



DATA.  
OPPORTUNITY.  
GROWTH.

2024  
GREATER  
PALM SPRINGS  
ECONOMIC  
REPORT

cvep

e!evate

**DATA.** Linking Coachella Valley data to Coachella Valley opportunities.

## **OPPORTUNITY.**

Providing innovators with access to the Valley's entrepreneurship ecosystem.

## **GROWTH.**

Leading a comprehensive business retention and expansion program.

**CVEP** nurtures a unique environment where entrepreneurs, investors, businesses, nonprofits, academics and government come together to collaborate, create, and grow.

**JOIN US. CONTACT US TODAY.**

**CVEP.COM | 760.340.1575**





**CONTENTS**

PROGRAM	2
LEADERSHIP AND INVESTORS	4
ABOUT US	5
A MESSAGE FROM THE CEO	6
OUR PROGRAMS AND SERVICES	8
2024 ECONOMIC REPORT PREVIEW: SELECTED DEMOGRAPHICS	12

**THANK YOU TO OUR SPONSORS**

**PRESENTING SPONSOR**  **PLATINUM SPONSORS**   **HUNTER | JOHNSEN**  
SUCCESSFUL MARKETING BY DESIGN

**MEDIA SPONSORS**

**Desert Sun.** | **LOCALiQ** | **PALMSPRINGS LIFE** | **The Public Record**

**GOLD** BANK OF AMERICA **SILVER** DESERT HEALTHCARE DISTRICT AND FOUNDATION • DESERT OASIS HEALTHCARE SUNLINE TRANSIT AGENCY • SOUTHERN CALIFORNIA EDISON • RIVERSIDE COUNTY OFFICE OF ECONOMIC DEVELOPMENT **BRONZE** OSBORNE RINCON • SOUTHERN CALIFORNIA GAS COMPANY **PARTNERS** BEST BEST & KRIEGER • HEALTH ASSESSMENT AND RESEARCH FOR COMMUNITIES (HARC, INC.) • RIVERSIDE COUNTY OFFICE OF EDUCATION **CITIES** CITY OF INDIAN WELLS • CITY OF PALM SPRINGS **PRINTER** ACE PRINTING

# ECONOMIC IMPACT OF



# COLLEGE of the DESERT

IN THE COACHELLA VALLEY



ANNUAL IMPACT OF  
**\$378.1M**  
IN ADDED INCOME



**5,114**  
JOBS SUPPORTED



**15,000+**  
STUDENTS  
ENROLLED  
ANNUALLY

CAPITAL  
PROJECTS  
IMPACT



**\$663.9M**  
IN ACTIVE CAPITAL PROJECTS  
FOR CONSTRUCTION &  
CAMPUS RENOVATIONS



**\$333.4M**  
IN COMPLETED  
CAPITAL PROJECTS



**80%** OF STUDENTS  
AT COD

ARE EITHER THE 1<sup>st</sup> IN THEIR  
FAMILY TO GO TO COLLEGE  
OR THE 1<sup>st</sup> GENERATION IN  
THEIR FAMILY TO DO SO



**1000s**

OF FORMER STUDENTS  
ARE EMPLOYED IN THE  
COACHELLA VALLEY

FOR EVERY \$1  
INVESTED IN COD



SOCIETY GAINS



**\$10.70**

IN ADDED INCOME  
& SOCIAL SAVINGS

# COACHELLA VALLEY ECONOMIC PARTNERSHIP SUMMIT PROGRAM

## WELCOME

### Deborah McGarrey

Chairperson, Coachella Valley Economic Partnership

## OPENING REMARKS

### Laura James MBA, CEcD

Chief Executive Officer, Coachella Valley Economic Partnership

## COACHELLA VALLEY GEOGRAPHY 101

### David Robinson

Director of Analytic Services, Coachella Valley Economic Partnership

## PANEL DISCUSSION: BORN HERE, DRAWN TO HERE

### Moderator Bansree Parikh,

President, Bank of America Inland Empire

#### BORN HERE

- **Armando Alvarado**, Director of Engineering, Protecht
- **Grace Garner**, Councilmember, City of Palm Springs

#### DRAWN TO HERE

- **Marisa "Ritzy" Estrada Rivera**, Consultant, Emerging Tech
- **Jim Gomes**, Founder, TwinPalms Advisors

## DATA

### David Robinson

Director of Analytic Services, Coachella Valley Economic Partnership

## COLLEGE OF THE DESERT: ECONOMIC IMPACT REPORT

### Laura Hope

Interim Superintendent/President, College of the Desert

## OPPORTUNITY

### David Robinson

Director of Analytic Services, Coachella Valley Economic Partnership

## GROWTH

### Laura James MBA, CEcD

Chief Executive Officer, Coachella Valley Economic Partnership



## LEADERSHIP AND INVESTORS

### 2024 - 2025 EXECUTIVE COMMITTEE

Chair:	Deborah McGarrey, Southern California Gas Company
Vice-Chair:	Grace Garner, City of Palm Springs
Treasurer:	Tracy Tremblay, Banc of California
Secretary:	Bruce Whitman, City of Indian Wells

### CVEP BOARD MEMBERS

Kate Anderson	Agua Caliente Band of Cahuilla Indians
Martin Arredondo/Izsak Lopez	LifeStream Blood Bank
Alan Brimmer	U.S. Bank
Misty Burruel	College of the Desert
Mark Carnevale	City of Cathedral City
Sandra Cuellar	Charter Communications
Christine Hunter	Hunter   Johnsen
Paulina Larson	Palm Springs Life
Amy Lawrence	City of Palm Desert
Brandon Marley	Greater Coachella Valley Chamber of Commerce
Shane Massoud	Southern California Edison
Tom Niva	The Desert Sun   LOCALiQ
Agam Patel	UCR Palm Desert Center
Michelle Sierra	Osborne Rincon
Phil Smith	Sunrise Company
Joaquin Tijerina	Riverside County Office of Economic Development
Jerry Upham	Gulf California Broadcast Company
Ken Wheat	Eisenhower Health

### HONORARY BOARD MEMBERS

Edna Martinez	CSUSB Palm Desert Campus
---------------	--------------------------

### CVEP INVESTORS

#### BUSINESS DEVELOPMENT

Greater Coachella Valley Chamber of Commerce  
Riverside County Office of Economic Development

#### EDUCATION

College of the Desert  
UCR Palm Desert Center

#### FINANCIAL AND CAPITAL SERVICES

Banc of California  
PNC Bank  
U.S. Bank  
Wells Fargo Bank

#### GOVERNMENT: CITIES

City of Cathedral City  
City of Indian Wells  
City of Palm Desert  
City of Palm Springs

#### GOVERNMENT: TRIBAL

Agua Caliente Band of Cahuilla Indians

#### HEALTH SERVICES/HOSPITALS

Eisenhower Health  
LifeStream Blood Bank

#### MARKETING, ADVERTISING, DESIGN AND PUBLIC RELATIONS

Hunter | Johnsen

#### MEDIA

Gulf California Broadcast Company  
Palm Springs Life  
The Desert Sun | LOCALiQ

#### PROFESSIONAL SERVICES

Osborne Rincon

#### REAL ESTATE DEVELOPMENT

Sunrise Company

#### TECHNOLOGY AND COMMUNICATIONS

Charter Communications

#### UTILITIES

Southern California Edison  
Southern California Gas Company

## ABOUT THE COACHELLA VALLEY ECONOMIC PARTNERSHIP (CVEP)

The mission of the Coachella Valley Economic Partnership is to incite vision-driven economic transformation in the Greater Palm Springs region. Established in 1994, the nonprofit organization has emerged as a vital innovator of regional business development initiatives by fostering entrepreneurship and diversifying industry. As the only regional entity with the capacity to execute technology-led economic development, the partnership promotes a diversified, year-round economy by facilitating programs that stimulate job creation in key industries. Visit [cvep.com](http://cvep.com) or call 760.340.1575.




### CVEP TEAM

<b>Laura James</b>	Chief Executive Officer
<b>David Robinson</b>	Director of Analytic Services
<b>David Powell</b>	Director, Operations and Programs
<b>Rebecca Martinez</b>	Accounting

**Message from the CEO Laura James**







As CVEP celebrates its 30th anniversary – as well as the 20th year of the Economic Summit – it’s hard to dismiss the sense that our region is at an inflection point. The signs of change are everywhere: plans for the growth of PSP, new housing developments, Lithium Valley, and the expansions of College of the Desert and California State University San Bernardino Palm Desert all point to a region on the move.

This year’s Economic Summit and Report were designed around the themes of Data, Opportunity, and Growth because they so closely mirror the inflection point that local community leaders have sensed.

One community leader who identified a need at another important inflection point in the Coachella Valley’s history is Dick Oliphant. Alongside a small core group of dedicated individuals, it was Oliphant’s efforts that led to the creation of CVEP in 1994. Oliphant’s work has left an indelible mark on the Coachella Valley, and I am both awed by and

grateful for his 30 years of service on CVEP’s board of directors. It is a distinct pleasure to honor him for his enduring contributions.

Change is a current theme for the Coachella Valley at large, and also for CVEP as an organization. A months-long strategic planning initiative, conducted with the input of stakeholders from all across the region, is well underway and has led to the development of new strategic goals. CVEP’s new initiatives will provide essential resources for data-driven decision making (DATA), contribute to the creation of new enterprises (OPPORTUNITY), and strengthen existing businesses (GROWTH).

I am humbled and honored to be at the helm of CVEP during this particularly exciting time of change in the Coachella Valley. I can hardly wait to work with each one of you as we create a stronger, more inclusive, and more resilient regional economy.

