



GCVCC

City of Coachella Activity Report

April 1, 2022 - June 30, 2023
Presented by Brandon Marley



GCVCC STAFF



BRANDON MARLEY

President/CEO



DIANA SOTO

Senior Director of
Operations



JO BETH PRUDHOMME

Director of Business
Development



TINA RODRIGUEZ

Events Manager



TERRY CATES

Membership Experience
Coordinator



SYLVIA TENORIO

Administration
Coordinator



To help small businesses survive the pandemic, GCVCC extended all memberships at no cost during the COVID 19 Pandemic. No business is ever denied resources or educational opportunities regardless of their membership status.

840

GCVCC Members

7%

are Coachella Businesses

150+

Regional Events per
year

10,000+

Marketing Impressions in the
last 60 days

CITY MARKETING

13

Total Weekly E-newsletters

Coachella's events and news are consistently represented on our weekly eblast to approximately 5,500 email subscribers across the Greater Coachella Valley. The newsletter open rate hovers at 45% which is considered exceptional within Constant Contact.

3

City Walks

City walks are held once a month. GCV staff are accompanied by Coachella Chamber board members and ambassadors. All potential new member follow-up is conducted by GCV staff.

250

Visitors Center Hours

We house the Coachella Visitors Center Monday - Thursday each week 8:30 - 4:30 p.m. The Visitors' Center maintains information on economic development programs, initiatives and support, housing information, business license information and general information on the City's General Plan, and business initiatives and programs. Walk in questions ranged from how to obtain business licenses, the location of the Coachella Civic Center and Consulate, requests for maps, restaurants, things to do in the City, housing, membership, city issues, events, City initiatives and programs and general information.

BUSINESS DEVELOPMENT

4

Ribbon Cuttings

Coachella Canna Club
Green Room Theatre Company
Mr. Clamato
Aldi

5

CHAMBER 101/AMBASSADOR EVENTS

Monthly Chamber 101 events showing new and prospective members who the chamber is and how to take advantage of their membership. Also held ambassador meetings

25

IN-PERSON MEETINGS

Appointments and meetings generated as a result of the unique business contacts resulting in next level engagements.

LOCAL LEADERSHIP

MEET OUR COACHELLA CHAMBER 23/24 BOARD OF DIRECTORS

Mike Chapa, Fairway Independent Mortgage, Board Chair

Blain Carian, Regional GCVCC Board, Growing Coachella Valley

Alma Gutierrez, Plaza Garibaldi Restaurant, Inc.

Aurora Saldivar, CA State Assemblymember Eduardo Garcia, 56th District

Chris Little, Desert Jet

Jose Lora, Entravision

Juanita Oakes, Temalpakh Farms

Mirna Flores, Forest Lawn

Pedro Infante, Imperial Western Products

THANK YOU

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