

Authentically Cultivating Cultural Tourism

Tribal Chairman
Jeff L. Grubbe



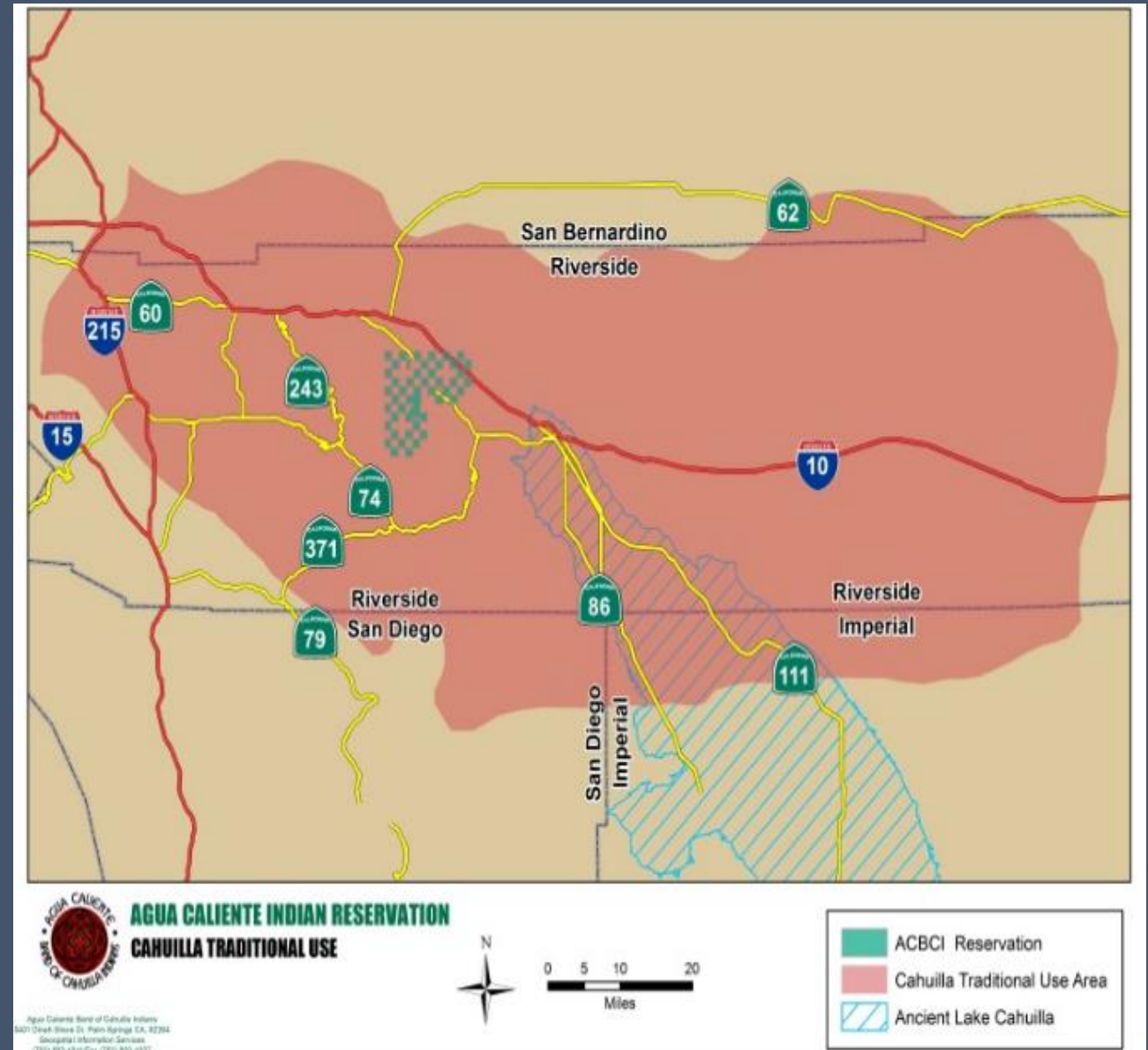
Tribal Chairman Jeff L. Grubbe



Who We Are

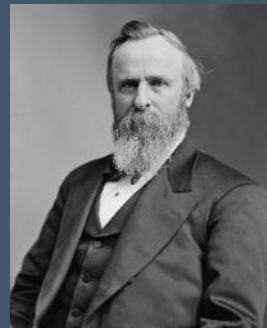
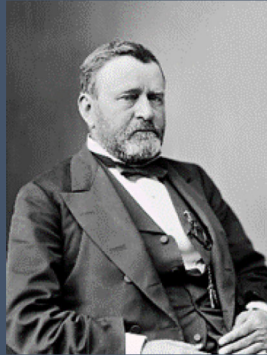
Agua Caliente History

- Members of the Agua Caliente Band of Cahuilla Indians and their ancestors have lived in the Coachella Valley for centuries
- The early Cahuilla people were known to have complex communities in the Palm, Murray, Andreas, Tahquitz, Snow Creek and Chino Canyons

