Desert Hot Springs

THE FASTEST GROWING CITY IN THE STATE OF CALIFORNIA.

With elevated views of the Coachella Valley and thousands of acres of gorgeous mountain preserves, Desert Hot Springs is just minutes from an international airport, golf, shopping, renowned restaurants, major sporting events and more.

California's Spa City™ attracts visitors, retailers, and resort recreational developers from around the world.

A MESSAGE FROM OUR CITY

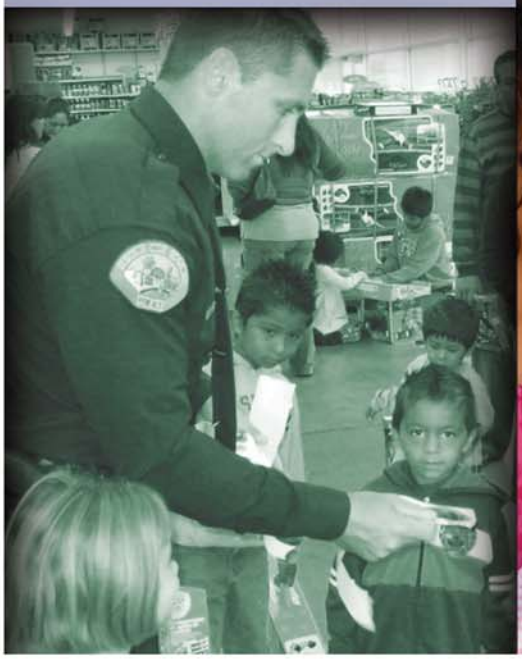
The City of Desert Hot Springs is built over one of the world's finest mineral water aquifers, resulting in world-class, naturally occurring hot mineral waters. Visitors come to calm and renew in polished marble resorts, retro-hip motels or ultra-exclusive celebrity retreats.

With these famous miracle waters, award-winning municipal drinking water, unique desert ecosystem, natural environment and spectacular mountain views, we are committed to becoming a world class health and wellness destination.

Named the fastest growing city in the State of California, with 53 percent growth from 2000 to 2010, Desert Hot Springs continues to move forward to bring our citizens a quality of life that brings them happiness, security, and a feeling of pride.

We are proud to be such a vibrant city that is defined by its rich community spirit that always steers us in the right direction. We are making substantial investments in our community, ensuring that we remain poised for continued growth.

We invite you to consider making an economic investment in the City of Desert Hot Springs.



WHERE WE ARE

Desert Hot Springs is located in Riverside County, California. It is one of nine cities that comprise the Coachella Valley (including Palm Springs, Palm Desert, Indian Wells and La Quinta).

Situated approximately five miles north of Interstate 10, the city is on the direct route between Los Angeles and Phoenix, and is approximately a 2-hour drive from Los Angeles or San Diego. The Palm Springs International Airport is just 12 miles away.

IN ORDER TO PROVIDE A SYNOPSIS OF THE MARKET OPPORTUNITY IN THE CITY OF DESERT HOT SPRINGS, WE CONDUCTED A MARKET ANALYSIS THAT INCLUDES A FIVE (5) MILE RADIUS FROM THE INTERSECTION OF PALM DRIVE AND DILLON ROAD. THE FOLLOWING FOCUSES ON THE DEMOGRAPHICS AND RETAIL OPPORTUNITIES FROM THIS GEOGRAPHIC POINT.

WHO WE ARE

The study outlined a number of retail-focused demographics.

Population

2010 (Est):	42,168
2015 (Est.):	49,932
Percentage Growth (1990-2000):	46.51%
Percentage Growth (2000-2010):	43.49%
Projected Growth (2009-2014):	18.41%

Ethnicity

Hispanic Population:	39.91%
Non Hispanic Population:	60.09%

Age Distribution

0-9	17.60%
10-17	12.66%
18-24	8.52%
25-34	12.68%
35-44	14.66%
45-54	10.20%
55+	23.69%
Median Age, Male:	32.85
Median Age, Female:	34.82

Education Achievement (Adults 25+)

High School or GED:	27.26%
Some College:	25.19%
Associates Degree:	6.34%
Bachelor's Degree:	6.80%
Master's +:	3.35%

Income

Median Household Income:	$43,002
Per Capita Income:	$15,993

OUR RETAIL MARKET OPPORTUNITIES

The retail opportunity analysis conducted for a five (5) mile radius of Palm Drive and Dillon Road in the City of Desert Hot Springs reveals significant and substantial retail development potential. Currently, retailers within the community sell about $242.6 million merchandise in the community. Demand from residents is in excess of $461.7 million annually (2010). Therefore, there is current unmet demand for an additional $219 million of retail sales in the community annually.

Retail Categories with Greatest Current Opportunity

CATEGORY	2010 DEMAND	2010 SUPPLY W/IN DHS	MARKET OPPORTUNITY
Motor Vehicles	$57,456,909	$5,340,829	$52,116,080
Automotive Parts	$5,917,738	$3,397,910	$2,519,828
Furniture/Home Furnishings	$8,463,180	$2,577,297	$5,885,883
Electronics-Consumer	$10,177,626	$3,955,179	$6,222,447
Building Materials	$40,879,026	$11,620,521	$29,258,505
Food & Beverage Stores	$73,613,221	$54,916,865	$18,696,356
Health/Personal Care/Pharmacy	$26,715,813	$14,161,681	$12,554,132
Gas/Service Stations	$43,992,721	$29,541,898	$14,450,823
Clothing Stores (All)	$21,416,006	$16,014,386	$5,401,620
Sporting Goods	$8,563,046	$1,369,340	$7,193,706
Full Service Food	$23,585,843	$7,630,006	$15,955,837
Limited Service/Fast Food	$22,688,778	$10,757,737	$11,931,041

Traffic Count Statistics (2011)
(24-Hour Average Daily Traffic)

Palm Drive North of Interstate 10	22,409
Palm Drive South of Dillon Road	22,124
Palm Drive South of Two Bunch Palms	27,370
Palm Drive South of Hacienda	20,780

Sources:

California Association for Local Economic Development
California Department of Finance
California State Board of Equalization
Coachella Valley Association of Governments
Nielsen/Claritas

CONTACT US

For more information on the City of Desert Hot Springs, please contact us in any one of the following ways:

City of Desert Hot Springs
65-950 Pierson Boulevard
Desert Hot Springs, California 92240

Phone: 760.329.6411, extension 241
Fax: 760.288.3129

Email: opportunities@cityofdhs.org
Website: cityofdhs.org