

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.

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**CONTENTS**

LEADERSHIP AND INVESTORS	5
ABOUT US	6
A MESSAGE FROM THE CEO	7
OUR PROGRAMS AND SERVICES	8
2024 ECONOMIC REPORT	12

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# 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





## 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  
Kaiser Permanente  
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.

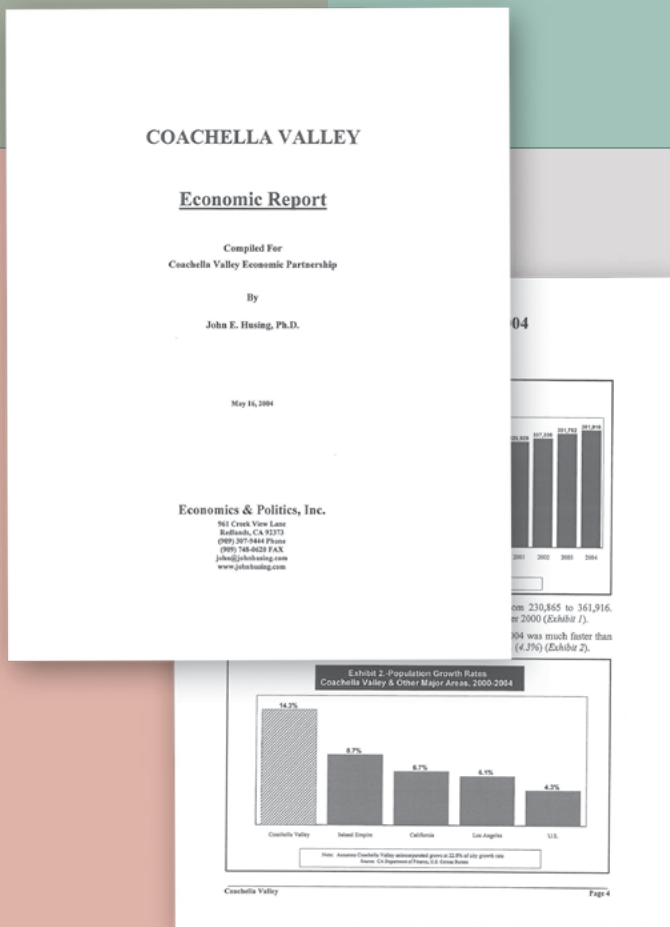
## IN THE NEWS

**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, creates 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 fall valley season.

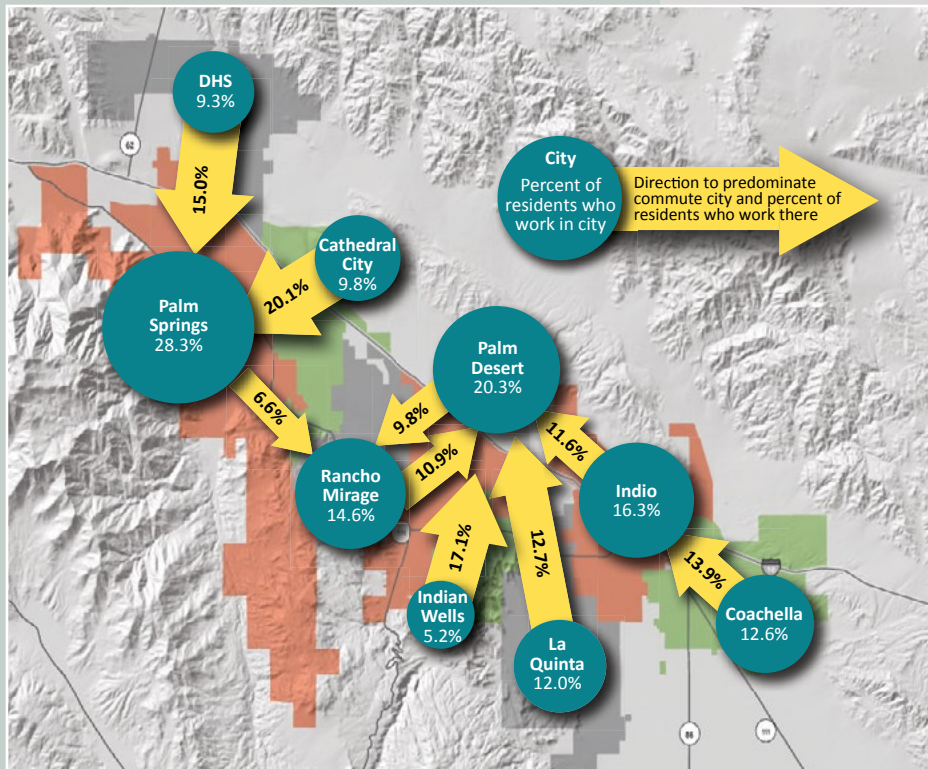
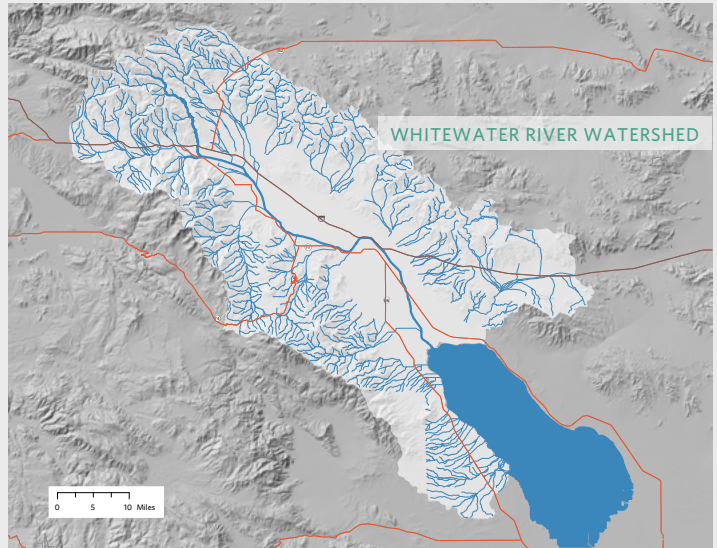
The Coachella Valley Economic Report, written by John E. Husing, Ph.D. and published on May 16, 2004, was the first report to be highlighted by a CVEP Economic Summit. The data and graphs from that report are the inspiration for this year's report material. Whenever possible, we have compared current data with those from 1994 and 2004. Because year-of-the-report data is often not available at the time of publication, both current and historical-2004 data in our report is sometimes stated for years earlier than those dates. For example, our Taxable and Retail Sales data are for 2002 and 2023 respectively.

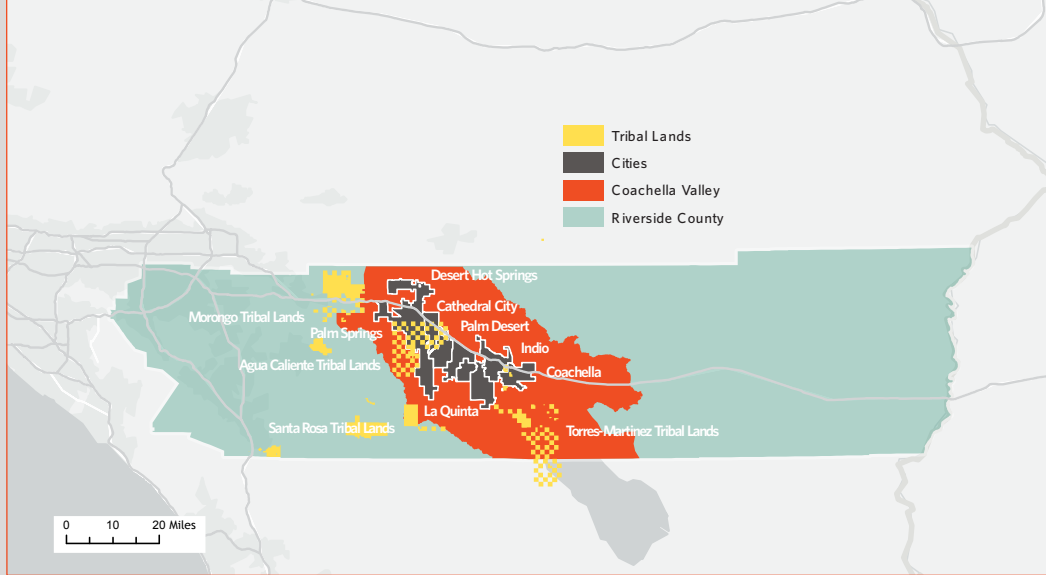
CVEP's founders knew the imperative of adopting a regional focus to our local economy. Yes, our region is comprised of 9 incorporated cities, native tribal nations, and a handful of unincorporated areas like Bermuda Dunes. It is crisscrossed by overlapping jurisdictions like school districts, water districts, congressional districts, etc. With all this cross cutting it can be hard to remember that together we are a distinct region in Southern California.



The Coachella Valley is blessed with a multitude of sunny days and an easily established geographic presence. The Whitewater River, originating in the mighty San Bernardino Mountain Range to the northwest, defines our valley's border. We are surrounded by the ridgelines of a wonderful kaleidoscope of mountains and foothills. The river drains into the spectacular and challenged Salton Sea to our southeast. At 10,000 feet, we aren't a bunch of borders, but a shared and invaluable landscape. We are a REGION in the best sense of the word.

Our valley covers three counties, overlapping socio-political borders, and district lines that defy city boundaries. In reality, these lines do not separate, they interconnect in a dizzying mesh of mutual interest. Most residents live in one place and work in another. Sometimes they choose to shop or relax outside of their town. No place acts alone.

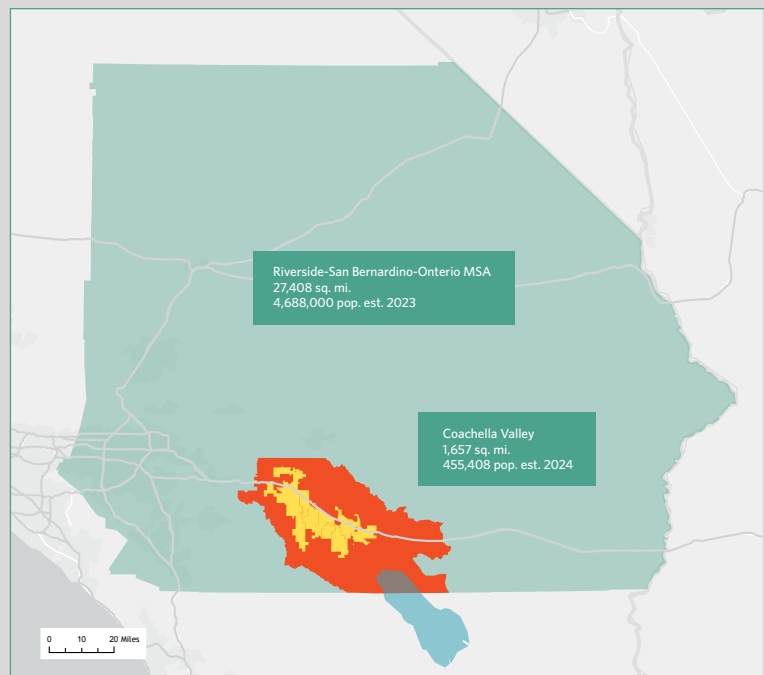


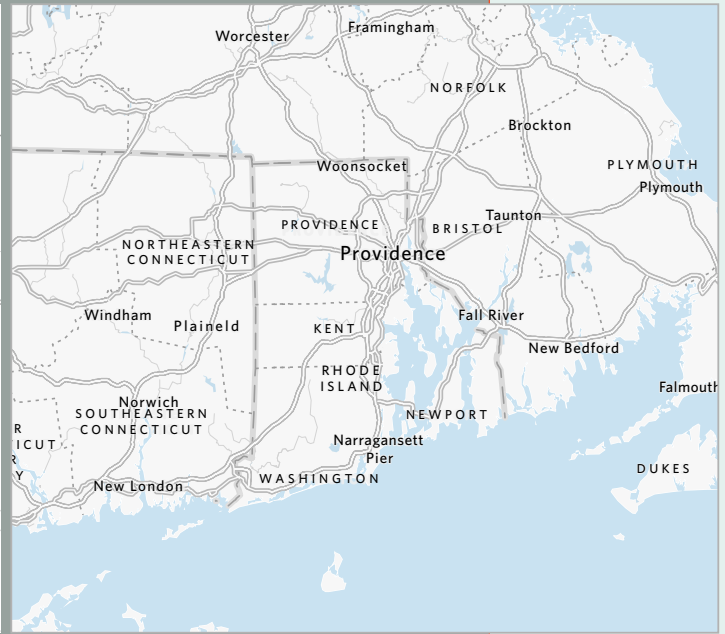
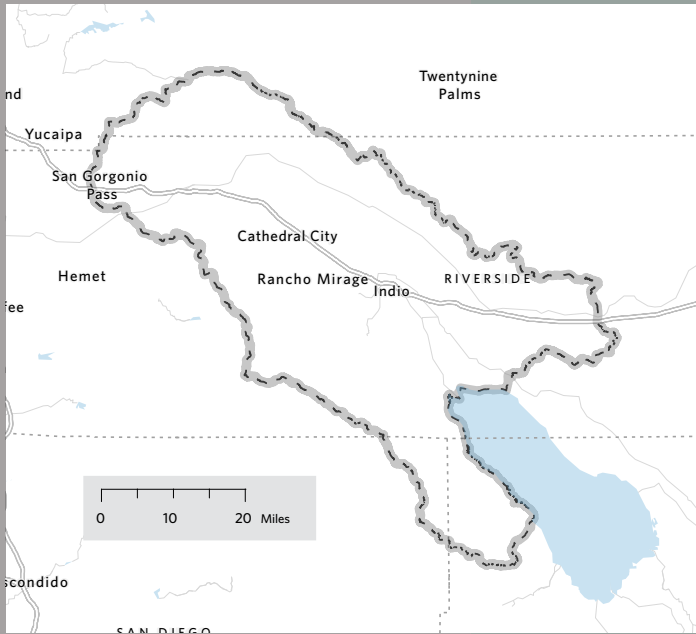


Despite our easily defined boundaries, the Coachella Valley is still located within two very expansive geographies: Riverside County and the Riverside-San Bernardino-Ontario MSA (Metropolitan Statistical Area). At 7,300 square miles, Riverside County is the 26th largest county in the U.S. by area and the 10th most populous nationally. But this population is unevenly dispersed throughout this large area. In the west, we have the high-density areas of the City of Riverside, Corona, and Moreno Valley. Moving east, we come to our centrally located, and less dense, Coachella Valley. And to the east one finds the sparsely populated, predominately desert section of the county before finally arriving at Blythe and the eastern border with Arizona.

To complicate things more, the Coachella Valley is within the Riverside-San Bernardino-Ontario MSA (Metropolitan Statistical Area). MSA's are federally designated population groupings, usually centered on a main city, used for population analysis, and organizing statistical data. Our MSA is the 12th largest in the nation by population (approx. 4.6

million). But it is the largest by area, 27,408 square miles, beating out the Anchorage MSA by 1000 square miles. The Coachella Valley is dwarfed in our MSA, being both one tenth as large in population and area.





We are subsumed by these behemoths. And here is the real problem. Most economic source data are reported at the county or MSA level. A lot of good that does us. Rhode Island would just fit into our valley. But Rhode Island can get individualized data for all 5 of its counties, as well as surrounding state counties within the same area as our valley. Not fair.

At CVEP we have a solution. We can 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 foundational 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. It is these data that were used to build the accompanying graphs and tables.

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), the world's premier Geographic Information Systems (GIS) business headquartered in Redlands, CA, 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.

# CONTENTS

## POPULATION

<b>Figure 1:</b>	Population Growth (#), Coachella Valley, 1994, 2004 and 2024	19
<b>Figure 2:</b>	Population Growth (%), Coachella Valley and comparative geographies, 2004 to 2024	19
<b>Figure 3:</b>	Population Growth Rates (%), Coachella Valley and Comparative Geographies, 2020 to 2024	20
<b>Figure 4:</b>	Total Population, Coachella Valley Cities, 2004 and 2024	20
<b>Figure 5:</b>	Population Growth (#), Coachella Valley Cities, 2004 to 2024	21
<b>Figure 6:</b>	Population Growth (%), Coachella Valley Cities, 2004 to 2024	21
<b>Figure 7:</b>	Median Age, Coachella Valley Cities and Comparative Geographies, 2024	22
<b>Figure 8:</b>	Age Distribution (#), Coachella Valley, 2000 and 2024	22
<b>Figure 9:</b>	Age Distribution (%), Coachella Valley, 2000 and 2024	23
<b>Figure 10:</b>	Age Distribution (%), Coachella Valley and Comparative Geographies, 2024	23
<b>Figure 11:</b>	Age Distribution (%), Coachella Valley Cities, 2024	24
<b>Figure 12:</b>	The Generations (%), Coachella Valley and Comparative Geographies, 2024	24
<b>Figure 13:</b>	The Generations (%), Coachella Valley Cities, 2024	25
<b>Figure 14:</b>	Average Household Size, Coachella Valley Cities and Comparative Geographies, 2024	25
<b>Figure 15:</b>	Average Family Size, Coachella Valley Cities and Comparative Geographies, 2024	26

## RACE/ETHNICITY

<b>Figure 16:</b>	Race Distribution, Coachella Valley and Comparative Geographies, 2024	27
<b>Figure 17:</b>	Race Distribution, Coachella Valley Cities, 2024	27
<b>Figure 18:</b>	Hispanic Population (#), Coachella Valley Cities, 2024	28
<b>Figure 19:</b>	Hispanic Population (%), Coachella Valley Cities and Comparative Geographies, 2024	28

## HOUSEHOLD INCOME

<b>Figure 20:</b>	Income Estimates, Coachella Valley and Inland Empire, 2000 and 2024	29
<b>Figure 21:</b>	Median Income, Coachella Valley Cities, 2003 and 2024	29
<b>Figure 22:</b>	Median and Average Household Income Estimates, Coachella Valley Cities and Comparative Geographies, 2024	30
<b>Figure 23:</b>	Difference between National Average Household Income and Coachella Valley Census Tracts, 2024	30
<b>Figure 24:</b>	Per Capita Income, Coachella Valley Cities and Comparable Geographies, 2024	31
<b>Figure 25:</b>	Household Disposable Income, Coachella Valley Cities and Comparable Geographies, 2024	31
<b>Figure 26:</b>	Household Net Worth, Coachella Valley Cities and Comparable Geographies, 2024	32
<b>Figure 27:</b>	Cost of Living Estimates Comparisons, Select Coachella Valley Cities and Comparable Geographies, 2024	32
<b>Figure 28:</b>	Households Below the Poverty Level, Coachella Valley Cities and Comparable Geographies, 2016 and 2022	33
<b>Figure 29:</b>	Households Below the Poverty Level, Coachella Valley Census Tracts, 2022	33



## EMPLOYMENT

<b>Figure 30:</b>	Total Employment, Coachella Valley, 1994, 2002 and 2024	<b>34</b>
<b>Figure 31:</b>	Employment Distribution by Sector, Coachella Valley, 2002 and 2024	<b>34</b>
<b>Figure 32:</b>	Business Sectors by Resident Workforce, Coachella Valley Cities, 2024	<b>35-36</b>
<b>Figure 33:</b>	Occupations of Resident Workforce, Coachella Valley Cities, 2024	<b>37-38</b>
<b>Figure 34:</b>	Employment Inflows, Coachella Valley Cities, 2021	<b>39</b>
<b>Figure 35:</b>	Employment Outflows, Coachella Valley Cities, 2021	<b>39</b>
<b>Figure 36:</b>	Unemployment, Coachella Valley Cities and select Unincorporated Areas, September 2024	<b>40</b>
<b>Figure 37:</b>	Historic Unemployment Rates (%), Coachella Valley Cities and select Unincorporated Areas, 2010, 2019, 2021, 2024	<b>40</b>

## WAGES

<b>Figure 38:</b>	Total Wages (in \$millions), Coachella Valley, Quarter 1: 2004 - 2024	<b>41</b>
<b>Figure 39:</b>	Average Wages, Coachella Valley, Quarter 1: 2004 - 2024	<b>41</b>
<b>Figure 40:</b>	Cost of Living, Coachella Valley, 2024	<b>42</b>
<b>Figure 41:</b>	Average Annual Pay per Sector, Coachella Valley, 2002 and 2024	<b>42</b>
<b>Figure 42:</b>	Average Annual Pay by Occupation Sectors (SOC), Coachella Valley, 2024	<b>43</b>

## BUSINESSES

<b>Figure 43:</b>	Number of Business Establishments (#), Coachella Valley Cities, 2024	<b>44</b>
<b>Figure 44:</b>	Number of Business Establishments (%), Coachella Valley Cities, 2024	<b>44</b>
<b>Figure 45:</b>	Business Establishments, Coachella Valley, 2024	<b>45</b>
<b>Figure 46:</b>	Top Industry Sectors by Total Number of Business Establishments, Coachella Valley Cities & Comparative Geographies, 2024	<b>46-47</b>
<b>Figure 47:</b>	Top Industry Sectors by Sales, Coachella Valley Cities and Comparative Geographies, 2024	<b>48-49</b>
<b>Figure 48:</b>	Top Industry Sectors by Total Employment, Coachella Valley Cities and Comparative Geographies, 2024	<b>50-51</b>

## TAXABLE SALES

<b>Figure 49:</b>	Taxable Retail Sales (billions), Coachella Valley, 1994, 2002, and 2023	<b>52</b>
<b>Figure 50:</b>	Taxable Retail Sales (millions), Coachella Valley Cities, 2002 and 2023	<b>52</b>
<b>Figure 51:</b>	Taxable Retail Sales per Capita, Coachella Valley, 1994, 2002 and 2023	<b>53</b>
<b>Figure 52:</b>	Taxable Retail Sales per Capita, Coachella Valley Cities, 2002 and 2023	<b>54</b>
<b>Figure 53:</b>	Taxable Retail Sales by Sector (millions), Coachella Valley, 2002 and 2023	<b>54</b>
<b>Figure 54:</b>	Distribution of Taxable Retail Sales by Quarter, Coachella Valley Cities, 2023	<b>55</b>
<b>Figure 55:</b>	Number of Firms reporting Taxable Sales, Coachella Valley, 1994, 2002 and 2024	<b>56</b>

## EDUCATIONAL ATTAINMENT

<b>Figure 56:</b>	Educational Attainment, Coachella Valley Cities and comparable geographies, 2024	57
<b>Figure 57:</b>	Median Earnings by Educational Attainment (25 years and older), Coachella Valley Cities, 2022	58
<b>Figure 58:</b>	Predominant Educational Attainment of Coachella Valley Residents (25+) - Coachella Valley Census Blocks, 2023	59

## HOUSING

<b>Figure 59:</b>	Zillow Home Value Index (ZHVI), All Homes, Coachella Valley Cities, September 2004, 2010, 2020, and 2024	60
<b>Figure 60:</b>	Zillow Home Value Index (ZHVI) - Top and Bottom Tiers, All Homes, Coachella Valley Cities, September 2024	61
<b>Figure 61:</b>	Zillow Observed Rent Index (ZORI), Coachella Valley Cities, September 2024	61
<b>Figure 62:</b>	Households with Gross Rent 50% of Household Income, Coachella Valley Cities and Comparative Geographies, 2022	62
<b>Figure 63:</b>	Renter Occupied versus Owner Occupied Housing, Coachella Valley Cities and Comparative Geographies, 2010	63
<b>Figure 64:</b>	Renter Occupied versus Owner Occupied Housing, Coachella Valley Cities and Comparative Geographies, 2024	63
<b>Figure 65:</b>	Average 30-year Fixed Mortgage Rates, 2004 to 2024	64

## CRIME RATES

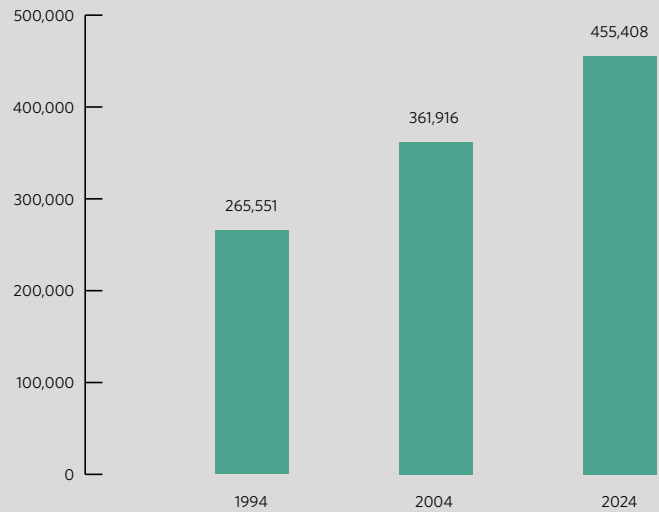
<b>Figure 66:</b>	Types of Crimes Reported, Coachella Valley, 1994, 2004, & 2023	65
<b>Figure 67:</b>	Property Crime reported per 1000 residents, Coachella Valley Cities, 1994, 2004, & 2023	65
<b>Figure 68:</b>	Violent Crime reported per 1000 residents, Coachella Valley Cities, 1994, 2004, & 2023	66
<b>Figure 69:</b>	Total Crime reported per 1000 residents, Coachella Valley Cities, 1994, 2004, & 2023	66

## TRANSPORTATION

<b>Figure 70:</b>	Palm Springs International Airport, Passenger Traffic, 1994, 2004 and 2023	67
<b>Figure 71:</b>	Palm Springs International Airport, Monthly Passenger Traffic, 2014 & 2023	67

# POPULATION

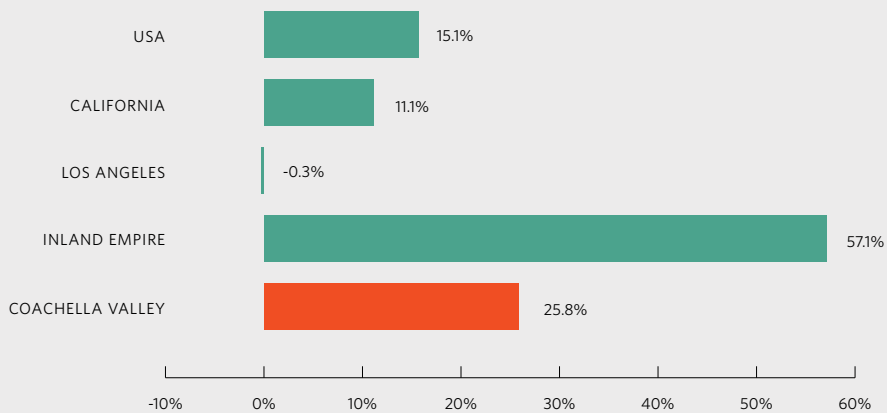
Figure 1: Population Growth (#), Coachella Valley, 1994, 2004 and 2024



- 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

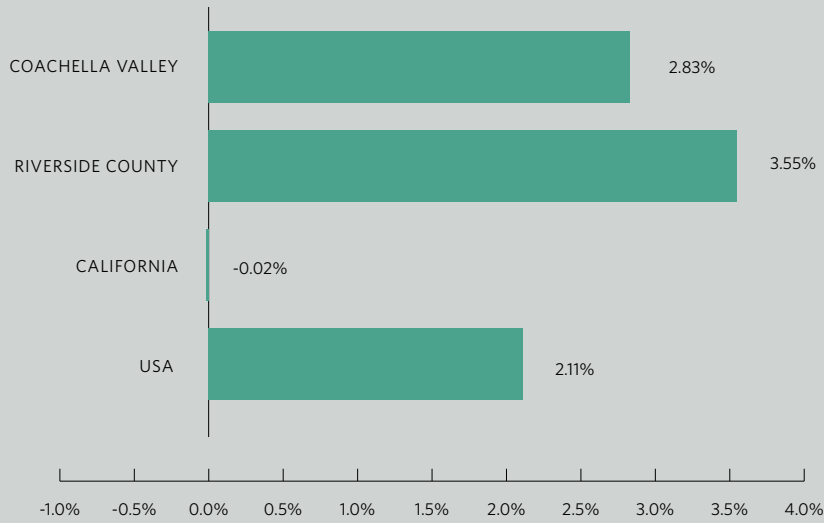
Figure 2: Population Growth (%), Coachella Valley and comparative geographies, 2004 to 2024



- 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.

