

MIXED-USE DEVELOPMENT OPPORTUNITY

SALE, GROUND LEASE & BUILD-TO -SUIT

SEC HIGHWAY 111 & MADISON STREET | INDIO, CA

19+ ACRES, EXPANDABLE TO OVER 35 ACRES

- Central Indio location in the largest and fastest growing city in the Coachella Valley and eastern Riverside County!
- Ideal location for retail, medical & office users
- Signalized intersection for easy access
- Divisible to suit user requirements
- 1,200 feet of Highway 111 frontage
- Surrounded by well-established retail and residential communities
- Indio is known as the "City of Festivals" including Coachella, Stagecoach & more!



LEE & ASSOCIATES
COMMERCIAL REAL ESTATE SERVICES

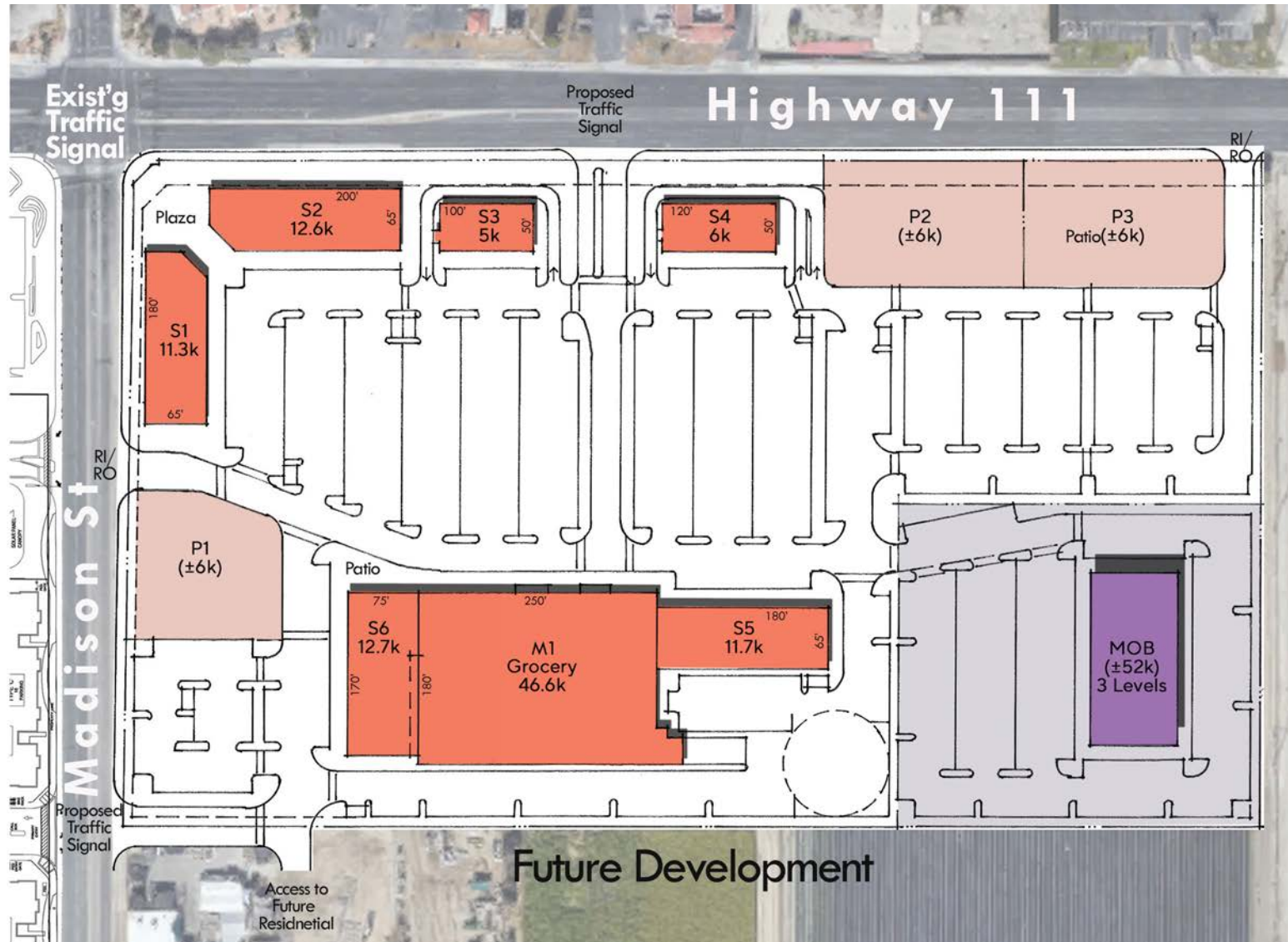
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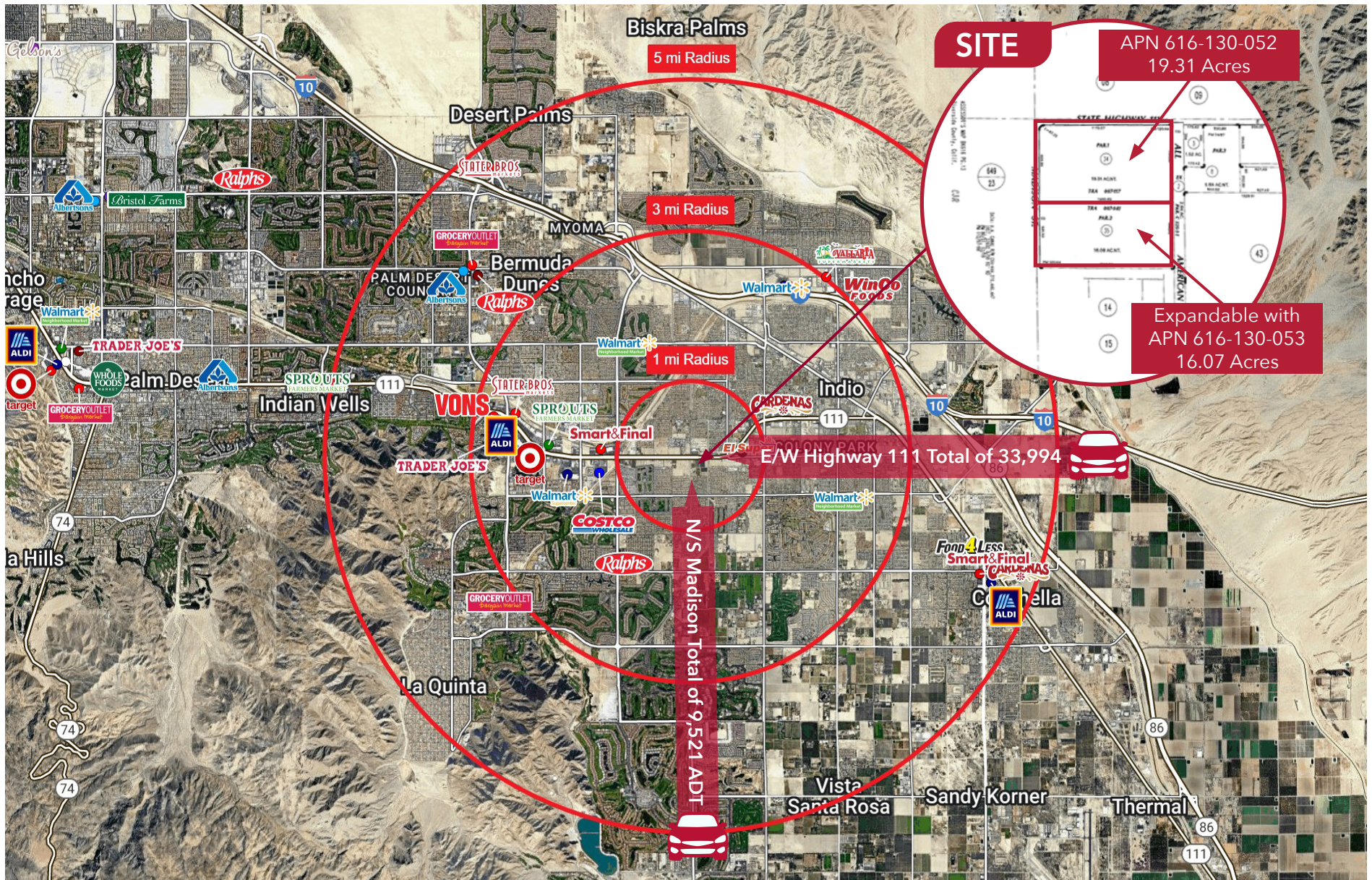
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All information furnished regarding property for sale, rental or financing is from sources deemed reliable, but no warranty or representation is made to the accuracy thereof and same is submitted to errors, omissions, change of price, rental or other conditions prior to sale, lease or financing or withdrawal without notice. No liability of any kind is to be imposed on the broker herein.

