

Strategic Plan Update

INDIO

Assistant City Manager

Jonathan Nicks

Strategic Plan Concept

To ensure the continued success for the City of Indio, this Strategic Plan serves as an action plan for our future by:

- **Describing a *Vision* of what we want Indio to become**
- **Establishing a *Mission Statement* that describes our purpose**
- **Committing to *Values* and *Ethics* that describe our character**
- **Outlining of *Strategic Areas of Focus***
- **Setting forth specific *Goals* and *Action Items* to help achieve those Goals**

Strategic Plan Concept

Vision

The City of Indio is recognized as a vibrant Desert community where people live, work, play, shop, visit and thrive.

Mission

The City of Indio's public servants provide outstanding municipal services to enhance the quality of life for our residents, visitors and businesses by promoting growth and prosperity.

Ethics

City employees and officials are expected to demonstrate the highest standards of personal integrity, honesty and conduct in all activities in order to inspire public confidence. We must preserve and protect the public trust in all of our activities.

Core Values

- *Honesty and Integrity*
- *Fiscal Responsibility*
- *Exceptional Service*
- *Cooperation & Collaboration*
- *Community Involvement*
- *Open & Honest Communication*
- *Effectiveness & Efficiency*

Areas of Focus & Goals

PUBLIC SAFETY

BUSINESS & JOB GROWTH

COMMUNITY INFRASTRUCTURE

COMMUNITY BEAUTIFICATION

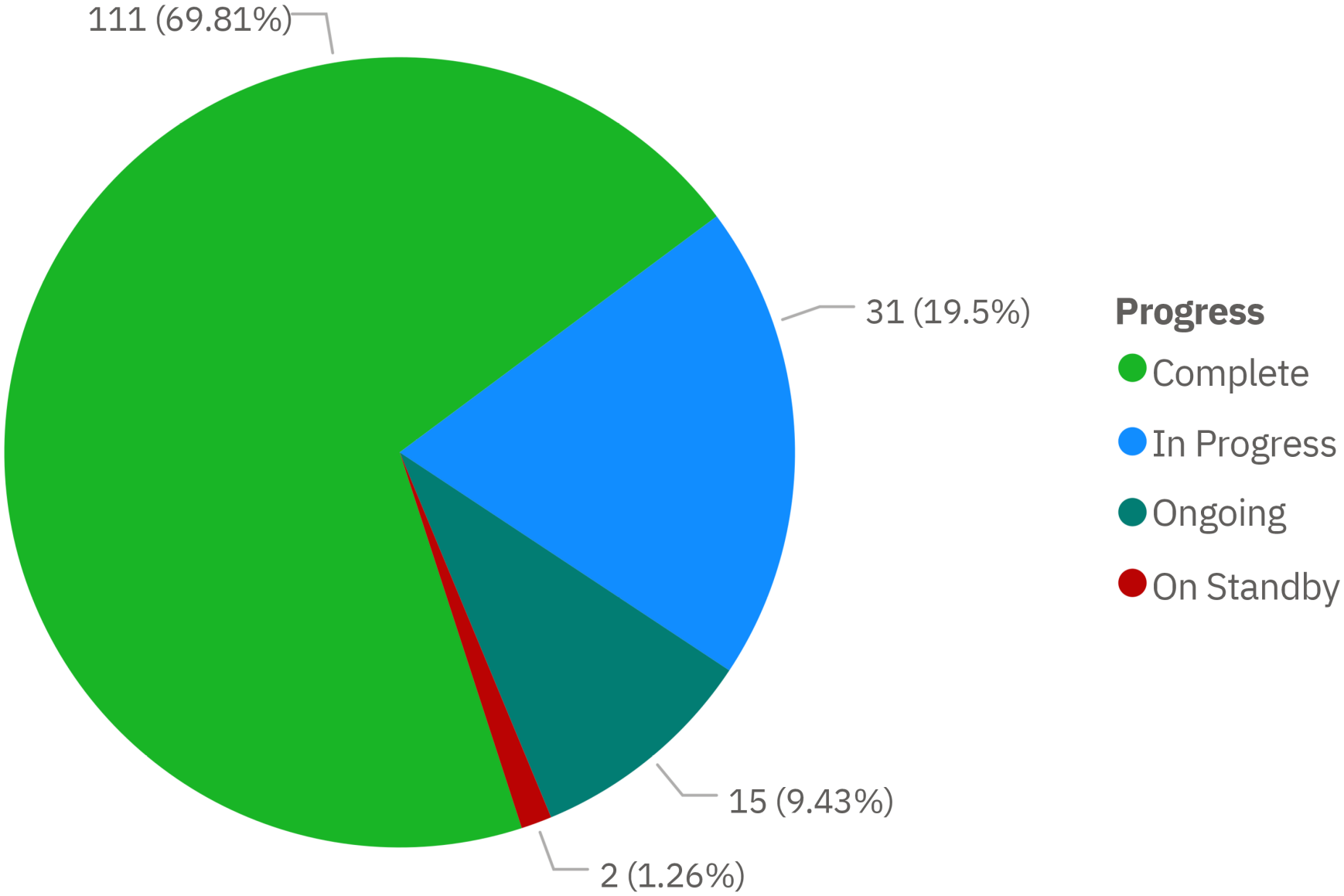
DOWNTOWN & HIGHWAY 111 REVITALIZATION

FESTIVALS, EVENTS, ARTS & CULTURE

COMMUNITY OUTREACH, COMMUNICATION & PARTICIPATION

FINANCIAL & ENVIRONMENTAL SUSTAINABILITY & OPERATIONAL EXCELLENCE

Action Items = GSD



INDIO
take center stage

PUBLIC SAFETY







PUBLIC SAFETY

INDIO
emergency management

COMMUNITY EMERGENCY RESPONSE TEAM

CERT
COMMUNITY EMERGENCY RESPONSE TEAM
CITY OF INDIO

BUILDING RESILIENT COMMUNITIES

CERT is about readiness, people helping people, rescuer safety, and doing the greatest good for the greatest number of people. CERT is a positive and realistic approach to emergency and disaster situations where citizens will be initially on their own and their actions can make a difference.

This training is provided by:

