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Rancho Mirage Chamber of Commerce

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Chair of the Board Welcome

Hello Members and Friends,

Rancho Mirage Chamber of Commerce is a champion for business, a catalyst for growth and a convener of leaders and influencers – also known as a 3 “Cs” chamber. On behalf of our entire Board of Directors, we want to thank you for your investment in our community and in our organization.

The chamber works to promote the region because it increases visitation to our hotel partners, retailers, restaurants, and activity providers, plus, it positively impacts other professional service providers. We also promote long term economic health of Rancho Mirage and surrounding areas and work toward an economic base that is solid, diverse, and resilient. The chamber helps businesses grow – building the local wealth and tax base.

Please stay connected to your chamber. We are here for you!



Luz Gonzalez
Bank of Southern California
Chair of the Board 2023



Tiffany Gorman
The Ritz-Carlton, Rancho Mirage
Chair of the Board 2024

WELCOME DAVE & BUSTER'S



City of Rancho Mirage



COMMUNITY RESOURCES

Congressman Ken Calvert

73710 Fred Waring Drive
Suite 129
Palm Desert, CA 92260
(760) 620-0041
www.Calvert.House.Gov

Assemblymember Greg Wallis

41608 Indian Trail Road
Suite D-1
Rancho Mirage, CA 92270
(760) 346-6342
www.ad47.asmrc.org

Riverside County Supervisor V. Manuel Perez

78015 Main Street
Suite 205
La Quinta, CA 92253
(760) 863-8211
www.co.riverside.ca.us

Coachella Valley Association of Governments

73710 Fred Waring Drive
Suite 200
Palm Desert, CA 92260
(760) 346-1127
www.CVAG.org

Coachella Valley Economic Partnership

3111 Tahquitz Canyon Way
Palm Springs, CA 92262
(760) 340-1575
www.CVEP.com

Rancho Mirage Chamber of Commerce

71905 Highway 111
Suite H
Rancho Mirage
(760) 568-9351
www.RanchoMirageChamber.org

City of Rancho Mirage

69825 Highway 111
Rancho Mirage, CA 92270
(760) 324-4511
www.RanchoMirageCA.gov

Southern California Edison

36100 Cathedral Canyon Drive
Cathedral City, CA 92234
(800) 655-4555
www.sce.com

Southern California Gas Company

75095 Mayfair Drive
Palm Desert, CA 92211
(800) 427-2200
www.socalgas.com

Burrtec Waste & Recycling Services

41575 Eclectic Street
Palm Desert, CA 92260
(730) 340-2113
www.burrtecdesert.com

**Ambassador Executive Team**

*Vice President, David Morgan, Capstone Partners Financial
Secretary, Cory Ornstein, FirstBank*

President, Christy Austin, Fairway Independent Mortgage Corp.

Mentor, Diane Taub, Arbonne International Consultant

Mentor, Bill Noble, Thryv

RANCHO MIRAGE CELEBRATES

50

YEARS OF
RANCHO MIRAGE

GOLDEN YEARS OF EXCELLENCE





A Welcome Message from Mayor Richard W. Kite

The City of Rancho Mirage has had a longstanding partnership with the Rancho Mirage Chamber of Commerce. Our collaborative efforts with the Chamber have been instrumental in safeguarding the city's financial well-being and fostering its growth. As we move forward, we eagerly anticipate the evolution of our business relationships, reaffirming our commitment to support the Chamber's endeavors in nurturing a thriving and prosperous community.

Our continued alliance with the Rancho Mirage Chamber and the broader business community is pivotal in realizing these shared objectives.

Rancho Mirage residents and business owners can rest assured that your city leadership and its collaborative partners are wholeheartedly committed to the well-being of our community. We share a profound pride in our distinctive community and its remarkable members. It is together, united by this shared sense of purpose, that we can sustain and amplify its prosperity and growth.

This year holds special significance for our city. On August 3, 2023, we celebrated the 50th anniversary of Rancho Mirage's incorporation, a momentous occasion that we are thrilled to commemorate alongside our valued partners at the Chamber.



In recognition of Rancho Mirage's rich history, we have undertaken the task of encapsulating the past 50 years, and even beyond, within the pages of a captivating coffee table book titled "Rancho Mirage at Fifty." This book delves into the stories behind the landmarks that have molded the city's distinctive character. It pays tribute to the community builders, philanthropists, and visionary leaders who have contributed to the cultural tapestry and close-knit spirit of our city. Through

the artful interplay of words and images, we weave together the past, present, and future, telling the captivating tale of a city synonymous with grace, innovation, and the allure of the California desert.

