



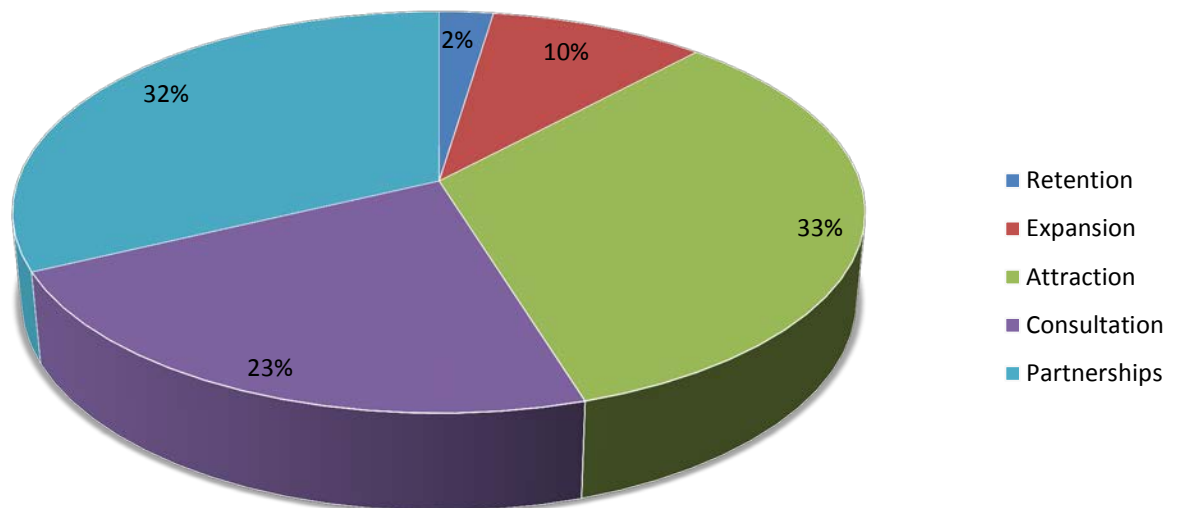
ECONOMIC DEVELOPMENT DEPARTMENT

Introduction:

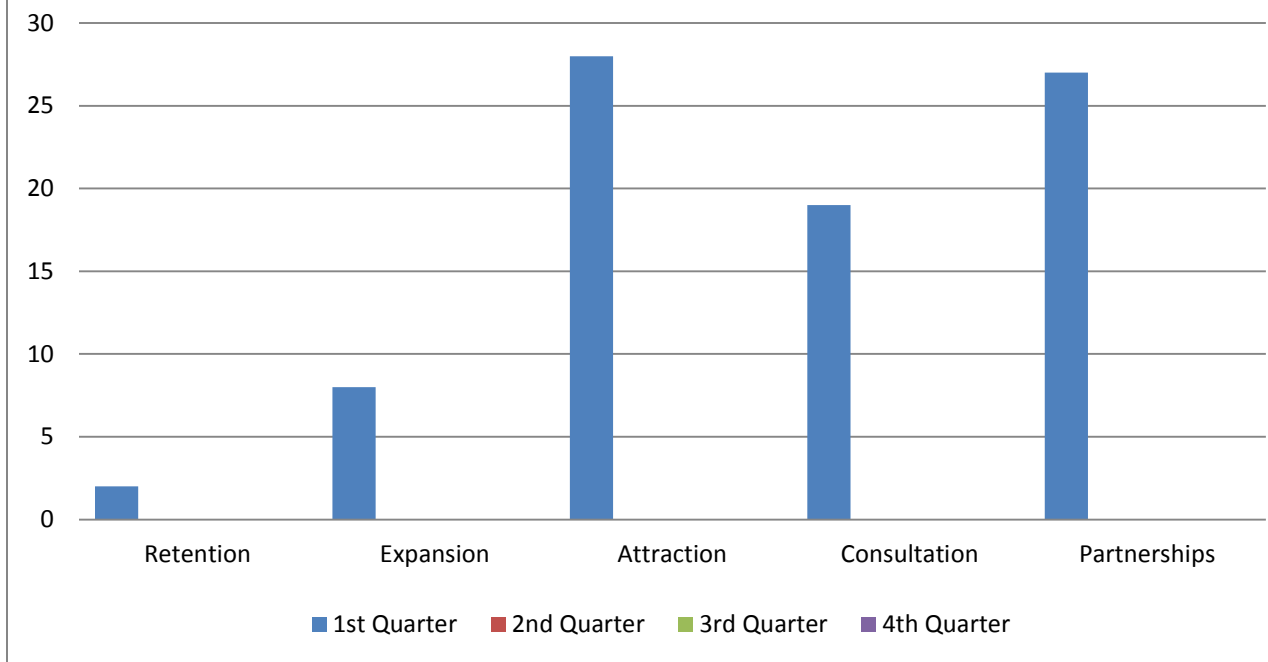
The City of Coachella is a progressive, service-oriented and responsive partner to the business community. The Economic Development Department's staff facilitates and fosters the retention, attraction, and expansion of businesses by communicating and providing business-friendly programs and services that are aimed toward a balanced economy, an increase in tax revenues and a positive City image. The City of Coachella, known as the City of Eternal Sunshine, is a business-friendly community with good proximity to local, regional and international markets.

Economic Development Activity:

Business Outreach Meetings - 1st Quarter 2019/20



Business Outreach Meeting - Annual 2018/19



Economic Development Events:

Event:	Organization:	Date:	Location:
Spark Program Workshop	Accelerator for America	July 25, 2019	Mercado La Paloma, Los Angeles, CA
Funding Fair for Infrastructure Project	Coachella Valley Water District	August, 14, 2019	CVWD Palm Desert, CA
Regions Rise Together	Go-Biz	September 13, 2019	CSU San Bernardino, San Bernardino, CA
ICSC Western Conference	ICSC	September 15 – 18, 2019	LA Convention Center, Los Angeles, CA
All Valley Mayor & Tribal Chair Lunch	Greater Coachella Valley Chamber of Commerce	September 26, 2019	The Riviera Palm Springs, CA



City of Coachella
2019/2020 Economic Development Report
1st Quarter



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Economy Overview

43,990

Population (2018)

Population **grew by 3,605** over the last 5 years and is projected to **grow by 4,044** over the next 5 years.

10,144

Jobs (2018)

Jobs **grew by 580** over the last 5 years and are projected to **grow by 99** over the next 5 years.

\$44.7K

Avg. Earnings Per Job (2018)

Regional average earnings per job are **\$21.0K below** the national average earnings of \$65.7K per job.

