

1  
2  
3 ORDINANCE NO. 883.2  
4

5 AN ORDINANCE OF THE COUNTY OF RIVERSIDE  
6 AMENDING ORDINANCE NO. 883 ESTABLISHING THE PALM SPRINGS DESERT RESORT  
7 COMMUNITIES TOURISM BUSINESS IMPROVEMENT DISTRICT AND LEVYING AN ANNUAL  
8 ASSESSMENT THEREIN  
9

10 The Board of Supervisors of the County of Riverside ordains as follows:

11 Section 1. Subsection b. of Section 1. of Ordinance No. 883 is repealed in its entirety.

12 Section 2. Existing subsections c., d., and e. of Section 1. of Ordinance No. 883 are  
13 relettered subsections b., c., and d. respectively.

14 Section 3. Section b. of Section 1 of Ordinance No. 883 is amended to read as follows:

15 “b. On September 30, 2008 the Board of Supervisors adopted Resolution  
16 Number 2008-442 entitled “A Resolution of the Board of Supervisors of the County of Riverside Declaring  
17 Its Intention to Establish the Palm Springs Desert Resort Communities Tourism Business Improvement  
18 District [the “Tourism BID”], Declaring Its Intention to Levy an Assessment for the Fiscal Year 2008-2009  
19 on Certain Hotels and Motels Located Within the Proposed District, and Setting the Time and Place of a  
20 Public Meeting and Public Hearing and Giving Notice of Same” (the “Resolution of Intent”).  
21

22 Section 4. A new subsection e. is added to Section 1. of Ordinance No. 883 to read as  
23 follows:

24 “e. In February of 2010, the City of Palm Desert granted consent to the County  
25 of Riverside to include the City of Palm Desert within the boundaries of the  
26 Tourism BID.”

27 Section 5. A new subsection f. is added to Section 1. of Ordinance No. 883 to read as  
28 follows:

FORM APPROVED COUNTY COUNSEL  
BY: DALE A. GARDNER DATE: 5/19/10

1                   “f.     On March 16, 2010, the Board of Supervisors adopted Resolution Number  
2                   2010-090 entitled “A Resolution of the Board of Supervisors of the County  
3                   of Riverside Declaring Its Intention to Modify the Boundaries of the Palm  
4                   Springs Desert Resort Communities Tourism Business Improvement District  
5                   to Include the City of Palm Desert Within the Boundaries of the District,  
6                   Declaring Its Intention to Levy an Annual Assessment for Fiscal Year 2010 -  
7                   2011 on Certain Hotels and Motels Located Within the Boundaries of the  
8                   District as Amended, and Setting the Time and Place of a Public Meeting and  
9                   Public Hearing and Giving Notice of Same.”  
10                  

11                  Section 6.     A new subsection g. is added to Section 1. of Ordinance No. 883 to read as

12 follows:

13                  “g.     At 9:00 a.m. on May 4, 2010, in the Board Chambers on the first floor of the  
14                  County Administrative Center at 4080 Lemon Street in Riverside, the Board  
15                  of Supervisors held a public meeting concerning the intended modification of  
16                  the Tourism BID boundaries and the intended levy of an annual assessment  
17                  for fiscal year 2010-2011. At 9:30 a.m. on May 18, 2010, in the Board  
18                  Chambers on the first floor of the County Administrative Center at 4080  
19                  Lemon Street in Riverside, the Board of Supervisors held a public hearing  
20                  concerning the intended modification of the Tourism BID boundaries to  
21                  include the City of Palm Desert within the Tourism BID and the intended  
22                  levy of the fiscal year 2010-2011 assessment. At the public meeting and the  
23                  public hearing, the Board of Supervisors heard the testimony of all interested  
24                  persons for or against the intended Tourism BID boundary modification, the  
25                  furnishing of specific types of activities, and the intended annual assessment  
26

1 levy. At the public hearing, the Board of Supervisors also heard, considered,  
2 and overruled all protests against the intended Tourism BID boundary  
3 modification, the furnishing of proposed activities, and the intended annual  
4 assessment levy. At the conclusion of the public hearing the Board of  
5 Supervisors determined that no majority protest existed.”

6  
7 Section 7.

A new subsection h. is added to Section 1. of Ordinance No. 883 to read as

8 follows:

9 “h. The Board of Supervisors finds that establishing a business improvement  
10 district to be commonly known as the Palm Springs Desert Resort  
11 Communities Tourism Business Improvement District to promote  
12 tourism within the desert communities and to fund related programs  
13 will benefit the hotel and motel businesses within the desert communities.  
14 The hotel and motel businesses and property within the Tourism BID will be  
15 benefited by the activities to be funded by the assessments proposed to be  
16 levied. As businesses that benefit from tourist visits, hotels and motels may  
17 properly be assessed to promote tourism.”

18 Section 8.

A new subsection i. is added to Section 1. of Ordinance No. 883 to read as

19 follows:

20 “i. In 2008, pursuant to the Act, the Board of Supervisors appointed the  
21 Hospitality Industry and Business Council of the Palm Springs Desert Resort  
22 Communities Convention and Visitors Authority to serve as the advisory  
23 board for the Tourism BID. In 2010, the Hospitality Industry and Business  
24 Council incorporated as “Hospitality Industry and Business Council, Inc.”  
25 Hospitality Industry and Business Council, Inc. continues to serve as the  
26 advisory board of the Tourism BID. In addition, Hospitality Industry and  
27 Business Council, Inc. continues to manage the Palm Springs Desert Resort  
28 Communities Convention and Visitors Authority.”

1           Section 9.        Subsection c. of Section 5. of Ordinance 883 is amended to read as follows:

2                   “c.     Advisory Board.        “Advisory Board” means Hospitality Industry and  
3                               Business Council, Inc. (formerly known as the Hospitality Industry and  
4                               Business Council of the Palm Springs Desert Resorts Convention and  
5                               Visitors Authority).”

