.

It is recommended that the County approve Resolution 2009-157 declaring its intent to continue with Tourism BID in fiscal year 2009-2010.

HIBC Advisory Board to  
The County of Riverside  
Board of Supervisors for  
Palm Springs Desert Resorts Tourism  
Business Improvement District (BID)

Report for Fiscal Year 2009-2010

The Palm Springs Desert Resort Communities Convention and Visitors Authority (CVA) has completed three (3) months of the 2009 Sales and Marketing Plan for our destination. Funding for the plan implementation is provided from the hotel Transient Occupancy Tax (TOT), private source contributions, and, beginning on January 1, 2009, the Palm Springs Desert Resort Communities Tourism Business Improvement District (BID).

The CVA Hospitality Industry and Business Council (HIBC) has been appointed by the Board of Supervisors to serve as the BID Advisory Board.

The Advisory Board recommends the continuation of the BID for Fiscal Year 2009-2010, as follows:

- 1) The boundaries of the parking and business improvement area or in any benefit zones within the area remain the same;
- 2) The improvements and activities to be provided for fiscal year 2009-2010, are detailed in Attachment A.
- 3) The estimated cost of providing the improvement and activities for fiscal year 2009-2010 is \$5.8 million, and detailed in Attachment B.
- 4) Levying of the BID assessment remains the same; i.e., 2% of total hotel room revenue in hotels within the District having 50 rooms and more.
- 5) No BID funds have yet been collected this year; however, the amount of any surplus or deficit revenues in the future will be carried over from fiscal year to year, as necessary.
- 6) Amend the definition of the term "Gross Rental Charges" in the BID Ordinance to exclude a) overnight stays by government employees and b) overnight stays by long-term guests who stay more than twenty-eight consecutive nights at the same assessable hotel or assessable motel.

Coachella Valley Outlook:

The Coachella Valley hospitality industry is driven by the performance of the hotel industry. Restaurants, attractions, shopping, and other small businesses flourish when the hotels are full. The latest Smith Travel Research (STR) hotel analysis reports a decline of 15.2 percent in occupancy year-over-year through February 2009. Hotel average daily rate (ADR) has declined 9.2 percent through February 2009, and revenue

per available room (REVPAR) has declined 22.9 percent. Transient occupancy taxes (TOT) have also declined by 12 percent through January 2009. Other hospitality industry businesses have felt the effect of the poor hotel performance. The Coachella Valley restaurant industry continues to suffer from reduced per caps and revenues. The attractions and shopping segments have also suffered declines.

The continued poor performance by the U.S. economy, and the added negative rhetoric aimed at the nationwide meetings industry have staggered both the U.S. and Southern California hotel industry. However, both STR and PKF Hospitality Research believe that hotel performance may begin to stabilize by the fourth quarter of 2009.

With the BID funding in Fiscal Year 2009-2010, the CVA working with the Coachella Valley hospitality industry will continue the following strategies and activities:

Convention Sales:

- Continue funding satellite sales offices to boost meeting and convention leads
- concentrate meetings and conventions sales efforts on Southern California, Seattle, Portland, San Francisco, Sacramento, Los Angeles, Orange County, San Diego, Dallas, Washington, D.C., Northeast United States, and Chicago
- generate qualified meeting and convention leads
- assist hotels in closing business
- increase alliances with third-party booking sources
- increase CVA client database
- promote destination awareness
- increase participation in trade shows, FAMs, and sales missions
- increase small meetings business to all hotels
- expand the "Bring My Meeting Home" program
- work with the Palm Springs International Airport to stabilize air service
- continue to include Ontario International Airport as a gateway

Market Development:

- better define our audience by research
- increase direct consumer advertising and promotions
- partner with the State of California Tourism Commission and key industry leaders to extend our advertising dollars to reach a national audience
- leverage advertising dollars by continuing the cooperative partnership between cities, hoteliers, airport, etc.
- focus additional partnerships with nontraditional partners
- develop an integrated campaign of print and broadcast advertising, promotions, public relations, conventional and electronic mail
- enhance online technology and marketing

Travel Industry Sales:

- generate qualified tour operator and tour wholesaler leads
- expand positioning in new and existing travel partner brochures
- assist hotels in closing business

