

# COMMUNITY ECONOMIC PROFILE

*for*

## PALM SPRINGS RIVERSIDE COUNTY, CALIFORNIA

*Prepared in conjunction with the City and Chamber of Commerce of Palm Springs*

### Location

Palm Springs, incorporated April 20, 1938, is located 108 miles east of Los Angeles and 507 miles south of San Francisco.

### Economic Growth and Trends

	1980	1990	2000	2010
Population-County	663,166	1,170,413	1,545,387	2,189,641 <sup>1</sup>
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$22,227,877 <sup>2</sup>
Population-City	32,359	40,181	42,807	44,552 <sup>1</sup>
Taxable Sales-City	\$300,688	\$488,351	\$601,316	\$763,354 <sup>2</sup>
Housing Units-City	15,138	18,622	20,516	22,746 <sup>1</sup>
Median Household Income-City	\$16,159	\$27,538	\$35,973	\$44,728 <sup>3</sup>
School Enrollment K-12	8,000	14,426	20,216	23,943 <sup>4</sup>

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.

### Climate

Period	AVERAGE TEMPERATURE			RAIN	HUMIDITY		
	Min.	Mean	Max.	Inches	4 A.M.	Noon	4 P.M.
January	39.1	53.7	68.3	1.27	57	32	32
April	52.6	69.9	86.9	0.08	55	22	19
July	73.2	90.6	107.8	0.19	60	28	25
October	56.5	73.0	91.4	0.11	58	27	28
Year	54.7	70.9	87.5	5.23	58	27	26

### Transportation

**RAIL:** Union Pacific transcontinental line, 5 mi. north. Amtrak passenger rail service is provided in Palm Springs and Indio.

**TRUCK:** 17 carriers are located in the Coachella Valley.

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

**AIR:** Palm Springs International Airport (PSP) is served by several major airlines. More than 1.4 million passengers used the airport in 2009. Because Palm Springs is such a popular destination city, about 70 percent of the airport's passengers originate from over 500 cities worldwide. With its unique architecture and terminal layout, the airport is one of only a few in the United States that provides travelers the option to relax outside and take in the year-round sunshine, enjoying the 360 degree panoramic views of surrounding mountain ranges. The airport lies within Foreign Trade Zone #236 and has a federal Customs 231 User Fee facility at the airport. Visit [www.palmspringsairport.com](http://www.palmspringsairport.com) for further information.

**BUS:** Greyhound; the SunLine Transit Agency provides bus service to Coachella Valley communities.

**PORTS:** Nearest ports are in Los Angeles-Long Beach, 110 mi. west, and San Diego, 131 mi. southwest.

**HIGHWAYS:** Calif. 74 south, Calif. 62 north and Calif. 111. Nearby connections to I-10 west to Los Angeles and east to Phoenix, and Calif. 86 (NAFTA highway) south to Brawley and El Centro in Imperial County, Yuma, Arizona and Mexicali and Mexico City, Mexico.

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## Industrial Sites

There are approximately 1,900 acres in the city limits zoned for industry; about 80% is vacant and available in parcels ranging in size from one to 700 acres. Included in this acreage total are five industrial parks or districts. The terrain is level. Drainage is good in most areas. Subsoil is alluvial deposit. Sizes of water mains range from 6 to 32 inches. Sizes of sewer lines range from 6 to 42 inches. Site data compiled in cooperation with the City of Palm Springs.

## Public Services

**WATER:** Desert Water Agency.

Maximum pumping capacity: 77.4 mg/d. Average consumption: 40.1 mg/d. Cost per HCF: \$1.07. Water connection charges: flat fee based on size of meter and type of service.

**SEWER:** City of Palm Springs.

Capacity of sewer plant: 10.9 mg/d. Peak flow: 12 mg/d. Sewer service charge: Yes. On what basis rated: By fixture count or room. Type of treatment plant: Secondary. Any facilities for non-recoverable industrial wastewater: No. Sewer connection charges: Yes, flat fees. Contact the City of Palm Springs for details of charges.

## Infrastructure

Master plan of storm drains adopted: Yes. Charges assessed on following basis: North Area - \$6,511 per net acre - Central Area - \$9,212 per net acre - South Area - \$7,271 per net acre - East Area - \$4,117 per net acre - Southeast - \$7,522 per net acre - Eagle Canyon - \$7,020 per net acre - South Palm Canyon - \$4,213 per net acre - Apply to new subdivisions or planned development districts not otherwise approved by City Council (Prior to April 15, 1981).

Dedication requirements: Full dedication per master plan of streets, and streets with access to each lot.

Improvement requirements: Pavement, curb and gutter, sidewalks, street width, cross gutter and handicap ramps.

## Utilities

**GAS:** Southern California Gas Co.

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

**ELECTRIC:** Southern California Edison.

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

**TELEPHONE:** Verizon.

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

## Governmental Facilities - Tax and Insurance Rates

- Palm Springs has the council-manager form of government. Assessed valuation minus exemptions (2009-10): \$9,587,677,949; 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: 11-003. City: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.22623.
- Commercial property tax rates (2009-10) per \$100 assessed valuation. Code area: 11-003. City: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.22623.
- 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: 89 officers, 37 civilians, 15 mounted police/search and rescue, 14 reserves, 18 aero squadron members, 8 explorers, 65 patrol cars, 5 management cars, 15 detective cars, 6 motorcycles, 4 search and rescue vehicles, 1 lab van, 2 animal control vehicles, 1 jail transport van, 1 SWAT truck, 1 Mounted Enforcement Unit (MEU) truck, 1 armored rescue vehicle, 1 PAL van, 2 Citizens on Patrol vehicles, 2 pickup trucks and 1 surveillance van.
- Fire Department: 48 firefighters, 2 clerical, 1 Fire Chief, 1 Deputy Chief, 3 Deputy Fire Marshalls, 1 Plans Examiner, 4 fire stations, 6 pumpers, 1 heavy rescue truck, 3 aerial ladder trucks, 3 light attack pumpers and 9 staff and utility vehicles.
- Fire Insurance Classification: Source of Rating: Insurance Services Office. City Rating: 3. Adjacent unincorporated area: 6 to 9.

