



STAFF REPORT
9/24/2025

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Director of Economic Development

SUBJECT: Approve a Sponsorship Request from the County of Riverside District 4 in the amount of \$4,000 to support the 34th Annual Senior Inspiration Awards Ceremony and Approve the Nomination of Ms. Refugio Sanchez as the City of Coachella Honoree

STAFF RECOMMENDATION:

Staff recommends that the City Council consider approving a sponsorship request from the County of Riverside District 4 in the amount of \$4,000 to support the 34th Annual Senior Inspiration Awards and approve the nomination of Ms. Refugio Sanchez as the City of Coachella Honoree.

BACKGROUND:

Since 1992, the County of Riverside District 4 has partnered with the nine (9) Coachella Valley Cities to plan the annual Senior Inspiration Awards event. The annual luncheon recognizes productive and active senior citizens from each of the nine cities. Each city is asked to select an honoree that meets the following criteria:

- Be at least 70 years old;
- Reside and/or volunteer in your City;
- Be actively involved in community affairs;
- Deserve to receive recognition and/or may not otherwise receive recognition for their service to the community; and
- Personify a healthy, active, and contributing attitude and lifestyle.

This year's Senior Inspiration Awards luncheon will be held in Indian Wells on Thursday, March 26, 2026 from 11:30 AM – 1:30 PM. The event committee is asking each City to sponsor the event by contributing \$4,000. The sponsorship package will include two tables of 10 attendees, the honoree's gift, listing of the honoree in the event program and recognition at the event. Sponsorship of the event has enabled the area cities to honor valued senior volunteers in the community.

DISCUSSION/ANALYSIS:

This year, Ms. Refugio Sanchez has been nominated to be this year's City of Coachella Senior Inspiration Award recipient. Ms. Refugio Sanchez, has been a volunteer for the Coachella Senior Center since 2013. As of 2024, her service hours have totaled 2,434. She has been a member at the senior center since 2005. She is always eager and willing to help. She loves helping out in the kitchen and at all Senior Center events. She spends countless hours helping with everything and anything. Everyone at the Senior Center is an equal to her, and she treats everyone with dignity and respect. Having a person like Mrs. Sanchez at the Coachella Senior Center is an asset to this special community. Ms. Sanchez is an exceptional choice for the Senior Inspiration Awards Honoree award, as she is very reliable and compassionate towards her fellow peers, which are the hallmark qualities needed for the Senior Center.

ALTERNATIVES:

1. Approve a Sponsorship Request from the County of Riverside District 4 in the amount of \$4,000 to support the 34th Annual Senior Inspiration Awards Ceremony and Approve the Nomination of Ms. Refugio Sanchez as the City of Coachella Honoree
2. Do not approve and provide alternative direction

FISCAL IMPACT:

Should the City Council approve the staff recommendation, the General Fund account will be reduced by \$4,000.

ATTACHMENT(S):

None.