



**STAFF REPORT**  
**5/27/2026**

**TO:** Honorable Mayor and City Council Members  
**FROM:** Celina Jimenez, Director of Economic Development  
**SUBJECT:** Greater Coachella Valley Chamber of Commerce Informational Update

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**STAFF RECOMMENDATION:**

Staff recommends that the City Council consider approving a Professional Services Agreement and a contract option for the Greater Coachella Valley Chamber of Commerce for fiscal year 2026-2027.

**BACKGROUND:**

The City of Coachella has a longstanding partnership with the Greater Coachella Valley Chamber of Commerce (GCVCC), as a private business support organization within the City to provide professional services. 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 GCVCC champions economic growth and prosperity across Coachella Valley region. They serve as a voice for business in the Coachella Valley region, working with its members and partners to strengthen the business community by advocating for pro-growth public policies, improving our educational system, attracting and developing talented workers and enhancing the quality of life for all people and communities.

**DISCUSSION:**

The GCVCC currently has a membership of 962 current members with a retention rate of 84%. In the last year, 83 new members joined the GCVCC in Coachella. The GCVCC also conducted approximately a dozen private and public ribbon cuttings throughout the Coachella Valley.

**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

### **Visitor 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

### **College of the Desert Partnership**

- The GCVCC has recently moved its Indio office into the Indio College of the Desert Campus
- While the move is a step one in a new partnership, the GCVCC has many education and workforce initiatives they are currently working on in the coming year.

### **State of Education (new this year)**

- 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: are now the new version of the Business Walks

### **Suite of Newly Proposed Initiatives**

- 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.

## **FISCAL IMPACT:**

None

## **ALTERNATIVE(S):**

None

## **ATTACHMENT(S):**

1. GCVCC Informational Update Presentation Slides