

# COMMUNITY ECONOMIC PROFILE

for

## COACHELLA RIVERSIDE COUNTY, CALIFORNIA

*Prepared in conjunction with the City of Coachella and the Coachella Chamber of Commerce*

### Location

Coachella, incorporated December 13, 1946, is located 134 miles east of Los Angeles and 553 miles south of San Francisco.

### Economic Growth and Trends

	1980	1990	2000	2010
Population-County	663,166	1,170,413	1,545,387	2,189,641 <sup>1</sup>
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$22,227,877 <sup>2</sup>
Population-City	9,129	16,896	22,724	40,704 <sup>1</sup>
Taxable Sales-City	\$43,751	\$54,250	\$132,640	\$243,176 <sup>2</sup>
Housing Units-City	2,150	3,713	4,807	8,998 <sup>1</sup>
Median Household Income-City	\$13,615	\$23,218	\$28,590	\$43,018 <sup>3</sup>
School Enrollment K-12	5,427	9,093	11,932	18,186 <sup>4</sup>

1. U.S. Census Bureau, 2010. Housing count reflects occupied dwellings. 2. California State Board of Equalization, calendar year 2009. Add 000. 3. U.S. Census Bureau, 2006-2010 American Community Survey. 4. California Department of Education, 2010. Enrollment count is for 2009-10.

### Climate

Period	AVERAGE TEMPERATURE			RAIN	HUMIDITY		
	Min.	Mean	Max.	Inches	4 A.M.	Noon	4 P.M.
January	37.8	54.1	70.4	0.50	57	32	32
April	57.0	72.3	87.5	0.10	55	22	19
July	76.9	92.1	107.2	0.12	60	28	25
October	58.7	75.5	92.2	0.23	58	27	28
Year	57.2	73.1	89.0	3.38	58	27	26

### Transportation

**RAIL:** Union Pacific main line. Amtrak passenger rail service is provided in Indio and Palm Springs.

**TRUCK:** 28 carriers in the Coachella Valley.

**OVERNIGHT DELIVERY TO:** Los Angeles, San Francisco, San Diego and Phoenix.

**AIR:** Palm Springs International Airport, 26 mi. northwest, is served by Alaska, Allegiant Air, American, Delta Connection, Horizon Air, Sun Country, United, United Express, US Airways Express and WestJet; general facilities and a 10,000 ft. runway. County-owned Jacqueline Cochran Regional Airport, at the edge of the city, has general aviation facilities, an 8,500 ft. runway and a 5,000 ft. runway.

**BUS:** Greyhound service is available in Coachella, with stations in Indio and Palm Springs; SunLine Transit Agency provides local bus service throughout the Coachella Valley. Azteca Bus Lines provides bus transportation to Tijuana and Mexicali, Mexico.

**PORTS:** Nearest ports are in Los Angeles-Long Beach, 135 mi. west, and San Diego, 134 mi. southwest.

**HIGHWAYS:** The city sits astride I-10 west to Los Angeles, east to Phoenix, Texas and Florida; Calif. 111 northwest-southwest; and Calif. 86 (NAFTA Highway) south to Brawley and El Centro in Imperial County, Yuma, Arizona and Mexicali and Mexico City, Mexico.

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## Industrial Sites

There are 1,878.3 acres in the city limits zoned for light and heavy industry; about 85% is vacant and available in parcels ranging in size from 1 to 250 acres. Included in this acreage total are 2 industrial parks. The terrain is flat. Drainage is good. Subsoil is sandy and porous, and piling is not required. Sizes of water mains range from 8 to 12 inches. Sizes of sewer lines range from 8 to 27 inches.

Description of sites on or off rail lines, zoned for industry, outside the city limits in other tracts or districts: Airail Park comprising 80 acres is located at Jacqueline Cochran Regional Airport; gas, water, sewer, electricity and paved streets are installed and rail lines are adjacent.

There are an additional 1,200 acres available at county-owned Jacqueline Cochran Regional Airport; streets, utilities and rail are adjacent. Industrial zoned land is available along Union Pacific main line tracks; most is vacant and available on lease but does not have streets and utilities.

Site data compiled in cooperation with the City of Coachella Economic Development Department.

## Public Services

**WATER:** City of Coachella.

Master plan has been adopted. Maximum pumping capacity: 15.5 million gal/day. Cost per 100 cubic feet: \$1.05. Water connection charges: Yes, a base charge of \$3,075 for single family and meter charges vary by size. Front footage fee \$10/ft. Commercial fees vary depending on structure S.F.