HIBC/Advisory Board  
Report for FY 2009-10  
Attachment A - continued

- increase client database
- increase participation in trade shows, FAMs, and sales missions
- promote destination awareness
- expand sales efforts with receptive tour operators
- work with the Palm Springs International Airport to stabilize air service
- add contract sales representation in Los Angeles and Canada
- expand international positioning through increased participation in state co-op sales/marketing offices in UK and Germany

**FY 2009-2010 12-Month Budget  
 July 1, 2009 to June 30, 2010**

<b>BID Revenue Projection</b>	<b>\$</b>	<b>5,800,000.00</b>
<b>Convention Sales</b>		
Labor	\$	1,372,723
Advertising Production	\$	62,698
Advertising Placement	\$	78,069
Online Promotions	\$	60,000
Tradeshow & Sales Missions/Promotions/Booth	\$	344,231
Marketing Representation-FAM-EVENT Hosting	\$	297,482
Supportive Services/Equip/Supplies	\$	96,784
<b>Market Development</b>		
Labor	\$	200,180
Advertising Production	\$	467,781
Advertising Placement	\$	822,353
Online Promotions	\$	280,000
Website Marketing & Development	\$	254,167
Tradeshow & Sales Missions/Promotions/Booth	\$	22,771
Marketing Representation-FAM-EVENT Hosting	\$	71,910
Supportive Services/Equip/Supplies	\$	128,231
<b>Travel Industry Sales</b>		
Labor	\$	358,075
Advertising Production	\$	41,821
Advertising Placement	\$	117,192
Tradeshow & Sales Missions/Promotions/Booth	\$	149,541
Marketing Representation-FAM-EVENT Hosting	\$	207,637
Supportive Services/Equip/Supplies	\$	41,758
<b>Administration</b>		
Labor	\$	212,461
Advertising Production	\$	2,920
Website Marketing & Development	\$	5,620
Tradeshow & Sales Missions/Promotions/Booth	\$	5,940
Supportive Services/Equip/Supplies	\$	97,653
<b>TOTAL</b>	<b>\$</b>	<b>5,800,000</b>

2  
3 RESOLUTION NO. 2009 - 157

4 A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF RIVERSIDE  
5 DECLARING ITS INTENTION TO LEVY AND COLLECT ASSESSMENTS FOR FISCAL YEAR  
6 2009-2010 ON ASSESSABLE HOTELS AND ASSESSABLE MOTELS LOCATED WITHIN THE  
7 PALM SPRINGS DESERT RESORT COMMUNITIES TOURISM BUSINESS IMPROVEMENT  
8 DISTRICT AND SETTING THE TIME AND PLACE OF A PUBLIC HEARING AND GIVING  
9 NOTICE OF SAME

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

14  
15 WHEREAS, the Board of Supervisors of the County of Riverside (the "Board of Supervisors")  
16 adopted Riverside County Ordinance No. 883 (the "BID Ordinance") to establish a business improvement  
17 district ("BID"), under the Act, commonly known as the Palm Springs Desert Resort Communities Tourism  
18 Business Improvement District ("Tourism BID"), the purpose of which is to promote tourism within the  
19 desert communities and to fund programs and activities that benefit the hotel and motel businesses within  
20 the desert communities; and

21  
22 WHEREAS, the territory of the Tourism BID is coterminous with the operational boundaries of the  
23 Palm Springs Desert Resort Communities Convention and Visitor's Authority ("CVA"), excluding that  
24 area within the incorporated city limits of the City of Palm Desert, but including unincorporated Coachella  
25 Valley and the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Springs,  
and Rancho Mirage, which cities have granted the County of Riverside authority to establish and operate  
the Tourism BID within their jurisdictions; and

FORM APPROVED COUNTY COUNSEL

BY: DALE & GARDNER DATE: 22

1           WHEREAS, the Hospitality Industry and Business Council ("HIBC") of CVA, which serves as the  
2 Advisory Board appointed by the Board of Supervisors pursuant to Government Code Section 36530, has  
3 filed an annual report with the Clerk of the Board which proposes no changes to the Tourism BID or the  
4 activities to be financed; and

