



Memorandum of Understanding

Date: March 1, 2022

To: City of Coachella

From: Greater Coachella Valley Chamber of Commerce

This memorandum of understanding serves to outline the scope of services Greater Coachella Valley Chamber of Commerce is provided to/for the City of Coachella in the planning and production of the City's May 2022 Suavecito Sunday Events. This memorandum of understanding details the responsibilities of each party (The City of Coachella and The Greater Coachella Valley Chamber of Commerce) and financial obligations. This Memorandum of Understanding is in addition to the 2021/22 Fiscal Year Agreement between the Chamber and the City.

Summary

The City of Coachella is requesting that the Greater Coachella Valley Chamber of Commerce contribute to the City's Suavecito Sunday events by: recruiting car show entries and facilitating weekly check in of registered vehicles; facilitating a car show contest with the inclusion of a \$1,000 prize at the last Suavecito Sunday event; facilitating the registration and check in of ten retail/business exhibitors at each week's event; marketing the event via paid advertising channels and Chamber marketing channels; and staffing each week's event with one Chamber staff person. It should be noted that this summary of services differs from previous years' arrangements.

Greater Coachella Valley Chamber of Commerce will:

- Provide one staff person at each event to check in car registrants & business exhibitors
- Recruit Car Show Entries through marketing, general outreach, and management of a registration page and system.
- Facilitate a contest, per the City's terms, in which a random drawing will be facilitated at the last Suavecito Sunday of the month. This contest is limited to auto registrants who participated in each Sunday's events. The Chamber will be responsible for providing a \$1,000 prize to the winner.
- Secure approximately ten (10) business exhibitors for an expo area where exhibitors can market their business and sell goods. The Chamber will coordinate their set up and participation.
- Provide marketing in the form of paid advertising spots and PR through the Chamber's marketing channels.

City of Coachella:

- Commits to providing payment to the Greater Coachella Valley Chamber of Commerce for services as accrued per the rates below:
 - Staffing at weekly events & General Support Services | \$6,500
 - Car Contest Prize Package | \$1,000
 - Paid Advertising Package | \$8,500
- Commits to being the primary producer of the event handling, as well as food & beverage

This memorandum of understanding must be agreed to by both parties prior to its commencement. The City of Coachella can indicate which services it wishes to engage by email. And/or by returning an initialed copy of this memorandum for services in full.