**SEWER:** Coachella Sanitary District.

New master plan for sanitation has been adopted. District boundary is co-terminus with city boundary. Capacity of sewer plant: 4.5 million gal/day. Peak flow: 3.0 million gal/day. Sewer service charge: Yes. Type of treatment plant: Secondary, activated sludge aeration and oxidation ditch. No facilities for non-recoverable wastewater. Sewer connection charges: \$3,374 per residential unit.

## Infrastructure

Dedication and improvement requirements: Planned width of street right-of-way and usual accompanying improvements such as curbs, gutters, sidewalks, connecting pavement, streetlights, landscaping, irrigation and other infrastructure as required.

## Utilities

**GAS:** Southern California Gas Co.

For residential and business rates applicable to Coachella, contact the Southern California Gas Co. at (800) 427-2200.

**ELECTRIC:** Imperial Irrigation District.

For rates applicable to Coachella, contact the Imperial Irrigation District at (800) 303-7756.

**TELEPHONE:** Verizon.

For rates and types of service available in Coachella, contact Verizon at (800) 483-4000 for residential or (800) 483-5000 for business.

**CABLE TELEVISION:** Time Warner Cable.

For rates and types of service available in Coachella, contact Time Warner Cable, 81-557 Dr. Carreon Blvd., Suite C-7, Indio, CA 92201, (760) 340-2225.

## Governmental Facilities - Tax and Insurance Rates

- Coachella has the council-manager form of government. Assessed valuation minus exemptions (2009-10): \$1,668,300,076; County: \$211.3 billion. Ratio of assessed value to appraised value: 100% of real cash value.
- Industrial property tax rates (2009-10) per \$100 assessed valuation. Code area: 12-009. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.15242.
- Commercial property tax rates (2009-10) per \$100 assessed valuation. Code area: 12-001. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.15242.
- Retail Sales Tax: State 7.25%, County/City 0.75%, Riverside County Transportation Commission 0.5%, County Transportation 0.25%, Total 8.75%.
- Police Department: City contracts with Riverside County Sheriff's Department.
- Fire Department: City contracts with Riverside County Fire Department/California Department of Forestry (CALFIRE).
- Fire Insurance Classification: Source of Rating: Insurance Services Office. City rating: 4. Adjacent unincorporated areas: Split classification - some a 4 rating and some a 9 rating.

## The Coachella Labor Market Area

## Characteristics of the Labor Force

## Manufacturing Employment

- Applicants are given definite commitments as to the type, extent and tenure of entitlement processing by the city as lead responsible agency. A state-of-the-art General Plan with a Master Environmental Impact Report, streamlines the entitlement process and reduces processing time to only slightly more than statutory minimums.
- Desert Alliance For Community Empowerment (DACE) – Only Federal Rural Empowerment Zone west of the Rockies. Encompasses all of Coachella’s Industrial areas. Offers Special EZ Zone development bonds, substantial hiring, training and depreciation tax credits on firm’s Federal tax returns over five years for eligible employees.
- Coachella Valley Enterprise Zone Authority (CVEZA) – Offers substantial hiring, training and depreciation tax credits on California State taxes of up to \$31,605 per employee on State tax returns over 5 years.
- Coachella Redevelopment Agency – Financial tools include tax allocation bonds, loans and grants from the USDA, State of California, Coachella’s Enterprise Revolving Loan Fund and rebates after completion.

Area consists of the Coachella Valley (the Coachella Valley, Cathedral City-Palm Desert, Palm Springs and Desert Hot Springs Census County Divisions).

Area population: 404,831		Total employment: 163,026	
Natural Resources & Mining	6,323	Professional & Business Services	20,175
Construction	17,255	Education & Health Services	26,929
Manufacturing	5,110	Leisure & Hospitality	28,802
Trade, Transportation & Utilities	30,317	Other Services	9,109
Information	3,028	Government	5,348
Financial Activities	10,630		

Source: U.S. Census Bureau, 2006-2010 American Community Survey.

**Extent of Unionization:** Construction, grocery, packing shed and restaurant workers have union representation with the larger employers in the area. Agricultural workers are about 30% unionized, mainly grape workers.

**Other:** Workforce is young, energetic, easily trained and willing to work hard. Seasonal fluctuations in agriculture and related industries affect employment opportunities. Farmworkers are needed in varying numbers between September and June. Farmworkers are primarily migratory. Qualified office workers and automobile, truck and farm equipment mechanics are always in demand.

