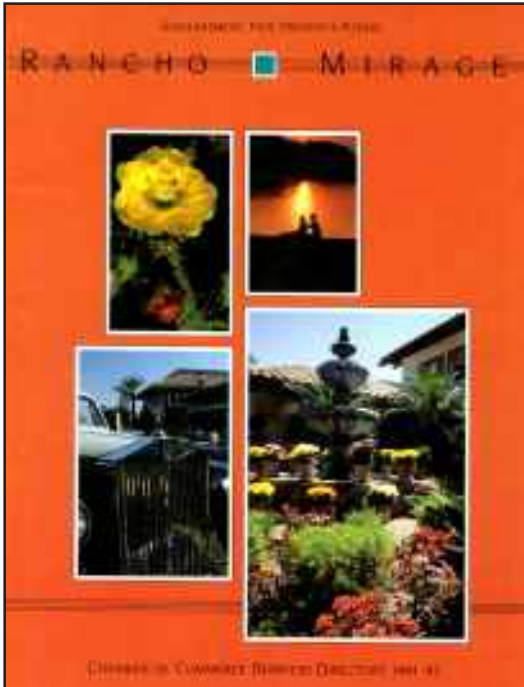


UNDER THE COVERS

A look back at our 20+ years of the Rancho Mirage magazine.



1984-1985

Cover: Four photos include the grill of a Rolls Royce, a fountain at the Rancho Las Palmas Resort, a cactus flower and a sunset scene on a golf course pond.

City Development

- City anxious to annex the area around Bob Hope and Country Club Drives, which was then controlled by the county.
- City was searching for a developer to build a downtown area near the "golden triangle" where the River now sits.
- "Not only are there 10 country clubs currently in operation and three more under construction, but at least eight more are in the planning stages."
- City officials were still gushing over Queen Elizabeth's visit to Walter Annenberg's Sunnylands estate in 1984.

1984 Board Chairman Barbara Casserly highlighted the Chamber's accomplishments including:

- a 40% increase in telephone and foot traffic from 1983;
- responses to long distance calls and mail inquiries increased by 500%;

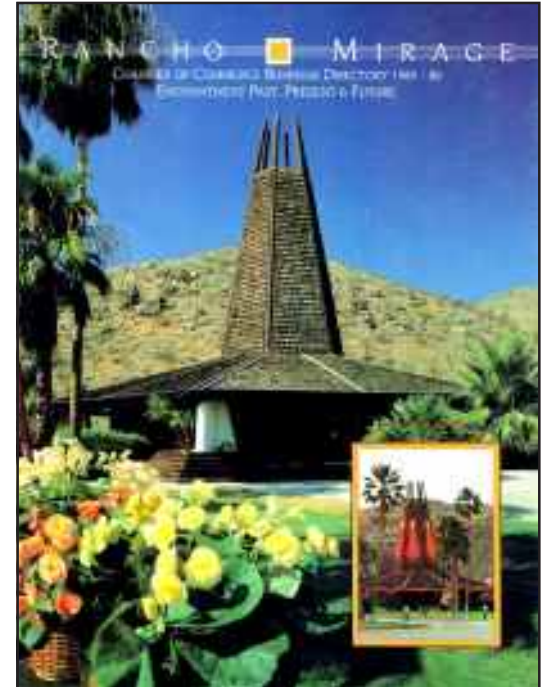
"The Rancho Mirage Chamber has been and continues to be the only Chamber in the Coachella Valley to mail their annual Business Directory or City Guide magazine to all its residents and businesses.

While it is expensive to mail our magazine to each household in the city, it is a great tool to promote local business and build a stronger economy "

Kathleen Hopp
Board Chairman 2006

- expanded services to the business community by sponsoring or supporting special events such as the St. Patrick's Day celebration, Oktoberfest, Children's Circus, Xerox Grand Champions Tennis Tournament, the Nabisco Dinah Shore Tournament and the National Collegiate Tennis Classic.

Miss Rancho Mirage 1984 was Melinda Denise Ivey, born February 21, 1962 in Lynwood, CA. She was 5'9", 130 lbs., with a 26" waist, 37" bust and 36" hips with brown hair and green eyes. Melinda wore a size 9 dress and enjoyed skiing, tap dancing, jazzercise and jogging. She had traveled to South America, Europe and the Orient and taught English in Tokyo. Her career plans were in International Marketing and she planned to receive her degree from San Diego State in 1985.



1985-1986

Cover: The Cover photo featured the tiki-style roofline of City Hall with colorful roses in the foreground, and an inset photo of city hall with Christmas decorations. The building that housed City Hall had been a real estate office before the City was incorporated.

City Development:

- The city announced that it had selected a developer to build Rancho Mirage's downtown on "the golden triangle" between Bob Hope Drive and Highway 111.
- Hope Square, a 32-acre commercial/medical center was under construction.

