



COACHELLA SPORTS AND ENTERTAINMENT  
STADIUM AUTHORITY

15 February 2018

Bob Wright  
General Manager  
East Valley Coalition  
44199 Monroe St, Indio, CA  
Indio, CA 92201 United States

**Re: Coachella Valley Economic Impact & Market Analysis of Community Sports**

Greetings, Mr. Wright -

Pursuant to our conversation, the following represents our proposal to provide you with the above report. The principals of Coachella Sports & Entertainment LLC are leaders in the development of reports and analyses for clients in the public and private sector, including economic impact analyses, market analyses, fiscal analyses, and feasibility studies.

Our résumés include experience with public and private universities, private companies, municipalities, economic development organizations, and non-profits. This study will identify and analyze the diversified sports economic and fiscal impact associated with current targets throughout the Coachella Valley. In our analyses, we often use statistical models to calculate the various economic and fiscal impacts.

From soccer to auto racing, equestrian to tennis, this report will identify the benefits of all sports across Coachella Valley communities, such as increased community visibility, positive income, tourism, and enhanced community image. Further, it will provide an important financial and public relations tool for city government(s), and economic development.

Moreover, it will demonstrate how Coachella Valley sports actually help develop a community relative to its economy. Finally, as sport is not just an entertainment, but an industry, the results of this study should become a cornerstone to develop many related businesses in communities. At minimum, it will reveal how community sports are an important method of determining a community's potential.

CSE agrees to fulfill this work within your quoted budget of \$10,000. As discussed, we accept half our fees upon execution, and the other half upon delivery, no later than 90 days, payable through our 501c3.

We look forward to completing a dynamic project.

Regards,

J David Miller  
Director