5           WHEREAS, the annual report of the Advisory Board recommends 1) levying an annual assessment  
6 to fund the tourism related programs and activities identified in the report and 2) amending the definition of  
7 the term "Gross Rental Charges" in the BID Ordinance to remove the requirement for assessable hotels and  
8 assessable motels to levy an assessment on revenue received from 1) overnight stays by governmental  
9 employees or 2) overnight stays by long term guests who stay more than twenty-eight consecutive nights at  
10 the same assessable hotel or assessable motel; and

11           WHEREAS, the Board of Supervisors approves the recommendations of the report; and

12           WHEREAS, the Board of Supervisors intends to levy an annual assessment within the Tourism BID  
13 for fiscal year 2009-2010, except where funds are otherwise available, in order to pay for all tourism related  
14 programs and activities identified in the annual report; and

15           WHEREAS, this Resolution of Intention will commence proceedings under the Act to levy and  
16 collect the annual assessment for the Tourism BID for the 2009-2010 fiscal year;

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

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

20           Section 2. Intent to Levy and Collect Assessments within the Tourism BID for fiscal year 2009-  
21 2010. Pursuant to and under authority of the Act, the Board of Supervisors declares its intent to levy and  
22 collect an annual assessment within the boundaries of the Tourism BID, formally known as the Palm  
23 Springs Desert Resort Communities Tourism Business Improvement District. The boundaries of the  
24 Tourism BID are coterminous with the operational boundaries of CVA, excluding that area within the  
25 incorporated city limits of the City of Palm Desert, but including unincorporated Coachella Valley and the  
26 cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Springs, and Rancho  
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1 Mirage. A map reflecting the current boundaries of the Tourism BID is attached hereto as Exhibit A and is  
2 also on file with the Clerk of the Board. Except where funds are otherwise available, an assessment will be  
3 levied on assessable hotels and assessable motels within the boundaries of the Tourism Bid for fiscal year  
4 2009-2010 to pay for all activities within the Tourism BID. This annual assessment shall be levied  
5 pursuant to the Act on all hotels and motels that are located within the boundaries of the Tourism BID and  
6 that have fifty (50) or more sleeping rooms. There will be no exemptions for hotel or motel businesses  
7 recently established within the Tourism BID. It is estimated that approximately \$5.8 million in revenue  
8 will likely be raised by this annual assessment. The annual levy will first be imposed as of July 1, 2009.

9  
10 Section 3. Types of Activities To Be Funded. The type or types of activities to be funded by and  
11 through the annual levy of assessments on businesses within the Tourism BID are as follows:

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

19 For a full and detailed description of the activities to be provided by the Tourism BID for fiscal year 2009-  
20 2010, the proposed assessments to be levied upon assessable hotels and assessable motels within the  
21 Tourism BID for fiscal year 2009-2010, and the boundaries of the Tourism BID reference should be made  
22 to the annual report on file with the Clerk of the Board of Supervisors.  
23

24 Section 4. Intent to Amend BID Ordinance. Consistent with the recommendation of the Advisory  
25 Board filed in the annual report for fiscal year 2009-2010, the Board of Supervisors declares its intent to  
26 amend the definition of "Gross Rental Charges" in the BID Ordinance to remove the requirement for  
27 assessable hotels and assessable motels to levy an assessment on revenue received from 1) overnight stays  
28

1 by governmental employees or 2) overnight stays by long term guests who stay more than twenty-eight  
2 consecutive nights at the same assessable hotel or assessable motel.

3           Currently the definition of "Gross Rental Charges" reads: "Gross Rental Charges shall equal the  
4 total dollar amount charged to guests for overnight room rentals, but shall not include incidental room  
5 charges such as room service, video rental, or similar charges. Gross Rental Charges are equal to the total  
6 consideration charged for room rental valued in U. S. dollars, whether or not received and whether received  
7 in money or other consideration such as goods, labor, property or otherwise."

8           After adoption of the proposed amendment, the definition of "Gross Rental Charges" will read:  
9 "Gross Rental Charges shall equal the total dollar amount charged for overnight room rentals to guests  
10 (with the exception of government employees and with the exception of long term guests who stay more  
11 than twenty-eight consecutive nights at the same assessable hotel or assessable motel), but shall not include  
12 incidental room charges such as room service, video rental, or similar charges. Gross Rental Charges are  
13 equal to the total consideration charged for room rental valued in U. S. dollars, whether or not received and  
14 whether received in money or other consideration such as goods, labor, property or otherwise."

