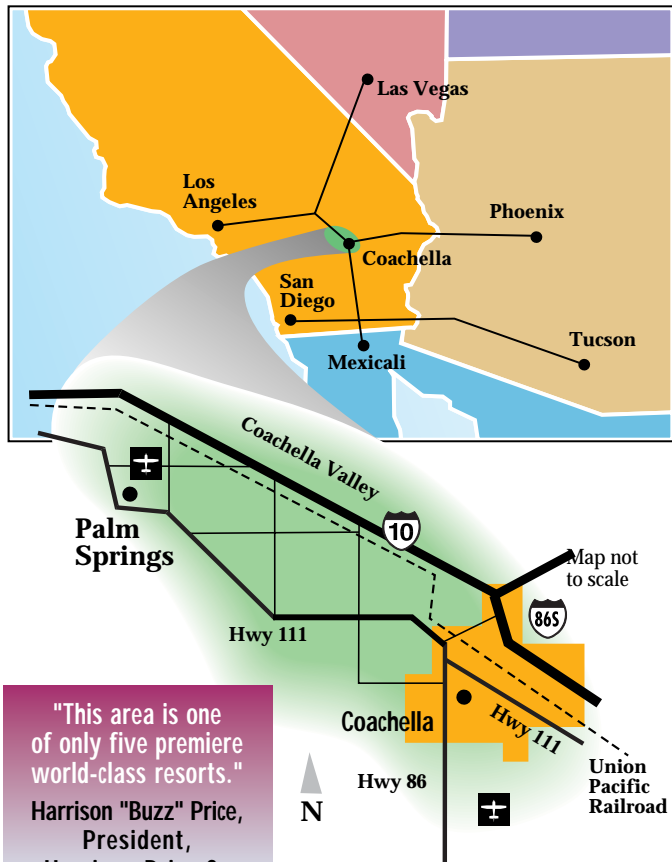


Transportation & Location

The Coachella Valley is experiencing phenomenal economic growth and the population is projected to double in ten years. The momentum of this growth is directed towards the East Valley, with Coachella at its very center.

Development is clustering around the valley's major transportation arteries, I-10, Highway 111 and 86-S Expressway, all of which run right through Coachella. This easy access to a considerable trade area brings traffic, and traffic is what fuels retail.

Plenty of affordable land, positioning along major transit corridors, and location at the center of future population growth are among the many assets Coachella brings to the retail development community.



"This area is one of only five premiere world-class resorts."
Harrison "Buzz" Price,
President,
Harrison Price Co.

Financial Advantages

Business works best with strong economic support from the local community. The City of Coachella offers the advantage of a broad spectrum of financial and development incentives:

- Local lenders who are actively supporting development
- SBA loan programs
- Employee hiring resources
- Job training wage supplements
- Business counseling services
- Import-Export information
- Redevelopment programs
- Empowerment Zone benefits
- USDA Financing
- Industrial Development Bonds

Coachella Valley Enterprise Zone

- Employer hiring credits
- Sales and use tax credits
- Business expense deduction
- Net operating loss carryover
- Lenders' tax credit

A Community For 21st Century Retail Business

For more information on how the advantages of locating in Coachella can help take your business into the 21st Century please contact the Economic Development Director.



City of

COACHELLA

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City of

COACHELLA



The Right Kind of Population Growth for Retail Development

Major national and regional retailers like Kragen Auto Parts, Auto Zone, Arco AMPM, Fastrip, Jack In The Box and Texaco are choosing Coachella.

Two of the big reasons are the

"Sales are very strong. Phase 1 is sold out, Phase 2 is breaking ground with all the units already reserved, and 3 more phases are planned."

Chris Canady
Owner/Manager
Pueblo De La Paz

demographics of our population and the projected growth of our trade area. Coachella has doubled in population during the last ten years and will double again in the next ten.



"Locating in Coachella was the right decision. We have great customer flow and do more volume than most of our other stores in the area."

Ed Carella
Manager
Kragen Auto Parts



Housing is filled as soon as it can be built. There are well over 1,000 units in development and there is no unsold inventory. While numbers are crucial to retailers our demographics offer even more.

Coachella is a stable, working class family community. Households average 4.5 persons with two or more wage earners. Most are homeowners with total disposable income of \$50,000.

As basic consumers they prefer to shop locally, but there is a high leakage to other areas. New retailers locating in Coachella immediately gain this local loyalty.

The population of Coachella is "retail ready." They

have families, jobs, cars, and income; and their numbers are growing fast.

Active City Cooperation

Coachella is committed to new business. You will work directly with experienced decision makers, who are accessible and responsive, helping with design review, permit approval and resolving your individual needs.



Entertainment District

Over 3,400 acres have been designated for use as the Coachella Valley Entertainment District. This unique public & private partnership has been established to capture existing tourist dollars and to anchor Coachella as a local destination site.

Development proposals include hotels, casino expansion in conjunction with Donald Trump's organization, golf courses, supper clubs and fairgrounds. These cultural & recreational activities will appeal to a broad demographic. This plan will create a magnet area for consumer traffic - an ideal climate for a wide variety of retail products and services.

