



OFFICE OF
**ECONOMIC
DEVELOPMENT**

Small Business Drought Resiliency Program

City Council Presentation
February 11, 2025



Drought Restrictions

On December 16, 2024, the City entered Stage 3 water restrictions as lake levels dropped below 20% capacity.

Strict limits on irrigation and non-essential water use have hit small businesses:

- Landscapers forced to cut services
- Mobile car washes restricted from operating
- Nurseries struggling with declining sales
- Irrigation companies

With revenue losses and job cuts increasing, the City's Office of Economic Development is proposing the Small Business Drought Resiliency Program to provide financial relief and protect local businesses.



Proposed Program Overview

Goal: Provide financial relief to small businesses impacted by water restrictions

- Grant Amount: Up to \$50,000 per impacted businesses
- Administered by: LiftFund, Inc., with standard administrative fees.



Eligibility Criteria

To qualify, businesses must:

- Be located within Corpus Christi, city limits
 - Have been in operation for at least 12 months prior to application submittal
 - Demonstrate ongoing business activity
 - Employ at least one full-time worker
 - Show a 20% revenue decline or workforce reduction, due to stage 3 restrictions
 - Be in good standing with the Texas Comptrollers Office, & City's property taxes (if applicable)
 - Businesses must be directly affected by the current drought restrictions
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Grant Distribution & Limitations

Grants of up to \$50,000 may be used to diversify services or products.

- One grant per business location within Corpus Christi
- Businesses with multiple locations may apply separately for each site



Application & Review Process

Application & Review Process:

- First-come, first-served application review
- Application portal & website managed by LiftFund

Marketing & Outreach:

- Website, social media, email campaigns

Review Process:

- LiftFund will verify eligibility & remove incomplete or duplicate applications



Funding & Reporting

Grant Disbursement:

- Businesses receive funds within 10 business days of verification

Tracking & Reporting:

- Bi-weekly reports provided to the City
- Final program analysis due by July 31, 2025
- City Council would authorize the transfer of funding equal to the amount of assistance proposed to the City of Corpus Christi's Street Maintenance Fund for arterial and collector street work already scheduled
- Type B transfer will replace the City's General Fund transfer to the Street Maintenance Fund, equal to the amount of funding for the program freeing up funding for small business assistance



Conclusion

This program will provide critical financial relief to small businesses affected by ongoing water restrictions.

It supports job retention and long-term sustainability for local businesses.

Approval of this Small Business Drought Resiliency Program ensures economic stability in Corpus Christi during the drought.



Questions?