Our 50th anniversary celebration stands as a testament to the fact that it is through partnerships and collaborations that we can truly make a substantial difference in the lives and livelihoods of our residents and businesses.

Mayor Richard W. Kite

Residents will receive a copy of "Rancho Mirage at Fifty" in their mailboxes in January 2024.

City of Rancho Mirage

Celebrating 50 Years of Excellence

August 3, 2023, marked the City's 50th year of excellence. This milestone provides an opportunity to reflect on the City's rich history and commemorate the many cultural, educational, recreational, and environmentally conscious decisions made by City leadership.

Over the past five decades, Rancho Mirage has grown steadily and responsibly, with a high quality of life and preservation of the beautiful natural environment always among the highest priorities. Hollywood celebrities, U.S. presidents, pro golfers and tennis players, and titans of industry may have made Rancho Mirage a recognizable name, but it's the stewardship of elected leaders, determined staff, and collaborative partners that retains the City's shine and appeal as a world-class place to live and visit.

The remarkable journey of Rancho Mirage, spanning from its modest origins with visionary pioneers to its transformation into a thriving city, along with its unwavering dedication to crafting a prosperous future, is a captivating narrative. This story is set to come to life within the pages of "Rancho Mirage at Fifty," a coffee table book that pays tribute to the past five decades of our cherished city.

Today, as Rancho Mirage celebrates its remarkable semi-centennial, the landscape undergoes a breathtaking transformation, introducing cutting-edge developments that redefine luxury and leisure. Among these are Sensei Porcupine Creek, a six-star boutique wellness resort, offering a fusion of golf, tennis, dining at the prestigious Nobu, and exclusive spa experiences.

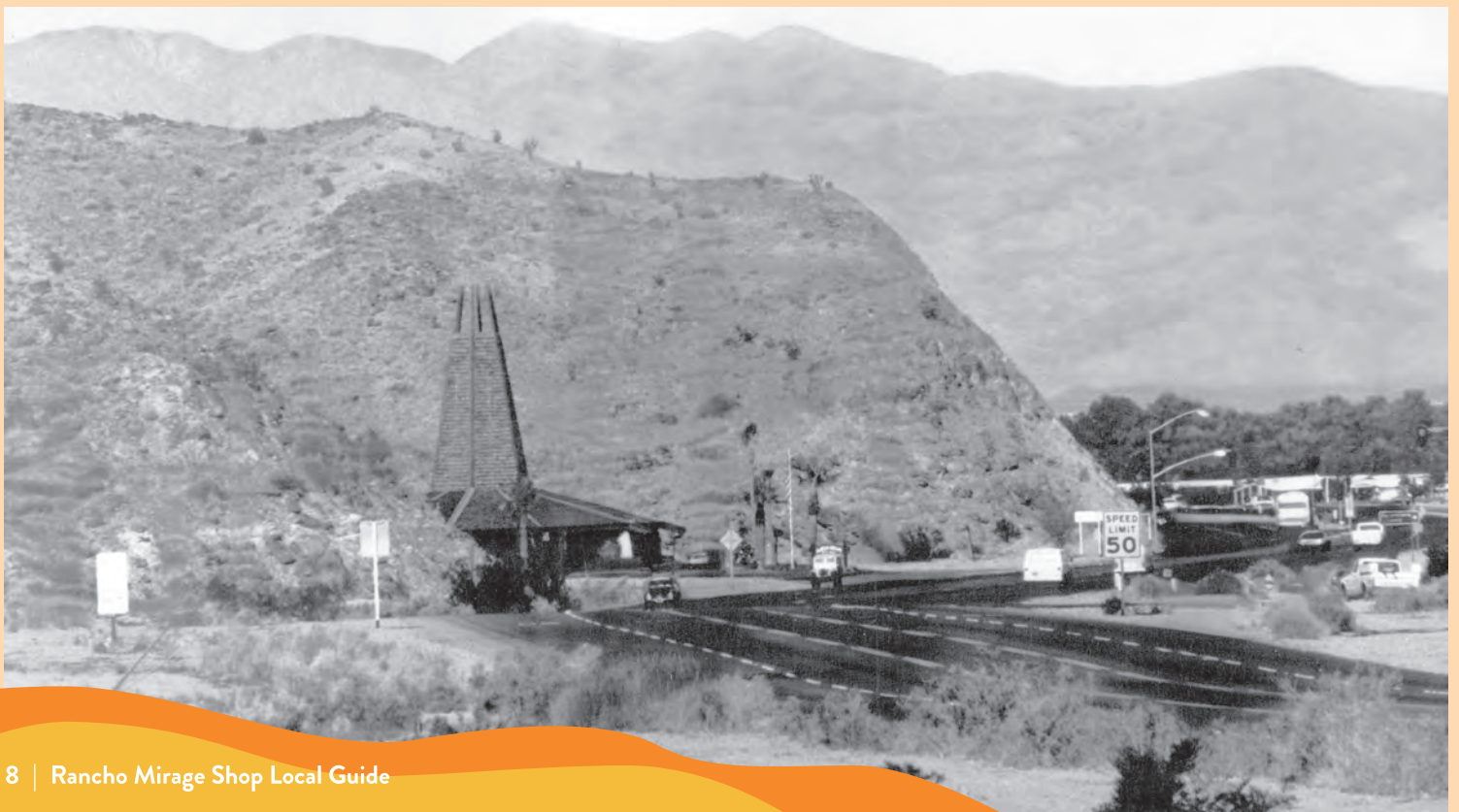
Likewise, Cotino, a Storyliving by Disney spans a vast 618 acres with approximately 1,700 homes, an eclectic array of shopping and dining venues, a beachfront hotel brimming with recreational offerings, and an expansive 24-acre lagoon.