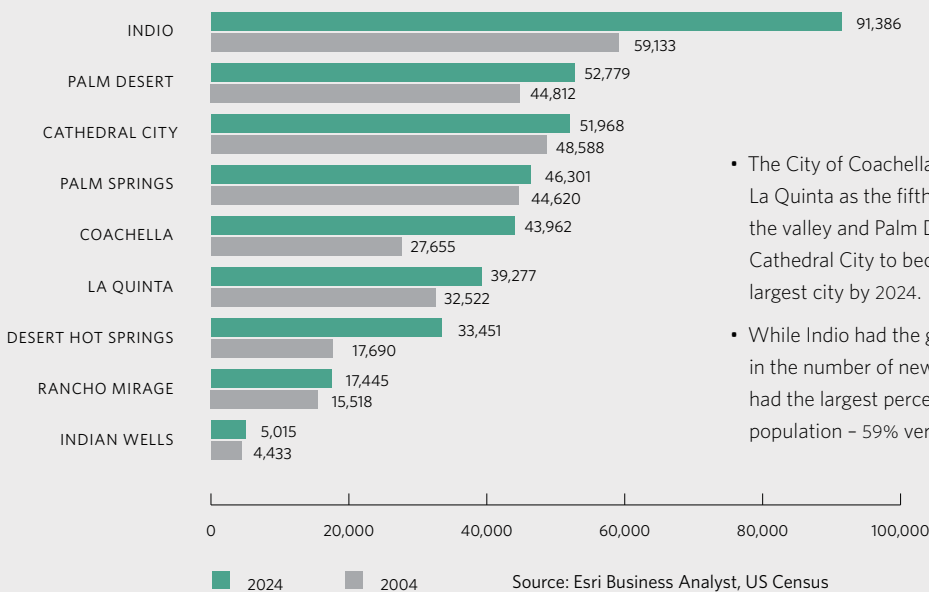
Source: Esri Business Analyst, US Census

**Figure 3: Population Growth Rates (%), Coachella Valley and Comparative Geographies, 2020 to 2024**



- Just as in the twenty years leading up to the Summit's anniversary, Riverside County (a portion of the Inland Empire) and the Coachella Valley continue to see significant growth as compared to California's decline.
- Both Riverside County and the Valley are growing at higher rates than the national average.

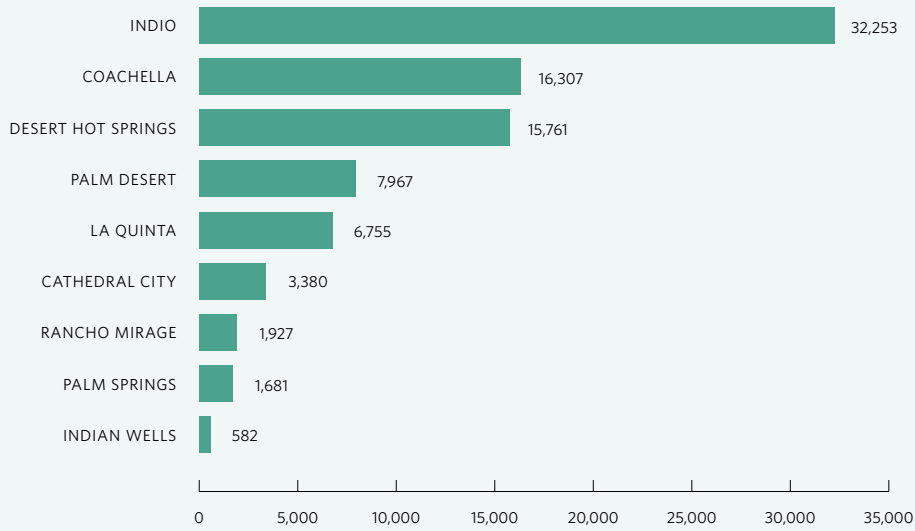
**Figure 4: Total Population, Coachella Valley Cities, 2004 and 2024**



- The City of Coachella surpassed La Quinta as the fifth largest city in the valley and Palm Desert surpassed Cathedral City to become the second largest city by 2024.
- While Indio had the greatest increase in the number of new residents, Coachella had the largest percentage increase to its population - 59% versus Indio's 55%.

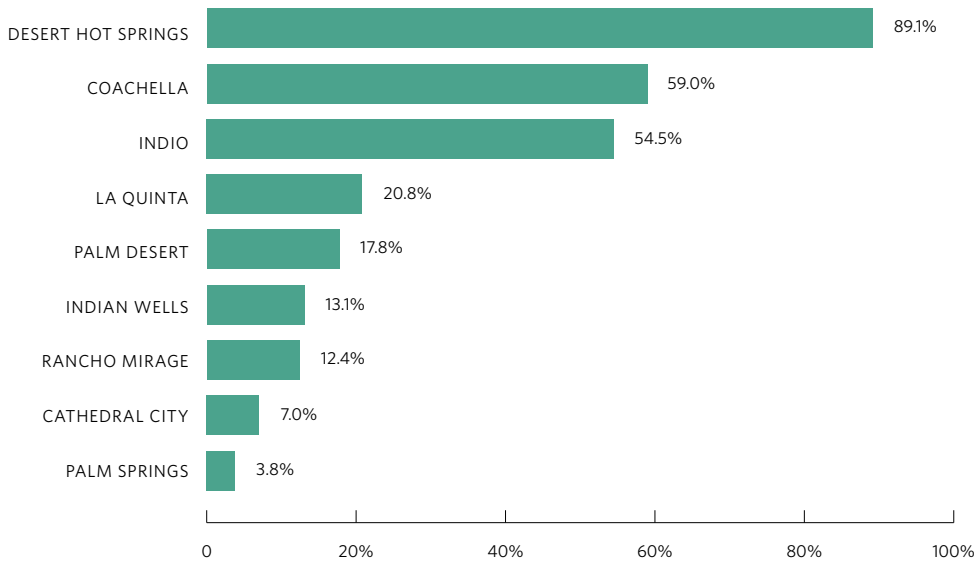
Source: Esri Business Analyst, US Census

**Figure 5: Population Growth (#), Coachella Valley Cities, 2004 to 2024**



Source: Esri Business Analyst, US Census

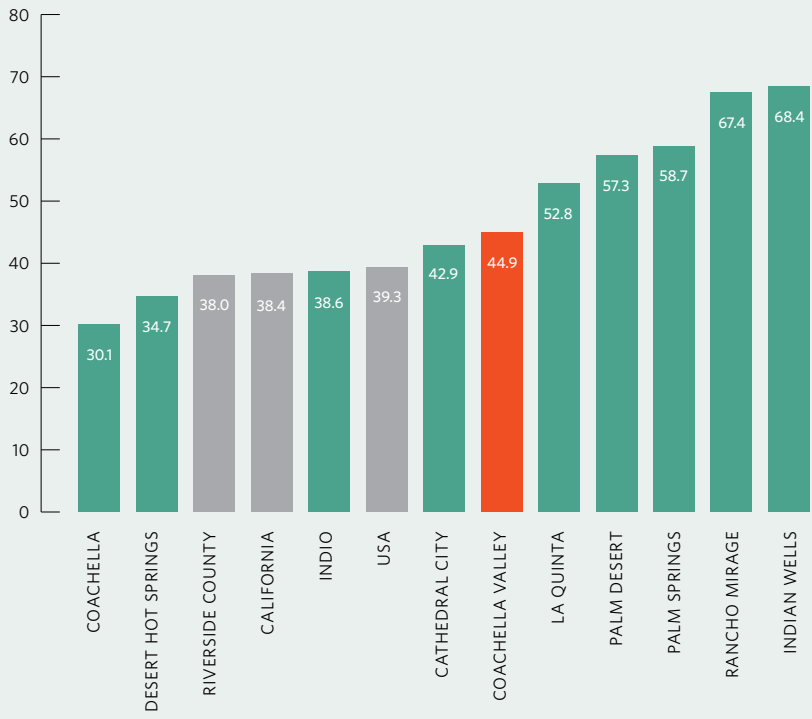
**Figure 6: Population Growth (%), Coachella Valley Cities, 2004 to 2024**



Source: Esri Business Analyst, US Census

- When analyzing data it is best practice to “normalize” the data where appropriate. In the previous table population growth was presented as a total growth number. But what if a city already has a large population? Its proportional growth may indeed be smaller than a comparatively smaller city.
- Indio may have seen the largest numerical growth in twenty years, but Desert Hot Springs saw the largest proportional growth - 89.1%. La Quita also outgrew Palm Desert, proportionally. And Indian Wells moves up three places in rank when population growth is presented proportionally.

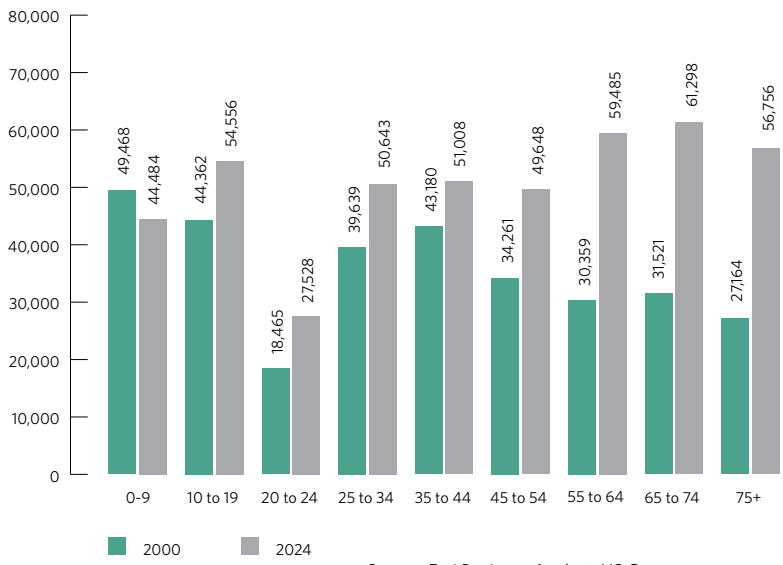
**Figure 7: Median Age, Coachella Valley Cities and Comparative Geographies, 2024**



- Nothing reflects the great diversity of the Valley more than age distribution. We have two cities, Coachella and Desert Hot Springs, with a median age well below US and California averages. But five cities have significantly higher median ages.
- Overall, the Coachella Valley's median age is approximately six points higher than comparative averages.

Source: Esri Business Analyst, US Census

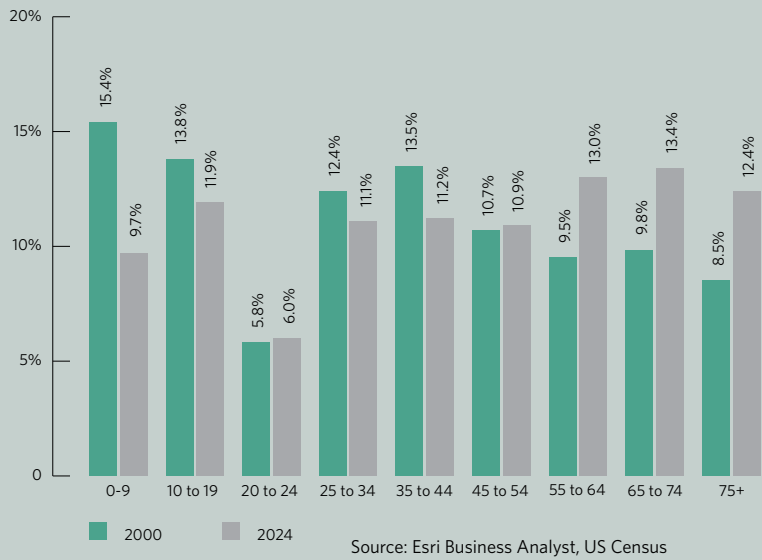
**Figure 8: Age Distribution (#), Coachella Valley, 2000 and 2024**



- All age groups saw increases in population between 2000 and 2024 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%.

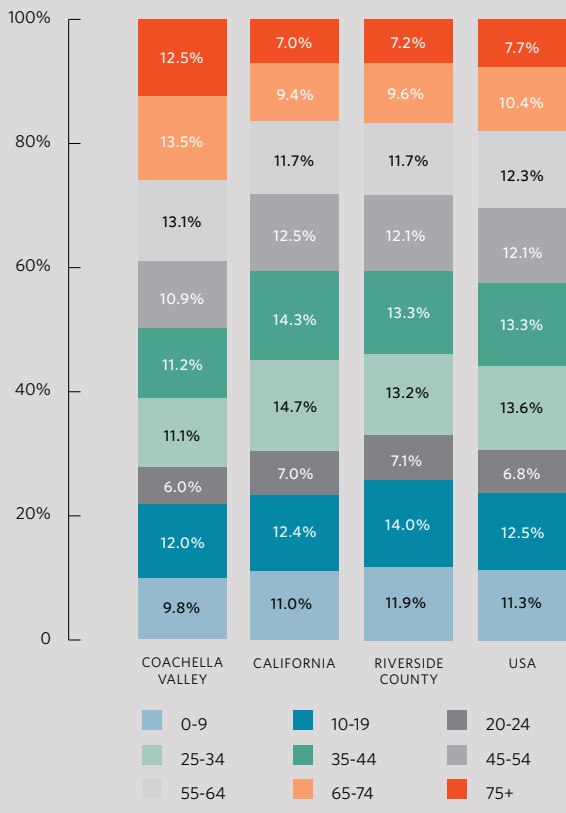
Source: Esri Business Analyst, US Census

**Figure 9: Age Distribution (%), Coachella Valley, 2000 and 2024**



- 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 10: Age Distribution (%), Coachella Valley and Comparative Geographies, 2024**



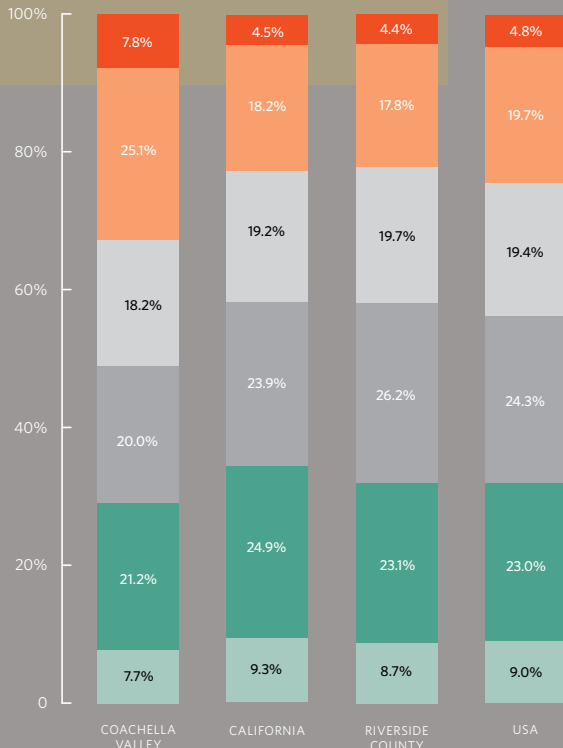
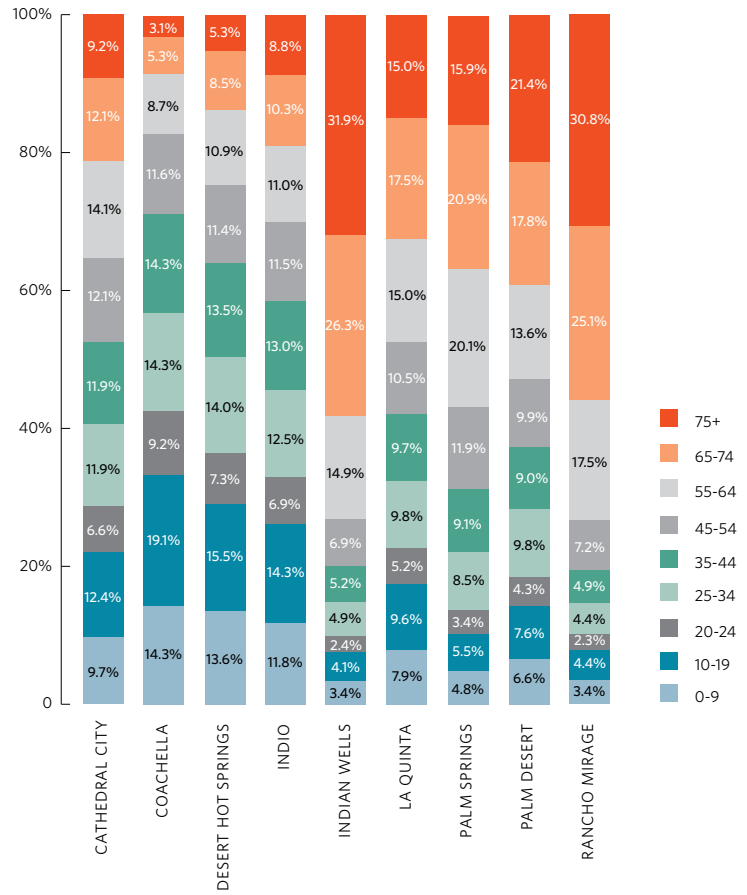
- Age range distribution informs a lot about priorities and challenges for communities. How does estimated K-12 enrollment affect our school districts? Does a growing aging population portend specific challenges and opportunities?
- Up until the 55 to 64 age range, the Coachella Valley is comparatively below average in each age range. Age 0-54 represents only 61% of our total population, compared to an average 71% for the other three geographies.
- Conversely, the valley's 55 and over population represents 39% of our total, versus 29% for the other geographies.

Source: Esri Business Analyst, US Census

**Figure 11: Age Distribution (%), Coachella Valley Cities, 2024**

- Take some time to study this graph. Note the wide variance in the proportion of certain age groupings between the Valley's nine cities.
- While 32% of Indian Wells' population is 75 or older, only 3% of Coachella's is. And conversely, Coachella has over 14% of its population age 0-9, while Indian Wells and Rancho Mirage have only 3.4%.

Source: Esri Business Analyst, US Census



**Figure 12: The Generations (%), Coachella Valley and Comparative Geographies, 2024**

- Compare this figure to Figure 10. Looking at age distribution by recognized generations helps reduce a lot of the "noise" in the ten-year age groupings. And despite some inherent generalizations, culturally, we can recognize characteristic differences between the generations.
- The valley has a lot more Silent Generation and Boomer residents as compared to far less Gen X representation.

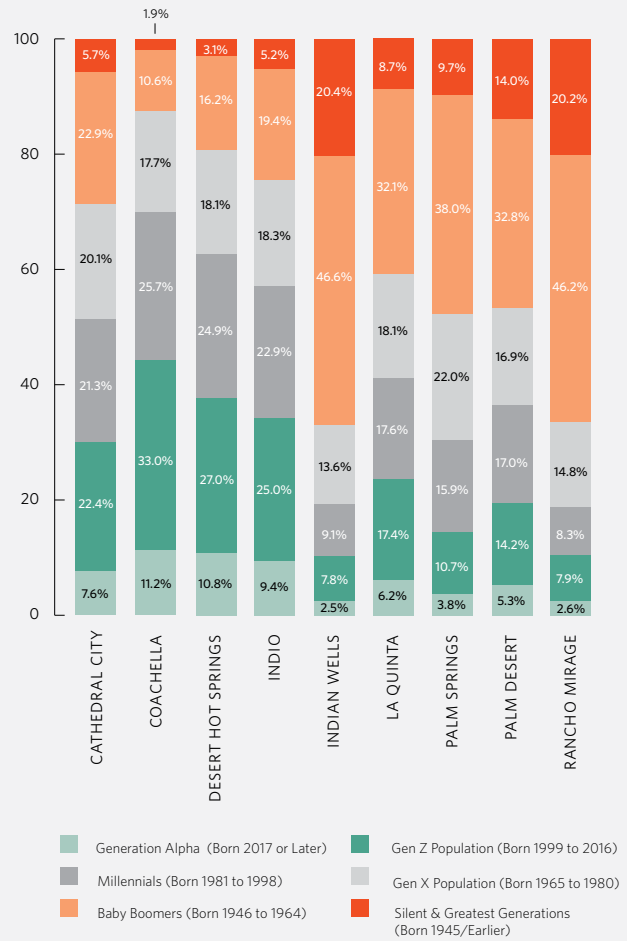
Source: Esri Business Analyst, US Census



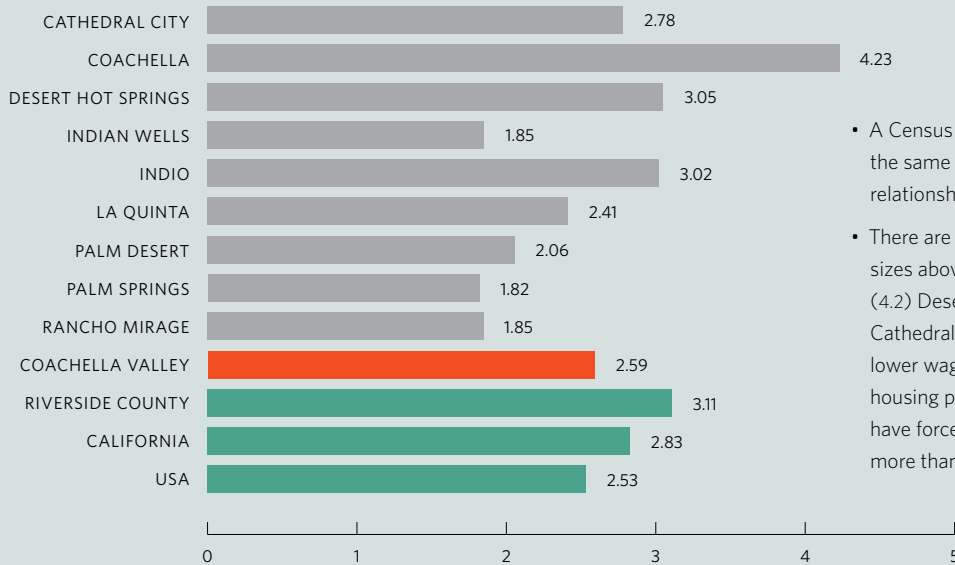
**Figure 13: The Generations (%),  
Coachella Valley Cities, 2024**

- As discussed in Figure 12, compare this graph to Figure 11. Large generational differences become clearly evident when looking at the nine valley cities by generation distribution.
- In Indian Wells and Rancho Mirage, nearly two thirds of residents are from the two oldest generations. Whereas in Cathedral City, Coachella, and Desert Hot Springs over half of the population comes from the three youngest generations.

Source: Esri Business Analyst, US Census



**Figure 14: Average Household Size, Coachella Valley Cities and Comparative Geographies, 2024**



Source: Esri Business Analyst, US Census

- A Census household is a group of people living in the same housing unit regardless of their relationship to each other.
- There are four valley cities with average household sizes above the national average of 2.53 - Coachella (4.2) Desert Hot Springs (3.1), Indio (3), and Cathedral City (2.8). These cities have on average lower wage households. Increasingly unaffordable housing prices, mortgage rates, and rising rents have forced some households to share housing more than in the past.

Figure 15: Average Family Size, Coachella Valley Cities and Comparative Geographies, 2024

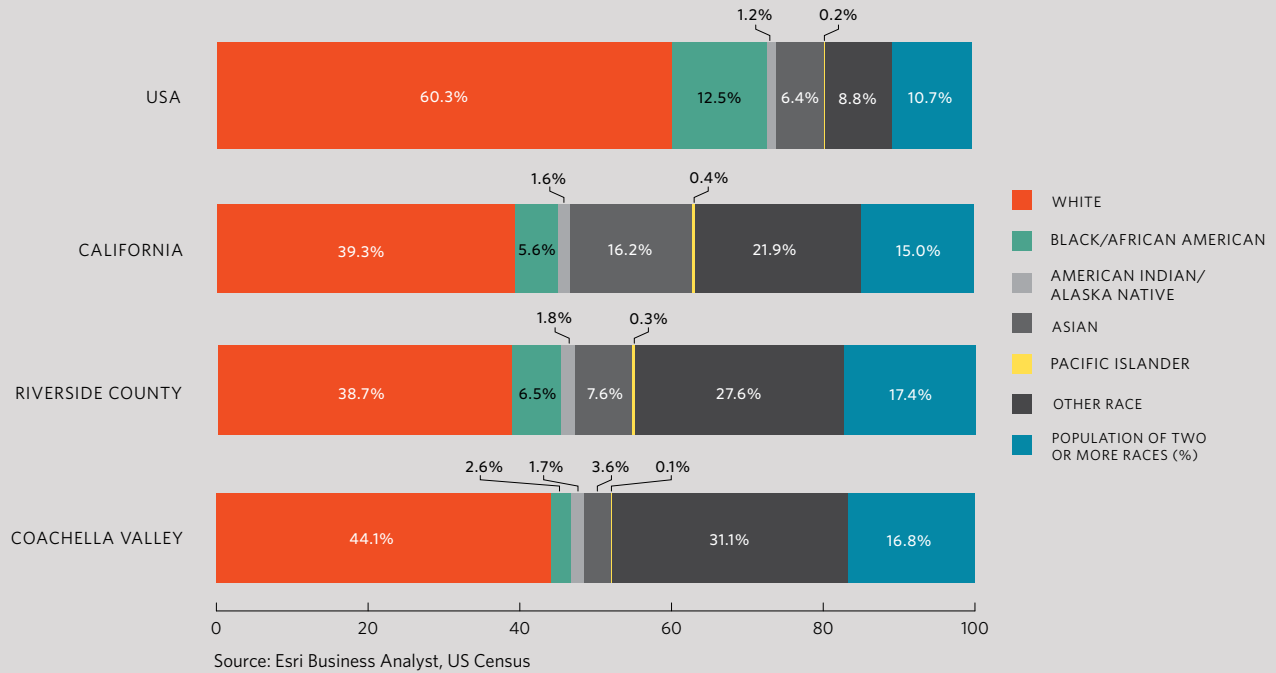


Source: Esri Business Analyst, US Census

- Family households are defined by the US Census as two or more individuals who are related by birth, marriage, or adoption. The household may include other unrelated people.
- Again, the same four cities, like Average Household size, have average family sizes above the national average. But this is more a reflection of the relative ages within the households. These four cities have many more families with children or multi-generational families living together.

