



**CARAVANSERAI PROJECT**  
SUPPORTING MISSION-DRIVEN LEADERS ALONG THEIR JOURNEYS

## **Visit Greater Palm Springs Partners with Caravanserai Project to Support Local Entrepreneurs**

**(Rancho Mirage, CA) Feb. 6, 2023** - Visit Greater Palm Springs (VGPS) today announced it has partnered with Caravanserai Project to support a group of up to 30 Coachella Valley small business entrepreneurs with micro-grants up to \$7,500 as well as business readiness training.

This micro-grant and training opportunity is available to Spanish-speaking entrepreneurs with businesses that are a part of the hospitality and tourism ecosystem in the Coachella Valley. These businesses can include restaurants, retail, housecleaning, daycare, transportation and more.

“As part of our commitment to the values of diversity, equity and inclusion, Visit Greater Palm Springs is thrilled to partner with Caravanserai Project to support our Spanish-speaking entrepreneurs in the Coachella Valley,” said Scott White, President & CEO of Visit Greater Palm Springs. “Our commitment widens the circle of opportunity to the community while providing skills, knowledge and an investment in small businesses so they can take part and grow in the hospitality and tourism industry.”

“Local small businesses are the backbone of the hospitality sector in the Greater Palm Springs region and investing in their growth and sustainability goes beyond providing those visiting the Coachella Valley high-quality services,” said Mihai Patru, Executive Director of Caravanserai Project. “These investments directly impact the livelihood and wellbeing of everyone in our region, leading to better paying jobs and living conditions and creating new opportunities for personal and professional growth through entrepreneurship.”

The next business-readiness training program begins on March 13. Caravanserai Project will be hosting a virtual information session on Feb. 8, 9-10:30 a.m. Entrepreneurs interested in learning more can register for this session at [caravanseraiproject.org/seed-2](https://caravanseraiproject.org/seed-2).

### **About Caravanserai Project**

Caravanserai Project is a Palm Springs-based social impact organization striving to identify, mobilize and energize mission-driven minority entrepreneurs to build sustainable ventures, for profits and nonprofits alike, and generate irreversible system change. Founded in 2016, Caravanserai Project is one of the leading regional organizations focused on supporting local entrepreneurs providing business trainings and seed investments that prioritize revenue-generating strategies and social impact.

### **About Visit Greater Palm Springs**

Visit Greater Palm Springs (VGPS) is the official destination marketing organization for the nine-city Southern California oasis of Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio and Coachella. Founded in 1989 with a mission to positively affect the destination’s \$7.5 billion tourism economy and quality of life for its residents, VGPS provides sales, marketing and PR, and destination development activities to grow visitation from potential leisure travelers and event, meeting and convention group markets.

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