



california



**TAKING CENTER STAGE**

[indio.org](http://indio.org)





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WHILE OUR DIVERSE SOUTHERN CALIFORNIA CITY REPRESENTS **A PLACE OF NEW BEGINNINGS** FOR MANY, IT ALSO REMAINS A CHERISHED COMMUNITY WITH A PROUD LEGACY FIRMLY ROOTED IN THE SPIRIT OF PIONEERS WHO SETTLED HERE MORE THAN A CENTURY AGO.

Today, many of these families are still proud to call Indio home, running the thriving companies and businesses their enterprising forebears built from the ground up.

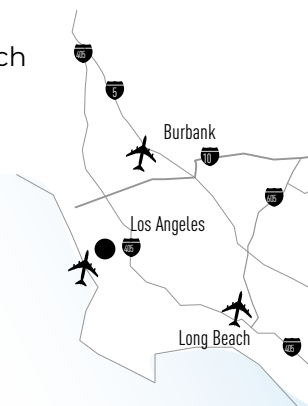
Indio is recognized as a vibrant community for arts and entertainment, education, commerce, and culture.

At the center of the desert, right between LA and Phoenix on Interstate 10, we make access to the West easy and affordable. The City of Indio is in eastern Riverside County, in a booming region known as the Coachella Valley. Indio offers a quality of life that won't be upstaged, with short commutes, diverse neighborhoods and 350 days a year of sunshine, not to mention the panoramic mountain views and historic murals overlooking downtown streets.

Indio's cultural calendar brims with a dazzling array of special events and activities. Nearly 1.4 million people flock to the City every year for the ultimate live music experience at Coachella and Stagecoach, plus other major events such as the Southwest Arts Festival, Riverside County Fair and Date Festival and the Indio International Tamale Festival.

With more 2,000 businesses ranging in size from small shops to large-scale commercial enterprises, Indio is a vibrant community with a strong and diverse commercial base. The City is committed to facilitating strong business development and revitalization of its housing stock and neighborhoods to create the perfect lineup for success.

If you are in search of a business-friendly environment to relocate your company or launch a new venture, Indio is the place. Come make your mark and be a star of the show.



**LARGEST**

CITY IN THE  
COACHELLA VALLEY

# ► THE ROAD TO OPPORTUNITY

Indio's prime location affords easy access anywhere in the region and points beyond. With an annual traffic count of 54 million, the I-10 freeway runs through the city while the Highway 111 retail corridor connects Indio to nearly every Coachella Valley city business center. Dipping south of Indio, winding around the Salton Sea, and spanning the fertile agricultural fields of the Coachella and Imperial Valleys, California State Routes 86 and 111 serve as vital trade arteries with Mexico.