Desert Island Country Club is poised for a dramatic upgrade and expansion, featuring a one-story, 34-key boutique hotel, 11 condo-hotel units, and enhanced hotel grounds with tennis courts, a pool, a café, a cabana, and a yoga pavilion, all set on approximately 17.2 acres.

The Hazelton Betty Ford Foundation's \$30 million multi-phase campus revitalization project aimed at enhancing access to vital treatment resources and extending support to a larger number of individuals struggling with addiction. The initial phase, involving the construction of a new entrance, was successfully completed in June 2022. The next phase involves the construction of a new facility that will augment the existing 100 beds with an additional 44, substantially bolstering the organization's ability to provide essential services to clients for the foreseeable future.

In March 2022, the Westin Rancho Mirage Golf Resort & Spa completed an impressive \$15 million renovation encompassing all aspects of the property, including 512 guestrooms and suites, 130,000 sq. ft. of meeting spaces, and recreational areas. Notable additions include a 25,000 sq. ft. event space known as "The Backyard."

The resort now offers 12 new pickleball courts, an adult pool, a



basketball court, and a sand volleyball court. Indoor entertainment options include Pinz & Pints, featuring bowling, arcade games, and dining, as well as an updated Discovery Center for children. Additionally, the resort enhanced its amenities with a state-of-the-art spa boasting 14 treatment rooms, dual 125-ft. dual waterslide, an upgraded pool bar, an expanded pool deck, and luxurious cabana options.

After being closed since the start of the COVID-19 pandemic, the Children's Discovery Museum of the Desert is eagerly preparing to welcome visitors back on March 25, 2024. This reopening marks a significant milestone achieved through fundraising efforts, with the museum successfully reaching its \$3 million goal for the project's first phase, which introduces an exciting array of 40 new hands-on exhibits. This ambitious revitalization project comprises five phases, encompassing the renovation of all three buildings, expansions, new construction, and an extensive exterior makeover. The overarching goal is to enhance and diversify the museum's offerings, ensuring a fulfilling experience for individuals of all ages and families.

"Milestone" has become synonymous with our city's spirit lately. Not only is the City honoring its own remarkable 50th anniversary; the Rancho Mirage Observatory and the Rancho Mirage Writers Festival have their own significant milestones to commemorate.

The Rancho Mirage Observatory turns five this year! The \$4.2 million Observatory features a powerful 27.5-inch PlaneWave CDK700 telescope for deep space exploration, a rotating dome for night sky observation, and an outdoor deck for visitors to set up their own telescopes. The Observatory's primary mission is public education, offering presentations and astronomer-led stargazing events, which are in high demand and free of charge to the public. It has become a cherished community amenity, promoting scientific curiosity and community engagement.

In 2024, the Rancho Mirage Writers Festival proudly reaches a monumental milestone - its 10th anniversary! Established in 2014 by the visionary philanthropist Jamie Kabler and often described as the "Coachella for the intellect," the festival serves as a distinguished gathering for acclaimed authors, MacArthur Fellows, Pulitzer Prize laureates, and other eminent personalities. Despite its esteemed reputation, the festival maintains an intimate ambiance, accommodating up to 1,100 attendees throughout its three-day duration, with events taking place in four rooms within the library.