## RACE/ETHNICITY

**Figure 16: Race Distribution, Coachella Valley and Comparative Geographies, 2024**



**Figure 17: Race Distribution, Coachella Valley Cities, 2024**

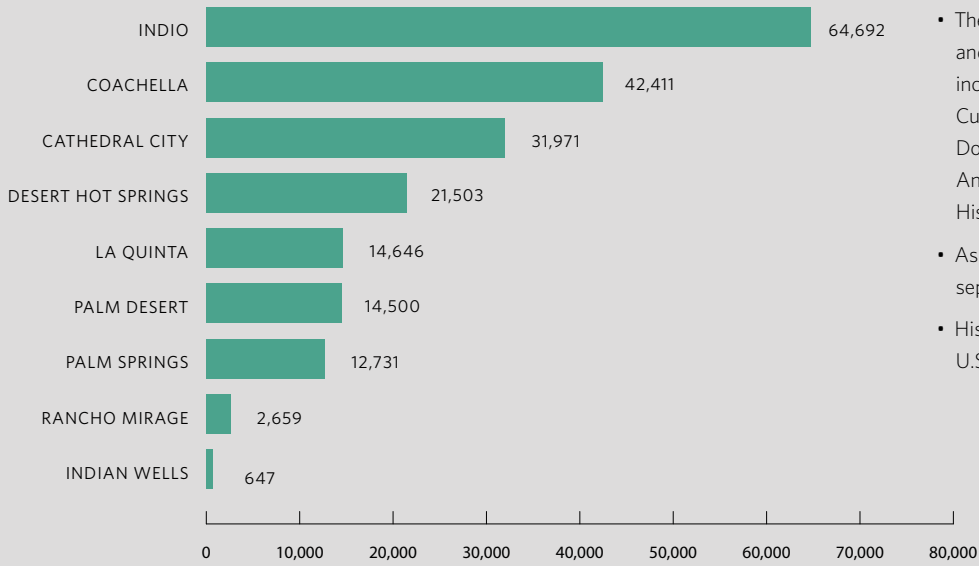
CITY	WHITE	BLACK/AFRICAN AMERICAN	AMERICAN INDIAN/ALASKA NATIVE	ASIAN	PACIFIC ISLANDER	OTHER RACE	POPULATION OF TWO OR MORE RACES
Cathedral City	35.0%	2.4%	1.9%	6.3%	0.2%	36.2%	18.0%
Coachella	16.7%	0.5%	2.0%	0.6%	0.0%	56.6%	23.5%
Desert Hot Springs	31.5%	7.8%	2.4%	2.6%	0.2%	38.0%	17.6%
Indian Wells	81.3%	1.2%	0.5%	4.0%	0.2%	5.2%	7.6%
Indio	33.1%	2.3%	1.6%	2.8%	0.1%	39.0%	21.2%
La Quinta	59.6%	2.0%	0.9%	4.4%	0.2%	18.4%	14.6%
Palm Desert	66.4%	2.1%	0.9%	5.5%	0.2%	12.7%	12.3%
Palm Springs	63.6%	4.6%	1.3%	5.2%	0.2%	14.4%	11.0%
Rancho Mirage	76.6%	2.0%	0.5%	5.2%	0.2%	7.1%	8.5%

PREDOMINATE RACE/ETHNICITY

Source: Esri Business Analyst, US Census

- The nine Valley cities are relatively evenly divided between Census responses to race. The White racial category is the predominant response in five of the cities. Other race is the most common response in the four other cities. Since Hispanic is recognized as an ethnicity by the US Census, Other Race and Two or More Races are the most common choices for Hispanic residents. People of Hispanic origin may be of any race.

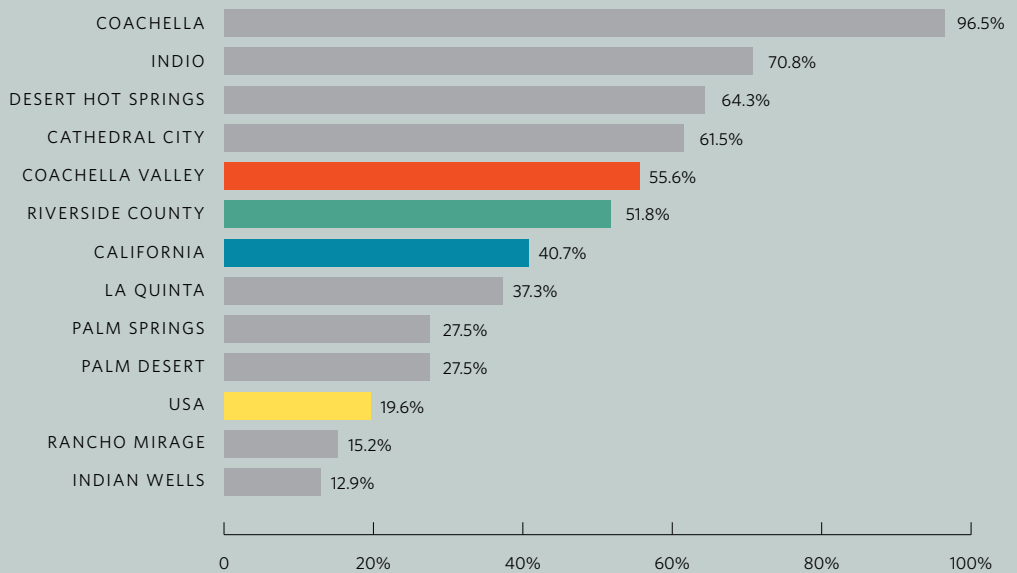
**Figure 18: Hispanic Population (#), Coachella Valley Cities, 2024**



- The Census recognizes Hispanic as an ethnicity and not a race. Hispanic or Latino origin includes people of Mexican, Puerto Rican, Cuban, Central and South American, Dominican, and other or unknown Latin American or Spanish origin. People of Hispanic origin may be of any race.
- As such, the Hispanic population is counted separately from the Census counts of race.
- Hispanics have played a major role in the U.S. population growth over the past decade.

Source: Esri Business Analyst, US Census

**Figure 19: Hispanic Population (%), Coachella Valley Cities and Comparative Geographies, 2024**



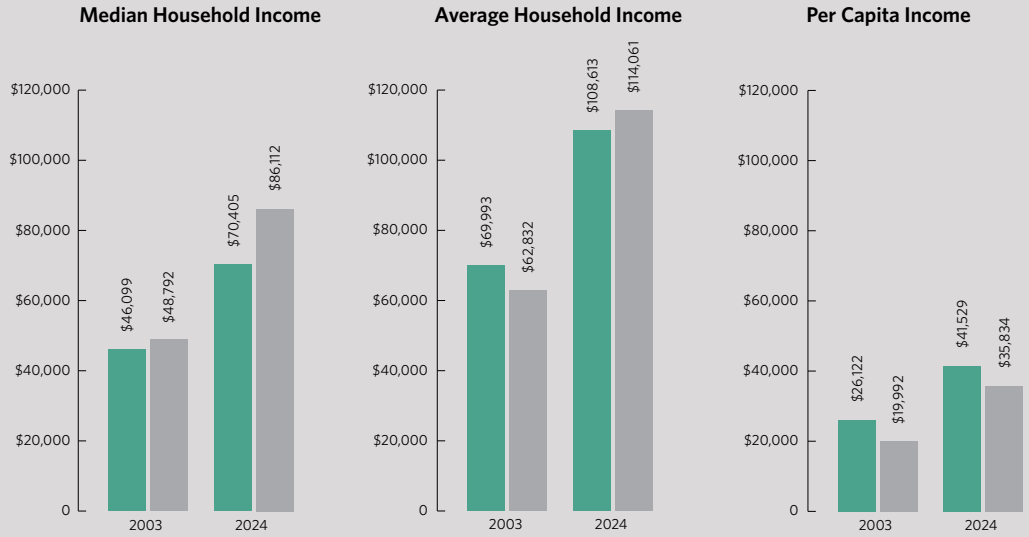
Source: Esri Business Analyst, US Census

# HOUSEHOLD INCOME

**Figure 20: Income Estimates, Coachella Valley and Inland Empire, 2000 and 2024**

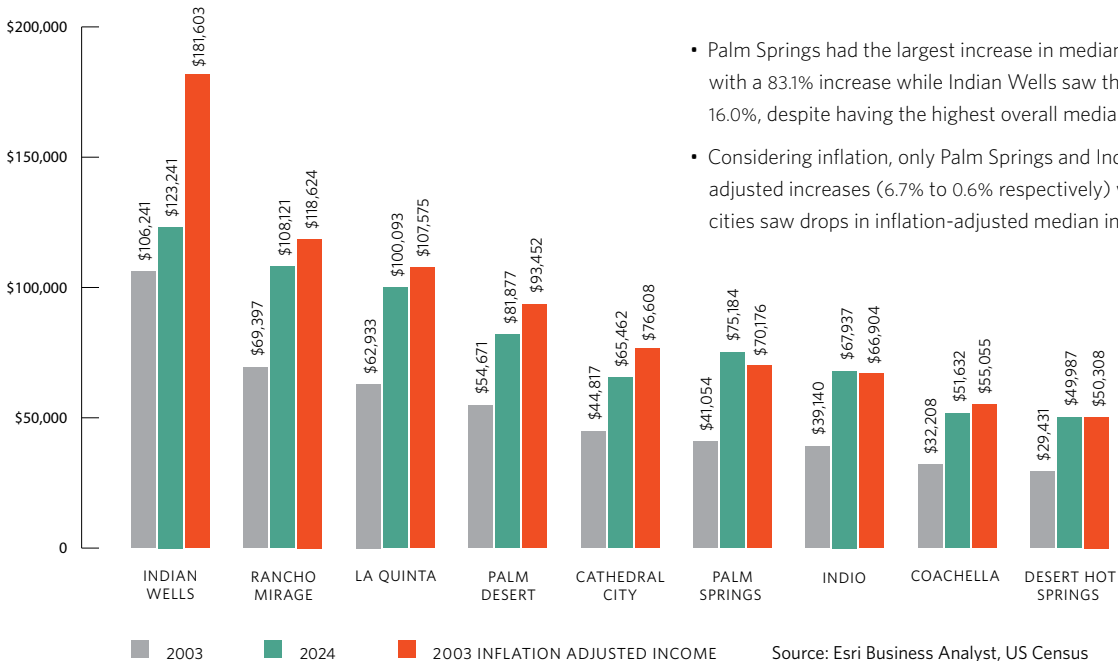
COACHELLA VALLEY  
INLAND EMPIRE

Source: Esri Business Analyst, US Census



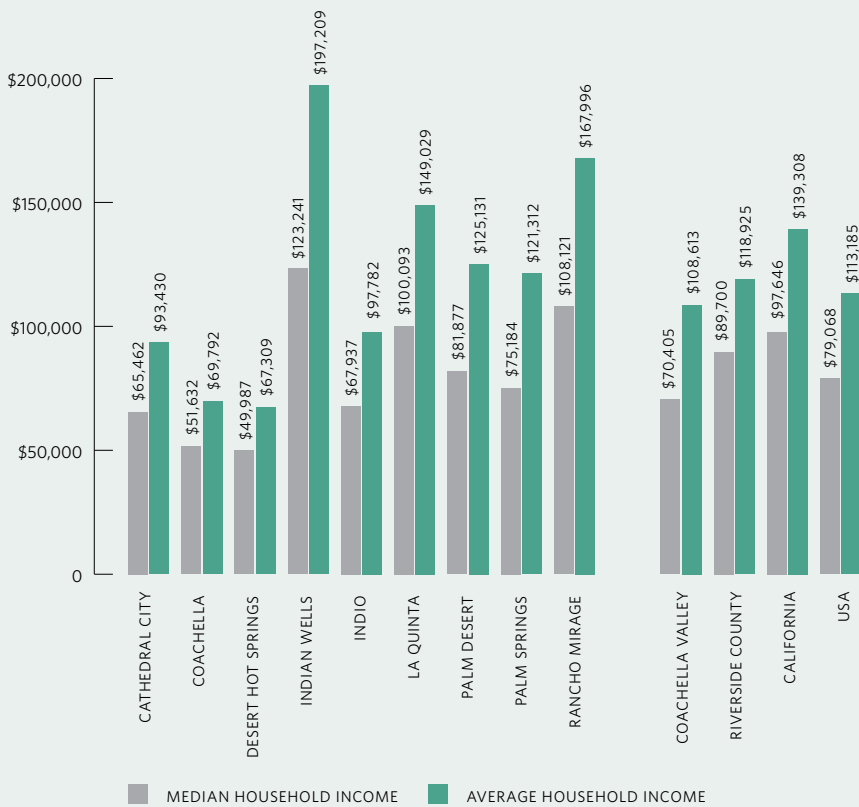
- Median household income (half of residents above, half below) was higher in the Inland Empire than in the Coachella Valley in both years. Accounting for inflation, median household income in the Valley actually declined by \$8,590 in purchasing power between 2003 and 2024, while the Inland Empire gained \$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 21: 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



**Figure 22: Median and Average Household Income Estimates, Coachella Valley Cities and Comparative Geographies, 2024**

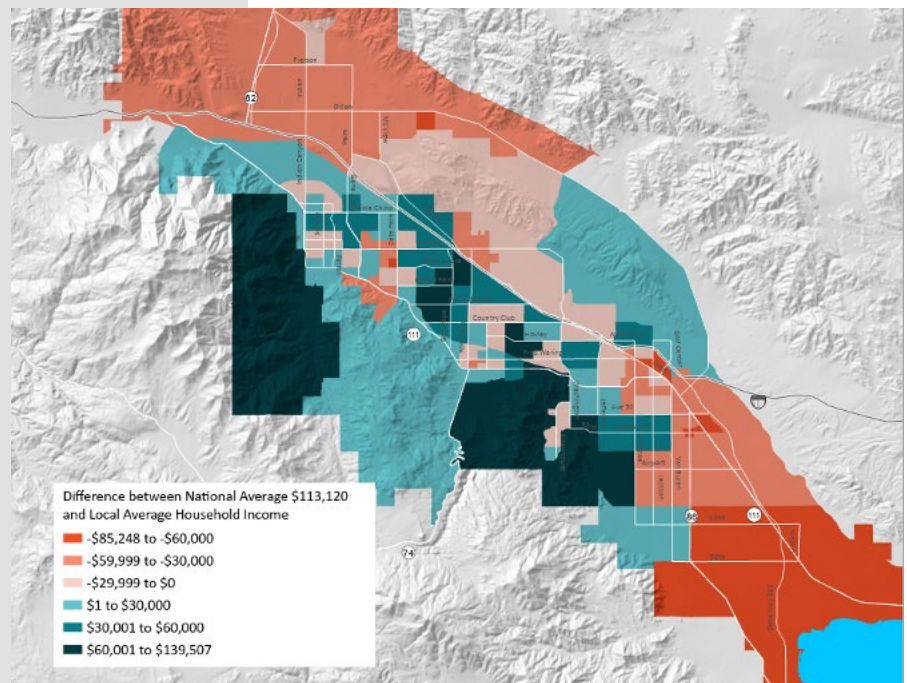
- As in all things Coachella Valley, household income is highly variable in the Valley. The median net worth of households in Indian Wells is 27 times higher than in Coachella. The average net worth of households in Indian Wells is 14 times higher than in Desert Hot Springs. Indio has the closest median household income to the US median, as well as average household income.
- High differences between median and average household wealth can be an indicator of notable wealth disparity. Palm Springs has the largest difference. Average income is 61% higher than median income. This can also be an indicator of a small set of high-income households - outliers. Palm Desert's disparity is most like the Coachella Valley as a whole, which has a much higher disparity than found in the US.

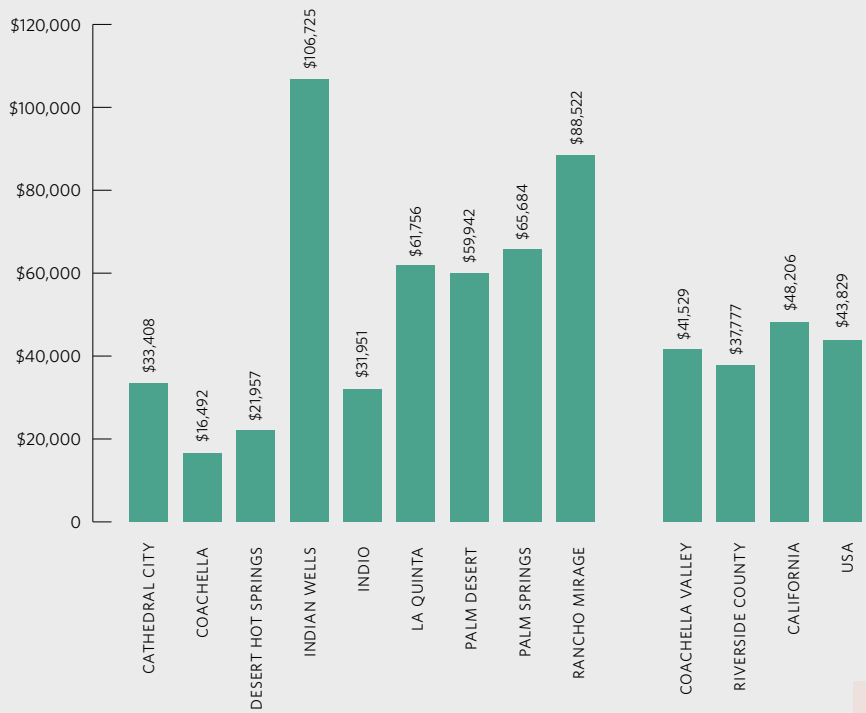
Source: Esri Business Analyst, US Census

**Figure 23: Difference between National Average Household Income and Coachella Valley Census Tracts, 2024**

- Often, we observe data at the city level which inevitably conceals informative variety within cities. Here, we see at the Census tracts level the difference between the US average household income (\$113,120) and that found at the census tract level in the Valley.
- Orange tracts represent tracts with average income below the national average. Note that there are such tracts located throughout the Valley, even in some wealthier cities.

Source: Esri Business Analyst, US Census

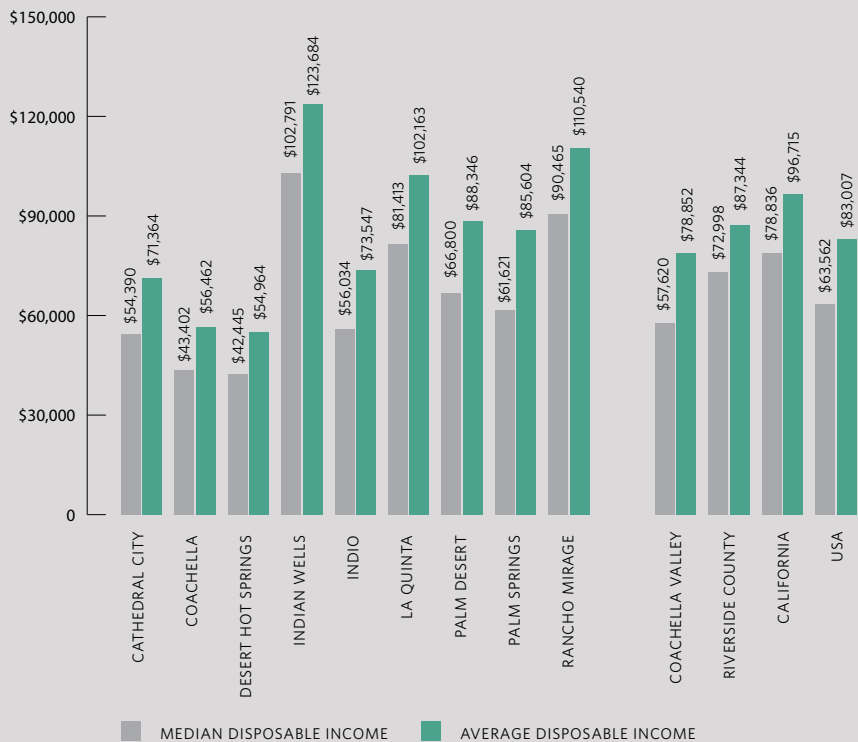




**Figure 24: Per Capita Income, Coachella Valley Cities and Comparable Geographies, 2024**

- Indian Wells has per capita household income that is nearly seven times higher than Coachella.
- Five cities have per capita income higher than the US average. This five city versus four city split is very common for the Coachella Valley.

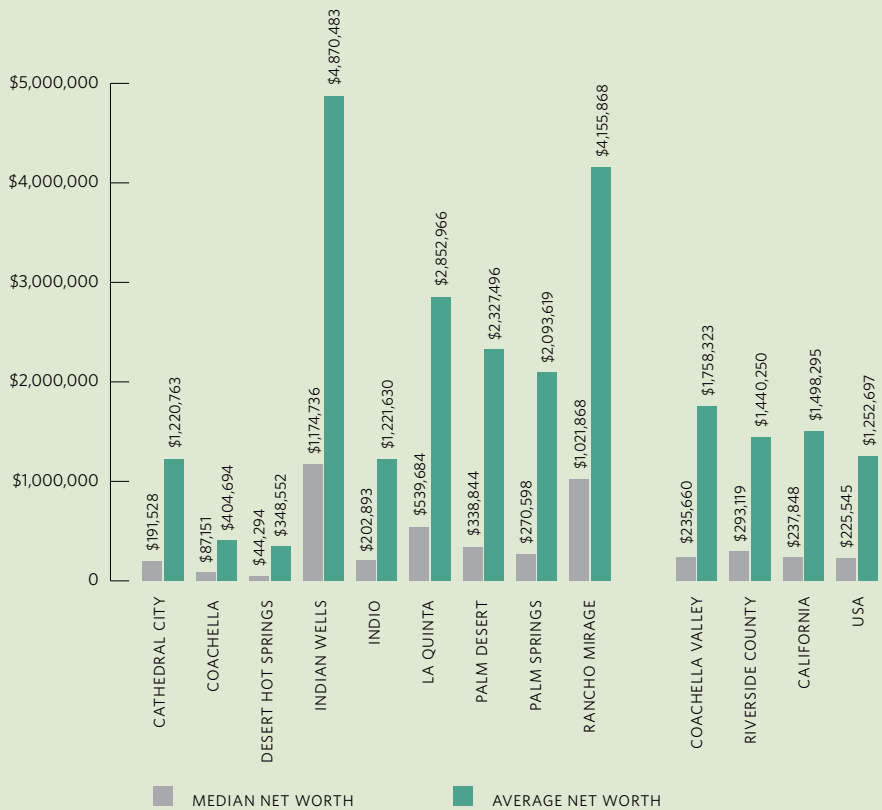
Source: Esri Business Analyst, US Census



**Figure 25: Household Disposable Income, Coachella Valley Cities and Comparable Geographies, 2024**

- Indian Wells residents have both median and average disposable household income that is 2.5 times higher than Desert Hot Springs.
- Palm Springs residents have median and average disposable income (\$61,621, \$85,604) most like the US (\$63,562, \$83,007).

Source: Esri Business Analyst, US Census



**Figure 26: Household Net Worth, Coachella Valley Cities and Comparable Geographies, 2024**

- Like household income, Indian Wells has median household net worth 27 times higher than the lowest city, this time Desert Hot Springs. Indian Wells also has average household net worth 14 times higher than Desert Hot Springs.
- Indio residents have median household net worth (\$202,893) most like the US (\$225,545) as well as average household net worth (\$1,221,630) like the US (\$1,252,697).

Source: Esri Business Analyst, US Census

**Figure 27: Cost of Living Estimates Comparisons, Select Coachella Valley Cities and Comparable Geographies, 2024**

	INDIO	LA QUINTA	PALM SPRINGS	RANCHO MIRAGE	PALO ALTO	SAN FRANCISCO	SANTA MONICA	SEATTLE	UNITED STATES
Overall	131.2	131.2	131.2	131.2	231	245.5	161.7	158.1	100
Food & Groceries	98.5	100.4	100.1	101.5	124.4	116.6	111.4	108.7	100
Health	87.3	87.3	87.3	87.3	107.7	114.9	90.2	88.2	100
Housing	136.4	194.6	185.9	230.8	1,139.80	504.4	622	291.9	100
Median Home Cost	\$490,800	\$704,100	\$619,300	\$840,900	\$3,107,600	\$1,237,600	\$1,656,900	\$823,900	\$338,100
Utilities	107	107	114	107	90	98	81	69	100
Transportation	96.7	131.3	130.1	133.6	140.6	158.2	154.8	137.5	100
Miscellaneous	112.1	112.5	112.1	112.2	156.2	162.1	133.5	150.7	100

HIGHEST INDICATOR  
 LOWEST INDICATOR

Source: <https://www.bestplaces.net/>

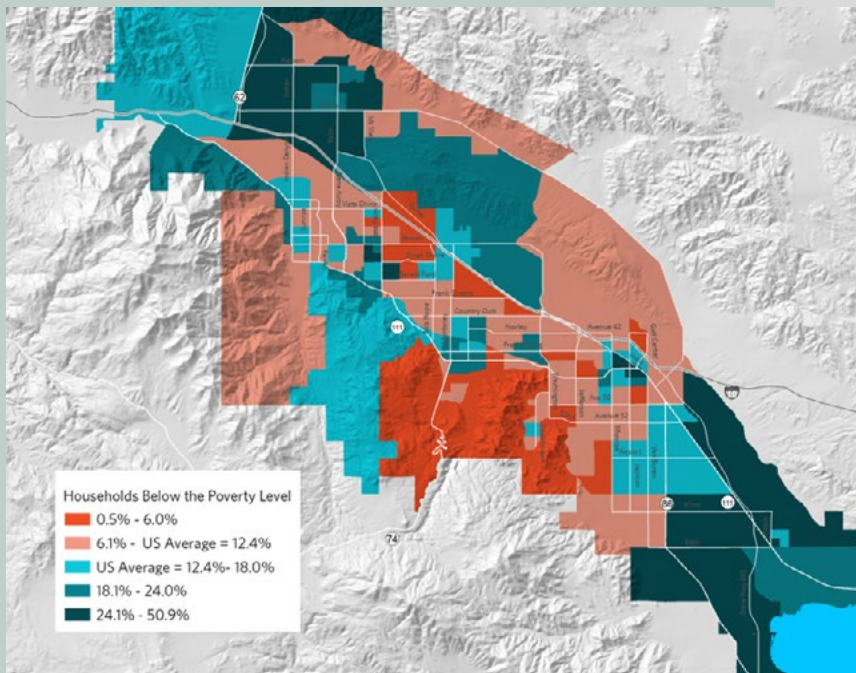
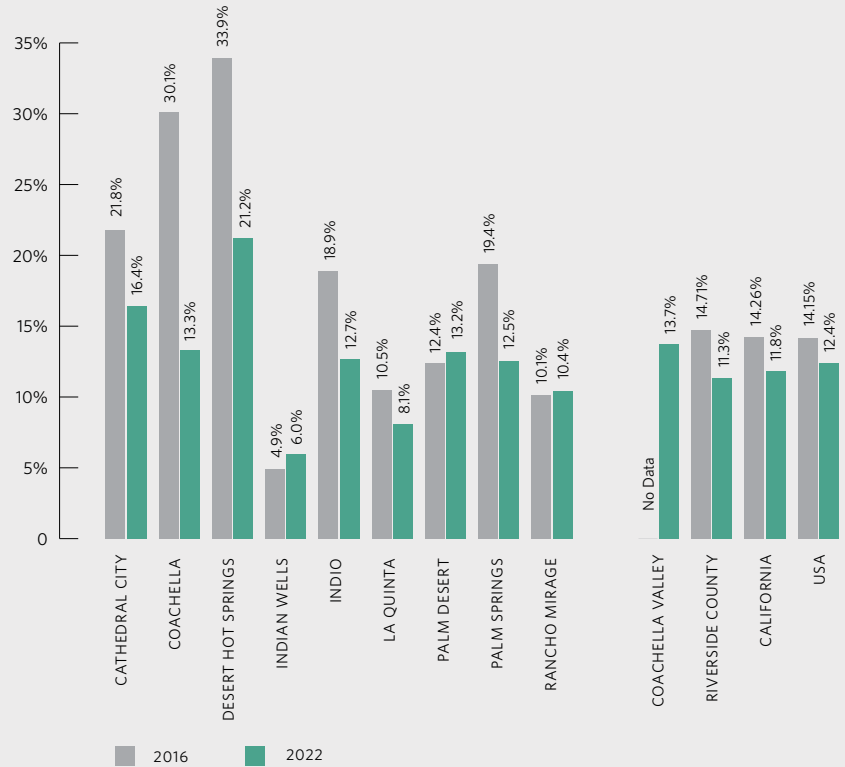
- Housing prices are at historic levels in the Coachella Valley. But as compared to coastal communities, the Valley is still much more affordable. In many cost of living metrics, the Coachella Valley has comparatively lower costs.



**Figure 28: Households Below the Poverty Level, Coachella Valley Cities and Comparable Geographies, 2016 and 2022**

- Since 2016, the percentage of households below the poverty level in the Coachella Valley has dropped significantly. However, these numbers may reflect the assistance during federal pandemic relief.
- But in 2022, we still have six cities with a higher percentage of households below the poverty level than the US Average.

