FACT FOLDER

PALM SPRINGS
CALIFORNIA

1959

(ISSUED MARCH, 1959)

Compiled by
PALM SPRINGS CHAMBER OF COMMERCE
190 WEST AMADO ROAD
Phone: FAirview 4-1577
ALTITUDE: Airport, 420 feet above sea level; city 487 feet (at Bench Mark, northwest corner Frances Stevens School).

AREA: 39.0625 square miles.

LOCATION: 105 miles east of the City of Los Angeles on the Great Southwestern (Colorado) Desert of the United States in the Coachella Valley of Riverside County at the base of 10,831-foot Mt. San Jacinto. Map coordinates 116° 33' West longitude, 33° 50' latitude. Township: 4 South; Range 4 East and 5 East.

POPULATION: 1958 Special Census: City, 12,600.
1953 Special Census — City, 10,381. 1950 census — City, 7,660; County, 170,046. 1940, City, 3,434. 1958 summer resident population, approximately 8,000. Winter residents plus visitors, approximately 50,000 at any one time. Average 500,000 visitors each year.

BUSINESS AND FINANCE

BANKS: Bank of America; Security-First National Bank, (successor to Citizens National Bank); City National Bank of Beverly Hills, Palm Springs office.

SAVINGS & LOAN ASSOCIATIONS: Coachella Valley Savings & Loan; Santa Fe Federal Savings & Loan.

BROKERAGE FIRM: E. F. Hutton & Company; Shearson, Hammill & Co.

BUSINESS: By number and type.

<table>
<thead>
<tr>
<th>Construction</th>
<th>454</th>
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<tr>
<td>Hotels</td>
<td>341</td>
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<tr>
<td>Trailer Parks</td>
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<tr>
<td>Miscellaneous</td>
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<td>Real Estate, Insur.</td>
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<td>Service</td>
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<tr>
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<td>174</td>
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<tr>
<td>TOTAL</td>
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BUSINESS LICENSES: Practically all businesses are assessed an annual license fee. For information, consult the City Clerk. License fee collections $98,444 - 1957-58 fiscal year.

CHAMBER OF COMMERCE: Incorporated June 4, 1940, although its leaders had worked many years prior to this to build “America’s Foremost Desert Resort.” Organized to promote the welfare of “The Village,” the Chamber of Commerce today serves all interests by advertising, publicizing and doing convention and events work, in addition to carrying on commercial and civic activities.

EMPLOYMENT: Persons seeking employment locally are referred to employment agencies and the daily newspaper, and advised to make a personal investigation of employment possibilities before making any change of job.

IF YOU'RE GOING INTO BUSINESS: Anyone interested in starting a new business in Palm Springs is encouraged to make an on-the-spot investigation of location, competition, future possibilities, etc. Visit the city offices to determine the proper zone where you can conduct your business
and to secure a business license. Those entering retail business must contact the State Board of Equalization for sales tax forms. Food handlers have special health regulations that must be complied with through the State. If the business is a new one and is to be run under fictitious name, this must be filed at the County Court House in Riverside.

RETAIL SALES TAX: In addition to the State 3% retail sales tax, the city levies a 1% tax for in-city sales (excluding food, newspapers and some other publications, labor and gasoline). Taxable retail sales for the city of Palm Springs for the fiscal year 1957-58 were $353,766,000; 1956-57 were $29,682,600; for 1955-56, $24,535,400.

TAXES:
City ...........................................$1,144
County ....................................... 1,640
School .......................................... 1,725
Cemetery ...................................... .100
Flood Control ................................... .145
Hospital ....................................... .170
Mosquito Abatement ........................... .150

TOTAL ......................................... $5,074

COMMUNICATION DATA

PUBLICATIONS: Daily newspaper, THE DESERT SUN; circulation, yearly average, 8,494; winter peak, 9,769; 8 columns, 21-inch; published daily except Sunday and Monday; $15.00 per year. One monthly magazine, THE PALM SPRINGS VILLAGE LAGER, $5.00 per year. An annual PALM SPRINGS PICTORIAL, $1.00; circulation, 8,300: Palm Springs LIFE, weekly society & club life publication, $6.00 per year; circulation 4,815. One free weekly events bulletin, THE PALM SPRINGS GUIDE, peak circulation up to 11,000 per week. Out-of-town newspapers having a wide circulation in the desert area include the Los Angeles dailies and the RIVERSIDE DAILY ENTERPRISE which features news of this district in a special Desert and Pass Edition; PALM SPRINGS DIRECTORY, listing all residents and businesses.