Coachella, a year-round community, is located on Interstate Highway 10 and State Expressway 86. A growing retail and service industry is developing. It provides increased job opportunities for clerical, sales and service workers, especially during the tourist season. Residential building is on the upswing to accommodate an influx of year-round population. Basic manufacturing and job creating industrial uses are actively sought by the city.

Wage rates, extent of unionization, fringe benefits and related information for specific industries and job classifications may be obtained from the State Employment Development Department, Labor Market Information Division, 1325 Spruce Street, Suite 110, Riverside, California 92507, (951) 955-3204, or at 7000 Franklin Blvd., Suite 1100, Sacramento, California 95823, (916) 262-2162. Local assistance and inquiries should be addressed to Lorie Williams, Economic Development Director, at (760) 398-3502, Ext. 262.

The COMMUNITY AREA referred to below includes Coachella and the surrounding unincorporated region. Leading group classes of products are food processing, concrete and defense.

Name of Company	Employment	Products
Valley Pride, Inc.	400	Produce processing
Esterline Defense Group (Armtec)	330	Ordnance & accessories
Ernie Ball, Inc./Paladar	262	Guitar strings
Sun World International	200	Produce processing (peaks in June)
Imperial Western Products	122	Feed commodities
Peter Rabbit	100	Produce processing

## Non-Manufacturing Employment

Name of Employer	Employment	Description
Coachella Valley Unified School District	1,704	Public school system (valleywide)
Spotlight 29 Casino	800	Casino
Augustine Casino	428	Casino
Coachella Valley Water District	290	Public water agency
Cardenas	122	Supermarket
Food for Less	100	Supermarket
City of Coachella	87	City government

## Community Facilities

**HEALTH:** Coachella has 2 medical clinics, 7 physicians/surgeons and 5 dentists. Neighboring Indio has 1 general hospital with 188 beds and a 24-hour emergency care facility. 62 physicians/surgeons, 31 dentists, 6 optometrists, 23 chiropractors and 1 podiatrist practice in Indio.

**EDUCATION:** The Coachella Valley Unified School District has 14 elementary schools, 3 middle schools, 3 high schools, 1 continuation high school and 1 adult school. College of the Desert, a two-year community college, Brandman University, University of Redlands, the Palm Desert Campus of California State University, San Bernardino and the University of California, Riverside Palm Desert Graduate Center are located in nearby Palm Desert.

**CULTURAL:** Coachella has 12 churches, 1 library, 1 newspaper, 9 TV channels received direct, 33 radio stations (one of these radio stations is located in the city itself), 1 cable TV system, 3 banks, 8 parks, 1 boxing club and 1 community center. Other recreational facilities include over 100 public and private golf courses (located in the Coachella Valley), 200-acre Lake Cahuilla Park (County) and Salton Sea for boating, water skiing and fishing.

According to the California Department of Finance, there are 9,145 housing units in Coachella. The housing stock consists of 6,534 single detached units, 320 single attached units, 712 multiple 2 to 4 units, 1,122 multiple 5 plus units and 457 mobile homes.

The median sales price for new and existing homes is \$143,500, as reported by DataQuick for September 2010.

There are 5 mobile home and RV parks in Coachella with 363 mobile home spaces.

The Coachella General Plan 2020 includes a massive 4,000-acre area at the confluence of I-10 that is set aside for the city's Entertainment Zone. A variety of commercial recreation, retail destination resorts, supporting entertainment and hospitality uses are planned in a park-like setting. Developers are currently eyeing this site for immediate development.

The city, approximately 32 sq. mi. in area, is actively involved with the development of wealth building activities for its citizens, businesses and "growing" the economic base of the city. The city, with the help of state and regional agencies is taking on a massive infrastructure development program to lead and support incoming development in future years. A wide variety of housing types are planned as well as supporting industrial and commercial land uses.

Coachella is located on the edge of the Coachella Valley's traditional agricultural region. The city is actively seeking light year-round industry that will provide jobs that pay living wages to locate in a one square mile industrial park that is a joint city/private venture.

A high priority has been given to increasing sewer and water capacities to further reduce the community's fire insurance rating and respond to growth pressures.

## Remarks

***For further information contact the Riverside County Economic Development Agency, P.O. Box 1180, Riverside, CA 92502, (951) 955-8916 or (800) 984-1000; City of Coachella, 1515 Sixth Street, Coachella, CA 92236, (760) 398-3502 X262; online at [www.coachella.org](http://www.coachella.org); or the Coachella Chamber of Commerce, 1258 Sixth Street, Coachella, CA 92236, (760) 398-8089.***