

MIXED-USE DEVELOPMENT OPPORTUNITY

SALE, GROUND LEASE & BUILD-TO -SUIT

SEC HIGHWAY 111 & MADISON STREET | INDIO, CA

19+ ACRES, EXPANDABLE TO OVER 35 ACRES

- Central Indio location in the largest and fastest growing city in the Coachella Valley and eastern Riverside County!
- Ideal location for retail, medical & office users
- Signalized intersection for easy access
- Divisible to suit user requirements
- 1,200 feet of Highway 111 frontage
- Surrounded by well-established retail and residential communities
- Indio is known as the "City of Festivals" including Coachella, Stagecoach & more!



LEE & ASSOCIATES
COMMERCIAL REAL ESTATE SERVICES

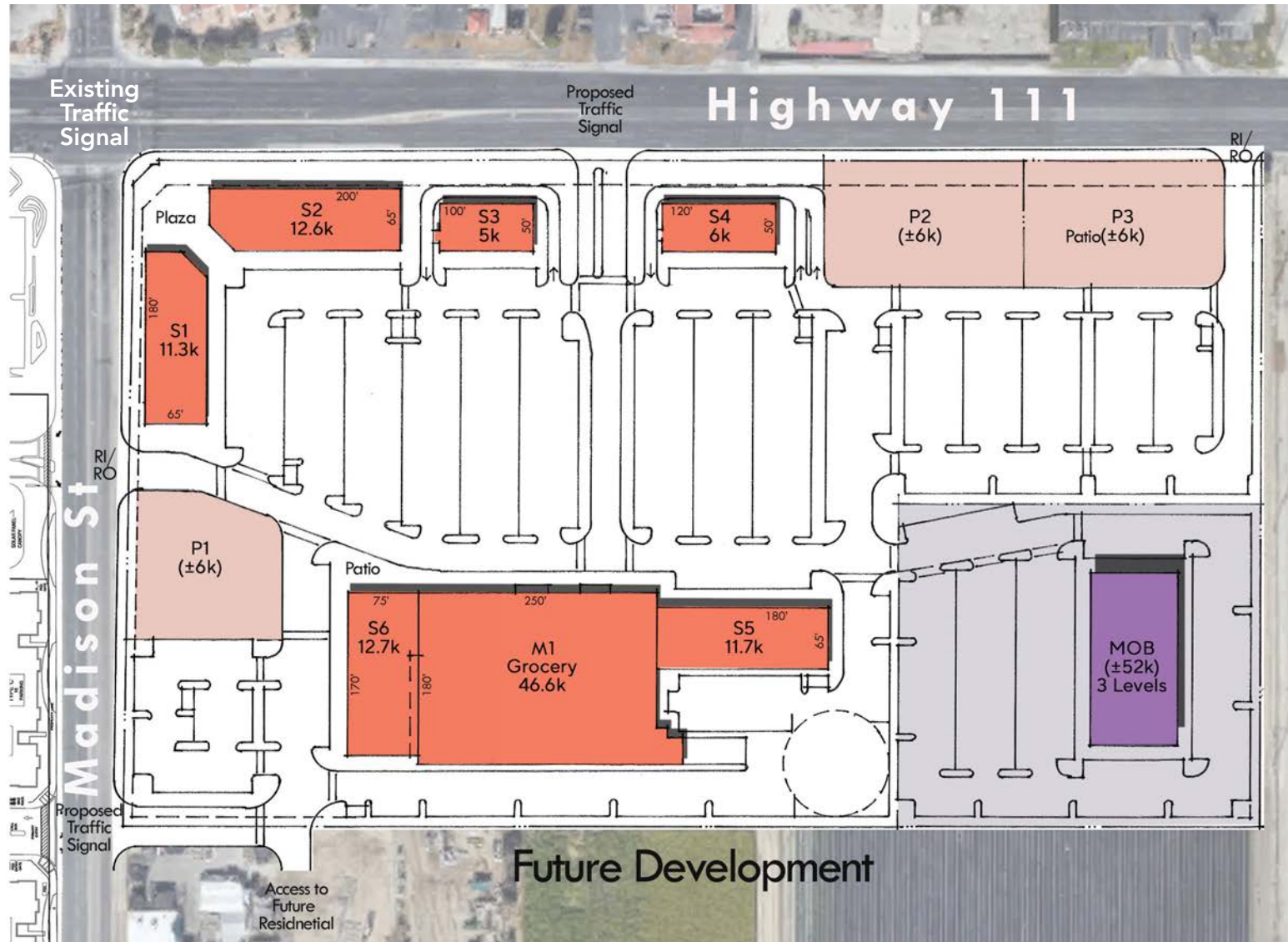
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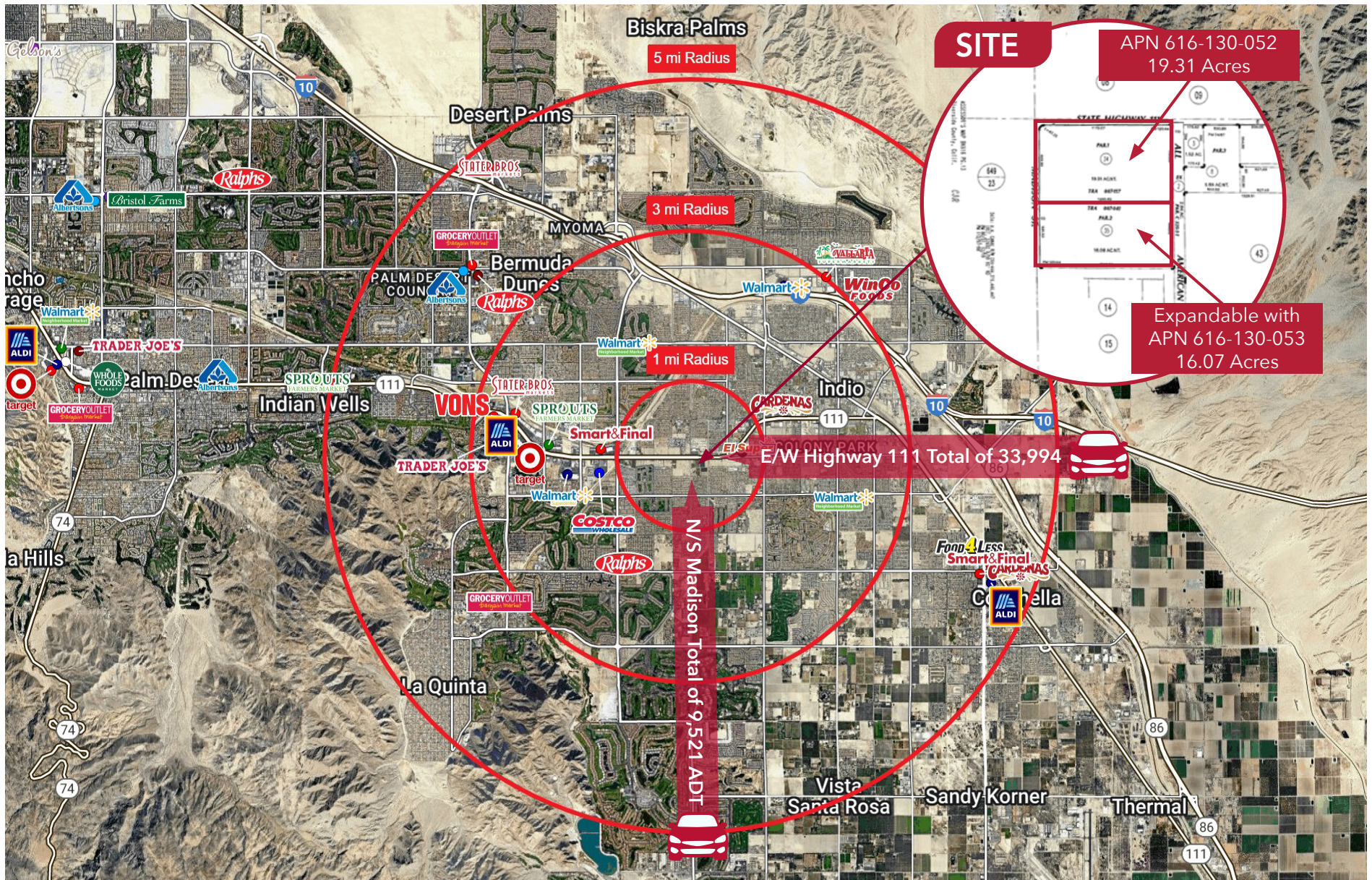
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CONCEPTUAL SITE PLAN



