

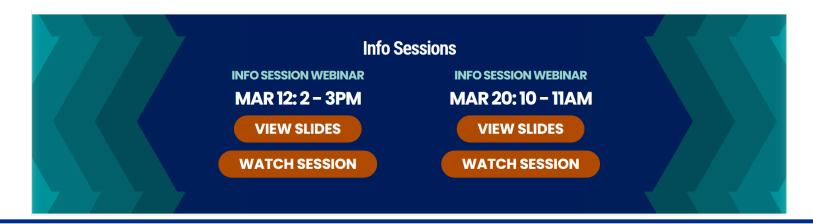
Drought Resilience Workforce Stability Grant Program

Type A & Type B Board June 2025



Program timeline

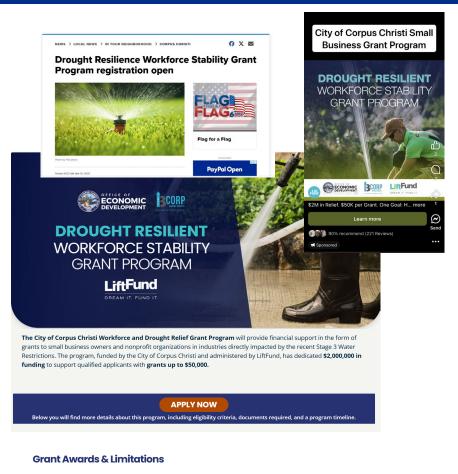
- February 11 City Council approves item to enter into a Chapter 380 Agreement with LiftFund and administer funds for DRWSP
- February 20 City and LiftFund execute contract
- February 21 LiftFund launches online interest form and receives 85 unique interest forms
- March 12 First informational session webinar is hosted by LiftFund (bilingual)
- March 14 Official grant application opens
- March 20 Second informational webinar is held (bilingual)
- June 13 53 Applications received, 20 approved, \$842k awarded





Marketing and promotion

- CorpusWorkforceDroughtRelief.com continues as an active site for applications and information about the program.
- Social media posts, including targeted ads have been published using different social media outlets
- Printed flyers continue to be distributed at community events
- Several news release by City and partners
- Shared widely on all news affiliates, including Univision
- Weekly meetings between LiftFund and OED staff

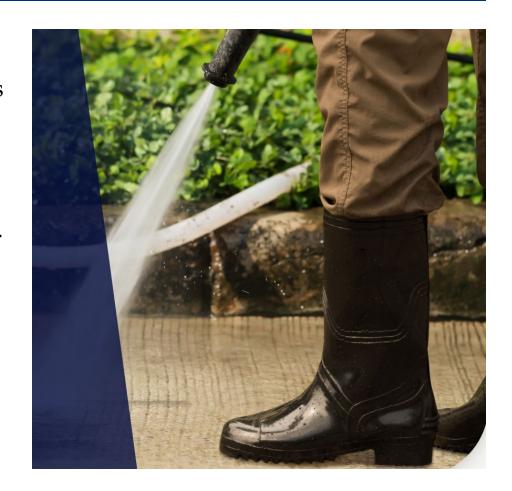


Grant amount will be up to a maximum of \$50,000 and calculated based on 3 categories, in the following order of precedence:



Strategic Outlook

- Designed as temporary assistance, the grant program aimed to safeguard jobs and businesses by facilitating diversification in response to Stage 3 water restrictions.
- City staff is prepared to present options to address net billing concerns.
- LiftFund promotion includes ongoing marketing and outreach efforts.
- The program administrator will submit the final grant award report to the City by July 31, 2025
- The program sunsets and unused funds return to the City upon receipt of the final report.





Testimonies

"We were shut down completely. We are now investing in mobile watering equipment and are expanding into zero scaping"

- Herbert Irrigation, INC

"The money from LiftFund will be used to keep employees by using funds for payroll and recover from loss revenue by using funds for operating costs"

- EMJ Services, LLC

"We have lost 2 days of service at each college campus which has directly affected our manpower and revenue. With this grant we plan on training additional crews, buying equipment and marketing artificial turf."

- CC Lawn Pros, LLC





QUESTIONS?