6           Section 10.    Section 6. of Ordinance 883 is amended to read as follows:

7                   “Section 6.    ESTABLISHMENT OF TOURISM BID.        The Palm Springs  
8                   Desert Resort Communities Tourism Business Improvement District is hereby established as a  
9                   parking and business improvement area under the Act. The boundaries of the Tourism BID are  
10                   coterminous with the operational boundaries of the Palm Springs Desert Resorts Convention and  
11                   Visitors Authority, including unincorporated Coachella Valley and the cities of Cathedral City,  
12                   Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Springs, Palm Desert, and Rancho  
13                   Mirage. A map and legal description of the boundaries are attached hereto as Exhibit 1 and  
14                   incorporated herein by reference. The Tourism BID and all Assessable Hotels and Assessable  
15                   Motels within the boundaries of the Tourism BID shall be subject to the Act and all subsequent  
16                   amendments thereto.

17                               a.     Advisory Board.    Pursuant to the Act, the Board of Supervisors has  
18   appointed Hospitality Industry and Business Council, Inc. to serve as  
19   the Advisory Board for the Tourism BID to make recommendations  
20   concerning its operations and the expenditure of revenues derived  
21   from the levy of Assessments. The Hospitality Industry and Business  
22   Council, Inc. manages the Palm Springs Desert Resort Communities  
23   Convention and Visitors Authority subject to the approval of the  
24   Executive Committee of the Palm Springs Desert Resort  
25  
26  
27  
28

1 Communities Convention and Visitors Authority. In addition, the  
2 Advisory Board shall have such other powers and be authorized to  
3 perform such other duties as the Board of Supervisors may from time  
4 to time determine and direct. The Advisory Board shall annually  
5 present a report to the Board of Supervisors for approval which shall  
6 include a program of activities intended to be implemented within the  
7 Tourism BID together with an estimate of related expenditures. The  
8 Advisory Board shall also submit an annual report to the Board of  
9 Supervisors outlining the previous years' revenues and how those  
10 revenues were expended."

11  
12 Section 11. Subsection b. of Section 7. of Ordinance 883 is amended to read as follows:

13 "b. Time and Manner of Collection of Annual Assessments. Annual  
14 Assessments shall be collected by the County Treasurer-Tax Collector in four  
15 (4) installments. Each Operator of an Assessable Hotel or an Assessable  
16 Motel shall, on or before the last day of the month following each quarter,  
17 make a report to the County Treasurer-Tax Collector on return forms  
18 provided by the County reflecting the dollar amount of Assessment due for  
19 that quarter. The full amount of the Assessment shall be remitted to the  
20 County Treasurer-Tax Collector at the time that the return form is filed. The  
21 return form and payment of the full amount of the Assessment shall be due  
22 no later than the last day of the month following the close of each calendar  
23 quarter and shall become delinquent if not post-marked or received in the  
24 County Treasurer-Tax Collector's office on or before the last day of the  
25 month following the close of each calendar quarter. Nevertheless, returns  
26  
27  
28

1 and payments from the Operator of any Assessable Hotel or Assessable  
2 Motel shall be due immediately upon cessation of business for any reason.

3 The County Treasurer-Tax Collector may establish shorter reporting  
4 or remitting periods if shorter periods are deemed reasonably necessary to  
5 insure proper collection of the Assessment from any Operator. In addition,  
6 the County Treasurer-Tax Collector may require Operators to provide such  
7 additional information in any return as is deemed reasonably necessary to  
8 enable proper collection of the Assessment.  
9

10 Each return shall contain a declaration under penalty of perjury,  
11 executed by the Operator or its authorized agent, that, to the best of the  
12 declarant's knowledge, the statements in the return are true, correct, and  
13 complete.  
14

15 Any Operator of an Assessable Hotel or Assessable Motel who fails  
16 to remit any Assessment imposed by this ordinance within the time required,  
17 shall pay a penalty of ten percent (10%) of the amount of the Assessment in  
18 addition to the amount of the original Assessment. Any Operator of an  
19 Assessable Hotel or Assessable Motel who fails to remit any delinquent  
20 remittance on or before the fifteenth day of the month following the date of  
21 the first penalty shall pay a second delinquency penalty of ten percent (10%)  
22 of the amount of the Assessment in addition to the sum of the original  
23 Assessment and the ten percent (10%) penalty first imposed.  
24

25 If the County Treasurer-Tax Collector determines that the  
26 nonpayment of any remittance due under this ordinance is due to fraud, a  
27 penalty of twenty-five percent (25%) of the amount of the corrected  
28

1 Assessment (as determined by the County Treasurer Tax Collector) shall be  
2 added thereto in addition to the penalties stated above.

3 In addition to the penalties imposed, any Operator of an Assessable  
4 Hotel or Assessable Motel who fails to pay any Assessment imposed by this  
5 ordinance shall pay interest at the rate of one percent (1%) per month, or  
6 fraction thereof, on the amount of Assessment, exclusive of penalties, from  
7 the date on which the remittance first became delinquent until paid. Every  
8 penalty imposed and such interest as accrued under the provisions of this  
9 section shall become a part of the Assessment required to be paid.

10 The County may charge an administrative fee for the collection and  
11 processing of the Assessments in order to recover its reasonable costs for this  
12 service and may also fully recover all other reasonable, direct and indirect  
13 collection costs and enforcement costs, including but not limited to, court  
14 costs and attorneys' fees.

15 The County Treasurer-Tax Collector shall establish an interest  
16 bearing trust fund for deposit of all Assessments collected pursuant to this  
17 ordinance. On a quarterly basis, the County Treasurer-Tax Collector may  
18 deduct monies from the trust fund to reimburse itself and other County  
19 departments for actual costs associated with the administration of the  
20 Tourism BID and this ordinance and for all direct and indirect costs of  
21 collection related activities and enforcement related activities, including but  
22 not limited to, court costs and attorneys' fees. On a quarterly basis, after first  
23 deducting such costs, the County-Treasurer-Tax Collector shall transfer all  
24 remaining Assessment revenues and interest in the trust account to the Palm  
25  
26  
27  
28

1 Springs Desert Resorts Convention and Visitors Authority which shall only  
2 expend the transferred Assessment revenues in accordance with the annual  
3 report approved and confirmed by the Board of Supervisors.”

