

GCVCC COACHELLA CHAMBER OF COMMERCE

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**GREATER
COACHELLA
VALLEY
CHAMBER**

Our Board Meet the 25- 26 Coachella Chamber Board

Cynthia Reyna, Chair, Sun Community Federal Credit Union

Jose Lora, NBC Palm Springs - Univision

Mayra Perez, Integrity Agents Insurance Services, Inc.

Angelo Perez, CSI Ceja Security

Jose Gonzalez, Altura Credit Union

Kristen Crawford, Augustine Casino

Laricza Navarro, Center for Employment Training

GCVCC MARKETING

Weekly Newsletter

- Over 7,100 Email Subscribers. Over 50% open rate

Social

- Over 25,000 followers across Facebook, LinkedIn, Instagram and YouTube



MEMBERSHIP

- Over a dozen private and public ribbon cuttings
- Monthly Business Walks
- 962 current members (84% retention rate)
- 83 new members in the past year
- We continue to assist nonmembers with needs throughout the city



EVENTS

- State of the City
 - Sponsorships Up
 - Increased attendance to 360 attendees
- Tacos Tequila & Chavelas
 - Held in February 2026
 - New Title Sponsor – Coachella Valley Firebirds Los Firebirds brand
 - New setup with vendors brought in to sell directly to consumers rather than ticketed event.
- Well received and appreciated by food vendors
- Goal to increase and enhance marketing in coming years
- Holiday Parade
 - Drivers provided
- The Chamber Honors: Annual Installation Dinner and Business Awards
 - June 9th



VISITORS CENTER

Averaging between 3-5 visitors daily (approximately 50 a month)
Common reasons guests are coming in

- Vendors for events
- Tourists looking for information on the area
- Guests looking for City Hall or City Facilities
- Mexican Consulate
- Information on businesses in the area



COD PARTNERSHIP

- We have recently moved our Indio offices into the Indio College of the Desert Campus
- While our move was step one in our new partnership, we have many education and workforce initiatives we are working on in the coming year.



NEW THIS YEAR

- State of Education
 - All three school districts and COD presented
 - Over 400 attendees
- CV Next: The Next Leaders of the Coachella Valley
- CV Next: Campaign Management School
- Chamber Pop-Ups
 - New Version of Business Walks



NEWLY PROPOSED

- Business Incubator
 - For new and transitioning businesses with anticipated wraparound services.
- Coachella Publication
 - Bi-Annual publication mailed out to residents and businesses in Coachella
- Increased Event Engagement



LEGISLATIVE EFFORTS

- We continue to hold monthly legislative committee meetings where we hear from each of our county, state and federal offices on updates as well as updates from the chambers side.
- We've hosted multiple Gubernatorial Candidates which allowed members to hear from Gubernatorial Candidates for this year's Governor race.
- We currently have taken positions on 45 bills so far this year.



QUESTIONS / COMMENTS

*This concludes the presentation
Thank you!*

