



NEC I-10 AND MONROE STREET
INDIO, CA

Join Walmart, Hampton Inn,
Starbucks, T-Mobile & many more!



Coming Soon!



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

RETAIL, ENTERTAINMENT & HOSPITALITY AVAILABLE NOW

WATCH VIDEO TOUR!
<https://www.youtube.com/watch?v=0UGcE2wgptM&feature=youtu.be>

1,029 SF
Last Retail
Site Available

AVENUE 42

February 2015	24,089 ADT
At Project Build-out	35,000 ADT

MONROE STREET

February 2015	20,146 ADT
At Project Build-out	45,000 ADT

120 Rooms

120 Rooms, 100 Daily Guests
Now Open!

Walmart
Generates 2.6 to 3 million
customers per year

Marriott
HOTELS & RESORTS
Coming Soon

Marriott
Fairfield
INN
120 Rooms

Hampton
Inn & Suites
by Hilton

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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
2024 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
- \$70 S million global economic impact from Music Festivals

EVENTS

Signature events such as:

- Coachella Music & Arts Festival - 250,000 attendee's per day for 6 days
<https://events.lyte.com/magazine/discover/top-festivals-usa/>
- Stagecoach County Music Festival - 85,000 attendee's per day for 3 days
- BNP Paribas Tennis Open - 475,000 attendee's over two weeks
- Riverside County Fair & National Date Festival - Over 315,000 attendee's
- Tamale Festival - 60,000 attendee's
- Palm Springs International Film Festival - 135,000 attendee's
- Tour De Palm Springs - 10,000 cyclists
- Modernism Week - 126,000 attendee's 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