2023/24 City of Indian Wells Strategic Planning



City Fiscal Policy

Capital Improvements

Safe Community

- Public Safety
- General Plan Update

Economic Development

- Tourism Updates & Opportunities
- Expand Economic Opportunities in the Community

Sustainability

- Evaluate Energy Efficiency
- Develop Hwy 111 Landscape Uniformity

New Initiatives

Resident Benefits

- Indian Wells Potential Park Sites
- Community Events & Activities

City of Indian Wells
Mission Statement

Create an unsurpassed quality of life for our residents and guests by providing superior public safety, exceptional service and outstanding amenities that will further enhance our image as a prestigious community and international resort destination.

Goals: City Fiscal Policy, Capital Improvements, Safe Community

City Fiscal Policy

- Develop a plan to expand the pension program to pre-fund future pension obligations.
- Examine a new revenue measure designed to diversify revenue streams and provide a dedicated funding source to address future funding needs of the City.
- Provide direction on the best use of one-time loan funds being paid to the City by the former RDA.

Capital Improvements

- Prepare new five-year CIP as part of the upcoming budget cycle.
- Continue investing in the street maintenance program to achieve a City average Pavement Condition Index of 80 points or higher.
- Maintain and add healthy, vibrant, and water conscious landscape citywide.
- Perform annual sidewalk repairs to remove tripping hazards.

Safe Community - Public Safety

- Continue monitoring the various public safety initiatives in the Strategic Planning Session report and provide regular updates to the Public Safety Committee and City Council.
- Examine opportunities for the Sheriff's Dept and Public Works to address further speeding in the community.
- Continue offering various emergency preparedness training for residents.
- Complete and update the City's Local Hazard Mitigation Plan.

Safe Community - General Plan Update

- Continue working with De Novo Planning in collaboration with the Indian Wells Historical Preservation Foundation to complete the Historic Property Survey Report.
- Complete the City's Comprehensive General Plan Update and Programmatic EIR in 2023.
- Continue discussion to incorporate Complete Streets in the community.

Goals: Economic Development

Tourism Update & Opportunities

- Evaluate and revise the City's Marketing and Tourism Plan with Visit GPS' assistance.
- Evaluate where tourism funds are invested in promoting Indian Wells as a tourism destination and incorporating opportunities to highlight the IWGR.

Tourism Update & Opportunities

- Promote Indian Wells events, such as Winterfest, BNP Paribas Open, Ironman, and pickleball.
- Evaluate the partnership with Acrisure Arena and suggest revisions to the media plan to maximize the City as the official city partner of the arena.

Tourism Update & Opportunities

- Review other marketing opportunities provided by Visit GPS or other organizations.
- Incorporate sustainability efforts into marketing materials, which has proven to be essential for conference planners when deciding where to host their meetings.

Expand Economic Opportunities

- Implement a streamlined online plan check and permit process.
- Continue efforts to develop the Genton & Brixton sites, including channel improvements, and present Council with development agreements for consideration in 2023.

Tourism Update & Opportunities

- The plan will be presented to Marketing Committee, followed by a presentation to the full City Council. In addition, a review of City's Incentive Program is also timely.

Expand Economic Opportunities

- Complete a report explaining the value of memberships with the various regional economic development organizations in early 2023 and before adopting the Fiscal Year 2023-2025 budget,
- Conduct additional meetings with Riverside County to determine the feasibility of an EIFD.

Goals: Sustainability

Evaluate Energy Efficiency Opportunities

- Monitor completion of the Energy Efficiency Project and report to the City Council once complete. Have City Attorney review the contract with vendor to determine if there are any legal tools to facilitate quicker installation of the system or damages from delays in implementing the project.
- Apply for the Institute for Local Government Beacon Awards that the City may qualify for.

Evaluate Energy Efficiency Opportunities

- Replace the title of this goal with Sustainable Community Goal, which better reflects the various projects the City is working on.
- Examine opportunities to expand recycled water (purple pipe) infrastructure in the community and other sustainable best practices.

Develop Landscape Uniformity Along Hwy 111

- Develop an approved list of plants suitable to maintain the City's distinctive landscaping along Hwy 111 into the General Plan update and conduct community meetings as part of a redesign of Hwy 111 landscaping to reduce turf along Hwy 111.
- Develop a multi-year phasing strategy to budget the removal and replacement of publicly owned palm trees throughout the City.

Develop Landscape Uniformity Along Hwy 111

- Examine grant opportunities to develop a citywide tree inventory and plant new trees.
- Develop standard landscaping standards for commercial centers along Hwy 111 that are consistent with the City's uniform standards.

Goals: Resident Benefits & New Initiatives



- Council instructed staff to finalize the passive park design from the Passive Park Study and bring forward for discussion at the City Council's March 2, 2023 meeting. The consensus was to include a possible partnership with the Indian Wells Historic Preservation Foundation.
- Research opportunity to develop park amenities on the Southwest Church property with DRD that include park amenities of interest to Indian Wells.
- Continue identifying new community events/activities for residents and seek partnerships.
- Contact Southwest Church & Ford Elementary to see if choirs would perform at City events.



- Meet with Canadian Consulate to ascertain an interest in developing sister city with Kelowna, Canada.
- Examine the guidelines of the current Resident Benefit Program.
- Analyze the pickleball sponsorship and determine if a portion of the funds can be better utilized for the Resident Benefit Program.



- Update Communication Plan.
- Expand Partnership with Indian Wells Preservation Foundation.
- Review of City Administrative Processes and Municipal Code Update.