



# BUSINESS SPOTLIGHT

## COCA-COLA OF SOUTHERN CALIFORNIA

### NEW LOCATION FOR COCA-COLA IN THE COACHELLA VALLEY

When Coca-Cola was searching for the perfect location for their Coachella Valley headquarters four years ago, the company's executives knew their facility should provide room to grow and easy access to freeways for distribution.

The company had long outgrown its previous facility, and it was anticipated that over 3.6 million cases of Coca-Cola products would be sold and distributed annually throughout the Coachella Valley from its new location. They found exactly what they were looking for in the Coachella Valley Enterprise Zone.

As the company's 102 employees eagerly await the opening of their state-of-the-art, 56,000 square-foot facility this month, the City of Coachella prepares to welcome its first LEED-certified building (certification pending). LEED is an internationally recognized green building certification system.

This is also the first LEED-certified building built by Coca-Cola Enterprises, and top-level executives from throughout the country will join local employees for a grand opening in the Spring of 2010.

Coca-Cola Enterprises is the world's largest marketer, producer and distributor of Coca-Cola products. For more information, please visit [www.cokecce.com](http://www.cokecce.com).



*"We are very excited about the location of our new building. The tax incentives of the Enterprise Zone are a major perk that we plan to utilize."*

*Eric Behan, Coca Cola Sales Center Manager*

**SPRING 2010**



53-990 ENTERPRISE WAY  
SUITE 13  
COACHELLA, CA 92236  
[WWW.CVEZA.ORG](http://WWW.CVEZA.ORG)

**CVEZA EXECUTIVE COMMITTEE**

PRESORTED STD  
US POSTAGE

**PAID**

PALM DESERT, CA  
PERMIT NO. 149

Get into the

# ZONE

SPRING 2010

Coachella Valley **ENTERPRISE ZONE**



## ENTERPRISE ZONE ADDS 7,000 ACRES IN THERMAL

The State of California Department of Housing and Community Development recently approved a boundary modification application submitted by the Coachella Valley Enterprise Zone to increase its size by nearly 7,000 acres in Thermal (Riverside County).

The new acreage is in the area close to Jacqueline Cochran Regional Airport in Thermal. The boundary modification is effective back to November 11, 2006, which means businesses in this area may claim tax credits retroactively.

Hadley Date Gardens in Thermal is one of the businesses that has been looking forward to the boundary modification.

“The Enterprise Zone was instrumental in our decision to operate here. It helps us remain competitive in the dried fruit industry,” said Melinda Keck Dougherty, chief financial officer.

With this boundary modification, the cumulative acreage total for the Zone is now approximately 39,000 acres. To find out if your business is located in the recently added acreage, please contact (760)391-5176.

IS YOUR BUSINESS IN THE ZONE? FIND OUT AT [WWW.CVEZA.ORG](http://WWW.CVEZA.ORG)



# FRANCHISE TAX BOARD TO GIVE LOCAL TAX CREDIT SEMINARS

The Coachella Valley Enterprise Zone invites businesses and tax preparers to attend Tax Credit Seminars presented by California's Franchise Tax Board.

Because business owners and tax preparers have different perspectives, there will be two separate seminars in order to properly present the information to each group. Businesses can find out if they qualify for tax credits that can reduce or even eliminate State income taxes. In some cases these credits can increase their tax refund or reduce taxes owed. (The maximum amount of tax refund is limited to amount of taxes prepaid). Tax preparers can get the latest information to make sure their clients in the Enterprise Zone are able to benefit from the program.

"It's important that businesses and tax preparers in our Zone be as up-to-date as possible on matters concerning the Enterprise Zone program," says Executive Director Hal Joseph, "and there is no better source for that than the FTB."

A seminar for business owners will be held Wed., May 19, from 7:30 to 9 a.m. A seminar for tax preparers will be held Thurs., May 20, from 7:30 to 9 a.m. Both will be held at the Indio Teen Center, 81-678 Avenue 46, Indio.

For information or to find out if you are in the Zone, please call 760-391-5176 or visit [www.cveza.org](http://www.cveza.org).

## SAVE THE DATE!

JOIN THE FRANCHISE TAX BOARD AT THE FOLLOWING ENTERPRISE ZONE SEMINARS

BUSINESS OWNER SEMINARS: COMING SOON IN SPRING 2011

TAX PREPARER SEMINARS: COMING SOON IN SPRING 2011

CALL (760) 391-5176 FOR INFORMATION



## DON'T TAKE OUR WORD FOR IT- LISTEN TO WHAT LOCAL BUSINESS OWNERS ARE SAYING ABOUT THE ENTERPRISE ZONE PROGRAM



***“We have not had to pay any State income taxes since moving into the Enterprise Zone.”***

Steven & Martha Bohm, Owners,  
Precision/VIP Promotional Products (Indio)



***“This program is very exciting. It allows us to stay in business and expand our operations.”***

Paul Marcincowski, Regional Director,  
Aaron’s Sales and Lease  
(Coachella, coming soon to Indio)



***“The tax savings allowed us to grow and market our business at an accelerated rate. I’m a huge proponent of this program. It’s an easy, streamlined process.”***

Elaine Holmes, Owner  
PJ’s Desert Trophies and McDowell Awards (Indio)