## MORNING INSIGHTS: A FORUM FOR ENTREPRENEURS AND INNOVATORS



### 270 Attendees in 2024

- 35%** of attendees are new to the Coachella Valley
- 14%** of attendees are interested in being mentors
- 12%** of attendees are considering starting a business

### 10 Organizations Provided Expert Guest Speakers on a Wide Range of Topics

- Desert Valleys Builders Association, Building and Construction
- LOCALiQ, Smart Marketing
- Health Assessment and Research for Communities (HARC), Data-Driven Decision Making
- Oswit Land Trust, Land Conservation
- Pocial, Artificial Intelligence
- Palm Springs International Film Society
- Palm Springs Pride
- Friends of the Desert Mountains, Proposed Chuckwalla National Monument
- CV Water Counts, Making Water Conservation a Coachella Valley Way of Life
- Port of Long Beach

**RIVERSIDE COUNTY  
INNOVATION MONTH**

**APRIL 2024**

**Coachella Valley Fast Pitch Competition -  
four local startups competed for prizes**

- NVIS, Inc., Kyle Aquino
- The Pop-Up Talk Show, Eric Cunningham
- Hello Computer, Inc., Rossana Jeran
- Practically Sustainable, LLC, Prema S. Walker

**Coachella Valley Student Pitch Competition -  
three College of the Desert business students  
competed**

- Chef Ashelanna, Ashley Ruby
- The Sweeping Angel, Angel Morales
- The Lady Renaissance, Alexandria Hebb

**Riverside County Fast Pitch Finale**

- Palm Springs iHub's Hello Computer, Inc. competed



## DIGITAL CONNECTIONS

### WEBSITE

Users:	<b>17,610</b>
Sessions:	<b>21,309</b>
Pageviews:	<b>34,203</b>

### AD IMPRESSIONS

Google:	<b>184,603</b>
Meta:	<b>62,980</b>

### SOCIAL MEDIA

(Instagram, LinkedIn, Facebook, Twitter, and YouTube)

**6,669**

Followers

### OPT-IN SUBSCRIBERS

Email/e-Newsletter: **4,944**

## COMMITTED TO THE COACHELLA VALLEY COMMUNITY

CVEP employees dedicate their time and talent to numerous local community, educational, and charitable causes throughout the year, including:

**City of Palm Springs** (General Plan Steering Committee)

**College of the Desert** (Business Advisory)

**Desert Ad Fed** (Advisory Board)

**Desert Business Association, LGBTQ+ Chamber of Commerce**

**Desert Ensemble Theatre** (Scholarship and Internship Program)

**Desert Healthcare District & Foundation's Healthy Desert Healthy You Summit** (Planning Committee)

**Desert Regional Medical Center** (Governing Board)

**Greater Coachella Valley Chamber of Commerce** (Board of Directors)

**Greater Palm Springs Pride**

**LifeStream Blood Bank** (Board of Directors)

**Harvey Milk Diversity Breakfast**

**Health Assessment and Research for Communities - HARC** (Board of Directors)

**ONE-PS - Organized Neighbors of Palm Springs**

**Palm Springs Community Leadership Council**

**The Desert Sun Editorial Board**

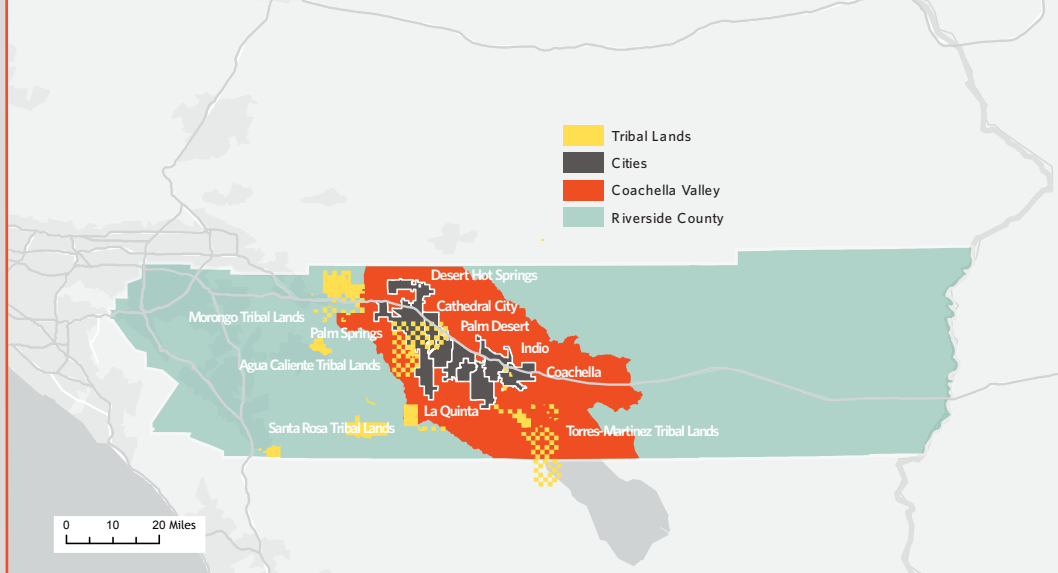
and many more.

## IN THE NEWS

**66 interviews, quotes, and other mentions in digital, television, and print media,** including **KESQ News Channel 3, NBC Palm Springs, Palm Springs Life, Los Angeles Times, San Bernadino Sun, The Desert Sun | LOCALiQ, CV Independent, City-County Observer, Coachella Valley Times, Desert Charities News, Desert Star Weekly, EconDevShow, GPS Business Insider, Newsbreak, Record Gazette, The Palm Springs Post, The Public Record, Uken Report,** and more.

In 1994, a group of local business leaders, concerned about a growing recession, created CVEP. Diversifying the economy beyond agriculture and hospitality, then the key business sectors, was their goal. In 2004, CVEP produced the first ever CVEP Economic Summit. This annual event debuting each year's Greater Palm Springs Economic Report has grown into one of the go-to events of the Valley's fall season.

The Coachella Valley has changed substantially in thirty years. We celebrate thirty years of transformation in this year's 2024 Greater Palm Springs Economic Report. The following graphs, tables and maps preview the full 2024 Economic Report.



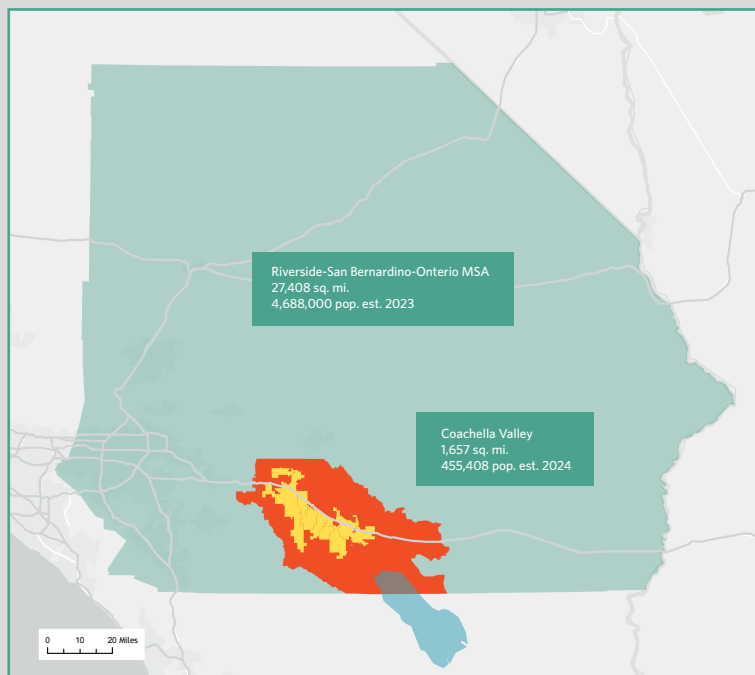
The following graphs and tables are based upon multiple sources, including data compiled using the latest Esri Business Analyst demographics. Esri (Environmental Science Research Institute), headquartered in Redlands, CA, is the world's premier Geographic Information Systems (GIS) business, provides software, geospatial data, and business sector expertise. The award-winning Business Analyst subscription database underpins CVEP's GIS capabilities, accessed through GIS mapping and spatially informed data download.

The Coachella Valley is located within two very expansive geographies: Riverside County and the Riverside-San Bernardino-Ontario MSA (Metropolitan Statistical Area). Riverside County is 7,300 square miles and the 10th most populous in the nation. The Riverside-San Bernardino-Ontario MSA is the largest in the US by area - 27,408 square

miles - and the 12th largest in the nation by population (approx. 4.6 million). The Coachella Valley is dwarfed in our MSA, being both one tenth as large in population and area. Most useful economic and sociodemographic data is only available down to the MSA or county level.

At CVEP we have a solution. We provide local data using our expertise in Geographic Information Systems (GIS). GIS employs complex spatial algorithms and mapping models to produce statistically accurate

local data. GIS starts with fundamental U.S. Census Survey data about population and basic demographics. Using geographically collocated data layers like population density and housing locations, GIS can estimate highly accurate data at a very local level. Much of these data were used to build the accompanying graphs and tables.



# CONTENTS

## DEMOGRAPHICS

<b>Figure 1:</b>	Total Population, Coachella Valley Cities, 2004 and 2024	15
<b>Figure 2:</b>	Population Growth (#), Coachella Valley Cities, 2004 to 2024	15
<b>Figure 3:</b>	Population Growth (#), Coachella Valley, 1994, 2004 and 2024	16
<b>Figure 4:</b>	Population Growth (%), Coachella Valley and comparative geographies, 2004 to 2024	16
<b>Figure 5:</b>	Age Distribution (#), Coachella Valley, 2000 and 2024	17
<b>Figure 6:</b>	Age Distribution (%), Coachella Valley, 2000 and 2024	17
<b>Figure 7:</b>	Income Estimates, Coachella Valley and Inland Empire, 2000 and 2024	18
<b>Figure 8:</b>	Median Income, Coachella Valley Cities, 2003 and 2024	18

## EMPLOYMENT

<b>Figure 9:</b>	Total Employment, Coachella Valley, 1994, 2002 and 2024	19
<b>Figure 10:</b>	Employment Distribution by Sector, Coachella Valley, 2002 and 2024	19
<b>Figure 11:</b>	Average Annual Pay per Sector, Coachella Valley, 2002 and 2024	20

