

PALM SPRINGS, CA

GRIT DEVELOPMENT

THINKING FOR THE FUTURE



MEET DOWNTOWN PALM SPRINGS

**THE
BLOCK**
Palm Springs

The pulse of every city feeds from the heartbeat of its downtown. **Palm Springs is no exception.**

The Block Palm Springs provides an inclusive encounter with the rich history, modern architecture, visionary development and cultural experiences that make Palm Springs like no place else.

THEBLOCKPS.COM



DEMOGRAPHICS AND TOURISM

PALM SPRINGS



7,000

Hotel Rooms

3,000

Airbnb's



3M

Palm Springs Airport Passengers Annually

30,000

New Visitors Every
Weekend





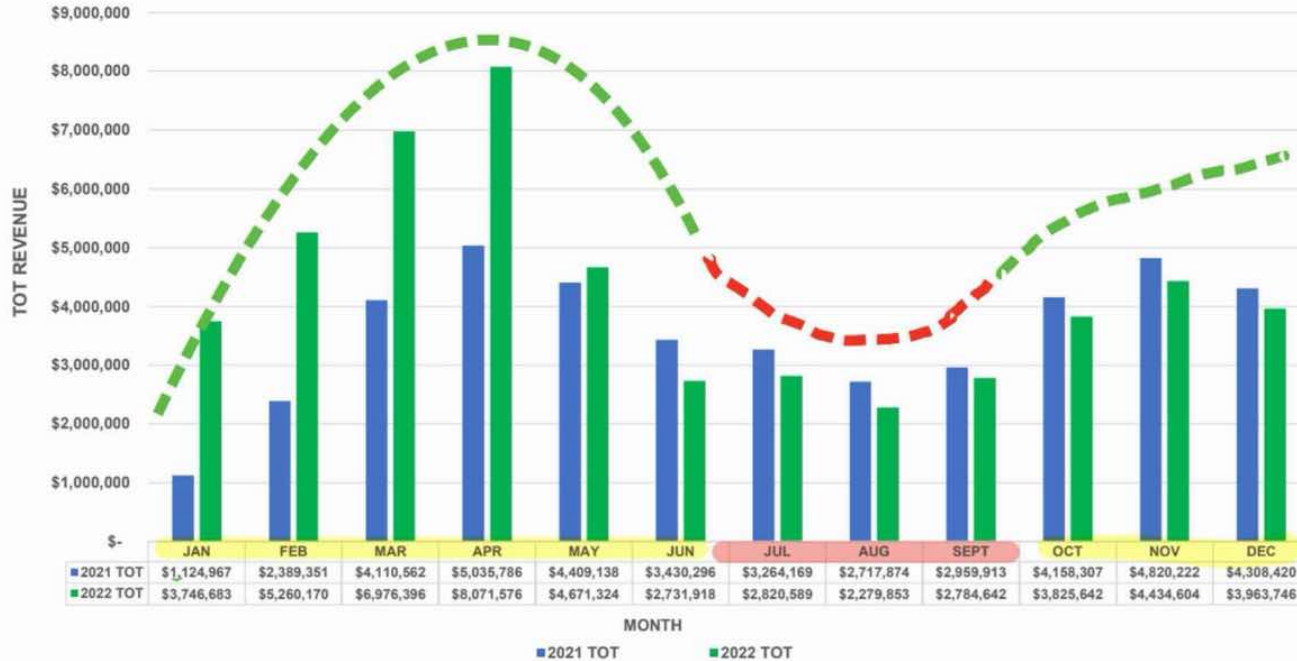
DEMOGRAPHICS AND TOURISM

Past Seasonality Sharply Reduced

TOT Tax Income- 12% of HOTEL Room Revenues and VACATION Rentals



CITY OF PALM SPRINGS TRANSIENT OCCUPANCY TAX (TOT) 2021 vs 2022 Revenue – Hotel and Vacation Rentals





DEMOGRAPHICS AND TOURISM

PALM SPRINGS FACT FILE

36%

Residents with Bachelor's and Above

22 min

Average Commute

3.20%

Unemployment Rate

\$5.6 billion

Visitor Spending in the Coachella Valley

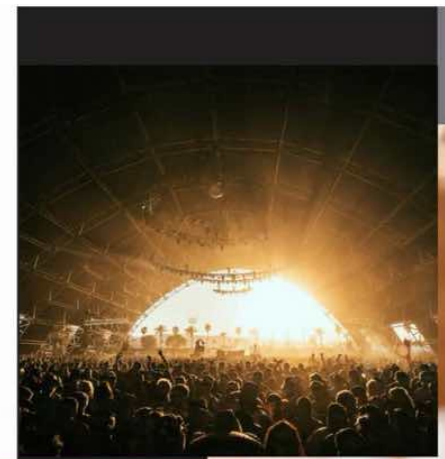
IN THE NEWS

#7

Best Shopping Destination in the U.S.