INDIO
emergency management

3-DAY TRAINING
FEBRUARY 14-16, 2025

Fire Suppression Safety



Cribbing



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BUSINESS & JOB GROWTH









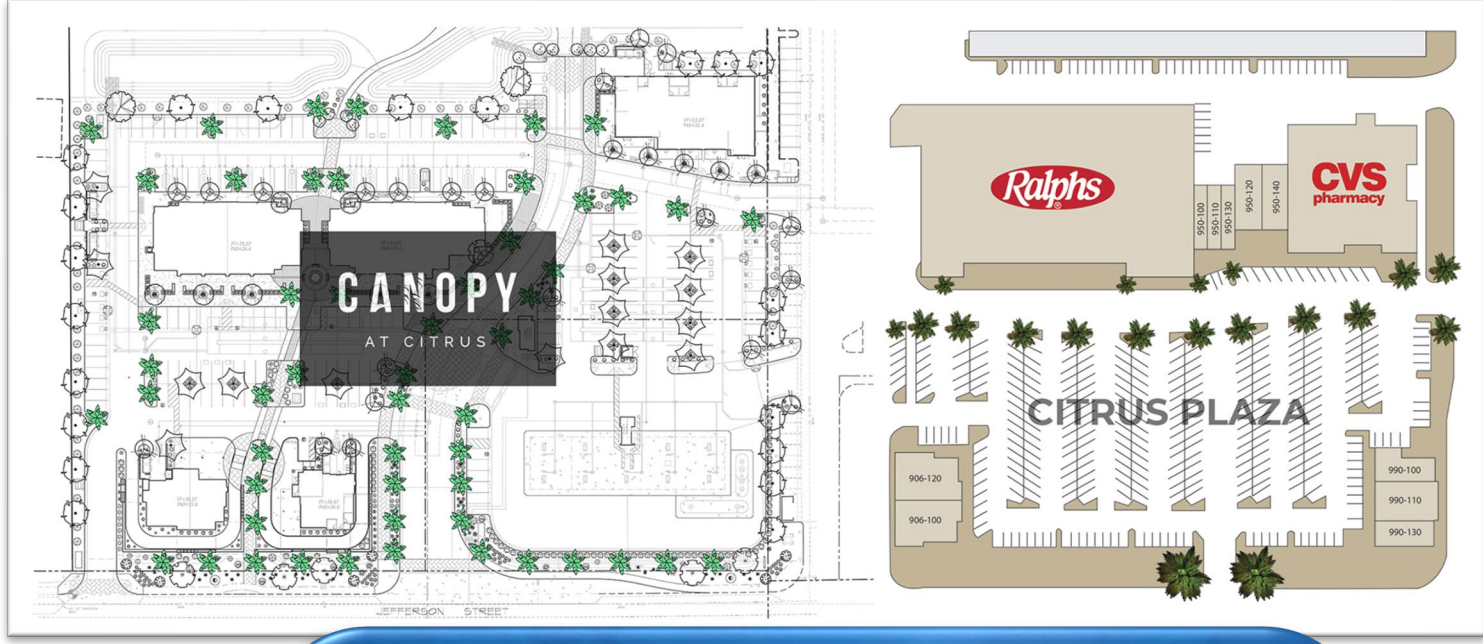




South Indio

Canopy at Citrus

- Cork & Fork
- Lunas Pizza Bar & Grill
- Keedy’s Fountain & Grill
- Coral Sushi & Sake Bar
- Ryan Ryan Fine Jewelry & Gift Bar
- Mechanics Bank
- Chipotle
- Ralphs Fuel Station
- Babe’s Smokehouse & Tavern
  Jersey Mike’s





INDIO
take center stage

North Indio

Showcase Shopping Center

- WoodSpring Suites Hotel
- Handel's Homemade Ice Cream
- Jersey Mike's
- Indio Brewing