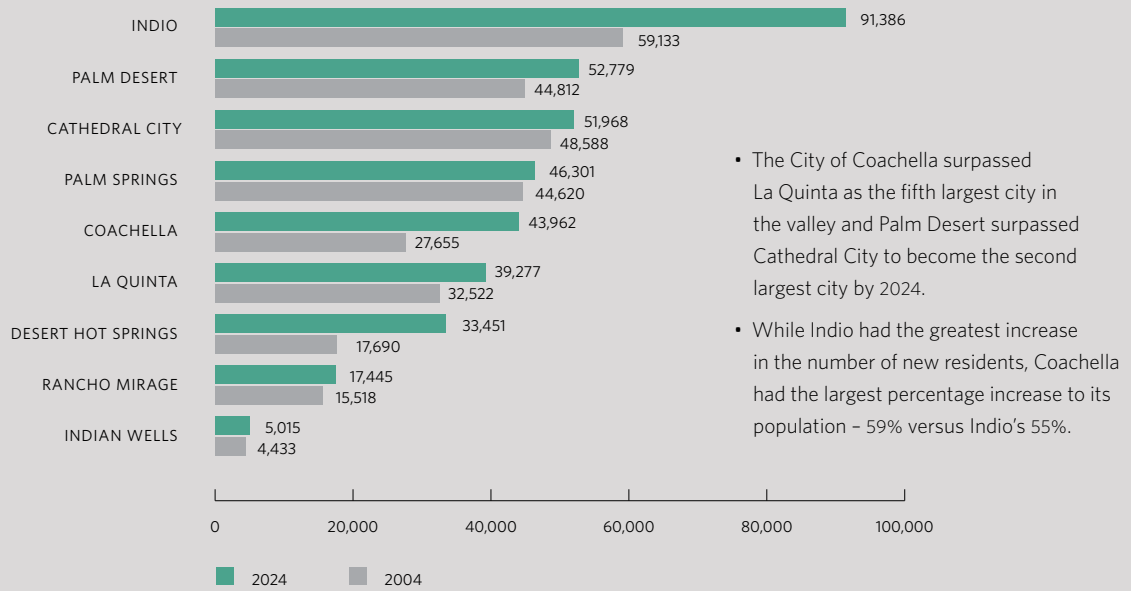
## TAXABLE SALES

<b>Figure 12:</b>	Taxable Retail Sales (billions), Coachella Valley, 1994, 2002, and 2023	21
<b>Figure 13:</b>	Taxable Retail Sales (thousands), Coachella Valley Cities, 2002 and 2023	21
<b>Figure 14:</b>	Taxable Retail Sales per Capita, Coachella Valley, 1994, 2002 and 2023	22
<b>Figure 15:</b>	Taxable Retail Sales per Capita, Coachella Valley Cities, 2002 and 2023	23
<b>Figure 16:</b>	Taxable Retail Sales by Sector (thousands), Coachella Valley, 2002 and 2023	23
<b>Figure 17:</b>	Distribution of Taxable Retail Sales by Quarter, Coachella Valley Cities, 2023	24
<b>Figure 18:</b>	Number of Firms reporting Taxable Sales, Coachella Valley, 1994, 2002 and 2024	25
<b>Figure 19:</b>	Distribution of Firms reporting Taxable Sales, by Sector, Coachella Valley, 2002	26
<b>Figure 20:</b>	Distribution of Firms reporting Taxable Sales, by Sector, Coachella Valley, 2024	26
<b>Figure 21:</b>	Educational Attainment, Coachella Valley Cities and comparable geographies, 2024	27
<b>Figure 22:</b>	Palm Springs International Airport, Passenger Traffic, 1994, 2004 and 2023	27



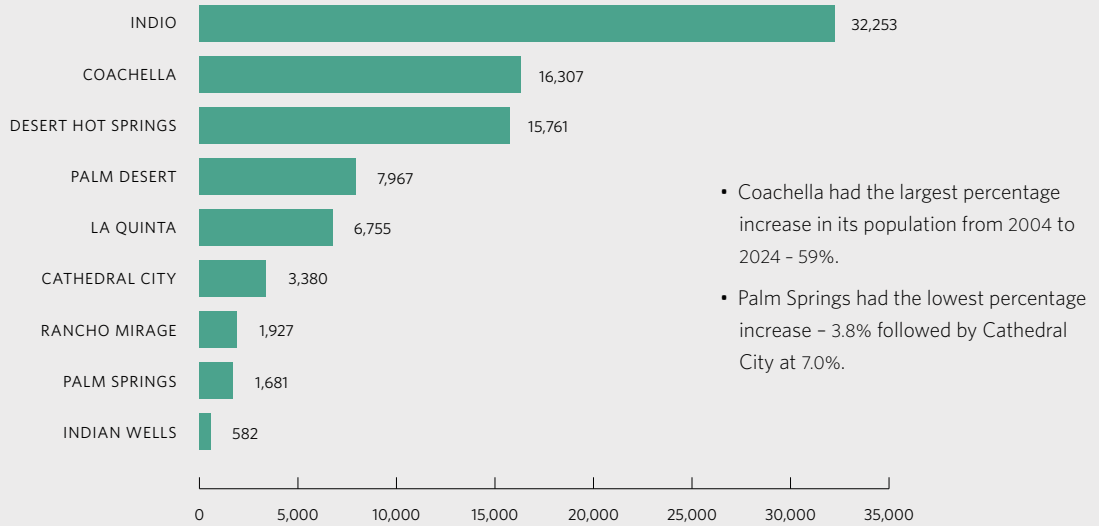
# DEMOGRAPHICS

**Figure 1: Total Population, Coachella Valley Cities, 2004 and 2024**



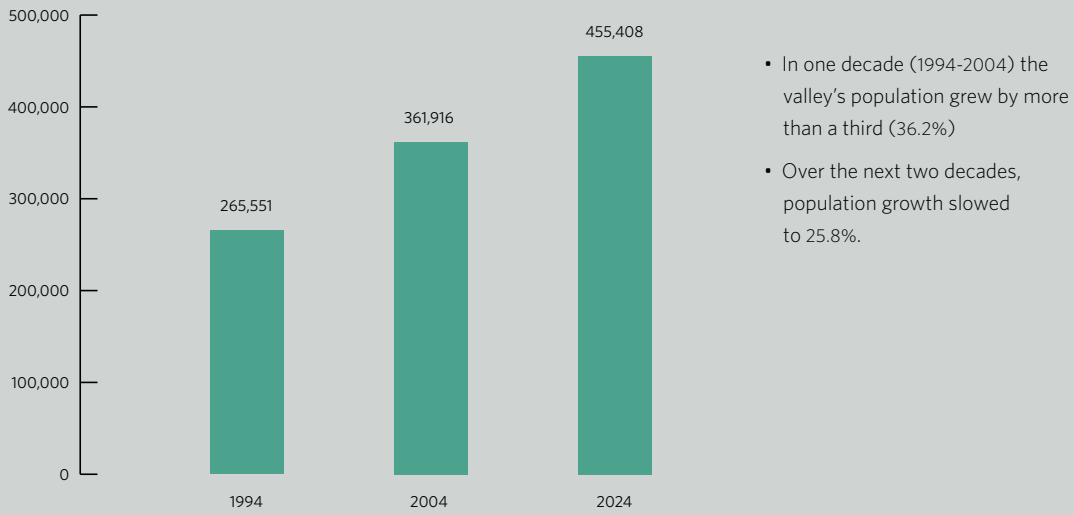
Source: Esri Business Analyst, US Census

**Figure 2: Population Growth (#), Coachella Valley Cities, 2004 to 2024**



Source: Esri Business Analyst, US Census

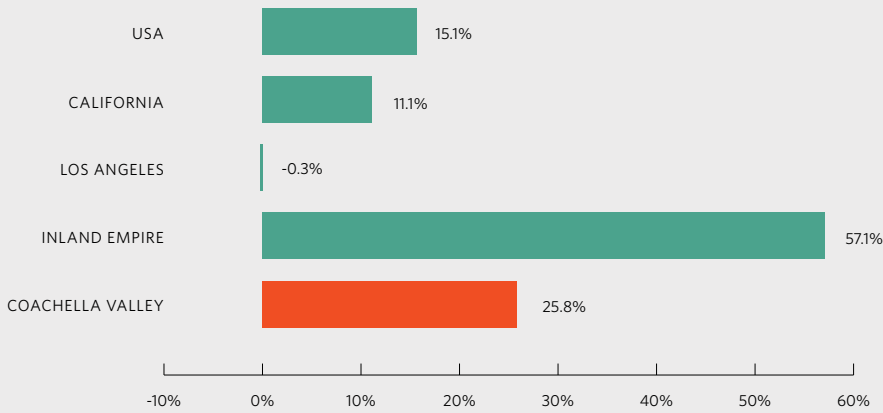
**Figure 3: Population Growth (#), Coachella Valley, 1994, 2004 and 2024**



- In one decade (1994-2004) the valley's population grew by more than a third (36.2%)
- Over the next two decades, population growth slowed to 25.8%.

Source: Esri Business Analyst, US Census

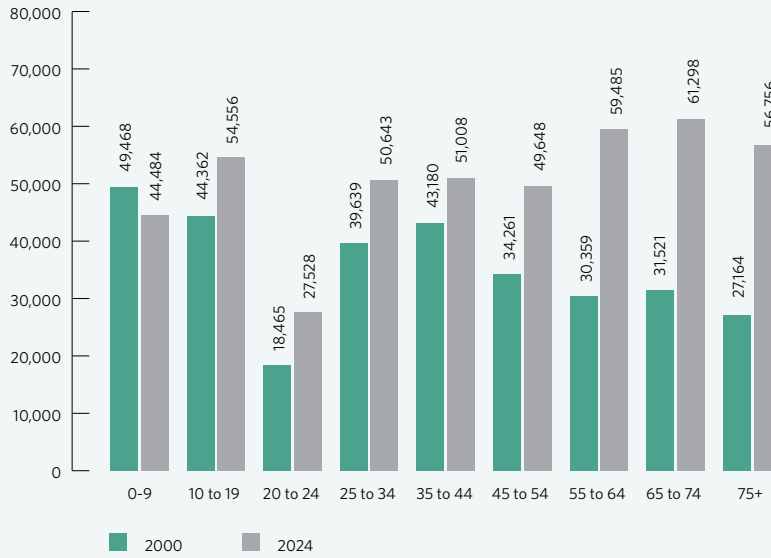
**Figure 4: Population Growth (%), Coachella Valley and comparative geographies, 2004 to 2024**



- Since the first CVEP Annual Summit in 2004, the Inland Empire population exploded by over 50%. COVID lockdowns resulted in a migration from coastal communities to the Inland Empire.
- The Coachella Valley saw much greater growth in these two decades than California and the US.
- Los Angeles famously saw a decline in population during this period.

