



ECONOMIC
DEVELOPMENT



Downtown Indio Revitalization

ECONOMIC DEVELOPMENT

BUSINESS ATTRACTION

➔ BUSINESSES UNDER CONSTRUCTION

DOWNTOWN INDIO

- The Place
- Disco Rabbit (Formally known as Melt)
- Saguaro Coffee
- Culture Cannabis
- Donna Forte
- Desert Beer Co
- Everbloom Coffee

➔ BUSINESSES OPENED IN DOWNTOWN SINCE 2021

DOWNTOWN INDIO

- Gabino's Creperie
- Papa Headz (Ghost Kitchen with Gabino's)
- Indio Taphouse
- Italice
- True Awakening Studios
- Little Street Music Hall
- Encore Coffee
- Rocks and Records
- Victoria's Cafe

The Economic Development Department is at full capacity with operational city-owned spaces.

BUSINESS COMMUNICATIONS

➔ EVENTS

Increased communications with businesses for events

- In person communications speaking with owners directly
- Business letters
- Event posters
- Email communication

➔ INDIO IMPACT

Business-focused email newsletter distributed to business owners

➔ INDIO BUSINESS CONNECT

Fostering a strong and resilient business environment for City of Indio businesses

ECONOMIC DEVELOPMENT

INDIO IMPACT NEWSLETTER

Launched in April 2024, the Economic Development department launched “Indio Impact,” a newsletter focused on sharing news specifically related and helpful to our business community. Content focuses on important city updates, business support programs, resources, shop local initiatives and programming, and more.

List Growth:

April 2024: 583

December 2024: 1,255



Take Center Stage with Your Business

Are you a business owner in downtown or along Highway 111 in Indio? You may be eligible for up to \$50,000 in grants from the City of Indio's Building Beautification Program to make storefront, building, and interior improvements.

The funds are part of the City's efforts to prepare for its next act, making Indio an even more vibrant and enjoyable place to live, work and play. Your business is one of the City's best assets in its renaissance — and a beautified storefront can attract more customers to you, too.

Determine your eligibility and apply:

[Revitalize Your Business](#)



April 2024

Follow Downtown's Next Act

With the largest population in the Coachella Valley and approximately 10,000 additional housing units in planning and development, Indio is setting the stage for a growing year-round audience. Our projected population growth in 2040 totals 123,000, and we're investing more than \$200 million into downtown Indio to serve our population an enhanced quality of life.



ECONOMIC DEVELOPMENT

INDIO BUSINESS CONNECT



Fully funded by the City's Economic Development Department, the City of Indio launched Indio Business Connect (IBC) at the 2024 State of the City. IBC offers a comprehensive range of services, resources, and events—all designed to empower local businesses, fuel growth, and strengthen the overall economic vitality of Indio. This innovative initiative is a reflection of the City's commitment to building a strong, resilient, and prosperous business environment.

This program is a reflection of Indio's ongoing commitment to fostering a strong and resilient business environment. By joining this newly launched program, new businesses will automatically gain free membership to IBC, unlocking exclusive benefits such as networking opportunities, access to business development resources, and invitations to special events aimed at promoting collaboration and innovation. IBC is not just a support system—it's a pathway to building lasting relationships within the local business ecosystem, helping members stay informed, grow their customer base, and navigate challenges with the backing of the City's dedicated support network.

The Indio Business Connect is in partnership with:





ECONOMIC DEVELOPMENT

📍 I-10 AUTO MALL

Through a strategic SWOT (Strengths, weaknesses, opportunities and threats) analysis session held in June 2024, the Economic Development team was able to encourage the reassembly of the I-10 Auto Mall dealer's association which now has monthly events with city staff.



INDUSTRY RELATIONSHIPS

- ➔ The Economic Development team actively engages with key community business stakeholders by hosting monthly industry meetings with **commercial real estate professionals, banks, and downtown businesses**. These meetings serve as a platform to discuss city updates, upcoming projects, and initiatives that impact these vital sectors. By fostering open dialogue, the team gathers feedback on how the city can better support their needs, whether through streamlined processes, new resources, or collaborative opportunities. Additionally, these meetings provide a forum to explore sponsorship opportunities, event participation, and strategies to enhance economic vitality, ensuring a thriving and connected business community.

BUILDING BEAUTIFICATION PROGRAM

➔ As the City of Indio continues its renaissance and revitalization efforts in the Downtown Specific Plan Area, the City is engaging one of its most valuable assets — storefront businesses.