RADIO - KCMJ operates on a carrier frequency of 1010 kilocycles; is a 1000-watt station affiliated with CBS. Serves residents of Palm Springs and surrounding area with 19 hours of music, news and full CBS programming covering a radius of 50 miles. Studio and offices on Radio Road near Indian Avenue.
KDES operates on a carrier frequency of 920 kilocycles; 1000 watts; affiliated with the Desert Sun, as a daylight station broadcasting news, music and entertainment 12 to 14 hours daily. Offices and studio in The Center.

KPAL operates on a carrier frequency of 1450 kilocycles; 250 watts. It is a 19-hour music and news station owned and operated by the KPAL Broadcasting Corporation, with studio and offices on the grounds of The Desert Inn.

KPSR-FM operates at 92.1 megacycles. Studio located atop Garnet Hill. Broadcast hours 10 a.m. until 10 p.m.

TELEGRAPH: The Western Union Telegraph Company, 452 N. Palm Canyon Drive.

TELEPHONE: California Water and Telephone Company had 14,271 telephones in service on Jan. 1, 1959. April 1, 1956 there were 10,016 active accounts; April 1, 1954, 7,804; (Cathedral City & Rancho Mirage, inclu.). Base rate installation charge of $10.00 for residence; $15.00 for business. Single party business service, $10.55 per month in the city of Palm Springs; residence service for Palm Springs, $4.95; four-party service, $3.40 per month. Long distance calls to Los Angeles, 70c for first 3 minutes. Twenty-four hour pay stations at 369 North Palm Canyon Drive, 1708 North Palm Canyon Drive, 495 South Palm Canyon Drive and in The Plaza.

TELEVISON: In the greater part of the Village, resident subscribers are served by cable, through the facilities of the Palm Springs Television Corporation and — without aerals — receive Channels 2, 4, 5, 7, 9 and 11, plus at least 7 of the Los Angeles FM (high fidelity) radio stations. Rates for cable service: residence, $7.00 per month; commercial (see company for rates).

The Translator System, established in 1957 by a non-profit organization, supplies televiow on a basis of voluntary contributions to the company which at present offers Channels 2 and 4 to viewers.

Master Video supplies hotels and others with multiple units, utilizing the cable system, at a per diem rental.

In the outlying sections of town, limited reception is available, with aerals.

CULTURAL DATA

LIBRARY: The Welwood Murray Memorial Library, 100 S. Palm Canyon Dr., is open during the season from 10 a.m. to 9 p.m. weekdays; 10 a.m. to 5 p.m. Saturdays, and 4 p.m. to 8 p.m. Sundays. The library, which includes approximately 25,000 volumes, and a yearly circulation of 125,000 volumes, offers as a special feature a Story Hour on Saturday, for children. The new Branch Library is located at 1146 South Palm Canyon Drive and is open 10 to 12 a.m., and 1 to 6 p.m., Monday through Friday; the branch has about 2,000 volumes. Chief Librarian, Dorothy L. Bear.

MUSEUM: The Palm Springs Desert Museum at 135 East Tahquitz Drive is open from October to May from 10 to 12 and from 1 to 5, Monday through Saturday, free of charge to the public; the seasonal attendance averages 50,000 visitors. Under the direction of Dr. Clarence E. Smith, special activities available to visitors include Saturday field trips to scenic spots, Saturday evening lectures presenting well-known guest lecturers; Tuesday nights, natural science lectures and films; Fridays, travel films.


PARKS AND PLAYGROUNDS: The Palm Springs Polo Grounds at Ramon and Sunrise Way is a spectator sports park featuring baseball, rodeos, gymkhana, polo, horse shows and other events. Tamarisk Park on Tamarisk Drive accommodates the public for tennis, picnicking and other activities.

