

COMING SOON

INDIO GRAND MARKETPLACE

Highway 111 & Monroe Street, Indio, CA

Cover Page

MAJOR RETAIL AND ENTERTAINMENT CENTER COMING SOON

Aerial

Site Plan

Property Description

Property Highlights

Rendering

Demographics

Contacts



INTERIOR COURTYARD

Exclusive Broker:



Mike Navarro
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Developer/Owner:

H HAAGEN COMPANY

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Mike Ward
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The Haagen Company is proud to announce plans to expand and redevelop the former Indio Fashion Mall. When completed, the project will encompass 31 acres of vibrant, first-class retail and entertainment plus 8 acres for residential and hotel uses. Our goal is to build and operate the finest Family Entertainment, Mixed-use Center in the entire Coachella Valley.

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PROPERTY DESCRIPTION

The subject property is a major redevelopment of the current Indio Mall and will be expanded to include the adjacent 20 acre parcel currently owned by the City of Indio. This property will be a mixed-use project with premiere retailers, casual dining and entertainment. It will feature up to 400 new residential units and a hospitality element. Adjacent retailers include Food 4 Less, Cardenas, CVS Pharmacy, In N Out, Dollar Tree, Starbucks and multiple small shop tenants.

SIZE: +/- 40 acres

LOCATION:

SEC of Monroe St and Highway 111, Indio, CA (Coachella Valley)

TRAFFIC:

50,000 cars at the intersection of Monroe St and Highway 111

Legal Owner/Lessor

Haagen Company

PROPERTY INFORMATION:

- Redevelopment of Indio Fashion Mall plus additional 20 acres of land.
- Indio is the largest and fastest growing city in the Coachella Valley with a 73% increase since 2000.
- 91,000 people within a 5 minute drive time and 165,300 in a 10 minute drive time.
- Average age in Indio is less than 30 and average household size is 4.7.

Location/Access

This property is located at the Southeast corner of Monroe Street and Highway 111 just south of the Interstate 10 Freeway.

Highway 111 is currently undergoing a major street reconstruction along a two mile stretch in front of the property. This reconstruction will be completed in November 2018. It includes widening the roadway to three lanes in each direction; and to replace and upgrade pavement, traffic signals, sidewalks, driveways and access ramps. This reconstruction will increase safety for drivers and pedestrians, improve access to local businesses, prepare for future economic development projects, and accommodate future traffic with thousands of people visiting and moving to Indio every year.

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PROPERTY HIGHLIGHTS

HIGHLIGHTS FOR INDIO GRAND MARKETPLACE

- ❖ The Coachella Valley has a base of 500,000 people and that number swells to over 800,000 in the winter months.
- ❖ The average age in Indio is 33 years old and the average number of household size is 4.7.
- ❖ Indio is one of the Top 100 Cities to start a business in the US and is the largest and fastest growing city in the Coachella Valley with a 73% increase since 2000.
- ❖ Approximately 90% of Indio residents spend a considerable amount of money outside the city due to lack of dining and entertainment options.
- ❖ 91,000 people within a 5 minute drive time and 165,300 in a 10 minute drive time.
- ❖ Average Household Income is \$60,800 within a 5 minute drive time and \$77,000 within a 10 minute drive time.
- ❖ Hispanic population is 80,000 persons within a 5 minute drive time and 118,600 in 10 minutes.
- ❖ "In 2020, the Hispanic/Latino teen market will balloon 62% larger than today – growing six times faster than the rest of the teen market." – *Magazine Publishers of America*
- ❖ 4,000 students ½ mile away at the College of the Desert campus; expanding to 8,000.
- ❖ Indio is host to over 20 concerts and festivals including Coachella, Stagecoach, Indio Winterfest, Indio International Tamale Festival, Rhythm, Wine and Brews, Southwest Arts Festival, The Date Festival and the Indio California BBQ State Championship and Festival.
- ❖ Highway 111 is under construction with an expansion to three lanes to include new pavement, traffic signals, sidewalks to beautify the road and allow for better pedestrian access to the site.
- ❖ I-10 freeway traffic count per year is 54 million.
- ❖ Over 4,000 new housing units being planned or under construction.
- ❖ Ranked as top emerging travel destination by hotel and travel company Trivago in 2017.