The Palms Shopping Center

- Raising Canes
- In-N-Out Burger
- SumoDog
- Salad and Go

Indio Towne Center

- Texas Roadhouse
- Tilly's
- Sketchers
- EV Charging Stations

I-10 Auto Mall

- Unicars Superstore

take center stage

COMMUNITY BEAUTIFICATION





INDIO

INDIO

BEAUTIFICATION PROGRAM







Community Infrastructure

Parks Improvements



Miles Avenue Park
Replaced Picnic Shade Fabric



North Jackson Park
Replaced Pyramid Shade Fabric



North Jackson Park
Replaced Dugout Shade



South Jackson Park
Replaced Playground Surface



South Jackson Park
Replaced Picnic Shade

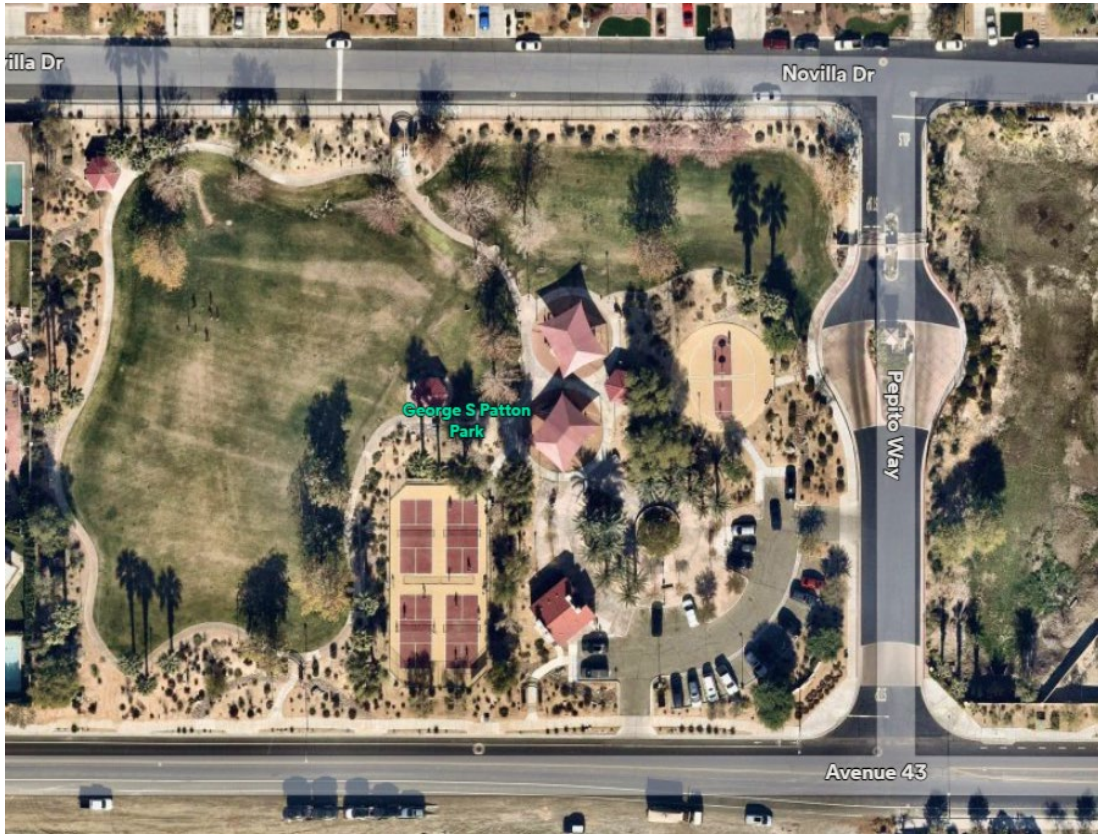


Dominguez Park
Added Engineered Wood Fiber to Playground

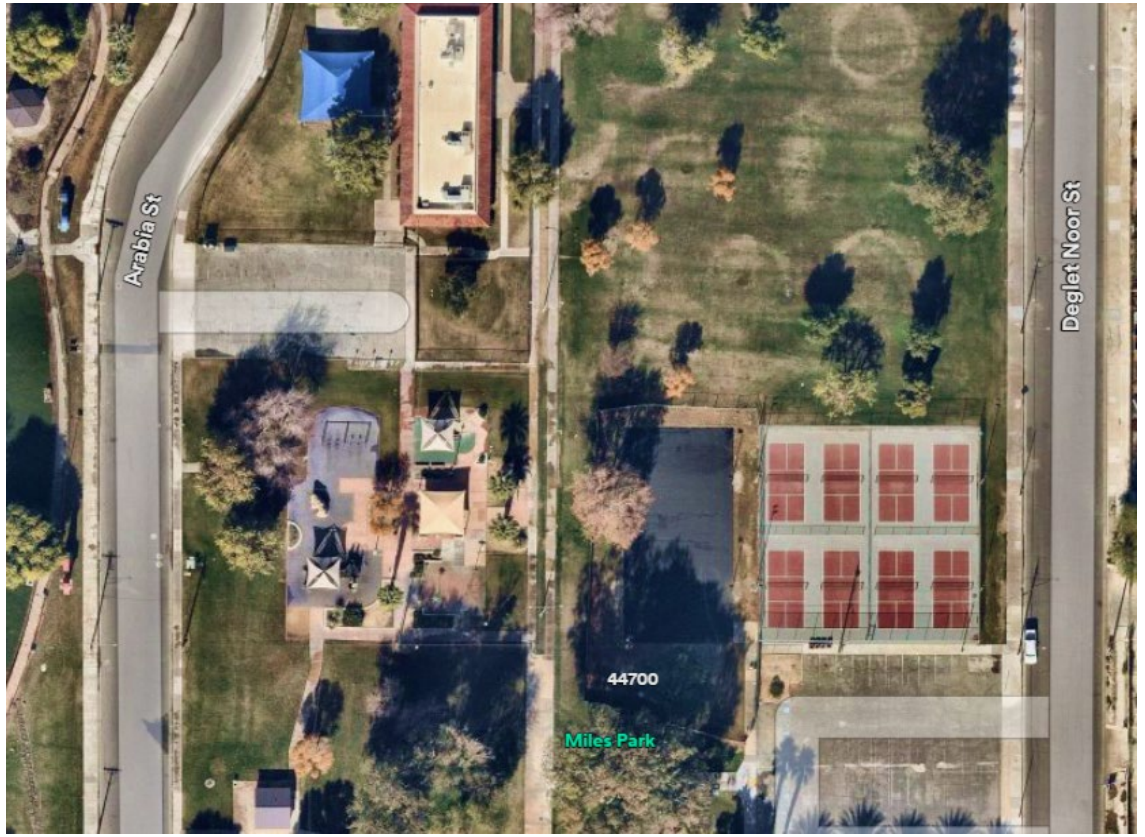
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New Pickleball Courts