PLAYHOUSE: Legitimate theatre production with regularly scheduled plays during the Winter-Spring months, featuring outstanding well-known actors and actresses. Uniquely presented as “theatre-in-the-round.”

PLAYERSTAGE: Legitimate theatre presenting productions throughout the year, enacted and produced by former professionals, now residents of the desert area.

SCHOOLS: Elementary school enrollment, 2,419; High School, 904 (1959). Six schools - four elementary, one junior high, one senior high. Palm Springs High School - 2248 East Ramon Road. Nellie M. Coffman Junior High School - 400 S. Cerritos. Cahuilla School (elementary) - 833 Mosquite Avenue. Cielo Vista School (elementary) - 650 Paseo Dorotea. Frances Stevens School (elementary) - 538 N. Palm Canyon Dr. Katherine Finchy School (elementary) - 777 Tachevah Drive. UNIFIED SCHOOL DISTRICT OFFICE - 538 N. Palm Canyon Drive.

PRIVATE SCHOOLS: St. Theresa Parochial School, 2900 E. Ramon Road. Grades 1-9; Palm Valley School, co-educational, grades K-12, P. O. Box 519; Palm Springs Community Church Play School; non-denominational, State-approved; 8:00 - 5:30 or half days, for children 2 1/2 - 5 1/2 years of age, 330 W. Baristo Road; Palm Springs Play School, 1547 N. Palm Canyon Drive.

GOVERNMENTAL DATA

CLASS CITY: A separately-incorporated municipality of the sixth class. Incorporated April 20, 1938.

FORM OF GOVERNMENT: Council-Manager.
APPOINTEE OFFICERS: City Manager, (Vacant); Director of Finance, Shelby V. Langford; City Attorney, Jerome J. Bunker; City Clerk, Mary G. Ringwald.

ELECTIVE OFFICERS: Seven-member council which elects its own chairman, the Mayor, who is Frank Bogert.

<table>
<thead>
<tr>
<th>District</th>
<th>Councilmen</th>
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<tbody>
<tr>
<td>No. 1</td>
<td>Ted McKinney</td>
</tr>
<tr>
<td>No. 2</td>
<td>Frank Bogert</td>
</tr>
<tr>
<td>No. 3</td>
<td>Leonard H. Wolf, Jr.</td>
</tr>
<tr>
<td>No. 4</td>
<td>Mrs. Mary Carlin</td>
</tr>
<tr>
<td>No. 5</td>
<td>John Wood</td>
</tr>
<tr>
<td>No. 6</td>
<td>George Beebe, Jr.</td>
</tr>
<tr>
<td>No. 7</td>
<td>Mrs. Ruth Hardy</td>
</tr>
</tbody>
</table>

CITY OFFICES: City offices are located at 3240 McCallum Way. Located there are: City Manager, (Vacant); Finance Director, Shelby V. Langford; Public Works Director (Vacant); City Planning Director, Herman Ranes; Chief Building Inspector, John C. Sanders; Parks and Recreation Director, Kaye Hall. The Chief of Police, August G. Kettmann, has offices in the Police Department, 381 N. Palm Canyon Drive; and Fire Chief, Wm. R. Leonesio has offices in Fire Station No. 2, 1700 E. Ramon Road.

ELECTIONS: General municipal elections including councilmanic elections are held the second Tuesday in April in each even-numbered year. Candidates for the City Council alternate in standing for election. Those candidates from odd-numbered districts stand for election in one election year while candidates from even-numbered districts stand for election the following even-numbered year. The term of office is four years. Voting qualifications include one-year state residence immediately preceding the day of election, 90 days in the county and 54 days in the election precinct.

FIRE: There are two fire stations: Station No. 1 at 277 No. Indian Avenue, and Station No. 2 in the southern part of the city at the intersection of Sunrise Way and Ramon Road. Under the supervision of Fire Chief William Leonesio, the fire department has 3 fire trucks, 3 pick-ups and the Chief’s car, all equipped with 3-way radio. The department has 21 regular firemen.