Source: American Community Survey, US Census



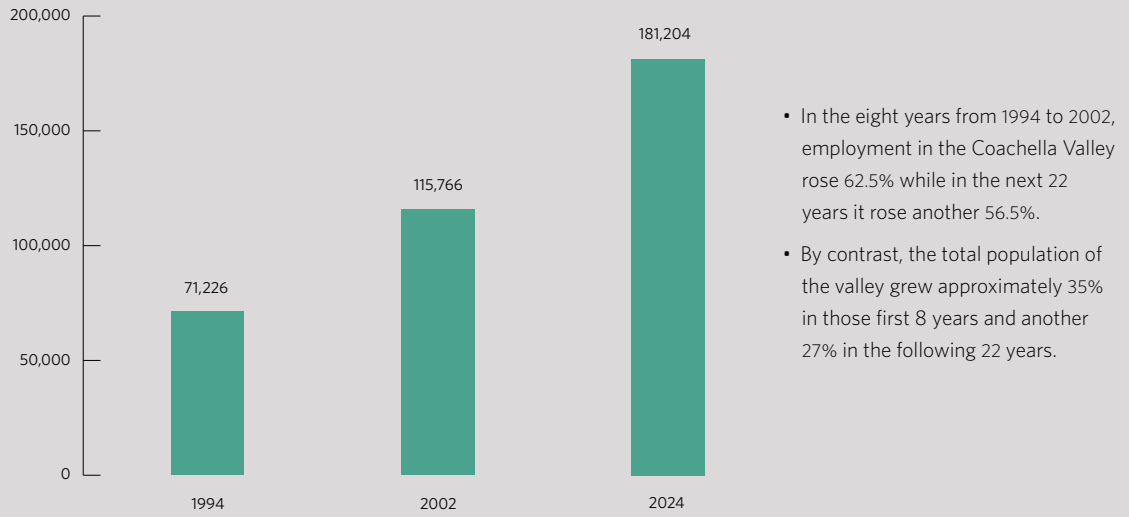
**Figure 29: Households Below the Poverty Level, Coachella Valley Census Tracts, 2022**

- Once again, when surveying poverty at the Census tract level, we see pockets of poverty throughout the valley, even in wealthier cities. All the blue tracts represent tracts where there are more households below the poverty level than in the US.

Source: American Community Survey, US Census

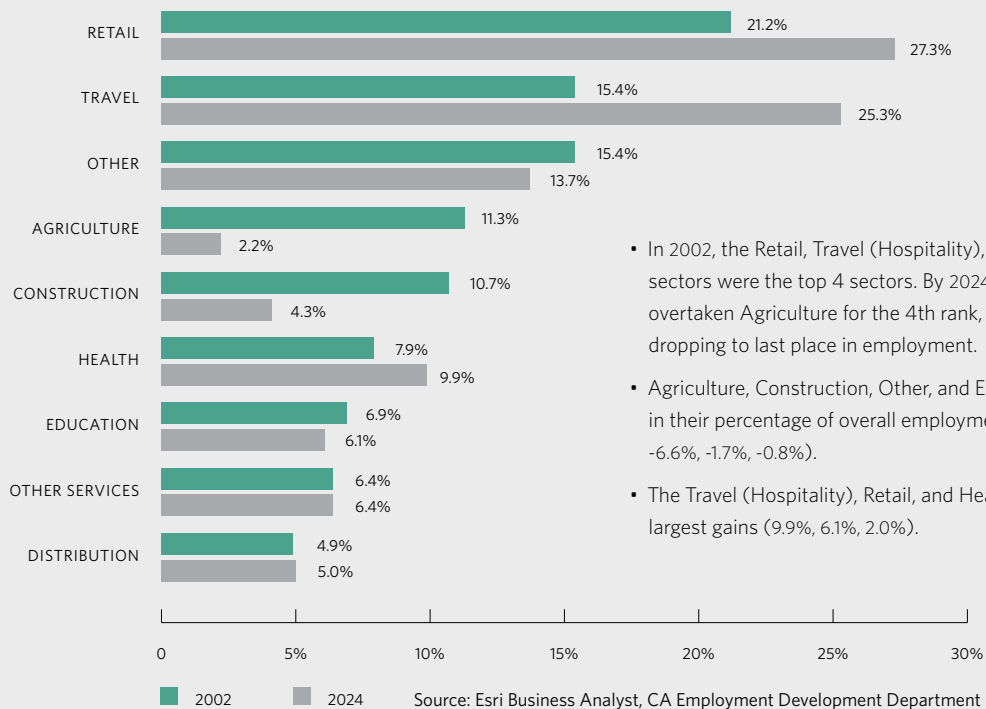
# EMPLOYMENT

**Figure 30: Total Employment, Coachella Valley, 1994, 2002 and 2024**



Source: Esri Business Analyst, CA Employment Development Department

**Figure 31: Employment Distribution by Sector, Coachella Valley, 2002 and 2024**



**Figure 32: Business Sectors by Resident Workforce, Coachella Valley Cities, 2024**

**CATHEDRAL CITY**



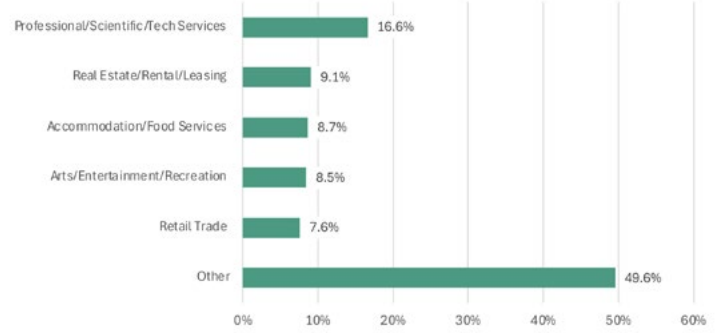
**COACHELLA**



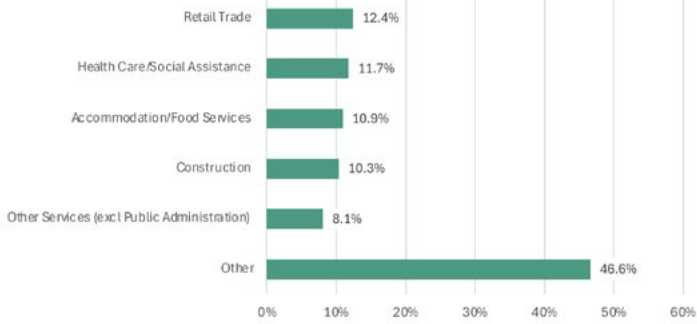
**DESERT HOT SPRINGS**



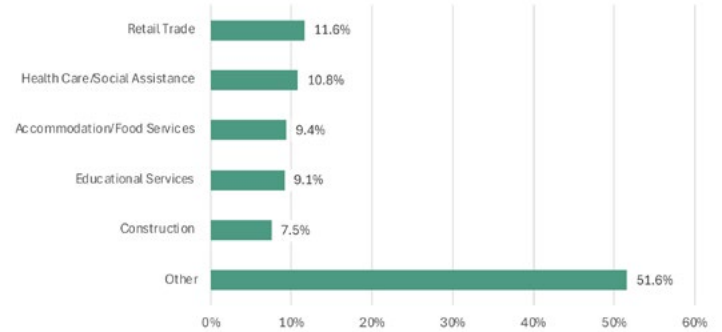
**INDIAN WELLS**



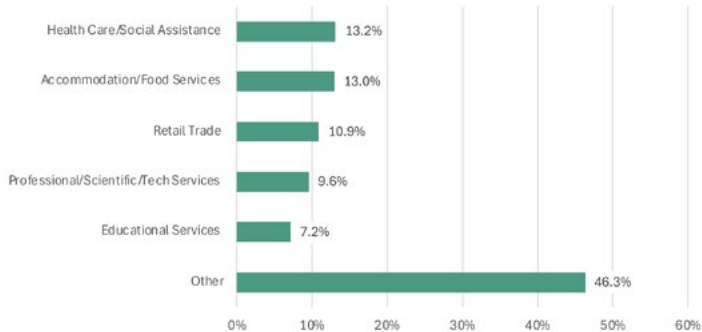
**INDIO**



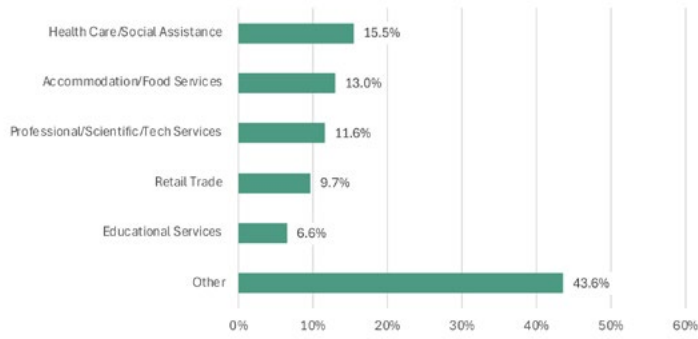
**LA QUINTA**



**PALM DESERT**



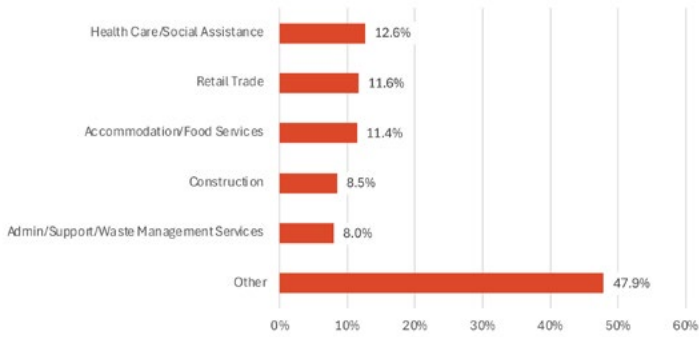
### PALM SPRINGS



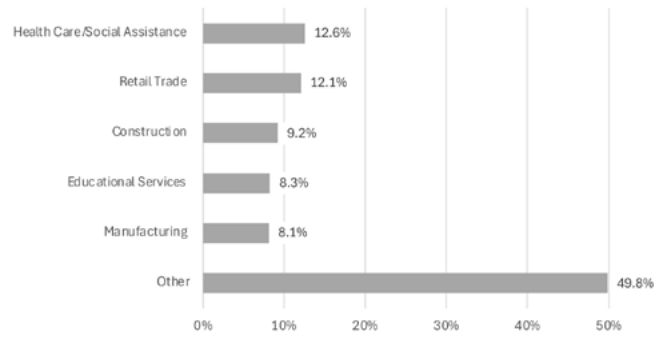
### RANCHO MIRAGE



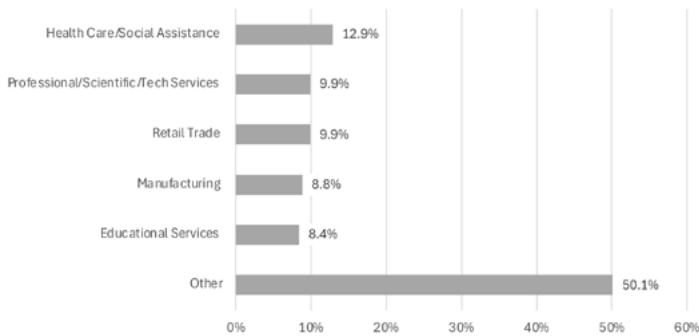
### COACHELLA VALLEY



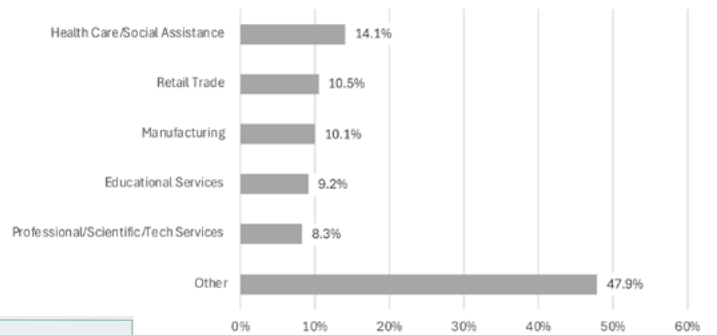
### RIVERSIDE COUNTY



### CALIFORNIA



### USA

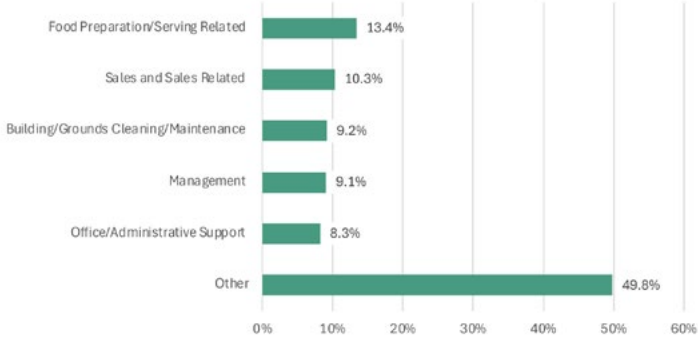


Source: Esri Business Analyst, Data Axle

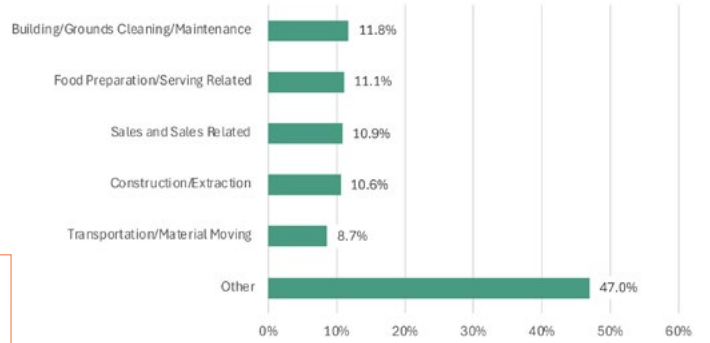
- In Desert Hot Springs, 63% of the local workforce work in 5 industry sectors. In the Valley Cities, fifty percent or more of residents work in just five sectors with the exception of La Quinta, where the majority of the local workforce (51.6%) work in other sectors than the top 5.
- In the Coachella Valley roughly half of the working population works in the top five sectors.
- In the Coachella Valley, as in the other three comparative geographies, the highest concentration of the workforce works in the Health Care/Social Assistance sector.

**Figure 33: Occupations of Resident Workforce, Coachella Valley Cities, 2024**

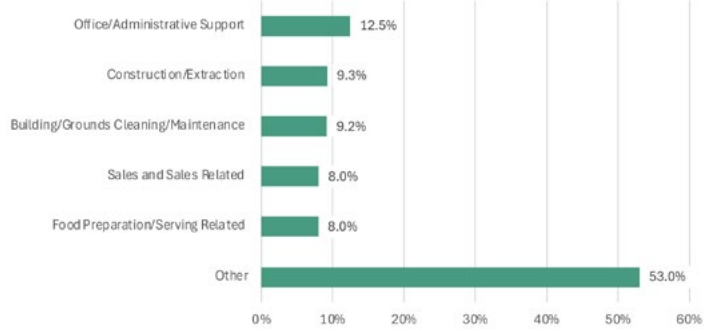
**CATHEDRAL CITY**



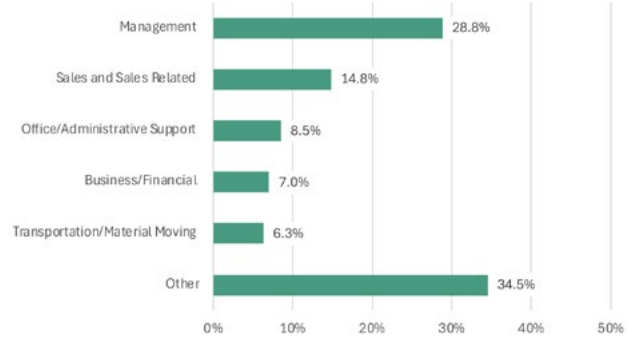
**COACHELLA**



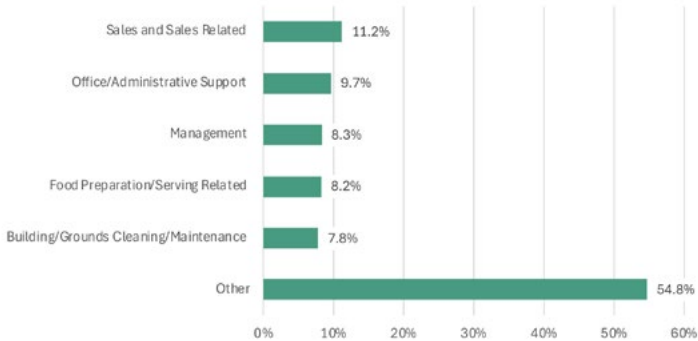
**DESERT HOT SPRINGS**



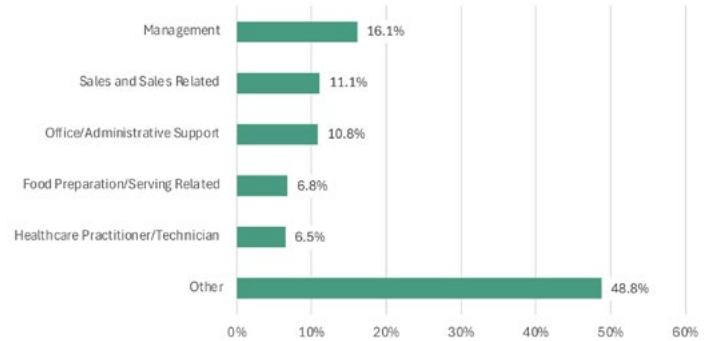
**INDIAN WELLS**



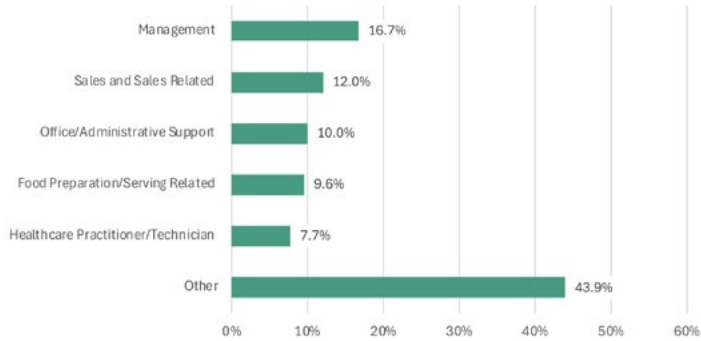
**INDIO**



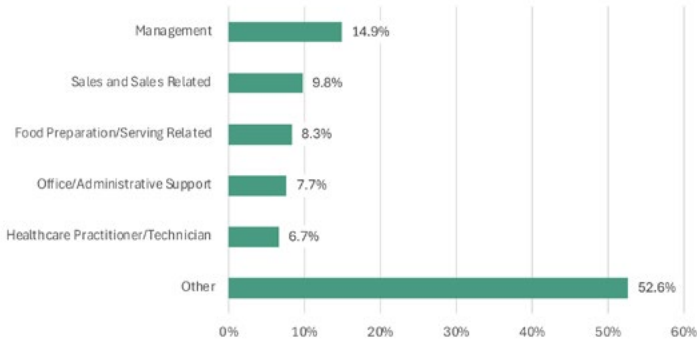
**LA QUINTA**



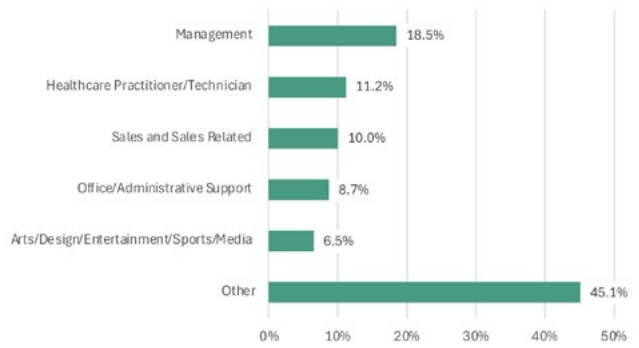
**PALM DESERT**



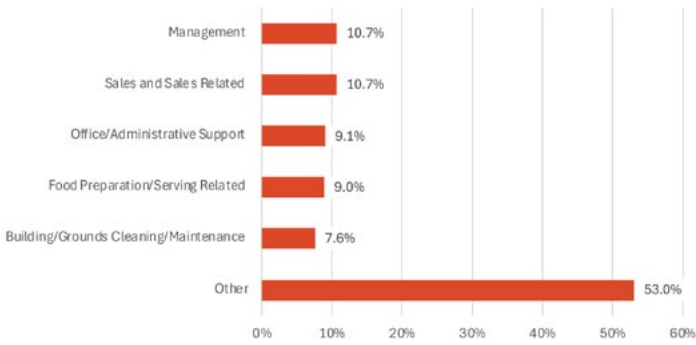
### PALM SPRINGS



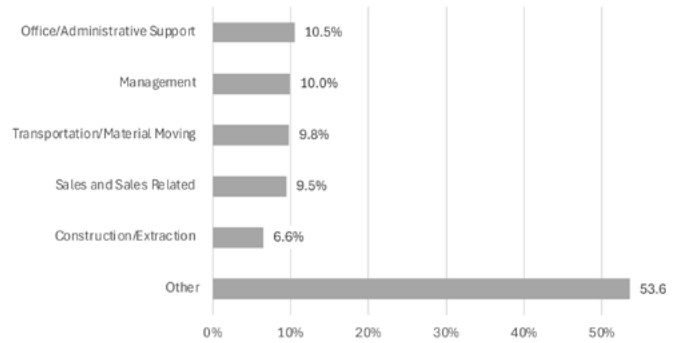
### RANCHO MIRAGE



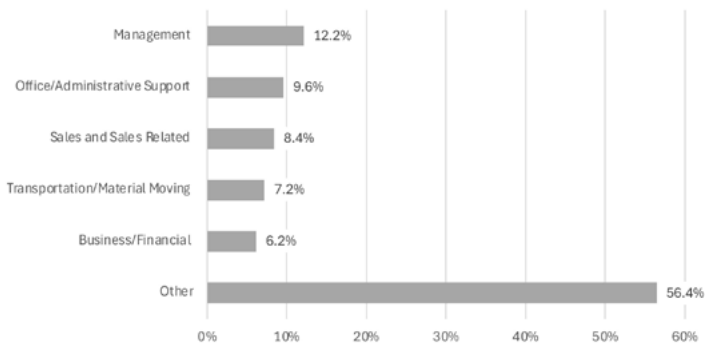
### COACHELLA VALLEY



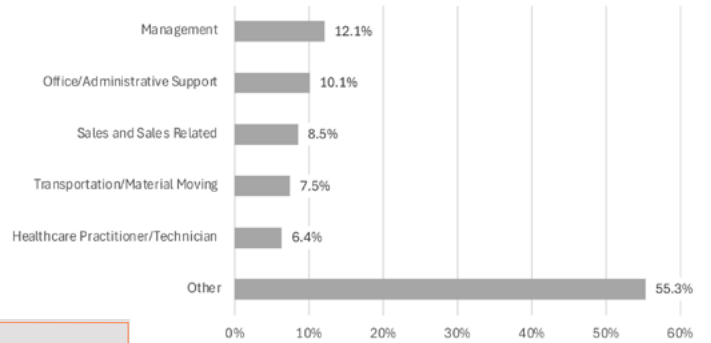
### RIVERSIDE COUNTY



### CALIFORNIA



### USA



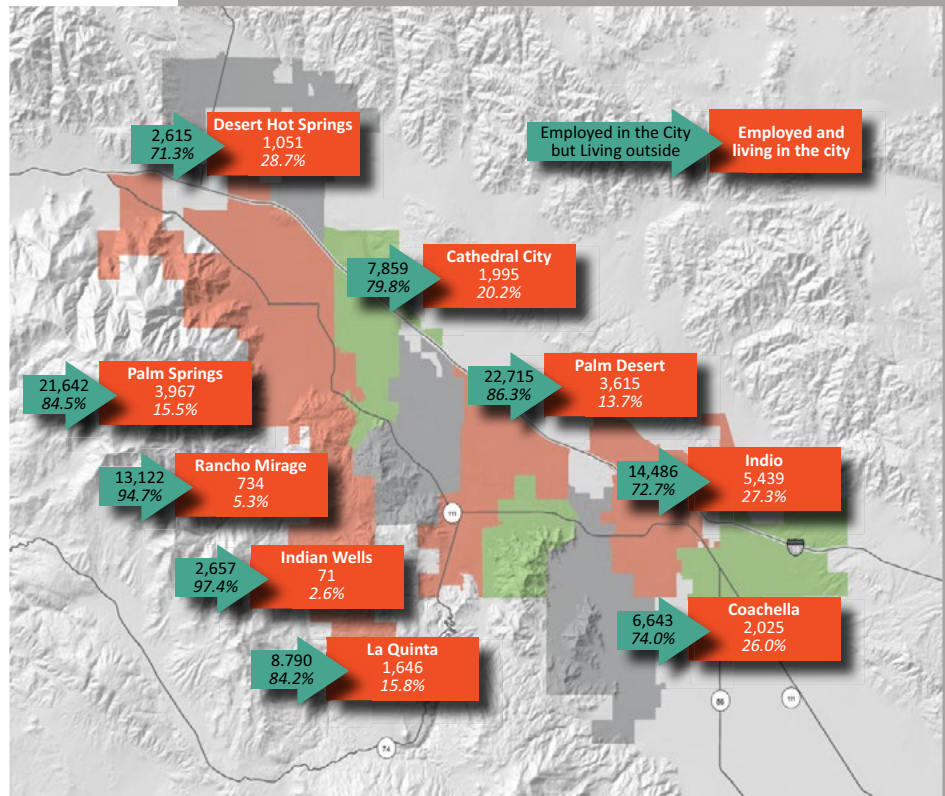
Source: Esri Business Analyst, Data Axle

- In Cathedral City, Coachella, La Quinta, Palm Desert, and Rancho Mirage, 50% or more of the local workforce work in the top five occupation categories. In Indian Wells, 65% do.
- The predominant occupation category in the Coachella Valley is Management (10.7%) like California (12.2%) and the US (12.1%).

**Figure 34: Employment Inflows, Coachella Valley Cities, 2021**

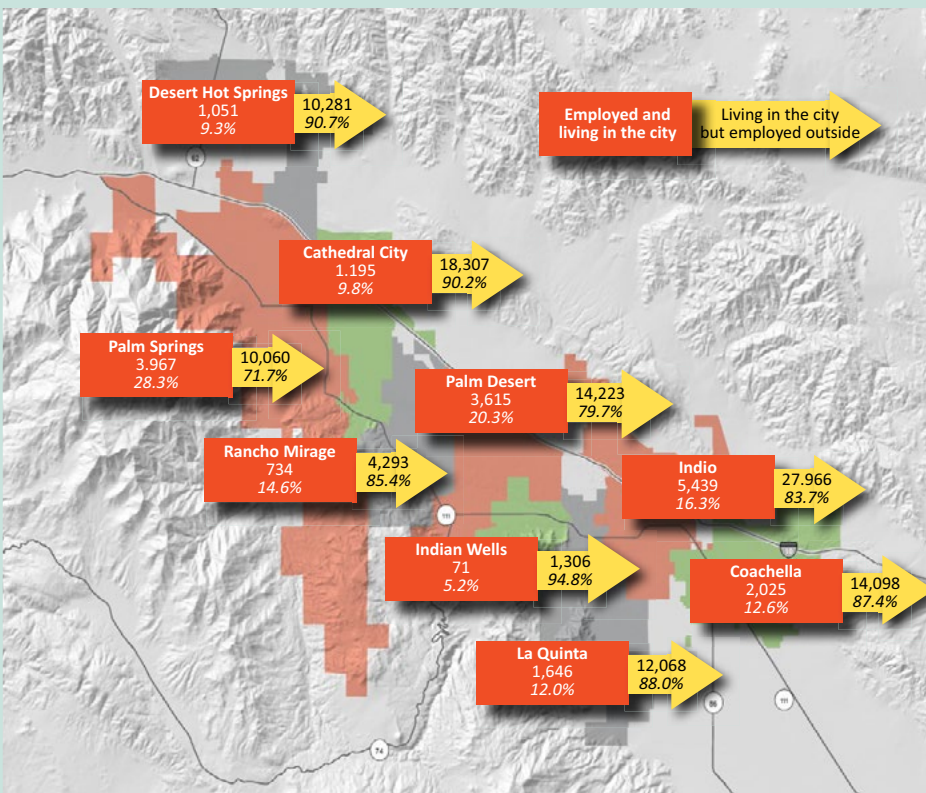
- This graphic shows the proportion of workers employed by city businesses that either live in the city or commute in. For example, of a total of 9,854 jobs provided by Cathedral City businesses, 1,995 (20.2% of total jobs) live in Cathedral City, and the remaining 7,859 (79.8% of total jobs) are filled by employees living outside of Cathedral City.
- Indio has the highest proportion of citizens working within the city (27.3%) while Indian Wells has the highest number of workers (97.4%) commuting into the city.

