

# 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	2004
Population-County	663,166	1,170,413	1,545,387	1,776,743 <sup>1</sup>
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$21,709,135 <sup>2</sup>
Population-City	11,081	23,252	41,155	44,812 <sup>1</sup>
Taxable Sales-City	\$78,504	\$488,654	\$1,217,986	\$1,296,730 <sup>2</sup>
Housing Units-City	9,426	10,595	19,184	20,540 <sup>1</sup>
Median Household Income-City	\$19,647	\$37,315	\$48,316	\$55,339 <sup>3</sup>
School Enrollment K-12	9,414	16,031	22,815	25,180 <sup>4</sup>

1. California Department of Finance, January 1, 2004. Housing count reflects occupied dwellings. 2. California State Board of Equalization, calendar year 2003. Add 000. 3. UCLA Anderson Forecast, University of California, Los Angeles, 2004. 4. California Department of Education, 2003. Enrollment count is for 2002-03. The enrollment count is for Desert Sands Unified School District, encompassing several cities.

## Climate

<u>Period</u>	<u>AVERAGE TEMPERATURE</u>			<u>RAIN</u>	<u>HUMIDITY</u>		
	<u>Min.</u>	<u>Mean</u>	<u>Max.</u>	<u>Inches</u>	<u>4 A.M.</u>	<u>Noon</u>	<u>4 P.M.</u>
January	37.8	54.1	70.4	0.50	57	32	32
April	57.0	72.3	87.5	0.10	55	22	19
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:** 9 carriers 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, America West Express, American, American Eagle, Continental Express, Delta, Delta Connection, Horizon, Northwest, Sun Country, United, and United Express; 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 and Palm Springs.

**PORTS:** Nearest port facilities at 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.

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## Industrial Sites

Over 740 acres are zoned industrial with 50% 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 Service

**WATER:** Coachella Valley Water District.

Maximum pumping capacity: 72 million gal/day. Average consumption: 53 million gal/day. Cost per 1,000 gallons in quantities of 100,000 gal/month: \$0.85 plus \$5.00 monthly meter charge. Cost per 1,000 gallons in quantities of 1,000,000 gal/month: \$0.85 plus \$5.00 monthly meter charge. Water connection charges: Yes, based on meter size (single-family unit).

**SEWER:** Coachella Valley Water District.

Capacity of sewer plant: 18.5 mg/d. Peak daily flow: 12.65 mg/d. Type of treatment plant: Tertiary. Sewer service charge: Yes, \$13.40 per month. On what basis rated: Per Dwelling Unit (EDU). Any facilities for non-recoverable industrial wastewater: No. Sewer connection charge: Yes, \$2,991 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 (2003-04): City: \$8,633,927,788; County: \$118.5 billion. Ratio of assessed value to appraised value: 100% of real cash value.
- Industrial property tax rates (2003-04) per \$100 assessed valuation. Code area: 18-030. City rate: \$.00000; County: \$1.00000; School: \$.09750; Other: \$.02080; Total: \$1.11830.
- Commercial property tax rates (2003-04) per \$100 assessed valuation. Code area 18-031. City rate: \$.00000; County: \$1.00000; School: \$.09750; Other: \$.04100; Total: \$1.13850.
- Retail Sales Tax: State 6.25%, County/City 0.75%, Riverside County Transportation Commission 0.5%, County Transportation 0.25%, Total 7.75%.
- Police Department: Police protection provided under contract by Riverside County Sheriff's Department.
- Fire Department: Fire protection is provided by Riverside County Fire Department; 106 full-time personnel, 25 volunteers, 2 aerial-ladder companies, 2 tele-squirt companies, 6 fire engines, 1 medium rescue unit and 3 paramedic units. Back-up coverage by County Fire Department stations in Bermuda Dunes, Thousand Palms and La Quinta.
- Fire Insurance Classification: Source of Rating: Robinson's Rating Service. City of Palm Desert: 3. Adjacent unincorporated area: 4 to 9.

## The Palm Desert Labor Market Area

- Major projects authorized for improvement of city services: Participating in a low/moderate income-housing program to enhance the labor force.