Rancho Mirage's first half-century has been a striking journey and the current wave of fresh and enhanced developments, businesses, resorts, attractions, and events signals that the city's star will continue to shine brightly for generations to come.

Indeed, Rancho Mirage has come a long way from its origins as a desert playground frequented by presidents and celebrities. Its achievements are extensive, and the momentum continues to accelerate. It's awe-inspiring to contemplate the possibilities of the next 50 years, envisioning what Rancho Mirage will have become when it celebrates its centennial.





The Center of Business

www.RanchoMirageChamber.org

We are a champion for business, catalyst for growth, and convener of leaders and influencers.

CHAMBER MISSION

Promote business and cultivate opportunities for members through networking events, educational programs and community projects. The Chamber seeks to foster a welcoming business environment and enhance the dynamic quality of life in Rancho Mirage and the greater Coachella Valley.

VISION

Making the Rancho Mirage area the best place to live, work, and play.

VALUES

Members First. Community. Advocacy. Integrity. Inclusion.

Flagship Events 2024

February – The Rammys Outstanding Business Awards Dinner & Board Installation

Celebrate. The Rammys is THE event of the year to honor and recognize outstanding area businesses, professionals, nonprofits, teams and go-gooders that make our area a better place to live, work, stay, and play.

April through July – The Speaker Series

Stay informed. Developments, leadership, hot topics – you name it and we will cover it. This is a sell-out series which is typically Members-Only and bring the movers, shakers and decision makers right to you for a presentation on the latest. Recent topics/speakers included: Cotino, A Storyliving by Disney Community, Sensei Porcupine Creek, PS Surf Park, Acrisure Arena, Salton Sea, Housing Update, Economy, Tourism and more.

July and August – Taste of Summer Rancho Mirage

Support local. Eat your heart out, Coachella Valley! This month-long food-fest serves as a fun way to spend the summer! Participating restaurants offer great deals, nonprofits fundraise, and YOU WIN. This is also an economic driver for the area during the summer months. Get a wristband and let's eat, drink and be merry! www.TasteOfSummerRanchoMirage.com

August – Show Your Heart Mixer – Nonprofits Featured, Celebrated and Showcased

Powerful. Nonprofit organizations make our valley so incredibly unique. We are committed to lifting them up and giving them opportunity to be highlighted in our community. Come meet them and learn more about board positions, volunteer opportunities, sponsorship support, community care, involvement and more. It's a love-filled day!

September – Marketing Summits 101 and 201

Learn. The world of marketing and media can be overwhelming. With technology and changes, we break through with new ideas, concepts and plans for creating a great marketing plan for the year to come. 101 is more for beginners and keep an eye out for a 201 version for marketing professionals.

October – State of the City Address

Belong. The Rancho Mirage Chamber of Commerce in partnership with the City of Rancho Mirage bring this informative and fun event to the community to showcase the past, present and future of our great city. Rancho Mirage is in the heart of the Coachella Valley and is such a beautiful and special place to visit, live, work and play!

November – Business EXPO

Explore. THE business event of the year for area businesses to showcase their products, services and wares with the business community and residents as well. Small business is the heartbeat of America – let's shop local and make an impact! Spaces sell out fast, be sure to register early!

December – ChamberMasters Golf Tournament

Have fun. Networking on the links at a lovely golf course is how we love to spend the day in the spring and winter, too! Look for various versions of this event and possible date changes as we get creative with the business community. Anyone up for a cornhole tournament? Let us know!

And our Member Services Department is second to none with monthly orientations, Power Lunches, Meet & See Mixers, Ribbon Cuttings, Grand Openings and more!

We are economic development. Join in.

Rancho Mirage Chamber Board 2023



Luz Gonzalez,
Chairman of the Board,
Bank of Southern California



Tiffany Gorman,
Chair Elect
The Ritz-Carlton Rancho Mirage



Nate Lewis,
Immediate Past Chair,
Sunlogix Energy



Matt Johnson,
Secretary,
Johnson Commercial
Real Estate



Tom Scarmellino,
Treasurer,
The Westin
Rancho Mirage



Eric Ornelas,
The Annenberg Trust
at Sunnylands



Ed Moreno,
Omni Rancho
Las Palmas



Monica Bradley,
Haus of Poke



David Kowalczyk,
Eisenhower Health



Franchesca Forrer,
Acrisure Arena



Deb Fink,
WDC Kitchen &
Bath Center



Joyce Kiehl,
Visit Greater
Palm Springs



Kate Anderson,
Agua Caliente Band of
Cahuilla Indians



Jay Critcher,
Cotino, A Storyliving by
Disney Community



Rancho Mirage
Chamber of Commerce
760-568-9351
71905 Highway 111, Suite H
Rancho Mirage
www.RanchoMirageChamber.org

