



**Now
Leasing**



PALM DESERT

Retail, Restaurant & Office Space Available

businesshotline@palmdesert.gov • 760.776.6362



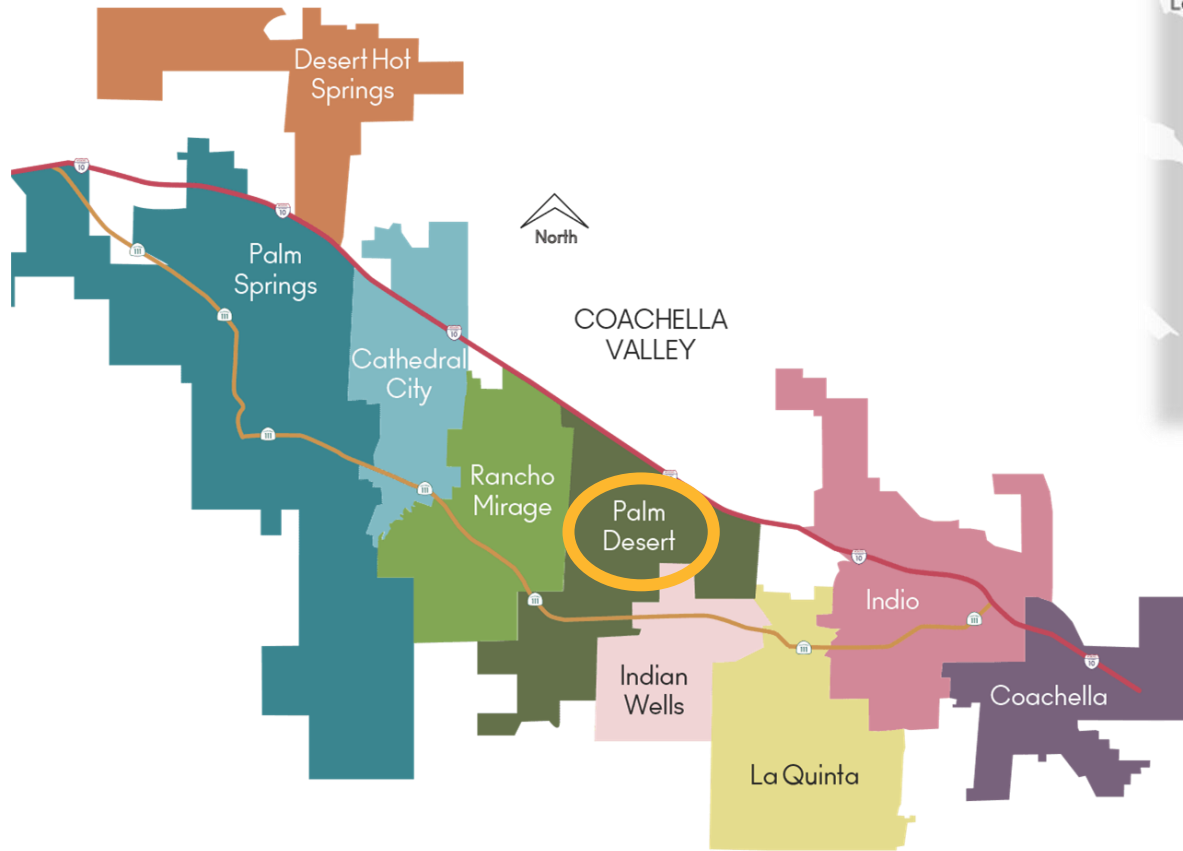
Why Palm Desert

Called the 'heart of the valley,' Palm Desert is a fast-growing and dynamic community. Palm Desert has metamorphosed from a sandy cove at the foot of the Santa Rosa Mountains into a sprawling shopping, entertainment, and recreation mecca.

Catch a show at the McCallum Theatre, a state-of-the-art performance venue that has hosted some of the world's top entertainers, as well as touring Broadway acts; feed a giraffe at the wonderfully wild Living Desert Zoo & Gardens, ranked one of the top zoos in the country; let inspiration strike while exploring public art along the city's famed shopping district, El Paseo; kick it into high gear on the Bump and Grind Trail; or play a round on an award-winning golf course.