1985 Board Chairman Derek Ashton writes about the Chamber's accomplishments for the year, which included:

- Organizing a golf tournament for members at the Club at Morningside;
- Compiling and distributing demographic information for developers and home buyers;
- Sponsoring and producing the 1985 Miss Rancho Mirage Pageant;
- Sponsoring the St. Patrick's Day celebration at Rancho Las Palmas Shopping Center
- Co-sponsoring an Oktoberfest event with the Rotary Club.





1987

Cover: An attractive scene of golfers on a green at Rancho Las Palmas Resort & Country Club, distinguishable by the signature crooked palm trees at the resort.

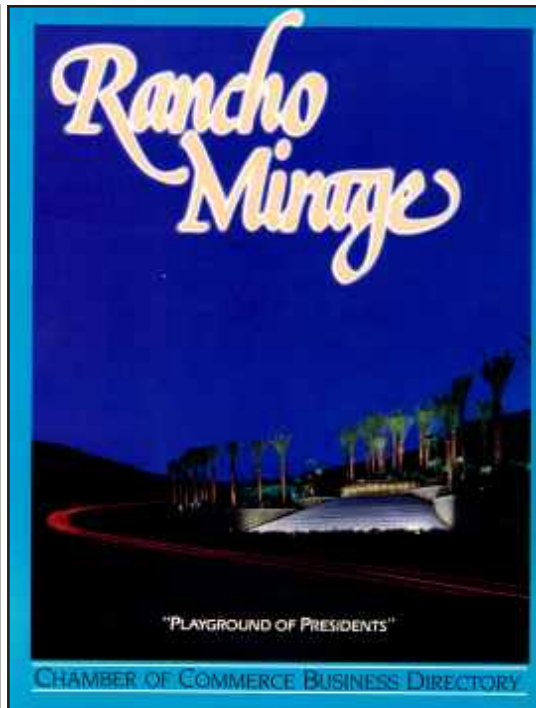
City Development:

- The Mirada Development was about to begin building its first phase with 46 luxury homes.
- A new 12,000 S.F.. Post Office was under construction with arrays of energy producing solar panels on its roof.
- A new city park, the Michael S Wolfson Park, was set to open by the end of 1986. Wolfson served on the city council from 1978 until his death in January 1986 and was Rancho Mirage's Mayor from 1978-1982. It was the first park to be named for a city official.

Chamber News

1987 Board Chair Gary Powers reported these Chamber accomplishments during the year:

- Collaborated with Las Casuelas Nuevas and the American Red Cross in a fund raising event to benefit the Mexican earthquake relief.
- Retained an advertising agency to advertise the City of Rancho Mirage in local, regional and national media.
- Joined with other valley Chambers to sponsor a golf tournament for the benefit of Valley Crimestoppers.
- Sponsored the St. Patrick's Day celebration
- Sponsored and produced the Sweetheart of Rancho Mirage pageant.



1988

Cover: A spectacular photo of the new \$8 million Mirada entry fountain on Frank Sinatra Drive just south of Highway 111.

City Development:

- The fourth phase of Morningside Country Club was under construction
- The final phase of homes at Rancho Mirage Country Club was under construction.
- New Braille Institute facility on Ramon Road near Davall Dr. is under construction.
- Rancho Mirage Healthcare Center on Country Club Drive was completed and opened.
- New \$10 million, 87,377 square foot Dolores Hope Outpatient Care Center at Eisenhower Medical Center is under construction.
- Newly constructed, 55,000 square foot Heart Institute of the Desert opens on Valentine's Day 1988
- Existing homes resale price average is \$125,000

Chamber News

1988 Board Chair Ann Hutchins noted several Chamber accomplishments during the year:

- Coordinated a radio advertising program for local merchants.
- Sponsored the St. Patrick's Day celebration
- Andy & Ruth Darling named Ambassadors of the Year for their tireless volunteer work for the Chamber.



1989-1990

Cover: A beautiful photo of the fairway at the Club at Morningside in Rancho Mirage. The magazine was written and produced by Palm Springs Life and paid for by the Chamber.

Inside this issue:

- The City has set aside 310 acres of land behind City Hall and worked with the Ritz-Carlton to set aside an additional 890 acres of land for a Bighorn Sheep Preserve. The city plans to build an 1100 S.F.. Bighorn Sheep Visitor's Center on an elevated pad behind city hall devoted to Bighorn education and appreciation. They expected the Bighorn Visitor's Center to be opened by the end of 1990.
- The magazine talked to 8 influential Rancho Mirage residents for their impressions of Rancho Mirage.
- The city reported that the new 74,000 S.F.. \$8.5 million Atrium Design center was 40% leased.
- The magazine looked at the newly opened Braille Institute Desert Center which opened its doors on June 1, 1989.
- Rancho Mirage's population is 8,910.
- The magazine devoted 16 pages to the new Heart Institute of the Desert, developed by Dr. Jack Sternlieb. The Los Angeles Times rated the Heart Institute as one of the top two heart programs in California.



