

RAMS HILL

A Di Giorgio Development

TEXT OF A BROADCAST MADE OVER KWXY IN PALM SPRINGS ON 6/8/84

"This is the last of the week look at the local desert economic scene by the editors of the region's exclusive financial newsletter, Wheeler's Desert Letter . . . Two recent investments by Coachella Valley businessmen in Borrego Springs has sparked hope of Borrego residents that their desert valley may be in for a long-hoped-for boom. But, as the saying goes, two birds do not a summer make, or something like that. One of the well-known locals investing in Borrego is Fleetwood Garner, a wealthy former large landholder in Rancho Mirage whose acreage became part of the country club empire of Equitable Life Insurance Society and Trojan Properties, owners of both "The Springs" and the new "Morningside Country Club". Garner is buying a home at the Di Giorgio Corporation's new Rams Hill Development in Borrego.

"The second recent Coachella Valley investor in Borrego is Palm Desert's long-time Mayor Ed Mullins, active in both business and public service activities in the desert resort area for many years. Owner of a large pharmacy in Palm Desert, Mullins, with a partner, has taken over ownership of the De Anza Pharmacy at the mall in Borrego. Why is Mullins investing in Borrego? Because, he says, "It reminds me of the old days when Palm Desert was quieter, slower paced".

"Well, if life today is a matter of retreat to a slower paced, undisturbed natural beauty, Borrego Springs does offer much. That the small community in a desert valley 30 miles west of Salton City will never become another Palm Desert or Palm Springs seems practically assured. The reason? It has no freeway access to the west coastal cities and their teeming millions. That probably was the reason that Bill Bone, the leader in volume development of country clubs in the Coachella Valley, looked closely at Borrego Springs some years ago. He concluded that the traffic potential was just not there, which, of course, is a big part of its charm. The real estate development arm of the conglomerate Di Giorgio Corporation has been responsible for a great amount of development in Borrego. However, Wheeler editors can foresee no great rush among other developers on any major scale, despite all the valley's natural beauty and an apparent adequacy of groundwater, according to an intensive two year study by the U.S. Geologic Survey.

"So — if you're the type that gets nervous if you're more than five minutes away from I. Magnin, Bullocks, Bonwit Teller or Gemco, Borrego's not your cup of tea; after all, it's still desert down there."

Courtesy of Wheeler's Desert Letter.