**INDIO IS ONLY A FEW HOURS DRIVE FROM METROPOLITAN LOS ANGELES, SAN DIEGO AND ORANGE COUNTY AND SIX MAJOR AIRPORTS.**

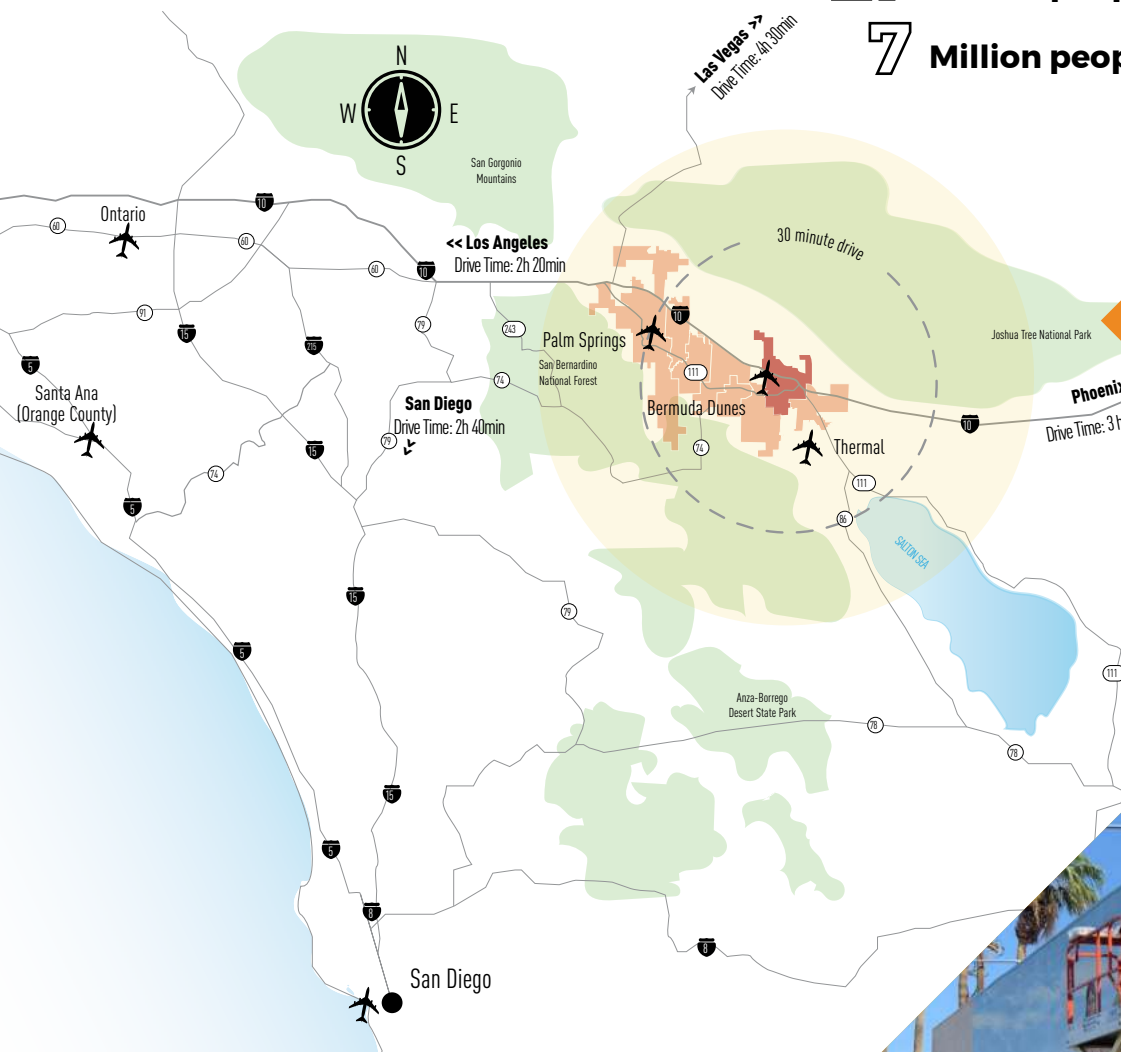
However, most residents and visitors opt to fly in and out of Palm Springs International Airport (PSP). A quick 30-minute drive from Indio and they've arrived at what smartertravel.com has called one of the "Most Stress Free Airports" in the U.S. On arrival and departure, travelers prize PSP's hospitality, convenience and relaxed environment, complete with outdoor dining and green spaces perfect for soaking up some sunshine.

The county-owned Jacqueline Cochran Regional Airport—named after the first female pilot to break the sound barrier—is located only nine miles from Indio. The FBO-serviced airport provides private jet charter and general aviation services.

Los Angeles \_\_\_\_\_ 143 miles  
San Diego \_\_\_\_\_ 131 miles

Las Vegas \_\_\_\_\_ 277 miles  
Phoenix \_\_\_\_\_ 247 miles

**27** Million people within 4-hour drive  
**7** Million people within 2-hour drive



**6**  
Major airports  
within a few  
hours drive





# INTERNATIONAL EVENTS & TOURISM

It's no surprise that Trivago named Indio as the **#2 TOP EMERGING TRAVEL DESTINATION** or that Matador Network has called it a "mecca for music fans" and the **#1 City in the U.S. for Live Music**. Over 20 phenomenal special events, festivals and attractions highlight the cultural pride and diversity of our outstanding community.

