



**STAFF REPORT**  
**11/9/2022**

**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 2022-2023.

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**STAFF RECOMMENDATION:**

Approve professional services agreement between City of Coachella and the Greater Coachella Valley Chamber of Commerce for fiscal year 2022-2023.

**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 \$76,000 which is more than the agreement for 2021/2022 (\$60,700). The additional costs result of increased costs in delivering the State of the City Event, inclusion of the Suavecito Sundays Events (last year this was added separately), and supplemental bilingual business support and education services. The services described in the proposed 2022/2023 Agreement include the following services and final costs to the City after any available revenues are deducted per service/event:

- Visitor Center (\$41,500)
  - 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.
- 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 (\$10,000)
  - Chamber will organize and manage: Business Expo; ticket sales/sponsors, and business awards.
- Holiday Parade (\$2,500)
  - Provide food vendors, judges and assist in soliciting convertible cars for dignitaries.
- Coachella Tacos Tequila and Chavelas Festival (\$8,500)
  - Provide stipend and monetary prizes to participating businesses. Provide and staff ticketing for both presale and door entry tickets.
- Suavecito Sundays (\$7,500)

**FISCAL IMPACT:**

The recommended action is already budgeted and will not have a fiscal impact.

Attachment: 2022/2023 Professional Services Agreement