



NEC I-10 AND MONROE STREET  
INDIO, CA

*Join Walmart, Hampton Inn,  
Starbuck's, T-Mobile & many more!*



Open Now!

Opening Soon!





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Palm Desert, CA 92260  
[www.LeePalmDesert.com](http://www.LeePalmDesert.com)

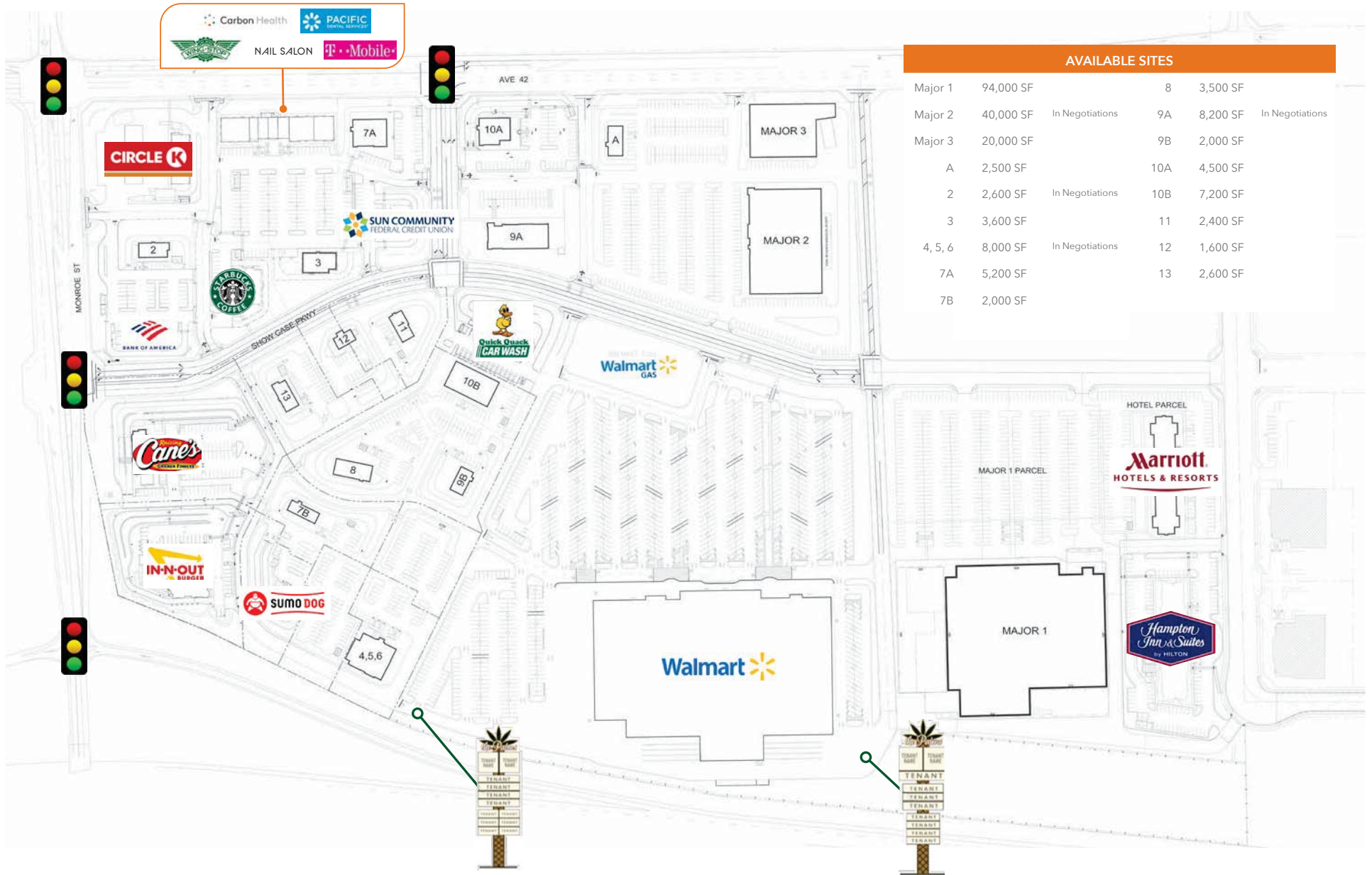
**Maggie Montez**  
mmontez@leedesert.com  
760.346.2520  
LIC #01070683

**Shawna Strange**  
sstrange@leedesert.com  
760.346.2533  
LIC #01718495

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# THE PALMS | NEC I-10 AND MONROE STREET | INDIO, CA





## RECENT DEVELOPMENTS

## Residential Growth

- 83,000 full-time residents in 3 miles of The Palms
- 150,000 full-time residents in 5 miles of The Palms
- Average home price \$642,000
- More than 15,940 new housing units planned or under construction

## Business Growth

- 4,660 businesses in The Palms trade area
- 51,488 employees in The Palms trade area
- Home to new Loma Linda Hospital
- College of the Desert campus expanding to 80,000 SF. 2-year college serves over 16,000 students per year.



