

COMMUNITY ECONOMIC PROFILE

for

LA QUINTA

RIVERSIDE COUNTY, CALIFORNIA

Prepared in conjunction with the City of La Quinta and La Quinta Chamber of Commerce

Location

La Quinta, incorporated May 1, 1982, is located 127 miles east of Los Angeles and 516 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 ¹
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$22,227,877 ²
Population-City	3,328	11,215	23,694	37,467 ¹
Taxable Sales-City	N/A	\$63,475	\$318,057	\$623,012 ²
Housing Units-City	1,364	3,931	8,445	14,820 ¹
Median Household Income-City	N/A	\$39,572	\$54,552	\$75,358 ³
School Enrollment K-12	9,414	16,031	22,815	29,323 ⁴

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 the Desert Sands Unified School District and 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

Source: Indio weather station

Transportation

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

TRUCK: 28 carriers are located in the Coachella Valley.

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

AIR: Palm Springs International Airport, 17 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, 10,000 ft. runway Bermuda Dunes (private airport) is located 3 mi. north. Jacqueline Cochran Regional Airport is 5 mi. east of the city limits, where Signature Flight Support is the fixed base operator. The airport services agricultural shipping, small craft and corporate jets, with no commercial airlines operating at this time. The Goodyear Blimp frequents the airport, usually for the purpose of televising special sporting events in the area. Other blimps also frequent the airport.

BUS: Sun Bus by SunLine Transit Agency.

PORTS: Nearest ports are in Los Angeles-Long Beach, 140 mi. west, and San Diego, 136 mi. southwest.

HIGHWAYS: California State Highway 111. There are nearby connections to the I-10 west to Los Angeles and east to Phoenix and California State Highway 86 (NAFTA Highway) to Imperial County and Mexico.

Industrial Sites

La Quinta does not have any land designated for heavy industrial/manufacturing use; however, the La Quinta General Plan designates approximately 55 acres as Commercial Park, which allows heavy commercial/light industrial uses such as office/showroom, warehousing, storage and clean industry (i.e., technology, etc.). These areas are along the south side of the Whitewater River Channel, between Adams Street and Dune Palms Road and approximately 600 feet south of Highway 111, between the east side of Dune Palms Road and the easterly city boundary. These sites are characterized by sandy subsoils, with good drainage and level terrain. Only about 17.5 acres of vacant land, in 2 parcels, remain under this designation.

Public Services

WATER: Coachella Valley Water District.
Maximum pumping capacity: 49 million gallons per day. Average consumption: 18.7 million gal/day. Base rate per 100 cu. ft.: \$1.21 plus a monthly meter charge of \$7.00 minimum. Service connection charge based on meter size. Water System Backup Facility Charge per dwelling unit (\$3,756) and Supplemental Import Water Charge (based on type of development).

SEWER: Coachella Valley Water District.
Capacity of sewer plant: 9.9 million gal/day. Average peak 3-day flow: 5.1 million gal/day. Type of treatment plant: aerated lagoon. Sewer service charge: Yes, \$29.05 per month. On what basis rated: Per Dwelling Unit (EDU). Any facilities for non-recoverable industrial wastewater: No. Sewer connection charge: Yes, \$4,231 per EDU.

Infrastructure

The city assesses a Development Impact Fee (DIF) for various land uses. Residential fees range from \$4,475 per unit for Single Family Detached to \$2,745 for Multi-Family/Other residential. Office space is assessed at \$7,451 per thousand square feet, while general retail uses require \$6,899 per thousand square feet. Tourist Commercial/Hotels are based on a per room fee of \$2,204 and golf courses must pay \$945 per acre. The city also implements the Coachella Valley Multi-Species Habitat Conservation Plan (CVMSHCP) through a valley-wide fee program, which is assessed and collected on a uniform fee basis by each of the nine cities. The program is administered by the Coachella Valley Association of Governments. Depending on project density, residential uses are assessed at \$230, \$521 or \$1,254 per unit, while commercial uses are assessed at a rate of \$5,600 per acre.

The City of La Quinta has a Master Drainage Plan.

Right-of-way dedication and street improvements are required based upon La Quinta General Plan and Public Works standards in effect at the time of development. These improvements generally include a share of curb, gutter, sidewalk, paving, landscaping and median islands. The city currently does not assess the Transportation Uniform Mitigation Fee (TUMF) on any new development, but does contribute its Measure A sales tax receipts to the program.

