

Only in INDIO

TOP 10 REASONS TO LOCATE TO INDIO, CALIFORNIA!

Indio is the place to be in the Coachella Valley

1. The Palm Springs Desert Resorts:

- Internationally known destination resort, with a global reputation for great winter weather, casual lifestyle, country clubs, festivals, outdoor fun, tennis, and spas.
- 15 golf courses in Indio and Indio has the **only** night-lighted course in the Valley.
- Coachella Valley's permanent population of 450,000 is on a steady upward trend, with projections of 500,000 by 2020.

2. Indio is the Largest & Fastest Growing City in the Valley:

- 2018 population is 89,793. Projections indicate it will reach 135,000 by 2035.
- 3,500 new homes under construction or in the planning stage.
- Medium age is 33.1; 30% are 18 or younger; average household size 3.1; and Hispanic are 68%.
- 5-mile radius population is 133,224 with a median household income of \$49,551.
- Electrical service provided by Imperial Irrigation District (IID) **is 30% cheaper** compared to Southern California Edison rates in the west Valley.

3. Best Locations in the Valley:

- Commercial parcels available are along the I-10 Freeway, Ave 42, Highway 111, and downtown Indio.
- New businesses **coming soon** including a *Hampton Inn by Hilton*, *Maya Cinemas*, *Golden Corral*, *Burlington*, *Arby's*, and *EOS Fitness*.

4. Indio's Recent Awards, Recognitions, & Designations:

- No. 1 City in the US for Live Music (*Matador Network*).
- No. 2 Emerging Travel Destination in the US (*Trivago*).
- No. 4 Best Cities to Start a Restaurant in the Inland Empire (*Nerdwallet*).
- No. 19 Best Small City for Women in the Workforce (*Nerdwallet*).
- Top 20 Best Cities for Young Families in California (*Nerdwallet*).
- 100 Best Communities for Young People (*America's Promise Alliance*).
- Top 100 Events in the USA for Indio's Coachella Valley Music & Arts Festival (*BizBash.com*).
- No. 105 of the Top 500 USA Cities with the Fastest Growing Economies (*WalletHub.com*).
- Indio High School nationally ranked in top 8% by *U.S. News & World Report* and top 6% by the *Washington Post*.
- Indio Police Department is 1 of 15 law enforcement agencies nationwide to serve as a model for the President's Task Force on 21st Century Policing

5. Promotion Campaigns & Tourism:

- **The Greater Palm Springs Convention & Visitors Bureau** actively markets the whole region as a resort destination. In 2017, 13.6 million visitors, spent \$7 billion in the Valley. Promotion plans are to grow the total annual visitors to 16.8 million by 2026.
- **The Valley Economic Partnership** is dedicated to enhancing the Valley's economy.
- **The East Valley Coalition** is a collaboration to promote economic development in the Eastern Coachella Valley.
- The three cities of La Quinta, Indio, and Coachella, and the two east valley Indian tribes jointly operate the **Greater Coachella Valley Chamber of Commerce** to expand the marketing and promotions of the east Valley.
- The **Riverside County Economic Development Agency** and their **Small Business Development Center** located in Indio assist businesses.

6. 1.4 Million People Attend Events in Indio Every Year:

- Indio's registered Trademark is *The City of Festivals™*. Indio is home to the *Riverside County Fair and National Date Festival*; *Indio International Tamale Festival*; *Rhythm, Wine and Brews Experience*; *Indio Southwest Arts Festival*, the world famous *Coachella Valley Music & Arts Festival*; and *Stagecoach California's Country Music Festival*.
- Festival economic impact: globally \$705 million, region \$403 million, & Indio \$3 million.

7. Freeway Traffic:

- The I-10 Freeway, the main route in and out of Southern California, traffic count is 150,000 AADT (annual average daily traffic) is 54 million annually. It includes Southern California residents with RVs and off road vehicles who regularly travel back and forth to the Colorado River and the Imperial Sand Dunes. The Valley is the halfway point for them and many stop here for a break.
- All eastbound Southern California freeways lead to Indio as the freeway's signage has Indio listed as a destination.

8. RV Resorts in Indio:

- Indio is the RV headquarters for the *Greater Palm Springs Desert Resorts* area. There are 12 RV resorts in Indio with 6,200 RV spaces.
- Three of Indio's RV resorts are listed in the *Good Sam RV Travel & Savings Guide Top 10 Best RV Resorts in California*.

9. Local Media:

- The Valley has numerous English and Spanish network affiliated TV and radio stations, *The Desert Sun* daily newspaper, *Palm Springs Life Magazine*, and several monthly visitor and tourism guides: *Travelhost*, *Desert Guide*, *Desert Magazine*, *Visitors Guide*, and *Desert Kids*'.

10. East Riverside County Seat:

- Indio is home to the east Riverside County Administration building, the courthouse, new detention center, and the county fairgrounds.

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