

COMMUNITY ECONOMIC PROFILE *for* PALM DESERT RIVERSIDE COUNTY, CALIFORNIA

Prepared in conjunction with the City and Chamber of Commerce of Palm Desert

Location

Palm Desert, incorporated November 26, 1973, is located 117 miles east of Los Angeles, 504 miles south of San Francisco and 118 miles northeast of San Diego.

Economic Growth and Trends

	1980	1990	2000	2010
Population-County	663,166	1,170,413	1,545,387	2,189,641 ¹
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$22,227,877 ²
Population-City	11,081	23,252	41,155	48,445 ¹
Taxable Sales-City	\$78,504	\$488,654	\$1,217,986	\$1,213,935 ²
Housing Units-City	9,426	10,595	19,184	23,117 ¹
Median Household Income-City	\$19,647	\$37,315	\$48,316	\$56,897 ³
School Enrollment K-12	9,414	16,031	22,815	29,323 ⁴

1. U.S. Census Bureau 2010. Housing count reflects occupied dwellings. 2. California State Board of Equalization, calendar year 2009. Add 000. 3. U.S. Census Bureau, 2006-2010 American Community Survey. 4. California Department of Education, 2010. Enrollment count is for 2009-10. The enrollment count is for Desert Sands Unified School District, encompassing several cities.

Climate

Period	AVERAGE TEMPERATURE			RAIN	HUMIDITY		
	Min.	Mean	Max.	Inches	4 A.M.	Noon	4 P.M.
January	37.8	54.1	70.4	0.50	57	32	32
April	57.0	72.3	87.5	0.10	55	22	10
July	76.9	92.1	107.2	0.12	60	28	25
October	58.7	75.5	92.2	0.23	58	27	28
Year	57.2	73.1	89.0	3.38	58	27	26

Transportation

RAIL: Union Pacific rail service daily and Amtrak passenger service available in Indio and Palm Springs.

TRUCK: 28 carriers are located in the Coachella Valley.

OVERNIGHT DELIVERY TO: Los Angeles, San Francisco, San Diego and Phoenix.

AIR: Palm Springs International Airport, 12 mi. northwest, is served by Alaska, Allegiant Air, American Airlines, Delta Connection, Horizon Air, Sun Country, United, United Express, US Airways Express and WestJet; general facilities, 10,000 ft. runway. Bermuda Dunes (private airport) is located 8 mi. northeast.

BUS: SunLine Transit Agency provides bus service to Coachella Valley communities. Greyhound service is provided in Indio, 10 mi. southeast and Palm Springs, 14 mi. northwest.

PORTS: Nearest ports are in Los Angeles-Long Beach, 120 mi. west, and San Diego, 120 mi. southwest.

HIGHWAYS: California 111 and California 74. Nearby connections to I-10, California 62 and California 86 (NAFTA highway) south to Brawley and El Centro in Imperial Valley, Yuma, Arizona, Mexicali and Mexico City, Mexico.

Industrial Sites

Over 740 acres are zoned industrial with 70% of the land unimproved. The light industrial category is applicable, albeit there are strict guidelines prohibiting smoke, noise or any liquid pollutants. Space is being utilized as warehousing and distribution and a certain amount of assembly work.

Data compiled in cooperation with the Palm Desert Chamber of Commerce.

Public Services

WATER: Coachella Valley Water District.

Maximum pumping capacity: 100 million gal/day. Average consumption: 31 million gal/day. Base rate per 100 cu. ft.: \$1.21 plus a monthly meter charge of \$7.00 minimum. Service connection charge based on meter size. Water System Backup Facility Charge per dwelling unit (\$3,756) and Supplemental Import Water Charge (based on type of development).

SEWER: Coachella Valley Water District.

Capacity of sewer plant: 18.0 mg/d. Peak daily flow: 10.1 mg/d. Type of treatment plant: activated sludge/tertiary. Sewer service charge: Yes, \$24.50 per month. On what basis rated: Per Dwelling Unit (EDU). Any facilities for non-recoverable industrial wastewater: No. Sewer connection charge: Yes, \$4,231 per EDU.

Infrastructure

Master plan of storm drains has been adopted. Charges assessed on following basis: Between Sandridge and Interstate 10 - \$1,000 per acre; between Whitewater River and Sandridge -\$1,500 per acre; and south of Whitewater River Channel - \$4,000 per acre.