Source: Esri Business Analyst, US Census

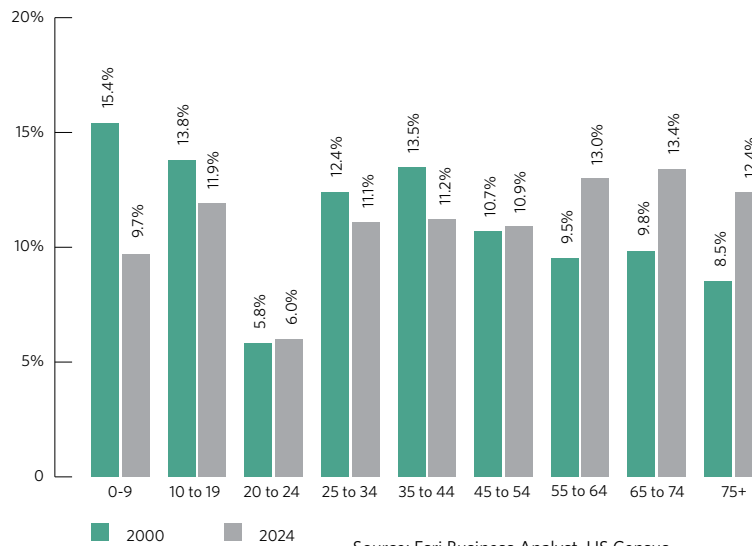
**Figure 5: Age Distribution (#), Coachella Valley, 2000 and 2024**



Source: Esri Business Analyst, US Census

- All age groups saw increases in population except for the 0-9 age group which saw a 10.1% decline.
- The age groups 55 and older each had over 95% growth, with the 75+ age group seeing the highest increase of 108.9%.
- The slowest population increase was in the 35 to 44 age group which only increased 18.1% in these 24 years.
- After the 55 and older age groups, 20 to 24 saw the highest growth of 49.1%.

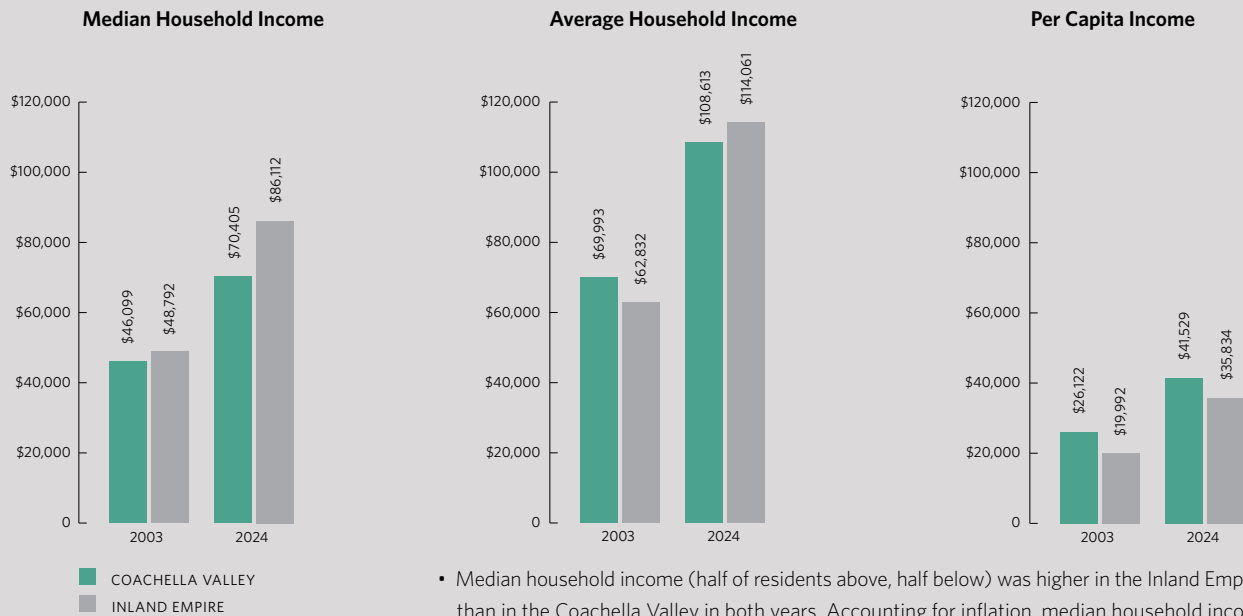
**Figure 6: Age Distribution (%), Coachella Valley, 2000 and 2024**



Source: Esri Business Analyst, US Census

- In 2000, the age groups with the highest population were the 0-9 and 10 to 19 ages.
- In 24 years, this has been reversed, with the 55-64 and 65-74 groups representing the highest populations.
- In both periods, the 20 to 24 age group has the smallest representation.

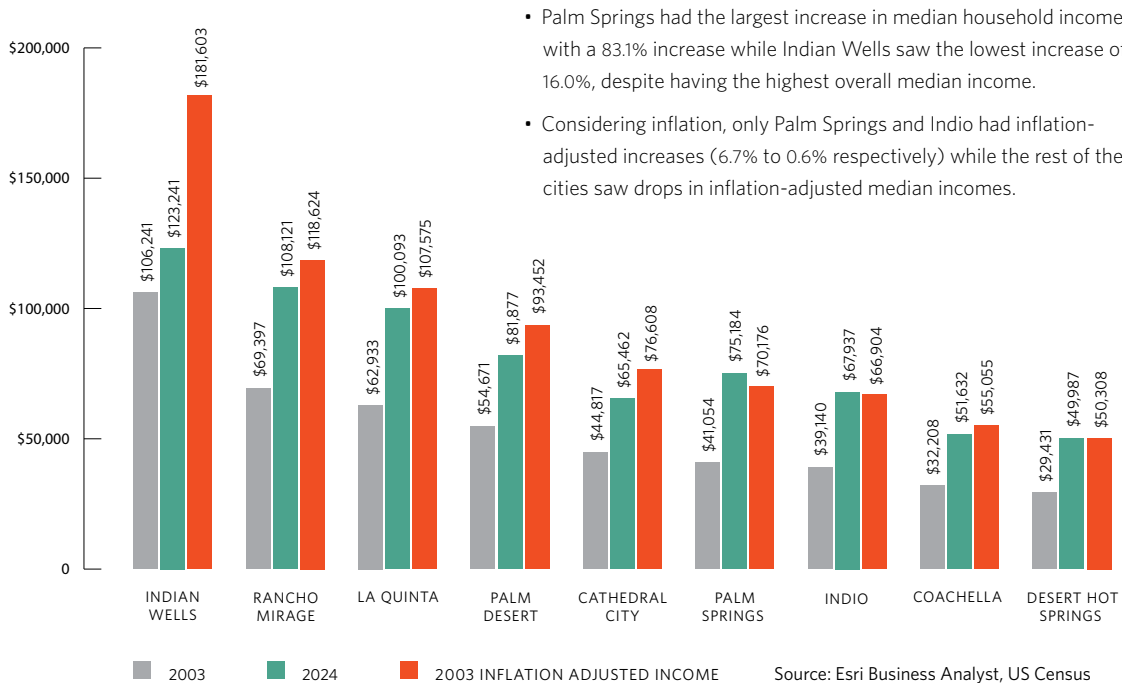
**Figure 7: Income Estimates, Coachella Valley and Inland Empire, 2000 and 2024**



Source: Esri Business Analyst, US Census

- Median household income (half of residents above, half below) was higher in the Inland Empire than in the Coachella Valley in both years. Accounting for inflation, median household income in the Valley actually declined by \$8,590 in purchasing power between 2003 and 2024, while the Inland Empire gained \$2,503.
- In 2003, the Coachella Valley had a higher average household income than the Inland Empire. But by 2024, this was reversed.
- Large differences between the average household income and median household income can be an indicator of income inequality. These differences were much higher in 2024 than in 2003, with the Coachella Valley having the highest difference in 2024.

**Figure 8: Median Income, Coachella Valley Cities, 2003 and 2024**

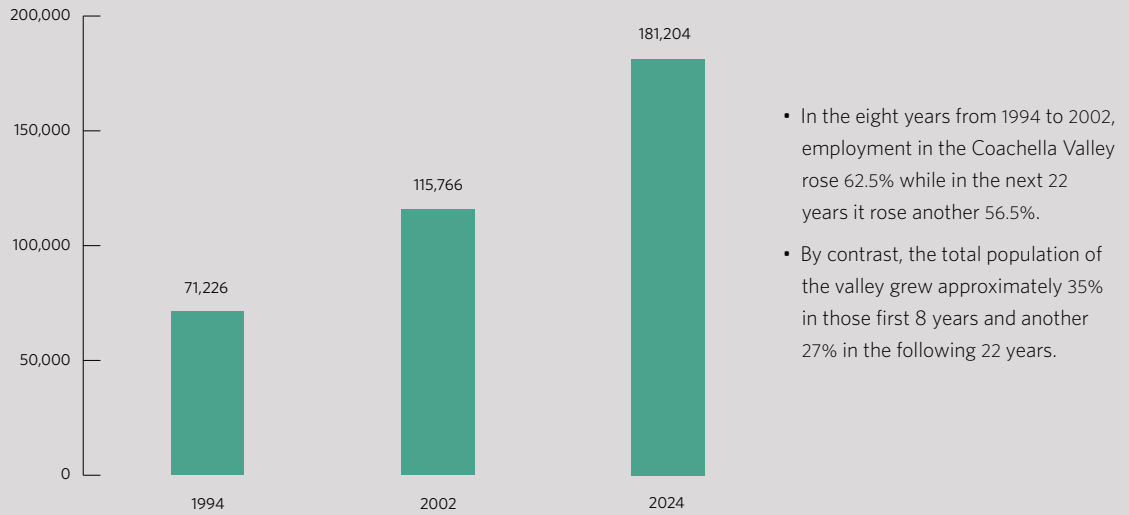


- Palm Springs had the largest increase in median household income with a 83.1% increase while Indian Wells saw the lowest increase of 16.0%, despite having the highest overall median income.
- Considering inflation, only Palm Springs and Indio had inflation-adjusted increases (6.7% to 0.6% respectively) while the rest of the cities saw drops in inflation-adjusted median incomes.

