

CALIFORNIA

INDIO

City of Festivals™

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INDIO

CALIFORNIA

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.

Located in Eastern Riverside County in an area known as the Coachella Valley and situated amid four transcendent mountain ranges, Indio boasts one of the finest climates in the United States with more than 350 days of sunshine and warm temperatures year-round. Known as the City of Festivals™, Indio's cultural calendar brims with a dazzling array of special events and activities, drawing nearly 1.4 million visitors every year to experience Indio's world-class attractions and amenities.

In search of a better lifestyle, a business-friendly environment to relocate your company or launch a new venture? Discover Indio—a welcoming community offering a most dynamic landscape in which to live, work, visit and enjoy all that Indio has to offer.

Largest AND Fastest
GROWING 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

6

**MAJOR AIRPORTS
WITHIN A FEW
HOURS DRIVE**

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.

**40
MILLION
PEOPLE**
WITHIN A 4 HOUR DRIVE



Los Angeles	143 miles
San Diego	131 miles
Las Vegas	277 miles
Phoenix	247 miles



City of Festivals™

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 / 155,000

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 in the month of **February**, the 10-day Riverside County Fair & National Date Festival entertains millions of festival goers with exhilarating carnival rides, animal shows and exhibitions, nightly musical pageants, big name performers, and much more. 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.



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.



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**, this 25+year culinary extravaganza serves up the world's best tamales and live entertainment.

January through March, world-class horse polo takes center stage on the lush sprawling fields at Empire and Eldorado Polo Clubs. Patrons can picnic tailgate-style or enjoy onsite dining experiences. 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.



INDIO

is 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 ten fascinating murals depicting the city's rich heritage.

The Public Arts & Historic Preservation Commission stays busy integrating art throughout the city that reflects Indio's collective pride and spirit—creative works like Buster Simpson's abstract shade sculpture "Oculus Sol," which sheds colorful illumination at night; 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 piece 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. 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. 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.

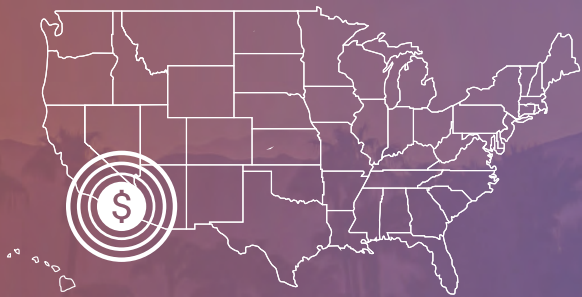


Follow the sun to **INDIO.**

A RENAISSANCE OF DEVELOPMENT GROWTH AND OPPORTUNITY

Visionary, hard-working, collaborative—among the many progressive values that have shaped Indio from the start. City leaders, business owners, and change makers always have an eye towards progress with a laser-sharp focus on ways to enhance all areas of community life. A low cost of living combined with outstanding schools, ample parks, and public safety services nationally recognized for innovation encourage a superior quality of life and unprecedented growth.

35% POPULATION INCREASE
(89,000 to 135,000 BY 2035)
fastest in the Coachella Valley



TOP 500
FASTEST GROWING ECONOMIES IN US

*Source: WalletHub.com

MUSIC
FESTIVALS
ALONE
GENERATE

\$403
MILLION
IN ECONOMIC IMPACT IN
THE COACHELLA VALLEY



INDIO

is in high demand.



There is tremendous opportunity to capture the spending of Indio residents since almost 90% of them spend their money on retail, restaurants and entertainment outside the city. The festivals are a gateway for introducing visitors who often look at relocating once they experience the vibe, quality of life and economic boom. Indio is business friendly and wants to help you open a business and support your workforce needs.

RETAIL

National and independent retailers are adding to the vitality of Indio's fast-growing economy. Recent openings include Neighborhood Walmart; El Super Grocery Store; Sonic Drive-In; Tractor Supply Company; I-10 Chrysler, Dodge, Jeep & Ram Dealership; and the Coachella Valley's first Dunkin' Donuts and Your Pie restaurant. Commercial development underway includes a 12-screen movie theater, restaurants and shops at The Palms, as well as retail opportunities at Indio Towne Center and Showcase at Indio.

DINING

Indio's diverse population and high discretionary income present opportunities from casual to more formal dining establishments. Off Highway 111, a 50-acre parcel is well-suited for a mix of retail, restaurant, entertainment, hospitality and residential developments. It's complimented by food and restaurant venues such as Shields Date Garden and Jackalope Ranch. Also, the possibilities are vast for new restaurants and breweries along the Indio Boulevard Revitalization Corridor, which is the gateway to Downtown Indio and conveniently located near the I-10 freeway. The Corridor contains commercial space and includes a variety of restaurants and boutique motels.

