

# 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	2004
Population-County	663,166	1,170,413	1,545,387	1,776,743 <sup>1</sup>
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$21,709,135 <sup>2</sup>
Population-City	21,611	36,793	49,116	59,133 <sup>1</sup>
Taxable Sales-City	\$217,509	\$362,836	\$473,781	\$589,327 <sup>2</sup>
Housing Units-City	6,851	11,387	13,871	16,462 <sup>1</sup>
Median Household Income-City	\$15,237	\$25,976	\$34,624	\$39,657 <sup>3</sup>
School Enrollment K-12	9,414	16,031	22,815	25,180 <sup>4</sup>

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	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:** 9 carriers in the Coachella Valley for direct daily service to Los Angeles.

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

**AIR:** Palm Springs International Airport, 20 mi. northwest, is served by 12 airlines (Alaska being the largest); 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 at 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. City-owned land is no longer available. The terrain is flat. Drainage is good. Subsoil is sandy and piling is not required for soil bearing of 2,000 lbs. per sq. ft. or less. Water main sizes range from 8 to 18 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).

Site data compiled in cooperation with: Indio Chamber of Commerce, City of Indio Planning and Development Department, and HMS Realty Co.

## Public Service

**WATER:** City of Indio.

Maximum pumping capacity: 43.2 million gal/day. Average consumption: 14.3 mg/d. Cost per 100 cu. ft. per month: \$0.60. Cost per 100 cu. ft. above 10,000 cu. ft. per month: \$0.60. Water connection charges: Yes, plus cost of extending mains, if required.

**SEWER:** Valley Sanitary District.

Capacity of sewer plant: 8.5 million gal/day. Average daily flow: 5.8 million gal/day. Sewer service charge: Yes, an annual fee. Type of treatment plant: Activated sludge and constructed wetlands. Any facilities for non-recoverable industrial wastewater: No. Sewer connection charges: Zone 1: \$2,067 per unit, Zone 2: \$2,193 per unit.

Master plan of storm drains adopted.

Dedication requirements: Street plus sidewalk and other public usage.

Improvement requirements: Curbs, gutters, lights, and sidewalks where applicable.

## Infrastructure

## 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 (2003-04): \$2,215,678,474; County: \$118.5 billion. Ratio of assessed value to appraised value: 100% of full cash value.
- Industrial property tax rates (2003-04) per \$100 assessed valuation. Code area: 07-002. City rate: \$.00000; County: \$1.00000; School: \$.09750; Other: \$.02080; Total: \$1.11830.
- Commercial property tax rates (2003-04) per \$100 assessed valuation. Code area 07-002. City: \$.00000; County: \$1.00000; School: \$.09750; Other: \$.02080; Total: \$1.11830.
- 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: 105 full-time personnel with 61 sworn officers. The fleet includes 32 marked and 15 unmarked patrol cars.
- Fire Department: Contracts with the Riverside County Fire Department.
- Fire Insurance Classification: Source of Rating: Robinson's Rating Service. 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. Farmworkers 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 Highway 86 and Interstate Highway 10. Motels and restaurants are active on a year-round basis. Business activity, however, peaks during the winter tourist season from October to May. 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, 1161 Spruce Street, Riverside, California 92507, (951) 955-3204, or at 7000 Franklin Blvd., Suite 1100, Sacramento, California 95823, (916) 262-2162.

There are 23 manufacturing plants in the community area. Leading group classes of products are: food preserving, printing, and ready-mix concrete.

## Manufacturing Employment

Name of Company	Employment	Products
Granite Construction Co.	400	Construction
Paladar Manufacturing	200	Musical instrument strings
DiMare Company	100	Farm produce
Meredith & Simpson Const. Co.	100	Construction
Sullivan's Shutter Factory	100	Window shutters

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	2,184	Public school system
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
City of Indio	200	City government
Imperial Irrigation District	200	Utility

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## Community Facilities

**HEALTH:** Indio has 1 full-service 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 Desert Sands Unified School District has 16 elementary schools, 6 middle schools, 3 high schools, 1 continuation school, 1 alternative school, and 1 adult school. 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, and University of Redlands offer programs in Palm Desert/Palm Springs leading to bachelors and graduate degrees.

**CULTURAL:** The community has 9 direct TV channels and 1 cable system (Time Warner). Indio has 34 churches, 2 libraries, 1 daily newspaper, 3 weekly newspapers, 6 banks, 6 savings and loans, 7 parks, 1 sports complex, 1 recreation complex, 1 theater with eight screens, and 1 live performing arts center. Other regional recreational facilities include: over 100 public and private golf courses; 200-acre Lake Cahuilla Park (County); and Salton Sea for boating, water skiing, and fishing and the Joshua Tree National Park is nearby.

**RECREATIONAL FACILITIES:** 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, swimming, tennis, mountain biking, hiking, four wheeling, and off roading. Indio provides a variety of activities for the outdoor enthusiast.

The rental prices for one and two-bedroom apartments range from \$800 to \$1,000 per month. The rental prices for three and four-bedroom houses range from \$800 to \$1,300 per month.

The median sales price for new and existing homes is \$234,500, according to the California Association of Realtors First Quarter 2004 Report. The medium and upper-medium housing stock is growing quickly. Indio has a number of newer developments where prices range from \$350,000 to \$800,000, such as Indian Springs, Heritage Palms, Century Homes at Indian Palms, The Orchard, Esperanza of Desert Riverside, Montage and Generations. There are also new, exciting homes being built in the Indio Ranchos area with prices up to \$1,000,000 plus.

There are 21 hotel/motels, with 1,331 rooms, and 13 mobile home parks, with 1,357 spaces, in Indio.

Indio is strategically located in the Coachella Valley 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: golf industry manufacturing cluster, agricultural industry cluster, and home improvement/home furnishings industry cluster. Recent developments include: relocation/consolidation of county facilities, including courts, Dash Golf Carts, Matzie Golf, I-10 Auto Mall, Metropolitan 8 Theater, JFK Hospital expansion, East Valley Education Center, Ralph’s Marketplace, Kragen Auto Parts, Fantasy Springs Casino expansion, and Mathis Brothers Furniture.

## 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) 342-6570; or, the Indio Chamber of Commerce, 82-921 Indio Blvd., P.O. Drawer TTT, Indio, CA 92202, (760) 347-0676 or (800) 44-INDIO.*