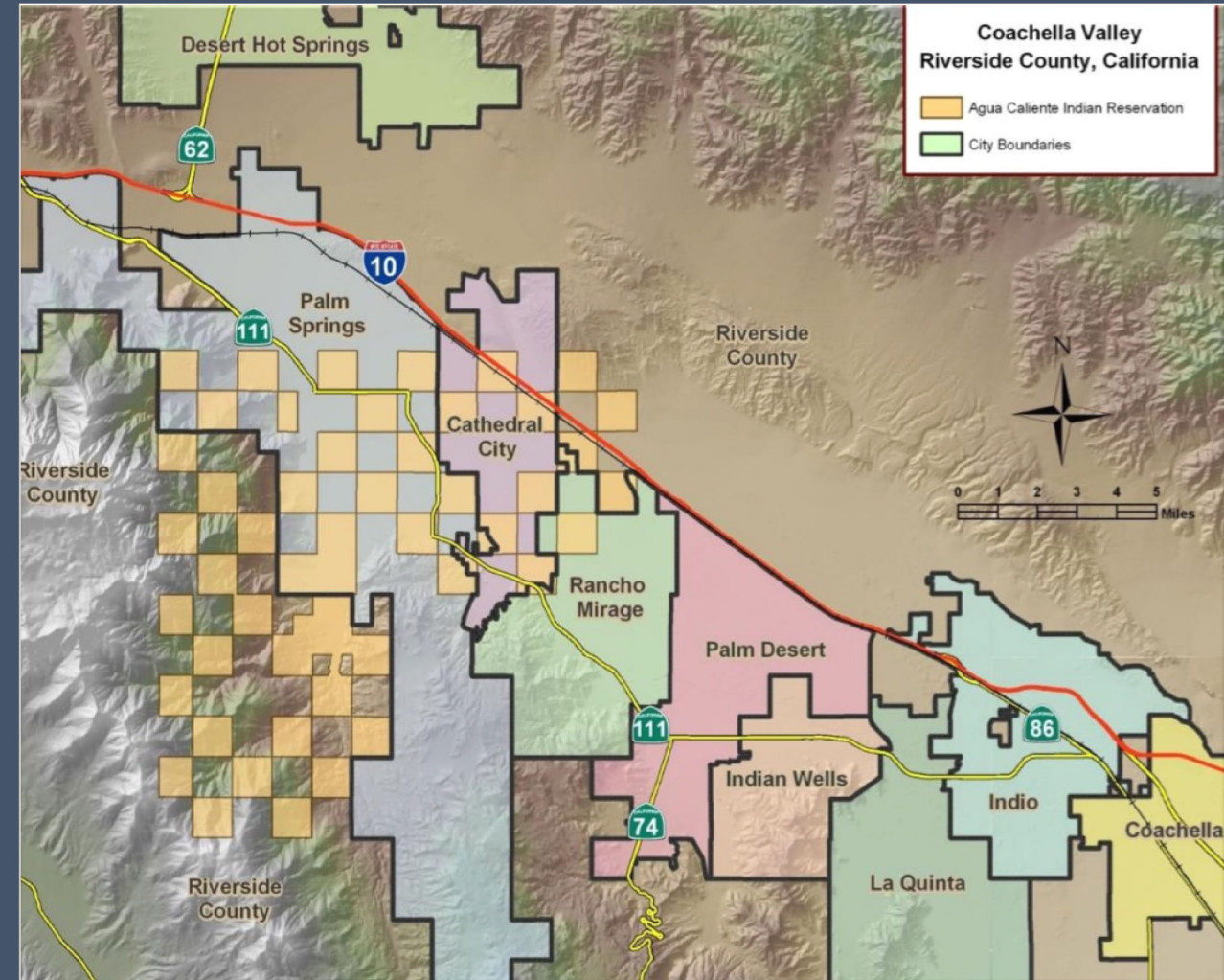


Agua Caliente History

- The Agua Caliente Reservation was established on May 15, 1876 by President Ulysses S. Grant
- The Reservation was expanded by President Rutherford B. Hayes on Sept. 29, 1877



Agua Caliente Indian Reservation

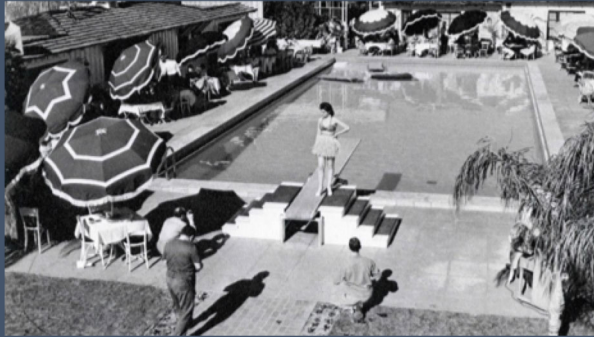


1876-77



**Riverside County
incorporates**

1938



**City of Palm Springs
incorporates**

1973



**City of Rancho Mirage
incorporates**

1981