COME DISCOVER OUR



Reopening March 25th



March 25, 2024, is the date we've all been waiting for, our reopening date at The Children's Discovery Museum of the Desert. By the time we reopen, we will have been closed for FOUR years. And in that time, we worked diligently and thoughtfully to reimagine the Museum, bringing it beyond today's standards and reopening this community treasure in the way our community deserves.

Amidst our current atmosphere of demolition and piles of material from walls that have been taken down, and exhibits that are being moved out, there is a feeling of change and hope. We are building something **amazing** for kids and it starts with our Staff Culture. We want our Staff to WANT to come to work and share their talents and their own love of learning and teaching to our little guests. If our Staff comes from a place of joy, it will be contagious to every visitor.

We are seeing our 40 new exhibits coming to fruition after years of designing and prototyping and planning. We will have things like a 14-foot net climber, allowing kids to look high over the Museum at a bird's eye view. There will be a brand-new toddler area called Explore where we encourage just that, with our littlest visitors and their parents. It will be a place of exploration and growth and camaraderie among those who are new to the parenting game. There will be a scarf blower, a magnetic poetry wall, a play theatre, a garden taco stand and so much more!



We will be reopening as a Certified Autism Center whereby 100% of our Staff will be trained in Sensory Sensitivity Awareness and we will have things like Sensory Bags with earmuffs, sunglasses, fidget toys and maps that describe the type and level of potential sensitivity of each of our exhibits so that families can best plan their visit based on their kids' needs. We will also have a Serenity Room in the event of Sensory Meltdowns where families can retreat privately and encourage calm.

We have enhanced our exterior experiences with a brand new 800 square foot sandbox and a revitalized trike track complete with a working traffic signal. We will have brand new balls, hula hoops, jump ropes and lots of bubbles on our main lawn.

We are getting funding to make the Museum more accessible with things like automatic doors in all three buildings for our guests in wheelchairs, accessible diggers and adaptive bikes for the aforementioned sandbox and trike track, accessible lunch tables, an American Sign Language interpreter for story time to name a few. All our exhibit graphics and materials will be in both English and Spanish and we will have a library of books in several different languages.

We are so grateful to the Cities, Foundations, Business Community, and Individual Donors who have attended our fundraising events and contributed to our campaign. Our fundraising efforts will be ongoing, and we invite your continued support for the Museum. We look forward to offering Spring Break Camps, School Field Trips and Family Passes to our guests in the future.

We want every child to feel welcome, represented and included at The Children's Discovery Museum of the Desert so they may discover the joy of learning and interaction with their peers and their families. We can't wait to welcome you back!

To contribute or learn more about CDMoD please visit our website at www.cdmod.org.



The Agua Caliente Band of Cahuilla Indians' Welcome

Me Yah Whae (Hello),



On behalf of the Agua Caliente Band of Cahuilla Indians, it's my pleasure to welcome you to the Agua Caliente Indian Reservation and the City of Rancho Mirage. Rancho Mirage is a progressive community and a wonderful location for entertainment, shopping, dining and so much more.

My Tribe is a federally recognized Native American tribe with more than 520 tribal members. As a sovereign tribal government, the Tribe is steward to more than 31,500 acres of ancestral lands on our Indian Reservation that shares borders with many city and county jurisdictions (including Rancho Mirage) and a protected bighorn sheep habitat.

We are committed to working with the city of Rancho Mirage and the Rancho Mirage Chamber to continue to make this community a great place for everyone. Rancho Mirage is an attractive place to businesses and homeowners as well as visitors from around the world.

We are proud to operate Agua Caliente Resort Casino Spa Rancho Mirage. We have an amazing team who provides the highest level of service found in the Coachella Valley and throughout Southern California.

