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
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.
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
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
CALIFORNIA
like no place else™

GREATER palmsprings
find your oasis.

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