



Economic Development QUARTERLY REPORT

NOVEMBER 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



Key Economic Findings

Taken from the Economic Development Strategy prepared by HDR for the Coachella Rail Station Feasibility Study

01

Demographic Strengths – Coachella has one of the youngest populations in the Coachella Valley, with a majority under age 45 and a high share of households with children. The community is predominantly Hispanic/Latino, with over 80 percent speaking Spanish at home, creating a strong cultural identity that can be reflected in Downtown businesses, events, and public spaces.

02

Economic Conditions – Household incomes remain lower than the regional average, and employment is concentrated in agriculture, construction, and service sectors. Coachella exports retail spending in nearly all categories, as residents frequently travel to Indio and La Quinta for shopping and dining. This gap underscores significant opportunities for retail expansion and local-serving businesses.

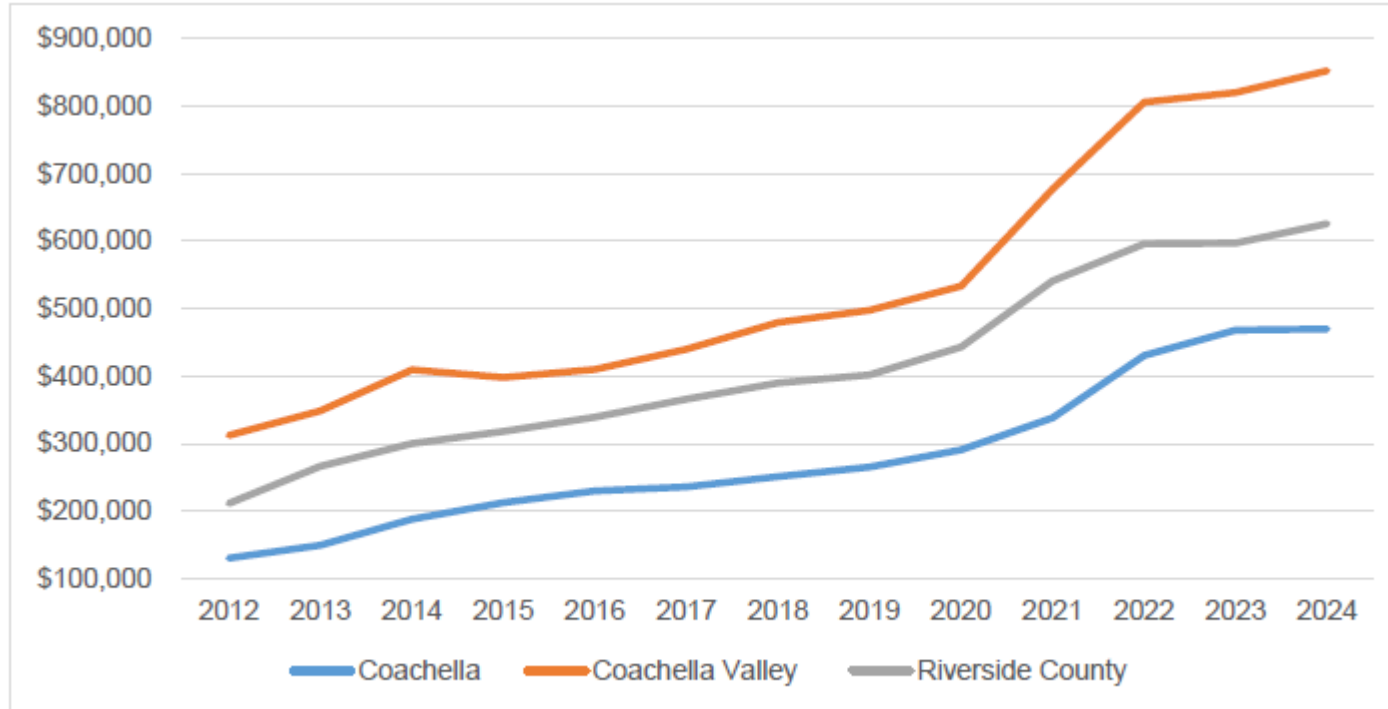
03

Real Estate Trends – Housing prices in Coachella are lower than regional benchmarks but have steadily increased since 2020, reflecting strong demand. Recent and planned projects, including mixed-use housing, grocery stores, and community-serving facilities, illustrate growing momentum in Downtown. At the regional level, commercial markets show signs of softening, making local incentives and partnerships critical to attracting investment.

04

Comparative Lessons – Peer downtowns such as Indio and La Quinta demonstrate the importance of diverse business mixes, strong placemaking, and consistent event programming. Comparable station districts like Newhall, Vista Canyon, Anaheim Canyon, and Fullerton highlight how transit investment, TOD zoning, and public-private partnerships can catalyze economic revitalization.

SINGLE-FAMILY MEDIAN SALES PRICE



Source: Redfin

Sales prices for single family homes in the City of Coachella have been consistently lower than the median price for single family units in either the Coachella Valley or Riverside County as a whole. Overall home prices have been steadily increasing since 2012. As of 2024, Coachella Valley has the highest median sale price, at \$851,895, followed by Riverside County at \$625,500. The City of Coachella's median sales price in 2024 was \$469,750. Overall home prices have been steadily increasing since 2012. This trend reflects a sharp increase in Coachella Valley prices, particularly from 2020 onwards, while Riverside County also shows consistent growth. City of Coachella prices, despite being lower overall, have also seen a steady rise since 2020.