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SURROUNDING RESIDENTIAL AND HIGH END GOLF RESORTS



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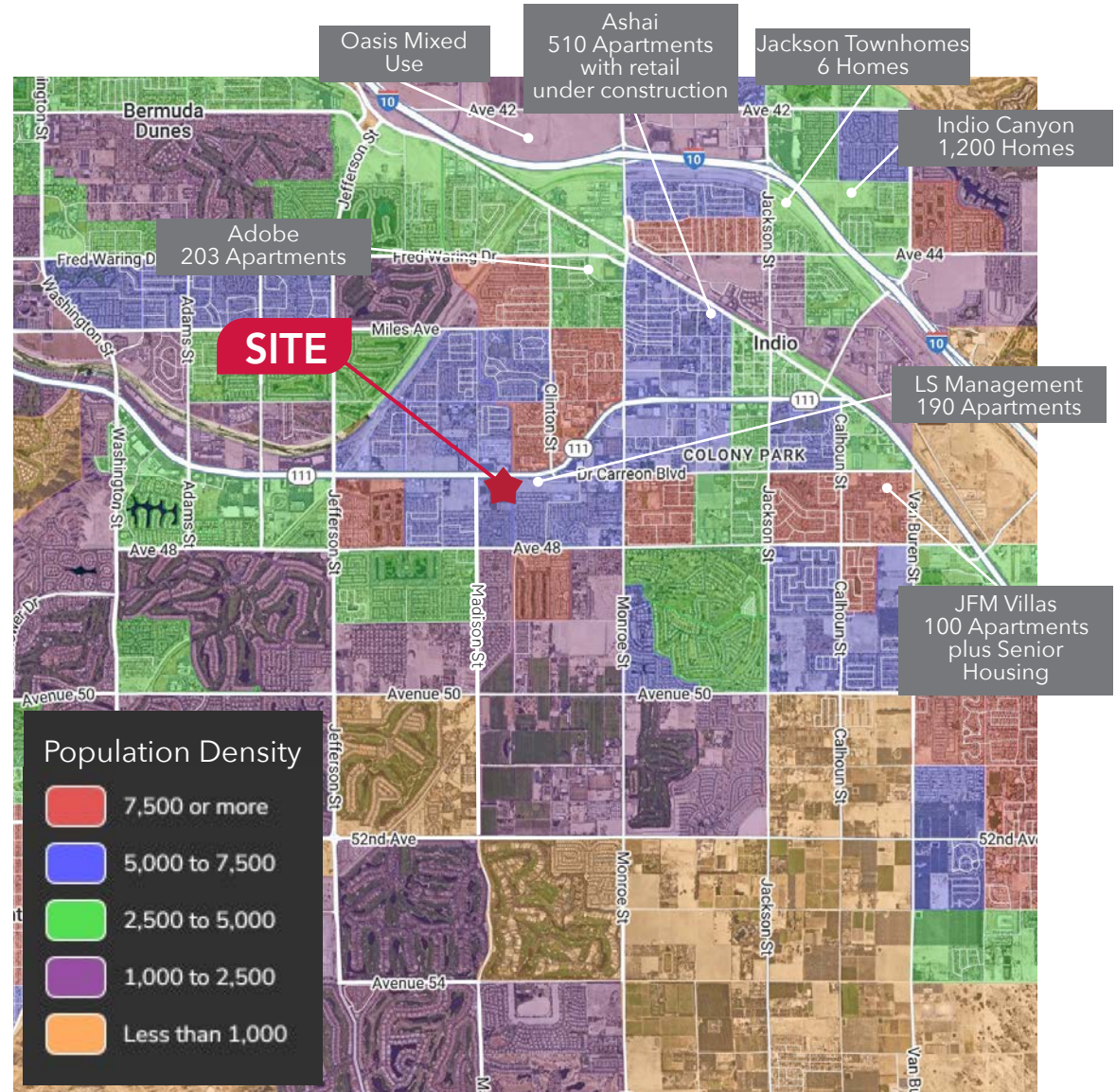
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HIGHWAY 111 & MADISON STREET | INDIO, CA