- **Downtown Building Beautification Applications Awarded: \$508,190**
- **Downtown Building Beautification Applications In Process: \$150,000**

Before:



After:



RIBBON CUTTINGS



STUDIO B
APRIL 9, 2025

**TRUE AWAKENING
STUDIOS**
FEBRUARY 29, 2024



**MILES AVENUE
DOG PARK**
MARCH 6, 2024

INDIO TAPHOUSE
MARCH 26, 2024



HAPPY ALLEY

APRIL 4, 2024



CENTER STAGE

APRIL 17, 2024



SUNNY SOUNDS & REPAIRLAND

JULY 11, 2024



COLLEGE OF THE DESERT INDIO CAMPUS - OASIS CAFE

NOVEMBER 6, 2024



GROUNDBREAKING EVENTS



INDIO CITY HALL
JANUARY 7, 2024



**SKYLINE AT BLISS
AND OASIS**
MAY 30, 2024

COMMUNICATIONS & MARKETING



**SOCIAL
MEDIA**

**PRESS
RELEASES**

**MEDIA
INTERVIEWS &
MONITORING**

**BRAND
DEVELOPMENT**

2024 MEDIA COVERAGE

(sampling of media clips)

PALM SPRINGS LIFE

Calendar Culture Food + Drink Travel + Outdoors Home + Design History Shopping + Style Wellness Shop Newsletter

Call Today, Gone Tomorrow!
LIMITED TIME OFFER:
LIFETIME RATE LOCK & SPECIAL DISCOUNTS!

EXTERMIN8 **GOT PESTS?** **CLICK HERE**

Economic Report: New Developments Are Transforming Indio's Future

New housing, a state-of-the-art library, and community-energizing projects are transforming the City of Festivals.

SPONSORED VISION
Story by Marissa Willman



Center Stage, a new venue in the heart of downtown, showcases local talent and even hosted a concert by American Idol winner and Indio native AJJ Carter. PHOTO BY CHRIS AND BRIDGET MILLER

PALM SPRINGS LIFE

Calendar Culture Food + Drink Travel + Outdoors Home + Design History Shopping + Style Wellness Shop Newsletter

PALM DESERT FOOD & WINE
HOSTING THE 19th ANNUAL CULTURAL CATERING AT THE GARDENS OF EF PASSI | March 20-23, 2025

5 Immersive Cultural Experiences in Indio

Discover the city's historic and cultural gems that offer visitors rich history, delicious date shakes, and more.

Story by the Staff



PALM SPRINGS LIFE

Calendar Culture Food + Drink Travel + Outdoors Home + Design History Shopping + Style Wellness Shop Newsletter

Jet between the Desert and Hollywood

5 Snap-Worthy Stops in Indio

Embark on a self-guided art tour for creative photo ops around Indio.

Story by the Staff



PALM SPRINGS LIFE

Calendar Culture Food + Drink Travel + Outdoors Home + Design History Shopping + Style Wellness Shop Newsletter

CONFIDENCE
Women + Wealth + Wellness

WE WELCOME YOU TO JOIN US!
PRICED FEBRUARY 1, 2024 | NEW BAKING APPLIANCE | **BUY TICKETS NOW!**

Downtown Indio's Encore Coffee Offers Coffee and Music

Wake up with a flavored latte crafted with locally roasted beans and wind down with live music at this newly opened hot spot in downtown Indio.

Story by Andrew Jordan



PALM SPRINGS LIFE

Calendar Culture Food + Drink Travel + Outdoors Home + Design History Shopping + Style Wellness Shop Newsletter

MARKET WATCH
The Inland Empire's Most Valuable Assets
Tuesday, February 27, 2024 at 8:30 AM

6 Great Restaurants in Indio to Try This Weekend

From casual hangouts to refined dining, these downtown restaurants in Indio serve delicious options for everyone.

Story by the Staff



PALM SPRINGS LIFE

Calendar Culture Food + Drink Travel + Outdoors Home + Design History Shopping + Style Wellness Shop Newsletter

PALM DESERT FOOD & WINE
HOSTING THE 19th ANNUAL CULTURAL CATERING AT THE GARDENS OF EF PASSI | March 20-23, 2025

15 Reasons to Visit Indio (No, a Music Festival Isn't One of Them)

Artwalk, a speakeasy, and a downtown brimming with new local businesses are just some of the reasons to visit the city of festivals year-round.