4 Section 12. Subsection c. of Section 7. of Ordinance 883 is amended to read as follows:

5 “c. Time and Manner of Appeal. If any Operator of an Assessable Hotel or  
6 Assessable Motel refuses or fails to file a timely return or to remit timely  
7 payment of an Assessment or any portion thereof, the County Treasurer-Tax  
8 Collector shall proceed in such manner as he or she deems best to obtain facts  
9 and information on which to base his or her estimate of the Assessment due.  
10 If the County Treasurer-Tax Collector determines that any Operator of an  
11 Assessable Hotel or Assessable Motel has not properly calculated the  
12 Assessment, properly filed a return, or properly paid the Assessment as  
13 required by this ordinance, the County Treasurer-Tax Collector shall procure  
14 such facts and information as he or she is able to obtain and shall estimate  
15 and determine the Assessment due from that Operator including any  
16 authorized interest and penalties.

17  
18  
19 Upon such a determination, the County Treasurer-Tax Collector shall  
20 give notice of the Assessment amount by serving it personally or by  
21 depositing it in the United States mail, postage prepaid, addressed to the  
22 Operator at his last known address. Such Operator may within ten (10)  
23 calendar days after serving or mailing of such notice make application in  
24 writing to the County Treasurer-Tax Collector for a hearing on the  
25 Assessment. An Owner may only request a hearing related to the Assessment  
26 being levied on his particular Assessable Hotel or Assessable Motel. Class-  
27  
28



1 action or representative claims for hearings are not authorized by this  
2 ordinance.

3 If application by the Operator for a hearing is not made within the  
4 time prescribed, the Assessment, interest and penalties, if any, determined by  
5 the County Treasurer-Tax Collector shall become final and conclusive and  
6 immediately due and payable. If application for a hearing is made, the  
7 County Treasurer-Tax Collector shall give not less than five (5) calendar days  
8 written notice to the Operator to show cause at a time and place fixed in said  
9 notice why the Assessment amount, interests, and penalties, if any,  
10 determined by the County Treasurer-Tax Collector should not be fixed as the  
11 amount to be assessed against the Operator.  
12

13 At the hearing, the Operator may appear and offer evidence why the  
14 specified Assessment, interest, and penalties should not be levied. After the  
15 hearing, the County Treasurer-Tax Collector shall determine the amount of  
16 the Assessment, interest, and penalties, if any, that the Operator is required to  
17 remit pursuant to this ordinance. The County Treasurer-Tax Collector shall  
18 give notice of his or her decision by serving it personally or by depositing it  
19 in the United States mail, postage prepaid, addressed to the Operator at his  
20 last known address. The amount of the Assessment, interest, and penalties,  
21 as reflected in the County Treasurer-Tax Collector's written decision shall be  
22 payable fifteen (15) calendar days after personal service or mailing of the  
23 decision unless the Operator applies for an appeal to the Board of  
24 Supervisors. An Owner may only apply to the Board of Supervisors for an  
25 appeal related to the Assessment being levied on his particular Assessable  
26  
27  
28

1 Hotel or Assessable Motel. Class-action or representative requests for  
2 appeals to the Board of Supervisors are not authorized by this Ordinance.

3 Any Operator aggrieved by any decision of the County Treasurer-Tax  
4 Collector with respect to the levy of an Assessment, interest, or penalties  
5 under this ordinance may appeal to the Board of Supervisors by filing a  
6 notice of appeal with the Clerk of the Board within fifteen (15) calendar days  
7 of the serving or mailing of the County Treasurer-Tax Collector's written  
8 decision reflecting the Assessment, interest, and penalties due under this  
9 ordinance. The Board of Supervisors shall fix a time and place for hearing  
10 such appeal, and the Clerk of the Board shall give notice in writing to such  
11 Operator at his last known address.  
12

13 At the hearing, the Operator may appear and offer evidence as to the  
14 amount of Assessment, interest, and penalties, if any, that should be levied  
15 against the Operator. After the hearing, the Board of Supervisors shall  
16 determine the amount of the Assessment, interest, and penalties, if any, that  
17 the Operator is required to remit pursuant to this ordinance. The decision of  
18 the Board of Supervisors shall be final and conclusive. The Board of  
19 Supervisors shall give notice of its decision by serving it personally or by  
20 depositing it in the United States mail, postage prepaid, addressed to the  
21 Operator at his last known address. Any amount found by the Board of  
22 Supervisors to be due shall be immediately due and payable upon mailing or  
23 personal serving a copy of the decision to the Operator."  
24

25  
26 Section 13. Subsection e. of Section 7. of Ordinance 883 is amended to read as follows:

27 "e. Refunds. Whenever the amount of any Assessment levied, interest, or  
28

1 penalty has been overpaid or paid more than once or has been erroneously or  
2 illegally collected or received by the County under this ordinance, it may be  
3 refunded or taken as a credit against Assessments collected as set forth here-  
4 in provided a claim in writing, stating under penalty of perjury the specific  
5 grounds upon which the claim is founded, is filed with the County Treasurer-  
6 Tax Collector within three (3) years of the date of the payment.  
7

8 In the event that the Operator of an Assessable Hotel or Assessable  
9 Motel elects to pass on some or all of the Assessment to its guests, the  
10 Operator may file a claim for a refund against the assessment levied and  
11 remitted to the County, the amount overpaid, paid more than once or  
12 erroneously or illegally collected or received when it is properly established  
13 that the guest who paid the Assessment was incorrectly charged. However, a  
14 refund or credit against Assessments shall not be allowed to the Operator if  
15 the amount of the Assessment has been refunded by the County to the guest  
16 who paid the Assessment.  
17

18 A guest of an Assessable Hotel or Assessable Motel may obtain a  
19 refund of an Assessment overpaid or paid more than once or erroneously or  
20 illegally collected or received by the County by filing a claim for a refund as  
21 described above, but only when the Assessment was paid directly to the  
22 County Treasurer-Tax Collector or when the guest, having paid the  
23 Assessment to the Operator, satisfactorily establishes that he or she has been  
24 unable to obtain a refund from the Operator who elected to pass on some or  
25 all of the Assessment to the guest.  
26  
27  
28

1 No refund shall be paid nor credit against Assessments provided  
2 unless the claimant establishes his or her right thereto by written records and  
3 argument showing entitlement thereto.”

