



STAFF REPORT
9/9/2026

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Director of Economic Development

PREPARED BY: Celina Jimenez, Director of Economic Development

SUBJECT: Approve a Professional Services Agreement and a Contract Option for the Greater Coachella Valley Chamber of Commerce Business Support Services for Fiscal Year 2026-27

STAFF RECOMMENDATION:

Staff is seeking direction from the City Council on selecting and approving a professional services agreement and contract option for the Greater Coachella Valley Chamber of Commerce to operate the Coachella Community Business and Resource Center with either a three or four-day service model for fiscal year 2026-27.

FISCAL IMPACT:

The Greater Coachella Valley Chamber of Commerce is offering two contract service options for the Coachella Community Business and Resource Center:

1. Option (A) Four-Day Service Model: \$50,000 | 9AM – 4PM
2. Option (B) Three-Day Service Model: \$40,000 | 9AM – 4PM

BACKGROUND:

On July 8, 2026, the City Council approved a contribution of \$28,000 for the Greater Coachella Valley Chamber of Commerce (the Chamber) in an effort to continue the coordination of upcoming special events and requested that the Chamber return at a later date with further justification to consider additional funds.

The Chamber is proposing to operate a Coachella Community Business & Resource Center as a comprehensive business support, education, outreach, and shared workspace program serving businesses throughout the City of Coachella. This proposed structure consolidates the Chamber's traditional Business Services agreement with the expanded Community Business and Resource Center model. In prior years, the Chamber's standard Business Services program was provided as a separate \$6,000-dollar annual line item. Under this proposal, that separate line item would be

eliminated and the full scope of those services would be incorporated into the annual operating rate for the Community Business and Resource Center. The annual investment therefore includes both the Chamber's existing business support services and a significantly expanded level of local access, education, outreach, workspace, partner resources, and wraparound business assistance.

DISCUSSION/ANALYSIS:

Under either service option, the Chamber will provide:

Business Services

- Business assistance, support, and referrals
- Ribbon cuttings and business milestone recognition
- Business resource connections
- Workforce development and hiring resources
- Marketing and business-growth assistance
- Connections to financing, technical assistance, and other business programs
- Chamber program and event connections
- Business advocacy and representation
- Proactive outreach to businesses throughout the City of Coachella
- Follow-up and coordination of business service requests

These services represent the full scope of the Business Services program previously contracted separately at \$6,000 annually and are included within the rates below at no additional cost.

Community Business & Resource Center

- Staffed Chamber office during designated operating hours
- Free shared desk and workspace access for businesses and entrepreneurs
- Wi-Fi access
- Printing and basic office services
- Conference room and meeting space
- Professional space for meetings and collaboration
- Access to Chamber staff for business assistance and resource navigation
- Coordination of partner office hours and resource sessions

Wraparound Business Support

The Chamber will coordinate with regional and local partners to help make additional business resources more consistently available within Coachella.

- Potential services may include:
- Workforce development
- Employee recruitment and training
- Business planning and technical assistance
- Marketing, branding, and communications
- Access to capital and financial resources
- Entrepreneurship and startup assistance

- Licensing and regulatory assistance
- Government procurement and contracting
- Technology and digital-business support
- Internship and apprenticeship resources

The goal will be to create a local point of access to services that businesses may otherwise need to travel outside of Coachella to receive.

Business Education & Training

The Chamber will coordinate and host regular seminars, workshops, trainings, and business education programs at the Coachella office.

- Programming will be informed by needs identified through direct outreach and interaction with local businesses and may include topics such as marketing, workforce development, access to capital, technology, business growth, employment regulations, customer service, government contracting, and other areas relevant to the local business community.
- Educational programs will be advertised and promoted as accessible to businesses throughout the City of Coachella, with outreach conducted through Chamber communications, direct business outreach, social media, newsletters, partner organizations, printed materials, and other appropriate channels.

Visitor Center Services

During designated operating hours, the lobby will continue to serve as the Chamber office and administrative location. At no additional cost, the Chamber will also continue operating the lobby as a visitor center, providing information about Coachella businesses, attractions, dining, events, lodging, and other community resources.

ANNUAL SERVICE OPTIONS

Option (A) Four-Day Service Model: \$50,000 Annually

The Coachella Community Business & Resource Center will be staffed and open:

9:00 AM–4:00 PM, four days per week

The annual rate includes the complete scope of services outlined above, including:

- Full Business Services program previously provided under the separate \$6,000 annual agreement
- Four days per week of staffed office operations
- Free shared workspace access during operating hours
- Business outreach and direct assistance
- Regular training and educational programming
- Wraparound partner services
- Business resource coordination

- Conference and meeting space
 - Visitor center operations
 - Ongoing promotion of available business resources and programming throughout Coachella
-

Option (B) Three-Day Service Model: \$40,000 Annually

The Coachella Community Business & Resource Center will be staffed and open:

9:00 AM–4:00 PM, three days per week

The annual rate includes the same overall scope of Business Services, wraparound support, education and training, outreach, shared workspace, resource coordination, and visitor services outlined above.

The primary difference between the two service models is the number of days each week that the office, staff, and shared workspace are available for regular public access.

BUSINESS SERVICE SUPPORT SUMMARY

1. Option (A) Four-Day Service Model: \$50,000 [9AM – 4PM]
2. Option (B) Three-Day Service Model: \$40,000 [9AM – 4PM]

The proposed model expands upon those traditional services by providing the City of Coachella with a more comprehensive and locally accessible business support system that combines direct business services, proactive outreach, regular education and training, free shared workspace, regional resource partners, wraparound business assistance, and continued visitor center operations. The ultimate goal is to provide businesses throughout Coachella with a consistent and recognizable place to access services, receive support, participate in education and training, connect with resources, and build stronger pathways for business growth and success.

ATTACHMENT(S):

1. Professional Services Agreement – GCVCC Business Support Services