HOSPITALITY

Located at the Northeast gateway to Indio just off the I-10 freeway, the Fantasy Springs Resort Casino, operated by the Cabazon Band of Mission Indians, provides amazing resort amenities and brings in top headliners to its Events Center. Family entertainment at its Fantasy Lanes Bowling Center and Eagle Falls Golf Resort rounds out the amazing destination appeal. The Holiday Inn Express & Suites and Quality Inn & Suites are located nearby.

Fairfield Inn & Suites by Marriott opened a four-story, 110-room hotel in December 2018. Amenities include a pool, gym, breakfast lounge, beer and wine bar. A 93-room Hampton Inn & Suites by Hilton is slated to open in 2020. Once completed, Indio will be home to 22 hotels that, along with short-term rentals and music festival campers, generate \$4-5 million per year in Transient Occupancy Tax. The robust and growing number of short-term rentals in the community shows the need for more luxury, boutique and budget hotels and resorts throughout the city.

INDIO

*Huge opportunities
within reach.*



The Highway 111 widening and beautification project now in progress will maximize safety for drivers and pedestrians, accommodate additional traffic, and provide greater access to surrounding businesses.



INDIO GRAND MARKETPLACE

The former Indio Fashion Mall has been rebranded and will undergo a major expansion and redevelopment slated to transform the property into the Coachella Valley's premier mixed-use entertainment and lifestyle center. Spanning nearly 40 acres, the destination will encompass a state-of-the-art multiplex movie theater, 120-room hotel, fitness center, numerous retail opportunities including a 20,000-square-foot major retail anchor store, and up to 400 new residential units.