4 Section 14. Exhibit 1 of Ordinance 883 is amended in its entirety by replacing the Exhibit  
5 1 attached to Ordinance 883 with the Exhibit 1 attached to this amendment.

6 Section 15. This ordinance shall take effect thirty (30) days after its adoption.

7  
8 BOARD OF SUPERVISORS OF THE COUNTY  
9 OF RIVERSIDE, STATE OF CALIFORNIA

10 By: \_\_\_\_\_  
11 Chairman

11 ATTEST:

12 CLERK OF THE BOARD:

13  
14 By: \_\_\_\_\_  
15 Deputy

16 (SEAL)

---

**EXHIBIT 1**

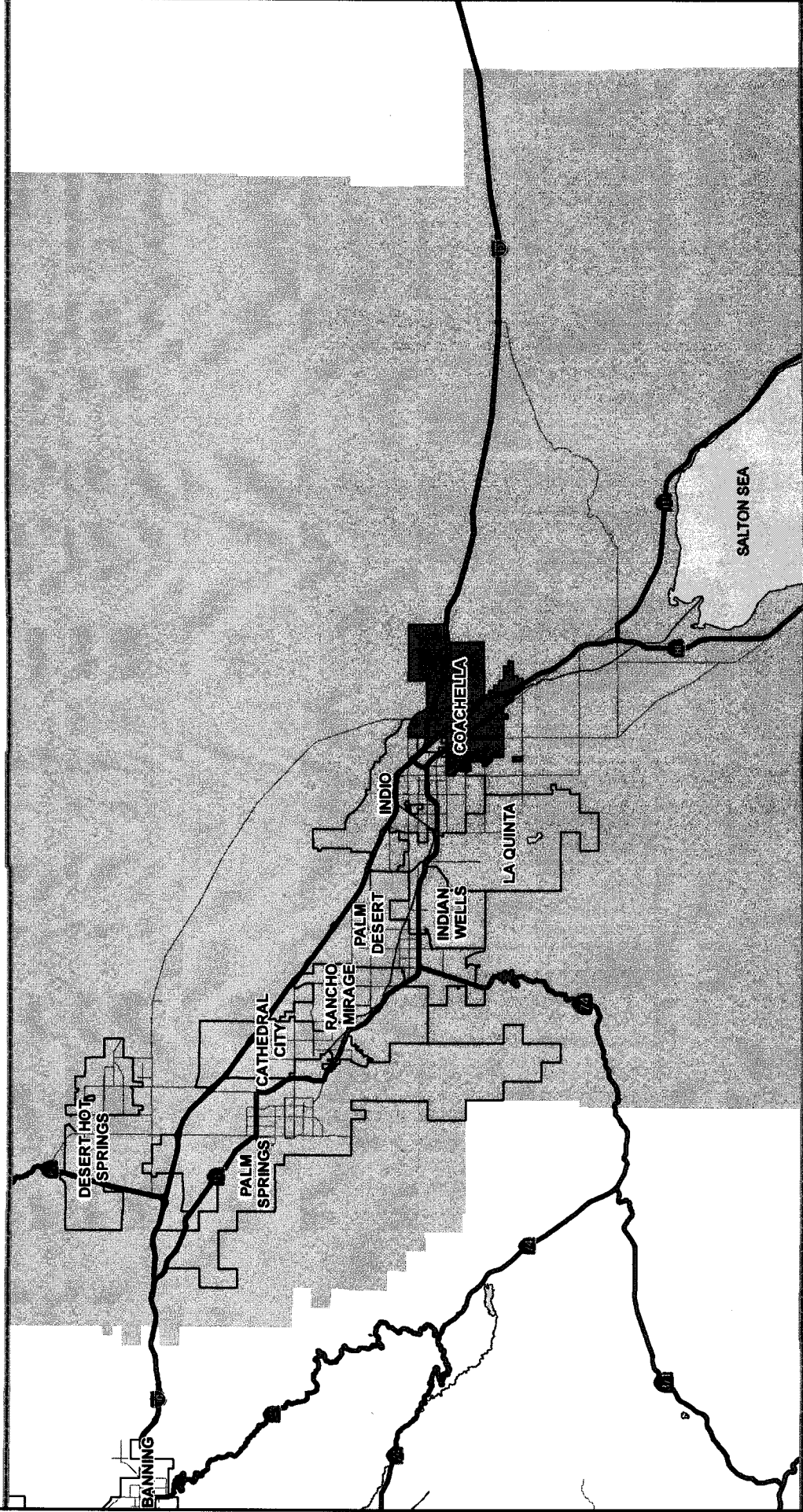
**MAP AND LEGAL DESCRIPTION OF THE BOUNDARIES OF  
THE PALM SPRINGS DESERT RESORT COMMUNITIES TOURISM  
BUSINESS IMPROVEMENT DISTRICT**

**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 Coachella.

# The Palm Springs Desert Resort Communities Tourism Business Improvement District



Participating Cities/Unincorporated  
 Non-Participating City (Coachella)  
 Cities



Highways  
 Major Roads  
 County Line

Waterbodies

N

Date: March 3, 2010  
 Source: Riverside County TLMAGIS  
 Filename: \\Agency\limgis\Workspace\Rock\coachella\_bw\_map.mxd

LOCAL MAP (MAP NOT TO SCALE)  
 0 2.5 5 10 Miles



# Palm Springs Desert Resorts

## CONVENTION AND VISITORS AUTHORITY

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

### Fiscal Year 2009-2010 Annual Report

### Fiscal Year 2010-2011 Budget

The Hospitality Industry and Business Council (HIBC), the Advisory Board for the Palm Springs Desert Resorts Tourism Business Improvement District (BID) has completed eight (8) months of the 2009-2010 Sales and Marketing Plan for our destination. Funding for the plan implementation is provided from the BID.