## ▶ ATTENDANCE

Coachella Valley Music & Arts Festival	250,000
Indio International Tamale Festival	60,000
Stagecoach California's Country Music Festival	85,000
Riverside County Fair & National Date Festival	315,000
Fantasy Springs Resort Casino	150,000
Southwest Arts Festival	11,000
Other Festivals and Events	600,000



In **January**, the Southwest Arts Festival is held at the Empire Polo Club, and showcases museum-worthy works of traditional and contemporary art from more than 200 acclaimed artists. For more than 70 years, the 10-day Riverside County Fair & National Date Festival in **February** entertains millions of festival goers with exhilarating carnival rides, animal shows and exhibitions, nightly musical pageants, big name performers, and much more. Major League Soccer also hosts pre-season matches at the Empire Polo Club. Each **March**, the Indio Heritage Festival brightens the Coachella Valley History Museum and provides a unique opportunity to learn about the significant cultures that led to the settlement of the ENTIRE Coachella Valley.

**January through March**, world-class horse polo takes center stage on the lush sprawling fields at the Empire and Eldorado Polo Clubs. Patrons can picnic tailgate-style or enjoy onsite dining. There's nothing that compares to the sight of world-class polo players and ponies thundering down the field, and the champagne "divot stomp" half-time tradition.

**April** marks the return of two epic music festivals drawing fans from around the world — the Coachella Valley Music and Arts Festival held on two consecutive weekends, followed by Stagecoach California's Country Music Festival. Both events feature star-studded headliners, longtime legends, and up-and-coming bands on multiple stages at the Empire Polo Club.

Goldenvoice, the concert promoter behind the Coachella and Stagecoach festivals, has an agreement with the Empire Polo Club through 2050 for full operational control of the venue and the addition of music events year-round.

**November** welcomes the Taste of Indio and the California State BBQ Championship and Festival. **Over Thanksgiving weekend**, the Cabazon Band of Mission Indians presents its annual Indio Powwow at the tribe's Fantasy Springs Resort Casino. The festivities celebrate Native American heritage with dance competitions, drum contests and traditional bird singing.

Food Network has named the annual Indio International Tamale Festival in its Top 10 "All-American Food Festivals." **Every December**, as it has for more than 25 years, this culinary extravaganza serves up the world's best tamales and live entertainment.



International Tamale Festival  
10,000  
PEOPLE  
Named  
Network's  
ALL-AMERICAN  
FOOD FESTIVALS





# A VIBRANT ARTS & CULTURE DESTINATION

## ► PUBLIC ART

The art scene in Indio is alive with authentic and immersive experiences. Visitors to Downtown Indio literally find inspiration around every corner when they tour the series of 10 fascinating murals depicting the City's rich heritage.

The Public Arts & Historic Preservation Commission integrates art throughout the City that reflects Indio's collective pride and spirit. The creative works include Buster Simpson's abstract shade sculpture "Oculus Sol," which lights up the night with colorful illumination; Phillip K. Smith III's 25-foot "One Voice" installation at the steps of the Indio Teen Center; and "For the Conductor" and "Gear Head I" outdoor pieces at the Indio Senior Center.

## ► INDIO PERFORMING ARTS CENTER

Indio Performing Arts Center, or IPAC, presents an energetic roster of live theatre, from classic musicals to provocative comedies. The award-winning Desert Theatreworks produces 10 musical productions a year at IPAC and runs the innovative KIDSWORKS children's theatre education program.

## ► COACHELLA VALLEY ARTS CENTER

Ten years ago, a Downtown building was transformed into a "conduit for creativity" by providing artist workspace, exhibition programs, and mentoring. The Coachella Valley Arts Center, or CVAC, is known for curation of thought-provoking exhibits, many in close collaboration with local artists and cultural organizations. Noted resident artists also teach classes in watercolor, jewelry metal-smithing, glass blowing, printmaking, and other art forms.



# SERVING THE COMMUNITY

The City of Indio prides itself on its low crime rates and responsive law enforcement. The City is investing tens of millions of dollars in modern facilities for police, fire and city services, including a comprehensive Public Safety Campus, Library and City Hall.