Source: Esri Business Analyst, US Census

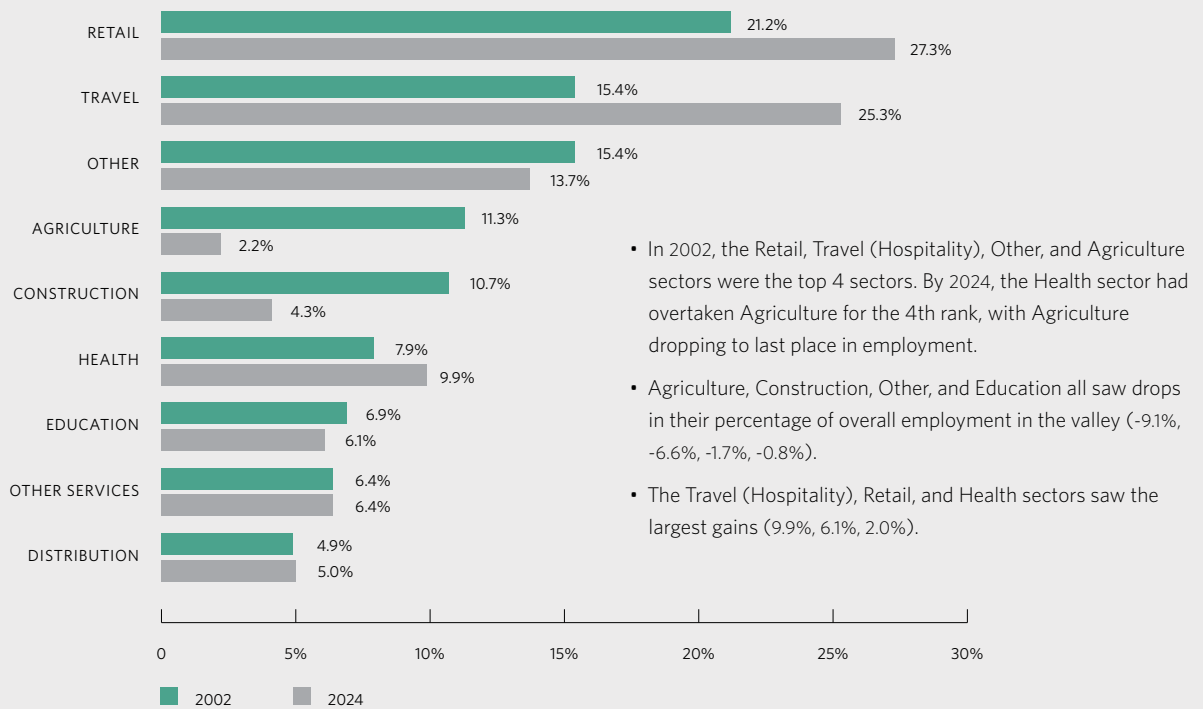
# EMPLOYMENT

**Figure 9: Total Employment, Coachella Valley, 1994, 2002 and 2024**



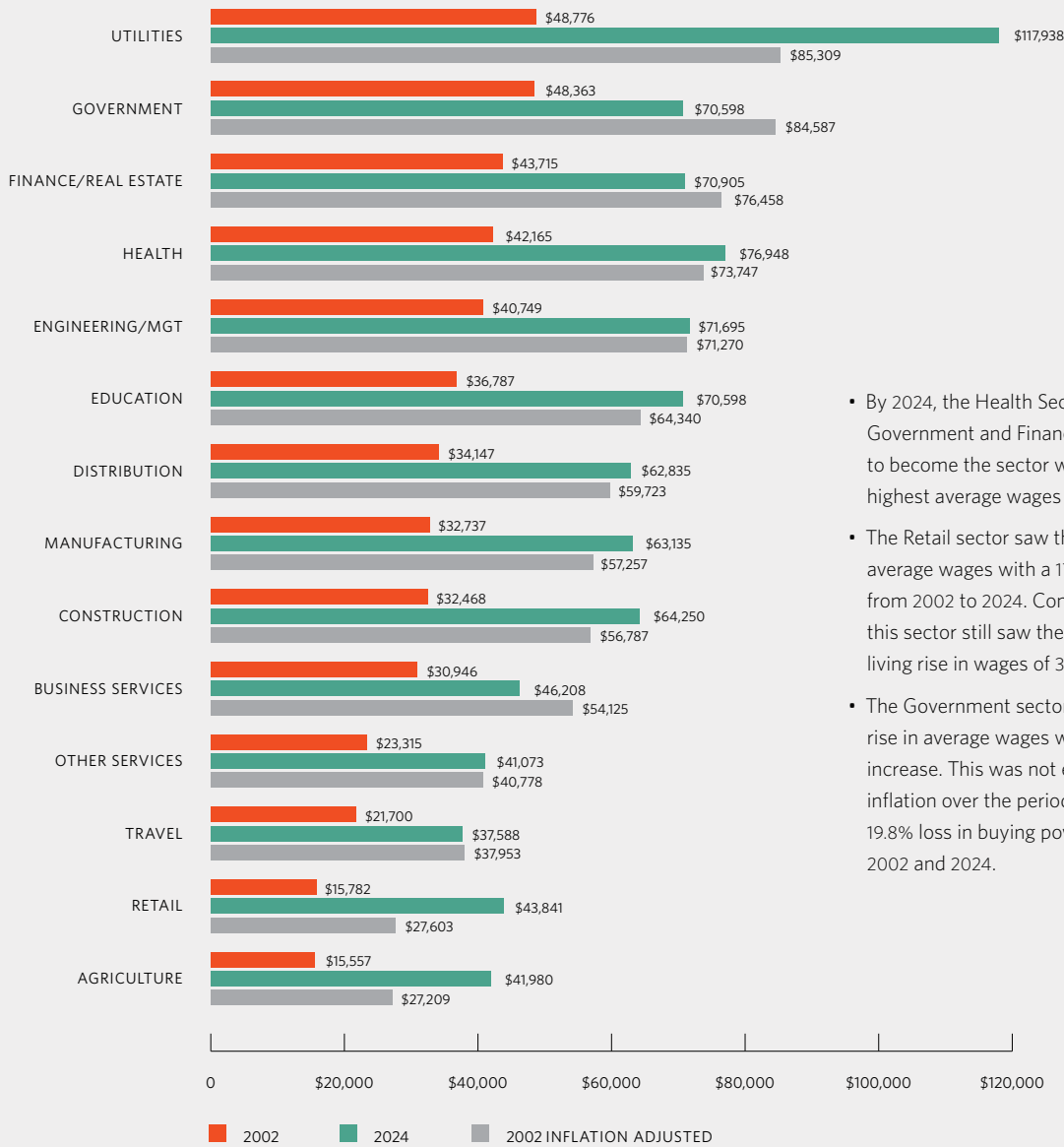
Source: Esri Business Analyst, CA Employment Development Department

**Figure 10: Employment Distribution by Sector, Coachella Valley, 2002 and 2024**



Source: Esri Business Analyst, CA Employment Development Department

**Figure 11: Average Annual Pay per Sector, Coachella Valley, 2002 and 2024**

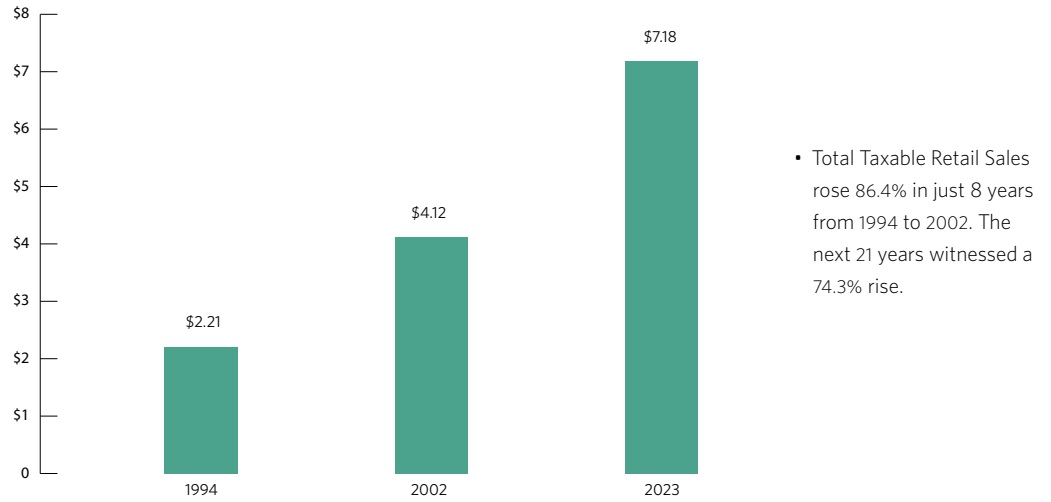


- By 2024, the Health Sector overtook Government and Finance/Real Estate to become the sector with the second highest average wages in the valley.
- The Retail sector saw the highest rise in average wages with a 177.8% increase from 2002 to 2024. Considering inflation, this sector still saw the highest cost of living rise in wages of 37.0%.
- The Government sector saw the lowest rise in average wages with a 46.0% increase. This was not enough to beat inflation over the period, resulting in a 19.8% loss in buying power between 2002 and 2024.

