

## Setting the stage for success

- » \$200 million in private and public investments into Downtown Indio
- » Economic impact of \$68 million per year from short-term vacation rentals
- » College of the Desert campus expansion in Indio will add 5,000 students
- » Third largest retail sales volume in the Coachella Valley
- » Largest concentration of manufacturing, fabricating and supply companies in the Valley



## On the program

- » Pro-development zoning
- » One-stop shop permitting process
- » Building Beautification Program
- » Workforce development and small business assistance
- » Opportunity zone incentives
- » Local vendor purchasing preference
- » Development Impact Fee Deferral Program for commercial, industrial, and multi-family housing

## Entertainment and events shine the spotlight on Indio

Indio is the place to be! The Date Festival, Second Saturdays and Food Truck Fridays are just a few local events drawing residents together, in addition to our signature events – Coachella and Stagecoach – that attract new visitors to our community and businesses.

Ready to raise the curtain and start the show?  
To learn more, visit [indio.org](http://indio.org)



**INDIO**

100 Civic Center Mall  
Indio, CA 92201  
760.541.4203

**INDIO**

take center stage



**BUSINESS  
TAKES CENTER STAGE  
IN INDIO!**

[indio.org](http://indio.org)

## The City of Festivals provides the perfect venue for creating new stars

With the largest population in the Coachella Valley and approximately 10,000 additional housing units in planning and development, a growing year-round audience is waiting to be served. Another 1.4 million visitors each year provide even more opportunities for success. Add more than \$200 million in investments into Downtown Indio to the mix, and you have a cast that is ready to shine!

**THE AUDIENCE**  
CITY OF INDIO

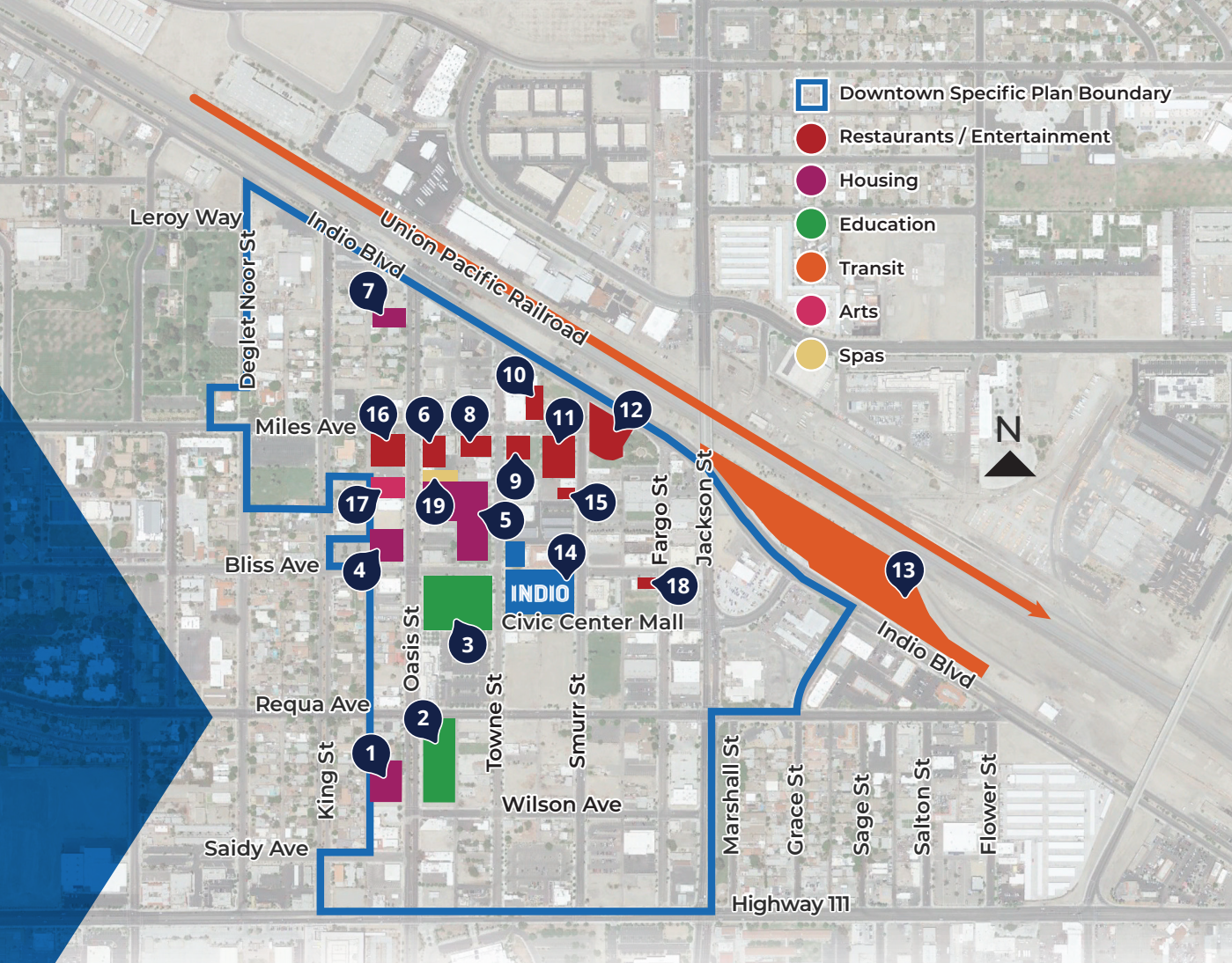
**90,063** POPULATION  
**93,640** PROJECTED 2027 POPULATION

**206,038** TRADE AREA POPULATION

**\$97,674** AVERAGE HOUSEHOLD INCOME

**37** AVERAGE AGE

**3.1** AVERAGE HOUSEHOLD SIZE



## DOWNTOWN'S NEXT ACT

- 30-unit mixed-use family housing
- New College of the Desert Child Development Center
- College of the Desert campus expansion
- Skyline at Bliss and Oasis
- Mixed-use apartments and retail
- Little Street Music Hall and Encore Coffee Bar
- 20-unit mixed-use family housing
- Future restaurant and retail
- Indio Taphouse, Italica and future restaurant
- Gabino's Creperie
- Outdoor Living Room
- Desert Beer Co.
- Future Multi-Modal Transit Facility
- Indio City Hall and Library
- Everbloom Coffee
- Food hall and retail space
- Experiential art experience and retail
- Outside the Masa
- True Awakening Spa