Takeaways

- As of 2018 the region's population **increased by 8.9%** since 2013, growing by 3,605. Population is expected to **increase by 9.2%** between 2018 and 2023, adding 4,044.
- From 2013 to 2018, jobs **increased by 6.1%** in Coachella Zip Code from 9,565 to **10,144**. This change **fell short of the national growth rate of 8.2% by 2.1%**. Labor force data is not available for Coachella Zip Code.
- There is no education attainment data for Coachella Zip Code.
- The top three industries in 2018 are Support Activities for Crop Production, Crop Production, and Restaurants and Other Eating Places.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	43,990	N/A	10,144	126.8	\$938.79M	\$2.34B	\$1.44B
California	39,853,042	19,658,856	19,646,487	133.8	\$2.88T	\$1.40T	\$2.01T
United States	328,038,851	162,488,483	162,744,861	100.0	\$20.15T	\$0	\$8.59T

Economy Overview - Cont.

2018 Labor Force Breakdown

Population breakdown data is not available at the ZIP level. Please choose a different region to see this data.

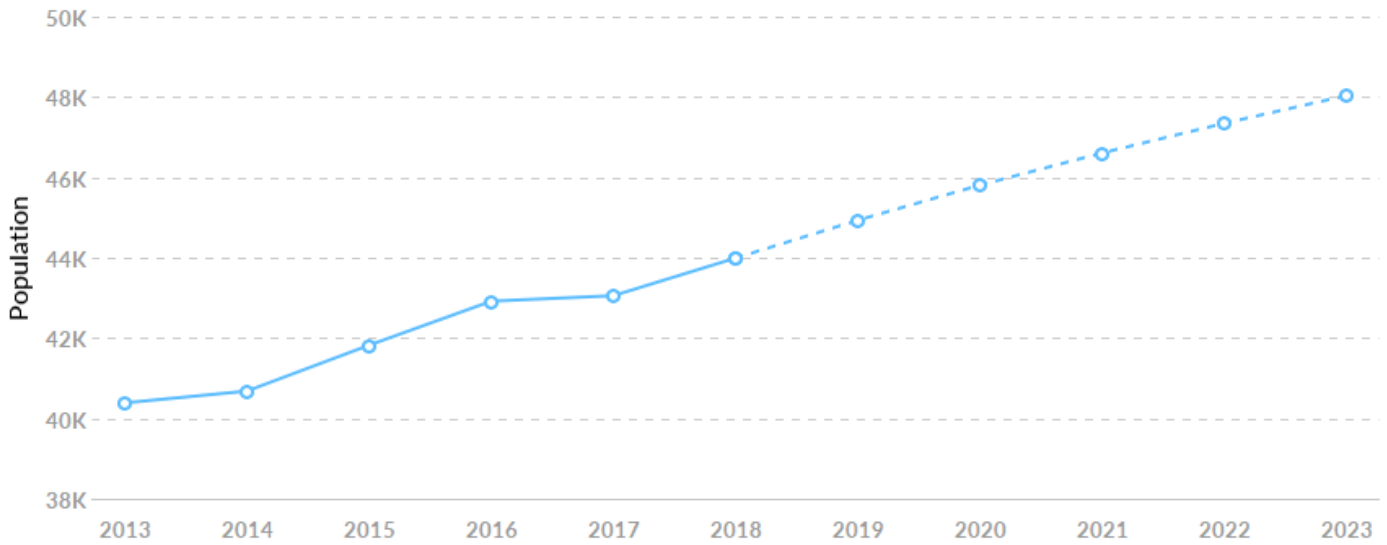
Educational Attainment

Educational attainment data is not available at the ZIP level. Please choose a different region to see this data.

Historic & Projected Trends

Population Trends

As of 2018 the region's population **increased by 8.9%** since 2013, growing by 3,605. Population is expected to **increase by 9.2%** between 2018 and 2023, adding 4,044.

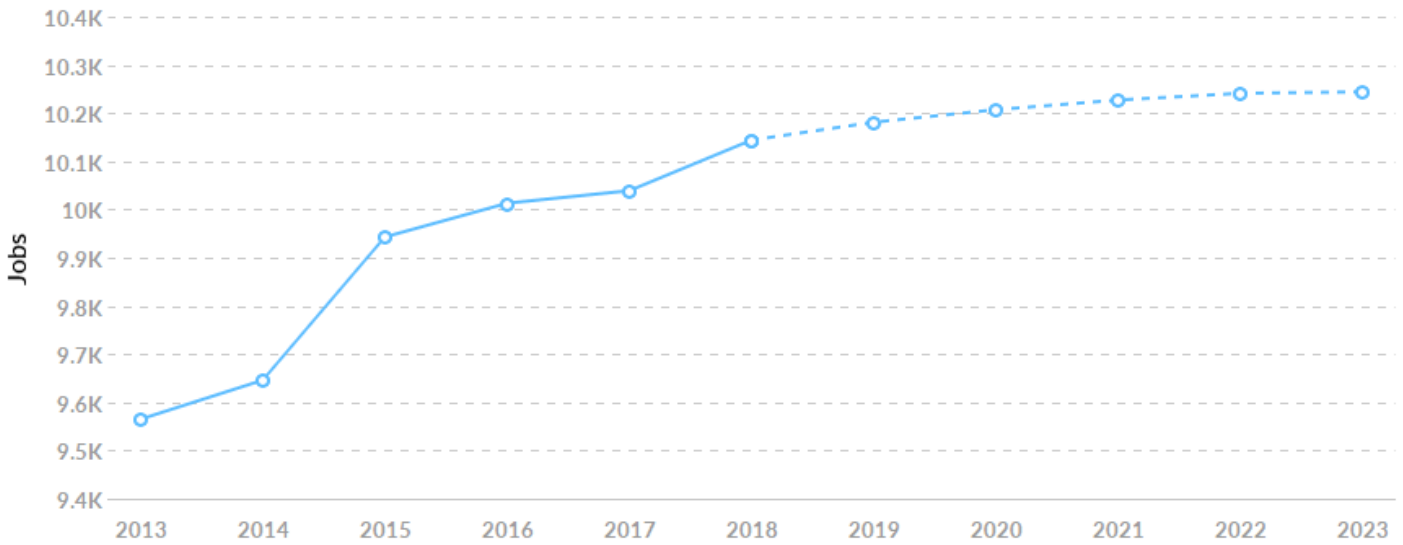


Timeframe	Population
2013	40,385
2014	40,679
2015	41,821
2016	42,917
2017	43,054
2018	43,990
2019	44,932
2020	45,805
2021	46,606
2022	47,345
2023	48,034

Historic & Projected Trends - Cont.

