Salton City Resorter

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WATER ANNEXATION

SALTON CITY HOUSING SURVEY ALMOST COMPLETED

A "depth study" survey of housing needs at Salton City has almost been completed by the nationally known management firm of George Fry and Associates. The survey firm was retained last month by the Noxon Construction Company to aid Noxon in the establishment of a proposed construction program for the resort city.

The Fry Company Survey was conducted in four separate phases that involved detailed questioning of 556 persons concerning housing at Salton City. The first phase saw professional interviewers contact 101 visitors to the Salton City area over a week-end. The second phase was the questioning of 32 persons who lived regularly at the sea, the third phase was 39 depth interviews by professional consultants in the homes of persons who had purchased Salton City property and the last phase was telephonic interviews of 384 property owners who were selected at random from property lists.

In addition to the above four phases the Fry Company polled an additional 700 Salton City property owners who had fully paid up their lot purchases.

INITIAL RESULTS

While detailed results of the survey are not completed, initial survey material has pointed up several factors, according to the survey team. The questioning of the 101 week-end visitors to the City showed that 52% came to the area for boating, 38% for fishing, 27% for swimming, 17% for rest, desert air and sun, and 12% for water skiing. (The reason it does not add up to 100% was that multiple response was possible in the questioning.)

Sixty-seven percent of the week-end visitors stated they planned to return to Salton City more often in the future, 29% stated they were considering obtaining a resort homesite at Sal-

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CHAMBER ADDRESS

The new postal address for the Salton City Chamberof Commerce is:

P.O. Box 62
Salton City
California

PRINTING PRESS AT SALTON CITY

Another first at Salton City was brought about, when William Newell of the Salton Bay Yacht Club purchased a new 1260 model multi-lith printing press.

The new press will be used to print the Yacht Clubs membership bulletins, circulars & other material for the resort city.



HER ADMIRALNESS of the Salton City 500-Mile National Championship Race on November 11 and 12 is beautiful motion picture and TV star, Ruta Lee. Ruta is currently the only female star in Soldiers 3 with Frank Sinatra, Dean Martin, Sammy Davis Jr., Peter Lawford, and Joey Bishop. She will keep a sparkling eye on all activities during the two-day boat race classic.

Salton City and Area Joins Coachella Valley Water District

The annexation of 7,000 acres of land including Salton City to the Coachella Valley County Water District became a reality when California Secretary of State Frank M. Jordan signed in Sacramento the legal documents that affirmed the district and the annexation.

The annexation of Salton City and the adjacent area was brought about by several months of intensive work on the part of the Salton City Chamber of Commerce, developers, residents and water district officials.

Chairman of the Chamber committee that spearheaded the move, P.C.M. President Sam Winogard, stated upon receiving the news of the annexation approval "It is a wonderful day for Salton City. There can now be no question of a continuing supply of fresh potable water for the future growth and development of our resort city." Winograd continued "the annexation to the Coachella Valley County Water District is the culmination of a long series of planned steps to provide Salton City residents a permanent fresh water supply. The old-fashioned dual water system and de-mineralizers for Salton City and its adjacent area has now been completely elminated."

As a part of the annexation proceedings the entire water system within the boundaries of the Salton City Community Service District has been conveyed to the Coachella Valley County Water District. The water system facilities including 13 miles of 16 inch transmission lines from Travertine Rock area to Salton City; two wells capable of producing approximately 1200 gallons of water per minute; a 100,000 gallon water reservoir and a water distribution system at Salton City already totaling over 100 miles represent an over-all approximate investment of one and ¾ million dollars by various developers at Salton City. It was last December that the 16 inch water transmission line to Salton City was completed at a cost of $720,000.

Each Salton City developer upon the completion of the water system within his tract, as installed according to specifications, conveys the system to the Salton City Community Services District without charge. The District accepts the system after inspection and agrees to operate and maintain the water system. The water systems that were conveyed to the Salton City Community Services District were reconveyed to the Coachella Valley County Water District as a part of the annexation proceedings.

To initiate the annexation proceedings a petition was presented to the Coachella Valley County Water District by almost 75% of the registered voters within the Salton Community Services District. There were no protests against the annexation by any person within the area to be annexed.

TEEN NIGHT FRIDAY

The newly completed veranda of the "Galley" located at the Salton City Marina is the site of teen dances every Friday night.

Music for the weekly event is provided by Juke-Box. Saturday night dancing is held for adults.

The Riviera at Salton City

A Pacific Community Management Development

(A Division of Holly Corporation)