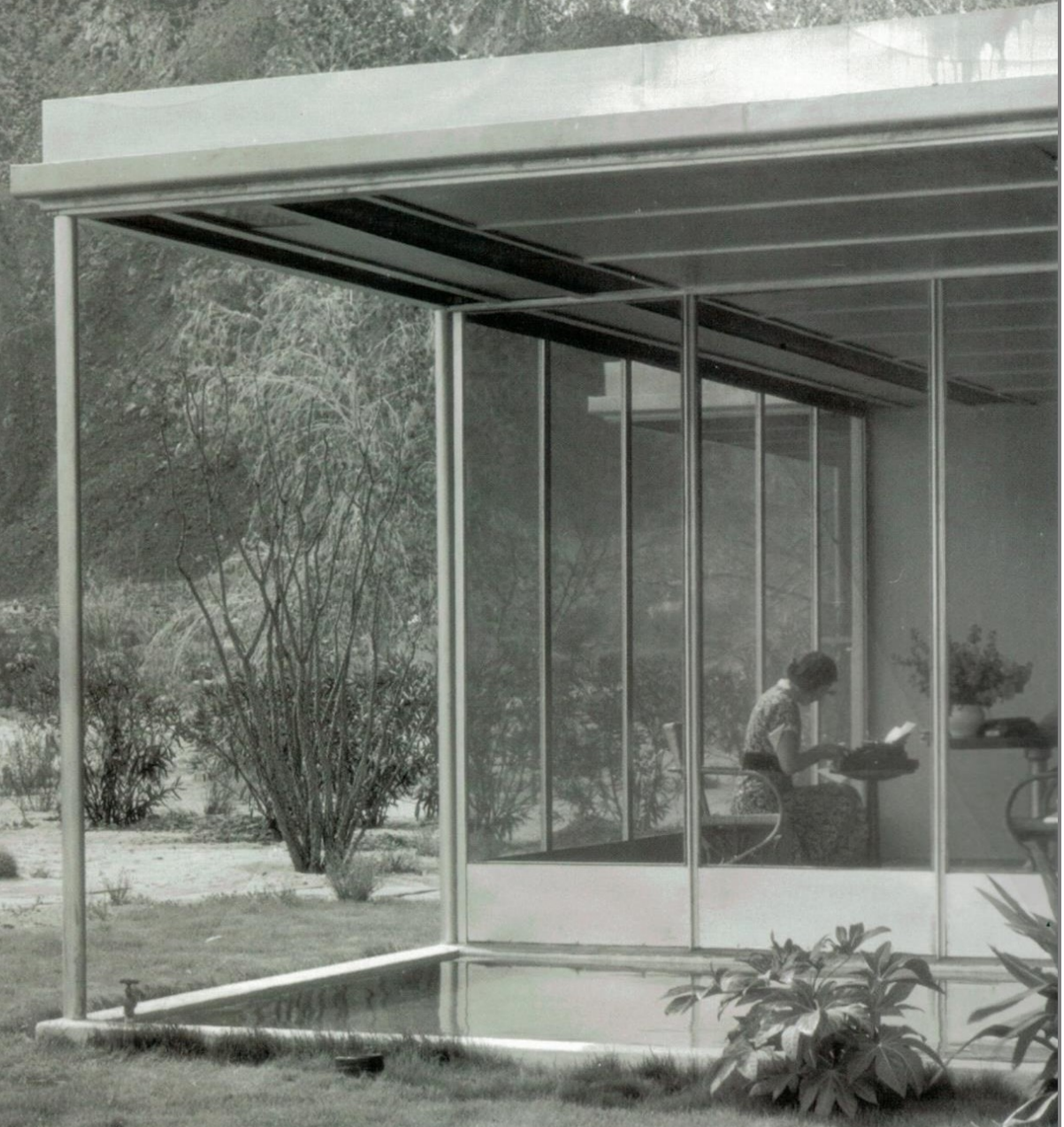


PALM SPRINGS LIFE®



ARCHITECTURAL
PRESERVATION
AWARDS



"THE BEAUTY OF RESTORATION IS
THAT IT'S NOT FLASHY. WE PUT THINGS BACK
THE WAY THEY WERE SO WE CAN
UNDERSTAND THE CULTURAL AND HISTORICAL
CONTEXT OF THE ARCHITECTURE."

PAGE 32



INDIO

TAKING CENTER STAGE

WORDS BY

Marissa Willman

The city of Indio, best known as the home of the Riverside County Fair & National Date Festival, Coachella Music & Arts Festival, and Stagecoach country music festival, is leading a renaissance on the east side of the Coachella Valley. Beyond these signature events, the city has become one of the fastest growing desert communities, with a long list of new developments and expansions in the retail, healthcare, housing, and education sectors.

This revitalization is decades in the making, striking a delicate and deliberate balance between exciting economic growth and preserving the city's roots. As a result, Indio offers the best of both worlds: Residents and

visitors can enjoy both a thriving new downtown cultural scene and historic landmarks like Shields Date Garden, which celebrates its centennial anniversary this year. As momentum continues to build, progress in this East Valley city seems unstoppable.