Patton Park (4)



Miles Ave. Park (8)



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Indio Sports Park



- Football Field
- Soccer Fields
  - Two fields under 16
  - Two fields under 12
  - Four fields under 10
  - Three fields under 6
  - One professional field
- Baseball Fields
- Walking Path
- Shade Structures
- BBQ & Picnic Tables
- Drinking Fountains
- Road Improvements along Market Street

Road Improvements



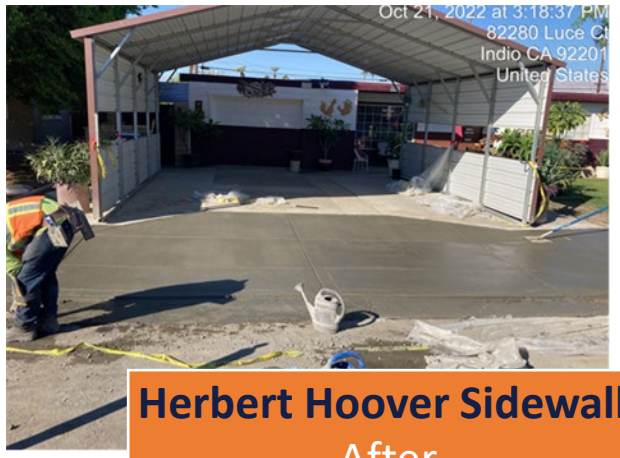
Herbert Hoover Sidewalk
Before



Herbert Hoover Sidewalk
Before



Indio Blvd.
Before



Herbert Hoover Sidewalk
After



Herbert Hoover Sidewalk
After



Indio Blvd.
After

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Shields Avenue Street Project







HOLT ARCHITECTURE

INDIO CITY HALL

SCHEME 2D-3



HOLT ARCHITECTURE

INDIO LIBRARY

NW PERSPECTIVE

Golf Course Clubhouse

The Lights at Indio GC







DOWNTOWN & HIGHWAY 111 REVITALIZATION


The Desert Sun

SUNDAY, JUNE 9, 2024 | DESERT SUN.COM

PART OF THE USA TODAY NETWORK

How Indio has revitalized its downtown

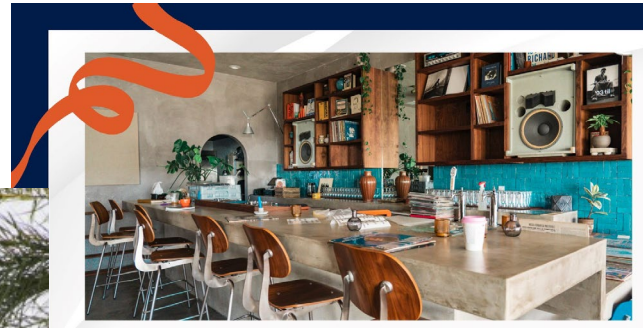
City's plan to lure restaurants, shops and offices to once-vacant buildings bears fruit

Inside

Former football star and indie-rock giant Incubus has a role in Indio's revitalization.

SPORTS, 1C





Ribbon Cutting Ceremony

Rosemary HiFi

Join us in celebrating Rosemary HiFi taking center stage in Indio!

Friday, January 17, 2025

4 p.m.

