



STAFF REPORT
9/252024

TO: Honorable Mayor and City Council Members

FROM: Jaime Arroyo, Grants Manager

SUBJECT: Authorize a Community-Based Grant to Pueblo Unido CDC in the Amount of \$1,000 to Help Fund its Reynas Del Valle Coachella Program

STAFF RECOMMENDATION:

Staff recommends that the City Council consider awarding a Community-Based Grant (CBG) to Pueblo Unido CDC in the amount of \$1,000 to help fund its Reynas Del Valle Coachella Program.

BACKGROUND:

The Community Based Grant Program was established in 2010 and allows the City of Coachella to offer financial assistance to local nonprofit organizations, youth-serving organizations, and other community-based organizations that provide essential services, programs and activities to residents in Coachella. Applicant organizations are only eligible to submit one application for consideration each fiscal year and must be legally established with non-profit or tax-exempt status, be based in the Coachella Valley, or provide direct service to Coachella residents. Approval of grant funds does not constitute a precedent for grant allocations in subsequent years. All CBG grants are reimbursement grants to ensure that applicants are meeting their stated goals. The FY 24-25 budget included an allocation of \$15,000 for the Community Based Grant Program.

DISCUSSION/ANALYSIS:

Since its inception in 2008, Pueblo Unido CDC has been a leader in social justice and has helped shape the platform for partner organizations and new developing organizations to continue building on those successes. With the persistence of the organization, the Eastern Coachella Valley (ECV) farmworker community has benefited from continued equitable progress towards a brighter future and has paved a path for a healthy and sustainable community in the ECV. Pueblo Unido partners with various other agencies and programs, and in this instance is the fiscal sponsor for Reynas Del Valle. The Escaramuza Charra Reynas del Valle Coachella program empowers young girls from the ages of 5 to 15 years old by offering horsemanship instruction and educational activities. Funding requested for this program will help cover the cost of equestrian attire.

ALTERNATIVES:

1. Award a Community Based Grant in the amount of \$1,000.
2. Do not award a Community Based Grant

FISCAL IMPACT:

Should the City Council approve the staff recommendation, the Community-Based Grant Program account will be reduced by \$1,000.

ATTACHMENT(S):

CBG Application Packet