DOWNTOWN DEVELOPMENT

Some of the city's most exciting progress is transforming Downtown Indio. A 20-year effort to revitalize the area is bearing fruit with new businesses, a growing arts and culture scene, an expansion of the College of the Desert campus, and a calendar brimming with community events.

Recent additions to downtown include Gabinos Creperie East, the second location for this Palm Springs favorite, as well as Indio Taphouse, the latest venture by Coachella Valley Music & Arts Festival cofounder Skip Paige. Nearby, art installations from past Coachella festivals and a flurry of colorful new murals punctuate this up-and-coming district, where new businesses such as Little Street Music, Sunny Sound Studio, and the Academy of Musical Performance are creating one of the most exciting music scenes in the desert. Earlier this year, outdoor entertainment venue Center Stage opened to showcase local talent, including a concert by *American Idol* winner and Indio native Abi Carter.

MAYOR:

Lupe Ramos Amith

MAYOR PRO TEM:

Glenn Miller

COUNCIL MEMBERS:

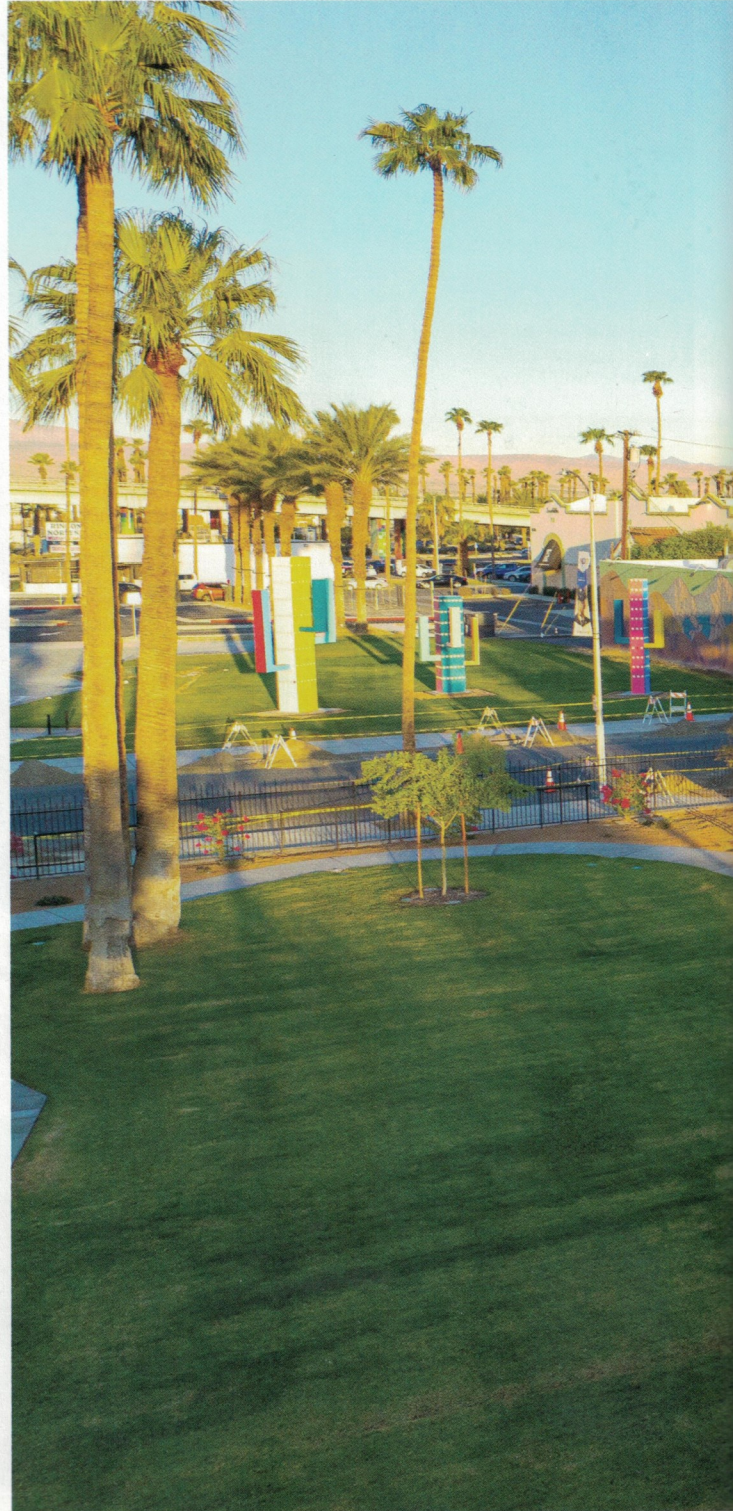
Elaine Holmes
Feron Waymond
Oscar Ortiz

YEAR INCORPORATED:

1930

WEBSITE:

indio.org



Center Stage, a new venue in the heart of downtown, showcases local talent and even hosted a concert by *American Idol* winner and Indio native Abi Carter.