## The Palm Springs Labor Market Area

## Characteristics of the Labor Force

## Manufacturing Employment

## Non-Manufacturing Employment

- Major projects authorized for improvement of city services or to adjacent unincorporated areas: street reconstruction, golf course improvements, airport expansion and redevelopment projects.

Area consists of the Coachella Valley (the Palm Springs, Cathedral City-Palm Desert, 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.

The labor force consists of productive and dependable skilled and unskilled workers. Culinary workers, bartenders and retail employees in leading supermarkets are unionized. Construction workers generally are unionized. Leading employment sectors are construction, retail and health care. Job opportunities are in retail trade and professional and technical services associated with medical, construction, designing and development. The expansion of two shopping centers will provide additional opportunities in the retail trade. Local civic groups are encouraging light technology and industry compatible with the community and its unique environment.

Palm Springs is a major resort and convention center in Southern California, notable for commercial-industrial and professional meetings. Although Palm Springs is considered primarily a winter resort, hotels and businesses stay open all year, making a stable labor market and a full year-round resort.

Information on wage rates, extent of unionization, fringe benefits and related subjects 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 61 manufacturers in the community area (Desert Hot Springs, North Palm Springs and Palm Springs). Leading product group class is medical respirators. Several manufacturing firms from the community are listed below:

Name of Company	Employment	Products
CareFusion	300	Medical equipment
Palm Springs Baking Co.	55	Bakery goods
Western Golf Car Manufacturing	50	Golf cars
Palm Springs Plating	30	Metal plating

Name of Employer	Employment	Description
Palm Springs Unified School District	2,039	Public school system
Desert Regional Medical Center	1,750	Hospital
Spa Resort Casino	1,200	Hotel & casino
United Parcel Service	500	Package delivery
City of Palm Springs	385	City government
The Desert Sun	200	Newspaper publisher
Hilton Palm Springs	200	Hotel
Hyatt Grand Resort & Spa	200	Hotel
Marriott Renaissance	150	Hotel
Lowe's	150	Home improvement

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## Community Facilities

**HEALTH:** Palm Springs has 1 general hospital, Desert Regional Medical Center, with a 367 total bed capacity, 250 physicians/surgeons, 46 dentists, 4 optometrists, 19 chiropractors and 2 podiatrists.

**EDUCATION:** Palm Springs Unified School District includes 16 elementary schools, 4 middle schools, 3 high schools, 1 continuation high school, 2 alternative schools and 1 adult school. Palm Springs has seven private schools. Institutions of higher education accessible to Palm Springs residents include College of the Desert, a public community college (2 year), Brandman University, the Palm Desert Campus of California State University, San Bernardino and the University of California, Riverside Palm Desert Graduate Center.

**CULTURAL:** 42 churches, 3 synagogues, 2 libraries, 1 daily newspaper, 33 radio stations, 9 local TV channels received direct, Time Warner cable system, 21 banks, 9 parks, 6 playgrounds, 2 movie theaters with 12 screens and one senior center. Other recreational facilities in the area include over 100 golf courses, numerous tennis courts, soccer fields and softball diamonds, Palm Springs Art Museum, 2 recreational halls, The Living Desert zoological park, Palm Springs Air Museum, IMAX theatre, 1 baseball stadium, 1 skate park, 1 water park and the Palm Springs Aerial Tramway, the longest double funicular tramway in the world. Also enjoyed are numerous nightclubs, restaurants and other entertainment spots including a convention center/hotel complex with 250,000 square feet of exhibit space.

According to the California Department of Finance, there are 33,603 housing units in Palm Springs. The housing stock consists of 12,235 single detached units, 6,679 single attached units, 2,569 multiple 2 to 4 units, 9,893 multiple 5 plus units and 2,227 mobile homes.

The median sales price for new and existing homes is \$205,000, as reported by DataQuick for September 2010.

There are 82 hotels/motels, with over 5,951 rooms, in Palm Springs.

There are 13 mobile home and RV parks in Palm Springs with 2,539 mobile home spaces and 137 RV spaces.

Palm Springs is the hotel, retail and financial center of the resort-oriented Coachella Valley. Because it is only a two-hour drive from Los Angeles, Orange and San Diego counties, there are a large number of second homes in the city, resulting in a seasonal population during the non-summer months well in excess of the official year-round figure. The city's zoning patterns balance retail, commercial and industrial with residential and recreational areas, providing a comfortable and supportive environment for everyone. The abundant natural beauty, a high demographic tourist and visitor base and a growing permanent population combined with a city government that encourages business development enables Palm Springs to offer unparalleled growth opportunities.

## 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 Springs, 3200 E. Tahquitz Canyon Way, Palm Springs, CA 92262, (760) 323-8259; online at [www.palmsprings-ca.gov](http://www.palmsprings-ca.gov); or the Palm Springs Chamber of Commerce, 190 W. Amado Road, Palm Springs, CA 92262, (760) 325-1577.*