Source: American Community Survey, US Census



**Figure 35: Employment Outflows, Coachella Valley Cities, 2021**

- In contrast to Figure 34, this graph shows how many employed residents (as opposed to jobs provided within the city) either work in the city or commute out for employment. For example, in Cathedral City, of 19,502 total employed residents, 1,995 (9.8% of all employed residents) live in Cathedral City, and the remaining 18,307 (90.2%) work outside of Cathedral City.
- Palm Springs has the highest proportion of employed residents working within the city (28.3%) while Indian Wells has the highest number of workers (94.8%) commuting out of the city.



Source: American Community Survey, US Census

	LABOR FORCE	NUMBER OF EMPLOYMENT	UNEMPLOYED	RATE
Bermuda Dunes	3,400	3,200	200	6.0%
Cathedral City	28,300	26,400	1,900	6.6%
Coachella	21,700	18,900	2,800	13.1%
Desert Hot Springs	12,600	11,600	1,000	8.1%
Indian Wells	1,800	1,700	100	4.2%
Indio	43,700	40,400	3,400	7.7%
La Quinta	20,500	19,200	1,300	6.4%
Mecca	2,800	2,400	400	13.4%
Palm Desert	26,500	24,700	1,800	6.9%
Palm Springs	24,400	23,000	1,400	5.6%
Rancho Mirage	6,800	6,300	500	7.9%

Source: State of California - Employment Development Department

**Figure 36: Unemployment, Coachella Valley Cities and select Unincorporated Areas, September 2024**

- As of September 2024, Mecca had the highest unemployment rate (13.4%) with Indian Wells with the lowest (4.2%) just above the US estimate for September (4.1%)
- Indio has the highest labor force of 43,700 working residents, with Indian Wells the least (1,800).

**Figure 37: Historic Unemployment Rates (%), Coachella Valley Cities and select Unincorporated Areas, 2010, 2019, 2021, 2024**

- Six Valley locations - Indian Wells, Bermuda Dunes, Rancho Mirage, Mecca, Palm Springs, and Desert Hot Springs saw their unemployment rates fall over 200% below 2010 rates. In 2010 we were still experiencing the employment shocks of the Great Recession.
- The Valley saw some of the historically lowest unemployment rates in 2019 before they shot up during COVID lockdowns.

	2010	2019	2021	2024
Bermuda Dunes	15.1	4.5	7.9	6.0
Cathedral City	11.7	3.9	6.9	6.6
Coachella	21	10.2	13.2	13.1
Desert Hot Springs	16.6	5.7	10.4	8.1
Indian Wells	10.8	3.1	5.5	4.2
Indio	15.2	5.3	8.2	7.7
La Quinta	9.2	4.1	6.6	6.4
Mecca	30.3	10.4	17.2	13.4
Palm Desert	10.3	4.2	6.7	6.9
Palm Springs	11.8	3.8	6.7	5.6
Rancho Mirage	19.3	6	10.3	7.9

Source: State of California - Employment Development Department

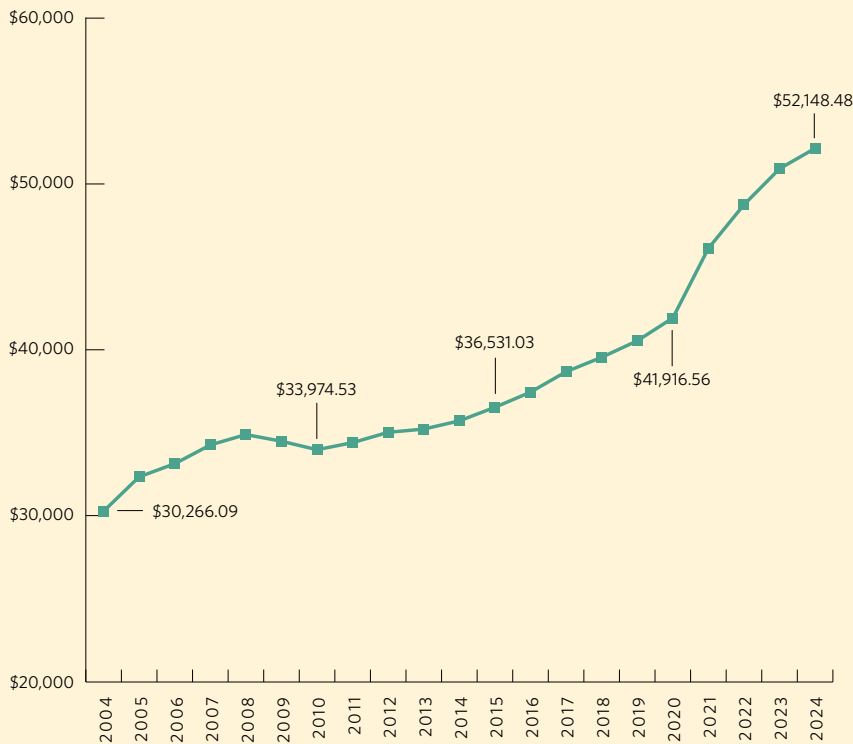
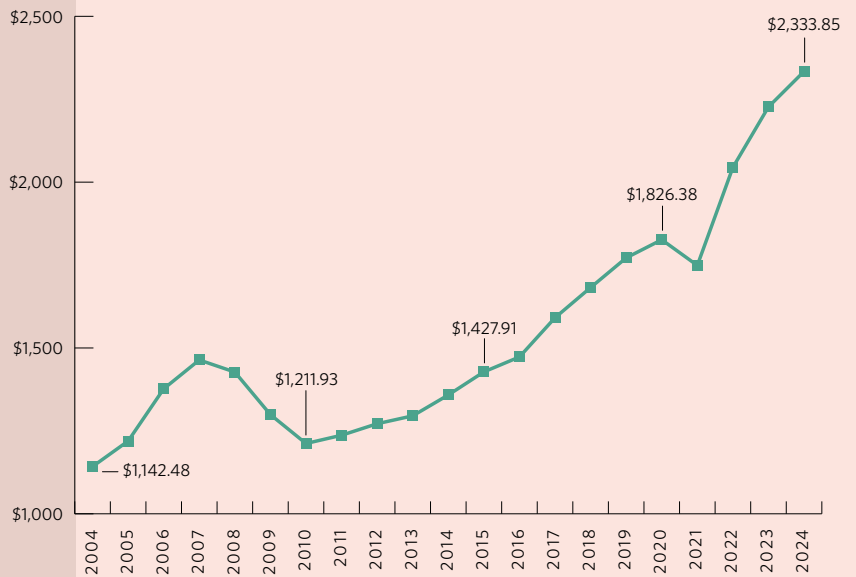


# WAGES

**Figure 38: Total Wages (in \$millions), Coachella Valley, Quarter 1: 2004 - 2024**

- Total Coachella Valley wages have reached a peak in the First Quarter of 2024, over twice as high as the Summit anniversary year total wages of \$1,142,500,000.
- The Great Recession of 2008 ushered in a large drop in total wages. Not until 2016 do we return to pre-recession wages.

Source: Chmura JobsEQ



**Figure 39: Average Wages, Coachella Valley, Quarter 1: 2004 - 2024**

- Unlike total wages, average wages have not risen as high proportionately as total wages.
- Considering inflation, Quarter 1 2024 average wages are only \$1,700 more than inflation adjusted 2004 wages

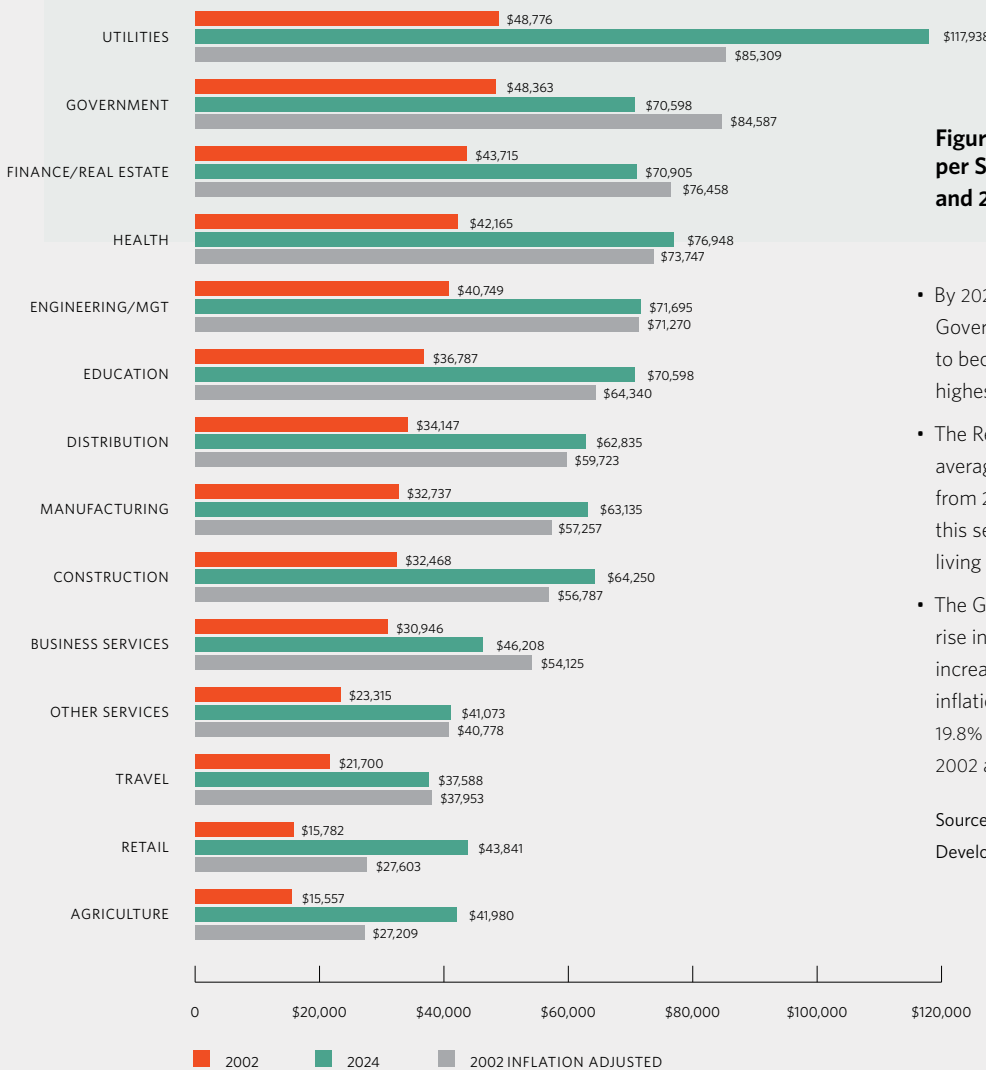
Source: Chmura JobsEQ

**Figure 40: Cost of Living, Coachella Valley, 2024**

	ANNUAL AVERAGE SALARY	COST OF LIVING INDEX (BASE US)	US PURCHASING POWER	COST OF LIVING INDEX (BASE COACHELLA VALLEY)	COACHELLA VALLEY PURCHASING POWER
Coachella Valley	\$52,148	138.0	\$37,781	100.0	\$52,148
California	\$86,052	141.5	\$60,793	102.6	\$83,911
USA	\$70,857	100.0	\$70,857	72.4	\$97,803

Source: Chmura JobsEQ

- The cost-of-living measure for Coachella Valley is 138 compared to the US base of 100. But this measure is still 3 points below the average for California.
- The Valley's average household salary only buys the equivalent of \$37,781 in US purchasing power (number of goods and services one can buy) due to the comparatively low average household salary and the higher cost of living here. In contrast, that salary earned elsewhere in the "average" US would provide an equivalent \$97,803 purchasing power.



**Figure 41: 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

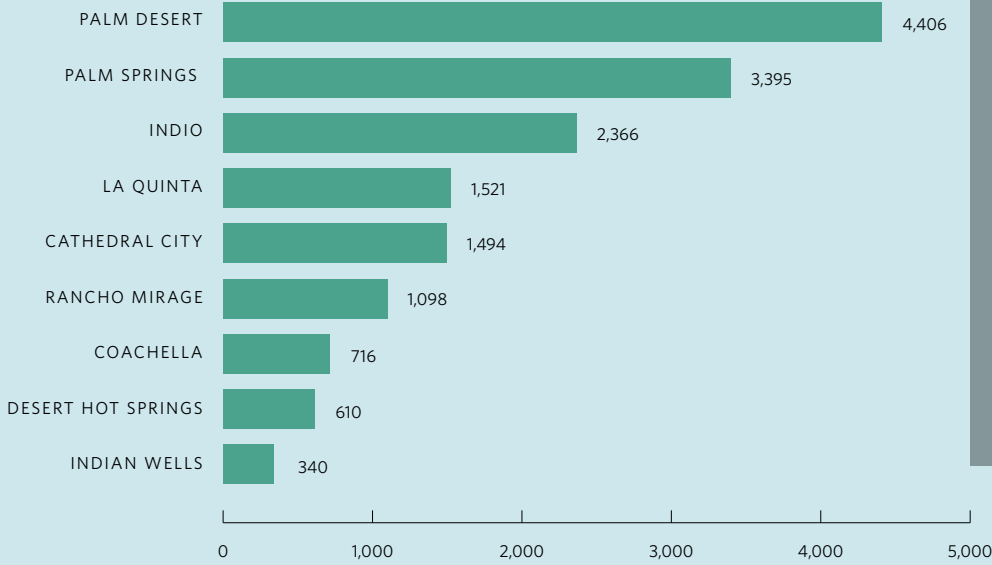
OCCUPATION SECTOR	MEAN	ENTRY LEVEL	EXPERIENCED
Legal Occupations	\$136,100	\$57,100	\$175,600
Management Occupations	\$131,200	\$65,400	\$164,100
Healthcare Practitioners and Technical Occupations	\$121,300	\$59,400	\$152,200
Computer and Mathematical Occupations	\$106,000	\$58,900	\$129,600
Architecture and Engineering Occupations	\$103,800	\$63,000	\$124,200
Life, Physical, and Social Science Occupations	\$98,200	\$54,300	\$120,200
Business and Financial Operations Occupations	\$85,600	\$50,700	\$103,100
Educational Instruction and Library Occupations	\$83,700	\$43,300	\$103,900
Arts, Design, Entertainment, Sports, and Media Occupations	\$74,800	\$39,400	\$92,400
Construction and Extraction Occupations	\$69,700	\$43,700	\$82,700
Community and Social Service Occupations	\$69,500	\$41,400	\$83,500
Protective Service Occupations	\$67,300	\$37,400	\$82,200
Installation, Maintenance, and Repair Occupations	\$65,700	\$42,100	\$77,600
Office and Administrative Support Occupations	\$52,400	\$37,800	\$59,700
Sales and Related Occupations	\$51,700	\$34,800	\$60,100
Transportation and Material Moving Occupations	\$50,700	\$37,600	\$57,300
Production Occupations	\$49,800	\$36,400	\$56,500
Building and Grounds Cleaning and Maintenance Occupations	\$45,100	\$35,600	\$49,900
Personal Care and Service Occupations	\$43,400	\$34,200	\$48,000
Food Preparation and Serving Related Occupations	\$40,400	\$34,100	\$43,500
Farming, Fishing, and Forestry Occupations	\$39,200	\$34,100	\$41,700
Healthcare Support Occupations	\$38,800	\$33,500	\$41,400

Source: Chmura JobsEQ

**Figure 42: Average Annual Pay by Occupation Sectors (SOC), Coachella Valley, 2024**

- 47% of all jobs in the Coachella Valley are in Occupations sectors that pay \$51,700 annually or less, well below the average Valley wage of \$65,200.
- Only 14% of jobs in the Valley pay over \$100,000 annually.

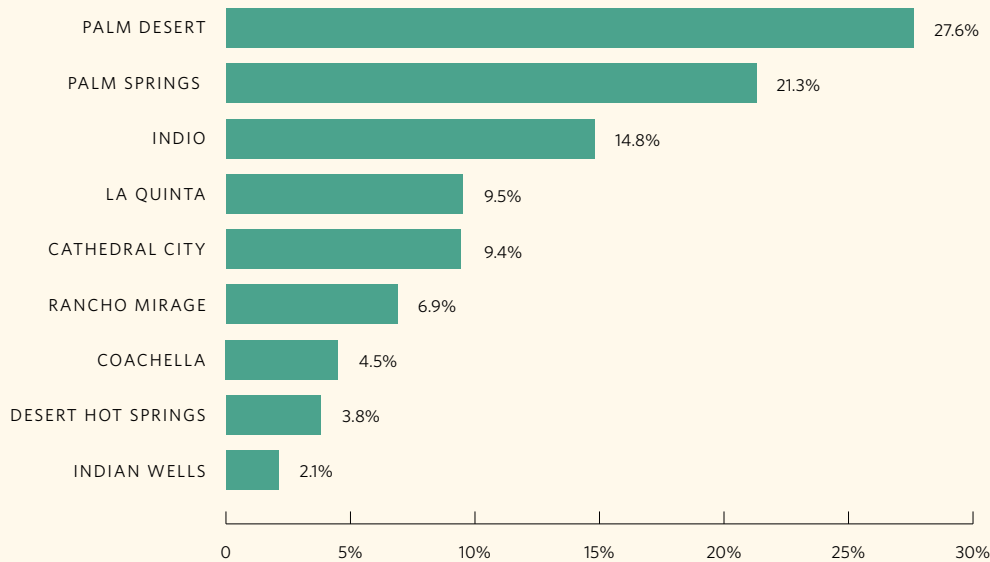
## BUSINESSES



Source: Esri Business Analyst, Data Axle

**Figure 43: Number of Business Establishments (#), Coachella Valley Cities, 2024**

- These are best estimates of the number of licensed businesses in each city. No data service providing business establishment information is fully accurate. Businesses open and close continuously. The only really accurate way to count businesses is to survey them in person.



Source: Esri Business Analyst, Data Axle

**Figure 44: Number of Business Establishments (%), Coachella Valley Cities, 2024**

- Nearly 50% of all business establishments are in Palm Desert and Palm Springs, both hubs for retail and hospitality

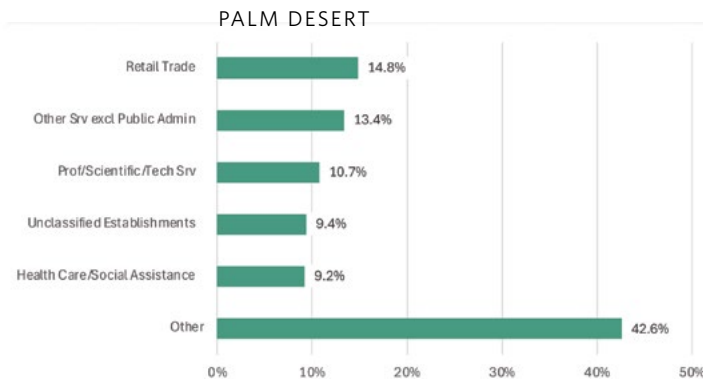
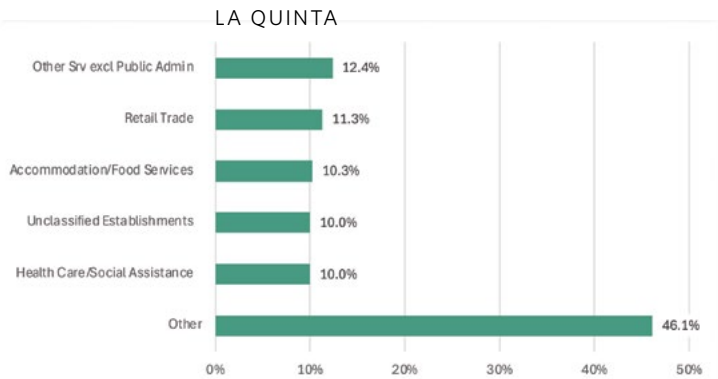
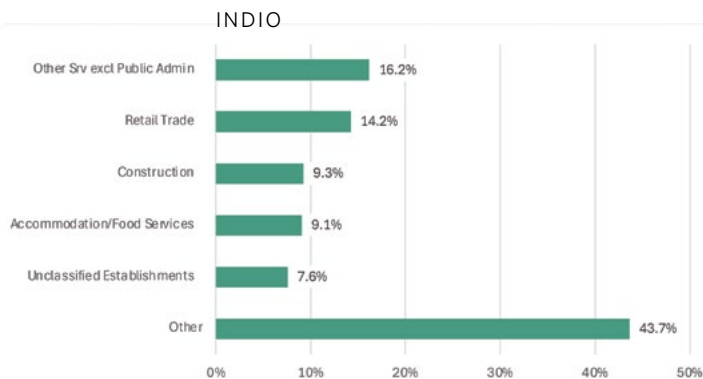
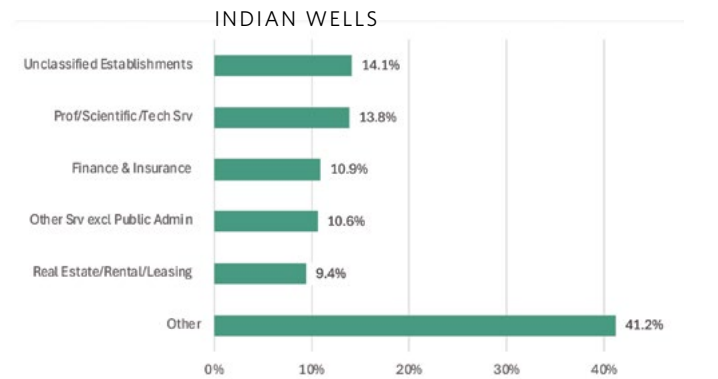
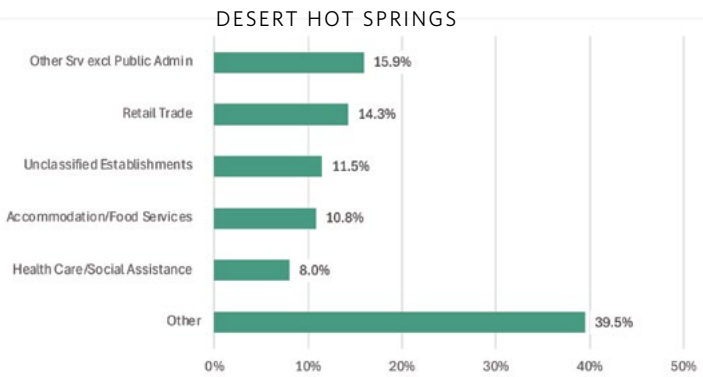
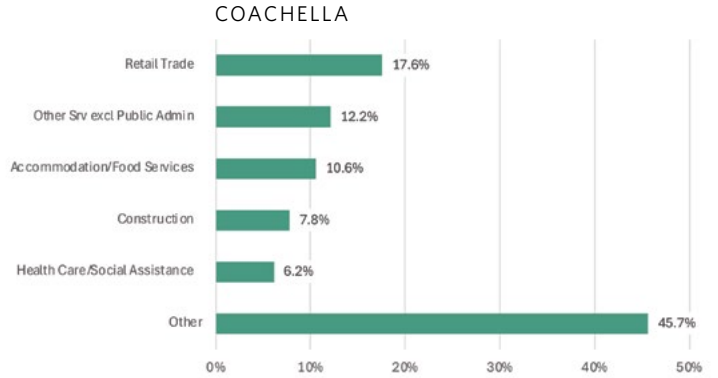
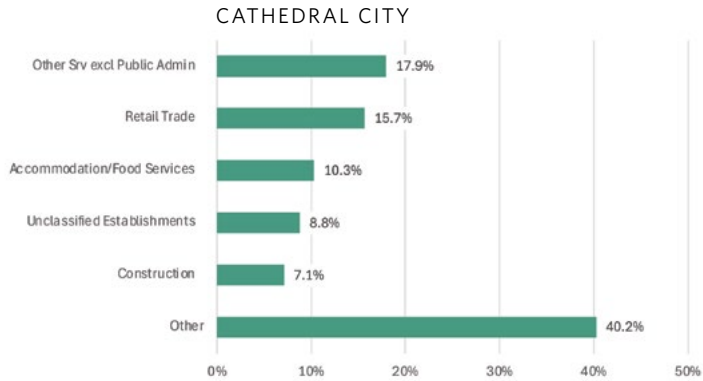
BUSINESS ESTABLISHMENTS	NUMBER	PERCENT
Retail Trade	2,392	13.5%
Other Services (except Public Administration)	2,366	13.4%
Unclassified Establishments	1,719	9.7%
Accommodation & Food Services	1,634	9.2%
Health Care & Social Assistance	1,537	8.7%
Professional, Scientific & Tech Services	1,525	8.6%
Food Services & Drinking Places	1,365	7.7%
Construction	1,306	7.4%
Real Estate, Rental & Leasing	1,097	6.2%
Finance & Insurance	721	4.1%
Administrative, Support & Waste Management Services	691	3.9%
Arts, Entertainment & Recreation	512	2.9%
Sporting Goods, Hobby, Book, & Music Stores	488	2.8%
Automotive Repair & Maintenance	426	2.4%
Wholesale Trade	407	2.3%
Manufacturing	383	2.2%
Legal Services	366	2.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	343	1.9%
Transportation & Warehousing	308	1.7%
Public Administration	306	1.7%
Educational Services	305	1.7%
Food & Beverage Stores	299	1.7%
Information	289	1.6%
Motor Vehicle & Parts Dealers	285	1.6%
Accommodation	269	1.5%
Funds, Trusts & Other Financial Vehicles	258	1.5%
Central Bank/Credit Intermediation & Related Activities	235	1.3%
Health & Personal Care Stores	228	1.3%
Securities & Commodity Contracts	228	1.3%
Building Material & Garden Equipment & Supplies Dealers	202	1.1%
General Merchandise Stores	183	1.0%
Furniture & Home Furnishings Stores	177	1.0%
Gasoline Stations & Fuel Dealers	114	0.6%
Agriculture, Forestry, Fishing & Hunting	93	0.5%
Electronics & Appliance Stores	74	0.4%
Management of Companies & Enterprises	43	0.2%
Utilities	19	0.1%
Mining	14	0.1%

Source: Esri Business Analyst, Data Axle

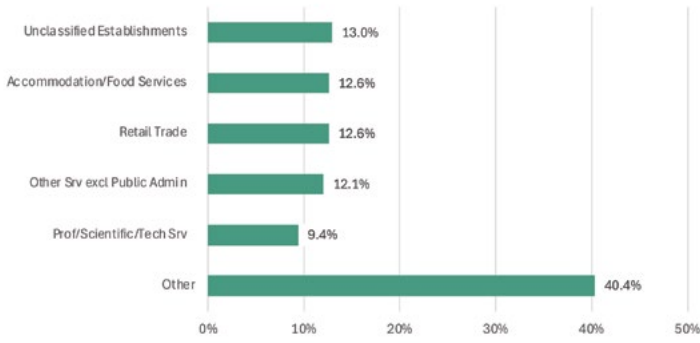
**Figure 45: Business Establishments, Coachella Valley, 2024**

- 27% of all establishments are in two sectors: Retail Trade and Other Services (e.g., dry cleaning, hair stylist, home landscape services, etc.)
- The top five sectors, excluding Unclassified Establishments, account for over 50% of all business establishments.