45120 Oasis Street

INDIO



INDIO

take center stage

FARMER'S MARKET
INDIO

SECOND SATURDAYS
Hard Act to Follow

INDIO
take center stage

SECOND SATURDAYS
Hard Act to Follow



LATINOVA

JAN. 11 2025 | FREE 6-9PM | INDIO

DOWNTOWN INDIO | CENTER STAGE | 82881 MILES AVENUE

FOOD TRUCK FRIDAYS
INDIO

INDIO
MOVIE NIGHT
AT CENTER STAGE

FEBRUARY 6TH

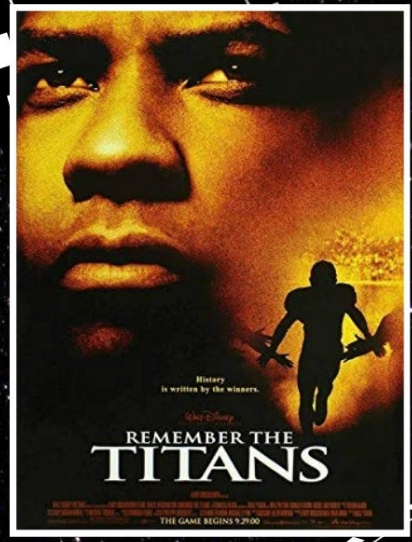
FREE
ALL AGES

6:30PM
MOVIE BEGINS

CENTER STAGE
DOWNTOWN INDIO
82881 MILES AVENUE
INDIO, CA 92201

FREE FRESH POPCORN FOR ATTENDEES

SPONSORED BY:
DESERT WILDLIFE CENTER
25th I-10 AUTO MALL ANNIVERSARY



FESTIVALS, EVENTS, ARTS & CULTURE











FESTIVALS, EVENTS, ARTS & CULTURE









GOLDENVOICE PRESENTS IN INDIO

COACHELLA

COACHELLA VALLEY MUSIC AND ARTS FESTIVAL

INDIO CALIFORNIA · EMPIRE POLO CLUB

Lady Gaga

FRIDAY APRIL 11 & 18

Missy Elliott · Benson Boone · the Marías · LISA · the Prodigy · Parcels · FKA twigs · Mustard · Mau P
GloRilla · Yeat · the Go-Go's · MARINA · Djo · Tyla · Sara Landry · Thee Sacred Souls · d4vd · Artemas · Miike Snow
Three 6 Mafia · Chris Lorenzo · SAINt JHN · 4batz · Vintage Culture · Tink · Maribou State · Eyedress · A.G. Cook
CA7RIEL & Paco Amoroso · Chris Stussy · Damian Lazarus · julie · Austin Millz · Lola Young · Tinlicker · SPEED
Seun Kuti & Egypt 80 · Ravyn Lenae · Beltran · TOPS · Los Mirlos · PARISI · Pete Tong x Ahmed Spins
KNEECAP · Shermanology · vs self · HiTech · Moon Boots · Coco & Breezy · Glixen · EREZ

SATURDAY APRIL 12 & 19

Green Day

Charli xcx · The Original Misfits · Keinemusik · Above & Beyond · Anitta · Ivan Cornejo · Clairo · ENHYPEN
Shoreline Mafia · T-Pain · Hanumankind · Sam Fender · Japanese Breakfast · Beth Gibbons · Darkside · Eli Brown
Gustavo Dudamel & LA Phil · Jimmy Eat World · Viagra Boys · Disco Lines · Blonde Redhead · Amelie Lens · Alok
Yo Gabba Gabba! · Glass Beams · The Dare · 2hollis · Mind Against x Massano · Klangkuenstler · salute · horsegiirL · El Malilla
Medium Build · underscores · Indo Warehouse · Indira Paganotto · Infected Mushroom · Rawayana · Layton Giordani
DJ Gigola · HAAi · Judeline · Together Pangea · Bob Vylan · Prison Affair · Talón

Post Malone

SUNDAY APRIL 13 & 20

Megan Thee Stallion · Zedd · Junior H · JENNIE · Kraftwerk · beabadoobee · Polo & Pan · XG
Basement Jaxx · Keshi · Chase & Status · Still Woozy · Sammy Virji · Jessie Murph · Arca · Rema · Shaboozey
Ty Dolla $ign · Circle Jerks · Ben Böhmer · Amyl and the Sniffers · Boris Brejcha · Dixon x Jimi Jules · Muni Long · Amaarae
BigXthaPlug · Snow Strippers · Fcukers · Interplanetary Criminal · Dennis Cruz · VTSS · The Beaches · Wisp · MEUTE
Francis Mercier · Hope Tala · Sparrow & Barbossa · Ginger Root · AMÉMÉ · SOFT PLAY · Mohamed Ramadan · GEL
Kumo 99 · DESIREE · Tripolism · Yulia Niko