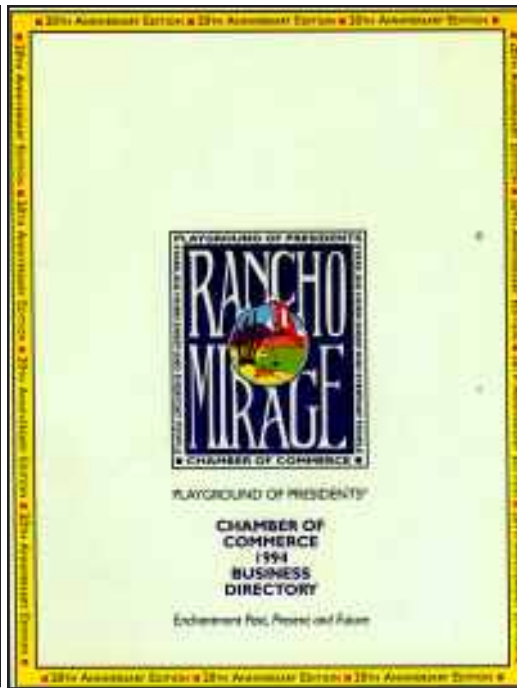


1990 - 1991

Cover: A breathtaking photo of the golfers at play on the old course of Mission Hills Country Club with the majestic snow capped San Jacinto Mountains in the background. This was the second of two issues produced by Palm Springs Life Magazine.

Inside this issue:

- The city is sponsoring an open 2 stage design competition for the \$20 million civic center in the planned downtown redevelopment project called Plaza Mirage (in the "Golden Triangle" area – where The River is now.)
- A \$72 million expansion of the Westin Mission Hills Resort is set to open in August 1991, giving the resort 546 rooms.
- The Palm Springs Desert Resorts Convention and Visitors Bureau moves their office to the Atrium Design Center in Rancho Mirage.
- City says that for previous 2 years, single family detached homes approved have averaged 4,500 S.F.. in size.
- Redevelopment Director Pat Pratt announces the city will have \$60 million in funding committed to affordable house for the next 35 years.
- 70% of City's annual budget is comprised of hotel bed tax, sales tax revenue and interest income.
- City unveils a Parks Master Plan proposing a total of five neighborhood parks and one 20-40 acre community park, with the goal of making every house in Rancho Mirage within walking or biking distance of its own park.



1993 - 1994

Cover: The classic white cover was chosen to highlight a possible new Chamber Logo in the center, "Rancho Mirage, Playground of Presidents, Stars, Bighorn Sheep and Everyday People." The cover was further enhanced with a yellow border announcing it as the 20th Anniversary Edition.

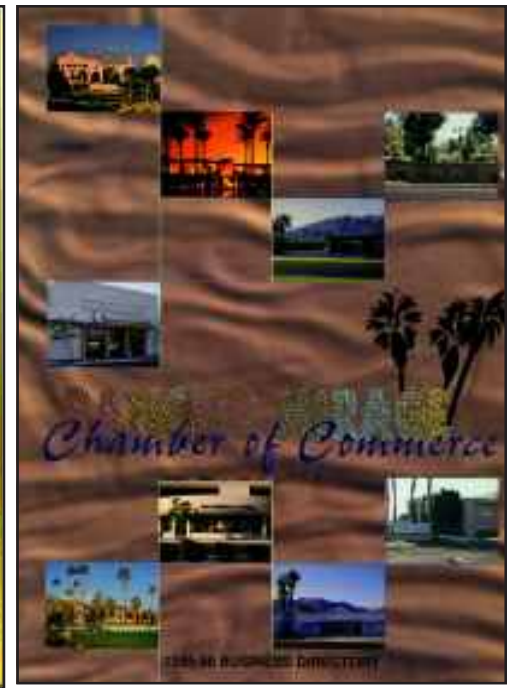
City Development:

- The City of Rancho Mirage targeted the 4.5 mile stretch of Highway 111, the city's main corridor, for revitalization with the highest priority.
- The city celebrated its 20th birthday and published the booklet, **A Look Back in Time**, the History of Rancho Mirage, to mark the occasion.
- The fire station on Gerald Ford Drive was newly opened in 1992.
- The city granted the Children's Discovery Museum a 5 acre parcel of land on which to build their museum facility.
- The Palm Valley School, an independent, non-religion-based private school opened their new campus on DaVall Drive. The school focuses on high quality education and boasts a student/teacher ratio of 9 students per teacher.
- The city's population is 10,614

Chamber News

Board Chairman Miriam Ring reported that:

- The Chamber experienced a 5% increase in the number of phone calls and walk-in visitors
- The Chamber published a new street map.
- The Chamber produced two Arts & Crafts shows and the St. Patrick's Day event at Rancho Las Palmas Shopping Center.
- The Chamber sponsored two City Council candidate forums
- Rich Fromme, owner of Elephant Car Wash, was honored as the Chamber's Business Man of the Year.
- Esther (Es) Terrill was named as Ambassador of the Year for 1994.