## KEY DEMOGRAPHICS

	I-10/Monterey Rancho Mirage/ Palm Desert	111/Bob Hope Dr Rancho Mirage	Palm Canyon/ Tahquitz Palm Springs	I-10/Jackson Indio	Subject I-10/Monroe Indio
2025 Population					
1 mile:	4,410	4,925	6,162	11,764	10,585
3 miles:	27,403	44,233	43,278	67,874	84,138
5 miles:	108,203	90,633	85,028	141,246	156,077
7 miles:	176,513	158,117	114,154	202,311	221,226
Median Age					
1 mile:	54.8	51.4	49.0	32.7	35.6
3 miles:	55.3	53.2	49.6	35.2	35.9
5 miles:	49.6	54.7	44.6	36.9	38.3
7 miles:	48.9	50.1	45.2	39.4	40.5
Households					
1 mile:	1,873	2,391	3,655	3,315	3,025
3 miles:	12,383	22,093	24,504	21,995	28,145
5 miles:	43,313	44,467	39,087	47,539	54,494
7 miles:	77,122	71,753	51,981	71,152	79,315
Average Household Income					
1 mile:	\$105,932	\$103,523	\$115,596	\$158,159	\$155,141
3 miles:	\$126,268	\$109,489	\$114,931	\$103,348	\$108,784
5 miles:	\$110,901	\$123,169	\$113,801	\$117,538	\$118,668
7 miles:	\$113,466	\$113,441	\$108,429	\$117,312	\$117,447
Average Household Size					
1 mile:	2.9	2.7	3.0	3.9	3.5
3 miles:	2.9	2.7	2.9	3.6	2.9
5 miles:	3.1	2.7	3.4	3.5	2.8
7 miles:	3.0	2.9	3.3	3.4	3.3

### Traffic Counts At Build Out of The Palms

Monroe St.	45,000 ADT
Avenue 42	35,000 ADT
I-10	75,000 ADT 27 million cars per year!

- Over 27 million cars per year!
- Indio has more than 1.4 million visitors per year!
- Join Walmart, Raising Cane's, In N Out, Starbuck's, T-Mobile & much more!
- The Palms generates more than 3 million visits per year!
- I-10 visibility and easy access
- Strong trade area with more than 51,000 employees and more than 150,000 full time residents
- Pylon Freeway signage available



## HOSPITALITY DEMOGRAPHICS

- 14.1 million visitors in 2022
- Direct spending impact of \$7.1 Billion
- Visitor spending supports over 34,000 jobs in the Valley
- Tourism provides \$1.7 Billion in Lodging and \$1.5 Billion in Food & Beverage
- Named #2 Top Emerging Destination by Trivago
- Short term rentals contribute more than \$68 million in spending
- \$705 million global economic impact from Music Festivals
- Actron's #4 Top U.S. Cities for Golf Getaways
- Airbnb's #6 Top 10 Trending Winter Domestic Destinations

## EVENTS

### **Signature events such as:**

- Coachella Music & Arts Festival - 250,000 attendees per day for 6 days  
<https://events.lyte.com/magazine/discover/top-festivals-usa/>
- Stagecoach County Music Festival - 85,000 attendees per day for 3 days
- BNP Paribas Tennis Open - 475,000 attendees over two weeks
- Riverside County Fair & National Date Festival - Over 315,000 attendees
- Tamale Festival - 10,000 attendees
- Palm Springs International Film Festival - 135,000 attendees
- Tour De Palm Springs - 10,000 cyclists
- Modernism Week - 126,000 attendees over 2 weeks

## DAILY ACTIVITIES

- Acrisure Arena - home to Coachella Valley Firebirds (AHL Western Champions 2023) and 120 major events annually
- Golf - More than 125 Golf Courses
- Hiking & Biking trails throughout the valley
- Spas - Natural Hot Springs
- Gambling - Indian Casino's offer gaming plus Entertainment
- Tours - Historical Architecture, The Palm Springs Tram, Celebrity Tours
- Tennis & Pickleball