



STAFF REPORT
8/12/2026

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Economic Mary Rodriguez, Grants Manager

PREPARED BY: Mary Rodriguez, Grants Manager

SUBJECT: Authorize a Community-Based Grant to Coachella Valley High School (CVHS) Athletics Booster Club, Inc. in the Amount of \$1,000 to Support the CVHS Football Spirit Pack Program

STAFF RECOMMENDATION:

Staff recommends that the City Council consider awarding a Community-Based Grant (CBG) in the amount of \$1,000 to Coachella Valley High School (CVHS) Athletics Booster Club, Inc. to support the purchase of football spirit packs for student athletes participating in the 2026 football season.

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 \$9,000.

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 Coachella Valley High School (CVHS) football program provides a critical extracurricular activity that provides male students, many who are at risk, a place to be mentored, motivated, and build confidence. Aside from football training, students also learn responsibility and accountability

by maintaining at least a C average in order to play. The football program also fosters a sense of belonging and community among the athletes.

The organization is requesting \$1,000 to assist with the purchase of football spirit packs for CVHS student-athletes. Spirit packs include practice apparel, shirts, shorts, and other team-related items that promote school pride, unity, and equal participation while reducing the financial burden on participating families. The total cost of the spirit pack apparel is \$3,736, consisting of 364 green and gold shirts, 182 green practice jerseys, and 182 yellow practice jerseys. The requested City grant will be applied toward this total cost, with the remaining balance funded through booster club fundraising efforts, parent and community donations, local business sponsorships, concession sales, and alumni support. Staff finds that the proposed project is consistent with the goals of the Community-Based Grant Program by supporting local youth, encouraging participation in athletics, promoting school pride, and reducing financial barriers for Coachella families.

ATTACHMENT(S):

CBG Application Packet