



STAFF REPORT 7/8/2026

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Director of Economic Development

SUBJECT: Approve a Professional Services Agreement (PSA) with a Contract Option for the Greater Coachella Valley Chamber of Commerce for Fiscal Year 2026-2027

STAFF RECOMMENDATION:

Approve a PSA with the Greater Coachella Valley Chamber of Commerce for fiscal year 2026-2027 with **Option 3** as identified in the body of this staff report.

BACKGROUND:

The City of Coachella has been partnering with the Greater Coachella Valley Chamber of Commerce (Chamber), a private business support organization within the City, to provide professional community support services for many years. The City renews the service agreement annually with the Chamber to commemorate 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 attraction and retention services, community and city events, and further development of Coachella's tourism market.

DISCUSSION:

The proposed budget breakdown for fiscal year 2026-27 provided by the Greater Coachella Valley Chamber of Commerce are outlined below in three options:

OPTION 1

Visitor Center.....	\$20,000
Business Support Services	\$6,000
State of the City/Business Awards.....	\$12,500
Holiday Parade.....	\$500
Tacos, Tequilas & Chavelas Festival.....	\$15,000
Coachella Publication (Published Annually)	\$10,000
Biannual Job & Education Fair	\$0
TOTAL	\$64,000

OPTION 2

Visitor Center/Business Incubator	\$80,000
Business Support Services	\$6,000
State of the City/Business Awards.....	\$25,000
Holiday Parade.....	\$500
Tacos, Tequilas & Chavelas Festival.....	\$30,000
Coachella Publication (Published Annually)	\$10,000
Biannual Job & Education Fair	\$0
 TOTAL	 \$151,500

OPTION 3 [this option excludes the Visitor Center and Business Support Services]

State of the City/Business Awards.....	\$12,500
Holiday Parade.....	\$500
Tacos, Tequilas & Chavelas Festival.....	\$15,000
Coachella Publication (Published Annually)	\$10,000
Biannual Job & Education Fair	\$0
 TOTAL	 \$38,000

▪ **Visitor Center - \$20,000 -or- \$80,000**

– **Option 1 (Visitors Center Only): \$20,000**

– **Option 2 (Visitors Center & Business Incubator): \$80,000**

This incubator program is a collaborative effort between the City of Coachella and the Chamber, designed to support early-stage and growing businesses through accessible workspace, guidance, and resources. The Chamber facility will serve a dual purpose, continuing to operate as a visitor center while also functioning as a hub for small business development.

The lobby will remain open to the public four days a week from 9:00 a.m. to 4:00 p.m., with a one-hour closure for lunch, maintaining its role as a welcoming visitors center and community resource. Behind the lobby, the existing office space will be reconfigured into desk suites that businesses can use as their primary workspace and physical business address. These suites will include access to free Wi-Fi and basic printing services, reducing overhead costs and allowing businesses to focus on growth.

A key feature of the program will be a rotating resource desk dedicated to partner organizations such as the Small Business Development Center (SBDC), Workforce Development (WFD), and other service providers. These partners will offer hands-on support, including assistance with business planning, financial guidance, and technical support, ensuring that participating businesses are building strong and sustainable foundations. In addition to supporting incubator participants, these partners will also

be available to assist other local businesses and Chamber members, expanding the overall impact of their services across the broader business community.

To further support collaboration and professionalism, the back offices will be converted into a conference room and a smaller meeting room. These shared spaces will be available for businesses to host meetings, presentations, and client engagements, enhancing their ability to operate effectively.

The overall goal of the program is to provide full wraparound services that guide businesses from early development through to readiness for their own brick-and-mortar locations. By combining affordable workspace, expert support, and shared resources, the program aims to foster a strong pipeline of successful local businesses and contribute to the long-term economic vitality of Coachella.

- **Option 3: \$0 (this service would be eliminated)**

This would leave the Visitors Center as is, open 3 days a week 10am-3pm.

- **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 - \$12,500 or \$25,000**

- **Option 1: \$12,500**

- **Option 2: \$25,000**

All that is within option one, but in addition will handle all stage and AV needs including the stage and awning. The city would still create and provide its pre-recorded video message presentation.

- **Option 3: \$12,500**

Chamber will organize and manage: Business Expo; ticket sales/sponsors, and business awards as well as table settings and food & beverage within budget.

- **Holiday Parade - \$500 (included in Options 1-3)**

- Provide drivers for dignitary cars.

- **Tacos, Tequila, and Chavelas Festival - \$15,000 or \$30,000**

- **Option 1: \$15,000**

- **Option 2: \$30,000**

In addition to the items listed above the chamber will also take on all tenting, AV and Lighting for stage, entertainment as well as overall marketing. The city will still be responsible for fencing and general Public Works items such as road closures.

- **Option 3: \$15,000**

The chamber will continue to work alongside the city on this event. They will handle getting all food vendors, handling all permits and licensing. They will also coordinate

and secure all judges. Prize money will be given to first and second place of \$1,500 and \$750. An award will also be given as the people's choice award. Booking the bar and handling all sponsorships for the event.

▪ **Bi-Annual Business and Education Fair – No Charge**

- The Greater Coachella Valley Chamber of Commerce is will continue the annual Business and Education Fair in partnership with the City of Coachella to connect local businesses with business resources and higher education opportunities. The only request is to continue to hold the event at the library at no charge.

▪ **Coachella Publication - \$10,000 (1 Annual Publication)**

- This is recommended to launch as an annual publication like the La Quinta Gem or our new publication in the City of Desert Hot Springs called The Springs Insider. It would be mailed out to all residents and businesses in the City of Coachella. The city would get 10 pages in the publication and could put out pertinent information on public works updates, events, city info and more. Could also be used to required mailer information from the city to save cost such as state recycling information etc. This is a great way to show transparency and keep residents and businesses up to speed on what's going on in the city. This could also be shifted to monthly, quarterly or publish annually.



FISCAL IMPACT:

Depending on the contract option selected, the fiscal impact could fall between \$38,000 and \$151,500.

STAFF RECOMMENDATION:

Approve a Professional Services Agreement in the amount of \$38,000 (Option 3) for the Greater Coachella Valley Chamber of Commerce for fiscal year 2026-2027;

ALTERNATIVE(S):

1. Approve a Professional Services Agreement in the amount of \$64,000 (Option 1) for the Greater Coachella Valley Chamber of Commerce for fiscal year 2026-2027;
2. Approve a Professional Services Agreement in the amount of \$151,500 (Option 2) for the Greater Coachella Valley Chamber of Commerce for fiscal year 2026-2027;
3. Provide alternative direction.

ATTACHMENT(S):

1. 2026-2027 Professional Services Agreement