



OFFICE OF
**ECONOMIC
DEVELOPMENT**

Drought Resilience Workforce Stability Grant Program

Type B Corporation
March, 17, 2025



Project Overview

- Stage 3 Water Restrictions began on December 16, 2024
- Industries Impacted: Landscaping, irrigation, nurseries, power washing, mobile car washes
- Project Objective: Provide financial relief and support workforce stability
- Total Funding: \$2,380,000
- \$2,000,000 allocated for small business grants
- Grants of up to \$50,000 per business
- Administered by LiftFund with negotiated processing fees



Project Timeline

- January 27, 2025: Initial presentation to Type B Board to gauge interest
- February 10, 2025: Formal item presented to Type B Board
- February 11, 2025: First reading at City Council
- February 18, 2025: Second reading at City Council
- February 21, 2025: Online interest form became available
- March 14, 2025: Full program launch for applicants goes live at 9:00 AM



Marketing & Outreach

- PR campaign led by the City's Office of Economic Development
 - Press releases, social media, website updates, and local media interviews

- LiftFund hosting virtual info sessions (English & Spanish)
 - March 12: 2:00 PM - 3:00 PM
 - March 20: 10:00 AM - 11:00 AM

- A link will be posted for businesses unable to attend the information session webinars

- Dedicated support available via phone, email, and in-person assistance
 - Phone: 1-800-923-9551
 - Email: sbgrants@liftfund.com



Community Interest

- 85 unique interest forms received to date
- LiftFund is proactively reviewing all applications
- 30+ plus businesses signed up for the March 12, 2025, information session, with more than 15 businesses attending the virtual session.
- Additional outreach efforts underway to ensure awareness and participation
- www.corpusworkforcedroughtrelief.com



Questions?