Story by Marissa Willman





Iga Swiatek routs Paolini in French Open to win 5th Slam title

SPORTS 12

The Desert Sun

WWW.DESERTSUN.COM

PART OF THE USA TODAY NETWORK



How Indio has revitalized its downtown

City's plan to lure restaurants, shops and offices to once-vacant buildings bears fruit

Paul Albani-Burgio

Indio Mayor David R. ...

For years, Indio Mayor David R. ...

That building was empty, that ...

But, Indio Mayor David R. ...

When he passed out, Mayor ...

Indio's new ...

The new ...



Paul Albani-Burgio

The new ...



Mayor ...



Palm Desert's ...

FATHER'S DAY COFFEE & WATER ...

Let's Go Firebirds! ...

The Desert Sun

Snowpack is 110% after wet season

Calif. gets second year of relief from drought

John ...

San ...

Large ...

It's ...

Starting ...

It's ...

120 BEERS AND A PIZZA REVIVAL

What's new in the Coachella Valley food scene



Paul ...

Whether ...

It's ...

Indio ...

Indio ...

Indio ...

Indio ...

Indio ...

Indio ...

Desert Sun. College of the Desert board unanimously votes to move forward with search for new president

Sports Business News Life Opinion Advertise Obituaries eNewspaper Legals

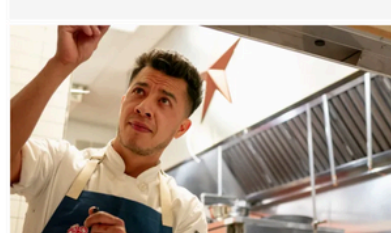
FOOD

3 new restaurants, 1 closure in the Coachella Valley. Plus: Bar Cecil's chef's newest spot

Paul Albani-Burgio Palm Springs Desert Sun

Published 2:17 p.m. PT Nov. 21, 2024 | Updated 12:21 p.m. PT Nov. 26, 2024

Share ...



What's new on the Coachella Valley dining scene this fall?

Learn about the newest Coachella Valley restaurants, from Detroit-style pizzas to Baja ...

Advertisement

Close

More Stories

Jaguars have been spotted in Arizona. How about in California?

COACHELLA VALLEY

New In-N-Out Burger, Raising Cane's planned for north Indio

Paul Albani-Burgio

Indio ...

In-N-Out Burger ...

Raising Cane's ...

Indio ...

Indio ...

Indio ...

Indio ...

Indio ...

DESSERTSUN.COM | THURSDAY, JULY 16, 2024 | 3A

Ex-Palm Springs restaurant owner admits to \$4 million fraud

Sam Morgan

Indio ...

A former ...

Indio ...

Indio ...

Indio ...