COUNT OF BUSINESS DOWNTOWN

North American Industry Classification System Codes	Downtown Coachella	Downtown Indio	Downtown La Quinta
Agriculture, Forestry, Fishing & Hunting	0	0	1
Mining	1	0	0
Utilities	1	0	0
Construction	4	8	21
Manufacturing	5	4	6
Wholesale Trade	6	4	10
Retail Trade	28	30	30
Transportation & Warehousing	3	3	2
Information	2	5	1
Finance & Insurance	4	10	26
Real Estate, Rental & Leasing	4	7	42
Professional, Scientific & Tech Services	7	16	35
Management of Companies & Enterprises	0	0	0
Administrative, Support & Waste Management Services	4	6	14
Educational Services	6	2	3
Health Care & Social Assistance	10	9	21
Arts, Entertainment & Recreation	2	5	7
Accommodation & Food Services	19	14	28
Other Services (except Public Administration)	31	42	38
Public Administration	10	14	19
Unclassified Establishments	6	11	19
Total	153	190	323

Source: Esri, 2025

This table shows the business composition of Downtown Coachella, Downtown Indio, and Downtown La Quinta. Among the three, Downtown La Quinta has the highest number of total business establishments (323), followed by Indio (190), and Coachella (153). Retail Trade is a dominant sector in all three cities, with 28 to 30 establishments each. Accommodations and Food Services are also strong in La Quinta with 28 establishments, compared to 19 in Coachella and 14 in Indio.

However, La Quinta stands out with a higher concentration in professional service sectors. It has 35 establishments in Professional, Scientific & Technical Services, compared to 16 in Indio and just 7 in Coachella. Similarly, La Quinta leads in Finance & Insurance (26) and Real Estate, Rental & Leasing (42), suggesting a more affluent and service-oriented business environment. It also has more businesses in Construction (21), Health Care & Social Assistance (21), and Public Administration (19).

Other Services (except Public Administration), which includes small service-based businesses like salons, repair shops, and personal services, is the largest category in each downtown, most notably in Indio (42), followed by La Quinta (38) and Coachella (31). In contrast, Coachella tends to have lower representation across nearly all sectors and lacks presence in more specialized fields like Finance, Professional Services, and Real Estate.

OPPORTUNITIES FOR DOWNTOWN COACHELLA

Based on the demographic profile of the area, Downtown Coachella is well positioned to support a broader range of businesses, including:

-  Quick-service restaurants and cafés that provide affordable, family-friendly meals
-  Grocery and convenience stores tailored to larger households and frequent shoppers
-  Hair salons, barbershops, nail salons, and other personal care providers
-  Children's services such as tutoring centers, family clinics, and play-based learning spaces
-  Discount and apparel retailers that meet the needs of cost-conscious shoppers
-  Banks and financial service providers that serve the everyday needs of working families
-  Agritourism and farm-to-table businesses that celebrate Coachella's agricultural heritage, while also providing residents with cost-effective access to fresh and healthy food



Lodging

Examine the disposition of the old City Hall property as a development/investment opportunity



Retail

Attract specialty niche retailing to the downtown to compliment the existing mix



Dining/Drinking

Attract additional dining/drinking establishments which help anchor tenants

GRANTS

01

Currently managing more than \$95 million in grants

02

In Q3, Economic Development staff has applied for more than \$16 million dollars in grant funding support

03

In Q3, the City accomplished executing the CRC Agreement with the Strategic Growth Council

04

By the end of Q3, the City will receive additional grant fund awards in the amount of \$6.4 million

A

B

C

D



AGRICULTURAL VISION

SAVE THE DATE NOV 13TH



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WORKFORCE TRAINING & DEVELOPMENT



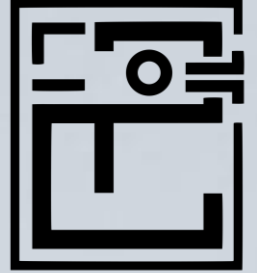
These courses taught practical insights that could impact current or prospective businesses; help position participants for career advancement, so they can contribute to the growth of Coachella's vibrant economy.

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

WORKFORCE TRAINING & DEVELOPMENT



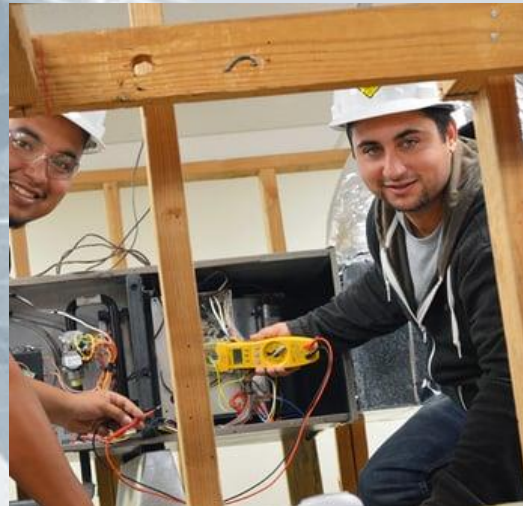
CALIFORNIA
STRATEGIC
GROWTH
COUNCIL



COACHELLA
PROSPERA



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

COACHELLA STATION STUDY TECHNICAL ADVISORY COMMITTEE MEETING DATE:

- JANUARY 15, 2026 AT 4:45 PM – 6:30 PM