The Advisory Board recommends the continuation of the BID for Fiscal Year 2010-2011, as follows:

- 1) The boundaries of the parking and business improvement area or in any benefit zones within the area be expanded to include the addition of the City of Palm Desert.
- 2) The improvements and activities to be provided for fiscal year 2010-2011, are detailed in Attachment A.
- 3) The estimated cost of providing the improvement and activities for fiscal year 2010-2011 is \$4.8 million, and detailed in Attachment C.
- 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) Recognize that HIBC has incorporated, and is now Hospitality Industry and Business Council, Inc.
- 6) HIBC members file a Form 700, Conflict of Interest statement, as recommended by County Counsel, and will formulate an HIBC Conflict of Interest code.
- 7) As recommended by the Riverside County Treasurer/Tax Collector, the due date of the four quarterly hotel payments be changed from "before the last day of the month following each quarter" to "by the end of the last day of the month following each quarter" (section 7b (page 4) of the existing ordinance).

Serving the Desert Resort Communities of Riverside County

Cathedral City • Desert Hot Springs • Indian Wells • Indio • La Quinta • Palm Desert • Palm Springs • Rancho Mirage

70-100 Highway 111 • Rancho Mirage, CA 92270 • T: 760-770-9000 • TF: 800-967-3787 • F: 760-770-9001 • [palm SpringsUSA.com](http://palm SpringsUSA.com)  
Washington, DC Sales Office • 515 King Street, Suite 315 • Alexandria, VA 22314 • T: 703-549-8026 • F: 703-519-7579





# Palm Springs Desert Resorts

## CONVENTION AND VISITORS AUTHORITY

HIBC/Advisory Board  
Report for FY 2009-10  
Page Two

- 8) The Palm Springs Desert Resort Communities Convention and Visitors Authority (CVA) has contracted with Mayer Hoffman McCann, beginning March 29, 2010, to conduct the audit of Calendar Year 2009, which includes the time required to audit the Fiscal 2008-2009 BID.

### 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 11.4 percent in occupancy year-over-year through December 2009. Hotel average daily rate (ADR) has declined 8.8 percent through December 2009, and

Revenue per available room (REVPAR) has declined 19.2 percent. Transient occupancy taxes (TOT) have also declined by 16.6 percent through October 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 2010.

Serving the Desert Resort Communities of Riverside County

Cathedral City • Desert Hot Springs • Indian Wells • Indio • La Quinta • Palm Desert • Palm Springs • Rancho Mirage

70-100 Highway 111 • Rancho Mirage, CA 92270 • T: 760-770-9000 • TF: 800-967-3767 • F: 760-770-9001 • palmspringsusa.com  
Washington, DC Sales Office • 515 King Street, Suite 315 • Alexandria, VA 22314 • T: 703-549-8026 • F: 703-519-7579



# Palm Springs Desert Resorts

## CONVENTION AND VISITORS AUTHORITY

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

With the BID funding in Fiscal Year 2010-2011, 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:

- 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

Serving the Desert Resort Communities of Riverside County

Cathedral City • Desert Hot Springs • Indian Wells • Indio • La Quinta • Palm Desert • Palm Springs • Rancho Mirage

70-100 Highway 111 • Rancho Mirage, CA 92270 • T: 760-770-9000 • TF: 800-967-3767 • F: 760-770-9001 • palmspringsusa.com  
Washington, DC Sales Office • 515 King Street, Suite 315 • Alexandria, VA 22314 • T: 703-549-8026 • F: 703-519-7579



# Palm Springs Desert Resorts

## CONVENTION AND VISITORS AUTHORITY

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 Canada
- expand international positioning through increased participation in state co-op sales/marketing offices in UK and Germany

Serving the Desert Resort Communities of Riverside County

Cathedral City • Desert Hot Springs • Indian Wells • Indio • La Quinta • Palm Desert • Palm Springs • Rancho Mirage

70-100 Highway 111 • Rancho Mirage, CA 92270 • T: 760-770-9000 • TF: 800-967-3767 • F: 760-770-9001 • palmspringsusa.com  
Washington, DC Sales Office • 515 King Street, Suite 315 • Alexandria, VA 22314 • T: 703-549-8026 • F: 703-519-7578



# Palm Springs Desert Resorts

## CONVENTION AND VISITORS AUTHORITY

HIBC/Advisory Board  
Report for FY 2009-10  
Attachment B

For Calendar Year 2009, the following highlights were achieved with the assistance of the BID funding\*:

<u>Convention Sales:</u>	<u>Goal</u>	<u>Attainment</u>	<u>%</u>
Room Nights	174,818	104,653	60
Lead Room Nights	684,000	519,632	76
Leads	744	603	81
<u>Travel Industry Sales/Marketing:</u>			
Leads	150	109	73
FAM Tours	13	16	123
Industry Co-Op Advertising	\$295,350	\$255,396	86
<u>Media Relations:</u>			
Print Value	\$5,000,000	\$4,292,696	85
Media Assists	550	615	111
Circulation	60,000,000	82,056,099	136

\*In Fiscal Year 2009-2010, the BID funds were used to purchase assets for Convention Sales. Seventy percent (70%) of the cost (\$77,475.07) of a Convention Sales Tradeshow Booth has been assigned to the BID.