Travis Scott

Designs the Desert



STAGECOACH

CALIFORNIA'S COUNTRY MUSIC FESTIVAL

FRIDAY APRIL 25

Zach Bryan

Brothers Osborne · Lana Del Rey
Carly Pearce · Whiskey Myers · Sierra Ferrell
Dylan Scott · Tucker Wetmore · Nikki Lane · 49 Winchester
Bryan Martin · Drake Milligan · Alana Springsteen · Tigirlily Gold
Tanner Usrey · Avery Anna · Drew Parker · John Morgan
Noeline Hofmann · Abi Carter · Mae Estes

SATURDAY APRIL 26

Jelly Roll

Sturgill Simpson · Nelly 25 Years Country Grammar
Ashley McBryde · Shaboozey · Koe Wetzel
Dylan Gossett · Niko Moon · Tommy James & the Shondells · Dasha
Crystal Gayle · Louie TheSinger · George Birge · Annie Bosko · Tiera Kennedy
The Castellows · Myles Kennedy · Maddox Batson · Colby Acuff
Lanie Gardner · Kashus Culpepper

SUNDAY APRIL 27

Luke Combs

Midland · Sammy Hagar
Flatland Cavalry · Scotty McCreery · Goo Goo Dolls
Tracy Lawrence · Conner Smith · Chayce Beckham · Austin Snell
Treaty Oak Revival · The Bacon Brothers · Alexandra Kay · Brent Cobb
The Wilder Blue · Abby Anderson · Angel White · Waylon Wyatt
Anne Wilson · Vincent Mason · Blessing Offor

LATE NIGHT IN PALOMINO FEATURING

T-Pain · Creed · Backstreet Boys
Guy Fieri's Stagecoach Smokehouse · Diplo's Honkytonk
Very Special Guests Compton Cowboys

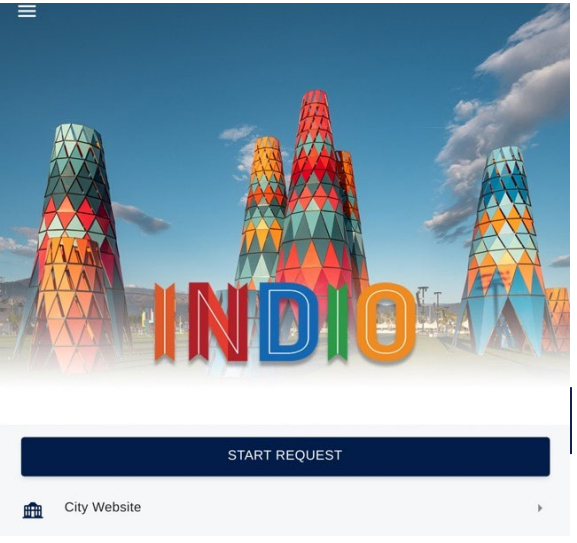


EMPIRE POLO CLUB • INDIO, CA

COMMUNITY OUTREACH, COMMUNICATION & PARTICIPATION







Commit 2 Conserve

INDIO water authority

FINANCIAL & ENVIRONMENTAL SUSTAINABILITY & OPERATIONAL EXCELLENCE





3 P'S

INDIO

POLITE

PROFESSIONAL

PROGRESSIVE





Strategic Plan Next Steps

Consultant to facilitate the next plan:

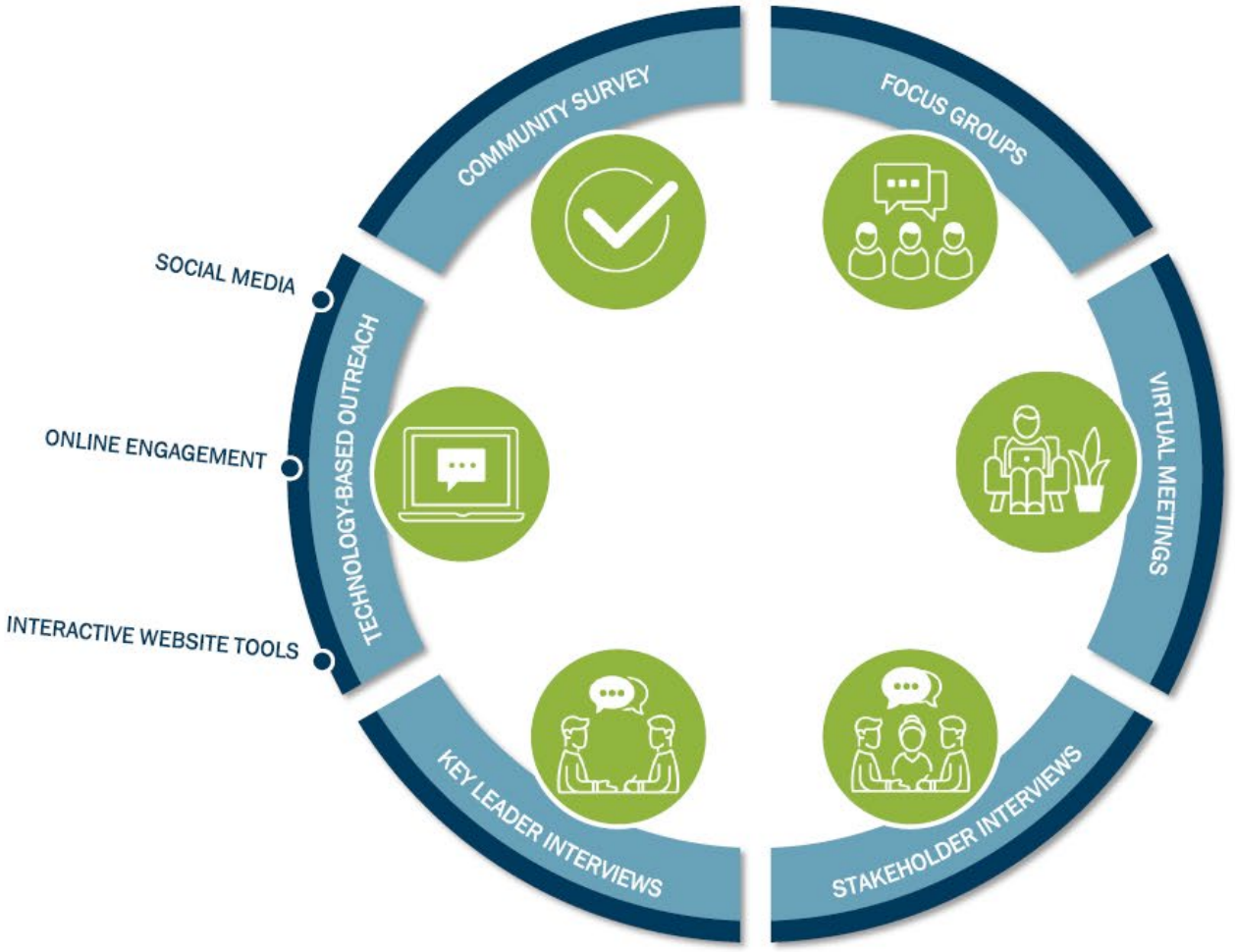
- **November – RFP released**
- **December – 7 Proposals received & evaluated by staff**
- **January – Interviewed top 2 consultants**
- BerryDunn **selected to work with Team Indio**
  - **51 years in business**
  - **39 years serving 650 state, local, & community service agencies**
  - **70 Projects focused on Organizational Development**
- **February – begin community, City Council, & staff engagement**

Strategic Plan Next Steps

Service delivery model

We meet people where they are

- Flexible scheduling
- Welcoming venues and gathering spaces
- A thoughtful, internal engagement strategy
- Communications, interviews, surveys, Social Pinpoint
- Existing connections and engagement methods



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take center stage



Questions?

INDIO