



COACHELLA SPORTS AND ENTERTAINMENT  
STADIUM AUTHORITY

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— EMBARGOED UNTIL 6:00 pm (PT) WEDS. 18 JULY 2018 —

***HUGE STADIUM, SPORTS + EVENTS CENTER COMING  
TO COACHELLA VALLEY***

***Leaders of the SoCal Coyotes and East Valley Coalition to Tip Major Plans July 19***

**(INDIO, CA) July 18, 2018** — IN THE SUMMER OF 2012, Coach J David Miller arrived in the Coachella Valley to help build The SoCal Coyotes, a new, developmental football team. Hardly anybody noticed. But things are about to change here, in a big way.

Six years later, after leading the team to five championships and founding a Coyotes student leadership program that serves 30,000 Coachella Valley youth annually, Miller has seen a larger, regional vision take shape. Tomorrow morning (July 19), the Coachella Sports and Entertainment Stadium Authority (CSESA), headed by Miller, will announce plans to build *The Shield at 1 Coyote Way*—a \$300 million, mixed-use, 12,000-seat stadium, ringed by sports tourism venues, hotel, office, housing and local retail partners. [.<@thesocalcoyotes>](https://www.instagram.com/thesocalcoyotes)

Details of the deal and projected, county-wide economic benefits will be revealed at a Sports Tourism Summit, held at 9:00 am, at the Fantasy Springs Resort, Indio. The meeting is open to the public.

Plans are simultaneously underway to bring pro soccer to the region, youth sports tournaments, camps, and clinics. Talks began in earnest this winter and spring. Also planned: music and family events in the stadium—a unique place of gathering that will cater to residents far beyond its role as home to the SoCal Coyotes.

While the SoCal Coyotes logo pairs a staunch shield with its protective namesake canine, Coach Miller finds the origins of the new planned stadium name in *Proverbs 30:5*: “Every word of God is tested; He is The Shield to those who take refuge in him.”

(more)

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What’s more, CSESA has met privately with The East Valley Coalition and private land owners to plan and prepare an announcement for the planned purchase and development of the site. CSESA, in an industry report embargoed until July 18, states: “The Coachella Valley qualifies in every reliable way for a new indoor arena — plus planned, outdoor, multi-use sports fields. If you don’t build it, they definitely won’t come.”

Coachella Valley already reaps the benefits of large-scale, locally produced events, the stadium authority (CSESA) says. Youth sports are the missing piece of the economic puzzle. “From the BNP Paribas Open to the ANA Inspiration (LPGA golf) Tournament, to the Empire Polo Club, a solid foundation exists as to what can be accomplished.

“This expertise needs to be expanded to year-round events, assuming establishment of a formalized marketing and sales effort.” With its prime location, and well-developed tennis, polo, and golf events, the region is poised to increase its share of the annual \$15.3 *billion* youth sport industry in the U.S.

V. Manuel Perez, Fourth District Supervisor, Riverside County, was instrumental in commissioning a regional study of sport tourism for the East Valley Coalition. In turn, Bob Wright manager of the East Valley Coalition, helped push plans in place for a site analysis and economic projections related to potential sites.

Noting that a similar sized region in Westfield, Indiana, recently built a massive sports complex, Grand Park, that showed an increase of \$148 million in economic impact in 2015, Perez states, “My hope is to bring sports tourism as another boon to this region—that we can create jobs, and keep money here locally, so that we can help support our families and bring about a better quality of life.”

Miller concludes: “If this goes through as planned —and it’s no longer just a ‘plan,’—the entire community will benefit for years to come.”

## THE SHIELD AT 1 COYOTE WAY - 12 FACTS + FIGURES

(as of 07/15/18)

When completed\* The Shield will have:

- 12,000 seats
- 125 acres of hotel, sports, restaurants and medical facilities
- 150,000 sq. ft. of sports, medical, surgical facilities and senior living village
- **2,000 jobs expected to flow into local workforce**
- \$3.8 billion in projected labor income, over 20 years
- 52 weekends expected to be booked or in operation each year
- 30 flexible meeting spaces
- 30+ doctors committed to lease or have office space designated to their practices
- \$260 million in local and state tax revenue generated over 20 years by the complex
- 120-room hotel
- 1 Home Team, football: The SoCal Coyotes
- 1 Home Team, pro soccer, in 2021, in discussion

*\* projected build-out completion: 2021*

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