## ▶ ENHANCED CITY SERVICES

The City of Indio will soon break ground on a new Library and City Hall in its revitalized Downtown. The projects are expected to be completed in 2025.

- › The Library, at just under 10,000 square feet, will be built just west of the existing City Council chambers.
- › The adjacent City Hall will be larger and more modern, reflecting the City's growth and extending improvements already underway Downtown. Solar panels and electric vehicle charging stations will complete the sustainably focused project.



## ▶ PUBLIC SAFETY IS A PRIORITY

The Indio Police Department is one of 15 cities nationwide selected to serve as a model for the President's Task Force on 21st Century Policing. The International Association of Chiefs of Police recognized the Indio Police Department as a model for cutting edge and innovative strategies to help residents and assist youth and vulnerable populations.

While the population of Indio has increased significantly over the last 10 years, the crime rate has dropped. Since 2011, the city has experienced:

- |                               |                                     |                                |
|-------------------------------|-------------------------------------|--------------------------------|
| › A 30% drop in overall crime | › The lowest crime rate in 10 years | › A population increase of 25% |
|-------------------------------|-------------------------------------|--------------------------------|

Construction is underway on a \$50 million Public Safety Campus with police and fire services. Three buildings at the site will accommodate a dispatch center, Fire Station headquarters and administrative offices for the Police and Fire departments. The 43,000-square-foot facility is scheduled for completion in Spring 2024.



# ▶ DOWNTOWN'S NEXT ACT



- |   |   |  |
|---|---|--|
| 1. 30-unit mixed-use family housing                   | 6. Little Street Music Hall and Encore Coffee Bar | 13. Future Multi-Modal Transit Facility    |
| 2. New College of the Desert Child Development Center | 7. 20-unit mixed-use family housing               | 14. Indio City Hall and Library            |
| 3. College of the Desert campus expansion             | 8. Future restaurant and retail                   | 15. Everbloom Coffee                       |
| 4. Skyline at Bliss and Oasis                         | 9. Indio House, Italica and future restaurant     | 16. Food hall and retail space             |
| 5. Mixed use apartments and retail                    | 10. Gabino's Creperie                             | 17. Experiential art experience and retail |
|   | 11. Outdoor Living Room                           | 18. Outside the Masa                       |
|   | 12. Desert Beer Co.                               | 19. True Awakening Spa                     |



# ▶ A RENAISSANCE OF DEVELOPMENT GROWTH AND OPPORTUNITY

**INDIO IS AN IDEAL CITY DUE TO ITS HIGH QUALITY OF LIFE, GREAT SCHOOLS, AND AFFORDABILITY.** The City Council's commitment has fostered tremendous growth and development interests in our city. The investment in long-range planning documents, infrastructure, and properties has sparked a renaissance of revitalization in Downtown and along the Highway 111 Corridor. The 2040 General Plan, Downtown Specific Plan, and Highway 111 Corridor Specific Plan have created a "blueprint" for new growth and investment.

## \$200 MILLION

IN PUBLIC AND PRIVATE INVESTMENT IN DOWNTOWN INDIO



**3 MIXED-USE PROJECTS** WITH

## 120 APARTMENT UNITS & 10,000 SQUARE FEET

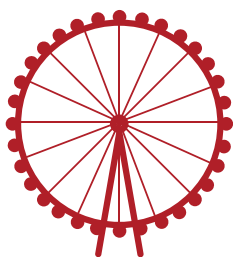
OF NEW RETAIL/COMMERCIAL SPACE



INDIO IS HOME TO ONE OF THE ONLY  
LAW SCHOOLS IN RIVERSIDE COUNTY

## CALIFORNIA DESERT TRIAL ACADEMY COLLEGE OF LAW

LOCATED IN DOWNTOWN INDIO



## 150,000 PEOPLE

ARE DRAWN DOWNTOWN BY NUMEROUS FREE EVENTS:

**FOOD TRUCK FRIDAYS, SECOND SATURDAYS FREE CONCERTS,  
SUNDAY'S FARMERS MARKET, CHELLA MUSIC FESTIVAL AND THE  
INDIO INTERNATIONAL TAMALES FESTIVAL**



# INDIO

## IS IN HIGH DEMAND

**TREMENDOUS OPPORTUNITY EXISTS** to capture the spending of Indio residents since almost 90% of them patronize shops, restaurants and entertainment outside the city.

