



STAFF REPORT
8/12/2026

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Economic Development Director

PREPARED BY: Mary Rodriguez, Grants Manager

SUBJECT: Authorize a Community-Based Grant to the Hoop Coachella Valley Mobile Basketball Trailer in the Amount of \$1,000 to Support Recreational, Educational, Mentoring, and Leadership Opportunities for Youth in the City of Coachella

STAFF RECOMMENDATION:

Staff recommends the City Council consider awarding a Community-Based Grant (CBG) in the amount of \$1,000 to Total Youth Development Training Center to assist with youth development programming and the Hoop Coachella Valley Mobile Basketball Trailer, with an emphasis on providing recreational, educational, mentoring, and leadership opportunities that directly benefit youth residing in the City of Coachella.

FISCAL IMPACT:

Should the City Council approve the staff recommendation, the Community-Based Grant Program account will be reduced by \$1,000, leaving a balance of \$10,000.

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.

DISCUSSION/ANALYSIS:

The Total Youth Development Training Center submitted an application requesting \$1,000 through the City's Community-Based Grant Program. The organization is a 501(c)(3) nonprofit established in January 2024. The proposed program combines sports-based activities with

mentoring, leadership development, academic accountability, life-skills instruction, and community engagement through its Hoop Coachella Valley Mobile Basketball Trailer. The grant funds will support mentoring, leadership workshops, life-skills sessions, and accountability activities that help youth succeed beyond sports. While the program serves communities throughout the Coachella Valley, it also provides direct benefits to youth and families within the City of Coachella by bringing recreational programming, mentoring opportunities, and positive youth engagement to City parks, schools, community events, and neighborhoods.

The supporting budget demonstrates that the organization invests in program coordination, health and wellness, academic and life-skills activities, volunteer support, and operation of the mobile basketball trailer. The organization also plans to sustain the program through fundraising, donations, and community partnerships.

ATTACHMENT(S):

CBG Application Packet