Utilities

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

ELECTRIC: Imperial Irrigation District.
For rates applicable to La Quinta, contact the Imperial Irrigation District at (800) 303-7756.

TELEPHONE: Verizon.
For rates and types of service available to La Quinta, contact Verizon at (800) 483-4000 for residential or (800) 483-5000 for business.

Governmental Facilities - Tax and Insurance Rates

- La Quinta is a charter city, operating under the council-manager form of government, with a mayor and 4 council seats. Assessed valuation minus exemptions (2009-10): \$11,753,185,892; County: \$211.3 billion. Ratio of assessed value to appraised value: 100% of real cash value.
- Industrial property tax rates: No land zoned for heavy industry/manufacturing in La Quinta. The Commercial Park land use designation is taxed at commercial rates.
- Commercial property tax rates (2009-10) per \$100 assessed valuation. Code area 75-004. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.16107.
- 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: Under contract with the Riverside County Sheriff's Department.
- Fire Department: Under contract with the Riverside County Fire Department. La Quinta has 1 Battalion Chief overseeing 3 fire stations, 24 full-time personnel, 3 staffed Type 1 paramedic assessment engines, 3 reserve Type 1 fire engines and 1 volunteer rescue squad.

The La Quinta Labor Market Area

Characteristics of the Labor Force

Manufacturing Employment

- Fire Insurance Classification: Source of Rating: Insurance Services Office. City rating: 4/9.
- La Quinta's City Hall, Senior Center, Chamber of Commerce and Library are located on a 16-acre site at Calle Tampico and Washington Street. The entire site is referred to as the La Quinta Civic Center Campus. The city made a number of renovations and expansions in recent years. City Hall encompasses 22,000 sq. ft., including a 6,000 sq. ft. Emergency Operations Center. The state-of-the-art Library was expanded by 9,000 sq. ft. to meet growing demand. The La Quinta Museum opened its doors in 2008 to a 9,000 sq. ft. addition which included 3 additional historical and cultural exhibit areas, new archives, teaching areas and multipurpose rooms. The Spanish style 2-story building is host to many cultural and historical activities, programs and exhibits. The Civic Campus' park-like setting hosts outdoor events including community concerts, movies and the renowned La Quinta Arts Festival. An eight-acre site houses the Coachella Valley Boys & Girls Club, a fitness classroom and a YMCA Day Care Center. The city is building a new La Quinta Wellness Center, in cooperation with the Desert Recreation District, set to open in 2011. The facility will have top-of-the-line fitness equipment and highly skilled instructors. The city replaced existing Fire Station #32 with a new 7,500 sq. ft. facility and made improvements to the adjoining City Yard.

Area consists of the Coachella Valley (the Cathedral City-Palm Desert, Palm Springs, Desert Hot Springs, and Coachella Valley 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 workers are unionized as are retail clerks in major supermarkets. Date, citrus-packing house and restaurant workers are generally unionized.

Other: La Quinta's economic expansion over the last ten years was accompanied by an increase in its economic diversity. Consistent with the area's growing population, retail trade is the biggest source of employment in La Quinta (33.2%). Hotel and amusement services (28%) and education (15.3%) come in second and third. Other significant sectors include small sectors (7.3%) and business services (5.3%). Retail development continues to grow along the Highway 111 Corridor and the La Quinta Village (downtown area).

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.

The COMMUNITY AREA referred to below includes La Quinta, Indian Wells, Palm Desert and Indio. While there are no manufacturing facilities within the city limits of La Quinta, there are numerous manufacturers in the nearby communities of Palm Desert (3 mi. west) and Indio (0.1 mi. east). Leading group classes of products are building supplies and food preserving.