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

Area population: 318,125		Total employment: 120,429	
Natural Resources & Mining	6,979	Professional & Business Services	12,900
Construction	11,771	Education & Health Services	18,867
Manufacturing	4,484	Leisure & Hospitality	23,193
Trade, Transportation & Utilities	21,735	Other Services	6,930
Information	2,646	Government	3,643
Financial Activities	7,281		

Source: U.S. Census, 2000.

## Characteristics of the Labor Force

**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 140 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, 1161 Spruce Street, Riverside, California 92507, (951) 955-3204, or at 7000 Franklin Blvd., Suite 1100, Sacramento, California 95823, (916) 262-2162.

There are 76 manufacturers in Palm Desert.

## Manufacturing Employment

Company	Employment	Products
Glasstone, Inc.	170	Marble & granite products
Classic Marble Corp.	30	Marble counters & countertops
Associated Desert Shoppers	25	Weekly shopping guides

## Non-Manufacturing Employment

Name of Employer	Employment	Description
Westfield Shoppingtown Palm Desert	2,000	Retail shopping mall
Marriott's Desert Springs Resort & Spa	1,800	Hotel/convention center
College of the Desert	500	Community college
Costco	500	Retail
Sunrise Company	325	Resort developer
Albertsons	280	Supermarket
Foundation for the Retarded	178	Non-profit organization
Waste Management of the Desert	160	Waste disposal
Target	155	Retail
Desert Willow Resort	155	Golf resort
City of Palm Desert	155	City government
Guthy Renker	150	Infomercial company

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## Community Facilities

**HEALTH:** Palm Desert has 65 physicians/surgeons, 61 dentists, 19 optometrists, 32 chiropractors, 10 health food stores, and 11 health clubs. Immediately adjacent to Palm Desert, within 30 minutes on either side, are three major hospitals: Eisenhower Medical Center, Desert Regional Medical Center, and J.F. Kennedy Memorial.

**EDUCATION:** Desert Sands Unified School District provides the following facilities: 16 elementary schools, 6 middle schools, 3 high schools, 1 continuation school, 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, the City of Palm Desert has deeded land for the development of a California State University, Palm Desert, which has an enrollment of 1,000 in the Fall Quarter of 2004. Chapman College offers credential and liberal arts courses through a 4-year degree. Palm Desert is also home to Computer Career Institute, Desert Medical Career Institute, Desert Resort School of Somatherapy and International School of Beauty offering vocational training.

**CULTURAL:** There are 27 denominations of religious worship to provide services. A local weekly newspaper is published and dailies are available from Indio, Palm Springs, Riverside, and Los Angeles. Time Warner is the local TV cable provider and numerous AM/FM radio stations abound with music at all hours. The City's McCallum Theatre for the Performing Arts offers year-round succession of music, dance and 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 1/3 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 lighted baseball fields, soccer fields, multiple tennis courts, a skate park, dog park, gymnasium, YMCA building, tot lots and a grass amphitheater with a 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, and bird and wildlife watching.

For complete financial needs, there are at least 10 investment brokerages, 16 full-service banks, and 10 savings and loans in Palm Desert.

According to the California Department of Finance, there are 30,001 housing units in Palm Desert. The housing stock consists of 12,207 single detached units, 9,534 single attached units, 2,486 multiple 2 to 4 units, 4,576 multiple 5 plus units, and 1,198 mobile homes.

The median sales price for new and existing homes in Palm Desert is \$321,000, according to the California Association of Realtors First Quarter 2004 Report.

Palm Desert has 17 motels and hotels, with 2,168 rooms. There are also 6 mobile home parks, with 1,061 spaces, in Palm Desert.

From 1990-2004, Palm Desert had the second largest gain in new residents among the Coachella Valley's nine cities. In 2004, Palm Desert was the third largest community in the Coachella Valley with a population of 44,812. 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; or the Palm Desert Chamber of Commerce, 73-710 Fred Waring Drive, Suite 114, Palm Desert, CA 92260, (760) 346-6111.*