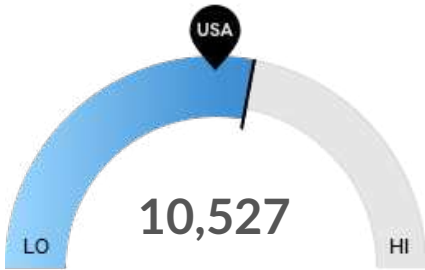
Job Trends

From 2013 to 2018, jobs increased by 6.1% in Coachella Zip Code from 9,565 to 10,144. This change fell short of the national growth rate of 8.2% by 2.1%.



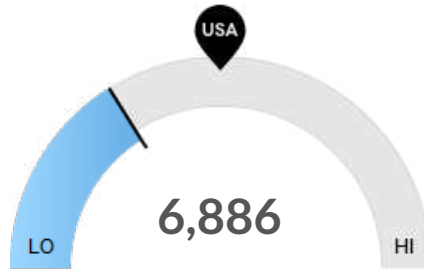
Timeframe	Jobs
2013	9,565
2014	9,646
2015	9,943
2016	10,013
2017	10,039
2018	10,144
2019	10,181
2020	10,207
2021	10,227
2022	10,241
2023	10,244

Population Characteristics



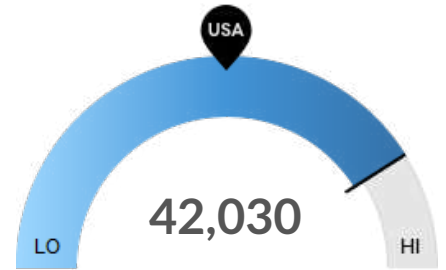
Millennials

Coachella Zip Code has 10,527 millennials (ages 20-34). The national average for an area this size is 8,917.



Retiring Soon

Retirement risk is low in Coachella Zip Code. The national average for an area this size is 12,274 people 55 or older, while there are 6,886 here.



Racial Diversity

Racial diversity is high in Coachella Zip Code. The national average for an area this size is 16,908 racially diverse people, while there are 42,030 here.



Veterans

Veterans data is not available at the ZIP level. Please choose a different region level to see this data.



Violent Crime

Crime data is not available at the ZIP level. Please choose a different region level to see this data.



Property Crime

Crime data is not available at the ZIP level. Please choose a different region level to see this data.

Population Characteristics - Cont.

Place of Work vs Place of Residence

Understanding where talent in Coachella, CA (in Riverside county) currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

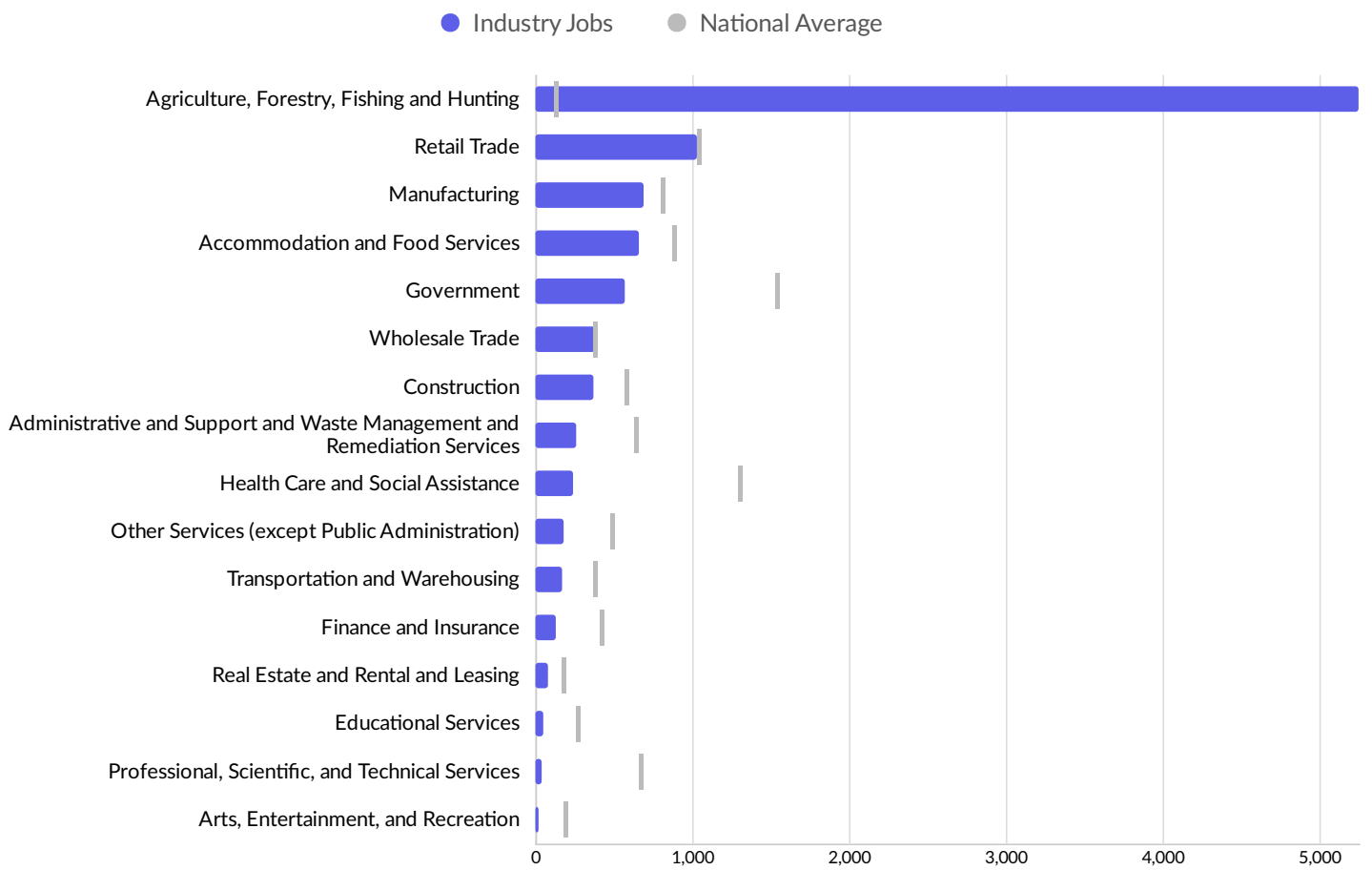
ZIP	Name	2018 Employment
92236	Coachella, CA (in Rivers...	10,144