1995 - 1996

Cover: Small inset photos of the Chamber's Civic Pride Award winners on a background reminiscent of drifting sand.

City Development:

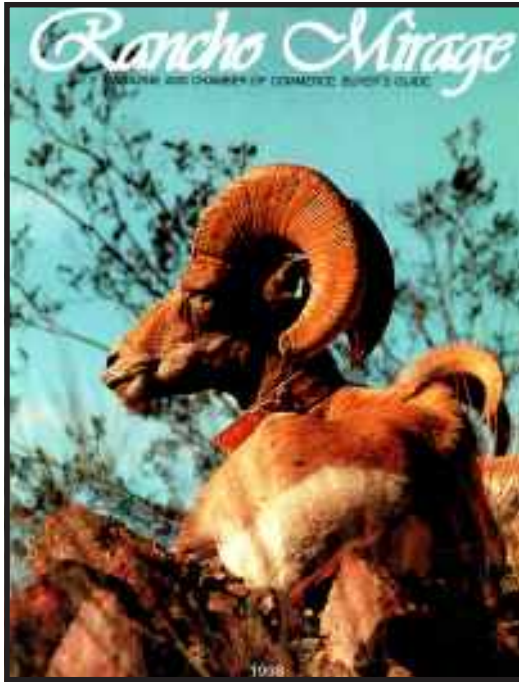
- The City hired it's first City Librarian, Tom Johnson, and was preparing to open it's first library at the Rancho Las Palmas Shopping Center in January 1996.
- City Hall was in the process of a \$3.4 million renovation that would bring it up to earthquake code and would enlarge the offices by 10,000 S.F.
- The City was continuing development of the 500,000 S.F.. Monterey Marketplace, anchored by Home Depot. The newest addition to the shopping center is an IHOP Restaurant.

Chamber News

Board Chairman Peter Donnelly reported that:

- The Chamber surveyed all businesses in Rancho Mirage to learn what issues are important to the city businesses.
- The Chamber began having monthly meetings with 2 City Councilmen & staff to improve communication and relations.
- The Chamber hired Stuart Ackley in June 1995 to replace retiring CEO Jack Haller, who had served the Chamber for 11 years.
- Charlie Parrish was named Ambassador of the Year for 1995; Marjorie Wilson was named as Ambassador of the Year for 1996.





1997 - 1998

Cover: Gracing the cover of this year's magazine is the majestic bighorn sheep that has long been a symbol of Rancho Mirage. The photo was shot at the Big Horn Institute.

Inside this issue:

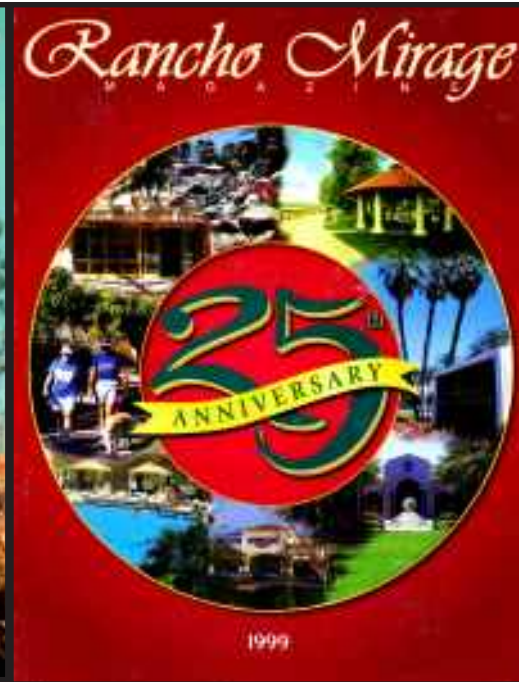
An extensive story about the bighorn sheep, the Big Horn Institute and Congress placing the mammal on the Endangered Species list.

The magazine also looks at various non-profit groups of the desert.