The numerous festivals held in the City are a gateway for introducing visitors to the wonders of Indio, and they often look at relocating once they experience the vibe, quality of life and economic opportunities.

Indio can help your business capitalize on those advantages through incentives such as workforce development, opportunity zone incentives, streamlined permitting and fee deferrals.



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### 206,038

TRADE AREA  
POPULATION

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SHORT-TERM VACATION  
RENTALS CONTRIBUTE  
MORE THAN

### \$68 MILLION

IN SPENDING

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### \$97,674

TRADE AREA  
HOUSEHOLD INCOME

**15** MINUTE TRADE AREA

**37** AVERAGE AGE

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# ENTERPRISE POTENTIAL


## ► RETAIL

Indio's fast-growing economy is experiencing a vibrant boost thanks to the presence of both national and independent retailers. These retailers have become integral to the city's vitality and contribute significantly to its economic growth. Indio provides an exceptional environment for retailers due to several factors that make it an ideal location for their businesses. The ongoing commercial developments in Indio are transforming the city's landscape. The redevelopment of a 12-screen movie theater, a growing Auto Mall, and a variety of shops at The Palms, Indio Towne Center, Canopy and Showcase at Indio demonstrates the city's commitment to providing exciting retail opportunities.


## ► DINING


Indio's dining scene is a vibrant and diverse tapestry of culinary delights. From nationally-recognized chains to locally-owned gems, the city offers a wide array of dining options to satisfy every palate. Indio's diverse population and high discretionary income create a demand for casual and upscale establishments alike. Notable establishments such as Cork & Fork restaurant, Heirloom Craft Kitchen, TKB Bakery & Deli, Handel's Homemade Ice Cream, Dave's Hot Chicken, Everbloom Coffee, and the Coachella Valley's first Ono Hawaiian BBQ and Texas Roadhouse restaurants have become beloved additions to the city's gastronomic landscape. Whether you're craving international flavors, gourmet dishes, or mouthwatering comfort food, Indio's dining options cater to all tastes and ensure a memorable culinary experience.






### RIISING STARS

  
Little Street  
Music Hall

  
Desert Beer Co.

  
Gabino's Creperie

## ► HOSPITALITY

The Fantasy Springs Resort Casino just off the I-10 freeway at the northeast gateway to Indio, offers amazing resort amenities and draws top headliners to its Events Center. The resort, operated by the Cabazon Band of Mission Indians, includes family entertainment at its Fantasy Lanes Bowling Center and Eagle Falls Golf Resort. The Holiday Inn Express & Suites and Quality Inn & Suites are located nearby. Indio is home to 22 hotels that, along with short-term rentals and music festival campers, generate \$4 million to \$5 million per year in Transient Occupancy Tax. Indio welcomes short-term vacation rentals, which contribute \$68 million in spending in the City. Festival-goers are eager for rentals as well as luxury, boutique and budget hotels so close to the Empire Polo Club.

# ► KEY DEVELOPMENT ZONES

## **1. THE DOWNTOWN ARTS & CULTURE DISTRICT**

Downtown Indio, the heart of the City, is primed for major revitalization into a vibrant arts, culture and entertainment center. The 25 acres of property owned by the City offers an opportunity to develop new residential, retail, commercial and mixed-use development in critical mass. More than 12,000 people will visit, work, learn and play daily in Downtown after completion of College of the Desert's Indio campus expansion. A new train platform will be constructed at the future site of the Indio Transit Center located east of Jackson Street. A portion of the area is within the Indio Opportunity Zone.

## **2. NORTH FREEWAY COMMERCIAL ZONE**

Encompassing three retail shopping centers: Indio Towne Center, The Palms and Showcase at Indio, the zone includes more than 1.6 million square feet of existing retail, hotels and restaurants with space to grow.