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RENDERINGS



• CINEMA PLAZA •

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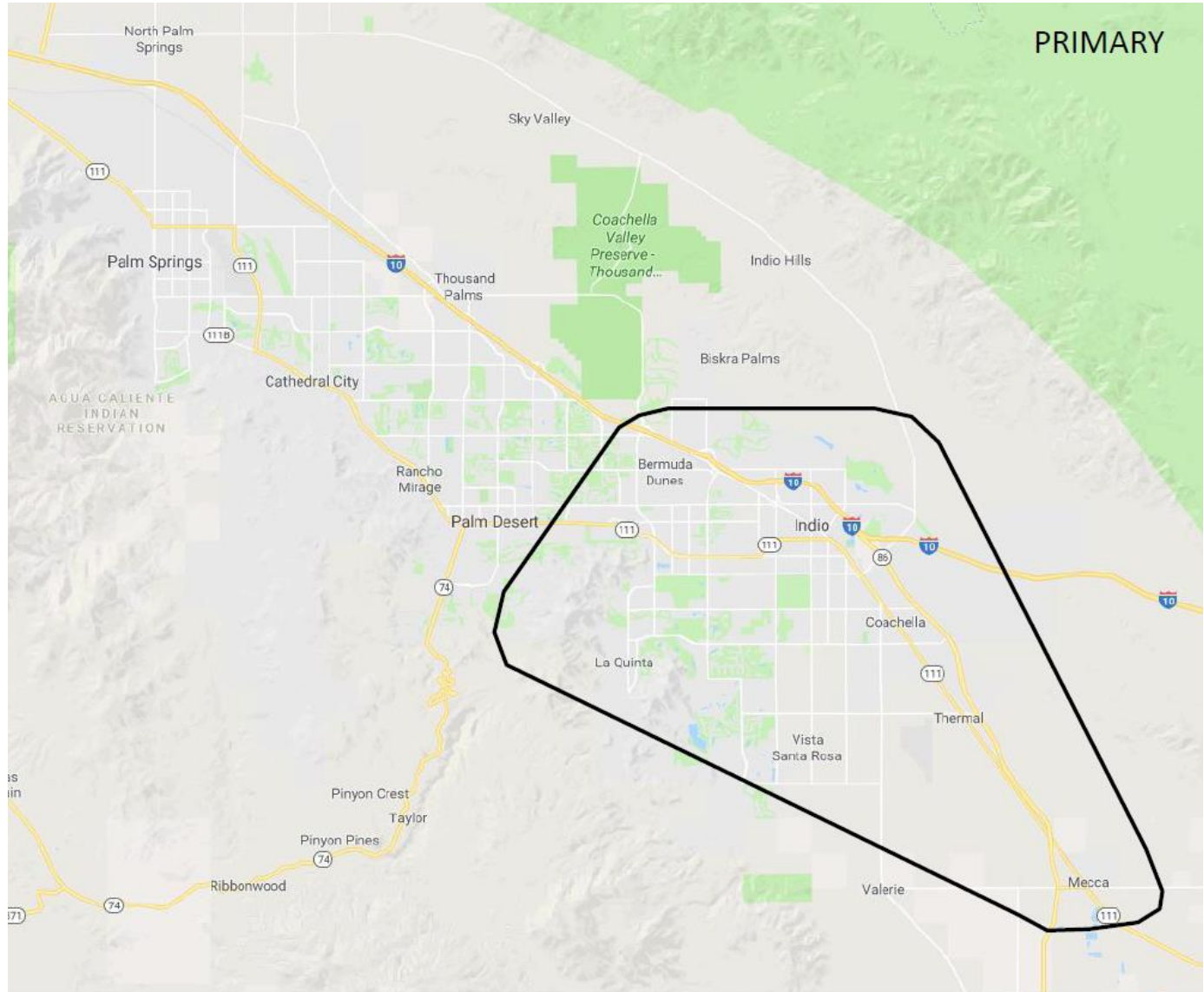
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TRADE AREA DEMOGRAPHICS



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TRADE AREA DEMOGRAPHICS

Population	Trade Area
Estimated Population (2017)	210,913
Projected Population (2022)	227,711
Census Population (2010)	188,829
Census Population (2000)	132,134
Projected Annual Growth (2017-2022)	16,798 (1.6%)
Historical Annual Growth (2010-2017)	22,084 (1.7%)
Historical Annual Growth (2000-2010)	56,695 (4.3%)
Estimated Population Density (2017)	1,306 psm
Trade Area Size	161.5 sq mi