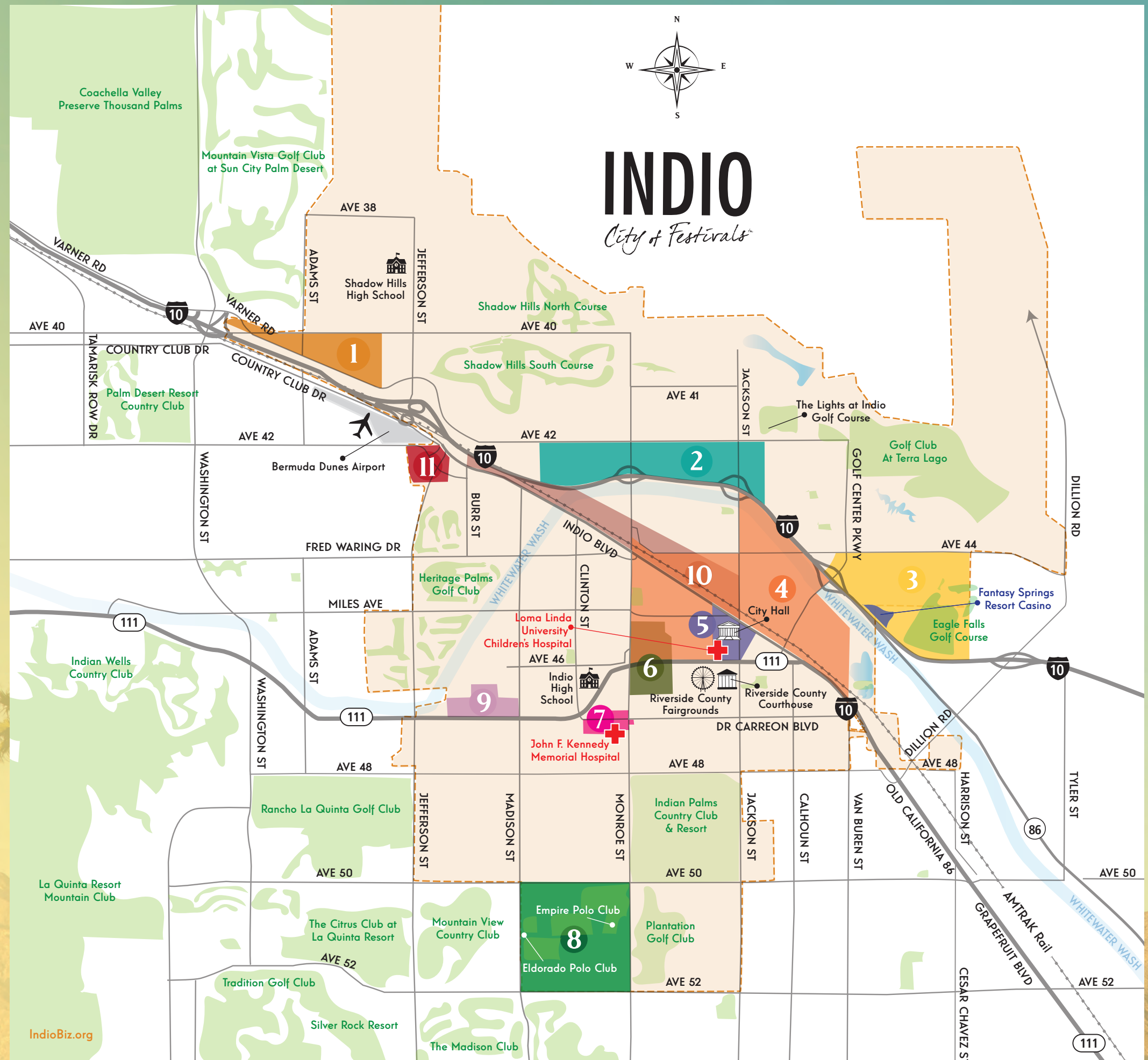


INDIO DOWNTOWN DISTRICT

An exciting metamorphosis and several site opportunities are coming to downtown Indio under a visionary blueprint designed to reinvigorate the city's historic center. Downtown is already home to highly regarded cultural facilities: Indio Performing Arts Center, Coachella Valley Art Center and the Coachella Valley History Museum. The mixed-use plan interweaves the community's reverence for arts and culture within a vibrant pedestrian-oriented destination that supports commerce, education, entertainment, creative enterprises and new housing.

Key Development Zones

- 1 AUTO MALL ZONE**
 The I-10 Auto Mall is the largest auto mall in the Coachella Valley with six major dealerships. It 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.
- 2 NORTH FREEWAY COMMERCIAL ZONE**
 Encompasses 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 available 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 opportunities for investors to defer capital gains taxes until 2026; reduce payment of deferred taxes by 10% if held for 5 years and another 5% if held for 7 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 THE DOWNTOWN ARTS & CULTURE DISTRICT**
 Downtown Indio is the heart of the City and primed for major revitalization into a vibrant arts, culture and entertainment center. The 25 acres of property the City owns 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 and Riverside County's detention center construction. 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.
- 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 prime opportunity for new shops, restaurants, housing, hotels, and a movie theater. The former Indio Fashion Mall is now the Indio Grand Marketplace and will become an experienced-based outdoor lifestyle entertainment center. A portion of the area is within the Indio Opportunity Zone.
- 7 HEALTH AND WELLNESS DISTRICT**
 As the largest and fastest city in the Coachella Valley, Indio's aging and youth populations will need more health and wellness services in the future. This District offers the development of medical offices and facilities, which are conveniently located and accessible in the central part of the community at the intersection of Monroe Street and Dr. Carreon Blvd. 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. It's complimented by food and restaurant venues such as Shields Date Garden and Jackalope Ranch.
- 10 INDIO BOULEVARD REVITALIZATION CORRIDOR**
 Gateway to Downtown Indio and conveniently located near the I-10 freeway, the Corridor contains approximately 25,000 square feet of commercial and industrial space, including 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. It is also adjacent to the Bermuda Dunes Airport.



INDIO

*Innovative new development.
Incomparable opportunities.*

30% OF HOUSEHOLDS
EARN MORE THAN
\$75,000/YR

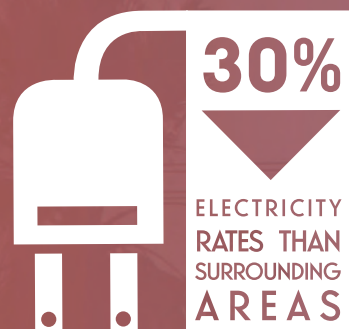
EXPLOSIVE RESIDENTIAL GROWTH

Indio's streets pulsate with energy owing to a major building boom soon to comprise more than 2,500 new housing units. Indio has had the highest number of 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.



2,755 NEW HOUSING
UNITS PLANNED OR
UNDER CONSTRUCTION



30%

**ELECTRICITY
RATES THAN
SURROUNDING
AREAS**

INDIO'S UTILITIES ARE AFFORDABLE

Electrical service provided by the Imperial Irrigation District (IID) is 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 80,000 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 or online. We are here to help easily navigate the process of starting, relocating and growing a successful enterprise in Indio.

