

COACHELLA INDIO LA QUINTA RIVERSIDE COUNTY IMPERIAL IRRIGATION DISTRICT EMPIRE POLO CLUB CABAZON TRIBE

revo



east valley **coalition**



east valley **coalition**

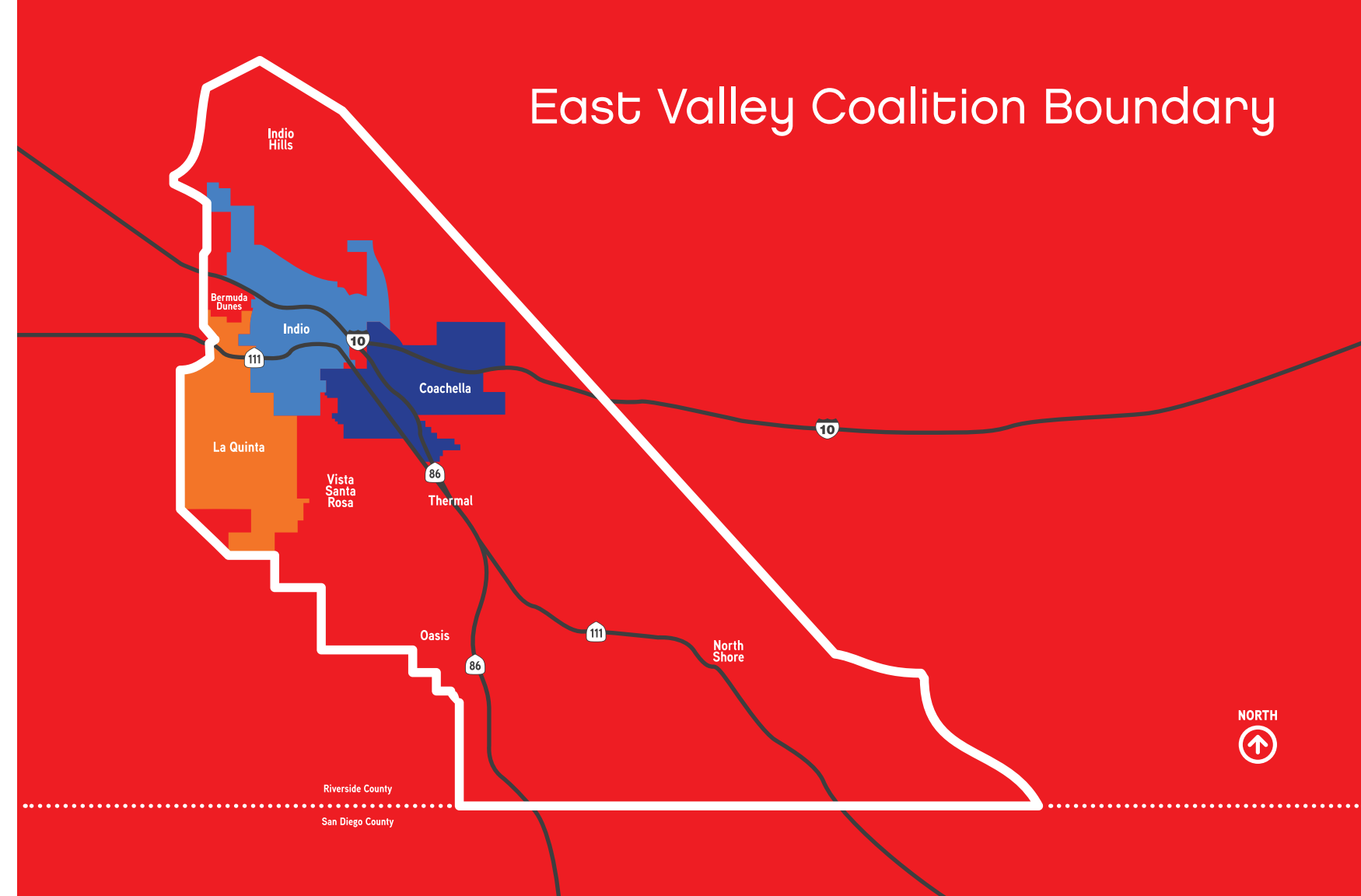
AN ECONOMIC DEVELOPMENT PARTNERSHIP

How true partnership builds your business.