Source: Esri Business Analyst, CA Employment Development Department

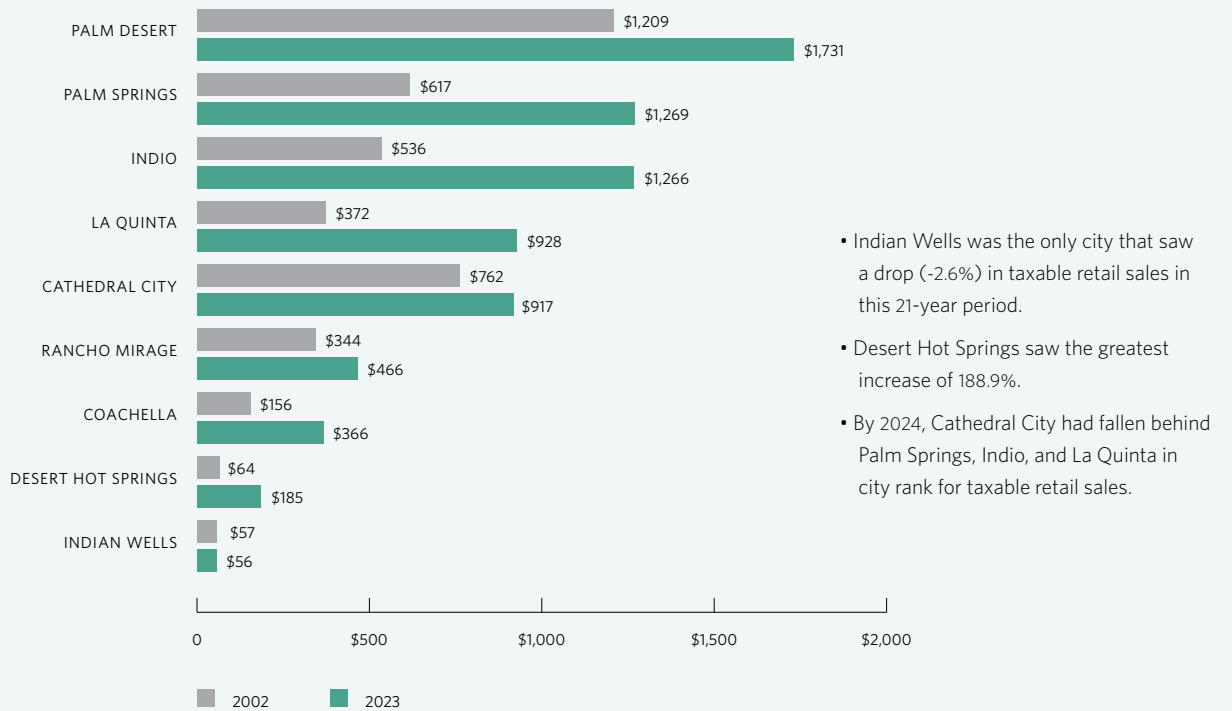
# TAXABLE SALES

**Figure 12: Taxable Retail Sales (billions), Coachella Valley, 1994, 2002, and 2023**



Source: CA Department of Tax and Fee Administration, CA Board of Equalization

**Figure 13: Taxable Retail Sales (millions), Coachella Valley Cities, 2002 and 2023**



Source: CA Department of Tax and Fee Administration, CA Board of Equalization

Figure 14: Taxable Retail Sales per Capita, Coachella Valley, 1994, 2002 and 2023



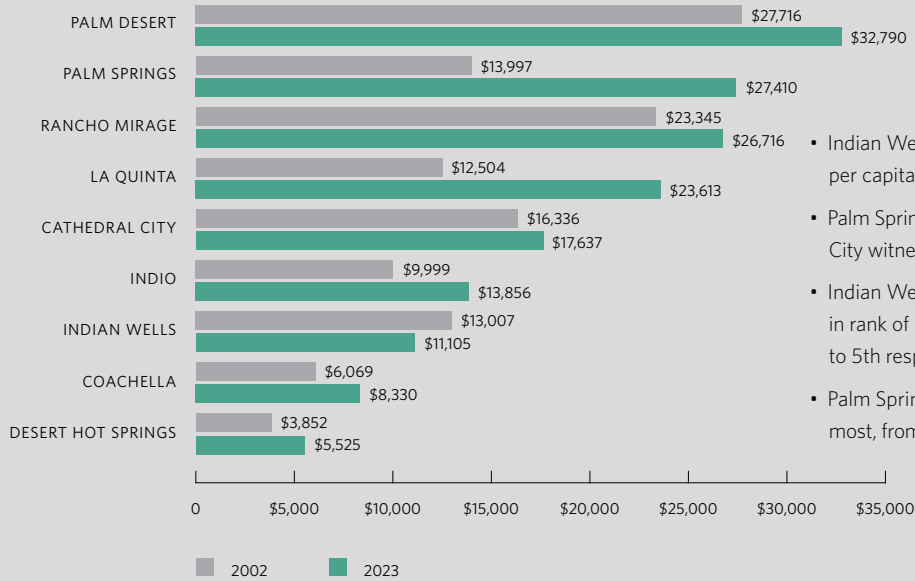
Source: CA Department of Tax and Fee Administration, CA Board of Equalization

- Between 1994 and 2002, per capital taxable retail sales rose 44.4%. In the next 21 years, they rose another 27.8%.





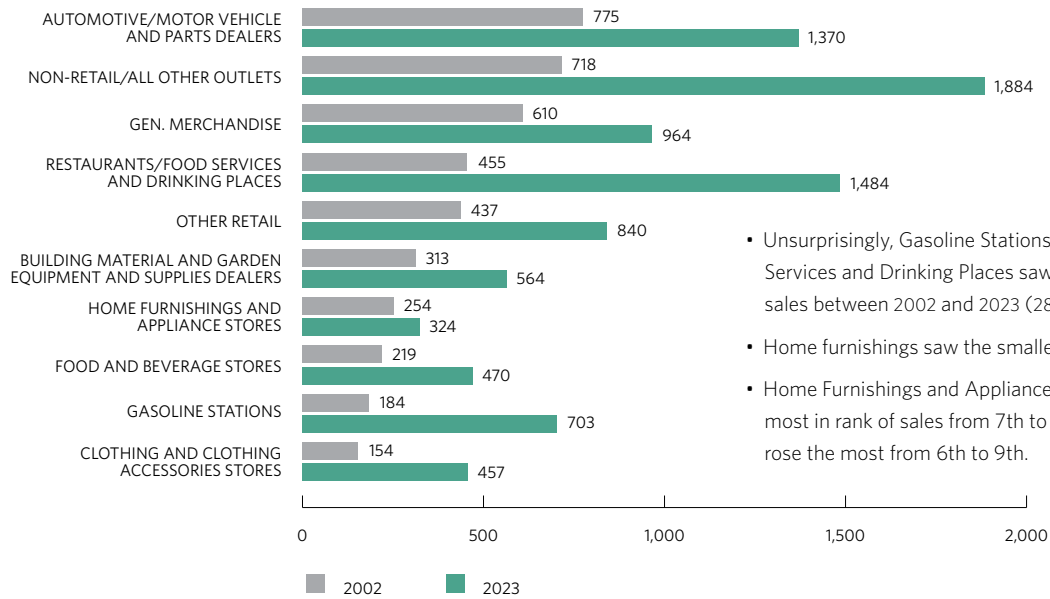
**Figure 15: Taxable Retail Sales per Capita, Coachella Valley Cities, 2002 and 2023**



- Indian Wells was the only city that saw a drop in per capita taxable retail sales, a 14.6% drop.
- Palm Springs saw the largest rise, 95.8%. Cathedral City witnessed the smallest rise, 8.0%.
- Indian Wells and Cathedral City dropped the most in rank of per capita sales, from 5th to 7th and 3rd to 5th respectively.
- Palm Springs and La Quinta moved up in rank the most, from 4th to 2nd, and 6th to 4th respectively.

Source: CA Department of Tax and Fee Administration, CA Board of Equalization

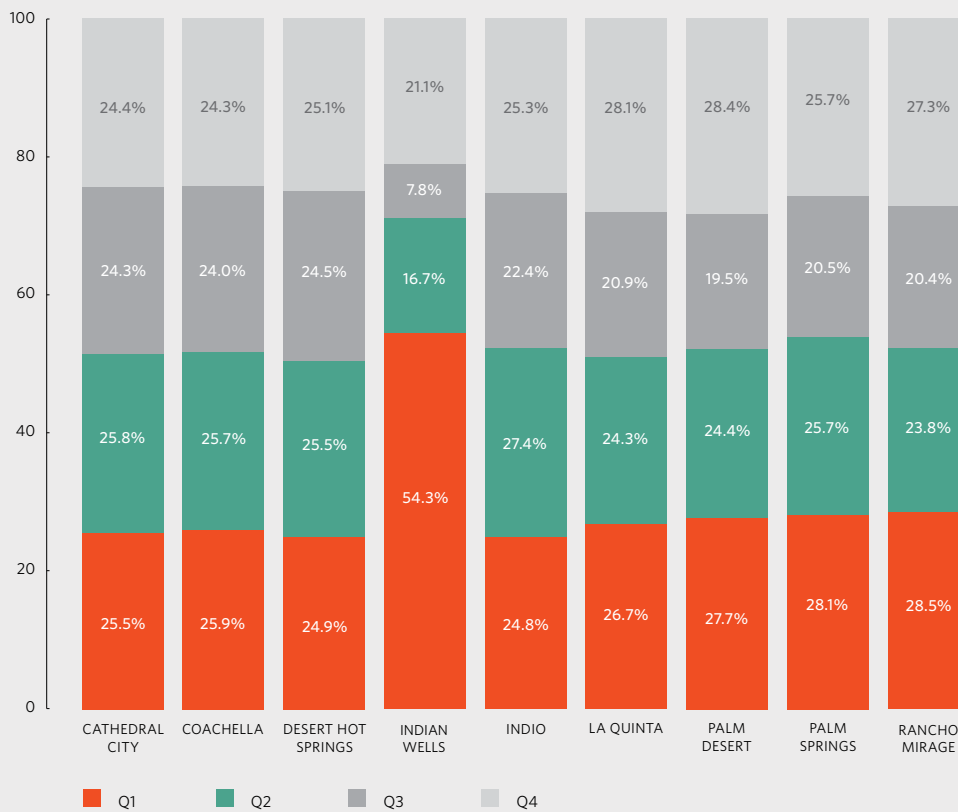
**Figure 16: Taxable Retail Sales by Sector (millions), Coachella Valley, 2002 and 2023**



- Unsurprisingly, Gasoline Stations and Restaurants/Food Services and Drinking Places saw the greatest increases in taxable sales between 2002 and 2023 (282.1% and 226.1% respectively).
- Home furnishings saw the smallest increase at 27.7%.
- Home Furnishings and Appliance Stores dropped the most in rank of sales from 7th to 10th, while Gasoline Stations rose the most from 6th to 9th.

