

# Indio, California Knowledge of Community is Power



## Introduction

Indio, California, nestled in the Coachella Valley, faced unique challenges in revitalizing its downtown area and attracting retailers. This case study explores the obstacles encountered and the successful solution implemented by The Retail Coach in attracting a local brewery to set up shop in the heart of Indio.

## The Challenge

Indio was experiencing struggles with economic growth in its downtown area, with vacant storefronts and limited foot traffic. Limited retail, restaurant and entertainment offerings were present in the Downtown District, leading residents to shop elsewhere and stifling local businesses' growth. To make things more difficult, nearby cities boasted attractive shopping destinations, making it challenging for Indio to compete for retailers' attention.

## The Solution

The Retail Coach, a leading retail recruitment and development firm, collaborated with the City of Indio to devise a comprehensive strategy to overcome these challenges.

1. **Market Analysis:** The Retail Coach conducted an in-depth market analysis to identify the area's untapped potential and consumer demographics.
2. **Retailer Targeting:** Based on the analysis, The Retail Coach identified retail sectors with high growth potential and relevance to the local community.
3. **Brewery Attraction:** Recognizing the craft brewery trend's popularity, The Retail Coach targeted local breweries as a unique addition to the downtown area. Then, a coordinated marketing campaign along with the City showcased Indio's unique charm and the benefits of locating a business in the area.

## Success Story: Attracting a Local Brewery

One notable success of this strategy was the recruitment of a local brewery, "Desert Beer Company," to open a new location in downtown Indio. The Retail Coach identified Desert Beer Company as a potential partner due to its strong local following and commitment to community engagement. The City of Indio worked with the business owners to remove barriers to entry through minimizing fees and offering support throughout the planning and approval process. With a targeted grand opening in 2024, Desert Beer Company plans to collaborate with the community by hosting events and incorporating local flavors into their craft beers. The brewery's presence will help attract a diverse clientele, leading to increased foot traffic in the downtown area and will hopefully become a new cornerstone of a revitalized Downtown Indio.

## Conclusion

Through a strategic partnership with The Retail Coach and a focused effort to attract retailers, Indio has kickstarted the process of successfully revitalizing its downtown area. The recruitment of Desert Beer Company serves as a catalyst for economic growth, increasing foot traffic, and creating a vibrant, thriving downtown community. This case study demonstrates the power of targeted retail recruitment in revitalizing urban areas.