Partnership is the essence of who we are. The East Valley Coalition (EVC) and its many public and private entities — featuring a sweeping network of members and partners — live our shared goals: building businesses and developing communities. We believe that shopping centers and retail real estate are integral to our economy. And that with leadership, influence and expertise, working together, we can achieve anything.

Creating experiential and destination retailing.

The EVC connects site selectors with real estate pros, owners, developers, investors, public decision-makers and whomever shares a common interest in your project. Dedicated to the East Valley's 500 square-mile area, our collaborative helps you identify opportunities, acquire analytics and insights, understand zoning and preferences, and fast track your project. Our industry pros will help you optimize experiential and destination retailing sites to heighten traffic, extend dwell time and increase spending.





Explore placemaking at its best.

We are passionate about innovative projects that attract people and create a sense of place. From destination shopping centers and traffic-drawing mixed-use properties to character-rich local neighborhood centers, the right location and mix await. We know that retail enhanced by exciting foodservice offerings — from quick-refuel coffees and snacks to shared casual meals — also help ensure a captive market. And inspired placemaking.

Championing your project for success.

Above all, count on us to introduce you to the right entities, facilitate informed decisions and accelerate the deal flow. Whether tapping into trends, demographic aspirations or the ideal opportunity for lease or development, we'll champion your project for success.

To learn more or have a conversation, get in touch with Bob Wright at bobwright@rivco.org. We are excited to help you realize your vision.

Vibrant locations. Strategic entities.

Infused with history, culture and a bounty of physical assets, our East Valley's vibrant communities are ripe with opportunity. These valued strategic EVC members contribute to our economic viability.

CITY OF INDIO: The *City of Festivals* is one of the Coachella Valley's fastest growing cities. A strong economic base and expanding workforce, fueled by young families, affordable real estate and a great quality of life, propel Indio's growth. Festivals attract 12 million attendees annually, with international events Coachella, Stagecoach and cultural festivals.

CITY OF COACHELLA: The *City of Eternal Sunshine*, it's one of California's fastest growing areas with a population of 52,000 that doubled between 2000 and 2010. 70% of this East Valley city's land is unused and available. From farming and agriculture — major drivers — to entertainment, heritage, cultural fiestas and gaming, Coachella is one-of-a-kind.

CITY OF LA QUINTA: La Quinta is a magnet for boutique shops and restaurants. The *Gem of the Desert's* growth and average household income of \$93,091 are a retailer's dream. Beyond vast outdoor recreation, 25 golf courses and inspired mountain views, the character of its Spanish Revival architecture is charming. Top-ranked art festivals and proposed international hotels add intrigue to this preferred destination.

EMPIRE POLO CLUB: The Empire Polo Club resort and entertainment district is a 250-acre venue for larger-than-life events. Featuring world-class polo on 12 fields and beautiful special event facilities, the locale enables expanding tourism. Elevated by the explosive success of its arts and culture scene (Coachella, Stagecoach and Rhythm, Wine & Brews), expect immersive events on a grand scale.

IMPERIAL IRRIGATION DISTRICT (IID): The IID is one of the nation's largest irrigation districts and California's third largest power provider. In business for more than one hundred years, its overarching business commitments are providing efficient, affordable water and electricity that power our regional economy, the environment and the greater good.

THE CABAZON BAND OF MISSION INDIANS: This substantive contributor to the East Valley's economic development is also a land owner. With more than 1,700 acres in Coachella, the tribe owns the thriving Fantasy Springs Resort Casino, which offers exciting gaming and live entertainment, as well as multiple dining concepts and a 250-room hotel.

RIVERSIDE COUNTY ECONOMIC DEVELOPMENT AGENCY (EDA): The EDA is an exceptional pro-business resource dedicated to improving our economy: for the county, its residents, communities and businesses. Cultivating quality of life and a skilled workforce, the agency empowers businesses. With everything from free human resource assistance and employee training to granting qualified small business and micro-loans, the EDA is here to serve.

To learn more or have a conversation, get in touch with Bob Wright at bobwright@rivco.org. We are excited to help you realize your vision.



COACHELLA INDIO LA QUINTA RIVERSIDE COUNTY IMPERIAL IRRIGATION DISTRICT EMPIRE POLO CLUB CABAZON TRIBE



www.eastvalleycoalition.org