BID ACTUAL EXPENSES / FUND BALANCE  
PALM SPRINGS DESERT RESORT COMMUNITIES CVA  
Business Improvement District

JAN 1, 2009 to JUNE 30, 2009

**REVENUE**  
**EXPENSES**  
**BID BUDGET FORECAST**

Administration

Labor  
Advertising Production  
Fams/Sites/Tours  
Print Collateral  
Website Marketing & Development  
Tradeshows & Sales Missions/Promotions/Booth  
Supportive Services/Equip/Supplies

Market Development

5000 Series Payroll Labor  
5100 Advertising Production  
5105-5108 Advertising Placement  
Online Promotions  
5130-5135 Fams/Sites/Tours  
5110-5115 Print Collateral  
5240- Website Marketing & Development  
5120-5140-5150-5155 Tradeshows/Sales Missions/Promotions/Booth  
5160-5180 Marketing Representation-FAM-EVENT Hosting  
5310-5676 All Other Supportive Services/Equip/Supplies

TIS

Labor  
Advertising Production  
Advertising Placement  
Fams/Sites/Tours  
Print Collateral  
Website Marketing & Development  
Tradeshows/Sales Missions/Promotions/Booth  
Marketing Representation-FAM-EVENT Hosting  
Supportive Services/Equip/Supplies

Convention Services

Labor  
Advertising Production  
Advertising Placement  
Online Promotions  
Fams/Sites/Tours  
Print Collateral  
Tradeshows/Sales Missions/Promotions/Booth  
Marketing Representation-FAM-EVENT Hosting  
Supportive Services/Equip/Supplies

Convention Sales

Labor  
Advertising Production  
Advertising Placement  
Online Promotions  
Fams/Sites/Tours  
Print Collateral  
Website Marketing & Development  
Tradeshows/Sales Missions/Promotions/Booth  
Marketing Representation-FAM-EVENT Hosting  
Supportive Services/Equip/Supplies

**TOTAL**

NET REVENUE June 30, 2009

ENDING FUND BALANCE June 30, 2009

BEGIN  
FUND BALANCE \$0

6 Month Budget  
\$ 2,571,160

6 Month Budget

ACTUALS  
2008-2009

\$78,903  
\$0  
\$0  
\$332  
\$1,961  
\$1,491  
\$32,775

\$79,839  
\$27,353  
\$131,368  
\$0  
\$4,241  
\$5,488  
\$7,550  
\$7,185  
\$11,073  
\$20,483

\$207,079  
\$8,420  
\$27,900  
\$15,171  
\$3,561  
\$10  
\$52,522  
\$65,463  
\$11,667

\$32,707  
  
  
  
  
  
  
\$5,960  
\$1,132

\$559,759  
\$0  
\$12,758  
  
\$41,175  
\$2,390  
\$0  
\$228,478  
\$77,453  
\$46,173

\$1,809,819

\$761,340

\$761,340

6 Month Budget  
ORIG BUDGET  
\$ 2,900,000.00

6 Month Budget

ORIG BUDGET  
2008-2009

\$106,231  
\$1,460  
\$0  
\$0  
\$2,810  
\$2,970  
\$48,825

\$100,090  
\$233,891  
\$411,176  
\$140,000  
\$0  
\$0  
\$127,004  
\$11,386  
\$35,955  
\$64,115

\$179,037  
\$20,910  
\$58,596  
\$0  
\$0  
\$0  
\$74,771  
\$103,819  
\$20,879

\$5,960  
\$1,132

\$686,362  
\$31,349  
\$39,035  
\$30,000  
\$0  
\$0  
\$172,116  
\$148,741  
\$48,392

\$2,900,000

Orig Budget

6 Month Budget  
VARIANCE  
\$328,840

6 Month Budget

VARIANCE  
2008-2009

\$27,328  
\$1,460  
\$0  
-\$332  
\$849  
\$1,479  
\$16,050

\$20,251  
\$206,538  
\$279,808  
\$140,000  
-\$4,241  
-\$5,488  
\$119,534  
\$4,201  
\$24,882  
\$43,632

-\$28,042  
\$12,490  
\$30,696  
-\$15,171  
-\$3,561  
-\$10  
\$22,249  
\$38,356  
\$9,212

\$0  
-\$32,707  
  
  
  
  
  
  
-\$5,960  
-\$1,132

\$126,603  
\$31,349  
\$26,278  
\$30,000  
-\$41,175  
-\$2,390  
\$0  
-\$56,362  
\$71,288  
\$2,219

\$1,090,181

Variance W/Rev

HIBC/Advisory Board  
Report for FY 2008-09  
Attachment C

BID ACTUAL EXPENSES / FUND BALANCE  
PALM SPRINGS DESERT RESORT COMMUNITIES CVA  
Business Improvement District

BEGIN FUND  
BALANCE  
JULY 1, 2009  
(6 Month Report)  
\$ 761,340

BEGIN FUND  
BALANCE  
JULY 1, 2009  
\$ 761,340

HIBC/Advisory Board  
Report for FY 2008-10  
Attachment C

JULY 1, 2009 to JUNE 30, 2010  
As of December 31, 2009 (Forecast-Revenue)

6 Month Actual  
EST Revenue \$ 1,438,734

**REVENUE**

**EXPENSES**

**Administration**

Labor \$67,496  
Advertising Production \$0  
Fams/Sites/Tours \$0  
Print Collateral \$332  
Website Marketing & Development \$419  
Tradeshow & Sales Missions/Promotions/Booth \$1,506  
Supportive Services/Equip/Supplies \$28,545

**Market Development**

Labor \$99,050  
Advertising Production \$56,526  
Advertising Placement \$261,083  
Online Promotions \$0  
Fams/Sites/Tours \$7,882  
Print Collateral \$34,509  
Website Marketing & Development \$81,129  
Tradeshows/Sales Missions/Promotions/Booth \$3,189  
Marketing Representation-FAM-EVENT Hosting \$7,525  
Supportive Services/Equip/Supplies \$97,194