For several consecutive years Agua Caliente Resort Casino Spa has earned the AAA Four Diamond award,

a coveted merit in the competitive world of hospitality. Our Steakhouse has earned the honor of the Wine Spectator's Award of Excellence. Our 16-story resort, Steakhouse and Sunstone Spa have been recipients of the prestigious Forbes Travel Guide awards for consecutive years. When it comes to entertainment, The Show's state-of-the-art sound and lighting and great seats make it one of the best concert theaters in the valley. The venue presents a star-studded lineup all year around and offers private, luxury accommodations right here in Rancho Mirage. We are also proud of one of our newest businesses, Agua Caliente Fuel, located across from Agua Caliente Casino Rancho Mirage.

With nearly 3,000 team members working within our Tribal government and businesses, and as one of the largest employers in the Coachella Valley, the Tribe understands the importance of family and community. We embrace our cultural heritage and past and we look to the future by investing in charitable organizations and communities in and outside our Tribal land; in Palm Springs, Rancho Mirage and Cathedral City as well as areas throughout the Coachella Valley and beyond.

Sincerely,
Chairman Reid D. Milanovich,
Agua Caliente Band of Cahuilla Indians



Tribal Council Member John R. Preckwinkle III, Vice Chairman Candace Patencio Anderson, Chairman Reid D. Milanovich, Secretary-Treasurer Savana R. Saubel, and Tribal Council Member Virginia Siva-Gillespie

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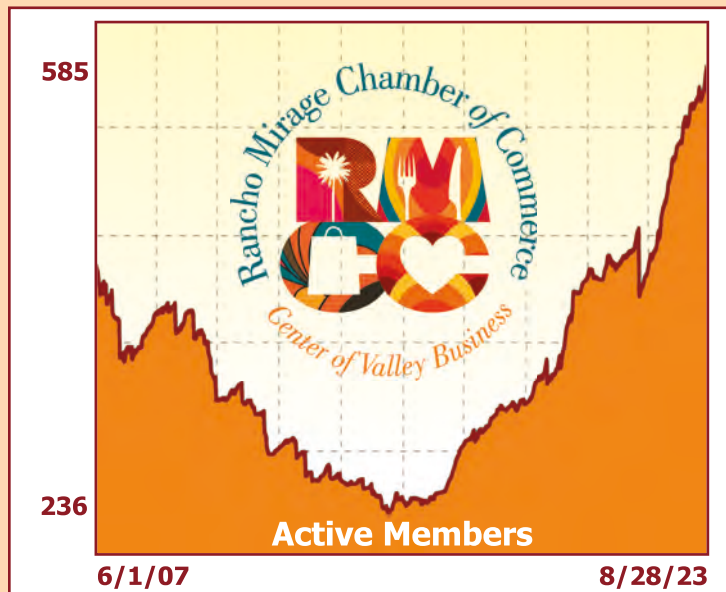


Chamber Benefits

Dear Friends,

Your membership is more than networking. Your sponsorship is more than an event. Your involvement is even more than your referrals and business cards in our lobby.

Local Chamber Growth =
Stronger Business Community
Economic Development
Connected Communities



When you support the chamber with your dues, renewals, sponsorships, event tickets and more - you are supporting:

- **Economic development**
- **JOBS**
- **Stronger community**
- **Healthier businesses**
- **Powerful nonprofits**
- **Informed leaders**
- **Advocacy**
- **Inspiration and hope**
- **And so much more including exposure, influence, and a catalyst for growth**

Your involvement means that YOU ARE a champion for business, YOU ARE a catalyst for growth, YOU ARE a convener of leaders and influencers.

The events, networking and connections are all bonuses. Remember the bigger picture of why we exist to do this great community work.

Thank you for helping us grow by 80% over the past few years – it is our pleasure to do this work!

Yours in business,

Katie Stice, IOM

President/CEO, Rancho Mirage Chamber of Commerce

Meet the Rancho Mirage Chamber Staff



Katie Stice
President/CEO



Dawn Nygren
Director of Operations
and Communications



Anne Blalock,
Director of Business
Development



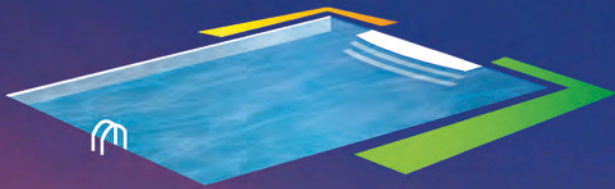
Guadalupe Fox
Director of Events and
Sponsorships



James Brownyard
Director of
Government Affairs

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AquaTerra
POOL CONSTRUCTION







Transition of Company:

With Romina at the helm as the designer and manager of our company and Nicolas, our dedicated construction manager leading our skilled team in the field, we are eagerly embracing the future. Our construction company is brimming with excitement as we embark on a journey of innovation and growth. We are committed to bringing new and improved ideas to the forefront, ensuring that we continue to provide our valued customers with nothing but the very best services. As we look ahead, we are driven by a shared passion for excellence and a relentless pursuit of excellence in the construction industry. Together, we are poised to create a future that is both inspiring and transformational for our clients and our team.