**City of Cathedral City
incorporates**



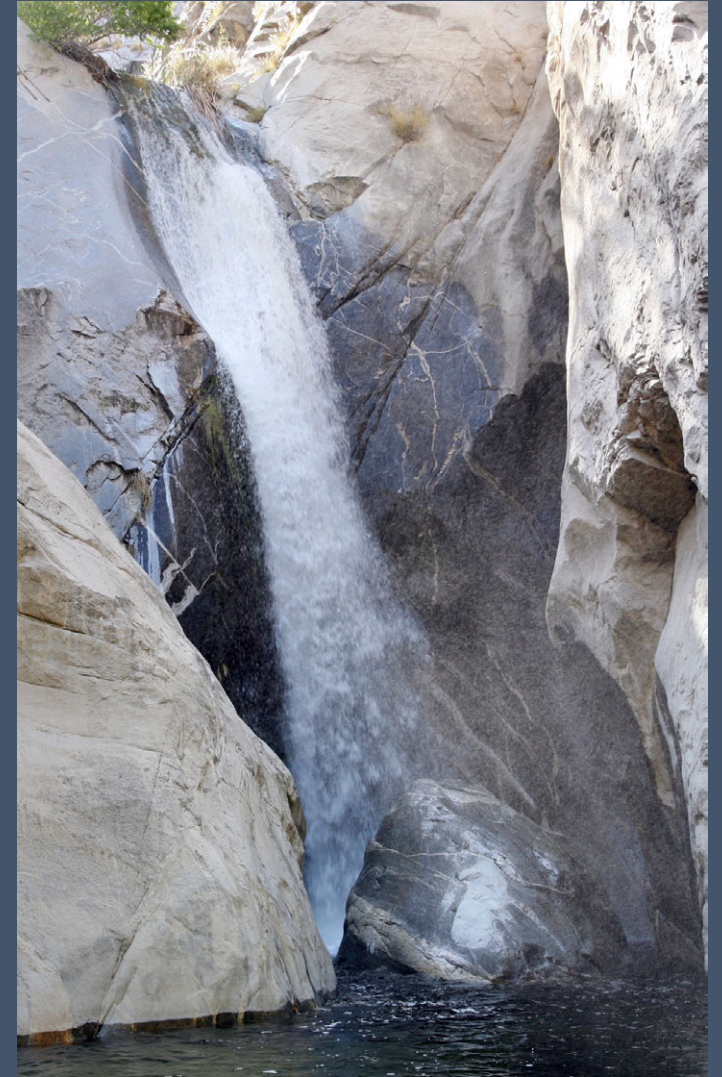
- The Agua Caliente Reservation is laid out in a checkerboard pattern
- The U.S. Government gave odd-numbered sections to the railroad to spur rail growth in the 1870s
- The Tribe and its members are the largest single landowner in Palm Springs
- The Tribe exercises sovereign authority over lands of the reservation through land use agreements with the four local jurisdictions



