

COMMUNITY ECONOMIC PROFILE

for

RANCHO MIRAGE RIVERSIDE COUNTY, CALIFORNIA

Prepared in conjunction with the City of Rancho Mirage and Rancho Mirage Chamber of Commerce

Location

Rancho Mirage, incorporated August 3, 1973, became a charter city on December 25, 1997. Rancho Mirage is located 116 miles east of Los Angeles and 514 miles south of San Francisco.

Economic Growth and Trends

	1980	1990	2000	2010
Population-County	633,166	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	6,281	9,778	13,249	17,218 ¹
Taxable Sales-City	\$68,345	\$164,269	\$322,987	\$360,711 ²
Housing Units-City	3,025	4,833	6,813	8,829 ¹
Median Household Income-City	\$22,760	\$45,064	\$59,826	\$74,327 ³
School Enrollment K-12	17,414	30,457	43,031	53,266 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 the Desert Sands Unified School District and the Palm Springs Unified School District and 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 main line, directly adjacent. Amtrak passenger rail service is provided 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, 10 mi. northwest, is served by Alaska, Allegiant Air, American, Delta Connection, Horizon Air, Sun Country, United Airlines, United Express, US Airways Express and WestJet; general facilities, 10,000 ft. runway. Bermuda Dunes (private airport) is located 10 mi. east.

BUS: SunLine Transit Agency system provides bus service to Coachella Valley communities.

PORTS: Nearest ports are in Los Angeles-Long Beach, 119 mi. west, and San Diego, 120 mi. southwest.

HIGHWAYS: Calif. 111. There are nearby connections to I-10, Calif. 74 and Calif. 62.

Industrial Sites

There are no industrial sites in Rancho Mirage.

Public Services

WATER: Coachella Valley Water District.
Maximum pumping capacity: 67 million gal/day. Average consumption: 20.3 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 water reclamation plant: 18.0 million gal/day. Peak daily flow: 10.1 million gal/day. 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

The city's General Fund, Redevelopment Agency and Development Impact Fee fund infrastructure costs. The Development Impact Fee is charged per square foot on new development and pays for a portion of street improvements, traffic signals, median islands, utility undergrounding, etc. Amount varies based on type of land use and density.

Dedication requirements: Dedication of street and pedestrian right-of-way per master plan of streets.

Improvement requirements: Curbs, gutters, matching pavement, undergrounding of utilities, landscaping, street trees, lights and bicycle paths (some locations).

Utilities

GAS: Southern California Gas Co.
For residential and business rates applicable to Rancho Mirage, contact the Southern California Gas Co. at (800) 427-2000.

ELECTRIC: Southern California Edison.
For residential and business rates applicable to Rancho Mirage, contact Southern California Edison at (800) 655-4555. Imperial Irrigation District provides service to Sections 19 & 30 of Rancho Mirage. Contact IID Energy at (800) 303-7756 for residential and commercial rates for Sections 19 & 30.

TELEPHONE: Verizon.
For rates and types of service available in Rancho Mirage, contact Verizon at (800) 483-4000 for residential and (800) 483-5000 for business.

Governmental Facilities - Tax and Insurance Rates

- Rancho Mirage has the council-manager form of government. Assessed valuation minus exemptions (2009-10): \$8,035,155,627; 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: n/a.
- Commercial property tax rates (2009-10) per \$100 assessed valuation. Code area 17-003. City: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.20623.
- Retail Sales Tax: State 7.25%, City/County 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 with patrol vehicles operating 24 hrs./day.
- Fire Department: Fire protection is provided by the Riverside County Fire Department/California Department of Forestry. 22 full-time sworn suppression personnel, 1 staffed aerial ladder truck, 1 staffed paramedic ambulance, 2 staffed paramedic fire engines, 1 reserve fire engine and 1 reserve paramedic ambulance.
- Fire Insurance Classification: Source of Rating: Insurance Services Office. City Rating: 3. Adjacent unincorporated area: 8 to 9.

The Rancho Mirage Labor Market Area

Characteristics of the Labor Force

Non-Manufacturing Employment

- Housing development has slowed considerably in Rancho Mirage since 2007. During the past three years there have been relatively few new homes constructed in Rancho Mirage. The city is completing a \$26 million project to upgrade underground residential utilities. In the past few years, the city's Redevelopment Agency invested \$22 million in road improvements and new infrastructure to assist with the redevelopment of Highway 111-the city's major commercial thoroughfare. The River at Rancho Mirage, a 30-acre retail/entertainment lifestyle shopping center has helped revitalize and anchor the Highway 111 corridor. Other recent projects on Highway 111 have included the Hilton Garden Inn, Country Inn & Suites and Desert European Motorcars. New shopping center development includes a recent ten-acre expansion of the 40-acre Monterey Marketplace, near I-10. On Bob Hope Drive, Eisenhower Medical Center is completing a \$320 million expansion and upgrade of its 110-acre campus. Near EMC, there is over 250,000 sq. ft. of new medical office development recently completed.