## **3. FANTASY SPRINGS LEISURE & HOSPITALITY DISTRICT**

Located at the Northeast gateway to Indio just off the I-10 freeway, this zone sits adjacent to the Fantasy Springs Resort Casino, operated by the Cabazon Band of Mission Indians. The area has more than 100 acres of developable land for resort, hospitality, commercial and entertainment uses.

## **4. OPPORTUNITY ZONE**

Indio's Opportunity Zone offers investors a chance to defer capital gains taxes until 2026; reduce payment of deferred taxes by 10% if held for five years and another 5% if held for seven years, for a total of 15%; and accrue tax-free capital gains if held for at least 10 years. The zone has developable land and existing structures for industrial and manufacturing developments, housing, hospitality, commercial, retail, office and entertainment uses.

## **5. AUTO MALL ZONE**

The I-10 Auto Mall is the largest auto mall in the Coachella Valley with seven major dealerships. The area is easily accessible from the I-10 freeway, which has a traffic count of 54 million. The zone has the capacity to add four new auto dealers on 33 acres of land.

## **6. MIDTOWN DISTRICT**

Positioned at the crossroads of Highway 111 and Monroe Street as well as nearby Riverside County Fairgrounds, Indio High School, Indio Teen Center and Indio Senior Center, this area is ideal for new shops, restaurants, housing, hotels, and a movie theater. A portion of the area is within the Indio Opportunity Zone.

## **7. HEALTH AND WELLNESS DISTRICT**

As the largest city in the Coachella Valley, Indio's aging and youth populations will need more health and wellness services in the future. This District offers space for medical offices and facilities, conveniently located and accessible in the central part of the community at the intersection of Monroe Street and Dr. Carreon Boulevard. John F. Kennedy Memorial Hospital and Kaiser Permanente are located in this area.

## **8. EMPIRE POLO CLUB & ENTERTAINMENT DISTRICT**

Known for the world-famous Coachella Valley Music & Arts Festival and Stagecoach California's Country Music Festival, this District offers opportunities for resort, hospitality and tourist amenities. The Empire and Eldorado Polo Clubs host polo games, national sporting events, dog shows, and music and arts events throughout the year.

## **9. POLO SQUARE LIFESTYLE ZONE**

Located on the Highway 111 corridor between Jefferson Street and Madison Street, this 50-acre parcel is well-suited for a mix of retail, restaurant, entertainment, hospitality and residential developments. The area is complemented by food and restaurant venues such as Shields Date Garden and Jackalope Ranch.