Where Talent Lives

ZIP	Name	2018 Workers
92236	Coachella, CA (in Rivers...	18,017

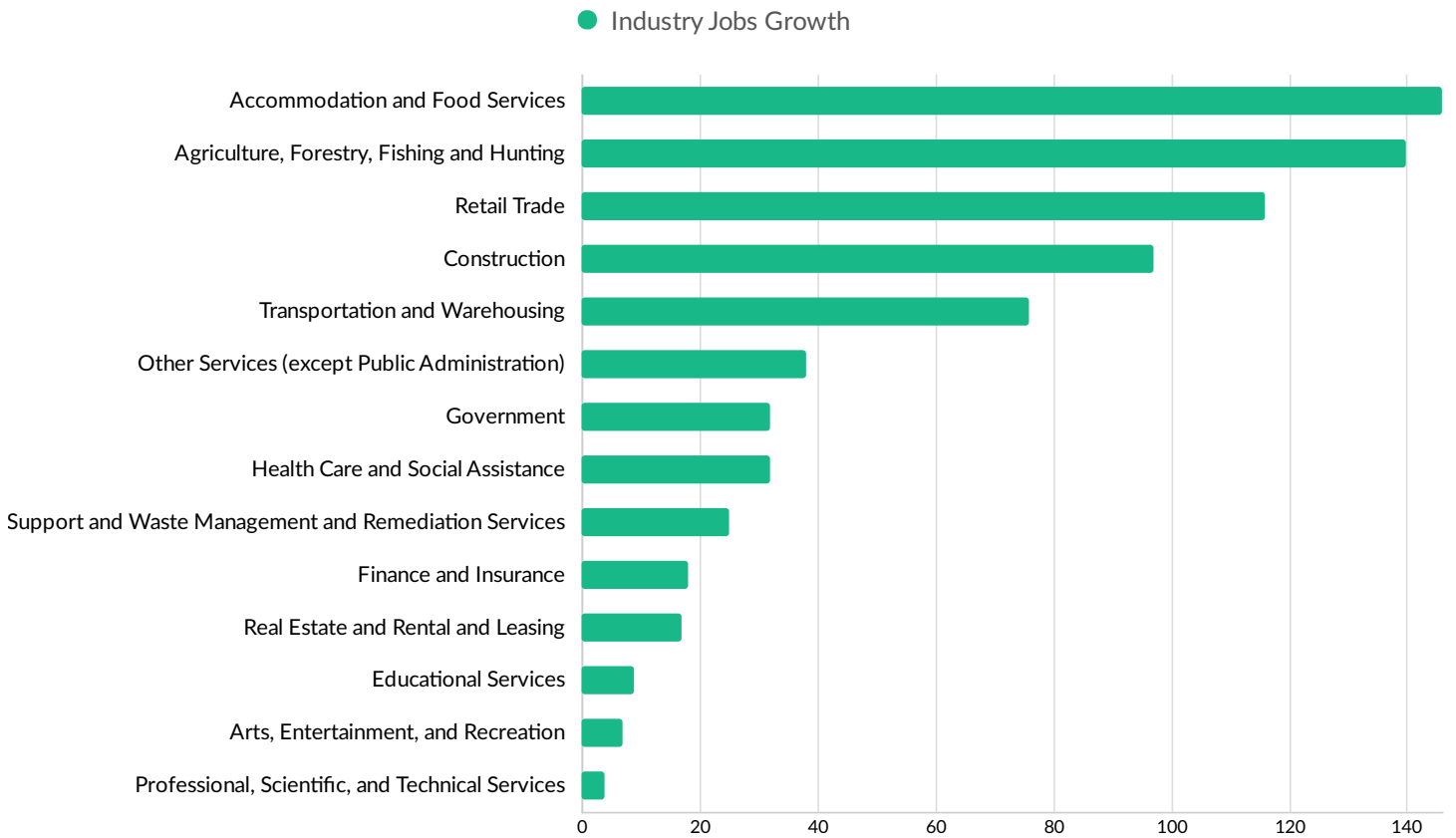
Industry Characteristics

Largest Industries



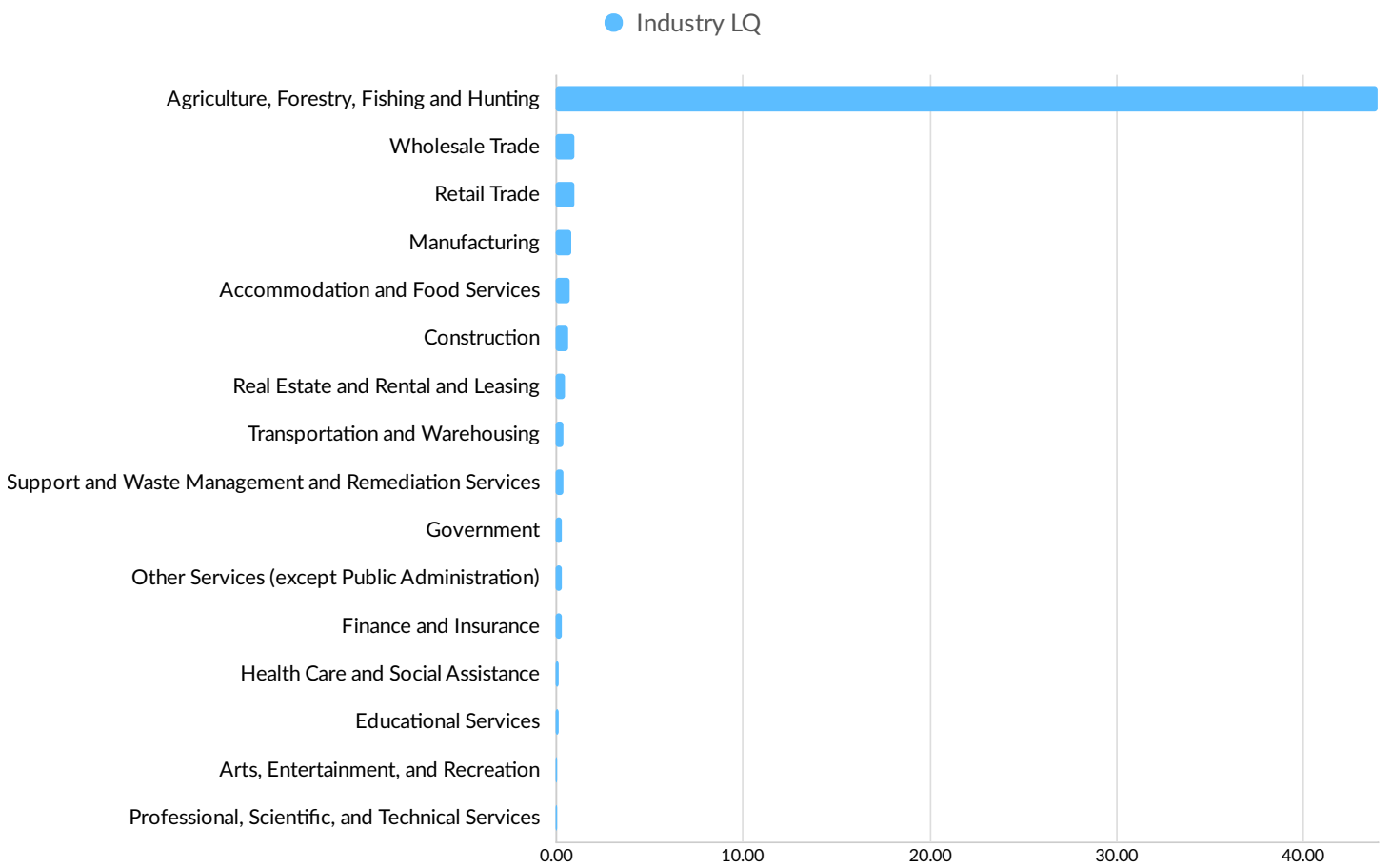
Industry Characteristics - Cont.