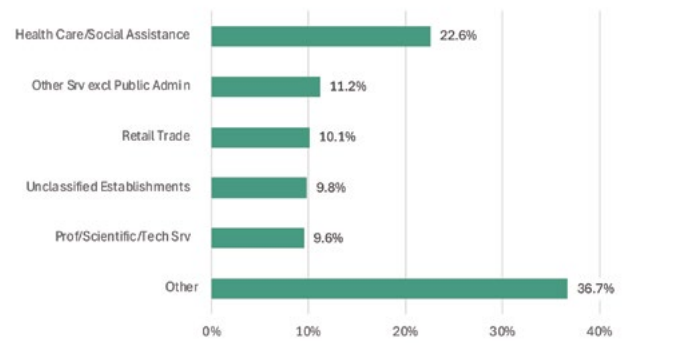
**Figure 46: Top Industry Sectors by Total Number of Business Establishments, Coachella Valley Cities and Comparative Geographies, 2024**



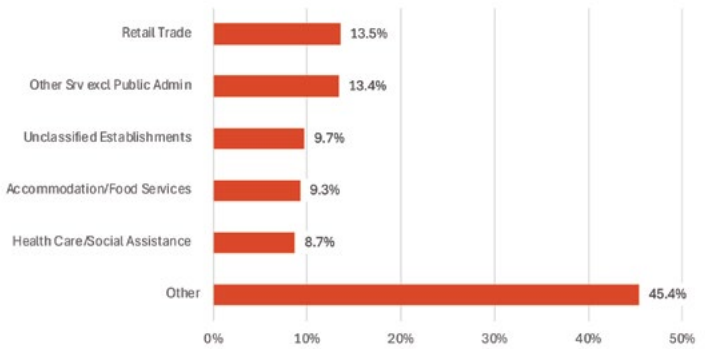
### PALM SPRINGS



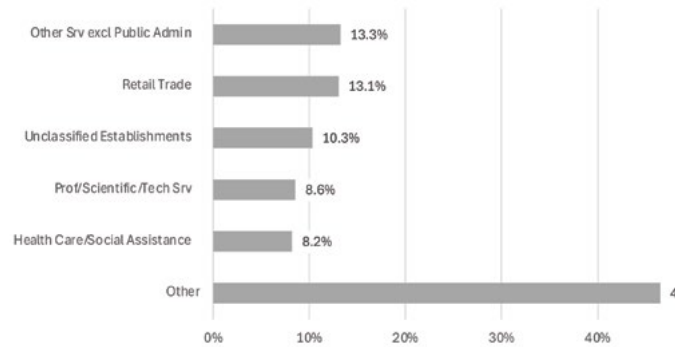
### RANCHO MIRAGE



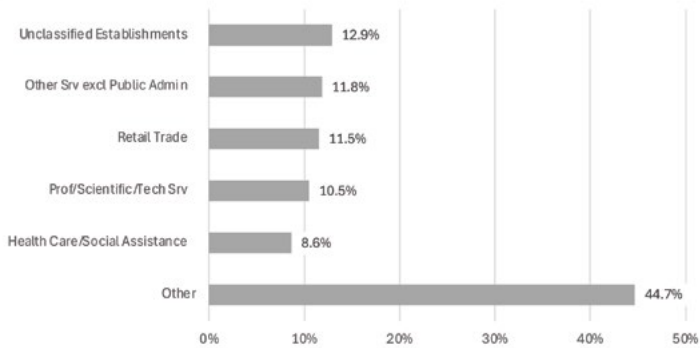
### COACHELLA VALLEY



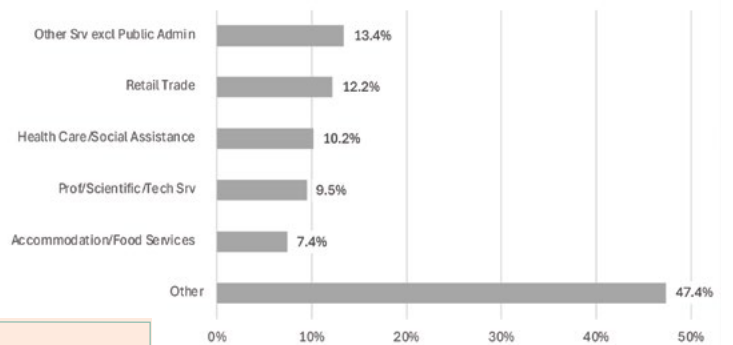
### RIVERSIDE COUNTY



### CALIFORNIA



### USA

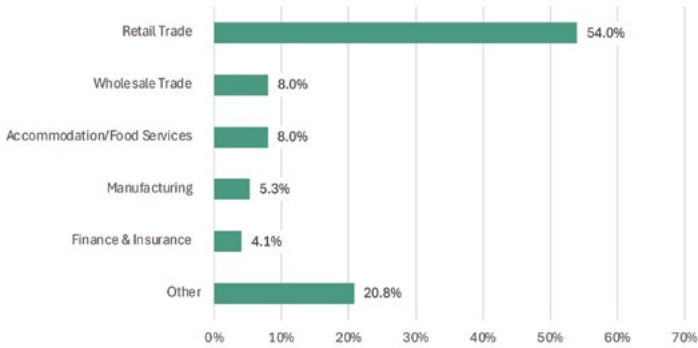


Source: Esri Business Analyst, Data Axle

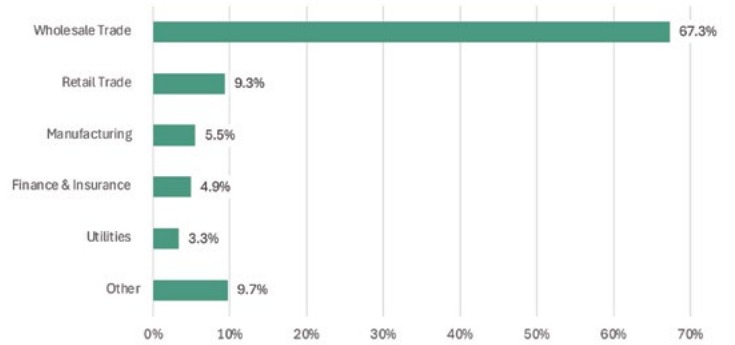
- In every city, the top five business sectors by number of establishments represent over 50% of all businesses.
- Rancho Mirage has the highest concentration of businesses in the top sector - Health Care/Social Assistance at 22.6%
- La Quinta has the smallest concentration in the top sector - Other Services at 12.4%
- Unlike the comparative geography's top sectors, the Coachella Valley's is Retail Trade.

**Figure 47: Top Industry Sectors by Sales, Coachella Valley Cities and Comparative Geographies, 2024**

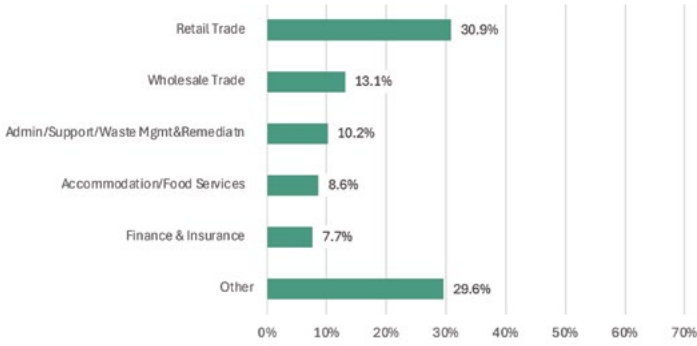
**CATHEDRAL CITY**



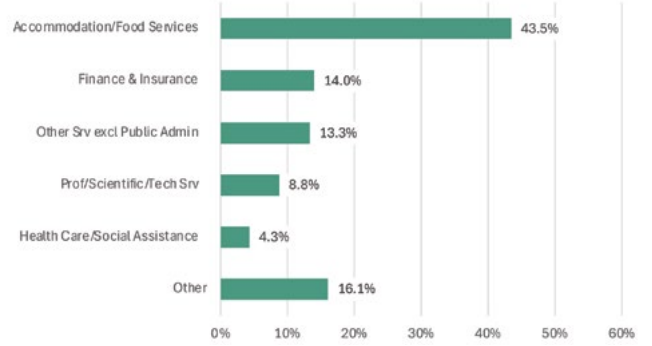
**COACHELLA**



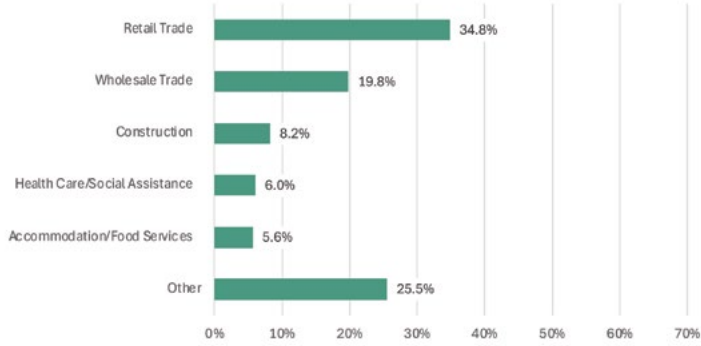
**DESERT HOT SPRINGS**



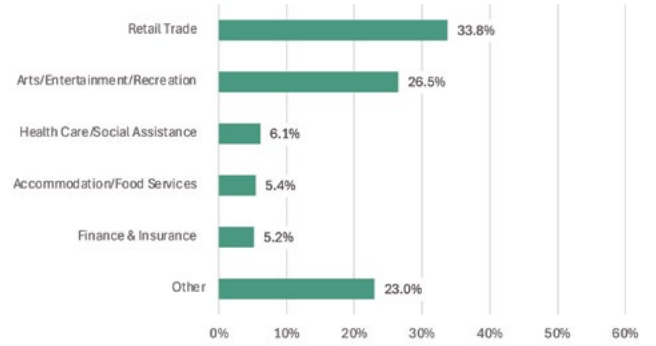
**INDIAN WELLS**



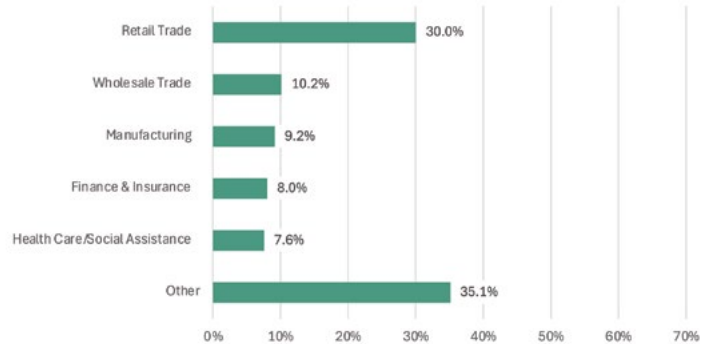
**INDIO**



**LA QUINTA**

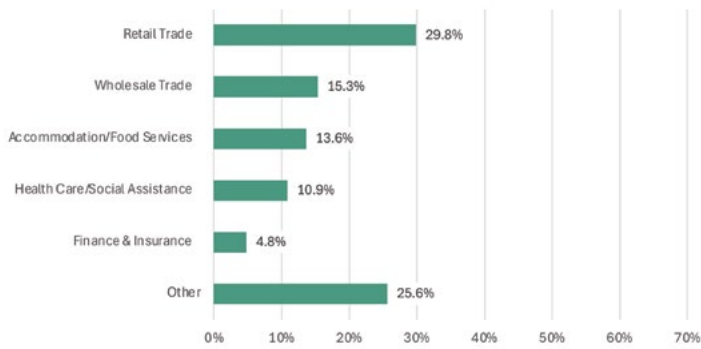


**PALM DESERT**

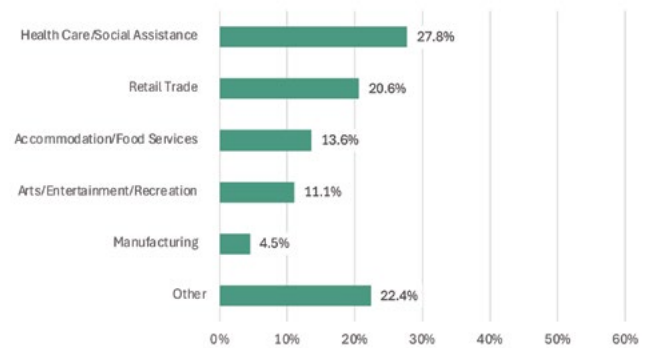




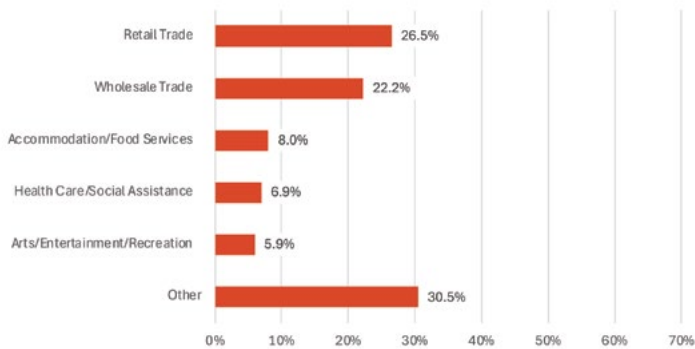
### PALM SPRINGS



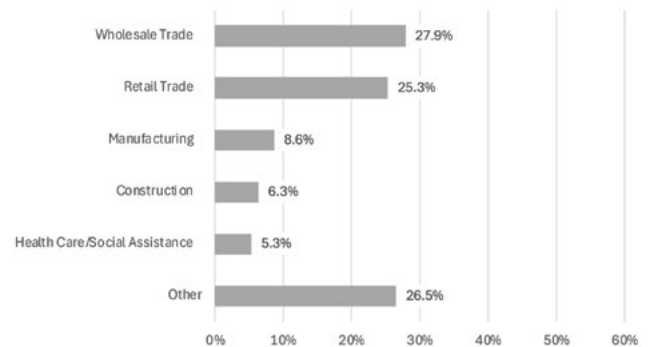
### RANCHO MIRAGE



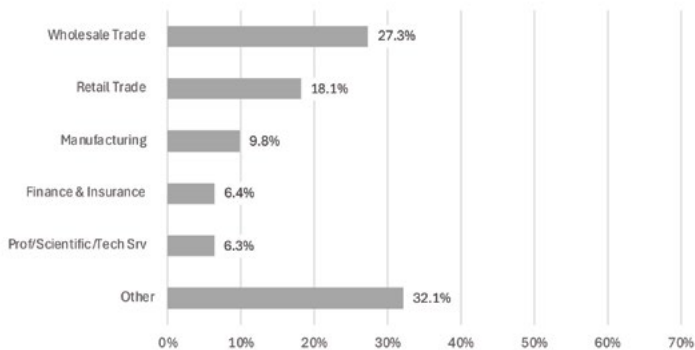
### COACHELLA VALLEY



### RIVERSIDE COUNTY



### CALIFORNIA



### USA

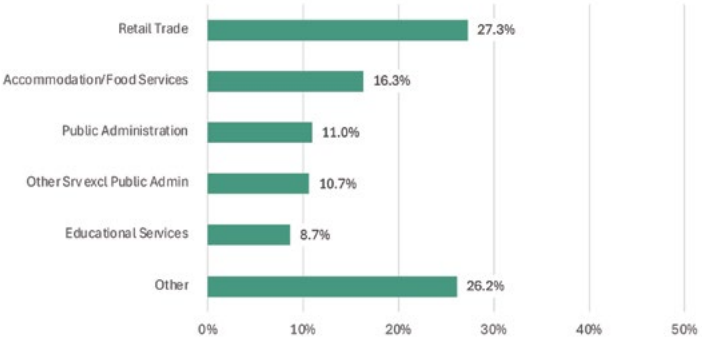


Source: Esri Business Analyst, Data Axle

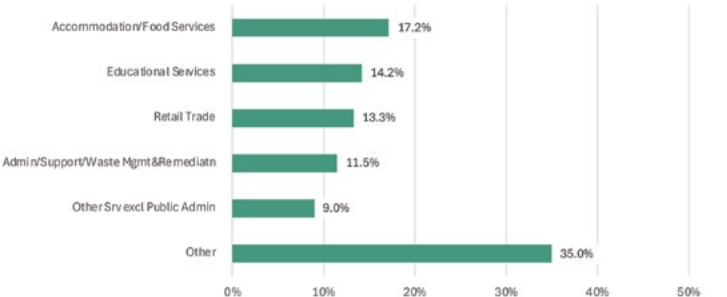
- Comparing the top sectors by number of establishments versus top sectors by sales, it becomes quite evident that small businesses represent a large fraction of all businesses in the Valley. For example, one sector, Wholesale trade, represents 67.3% of annual sales revenue in Coachella.
- In most cities, 70% or more of total annual sales revenue come from the top five business sectors.
- Nearly 50% of annual sales revenue comes from just two sectors in the Coachella Valley - Retail Trade and Wholesale Trade. In all the comparative geographies, these sectors are reversed, with Wholesale Trade accounting for approximately 27% of annual sales, while in the Valley, 27% comes from Retail.

**Figure 48: Top Industry Sectors by Total Employment, Coachella Valley Cities and Comparative Geographies, 2024**

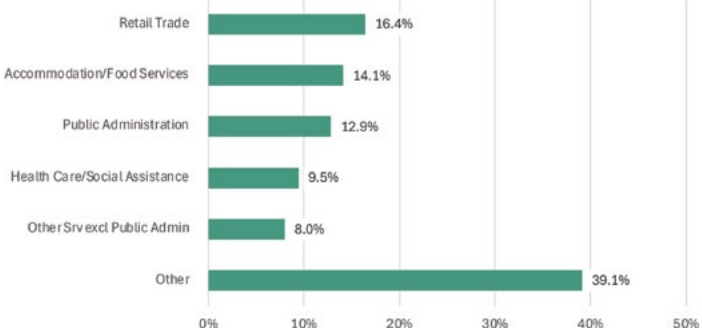
**CATHEDRAL CITY**



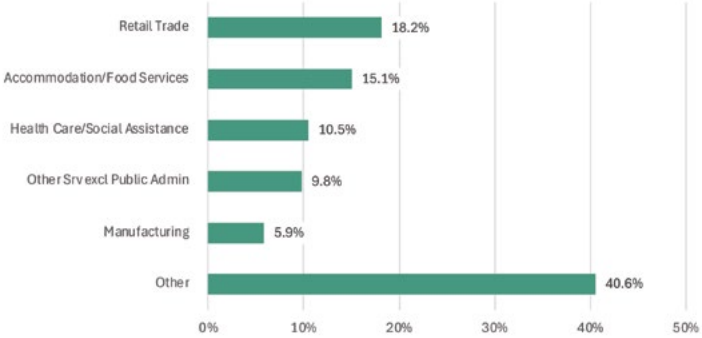
**DESERT HOT SPRINGS**



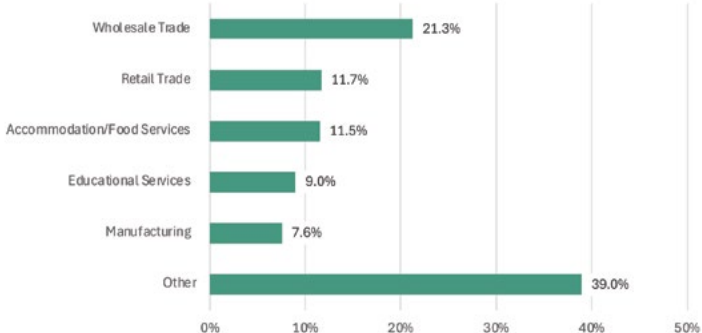
**INDIO**



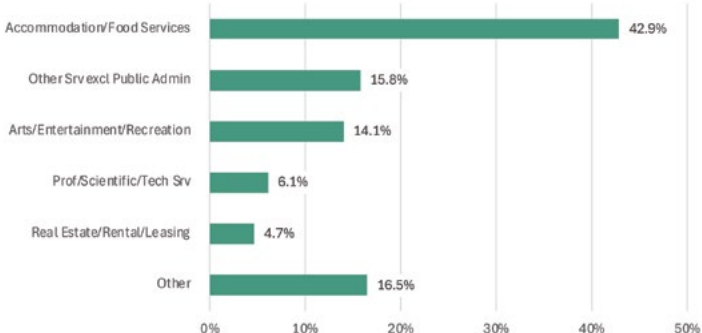
**PALM DESERT**



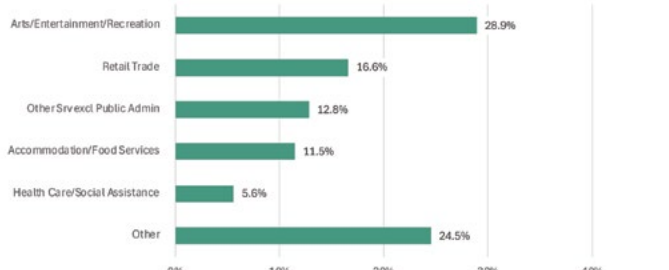
**COACHELLA**



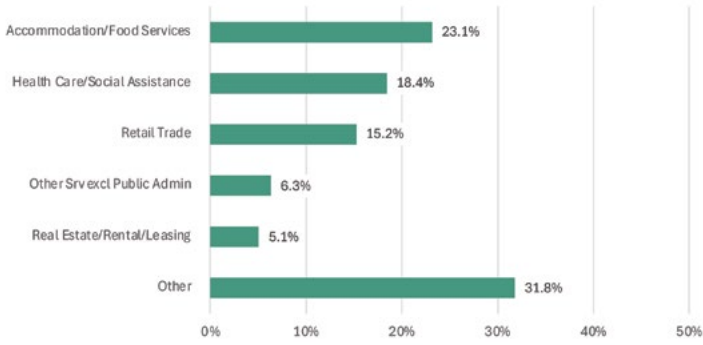
**INDIAN WELLS**



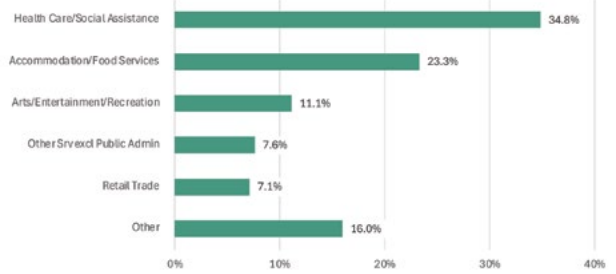
**LA QUINTA**



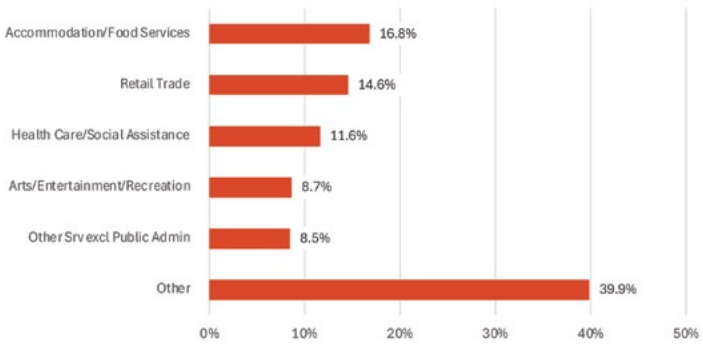
### PALM SPRINGS



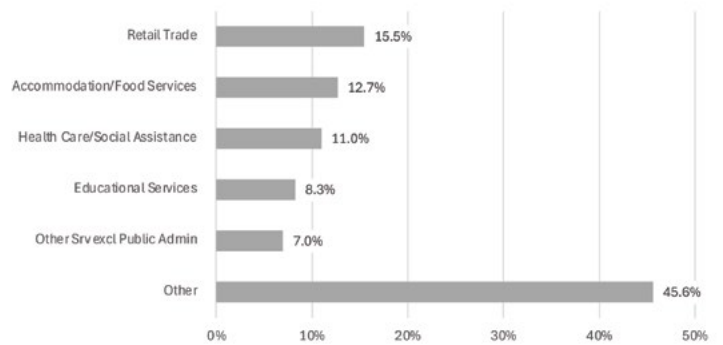
### RANCHO MIRAGE



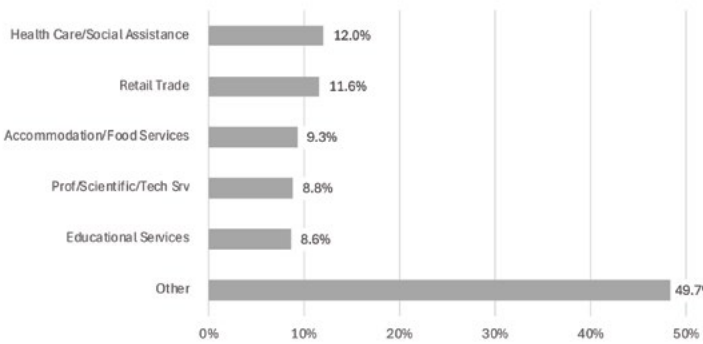
### COACHELLA VALLEY



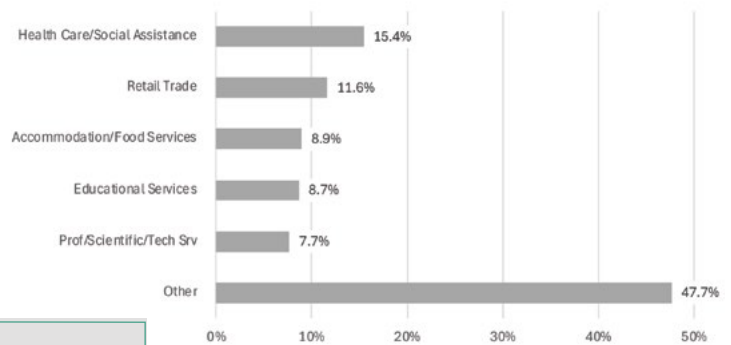
### RIVERSIDE COUNTY



### CALIFORNIA



### USA

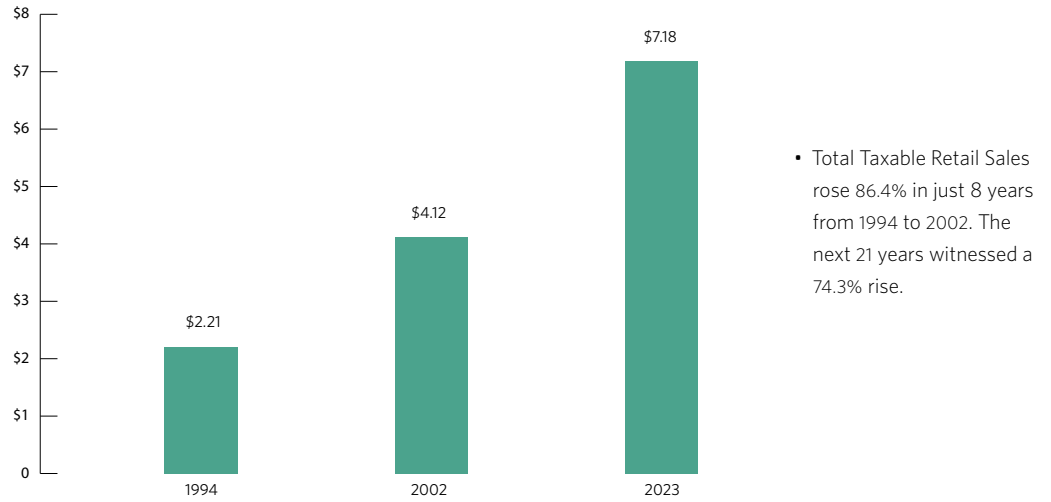


Source: Esri Business Analyst, Data Axle

- Indian Wells and Rancho Mirage have the highest concentrations of employment within their top sectors. 43% of employment in Indian Wells is in the Accommodation/Food Services sector, while 35% of employment in Rancho Mirage is in the Health Care/Social Assistance sector.
- Indio has the lowest concentration in its top sector – Retail Trade at 16.4%.
- While Accommodation/Food Services employs the most workers in the Coachella Valley, it is only the second highest employer in Riverside County, and the third largest in California and the US, where Healthcare employment predominates.

