

Top 10 Reasons to Locate in Indio, California

May 2018

1. The Palm Springs Desert Resorts

- Internationally known destination resort, with a global reputation for great winter weather, casual healthy lifestyle, country clubs, casinos, outdoor fun, festivals, horse shows, polo, tennis tournaments, spas, RVs, and agriculture.
- Coachella Valley's population of 450,000 is on a steady upward trend projected to be 500,000 by 2020. **Most of the growth is in the east valley.**
- During the winter peak season the whole valley enjoys an additional 100,000 seasonal residents better known as "snowbirds".
- There are 15 golf courses in Indio (120 in the valley) with **Indio having the only night-lighted course.** (<http://www.indiogolf.com/>)



2. Indio is the Largest & Fastest Growing City in the Valley

- Population growth in 2016 was 1.5% and 1.4% in 2017 to an estimated total of 87,888 in January 2018. Projections indicate **Indio's population will be 100,000 by 2020.**
- Indio has **3,000 new homes in the planning stage or under construction**, more than the other entire eight valley cities combined.
- Indio's medium age is 33.1; 30% are 19 or younger; average household size 3.3; and Hispanic are 66%.
- 5-mile radius population is 133,224 with an average household income of \$71,494.



3. Best Locations in the Valley

- Highly visible commercial parcels available along the I-10 Freeway and Ave 42 in a regional power shopping centers area.
- Electrical service provided by Imperial Irrigation District (IID) is **30% cheaper** than Southern Cal Edison rates in the west Valley.
- **New businesses coming soon** to the area include Maya Cinema Theaters, Marriott Fairfield Inn, Hilton Hampton Inn, Panera Bread, Golden Corral Restaurant, Starbucks, T Mobile, Les Swab Tires, Sun Community Credit Union, Menchie's Yogurt, Jamba Juice, Arby's, MedPost Urgent Care, and Pacific Dental Services.



4. Indio's Recent Awards, Recognitions, & Designations

- WalletHub.com 2015 ranked Indio #105 and 2016 #52 of the Top 500 USA Cities with the **Fastest Growing Economies.**
- Nerdwallet.com 2015 ranked Indio #4 in the Inland Empire as one of the **Best Cities to Start a Restaurant.**
- NerdWallet.com 2014 ranked Indio 19th in cities under 100,000 **Best Small City for Women in the Workforce.**
- BizBash.com has listed Indio's Coachella Music and Art Festival in the **Top 100 Events in the USA.**
- The Matador Network Travel Media 2016 ranked Indio the #1 **Best City in the USA for Live Music.**
- Nerdwallet.com 2014 ranked Indio in the **Top 20 Best Cities for Young Families in California.**
- America's Promise Alliance 2011 & 2012 ranked Indio as one of **100 Best Communities for Young People.**
- Indio High School nationally ranked in top 8% by *U.S. News & World Report* and top 6% by the *Washington Post.*



5. Promotion Campaigns & Tourism

- The Greater Palm Springs Convention & Visitors Bureau actively **markets the valley** as a resort destination. In 2017, 13.6 million visitors, with 6.1 million overnight stays, spent \$5.5B in the Valley (a 6% increase since 2015). **Plans are to increase marketing to grow the annual visitors to 20 million by 2026.**
- The Indio Visitors Bureau was recently created **to attract visitors and promote tourism** in Indio. (<http://www.discoverindio.com/>)
- The Valley Economic Partnership is dedicated **to enhancing the Valley's economy.** (<http://www.cvep.com/>)
- The East Valley Coalition is a coalition of the county, east valley cities, and Indian tribes to promote economic development in the east valley. (www.eastvalleycoalition.org)
- The Greater Coachella Valley Chamber of Commerce is a combination of east valley cities, La Quinta, Indio, Coachella, and the two east valley Indian tribes **to expand the marketing and promotions of the east Valley.** (<http://gcvcc.org/>)
- The Riverside County Economic Development Agency and their Small Business Development Center is in Indio to assist businesses (www.cvsbdc.com)



6. 1.4 Million People Attend Events in Indio Every Year

- Indio's registered Trademark is *The City of Festivals*™ and is home to the Riverside County Fair and National Date Festival; Indio International Tamale Festival; Indio Rhythm, Wine and Brews Experience; Indio Southwest Arts Festival; Palm Springs Dog Show; FMCA West Coast RV Rally; the world-famous Coachella Music & Arts Festival, and Stagecoach California's Country Music Festival. Close-by Indio is the Indian Wells Tennis Gardens and the HITS Horse Show Facility the largest horse show west of the Mississippi.
- The Coachella Music Festival's **economic impact** 2016 overall was \$704M, the valley \$403M, and Indio \$106M, up from \$254M in the valley and \$90M in Indio in 2012.



7. Freeway Traffic

- The I-10 Freeway is the main route in and out of Southern California and passes right by the parcels. Annual average daily traffic (AADT) is 64,000 at Monroe and 59,000 at Jackson Street. Regular weekly traffic includes Southern California residents with RVs and off-road vehicles who travel often to the Colorado River and the Imperial Sand Dunes. The Valley is the halfway point and many stop in Indio for a break, food, or supplies.
- All eastbound Southern California freeways lead to Indio. Eastbound freeway's signs list Indio as a destination.



8. RVs in Indio

- There are 12 RV resorts in Indio, with about 6,000 RV spaces, making **Indio the RV headquarters for the valley.**
- Three RV resorts in Indio are listed in the 2015 *Good Sam RV Travel & Savings Guide* **Top 10 Best RV Resorts in California.**
- The annual January 5-day Family Motor Coach Association (FMCA) Western Rally includes 1,300 RVs and is held in Indio.



9. Local Media

- The Valley has numerous local English and Spanish network affiliated TV, radio stations and newspapers. Papers include *The Desert Sun*, *The Press Enterprise*, the *LA Times*, *CV Independent*, *CV Weekly*, *Desert Star Weekly*, *La Prensa Hispana* and *El Informador*.
- Some local monthly magazines: *Palm Springs Life*, *Travelhost*, *Desert Guide*, *Desert Magazine*, *Visitors Guide*, and *Desert Kids*!



10. East Riverside County Seat

- Indio is home to the east Riverside County Administration building, the courthouse, new detention center, and the county fairgrounds.

**Commercial Parcels Available - along the I-10 Freeway & Ave 42
Between Regional Power Shopping Centers**

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