

Introduction to the  
Greater Coachella Valley  
Chamber of Commerce

# CHAMBER 101

GCVCC.ORG  
(760) 347-0676  
INFO@GCVCC.ORG



# GCVCC MISSION

We strive to enhance the overall business climate for our membership by being a **catalyst** for local commerce through our business development programs, a **convenor** of elected officials, business professionals and thought leaders through our many member and public events, and a **champion** for the local business community through our advocacy work.



# Our Team

Meet the current GCVCC team. We are here to service your needs.



BRANDON MARLEY

President/CEO



BARB CHODOS

Vice President of  
Sales & Operations



TINA RODRIGUEZ

Director of Events  
& Membership



AUSTIN WASSERMAN

Senior Business  
Development Executive



EDGAR ENCISO

Membership &  
Events Coordinator



NATALIE SANTANA

Membership &  
Operations Coordinator

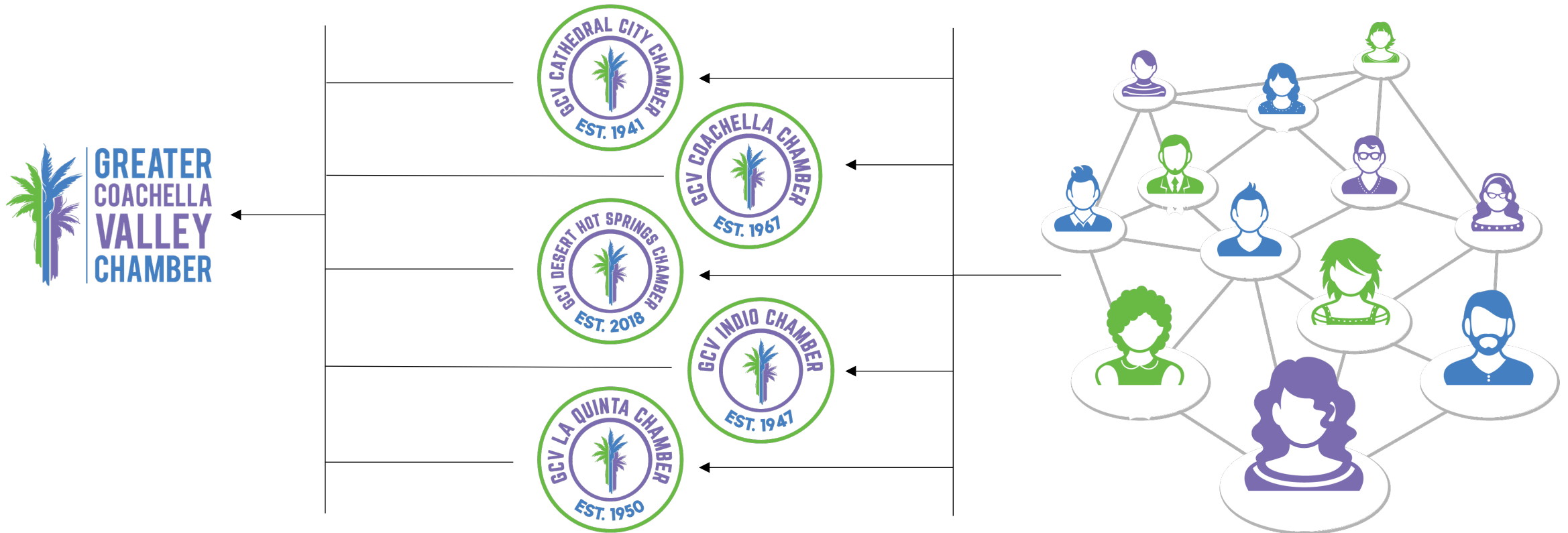
# CHAMBER LEADERSHIP

We have our Regional and Local Boards as well as our Ambassadors.

Regional Board

Local Boards

Ambassadors





# WHAT IS A CHAMBER OF COMMERCE?



- First Chamber founded in 1599 in Marseille.
- Local community of businesses whose goal is to further the interests of businesses.
- **GCVCC is Unique**
  - Only “**regional**” **chamber** in the Coachella Valley
  - **Represents the 6 Cities of** Coachella, Cathedral City, Desert Hot Springs, Indio, La Quinta and partner with Indian Wells, **2 Native American Tribes** (Cabazon and 29 Palms Bands of Mission Indians), and **Unincorporated Riverside County** (Thermal, Bermuda Dunes, Mecca).
  - Very **active Legislative Advocacy Platform** – balances government and local businesses, acting as the “voice of business in the Coachella Valley” to draft and implement fair, and thoughtful legislative policy and laws.
  - **1,000+ Members**

