



Economic Development QUARTERLY REPORT

APRIL 2025



CITY OF COACHELLA



DEMOGRAPHICS



Population
43,254



Total Jobs
8,847



TOT Rate
Increased from
9% to 13%



Median
Household
Income
\$46,085



Housing Units
10,224



Part of a Tourism
Business
Improvement
District (TBID)



Median Home
Price
\$470,000



Short-Term
Vacation Rentals
375



Annual Visitors
1.5 Million
For 2024

REVENUE

BUSINESS LICENSE, SHORT TERM VACATION RENTALS AND CANNABIS

Business License - Annual Fee	\$ 25,060
Business License - Tax	\$ 646,574
Delinquent taxes, interest & penalties	\$ 6,329
TOT-Short Term Vacation Rentals	\$ 1,049,953
Business License SB 1186 Fee	\$ 5,116
Cannabis-Cultivation 3%	\$ 174,815
Cannabis-Retail 6%	\$ 216,798
Total Revenues to Date	\$ 2,124,647



GRANTS

01

Currently managing more than \$95 million in grants

02

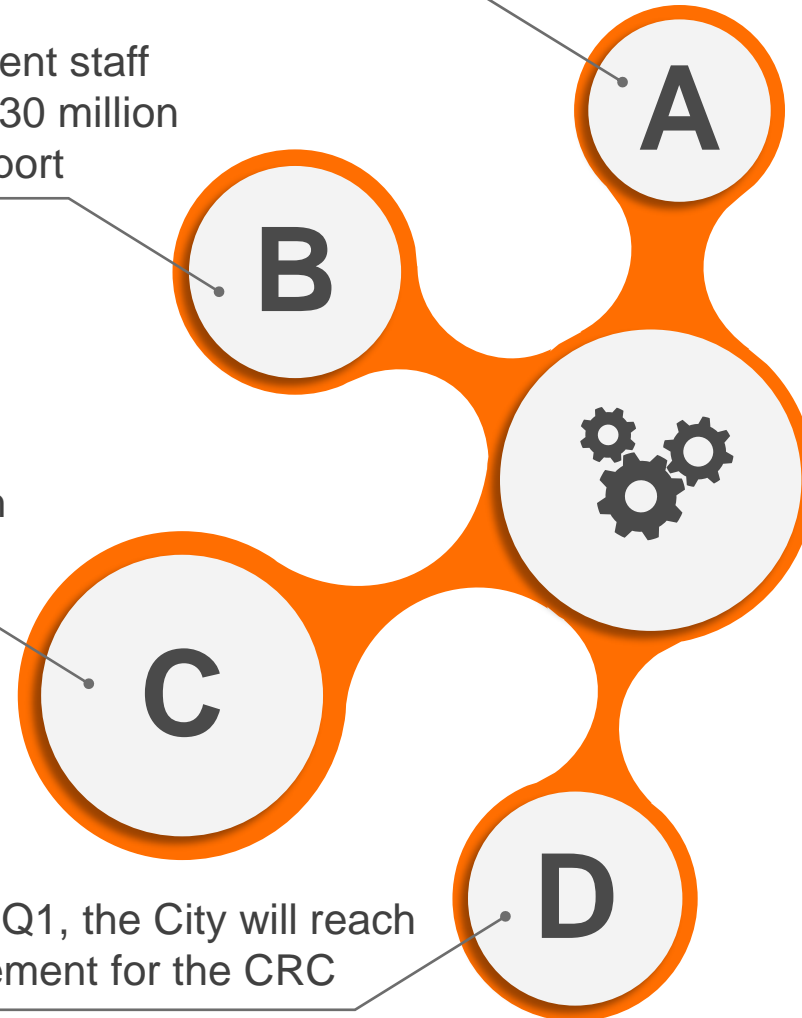
In Q1, Economic Development staff has applied for more than \$30 million dollars in grant funding support

03

In Q1, the City accomplished executing the TCC Agreement with the Strategic Growth Council

04

By the end of Q1, the City will reach a Grant Agreement for the CRC



5 different 'green' career paths are forthcoming through *Coachella Prospera*

WORKFORCE TRAINING & DEVELOPMENT



Urban Youth
Conservation Corps



Electricians +
HVAC
Technicians



Solar
Photovoltaic
Installers



Zero Emission Vehicle
Rideshare Drivers

COMMUNITY SHOWCASE BANNER PROGRAM



MENU 

Welcome to the
Coachella, CA
Community
Banner Program!

- ✔ Increase Civic Pride
- ✔ Beautify the Downtown
- ✔ Enhance Community Spirit
- ✔ Identify Business Districts
- ✔ Promote Community Identity

[You're Invited](#)

[Street Lamp Map](#)

[Sponsorship Packages](#)



PASSENGER RAIL

DEVELOPMENT STRATEGY FOCUS GROUP MEETING DATES:

- Property Owners, Developers, and Applicants
- Local Businesses, Business Owners, and Chamber of Commerce
- Community Organizations, Neighborhood Groups, + Engaged Residents

May 6 @ 1:00 PM

May 7 @ 11:00 AM

May 7 @ 5:30 PM





P. Valencia