15           Section 5. Notice of Time and Place of Public Hearing.

16           NOTICE IS HEREBY GIVEN that the Board of Supervisors of the County of Riverside will hold a  
17 Public Hearing on the proposed amendment to the BID Ordinance and the proposed levy of annual  
18 assessments for fiscal year 2009-2010:  
19

20           The time and place of the public hearing on the proposed amendment to the BID Ordinance and the  
21 proposed levy of annual assessments for fiscal year 2009-2010 shall be at 9:30 a.m., May 12, 2009, or as  
22 soon thereafter as this matter may be heard by the Board of Supervisors, at the Board of Supervisors'  
23 Chambers, located on the first floor of the County Administrative Center, 4080 Lemon Street in Riverside,  
24 California 92501. The public hearing may be continued from time to time as necessary.  
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1 At the public hearing set forth above, the testimony of all interested persons for or against the  
2 proposed amendment to the BID Ordinance, the proposed annual assessment levy, or the furnishing of  
3 specific types of activities will be heard by the Board of Supervisors.

4 At the public hearing written and oral protests may be made. The form and manner of protests shall  
5 comply with Sections 36524 and 36525 of the California Streets and Highways Code. The Board of  
6 Supervisors will hear and consider all protests against the proposed amendment to the BID Ordinance, the  
7 proposed annual assessment levy for fiscal year 2009-2010, and/or the proposed furnishing of specified  
8 activities within the Tourism BID made by any owner of any assessable hotel or assessable motel within  
9 the boundaries of the Tourism BID and determine whether or not a majority protest exists.  
10

11 Any person who wishes to be heard regarding the proposed amendment to the BID Ordinance or the  
12 proposed annual assessment levy may appear at the public hearing or may send written comments to: Clerk  
13 of the Board, 4080 Lemon Street, Riverside, CA 92501. Further information concerning the proposed  
14 amendment to the BID Ordinance and the proposed annual assessment levy may be obtained from Dan  
15 Martinez, Deputy County Executive Officer, County Administrative Center, 4<sup>th</sup> Floor, Riverside, California  
16 92501; telephone number (760) 863-8340.  
17

18 In compliance with the Americans with Disabilities Act, if you need special assistance to participate  
19 in the public hearing, or if you need further information relating to the subject hearing, please contact the  
20 Clerk of the Board's Office at (951) 955-1060. Notification at least 48 hours prior to the meeting will  
21 assist the County staff in assuring that reasonable arrangements can be made to provide accessibility.  
22

23 The Clerk of the Board is authorized and directed to publish a copy of this resolution in a  
24 newspaper or newspapers of general circulation within the unincorporated area of the Coachella Valley of  
25 the County and within each of the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La  
26 Quinta, Palm Springs, and Rancho Mirage once at least seven (7) days prior to the public hearing.  
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1 Section 6. Protests. The Board of Supervisors will consider all protests against the proposed  
2 amendment to the BID Ordinance, the proposed annual assessment levy, and/or the furnishing of specified  
3 activities 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 (assessable hotel or  
18 assessable motel) in which the person subscribing the protest is interested, sufficient  
19 to identify the business, and if a person subscribing is not shown on the official  
20 records of the County of Riverside as the owner of the business, the protest shall  
21 contain or be accompanied by written evidence that the person subscribing is the  
22 owner of the business. A written protest that does not comply with this paragraph  
23 shall not be counted in determining a majority protest.
- 24
- 25 f. If written protests are received from the owners of businesses (assessable hotels and  
26 assessable motels) in the Tourism BID which will pay fifty percent (50%) or more of  
27 the assessments proposed to be levied and protests are not withdrawn so as to reduce  
28 the protests to less than the fifty percent (50%), no further proceedings to amend the

