



STAFF REPORT
10/9/2024

TO: Honorable Mayor and City Council Members

FROM: Maritza Martinez, Public Works Director -and- Celina Jimenez, Director of Economic Development

SUBJECT: Approve a Professional Services Agreement between the City of Coachella and the Greater Coachella Valley Chamber of Commerce for Fiscal Year 2024-2025 in the Amount of \$82,500

STAFF RECOMMENDATION:

Staff recommends that the City Council consider approving a Professional Services Agreement between the City of Coachella and the Greater Coachella Valley Chamber of Commerce for fiscal year 2024-2025 in the amount of \$82,500.

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 \$82,500. The services described in the proposed 2024/2025 Agreement include the following services and final costs to the City after any available revenues are deducted per service/event:

- Visitor Center (\$41,000)
 - Staffed Tuesday-Friday, 9:00 am – 4:00 pm; 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.
- Shop Local Initiative (\$8,000)
 - Chamber will create a branded Shop Local campaign that provides education and resources for local residents as well as local businesses; includes various campaign opportunities and strategies.
- State of the City/Business Awards (\$12,000)
 - Chamber will organize and manage: Business Expo; ticket sales/sponsors, and business awards.
- Holiday Parade (\$500)
 - Provide drivers for dignitary cars.
- Coachella Tacos, Tequila, and Chavelas Festival (\$15,000)
 - Provide stipend and monetary prizes to participating businesses. Provide and staff ticketing for both presale and door entry tickets.

FISCAL IMPACT:

The recommended action will not have a fiscal impact as these funds were allocated in the adopted FY 2024/2025 budget.

ATTACHMENT(S):

1. 2024/2025 Professional Services Agreement