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: Culinary, bartender and retail employees in leading supermarkets are unionized. 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. Because of the continued expansion of the Eisenhower Medical Center and its satellite buildings there are job openings in the medical field. There is major renovation of older resort hotels. The city continues to be popular for its "restaurant row" and four major resort hotels.

Wage rates, extent of unionization, fringe benefits and related information for specific business categories 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.

Name of Employer	Employment	Description
Eisenhower Medical Center	2,145	Private medical center, hospital
Agua Caliente Casino Resort Spa	1,250	Casino and hotel
Westin Mission Hills Resort & Spa	980	Resort hotel
Rancho Las Palmas Resort & Spa	600	Resort hotel
Home Depot	310	Home improvement
The Ritz-Carlton, Rancho Mirage	250	Resort hotel
Betty Ford Center	250	Alcohol/drug treatment center
Cheesecake Factory	232	Restaurant
Mission Hills Country Club	130	Golf course

Community Facilities

HEALTH: Rancho Mirage has the Eisenhower Medical Center, with a 413-bed capacity. The Center includes two health research facilities and the Betty Ford Center for the treatment of alcoholism and other chemical dependencies. Other medical facilities include: the Heart Institute of the Desert, with a 12-bed capacity, the Braille Institute Rancho Mirage Regional Center, and the Barbara Sinatra Children's Center.

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. 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. Marywood-Palm Valley is a private K-12 school located in Rancho Mirage. California State University, San Bernardino-Palm Desert, Brandman University, College of the Desert and University of California, Riverside Palm Desert Graduate Center are located next door to Rancho Mirage in Palm Desert.

CULTURAL: In Rancho Mirage, there are 8 churches, 1 synagogue, 1 library, 1 children's museum, 1 newspaper, 3 local TV channels received direct, 1 cable system (Time Warner), 6 banks, 2 savings and loans, 2 movie theaters with 28 screens and 5 parks. Other recreation facilities include: public and private golf courses and tennis courts, restaurants and night clubs, Lake Cahuilla County Park, Palm Springs Aerial Tramway, Desert Art Museum in Palm Springs, Salton Sea and nearby desert and mountain areas. The city also has a hiking, biking and equestrian trails system, a golf club program for residents, as well as offering community concerts, city-sponsored special events at the McCallum Theater and a speaker series.

Rancho Mirage has numerous country clubs and single-family neighborhoods, most of which are gated and provide on-site common recreational amenities.

According to the California Department of Finance, Rancho Mirage has 13,542 housing units. The housing stock consists of 7,215 single detached units, 3,680 single attached units, 615 multiple 2 to 4 units, 1,196 multiple 5 plus units and 836 mobile homes.

The median sales price for new and existing homes is \$352,500, as reported by DataQuick for September 2010.

There are 7 hotels/motels, with 1,842 rooms, in Rancho Mirage.

There are 5 mobile home and RV parks in Rancho Mirage with 823 mobile home spaces and 24 RV spaces.

Rancho Mirage is an established resort community, which offers the attractions and benefits of country club living, golf, tennis and a vacation or second home in the desert. Among the major assets of this resort community are ten golf courses, over 68 high-quality restaurants and eateries and 4 major resort hotels. Rancho Mirage enjoys a strategic location in the middle of the Palm Springs Valley, which also includes Palm Springs, Cathedral City, Palm Desert, Indian Wells, La Quinta and Indio. The development of The River at Rancho Mirage and the expansion of the Monterey Marketplace have furthered the city's position in retail shopping. Rancho Mirage is respected for its many restaurants and dining opportunities. A sampling of the well-known restaurants in the city include the Cheesecake Factory, P.F. Chang's, Fleming's Steakhouse, the Yard House, Babe's BBQ, Acqua Pazza, Roy's, Applebee's, Old Spaghetti Factory, Red Robin, Wally's Desert Turtle, Mimi's Café, Las Casuelas Nuevas, Lord Fletcher's, Kobe Japanese Steak House and Stuart's Steakhouse. Presently there are plans underway for more shopping development in Rancho Mirage that will further enhance the area's reputation as a year-round shopping, dining and entertainment mecca.

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 Rancho Mirage, 69825 Highway 111, Rancho Mirage, CA 92270, (760) 324-4511; online at www.ranchomirageca.gov; or, the Rancho Mirage Chamber of Commerce, 42-520 Bob Hope Drive, Suite B, Rancho Mirage, CA 92270, (760) 568-9351.