

GCVCC COACHELLA

GCVCC.ORG
(760) 347-0676
INFO@GCVCC.ORG



OUR TEAM

Faces both new and old, meet the current GCVCC team.



BRANDON MARLEY

President/CEO



BARBARA CHODOS

Director of Operations



JO BETH PRUDHOMME

Director of Business Development



TINA RODRIGUEZ

Events Manager



TERRY CATES

Membership Experience Coordinator



NATALIE SANTANA

Administration Coordinator



LINDA SANCHEZ

Marketing Coordinator

GCVCC MARKETING

Weekly Newsletter

- Over 6,500 Email Subscribers. Over 50% open rate

Social

- Over 25,000 followers across Facebook, LinkedIn, Instagram and YouTube



MEMBERSHIP

- A dozen ribbon cuttings
- Monthly Business Walks
- Approximately 1,000 current members
- 85 new members
- Upcoming Mixer at Temalpakh Farm
- Attended and spoke at multiple community events and round tables



EVENTS

- State of the City
 - Up over 75 from last year
 - Well received from the community
- Holiday Parade
 - Provided drivers for event
- Tacos Tequila & Chavelas
 - 475 Attendees
 - 13 Food Vendors
 - Challenges, competitor events, promotions, pricing



VISITORS CENTER

Averaging between 3-5 visitors daily (approximately 65-70 a month)

Common reasons guests are coming in

- Vendors for events
- Tourists looking for information on the area
- Guests looking for City Hall or City Facilities
- Mexican Consulate
- Information on businesses in the area



WORKFORCE DEVELOPMENT

The GCVCC has been awarded a new Workforce Development Grant with the County of Riverside Workforce Development for \$125,000.

- This grant will allow the GCVCC to assist local businesses in bringing on new employees with their pay covered up to \$20 per hour for the first 90 days of employment as well as workforce and grant training.



NEW PARTNERSHIPS

- GCVCC for the first time was an in-kind sponsor of the Palm Springs International Film Festival (PSIFF) and the supporting partner of the PSIFF Family Day which was held at the Mary Pickford Theatre on January 14, 2024. GCVCC assisted the PSIFF in getting local food trucks to participate in the free event as well as marketing and promotion.
- GCVCC also for the first time is a patron sponsor of the Desert Town Hall series. This partnership supports our mission of advocacy and further education.