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

9 Section 7. Effective Date. This resolution shall take effect immediately upon its adoption.

10 PASSED AND ADOPTED this 21st day of April, 2009.

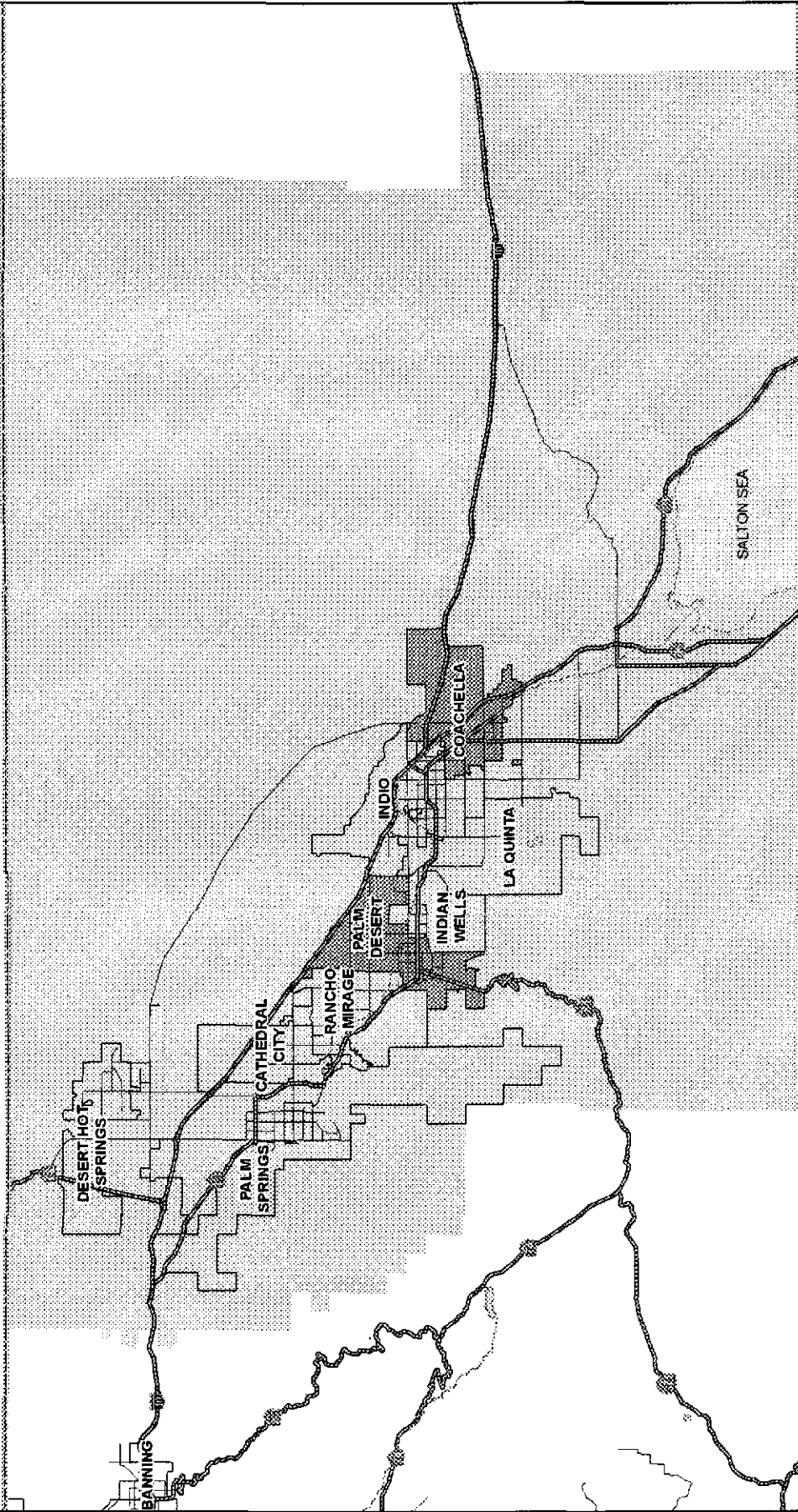
11  
12 ATTEST:

13  
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15 \_\_\_\_\_  
16 Clerk of the Board

15 \_\_\_\_\_  
16 Jeff Stone, Chairman

17 Board of Supervisors of the County of Riverside  
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# The Palm Springs Desert Resort Communities Tourism Business Improvement District



Date: September 18, 2008  
Source: Riverside County TLMA/GIS  
Filename: U:\projects\changes\map\_projects\coachella\_bv\_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 Resort 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.