The Ideal Location.

Centrally located in the Coachella Valley.



A short drive away from Los Angeles and San Diego.

Year around population information

52,284

Population

24,956

Households

2.06

Avg Size
Household

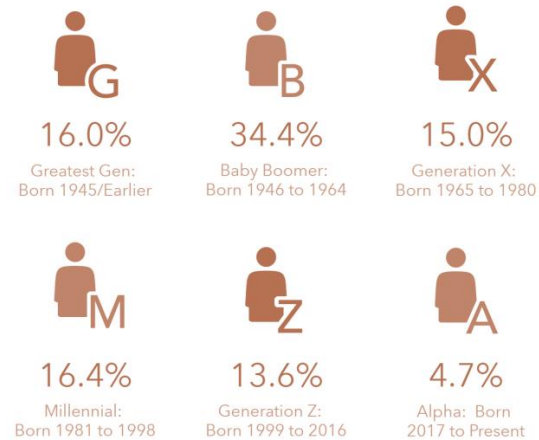
59.1

Median
Age

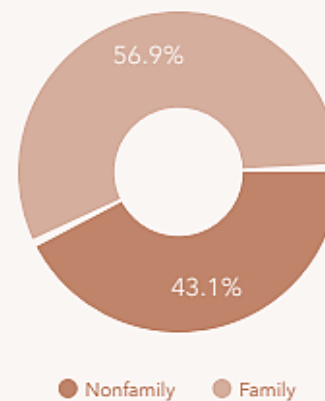


Palm Desert's year-round population nearly doubles from November to April as “snowbirds” return for the winter.

POPULATION BY GENERATION



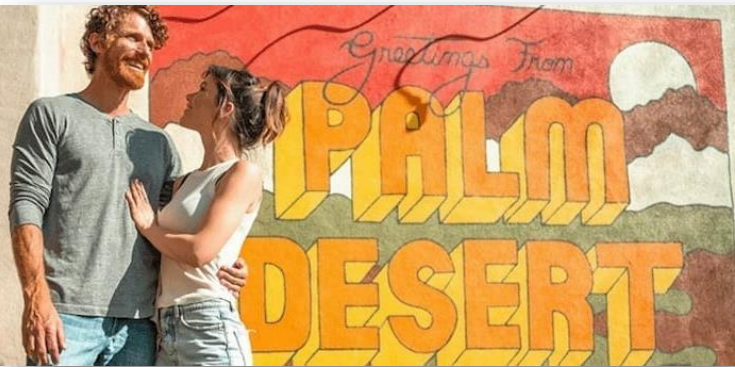
Households by type



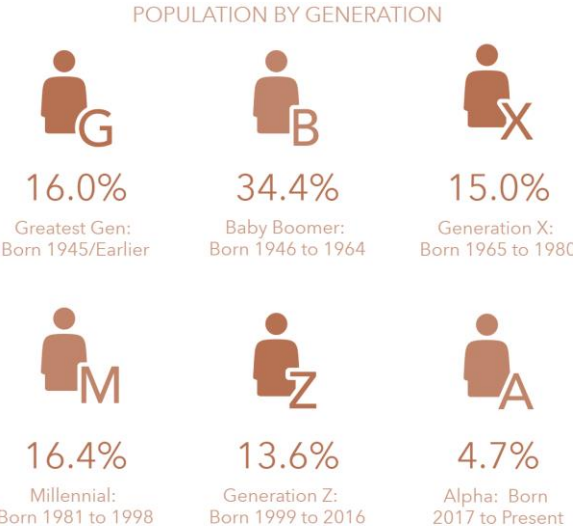
Population Trends

Palm Desert & Coachella Valley Trade Area population information

Resident Population	Palm Desert	Indian Wells	La Quinta	Rancho Mirage	Palm Springs	Coachella Valley (TA)
Population	52,284	4,368	38,882	17,285	46,347	377,999
Estimated Seasonal Population						
Total population during high season						