## **10. INDIO BOULEVARD REVITALIZATION CORRIDOR**

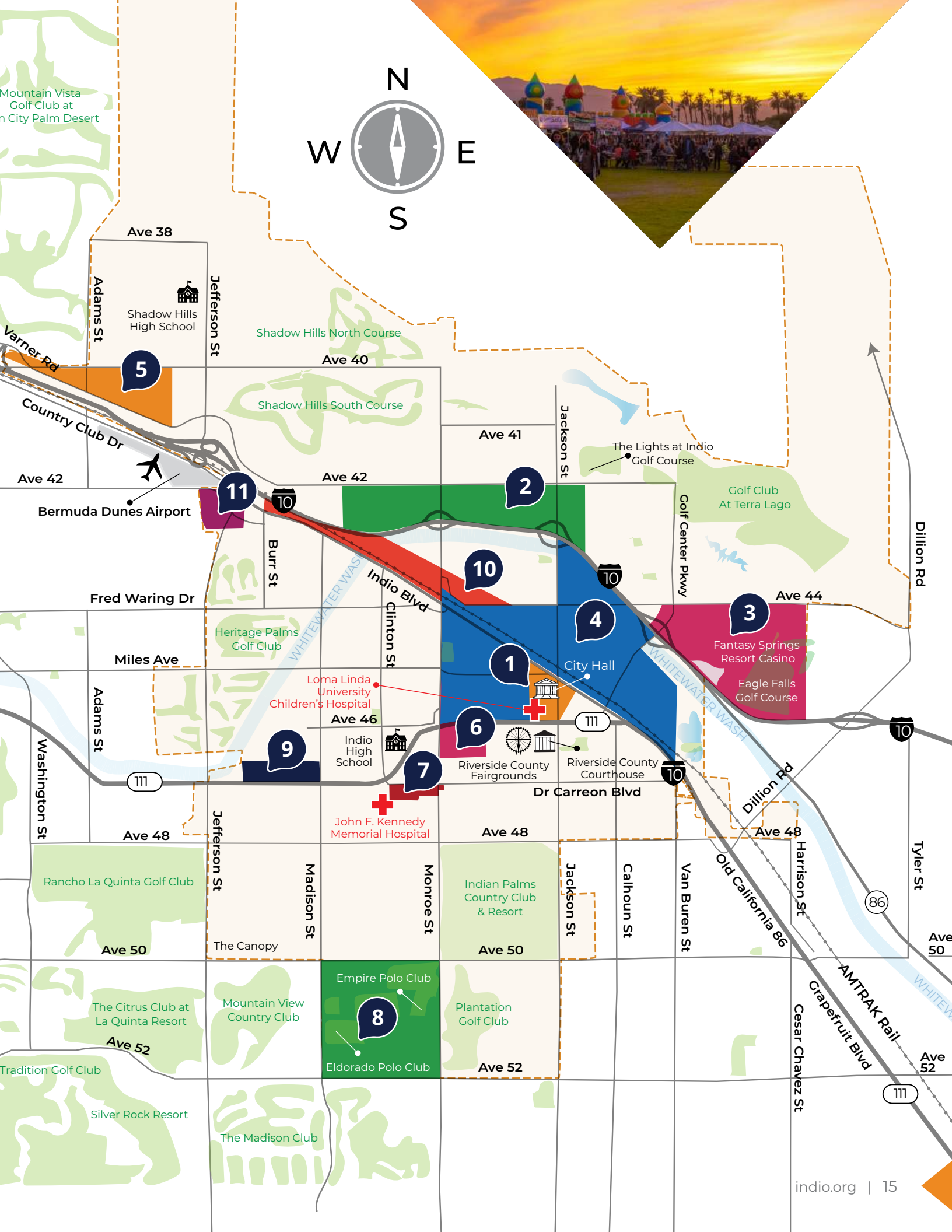
This gateway to Downtown Indio is conveniently located near the I-10 freeway, with approximately 25,000 square feet of commercial and industrial space and a variety of services, motels and restaurants. A portion of the area is within the Indio Opportunity Zone.

## **11. NORTHGATE MIXED USE DISTRICT**

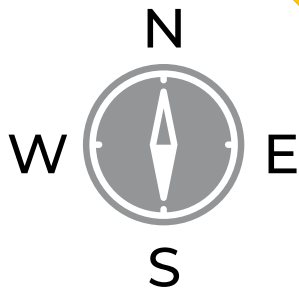
A key gateway location at the intersections of Jefferson Street, I-10 freeway and Indio Boulevard, this area has a multitude of developable land with plans for hotels, housing, restaurants and medical uses. The Jefferson Street interchange is one of the most heavily used on/off ramps in the Coachella Valley and is the primary gateway to the music festivals at the Empire Polo Club. The district is adjacent to the Bermuda Dunes Airport.