INDIO



It's little surprise that entrepreneurs are flock downtown. This fall, Desert Beer Co. will bring pizza and pints to the community, and record-lovers will be able to enjoy cocktails and vinyl at Rosemary HiFi. Local favorite Everbloom Coffee will offer their house-made syrups and popular lattes with a winter opening, and finally, Melt will serve ice cream and grilled cheese sandwiches in early 2025.

Meanwhile, the bustling district offers a robust calendar of events — including Food Truck Fridays, a foodie favorite that draws 3,000 attendees weekly. Every Saturday from October through May, the Indio Farmer's Market brings fresh produce and local artisans downtown, and the city's Second Saturdays concert series offers free entertainment at Center Stage.

NEW DEVELOPMENTS ACROSS THE CITY

The progress in Indio is hardly contained to downtown. A new Civic Center Campus featuring a three-story City Hall, a one-story library, and a paved public plaza is underway. The modern architectural design will feature a midcentury modern-inspired color palette. Meanwhile, a new clubhouse at The Lights at Indio Golf Course, the Coachella Valley's only night-lighted course, will bring dining and a pro shop to the popular venue.

More Coachella Valley residents will be calling Indio home with two new housing developments on the horizon. Skyline at Bliss & Oasis will bring 64 apartment units to Downtown Indio in a state-of-the-art mixed-use building featuring 5,000-square feet of retail and office space on the ground floor. In North Indio, 1,500 homes are planned at Desert Retreat, a new

Del Webb community by Pulte Homes. The 55+ community will reveal models by early 2025, and the community clubhouse, pickleball courts, and other amenities are slated for completion in 2026.

The city's momentum has attracted both national chains and local businesses. The city will welcome Raising Cane's Chicken Fingers and EōS Fitness in the coming year, while In-N-Out Burger and Dutch Bros will also expand their footprints. Local newcomer Indio Brewing will offer craft beers in North Indio, and The Place, a 15,000-square-foot market, will feature individual vendors plus a food hall, climbing wall, and cannabis dispensary.

INVESTING IN THE COMMUNITY

Revitalization doesn't happen by accident. City officials have taken a thoughtful approach to investing in long-term growth.



Earlier this year, the city launched a new Shop Local program, offering a 5 percent cashback incentive for purchases at Indio businesses. The city-funded program is offered at no cost to local business-owners.

A new Building Beautification Program offers grant support for building improvements along Highway 111 and in Downtown Indio, with sums of up to \$50,000 available for local business owners. The grants encourage long-term growth in the city and can be used for improvements such as window treatments, wall painting, exterior signage, and landscaping.

The city is also taking a strategic approach to both maintaining and growing its main thoroughfares of Highway 111 and Indio Boulevard. In addition to investing in infrastructure improvements along these roads, including the recent repaving of Indio Boulevard, Indio is focused on smart development for land along these corridors. The city has purchased properties in order to lease or sell them in alignment with Indio's development plan, with a focus on creating workforce zones that bring jobs to the city.

ACCESSIBILITY TO EDUCATION AND HEALTHCARE

Quality of life improvements are a priority for the city, with momentum growing in both the healthcare and education sectors.

College of the Desert's Indio campus recently celebrated a 67,000-square foot expansion, bringing new classrooms, science labs, computer rooms, a maker space, and a Child Development Center to the downtown campus. The latter amenity makes the pursuit of higher education even more accessible in the East Valley. Students can pursue degrees in areas such as child development education or communications or receive career training for positions such as clinical medical assistants, phlebotomy technicians, veterinary assistants, and pharmacy technicians.

Equally fast-growing is the city's healthcare sector. This fall, Eisenhower Health will open a new primary care clinic in Indio, while the 80-bed Coachella Valley Behavioral

A three-story City Hall (above) will anchor the brand-new Civic Center Campus, which also features a one-story library (opposite, bottom) and a paved public plaza. Meanwhile, art and music factor into the exciting new vibe in downtown Indio (opposite, top).

Health will focus on mental health services, providing inpatient adult services. Also, \$27 million in state grant funding will support ABC Recovery Center's expansion from 75 to 195 licensed beds for substance use treatment and mental health services.

As more medical offices continue to open near Tenet Healthcare's JFK Memorial Hospital, the city aims to support the growth of a medical district to meet a range of routine and specialized healthcare needs.

This is an exciting time for the city, with palpable progress in every sector of the economy — from affordable housing and education to entertainment and healthcare. It's no wonder all eyes are on Indio.

CITY STATS

POPULATION.

91,386

MEDIAN AGE

38.6

ANNUAL GROWTH

RATE

0.45%

BACHELOR'S & GRADUATE/ PROFESSIONAL DEGREE

21.34%

AVERAGE HOUSEHOLD INCOME

\$97,782

MEDIAN NET WORTH

\$202,893

AVERAGE DISPOSABLE INCOME

\$73,547

TOTAL HOUSING UNITS

36,217

AVERAGE HOME VALUE

\$527,114

DIVERSITY INDEX

81.9

PUBLIC SCHOOLS

20

PUBLIC PARKS

16

Source:
Esri/Coachella Valley
Economic Partnership