Chamber News

1997 Board Chairman Joe LaGuess reported that:

- The Chamber began producing Annual Business Expos to highlight Rancho Mirage business.
- The Chamber developed it's first website at www.RanchoMirage.org
- The Chamber began to operate on Saturdays, making it the only Chamber to be open six days per week.
- The Chamber held it's 2nd Rammy Awards of Excellence and also named developer Ed Johnsen as their first Distinguished Citizen at the Installation dinner with 400 people in attendance at the Ritz-Carlton
- Marge Anderson was selected as the Chamber's ATHENA Award for inspiring women in business
- Eve Phillips was named Ambassador of the Year for 1997



1998 - 1999

Cover: A circular collage with scenes of Rancho Mirage against a burgundy background announcing the city's 25th Anniversary Celebration for November 1998.

Inside this issue:

A photo essay of Rancho Mirage's history in honor of the city's 25th Anniversary.

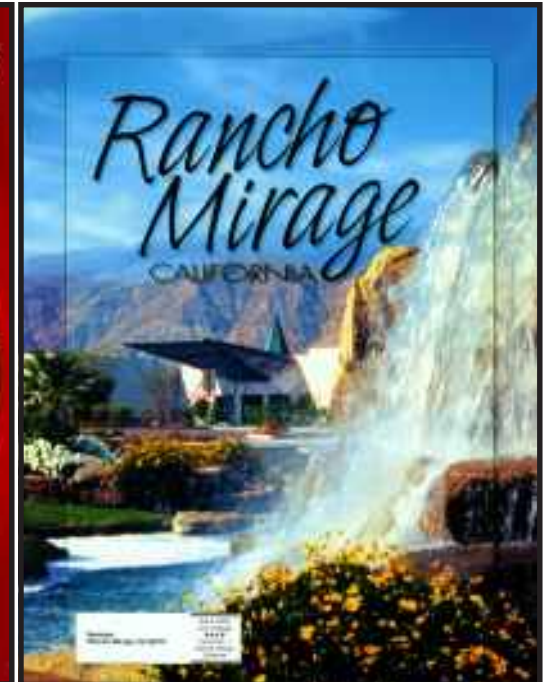
A look at Rancho Mirage's Equestrian Center International and it's owner.

A story about Rancho Mirage's ATHENA Awards recipient, Luella Fincher. The magazine looks at the Chamber's Rammy Awards of Excellence.

Chamber News

1998 Board Chairman Kathleen Hopp reported that:

- The Chamber held a successful Business Expo at the Ritz-Carlton.
- The Chamber was working closely with the city's newly appointed Economic Development Director, Barry Foster, to strengthen the local economy.
- The Chamber supported and spoke out at meetings for the ballot measure to allow the Ritz-Carlton to build a golf course.
- The Chamber named William Osterman as the Distinguished Citizen at the Rammy Awards.
- Carol Wixted was chosen as the Ambassador of the Year for 1998.



2000

Cover: A beautiful photo of the new Children's Discovery Museum of the Desert shot through the waterfall at the Victoria Falls development across the street on Gerald Ford Drive.

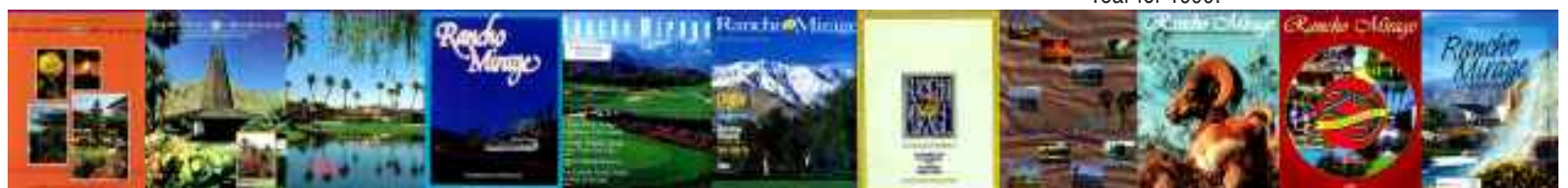
Inside this issue:

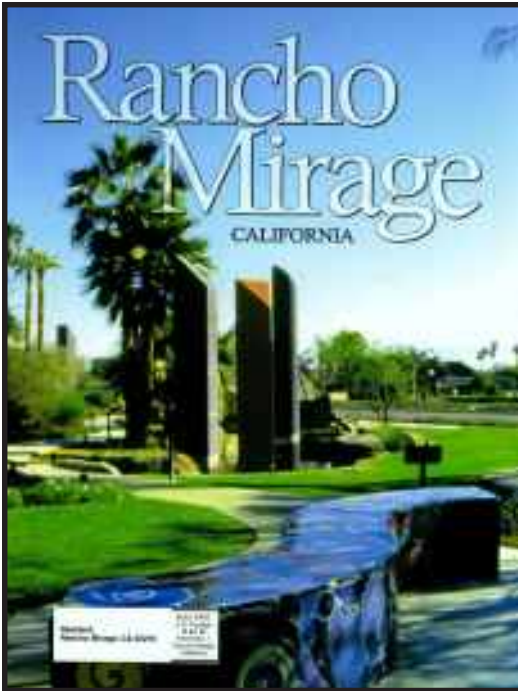
- The city reports a booming development picture, issuing building permits for nearly 500 dwelling units, the most since the building boom of the 1980s.
- The city welcomed its first movie theater, the Rancho 16 Theaters at Monterey Marketplace.
- Desert European Motorcars and Electric Car Distributors began their expansion and renovation efforts.
- Construction began on the Country Inn & Suites hotel.