COACHELLA VALLEY DEMOGRAPHIC HIGHLIGHTS

- 425,000 Year-Round Population
- 150,000+ Annual Seasonal Visitors
- Over 14 Million Tourists Per Year



DEMOGRAPHIC HIGHLIGHTS



PEOPLE

Estimated Population

1 Mile - 20,257 | 3 Mile - 100,598 | 5 Mile - 197,787

30,000 Seasonal Visitors Per Year

74% Hispanic Population

Median Age of 40.3 Years



HOUSEHOLDS

Estimated Households

1 Mile - 6,500 | 3 Mile - 34,458 | 5 Mile - 70,114

68% Family Households

Average Residential Home Sale Price 2025 - \$709,170.00

Average Household Income

1 Mile - \$93,926 | 3 Mile - \$123,315 | 5 Mile - \$127,608



ANNUAL EXPENDITURES

Total Retail Expenditures

1 Mile - \$344.91 M | 3 Mile - \$1.89 B | 5 Mile - \$3.86 B

Total Grocery Expenditures

1 Mile - \$49.48 M | 3 Mile - \$252.92 M | 5 Mile - \$502.69 M

Total Healthcare

1 Mile - \$43.17 M | 3 Mile - \$236.38 M | 5 Mile - \$487.02 M



BUSINESSES

Total Businesses

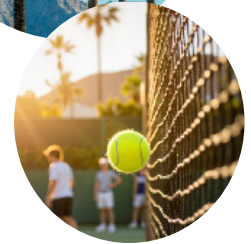
1 Mile - 401 | 3 Mile - 2,503 | 5 Mile - 4,917

Total Employees

1 Mile - 3,750 | 3 Mile - 20,448 | 5 Mile - 39,338

HOSPITALITY DEMOGRAPHICS

- 14.1 million visitors in 2022
- Direct spending impact of \$7.1 Billion
- Visitor spending supports over 34,000 jobs in the Valley
- Tourism provides \$1.7 Billion in Lodging and \$1.5 Billion in Food & Beverage
- Named #2 Top Emerging Destination by Trivago
- Short term rentals contribute more than \$68 million in spending
- \$70 S million global economic impact from Music Festivals



EVENTS

Signature events such as:

- Coachella Music & Arts Festival - 250,000 attendees per day for 6 days
<https://events.lyte.com/magazine/discover/top-festivals-usa/>
- Stagecoach County Music Festival - 85,000 attendees per day for 3 days
- BNP Paribas Tennis Open - 475,000 attendees over two weeks
- Riverside County Fair & National Date Festival - Over 315,000 attendees
- Tamale Festival - 60,000 attendees
- Palm Springs International Film Festival - 135,000 attendees
- Tour De Palm Springs - 10,000 cyclists
- Modernism Week - 126,000 attendees over 2 weeks

DAILY ACTIVITIES

- Acrisure Arena - home to Coachella Valley Firebirds (AHL Western Champions 2023) and 120 major events annually
- Golf - More than 125 Golf Courses
- Hiking & Biking trails throughout the valley
- Spas - Natural Hot Springs
- Gambling - Indian Casino's offer gaming plus Entertainment
- Tours - Historical Architecture, The Palm Springs Tram, Celebrity Tours
- Tennis & Pickleball