Top Growing Industries



Industry Characteristics - Cont.

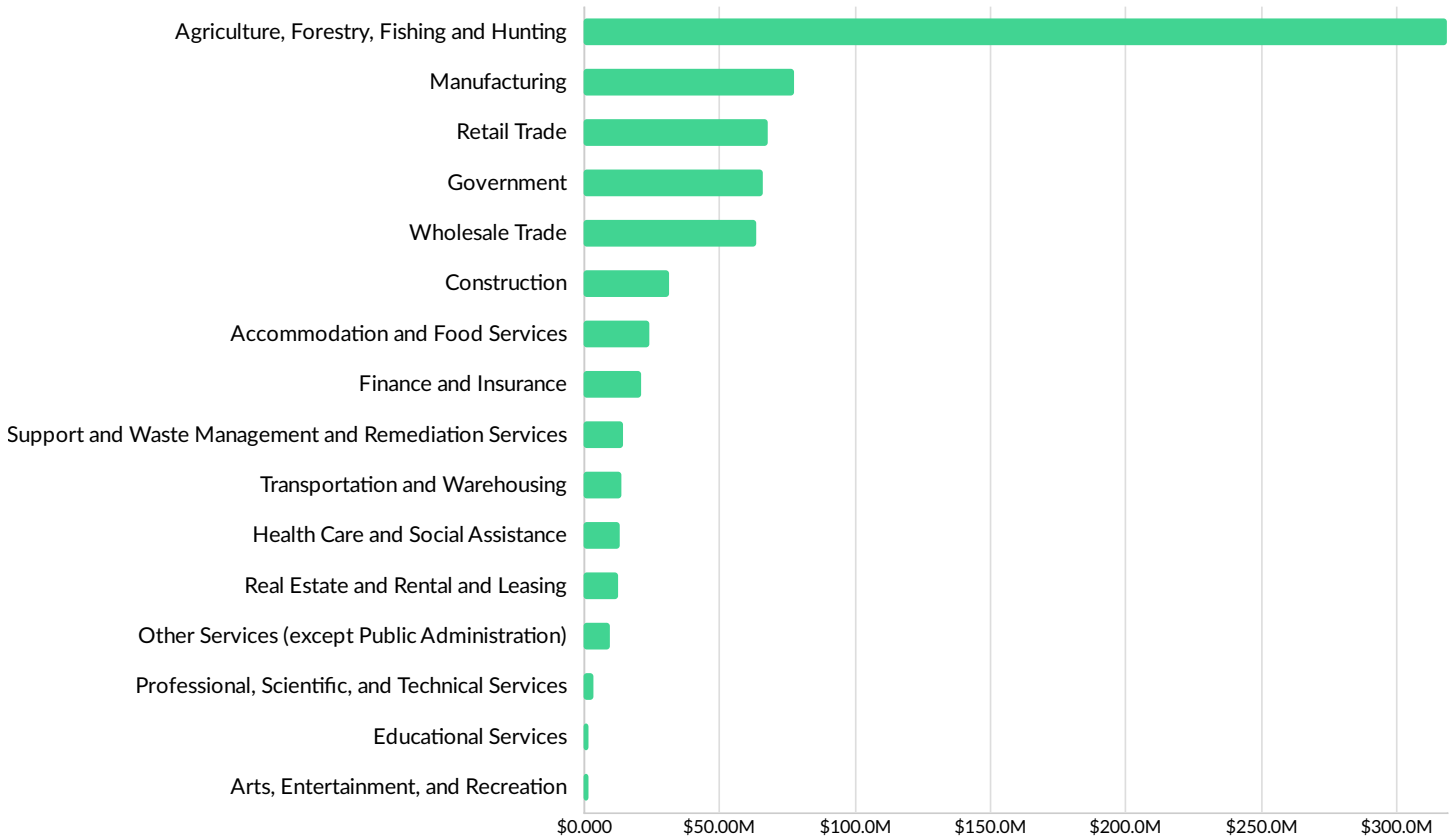
Top Industry LQ



Industry Characteristics - Cont.

Top Industry GRP

● 2018 Gross Regional Product



Industry Characteristics - Cont.

