

## **Downtown Palm Springs Rocks with Musical Entertainment on Saturdays in March**

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Let there be no mistake: Downtown Palm Springs is the place to be on Saturdays during March. You can enjoy a virtual smorgasbord of free musical entertainment, all against the backdrop of the picturesque Mount San Jacinto.

Every Saturday, from 11 a.m. to 2 p.m., musical entertainment will drift throughout the downtown, accompanying strollers, shoppers and diners. It's all part of a marketing strategy to attract people to Downtown.

"The intent of the program is to provide the public with a sense of place and an entertainment 'vibe' as they stroll the downtown," said Tammy Perezchica, Downtown Administrator. "It is one more reason, if you didn't already have one, to revisit the great opportunities Palm Springs has to offer."

For your planning purposes, here's a look at upcoming events and locations:

- March 15, 22, and 29, Eddie Cash performs "Oldies" music at Frances Stevens Park
- March 15, 22, and 29, Catarina Martin, saxophonist, Museum Market Plaza
- March 15 Judy Lunn, variety singer, Village Green
- March 15, 22, and 29, "Charlie Chaplin" and friends from the cast of Copy Katz, Village Green

The entertainment is presented by the Palm Springs Business Improvement District (BID). In February 2007, the City Council adopted an ordinance to create a BID, a special benefit assessment district that allows the City to assess businesses within a defined geographic area for specific purposes. Main Street Palm Springs, the business association for the downtown and uptown areas, initiated the establishment of a BID program to generate revenue to develop a marketing program.

“I think it will create excitement, a new vibe, and just a feeling that something is happening in Downtown Palm Springs,” said Julius Kazen, who represents the Agua Caliente Band of Cahuilla Indians on the Main Street Board.

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