



STAFF REPORT
11/13/2024

TO: Honorable Mayor and City Council Members

FROM: Jaime Arroyo, Grants Manager

SUBJECT: Authorize a Community-Based Grant to Coachella Valley High School in the Amount of \$1,000 to Help Fund its Cheer Team

STAFF RECOMMENDATION:

Staff recommends that the City Council consider awarding a Community-Based Grant (CBG) to Coachella Valley High School in the amount of \$1,000 to help fund its Cheer Team 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:

The Coachella Valley High School Cheer Elite Camp offers a great experience for cheerleading/student athletes, fostering their growth as skilled cheerleaders and community mentors. Through this program, students gain advanced skills in preparation for the school year, providing school spirit and community engagement. The Elite Camp serves a dual purpose, as team members take on the role of mentors for younger cheerleaders from the Coachella Junior All American Cheer Squad and After School Education and Safety (ASES) mini cheer teams across the Coachella Valley Unified School District. These younger participants – ages 5 to 13, from all backgrounds – benefit immensely from the mentorship of high school cheerleaders while gaining confidence, discipline, and a sense of community pride. Through this program, cheerleaders learn leadership and team-building skills, while younger children see firsthand the rewards of dedication and hard work. Funding requested for this program will help cover the

costs associated with the implementing the Cheer Elite Camp.

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