City of Coachella and GCVCC Launch Expanded Coachella Community Business & Resource Center

New partnership will expand local business assistance, shared workspace, education, training and access to regional resources

COACHELLA, CA, UNITED STATES, September 21, 2026 /EINPresswire.com/ -- The Greater Coachella Valley Chamber of Commerce (GCVCC), in partnership with the City of Coachella, is launching an expanded Coachella Community Business & Resource Center designed to provide businesses and entrepreneurs with greater access to services, resources, education and professional workspace directly within the community.

> We want Coachella business owners and entrepreneurs to know there is a place right here in their community to get assistance, connect with resources and find programs to help them grow."
>
> *Brandon Marley, President/CEO of the GCVCC*

The Coachella City Council recently approved an annual $50,000 service agreement with the Chamber for the expanded program. The new model builds on the business support services the Chamber has historically provided for the City while significantly expanding the resources available through the Chamber's Coachella office.

Implementation of the new program is underway, with the Chamber transitioning the office into the expanded Community Business & Resource Center over the next several months. Once fully implemented, the Center will operate four days a week from 9:00 a.m. to 4:00 p.m. and serve as a consistent local point of access for Coachella businesses and entrepreneurs.

"This partnership gives us the opportunity to take what we have traditionally done for the Coachella business community and build something much more comprehensive around it," said Brandon Marley, President & CEO of the Greater Coachella Valley Chamber of Commerce. "We want a business owner or entrepreneur in Coachella to know there is a place right here in their community where they can walk in, get assistance, find workspace, connect with resources and learn about programs that can help them grow. We're excited to work with the City to make the office an even stronger resource for the business community."

The Center will provide free access to shared desk and workspace during operating hours, Wi-Fi, basic printing services, conference and meeting space, and direct access to Chamber staff for business assistance and resource navigation.

The expanded partnership will also bring regular seminars, workshops and training opportunities to the Coachella office. Programming will be developed around the needs of local businesses and may include topics such as marketing, workforce development, access to capital, technology, business growth, employment regulations, government contracting and other areas important to operating and growing a business.



Coachella Community & Business Resource Center

A major component of the new model will be connecting businesses with additional regional and local partners. The Chamber will coordinate partner office hours, resource sessions and referrals in areas including workforce development, employee recruitment and training, business planning, financing, entrepreneurship, licensing, procurement, technology, internships and apprenticeships.

The goal is to make more of these services available locally, reducing the need for Coachella businesses to travel outside the city for assistance.

Coachella Mayor Dr. Frank Figueroa said the partnership reflects the City's continued commitment to supporting Coachella's business community.

"The City of Coachella is excited to expand our partnership with the Greater Coachella Valley Chamber of Commerce and provide our businesses and entrepreneurs with even greater access to resources here in their own community. Creating a central location where businesses can receive assistance, participate in training, connect with partners and have access to professional workspace strengthens the support system available to both existing businesses and those looking to grow in Coachella."

The Chamber will also continue providing its traditional business services throughout the city, including direct business assistance and referrals, ribbon cuttings and milestone recognition, workforce and hiring resources, marketing and business-growth assistance, connections to

financing and technical assistance, business advocacy, proactive outreach and follow-up on business service requests.

During designated operating hours, the office lobby will continue to serve as a visitor center providing information about Coachella businesses, attractions, dining, events, lodging and other community resources.

Additional information regarding operating days, workspace availability, upcoming workshops, partner office hours and other resources will be announced as the transition progresses.

About the Greater Coachella Valley Chamber of Commerce
The Greater Coachella Valley Chamber of Commerce's mission is to enhance the overall business climate for its membership by serving as a catalyst for local commerce through business development programs, a convener of elected officials, business professionals and thought leaders through member and public events, and a champion for the local business community through advocacy. To learn more, visit www.gcvcc.org.

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