Top Industry Earnings

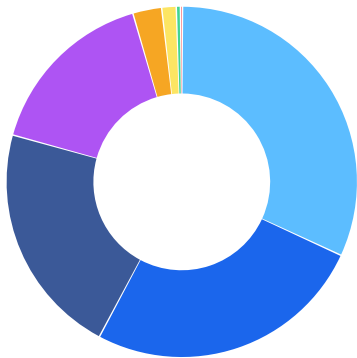


Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Agriculture, Forestry, Fishing and Hunting	5,107	5,247	140	+3%	44.00	\$38,567	\$318.72M
Retail Trade	914	1,030	116	+13%	1.00	\$35,042	\$68.02M
Manufacturing	771	689	-82	-11%	0.86	\$61,949	\$77.72M
Accommodation and Food Services	511	657	146	+29%	0.75	\$22,013	\$24.39M
Government	538	570	32	+6%	0.37	\$99,318	\$66.18M
Wholesale Trade	488	377	-111	-23%	1.01	\$62,339	\$63.55M
Construction	273	370	97	+36%	0.65	\$61,095	\$31.66M
Administrative and Support and Waste Management and Remediation Services	239	264	25	+10%	0.42	\$38,334	\$14.76M
Health Care and Social Assistance	211	243	32	+15%	0.19	\$42,166	\$13.48M
Other Services (except Public Administration)	142	180	38	+27%	0.37	\$41,522	\$10.02M
Transportation and Warehousing	89	165	76	+85%	0.45	\$50,721	\$13.70M
Finance and Insurance	109	127	18	+17%	0.31	\$63,750	\$21.03M
Real Estate and Rental and Leasing	65	82	17	+26%	0.48	\$49,039	\$12.63M
Educational Services	39	48	9	+23%	0.18	\$33,644	\$1.70M
Professional, Scientific, and Technical Services	35	39	4	+11%	0.06	\$53,090	\$3.36M
Arts, Entertainment, and Recreation	13	20	7	+54%	0.11	\$27,265	\$1.58M

Business Characteristics

Business Size

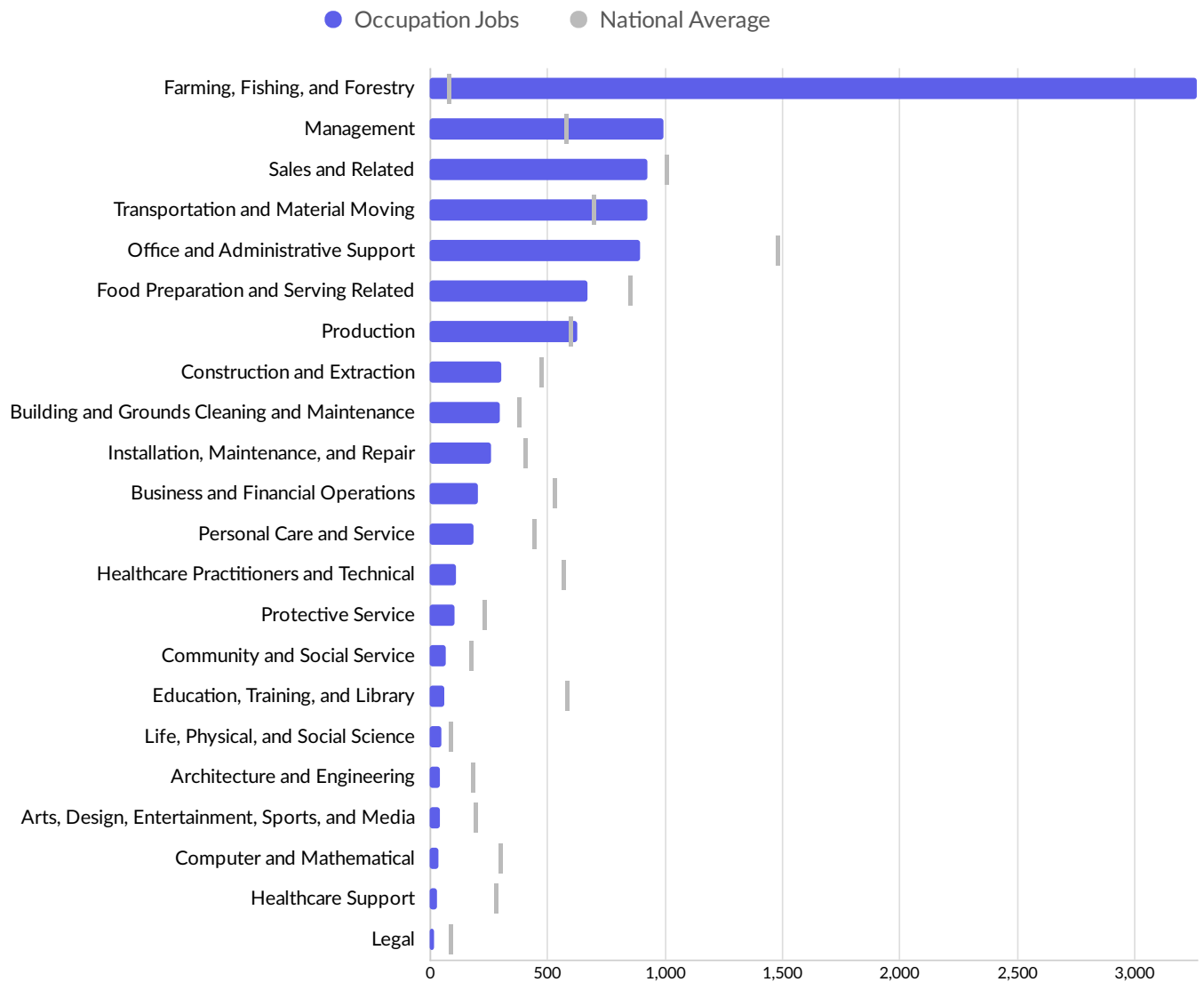


	Percentage	Business Count
1 to 4 employees	31.8%	167
5 to 9 employees	25.9%	136
10 to 19 employees	21.5%	113
20 to 49 employees	16.2%	85
50 to 99 employees	2.7%	14
100 to 249 employees	1.3%	7
250 to 499 employees	0.4%	2
500+ employees	0.2%	1