Cultural Tourism Since 1880



Cultural Tourism Today



Cultural Tourism Tomorrow

Agua Caliente Cultural Plaza, Downtown Palm Springs



Agua Caliente Cultural Plaza Site Map



Agua Caliente Cultural Museum



The Spa at Séc-he



Agua Caliente Hot Mineral Spring



Oasis Trail and Gathering Plaza



Groundbreaking May 11, 2018



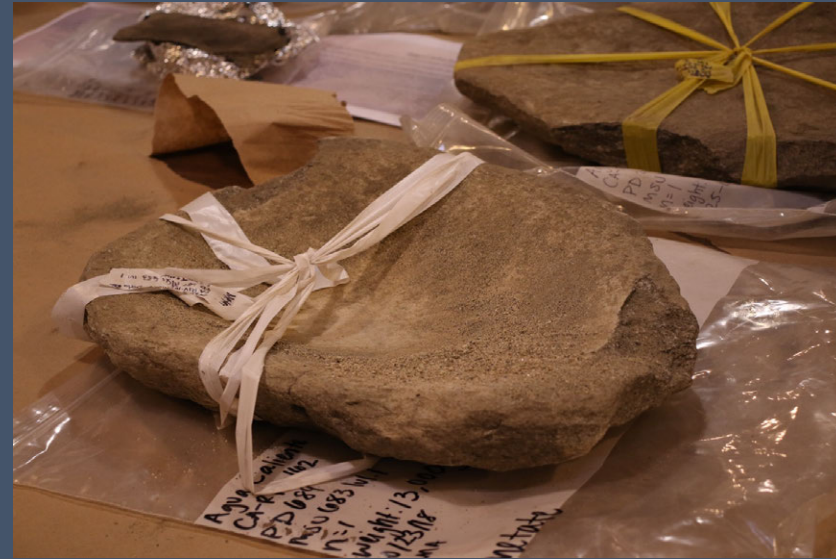
Construction



Archeology



Archeology



Opening Fall 2020



Cultural Tourism Opportunities

More than **2.3 million** travel through Palm Springs International Airport each year. New cultural plaza is about **2 miles** from our international airport.

Cultural Tourism Opportunities

Agua Caliente Cultural Plaza

50,000 - 100,000 visitors first year

Cultural Plaza = Cultural Tourism = Education

Cultural Tourism Partners



AGUA CALIENTE
BAND OF CAHUILLA INDIANS



PALM SPRINGS
ART MUSEUM



Tourism Industry

13.6 million annual visitors
to Greater Palm Springs area
\$5.5 billion impact

**Authentically Cultivating
Cultural Tourism,
Authentically
Since Time Immemorial**

Thank you! Questions?

Jeff L. Grubbe

Tribal Chairman

Agua Caliente Band of Cahuilla Indians