Palm Desert Specific



Population Trends

Key Indicators

**\$74,103 Median
Household Income**

**\$230,717 Median Net
Worth**

**\$56,656 Per Capita
Income**

**\$60,906 Median
Disposable Income**



Expenditure	\$ Per Household	Total Annual Spend
Apparel	\$3,023	\$75 Million
Entertainment	\$4,928	\$122 Million
Education	\$2,829	\$70.6 Million
Food & Beverages	\$12,357	\$308 Million
Gifts	\$2,304	\$57 Million
Household Furnishings	\$3,055	\$76 Million
Household Operations	\$3,459	\$86 Million
Personal Care	\$1,150	\$28.6 Million
Transportation	\$15,277	\$381 Million

Annual Consumer Expenditures Overview

Business Profile

Industry Type	# of Businesses	% of Businesses	# of Employees	% of Employees
Retail	958	22.2	11,213	30.8
Finance, Insurance and Real Estate	491	11.4	3,083	8.5
Service	1,729	40.2	14,919	41
Government	45	1	1,112	3.1
Unclassified	458	10.6	96	.3

4,306 Total businesses

36,350 Total employees



Individual Category Information



EATING PLACE



RETAIL



OFFICE



ENTERTAINMENT



HOSPITALITY



MEDICAL

Local Flavor

Dress in “desert casual” or slip into your finest – Palm Desert has more than 150 restaurants to suit every mood and palate. Whether you are looking to savor a traditional steak and potato entre at Mastro’s Steakhouse or nibble on a light lunch at the Habit Burger, Palm Desert has it all.

Palm Desert Dining Overview:

- 70 Fast Casual restaurants
- 128 Sit Down restaurants



Eating Places

Average Annual Spend per Household on Eating Out



\$402

Breakfast



\$1,196

Lunch



\$2,005

Dinner

Annual Household Spending

\$3,908

Meals at
Restaurants

\$618

Food & Drink
on Trips

Local Business Summary

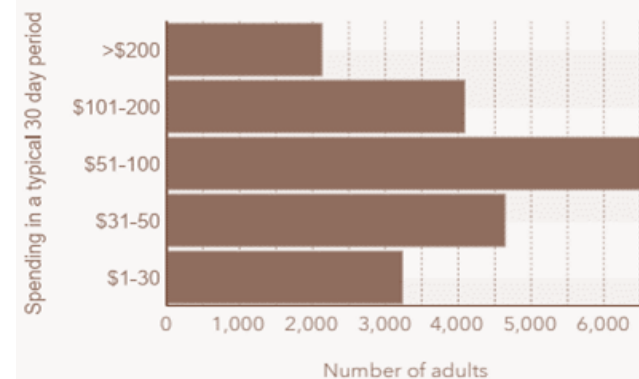
4,306

Total
Businesses

36,350

Total
Employees

Family Restaurants Market Potential



Retail

Palm Desert consistently has the highest annual retail sales amongst the nine cities of the Coachella Valley as well as the greater Inland Empire region. Palm Desert accounts for an average of 25% of the Coachella Valley's retail transactions, representing \$1.7 billion in sales in 2021. Over the last five years, Palm Desert retail sales have increased by \$248.9 million, or 17%.

Current Vacancy Rate: 7.2%

Vacant SF: 461K

Sublet SF: 22.8K

Occupancy Rate: 92.8%



El Paseo

Population

	1 Mile	3 Mile	5 Mile
2023 Estimates	10,345	38,447	68,941
Average Age	42.90	48.40	51.10
Average Household Income	\$85,286	\$104,741	\$110,802

Inventory

Inventory SF	879K
Existing Buildings	72
Vacancy Rate	6%

Availability

Vacant SF	52.5K
Sublet SF	0
Availability Rate	5.7%
Available SF	49.8K
Available Asking Rent/SF	\$36.82
Occupancy Rate	94%



Shopping Center

Type	Super Regional Mall
GLA	985,935SF
Anchor GLA	389,201 SF
Land Area	112.31 AC
Floors	1-3
Anchor Tenants	Barnes & Noble, Dick's Sporting Goods, JCPenney and Macy's

Population	1 Mile	3 Mile	5 Mile
2023 Estimates	8,769	38,892	65,860
Average Age	41.30	49.00	51.60
Average Household Income	\$69,103	\$103,959	\$110,921

