

# INDIAN WELLS CITY COUNCIL

## July 6, 2023



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**To:** City Council  
**From:** City Manager Department  
**Prepared by:** Peter Castro, Deputy City Manager  
**Subject:** **Indian Wells Chamber of Commerce Funding Request**

### RECOMMENDED ACTIONS:

Council **DISCUSSES** the Indian Wells Chamber of Commerce Request for Funding for Fiscal Year 2023-24; and

**PROVIDES** direction to staff.

### DISCUSSION:

Funding for the Indian Wells Chamber (IW Chamber) in the amount of \$10,000 was considered by the City's Finance Committee during the Bi-Annual budget discussions and initially included in the Finance Committee's recommended budget to the City Council. However, at the May 10, 2023, Finance Committee meeting, the Committee recommended the \$10,000 funding be shifted from the IW Chamber to the Greater Coachella Valley Chamber of Commerce (GCVCC) to promote businesses in the City, specifically at the Village I Shopping Center (e.g., Sprouts Grand Opening). One of the Committee concerns raised was the IW Chamber's ability to deliver events (e.g., mixers) in the City of Indian Wells, rather than in neighboring communities.

Since the adoption of the budget, the IW Chamber sent the attached proposal to the City requesting up to \$8,000 in financial support for Fiscal Year 2023-24 that specifically targets sponsorships within the community (**Attachment No. 1**). In the request, the Chamber is asking for the following:

- \$1,000 per mixer held in the City of Indian Wells, up to six (6) mixers. The City will receive the proper recognition at each event and any publicity regarding the event.
- \$2,000 sponsorship of the IW Chamber's Golf Tournament to be held at the Indian Wells Golf Resort tentatively scheduled for September 15, 2023.
- Additionally, the City will receive recognition in print material, on the IW Chamber's website, etc.

Normally, this request would be reviewed by the Finance Committee prior to Council consideration, however, the City is in negotiations with the GCVCC on their FY 2023-24 contract and a determination on funding the IW Chamber may affect those discussions. The Finance Committee requested this be agendaized for the Council's review at the July 6, 2023, meeting.

**City Council Strategic Goal:**

Membership and participation in the various economic development organizations (e.g., IW Chamber, GCVCC, Visit Greater Palm Springs, etc.) supports the City Council 2023 Strategic Goal to Encourage and Expand Economic Development Opportunities in the Community.

**Commission/Committee Recommendations:**

The Finance Committee recommended the \$10,000 be transferred from the IW Chamber to the Greater Coachella Valley Chamber of Commerce to promote businesses in the City and to maintain a business membership with the IW Chamber. The budget adopted by the City Council on May 18, 2023 reflects this recommendation.

**OPTIONS:**

1. Approve the IW Chamber FY 2023-24 funding request of \$8,000.
2. Do not approve the IW Chamber funding request.
3. Provide alternative direction.

**FISCAL IMPACT:**

There is no fiscal impact with the request. Should the City Council approve the request, \$8,000 of the funding allocated to the Greater Coachella Valley Chamber of Commerce will be shifted back to the IW Chamber. No supplemental appropriation is requested.

If the Council approves funding for the IW Chamber, staff recommend that the IW Chamber receive payment after completion of the agreed to events or activities.

**ATTACHMENTS:**

1. IW Chamber Funding Request