Name of Company	Employment	Products
Granite Construction Co.	693	Highway & steel construction
DiMare Company	100	Frozen food processors
Paragon Schmid	100	Kitchen cabinets
Sullivan Group	90	Window shutters
MDE Semiconductor	75	Semiconductors
White's Steel Inc.	68	Ornamental iron work
Paladar Manufacturing	52	Musical instrument strings

Non-Manufacturing Employment

Name of Employer	Employment	Description
Desert Sands Unified School District	2,448	Public school system
La Quinta Resort & Club	1,600	Resort hotel
Wal-Mart Supercenter	800	Retail
Rancho La Quinta	700	Golf resort
PGA West Golf Club & Resort	285	Golf resort
Imperial Irrigation District	150	Utility company
Lowe's Home Improvement	150	Home improvement
Home Depot	100	Home improvement
Stater Bros.	100	Supermarket
Tradition Golf Club	100	Golf resort
The Quarry	91	Golf resort

Community Facilities

HEALTH: Three Coachella Valley hospitals have outpatient facilities in La Quinta. The Eisenhower George and Julia Argyros Health Center houses urgent care, imaging, laboratory, oncology, orthopedics, primary care and a wellness center. Desert Regional Medical Center's comprehensive cancer and imaging center and JFK Memorial Hospital's Bone and Joint Institute are located at the La Quinta Medical Center. These three major hospitals are within 25 miles of La Quinta: JFK Memorial (188 beds), Eisenhower Medical Center (313 beds) and Desert Regional Medical Center (367 beds), a Level II trauma center.

EDUCATION: The Desert Sands Unified School District has 20 elementary schools, 7 middle schools, 3 high schools, 2 continuation high schools, 1 alternative school and 1 adult school. La Quinta has 1 private school. Advanced and continuing education facilities include College of the Desert (Palm Desert), California State University, San Bernardino - Palm Desert, the University of California, Riverside Palm Desert Graduate Center and Brandman University, part of the Chapman University system.

CULTURAL: 9 churches, reception of 33 radio stations and 9 local television channels, 1 cable system (Time Warner), 1 daily newspaper, 1 weekly newspaper, 1 library, 1 museum, 1 savings and loan and 11 full-service banks. Community amenities include 15 parks with soccer fields, tennis courts, skate parks, playgrounds and dog parks; a community pool; and walking/biking trails. Recreational facilities include the 800-room La Quinta Resort & Club, 3 other hotels with 289 rooms, numerous country clubs, over 20 golf courses (including the city's Arnold Palmer Classic Course at SilverRock Resort) and the Lake Cahuilla Regional Park.

According to the California Department of Finance, La Quinta has 21,491 housing units. The housing stock consists of 17,468 single detached units, 1,841 single attached units, 495 multiple 2 to 4 units, 1,430 multiple 5 plus units and 257 mobile homes. The median sales price for new and existing homes is \$317,500, as reported by DataQuick for September 2010.

There is one mobile home and RV park in La Quinta with 103 mobile home spaces.

La Quinta is a resort-oriented community located at the base of the Santa Rosa Mountains, renowned for its world-class golf, thriving arts community and unparalleled quality of life. La Quinta features a wide range of housing options from high-end custom homes with enviable mountain views to family-oriented neighborhoods to award-winning energy-efficient units, including the nation's largest multi-family affordable housing project to receive LEED platinum certification. La Quinta is home to the historic La Quinta Resort & Club, the PGA West Golf Club & Resort and the PGA Tour's Humana Challenge (formerly the Bob Hope Classic). The city is the scene of several annual events: the La Quinta Arts Festival which ranks in the top ten of national art festivals, "Blues & Brews," Hot Rod & Custom Car Show and Taste of La Quinta. The city is part of a Healthy Eating Active Living (HEAL) campaign. The city's Highway 111 Corridor is home to a wide variety of national and local retailers, numerous restaurants and a nearby Homewood Suites Hotel. Old Town La Quinta, with its boutiques, galleries, restaurants and shops, is a pedestrian-friendly locale where visitors enjoy outdoor concerts, moonlight movies on the lawn and an open-air Certified Farmers Market. With its business-friendly climate, exceptional lifestyle and many tourist amenities, La Quinta truly is "The Gem of the Desert."

For further information contact the Riverside County Economic Development Agency, P.O. Box 1180, Riverside, CA 92502, (951) 955-8916 or (800) 984-1000; the City of La Quinta, 78-495 Calle Tampico, P.O. Box 1504, La Quinta, CA 92247-1504, (760) 777-7000; online at www.la-quinta.org; the La Quinta Chamber of Commerce, 78-275 Calle Tampico, Suite B, La Quinta, CA 92253, (760) 564-3199; or online at www.lqchamber.com.

Housing Availability, Prices & Rentals Remarks