

# COMMUNITY ECONOMIC PROFILE *for* INDIO RIVERSIDE COUNTY, CALIFORNIA

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

## Location

Indio, incorporated May 16, 1930, is located 130 miles east of Los Angeles, 529 miles south of San Francisco, 200 miles west of Phoenix and 90 miles north of Mexicali, Mexico.

## Economic Growth and Trends

	1980	1990	2000	2009
Population-County	663,166	1,170,413	1,545,387	2,107,653 <sup>1</sup>
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$26,003,595 <sup>2</sup>
Population-City	21,611	36,793	49,116	82,230 <sup>1</sup>
Taxable Sales-City	\$217,509	\$362,836	\$473,781	\$673,527 <sup>2</sup>
Housing Units-City	6,851	11,387	13,871	22,885 <sup>1</sup>
Median Household Income-City	\$15,237	\$25,976	\$34,624	\$44,612 <sup>3</sup>
School Enrollment K-12	9,414	16,031	22,815	28,976 <sup>4</sup>

1. California Department of Finance, January 1, 2009. Housing count reflects occupied dwellings. 2. California State Board of Equalization, calendar year 2008. Add 000. 3. WITS, 2009. 4. California Department of Education, 2009. Enrollment count is for the Desert Sands Unified School District and is for 2008-09.

## 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:** 17 carriers are located in the Coachella Valley.

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

**AIR:** Palm Springs International Airport, 20 mi. northwest, is served by 11 airlines; general facilities, 10,000 ft runway. The Bermuda Dunes Airport, a private general aviation facility, is located in adjacent Bermuda Dunes. County-owned Jacqueline Cochran Regional Airport, 7 mi. southeast in Thermal, has general aviation facilities and an 8,500 ft. runway and a 5,000 ft runway.

**BUS:** Greyhound and local taxi. The SunLine Transit Agency provides local bus service throughout the Coachella Valley, from the Indio Transportation Center.

**PORTS:** Nearest ports are in Los Angeles-Long Beach, 133 mi. west, and San Diego, 130 mi. southwest.

**HIGHWAYS:** I-10 west to Los Angeles and east to Phoenix and Calif. 111 northwest-southwest. 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 1,341 acres in the city limits zoned for industry. This is available in parcels ranging in size from ½ to 200 acres. Included in this acreage total are 20 industrial parks. The city and RDA own land that is available for development or sale. The terrain is flat. Drainage is good. Subsoil consists of silty sands and piling is not required for soil bearing of 2,000 lbs. per sq. ft. or less. Water main sizes range from 8 to 24 inches. Sewer line sizes are 8 to 18 inches.

Description of sites on or off rail lines, zoned for industry, outside city limits in other tracts or districts: parcels totaling 75 to 80 acres along the Union Pacific main line north of town are zoned I-P (Industrial Park). Information relating to industrial sites can be found using the City of Indio's Community Development Status Report at <http://www.indio.org/index.aspx?page=123>

## Public Services

**WATER:** City of Indio.

Maximum pumping capacity: 72.0 million gal/day. Average consumption: 21.7 million gal/day. Cost per 100 cu. ft. per month: \$1.16. Water connection charges: Yes, plus cost of extending mains, if required.

**SEWER:** Valley Sanitary District.

Capacity of sewer plant: 8.5 million gal/day. Ultimately the District will treat 17.0 million gal/day at build out. Average daily flow: 6.3 million gal/day. Sewer service charge: Yes, an annual fee. Type of treatment plant: Activated sludge, oxidation ponds and wetlands treatment. Any facilities for non-recoverable industrial wastewater: No. Sewer connection charges: \$3,957 per unit of service.

## Infrastructure

**WATER INFRASTRUCTURE:** The Indio Water Authority invested \$11.7 million in development proceeds and \$36.4 million in bond proceeds to improve water facilities infrastructure and complete the Water Master Plan.

**DOWNTOWN INFRASTRUCTURE:** The Redevelopment Agency invested \$20 million in bond proceeds to improve the sewer, storm drainage, undergrounding of utilities and other improvements to Downtown Indio. Tentative plans for 2011 (Phase 2) include similar improvements to those made in 2009: Sewer - 8" PVC; Water - 8 to 12" Ductile Iron Pipe; Gas - 4" PVC. The RDA owns approximately 40 percent of the downtown parcels.

**STORM DRAIN IMPROVEMENTS:** The city will install new storm drain curb inlets to decrease the amount of nuisance water. Also, the city is repairing storm drains and adding a new line to remove running or standing water from city streets.

## Utilities

**GAS:** Southern California Gas Co.

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

**ELECTRIC:** Imperial Irrigation District.

For residential and business rates applicable to Indio, contact the Imperial Irrigation District at (800) 303-7756.

**TELEPHONE:** Verizon.

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

## Governmental Facilities - Tax and Insurance Rates

- Indio has the council-manager form of government. Assessed valuation minus exemptions (2008-09): \$7,367,866,013; County: \$236.8 billion. Ratio of assessed value to appraised value: 100% of full cash value.
- Industrial property tax rates (2008-09) per \$100 assessed valuation. Code area: 07-002. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.13985.
- Commercial property tax rates (2008-09) per \$100 assessed valuation. Code area 07-002. City: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.13985.
- 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: 115 full-time personnel with 75 sworn officers. The fleet includes 85 marked and 24 unmarked patrol cars.
- Fire Department: Contracts with the Riverside County Fire Department.
- Fire Insurance Classification: Source: Insurance Services Office. City rating: 4.

## The Indio Labor Market Area

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

Area population: 318,125		Total employment: 120,429	
Natural Resources & Mining	6,979	Professional & Business Services	12,900
Construction	11,771	Education & Health Services	18,867
Manufacturing	4,484	Leisure & Hospitality	23,193
Trade, Transportation & Utilities	21,735	Other Services	6,930
Information	2,646	Government	3,643
Financial Activities	7,281		

Source: U.S. Census, 2000.

