

Ten (10) Year Plan for La Quinta  
By Robert F. Sylk  
October 1, 2008

1. Vista Santa Rosa Annexation
2. Silver Rock Resort
3. Cove Security
4. Hwy 111 Corridor
5. Jacquelyn Cochran Airport
6. La Quinta Residents Card
7. Parkway 62
8. Green Environment

### **Opening Statement:**

With a solid foundation, previously established by our Mayor and staff, and with a future brighter than ever, I am excited to introduce and to help launch a new 10-year plan for La Quinta. As the momentum continues onward, I pledge my commitment to work hard in helping to lead La Quinta in order for it to remain the premiere and most sought after city in this state.

#### **1. Vista Santa Rosa Annexation**

More time has to be put into dealing with the county to share the tax base funds with La Quinta in order for us to follow through with annexation because as of now, the numbers just don't work. The county receives the tax base money and we receive the responsibilities. They should share the funds with us which would then allow us to follow through with annexation.

We need to do a better job in letting those residents know that they are wanted and that, yes, it will cost them but in return they must look at the improvements that they will receive, fire, police, city services, etc.

#### **2. Silver Rock Resort**

This should be completed within 3 years. The economic development, which would include a 32,000 sq. ft. clubhouse, the second 18-hole golf course, and two hotels that need to be built, should come online at the same time. The transient occupancy tax would support La Quinta and we would continue to diversify because the more diversity you have the stronger the city becomes. This would increase the tax base for La Quinta. This is important and needs to be addressed immediately. Once we know the timeline for the hotels being completed, we can then backtrack to the start date of the clubhouse and golf course so they will all be completed at the same time.

### 3. Cove Issues

The main issue here is that we want the residents of the Cove to feel safe I know that there is a police presence now and they are doing the best that they can It is not enough We could consider two security vehicles specifically for the Cove and place them at the only two entrances in and out, 52nd and Bermudas, and Eisenhower and Calle Tampico, from 8 pm to 5 am.

As important as crime, are the foreclosure of homes and abandonment must also be addressed as a security issue.

### 4. Hwy 111 Corridor

Regarding the land that is left for development, La Quinta needs to approve those projects that are needed by the community We already have the infrastructure in place so our residents can shop in that area What we put in the remaining space should be considered very carefully.

### 5. Jacquelyn Cochran Airport

We should do what we can to encourage the East Valley cities to join with us to raise this airport from a regional to a national airport Flights could then go from here to immediate one hour destinations, roundtrip, to San Diego, San Francisco, Los Angeles, Las Vegas, and Phoenix.

As of now, to taxi from Palm Springs to La Quinta is \$80 and to PGA West/Trilogy, \$100 A car can be rented for two to three days for that price We should be laying the ground work now for that expansion.

### 6. La Quinta Residents Card

The Residents Card is now \$15 for years, golf only We have 9,000 cards out which equates to \$45,000/year If we can make this into a true resident card for all 47,000 residents, we could sell an additional 20,000 cards at \$30 for three years This would equate to an additional \$200,000/year To make this card more attractive, we would give the residents 10% off on city excursions and events that the city sponsors We would include all merchants in La Quinta to give something off in their store, restaurant, or service related business This would definitely keep 80% of the residents spending 80% here in La Quinta, and not 20% This could be accomplished by involving the LQ Chamber of Commerce Member to Member Discount Program to be expanded.

### 7. Parkway 62

This was reviewed several years ago but never went forward This should be looked into at the time of the Jacquelyn Cochran airport expansion to cut down on future traffic

congestion on Washington and Jefferson. This would go from the airport to La Quinta.

## 8. Green Environment

La Quinta should be as green as it can be It should be a role model for the community and the valley on energy efficient methods such as solar, gas, vehicles, etc We should be working with IID and CVWD in conjunction with Community Services Department to provide educational programs and incentives helping residents and HOAs to learn to become more energy efficient We need alternative methods in place now regarding energy efficiency.