The Shops at Palm Desert



Office

Current Vacancy Rate 9.4%

Vacant SF 236K

Sublet SF 6.2K

Class A - 3

Class B - 164

Class C - 78

Recreation/Entertainment

Entertainment/Recreation Fees and Admissions

\$996.56 Average Amount Spent

\$24,559,297 Total

Toys/Games/Crafts/Hobbies

\$142.17 Average Amount Spent

\$3,503,624 Total

Recreational Vehicles and Fees

\$135.02 Average Amount Spent

\$3,327,338 Total

Sports, Recreation and Exercise Equipment

\$223.35 Average Amount Spent

\$5,504.150 Total





Hospitality

19 - Properties

3,102 - Room Inventory

Class Type

Class A- 4

Class B- 24

Class C- 7

63.8% - 12-month Occupancy Rate

\$251 – Monthly Average Daily Rate

\$157 – 12-month Revenue Per Available Room

Visitors/Tourists in the Coachella Valley

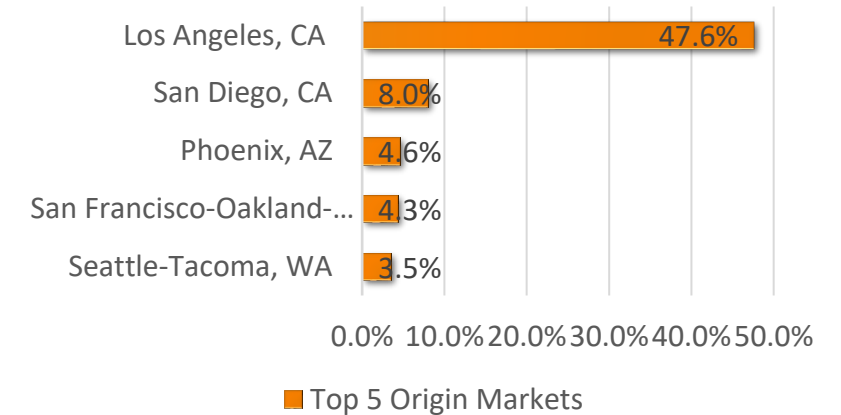
- Coachella Valley welcomes 14.1 million tourists who spend \$7.1 billion in the market annually.
- While 53% of tourists are day visitors, overnight tourists contributed to 47% of total tourist spending. Approximately 45% of tourism expenditures are on retail and dining.
- Visitors spend 13% on recreation and entertainment, which equates to \$.9 billion.
- There are over 175 hotels and 15,300 hotel rooms in the Coachella Valley – one-third of which are within just 5 miles of Palm Desert.
- The market is a hub for golf enthusiasts with 44 18-hole golf courses within 5 miles and major golf tournaments held annually nearby.
- Various tournaments, events and festivals draw tourists to the Coachella Valley from all over the United States.