Chamber News

1999 Board Chairman Rosemarie Tessier reported that:

- The Chamber was working closely with Barry Foster, the Economic Development Director for the City of Rancho Mirage.
- The Chamber, in conjunction with the City of Rancho Mirage, formed the Rancho Mirage Restaurant Association as a separate organization within the Chamber.
- The Chamber selected former Mayor Jeanne Parrish as the 1999 ATHENA Award recipient.
- The Chamber named Patty Newman as the Distinguished Citizen at the Rammy Awards.
- Jack Haller was chosen as the Ambassador of the Year for 1999.





2001

Cover: A photo of Bloch Cancer Survivors Park one of 18 built in the US with funds donated by Richard A. Bloch, co-founder of the H&R Block tax preparation giant. The park offers mosaic meditation benches, survival columns and sculptures. The Rancho Mirage park features areas for quiet contemplation and inspiration cancer victims & survivors and their families.

Inside this issue:

- Ground is broken for The River development, the long-awaited downtown project at the "Golden Triangle"
- The city built a fence to prevent Bighorn sheep from wandering down into traffic on Highway 111. The fence is built with mostly donated funds, including \$9,500 from the Rancho Mirage Restaurant Association's first "Bits & Bites" Restaurant event.
- Undergrounding of the City's utilities begins.
- Several dilapidated restaurants are razed for redevelopment on Highway 111. One other is transformed into a large consignment store.

Chamber News

2000 Board Chairman Scott Preble reported that:

- The Chamber and city started "Team Rancho Mirage" meetings with the Mayor and city staff. "Team Rancho Mirage" allows business owners an inside look at developments in the works in the city, and provided businesses a forum to address concerns to the city.
- The Restaurant Association's first Bits & Bites event was a success with over 600 attendees.
- The Chamber named Charles & Kay Hanson as Distinguished Citizens of the year at the Rammy Awards.
- Melody Dolan was selected as Ambassador of the Year for 2000



2002

Cover: A photo of Rancho Mirage's Celebrity street signs graced the 2002 magazine cover. The signs memorialize some of our notable residents, while helping to promote tourism and the image of the city. The design by Sidney Wilson, was chosen in the Chamber's first-ever cover contest.

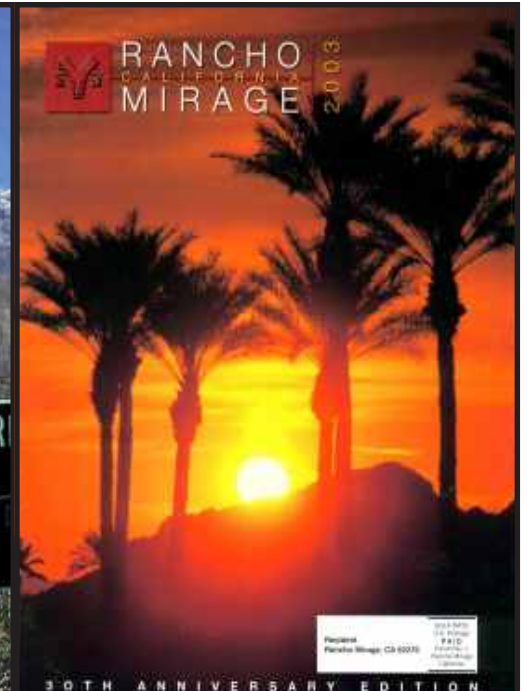
Inside this issue:

- The River at Rancho Mirage is fully opened and becomes the new "hub" of the Coachella Valley, exceeding all sales projections and expectations.
- Rancho Mirage became the leader in the Coachella Valley in restaurant, luxury automobiles, home furnishings and home improvement sales.
- Commercial construction increased more than 400% over the previous year.
- Directional/informational kiosks are installed throughout the city pointing the way to our many fine restaurants.

