

**Subject: Redistrict Coachella Valley, Imperial Valley**

**Date:** Monday, May 16, 2011 11:04 PM

**From:** [REDACTED]

**To:** <votersfirstact@crc.ca.gov>

**Conversation:** Redistrict Coachella Valley, Imperial Valley

May 16, 2011

TO THE COMMISSIONERS OF THE CALIFORNIA REDISTRICTING COMMITTEE  
RE: DO NOT COMBINE COACHELLA VALLEY AND IMPERIAL COUNTY

My name is Sydelle Rothstein. I live in Portola Palms Mobile Home Park, [REDACTED] in Palm Desert, California 92260, in the Coachella Valley. I would like to tell you something about Palm Desert in the Coachella Valley where I live so that you will understand how different it is from the Imperial Valley.

Imperial Valley is well known as an Agricultural District. Coachella Valley has a tourism economy and 150 golf courses, and is a resort community consisting of hotels, corporate and association group meeting resorts, and restaurants. Marriott alone has 14 properties here for all budgets. Coachella Valley host events such as highly rated international sporting events as the BNP Paribus International Tennis matches (carried by ESPN for a week and broadcast globally,) and three international music festivals. They bring well over 50,000 people to our valley with each concert each year. These concerts are held in Indio. The International Film Festival is also hosted by Palm Springs every January and hosts thousands of visitors from all over the world and has many venues for films. Films here can be voted on to go on to compete in the Oscars. These concerts are held in Indio. Indio also hosts six weeks of equine competition where visitors come from all over the world to display and compete with their horses. Indio has beautiful "Equestrian Estates" which sell for a half a million to over a million dollars that surround our two Polo fields-Empire and El Dorado. We are home to California State University-San Bernardino, Palm Desert Campus, The University of California-Riverside, as well as The College of the Desert, a junior college which allows students to transfer to the Cal State system or UC systems easily. We also have a National University and Phoenix University. Many students also attend a highly rated and top academic college -University of Redlands, a short 40-minute drive time away towards Riverside, not Imperial County. We also have the McCallum Theatre which brings in national and international entertainment talent that you see on New York City's Broadway as well as Los Angeles. These are "sell-out" attendance at all times. These theatres attract Symphony Orchestra Patrons as well as Theatre patrons. We have attracted a fast growing retirement population, many of whom have purchased second homes in our Coachella Valley, while their primary homes are in Los Angeles, Orange County, San Diego, Alaska, Oregon, Washington, Chicago, and New York. We have a small population with a sophisticated big city experience. Our major shopping area, El Paseo has such stores as Ralph Lauren, Brooks Brothers, Louis Vitton, Cole Haan, Tommy Bahamas, Saks Fifth Avenue, Sephora (cosmetics) Williams Sonoma, Tiffany & Company, St. John, Burberry, and Apple. Of course surrounding cities have two Wal-Marts, two Costco's, and 1 Sam's Club to balance it out. There is also a Kaiser-Permanente facility in Palm Desert, a Eisenhower Medical Center and Hospital in Rancho Mirage, John F. Kennedy Hospital in Indio, and Desert Regional Medical Center in Palm Springs.

We as residents, our guests, and other tourists enjoy unique attractions like The Living Desert with live animals, and the Palm Springs Air Museum in Palm Springs. Community parks, picnic grounds, baseball fields, tennis courts, a YMCA and look forward to the opening of the new Olympic swimming pool in Palm Desert Park on June 11th of this year, along with two other new pools which will add to the recreational value of the Coachella valley.

Imperial Valley has its own Community of Interest and distinct environmental issues, i.e. Salton Sea with their geothermal energy. We have wind and solar – different technologies and raw materials altogether – wind and sun vs. steam! The standard of living in Imperial Valley is also quite different. It is rural, with many farms. It has a great deal of unemployment, and the poverty challenges are not shared with Coachella Valley. They are also geographically spread out, have Mexican border issues with San Diego, and tied to San Diego media, and San Diego healthcare. Also Interstate 8 ties Imperial County to San Diego. In my opinion, because of these reasons Imperial Valley should stay with San Diego, and Coachella Valley should remain a separate district in Riverside County.

I greatly appreciate and thank you for your consideration of the points I have made in this letter.

Sincerely,  
Mrs. Sydelle Rothstein

A large black rectangular redaction box covering the signature area.