



STAFF REPORT
1/28/2026

TO: Honorable Mayor and City Council Members

FROM: Mary Rodriguez, Grants Manager

SUBJECT: Authorize a Community-Based Grant to Green Room Theatre Company Coachella Valley in the Amount of \$1,000 to Support the “*Newish*” Shakespeare Festival

STAFF RECOMMENDATION:

Staff recommends that the City Council consider awarding a Community-Based Grant to Green Room Theatre Company Coachella Valley (GRTCCV) in the amount of \$1,000 to support performances of the “*Newish*” Shakespeare Festival during 2026, expanding access to live arts programming for Coachella residents.

BACKGROUND:

The Community Based Grant Program was established in 2010 and allows the City of Coachella to offer financial assistance to local nonprofit organizations, schools, 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. The FY 25-26 budget includes an allocation of \$15,000 for the Community Based Grant Program.

DISCUSSION/ANALYSIS:

Green Room Theatre Company Coachella Valley (GRTCCV) submitted an application requesting \$1,000 to support performances of the “*Newish*” Shakespeare Festival during 2026. The GRTCCV has provided bilingual, accessible, and culturally resonant professional theatre productions throughout the Coachella Valley for 16 years, including specialized performances for underserved communities.

GRTCCV proposes to use City grant funds to underwrite sets, design building materials for stage sets and props. and related production elements for a fully professional staging of two Shakespeare-based works performed in rotating repertory for desert audiences. Funds will ensure affordable access for Coachella residents, including “Pick-What-You-Pay” ticket options and if

enough funds are raised, possible performances at the Coachella Community Center on 6th Street. The organization has a demonstrated history of service within Coachella and surrounding communities, including direct educational programming, touring productions, and collaborations with school districts and youth-serving organizations. As noted in its application, the organization has impacted more than 10,000 audience members and maintains an ongoing commitment to bilingual programming, mental health support through the arts, and providing professional pathways for local youth.

The total cost of the 2026 Festival is \$62,000, with additional funding support leveraged from foundations, local governments, individual donors, and special events. The \$1,000 request from the City would contribute toward core production expenses, helping ensure equitable access for families, youth, and agricultural worker households in Coachella.

ALTERNATIVES:

1. Authorize a Community-Based Grant to Green Room Theatre Company Coachella Valley in the amount of \$1,000.
2. Do not authorize a Community-Based Grant to Green Room Theatre Company Coachella Valley.

FISCAL IMPACT:

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

ATTACHMENT(S):

1. Green Room Theatre Company Grant Application Packet