Chamber News

2001 Board Chair Patti Chastain reported that:

- The Chamber, through the Restaurant Association, was instrumental in development of the directional/informational kiosks that are installed throughout the city pointing the way to our many fine restaurants.
- The Chamber held a record 48 ribbon cuttings for new businesses during the year.
- The Chamber grew by nearly 100 new members in a six-month period.
- The Chamber named Bob Thomas, owner of Electric Car Distributors, as Distinguished Citizen at the Rammy Awards.
- Jennifer Huggins was selected as Ambassador of the Year for 2001



2003

Cover: A sunset photo of date palms near The Lodge at Rancho Mirage graced the cover, bringing a sense of the peace in nature all around us that we sometimes forget about in the bustle of our lives.

Inside this issue:

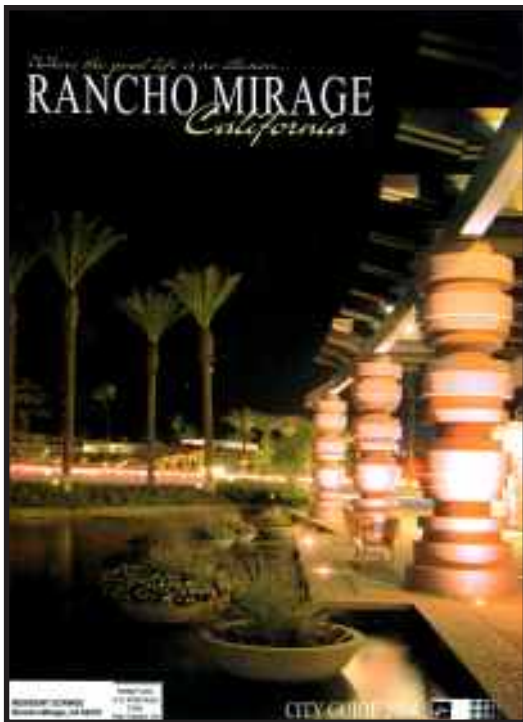
- The River at Rancho Mirage continues a meteoric rise and creates much development around it.
- The city completes the final phase of the Highway 111 widening.
- The \$15 million expansion of Desert European Motorcars is complete.
- Northern Trust Plaza undergoes a \$3 million upgrade.
- More than 100,000 square feet of office space is under construction in the city.
- Rancho Mirage welcomed the Hilton Garden Inn to its menu of hotel accommodations.
- A home building boom begins with 500 homes in construction in the city

Chamber News

2002 Board Chairman Debbie Kelly reported that:

- The Chamber newsletter, The Rancho Mirage Business Advocate picked up the Special Merit (2nd place) Award from the Western Association of Chamber Executives for excellence in journalism.
- Bits & Bites had its most successful year ever with their annual event at the River attracting 1200 persons.
- The Chamber participated in the opening of the Agua Caliente Casino at Bob Hope Drive and Ramon Road.
- The Chamber named Carol Channing, Tony winning actress, as the Distinguished Citizen at the Rammy Awards.
- Charlie Parrish was selected as Ambassador of the Year for 2002





2004

Cover: Riverview – A stunning night shot of the promenade at the River, just outside of the day spa. The JH Snyder development created a downtown that the city had yearned for since the early 1980s. It has been the Coachella Valley's most popular dining and entertainment complex, and brought pedestrians to the area, something that hadn't really been seen in Rancho Mirage before.

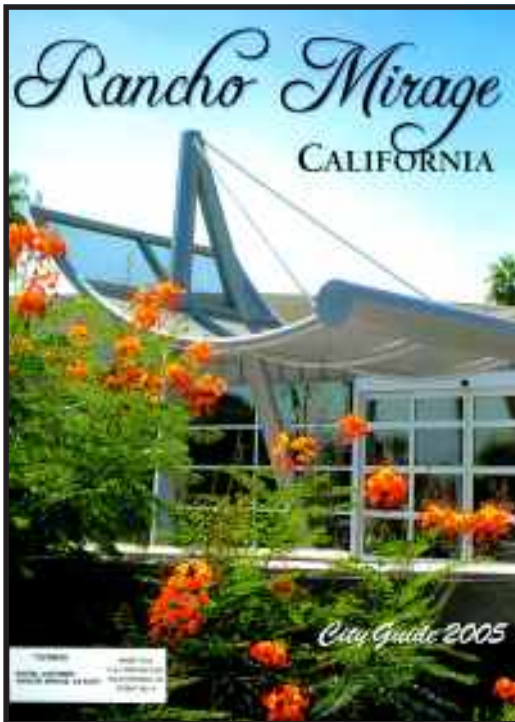
Inside this issue:

- The City is benefitting from its central location and saw \$317 million in taxable sales for 2002 and valuations of commercial construction rise up to \$26 million for the same year.
- The city rolls out the Rancho Mirage Golf Club for residents. It allows residents to play golf for a reasonable fee at the Westin Mission Hills Resort.
- The city renames Mashie Drive to Kaye Ballard Lane. The actress has lived on her street for over 30 years.
- Average new home price in Rancho Mirage is \$479,000.
- Average existing home price in Rancho Mirage is \$442,000.
- Nearly every real estate company in the Coachella Valley now has an office in Rancho Mirage. 10 years ago there was only one real estate office in the city.