Households	Trade Area
Estimated Households (2017)	66,154
Projected Households (2022)	70,282
Census Households (2010)	59,219
Census Households (2000)	39,465
Projected Annual Growth (2017-2022)	4,128 (1.2%)
Historical Annual Growth (2010-2017)	26,689 (4.0%)

Average Household Income	Trade Area
Estimated Households (2017)	\$83,981
Projected Households (2022)	\$98,940
Census Households (2010)	\$75,151
Census Households (2000)	\$58,467
Projected Annual Growth (2017-2022)	\$14,959 (3.6%)
Historical Annual Growth (2010-2017)	\$21,469 (3.0%)

Median Household Income	Trade Area
Estimated Households (2017)	\$64,097
Projected Households (2022)	\$75,343
Census Households (2010)	\$58,330
Census Households (2000)	\$42,627
Projected Annual Growth (2017-2022)	\$11,246 (3.5%)
Historical Annual Growth (2010-2017)	\$21,469 (3.0%)

Per Capita Income	Trade Area
Estimated Households (2017)	\$26,452
Projected Households (2022)	\$30,640
Census Households (2010)	\$23,568
Census Households (2000)	\$17,292
Projected Annual Growth (2017-2022)	\$4,188 (3.2%)
Historical Annual Growth (2010-2017)	\$9,159 (3.1%)
Estimated Average Household Net Worth (2017)	\$821,868

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TRADE AREA DEMOGRAPHICS

Race and Ethnicity	Trade Area
Total Population (2017)	210,913
White (2017)	126,312 (59.9%)
Black or African American (2017)	4,566 (2.2%)
American Indian or Alaska Native (2017)	1,756 (0.8%)
Asian (2017)	5,038 (2.4%)
Hawaiian or Pacific Islander (2017)	177 (0.1%)
Other Race (2017)	66,025 (31.3%)
Two or More Races (2017)	7,041 (3.3%)
Population < 18 (2017)	54,437 (25.8%)
White Not Hispanic	6,936 (12.7%)
Black or African American	1,039 (1.9%)
Asian	1,005 (1.8%)
Other Race Not Hispanic	1,002 (1.8%)
Hispanic	44,456 (81.7%)
Not Hispanic or Latino Population (2017)	69,427 (32.9%)
Not Hispanic White	58,916 (84.9%)
Not Hispanic Black or African American	3,552 (5.1%)
Not Hispanic American Indian or Alaska Native	508 (0.7%)
Not Hispanic Asian	4,178 (6.0%)
Not Hispanic Hawaiian or Pacific Islander	106 (0.2%)
Not Hispanic Other Race	241 (0.3%)
Not Hispanic Two or More Races	1,926 (2.8%)

Race and Ethnicity	Trade Area
Hispanic or Latino Population (2017)	141,486 (67.1%)
Hispanic White	67,395 (47.6%)
Hispanic Black or African American	1,014 (0.7%)
Hispanic American Indian or Alaska Native	1,28 (0.9%)
Hispanic Asian	860 (0.6%)
Hispanic Hawaiian or Pacific Islander	71 (0.1%)
Hispanic Other Race	65,784 (46.5%)
Hispanic Two or More Races	5,115 (3.6%)
Not Hispanic or Latino Population (2010)	65,229 (34.5%)
Hispanic or Latino Population (2010)	123,600 (65.5%)
Not Hispanic or Latino Population (2000)	45,832 (34.7%)
Hispanic or Latino Population (2000)	86,302 (65.3%)
Not Hispanic or Latino Population (2022)	72,588 (31.9%)
Hispanic or Latino Population (2022)	155,123 (68.1%)
Projected Annual Growth (2017-2022)	13,637 (1.9%)
Historical Annual Growth (2000-2010)	37,298 (4.3%)

****COMPLETE SUMMARY AVAILABLE
UPON REQUEST****

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CITY OF INDIO LINKS

City Website
www.cityofindio.org

Discover Indio Magazine
www.discoverindio.com

[Discover Indio Brochure](#)

Consumer Demographic Profiles Indio and Surrounding Cities
<http://www.indio.org/civicax/filebank/blobdload.aspx?BlobID=25750>

5,10 and 20 Min Drive Times Socio Economics
<http://www.indio.org/civicax/filebank/blobdload.aspx?BlobID=25752>

Economic Development Website
http://www.indio.org/your_government/ed/default.htm