

GCVCC Activity Report for the City of Coachella

July 1, 2022 to January 31, 2023

Economic Development Activities/Community Outreach

The Greater Coachella Valley Chamber of Commerce's primary goals are to assist the business community with activities and events to stimulate economic develop through the following:

- **Ribbon Cutting Ceremonies**
 - Borrego Springs Community Health Center, July 21st.
- **Mixers**
 - The Chamber has conducted morning and evening mixers each month. We are actively seeking businesses in Coachella to host mixers.
 - Beer Hunter August 16th
 - Pro VR, September 7th
 - Level One 11, September 29th
 - Variety of the Desert, October 5th
 - Desert Urgent Care, October 26th
 - Spa Azure, November 2nd
 - GCVCC & Visit Greater Palm Springs Joint Mixer, November 10th.
 - TQLQs Agave Bar & Grill, November 16th
 - Old Town Artisan Studios, December 6th
 - DropBy Office & Amp Sports Lounge Dual Mixer, December 15th
- **City Partnership Events**
 - Fiestas Patrias, September 17th
 - Coachella State of the City and Business Awards, October 19th
 - Tacos, Tequila & Chavelas, October 22nd
 - Coachella Candidates Forum, October 24th
 - Coachella Holiday Parade, December 9th
- **Community Outreach**
 - GCVCC Spanish Educational Event was a workshop that provided information on how to start a business in Coachella, selecting the right category of business, how and where to get a business license, services offered by the SBDC and the City of Coachella, human resources and the new laws, etc. It was attended by over 60 local business members and exhibitors including BBSI, the City of Coachella, SBDC, COD, and more. The City has requested that we add additional workshops in Spanish at least 3 times a year.
 - City Walks, August 4th, October 6th, December 1st, January 12th
 - GCV Educates – Social Media Marketing, August 10th.
 - GCV Educates – How to Read Minds & Influence People
 - Empresarios on the Move Event, September 16th – the GCVCC nominated 2 Coachella businesses, Integrity Insurance and Garibaldi Plaza.
 - All Valley Mayors and Tribal Chairpersons Luncheon, September 29th
- **Marketing**

- The Chamber regularly updates its website with community news, event postings, business resources.
- All events and activities are actively marketed on 4 social media platforms: Facebook, Instagram, Twitter, and YouTube, before and after the events.
- The Chamber newsletter is distributed to over 6,500 registrants weekly and contains news on Chamber, City and Community events, business resources, offers from members, and local business resources.
- The Chamber offers a promotional platform at all Mixers where members can set up an exhibit to promote their businesses at no cost.
- The Chamber offers members the opportunity to promote themselves with flyers, business cards and other promotional materials at each of the Chamber's offices.
- The Chamber maintains a Business Directory and Referral network and will continue to expand these by engaging outreach to non-member and member businesses.
- **Tourism/Contact Report**
 - The Coachella Office of the GCVCC continues to operate a Business Support and Visitors' Center and received well over 196 in-person visits and 42 calls since 7/1/22. It is open Monday through Thursday from 8:30 to 4:30 and is staffed by two GCVCC employees. Calls were mostly handled by the Indio Office.
 - The Visitors' Center maintains information on economic development programs, initiatives and support, housing information, business license information and general information on the City's General Plan, and business initiatives and programs.
 - Walk in questions ranged from how to obtain business licenses, the location of the Coachella Civic Center and Consulate, requests for maps, restaurants, things to do in the City, housing, membership, city issues, events, City initiatives and programs and general information.
 - The Visitors' Center maintains an inventory of brochures, maps and resource guides and provides a venue for businesses to display their information.
 - All GCVCC staff have been trained in the "TEAM GPS" program provided by Visit Greater Palm Springs, July 20th.
- **Membership**
 - Total Coachella Members: 55
 - New Members Added for the stated period: 3
 1. EJ Dental
 2. Carnitas La Piedad
 3. ER Funeral
 - Member Renewals for the stated period: 19
 - Conducted monthly member orientations, "Chamber 101" for members valley wide. The location varies each month to ensure each city is represented.

Financials

- Membership Dues totaling \$9,040 for the stated period.

Upcoming Events Through December 2023

The Chamber will continue to aid its business members and assist the community of the City of Coachella with the following events:

- Suavecito Sundays, March 5th, 12th, and 19th at Veterans' Park
- GCVCC Spanish Educational Session, April date TBA
- All Valley Chamber Mixer, at Palm Springs Air Museum, May 17, 2023
- Annual Board Installation & Business Awards Event, June date TBA
- Fiestas Patrias – El Grito, at Rancho Las Flores Park, September date TBA
- All Valley Mayors, Tribal Leaders & Expo Event, September date TBA
- Coachella State of the City and Business Awards, October date TBA
- Tacos, Tequila, and Chavelas, at Veterans' Park, October date TBA
- Annual Holiday Christmas Parade, Downtown Coachella, December date TBA