Romina:

"As the main designer of our company, I am thrilled to be spearheading the expansion of our design division. My parents have been my inspiration, instilling in me a strong work ethic that fuels my desire to excel and take our company to new heights with poise and grace. What I love most about my role is the opportunity to meet with clients, foster connections, and build lasting relationships. I'm excited about the journey ahead, knowing that these connections will play a pivotal role in our company's continued success and growth."

Nicholas:

"I am incredibly excited to reflect on the invaluable experience I've gained over the past three and a half years. Managing hundreds of pools and job sites has been a remarkable journey, one that has allowed me to learn from the best leaders in the industry. With unwavering support from Willy, our team, and the chance to make executive decisions, I've thrived under pressure, further honing my skills and contributing to our company's continued success. Looking ahead, I'm eager to continue applying these lessons and experiences to take on new challenges and drive our company to even greater heights."



AquaTerra Pool Construction Inc., nestled in the sunny haven of Palm Springs, CA, has earned its prestigious reputation by unwaveringly prioritizing its clients' dreams and desires. As a leading competitor in the pool construction industry, AquaTerra consistently goes above and beyond to transform visions into stunning aquatic realities. Their commitment extends beyond clients to their loyal network of sub-contractors and dedicated employees who share in their passion for excellence. With gratitude, AquaTerra acknowledges the unwavering support of the Coachella Valley community, which has been an integral part of their journey, providing the foundation for their years of growth and unparalleled experience.

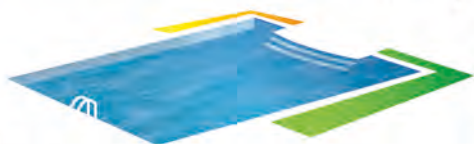


History:

In 1991, Willy and Liliana embarked on a life-changing journey, leaving their native Lima, Peru, in pursuit of something greater in Palm Springs, California. They arrived in the Coachella Valley with dreams as vast as the desert landscape that welcomed them. Together, they shared a visionary commitment to grow alongside this vibrant community, which they now proudly call home.

Driven by their unwavering determination, Willy and Liliana were motivated not only by their own aspirations but also by their deep desire to provide the very best for their daughter. They knew that in order to show her the true ways of life, they had to lead by example. With this ethos as their guiding principle, they founded Aquaterra Pool Construction, a company rooted in family values, hard work, and a dedication to excellence.

Over the years, their pool construction company has not only flourished but has also become a symbol of their resilience and commitment to their family's future. Through their remarkable journey, Willy and Liliana have not only transformed their own lives but have also left an indelible mark on the Coachella Valley, where their vision and dedication continue to inspire others to reach for their dreams.



AquaTerra
POOL CONSTRUCTION

(760) 250-8897 • Aquaterrapools.com

Membership Directory

ADVERTISING, MARKETING & MEDIA

Alpha Media

(760) 322-7890
1321 North Gene Autry Trail
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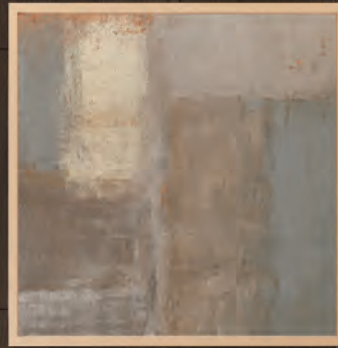
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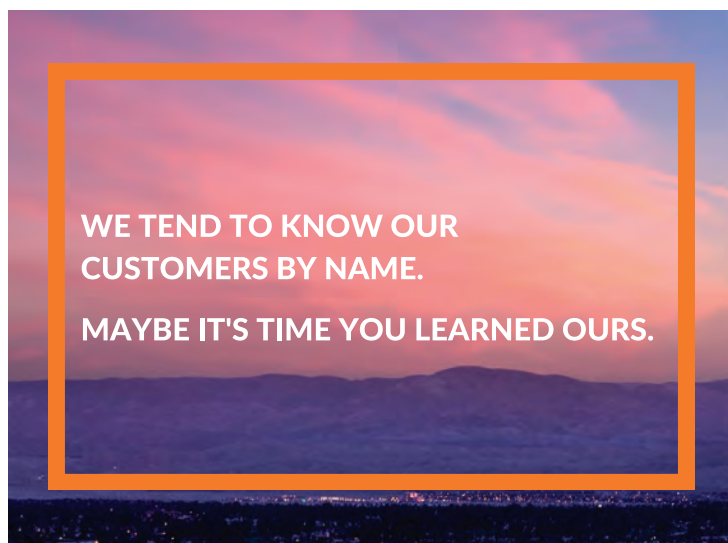
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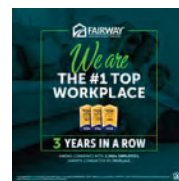
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Learn more about our accreditations and recognitions at EisenhowerHealth.org/Awards