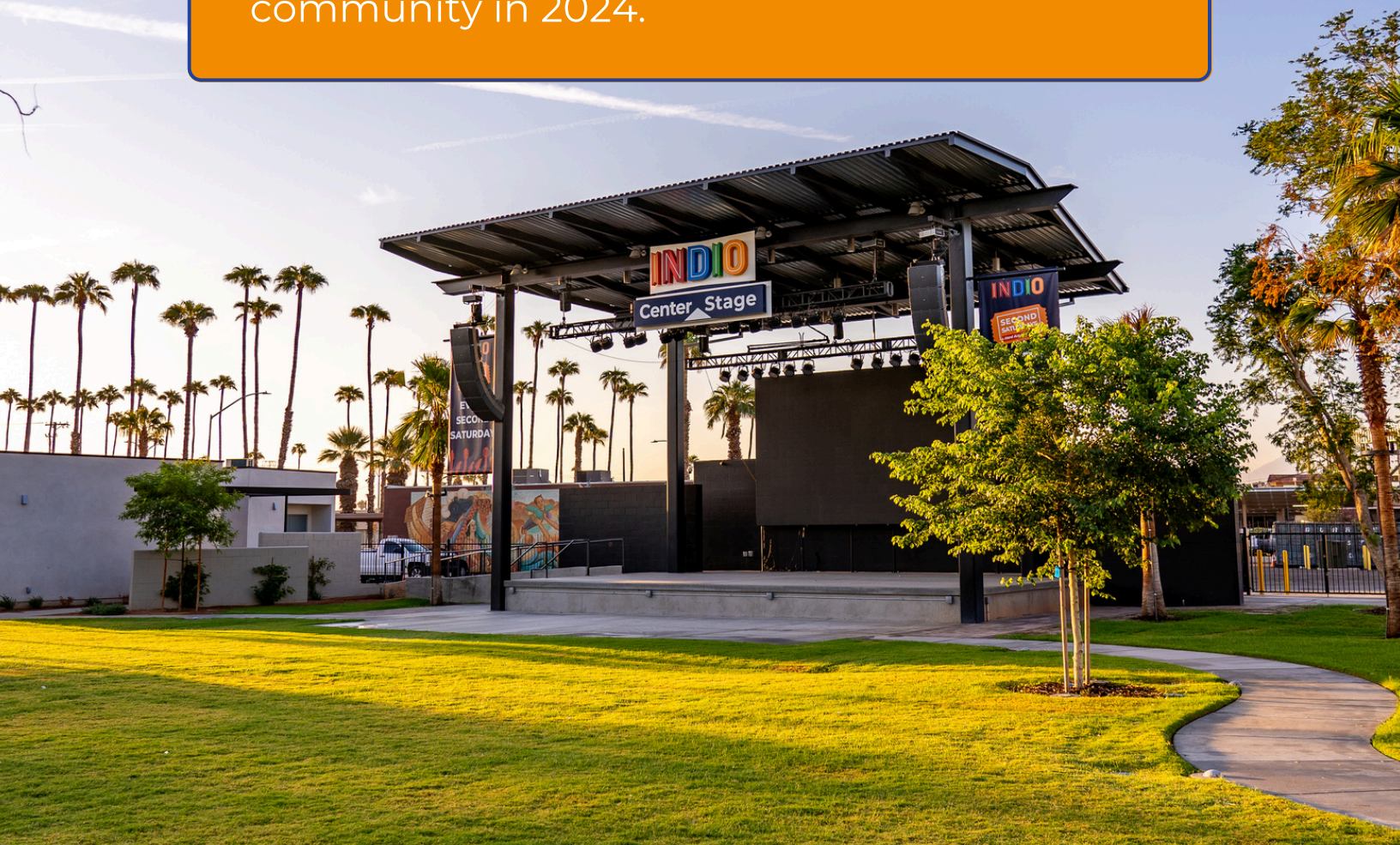
Indio ...

Indio ...

Indio ...

EVENTS & ACTIVATIONS

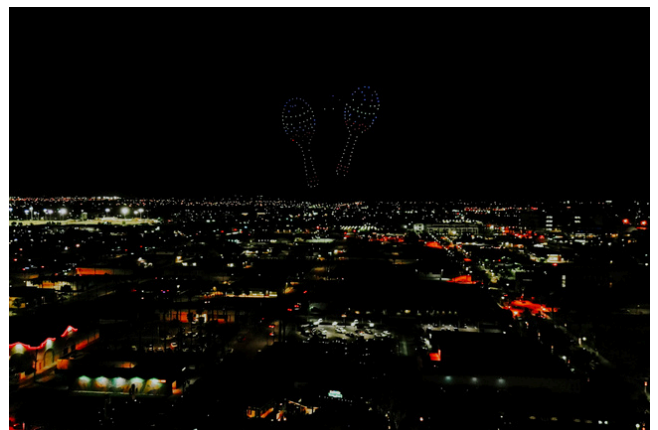
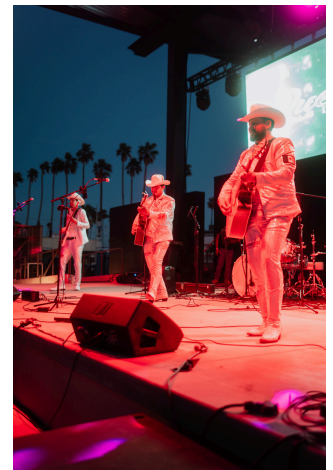
Following Strategic Plan goals, City Council direction and community input, the EDD department planned and/or supported a variety of events and activations within our community in 2024.