Visitor Impact in Palm Desert*

Top 5 Origin Markets

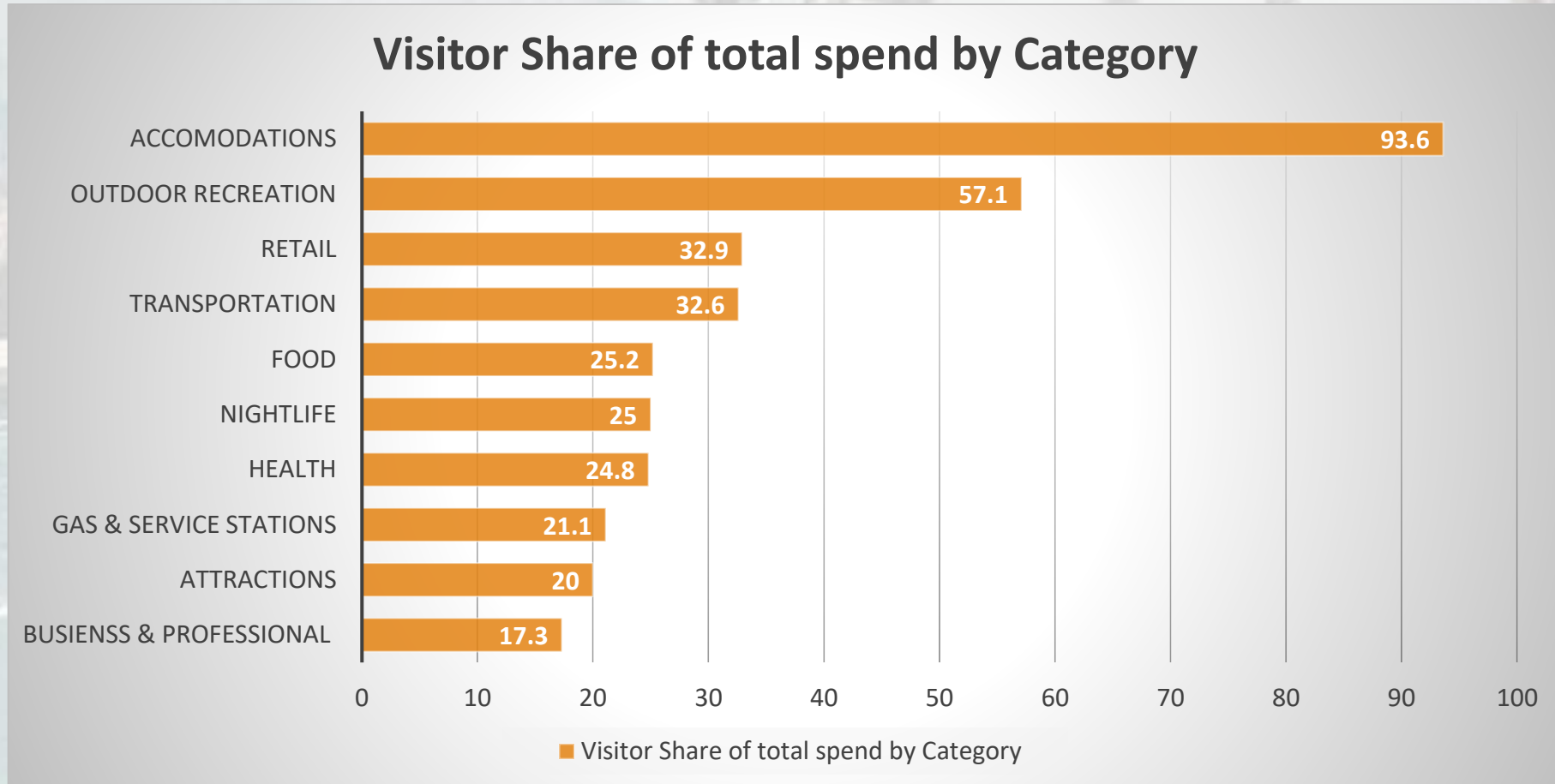


*A visitor is defined as someone who has:

- Come from over 50 miles from where they live and/or work
- Stayed for more than two hours
- Visited at least one place of impact



Visitors/Tourists – In Palm Desert



Highlights & Takeaways

- Palm Desert is centrally located in the Coachella Valley and is known as the retail hub.
- The nearest equivalent retail hubs to Palm Desert are 34 miles West (Cabazon Outlets - Cabazon) and 98 miles East (Imperial Valley Mall - El Centro).
- Palm Desert is only 1.5 miles away from the new Acrisure Arena. With over 800K visitors in its first year. The Arena is home to the American Hockey League's Coachella Valley Firebirds Hockey team and is a Live Nation event venue.
- Coachella Valley welcomes 14.1 million tourists annually who spend \$7.1 billion in the market.
- Palm Springs International Airport (PSP) had nearly 3 million passengers traveling through in 2022 and is just 12 miles West of Palm Desert.

City of Palm Desert Leasing Brochure

Information for this brochure was obtained from the following sources:

- Zartico
- Coachella Valley Economic Partnership
- CoStar
- Visit Greater Palm Springs
- ArcGIS Business Analyst
- 2020 United States Census

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We look forward to welcoming your business!

For more information on available space in Palm Desert,
please contact the City of Palm Desert Economic Development Department

businesshotline@palmdesert.gov 760.776.6362