**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

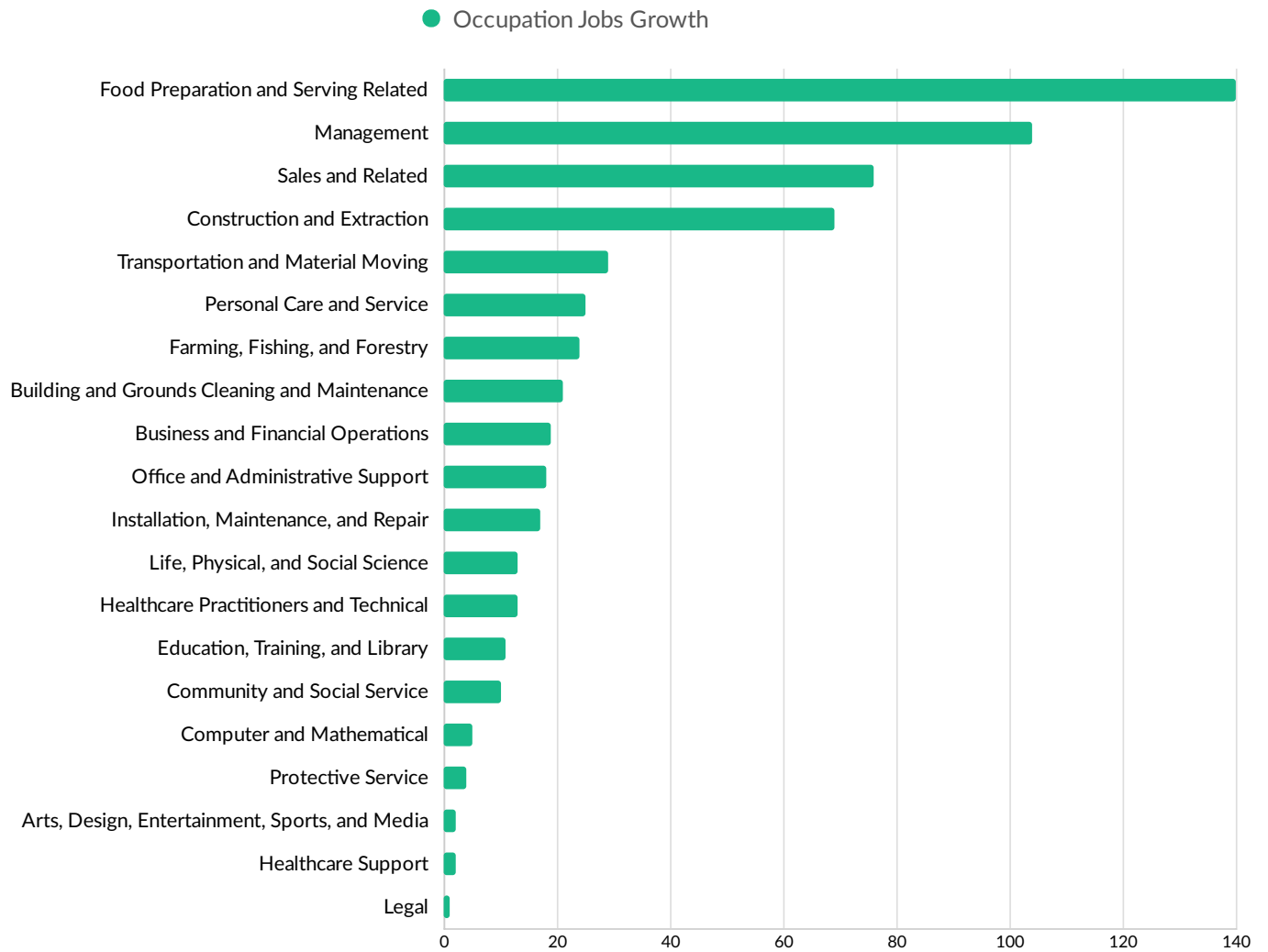
Workforce Characteristics

Largest Occupations



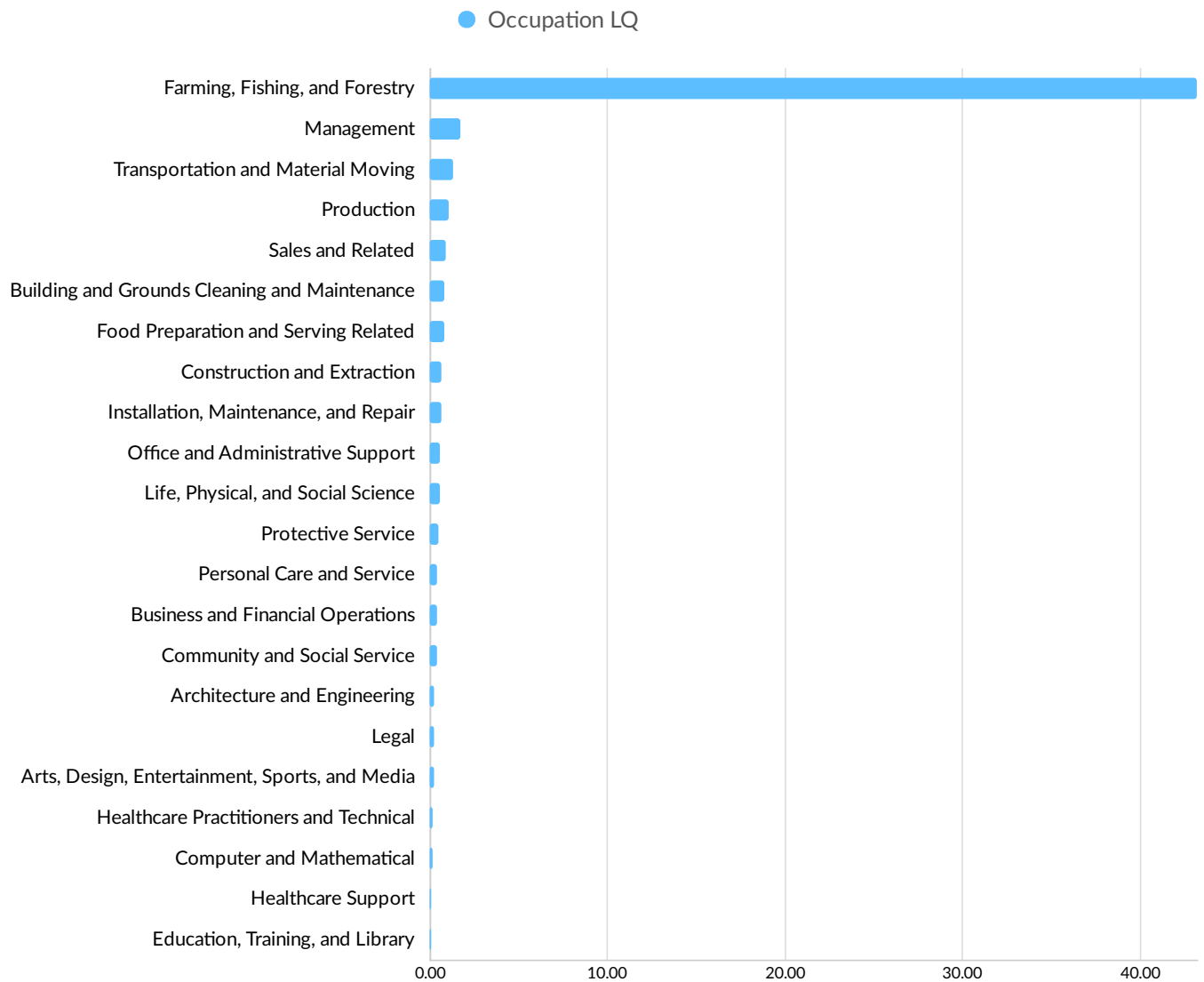
Workforce Characteristics - Cont.