SONIDOS

STAFF PUT TOGETHER SONIDOS BETWEEN WEEKEND 1 AND WEEKEND 2 OF COACHELLA FOR THE COMMUNITY TO ENJOY A FREE EVENT

- KICKED OFF THE OPENING OF CENTER STAGE IN DOWNTOWN INDIO
- FOCUSED ON LOCAL BANDS AND HIGHLIGHTED THE TALENT IN OUR COMMUNITY
- INCLUDED A FREE DRONE SHOW



NEW EVENTS IN 2024

THE CITY OF INDIO HOSTED ITS INAUGURAL INDEPENDENCE DAY BLOCK PARTY ON JULY 5, 2024 IN DOWNTOWN INDIO. THIS EVENT FEATURED A DRONE SHOW FOR THE COMMUNITY THAT WAS NOT ONLY SUSTAINABLE BUT IN SUPPORT OF OUR ANIMAL AND VETERAN COMMUNITY.

★ ★ **INDIO** PRESENTS ★ ★

INDEPENDENCE DAY

BLOCK PARTY

FRIDAY, JULY 5, 2024
DOWNTOWN INDIO | 5-10PM

- ★ FOOD TRUCKS
- ★ BOUNCE HOUSES
- ★ CARNIVAL GAMES
- ★ LINE DANCING
- ★ PATRIOTIC DRONE SHOW AT 9PM

FREE

Special Performance by:
7PM AT CENTER STAGE

FRANK RAY

Big 106
#1 For New Country • KPLM

INDIO.ORG

f @ in t v

AMERICAN IDOL WINNER INDIO'S ABI CARTER

THE CITY OF INDIO HOTSSED 2 EVENTS FOR INDIO'S ABI CARTER: A SEND OFF CONCERT IN MARCH AND THEN A HOMETOWN VISIT IN MAY, IN COORDINATION WITH AMERICAN IDOL. THESE EVENTS PROVED TO BE VERY SUCCESSFUL AS ABI CARTER NOT ONLY WON SEASON 22, BUT INDIO RECEIVED A LOT OF SUBSTANTIAL PRESS AND MEDIA COVERAGE. OVER 8,000 PEOPLE CAME TO DOWNTOWN INDIO FOR THE HOMETOWN VISIT PARADE AND CONCERT.

CITY OF INDIO PROUDLY PRESENTS

★ **ABI CARTER** ★

MARCH 23 Send Off Concert

FREE 

Downtown Indio
Towne Ave. & Bliss St.

6PM Pre-Save
Abi's 1st Single!

INDIO
take center stage

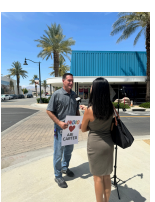
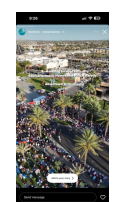
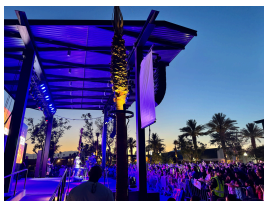
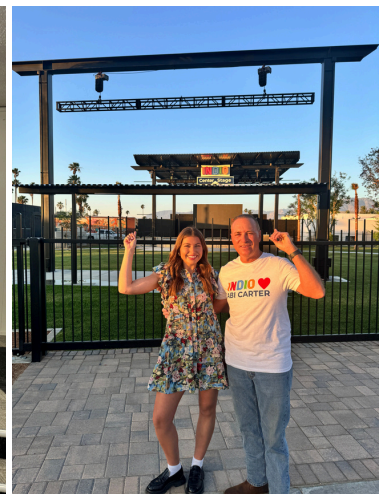
INDIO

ABI CARTER

**HOMETOWN VISIT
TUESDAY, MAY 14**

TENTATIVE TIMELINE:
Downtown Indio
Parade: 6pm
Concert: 7pm

VOTE FOR ABI ON
American Idol

NEW EVENTS IN 2024

STAFF WERE PROUD TO HOST DIA DE LOS MUERTOS EVENT FOR THE COMMUNITY IN DOWNTOWN INDIO. THE EVENT FEATURED A SHOWING OF "COCO" AND AN OFRENDA FOR THE COMMUNITY TO PARTAKE IN, AS WELL AS FREE FACE PAINTING.