GOVERNMENTAL REPRESENTATIVES: 4th Supervisory District, George V. Berkey; 71st Assembly District, Lee Backstrand (R); State Senator, Nelson S. Dilworth (R); 29th Congressional District, D. S. Saund (D); United States Senators, Thomas Kuchel (R), and Clair Engle (D).


PLANNING: There is a Planning Commission of seven members functioning under a modern type of governmental control, who are interested in the overall development of the community to keep it on a high level. A comprehensive Master Planning program developed by the Planning Com-
mission guides future development with respect to land use, streets, utilities and other improvements.

POLICE: The Police Department is located at 381 No. Palm Canyon Drive where 36 officers deem it a prime responsibility to assist the visitor in the Village; and when residents are away, a personal interest in them is taken by exercising extra vigilance in the protection of homes and property. Under the supervision of Chief August G. Kettmann, the police department has 9 radio-equipped cars and 6 motorcycles. There are also 40 mounted police who do search and rescue work and 23 auxiliary police on a stand-by basis. In addition, 7 civilian technicians and clerks are employed by the department.

COUNTY OFFICES: Dept. of Agriculture, L. C. Cordill, % Chamber of Commerce. In the American Legion Bldg., 400 No. Belardo Road; County Assessor's office, Deputy Frank Kibbey; Deputy Dist. Attorney, Leighton Nugent; Health Dept. (See Health & Welfare); Court Clerk; Judicial District, Constable Howard F. Poe; Justice Court, Judge Eugene E. Therieu; Deputy Sheriff's office, Lt. Ed. Brown.


STATE OFFICES: Contractors' License Board, G. C. Eldridge, City offices; Dept. of Employment, George Prosser, Indio; Dept of Motor Vehicles representative at American Legion Bldg., Thursdays, 9 to 5; Division of Forestry, A. C. Smith, Cathedral City; Division of Highways, P. L. Weaver, P. O. Box 604, Palm Springs.

HEALTH AND WELFARE

HEALTH: There are adequate medical and hospital facilities in Palm Springs. Many people come to the desert because of rheumatic and respiratory ailments which are alleviated by the warm, dry climate. However, it is advisable to consult your physician before a permanent change of residence is made for health reasons.

BOYS' CLUB: Social, educational and vocational organizations for a potential membership of 1,000 boys throughout the Palm Springs Unified School district, open to all boys in the age group 8-15. Affiliated with National Boys' Clubs of America and operated under direction of qualified Executive Director, Ray Lockwood.

HEALTH CENTER: The Palm Springs Health Center, located at 3120 Civic Drive, is a city-owned building staffed by Riverside County Health Department personnel including a Public Health Nurse, Sanitarian, and Secretary and Deputy Registrar of Vital Statistics.
HOSPITAL: The Desert Hospital at 1151 No. Via Miraleste, has an attending staff of 29 doctors, 4 dentists; an associate staff of 10 doctors, 2 dentists, 18 consulting doctors and 3 honorary. It maintains 65 beds. During 1958 the medical and nursing staff treated 2051 bed patients and 10,138 outpatient procedures. There were 11,094 patient days and 250 new-born babies.

INDIAN BATHS: Oldest historic spot in Palm Springs at 128 North Indian Avenue. Here the Indians used to come from Palm Canyon to take baths long before the coming of the White Man. Mineral water boils from the depths of the earth at 30 gallons per minute into four curative mineral baths open to the public. Under management of qualified masseur.

WELFARE AND FRIENDLY AID: An organization providing emergency aid to those in need. Operated exclusively for charitable and educational purposes. Officers contacted through the Health Center, 3120 Civic Drive.

YOUTH CENTER: 386 No. Belardo Road. Under the auspices of the City Recreation Department, the Youth Center provides an off-street recreation area for young people from the junior and senior high schools, where entertainment, vocational and avocational interests may be pursued with professional guidance, under the direction of Mr. Carl Plate.

SCOUTING: There are four Boy Scout Troops and 20 Girl Scout Troops in Palm Springs.