Source: CA Department of Tax and Fee Administration, CA Board of Equalization

**Figure 17: Distribution of Taxable Retail Sales by Quarter, Coachella Valley Cities, 2023**



Source: CA Department of Tax and Fee Administration, CA Board of Equalization

- This complex graph which shows the distribution of taxable retail sales over four quarters in 2023. It reflects the seasonality of our Valley economy and how it impacts some cities more than others.
- For instance, Indian Wells shows a high seasonal variability of sales, with over half of sales occurring in the first quarter, the busiest quarter for Tourism. Only 7.8% of sales for the whole year occur in the 3rd quarter, the hottest months in the Valley.

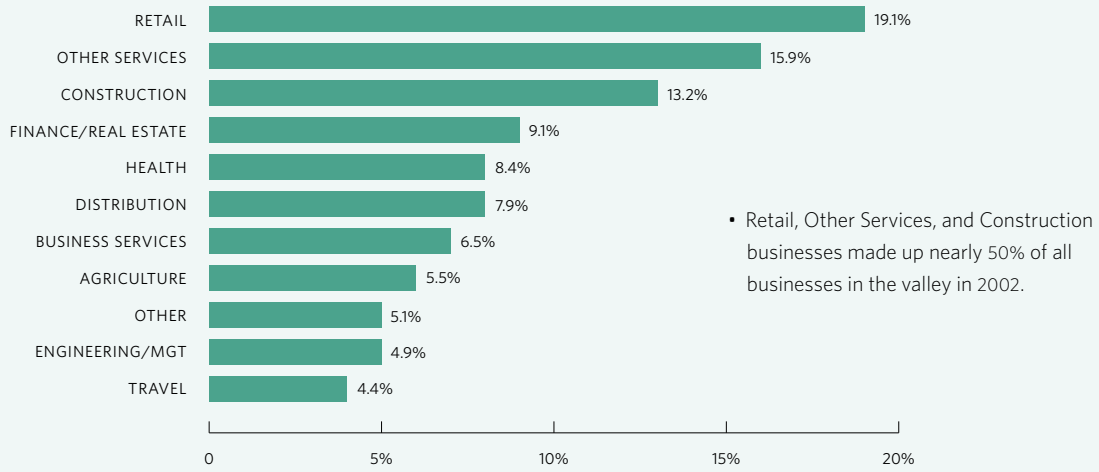
Figure 18: Number of Firms reporting Taxable Sales, Coachella Valley, 1994, 2002 and 2024



Source: Esri Business Analyst, CA Employment Development Department

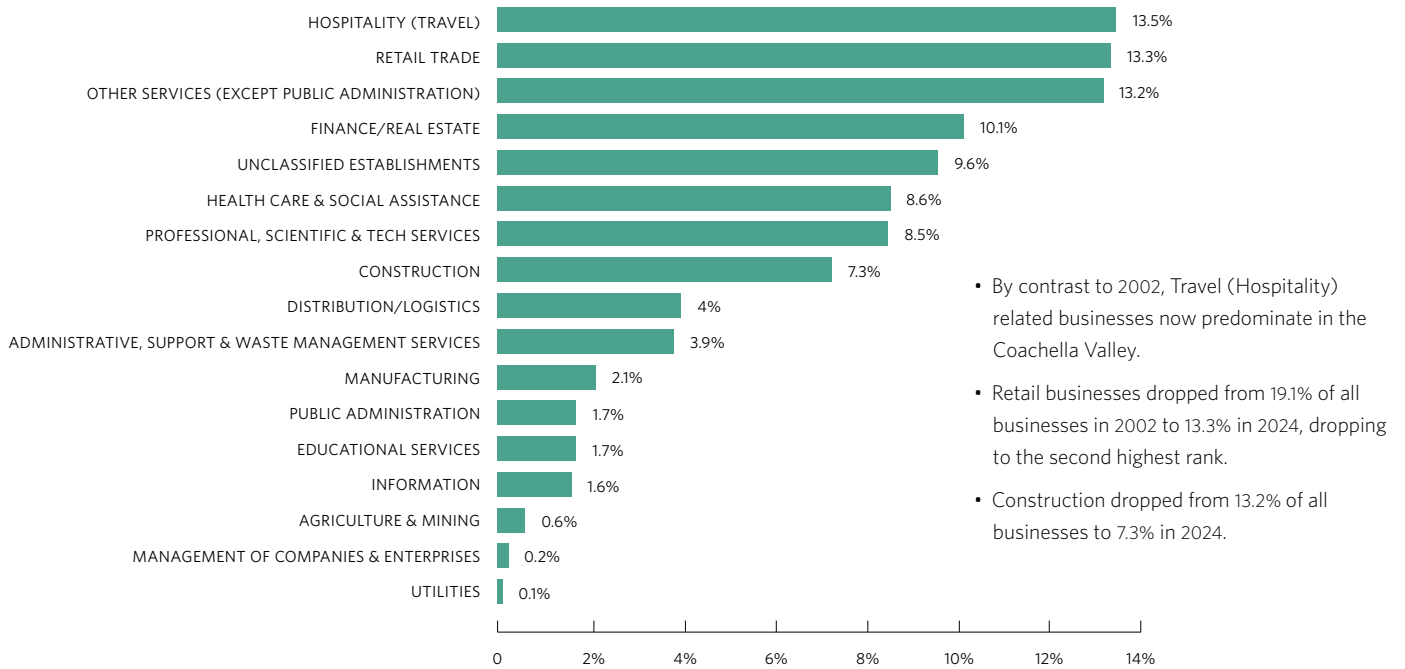
- Between 1994 and 2002, the Valley only saw a 19.5% increase in the number of businesses reporting taxable sales. But over the next 22 years it saw a 174% increase in businesses reporting.

**Figure 19: Distribution of Firms reporting Taxable Sales, by Sector, Coachella Valley, 2002**



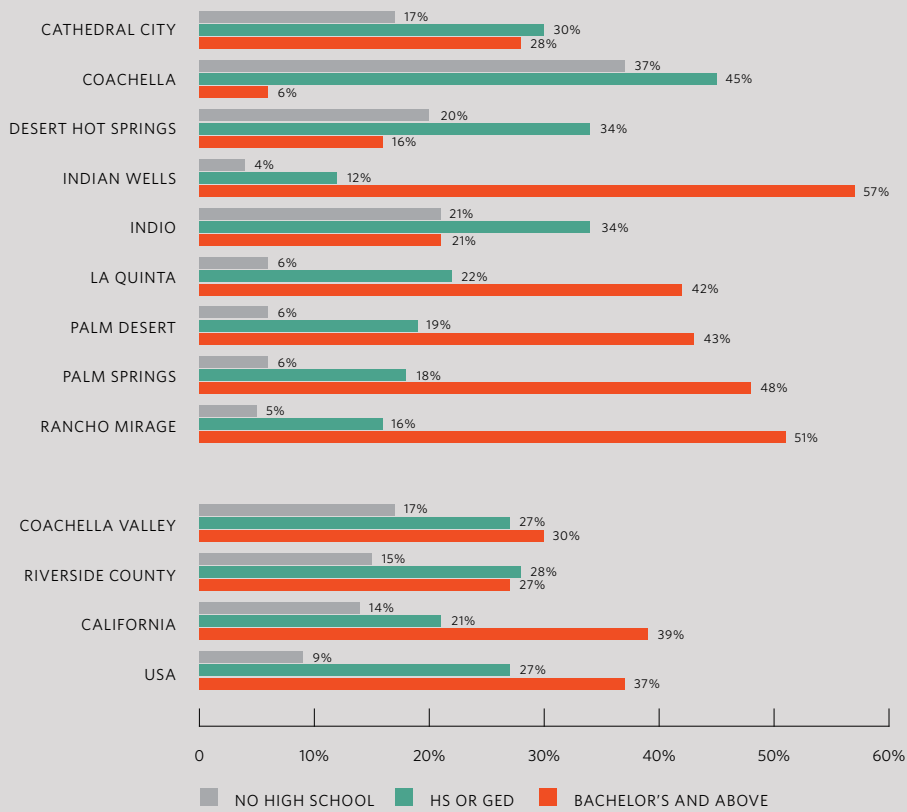
Source: CA Employment Development Department

**Figure 20: Distribution of Firms reporting Taxable Sales, by Sector, Coachella Valley, 2024**



Source: Esri Business Analyst

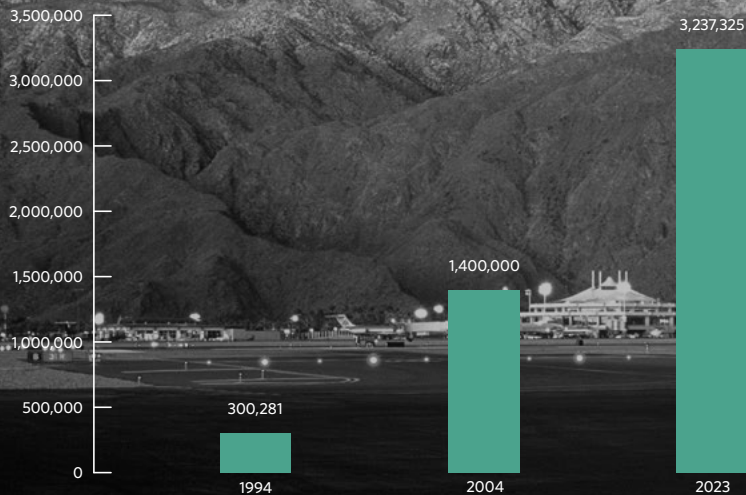
**Figure 21: Educational Attainment, Coachella Valley Cities and comparable geographies, 2024**



Source: Esri Business Analyst, US Census

- Coachella has the highest number of residents who did not graduate from high school – 37%. Indian Wells has the lowest number – 4%.
- Coachella also has the highest number of residents with only a high school degree – 45%. Once again, Indian Wells has the lowest number – 12%.
- Indian Wells has the highest number of residents with a bachelor’s degree or higher – 57%. Coachella has the lowest number – 6%.
- The Coachella Valley has nearly double the rate of residents with no high school degree compared to the national average. We also have a lower rate of residents with bachelor’s degrees or higher. But five of our cities have a higher rate of college graduates than the national average. Conversely, we have four cities with a higher number of residents with no high school degree than the national average.