**TIS**

Labor \$215,125  
Advertising Production \$9,299  
Advertising Placement \$16,182  
Fams/Sites/Tours \$8,985  
Print Collateral \$71  
Website Marketing & Development \$0  
Tradeshows/Sales Missions/Promotions/Booth \$27,907  
Marketing Representation-FAM-EVENT Hosting \$78,444  
Supportive Services/Equip/Supplies \$18,996

**Convention Services**

Labor \$30,916  
Advertising Production  
Advertising Placement  
Online Promotions  
Fams/Sites/Tours  
Print Collateral  
Tradeshows/Sales Missions/Promotions/Booth \$88  
Marketing Representation-FAM-EVENT Hosting \$4,808  
Supportive Services/Equip/Supplies \$2,807

**Convention Sales**

Labor \$587,089  
Advertising Production \$140  
Advertising Placement \$11,921  
Online Promotions  
Fams/Sites/Tours \$27,040  
Print Collateral \$148  
Website Marketing & Development \$67  
Tradeshows/Sales Missions/Promotions/Booth \$163,529  
Marketing Representation-FAM-EVENT Hosting \$9,902  
Supportive Services/Equip/Supplies \$30,820

**TOTAL**

NET REVENUE Dec 31, 2009  
ENDING FUND BALANCE  
December 31, 2009

	6 Month Actual July 1-Dec 31, 2009 2009-2010	12 Month FORECAST 2009-2010	12 Month BUDGET 2009-2010	VARIANCE 2009-2010
<b>REVENUE</b>	\$ 1,438,734	\$ 4,089,641	\$ 5,800,000	\$ 1,710,359
<b>EXPENSES</b>				
<b>Administration</b>				
Labor	\$67,496	\$150,864	\$212,461	\$61,597
Advertising Production	\$0	\$0	\$2,920	\$2,920
Fams/Sites/Tours	\$0	\$23	\$0	-\$23
Print Collateral	\$332	\$450	\$0	-\$450
Website Marketing & Development	\$419	\$5,405	\$5,620	\$215
Tradeshow & Sales Missions/Promotions/Booth	\$1,506	\$3,636	\$5,940	\$2,304
Supportive Services/Equip/Supplies	\$28,545	\$117,504	\$97,655	-\$19,849
<b>Market Development</b>				
Labor	\$99,050	\$219,275	\$200,180	-\$19,095
Advertising Production	\$56,526	\$67,666	\$467,781	\$400,115
Advertising Placement	\$261,083	\$469,658	\$822,353	\$352,695
Online Promotions	\$0	\$0	\$280,000	\$280,000
Fams/Sites/Tours	\$7,882	\$13,107	\$0	-\$13,107
Print Collateral	\$34,509	\$32,552	\$0	-\$32,552
Website Marketing & Development	\$81,129	\$175,263	\$254,167	\$78,904
Tradeshows/Sales Missions/Promotions/Booth	\$3,189	\$17,219	\$22,771	\$5,552
Marketing Representation-FAM-EVENT Hosting	\$7,525	\$27,276	\$71,910	\$44,634
Supportive Services/Equip/Supplies	\$97,194	\$89,683	\$128,231	\$38,548
<b>TIS</b>				
Labor	\$215,125	\$324,197	\$358,075	\$33,878
Advertising Production	\$9,299	\$24,154	\$41,821	\$17,667
Advertising Placement	\$16,182	\$70,685	\$117,192	\$46,507
Fams/Sites/Tours	\$8,985	\$33,358	\$0	-\$33,358
Print Collateral	\$71	\$7,416	\$0	-\$7,416
Website Marketing & Development	\$0	\$5	\$0	-\$5
Tradeshows/Sales Missions/Promotions/Booth	\$27,907	\$101,867	\$149,541	\$47,674
Marketing Representation-FAM-EVENT Hosting	\$78,444	\$119,903	\$207,637	\$87,734
Supportive Services/Equip/Supplies	\$18,996	\$28,482	\$41,758	\$13,276
<b>Convention Services</b>				
Labor	\$30,916	\$76,945	\$0	-\$76,945
Advertising Production			\$0	\$0
Advertising Placement			\$0	\$0
Online Promotions			\$0	\$0
Fams/Sites/Tours			\$0	\$0
Print Collateral			\$0	\$0
Tradeshows/Sales Missions/Promotions/Booth		\$88	\$0	-\$88
Marketing Representation-FAM-EVENT Hosting	\$4,808	\$11,334	\$0	-\$11,334
Supportive Services/Equip/Supplies	\$2,807	\$4,289	\$0	-\$4,289
<b>Convention Sales</b>				
Labor	\$587,089	\$1,236,123	\$1,372,723	\$136,600
Advertising Production	\$140	\$2,054	\$62,698	\$60,644
Advertising Placement	\$11,921	\$34,228	\$78,069	\$43,841
Online Promotions		\$33	\$80,000	\$59,967
Fams/Sites/Tours	\$27,040	\$86,449	\$0	-\$86,449
Print Collateral	\$148	\$23,355	\$0	-\$23,355
Website Marketing & Development	\$67		\$0	\$0
Tradeshows/Sales Missions/Promotions/Booth	\$163,529	\$324,846	\$344,231	\$19,385
Marketing Representation-FAM-EVENT Hosting	\$9,902	\$120,638	\$297,482	\$176,844
Supportive Services/Equip/Supplies	\$30,820	\$89,611	\$96,784	\$27,173
<b>TOTAL</b>	\$1,990,362	\$4,089,641	\$5,800,000	\$1,710,359
	Actual	Forecast		Variance W/Rev
NET REVENUE Dec 31, 2009	\$-553,606	\$0	Net Revenue 12 Month 6/30/2010	
ENDING FUND BALANCE December 31, 2009	\$207,734	\$207,734	Fund Balance 12 Month 6/30/2010	

