



PALM SPRINGS PRESERVATION FOUNDATION

June 18, 2009

Dear Downtown Palm Springs Business Owner,

Attached please find an informational flyer entitled “*Ten Myths About the Town & Country Center (T&CC) and Historic Preservation.*” The T&CC is an architectural gem designed by A. Quincy Jones and Paul R. Williams in 1948.

The flyer refutes misinformation recently circulated by those who might realize a short-term gain from the demolition of the historic T&CC.

It may interest you to know that the board of the non-profit Palm Springs Preservation Foundation (PSPF) is composed entirely of unpaid volunteers who devote countless hours to educating the public about the benefits of historic preservation. PSPF also provides a public benefit by offering free membership.

We proudly consider ourselves a pro-*all business* organization (as opposed to a pro-*one businessman* organization).

Finally, if you agree that historic preservation not only helps, but is essential to, our downtown economy, please consider signing our T&CC petition at:

www.pspreservationfoundation.org

Thank you for your support!

Sincerely,

Ron Marshall

Ron Marshall

President

Palm Springs Preservation Foundation

Copy to:
Palm Springs Chamber of Commerce