DEVELOPMENT FRIENDLY ENVIRONMENT

- One-Stop Shop Permitting Process
- Local Vendor Purchasing Preference
- Hotel and Movie Theater Fee Deferral
- 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

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
IndioBiz.org

INDIO *at the heart of community life*

Indio residents of all ages enjoy a superb quality of life. The low cost of living combined with outstanding education opportunities and great parks has ranked Indio in the Top 8 Fastest Growing Cities in California, top 30 Fastest Growing Cities in America and in the Top 500 Fastest Growing Economies in America.*

ENHANCING PUBLIC SAFETY

The Indio Police Department is one of 15 cities in the nation selected to serve as a model for the President's Task Force on 21st Century Policing. The International Association of Chiefs of Police (IACP) recognized the Indio Police Department as a model for cutting edge and innovative strategies to involve residents and assist youth and vulnerable populations. IPD created the Chiefs Advisory Board to engage with local residents, and founded the Truancy Prevention Task Force to help parents and youth reduce school absences. IPD's outreach to homeless individuals and creation of the Community Outreach Resource Program has placed individuals on the right track to a better life.



HEALTHCARE

In early 2018, Loma Linda University Children's Hospital unveiled its 13,000-square-foot outpatient pavilion in downtown Indio, expanding critical access to pediatric healthcare to more than 135,000 children in the region. John F. Kennedy Memorial Hospital, a 145-bed Tenet-owned acute care medical center, has plans to expand and remodel its main entrance, admitting area, and emergency room.

EDUCATION

The city boasts an excellent public school system—Indio Middle School was recently named a 2018 California School to Watch, one of only 18 on the list. Indio is also the only city in the Coachella Valley that boasts two high schools. At both Shadow Hills and Indio High School campuses, students experience a broad spectrum of academic offerings and technical education pathways. They can also participate in the AVID college-preparatory system, athletic programs, visual and performing arts, technical and computer training and a range of activities to expand their intellectual and cultural horizons.

A major expansion project is underway at the College of the Desert's Indio Campus, a contemporary, LEED-certified academic facility, which opened in 2014. The enhancement will double the size of the campus from 40,000 to 80,000-square-feet to accommodate more than 9,600 students and is slated for completion in the Winter of 2022.

TEENS & SENIORS

The Indio Teen Center is a popular after school learning and recreational spot for 8th to 12th graders. The city-run facility engages teens with a variety of stimulating programs; plus game room, boxing gym, recording studio, Internet Café, Counseling/Resource Center and more. The state-of-the-art Indio Senior Center offers residents, 50 years old and above, the opportunity to socialize, make new friends, learn new hobbies, take field trips, improve health and wellness, and have fun! It is dedicated to enhancing the quality of life of our diverse aging population.

PARKS & RECREATION

Indio residents treasure their green spaces—nearly 20 neighborhood parks decorate the city. Against the tableau of spectacular mountain views, family and friends frequently gather for picnics, parties, special events, and to enjoy park amenities and recreational activities such as soccer, softball and basketball.

Recent beautification projects at several parks have enhanced the landscape and playground areas. Dogs are free to romp at two dedicated dog parks. Golfers and FootGolf players alike hit the links at The Lights at Indio Golf Course. The city-owned facility features one of the longest par 3 courses in the country. At nightfall, lights illuminate the course affording an unforgettable golf experience under starlit skies.

INDIO

A date with destiny.



With a tale not unlike an iconic old Western on the silver screen, Indio owes its origins to the Southern Pacific Railroad, which gave life to the city in 1876. Soon thereafter, the railroad erected the Southern Pacific Depot Station and Hotel in downtown Indio. The hotel featured a fine dining room and Friday night dances to keep workers happy and entertained when they weren't laboring in the difficult desert terrain.

At the turn of the 20th century, Indio evolved into a major agricultural region as ingenious farmers realized a climate and land conducive to growing fruits and vegetables. Today, Coachella Valley fields overflow with a rich cornucopia of produce—from bell peppers, table grapes and citrus to masses of leafy greens, extra large artichokes, and many more varieties of fruits and vegetables.

However, it's Indio's most beloved crop—the date—that stands as an enduring symbol of the city's culture and prosperity. In fact, date farms in Indio and around the eastern Coachella Valley are responsible for more than 95% of date production in the United States. Indio is known as the Date Capital of the World.



COACHELLA VALLEY HISTORY MUSEUM

A visit to the Coachella Valley History Museum is a must to learn more about this succulent Middle Eastern delicacy and Indio's unique heritage. Located on Miles Avenue near Oasis Street, the Coachella Valley History Museum is home to the world's only date museum. Visitors are invited to travel back in time as they wander through the 1926 abode Smiley-Tyler House, 1909 Indio Schoolhouse, a Blacksmith's shop, and an array of fascinating memorabilia. The spacious grounds encompass a variety of tranquil gardens, as well as the oldest cork tree in the Coachella Valley. Visitors can also enjoy the only outdoor art projection system in the Coachella Valley on the historic 60-foot M.H. Whittier Water Tower.

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 determined to be Outliers.

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 and join our legacy.
Our humble beginnings brands 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

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City of Festivals™

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100 Civic Center Mall
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