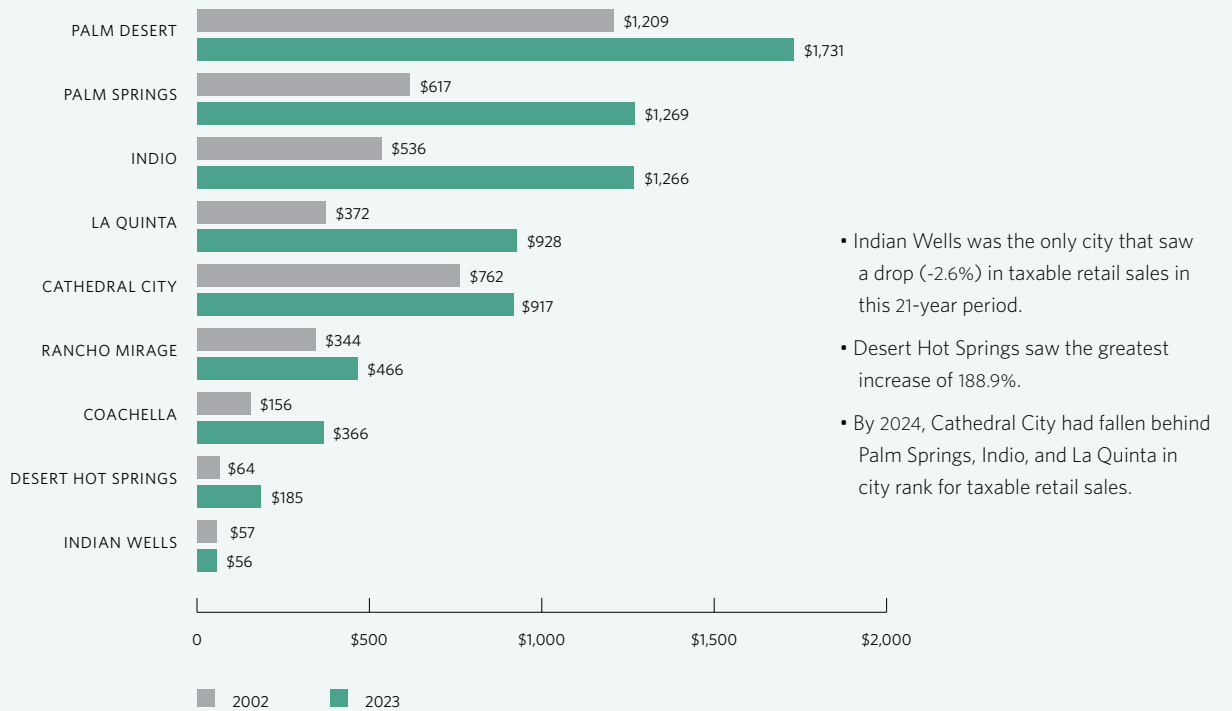
# TAXABLE SALES

**Figure 49: Taxable Retail Sales (billions), Coachella Valley, 1994, 2002, and 2023**



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

**Figure 50: Taxable Retail Sales (millions), Coachella Valley Cities, 2002 and 2023**



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

Figure 51: Taxable Retail Sales per Capita, Coachella Valley, 1994, 2002 and 2023

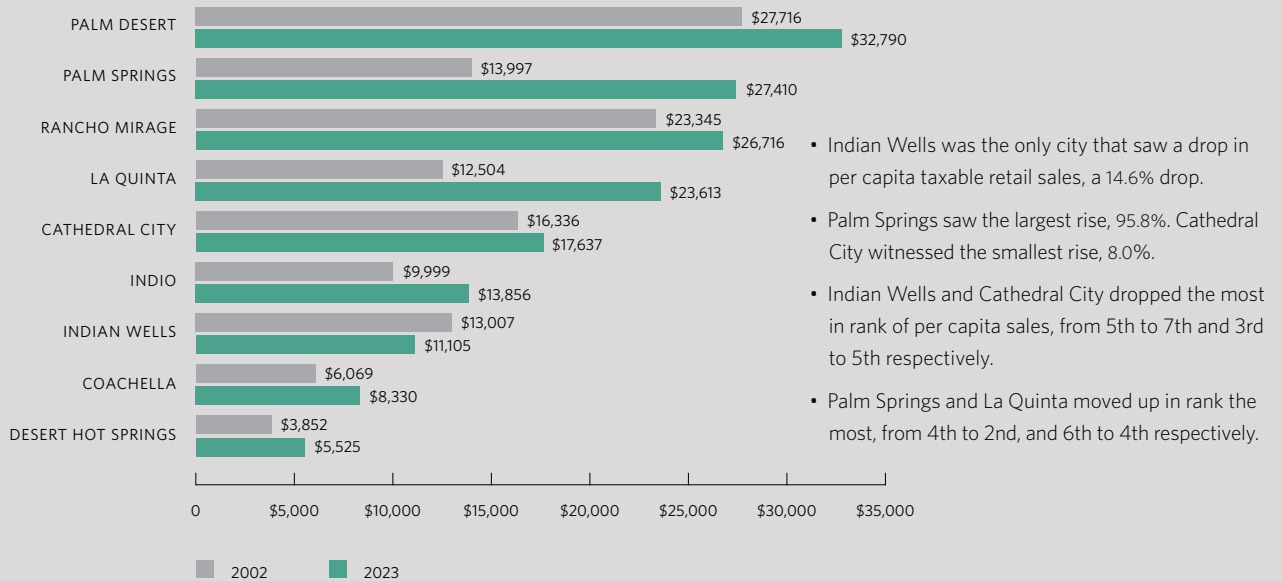


Source: CA Department of Tax and Fee Administration, CA Board of Equalization

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



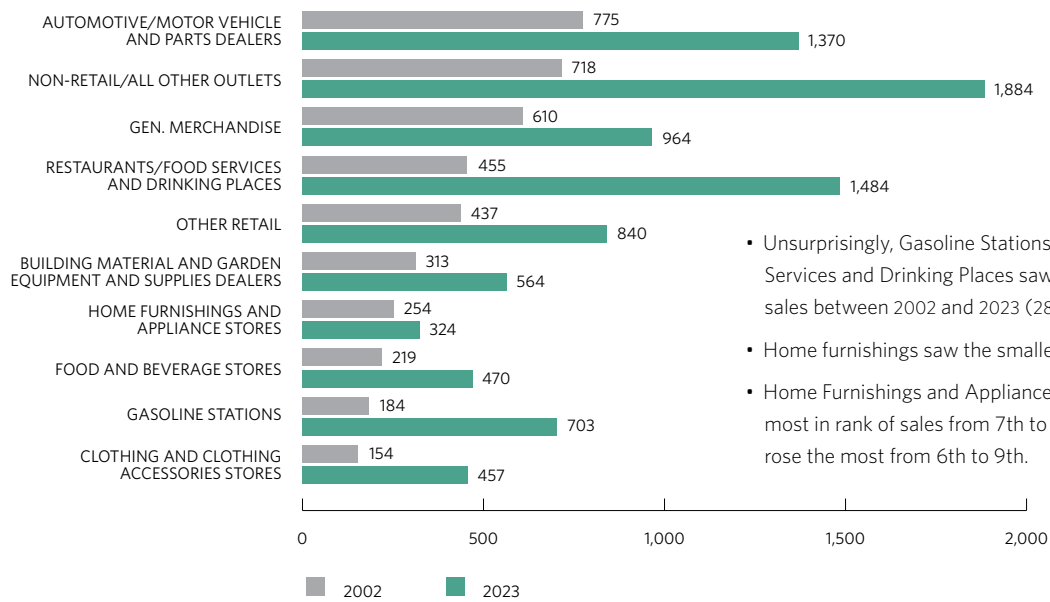
**Figure 52: Taxable Retail Sales per Capita, Coachella Valley Cities, 2002 and 2023**



- 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

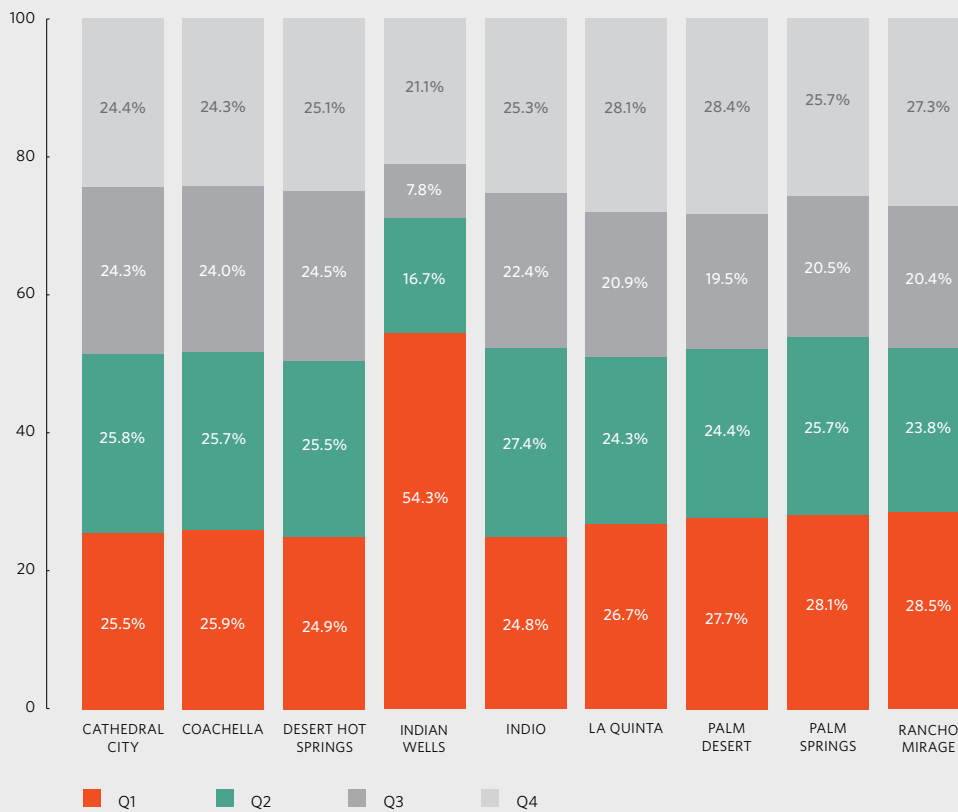
**Figure 53: Taxable Retail Sales by Sector (millions), Coachella Valley, 2002 and 2023**



- 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

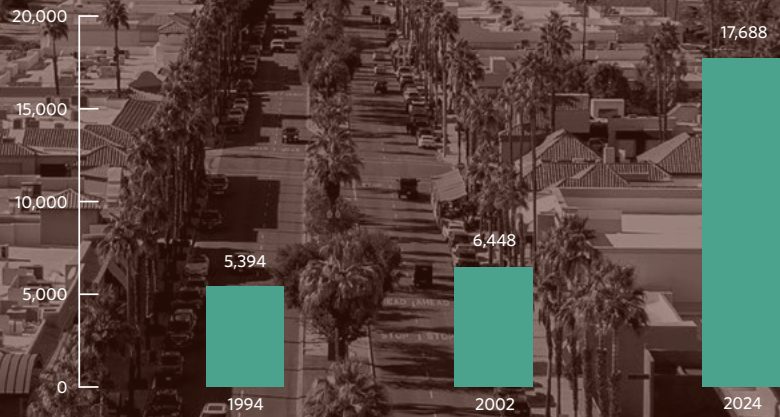
**Figure 54: Distribution of Taxable Retail Sales by Quarter, Coachella Valley Cities, 2023**



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



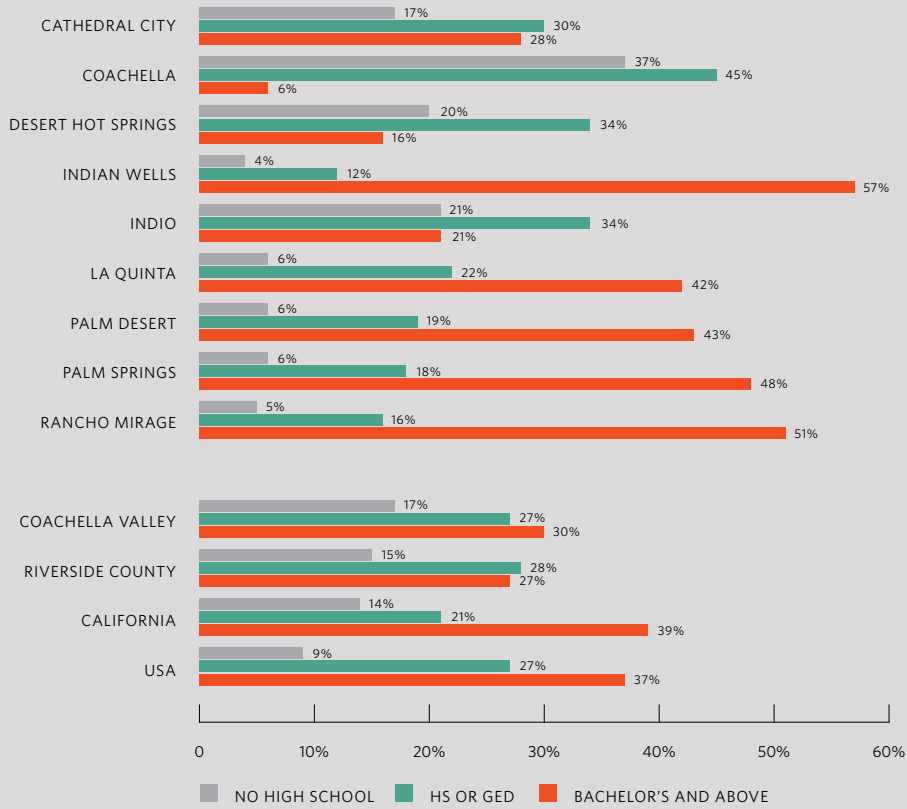
Source: Esri Business Analyst, CA Employment Development Department

- 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.



# EDUCATIONAL ATTAINMENT

Figure 56: Educational Attainment, Coachella Valley Cities and comparable geographies, 2024



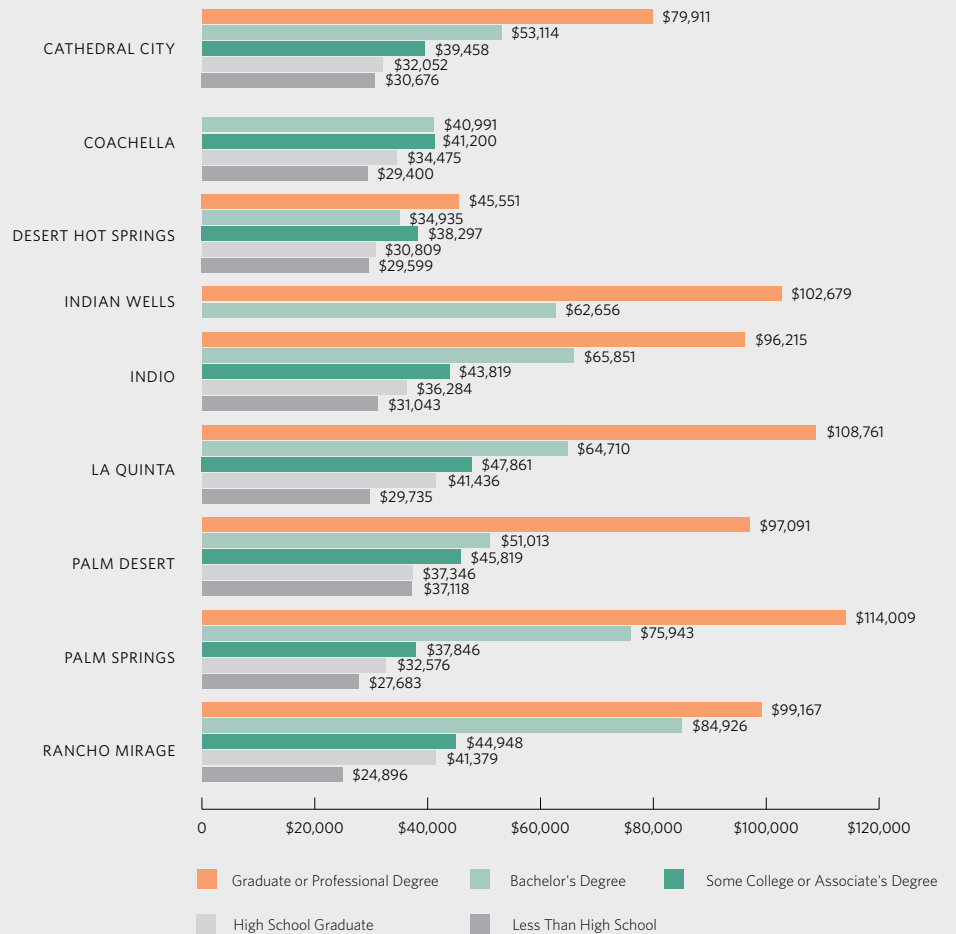
Source: Esri Business Analyst, US Census

- 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.

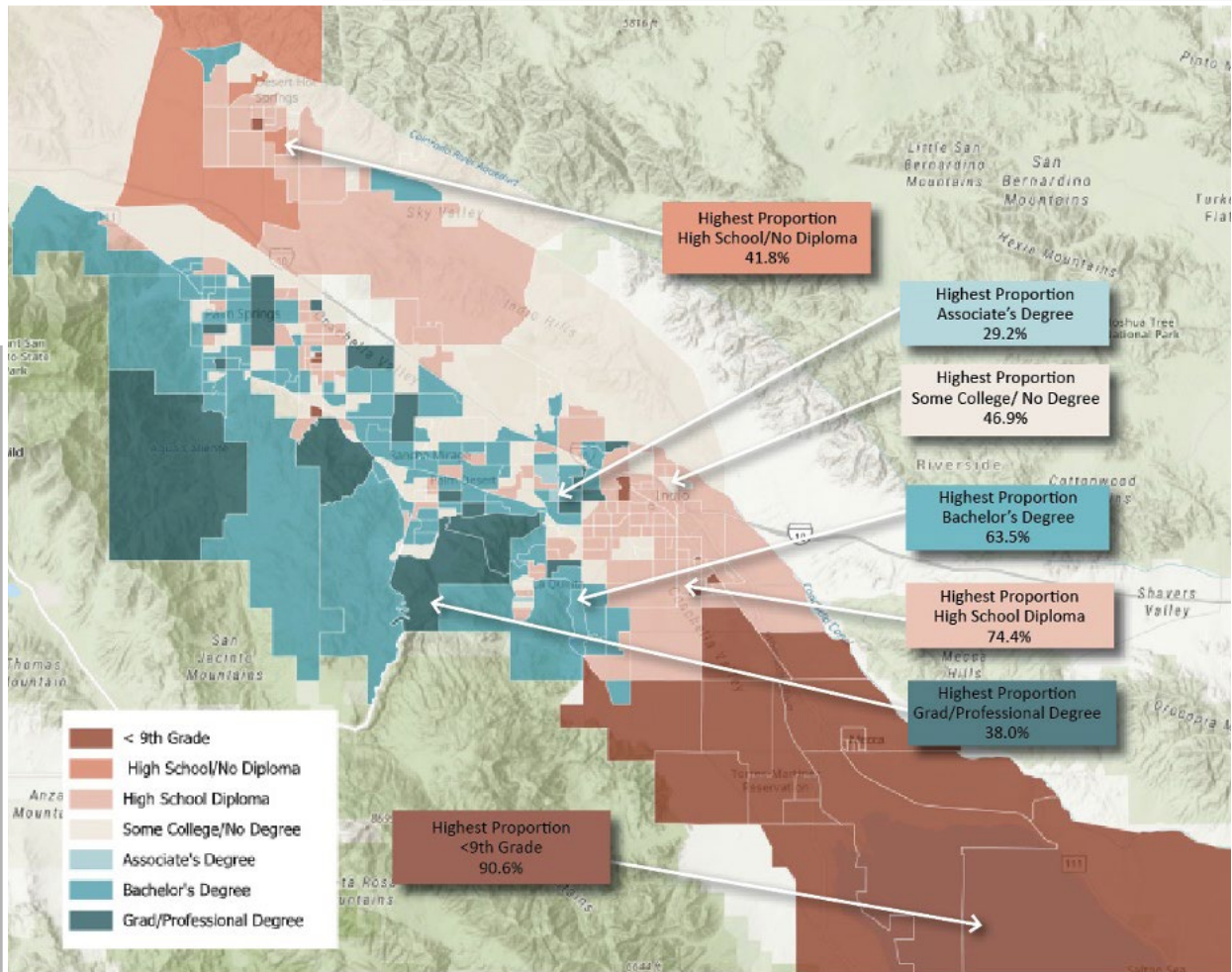
**Figure 57: Median Earnings by Educational Attainment (25 years and older), Coachella Valley Cities, 2022**

- A college degree can earn you 13% (Desert Hot Springs) to 133% (Palm Springs) more in median annual income than a high school diploma. The National Center for Education Statistics notes that for 25-34 year olds working full time year round, median earnings for those with bachelor's degrees were 59% higher than those who completed high school. Earnings for those with a master's or higher degree were 20% higher than those with a bachelor's degree.
- For the Coachella Valley we see significantly higher earnings for employed residents with graduate or higher degrees compared to high school graduates. Except for the outlier Desert Hot Springs with a 48% increase in annual median income, the rest of the cities ranged from 160% to 250% higher income.

Source: US Census



**Figure 58: Predominant Educational Attainment of Coachella Valley Residents (25+) - Coachella Valley Census Blocks, 2023**



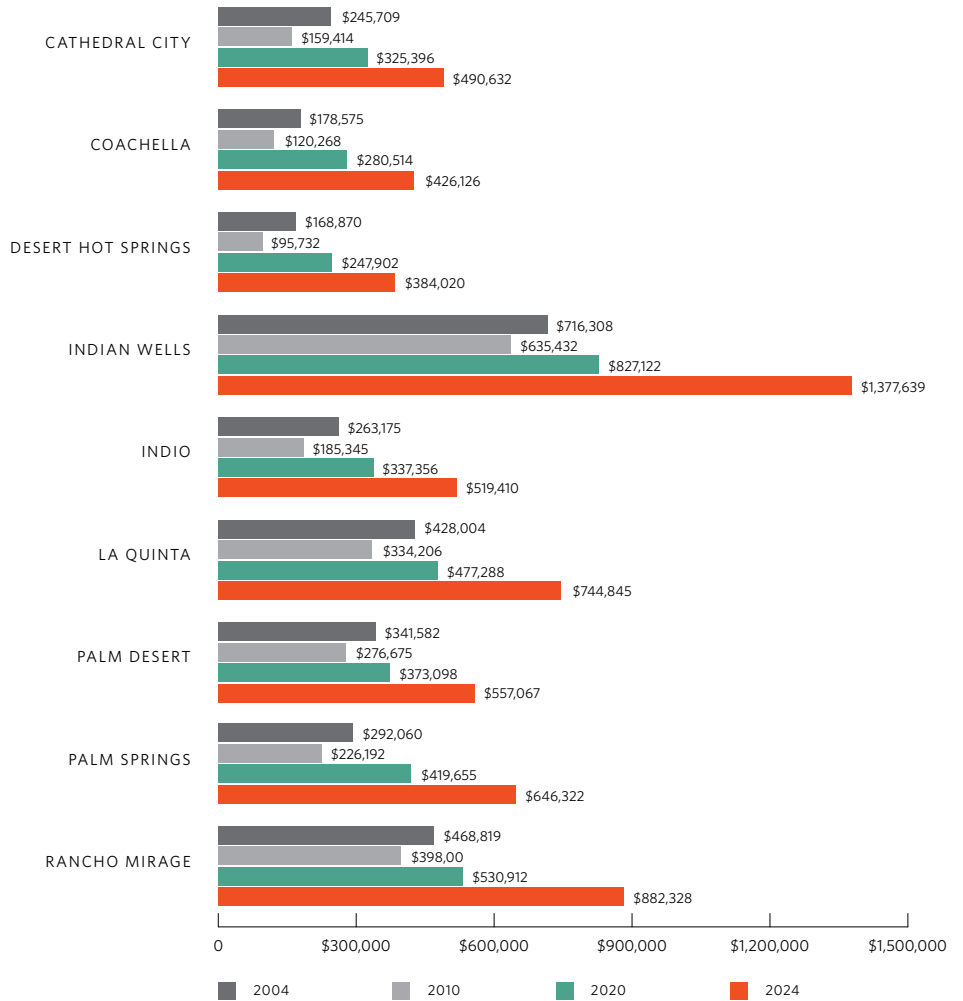
Source: US Census

- This map shows the spatial distribution of educational attainment by census block group (the second to smallest census geographical unit). Each block group is color coded to show the predominant educational attainment for most residents 25 and older in each block group.
- The callouts note the block groups with the highest concentration of each educational attainment type. Note the great diversity of attainment in the eastern part of the Valley.

# HOUSING

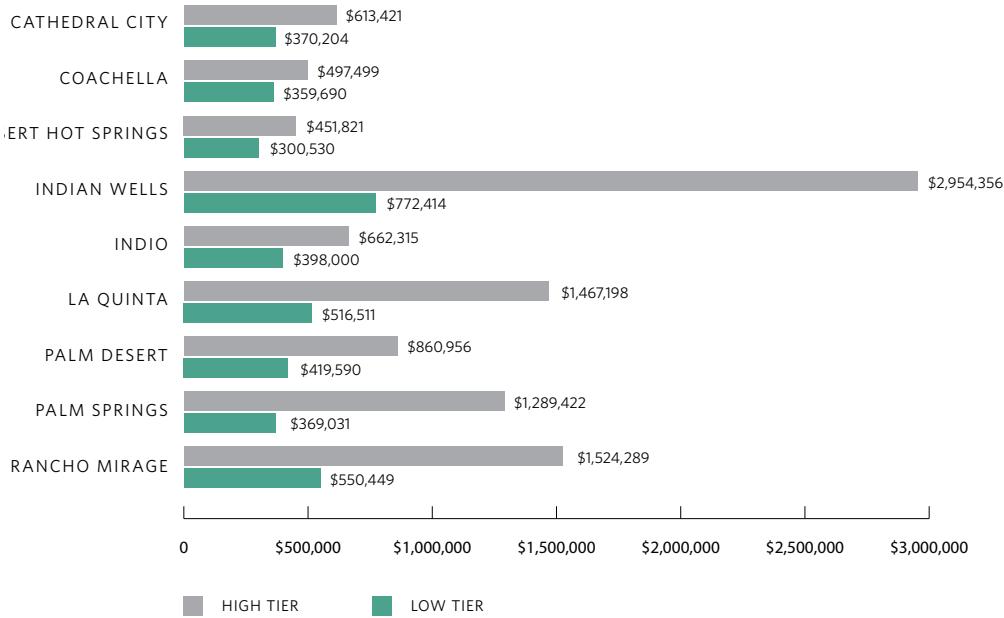
**Figure 59: Zillow Home Value Index (ZHVI), All Homes, Coachella Valley Cities, September 2004, 2010, 2020, and 2024**

- Zillow's Home Value Index (ZHVI) is a measure of typical home value and market changes. It reflects the typical value of homes in the 35th to 65th percentile range. The data are smoothed and seasonally adjusted.
- Coachella saw the highest proportional increase in home values from 2004 to 2024 – a 138% increase. Palm Desert saw the lowest – a 63% increase.
- When considering the cost of inflation in 2004 dollars, Coachella saw an inflation adjusted 43% increase in value, while Palm Desert saw a 2% drop in inflation adjusted value.
- Since 2020, Indian Wells saw the highest increase in home values – 67%, with Rancho Mirage a close second at 66%. Palm Desert had the lowest increase 49%, followed by Cathedral City at 51%.