CONCEPTUAL SITE PLAN



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SURROUNDING RESIDENTIAL AND HIGH END GOLF RESORTS



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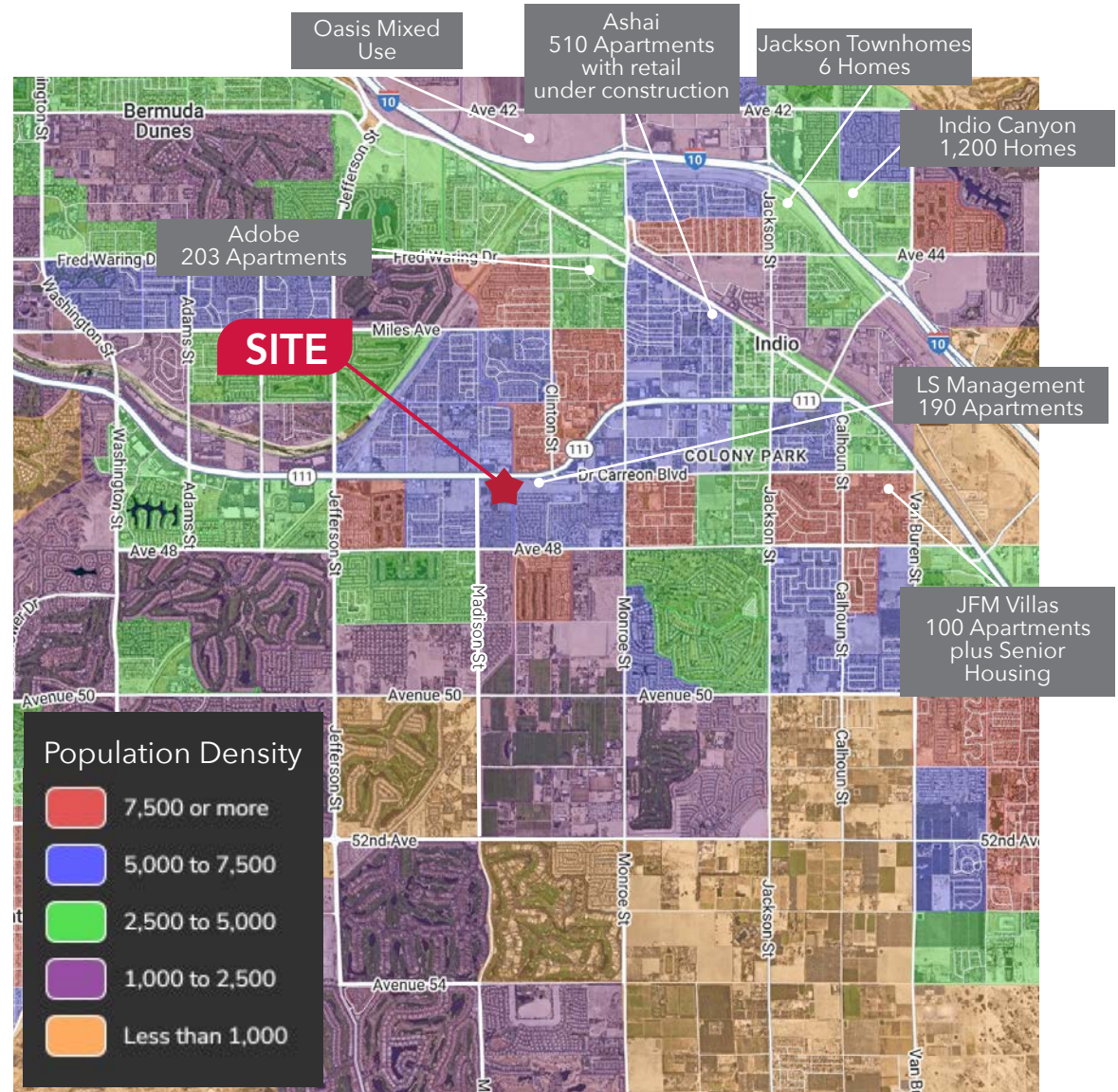
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HIGHWAY 111 & MADISON STREET | INDIO, CA

COACHELLA VALLEY DEMOGRAPHIC HIGHLIGHTS

- 425,000 Year-Round Population
- 150,000+ Annual Seasonal Visitors
- Over 14 Million Tourists Per Year



DEMOGRAPHIC HIGHLIGHTS



PEOPLE

Estimated Population

1 Mile - 20,257 | 3 Mile - 100,598 | 5 Mile - 197,787

30,000 Seasonal Visitors Per Year

74% Hispanic Population

Median Age of 40.3 Years



HOUSEHOLDS

Estimated Households

1 Mile - 6,500 | 3 Mile - 34,458 | 5 Mile - 70,114

68% Family Households

Average Residential Home Sale Price 2025 - \$709,170.00

Average Household Income

1 Mile - \$93,926 | 3 Mile - \$123,315 | 5 Mile - \$127,608



ANNUAL EXPENDITURES

Total Retail Expenditures

1 Mile - \$344.91 M | 3 Mile - \$1.89 B | 5 Mile - \$3.86 B

Total Grocery Expenditures

1 Mile - \$49.48 M | 3 Mile - \$252.92 M | 5 Mile - \$502.69 M

Total Healthcare

1 Mile - \$43.17 M | 3 Mile - \$236.38 M | 5 Mile - \$487.02 M



BUSINESSES

Total Businesses

1 Mile - 401 | 3 Mile - 2,503 | 5 Mile - 4,917

Total Employees

1 Mile - 3,750 | 3 Mile - 20,448 | 5 Mile - 39,338

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
- \$70 S million global economic impact from Music Festivals



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 - 60,000 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