Mountain Vista  
Golf Club at  
n City Palm Desert



Ave 38

Adams St

Shadow Hills  
High School

Jefferson St

Shadow Hills North Course

Ave 40

Shadow Hills South Course

Ave 41

Jackson St

The Lights at Indio  
Golf Course

Golf Club  
At Terra Lago

Ave 42

Ave 42

Bermuda Dunes Airport

Fred Waring Dr

Miles Ave

Adams St

Heritage Palms  
Golf Club

Loma Linda  
University  
Children's Hospital

Ave 46

Indio  
High School

John F. Kennedy  
Memorial Hospital

Ave 48

Madison St

Monroe St

Indian Palms  
Country Club  
& Resort

Ave 50

Rancho La Quinta Golf Club

Ave 50

The Canopy

The Citrus Club at  
La Quinta Resort

Ave 52

Tradition Golf Club

Silver Rock Resort

Mountain View  
Country Club

The Madison Club

Eldorado Polo Club

Ave 52

Plantation  
Golf Club

Jackson St

Calhoun St

Van Buren St

Old California 86

Harrison St

Cesar Chavez St

Tyler St

Ave 50

Ave 52



# INNOVATIVE NEW DEVELOPMENT. INCOMPARABLE OPPORTUNITIES.

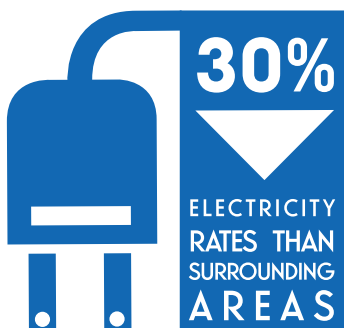


## ▶ EXPLOSIVE RESIDENTIAL GROWTH

**A MAJOR BUILDING BOOM** promises about 10,000 new housing units for the City, either in construction or planned. Indio has had the highest residential building permit activity in the Coachella Valley for the past several years, according to the Desert Valley Builders Association.

Homebuyers and renters will find options spanning every value and lifestyle preference — from modern multi-unit apartment dwellings and affordable mid-market homes to custom-designed luxury estates in gated communities offering full-service amenities.

**30%**  
OF HOUSEHOLDS  
EARN MORE THAN  
**\$75,000  
A YEAR**



## ▶ INDIO'S UTILITIES ARE AFFORDABLE

Electrical service provided by the Imperial Irrigation District (IID) costs 30% less compared to Southern California Edison rates in the West Valley. In addition, the Indio Water Authority, which is managed by the City, provides safe and affordable water to residents and businesses within the City and is a leader in conservation and sustainability.



# OPEN FOR BUSINESS

**INDIO IS FULLY INVESTED IN EMPOWERING BUSINESSES, FOSTERING NEW DEVELOPMENT AND CREATING JOBS.**

Aspiring entrepreneurs and business owners will find a range of business-friendly services at City Hall and online. We are here to help easily navigate the process of starting, relocating and growing a successful enterprise in Indio.

Discover the many benefits of establishing your business in Indio! For information on opportunities and incentives, contact:

- ▶ **City of Indio**  
**Economic Development Department**  
100 Civic Center Mall, Indio, CA 92201  
760.541.4203 | [indio.org](http://indio.org)

## ▶ DEVELOPMENT FRIENDLY ENVIRONMENT

- › One-Stop Shop Permitting Process
- › Local Vendor Purchasing Preference
- › Development Impact Fee Deferral Program for commercial, industrial, and multi-family housing
- › Workforce Development & Small Business Assistance
- › Opportunity Zone Incentives

## ▶ KEY LOCAL ORGANIZATIONS

- › California Office of Business and Economic Development
- › Coachella Valley Economic Partnership
- › Coachella Valley Small Business Development Center
- › Coachella Valley Women's Business Center
- › Greater Coachella Valley Chamber of Commerce
- › Riverside County Economic Development Agency
- › SCORE Coachella Valley





# OUR LEGACY CONTINUES WITH YOU

**AS THE LEGACY GROWS**, the Indio City Council has adopted a new General Plan and Downtown Specific Plan to establish a VISION for the City for the next 20 years. This Plan will establish development thresholds for residential, mixed-use, commercial and hotel growth—all to support and embrace the City of Indio and all who live, work and thrive here.

Over four generations strong, Indio's beating heart hails to an international crowd of millions per year through our festivals. It's no surprise that it all started here.

Our legacy has been built by generations of family and a workforce willing to take chances and make a meaningful impact.

Our success comes from within this pioneering heritage of explorers, artists and innovators. The City of Indio welcomes your ideas and your vision for a bright, lucrative future.

To read our story is only the beginning. It is merely your ticket for admission. We invite you to create your own future and join our legacy. Our humble beginnings brand us today as a mecca for growing new business and reaching for the stars. Let's do it together.

Make Indio your home.

## I AM. YOU ARE. WE ARE.

# INDIO









100 Civic Center Mall  
Indio, CA 92201 | 760.541.4203

[indio.org](http://indio.org)