Source: Zillow Research

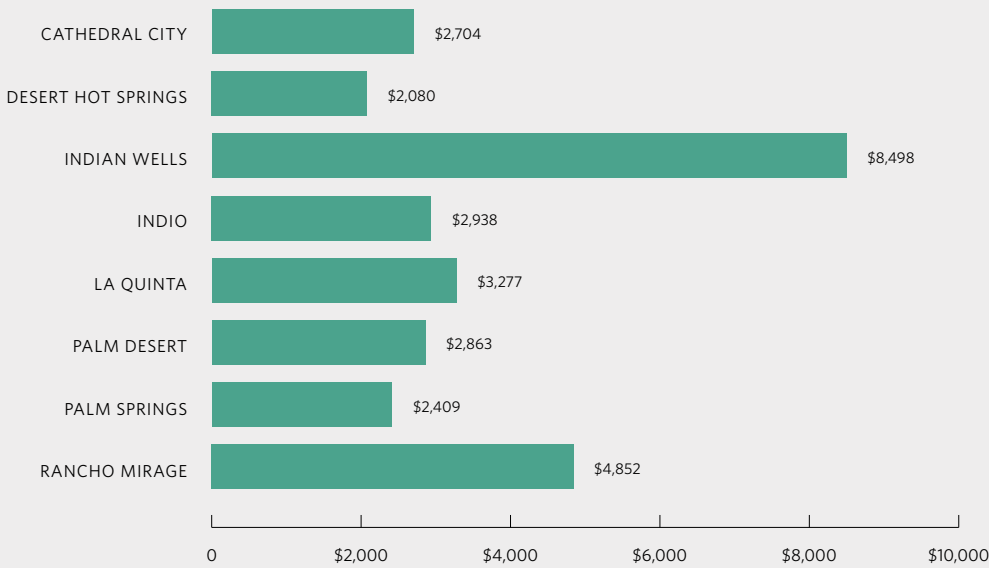
**Figure 60: Zillow Home Value Index (ZHVI) - Top and Bottom Tiers, All Homes, Coachella Valley Cities, September 2024**



Source: Zillow Research

- Top Tier represents typical values from homes within the 65th to 95th percentile range. Bottom tier indicates values within the 5th to 35th percentile range.
- Indian Wells has the largest difference between Top Tier and Bottom Tier values - 282%. Coachella has the lowest at 38%.

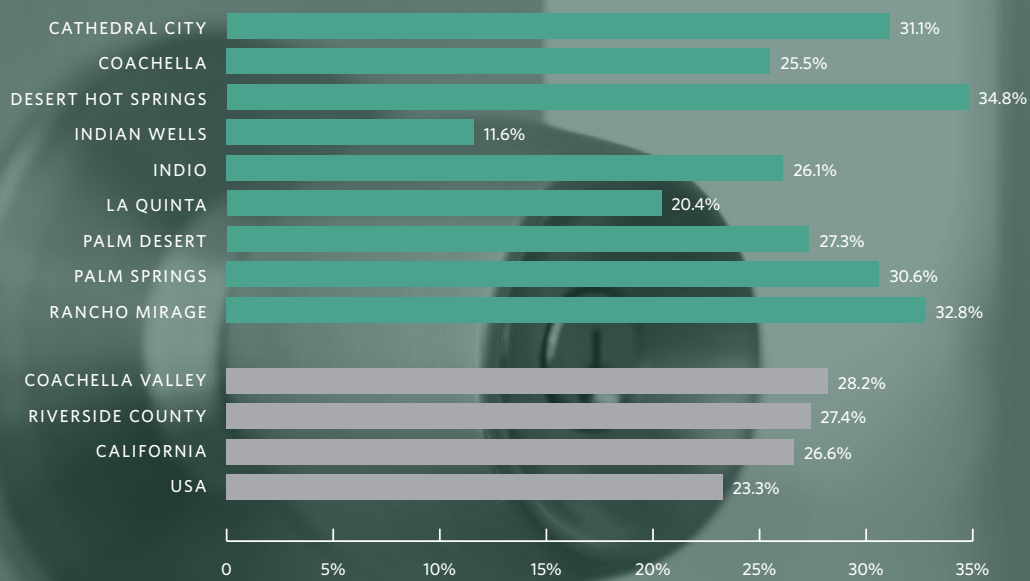
**Figure 61: Zillow Observed Rent Index (ZORI), Coachella Valley Cities, September 2024**



Source: Zillow Research

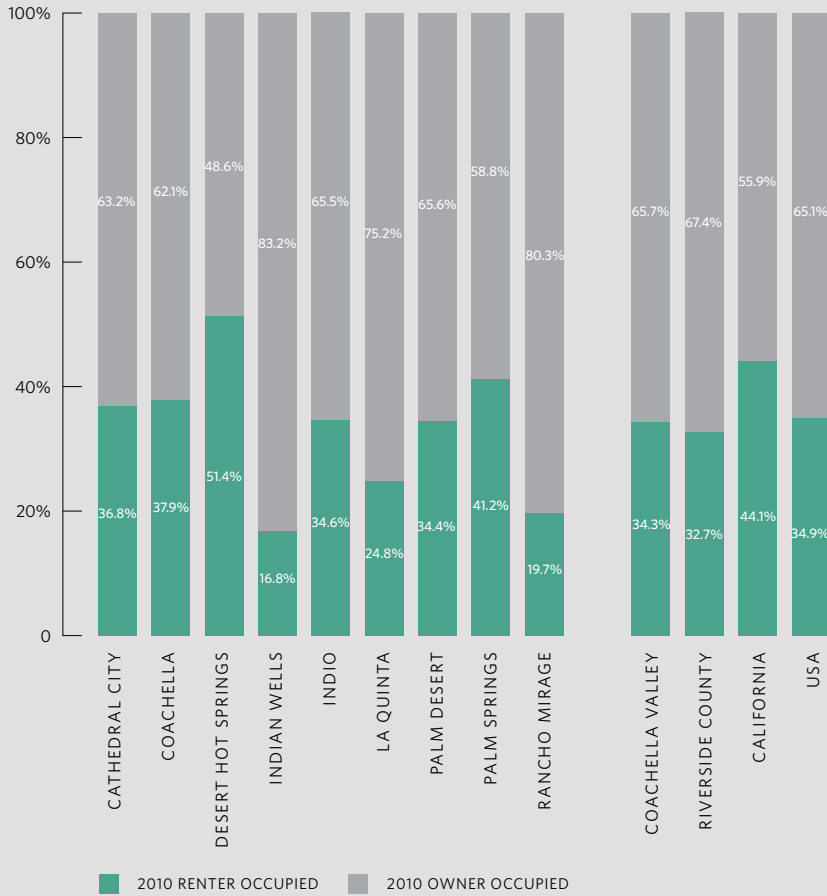
- Zillow's Observed Rent Index is a smoothed measure of typical observed market rate rent. It is aimed at ensuring representativeness across the whole city, not just currently listed homes for rent. The index represents rents that fall within the 35th to 65th percentile range for all homes and apartments in each city.

**Figure 62: Households with Gross Rent 50% of Household Income, Coachella Valley Cities and Comparative Geographies, 2022**



Source: Esri Business Analyst, US Census

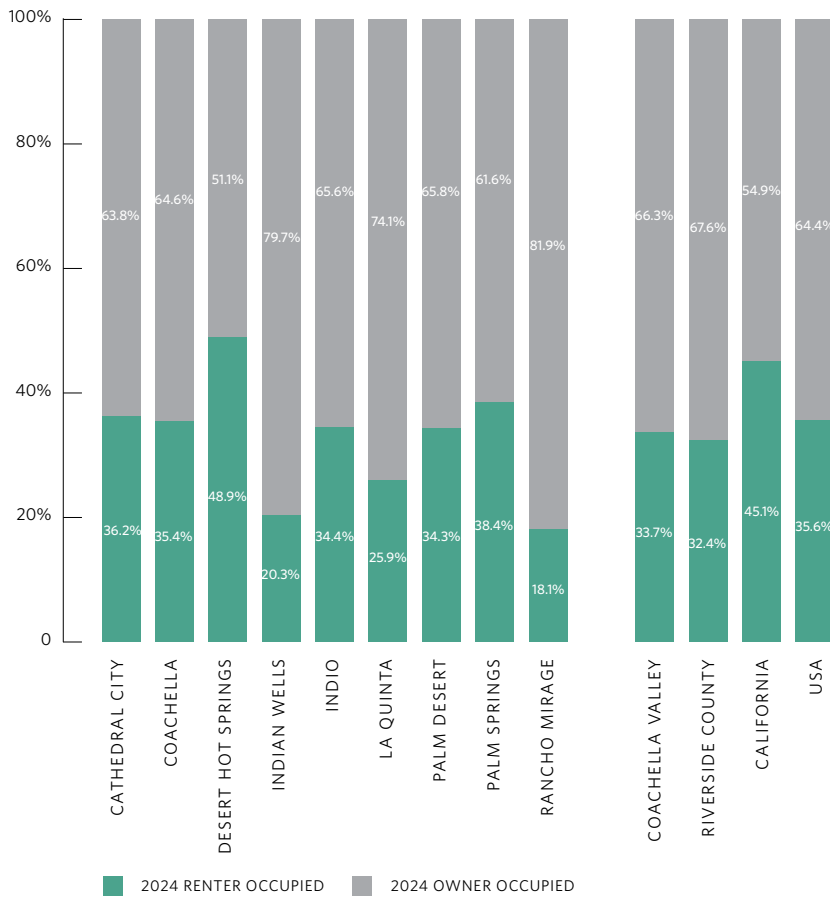
- Approximately 35% of all households in Desert Hot Springs have gross rent costing 50% of their household income. Indian Wells by contrast has 12% of households.
- Except for La Quinta and Indian Wells, all seven other Valley cities have more households with gross rent costing 50% or more of their household income than the US average of 23.3%.



**Figure 63: Renter Occupied versus Owner Occupied Housing, Coachella Valley Cities and Comparative Geographies, 2010**

- In 2010, Desert Hot Springs had the highest proportion of renter occupied housing – 51%, with Indian Wells having the least – 16.8%
- Four cities – Desert Hot Springs, Palm Springs, Coachella, and Cathedral City had more rental occupied housing than the US average of 34.9%. Note that these do not consider vacation rentals.

Source: Esri Business Analyst, US Census

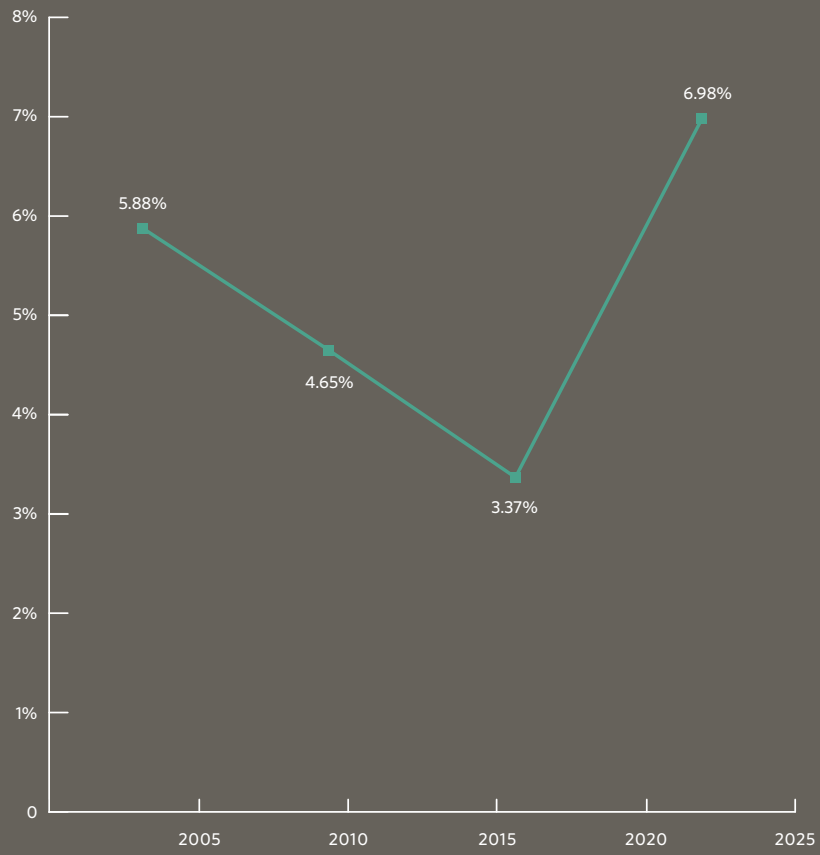


**Figure 64: Renter Occupied versus Owner Occupied Housing, Coachella Valley Cities and Comparative Geographies, 2024**

- In 2024, Desert Hot Springs still has the highest proportion of renter occupied housing – 49%, with Rancho Mirage now having the least – 18.1%.
- The same four cities have more rental occupied housing than the US average of 35.6%. Note that these do not consider vacation rentals

Source: Esri Business Analyst, US Census

Figure 65: Average 30-year Fixed Mortgage Rates, 2004 to 2024

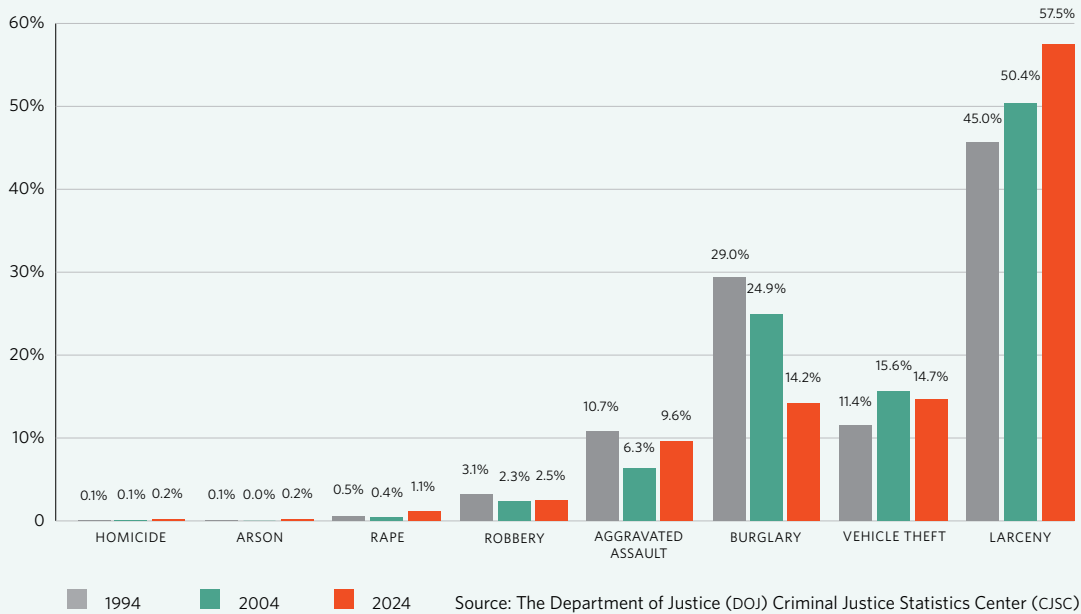


Source: Bankrate.com

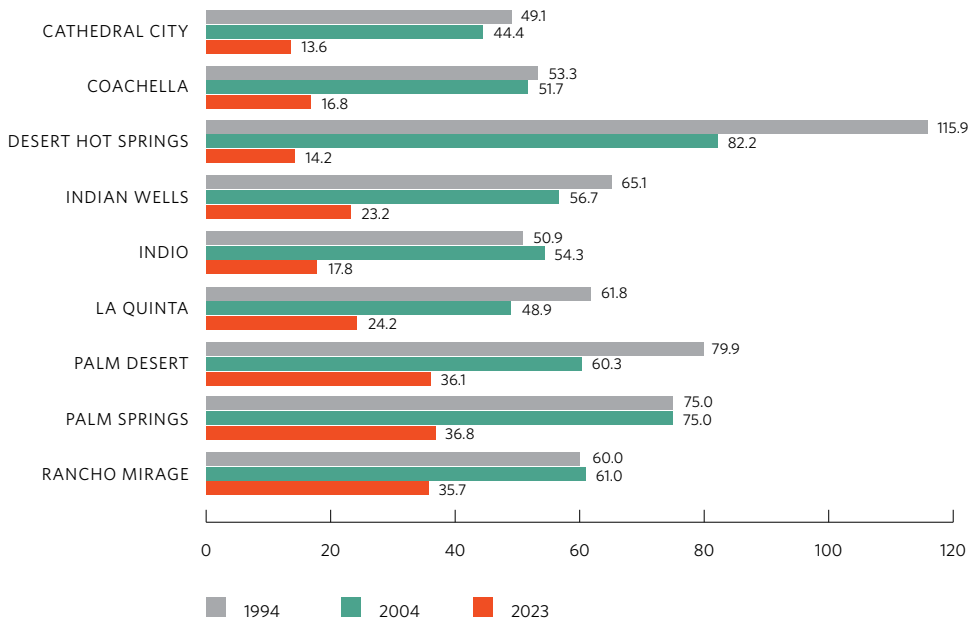


# CRIME RATES

**Figure 66: Types of Crimes Reported, Coachella Valley, 1994, 2004, & 2023**



- Aggravated assault is any crime that involves the attempt to murder, rob, kill, rape, or assault with a deadly or dangerous weapon. Burglary is to break into and enter a building with the intent to commit a crime. Larceny is the unlawful taking of another person’s property, with the intent to permanently deprive them of it.
- Since 1994, only rape and arson crimes have increased by 48.1% and 12.5% respectively. All other crimes have decreased, from the smallest decrease of 21.4% for vehicle theft, to a 70.2% decrease in burglary.

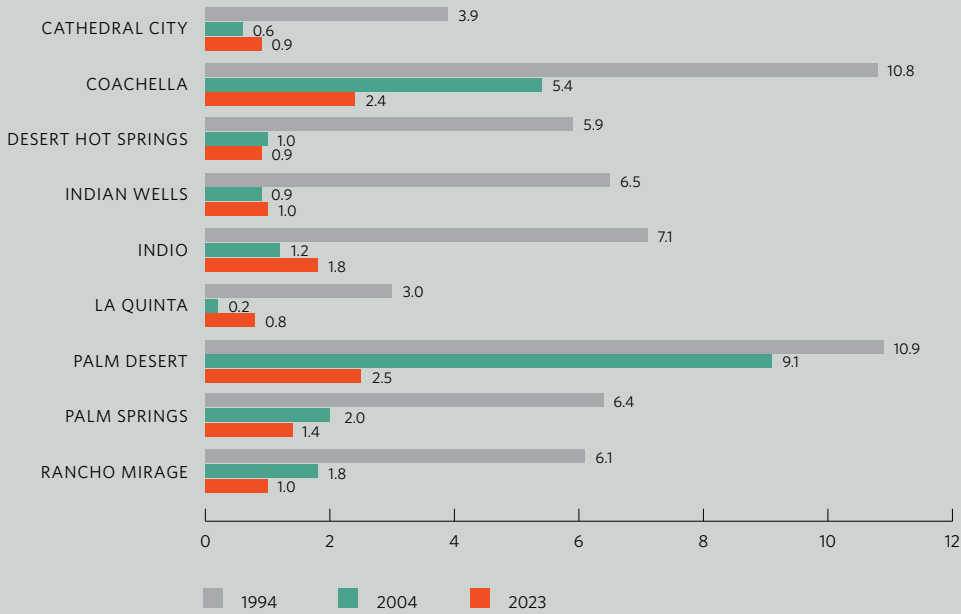


**Figure 67: Property Crime reported per 1000 residents, Coachella Valley Cities, 1994, 2004, & 2023**

- Property crime rates have dropped in every Coachella Valley city since 1994.
- The greatest decrease in property crime rates is in Desert Hot Springs with a 87.7% drop. The smallest decrease was in Rancho Mirage with a 40.5% drop.
- Desert Hot Springs was ranked highest for property crimes in 1994 but dropped to 8th place by 2023.

Source: The Department of Justice (DOJ) Criminal Justice Statistics Center (CJSC)

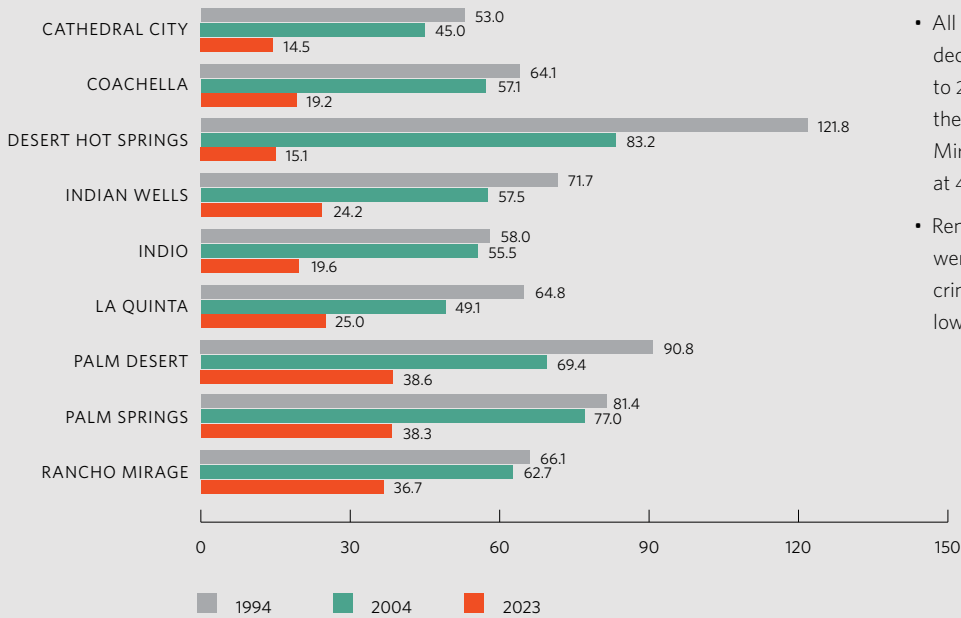
**Figure 68: Violent Crime reported per 1000 residents, Coachella Valley Cities, 1994, 2004, & 2023**



Source: The Department of Justice (DOJ) Criminal Justice Statistics Center (CJSC)

- All Valley cities saw a significant drop in violent crime rates since 1994. Indian Wells saw the largest decrease - 84.7%. While La Quinta had the smallest decrease, it still saw a 72.2% drop.

**Figure 69: Total Crime reported per 1000 residents, Coachella Valley Cities, 1994, 2004, & 2023**

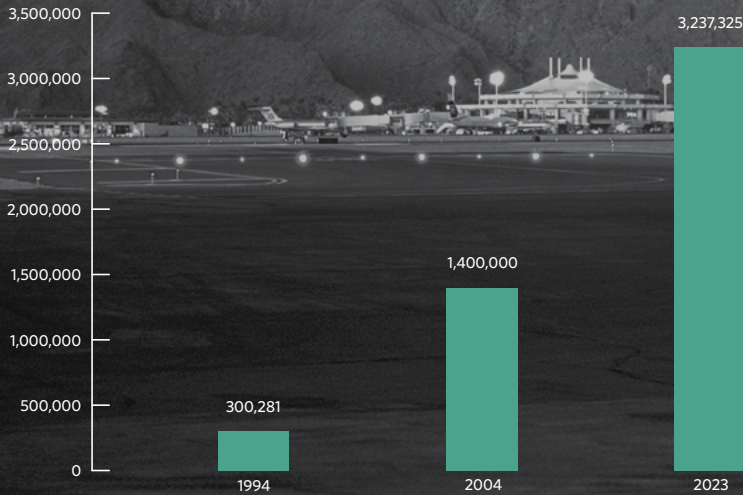


Source: The Department of Justice (DOJ) Criminal Justice Statistics Center (CJSC)

- All Valley cities saw significant decreases in crime rates from 1994 to 2023. Desert Hot Springs saw the largest drop of 87.6%. Rancho Mirage saw the smallest decrease at 44.5%.
- Remarkably, Desert Hot Springs went from the city with the highest crime rates in 1994 to the 2nd lowest in 2023.

# TRANSPORTATION

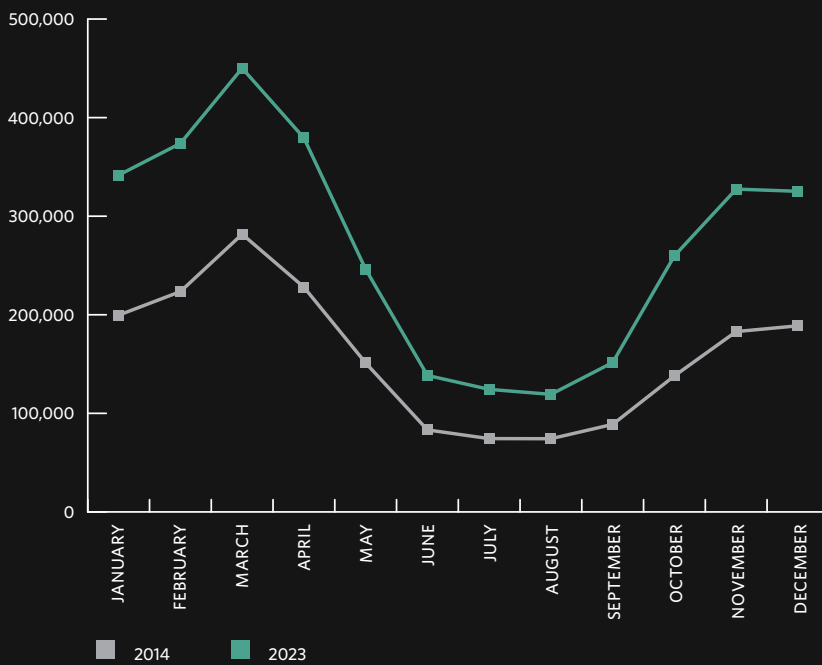
Figure 70: Palm Springs International Airport, Passenger Traffic, 1994, 2004 and 2023



- 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.

Source: Palm Springs International Airport

Figure 71: Palm Springs International Airport, Monthly Passenger Traffic, 2014 & 2023



- While overall traffic is up substantially at PSP we still see strong seasonality in traffic.
- From a high of over 450,000 passengers in March, passenger traffic in 2023 drops 74% to 119,000 passengers in August. Starting in April we see a 19% decrease in traffic from the month before, rising to a 45% monthly reduction in traffic between May and June.
- Contrastingly, traffic jumps 55% from September to October, and another 33% from October to November.

Source: Palm Springs International Airport



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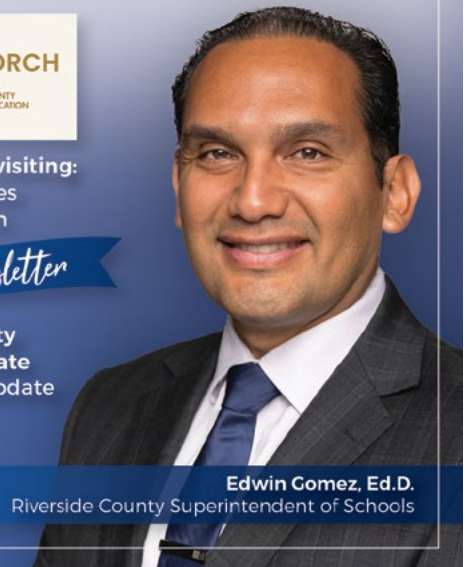


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