HOUSING FACILITIES

HOTEL INFORMATION: To assist visitors, the Chamber of Commerce and the Palm Springs Hotel and Apartment Association jointly maintain a Hotel Referral Bureau in the offices of the Chamber, where free hotel information is available. Group meetings and conventions can be arranged through the Chamber's Convention Bureau.

PERMANENT RESIDENCE: For permanent housing, prospective residents are referred to local realtors and rental agencies, and to the advertising sections of locally distributed publications. Realors are brokers who have pledged themselves to the local, state and National Code of Ethics governing the sale of real estate. For your protection, be sure to deal with a Realtor.

ORGANIZATIONS

Comprehensive and up-to-date list of benevolent, business, fraternal and social organizations is compiled by the Chamber of Commerce and available for distribution to the public. Information includes, where possible, names and locations of officers of the society, and time and place of meetings.

RECREATIONAL DATA

AUDITORIUMS, THEATRES AND MEETING PLACES: Seventeen meeting places: Civic Auditorium at Palm Springs Polo Grounds (capacity, 600); Palm Springs Recreation Center (1,100); three theatres; Palm Springs Village, (650); Plaza, (640), El Paseo, (250). Largest nite club, Chi Chi,
(170 and 750). Nine other meeting places, with capacities from 50 up to 750, plus outdoor facilities of baseball stadium, (2,250), and rodeo arena (6,000).

**BASEBALL:** Inaugurated in Palm Springs, March 5, 1950. The Seattle Rainiers were the first to begin spring training in the 30-acre Polo Grounds (8 acres of ball park). In 1956, the San Diego Padres selected Palm Springs as their training center. Most modern of baseball facilities, located in a civic recreation area built at a cost of $350,000.

**GOLF:** Nine of the finest golf courses in the country. One 9-hole course, O'Donnell, located in the heart of the city; and two 18-hole courses, the Ranch Club Golf Course and the Palm Springs Golf Course, the latter a municipal course, located within the city limits. Five 18-hole courses within easy driving distance southeast of Palm Springs: Bermuda Dunes, Eldorado, Indian Wells, Tamarisk and Thunderbird; and one 9-hole course, Cochran. Green fees, membership fees, caddy and cart charges and clubhouse fees are comparable to those found elsewhere for similar facilities. Several other new courses are in the planning stage, with construction slated to start very soon.

**CLUBS:** Four of the world's most famous clubs, the Racquet Club, Tennis Club, Ranch Club and Shadow Mountain Club play host to thousands of socialites, celebrities and winter visitors each year.

**SIGHTSEEING:** Many interesting drives, and Grayline tours to all major points of interest.

**SWIMMING POOLS:** Estimated 1821 pools, to Feb. 1959. Average cost of pools, $4,000, making a total pool value of $7,284,000. Palm Springs High School pool is Olympic size, and open to the public during the summer, as are certain hotel pools on a fee basis.

**TRANSPORTATION DATA**

**AUTOS:** Yellow Cab serves Palm Springs and vicinity. Private cars for hire at reasonable rates are available at Avis-Tanner Rent-a-Car, Hertz Driv-Ur-Self System; and California Rent Car.

**AIRLINES:** Western Air Lines provides Palm Springs with fast service in pressurized DC-6B's and Convair airliners direct to San Diego, Las Vegas and Los Angeles. At Los Angeles, its flights connect with Western's flights to and from Seattle, Tacoma, Portland, San Francisco, Oakland, Salt Lake City, and Minneapolis-St. Paul, as well as with transcontinental carriers serving eastern cities.

Bonanza Airlines serves Palm Springs with two flights daily from Los Angeles to Phoenix and two flights daily from Phoenix to Los Angeles. Service is by DC-3s. Flights are scheduled to make best connections north and east from Los Angeles and east and southeast from Phoenix.
AIRPORT: Excellent facilities provide ideal landing for charter or private planes. Two runways, 7,000 feet and 6,000 feet at 420 foot elevation; traffic pattern away from town; gasoline 80, 91 and 100 octane. Hangars. Restaurant.

DESERT AIRPARK: Two turf landing strips, 3,200 feet in length, at Desert Air Hotel, for private or chartered planes. 10 miles from Palm Springs Airport. Gas service available. No landing or tie-down fees.