#8

Best Luxury Destination in the U.S.



Here are some of the major events in Palm Springs and the Coachella Valley, along with the estimated number of attendees:

- Palm Springs International Film Festival (January): 75,000+
- The American Express PGA Golf (January): 235,000+
- Modernism Week (February): 250,000+
- BNP Tennis Tournament (March): 500,000+
- The Galleri Classic (March): 52,000+
- Coachella Valley Music and Arts Festival (April): 250,000+
- Stagecoach: A Country Music Festival (April): 75,000+
- White Party (April): 30,000+
- Palm Springs Aerial Tramway (Annual): 600,000+
- Greater Palm Springs Pride (November): 100,000+



DEMOGRAPHICS AND TOURISM

Brand New \$500 Million Acisure Arena is a multi-purpose 10,000-seat indoor arena 20 minutes from Downtown Palm Springs off the I-10 Freeway.

- It is the home arena for the American Hockey League's Coachella Valley Firebirds.
- The facility hosts 120 Events a year from concerts, sporting events, and various other entertainment.
- The arena is designed as a state-of-the-art facility hosting stars such as The Eagles, Harry Styles, and Chris Rock.
- The arena has a seating capacity of 10,000, which can be expanded to 12,000 for concerts, hosting more than 1 Million visitors a year.
- The arena also has a number of suites and club seats that offer premium amenities.

For more information visit: acisurearena.com





TOURISM & DEVELOPMENT

Palm Springs has been experiencing year round tourism, particularly high October to June when many visitors seek warmer climates. Continued investments in hospitality, entertainment, and infrastructure are boosting the city's appeal to tourists.



CULTURAL AND ARTISTIC SCENE

Palm Springs is known for its mid-century modern architecture, vibrant art scene, and annual events like the Palm Springs International Film Festival and Modernism Week and the world renowned music festivals such as Coachella and Stagecoach and many more events such as the BNP Tennis Tournament.



SUSTAINABILITY AND RENEWABLE ENERGY

Palm Springs has already made progress in adopting sustainable practices, including the use of renewable energy sources such as wind and solar power. The city will continue to prioritize environmentally friendly initiatives to reduce its carbon footprint.



PALM SPRINGS THEMES + TRENDS

LONGEVITY- LIFE EXPECTANCY INCREASED BY 25 YEARS.

ACTIVE BABY BOOMERS- 80 IS THE NEW 60, 60 IS THE NEW 40

BIG LGBTQ COMMUNITY

WORK FROM ANYWHERE- HYBRID MODEL

EVERY OCTOBER AMERICANS WILL RETHINK LOCATION

EVERYTHING IS OUTDOOR - HIKING, PICKLE BALL, TENNIS, GOLF, SURF LAGOON (OPENING IN 2023)

ELECTRIFICATION OF TRANSPORTATION DRONES AND AIR TAXI'S

275 DAYS OF PLEASANT WEATHER

EXPLORE | SHOP | DINE | STAY | LIVE

THE
BLOCK
Palm Springs



THE BLOCK in Downtown Palm Springs truly stands as an art lover's paradise, offering a wealth of artistic treasures to explore. From captivating statues and thought-provoking sculptures to powerful portraits and esteemed art galleries, the city's streets and courtyards are a canvas for artistic delight around every corner.

These monuments are framed by the renowned Palm Springs Art Museum, the brand new Agua Caliente Cultural Museum, The Desert Art Center, Hohmann Gallery and Palm Springs Mid-Century Town and Country Center. Truly an art lover's paradise!

CASINO

FUTURE
CASINO
EXP.

AGUA CALIENTE
MUSEUM & SPA

N. Indian Canyon Drive

THE CENTER

2024

FUTURE PLAZA THEATER
800 SEATS - 2025

N. Palm Canyon Drive

RETAIL /
RESTAURANT
/ PARKING

RETAIL

RETAIL /
RESTAURANT

RETAIL /
RESTAURANT

45 UNIT LUXURY
RESIDENTIAL
2025

ROWAN
HOTEL

E. Andreas Way

E. Tahquitz Canyon Way

THE
BLOCK
Palm Springs

N. Belardo Road

PARK / CITY
EVENT SPACE

FUTURE
RESIDENTIAL
2027

PARKING

Museum Way