STAFF REPORT
11/18/2020

TO: Honorable Mayor and City Council Members

FROM: Maritza Martinez, Public Works Director

SUBJECT: Approve professional services agreement between City of Coachella and the Greater Coachella Valley Chamber of Commerce for fiscal year 2020-2021.

STAFF RECOMMENDATION:

Approve professional services agreement between City of Coachella and the Greater Coachella Valley Chamber of Commerce for fiscal year 2020-2021.

EXECUTIVE SUMMARY:

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. The budget and the services identified in the attached professional services agreement total $34,700 which is $6,800 less than 2019/2020 as city events have been canceled resulting from COVID-19 restrictions. The services described in the proposed 2020/2021 Agreement include the following services and final costs to the City after any available revenues are deducted per service/event:

- Visitor Center ($29,500)
    - Staffed Mon-Thu, 8:30 - 4:30; Visitor Center is responsible for marketing the City of Coachella to guests and visitors at the center. Services include local directory, city and relocation information, and general business related guidance.
- State of the City/Business Awards ($3,200)
    - Chamber will organize and manage: Business Expo; ticket sales/sponsors, and business awards.
- Digital Marketing ($2,000)
    - Video Footage as needed.

FISCAL IMPACT:

Funding for the recommended action has been appropriated in the approved fiscal year 2020/2021 budget.

Attachment: 2020/2021 Professional Services Agreement