

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	2004
Population-County	663,166	1,170,413	1,545,387	1,776,743 ¹
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$21,709,135 ²
Population-City	9,129	16,896	22,724	27,655 ¹
Taxable Sales-City	\$43,751	\$54,250	\$132,640	\$176,051 ²
Housing Units-City	2,150	3,713	4,807	5,751 ¹
Median Household Income-City	\$13,615	\$23,218	\$28,590	\$32,746 ³
School Enrollment K-12	5,427	9,093	11,932	13,867 ⁴

1. California Department of Finance, January 1, 2004. Housing count reflects occupied dwellings. 2. California State Board of Equalization, calendar year 2003. Add 000. 3. UCLA Anderson Forecast, University of California, Los Angeles, 2004. 4. California Department of Education, 2003. Enrollment count is for 2002-03.

Climate

<u>Period</u>	<u>AVERAGE TEMPERATURE</u>			<u>RAIN</u>	<u>HUMIDITY</u>		
	<u>Min.</u>	<u>Mean</u>	<u>Max.</u>	<u>Inches</u>	<u>4 A.M.</u>	<u>Noon</u>	<u>4 P.M.</u>
January	37.8	54.1	70.4	0.50	57	32	32
April	57.0	72.3	87.5	0.10	55	22	10
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	89.1	3.38	58	27	26

Transportation

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

TRUCK: 9 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 the following airlines: Alaska, America West Express, American, American Eagle, Continental Express, Delta, Delta Connection, Horizon, Northwest, Sun Country, United, and United Express; general facilities, and 10,000 ft. runway. County-owned Jacqueline Cochran Regional Airport, at edge of city, has general aviation facilities, and 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: Ports at 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.

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: 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.

WATER: City of Coachella.

Master plan has been adopted. Maximum pumping capacity: 10.1 million gal/day. Average consumption: 547,500 g/yr. Cost per 100 cubic feet: \$0.57. Water connection charges: Yes, a base charge of \$1,250 and meter charges vary by size.

SEWER: Coachella Sanitary District.

New master plan for sanitation has been adopted. District boundary is co-terminus with city boundary. Capacity of sewer plant: 2.4 million gal/day. Peak flow: 1.8 million gal/day. Sewer service charge: Yes. Type of treatment plant: Secondary, activated sludge aeration (expansion to 4.4 mg/d is imminent to accommodate anticipated growth). No facilities for non-recoverable wastewater. Sewer connection charges: \$3,008 per residential unit.

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.

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.

- Coachella has the council-manager form of government. Assessed valuation minus exemptions (2003-04): \$575,486,120; County: \$118.5 billion. Ratio of assessed value to appraised value: 100% of real cash value.
- Industrial property tax rates (2003-04) per \$100 assessed valuation. Code area: 12-009. City rate: \$.00000; County: \$1.00000; School: \$.03258; Other: \$.02080; Total: \$1.05338.
- Commercial property tax rates (2003-04) per \$100 assessed valuation. Code area: 12-001. City rate: \$.00000; County: \$1.00000; School: \$.03258; Other: \$.02080; Total: \$1.05338.
- Retail Sales Tax: State 6.25%, County/City 0.75%, Riverside County Transportation Commission 0.5%, County Transportation 0.25%, Total 7.75%.
- Police Department: City contracts with Riverside County Sheriff's Department.
- Fire Department: City contracts with Riverside County Fire Department/California Department of Forestry.
- Fire Insurance Classification: Source of Rating: Robinson's Rating Service. City rating: 5. Adjacent unincorporated areas: 9.

Public Service

Infrastructure

Utilities

Governmental Facilities - Tax and Insurance Rates

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: 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.

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, 1161 Spruce Street, 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 Manager, at (760) 398-3502, Ext. 233.

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.	350	Machine crop harvesting
Armtec Defense Products, Inc.	300	Artillery cartridge cases
J & J Brothers Construction Co.	75	Construction
Desert Valley Date, Inc.	50	Crop preparation

Non-Manufacturing Employment

Community Facilities

Housing Availability, Prices & Rentals

Remarks

Name of Employer	Employment	Description
Coachella Valley Unified School District	1,750	Public school system
Spotlight 29 Casino	800	Casino
Fantasy Springs Casino	700	Casino
J.F. Kennedy Hospital	700	Hospital
Coachella Valley Water District	477	Public water agency
Augustine Casino	400	Casino

HEALTH: Coachella has 2 medical clinics, 1 physician/surgeon, 3 dentists, and 5 chiropractors. Neighboring Indio has 1 general hospital with 162 beds, a 24-hour emergency care facility, and a base for paramedic service. 65 physicians/surgeons, 29 dentists, 5 optometrists, and 21 chiropractors practice in Indio.

EDUCATION: The Coachella Valley Unified School District has 13 elementary schools, 2 middle schools, 3 high schools, and 1 continuation high school. College of the Desert, a two-year community college, extensions of University of California, Riverside, Chapman College, and University of Redlands, and the Palm Desert Campus of California State University, San Bernardino are located in nearby Palm Desert.

CULTURAL: Coachella has 12 churches, 1 library, 9 TV channels received direct, 33 radio stations (Coachella Valley), 1 cable TV system, 2 banks, 5 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 6,011 housing units in Coachella. The housing stock consists of 3,495 single detached units, 319 single attached units, 700 multiple 2 to 4 units, 1,042 multiple 5 plus units, and 455 mobile homes. The median price is \$149,000 for existing homes and \$163,500 for new homes. There are 5 mobile home parks, with 366 spaces, in Coachella.

The Coachella General Plan 2020 includes a massive 3,000-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 36 sq. mi. in area, is actively involved with the development of wealth building activities for the citizens, businesses and "growing" the economic base of the city. The city is a partner in the development of a business incubator project to assist local entrepreneurs to grow and develop their companies, a 33-acre industrial park for mid-size industry and businesses to flourish. 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.

Coachella is located on the edge of Coachella Valley's highly productive agricultural region. The city is actively seeking light year-round industry that will provide jobs that pay living wages to locate in a 1 square mile industrial park that is a joint city/private venture. Especially favored are manufacturers providing support to the Maquiladora industry along the border in Mexicali to the South.

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. A housing boom of lower and moderate-priced units is in progress that will partially satisfy the rising demand for housing. Longer range, a wide variety of housing types and values are planned as well as the supporting industrial and commercial land uses.

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, X233; or the Coachella Chamber of Commerce, 1258 Sixth Street, Coachella, CA 92236, (760) 398-8089.