BID FORECAST EXPENSES / FUND BALANCE  
 PALM SPRINGS DESERT RESORT COMMUNITIES CVA  
 Business Improvement District

BEGIN FUND  
 BALANCE  
 JULY 1, 2010  
 (Estimated) \$207,734

HIBC/Advisory Board  
 Report for FY 2010-11  
 Attachment C

JULY 1, 2010 to JUNE 30, 2011

**REVENUE**

**EXPENSES**

**Administration**

Labor  
 Advertising Production  
 Fams/Sites/Tours  
 Print Collateral  
 Website Marketing & Development  
 Tradeshows/Sales Missions/Promotions/Booth  
 Supportive Services/Equip/Supplies

**Market Development**

Labor  
 Advertising Production  
 Advertising Placement  
 Online Promotions  
 Fams/Sites/Tours  
 Print Collateral  
 Website Marketing & Development  
 Tradeshows/Sales Missions/Promotions/Booth  
 Marketing Representation-FAM-EVENT Hosting  
 Supportive Services/Equip/Supplies

**TIS**

Labor  
 Advertising Production  
 Advertising Placement  
 Fams/Sites/Tours  
 Print Collateral  
 Website Marketing & Development  
 Tradeshows/Sales Missions/Promotions/Booth  
 Marketing Representation-FAM-EVENT Hosting  
 Supportive Services/Equip/Supplies

**Convention Services**

Labor  
 Advertising Production  
 Advertising Placement  
 Online Promotions  
 Fams/Sites/Tours  
 Print Collateral  
 Tradeshows/Sales Missions/Promotions/Booth  
 Marketing Representation-FAM-EVENT Hosting  
 Supportive Services/Equip/Supplies

**Convention Sales**

Labor  
 Advertising Production  
 Advertising Placement  
 Online Promotions  
 Fams/Sites/Tours  
 Print Collateral  
 Website Marketing & Development  
 Tradeshows/Sales Missions/Promotions/Booth  
 Marketing Representation-FAM-EVENT Hosting  
 Supportive Services/Equip/Supplies

**TOTAL**

NET REVENUE June 30, 2011  
 EST ENDING FUND BALANCE  
 June 30, 2011

	12 Month FORECAST	12 Month BUDGET	VARIANCE
	\$ 4,810,676	\$ 4,810,676	\$ -
	<b>FORECAST</b>	<b>BUDGET</b>	<b>VARIANCE</b>
	<b>2010-2011</b>	<b>2010-2011</b>	<b>2010-2011</b>
Labor	\$ 159,496	\$ 159,496	\$ -
Advertising Production	\$ 518	\$ 518	\$ -
Fams/Sites/Tours			\$ -
Print Collateral			\$ -
Website Marketing & Development	\$ 9,695	\$ 9,695	\$ -
Tradeshows/Sales Missions/Promotions/Booth	\$ 4,916	\$ 4,916	\$ -
Supportive Services/Equip/Supplies	\$ 121,231	\$ 121,231	\$ -
Labor	\$ 306,322	\$ 306,322	\$ -
Advertising Production	\$ 59,651	\$ 59,651	\$ -
Advertising Placement	\$ 522,880	\$ 522,880	\$ -
Online Promotions			\$ -
Fams/Sites/Tours	\$ 16,503	\$ 16,503	\$ -
Print Collateral	\$ 29,101	\$ 29,101	\$ -
Website Marketing & Development	\$ 305,900	\$ 305,900	\$ -
Tradeshows/Sales Missions/Promotions/Booth	\$ 27,732	\$ 27,732	\$ -
Marketing Representation-FAM-EVENT Hosting	\$ 34,365	\$ 34,365	\$ -
Supportive Services/Equip/Supplies	\$ 62,317	\$ 62,317	\$ -
Labor	\$ 267,948	\$ 267,948	\$ -
Advertising Production	\$ 35,179	\$ 35,179	\$ -
Advertising Placement	\$ 91,529	\$ 91,529	\$ -
Fams/Sites/Tours	\$ 48,944	\$ 48,944	\$ -
Print Collateral	\$ 12,880	\$ 12,880	\$ -
Website Marketing & Development			\$ -
Tradeshows/Sales Missions/Promotions/Booth	\$ 141,801	\$ 141,801	\$ -
Marketing Representation-FAM-EVENT Hosting	\$ 110,283	\$ 110,283	\$ -
Supportive Services/Equip/Supplies	\$ 26,417	\$ 26,417	\$ -
Labor	\$ 103,419	\$ 103,419	\$ -
Advertising Production			\$ -
Advertising Placement			\$ -
Online Promotions			\$ -
Fams/Sites/Tours			\$ -
Print Collateral			\$ -
Tradeshows/Sales Missions/Promotions/Booth	\$ 201	\$ 201	\$ -
Marketing Representation-FAM-EVENT Hosting	\$ 13,685	\$ 13,685	\$ -
Supportive Services/Equip/Supplies	\$ 4,672	\$ 4,672	\$ -
Labor	\$ 1,542,305	\$ 1,542,305	\$ -
Advertising Production	\$ 4,562	\$ 4,562	\$ -
Advertising Placement	\$ 50,183	\$ 50,183	\$ -
Online Promotions	\$ -	\$ -	\$ -
Fams/Sites/Tours	\$ 120,439	\$ 120,439	\$ -
Print Collateral	\$ 38,322	\$ 38,322	\$ -
Website Marketing & Development			\$ -
Tradeshows/Sales Missions/Promotions/Booth	\$ 296,855	\$ 296,855	\$ -
Marketing Representation-FAM-EVENT Hosting	\$ 177,009	\$ 177,009	\$ -
Supportive Services/Equip/Supplies	\$ 63,416	\$ 63,416	\$ -
<b>TOTAL</b>	\$ 4,810,676	\$ 4,810,676	\$ -
	Forecast		Variance W/Rev
NET REVENUE June 30, 2011	\$ -	\$ -	
EST ENDING FUND BALANCE June 30, 2011	\$ 207,734		