# CHAMBER OFFICES -

- **Coachella**

- 1515, 6<sup>th</sup> Street, Coachella
- Mon-Thu 8:30am – 4:30pm

- **Indio Office**

- 45149 Smurr St., Suite A, Indio
- Mon-Fri 8:30am – 4:30pm



# 5 REASONS TO JOIN THE CHAMBER

1. Gain credibility in the business community by being associated with the largest chamber in the valley
2. Networking Opportunities
3. Educational Opportunities
4. Marketing & Event Promotion
5. Representation on Business-Friendly Legislation



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# MARKETING & PROMOTION

When you partner with the GCVCC, we help you promote your brand and services. The GCVCC helps amplify your message by sharing your news through our website, social media and newsletter providing the platform for you to promote your business through the Greater Coachella Valley.

## **Membership includes:**

- Ribbon Cuttings to celebrate Grand Openings and Milestone Events
- Member Mixers – We have evening and morning mixers almost every month throughout the region
- Post your member news! Submit press releases for consideration to [marketing@gcvcc.org](mailto:marketing@gcvcc.org)
- Display your business's information in the GCVCC Online Directory. Full access to make updates.

## **Advertising options:**

- Digital advertising-GCVCC Website and Weekly Newsletter (over 5,000 subscribers with over a 50% open rate!)
- Event Sponsorships-Title, Presenting, Centerpiece, Community, Custom are available
- Booth exhibit at mixers and events
- Print and digital publications- Gem Monthly Magazine-23,000 LQ residents, Voice of Business Magazine-twice a year-June and October

# COMMUNICATIONS STATS

- **GCVCC.org Website**

- 68,000 unique visitors
- 87,098 sessions
- 150,643 pageviews

- **Social Media**

- Facebook, Instagram, LinkedIn, YouTube
- 25,000 followers across networks

- **Newsletter/Weekly**

- 5,000+ subscribers, 50%+ open rate



# NETWORKING OPPORTUNITIES

The GCVCC is a regional chamber representing 6 cities and the unincorporated areas in Riverside County. That's why we offer the best networking opportunities in the Coachella Valley. The GCVCC provides its members with a place to connect, grow and innovate. We host many **events throughout the year** to bring businesspersons together for the opportunity to network. Options include:

- **Morning Mixers**
- **Evening Mixers**
- **GCV Educates Webinar/Seminar Series**
- **Open House**
- **Chamber 101 (New Member Orientation and Prospective)**
- **Ambassador Program**

# REPRESENTATION ON BUSINESS-FRIENDLY LEGISLATION

The GCVCC works as a convener of government and local businesses to balance legislature that is business-friendly.

- Access to civic and community leaders by participating monthly Legislative virtual meetings
- Government Affairs & Public Policy
- Legislative Breakfasts
- Opportunities to meet and greet local, state and regional representatives
- Legislative Platform that allows the Chamber to act on behalf of your business on issues in a timely fashion
- Advocacy for the business community to ensure pro-business legislation is approved

# EMPLOYER CONNECT PROGRAM

- \$20 per hour for the first 90 days of employment with the business with a maximum of 480 hours of reimbursement.
- Must be physically located within Riverside County – District 4
- Be able to provide proof of a valid operating license within Riverside County.
- Be able to provide your Business Name and Address (and any DBA's)
- What new or current position you are hiring
- A statement as to how COVID-19 affected your business
- Small Business – The employer must be classified as a small business (less than 500 full-time employees) according to the Small Business Administration (SBA) guidelines
- Workman's Compensation – The employer must have worker's compensation coverage
- W-2 – The employer must issue W-2 forms to their employees



# NEW MEMBER SET UP

- GO TO GCVCC.org Follow 5 Steps
- Pay online by credit card
- Set up login password to get access
- Set up your “Enhanced” Directory Listing - Upload Organization Information, Website Information, Description, MapPin, Photos, Videos, Logo, Driving Directions, Social Media Networks, Hours of Operation
- Tour the GCVCC.org website
  - Member Login is at the top of the home page.
  - Submit your company news and happenings under “News” tab
- Bring in your promotional materials and business cards to an office
- Read the weekly GCVCC Newsletters!
- Schedule a Ribbon Cutting or Milestone event
- Donate a product or service to be used as a raffle or silent auction item at an event for name recognition!
- Be an event sponsor!

# GET INVOLVED WITH YOUR NETWORK

- Ambassador Program
  - Involves commitment and involvement (City Walks, Volunteer at Events, Member Calling Campaigns, Assist at Ribbon Cuttings)
  - Extension of the Chamber
  - Build your brand and network!
  - Represent the brand of the Chamber
  - Opportunity to expand your own network
  - Great chamber perks like free trips and prizes!

QUESTIONS?

CALL/EMAIL US

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