



STAFF REPORT
6/11/2025

To: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Director of Economic Development

SUBJECT: Approve a Professional Services Agreement between the City of Coachella and the Greater Coachella Valley Chamber of Commerce for Fiscal Year 2025-2026 in the Amount of \$53,500__

STAFF RECOMMENDATION:

Staff recommends that the City Council consider approving a Professional Services Agreement between the City of Coachella and the Greater Coachella Valley Chamber of Commerce for fiscal year 2025-2026 in the amount of \$53,500.

BACKGROUND:

The City of Coachella has partnered with the Greater Coachella Valley Chamber of Commerce (Chamber), as a private business support organization within the City to provide professional services. The City renews the service agreement annually with the Chamber, which commemorates the services the Chamber will provide to the City each fiscal year. These services include supporting the City's economic development efforts by providing: business services, various community and city events, and further development of Coachella's tourism market.

DISCUSSION:

The budget and the services identified in the attached professional services agreement total \$53,500. The services described in the proposed 2025-2026 Agreement include the following services and final costs to the City after any available revenues are deducted per service/event:

- Business Support Services - \$6,000
 - Support updates to Chamber materials and resources to include Spanish business resources and education.
 - Support Industry Roundtable meetings hosted at the Chamber for local industry and business development.
 - The introduction of business education conducted in Spanish.

- State of the City/Business Awards - \$12,000
 - Chamber will organize and manage: Business Expo; ticket sales/sponsors, and business awards.
- Holiday Parade - \$500
 - Provide drivers for dignitary cars.
- Coachella Tacos, Tequila, and Chavelas Festival - \$15,000
 - Provide stipend and monetary prizes to participating businesses. Provide and staff ticketing for both presale and door entry tickets.
- Visitor Center - \$20,000
 - This would be the visitors center as we've been running it with some reduced hours. We would also be able to partner with the city in selling city merchandise to promote the city. The chamber would create a page where it could be purchased online or in person.
- Bi-Annual Job and Education Fair - \$15,000 (this cost is waived for FY 25-26)
 - The Greater Coachella Valley Chamber of Commerce is proposing a biannual Job and Education Fair in partnership with the City of Coachella to connect local residents with career, training, and higher education opportunities. Held twice a year, the event will bring together employers, trade schools, colleges, and workforce development organizations to support economic mobility and community growth. This initiative aims to strengthen Coachella's workforce pipeline while providing valuable resources for both job seekers and students.

Total Contract Amount: \$53,500

FISCAL IMPACT:

The contract amount of \$53,500 will be included in the FY 2025-2026 budget presentation.

ATTACHMENT(S):

1. 2025-2026 Professional Services Agreement