BUS: Intra-city bus service on Palm Canyon Drive from north to south city limits and on East Palm Canyon Drive to Sunrise Way, as well as Greyhound, which operates 11 westbound to Los Angeles and Santa Monica, and 13 eastbound schedules daily.

EXPRESS: The Railway Express Agency maintains a year 'round operation, providing their well-known free pick-up and delivery, as well as money order and travelers check service.

FREIGHT: In addition to the Southern Pacific Railway, Southern California Freight Lines, a subsidiary of Oregon, Nevada, California Fast Freight, one of the largest motor carriers on the West Coast serves the area.

HIGHWAYS: Just off 60, 70 and 99, State Highway 111 is the main street of the city, making it possible for visitors on East-West trips to go through Palm Springs with only a few miles of additional travel.

RAILROADS: Southern Pacific main-line service with its new Sunset Limited and Golden State through sleeping cars to Chicago, St. Louis and Minneapolis, stops six miles north of Palm Springs at the Palm Springs depot. Stage service for all daylight trains. Santa Fe and Union Pacific passengers are met in San Bernardino, 60 miles west, by Avis-Tanner and private auto.

UTILITY DATA


POWER: 12,422 active accounts, Jan. 1, 1959, were being served by the California Electric Power Company in their district including Palm Springs, Cathedral City and Desert Hot Springs. Rates for domestic service begin at $.225 bi-monthly minimum charge, and progress downward to 1.7c per kwh bi-monthly. Minimum charge for commercial service is $.225 bi-monthly and progresses downward to 2.2c per kwh over 12,000 kwh bi-monthly.

— 10 —
WASTE DISPOSAL: Regular thrice-weekly service by the Waste Disposal Department of the City, on a monthly charge basis. Special haul service available for shrubbery trimmings, rubbish and bulky materials which do not fit regulation containers - this, on time basis charge. Maximum active accounts, 3620 on Feb. 2, 1959; minimum accounts, 2362 on Aug. 1, 1958. Pick up is a rear yard service; rubbish is not left on street curbs.

WATER: Total connections, Feb. 1, 1959, 5,554. Abundant water supply comes from Mt. San Jacinto, is soft and good quality; daily consumption averages 4,000,000 gal. Highest consumption months April and September. Palm Springs Water Company rates begin with $1.15 minimum up to 400 cubic feet; 25 cents per 100 cubic feet for 400 - 1,000; rates drop progressively to 10 cents per 100 cubic feet over 25,000. A portion of Palm Springs also is served with irrigation water by the Whitewater Mutual Water Company. This non-profit organization delivers water to its members at cost. Service is available in certain tracts north of Alejo Road where water shares have been made appurtenant to the land.

THE INDIANS: For centuries before any white man saw the desert, a peaceful, hard-working group of Indians belonging to the Shoshonian linguistic family lived in the Canyons and around our Mineral Springs which is situated in what is now the heart of Palm Springs.

Known as the Cahuilla Indians, they were separated into two bands, the Agua Caliente (Palm Springs), who were called the Desert Cahuilla and those living farther west, the Pass Cahuilla.

The Palm Springs band presently numbers 95 enrolled members.

WEATHER

AVERAGE MONTHLY TEMPERATURES
JANUARY 1 THRU DEC. 31, 1956-1958

<table>
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<tr>
<th>Month</th>
<th>Max.</th>
<th>Min.</th>
<th>Max.</th>
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<td>June</td>
<td>106</td>
<td>65</td>
<td>75</td>
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</tbody>
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HUMIDITY: Unusually dry throughout the year except for a few summer days.

SKY CONDITION: Palm Springs enjoys maximum sunshine, exceptionally free of clouds. No smog.

FACT FOLDER: A semi-annual study by the staff of the Palm Springs Chamber of Commerce, 190 West Amado Road, or phone Palm Springs FAirview 4-1577.

OTHER PUBLICATIONS: Also available at the Chamber of Commerce are color brochure, convention schedule, convention brochure, events calendar, map-guide, organization list and a variety of releases from the Chamber’s News Bureau outlining activities and attractions of the area.