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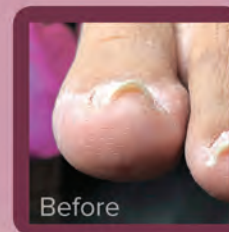
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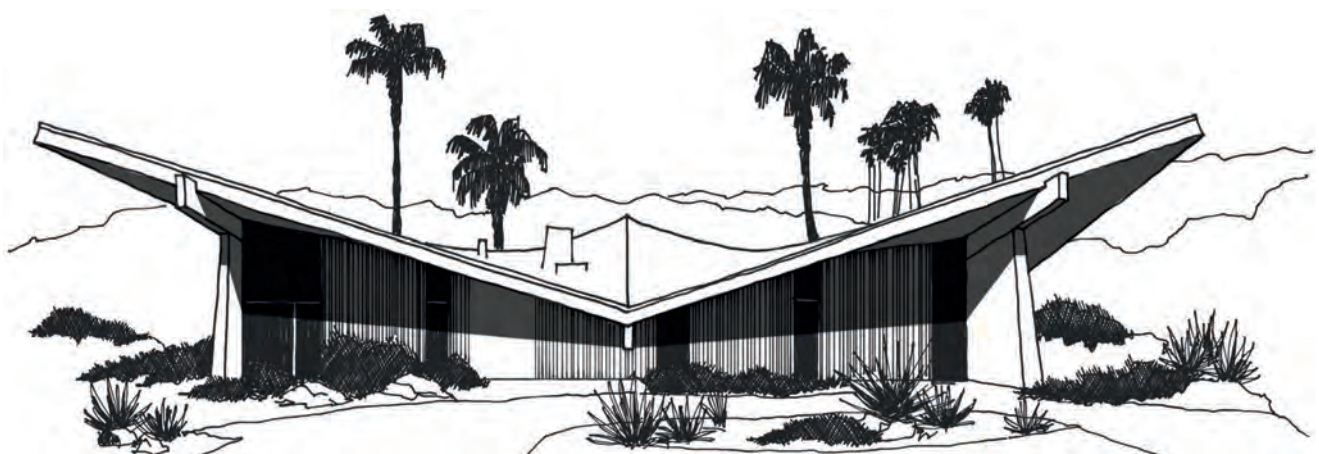
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Founded in late 2017, Preservation Mirage's mission is to celebrate the architectural history of Rancho Mirage by promoting its protection and appreciation.

In addition to our quarterly email newsletter, our memberships allow donors advanced ticket access to cocktail parties, events, and tours while offering free education and preservation content for the Rancho Mirage community.

We also provide local realtors with resources that may unlock hidden value in properties as they come to market and offer the 'New Residents Guide' mailed quarterly to all new Rancho Mirage residents.



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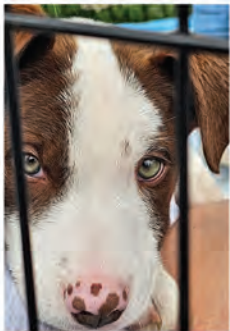


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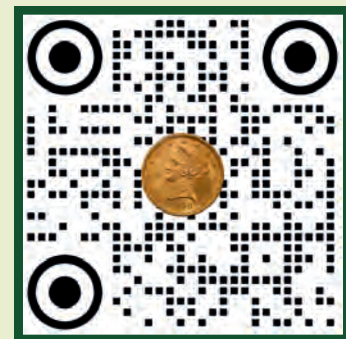


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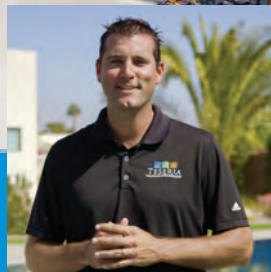
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