## Characteristics of the Labor Force

**Extent of Unionization:** Construction workers are unionized as are retail clerks in major supermarkets. Date, citrus packing house and restaurant workers are partially unionized. Agricultural workers are about 30% unionized.

**Other:** Seasonal fluctuation in agriculture and related industries affect employment opportunities. Farmworkers are needed in varying numbers between September and June. Farm workers are primarily migratory. Qualified office workers and automobile, truck and farm equipment mechanics are always in demand.

Indio is located at the intersection of NAFTA Hwy. 86 and Interstate Highway 10. Motels and restaurants are active on a year-round basis. 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. Indio has the largest population in the Coachella Valley with a labor market of over 250,000.

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, Riverside, Suite 110, California 92507, (951) 955-3204, or at 7000 Franklin Blvd., Suite 1100, Sacramento, California 95823, (916) 262-2162.

There are 55 manufacturing facilities in Indio. Leading group classes of products are food preserving, building supplies and ready-mix concrete.

## Manufacturing Employment

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
Paladar Manufacturing	52	Musical instrument strings

Facilities include 4 public warehouses. Major raw material resources include sand and gravel.

## Non-Manufacturing Employment

Name of Employer	Employment	Description
Desert Sands Unified School District	2,471	Public school system
Coachella Valley Unified School District	2,033	Public school system
Fantasy Springs Casino	1,200	Casino
Spotlight 29 Casino	600	Casino
J.F. Kennedy Hospital	535	Hospital
Coachella Valley Water District	477	Public water agency
Imperial Irrigation District	200	Utility company
City of Indio	179	City government

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## Community Facilities

**HEALTH:** Indio has 1 full-service hospital, with 177 beds, a 24-hour emergency care facility and a base for paramedic service. 62 physicians/surgeons, 26 dentists, 6 optometrists and 29 chiropractors practice in Indio.

**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. Indio has four private schools. College of the Desert has opened the Valley Education Center to expand educational opportunities in Indio. The facility will partner with several universities to offer distance learning on a “per class” basis. Chapman College, National University, California State University, San Bernardino, University of Redlands and University of California, Riverside offer programs in Palm Desert/Palm Springs leading to bachelors and graduate degrees.

**CULTURAL:** The Coachella Valley has 9 direct TV channels, 1 cable system (Time Warner) and 33 radio stations. Indio has 46 churches, 3 libraries, 1 daily newspaper, 3 weekly newspapers, 10 banks, 1 savings and loan, 7 parks, 1 sports complex, 1 recreation complex, 1 senior center, 1 teen center, a Boys and Girls Club, 1 theater with eight screens and a live performing arts center. Neighboring Coachella has 12 churches, 1 library, 3 banks, 1 boxing club, 1 radio station, 1 community center and 8 parks. Indio is home to the Coachella Valley History Museum, the region’s only historic and cultural museum where the Date Museum is located. The city hosts the Riverside County Fair and National Date Festival, a ten-day event that takes place each February. The Indio International Tamale Festival is another popular event, held on the first weekend in December and the Southwest Arts Festival takes place in January. The Stagecoach Music Festival, held at Indio’s Empire Polo Field, features the nation’s top country music performers. Coachellafest, another well-known music festival is also based in Indio.

**RECREATIONAL FACILITIES:** Regional recreational facilities include over 100 public and private golf courses. The Indio Municipal Golf Course, Heritage Palms, Indian Springs, and Landmark Golf Club are among the city’s 7 public courses. Other recreational opportunities include equestrian, polo, bicycling, swimming, tennis, mountain biking, hiking, four-wheeling and off-roading. Indio provides a wide variety of activities for the outdoor enthusiast, such as the 200-acre Lake Cahuilla Park (County) and the Salton Sea for boating, water skiing and fishing. Joshua Tree National Park is nearby.

According to the California Department of Finance, Indio has 27,899 housing units. The housing stock consists of 18,413 single detached units, 878 single attached units, 1,585 multiple 2 to 4 units, 3,795 multiple 5 plus units and 3,228 mobile homes.

The median sales price for new and existing homes is \$193,000, as reported by DataQuick for October 2009.

There are 21 hotels/motels, with 1,300 rooms, in Indio.

There are 16 mobile home and RV parks in Indio with 1,357 mobile home spaces and 805 RV spaces.

Indio, the largest city in the Coachella Valley, is strategically located as a service and retail center for a strong agri-business and rapidly-expanding resort and recreational economy. A major interstate highway (I-10) and railroad (Union Pacific) offer excellent transportation service for an emerging industrial sector, all of which provide a healthy economy attractive for investment. Indio hosts several emerging industry sectors, including a golf industry manufacturing cluster, an agricultural industry cluster and a home improvement/home furnishings industry cluster. New residential development continues to create the clientele base to sustain commercial developments in key areas of the city such as Downtown Indio, the West Highway 111 Corridor, the Central Highway 111 Corridor and the I-10 Freeway Corridor. The city of Indio is also addressing current community needs. Major streets are being repaved and parks are being renovated, new parks and fire stations are being built, new post offices are being planned and water systems are being augmented and enhanced. Living, shopping, dining and visiting opportunities abound.

## Housing Availability, Prices & Rentals

## 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; the City of Indio, 100 Civic Center Mall, P.O. Drawer 1788, Indio, CA 92202, (760) 391-4000; online at [www.indio.org](http://www.indio.org); or the Indio Chamber of Commerce, 82-921 Indio Blvd., Indio, CA 92201, (760) 347-0676 or (800) 775-8440, [www.indiochamber.org](http://www.indiochamber.org).*