



IMPERIAL VALLEY **REGIONAL** CHAMBER *of* COMMERCE

January 28, 2025

USDA Rural Development
RBDG Program

RE: Letter of Support

Dear USDA Rural Development Office,

On behalf of the Imperial Valley Regional Chamber of Commerce (IVRCC), we would like to offer our full support to Imperial Regional Alliance (IRA) for the Imperial Valley Business Resource Center (IVBRC). The IVBRC plays a crucial role in promoting and supporting business development and employment opportunities within our region while fostering collaboration among key economic development organizations, including IVRCC. The collective effort led by the IVBRC serves as a central hub to spotlight local resources and maximize the use of regional programs and opportunities.

IVBRC's role in the community aligns with our mission statement of serving Imperial Valley businesses and promoting community prosperity through advocacy, economic development, connectivity and business education. We believe in supporting opportunities that provide greater resources to our business community and the community at large.

As we move forward, IVRCC stands firmly behind the efforts of the Imperial Regional Alliance and the IVBRC in their promising mission to enhance collaboration, outreach, and awareness between economic development organizations and our local communities. Most importantly, the IVBRC has been instrumental in tackling unemployment and poverty in our region by working together with key partners to expand and diversify employment opportunities, promote financial and investment resources, and offer valuable workforce and skills training programs. We are eager to continue our partnership with the Imperial Regional Alliance in support of the IVBRC and look forward to the positive impact this collaboration will have on the economic growth and prosperity of our region.

Please feel free to contact me with any additional questions you may have.

Sincerely,

Sher Cowie
President / Chief Executive Officer

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