Dedication requirements: From 30 ft. up to 67 ft. half-street right-of-way.

Improvement requirements: Curb and gutter, tie-in pavement and sidewalk.

Utilities

GAS: Southern California Gas Co.

For residential and business rates applicable to Palm Desert, contact the Southern California Gas Co. at (800) 427-2200.

ELECTRIC: Southern California Edison.

For residential and business rates applicable to Palm Desert, contact Southern California Edison at (800) 655-4555.

TELEPHONE: Verizon.

For rates and types of service in Palm Desert, contact Verizon at (800) 483-4000 for residential or (800) 483-5000 for business.

Governmental Facilities - Tax and Insurance Rates

- Assessed valuation minus exemptions (2009-10): City: \$13,258,151,387; County: \$211.3 billion. Ratio of assessed value to appraised value: 100% of real cash value.
- Industrial property tax rates (2009-10) per \$100 assessed valuation. Code area: 18-030. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.16107.
- Commercial property tax rates (2009-10) per \$100 assessed valuation. Code area 18-031. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.16757.
- Retail Sales Tax: State 7.25%, County/City 0.75%, Riverside County Transportation Commission 0.5%, County Transportation 0.25%, Total 8.75%.
- Police Department: Police protection provided under contract by Riverside County Sheriff's Department.
- Fire Department: Fire protection is provided by Riverside County Fire Department; 55 full-time sworn personnel, 7 volunteer/reserve firefighters, 1 staffed aerial-ladder truck, 1 urban search and rescue unit, 3 staffed fire engines, 4 staffed paramedic ambulances, 1 water rescue unit, 1 reserve aerial truck, 1 reserve engine and 2 reserve ambulances. Back-up coverage provided by County Fire Department stations in N. Bermuda Dunes, Thousand Palms and La Quinta.
- Fire Insurance Classification: Source of Rating: Insurance Services Office. City of Palm Desert: 3. Adjacent unincorporated area: 4 to 9.

The Palm Desert Labor Market Area

Characteristics of the Labor Force

Manufacturing Employment

Non-Manufacturing Employment

- Major projects authorized for improvement of city services: Participating in a low/moderate income-housing program to enhance the labor force. Five-star hotel with 82 rooms and 59 condos.

Area consists of the Coachella Valley (the Cathedral City-Palm Desert, Palm Springs, Desert Hot Springs and Coachella Valley Census County Divisions).

Area population: 404,831		Total employment: 163,026	
Natural Resources & Mining	6,323	Professional & Business Services	20,175
Construction	17,255	Education & Health Services	26,929
Manufacturing	5,110	Leisure & Hospitality	28,802
Trade, Transportation & Utilities	30,317	Other Services	9,109
Information	3,028	Government	5,348
Financial Activities	10,630		

Source: U.S. Census Bureau, 2006-2010 American Community Survey.

Extent of Unionization: 90% of culinary workers, bartenders and retail workers in leading supermarkets are non-union. Construction workers are generally unionized.

Leading occupational classifications are professional and technical workers, salaried managers and administrators, craftsmen, foremen, clerical and kindred workers and sales workers. Other leading occupations include landscapers and greenskeepers.

A climate-controlled mall with three major department stores and 110 quality shops serves as the anchor for a highly prosperous retail district. Moreover, there are over 200 shops, which diverge the realms of shopping, with both exclusiveness and uniqueness, on a one-mile stretch of boulevard called El Paseo.

Wage rates, extent of unionization, fringe benefits and related information for specific industries and job classifications may be obtained from the State Employment Development Department, Labor Market Information Division, 1325 Spruce Street, Suite 110, Riverside, California 92507, (951) 955-3204, or at 7000 Franklin Blvd., Suite 1100, Sacramento, California 95823, (916) 262-2162.

There are 83 manufacturers in Palm Desert.