Chamber News

2003 Board Chairman Gordon Moller reported that:

- Chamber held two successful Business Expos at The River.
- Rancho Mirage Restaurant Association developed a new ad campaign for promotion of restaurants in the City and printed new restaurant guides.
- The Chamber named Peter Solomon, a prolific Rancho Mirage developer, as the Distinguished Citizen at the Rammy Awards.
- Barbara Boukather was selected Ambassador of the Year for 2003.



2005

Cover: One of the two modern, 30 foot windsail canopies that stand sentry at the main entrance to City Hall, with lots of flaming Mexican Bird of Paradise plants in the foreground. The distinctive entry canopies were part of a major renovation and expansion of City Hall in 2002. The expansion gave Rancho Mirage a new, larger, more comfortable, state-of-the-art City Council Chambers.

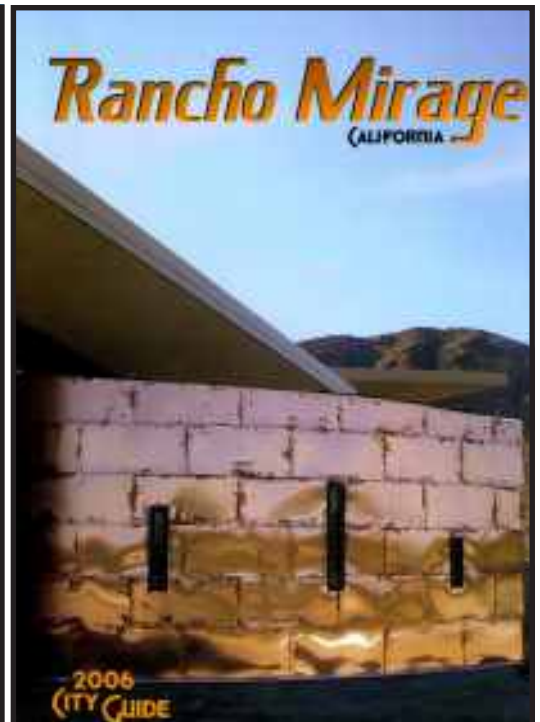
Inside this issue:

- A feature story highlighting the people whose names grace the streets of Rancho Mirage and how they got that way.
- Average new home price in Rancho Mirage is \$692,000.
- Average existing home price in Rancho Mirage is \$673,750.
- The city has taxable sales of \$410 million.
- 690 new homes were built in the previous year.
- 550 additional homes were currently in construction.
- Population of Rancho Mirage reaches 15,518.

Chamber News

2004 Board Chairman Gordon Moller reported that:

- For the 2nd time in 4 years, the Chamber newsletter, *The Rancho Mirage Business Advocate* picked up the Special Merit (2nd place) Award from the Western Association of Chamber Executives for excellence in journalism.
- The Chamber named Joaquin Delgado, longtime restaurateur as the Distinguished Citizen at the Rammy Awards.
- Marcus & Dolores Lewis were selected as Ambassadors of the Year for 2004



2006

Cover: The brand new Rancho Mirage Public Library was last year's cover photo. Delays in the project kept us from getting a photo of the library completely finished. The Library as it looks today can be seen on the next page. The Rancho Mirage Public Library remains in the top ten of the best Public Libraries in California.

Inside this issue:

- The Chamber's 50th Anniversary Issue had several historical feature stories - "50 Fun Facts about Rancho Mirage" highlighted strange, but true facts about our city.
- With a new Bing Crosby Restaurant coming to Rancho Mirage, we featured a story, "Everything Bing" that highlighted his life and career.
- Bing Crosby's unusual trailer park, Blue Skies Village built in the early 1950s, held a celebrity-laden grand opening in 1955. We found some great photos along with pictures of some of the more unusual mobile homes.
- A Welcome to New Resident and Oscar winner Richard Dreyfus. A quick look at his films and the other Academy Award winners who had a connection to Rancho Mirage.
- A story on how to drive the "back way" to Las Vegas.

Chamber News

2005 Board Chairman Colleen Charrette reported that:

- The Chamber's 50th Anniversary bash at the Agua Caliente Casino was a great success.
- TV Personality Huell Howser was the speaker at the special 50th Anniversary luncheon at Thunderbird Country Club.
- The Chamber named the singer/actress/comedienne Kaye Ballard as the Distinguished Citizen at the Rammy Awards.
- Ann Brown was selected as Ambassador of the Year for 2005





2006's cover subject, the new Rancho Mirage Public Library as seen today in its completed state.