NEW EVENTS IN 2024

INDIO
MOVIE NIGHT
AT CENTER STAGE

FREE
ALL AGES

6PM
CAR SHOW
6:30PM
MOVIE BEGINS

CENTER STAGE
DOWNTOWN INDIO
82881 MILES AVENUE
INDIO, CA 92201

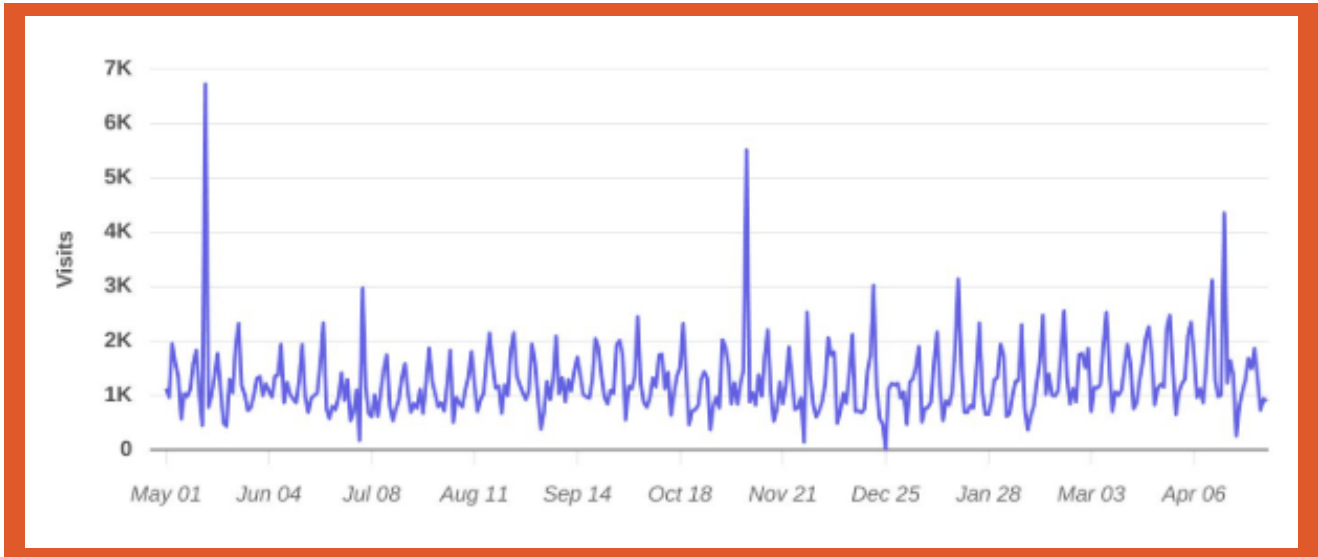
**FREE FRESH
POPCORN FOR
ATTENDEES**

SEPTEMBER 4TH:



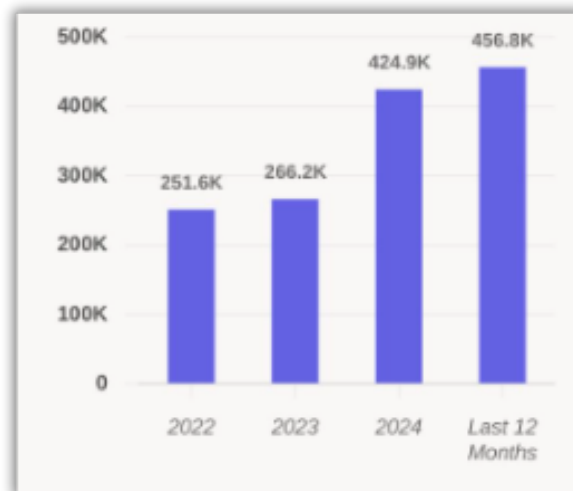
MOVIE NIGHT AT CENTER STAGE WAS ADDED IN SEPTEMBER AND HAS SINCE BECOME A MONTHLY EVENT IN DOWNTOWN INDIO. THIS EVENT ACTIVATES THE STAGE MID-WEEK AND WILL BE HELD ON THE SECOND THURSDAY OF EVERY MONTH IN 2025.

2024/25 EVENT ATTENDANCE



FROM LARGE-SCALE FESTIVALS TO RECURRING LOCAL FAVORITES, THOUSANDS OF RESIDENTS AND VISITORS ARE MAKING THEIR WAY DOWNTOWN TO EXPERIENCE THE ENERGY, FOOD, AND FUN.

- **BBQ FESTIVAL: 7,500 ATTENDEES ANNUALLY**
- **CHELLA: 3,000 ATTENDEES ANNUALLY**
- **MOVIE NIGHTS: 200 ATTENDEES EACH MONTH**
- **FOOD TRUCK FRIDAYS: 1,000+ ATTENDEES WEEKLY**



THESE EVENTS HAVE BROUGHT NEW VISITORS TO DOWNTOWN INDIO WHO HADN'T COME IN YEARS!