Name of Company	Employment	Products
Glasstone, Inc.	170	Ceramic tiles and flagstones
Classic Marble Corp.	35	Marble counters and countertops
DeMille Marble & Granite	30	Marble and granite products

Name of Employer	Employment	Description
Desert Sands Unified School District	2,448	Public school system
Westfield Shoppingtown Palm Desert	2,000	Retail shopping mall
Marriott's Desert Springs Resort & Spa	2,000	Hotel/convention center
College of the Desert	702	Community college
Wal-Mart Supercenter	350	Retail
Macy's West	300	Retail
Costco	250	Retail
Bighorn Golf Club	250	Golf club
Time Warner Cable	236	Digital telecommunications
Indian Ridge Country Club	200	Golf club
Marriott Shadow Ridge	200	Hospitality - vacation rentals

Community Facilities

HEALTH: Palm Desert has 53 physicians/surgeons, 56 dentists, 14 optometrists, 18 chiropractors, 5 podiatrists, 6 health food stores and 7 health clubs. Immediately adjacent to Palm Desert, within 30 minutes on either side, are three major hospitals: Eisenhower Medical Center (313 beds), Desert Regional Medical Center (367 beds) and J.F. Kennedy Memorial (188 beds).

EDUCATION: The Desert Sands Unified School District has 20 elementary schools, 7 middle schools, 3 high schools, 2 continuation high schools, 1 alternative school and 1 adult school. A number of quality private schools and pre-schools are at hand. College of the Desert, community-owned and supported, offers 2 year fully accredited A.A. degrees. For those who seek a full 4-year degree and graduate programs, there are the Palm Desert Campus of California State University, San Bernardino and the University of California, Riverside Palm Desert Graduate Center. Brandman University offers a variety of credential programs and Associates, Bachelor's and Master's Degree programs. Palm Desert is also home to Computer Career Institute and International School of Beauty offering vocational training.

CULTURAL: There are 37 churches that provide weekly services. A local weekly newspaper is published and dailies are available from Palm Springs and Los Angeles. Time Warner is the local TV cable provider and numerous AM/FM radio stations abound with music at all hours. There is one movie theater with 7 screens. The city's McCallum Theatre for the Performing Arts offers a year-round succession of music, dance and the stage artists. The Palm Desert Public Arts program has over 100 works of art plus a rotating exhibit on El Paseo.

Other recreational facilities: Within a 30 minute drive, the valley contains over 100 golf courses, both public and private. Palm Desert is home to one-third of them including Desert Willow Golf Resort, the city-built and owned 36-hole golf course. The 78-acre Civic Center Park has blossomed into a huge attraction in Palm Desert. It incorporates a new aquatic center with 3 pools and water slides, lighted baseball fields, soccer fields, multiple tennis courts, a skate park, dog park, gymnasium, YMCA building, tot lots and a grass amphitheater with shell-roofed stage. Natural science is on breathtaking display at The Living Desert in Palm Desert – a stunning 1,200-acre wildlife park and indigenous botanical garden presenting 10 types of ecosystems. The region also provides vistas for camping, hiking, rock hounding, biking, bird and wildlife watching.

For complete financial needs, there are 8 investment brokerage firms, 30 full-service banks and 1 savings and loan in Palm Desert.

According to the California Department of Finance, Palm Desert has 34,425 housing units. The housing stock consists of 13,655 single detached units, 9,703 single attached units, 2,541 multiple 2 to 4 units, 5,214 multiple 5 plus units and 3,312 mobile homes.

The median sales price for new and existing homes in Palm Desert is \$193,750, as reported by DataQuick for September 2010.

There are 16 hotels/motels, with 2,216 rooms, in Palm Desert.

There are 7 mobile home and RV parks in Palm Desert with 1,061 mobile home spaces and 668 RV spaces.

In 2010, Palm Desert was the third largest community in the Coachella Valley with a population of 48,445. Its strategic location (almost dead-center between Palm Springs and Indio) is proving to draw to the city establishments that make Palm Desert the hub of retail and center for education.

Housing Availability, Prices & Rentals

Remarks

For further information contact the Riverside County Economic Development Agency, P.O. Box 1180, Riverside, CA 92502, (951) 955-8916 or (800) 984-1000; the City of Palm Desert, 73-510 Fred Waring Drive, Palm Desert, CA 92260, (760) 346-0611; online at www.cityofpalmdesert.org; or the Palm Desert Area Chamber of Commerce, 72559 Highway 111, Palm Desert, CA 92260, (760) 346-6111.