**Figure 22: Palm Springs International Airport, Passenger Traffic, 1994, 2004 and 2023**



Source: Palm Springs International Airport

- Passenger traffic at PSP has grown exponentially since 1994, with nearly 10 times more passengers in 2023 than 1994.
- PSP is now served by 13 airlines, with nonstop flights to 30 airports.



# MORNING INSIGHTS

A Forum for Entrepreneurs and Innovators.

Learn more at [cvep.com](http://cvep.com)



SPONSORED BY



Advancing community wellness in the Coachella Valley.



DESERT HEALTHCARE DISTRICT & FOUNDATION

[dhcd.org](http://dhcd.org)



WORKING  
TOGETHER  
FOR  
SUCCESS

In partnership, we thrive.



HUNTER | JOHNSEN  
SUCCESSFUL MARKETING BY DESIGN

[HUNTERJOHNSEN.COM](http://HUNTERJOHNSEN.COM)



## WHERE OPPORTUNITY MEETS QUALITY OF LIFE

These are the people who have made Greater Palm Springs home. Find out how they did it.

To view video profiles, go to:  
[palmspringslife.com/visionaries](http://palmspringslife.com/visionaries)

## PALM SPRINGS LIFE



**DR. WILLIAM BRIEN**  
 CHIEF MEDICAL OFFICER  
 Desert Care Network  
 Desert Regional Medical Center, Palm Springs  
 JFK Memorial Hospital, Indio  
 Hi-Desert Medical Center, Joshua Tree



**DR. JUNHO CHOI**  
 GENERAL AND COSMETIC DENTIST  
 Dell'Acqua Choi Dental Studio



**JEFFREY S. TIEDGE, MBA**  
 SENIOR VICE PRESIDENT  
 INVESTMENTS BRANCH MANAGER  
 Raymond James

**MITCH ROSICH, MBA**  
 FINANCIAL ADVISOR  
 Raymond James



**REID D. MILANOVICH**  
 CHAIRMAN  
 Agua Caliente Band of Cahuilla Indians



**JAY NAILOR  
 AND MISHELL MODERN**  
 OWNERS  
 The Shag Store



**TONY FIMBRES**  
 FOUNDER AND PRESIDENT  
 Statewide Services Inc. and Cache Estate



**KATIE ROTH**  
 EXECUTIVE DIRECTOR  
 OF PHILANTHROPY  
 Think Together

**SARAH WILLS**  
 SENIOR DIRECTOR OF DEVELOPMENT  
 Think Together



**MELISSA GUERRERO**  
 DIRECTOR OF HUMAN RESOURCES  
 The Vintage Club





# Proud Sponsor of the 20th Annual CVEP Economic Summit

Let us help you navigate through relocation or expansion,  
and offer guidance with many business resources and  
programs available.

[www.rivcoed.org](http://www.rivcoed.org) | [bizinfo@rivco.org](mailto:bizinfo@rivco.org) | 951.955.0493  
3403 10th Street, Suite 400, Riverside, CA 92501



COACHELLA VALLEY'S PRINTING PARTNER  
FOR 45 YEARS

ACE PRINTING & MAILING | 948 VELLA, PALM SPRINGS | (760) 969-5500 | [aceprintingps.com](http://aceprintingps.com)

# TOGETHER, WE HAVE THE POWER TO KEEP THE FUTURE BRIGHT

We are proud to sponsor  
the Coachella Valley  
Economic Partnership  
**2024 Economic Summit**



## The Future of Energy is Here

Our mission is to build the cleanest, safest, and most innovative energy infrastructure company in America.

California deserves a clean, affordable, and resilient energy future. SoCalGas is working to achieve that future through innovation, collaboration, and decarbonization.



Visit us at:  
[socialgas.com/clean-energy](https://socialgas.com/clean-energy)



© 2024 Southern California Gas Company. All copyright and trademark rights reserved. 24M029 03



# Local Trust. National Scale.

And the tech to put it to work for you  
Marketing technology,  
performance insights  
and digital solutions  
to help local business win.

**Desert Sun.**

**LOCALiQ**

PART OF THE USA TODAY NETWORK

PALM SPRINGS | Denise Fleig | 760-770-880-5871



**Proud to be the  
Region's Leading  
Business Advisory Firm**

**OSBORNE  
RINCON**

760.777.9805

**C.V. TARGETED ADVERTISING NETWORK**



**INDOOR DIGITAL  
ADVERTISING NETWORK**



Effective local advertising across a vast network of indoor digital billboards located where you *Eat, Shop, & Play!*



[www.OnTheMarkAd.com](http://www.OnTheMarkAd.com)  
(760) 259-0505

**Remember: "Out of sight, Out of mind!"**



**Welcome to your new perch!**

  
**kestrel**  
A Richard Blais Kitchen + Lounge

To make a reservation at Kestrel, please call 760.346.4653 or visit [IndianWellsGolfResort.com](http://IndianWellsGolfResort.com).





**ALPHAMEDIA**  
LIVE, LOCAL, PALM SPRINGS



CALL US TODAY FOR A NO OBLIGATION CONSULTATION.  
**(760)416-8435**



# GROW YOUR BUSINESS BY ADVERTISING ON THE DESERT'S NEWS LEADER



PATRICK  
EVANS

JEFF  
STAHL

ANGELA  
CHEN

JOHN  
WHITE

KAREN  
DEVINE

PETER  
DAUT

BLAKE  
ARTHUR

## NEWS CHANNEL 3

THE DESERT'S NEWS LEADER

5:00-7:00 AM, NOON,

4:00, 5:00, 6:00, 6:30, 10:00, & 11:00 PM



[KESQ.COM](http://KESQ.COM)

PROUD SUPPORTERS OF THE  
COACHELLA VALLEY ECONOMIC PARTNERSHIP

Email us: [advertising@kesq.com](mailto:advertising@kesq.com)

# DOHC - IMMEDIATE CARE



## 4 Immediate Care Clinic Locations *We're here when you need us!*

**Palm Springs Immediate Care**  
275 N. El Cielo, D-402  
Palm Springs, CA 92262

**Palm Desert Immediate Care**  
72605 Highway 111  
Palm Desert, CA 92260

**Indio Immediate Care**  
81-880 Dr. Carreon Blvd., C-108  
Indio, CA 92201

**Yucca Valley Immediate Care**  
57-840 29 Palms Hwy.  
Yucca Valley, CA 92284

Immediate Care hours are:

8am – 8pm Monday – Friday and 9am – 7pm, weekends and holidays.

**DESERT OASIS**  
HEALTHCARE

Your Health. Your Life. Our Passion.

760-320-5134 • MyDOHC.com   

24DOHC9621\_CVEP\_ProgramHalfPgAd.indd

**MeTV** music  
**103.1** FM



Timeless & Memorable  
*Christmas &  
Holiday  
Favorites*

Starts Nov. 18th

Listen online:  
1031MeTVFM.com

LOCALLY BASED

FIDUCIARY INVESTMENT  
MANAGEMENT

WINSLOW  
**DRAKE**

INVESTMENT MANAGEMENT

Haddon B Libby

Founder & Chief Investment Officer

Winslow Drake Investment Management

www.WinslowDrake.com



## Partnering to create opportunities

Bank of America continues to invest in our communities to help create jobs and fuel economic opportunity. Whether it's supporting local organizations like Coachella Valley Economic Partnership or lending to small businesses and entrepreneurs, we're committed to keeping the Inland Empire healthy, strong and connected.



Bansree Parikh  
President, Bank of America Inland Empire  
[bankofamerica.com/InlandEmpire](https://bankofamerica.com/InlandEmpire)

*What would you like the power to do?®*







## Innovative Solutions

BBK is pleased to support CVEP in its pursuit to elevate the Coachella Valley economy. As a long-time member of Coachella Valley's business community, BBK provides local business innovators and entrepreneurs with timely solutions to complex legal issues.



[bbklaw.com](http://bbklaw.com)

# We are proud to support CVEP and the desert business community.

THE DESERT'S BUSINESS & PUBLIC AFFAIRS WEEKLY

## The Public Record

## Our Community's Transportation Partner

### Moving People Throughout the Region & Pioneering Clean Fuels

Coming Soon! Hydrogen fuel will be sold to the public beginning in December 2024 through the Agency's new Liquid Hydrogen Station. This provides the first opportunity for Coachella Valley residents and visitors to fuel a vehicle powered by clean, zero-emission hydrogen here locally. Hydrogen and CNG fuel dispensers can be found just south of SunLine's administrative offices on Harry Oliver Trail.

[SunLine.org](http://SunLine.org) • (760) 343-3456

32-505 Harry Oliver Trail, Thousand Palms, CA 92276



# Future Leaders of Coachella Valley

At Palm Valley School, we are committed to educating the future leaders of the Coachella Valley. Our dynamic curriculum, combined with a focus on critical thinking, collaboration, and innovation, empowers students to develop the skills and confidence needed to effect positive change. Through experiential learning, community engagement, and a strong emphasis on values, we cultivate a generation of informed, compassionate leaders ready to tackle the challenges of tomorrow.



**Rated #1 Private K-12 School  
in Riverside County by Niche**



**Palm Valley  
School**  
Preschool-Grade 12

**NOW ENROLLING!**

<b>PRESCHOOL</b>	<b>18 Months-4 Years Old</b>
<b>LOWER SCHOOL</b>	<b>Pre-K -Grade 5</b>
<b>MIDDLE SCHOOL</b>	<b>Grade 6- Grade 8</b>
<b>UPPER SCHOOL</b>	<b>Grade 9- Grade 12</b>

35-525 Da Vall Drive | Rancho Mirage, CA | [www.PVS.org](http://www.PVS.org)

Visit  
AGUA CALIENTE

PALM SPRINGS, CALIFORNIA  
A CULTURAL DESTINATION



AGUA CALIENTE  
BAND OF CAHUILLA INDIANS

[aguacaliente.org](http://aguacaliente.org)





3111 EAST TAHQUITZ CANYON WAY • PALM SPRINGS, CALIFORNIA 92262  
PH: 760.340.1575 • FX: 760.548.0370 • WEB: CVEP.COM