Top Growing Occupations



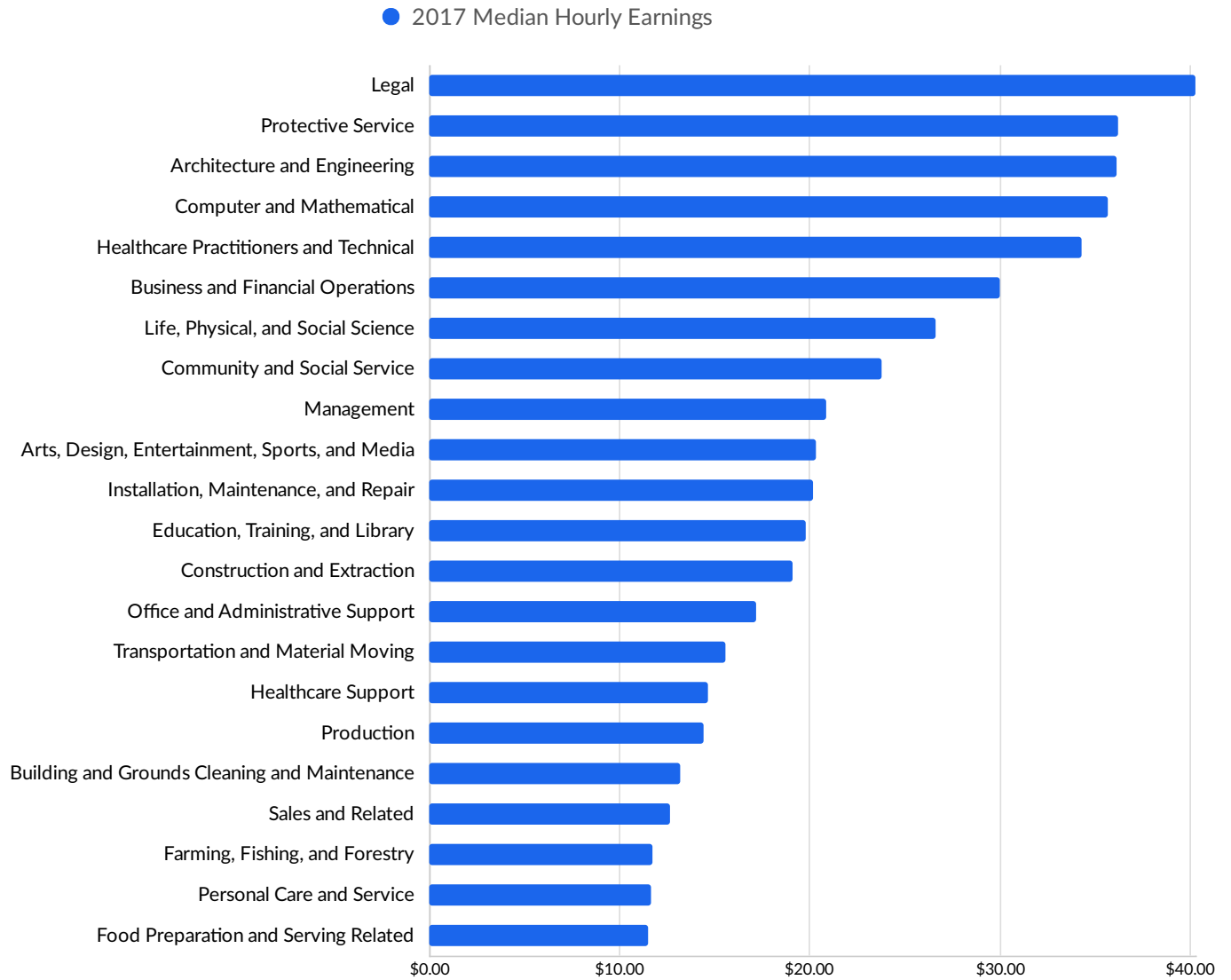
Workforce Characteristics - Cont.

Top Occupation LQ



Workforce Characteristics - Cont.

Top Occupation Earnings



Postings data is not available for the currently selected region.

Underemployment data is not available for the currently selected region.

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	May 2018 - Apr 2019 Unique Average Monthly Postings
Farming, Fishing, and Forestry	3,243	3,267	24	+1%	43.22	\$11.74	0
Management	894	998	104	+12%	1.75	\$20.90	0
Sales and Related	853	929	76	+9%	0.93	\$12.67	0
Transportation and Material Moving	899	928	29	+3%	1.34	\$15.58	0
Office and Administrative Support	877	895	18	+2%	0.61	\$17.22	0
Food Preparation and Serving Related	535	675	140	+26%	0.80	\$11.49	0
Production	656	628	-28	-4%	1.06	\$14.43	0
Construction and Extraction	238	307	69	+29%	0.66	\$19.11	0
Building and Grounds Cleaning and Maintenance	278	299	21	+8%	0.80	\$13.23	0
Installation, Maintenance, and Repair	243	260	17	+7%	0.66	\$20.20	0
Business and Financial Operations	188	207	19	+10%	0.40	\$30.05	0
Personal Care and Service	159	184	25	+16%	0.42	\$11.70	0
Healthcare Practitioners and Technical	99	112	13	+13%	0.20	\$34.30	0
Protective Service	101	105	4	+4%	0.46	\$36.28	0
Community and Social Service	56	66	10	+18%	0.39	\$23.83	0
Education, Training, and Library	48	59	11	+23%	0.10	\$19.85	0
Life, Physical, and Social Science	36	49	13	+36%	0.59	\$26.63	0

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	May 2018 - Apr 2019 Unique Average Monthly Postings
Architecture and Engineering	45	45	0	0%	0.26	\$36.20	0
Arts, Design, Entertainment, Sports, and Media	39	41	2	+5%	0.22	\$20.34	0
Computer and Mathematical	32	37	5	+16%	0.12	\$35.73	0
Healthcare Support	30	32	2	+7%	0.12	\$14.66	0
Legal	18	19	1	+6%	0.23	\$40.33	0

Educational Pipeline

In 2017, there were 126 graduates in Coachella Zip Code. This pipeline has grown by 50% over the last 5 years. The highest share of these graduates come from "Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/Technician", Building Construction Technology, and Business/Office Automation/Technology/Data Entry.

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
CET-Coachella	126 	

- Certificate
- Associate's
- Bachelor's
- Master's or Higher